

# Vanity Fair

Lecture Dernière Période



	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
<b>ENSEMBLE</b>	520	100.0%	1.0%	149	100.0%	0.6%	371	100.0%	1.4%	272	100.0%	1.6%
<b>Sexe</b>												
<b>Homme</b>	149	28.7%	0.6%	149	100.0%	0.6%	0	0.0%	0.0%	70	25.6%	0.8%
<b>Femme</b>	371	71.3%	1.4%	0	0.0%	0.0%	371	100.0%	1.4%	203	74.4%	2.4%
<b>Age</b>												
<b>15 à 24 ans</b>	150	28.8%	2.1%	23	15.4%	0.6%	127	34.2%	3.5%	78	28.6%	2.6%
<b>25 à 34 ans</b>	98	18.8%	1.3%	26	17.2%	0.7%	72	19.5%	1.9%	47	17.4%	1.5%
<b>35 à 49 ans</b>	110	21.2%	0.9%	31	20.9%	0.5%	79	21.3%	1.2%	95	34.9%	1.5%
<b>50 à 59 ans</b>	75	14.5%	0.8%	41	27.6%	0.9%	34	9.2%	0.7%	42	15.3%	1.1%
<b>60 ans et plus</b>	87	16.7%	0.6%	28	18.9%	0.4%	59	15.9%	0.7%	10	3.8%	1.2%
<b>Individu</b>												
<b>Ménagères</b>	263	50.5%	1.1%	0	0.0%	0.0%	263	70.8%	1.1%	139	51.2%	2.0%
<b>Personne de référence</b>	198	38.0%	0.7%	109	72.7%	0.5%	89	24.0%	1.1%	83	30.3%	1.0%
<b>Responsable des achats</b>	339	65.1%	0.9%	71	47.4%	0.5%	268	72.3%	1.2%	174	63.8%	1.6%
<b>PCS Individu</b>												
<b>Agriculteurs</b>	1	0.1%	0.1%	1	0.3%	0.1%	0	0.0%	0.0%	0	0.0%	0.0%
<b>Petits patrons</b>	25	4.9%	1.6%	10	6.8%	0.9%	15	4.1%	3.4%	23	8.6%	1.6%
<b>Affaires et Cadres</b>	100	19.1%	2.0%	35	23.2%	1.2%	65	17.5%	3.2%	87	31.9%	2.0%
<b>Professions intermédiaires</b>	70	13.5%	1.0%	20	13.5%	0.6%	50	13.5%	1.4%	60	22.0%	1.0%
<b>Employés</b>	47	9.1%	0.6%	5	3.6%	0.2%	42	11.3%	0.7%	16	5.8%	0.9%
<b>Ouvriers</b>	23	4.4%	0.4%	17	11.3%	0.3%	6	1.6%	0.4%	0	0.0%	0.0%
<b>Retraités</b>	70	13.5%	0.5%	27	18.1%	0.4%	43	11.6%	0.7%	4	1.4%	1.9%
<b>Autres inactifs</b>	184	35.4%	1.8%	35	23.1%	0.9%	150	40.4%	2.2%	82	30.2%	2.5%
<b>PCS Personne de référence</b>												
<b>Agriculteurs</b>	3	0.6%	0.4%	1	0.8%	0.3%	2	0.5%	0.5%	0	0.0%	0.0%
<b>Petits patrons</b>	48	9.3%	1.8%	8	5.4%	0.6%	40	10.8%	3.1%	48	17.7%	1.8%
<b>Affaires et Cadres</b>	122	23.5%	1.8%	34	22.8%	1.0%	88	23.8%	2.6%	122	44.9%	1.8%
<b>Professions intermédiaires</b>	102	19.6%	1.3%	28	18.5%	0.7%	74	20.0%	1.9%	102	37.4%	1.3%
<b>Employés</b>	52	9.9%	1.0%	10	6.5%	0.4%	42	11.3%	1.4%	0	0.0%	0.0%
<b>Ouvriers</b>	51	9.9%	0.5%	23	15.3%	0.4%	29	7.7%	0.7%	0	0.0%	0.0%
<b>Retraités</b>	85	16.4%	0.6%	31	20.6%	0.5%	55	14.7%	0.7%	0	0.0%	0.0%
<b>Autres inactifs</b>	57	10.9%	1.3%	15	10.2%	1.0%	41	11.2%	1.6%	0	0.0%	0.0%

	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
<b>Taille du foyer</b>												
<b>1 personne</b>	102	19.7%	1.0%	24	16.0%	0.5%	78	21.1%	1.4%	31	11.2%	1.7%
<b>2 personnes</b>	126	24.2%	0.7%	38	25.5%	0.4%	88	23.7%	0.9%	50	18.4%	1.2%
<b>3 personnes</b>	122	23.5%	1.3%	36	24.3%	0.8%	86	23.1%	1.9%	75	27.6%	1.9%
<b>4 personnes</b>	117	22.5%	1.3%	40	26.6%	0.9%	77	20.9%	1.7%	80	29.2%	1.6%
<b>5 personnes et +</b>	53	10.1%	1.0%	11	7.5%	0.4%	41	11.2%	1.5%	37	13.5%	1.4%
<b>Présence d'enfants de moins de 15 ans</b>												
<b>Oui</b>	177	34.0%	1.1%	42	27.8%	0.6%	135	36.5%	1.7%	122	44.6%	1.6%
<b>Non</b>	344	66.0%	0.9%	108	72.2%	0.6%	236	63.5%	1.2%	151	55.4%	1.6%
<b>Habitat</b>												
<b>Communes rurales</b>	50	9.5%	0.4%	14	9.0%	0.2%	36	9.7%	0.6%	26	9.6%	0.8%
<b>Agglo. - 20 000 hab</b>	65	12.4%	0.7%	17	11.2%	0.4%	48	12.9%	1.0%	22	8.1%	0.9%
<b>Agglo. 20 000 à 100 000 hab</b>	56	10.8%	0.8%	19	12.9%	0.6%	37	10.0%	1.0%	21	7.8%	1.1%
<b>Agglo. + 100 000 hab</b>	184	35.4%	1.2%	58	38.9%	0.8%	126	34.0%	1.6%	101	37.0%	1.8%
<b>Agglo. Paris</b>	165	31.8%	1.9%	42	27.9%	1.0%	124	33.4%	2.8%	102	37.4%	2.6%

	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
<b>Régions INSEE</b>												
Ile de France	176	33.8%	1.8%	45	30.3%	1.0%	130	35.2%	2.6%	108	39.6%	2.5%
Nord Pas de Calais	19	3.6%	0.6%	6	4.2%	0.4%	12	3.3%	0.7%	15	5.6%	1.6%
Lorraine	17	3.3%	0.9%	6	4.2%	0.7%	11	3.0%	1.1%	11	4.0%	2.0%
Alsace	12	2.3%	0.8%	5	3.6%	0.7%	7	1.8%	0.8%	5	2.0%	1.1%
Franche-Comté	5	1.0%	0.6%	1	1.0%	0.3%	4	1.0%	0.8%	4	1.4%	1.4%
Champagne Ardennes	4	0.7%	0.3%	2	1.5%	0.4%	2	0.4%	0.3%	1	0.3%	0.3%
Picardie	10	2.0%	0.7%	2	1.7%	0.3%	8	2.1%	1.0%	4	1.5%	0.9%
Bourgogne	7	1.4%	0.6%	2	1.4%	0.3%	5	1.5%	0.8%	3	0.9%	0.7%
Haute Normandie	18	3.4%	1.2%	5	3.4%	0.7%	12	3.3%	1.6%	9	3.2%	1.9%
Basse Normandie	10	2.0%	0.8%	2	1.4%	0.4%	8	2.2%	1.3%	6	2.2%	1.9%
Centre	13	2.5%	0.6%	4	2.7%	0.4%	9	2.4%	0.8%	3	1.0%	0.4%
Pays de Loire	18	3.5%	0.6%	9	5.9%	0.6%	9	2.5%	0.6%	6	2.2%	0.6%
Bretagne	21	4.0%	0.8%	4	2.5%	0.3%	17	4.6%	1.2%	13	4.8%	1.7%
Poitou Charentes	13	2.6%	0.9%	4	2.8%	0.6%	9	2.5%	1.2%	7	2.6%	1.9%
Aquitaine	15	2.9%	0.5%	8	5.3%	0.6%	7	1.9%	0.5%	7	2.6%	0.8%
Midi Pyrénées	25	4.9%	1.0%	2	1.3%	0.2%	23	6.3%	1.8%	17	6.1%	2.1%
Limousin	3	0.6%	0.5%	1	0.8%	0.4%	2	0.5%	0.6%	2	0.7%	1.1%
Auvergne	4	0.7%	0.3%	0	0.1%	0.0%	4	1.0%	0.6%	0	0.1%	0.1%
Rhône Alpes	41	7.8%	0.8%	10	6.9%	0.4%	30	8.2%	1.1%	17	6.4%	0.9%
Languedoc Roussillon	30	5.8%	1.3%	4	2.6%	0.4%	27	7.2%	2.2%	12	4.2%	1.7%
Provence Alpes Côte d'Azur. Corse	58	11.2%	1.3%	24	16.4%	1.2%	34	9.1%	1.5%	23	8.6%	1.6%
<b>Habitudes de connexion à Internet</b>												
Tous les jours	446	85.6%	1.3%	127	84.8%	0.7%	319	86.0%	1.8%	252	92.4%	1.7%
Presque tous les jours	34	6.6%	0.6%	4	2.8%	0.2%	30	8.1%	0.9%	13	4.6%	0.7%
1 à 2 fois par semaine	26	5.0%	1.0%	13	8.5%	1.2%	13	3.5%	0.9%	7	2.7%	1.4%
Moins souvent	1	0.1%	0.1%	0	0.0%	0.0%	1	0.2%	0.2%	1	0.2%	1.3%

# Vanity Fair

## Lecture Dernière Période



	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
<b>Revenus du foyer</b>												
Moins de 9 000 euros par an	24	4.7%	1.3%	6	4.1%	0.8%	18	4.9%	1.7%	5	1.9%	2.7%
De 9 000 à moins de 12 000 euros par an	9	1.7%	0.3%	3	1.7%	0.2%	6	1.7%	0.3%	1	0.5%	0.5%
De 12 000 à moins de 18 000 euros par an	24	4.6%	0.4%	3	2.1%	0.1%	21	5.6%	0.7%	3	1.0%	0.4%
De 18 000 à moins de 24 000 euros par an	69	13.2%	1.0%	16	10.4%	0.5%	53	14.3%	1.4%	23	8.5%	1.7%
De 24 000 à moins de 36 000 euros par an	80	15.4%	0.7%	30	20.1%	0.6%	50	13.5%	0.8%	44	16.2%	1.3%
De 36 000 à moins de 45 000 euros par an	77	14.8%	1.1%	17	11.3%	0.5%	60	16.2%	1.7%	43	15.9%	1.5%
De 45 000 à moins de 65 000 euros par an	88	17.0%	1.2%	33	22.1%	0.8%	55	14.9%	1.7%	58	21.5%	1.4%
65 000 euros et plus par an	94	18.1%	2.4%	29	19.2%	1.3%	66	17.7%	3.9%	67	24.7%	2.5%
Refus	47	9.0%	1.4%	13	8.9%	0.9%	33	9.0%	1.7%	21	7.8%	1.9%
Ne sait pas	8	1.6%	0.5%	0	0.0%	0.0%	8	2.3%	0.9%	6	2.0%	1.0%