

# M. le Magazine du Monde

## Lecture Dernière Période



	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
<b>ENSEMBLE</b>	1890	100.0%	3.6%	972	100.0%	3.9%	918	100.0%	3.4%	890	100.0%	5.1%
<b>Sexe</b>												
<b>Homme</b>	972	51.4%	3.9%	972	100.0%	3.9%	0	0.0%	0.0%	474	53.2%	5.3%
<b>Femme</b>	918	48.6%	3.4%	0	0.0%	0.0%	918	100.0%	3.4%	416	46.8%	4.9%
<b>Age</b>												
<b>15 à 24 ans</b>	593	31.4%	8.2%	304	31.3%	8.3%	288	31.4%	8.1%	299	33.6%	9.7%
<b>25 à 34 ans</b>	231	12.2%	3.0%	124	12.8%	3.3%	106	11.6%	2.7%	116	13.0%	3.6%
<b>35 à 49 ans</b>	355	18.8%	2.8%	201	20.7%	3.3%	154	16.8%	2.4%	226	25.4%	3.6%
<b>50 à 59 ans</b>	254	13.4%	2.8%	121	12.4%	2.7%	133	14.5%	3.0%	170	19.1%	4.5%
<b>60 ans et plus</b>	458	24.2%	2.9%	221	22.8%	3.2%	237	25.8%	2.7%	79	8.9%	7.9%
<b>Individu</b>												
<b>Ménagères</b>	635	33.6%	2.7%	0	0.0%	0.0%	635	69.2%	2.7%	276	31.1%	4.0%
<b>Personne de référence</b>	898	47.5%	3.2%	671	69.0%	3.3%	227	24.7%	2.9%	375	42.1%	4.4%
<b>Responsable des achats</b>	1109	58.7%	3.1%	464	47.8%	3.5%	645	70.2%	2.8%	486	54.6%	4.4%
<b>PCS Individu</b>												
<b>Agriculteurs</b>	16	0.9%	3.2%	16	1.6%	4.6%	1	0.1%	0.5%	1	0.1%	3.2%
<b>Petits patrons</b>	77	4.1%	4.8%	61	6.2%	5.2%	17	1.8%	3.9%	75	8.5%	5.3%
<b>Affaires et Cadres</b>	306	16.2%	6.2%	178	18.3%	6.3%	128	14.0%	6.1%	269	30.2%	6.1%
<b>Professions intermédiaires</b>	225	11.9%	3.1%	98	10.1%	2.7%	127	13.8%	3.5%	199	22.4%	3.4%
<b>Employés</b>	189	10.0%	2.3%	65	6.7%	2.9%	124	13.5%	2.0%	59	6.6%	3.2%
<b>Ouvriers</b>	119	6.3%	1.9%	107	11.0%	2.1%	12	1.3%	0.9%	12	1.4%	3.4%
<b>Retraités</b>	362	19.2%	2.8%	174	17.9%	2.9%	188	20.5%	2.8%	15	1.7%	7.2%
<b>Autres inactifs</b>	595	31.5%	5.8%	274	28.2%	7.6%	321	35.0%	4.8%	260	29.2%	7.9%
<b>PCS Personne de référence</b>												
<b>Agriculteurs</b>	25	1.3%	3.4%	16	1.6%	3.9%	10	1.1%	2.8%	0	0.0%	0.0%
<b>Petits patrons</b>	123	6.5%	4.7%	72	7.4%	5.2%	51	5.6%	4.1%	123	13.8%	4.7%
<b>Affaires et Cadres</b>	454	24.0%	6.6%	242	24.9%	7.1%	212	23.1%	6.1%	454	51.0%	6.6%
<b>Professions intermédiaires</b>	313	16.6%	4.0%	160	16.5%	3.9%	153	16.7%	4.0%	313	35.1%	4.0%
<b>Employés</b>	169	8.9%	3.1%	70	7.2%	3.0%	98	10.7%	3.2%	0	0.0%	0.0%
<b>Ouvriers</b>	241	12.7%	2.5%	142	14.6%	2.8%	98	10.7%	2.2%	0	0.0%	0.0%
<b>Retraités</b>	427	22.6%	2.9%	209	21.5%	3.1%	218	23.8%	2.7%	0	0.0%	0.0%
<b>Autres inactifs</b>	138	7.3%	3.4%	62	6.3%	4.1%	77	8.4%	3.0%	0	0.0%	0.0%

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<b>Taille du foyer</b>												
<b>1 personne</b>	311	16.4%	3.1%	145	14.9%	3.3%	166	18.1%	2.9%	103	11.6%	5.3%
<b>2 personnes</b>	637	33.7%	3.5%	304	31.3%	3.5%	333	36.3%	3.5%	236	26.5%	5.7%
<b>3 personnes</b>	309	16.4%	3.4%	159	16.4%	3.4%	150	16.3%	3.4%	189	21.2%	4.7%
<b>4 personnes</b>	377	19.9%	4.1%	214	22.0%	4.7%	163	17.7%	3.4%	234	26.3%	4.9%
<b>5 personnes et +</b>	256	13.6%	4.7%	150	15.4%	5.7%	106	11.6%	3.8%	128	14.4%	5.0%
<b>Présence d'enfants de moins de 15 ans</b>												
<b>Oui</b>	526	27.8%	3.3%	311	32.0%	4.2%	215	23.4%	2.6%	287	32.2%	3.7%
<b>Non</b>	1364	72.2%	3.8%	661	68.0%	3.8%	703	76.6%	3.7%	603	67.8%	6.2%
<b>Habitat</b>												
<b>Communes rurales</b>	250	13.2%	2.1%	131	13.4%	2.3%	120	13.0%	1.9%	88	9.8%	2.7%
<b>Agglo. - 20 000 hab</b>	217	11.5%	2.4%	116	11.9%	2.7%	101	11.0%	2.1%	104	11.7%	4.0%
<b>Agglo. 20 000 à 100 000 hab</b>	190	10.1%	2.7%	112	11.6%	3.4%	78	8.5%	2.1%	75	8.4%	3.7%
<b>Agglo. + 100 000 hab</b>	681	36.0%	4.4%	341	35.0%	4.6%	341	37.1%	4.3%	326	36.6%	5.8%
<b>Agglo. Paris</b>	552	29.2%	6.4%	273	28.1%	6.7%	279	30.4%	6.2%	298	33.5%	7.5%

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	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
<b>Régions INSEE</b>												
<b>Ile de France</b>	595	31.5%	6.2%	294	30.2%	6.4%	301	32.7%	6.0%	316	35.5%	7.2%
<b>Nord Pas de Calais</b>	86	4.6%	2.7%	46	4.7%	3.0%	40	4.3%	2.4%	40	4.5%	4.0%
<b>Lorraine</b>	70	3.7%	3.6%	45	4.6%	4.8%	25	2.7%	2.5%	24	2.7%	4.6%
<b>Alsace</b>	44	2.3%	2.9%	27	2.7%	3.6%	18	1.9%	2.2%	27	3.0%	6.1%
<b>Franche-Comté</b>	27	1.4%	2.9%	15	1.5%	3.2%	12	1.3%	2.5%	11	1.3%	4.5%
<b>Champagne Ardennes</b>	40	2.1%	3.7%	27	2.8%	5.1%	13	1.5%	2.4%	12	1.4%	4.3%
<b>Picardie</b>	43	2.3%	2.8%	21	2.1%	2.8%	22	2.4%	2.8%	12	1.3%	2.6%
<b>Bourgogne</b>	25	1.3%	1.9%	17	1.8%	2.6%	8	0.9%	1.2%	13	1.4%	3.7%
<b>Haute Normandie</b>	40	2.1%	2.7%	20	2.1%	2.8%	20	2.2%	2.6%	15	1.6%	3.2%
<b>Basse Normandie</b>	32	1.7%	2.7%	16	1.7%	2.9%	16	1.7%	2.5%	12	1.4%	3.5%
<b>Centre</b>	74	3.9%	3.5%	42	4.3%	4.2%	32	3.5%	2.9%	34	3.8%	5.1%
<b>Pays de Loire</b>	84	4.4%	2.8%	47	4.9%	3.3%	37	4.0%	2.4%	37	4.2%	4.2%
<b>Bretagne</b>	59	3.1%	2.2%	28	2.9%	2.2%	32	3.4%	2.3%	26	2.9%	3.6%
<b>Poitou Charentes</b>	49	2.6%	3.3%	25	2.6%	3.5%	24	2.6%	3.1%	18	2.0%	4.8%
<b>Aquitaine</b>	71	3.8%	2.5%	32	3.3%	2.4%	39	4.3%	2.7%	32	3.6%	3.8%
<b>Midi Pyrénées</b>	79	4.2%	3.2%	31	3.2%	2.6%	48	5.2%	3.8%	41	4.6%	5.1%
<b>Limousin</b>	17	0.9%	2.8%	8	0.8%	2.8%	9	1.0%	2.8%	5	0.6%	3.3%
<b>Auvergne</b>	32	1.7%	2.8%	12	1.2%	2.2%	20	2.2%	3.4%	13	1.5%	4.3%
<b>Rhône Alpes</b>	172	9.1%	3.3%	94	9.7%	3.8%	78	8.5%	2.9%	85	9.6%	4.4%
<b>Languedoc Roussillon</b>	81	4.3%	3.5%	44	4.5%	4.0%	37	4.0%	3.1%	28	3.2%	3.9%
<b>Provence Alpes Côte d'Azur. Corse</b>	168	8.9%	3.8%	81	8.3%	3.9%	87	9.5%	3.8%	89	10.0%	5.8%
<b>Habitudes de connexion à Internet</b>												
<b>Tous les jours</b>	1639	86.7%	4.4%	860	88.5%	4.7%	779	84.9%	4.2%	812	91.2%	5.4%
<b>Presque tous les jours</b>	188	10.0%	3.4%	88	9.0%	3.5%	101	11.0%	3.3%	59	6.7%	3.7%
<b>1 à 2 fois par semaine</b>	53	2.8%	1.9%	20	2.0%	1.7%	33	3.6%	2.1%	17	1.9%	3.3%
<b>1 à 3 fois par mois</b>	3	0.2%	0.6%	1	0.1%	0.4%	2	0.2%	0.8%	2	0.3%	2.9%
<b>Moins souvent</b>	1	0.0%	0.2%	0	0.0%	0.0%	1	0.1%	0.3%	0	0.0%	0.0%

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	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
<b>Revenus du foyer</b>												
Moins de 9 000 euros par an	61	3.2%	3.6%	34	3.5%	4.6%	27	3.0%	2.9%	7	0.8%	4.1%
De 9 000 à moins de 12 000 euros par an	71	3.8%	2.6%	26	2.7%	2.5%	45	4.9%	2.7%	13	1.5%	5.2%
De 12 000 à moins de 18 000 euros par an	144	7.6%	2.7%	71	7.3%	3.2%	73	7.9%	2.3%	32	3.5%	4.6%
De 18 000 à moins de 24 000 euros par an	178	9.4%	2.7%	90	9.3%	3.1%	88	9.5%	2.3%	70	7.8%	4.9%
De 24 000 à moins de 36 000 euros par an	302	16.0%	2.6%	129	13.3%	2.3%	173	18.8%	2.8%	133	14.9%	3.8%
De 36 000 à moins de 45 000 euros par an	216	11.5%	2.9%	93	9.5%	2.5%	124	13.5%	3.4%	100	11.2%	3.5%
De 45 000 à moins de 65 000 euros par an	314	16.6%	4.5%	189	19.5%	4.8%	125	13.6%	4.1%	159	17.8%	4.3%
65 000 euros et plus par an	367	19.4%	8.7%	215	22.1%	8.8%	152	16.6%	8.6%	258	29.0%	8.9%
Refus	184	9.7%	4.4%	96	9.8%	5.4%	89	9.7%	3.6%	94	10.5%	6.3%
Ne sait pas	52	2.8%	4.9%	30	3.0%	6.1%	23	2.5%	3.9%	25	2.8%	6.4%