

	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
ENSEMBLE	502	100.0%	1.0%	155	100.0%	0.6%	347	100.0%	1.3%	266	100.0%	1.5%
Sexe												
Homme	155	30.9%	0.6%	155	100.0%	0.6%	0	0.0%	0.0%	77	28.9%	0.9%
Femme	347	69.1%	1.3%	0	0.0%	0.0%	347	100.0%	1.3%	189	71.1%	2.2%
Age												
15 à 24 ans	127	25.3%	1.8%	18	11.8%	0.5%	109	31.3%	3.0%	60	22.7%	2.0%
25 à 34 ans	87	17.3%	1.1%	15	9.4%	0.4%	72	20.9%	1.9%	46	17.3%	1.4%
35 à 49 ans	145	28.9%	1.2%	63	40.6%	1.0%	82	23.7%	1.3%	105	39.7%	1.7%
50 à 59 ans	86	17.1%	1.0%	47	30.1%	1.0%	39	11.2%	0.9%	46	17.1%	1.2%
60 ans et plus	57	11.4%	0.4%	13	8.1%	0.2%	45	12.9%	0.5%	8	3.1%	0.8%
Individu												
Ménagères	252	50.2%	1.1%	0	0.0%	0.0%	252	72.7%	1.1%	143	53.9%	2.0%
Personne de référence	211	42.1%	0.7%	123	79.3%	0.6%	88	25.5%	1.1%	104	39.1%	1.2%
Responsable des achats	319	63.6%	0.9%	68	43.6%	0.5%	252	72.5%	1.1%	180	67.9%	1.6%
PCS Individu												
Petits patrons	17	3.4%	1.1%	13	8.4%	1.1%	4	1.2%	1.0%	14	5.3%	1.0%
Affaires et Cadres	102	20.4%	2.1%	40	25.6%	1.4%	63	18.1%	3.0%	97	36.4%	2.2%
Professions intermédiaires	72	14.4%	1.0%	16	10.3%	0.4%	56	16.2%	1.6%	61	23.0%	1.0%
Employés	65	12.9%	0.8%	5	3.2%	0.2%	60	17.2%	1.0%	21	7.9%	1.2%
Ouvriers	28	5.7%	0.5%	26	16.7%	0.5%	2	0.7%	0.2%	0	0.0%	0.0%
Retraités	43	8.6%	0.3%	12	7.5%	0.2%	32	9.1%	0.5%	2	0.8%	1.0%
Autres inactifs	174	34.6%	1.7%	44	28.3%	1.2%	130	37.5%	1.9%	71	26.5%	2.2%
PCS Personne de référence												
Agriculteurs	1	0.3%	0.2%	1	0.5%	0.2%	1	0.2%	0.2%	0	0.0%	0.0%
Petits patrons	35	7.0%	1.3%	13	8.4%	0.9%	22	6.4%	1.8%	35	13.3%	1.3%
Affaires et Cadres	152	30.2%	2.2%	44	28.1%	1.3%	108	31.2%	3.1%	152	57.1%	2.2%
Professions intermédiaires	79	15.7%	1.0%	20	13.1%	0.5%	58	16.8%	1.5%	79	29.6%	1.0%
Employés	61	12.1%	1.1%	10	6.5%	0.4%	51	14.6%	1.7%	0	0.0%	0.0%
Ouvriers	59	11.7%	0.6%	28	18.3%	0.6%	30	8.8%	0.7%	0	0.0%	0.0%
Retraités	65	12.9%	0.4%	16	10.5%	0.2%	48	14.0%	0.6%	0	0.0%	0.0%
Autres inactifs	51	10.1%	1.2%	23	14.6%	1.5%	28	8.1%	1.1%	0	0.0%	0.0%

	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
Taille du foyer												
1 personne	83	16.4%	0.8%	13	8.2%	0.3%	70	20.1%	1.2%	31	11.7%	1.6%
2 personnes	116	23.1%	0.6%	21	13.5%	0.2%	95	27.4%	1.0%	57	21.4%	1.4%
3 personnes	125	24.8%	1.4%	57	36.9%	1.2%	67	19.4%	1.5%	53	20.0%	1.3%
4 personnes	122	24.4%	1.3%	50	32.1%	1.1%	73	20.9%	1.5%	85	31.8%	1.8%
5 personnes et +	57	11.3%	1.0%	14	9.3%	0.5%	42	12.2%	1.5%	40	15.1%	1.6%
Présence d'enfants de moins de 15 ans												
Oui	168	33.5%	1.1%	62	40.2%	0.8%	106	30.5%	1.3%	110	41.3%	1.4%
Non	334	66.5%	0.9%	93	59.8%	0.5%	241	69.5%	1.3%	156	58.7%	1.6%
Habitat												
Communes rurales	46	9.2%	0.4%	8	5.1%	0.1%	38	11.0%	0.6%	27	10.3%	0.9%
Agglo. - 20 000 hab	55	10.9%	0.6%	12	7.7%	0.3%	43	12.4%	0.9%	18	6.6%	0.7%
Agglo. 20 000 à 100 000 hab	83	16.5%	1.2%	43	27.7%	1.3%	40	11.5%	1.1%	23	8.6%	1.1%
Agglo. + 100 000 hab	151	30.1%	1.0%	46	29.9%	0.6%	105	30.2%	1.3%	77	29.2%	1.4%
Agglo. Paris	167	33.3%	2.0%	46	29.6%	1.1%	121	35.0%	2.7%	121	45.4%	3.0%

	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
Régions INSEE												
Ile de France	181	36.0%	1.9%	51	33.1%	1.1%	129	37.3%	2.6%	127	47.8%	2.9%
Nord Pas de Calais	12	2.3%	0.4%	3	1.9%	0.2%	9	2.5%	0.5%	8	3.2%	0.9%
Lorraine	15	3.0%	0.8%	2	1.4%	0.2%	13	3.8%	1.3%	13	4.8%	2.4%
Alsace	9	1.7%	0.6%	2	1.3%	0.3%	7	1.9%	0.8%	4	1.3%	0.8%
Franche-Comté	6	1.2%	0.6%	1	0.9%	0.3%	5	1.3%	0.9%	5	1.7%	1.8%
Champagne Ardennes	3	0.6%	0.3%	1	0.9%	0.3%	2	0.5%	0.3%	0	0.0%	0.0%
Picardie	5	1.0%	0.3%	1	0.9%	0.2%	4	1.1%	0.5%	2	0.9%	0.6%
Bourgogne	8	1.6%	0.6%	3	1.9%	0.4%	5	1.5%	0.7%	2	0.6%	0.5%
Haute Normandie	21	4.2%	1.4%	12	7.5%	1.6%	9	2.7%	1.2%	6	2.2%	1.3%
Basse Normandie	11	2.3%	1.0%	4	2.5%	0.7%	7	2.1%	1.2%	6	2.2%	1.6%
Centre	20	4.0%	1.0%	7	4.2%	0.6%	14	3.9%	1.2%	4	1.4%	0.6%
Pays de Loire	17	3.3%	0.6%	11	6.9%	0.7%	6	1.7%	0.4%	5	1.8%	0.5%
Bretagne	12	2.5%	0.5%	1	0.9%	0.1%	11	3.2%	0.8%	5	2.0%	0.7%
Poitou Charentes	7	1.3%	0.4%	0	0.0%	0.0%	7	1.9%	0.9%	4	1.5%	1.1%
Aquitaine	15	2.9%	0.5%	1	0.3%	0.0%	14	4.1%	1.0%	8	2.9%	0.9%
Midi Pyrénées	18	3.5%	0.7%	6	3.6%	0.5%	12	3.5%	0.9%	10	3.8%	1.3%
Limousin	2	0.5%	0.4%	0	0.0%	0.0%	2	0.7%	0.7%	1	0.4%	0.7%
Auvergne	5	1.1%	0.5%	1	0.7%	0.2%	4	1.3%	0.7%	2	0.7%	0.6%
Rhône Alpes	42	8.4%	0.8%	10	6.4%	0.4%	32	9.3%	1.2%	17	6.3%	0.9%
Languedoc Roussillon	30	5.9%	1.3%	6	4.0%	0.6%	23	6.8%	1.9%	13	5.0%	1.8%
Provence Alpes Côte d'Azur. Corse	63	12.6%	1.4%	32	20.7%	1.5%	31	9.1%	1.4%	25	9.5%	1.6%
Habitudes de connexion à Internet												
Tous les jours	435	86.7%	1.2%	123	79.5%	0.7%	312	89.9%	1.7%	250	94.2%	1.7%
Presque tous les jours	30	5.9%	0.5%	10	6.5%	0.4%	20	5.7%	0.6%	11	4.1%	0.7%
1 à 2 fois par semaine	33	6.5%	1.2%	22	14.1%	1.9%	11	3.1%	0.7%	4	1.6%	0.8%

Vanity Fair

Lecture Dernière Période



	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
Revenus du foyer												
Moins de 9 000 euros par an	15	3.1%	0.9%	1	0.5%	0.1%	15	4.2%	1.5%	0	0.1%	0.2%
De 9 000 à moins de 12 000 euros par an	5	0.9%	0.2%	0	0.0%	0.0%	5	1.3%	0.3%	0	0.0%	0.0%
De 12 000 à moins de 18 000 euros par an	36	7.1%	0.7%	7	4.3%	0.3%	29	8.4%	0.9%	9	3.3%	1.3%
De 18 000 à moins de 24 000 euros par an	53	10.6%	0.8%	9	5.8%	0.3%	44	12.8%	1.2%	20	7.6%	1.4%
De 24 000 à moins de 36 000 euros par an	86	17.1%	0.7%	25	16.4%	0.5%	60	17.3%	1.0%	43	16.4%	1.2%
De 36 000 à moins de 45 000 euros par an	65	13.0%	0.9%	21	13.3%	0.5%	45	12.9%	1.2%	41	15.4%	1.4%
De 45 000 à moins de 65 000 euros par an	66	13.1%	0.9%	22	14.0%	0.6%	44	12.8%	1.4%	46	17.1%	1.2%
65 000 euros et plus par an	99	19.8%	2.3%	39	25.3%	1.6%	60	17.3%	3.4%	82	30.7%	2.8%
Refus	62	12.4%	1.5%	26	16.9%	1.5%	36	10.4%	1.5%	17	6.4%	1.1%
Ne sait pas	14	2.9%	1.4%	5	3.5%	1.1%	9	2.6%	1.5%	8	3.1%	2.1%