

M. le Magazine du Monde

Lecture Dernière Période



	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
ENSEMBLE	2141	100.0%	4.1%	1129	100.0%	4.5%	1012	100.0%	3.7%	901	100.0%	5.1%
Sexe												
Homme	1129	52.7%	4.5%	1129	100.0%	4.5%	0	0.0%	0.0%	522	57.9%	5.7%
Femme	1012	47.3%	3.7%	0	0.0%	0.0%	1012	100.0%	3.7%	379	42.1%	4.4%
Age												
15 à 24 ans	599	28.0%	8.1%	305	27.0%	8.2%	294	29.1%	8.0%	301	33.4%	9.4%
25 à 34 ans	303	14.1%	4.0%	164	14.5%	4.4%	139	13.7%	3.6%	123	13.6%	3.8%
35 à 49 ans	400	18.7%	3.2%	218	19.3%	3.5%	182	17.9%	2.8%	222	24.6%	3.6%
50 à 59 ans	223	10.4%	2.6%	105	9.3%	2.5%	117	11.6%	2.6%	132	14.6%	3.6%
60 ans et plus	617	28.8%	3.8%	337	29.8%	4.6%	280	27.7%	3.2%	124	13.8%	7.8%
Individu												
Ménagères	711	33.2%	3.0%	0	0.0%	0.0%	711	70.3%	3.0%	227	25.2%	3.2%
Personne de référence	1057	49.3%	3.8%	802	71.0%	3.9%	255	25.2%	3.4%	393	43.6%	4.4%
Responsable des achats	1287	60.1%	3.6%	565	50.0%	4.4%	722	71.3%	3.2%	452	50.1%	4.0%
PCS Individu												
Agriculteurs	21	1.0%	4.0%	13	1.2%	4.2%	7	0.7%	3.8%	1	0.1%	3.2%
Petits patrons	75	3.5%	4.6%	65	5.8%	5.4%	10	0.9%	2.3%	70	7.8%	4.7%
Affaires et Cadres	314	14.7%	6.2%	197	17.4%	6.8%	117	11.6%	5.5%	275	30.5%	6.1%
Professions intermédiaires	226	10.6%	3.1%	124	10.9%	3.3%	103	10.2%	2.8%	195	21.6%	3.2%
Employés	245	11.4%	2.9%	94	8.3%	4.2%	151	14.9%	2.4%	57	6.3%	3.2%
Ouvriers	164	7.6%	2.5%	131	11.6%	2.6%	32	3.2%	2.5%	25	2.8%	5.7%
Retraités	442	20.6%	3.4%	242	21.5%	4.0%	200	19.7%	2.9%	9	1.0%	4.0%
Autres inactifs	655	30.6%	6.6%	263	23.3%	7.2%	392	38.7%	6.2%	269	29.9%	8.1%
PCS Personne de référence												
Agriculteurs	29	1.3%	3.7%	14	1.2%	3.8%	15	1.5%	3.6%	0	0.0%	0.0%
Petits patrons	123	5.8%	4.6%	88	7.8%	6.0%	36	3.6%	2.9%	123	13.7%	4.6%
Affaires et Cadres	447	20.9%	6.3%	262	23.2%	7.5%	185	18.2%	5.2%	447	49.6%	6.3%
Professions intermédiaires	331	15.5%	4.1%	172	15.2%	4.1%	159	15.7%	4.0%	331	36.7%	4.1%
Employés	227	10.6%	4.1%	79	7.0%	3.4%	148	14.7%	4.6%	0	0.0%	0.0%
Ouvriers	262	12.2%	2.7%	158	14.0%	3.0%	104	10.3%	2.3%	0	0.0%	0.0%
Retraités	550	25.7%	3.7%	293	25.9%	4.4%	257	25.4%	3.1%	0	0.0%	0.0%
Autres inactifs	173	8.1%	4.9%	64	5.7%	4.3%	108	10.7%	5.3%	0	0.0%	0.0%

M. le Magazine du Monde



Lecture Dernière Période

	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
Taille du foyer												
1 personne	403	18.8%	4.1%	217	19.2%	5.1%	186	18.4%	3.4%	104	11.6%	4.4%
2 personnes	660	30.8%	3.6%	320	28.4%	3.6%	339	33.5%	3.6%	217	24.0%	5.1%
3 personnes	368	17.2%	3.9%	175	15.5%	3.7%	193	19.1%	4.2%	191	21.2%	4.8%
4 personnes	454	21.2%	4.8%	283	25.1%	6.0%	170	16.8%	3.6%	253	28.1%	5.4%
5 personnes et +	257	12.0%	4.6%	134	11.8%	5.2%	124	12.2%	4.1%	136	15.1%	5.2%
Présence d'enfants de moins de 15 ans												
Oui	575	26.8%	3.7%	309	27.4%	4.3%	266	26.2%	3.1%	288	32.0%	3.8%
Non	1567	73.2%	4.3%	820	72.6%	4.6%	746	73.8%	4.0%	613	68.0%	5.9%
Habitat												
Communes rurales	309	14.4%	2.6%	145	12.8%	2.5%	164	16.2%	2.6%	110	12.2%	3.3%
Agglo. - 20 000 hab	284	13.3%	3.2%	152	13.5%	3.5%	132	13.0%	2.8%	113	12.5%	4.1%
Agglo. 20 000 à 100 000 hab	236	11.0%	3.4%	137	12.1%	4.1%	100	9.8%	2.7%	92	10.2%	4.3%
Agglo. + 100 000 hab	714	33.4%	4.5%	391	34.6%	5.1%	323	32.0%	4.0%	295	32.8%	5.3%
Agglo. Paris	598	27.9%	6.8%	305	27.0%	7.3%	293	28.9%	6.4%	291	32.3%	7.2%

M. le Magazine du Monde

Lecture Dernière Période



	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
Régions INSEE												
Ile de France	661	30.9%	6.8%	334	29.6%	7.2%	327	32.3%	6.4%	312	34.6%	7.1%
Nord Pas de Calais	85	4.0%	2.6%	43	3.8%	2.8%	41	4.1%	2.5%	46	5.1%	4.6%
Lorraine	81	3.8%	4.2%	47	4.2%	5.0%	34	3.4%	3.5%	24	2.6%	4.5%
Alsace	51	2.4%	3.3%	20	1.8%	2.7%	31	3.1%	3.9%	17	1.9%	3.8%
Franche-Comté	29	1.4%	3.0%	16	1.4%	3.3%	14	1.4%	2.8%	14	1.6%	5.1%
Champagne Ardennes	31	1.4%	2.8%	19	1.7%	3.6%	12	1.2%	2.1%	11	1.3%	3.9%
Picardie	29	1.4%	1.9%	19	1.6%	2.5%	11	1.1%	1.3%	14	1.5%	3.1%
Bourgogne	28	1.3%	2.0%	16	1.4%	2.4%	12	1.2%	1.7%	15	1.7%	4.0%
Haute Normandie	44	2.1%	3.0%	32	2.9%	4.6%	12	1.2%	1.5%	17	1.9%	3.8%
Basse Normandie	29	1.4%	2.4%	11	1.0%	1.9%	18	1.8%	2.8%	8	0.9%	2.3%
Centre	78	3.6%	3.8%	46	4.1%	4.7%	31	3.1%	2.9%	29	3.3%	4.6%
Pays de Loire	88	4.1%	2.9%	38	3.3%	2.6%	50	5.0%	3.2%	50	5.6%	5.6%
Bretagne	78	3.7%	2.9%	35	3.1%	2.7%	43	4.2%	3.1%	25	2.7%	3.1%
Poitou Charentes	63	2.9%	4.2%	30	2.7%	4.2%	33	3.2%	4.2%	20	2.2%	4.8%
Aquitaine	92	4.3%	3.3%	47	4.1%	3.5%	46	4.5%	3.1%	34	3.8%	3.8%
Midi Pyrénées	85	4.0%	3.4%	33	3.0%	2.8%	52	5.1%	4.1%	39	4.4%	4.5%
Limousin	17	0.8%	2.8%	12	1.0%	4.0%	5	0.5%	1.6%	5	0.6%	3.0%
Auvergne	44	2.0%	3.8%	20	1.7%	3.6%	24	2.4%	4.0%	16	1.8%	5.4%
Rhône Alpes	211	9.9%	4.0%	111	9.8%	4.3%	100	9.9%	3.6%	90	10.0%	4.5%
Languedoc Roussillon	83	3.9%	3.6%	59	5.3%	5.4%	24	2.4%	1.9%	26	2.9%	3.5%
Provence Alpes Côte d'Azur. Corse	233	10.9%	5.3%	141	12.5%	6.8%	92	9.1%	4.0%	89	9.8%	5.8%
Habitudes de connexion à Internet												
Tous les jours	1857	86.7%	4.3%	989	87.6%	4.7%	868	85.8%	4.0%	834	92.5%	5.3%
Presque tous les jours	218	10.2%	3.6%	108	9.6%	3.9%	109	10.8%	3.3%	57	6.3%	4.1%
1 à 2 fois par semaine	60	2.8%	2.0%	28	2.4%	2.2%	32	3.2%	1.8%	10	1.1%	1.9%
1 à 3 fois par mois	6	0.3%	1.4%	5	0.4%	2.5%	1	0.1%	0.5%	1	0.1%	1.7%
Moins souvent	1	0.1%	1.2%	0	0.0%	0.0%	1	0.1%	1.8%	0	0.0%	0.0%

M. le Magazine du Monde



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	67	3.1%	4.9%	34	3.0%	5.4%	33	3.3%	4.5%	3	0.4%	1.6%
De 9 000 à moins de 12 000 euros par an	100	4.7%	5.0%	33	2.9%	4.3%	67	6.6%	5.5%	10	1.1%	4.0%
De 12 000 à moins de 18 000 euros par an	140	6.5%	2.8%	57	5.0%	2.8%	83	8.2%	2.8%	26	2.9%	3.3%
De 18 000 à moins de 24 000 euros par an	199	9.3%	2.9%	81	7.1%	2.7%	118	11.7%	3.0%	70	7.8%	4.7%
De 24 000 à moins de 36 000 euros par an	380	17.8%	3.1%	209	18.5%	3.7%	171	16.9%	2.6%	135	15.0%	3.8%
De 36 000 à moins de 45 000 euros par an	231	10.8%	3.0%	121	10.7%	3.1%	110	10.9%	2.9%	112	12.4%	3.9%
De 45 000 à moins de 65 000 euros par an	369	17.3%	4.8%	214	19.0%	5.0%	155	15.3%	4.5%	165	18.3%	4.3%
65 000 euros et plus par an	387	18.1%	9.0%	240	21.3%	9.4%	146	14.5%	8.4%	259	28.7%	9.0%
Refus	174	8.1%	4.9%	92	8.1%	6.0%	82	8.1%	4.1%	78	8.6%	5.9%
Ne sait pas	94	4.4%	6.0%	49	4.3%	6.7%	45	4.5%	5.4%	44	4.9%	6.7%