

Stylist.le magazine gratuit distribué chaque semaine



Lecture Dernière Période

	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
ENSEMBLE	408	100.0%	0.8%	67	100.0%	0.3%	341	100.0%	1.2%	188	100.0%	1.1%
Sexe												
Homme	67	16.4%	0.3%	67	100.0%	0.3%	0	0.0%	0.0%	28	14.6%	0.3%
Femme	341	83.6%	1.2%	0	0.0%	0.0%	341	100.0%	1.2%	160	85.4%	1.8%
Age												
15 à 24 ans	120	29.4%	1.6%	10	14.6%	0.3%	110	32.4%	3.0%	52	27.9%	1.6%
25 à 34 ans	84	20.7%	1.1%	8	11.7%	0.2%	76	22.4%	2.0%	44	23.3%	1.4%
35 à 49 ans	96	23.6%	0.8%	14	21.1%	0.2%	82	24.1%	1.3%	69	36.5%	1.1%
50 à 59 ans	60	14.7%	0.7%	21	31.4%	0.5%	39	11.4%	0.9%	19	10.1%	0.5%
60 ans et plus	47	11.6%	0.3%	14	21.3%	0.2%	33	9.7%	0.4%	4	2.1%	0.2%
Individu												
Ménagères	262	64.2%	1.1%	0	0.0%	0.0%	262	76.8%	1.1%	121	64.4%	1.7%
Personne de référence	185	45.3%	0.7%	55	81.9%	0.3%	130	38.1%	1.8%	62	32.8%	0.7%
Responsable des achats	294	72.0%	0.8%	39	57.8%	0.3%	255	74.8%	1.1%	122	65.2%	1.1%
PCS Individu												
Petits patrons	5	1.3%	0.3%	1	1.3%	0.1%	5	1.3%	1.1%	3	1.4%	0.2%
Affaires et Cadres	72	17.7%	1.4%	17	25.8%	0.6%	55	16.1%	2.6%	66	34.9%	1.5%
Professions intermédiaires	60	14.7%	0.8%	8	11.3%	0.2%	53	15.4%	1.4%	52	27.7%	0.9%
Employés	89	21.7%	1.0%	13	19.3%	0.6%	76	22.2%	1.2%	24	12.7%	1.3%
Ouvriers	19	4.5%	0.3%	12	18.0%	0.2%	7	1.9%	0.5%	0	0.0%	0.0%
Retraités	30	7.3%	0.2%	7	9.9%	0.1%	23	6.8%	0.3%	0	0.0%	0.0%
Autres inactifs	133	32.7%	1.3%	10	14.6%	0.3%	124	36.2%	2.0%	44	23.4%	1.3%
PCS Personne de référence												
Agriculteurs	1	0.2%	0.1%	0	0.0%	0.0%	1	0.2%	0.2%	0	0.0%	0.0%
Petits patrons	26	6.3%	1.0%	3	3.9%	0.2%	23	6.7%	1.9%	26	13.6%	1.0%
Affaires et Cadres	93	22.8%	1.3%	18	27.5%	0.5%	75	21.9%	2.1%	93	49.5%	1.3%
Professions intermédiaires	69	17.0%	0.9%	7	9.8%	0.2%	63	18.4%	1.6%	69	36.9%	0.9%
Employés	84	20.6%	1.5%	14	21.6%	0.6%	69	20.3%	2.1%	0	0.0%	0.0%
Ouvriers	41	10.0%	0.4%	12	18.0%	0.2%	29	8.5%	0.6%	0	0.0%	0.0%
Retraités	38	9.3%	0.3%	9	13.4%	0.1%	29	8.5%	0.3%	0	0.0%	0.0%
Autres inactifs	57	14.0%	1.6%	4	5.9%	0.3%	53	15.5%	2.6%	0	0.0%	0.0%

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Taille du foyer												
1 personne	94	23.0%	1.0%	8	12.5%	0.2%	86	25.1%	1.5%	29	15.6%	1.2%
2 personnes	105	25.8%	0.6%	15	23.0%	0.2%	90	26.4%	1.0%	50	26.4%	1.2%
3 personnes	77	19.0%	0.8%	14	20.7%	0.3%	64	18.6%	1.4%	46	24.6%	1.2%
4 personnes	69	16.9%	0.7%	16	24.5%	0.3%	53	15.4%	1.1%	32	17.2%	0.7%
5 personnes et +	62	15.3%	1.1%	13	19.2%	0.5%	50	14.5%	1.6%	30	16.2%	1.2%
Présence d'enfants de moins de 15 ans												
Oui	144	35.3%	0.9%	28	42.2%	0.4%	116	33.9%	1.4%	70	37.5%	0.9%
Non	264	64.7%	0.7%	39	57.8%	0.2%	226	66.1%	1.2%	117	62.5%	1.1%
Habitat												
Communes rurales	9	2.2%	0.1%	1	2.2%	0.0%	7	2.2%	0.1%	2	1.3%	0.1%
Agglo. - 20 000 hab	23	5.8%	0.3%	2	3.3%	0.1%	21	6.2%	0.5%	7	3.6%	0.2%
Agglo. 20 000 à 100 000 hab	6	1.4%	0.1%	2	3.5%	0.1%	3	1.0%	0.1%	4	2.2%	0.2%
Agglo. + 100 000 hab	112	27.4%	0.7%	8	11.8%	0.1%	104	30.4%	1.3%	40	21.5%	0.7%
Agglo. Paris	258	63.3%	2.9%	53	79.1%	1.3%	205	60.2%	4.5%	134	71.3%	3.3%
Régions INSEE												
Ile de France	274	67.0%	2.8%	55	81.8%	1.2%	219	64.1%	4.3%	138	73.4%	3.1%
Nord Pas de Calais	9	2.2%	0.3%	0	0.0%	0.0%	9	2.6%	0.5%	3	1.7%	0.3%
Alsace	8	1.9%	0.5%	0	0.0%	0.0%	8	2.2%	1.0%	0	0.0%	0.0%
Picardie	3	0.8%	0.2%	1	0.8%	0.1%	3	0.8%	0.3%	2	1.0%	0.4%
Centre	1	0.1%	0.0%	1	0.8%	0.1%	0	0.0%	0.0%	0	0.0%	0.0%
Pays de Loire	12	2.9%	0.4%	1	2.2%	0.1%	10	3.1%	0.7%	2	0.9%	0.2%
Bretagne	2	0.5%	0.1%	0	0.0%	0.0%	2	0.6%	0.1%	0	0.0%	0.0%
Aquitaine	20	5.0%	0.7%	0	0.0%	0.0%	20	6.0%	1.4%	8	4.2%	0.9%
Midi Pyrénées	17	4.2%	0.7%	0	0.0%	0.0%	17	5.1%	1.4%	5	2.6%	0.6%
Limousin	0	0.0%	0.0%	0	0.0%	0.0%	0	0.0%	0.0%	0	0.1%	0.1%
Rhône Alpes	20	5.0%	0.4%	3	5.0%	0.1%	17	5.0%	0.6%	10	5.3%	0.5%
Languedoc Roussillon	1	0.2%	0.0%	1	1.3%	0.1%	0	0.0%	0.0%	0	0.0%	0.0%
Provence Alpes Côte d'Azur. Corse	41	10.2%	0.9%	5	8.1%	0.3%	36	10.6%	1.6%	20	10.8%	1.3%
Habitudes de connexion à Internet												
Tous les jours	357	87.5%	0.8%	56	84.5%	0.3%	301	88.1%	1.4%	180	95.8%	1.1%
Presque tous les jours	38	9.3%	0.6%	0	0.0%	0.0%	38	11.1%	1.1%	6	3.0%	0.4%
1 à 2 fois par semaine	12	2.9%	0.4%	10	15.5%	0.8%	1	0.4%	0.1%	2	1.2%	0.4%
1 à 3 fois par mois	1	0.3%	0.4%	0	0.0%	0.0%	1	0.4%	0.7%	0	0.0%	0.0%

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	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	20	5.0%	1.5%	0	0.0%	0.0%	20	5.9%	2.7%	0	0.0%	0.0%
De 9 000 à moins de 12 000 euros par an	42	10.2%	2.1%	6	8.8%	0.8%	36	10.5%	2.9%	3	1.4%	1.1%
De 12 000 à moins de 18 000 euros par an	52	12.6%	1.0%	4	5.9%	0.2%	48	13.9%	1.6%	13	6.9%	1.7%
De 18 000 à moins de 24 000 euros par an	28	6.8%	0.4%	10	15.0%	0.3%	18	5.2%	0.4%	13	7.1%	0.9%
De 24 000 à moins de 36 000 euros par an	59	14.5%	0.5%	12	18.1%	0.2%	47	13.8%	0.7%	37	19.6%	1.0%
De 36 000 à moins de 45 000 euros par an	53	12.9%	0.7%	4	6.3%	0.1%	49	14.3%	1.3%	18	9.6%	0.6%
De 45 000 à moins de 65 000 euros par an	57	13.9%	0.7%	20	29.3%	0.5%	37	10.9%	1.1%	39	20.9%	1.0%
65 000 euros et plus par an	43	10.5%	1.0%	6	9.1%	0.2%	37	10.7%	2.1%	38	20.2%	1.3%
Refus	26	6.5%	0.7%	1	1.6%	0.1%	25	7.4%	1.2%	15	7.8%	1.1%
Ne sait pas	29	7.2%	1.9%	4	5.9%	0.5%	25	7.4%	3.0%	12	6.6%	1.9%