

	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
<b>ENSEMBLE</b>	2252	100.0%	4.3%	312	100.0%	1.2%	1941	100.0%	7.1%	760	100.0%	4.3%
<b>Sexe</b>												
<b>Homme</b>	312	13.8%	1.2%	312	100.0%	1.2%	0	0.0%	0.0%	120	15.8%	1.3%
<b>Femme</b>	1941	86.2%	7.1%	0	0.0%	0.0%	1941	100.0%	7.1%	640	84.2%	7.4%
<b>Age</b>												
<b>15 à 24 ans</b>	209	9.3%	2.8%	29	9.2%	0.8%	181	9.3%	4.9%	103	13.5%	3.2%
<b>25 à 34 ans</b>	234	10.4%	3.1%	26	8.4%	0.7%	207	10.7%	5.3%	84	11.1%	2.6%
<b>35 à 49 ans</b>	593	26.3%	4.7%	72	23.2%	1.2%	520	26.8%	8.1%	301	39.6%	4.8%
<b>50 à 59 ans</b>	438	19.4%	5.1%	61	19.5%	1.5%	377	19.4%	8.5%	192	25.3%	5.3%
<b>60 ans et plus</b>	779	34.6%	4.8%	124	39.7%	1.7%	655	33.8%	7.4%	80	10.6%	5.0%
<b>Individu</b>												
<b>Ménagères</b>	1738	77.2%	7.4%	0	0.0%	0.0%	1738	89.6%	7.4%	557	73.3%	7.9%
<b>Personne de référence</b>	888	39.4%	3.2%	278	89.0%	1.3%	611	31.5%	8.2%	231	30.4%	2.6%
<b>Responsable des achats</b>	1867	82.9%	5.2%	156	49.9%	1.2%	1712	88.2%	7.5%	587	77.2%	5.2%
<b>PCS Individu</b>												
<b>Agriculteurs</b>	28	1.2%	5.4%	8	2.5%	2.5%	20	1.0%	10.2%	3	0.4%	8.5%
<b>Petits patrons</b>	56	2.5%	3.4%	21	6.8%	1.8%	35	1.8%	8.3%	48	6.3%	3.2%
<b>Affaires et Cadres</b>	246	10.9%	4.9%	34	10.7%	1.2%	212	10.9%	9.9%	206	27.0%	4.6%
<b>Professions intermédiaires</b>	295	13.1%	4.0%	46	14.9%	1.3%	249	12.8%	6.7%	218	28.7%	3.6%
<b>Employés</b>	506	22.5%	5.9%	31	9.9%	1.4%	475	24.5%	7.5%	109	14.3%	6.1%
<b>Ouvriers</b>	117	5.2%	1.8%	49	15.8%	1.0%	68	3.5%	5.2%	9	1.2%	2.0%
<b>Retraités</b>	566	25.1%	4.4%	93	29.7%	1.5%	473	24.4%	6.9%	27	3.6%	12.3%
<b>Autres inactifs</b>	438	19.5%	4.4%	30	9.6%	0.8%	408	21.0%	6.5%	141	18.5%	4.2%
<b>PCS Personne de référence</b>												
<b>Agriculteurs</b>	57	2.5%	7.3%	8	2.5%	2.2%	49	2.5%	11.8%	0	0.0%	0.0%
<b>Petits patrons</b>	94	4.2%	3.5%	25	8.0%	1.7%	69	3.6%	5.7%	94	12.4%	3.5%
<b>Affaires et Cadres</b>	349	15.5%	5.0%	40	12.9%	1.1%	309	15.9%	8.7%	349	46.0%	5.0%
<b>Professions intermédiaires</b>	317	14.1%	3.9%	55	17.7%	1.3%	262	13.5%	6.7%	317	41.7%	3.9%
<b>Employés</b>	315	14.0%	5.7%	27	8.8%	1.2%	288	14.8%	8.9%	0	0.0%	0.0%
<b>Ouvriers</b>	299	13.3%	3.1%	48	15.3%	0.9%	252	13.0%	5.6%	0	0.0%	0.0%
<b>Retraités</b>	675	30.0%	4.5%	96	30.8%	1.4%	579	29.8%	6.9%	0	0.0%	0.0%
<b>Autres inactifs</b>	146	6.5%	4.1%	13	4.0%	0.8%	133	6.9%	6.5%	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>	495	22.0%	5.1%	33	10.6%	0.8%	462	23.8%	8.4%	88	11.6%	3.8%
<b>2 personnes</b>	832	36.9%	4.5%	139	44.7%	1.6%	692	35.7%	7.3%	212	27.9%	5.0%
<b>3 personnes</b>	312	13.9%	3.4%	37	11.8%	0.8%	276	14.2%	6.0%	150	19.7%	3.8%
<b>4 personnes</b>	427	19.0%	4.5%	87	28.0%	1.9%	340	17.5%	7.2%	217	28.5%	4.6%
<b>5 personnes et +</b>	186	8.2%	3.3%	15	4.9%	0.6%	170	8.8%	5.6%	93	12.2%	3.5%
<b>Présence d'enfants de moins de 15 ans</b>												
<b>Oui</b>	648	28.8%	4.1%	88	28.3%	1.2%	560	28.9%	6.6%	303	39.9%	4.0%
<b>Non</b>	1604	71.2%	4.4%	224	71.7%	1.3%	1380	71.1%	7.3%	457	60.1%	4.4%
<b>Habitat</b>												
<b>Communes rurales</b>	402	17.8%	3.4%	54	17.4%	1.0%	347	17.9%	5.5%	107	14.1%	3.2%
<b>Agglo. - 20 000 hab</b>	396	17.6%	4.4%	62	19.8%	1.4%	334	17.2%	7.2%	122	16.0%	4.4%
<b>Agglo. 20 000 à 100 000 hab</b>	321	14.3%	4.6%	55	17.6%	1.7%	266	13.7%	7.3%	102	13.4%	4.8%
<b>Agglo. + 100 000 hab</b>	744	33.0%	4.7%	95	30.4%	1.2%	649	33.5%	8.0%	253	33.3%	4.5%
<b>Agglo. Paris</b>	389	17.3%	4.4%	46	14.7%	1.1%	344	17.7%	7.5%	176	23.2%	4.4%

	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
<b>Régions INSEE</b>												
<b>Ile de France</b>	449	19.9%	4.6%	53	17.1%	1.2%	395	20.4%	7.7%	187	24.6%	4.3%
<b>Nord Pas de Calais</b>	115	5.1%	3.6%	18	5.8%	1.2%	97	5.0%	5.8%	29	3.8%	2.8%
<b>Lorraine</b>	95	4.2%	4.9%	10	3.3%	1.1%	84	4.4%	8.6%	25	3.3%	4.7%
<b>Alsace</b>	66	2.9%	4.3%	2	0.8%	0.3%	64	3.3%	8.0%	14	1.8%	3.0%
<b>Franche-Comté</b>	33	1.5%	3.4%	5	1.7%	1.1%	28	1.4%	5.6%	8	1.0%	2.8%
<b>Champagne Ardennes</b>	25	1.1%	2.2%	5	1.5%	0.9%	20	1.0%	3.5%	4	0.6%	1.5%
<b>Picardie</b>	63	2.8%	4.1%	8	2.6%	1.1%	55	2.8%	6.9%	19	2.5%	4.3%
<b>Bourgogne</b>	72	3.2%	5.3%	22	7.0%	3.3%	50	2.6%	7.0%	22	2.9%	5.8%
<b>Haute Normandie</b>	26	1.2%	1.8%	4	1.4%	0.6%	22	1.1%	2.8%	10	1.3%	2.2%
<b>Basse Normandie</b>	43	1.9%	3.6%	7	2.3%	1.3%	36	1.8%	5.6%	15	1.9%	4.0%
<b>Centre</b>	68	3.0%	3.3%	14	4.3%	1.4%	55	2.8%	5.1%	19	2.6%	3.1%
<b>Pays de Loire</b>	144	6.4%	4.8%	18	5.7%	1.2%	127	6.5%	8.0%	32	4.1%	3.5%
<b>Bretagne</b>	104	4.6%	3.9%	17	5.6%	1.3%	87	4.5%	6.3%	23	3.1%	3.0%
<b>Poitou Charentes</b>	54	2.4%	3.6%	9	3.0%	1.3%	45	2.3%	5.7%	17	2.2%	4.1%
<b>Aquitaine</b>	125	5.6%	4.5%	15	4.7%	1.1%	111	5.7%	7.6%	47	6.2%	5.2%
<b>Midi Pyrénées</b>	89	3.9%	3.6%	15	4.8%	1.2%	74	3.8%	5.8%	33	4.3%	3.7%
<b>Limousin</b>	24	1.1%	3.9%	6	1.8%	1.9%	19	1.0%	5.7%	8	1.0%	4.6%
<b>Auvergne</b>	33	1.4%	2.8%	1	0.3%	0.1%	32	1.6%	5.3%	4	0.5%	1.2%
<b>Rhône Alpes</b>	260	11.5%	4.9%	39	12.4%	1.5%	221	11.4%	8.1%	124	16.4%	6.3%
<b>Languedoc Roussillon</b>	111	4.9%	4.8%	15	4.9%	1.4%	96	4.9%	7.8%	45	6.0%	6.2%
<b>Provence Alpes Côte d'Azur. Corse</b>	253	11.2%	5.8%	28	9.0%	1.4%	225	11.6%	9.7%	76	10.0%	5.0%
<b>Habitudes de connexion à Internet</b>												
<b>Tous les jours</b>	1807	80.2%	4.2%	253	81.0%	1.2%	1554	80.1%	7.1%	655	86.1%	4.1%
<b>Presque tous les jours</b>	302	13.4%	5.0%	44	14.0%	1.6%	259	13.3%	7.7%	84	11.0%	6.1%
<b>1 à 2 fois par semaine</b>	116	5.2%	3.9%	8	2.5%	0.6%	109	5.6%	6.1%	22	2.9%	4.2%
<b>1 à 3 fois par mois</b>	23	1.0%	5.7%	4	1.3%	2.3%	19	1.0%	8.7%	0	0.1%	0.8%
<b>Moins souvent</b>	4	0.2%	3.4%	4	1.2%	9.9%	0	0.0%	0.0%	0	0.0%	0.0%

# Marie Claire

## Lecture Dernière Période



	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
<b>Revenus du foyer</b>												
<b>Moins de 9 000 euros par an</b>	38	1.7%	2.8%	9	2.9%	1.5%	28	1.5%	3.8%	8	1.0%	3.7%
<b>De 9 000 à moins de 12 000 euros par an</b>	82	3.6%	4.1%	8	2.5%	1.0%	74	3.8%	6.0%	14	1.8%	5.5%
<b>De 12 000 à moins de 18 000 euros par an</b>	216	9.6%	4.3%	8	2.6%	0.4%	208	10.7%	7.0%	21	2.7%	2.7%
<b>De 18 000 à moins de 24 000 euros par an</b>	294	13.1%	4.3%	49	15.9%	1.7%	245	12.6%	6.2%	47	6.2%	3.2%
<b>De 24 000 à moins de 36 000 euros par an</b>	622	27.6%	5.0%	79	25.2%	1.4%	544	28.0%	8.2%	167	22.0%	4.8%
<b>De 36 000 à moins de 45 000 euros par an</b>	281	12.5%	3.7%	48	15.5%	1.2%	233	12.0%	6.1%	109	14.3%	3.8%
<b>De 45 000 à moins de 65 000 euros par an</b>	310	13.8%	4.0%	44	14.0%	1.0%	267	13.7%	7.7%	160	21.1%	4.2%
<b>65 000 euros et plus par an</b>	215	9.6%	5.0%	46	14.9%	1.8%	169	8.7%	9.7%	159	20.9%	5.5%
<b>Refus</b>	147	6.5%	4.1%	20	6.5%	1.3%	127	6.5%	6.2%	54	7.0%	4.1%
<b>Ne sait pas</b>	47	2.1%	3.0%	0	0.0%	0.0%	47	2.4%	5.6%	22	2.9%	3.3%