

	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
ENSEMBLE	496	100.0%	0.9%	111	100.0%	0.4%	386	100.0%	1.4%	268	100.0%	1.5%
Sexe												
Homme	111	22.3%	0.4%	111	100.0%	0.4%	0	0.0%	0.0%	65	24.3%	0.7%
Femme	386	77.7%	1.4%	0	0.0%	0.0%	386	100.0%	1.4%	203	75.7%	2.3%
Age												
15 à 24 ans	115	23.1%	1.6%	10	9.0%	0.3%	105	27.2%	2.9%	54	20.2%	1.7%
25 à 34 ans	102	20.5%	1.3%	24	22.1%	0.7%	77	20.0%	2.0%	53	19.9%	1.7%
35 à 49 ans	145	29.2%	1.1%	50	45.2%	0.8%	95	24.6%	1.5%	96	35.9%	1.5%
50 à 59 ans	64	12.9%	0.7%	17	15.7%	0.4%	47	12.1%	1.1%	46	17.0%	1.3%
60 ans et plus	71	14.3%	0.4%	9	8.0%	0.1%	62	16.1%	0.7%	19	7.0%	1.2%
Individu												
Ménagères	278	56.1%	1.2%	0	0.0%	0.0%	278	72.1%	1.2%	144	53.6%	2.0%
Personne de référence	195	39.3%	0.7%	91	82.5%	0.4%	104	26.9%	1.4%	100	37.1%	1.1%
Responsable des achats	342	68.9%	1.0%	69	62.1%	0.5%	273	70.8%	1.2%	171	63.6%	1.5%
PCS Individu												
Petits patrons	11	2.2%	0.7%	8	6.9%	0.6%	3	0.8%	0.8%	9	3.3%	0.6%
Affaires et Cadres	103	20.7%	2.0%	37	33.2%	1.3%	66	17.2%	3.1%	93	34.5%	2.1%
Professions intermédiaires	65	13.1%	0.9%	15	13.3%	0.4%	50	13.0%	1.4%	56	20.8%	0.9%
Employés	95	19.1%	1.1%	8	7.6%	0.4%	86	22.4%	1.4%	26	9.5%	1.4%
Ouvriers	22	4.5%	0.3%	17	15.2%	0.3%	6	1.5%	0.4%	0	0.0%	0.0%
Retraités	49	9.9%	0.4%	7	6.6%	0.1%	42	10.9%	0.6%	9	3.3%	4.1%
Autres inactifs	151	30.5%	1.5%	19	17.3%	0.5%	132	34.3%	2.1%	77	28.5%	2.3%
PCS Personne de référence												
Agriculteurs	2	0.3%	0.2%	0	0.0%	0.0%	2	0.4%	0.4%	0	0.0%	0.0%
Petits patrons	30	6.1%	1.1%	9	8.4%	0.6%	21	5.5%	1.7%	30	11.3%	1.1%
Affaires et Cadres	148	29.9%	2.1%	38	34.0%	1.1%	111	28.7%	3.1%	148	55.3%	2.1%
Professions intermédiaires	90	18.1%	1.1%	18	16.4%	0.4%	72	18.5%	1.8%	90	33.4%	1.1%
Employés	69	14.0%	1.2%	9	8.1%	0.4%	60	15.7%	1.9%	0	0.0%	0.0%
Ouvriers	70	14.1%	0.7%	17	15.2%	0.3%	53	13.8%	1.2%	0	0.0%	0.0%
Retraités	57	11.5%	0.4%	10	8.6%	0.1%	48	12.3%	0.6%	0	0.0%	0.0%
Autres inactifs	30	6.0%	0.8%	10	9.2%	0.7%	20	5.1%	1.0%	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	90	18.2%	0.9%	17	15.5%	0.4%	73	19.0%	1.3%	33	12.2%	1.4%
2 personnes	126	25.4%	0.7%	21	18.5%	0.2%	106	27.4%	1.1%	55	20.4%	1.3%
3 personnes	110	22.1%	1.2%	23	20.9%	0.5%	87	22.5%	1.9%	67	24.8%	1.7%
4 personnes	116	23.4%	1.2%	39	35.3%	0.8%	77	20.0%	1.6%	71	26.4%	1.5%
5 personnes et +	54	10.8%	1.0%	11	9.8%	0.4%	43	11.1%	1.4%	43	16.2%	1.6%
Présence d'enfants de moins de 15 ans												
Oui	149	29.9%	0.9%	53	48.2%	0.7%	95	24.7%	1.1%	110	41.1%	1.5%
Non	348	70.1%	0.9%	57	51.8%	0.3%	291	75.3%	1.5%	158	58.9%	1.5%
Habitat												
Communes rurales	54	10.9%	0.5%	4	3.9%	0.1%	50	13.0%	0.8%	29	10.8%	0.9%
Agglo. - 20 000 hab	54	10.9%	0.6%	4	4.0%	0.1%	50	12.9%	1.1%	20	7.3%	0.7%
Agglo. 20 000 à 100 000 hab	63	12.8%	0.9%	18	16.5%	0.6%	45	11.7%	1.2%	26	9.6%	1.2%
Agglo. + 100 000 hab	191	38.5%	1.2%	52	47.4%	0.7%	139	35.9%	1.7%	97	36.0%	1.7%
Agglo. Paris	134	26.9%	1.5%	31	28.2%	0.7%	103	26.6%	2.2%	97	36.3%	2.4%

	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
Régions INSEE												
Ile de France	145	29.2%	1.5%	34	31.1%	0.7%	110	28.6%	2.2%	104	38.6%	2.4%
Nord Pas de Calais	14	2.7%	0.4%	7	6.5%	0.5%	6	1.6%	0.4%	6	2.4%	0.6%
Lorraine	19	3.8%	1.0%	0	0.0%	0.0%	19	4.9%	1.9%	9	3.5%	1.8%
Alsace	11	2.3%	0.7%	0	0.0%	0.0%	11	2.9%	1.4%	0	0.0%	0.0%
Franche-Comté	6	1.1%	0.6%	1	0.6%	0.1%	5	1.3%	1.0%	6	2.1%	2.0%
Champagne Ardennes	3	0.6%	0.3%	0	0.3%	0.1%	3	0.7%	0.5%	1	0.2%	0.2%
Picardie	7	1.3%	0.4%	0	0.0%	0.0%	7	1.7%	0.8%	4	1.3%	0.8%
Bourgogne	7	1.4%	0.5%	1	1.0%	0.2%	6	1.6%	0.8%	3	1.0%	0.7%
Haute Normandie	17	3.4%	1.1%	5	4.4%	0.7%	12	3.1%	1.5%	8	3.1%	1.8%
Basse Normandie	5	0.9%	0.4%	1	0.6%	0.1%	4	1.0%	0.6%	4	1.5%	1.1%
Centre	17	3.3%	0.8%	6	5.4%	0.6%	11	2.7%	1.0%	6	2.3%	1.0%
Pays de Loire	10	2.0%	0.3%	6	5.5%	0.4%	4	1.1%	0.3%	4	1.3%	0.4%
Bretagne	17	3.4%	0.6%	1	1.0%	0.1%	16	4.1%	1.1%	4	1.4%	0.5%
Poitou Charentes	14	2.8%	0.9%	1	0.5%	0.1%	14	3.5%	1.7%	6	2.1%	1.4%
Aquitaine	26	5.3%	0.9%	3	3.0%	0.2%	23	6.0%	1.6%	8	2.9%	0.9%
Midi Pyrénées	28	5.6%	1.1%	10	8.6%	0.8%	18	4.7%	1.4%	23	8.5%	2.6%
Limousin	2	0.4%	0.3%	0	0.0%	0.0%	2	0.5%	0.6%	1	0.3%	0.4%
Auvergne	11	2.1%	0.9%	8	7.3%	1.5%	2	0.6%	0.4%	3	1.1%	1.0%
Rhône Alpes	68	13.7%	1.3%	7	6.6%	0.3%	61	15.8%	2.2%	29	10.6%	1.4%
Languedoc Roussillon	7	1.4%	0.3%	2	2.1%	0.2%	5	1.2%	0.4%	4	1.6%	0.6%
Provence Alpes Côte d'Azur. Corse	65	13.0%	1.5%	17	15.4%	0.8%	47	12.3%	2.0%	38	14.0%	2.4%
Habitudes de connexion à Internet												
Tous les jours	464	93.4%	1.1%	103	93.0%	0.5%	361	93.5%	1.6%	251	93.7%	1.6%
Presque tous les jours	25	5.0%	0.4%	8	7.0%	0.3%	17	4.5%	0.5%	12	4.5%	0.9%
1 à 2 fois par semaine	8	1.6%	0.3%	0	0.0%	0.0%	8	2.0%	0.4%	5	1.8%	0.9%

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	32	6.4%	2.3%	11	9.8%	1.7%	21	5.5%	2.8%	3	1.1%	1.4%
De 9 000 à moins de 12 000 euros par an	1	0.2%	0.0%	0	0.0%	0.0%	1	0.2%	0.1%	0	0.0%	0.0%
De 12 000 à moins de 18 000 euros par an	44	8.9%	0.9%	10	8.8%	0.5%	35	9.0%	1.2%	12	4.6%	1.6%
De 18 000 à moins de 24 000 euros par an	50	10.0%	0.7%	8	7.0%	0.3%	42	10.9%	1.1%	17	6.2%	1.1%
De 24 000 à moins de 36 000 euros par an	99	19.9%	0.8%	14	13.1%	0.3%	84	21.9%	1.3%	44	16.3%	1.2%
De 36 000 à moins de 45 000 euros par an	50	10.1%	0.7%	15	13.2%	0.4%	35	9.2%	0.9%	26	9.6%	0.9%
De 45 000 à moins de 65 000 euros par an	65	13.2%	0.8%	10	8.8%	0.2%	56	14.4%	1.6%	41	15.2%	1.1%
65 000 euros et plus par an	86	17.3%	2.0%	32	29.0%	1.3%	54	13.9%	3.1%	74	27.6%	2.6%
Refus	46	9.3%	1.3%	6	5.3%	0.4%	40	10.5%	2.0%	35	13.1%	2.7%
Ne sait pas	23	4.7%	1.5%	5	4.9%	0.7%	18	4.7%	2.1%	17	6.3%	2.6%