

	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
Ensemble	2792	100.0%	5.5%	450	100.0%	1.9%	2342	100.0%	8.8%	1061	100.0%	6.3%
Sexe												
Homme	450	16.1%	1.9%	450	100.0%	1.9%	0	-	100.0%	176	16.5%	2.0%
Femme	2342	83.9%	8.8%	0	-	100.0%	2342	100.0%	8.8%	886	83.5%	11.0%
Age												
15 à 24 ans	303	10.9%	4.1%	21	4.7%	0.6%	282	12.1%	7.7%	129	12.2%	4.3%
25 à 34 ans	297	10.6%	3.9%	47	10.4%	1.2%	250	10.7%	6.4%	149	14.0%	4.4%
35 à 49 ans	868	31.1%	6.8%	158	35.2%	2.5%	710	30.3%	11.0%	483	45.5%	8.0%
50 à 64 ans	849	30.4%	6.9%	149	33.1%	2.5%	700	29.9%	11.1%	287	27.0%	7.0%
65 ans et plus	475	17.0%	4.4%	75	16.7%	1.6%	400	17.1%	6.5%	13	1.2%	5.4%
Individu												
Ménagère	2091	74.9%	9.0%	0	-	100.0%	2091	89.3%	9.0%	771	72.6%	11.5%
Personne de Référence	1084	38.8%	3.9%	419	93.1%	2.1%	665	28.4%	8.5%	326	30.7%	3.9%
Responsable des achats	1756	62.9%	7.3%	189	42.0%	2.5%	1567	66.9%	9.5%	719	67.8%	8.6%
PCS Individu												
Agriculteurs	12	0.4%	2.2%	2	0.4%	0.5%	10	0.4%	5.4%	0	0.0%	5.3%
Petits patrons	101	3.6%	6.5%	31	7.0%	2.8%	69	2.9%	15.6%	83	7.8%	5.9%
Affaires et Cadres	286	10.2%	6.1%	63	13.9%	2.2%	223	9.5%	12.8%	246	23.2%	5.7%
Professions intermédiaires	391	14.0%	5.8%	77	17.1%	2.2%	314	13.4%	9.8%	313	29.4%	5.6%
Employés	581	20.8%	6.9%	37	8.3%	1.9%	543	23.2%	8.4%	151	14.2%	8.5%
Ouvriers	203	7.3%	3.1%	88	19.6%	1.7%	114	4.9%	8.2%	25	2.3%	7.2%
Retraités	600	21.5%	4.9%	115	25.6%	2.0%	485	20.7%	7.6%	38	3.6%	17.0%
Autres inactifs	620	22.2%	6.0%	36	8.0%	1.0%	584	24.9%	8.7%	206	19.4%	6.6%
PCS Personne de Référence												
Agriculteurs	27	1.0%	3.5%	2	0.4%	0.5%	26	1.1%	6.4%	0	-	100.0%
Petits patrons	166	5.9%	6.6%	34	7.5%	2.5%	132	5.6%	11.4%	166	15.6%	6.6%
Affaires et Cadres	507	18.2%	7.5%	65	14.3%	1.9%	442	18.9%	13.5%	507	47.8%	7.5%
Professions intermédiaires	388	13.9%	5.1%	77	17.1%	1.9%	311	13.3%	8.7%	388	36.6%	5.1%
Employés	343	12.3%	6.4%	39	8.7%	1.8%	304	13.0%	9.5%	0	-	100.0%
Ouvriers	430	15.4%	4.4%	96	21.4%	1.9%	334	14.2%	7.2%	0	-	100.0%
Retraités	714	25.6%	4.9%	120	26.6%	1.8%	594	25.4%	7.5%	0	-	100.0%
Autres inactifs	217	7.8%	5.8%	18	3.9%	1.3%	200	8.5%	8.3%	0	-	100.0%

Marie Claire

Mensuel, Lecture Dernière Période

	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
Taille du Foyer												
1 personne	475	17.0%	5.1%	52	11.5%	1.3%	423	18.1%	8.0%	94	8.9%	5.4%
2 personnes	991	35.5%	5.6%	154	34.3%	1.8%	836	35.7%	9.2%	266	25.0%	6.3%
3 personnes	496	17.8%	5.3%	74	16.4%	1.6%	422	18.0%	8.9%	236	22.2%	6.3%
4 personnes	526	18.8%	5.7%	113	25.2%	2.4%	412	17.6%	8.9%	287	27.0%	6.2%
5 personnes et +	305	10.9%	5.8%	56	12.5%	2.3%	248	10.6%	8.9%	178	16.8%	7.1%
Présence d'enfants de moins de 15 ans												
Oui	923	33.1%	5.9%	192	42.7%	2.6%	731	31.2%	8.7%	487	45.9%	6.6%
Non	1869	66.9%	5.3%	258	57.3%	1.5%	1611	68.8%	8.9%	574	54.1%	6.1%
Habitat												
Communes rurales	551	19.7%	4.3%	100	22.3%	1.6%	451	19.2%	6.8%	162	15.3%	4.5%
Agglo. - 20 000 hab	412	14.8%	4.8%	72	16.1%	1.8%	340	14.5%	7.5%	134	12.6%	5.4%
Agglo. 20 000 à 100 000 hab	347	12.4%	5.2%	48	10.7%	1.5%	299	12.8%	8.6%	110	10.3%	5.6%
Agglo. + 100 000 hab	925	33.1%	6.4%	153	34.1%	2.2%	771	32.9%	10.2%	354	33.4%	7.2%
Agglo. Paris	558	20.0%	6.7%	76	16.9%	1.9%	482	20.6%	11.0%	301	28.4%	7.8%

	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
Région d'habitation												
Ile-de-France	602	21.5%	6.4%	86	19.1%	1.9%	516	22.0%	10.5%	325	30.6%	7.5%
Nord-Pas-de-Calais	137	4.9%	4.3%	21	4.7%	1.4%	116	5.0%	6.9%	42	4.0%	4.7%
Lorraine	80	2.9%	4.1%	11	2.4%	1.2%	69	3.0%	6.9%	15	1.4%	2.9%
Alsace	93	3.3%	6.2%	11	2.3%	1.4%	82	3.5%	10.6%	45	4.2%	8.6%
Franche-Comté	49	1.8%	5.2%	14	3.1%	3.0%	35	1.5%	7.2%	16	1.5%	6.7%
Champagne-Ardenne	36	1.3%	3.3%	6	1.3%	1.1%	30	1.3%	5.3%	11	1.0%	4.0%
Picardie	57	2.0%	3.7%	10	2.3%	1.4%	47	2.0%	5.9%	13	1.2%	2.8%
Bourgogne	66	2.4%	4.8%	11	2.3%	1.6%	55	2.4%	7.8%	16	1.5%	4.7%
Haute-Normandie	57	2.0%	3.9%	8	1.8%	1.2%	49	2.1%	6.3%	24	2.2%	5.3%
Basse-Normandie	37	1.3%	3.1%	10	2.3%	1.8%	27	1.1%	4.2%	13	1.3%	4.2%
Centre	91	3.3%	4.4%	21	4.7%	2.1%	70	3.0%	6.5%	35	3.3%	5.5%
Pays de la Loire	139	5.0%	4.9%	24	5.3%	1.7%	115	4.9%	7.8%	38	3.6%	4.4%
Bretagne	157	5.6%	6.1%	28	6.2%	2.3%	129	5.5%	9.6%	45	4.2%	5.9%
Poitou-Charentes	67	2.4%	4.6%	18	4.1%	2.6%	48	2.1%	6.3%	28	2.7%	7.3%
Aquitaine	169	6.1%	6.4%	30	6.6%	2.4%	139	5.9%	10.0%	66	6.2%	7.8%
Midi-Pyrénées	152	5.4%	6.4%	29	6.4%	2.5%	123	5.2%	10.0%	54	5.1%	6.9%
Limousin	26	0.9%	4.2%	3	0.7%	1.0%	23	1.0%	7.1%	7	0.6%	4.2%
Auvergne	68	2.4%	6.0%	14	3.0%	2.5%	54	2.3%	9.2%	19	1.8%	6.1%
Rhône-Alpes	278	9.9%	5.6%	44	9.7%	1.8%	234	10.0%	9.1%	98	9.2%	5.8%
Languedoc-Roussillon	124	4.4%	5.8%	16	3.6%	1.6%	108	4.6%	9.5%	47	4.5%	7.5%
Provence-Alpes-Côte-d'Azur-Corse	309	11.1%	7.2%	36	8.0%	1.8%	273	11.7%	12.0%	104	9.8%	7.4%
Habitudes de connexion Internet												
Tous les jours	1599	57.3%	5.9%	269	59.8%	2.0%	1330	56.8%	10.1%	787	74.2%	6.2%
Presque tous les jours	337	12.1%	5.6%	36	8.0%	1.3%	301	12.9%	9.1%	136	12.8%	5.6%
1 à 2 fois par semaine	212	7.6%	6.6%	25	5.5%	1.7%	188	8.0%	10.5%	86	8.1%	9.6%
1 à 3 fois par mois	49	1.7%	5.7%	7	1.6%	1.8%	41	1.8%	9.0%	15	1.4%	7.8%
Moins souvent	62	2.2%	4.3%	7	1.4%	1.0%	55	2.3%	6.8%	9	0.9%	6.1%
Jamais	5	0.2%	2.1%	0	-	-	5	0.2%	4.8%	0	-	-

Marie Claire

Mensuel, 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	133	4.8%	5.5%	11	2.4%	1.1%	122	5.2%	8.3%	15	1.4%	7.9%
De 9 000 à moins de 12 000 euros par an	139	5.0%	4.3%	16	3.5%	1.5%	123	5.2%	5.6%	14	1.3%	5.0%
De 12 000 à moins de 18 000 euros par an	313	11.2%	4.6%	52	11.5%	1.7%	262	11.2%	6.9%	43	4.0%	5.3%
De 18 000 à moins de 24 000 euros par an	414	14.8%	5.7%	56	12.5%	1.7%	358	15.3%	9.2%	83	7.8%	5.3%
De 24 000 à moins de 36 000 euros par an	548	19.6%	5.0%	100	22.1%	1.8%	449	19.2%	8.1%	202	19.0%	5.6%
De 36 000 à moins de 45 000 euros par an	372	13.3%	5.9%	65	14.4%	2.0%	307	13.1%	10.3%	183	17.3%	6.5%
De 45 000 à moins de 65 000 euros par an	380	13.6%	6.7%	65	14.5%	2.1%	315	13.5%	12.6%	220	20.8%	6.4%
65 000 euros et plus	203	7.3%	7.1%	49	10.8%	2.8%	154	6.6%	13.7%	171	16.1%	7.6%
Refus	237	8.5%	6.3%	27	5.9%	1.7%	210	9.0%	9.6%	110	10.3%	8.5%
Ne sait pas	53	1.9%	3.5%	11	2.3%	1.6%	42	1.8%	5.0%	21	2.0%	3.8%