

# Studio Magazine - Ciné Live

Mensuel, Lecture Dernière Période



	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
<b>Ensemble</b>	836	100.0%	1.6%	458	100.0%	1.9%	378	100.0%	1.4%	415	100.0%	2.5%
<b>Sexe</b>												
<b>Homme</b>	458	54.8%	1.9%	458	100.0%	1.9%	0	-	100.0%	223	53.7%	2.5%
<b>Femme</b>	378	45.2%	1.4%	0	-	100.0%	378	100.0%	1.4%	192	46.3%	2.4%
<b>Age</b>												
<b>15 à 24 ans</b>	289	34.6%	3.9%	142	30.9%	3.8%	148	39.1%	4.0%	132	31.8%	4.4%
<b>25 à 34 ans</b>	187	22.3%	2.4%	118	25.7%	3.1%	69	18.3%	1.8%	92	22.2%	2.7%
<b>35 à 49 ans</b>	205	24.5%	1.6%	126	27.6%	2.0%	79	20.8%	1.2%	127	30.5%	2.1%
<b>50 à 64 ans</b>	131	15.7%	1.1%	66	14.5%	1.1%	65	17.2%	1.0%	60	14.5%	1.5%
<b>65 ans et plus</b>	25	2.9%	0.2%	7	1.4%	0.1%	18	4.8%	0.3%	4	1.0%	1.7%
<b>Individu</b>												
<b>Ménagère</b>	251	30.0%	1.1%	0	-	100.0%	251	66.5%	1.1%	125	30.0%	1.9%
<b>Personne de Référence</b>	408	48.8%	1.5%	310	67.7%	1.5%	98	25.9%	1.2%	196	47.2%	2.3%
<b>Responsable des achats</b>	317	37.9%	1.3%	128	27.9%	1.7%	189	49.9%	1.1%	166	40.0%	2.0%
<b>PCS Individu</b>												
<b>Agriculteurs</b>	6	0.7%	1.2%	0	-	-	6	1.6%	3.4%	0	-	-
<b>Petits patrons</b>	29	3.5%	1.9%	25	5.4%	2.2%	4	1.1%	1.0%	26	6.2%	1.8%
<b>Affaires et Cadres</b>	115	13.7%	2.5%	69	15.1%	2.4%	45	11.9%	2.6%	110	26.4%	2.5%
<b>Professions intermédiaires</b>	139	16.7%	2.1%	84	18.4%	2.4%	55	14.6%	1.7%	118	28.3%	2.1%
<b>Employés</b>	135	16.1%	1.6%	63	13.7%	3.2%	72	19.1%	1.1%	23	5.6%	1.3%
<b>Ouvriers</b>	123	14.7%	1.9%	98	21.4%	1.9%	25	6.6%	1.8%	11	2.7%	3.3%
<b>Retraités</b>	44	5.3%	0.4%	13	2.8%	0.2%	31	8.3%	0.5%	7	1.7%	3.1%
<b>Autres inactifs</b>	245	29.3%	2.4%	107	23.2%	3.0%	139	36.7%	2.1%	121	29.1%	3.8%
<b>PCS Personne de Référence</b>												
<b>Agriculteurs</b>	3	0.3%	0.3%	2	0.3%	0.4%	1	0.3%	0.3%	0	-	100.0%
<b>Petits patrons</b>	45	5.4%	1.8%	35	7.7%	2.6%	10	2.6%	0.8%	45	10.9%	1.8%
<b>Affaires et Cadres</b>	177	21.2%	2.6%	84	18.4%	2.4%	93	24.5%	2.8%	177	42.7%	2.6%
<b>Professions intermédiaires</b>	193	23.1%	2.5%	103	22.5%	2.6%	90	23.7%	2.5%	193	46.4%	2.5%
<b>Employés</b>	115	13.7%	2.1%	58	12.6%	2.7%	57	15.1%	1.8%	0	-	100.0%
<b>Ouvriers</b>	166	19.8%	1.7%	112	24.5%	2.2%	53	14.1%	1.2%	0	-	100.0%
<b>Retraités</b>	75	9.0%	0.5%	37	8.1%	0.6%	38	10.1%	0.5%	0	-	100.0%
<b>Autres inactifs</b>	63	7.5%	1.7%	27	5.8%	2.0%	36	9.5%	1.5%	0	-	100.0%

# Studio Magazine - Ciné Live

Mensuel, Lecture Dernière Période

	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
<b>Taille du Foyer</b>												
1 personne	153	18.3%	1.7%	87	18.9%	2.2%	66	17.5%	1.2%	65	15.6%	3.7%
2 personnes	223	26.6%	1.3%	113	24.7%	1.3%	110	29.0%	1.2%	91	21.9%	2.1%
3 personnes	180	21.5%	1.9%	115	25.1%	2.5%	65	17.2%	1.4%	78	18.7%	2.1%
4 personnes	179	21.4%	1.9%	100	21.7%	2.1%	80	21.1%	1.7%	122	29.5%	2.7%
5 personnes et +	102	12.1%	1.9%	44	9.6%	1.8%	58	15.3%	2.1%	60	14.3%	2.4%
<b>Présence d'enfants de moins de 15 ans</b>												
Oui	253	30.3%	1.6%	146	31.8%	2.0%	108	28.5%	1.3%	158	38.0%	2.1%
Non	583	69.7%	1.7%	313	68.2%	1.8%	270	71.5%	1.5%	258	62.0%	2.7%
<b>Habitat</b>												
Communes rurales	169	20.1%	1.3%	89	19.4%	1.4%	80	21.0%	1.2%	84	20.3%	2.3%
Agglo. - 20 000 hab	128	15.3%	1.5%	78	17.1%	1.9%	49	13.0%	1.1%	55	13.3%	2.2%
Agglo. 20 000 à 100 000 hab	103	12.3%	1.5%	55	12.0%	1.7%	48	12.7%	1.4%	56	13.4%	2.8%
Agglo. + 100 000 hab	238	28.5%	1.7%	127	27.7%	1.8%	111	29.5%	1.5%	120	28.8%	2.4%
Agglo. Paris	199	23.8%	2.4%	109	23.8%	2.8%	90	23.8%	2.1%	101	24.3%	2.6%

# Studio Magazine - Ciné Live

Mensuel, Lecture Dernière Période



	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
<b>Région d'habitation</b>												
Ile-de-France	222	26.5%	2.4%	121	26.4%	2.7%	101	26.6%	2.0%	116	28.0%	2.7%
Nord-Pas-de-Calais	42	5.0%	1.3%	20	4.3%	1.3%	22	5.8%	1.3%	27	6.5%	3.0%
Lorraine	24	2.9%	1.3%	18	3.9%	1.9%	6	1.7%	0.6%	8	1.9%	1.5%
Alsace	25	2.9%	1.6%	13	2.9%	1.8%	11	3.0%	1.5%	11	2.7%	2.2%
Franche-Comté	7	0.9%	0.8%	4	0.8%	0.8%	4	1.0%	0.8%	4	1.0%	1.6%
Champagne-Ardenne	14	1.6%	1.3%	7	1.4%	1.2%	7	1.9%	1.3%	9	2.1%	3.2%
Picardie	25	3.0%	1.6%	12	2.7%	1.6%	13	3.4%	1.6%	13	3.0%	2.8%
Bourgogne	19	2.2%	1.4%	15	3.2%	2.3%	4	1.1%	0.6%	9	2.1%	2.6%
Haute-Normandie	24	2.9%	1.7%	14	3.1%	2.0%	10	2.7%	1.3%	18	4.4%	4.1%
Basse-Normandie	14	1.6%	1.1%	7	1.5%	1.2%	7	1.8%	1.1%	8	1.9%	2.5%
Centre	49	5.9%	2.4%	24	5.3%	2.4%	25	6.5%	2.3%	21	5.1%	3.4%
Pays de la Loire	48	5.7%	1.7%	32	7.1%	2.4%	15	4.1%	1.0%	18	4.3%	2.0%
Bretagne	38	4.5%	1.5%	22	4.8%	1.8%	16	4.2%	1.2%	13	3.1%	1.7%
Poitou-Charentes	27	3.2%	1.8%	18	3.9%	2.5%	9	2.4%	1.2%	20	4.9%	5.3%
Aquitaine	38	4.5%	1.4%	14	3.1%	1.1%	24	6.3%	1.7%	25	6.0%	2.9%
Midi-Pyrénées	41	4.8%	1.7%	23	5.1%	2.0%	17	4.5%	1.4%	12	2.8%	1.5%
Limousin	9	1.1%	1.5%	5	1.1%	1.7%	4	1.1%	1.3%	5	1.1%	2.9%
Auvergne	17	2.0%	1.5%	7	1.6%	1.4%	10	2.6%	1.7%	9	2.2%	2.9%
Rhône-Alpes	79	9.5%	1.6%	40	8.7%	1.7%	39	10.4%	1.5%	33	8.0%	2.0%
Languedoc-Roussillon	19	2.3%	0.9%	13	2.8%	1.3%	6	1.6%	0.5%	6	1.4%	0.9%
Provence-Alpes-Côte-d'Azur-Corse	57	6.8%	1.3%	29	6.4%	1.4%	27	7.2%	1.2%	31	7.5%	2.2%
<b>Habitudes de connexion Internet</b>												
Tous les jours	589	70.4%	2.2%	329	71.7%	2.4%	260	68.8%	2.0%	316	76.0%	2.5%
Presque tous les jours	121	14.5%	2.0%	76	16.6%	2.7%	45	11.9%	1.4%	67	16.2%	2.8%
1 à 2 fois par semaine	48	5.7%	1.5%	11	2.4%	0.8%	37	9.7%	2.1%	23	5.5%	2.5%
1 à 3 fois par mois	19	2.2%	2.2%	10	2.1%	2.4%	9	2.4%	2.0%	4	1.0%	2.2%
Moins souvent	5	0.5%	0.3%	0	-	-	5	1.2%	0.6%	0	-	-
Jamais	0	-	-	0	-	-	0	-	-	0	-	-

# Studio Magazine - Ciné Live

Mensuel, Lecture Dernière Période

	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
<b>Revenus du Foyer</b>												
Moins de 9 000 euros par an	47	5.6%	1.9%	20	4.4%	2.1%	27	7.1%	1.8%	3	0.8%	1.7%
De 9 000 à moins de 12 000 euros par an	23	2.7%	0.7%	5	1.1%	0.5%	18	4.7%	0.8%	3	0.8%	1.2%
De 12 000 à moins de 18 000 euros par an	93	11.1%	1.4%	64	14.0%	2.1%	29	7.6%	0.8%	23	5.7%	2.9%
De 18 000 à moins de 24 000 euros par an	128	15.3%	1.8%	70	15.3%	2.1%	58	15.2%	1.5%	49	11.8%	3.1%
De 24 000 à moins de 36 000 euros par an	187	22.4%	1.7%	113	24.6%	2.1%	74	19.6%	1.3%	97	23.3%	2.7%
De 36 000 à moins de 45 000 euros par an	113	13.5%	1.8%	65	14.2%	2.0%	48	12.6%	1.6%	69	16.5%	2.4%
De 45 000 à moins de 65 000 euros par an	108	12.9%	1.9%	68	14.9%	2.2%	40	10.6%	1.6%	89	21.4%	2.6%
65 000 euros et plus	60	7.2%	2.1%	25	5.4%	1.4%	35	9.3%	3.1%	51	12.3%	2.3%
Refus	45	5.3%	1.2%	14	3.1%	0.9%	31	8.1%	1.4%	21	5.1%	1.7%
Ne sait pas	33	3.9%	2.2%	14	3.0%	2.1%	19	5.0%	2.3%	9	2.3%	1.7%