

	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
<b>Ensemble</b>	1902	100.0%	3.7%	360	100.0%	1.5%	1542	100.0%	5.8%	755	100.0%	4.5%
<b>Sexe</b>												
<b>Homme</b>	360	18.9%	1.5%	360	100.0%	1.5%	0	-	100.0%	150	19.9%	1.7%
<b>Femme</b>	1542	81.1%	5.8%	0	-	100.0%	1542	100.0%	5.8%	604	80.1%	7.5%
<b>Age</b>												
<b>15 à 24 ans</b>	96	5.1%	1.3%	8	2.2%	0.2%	88	5.7%	2.4%	40	5.3%	1.3%
<b>25 à 34 ans</b>	177	9.3%	2.3%	35	9.7%	0.9%	142	9.2%	3.6%	93	12.3%	2.7%
<b>35 à 49 ans</b>	643	33.8%	5.1%	121	33.7%	1.9%	522	33.9%	8.1%	380	50.4%	6.3%
<b>50 à 64 ans</b>	646	34.0%	5.3%	137	38.0%	2.3%	509	33.0%	8.0%	232	30.8%	5.6%
<b>65 ans et plus</b>	339	17.8%	3.1%	59	16.4%	1.3%	280	18.2%	4.5%	9	1.1%	3.6%
<b>Individu</b>												
<b>Ménagère</b>	1456	76.6%	6.3%	0	-	100.0%	1456	94.4%	6.3%	566	75.0%	8.5%
<b>Personne de Référence</b>	769	40.4%	2.7%	341	94.8%	1.7%	428	27.8%	5.5%	244	32.3%	2.9%
<b>Responsable des achats</b>	1210	63.6%	5.0%	146	40.6%	1.9%	1064	69.0%	6.5%	525	69.5%	6.3%
<b>PCS Individu</b>												
<b>Agriculteurs</b>	3	0.2%	0.6%	0	-	-	3	0.2%	1.9%	0	-	-
<b>Petits patrons</b>	64	3.4%	4.1%	29	8.1%	2.6%	35	2.2%	7.8%	53	7.1%	3.8%
<b>Affaires et Cadres</b>	225	11.8%	4.8%	49	13.5%	1.7%	176	11.4%	10.1%	207	27.4%	4.8%
<b>Professions intermédiaires</b>	303	15.9%	4.5%	69	19.3%	2.0%	234	15.2%	7.3%	240	31.8%	4.3%
<b>Employés</b>	382	20.1%	4.5%	27	7.4%	1.4%	355	23.0%	5.5%	102	13.5%	5.7%
<b>Ouvriers</b>	151	8.0%	2.3%	61	16.9%	1.2%	91	5.9%	6.5%	17	2.2%	4.9%
<b>Retraités</b>	434	22.8%	3.5%	91	25.4%	1.5%	342	22.2%	5.4%	20	2.7%	9.1%
<b>Autres inactifs</b>	340	17.9%	3.3%	33	9.3%	0.9%	307	19.9%	4.6%	115	15.3%	3.7%
<b>PCS Personne de Référence</b>												
<b>Agriculteurs</b>	19	1.0%	2.4%	0	-	-	19	1.2%	4.7%	0	-	100.0%
<b>Petits patrons</b>	120	6.3%	4.8%	31	8.6%	2.3%	89	5.8%	7.7%	120	16.0%	4.8%
<b>Affaires et Cadres</b>	347	18.2%	5.1%	55	15.2%	1.6%	292	18.9%	8.9%	347	45.9%	5.1%
<b>Professions intermédiaires</b>	288	15.1%	3.8%	65	17.9%	1.6%	223	14.5%	6.2%	288	38.1%	3.8%
<b>Employés</b>	216	11.4%	4.0%	27	7.4%	1.2%	190	12.3%	5.9%	0	-	100.0%
<b>Ouvriers</b>	265	13.9%	2.7%	63	17.6%	1.2%	202	13.1%	4.4%	0	-	100.0%
<b>Retraités</b>	523	27.5%	3.6%	98	27.4%	1.5%	424	27.5%	5.4%	0	-	100.0%
<b>Autres inactifs</b>	124	6.5%	3.3%	21	5.9%	1.6%	103	6.7%	4.3%	0	-	100.0%

	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>	317	16.7%	3.4%	44	12.3%	1.1%	273	17.7%	5.2%	70	9.3%	4.1%
<b>2 personnes</b>	714	37.5%	4.0%	122	33.9%	1.4%	592	38.4%	6.5%	169	22.5%	4.0%
<b>3 personnes</b>	327	17.2%	3.5%	77	21.4%	1.7%	250	16.2%	5.3%	171	22.7%	4.6%
<b>4 personnes</b>	367	19.3%	4.0%	72	20.0%	1.6%	296	19.2%	6.4%	214	28.4%	4.6%
<b>5 personnes et +</b>	177	9.3%	3.4%	45	12.4%	1.8%	133	8.6%	4.8%	129	17.2%	5.2%
<b>Présence d'enfants de moins de 15 ans</b>												
<b>Oui</b>	658	34.6%	4.2%	152	42.2%	2.1%	506	32.8%	6.0%	400	53.0%	5.4%
<b>Non</b>	1244	65.4%	3.5%	208	57.8%	1.2%	1037	67.2%	5.7%	355	47.0%	3.8%
<b>Habitat</b>												
<b>Communes rurales</b>	432	22.7%	3.3%	82	22.8%	1.3%	349	22.7%	5.2%	144	19.1%	4.0%
<b>Agglo. - 20 000 hab</b>	274	14.4%	3.2%	46	12.8%	1.1%	228	14.8%	5.1%	109	14.5%	4.4%
<b>Agglo. 20 000 à 100 000 hab</b>	246	12.9%	3.7%	49	13.5%	1.5%	198	12.8%	5.7%	72	9.5%	3.7%
<b>Agglo. + 100 000 hab</b>	618	32.5%	4.3%	122	34.1%	1.8%	496	32.1%	6.6%	250	33.2%	5.1%
<b>Agglo. Paris</b>	332	17.5%	4.0%	61	16.9%	1.5%	271	17.6%	6.2%	179	23.7%	4.6%

	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
<b>Région d'habitation</b>												
Ile-de-France	388	20.4%	4.1%	69	19.2%	1.5%	319	20.7%	6.5%	202	26.8%	4.7%
Nord-Pas-de-Calais	103	5.4%	3.2%	26	7.3%	1.7%	77	5.0%	4.6%	31	4.1%	3.5%
Lorraine	52	2.7%	2.7%	5	1.3%	0.5%	47	3.1%	4.7%	21	2.8%	4.1%
Alsace	46	2.4%	3.1%	4	1.2%	0.6%	42	2.7%	5.4%	27	3.5%	5.1%
Franche-Comté	40	2.1%	4.2%	9	2.5%	2.0%	31	2.0%	6.3%	14	1.9%	5.9%
Champagne-Ardenne	31	1.6%	2.9%	4	1.1%	0.7%	27	1.8%	4.8%	12	1.6%	4.6%
Picardie	42	2.2%	2.7%	13	3.7%	1.8%	28	1.8%	3.6%	12	1.5%	2.6%
Bourgogne	59	3.1%	4.3%	9	2.6%	1.4%	50	3.2%	7.0%	14	1.8%	4.0%
Haute-Normandie	39	2.0%	2.6%	7	2.0%	1.0%	31	2.0%	4.1%	15	1.9%	3.2%
Basse-Normandie	34	1.8%	2.9%	12	3.2%	2.0%	23	1.5%	3.6%	15	2.0%	4.7%
Centre	72	3.8%	3.5%	19	5.2%	1.9%	53	3.4%	4.9%	35	4.6%	5.6%
Pays de la Loire	96	5.0%	3.4%	16	4.5%	1.2%	80	5.2%	5.4%	40	5.3%	4.6%
Bretagne	81	4.2%	3.1%	5	1.3%	0.4%	76	4.9%	5.6%	15	1.9%	1.9%
Poitou-Charentes	54	2.8%	3.7%	9	2.6%	1.3%	45	2.9%	5.8%	22	2.9%	5.8%
Aquitaine	120	6.3%	4.5%	20	5.6%	1.6%	99	6.4%	7.1%	48	6.4%	5.7%
Midi-Pyrénées	95	5.0%	4.0%	25	6.9%	2.2%	70	4.5%	5.7%	44	5.9%	5.6%
Limousin	23	1.2%	3.7%	2	0.6%	0.8%	21	1.4%	6.4%	5	0.6%	2.9%
Auvergne	30	1.6%	2.7%	4	1.1%	0.7%	26	1.7%	4.5%	6	0.8%	1.9%
Rhône-Alpes	221	11.6%	4.4%	54	14.9%	2.2%	167	10.8%	6.5%	86	11.5%	5.1%
Languedoc-Roussillon	71	3.7%	3.3%	17	4.7%	1.7%	54	3.5%	4.8%	34	4.5%	5.4%
Provence-Alpes-Côte-d'Azur-Corse	206	10.8%	4.8%	30	8.4%	1.5%	176	11.4%	7.7%	56	7.5%	4.0%
<b>Habitudes de connexion Internet</b>												
Tous les jours	1080	56.8%	4.0%	213	59.3%	1.5%	866	56.2%	6.6%	575	76.2%	4.5%
Presque tous les jours	252	13.3%	4.2%	37	10.2%	1.3%	216	14.0%	6.6%	100	13.3%	4.1%
1 à 2 fois par semaine	134	7.1%	4.2%	25	7.0%	1.8%	109	7.1%	6.1%	39	5.2%	4.4%
1 à 3 fois par mois	27	1.4%	3.2%	6	1.7%	1.5%	21	1.4%	4.6%	11	1.5%	6.0%
Moins souvent	57	3.0%	4.0%	4	1.1%	0.7%	53	3.4%	6.5%	9	1.2%	6.3%
Jamais	10	0.5%	3.9%	4	1.0%	2.7%	6	0.4%	5.4%	1	0.1%	3.8%

# Marie Claire Maison

Bimestriel, 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	89	4.7%	3.6%	10	2.9%	1.1%	78	5.1%	5.3%	6	0.9%	3.3%
De 9 000 à moins de 12 000 euros par an	98	5.2%	3.0%	12	3.3%	1.1%	86	5.6%	4.0%	18	2.3%	6.3%
De 12 000 à moins de 18 000 euros par an	220	11.6%	3.2%	42	11.8%	1.4%	178	11.5%	4.7%	33	4.4%	4.1%
De 18 000 à moins de 24 000 euros par an	275	14.5%	3.8%	43	11.8%	1.3%	232	15.1%	6.0%	66	8.7%	4.2%
De 24 000 à moins de 36 000 euros par an	394	20.7%	3.6%	82	22.9%	1.5%	312	20.2%	5.6%	154	20.3%	4.2%
De 36 000 à moins de 45 000 euros par an	207	10.9%	3.3%	43	11.9%	1.3%	164	10.6%	5.5%	98	13.0%	3.5%
De 45 000 à moins de 65 000 euros par an	260	13.7%	4.6%	58	16.2%	1.8%	202	13.1%	8.1%	169	22.3%	4.9%
65 000 euros et plus	160	8.4%	5.6%	38	10.6%	2.2%	122	7.9%	10.8%	126	16.8%	5.6%
Refus	160	8.4%	4.3%	18	4.9%	1.1%	142	9.2%	6.5%	74	9.8%	5.7%
Ne sait pas	39	2.0%	2.6%	13	3.7%	2.0%	26	1.7%	3.0%	12	1.5%	2.1%