

Marie Claire Idées

Bimestriel, Lecture Dernière Période

	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
Ensemble	1869	100.0%	3.7%	298	100.0%	1.2%	1570	100.0%	5.9%	784	100.0%	4.7%
Sexe												
Homme	298	16.0%	1.2%	298	100.0%	1.2%	0	-	100.0%	143	18.2%	1.6%
Femme	1570	84.0%	5.9%	0	-	100.0%	1570	100.0%	5.9%	641	81.8%	8.0%
Age												
15 à 24 ans	112	6.0%	1.5%	8	2.8%	0.2%	104	6.6%	2.8%	49	6.2%	1.6%
25 à 34 ans	202	10.8%	2.6%	31	10.4%	0.8%	171	10.9%	4.4%	120	15.3%	3.5%
35 à 49 ans	624	33.4%	4.9%	117	39.4%	1.9%	506	32.3%	7.8%	374	47.7%	6.2%
50 à 64 ans	600	32.1%	4.9%	102	34.0%	1.7%	499	31.8%	7.9%	237	30.2%	5.7%
65 ans et plus	331	17.7%	3.1%	40	13.4%	0.9%	291	18.5%	4.7%	5	0.7%	2.3%
Individu												
Ménagère	1463	78.3%	6.3%	0	-	100.0%	1463	93.2%	6.3%	593	75.6%	8.9%
Personne de Référence	713	38.2%	2.5%	282	94.4%	1.4%	431	27.5%	5.5%	239	30.5%	2.8%
Responsable des achats	1203	64.4%	5.0%	131	43.8%	1.7%	1072	68.3%	6.5%	553	70.5%	6.6%
PCS Individu												
Agriculteurs	14	0.7%	2.6%	1	0.3%	0.3%	13	0.8%	7.0%	2	0.3%	30.6%
Petits patrons	61	3.2%	3.9%	22	7.3%	2.0%	39	2.5%	8.8%	54	6.8%	3.8%
Affaires et Cadres	222	11.9%	4.8%	52	17.3%	1.8%	170	10.9%	9.8%	201	25.6%	4.6%
Professions intermédiaires	293	15.7%	4.4%	66	22.0%	1.9%	228	14.5%	7.1%	236	30.1%	4.2%
Employés	405	21.7%	4.8%	27	8.9%	1.4%	378	24.1%	5.9%	137	17.5%	7.7%
Ouvriers	112	6.0%	1.7%	57	19.1%	1.1%	55	3.5%	4.0%	2	0.2%	0.6%
Retraités	391	20.9%	3.2%	54	18.2%	0.9%	337	21.5%	5.3%	18	2.3%	8.0%
Autres inactifs	371	19.8%	3.6%	20	6.9%	0.6%	350	22.3%	5.2%	135	17.2%	4.3%
PCS Personne de Référence												
Agriculteurs	25	1.4%	3.2%	1	0.3%	0.3%	24	1.5%	6.1%	0	-	100.0%
Petits patrons	111	5.9%	4.4%	23	7.7%	1.7%	88	5.6%	7.6%	111	14.2%	4.4%
Affaires et Cadres	383	20.5%	5.7%	58	19.3%	1.7%	325	20.7%	9.9%	383	48.8%	5.7%
Professions intermédiaires	290	15.5%	3.8%	62	20.9%	1.6%	228	14.5%	6.3%	290	37.0%	3.8%
Employés	191	10.2%	3.6%	26	8.6%	1.2%	166	10.6%	5.2%	0	-	100.0%
Ouvriers	273	14.6%	2.8%	60	19.9%	1.2%	214	13.6%	4.6%	0	-	100.0%
Retraités	460	24.6%	3.2%	59	19.7%	0.9%	401	25.5%	5.1%	0	-	100.0%
Autres inactifs	135	7.2%	3.6%	10	3.5%	0.8%	124	7.9%	5.1%	0	-	100.0%

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	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
Taille du Foyer												
1 personne	327	17.5%	3.5%	36	12.1%	0.9%	291	18.5%	5.5%	73	9.3%	4.2%
2 personnes	685	36.6%	3.9%	103	34.7%	1.2%	581	37.0%	6.4%	206	26.2%	4.9%
3 personnes	304	16.3%	3.3%	53	17.6%	1.1%	252	16.0%	5.3%	145	18.5%	3.9%
4 personnes	340	18.2%	3.7%	59	19.9%	1.3%	281	17.9%	6.1%	218	27.7%	4.7%
5 personnes et +	213	11.4%	4.1%	47	15.7%	1.9%	166	10.6%	5.9%	143	18.3%	5.7%
Présence d'enfants de moins de 15 ans												
Oui	635	34.0%	4.0%	127	42.5%	1.7%	508	32.4%	6.0%	380	48.5%	5.1%
Non	1233	66.0%	3.5%	172	57.5%	1.0%	1062	67.6%	5.9%	404	51.5%	4.3%
Habitat												
Communes rurales	435	23.3%	3.4%	65	21.8%	1.0%	370	23.6%	5.6%	166	21.2%	4.6%
Agglo. - 20 000 hab	302	16.1%	3.5%	49	16.3%	1.2%	253	16.1%	5.6%	119	15.1%	4.8%
Agglo. 20 000 à 100 000 hab	265	14.2%	4.0%	33	10.9%	1.0%	233	14.8%	6.7%	90	11.5%	4.6%
Agglo. + 100 000 hab	566	30.3%	3.9%	103	34.7%	1.5%	463	29.5%	6.1%	227	28.9%	4.6%
Agglo. Paris	300	16.1%	3.6%	49	16.3%	1.2%	251	16.0%	5.8%	183	23.3%	4.7%

	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
Région d'habitation												
Ile-de-France	354	19.0%	3.8%	57	19.1%	1.3%	298	18.9%	6.0%	212	27.0%	4.9%
Nord-Pas-de-Calais	106	5.7%	3.3%	27	9.2%	1.8%	78	5.0%	4.7%	31	4.0%	3.5%
Lorraine	55	2.9%	2.8%	10	3.2%	1.0%	45	2.9%	4.5%	21	2.7%	4.1%
Alsace	52	2.8%	3.4%	6	2.0%	0.8%	46	2.9%	5.9%	29	3.7%	5.6%
Franche-Comté	32	1.7%	3.3%	3	1.1%	0.7%	28	1.8%	5.8%	14	1.7%	5.6%
Champagne-Ardenne	33	1.7%	3.0%	4	1.2%	0.7%	29	1.8%	5.1%	12	1.6%	4.5%
Picardie	40	2.1%	2.6%	11	3.8%	1.5%	29	1.8%	3.6%	18	2.3%	4.0%
Bourgogne	58	3.1%	4.3%	4	1.2%	0.6%	54	3.5%	7.7%	15	1.9%	4.3%
Haute-Normandie	33	1.8%	2.3%	6	2.1%	0.9%	27	1.7%	3.5%	15	2.0%	3.4%
Basse-Normandie	37	2.0%	3.1%	15	5.0%	2.6%	22	1.4%	3.5%	16	2.1%	5.2%
Centre	86	4.6%	4.2%	22	7.3%	2.2%	64	4.1%	6.0%	44	5.6%	7.0%
Pays de la Loire	82	4.4%	2.9%	10	3.5%	0.8%	72	4.6%	4.9%	39	4.9%	4.4%
Bretagne	124	6.6%	4.8%	16	5.4%	1.3%	108	6.8%	8.0%	32	4.0%	4.1%
Poitou-Charentes	55	3.0%	3.8%	7	2.4%	1.0%	48	3.1%	6.3%	23	2.9%	5.9%
Aquitaine	117	6.3%	4.4%	17	5.8%	1.4%	100	6.4%	7.2%	47	5.9%	5.5%
Midi-Pyrénées	80	4.3%	3.4%	12	4.1%	1.1%	68	4.3%	5.5%	36	4.5%	4.5%
Limousin	23	1.3%	3.7%	4	1.2%	1.2%	20	1.3%	6.0%	6	0.8%	4.0%
Auvergne	27	1.4%	2.4%	1	0.4%	0.2%	25	1.6%	4.3%	5	0.7%	1.7%
Rhône-Alpes	232	12.4%	4.7%	39	13.0%	1.6%	193	12.3%	7.5%	93	11.8%	5.5%
Languedoc-Roussillon	69	3.7%	3.2%	3	0.9%	0.3%	66	4.2%	5.8%	26	3.3%	4.0%
Provence-Alpes-Côte-d'Azur-Corse	173	9.2%	4.0%	24	8.2%	1.2%	148	9.5%	6.5%	52	6.6%	3.7%
Habitudes de connexion Internet												
Tous les jours	1076	57.6%	4.0%	176	58.9%	1.3%	900	57.3%	6.8%	604	77.0%	4.8%
Presque tous les jours	249	13.3%	4.1%	38	12.6%	1.4%	211	13.5%	6.4%	96	12.3%	4.0%
1 à 2 fois par semaine	149	8.0%	4.7%	25	8.5%	1.8%	124	7.9%	6.9%	53	6.7%	5.9%
1 à 3 fois par mois	21	1.1%	2.4%	2	0.6%	0.5%	19	1.2%	4.1%	4	0.5%	2.2%
Moins souvent	51	2.7%	3.6%	8	2.5%	1.2%	43	2.8%	5.4%	12	1.5%	8.0%
Jamais	11	0.6%	4.3%	0	-	-	11	0.7%	9.8%	0	-	-

	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	78	4.2%	3.2%	10	3.4%	1.1%	68	4.3%	4.6%	5	0.7%	2.7%
De 9 000 à moins de 12 000 euros par an	100	5.4%	3.1%	10	3.4%	0.9%	90	5.7%	4.1%	9	1.2%	3.4%
De 12 000 à moins de 18 000 euros par an	193	10.3%	2.8%	36	12.0%	1.2%	157	10.0%	4.1%	15	1.9%	1.9%
De 18 000 à moins de 24 000 euros par an	247	13.2%	3.4%	30	10.2%	0.9%	217	13.8%	5.6%	70	8.9%	4.4%
De 24 000 à moins de 36 000 euros par an	376	20.1%	3.4%	67	22.3%	1.2%	309	19.7%	5.6%	167	21.3%	4.6%
De 36 000 à moins de 45 000 euros par an	246	13.2%	3.9%	33	11.2%	1.0%	213	13.5%	7.1%	130	16.5%	4.6%
De 45 000 à moins de 65 000 euros par an	294	15.7%	5.2%	53	17.9%	1.7%	240	15.3%	9.6%	194	24.8%	5.6%
65 000 euros et plus	149	8.0%	5.2%	41	13.6%	2.3%	108	6.9%	9.6%	124	15.8%	5.6%
Refus	158	8.4%	4.2%	10	3.3%	0.6%	148	9.4%	6.7%	59	7.5%	4.6%
Ne sait pas	28	1.5%	1.9%	8	2.7%	1.2%	20	1.3%	2.4%	11	1.4%	2.0%