

# Sélection Reader s Digest



## Lecture Dernière Période

	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
<b>ENSEMBLE</b>	496	100.0%	1.0%	201	100.0%	0.8%	295	100.0%	1.1%	75	100.0%	0.4%
<b>Sexe</b>												
<b>Homme</b>	201	40.6%	0.8%	201	100.0%	0.8%	0	0.0%	0.0%	34	45.7%	0.4%
<b>Femme</b>	295	59.4%	1.1%	0	0.0%	0.0%	295	100.0%	1.1%	41	54.3%	0.5%
<b>Age</b>												
<b>15 à 24 ans</b>	8	1.5%	0.1%	3	1.5%	0.1%	5	1.5%	0.1%	1	0.9%	0.0%
<b>25 à 34 ans</b>	24	4.9%	0.3%	16	7.8%	0.4%	9	2.9%	0.2%	6	7.6%	0.2%
<b>35 à 49 ans</b>	54	10.9%	0.4%	24	11.9%	0.4%	30	10.1%	0.5%	16	20.9%	0.3%
<b>50 à 59 ans</b>	137	27.6%	1.5%	60	30.0%	1.3%	77	26.0%	1.6%	31	41.9%	0.8%
<b>60 ans et plus</b>	273	55.1%	1.8%	98	48.8%	1.5%	175	59.4%	2.1%	22	28.8%	2.2%
<b>Individu</b>												
<b>Ménagères</b>	280	56.6%	1.2%	0	0.0%	0.0%	280	95.2%	1.2%	39	52.5%	0.6%
<b>Personne de référence</b>	313	63.1%	1.1%	178	88.3%	0.9%	135	45.9%	1.7%	43	56.9%	0.5%
<b>Responsable des achats</b>	406	81.9%	1.1%	123	61.1%	1.0%	283	96.1%	1.2%	62	82.7%	0.6%
<b>PCS Individu</b>												
<b>Agriculteurs</b>	2	0.4%	0.4%	1	0.5%	0.3%	1	0.3%	0.6%	0	0.0%	0.0%
<b>Petits patrons</b>	13	2.5%	0.8%	5	2.7%	0.5%	7	2.4%	1.4%	8	10.8%	0.6%
<b>Affaires et Cadres</b>	26	5.2%	0.5%	15	7.7%	0.5%	10	3.5%	0.5%	21	28.1%	0.5%
<b>Professions intermédiaires</b>	37	7.5%	0.5%	15	7.6%	0.4%	22	7.4%	0.6%	31	41.8%	0.6%
<b>Employés</b>	68	13.8%	0.8%	16	7.9%	0.7%	52	17.8%	0.9%	4	5.9%	0.2%
<b>Ouvriers</b>	39	7.8%	0.6%	26	12.9%	0.5%	13	4.4%	0.9%	0	0.0%	0.0%
<b>Retraités</b>	213	43.0%	1.7%	88	43.6%	1.5%	125	42.6%	1.9%	5	6.3%	1.9%
<b>Autres inactifs</b>	99	19.9%	1.0%	35	17.2%	0.9%	64	21.7%	1.0%	5	7.1%	0.2%
<b>PCS Personne de référence</b>												
<b>Agriculteurs</b>	10	2.0%	1.2%	2	1.1%	0.5%	8	2.6%	1.9%	0	0.0%	0.0%
<b>Petits patrons</b>	9	1.9%	0.4%	5	2.7%	0.4%	4	1.4%	0.3%	9	12.5%	0.4%
<b>Affaires et Cadres</b>	28	5.7%	0.4%	13	6.4%	0.4%	15	5.2%	0.4%	28	37.5%	0.4%
<b>Professions intermédiaires</b>	37	7.6%	0.5%	16	8.0%	0.4%	21	7.3%	0.6%	37	50.0%	0.5%
<b>Employés</b>	36	7.3%	0.7%	9	4.6%	0.4%	27	9.2%	0.9%	0	0.0%	0.0%
<b>Ouvriers</b>	54	10.9%	0.6%	28	13.7%	0.5%	26	9.0%	0.6%	0	0.0%	0.0%
<b>Retraités</b>	238	48.0%	1.6%	91	45.3%	1.4%	147	49.8%	1.9%	0	0.0%	0.0%
<b>Autres inactifs</b>	83	16.7%	2.0%	37	18.2%	2.3%	46	15.6%	1.8%	0	0.0%	0.0%

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<b>Taille du foyer</b>												
<b>1 personne</b>	170	34.3%	1.7%	54	27.0%	1.2%	116	39.3%	2.0%	17	22.3%	1.0%
<b>2 personnes</b>	206	41.6%	1.2%	88	43.9%	1.0%	118	40.1%	1.3%	27	35.8%	0.6%
<b>3 personnes</b>	73	14.8%	0.8%	38	19.0%	0.8%	35	11.9%	0.8%	21	27.8%	0.5%
<b>4 personnes</b>	31	6.3%	0.3%	17	8.3%	0.4%	14	4.9%	0.3%	7	9.5%	0.1%
<b>5 personnes et +</b>	15	3.0%	0.3%	4	1.8%	0.1%	11	3.8%	0.4%	3	4.6%	0.1%
<b>Présence d'enfants de moins de 15 ans</b>												
<b>Oui</b>	44	8.9%	0.3%	14	6.8%	0.2%	30	10.3%	0.4%	15	20.6%	0.2%
<b>Non</b>	452	91.1%	1.2%	187	93.2%	1.1%	264	89.7%	1.4%	60	79.4%	0.6%
<b>Habitat</b>												
<b>Communes rurales</b>	119	24.1%	1.0%	41	20.4%	0.7%	78	26.6%	1.3%	24	32.1%	0.7%
<b>Agglo. - 20 000 hab</b>	101	20.4%	1.1%	45	22.2%	1.0%	57	19.2%	1.2%	15	19.8%	0.6%
<b>Agglo. 20 000 à 100 000 hab</b>	87	17.5%	1.2%	29	14.2%	0.9%	58	19.8%	1.6%	4	4.7%	0.2%
<b>Agglo. + 100 000 hab</b>	147	29.6%	1.0%	71	35.4%	1.0%	76	25.7%	1.0%	22	29.3%	0.4%
<b>Agglo. Paris</b>	41	8.4%	0.5%	16	7.9%	0.4%	26	8.7%	0.6%	10	14.0%	0.3%

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	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
<b>Régions INSEE</b>												
Ile de France	47	9.6%	0.5%	17	8.5%	0.4%	30	10.3%	0.6%	13	17.2%	0.3%
Nord Pas de Calais	21	4.2%	0.7%	3	1.4%	0.2%	18	6.2%	1.1%	8	10.2%	0.8%
Lorraine	25	5.1%	1.3%	18	9.2%	2.0%	7	2.4%	0.7%	1	1.5%	0.2%
Alsace	15	3.1%	1.0%	7	3.4%	0.9%	8	2.9%	1.1%	1	1.6%	0.2%
Franche-Comté	10	2.1%	1.1%	6	3.1%	1.4%	4	1.3%	0.8%	0	0.3%	0.1%
Champagne Ardennes	11	2.3%	1.0%	5	2.6%	1.0%	6	2.0%	1.0%	1	1.0%	0.3%
Picardie	22	4.5%	1.5%	4	2.0%	0.5%	18	6.3%	2.3%	2	3.0%	0.5%
Bourgogne	16	3.2%	1.2%	8	3.9%	1.2%	8	2.8%	1.2%	3	4.0%	0.9%
Haute Normandie	9	1.8%	0.6%	6	3.0%	0.8%	3	1.0%	0.4%	1	1.5%	0.2%
Basse Normandie	13	2.7%	1.1%	2	0.9%	0.3%	12	3.9%	1.8%	4	6.0%	1.3%
Centre	24	4.8%	1.1%	12	5.7%	1.1%	12	4.2%	1.1%	3	3.5%	0.4%
Pays de Loire	23	4.7%	0.8%	10	5.0%	0.7%	13	4.6%	0.9%	4	5.9%	0.5%
Bretagne	39	7.9%	1.5%	19	9.7%	1.5%	20	6.6%	1.4%	8	11.3%	1.0%
Poitou Charentes	17	3.3%	1.1%	4	2.1%	0.6%	12	4.2%	1.6%	1	1.3%	0.2%
Aquitaine	34	6.9%	1.2%	11	5.4%	0.8%	23	7.9%	1.6%	3	3.4%	0.3%
Midi Pyrénées	28	5.7%	1.2%	8	4.1%	0.7%	20	6.8%	1.6%	7	9.6%	0.9%
Limousin	6	1.3%	1.0%	4	2.1%	1.4%	2	0.8%	0.7%	0	0.0%	0.0%
Auvergne	16	3.2%	1.4%	4	2.0%	0.7%	12	4.0%	2.0%	3	3.4%	0.9%
Rhône Alpes	52	10.5%	1.0%	21	10.3%	0.8%	31	10.7%	1.2%	5	6.4%	0.3%
Languedoc Roussillon	25	5.0%	1.1%	9	4.7%	0.9%	16	5.3%	1.3%	2	3.2%	0.3%
Provence Alpes Côte d'Azur. Corse	40	8.0%	0.9%	22	11.1%	1.1%	18	5.9%	0.8%	4	5.6%	0.3%
<b>Habitudes de connexion à Internet</b>												
Tous les jours	219	44.1%	0.7%	91	45.3%	0.6%	128	43.3%	0.8%	52	69.9%	0.4%
Presque tous les jours	69	13.9%	1.2%	20	10.2%	0.7%	48	16.4%	1.5%	13	17.0%	0.7%
1 à 2 fois par semaine	23	4.6%	0.9%	11	5.3%	0.9%	12	4.2%	0.9%	7	9.8%	1.2%
1 à 3 fois par mois	9	1.8%	1.8%	2	0.8%	0.8%	7	2.5%	2.4%	1	1.1%	1.4%
Moins souvent	9	1.9%	1.1%	2	1.1%	0.6%	7	2.4%	1.5%	0	0.0%	0.0%
Jamais	2	0.4%	1.5%	2	0.9%	2.2%	0	0.0%	0.0%	0	0.0%	0.0%

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	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
<b>Revenus du foyer</b>												
Moins de 9 000 euros par an	20	4.1%	1.1%	10	4.9%	1.2%	10	3.5%	1.0%	2	3.1%	1.7%
De 9 000 à moins de 12 000 euros par an	37	7.4%	1.3%	7	3.3%	0.6%	30	10.2%	1.7%	1	1.4%	0.4%
De 12 000 à moins de 18 000 euros par an	88	17.8%	1.4%	32	16.1%	1.2%	56	19.0%	1.6%	1	1.2%	0.1%
De 18 000 à moins de 24 000 euros par an	66	13.4%	1.0%	25	12.6%	0.8%	41	13.9%	1.2%	7	9.3%	0.5%
De 24 000 à moins de 36 000 euros par an	127	25.6%	1.1%	65	32.5%	1.2%	61	20.8%	1.1%	22	28.8%	0.6%
De 36 000 à moins de 45 000 euros par an	47	9.5%	0.7%	23	11.4%	0.6%	24	8.2%	0.7%	18	23.5%	0.6%
De 45 000 à moins de 65 000 euros par an	38	7.6%	0.5%	17	8.3%	0.5%	21	7.1%	0.6%	8	10.5%	0.2%
De 65 000 à moins de 80 000 euros par an	8	1.7%	0.4%	7	3.3%	0.6%	2	0.5%	0.2%	4	4.9%	0.3%
De 80 000 à moins de 115 000 euros par an	5	1.0%	0.4%	0	0.0%	0.0%	5	1.8%	1.0%	5	6.9%	0.6%
115 000 euros et plus par an	4	0.9%	0.7%	1	0.7%	0.4%	3	1.0%	1.3%	1	1.9%	0.3%
Refus	41	8.4%	1.2%	14	6.9%	1.0%	28	9.4%	1.4%	6	8.5%	0.6%
Ne sait pas	13	2.7%	0.6%	0	0.0%	0.0%	13	4.5%	1.0%	0	0.0%	0.0%