

	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
Ensemble	1925	100.0%	3.8%	262	100.0%	1.1%	1663	100.0%	6.2%	755	100.0%	4.5%
Sexe												
Homme	262	13.6%	1.1%	262	100.0%	1.1%	0	-	-	102	13.5%	1.2%
Femme	1663	86.4%	6.2%	0	-	-	1663	100.0%	6.2%	653	86.5%	8.0%
Age												
15 à 24 ans	110	5.7%	1.5%	16	6.0%	0.4%	94	5.7%	2.6%	53	7.0%	1.7%
25 à 34 ans	201	10.4%	2.6%	21	7.9%	0.5%	180	10.8%	4.6%	113	14.9%	3.3%
35 à 49 ans	618	32.1%	4.9%	78	29.9%	1.3%	540	32.5%	8.4%	356	47.1%	5.8%
50 à 64 ans	647	33.6%	5.3%	95	36.4%	1.6%	552	33.2%	8.7%	226	29.9%	5.6%
65 ans et plus	348	18.1%	3.1%	52	19.7%	1.1%	297	17.9%	4.7%	7	1.0%	4.0%
Individu												
Ménagère	1568	81.5%	6.7%	0	-	-	1568	94.3%	6.7%	608	80.5%	8.9%
Personne de Référence	687	35.7%	2.4%	237	90.7%	1.2%	450	27.1%	5.7%	207	27.5%	2.5%
Responsable des achats	1663	86.4%	4.7%	144	54.9%	1.2%	1519	91.4%	6.6%	634	84.0%	5.9%
PCS Individu												
Agriculteurs	25	1.3%	4.6%	5	1.9%	1.5%	20	1.2%	9.6%	2	0.2%	7.2%
Petits patrons	73	3.8%	4.4%	15	5.8%	1.3%	58	3.5%	11.9%	58	7.6%	3.9%
Affaires et Cadres	209	10.9%	4.4%	47	17.8%	1.6%	163	9.8%	8.8%	182	24.1%	4.2%
Professions intermédiaires	290	15.1%	4.3%	33	12.7%	1.0%	257	15.5%	7.9%	240	31.7%	4.3%
Employés	364	18.9%	4.4%	12	4.5%	0.6%	353	21.2%	5.6%	91	12.0%	5.0%
Ouvriers	135	7.0%	2.1%	52	20.0%	1.0%	82	5.0%	5.5%	14	1.8%	3.3%
Retraités	434	22.5%	3.5%	73	27.9%	1.2%	361	21.7%	5.5%	23	3.0%	9.7%
Autres inactifs	394	20.5%	3.9%	25	9.5%	0.7%	369	22.2%	5.7%	147	19.4%	4.7%
PCS Personne de Référence												
Agriculteurs	35	1.8%	4.4%	5	1.9%	1.3%	30	1.8%	7.3%	0	-	-
Petits patrons	118	6.1%	4.5%	21	8.2%	1.6%	96	5.8%	7.7%	118	15.6%	4.5%
Affaires et Cadres	355	18.4%	5.2%	46	17.4%	1.3%	309	18.6%	9.2%	355	47.0%	5.2%
Professions intermédiaires	283	14.7%	3.8%	35	13.4%	0.9%	247	14.9%	6.9%	283	37.4%	3.8%
Employés	200	10.4%	3.8%	17	6.3%	0.7%	183	11.0%	6.0%	0	-	-
Ouvriers	295	15.3%	3.1%	54	20.5%	1.1%	242	14.5%	5.3%	0	-	-
Retraités	526	27.3%	3.6%	73	28.0%	1.1%	453	27.2%	5.7%	0	-	-
Autres inactifs	113	5.9%	2.9%	11	4.3%	0.8%	102	6.1%	4.2%	0	-	-

	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
Taille du Foyer												
1 personne	298	15.5%	3.2%	31	11.7%	0.8%	268	16.1%	5.0%	58	7.7%	3.4%
2 personnes	714	37.1%	4.0%	106	40.4%	1.2%	608	36.6%	6.6%	204	27.0%	4.7%
3 personnes	302	15.7%	3.2%	44	16.9%	1.0%	258	15.5%	5.5%	143	18.9%	3.8%
4 personnes	396	20.6%	4.3%	54	20.7%	1.2%	341	20.5%	7.4%	227	30.0%	4.9%
5 personnes et +	215	11.2%	4.1%	27	10.3%	1.1%	188	11.3%	6.8%	124	16.4%	5.0%
Présence d'enfants de moins de 15 ans												
Oui	652	33.9%	4.1%	87	33.2%	1.2%	565	34.0%	6.7%	387	51.3%	5.1%
Non	1273	66.1%	3.6%	175	66.8%	1.0%	1098	66.0%	6.0%	368	48.7%	4.0%
Habitat												
Communes rurales	440	22.9%	3.8%	50	19.1%	0.9%	390	23.5%	6.3%	171	22.7%	5.1%
Agglo. - 20 000 hab	351	18.2%	3.9%	56	21.5%	1.3%	295	17.7%	6.2%	116	15.4%	4.5%
Agglo. 20 000 à 100 000 hab	279	14.5%	4.1%	24	9.1%	0.7%	255	15.4%	7.5%	70	9.2%	3.5%
Agglo. + 100 000 hab	559	29.0%	3.7%	89	34.0%	1.2%	470	28.3%	5.9%	244	32.3%	4.7%
Agglo. Paris	295	15.3%	3.5%	42	16.2%	1.1%	253	15.2%	5.7%	154	20.4%	4.0%

	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
Région d'habitation												
Ile-de-France	313	16.3%	3.3%	44	16.7%	1.0%	269	16.2%	5.4%	162	21.5%	3.7%
Nord-Pas-de-Calais	98	5.1%	3.0%	14	5.2%	0.9%	84	5.1%	5.0%	40	5.2%	4.3%
Lorraine	76	3.9%	3.9%	10	4.0%	1.1%	65	3.9%	6.5%	26	3.4%	4.7%
Alsace	50	2.6%	3.3%	5	2.1%	0.8%	45	2.7%	5.7%	13	1.8%	2.7%
Franche-Comté	34	1.8%	3.6%	6	2.4%	1.3%	28	1.7%	5.8%	17	2.2%	6.4%
Champagne-Ardenne	35	1.8%	3.2%	5	2.1%	1.0%	29	1.8%	5.2%	12	1.5%	3.6%
Picardie	49	2.6%	3.2%	5	2.0%	0.7%	44	2.6%	5.6%	15	2.0%	3.5%
Bourgogne	35	1.8%	2.6%	3	1.3%	0.5%	32	1.9%	4.5%	10	1.4%	2.9%
Haute-Normandie	60	3.1%	4.0%	12	4.8%	1.8%	47	2.8%	6.1%	23	3.1%	5.5%
Basse-Normandie	50	2.6%	4.1%	5	1.9%	0.8%	45	2.7%	7.2%	22	3.0%	6.7%
Centre	85	4.4%	4.1%	9	3.4%	0.9%	76	4.6%	7.1%	34	4.5%	5.4%
Pays de la Loire	132	6.8%	4.6%	25	9.7%	1.8%	106	6.4%	7.1%	40	5.3%	4.8%
Bretagne	107	5.5%	4.1%	16	6.2%	1.3%	90	5.4%	6.7%	36	4.8%	4.7%
Poitou-Charentes	59	3.0%	4.0%	8	3.2%	1.2%	50	3.0%	6.6%	16	2.1%	4.3%
Aquitaine	106	5.5%	3.9%	6	2.2%	0.5%	100	6.0%	7.1%	43	5.7%	5.4%
Midi-Pyrénées	95	4.9%	3.9%	17	6.4%	1.4%	78	4.7%	6.3%	41	5.4%	5.0%
Limousin	23	1.2%	3.7%	2	0.9%	0.8%	21	1.3%	6.4%	11	1.5%	7.0%
Auvergne	43	2.2%	3.8%	3	1.1%	0.5%	40	2.4%	6.8%	16	2.2%	5.4%
Rhône-Alpes	217	11.3%	4.3%	35	13.5%	1.5%	182	10.9%	7.0%	90	11.9%	5.0%
Languedoc-Roussillon	94	4.9%	4.3%	16	5.9%	1.5%	78	4.7%	6.9%	25	3.3%	3.9%
Provence-Alpes-Côte-d'Azur-Corse	165	8.6%	3.8%	14	5.3%	0.7%	151	9.1%	6.6%	63	8.3%	4.4%
Habitudes de connexion Internet												
Tous les jours	1129	58.7%	4.1%	162	61.7%	1.2%	967	58.2%	7.1%	568	75.3%	4.4%
Presque tous les jours	276	14.3%	4.5%	26	9.8%	0.9%	250	15.1%	7.7%	121	16.1%	5.2%
1 à 2 fois par semaine	128	6.7%	4.0%	17	6.6%	1.2%	111	6.7%	6.2%	35	4.6%	3.7%
1 à 3 fois par mois	35	1.8%	4.1%	4	1.6%	1.2%	30	1.8%	6.0%	7	0.9%	4.7%
Moins souvent	31	1.6%	2.4%	2	0.7%	0.3%	30	1.8%	4.2%	4	0.5%	2.7%
Jamais	2	0.1%	1.5%	1	0.5%	1.4%	1	0.1%	1.7%	0	-	-

Marie Claire Idées

Bimestriel, 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	66	3.4%	3.1%	9	3.4%	1.0%	57	3.5%	4.5%	8	1.1%	4.5%
De 9 000 à moins de 12 000 euros par an	107	5.6%	3.2%	12	4.4%	1.0%	96	5.8%	4.4%	3	0.4%	1.3%
De 12 000 à moins de 18 000 euros par an	235	12.2%	3.6%	31	11.7%	1.1%	205	12.3%	5.4%	32	4.2%	4.2%
De 18 000 à moins de 24 000 euros par an	251	13.0%	3.4%	40	15.2%	1.1%	211	12.7%	5.4%	61	8.1%	3.9%
De 24 000 à moins de 36 000 euros par an	460	23.9%	4.0%	59	22.5%	1.1%	401	24.1%	6.6%	165	21.8%	4.4%
De 36 000 à moins de 45 000 euros par an	259	13.5%	4.0%	37	14.0%	1.0%	222	13.4%	7.5%	131	17.4%	4.4%
De 45 000 à moins de 65 000 euros par an	269	14.0%	4.5%	35	13.2%	1.0%	235	14.1%	8.9%	188	24.9%	5.3%
De 65 000 à moins de 80 000 euros par an	56	2.9%	3.7%	12	4.6%	1.3%	44	2.7%	7.1%	40	5.3%	3.6%
De 80 000 à moins de 115 000 euros par an	31	1.6%	3.2%	6	2.5%	1.1%	25	1.5%	6.5%	28	3.8%	3.6%
115 000 euros et plus par an	25	1.3%	5.5%	7	2.7%	2.5%	18	1.1%	9.9%	24	3.2%	6.4%
Refus	120	6.3%	3.7%	15	5.8%	1.1%	105	6.3%	5.6%	56	7.4%	4.9%
Ne sait pas	44	2.3%	3.0%	0	-	-	44	2.6%	5.3%	18	2.4%	3.8%