

	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
<b>ENSEMBLE</b>	713	100.0%	1.4%	380	100.0%	1.5%	334	100.0%	1.2%	373	100.0%	2.2%
<b>Sexe</b>												
Homme	380	53.2%	1.5%	380	100.0%	1.5%	0	0.0%	0.0%	206	55.3%	2.3%
Femme	334	46.8%	1.2%	0	0.0%	0.0%	334	100.0%	1.2%	167	44.7%	2.0%
<b>Age</b>												
15 à 24 ans	232	32.6%	3.1%	94	24.8%	2.5%	138	41.4%	3.8%	128	34.2%	4.1%
25 à 34 ans	172	24.1%	2.2%	118	31.1%	3.2%	54	16.1%	1.4%	86	23.0%	2.5%
35 à 49 ans	163	22.9%	1.3%	91	23.9%	1.5%	72	21.7%	1.1%	92	24.7%	1.5%
50 à 59 ans	99	13.9%	1.1%	58	15.3%	1.3%	41	12.3%	0.9%	56	14.9%	1.5%
60 ans et plus	47	6.5%	0.3%	18	4.8%	0.3%	28	8.5%	0.3%	12	3.2%	1.6%
<b>Individu</b>												
Ménagères	212	29.7%	0.9%	0	0.0%	0.0%	212	63.5%	0.9%	98	26.2%	1.4%
Personne de référence	336	47.1%	1.2%	250	65.9%	1.2%	86	25.7%	1.1%	169	45.3%	2.0%
Responsable des achats	425	59.6%	1.2%	205	54.0%	1.6%	220	66.0%	1.0%	204	54.6%	1.9%
<b>PCS Individu</b>												
Agriculteurs	1	0.1%	0.1%	0	0.0%	0.0%	1	0.2%	0.3%	0	0.0%	0.0%
Petits patrons	19	2.7%	1.2%	14	3.6%	1.2%	5	1.6%	1.1%	17	4.5%	1.1%
Affaires et Cadres	112	15.7%	2.2%	73	19.3%	2.4%	38	11.5%	2.0%	99	26.6%	2.2%
Professions intermédiaires	115	16.1%	1.7%	75	19.8%	2.1%	40	11.9%	1.2%	100	26.8%	1.8%
Employés	159	22.3%	1.9%	68	18.0%	3.4%	90	27.1%	1.4%	35	9.4%	2.0%
Ouvriers	52	7.3%	0.8%	47	12.4%	1.0%	5	1.5%	0.3%	6	1.6%	1.3%
Retraités	42	5.9%	0.3%	17	4.4%	0.3%	25	7.6%	0.4%	7	2.0%	3.1%
Autres inactifs	214	30.0%	2.1%	85	22.5%	2.4%	129	38.6%	2.0%	109	29.2%	3.5%
<b>PCS Personne de référence</b>												
Agriculteurs	5	0.7%	0.7%	3	0.7%	0.6%	3	0.8%	0.7%	0	0.0%	0.0%
Petits patrons	35	4.9%	1.3%	19	5.1%	1.5%	16	4.7%	1.2%	35	9.4%	1.3%
Affaires et Cadres	184	25.8%	2.6%	98	25.7%	2.7%	86	25.8%	2.5%	184	49.2%	2.6%
Professions intermédiaires	154	21.6%	2.1%	90	23.6%	2.3%	65	19.4%	1.8%	154	41.4%	2.1%
Employés	122	17.1%	2.3%	76	20.0%	3.5%	46	13.7%	1.4%	0	0.0%	0.0%
Ouvriers	103	14.4%	1.1%	52	13.8%	1.1%	50	15.1%	1.1%	0	0.0%	0.0%
Retraités	64	8.9%	0.4%	29	7.6%	0.4%	35	10.5%	0.4%	0	0.0%	0.0%
Autres inactifs	46	6.5%	1.2%	13	3.5%	0.9%	33	9.9%	1.4%	0	0.0%	0.0%

	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
<b>Taille du foyer</b>												
1 personne	124	17.3%	1.3%	65	17.2%	1.6%	58	17.5%	1.1%	51	13.5%	2.7%
2 personnes	183	25.6%	1.0%	98	25.8%	1.1%	85	25.5%	0.9%	72	19.3%	1.8%
3 personnes	162	22.8%	1.8%	93	24.5%	2.0%	69	20.8%	1.5%	84	22.4%	2.1%
4 personnes	156	21.9%	1.7%	78	20.4%	1.7%	79	23.5%	1.7%	105	28.2%	2.2%
5 personnes et +	88	12.4%	1.7%	46	12.1%	1.8%	43	12.7%	1.5%	62	16.5%	2.4%
<b>Présence d'enfants de moins de 15 ans</b>												
Oui	223	31.2%	1.4%	118	31.1%	1.6%	105	31.4%	1.3%	141	37.8%	1.8%
Non	490	68.8%	1.4%	262	68.9%	1.5%	229	68.6%	1.2%	232	62.2%	2.5%
<b>Habitat</b>												
Communes rurales	79	11.0%	0.7%	46	12.2%	0.8%	32	9.7%	0.5%	34	9.0%	1.0%
Agglo. - 20 000 hab	95	13.3%	1.1%	63	16.7%	1.5%	32	9.5%	0.7%	57	15.3%	2.2%
Agglo. 20 000 à 100 000 hab	109	15.2%	1.6%	57	15.1%	1.7%	51	15.4%	1.5%	49	13.1%	2.4%
Agglo. + 100 000 hab	236	33.1%	1.5%	113	29.7%	1.5%	124	37.1%	1.5%	115	30.9%	2.2%
Agglo. Paris	195	27.3%	2.3%	100	26.3%	2.5%	95	28.4%	2.1%	118	31.6%	3.0%

# Studio Magazine - Ciné Live

Lecture Dernière Période



	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
<b>Régions INSEE</b>												
Ile de France	217	30.5%	2.3%	118	31.0%	2.6%	100	29.8%	2.0%	141	37.7%	3.2%
Nord Pas de Calais	32	4.5%	1.0%	16	4.1%	1.0%	16	4.9%	1.0%	11	2.9%	1.2%
Lorraine	21	2.9%	1.1%	12	3.1%	1.3%	9	2.7%	0.9%	12	3.1%	2.2%
Alsace	5	0.7%	0.3%	2	0.5%	0.2%	3	0.9%	0.4%	5	1.3%	0.9%
Franche-Comté	10	1.5%	1.1%	6	1.7%	1.4%	4	1.2%	0.8%	7	1.8%	2.5%
Champagne Ardennes	18	2.6%	1.7%	11	3.0%	2.2%	7	2.1%	1.3%	8	2.3%	2.8%
Picardie	20	2.8%	1.3%	11	2.9%	1.5%	9	2.7%	1.1%	7	1.9%	1.7%
Bourgogne	13	1.8%	1.0%	11	3.0%	1.7%	2	0.5%	0.2%	6	1.5%	1.5%
Haute Normandie	18	2.5%	1.2%	8	2.0%	1.1%	10	3.0%	1.3%	8	2.3%	1.9%
Basse Normandie	8	1.1%	0.6%	2	0.5%	0.3%	6	1.7%	0.9%	4	1.2%	1.4%
Centre	36	5.1%	1.8%	18	4.7%	1.8%	19	5.6%	1.7%	9	2.5%	1.5%
Pays de Loire	46	6.4%	1.6%	26	6.8%	1.8%	20	6.0%	1.3%	18	4.7%	2.1%
Bretagne	30	4.2%	1.1%	19	4.9%	1.5%	12	3.5%	0.8%	16	4.3%	2.1%
Poitou Charentes	15	2.1%	1.0%	7	1.9%	1.0%	8	2.5%	1.1%	7	1.8%	1.7%
Aquitaine	40	5.7%	1.5%	14	3.8%	1.1%	26	7.7%	1.8%	26	7.0%	3.1%
Midi Pyrénées	29	4.1%	1.2%	15	4.0%	1.3%	14	4.3%	1.1%	13	3.4%	1.6%
Limousin	9	1.2%	1.4%	5	1.4%	1.8%	3	0.9%	1.0%	5	1.3%	3.2%
Auvergne	12	1.7%	1.1%	6	1.5%	1.0%	6	1.9%	1.1%	4	1.1%	1.4%
Rhône Alpes	70	9.8%	1.4%	41	10.9%	1.7%	28	8.4%	1.1%	40	10.6%	2.1%
Languedoc Roussillon	14	2.0%	0.6%	10	2.6%	0.9%	5	1.4%	0.4%	6	1.5%	0.8%
Provence Alpes Côte d'Azur. Corse	50	7.0%	1.2%	22	5.8%	1.1%	28	8.3%	1.2%	22	5.8%	1.6%
<b>Habitudes de connection à Internet</b>												
Tous les jours	512	71.7%	1.8%	286	75.3%	2.0%	226	67.7%	1.6%	296	79.3%	2.2%
Presque tous les jours	97	13.6%	1.5%	38	10.0%	1.3%	59	17.6%	1.7%	50	13.5%	2.2%
1 à 2 fois par semaine	29	4.1%	0.9%	14	3.6%	1.0%	16	4.6%	0.9%	10	2.7%	1.1%
1 à 3 fois par mois	14	2.0%	1.7%	11	2.9%	2.8%	4	1.1%	0.7%	6	1.5%	3.5%
Moins souvent	14	2.0%	1.2%	4	1.2%	0.8%	10	3.0%	1.4%	8	2.1%	6.2%
Jamais	0	0.0%	0.0%	0	0.0%	0.0%	0	0.0%	0.0%	0	0.0%	0.0%

	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	38	5.3%	1.8%	12	3.2%	1.5%	26	7.7%	2.1%	1	0.2%	0.4%
De 9 000 à moins de 12 000 euros par an	17	2.3%	0.5%	7	1.8%	0.6%	10	2.9%	0.5%	3	0.8%	1.1%
De 12 000 à moins de 18 000 euros par an	73	10.2%	1.1%	28	7.4%	1.0%	45	13.4%	1.2%	12	3.2%	1.6%
De 18 000 à moins de 24 000 euros par an	116	16.2%	1.6%	60	15.9%	1.8%	55	16.6%	1.5%	53	14.3%	3.5%
De 24 000 à moins de 36 000 euros par an	157	22.1%	1.4%	91	24.0%	1.6%	66	19.9%	1.1%	73	19.5%	2.0%
De 36 000 à moins de 45 000 euros par an	77	10.8%	1.2%	55	14.5%	1.5%	22	6.7%	0.7%	53	14.2%	1.7%
De 45 000 à moins de 65 000 euros par an	87	12.2%	1.4%	42	11.0%	1.2%	45	13.5%	1.6%	66	17.6%	1.8%
De 65 000 à moins de 80 000 euros par an	27	3.8%	1.7%	17	4.5%	1.8%	10	3.0%	1.5%	23	6.1%	2.0%
De 80 000 à moins de 115 000 euros par an	28	3.9%	2.9%	22	5.8%	3.9%	6	1.8%	1.6%	26	6.9%	3.4%
115 000 euros et plus par an	7	1.0%	1.6%	7	1.8%	2.6%	0	0.0%	0.0%	7	1.9%	1.8%
Refus	43	6.1%	1.4%	23	6.0%	1.8%	21	6.2%	1.1%	31	8.2%	2.7%
Ne sait pas	44	6.1%	2.8%	16	4.2%	2.5%	28	8.3%	3.0%	27	7.2%	4.7%