

# 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>	576	100.0%	1.1%	276	100.0%	1.1%	300	100.0%	1.1%	87	100.0%	0.5%
<b>Sexe</b>												
<b>Homme</b>	276	48.0%	1.1%	276	100.0%	1.1%	0	0.0%	0.0%	43	49.4%	0.5%
<b>Femme</b>	300	52.0%	1.1%	0	0.0%	0.0%	300	100.0%	1.1%	44	50.6%	0.5%
<b>Age</b>												
<b>15 à 24 ans</b>	9	1.6%	0.1%	5	1.8%	0.1%	4	1.5%	0.1%	2	2.2%	0.1%
<b>25 à 34 ans</b>	26	4.6%	0.3%	15	5.4%	0.4%	11	3.8%	0.3%	8	8.7%	0.2%
<b>35 à 49 ans</b>	64	11.1%	0.5%	28	10.0%	0.4%	36	12.2%	0.6%	25	28.8%	0.4%
<b>50 à 59 ans</b>	176	30.6%	1.9%	86	31.2%	1.9%	90	30.0%	2.0%	38	44.0%	1.0%
<b>60 ans et plus</b>	300	52.1%	2.0%	143	51.6%	2.2%	158	52.6%	1.9%	14	16.4%	1.6%
<b>Individu</b>												
<b>Ménagères</b>	284	49.2%	1.2%	0	0.0%	0.0%	284	94.6%	1.2%	42	48.0%	0.6%
<b>Personne de référence</b>	381	66.1%	1.4%	250	90.6%	1.2%	130	43.4%	1.7%	46	53.5%	0.6%
<b>Responsable des achats</b>	448	77.7%	1.3%	166	60.0%	1.3%	282	94.0%	1.2%	65	74.4%	0.6%
<b>PCS Individu</b>												
<b>Agriculteurs</b>	2	0.3%	0.4%	1	0.5%	0.3%	1	0.2%	0.5%	0	0.0%	0.0%
<b>Petits patrons</b>	19	3.4%	1.2%	9	3.4%	0.8%	10	3.3%	2.1%	15	17.3%	1.1%
<b>Affaires et Cadres</b>	22	3.8%	0.4%	15	5.4%	0.5%	7	2.3%	0.3%	19	21.3%	0.4%
<b>Professions intermédiaires</b>	35	6.1%	0.5%	18	6.4%	0.5%	18	6.0%	0.5%	30	34.3%	0.5%
<b>Employés</b>	77	13.4%	0.9%	12	4.3%	0.6%	65	21.8%	1.1%	4	4.7%	0.2%
<b>Ouvriers</b>	60	10.4%	0.9%	45	16.2%	0.9%	15	5.1%	1.1%	0	0.0%	0.0%
<b>Retraités</b>	256	44.4%	2.0%	133	48.2%	2.3%	123	40.9%	1.8%	2	2.4%	0.8%
<b>Autres inactifs</b>	104	18.1%	1.0%	43	15.6%	1.1%	61	20.4%	0.9%	17	19.9%	0.5%
<b>PCS Personne de référence</b>												
<b>Agriculteurs</b>	9	1.5%	1.1%	3	1.0%	0.6%	6	1.9%	1.6%	0	0.0%	0.0%
<b>Petits patrons</b>	15	2.6%	0.6%	9	3.4%	0.7%	6	1.9%	0.4%	15	17.5%	0.6%
<b>Affaires et Cadres</b>	28	4.9%	0.4%	12	4.4%	0.3%	16	5.4%	0.4%	28	32.6%	0.4%
<b>Professions intermédiaires</b>	43	7.5%	0.6%	21	7.7%	0.6%	22	7.3%	0.6%	43	49.8%	0.6%
<b>Employés</b>	38	6.7%	0.7%	4	1.6%	0.2%	34	11.3%	1.1%	0	0.0%	0.0%
<b>Ouvriers</b>	79	13.6%	0.8%	48	17.2%	0.9%	31	10.4%	0.7%	0	0.0%	0.0%
<b>Retraités</b>	278	48.2%	1.9%	135	49.0%	2.1%	143	47.5%	1.8%	0	0.0%	0.0%
<b>Autres inactifs</b>	86	14.9%	2.1%	43	15.7%	2.7%	43	14.2%	1.7%	0	0.0%	0.0%

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<b>Taille du foyer</b>												
<b>1 personne</b>	171	29.7%	1.7%	57	20.7%	1.4%	114	38.0%	2.0%	14	15.7%	0.7%
<b>2 personnes</b>	249	43.2%	1.4%	133	48.0%	1.5%	116	38.8%	1.3%	29	33.2%	0.7%
<b>3 personnes</b>	95	16.6%	1.1%	53	19.1%	1.1%	43	14.2%	1.0%	25	29.3%	0.7%
<b>4 personnes</b>	42	7.3%	0.5%	28	10.1%	0.6%	14	4.8%	0.3%	11	12.1%	0.2%
<b>5 personnes et +</b>	18	3.2%	0.3%	6	2.1%	0.2%	13	4.2%	0.5%	8	9.8%	0.3%
<b>Présence d'enfants de moins de 15 ans</b>												
<b>Oui</b>	57	10.0%	0.4%	21	7.7%	0.3%	36	12.1%	0.4%	25	28.8%	0.3%
<b>Non</b>	519	90.0%	1.4%	255	92.3%	1.5%	264	87.9%	1.4%	62	71.2%	0.6%
<b>Habitat</b>												
<b>Communes rurales</b>	146	25.4%	1.2%	65	23.4%	1.1%	82	27.3%	1.3%	24	28.2%	0.8%
<b>Agglo. - 20 000 hab</b>	103	17.8%	1.1%	47	16.9%	1.1%	56	18.6%	1.2%	15	17.6%	0.6%
<b>Agglo. 20 000 à 100 000 hab</b>	82	14.2%	1.2%	36	12.9%	1.1%	46	15.4%	1.3%	5	5.7%	0.3%
<b>Agglo. + 100 000 hab</b>	188	32.6%	1.2%	106	38.3%	1.4%	82	27.3%	1.0%	28	31.8%	0.5%
<b>Agglo. Paris</b>	58	10.0%	0.7%	23	8.5%	0.6%	34	11.4%	0.8%	15	16.8%	0.4%

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	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
<b>Régions INSEE</b>												
<b>Ile de France</b>	72	12.5%	0.8%	33	11.9%	0.7%	39	13.0%	0.8%	16	17.9%	0.4%
<b>Nord Pas de Calais</b>	25	4.3%	0.8%	3	1.1%	0.2%	22	7.2%	1.3%	3	3.9%	0.4%
<b>Lorraine</b>	32	5.6%	1.7%	20	7.2%	2.1%	12	4.0%	1.2%	0	0.4%	0.1%
<b>Alsace</b>	18	3.0%	1.2%	10	3.6%	1.3%	8	2.6%	1.0%	1	1.2%	0.2%
<b>Franche-Comté</b>	8	1.4%	0.8%	5	1.7%	1.0%	3	1.1%	0.7%	0	0.2%	0.1%
<b>Champagne Ardennes</b>	17	2.9%	1.6%	5	1.7%	0.9%	12	4.1%	2.2%	5	5.2%	1.6%
<b>Picardie</b>	21	3.6%	1.4%	8	2.9%	1.1%	13	4.2%	1.6%	2	2.1%	0.4%
<b>Bourgogne</b>	12	2.1%	0.9%	2	0.7%	0.3%	10	3.4%	1.4%	1	0.6%	0.1%
<b>Haute Normandie</b>	9	1.5%	0.6%	5	1.9%	0.7%	3	1.1%	0.4%	2	2.8%	0.5%
<b>Basse Normandie</b>	19	3.3%	1.6%	2	0.7%	0.3%	17	5.7%	2.7%	3	3.4%	0.9%
<b>Centre</b>	23	4.0%	1.1%	13	4.9%	1.3%	10	3.2%	0.9%	4	4.3%	0.6%
<b>Pays de Loire</b>	31	5.3%	1.0%	20	7.2%	1.4%	11	3.5%	0.7%	3	4.0%	0.4%
<b>Bretagne</b>	28	4.8%	1.0%	13	4.6%	1.0%	15	5.0%	1.1%	4	4.7%	0.5%
<b>Poitou Charentes</b>	16	2.8%	1.1%	4	1.3%	0.5%	13	4.2%	1.7%	1	0.7%	0.2%
<b>Aquitaine</b>	39	6.9%	1.4%	23	8.4%	1.8%	16	5.4%	1.1%	4	4.3%	0.4%
<b>Midi Pyrénées</b>	29	5.0%	1.2%	13	4.6%	1.1%	16	5.4%	1.3%	6	6.9%	0.7%
<b>Limousin</b>	7	1.2%	1.1%	3	1.2%	1.1%	4	1.2%	1.1%	1	1.0%	0.5%
<b>Auvergne</b>	17	2.9%	1.5%	5	2.0%	1.0%	11	3.7%	1.9%	4	4.4%	1.2%
<b>Rhône Alpes</b>	53	9.1%	1.0%	33	11.9%	1.3%	20	6.6%	0.7%	9	10.9%	0.5%
<b>Languedoc Roussillon</b>	40	6.9%	1.8%	24	8.7%	2.3%	16	5.2%	1.3%	9	10.6%	1.3%
<b>Provence Alpes Côte d'Azur.</b>	63	10.9%	1.5%	33	11.8%	1.6%	30	10.1%	1.3%	9	10.7%	0.7%
<b>Corse</b>												
<b>Habitudes de connection à Internet</b>												
<b>Tous les jours</b>	259	44.9%	0.8%	124	45.0%	0.8%	134	44.8%	0.8%	63	72.8%	0.4%
<b>Presque tous les jours</b>	66	11.5%	1.1%	31	11.2%	1.1%	35	11.8%	1.1%	16	18.8%	0.8%
<b>1 à 2 fois par semaine</b>	37	6.5%	1.4%	14	5.0%	1.2%	23	7.8%	1.6%	3	3.3%	0.4%
<b>1 à 3 fois par mois</b>	5	0.9%	0.9%	2	0.9%	1.2%	2	0.8%	0.8%	1	0.6%	0.7%
<b>Moins souvent</b>	18	3.1%	2.0%	8	2.9%	2.1%	10	3.3%	1.8%	0	0.0%	0.0%
<b>Jamais</b>	2	0.3%	1.7%	2	0.6%	3.2%	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>												
<b>Moins de 9 000 euros par an</b>	25	4.4%	1.4%	14	4.9%	1.9%	12	3.9%	1.0%	2	2.8%	1.4%
<b>De 9 000 à moins de 12 000 euros par an</b>	42	7.2%	1.4%	18	6.5%	1.6%	24	7.8%	1.3%	1	1.5%	0.5%
<b>De 12 000 à moins de 18 000 euros par an</b>	68	11.8%	1.1%	29	10.3%	1.2%	39	13.2%	1.1%	1	0.6%	0.1%
<b>De 18 000 à moins de 24 000 euros par an</b>	105	18.2%	1.5%	43	15.5%	1.4%	62	20.7%	1.7%	16	18.7%	1.1%
<b>De 24 000 à moins de 36 000 euros par an</b>	169	29.3%	1.5%	90	32.6%	1.7%	79	26.2%	1.4%	16	18.8%	0.5%
<b>De 36 000 à moins de 45 000 euros par an</b>	46	8.0%	0.7%	23	8.3%	0.6%	23	7.8%	0.7%	20	23.5%	0.7%
<b>De 45 000 à moins de 65 000 euros par an</b>	50	8.7%	0.7%	36	12.9%	1.0%	14	4.8%	0.5%	9	10.7%	0.2%
<b>De 65 000 à moins de 80 000 euros par an</b>	12	2.0%	0.6%	7	2.5%	0.6%	5	1.6%	0.6%	7	8.1%	0.5%
<b>De 80 000 à moins de 115 000 euros par an</b>	9	1.5%	0.7%	5	1.7%	0.6%	4	1.4%	0.8%	5	6.1%	0.6%
<b>115 000 euros et plus par an</b>	9	1.5%	1.7%	1	0.5%	0.4%	7	2.5%	3.2%	5	6.3%	1.2%
<b>Refus</b>	36	6.2%	1.0%	12	4.3%	0.8%	24	8.0%	1.2%	2	2.8%	0.2%
<b>Ne sait pas</b>	6	1.1%	0.3%	0	0.0%	0.0%	6	2.2%	0.6%	0	0.0%	0.0%