

Lecteur au Numéro Moyen

	Ensemble			Hommes			Femmes			Foyers CSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
<b>Ensemble</b>	663	100.0%	1.3%	435	100.0%	1.7%	228	100.0%	0.8%	369	100.0%	2.1%
<b>Sexe</b>												
<b>Femme</b>	228	34.0%	0.0%	-	-	-	228	100.0%	0.0%	122	33.0%	1.0%
<b>Homme</b>	435	66.0%	1.0%	435	100.0%	1.0%	-	-	-	246	67.0%	2.0%
<b>Age</b>												
<b>15 à 24 ans</b>	122	18.0%	1.0%	64	15.0%	1.0%	59	26.0%	1.0%	62	17.0%	2.0%
<b>25 à 34 ans</b>	85	13.0%	1.0%	61	14.0%	1.0%	24	11.0%	0.0%	54	15.0%	1.0%
<b>35 à 49 ans</b>	133	20.0%	1.0%	93	21.0%	1.0%	40	17.0%	0.0%	111	30.0%	1.0%
<b>50 à 59 ans</b>	116	18.0%	1.0%	74	17.0%	1.0%	43	19.0%	1.0%	89	24.0%	2.0%
<b>60 ans et plus</b>	206	31.0%	1.0%	144	33.0%	1.0%	62	27.0%	0.0%	52	14.0%	3.0%
<b>Individu</b>												
<b>Ménagères</b>	173	26.0%	0.0%	-	-	-	173	76.0%	0.0%	92	25.0%	1.0%
<b>Personne de référence</b>	419	63.0%	1.0%	364	84.0%	1.0%	55	24.0%	0.0%	245	67.0%	2.0%
<b>Pcs individu</b>												
<b>Affaires et cadres</b>	228	34.0%	4.0%	162	37.0%	5.0%	66	29.0%	3.0%	209	57.0%	4.0%
<b>Agriculteurs</b>	1	0.0%	0.0%	0	0.0%	0.0%	0	0.0%	0.0%	-	-	-
<b>Autres inactifs</b>	131	20.0%	1.0%	67	15.0%	1.0%	65	28.0%	0.0%	54	15.0%	1.0%
<b>Employés</b>	58	9.0%	0.0%	30	7.0%	1.0%	28	12.0%	0.0%	3	1.0%	0.0%
<b>Ouvriers</b>	13	2.0%	0.0%	13	3.0%	0.0%	-	-	-	3	1.0%	0.0%
<b>Petits patrons</b>	26	4.0%	1.0%	22	5.0%	2.0%	4	2.0%	0.0%	25	7.0%	1.0%
<b>Professions intermédiaires</b>	79	12.0%	1.0%	41	9.0%	1.0%	38	17.0%	1.0%	73	20.0%	1.0%
<b>Retraités</b>	127	19.0%	1.0%	101	23.0%	1.0%	26	12.0%	0.0%	2	1.0%	1.0%
<b>Pcs personne de référence</b>												
<b>Affaires et cadres</b>	240	36.0%	3.0%	168	39.0%	4.0%	71	31.0%	1.0%	240	65.0%	3.0%
<b>Agriculteurs</b>	1	0.0%	0.0%	0	0.0%	0.0%	1	0.0%	0.0%	-	-	-
<b>Autres inactifs</b>	41	6.0%	1.0%	30	7.0%	1.0%	11	5.0%	0.0%	-	-	-
<b>Employés</b>	35	5.0%	0.0%	24	6.0%	1.0%	11	5.0%	0.0%	-	-	-
<b>Ouvriers</b>	44	7.0%	0.0%	15	3.0%	0.0%	29	13.0%	0.0%	-	-	-
<b>Petits patrons</b>	42	6.0%	1.0%	33	8.0%	2.0%	8	4.0%	0.0%	42	11.0%	1.0%
<b>Professions intermédiaires</b>	87	13.0%	1.0%	45	10.0%	1.0%	43	19.0%	1.0%	87	24.0%	1.0%
<b>Retraités</b>	173	26.0%	1.0%	120	28.0%	1.0%	53	23.0%	0.0%	-	-	-

Lecteur au Numéro Moyen

	Ensemble			Hommes			Femmes			Foyers CSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
<b>Ensemble</b>	663	100.0%	1.3%	435	100.0%	1.7%	228	100.0%	0.8%	369	100.0%	2.1%
<b>Taille du foyer</b>												
<b>1 personne</b>	102	15.0%	1.0%	66	15.0%	1.0%	36	16.0%	0.0%	50	14.0%	2.0%
<b>2 personnes</b>	227	34.0%	1.0%	149	34.0%	1.0%	77	34.0%	0.0%	79	21.0%	2.0%
<b>3 personnes</b>	131	20.0%	1.0%	71	16.0%	1.0%	60	26.0%	1.0%	102	28.0%	2.0%
<b>4 personnes</b>	122	18.0%	1.0%	96	22.0%	2.0%	25	11.0%	0.0%	97	26.0%	2.0%
<b>5 personnes et +</b>	82	12.0%	1.0%	53	12.0%	2.0%	29	13.0%	1.0%	41	11.0%	1.0%
<b>Présence d'enfants de moins de 15 ans</b>												
<b>Non</b>	505	76.0%	1.0%	317	73.0%	1.0%	189	83.0%	1.0%	249	67.0%	2.0%
<b>Oui</b>	158	24.0%	1.0%	119	27.0%	1.0%	39	17.0%	0.0%	120	33.0%	1.0%
<b>Habitat</b>												
<b>Agglo. + 100 000 hab</b>	192	29.0%	1.0%	135	31.0%	1.0%	56	25.0%	0.0%	90	24.0%	1.0%
<b>Agglo. 20 000 à 100 000 hab</b>	53	8.0%	0.0%	36	8.0%	1.0%	17	8.0%	0.0%	38	10.0%	1.0%
<b>Agglo. - 20 000 hab</b>	79	12.0%	0.0%	39	9.0%	1.0%	39	17.0%	0.0%	43	12.0%	1.0%
<b>Agglo. paris</b>	271	41.0%	3.0%	185	43.0%	4.0%	86	38.0%	1.0%	172	47.0%	4.0%
<b>Communes rurales</b>	68	10.0%	0.0%	40	9.0%	0.0%	28	12.0%	0.0%	26	7.0%	0.0%

Lecteur au Numéro Moyen

	Ensemble			Hommes			Femmes			Foyers CSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
<b>Ensemble</b>	663	100.0%	1.3%	435	100.0%	1.7%	228	100.0%	0.8%	369	100.0%	2.1%
<b>Régions insee</b>												
Alsace	13	2.0%	0.0%	9	2.0%	1.0%	3	1.0%	0.0%	9	3.0%	1.0%
Aquitaine	21	3.0%	0.0%	14	3.0%	1.0%	7	3.0%	0.0%	5	1.0%	0.0%
Auvergne	2	0.0%	0.0%	0	0.0%	0.0%	1	1.0%	0.0%	2	0.0%	0.0%
Basse normandie	7	1.0%	0.0%	5	1.0%	0.0%	2	1.0%	0.0%	3	1.0%	0.0%
Bourgogne	23	3.0%	1.0%	20	5.0%	3.0%	2	1.0%	0.0%	17	5.0%	4.0%
Bretagne	15	2.0%	0.0%	11	3.0%	0.0%	4	2.0%	0.0%	8	2.0%	0.0%
Centre	15	2.0%	0.0%	10	2.0%	1.0%	5	2.0%	0.0%	8	2.0%	1.0%
Champagne ardennes	5	1.0%	0.0%	3	1.0%	0.0%	2	1.0%	0.0%	4	1.0%	1.0%
Franche-comté	5	1.0%	0.0%	5	1.0%	1.0%	0	0.0%	0.0%	3	1.0%	1.0%
Haute normandie	11	2.0%	0.0%	7	2.0%	1.0%	4	2.0%	0.0%	7	2.0%	1.0%
Ile de france	283	43.0%	2.0%	193	44.0%	4.0%	90	40.0%	1.0%	181	49.0%	4.0%
Languedoc roussillon	27	4.0%	1.0%	11	2.0%	1.0%	17	7.0%	1.0%	14	4.0%	1.0%
Limousin	4	1.0%	0.0%	2	1.0%	0.0%	2	1.0%	0.0%	1	0.0%	0.0%
Lorraine	11	2.0%	0.0%	9	2.0%	1.0%	2	1.0%	0.0%	5	1.0%	0.0%
Midi pyrénées	23	3.0%	0.0%	14	3.0%	1.0%	9	4.0%	0.0%	9	3.0%	1.0%
Nord pas de calais	24	4.0%	0.0%	19	4.0%	1.0%	5	2.0%	0.0%	16	4.0%	1.0%
Pays de loire	27	4.0%	0.0%	12	3.0%	0.0%	15	7.0%	1.0%	16	4.0%	1.0%
Picardie	11	2.0%	0.0%	8	2.0%	1.0%	3	1.0%	0.0%	4	1.0%	0.0%
Poitou charentes	11	2.0%	0.0%	8	2.0%	1.0%	3	1.0%	0.0%	4	1.0%	0.0%
Provence alpes côte d'azur, corse	68	10.0%	1.0%	42	10.0%	2.0%	26	12.0%	1.0%	21	6.0%	1.0%
Rhône alpes	58	9.0%	1.0%	33	7.0%	1.0%	25	11.0%	0.0%	34	9.0%	1.0%
<b>Habitudes de connection à internet</b>												
1 à 2 fois par semaine	5	1.0%	0.0%	5	1.0%	0.0%	0	0.0%	0.0%	2	1.0%	0.0%
1 à 3 fois par mois	0	0.0%	0.0%	0	0.0%	0.0%	-	-	-	0	0.0%	0.0%
Moins souvent	0	0.0%	0.0%	-	-	-	0	0.0%	0.0%	0	0.0%	1.0%
Presque tous les jours	29	4.0%	0.0%	19	4.0%	0.0%	11	5.0%	0.0%	8	2.0%	0.0%
Tous les jours	628	95.0%	1.0%	412	95.0%	1.0%	216	95.0%	1.0%	358	97.0%	2.0%

Lecteur au Numéro Moyen

	Ensemble			Hommes			Femmes			Foyers CSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
<b>Ensemble</b>	663	100.0%	1.3%	435	100.0%	1.7%	228	100.0%	0.8%	369	100.0%	2.1%
<b>Revenus du foyer</b>												
<b>65 000 euros et plus par an</b>	280	42.0%	4.0%	208	48.0%	6.0%	72	32.0%	2.0%	208	57.0%	4.0%
<b>De 12 000 à moins de 18 000 euros par an</b>	20	3.0%	0.0%	6	1.0%	0.0%	14	6.0%	0.0%	2	1.0%	0.0%
<b>De 18 000 à moins de 24 000 euros par an</b>	53	8.0%	0.0%	27	6.0%	0.0%	26	11.0%	0.0%	24	6.0%	1.0%
<b>De 24 000 à moins de 36 000 euros par an</b>	54	8.0%	0.0%	41	9.0%	0.0%	13	6.0%	0.0%	23	6.0%	0.0%
<b>De 36 000 à moins de 45 000 euros par an</b>	70	11.0%	0.0%	44	10.0%	1.0%	26	11.0%	0.0%	33	9.0%	1.0%
<b>De 45 000 à moins de 65 000 euros par an</b>	97	15.0%	1.0%	61	14.0%	1.0%	35	16.0%	1.0%	51	14.0%	1.0%
<b>De 9 000 à moins de 12 000 euros par an</b>	20	3.0%	0.0%	15	4.0%	1.0%	4	2.0%	0.0%	0	0.0%	0.0%
<b>Moins de 9 000 euros par an</b>	7	1.0%	0.0%	3	1.0%	0.0%	4	2.0%	0.0%	0	0.0%	0.0%
<b>Ne sait pas</b>	42	6.0%	1.0%	15	3.0%	1.0%	27	12.0%	1.0%	16	4.0%	2.0%
<b>Refus</b>	19	3.0%	1.0%	12	3.0%	2.0%	7	3.0%	0.0%	10	3.0%	2.0%