Marie Claire Idées

2016-2017

Lecteur Dernière Période

OneNext ACPM AUDIENCE

	Ensemble			Hommes			Femmes			Foyers CSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
Ensemble	1 654	100.0%	3.2%	151	100.0%	0.6%	1 503	100.0%	5.5%	525	100.0%	2.9%
Sexe												
Femme	1 503	90.0%	5.0%	-	-	-	1 503	100.0%	5.0%	472	89.0%	5.0%
Homme	151	9.0%	0.0%	151	100.0%	0.0%	-	-	-	53	10.0%	0.0%
Age												
15 à 24 ans	81	4.0%	1.0%	7	4.0%	0.0%	74	4.0%	2.0%	34	6.0%	1.0%
25 à 34 ans	162	9.0%	2.0%	9	5.0%	0.0%	154	10.0%	3.0%	72	13.0%	2.0%
35 à 49 ans	405	24.0%	3.0%	39	26.0%	0.0%	366	24.0%	5.0%	229	43.0%	3.0%
50 à 59 ans	371	22.0%	4.0%	30	19.0%	0.0%	341	22.0%	7.0%	145	27.0%	4.0%
60 ans et plus	634	38.0%	3.0%	66	43.0%	0.0%	568	37.0%	6.0%	46	8.0%	2.0%
Pcs individu												
Affaires et cadres	149	9.0%	3.0%	14	9.0%	0.0%	135	9.0%	6.0%	125	23.0%	2.0%
Agriculteurs	29	1.0%	5.0%	1	0.0%	0.0%	28	1.0%	14.0%	1	0.0%	3.0%
Autres inactifs	270	16.0%	2.0%	3	2.0%	0.0%	266	17.0%	4.0%	79	15.0%	2.0%
Employés	338	20.0%	3.0%	15	9.0%	0.0%	323	21.0%	5.0%	77	14.0%	4.0%
Ouvriers	91	5.0%	1.0%	26	17.0%	0.0%	64	4.0%	4.0%	10	1.0%	2.0%
Petits patrons	39	2.0%	2.0%	4	2.0%	0.0%	34	2.0%	8.0%	29	5.0%	1.0%
Professions intermédiaires	240	14.0%	3.0%	33	21.0%	0.0%	207	13.0%	5.0%	193	36.0%	3.0%
Retraités	499	30.0%	3.0%	54	35.0%	0.0%	445	29.0%	6.0%	11	2.0%	5.0%
Habitat												
Agglo. + 100 000 hab	487	29.0%	3.0%	36	23.0%	0.0%	451	30.0%	5.0%	151	28.0%	2.0%
Agglo. 20 000 à 100 000 hab	279	16.0%	4.0%	31	20.0%	0.0%	248	16.0%	6.0%	101	19.0%	4.0%
Agglo. - 20 000 hab	323	19.0%	3.0%	23	15.0%	0.0%	300	20.0%	6.0%	88	16.0%	3.0%
Agglo. paris	217	13.0%	2.0%	31	20.0%	0.0%	186	12.0%	4.0%	81	15.0%	2.0%
Communes rurales	349	21.0%	2.0%	30	19.0%	0.0%	319	21.0%	5.0%	106	20.0%	3.0%