

Le Parisien Magazine/Aujourd'hui en France Magazine



Lecture Dernière Période

| | Ensemble | | | Hommes | | | Femmes | | | FoyersCSP+ | | |
|-----------------------------------|----------|-----------|-------------|----------|-----------|-------------|----------|-----------|-------------|------------|-----------|-------------|
| | Milliers | Structure | Pénétration | Milliers | Structure | Pénétration | Milliers | Structure | Pénétration | Milliers | Structure | Pénétration |
| ENSEMBLE | 1355 | 100.0% | 2.6% | 720 | 100.0% | 2.9% | 635 | 100.0% | 2.4% | 455 | 100.0% | 2.6% |
| Sexe | | | | | | | | | | | | |
| Homme | 720 | 53.1% | 2.9% | 720 | 100.0% | 2.9% | 0 | 0.0% | 0.0% | 245 | 53.9% | 2.8% |
| Femme | 635 | 46.9% | 2.4% | 0 | 0.0% | 0.0% | 635 | 100.0% | 2.4% | 210 | 46.1% | 2.4% |
| Age | | | | | | | | | | | | |
| 15 à 24 ans | 190 | 14.0% | 2.6% | 92 | 12.8% | 2.5% | 98 | 15.4% | 2.7% | 90 | 19.7% | 2.8% |
| 25 à 34 ans | 143 | 10.5% | 1.9% | 87 | 12.1% | 2.3% | 56 | 8.8% | 1.4% | 60 | 13.2% | 1.8% |
| 35 à 49 ans | 314 | 23.2% | 2.5% | 172 | 23.9% | 2.8% | 142 | 22.3% | 2.2% | 118 | 26.0% | 1.9% |
| 50 à 59 ans | 245 | 18.1% | 2.6% | 132 | 18.3% | 2.8% | 113 | 17.8% | 2.4% | 132 | 29.0% | 3.4% |
| 60 ans et plus | 463 | 34.2% | 3.1% | 237 | 32.9% | 3.6% | 226 | 35.6% | 2.7% | 55 | 12.1% | 5.6% |
| Individu | | | | | | | | | | | | |
| Ménagères | 521 | 38.4% | 2.2% | 0 | 0.0% | 0.0% | 521 | 82.0% | 2.2% | 159 | 34.9% | 2.3% |
| Personne de référence | 750 | 55.4% | 2.7% | 576 | 80.0% | 2.8% | 175 | 27.5% | 2.3% | 227 | 49.8% | 2.8% |
| Responsable des achats | 931 | 68.7% | 2.6% | 400 | 55.5% | 3.1% | 531 | 83.5% | 2.3% | 271 | 59.5% | 2.5% |
| PCS Individu | | | | | | | | | | | | |
| Agriculteurs | 6 | 0.4% | 1.1% | 6 | 0.8% | 1.5% | 0 | 0.0% | 0.0% | 0 | 0.0% | 0.0% |
| Petits patrons | 75 | 5.5% | 4.6% | 54 | 7.5% | 4.9% | 20 | 3.2% | 3.9% | 67 | 14.8% | 4.7% |
| Affaires et Cadres | 116 | 8.6% | 2.3% | 57 | 8.0% | 2.0% | 59 | 9.2% | 2.7% | 109 | 23.9% | 2.3% |
| Professions intermédiaires | 149 | 11.0% | 2.2% | 95 | 13.2% | 2.8% | 53 | 8.4% | 1.5% | 120 | 26.3% | 2.1% |
| Employés | 241 | 17.8% | 2.9% | 91 | 12.7% | 4.2% | 150 | 23.6% | 2.4% | 62 | 13.6% | 3.4% |
| Ouvriers | 166 | 12.2% | 2.6% | 125 | 17.4% | 2.5% | 40 | 6.4% | 2.9% | 18 | 4.0% | 4.5% |
| Retraités | 390 | 28.8% | 3.1% | 207 | 28.7% | 3.5% | 183 | 28.8% | 2.8% | 11 | 2.5% | 4.5% |
| Autres inactifs | 214 | 15.8% | 2.1% | 84 | 11.7% | 2.2% | 130 | 20.4% | 2.0% | 68 | 14.9% | 2.1% |
| PCS Personne de référence | | | | | | | | | | | | |
| Agriculteurs | 9 | 0.6% | 1.1% | 6 | 0.8% | 1.3% | 3 | 0.5% | 0.8% | 0 | 0.0% | 0.0% |
| Petits patrons | 99 | 7.3% | 3.8% | 63 | 8.7% | 4.8% | 36 | 5.7% | 2.7% | 99 | 21.8% | 3.8% |
| Affaires et Cadres | 167 | 12.3% | 2.3% | 75 | 10.4% | 2.1% | 92 | 14.5% | 2.5% | 167 | 36.7% | 2.3% |
| Professions intermédiaires | 189 | 14.0% | 2.5% | 107 | 14.9% | 2.7% | 82 | 12.9% | 2.2% | 189 | 41.5% | 2.5% |
| Employés | 178 | 13.2% | 3.3% | 87 | 12.0% | 3.7% | 92 | 14.5% | 3.0% | 0 | 0.0% | 0.0% |
| Ouvriers | 191 | 14.1% | 2.0% | 112 | 15.5% | 2.2% | 79 | 12.5% | 1.8% | 0 | 0.0% | 0.0% |
| Retraités | 444 | 32.7% | 3.1% | 228 | 31.7% | 3.5% | 215 | 33.9% | 2.7% | 0 | 0.0% | 0.0% |
| Autres inactifs | 78 | 5.8% | 1.9% | 42 | 5.9% | 2.6% | 36 | 5.7% | 1.4% | 0 | 0.0% | 0.0% |

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|--|----------|-----------|-------------|----------|-----------|-------------|----------|-----------|-------------|------------|-----------|-------------|
| | Milliers | Structure | Pénétration | Milliers | Structure | Pénétration | Milliers | Structure | Pénétration | Milliers | Structure | Pénétration |
| Taille du foyer | | | | | | | | | | | | |
| 1 personne | 246 | 18.2% | 2.5% | 122 | 17.0% | 2.8% | 124 | 19.5% | 2.2% | 49 | 10.7% | 2.8% |
| 2 personnes | 523 | 38.6% | 2.9% | 277 | 38.5% | 3.2% | 246 | 38.7% | 2.7% | 124 | 27.2% | 2.8% |
| 3 personnes | 219 | 16.2% | 2.4% | 126 | 17.5% | 2.8% | 93 | 14.7% | 2.0% | 108 | 23.8% | 2.8% |
| 4 personnes | 221 | 16.3% | 2.4% | 115 | 15.9% | 2.5% | 107 | 16.8% | 2.2% | 109 | 23.9% | 2.2% |
| 5 personnes et + | 146 | 10.7% | 2.7% | 79 | 11.0% | 3.0% | 66 | 10.4% | 2.4% | 66 | 14.4% | 2.5% |
| Présence d'enfants de moins de 15 ans | | | | | | | | | | | | |
| Oui | 341 | 25.2% | 2.2% | 193 | 26.8% | 2.7% | 149 | 23.4% | 1.8% | 137 | 30.0% | 1.8% |
| Non | 1014 | 74.8% | 2.8% | 527 | 73.2% | 3.0% | 487 | 76.6% | 2.6% | 319 | 70.0% | 3.3% |
| Habitat | | | | | | | | | | | | |
| Communes rurales | 159 | 11.8% | 1.3% | 88 | 12.3% | 1.6% | 71 | 11.2% | 1.1% | 53 | 11.6% | 1.6% |
| Agglo. - 20 000 hab | 144 | 10.6% | 1.6% | 81 | 11.3% | 1.9% | 62 | 9.8% | 1.3% | 39 | 8.6% | 1.5% |
| Agglo. 20 000 à 100 000 hab | 129 | 9.5% | 1.9% | 52 | 7.2% | 1.6% | 77 | 12.1% | 2.1% | 28 | 6.2% | 1.6% |
| Agglo. + 100 000 hab | 180 | 13.3% | 1.2% | 121 | 16.8% | 1.6% | 59 | 9.4% | 0.7% | 57 | 12.6% | 1.0% |
| Agglo. Paris | 743 | 54.8% | 8.7% | 378 | 52.4% | 9.3% | 365 | 57.5% | 8.2% | 278 | 61.1% | 7.0% |

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|---|----------|-----------|-------------|----------|-----------|-------------|----------|-----------|-------------|------------|-----------|-------------|
| | Milliers | Structure | Pénétration | Milliers | Structure | Pénétration | Milliers | Structure | Pénétration | Milliers | Structure | Pénétration |
| Régions INSEE | | | | | | | | | | | | |
| Ile de France | 856 | 63.2% | 9.0% | 421 | 58.5% | 9.3% | 436 | 68.6% | 8.7% | 308 | 67.7% | 7.1% |
| Nord Pas de Calais | 26 | 1.9% | 0.8% | 19 | 2.6% | 1.2% | 7 | 1.1% | 0.4% | 8 | 1.8% | 0.9% |
| Lorraine | 13 | 1.0% | 0.7% | 10 | 1.3% | 1.0% | 4 | 0.6% | 0.4% | 8 | 1.7% | 1.4% |
| Alsace | 8 | 0.6% | 0.5% | 2 | 0.3% | 0.3% | 5 | 0.8% | 0.6% | 3 | 0.7% | 0.6% |
| Franche-Comté | 10 | 0.7% | 1.1% | 6 | 0.8% | 1.3% | 4 | 0.6% | 0.8% | 1 | 0.1% | 0.3% |
| Champagne Ardennes | 17 | 1.2% | 1.6% | 8 | 1.0% | 1.4% | 9 | 1.5% | 1.6% | 6 | 1.3% | 2.1% |
| Picardie | 99 | 7.3% | 6.4% | 45 | 6.2% | 6.0% | 54 | 8.5% | 6.8% | 16 | 3.5% | 3.6% |
| Bourgogne | 21 | 1.5% | 1.5% | 12 | 1.7% | 1.9% | 9 | 1.4% | 1.2% | 6 | 1.2% | 1.6% |
| Haute Normandie | 21 | 1.6% | 1.4% | 14 | 1.9% | 2.0% | 7 | 1.2% | 1.0% | 3 | 0.7% | 0.7% |
| Basse Normandie | 19 | 1.4% | 1.6% | 13 | 1.8% | 2.2% | 7 | 1.0% | 1.0% | 8 | 1.8% | 2.3% |
| Centre | 27 | 2.0% | 1.3% | 18 | 2.5% | 1.8% | 8 | 1.3% | 0.8% | 9 | 2.1% | 1.6% |
| Pays de Loire | 41 | 3.1% | 1.4% | 27 | 3.8% | 1.9% | 14 | 2.3% | 0.9% | 19 | 4.2% | 2.0% |
| Bretagne | 22 | 1.6% | 0.8% | 21 | 2.9% | 1.7% | 1 | 0.1% | 0.1% | 6 | 1.3% | 0.7% |
| Poitou Charentes | 9 | 0.7% | 0.6% | 5 | 0.7% | 0.7% | 5 | 0.7% | 0.6% | 3 | 0.7% | 0.8% |
| Aquitaine | 15 | 1.1% | 0.5% | 10 | 1.4% | 0.8% | 5 | 0.7% | 0.3% | 9 | 1.9% | 1.0% |
| Midi Pyrénées | 19 | 1.4% | 0.8% | 15 | 2.1% | 1.3% | 4 | 0.6% | 0.3% | 6 | 1.3% | 0.7% |
| Limousin | 10 | 0.8% | 1.7% | 6 | 0.9% | 2.2% | 4 | 0.6% | 1.2% | 1 | 0.2% | 0.6% |
| Auvergne | 13 | 1.0% | 1.2% | 6 | 0.8% | 1.0% | 8 | 1.3% | 1.4% | 7 | 1.5% | 2.3% |
| Rhône Alpes | 45 | 3.3% | 0.9% | 25 | 3.5% | 1.0% | 20 | 3.2% | 0.8% | 18 | 4.0% | 1.0% |
| Languedoc Roussillon | 26 | 1.9% | 1.2% | 11 | 1.5% | 1.0% | 16 | 2.5% | 1.3% | 5 | 1.1% | 0.7% |
| Provence Alpes Côte d'Azur. | 37 | 2.7% | 0.8% | 27 | 3.7% | 1.3% | 10 | 1.6% | 0.4% | 6 | 1.3% | 0.4% |
| Corse | | | | | | | | | | | | |
| Habitudes de connection à Internet | | | | | | | | | | | | |
| Tous les jours | 883 | 65.2% | 2.7% | 458 | 63.7% | 2.8% | 425 | 66.9% | 2.6% | 371 | 81.6% | 2.6% |
| Presque tous les jours | 155 | 11.5% | 2.6% | 82 | 11.4% | 3.0% | 73 | 11.5% | 2.3% | 41 | 9.0% | 2.1% |
| 1 à 2 fois par semaine | 97 | 7.1% | 3.8% | 53 | 7.4% | 4.6% | 44 | 6.9% | 3.1% | 27 | 5.9% | 4.3% |
| 1 à 3 fois par mois | 19 | 1.4% | 3.6% | 12 | 1.7% | 6.0% | 6 | 1.0% | 2.0% | 1 | 0.3% | 2.4% |
| Moins souvent | 14 | 1.0% | 1.7% | 3 | 0.4% | 0.8% | 11 | 1.8% | 2.4% | 0 | 0.0% | 0.0% |
| Jamais | 5 | 0.4% | 4.0% | 5 | 0.7% | 5.9% | 0 | 0.0% | 0.0% | 3 | 0.8% | 35.3% |

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|--|----------|-----------|-------------|----------|-----------|-------------|----------|-----------|-------------|------------|-----------|-------------|
| | Milliers | Structure | Pénétration | Milliers | Structure | Pénétration | Milliers | Structure | Pénétration | Milliers | Structure | Pénétration |
| Revenus du foyer | | | | | | | | | | | | |
| Moins de 9 000 euros par an | 33 | 2.4% | 1.8% | 14 | 2.0% | 1.8% | 19 | 3.0% | 1.8% | 6 | 1.3% | 4.3% |
| De 9 000 à moins de 12 000 euros par an | 60 | 4.4% | 2.1% | 31 | 4.2% | 2.9% | 29 | 4.6% | 1.7% | 5 | 1.2% | 2.1% |
| De 12 000 à moins de 18 000 euros par an | 141 | 10.4% | 2.3% | 78 | 10.8% | 3.0% | 63 | 10.0% | 1.8% | 20 | 4.4% | 2.7% |
| De 18 000 à moins de 24 000 euros par an | 167 | 12.3% | 2.5% | 71 | 9.9% | 2.3% | 96 | 15.1% | 2.7% | 39 | 8.5% | 2.9% |
| De 24 000 à moins de 36 000 euros par an | 280 | 20.7% | 2.5% | 153 | 21.2% | 2.9% | 127 | 20.0% | 2.2% | 70 | 15.3% | 2.1% |
| De 36 000 à moins de 45 000 euros par an | 198 | 14.6% | 2.8% | 133 | 18.5% | 3.6% | 65 | 10.3% | 2.0% | 83 | 18.2% | 2.7% |
| De 45 000 à moins de 65 000 euros par an | 193 | 14.3% | 2.8% | 100 | 13.8% | 2.8% | 94 | 14.8% | 2.9% | 91 | 20.0% | 2.4% |
| De 65 000 à moins de 80 000 euros par an | 50 | 3.7% | 2.5% | 27 | 3.7% | 2.4% | 23 | 3.6% | 2.7% | 27 | 5.9% | 2.1% |
| De 80 000 à moins de 115 000 euros par an | 51 | 3.8% | 4.1% | 26 | 3.7% | 3.5% | 25 | 3.9% | 4.9% | 38 | 8.2% | 4.1% |
| 115 000 euros et plus par an | 17 | 1.3% | 2.8% | 14 | 1.9% | 3.8% | 3 | 0.5% | 1.4% | 15 | 3.3% | 2.9% |
| Refus | 112 | 8.3% | 3.3% | 58 | 8.0% | 4.1% | 54 | 8.6% | 2.8% | 30 | 6.5% | 2.8% |
| Ne sait pas | 52 | 3.9% | 2.3% | 16 | 2.3% | 1.7% | 36 | 5.7% | 2.7% | 32 | 7.0% | 3.4% |