

Le Parisien Dimanche / Aujourd'hui en France Dimanche



Lecture Dernière Période

| | Ensemble | | | Hommes | | | Femmes | | | FoyersCSP+ | | |
|-----------------------------------|----------|-----------|-------------|----------|-----------|-------------|----------|-----------|-------------|------------|-----------|-------------|
| | Milliers | Structure | Pénétration | Milliers | Structure | Pénétration | Milliers | Structure | Pénétration | Milliers | Structure | Pénétration |
| ENSEMBLE | 1739 | 100.0% | 3.4% | 992 | 100.0% | 4.0% | 747 | 100.0% | 2.8% | 539 | 100.0% | 3.1% |
| Sexe | | | | | | | | | | | | |
| Homme | 992 | 57.0% | 4.0% | 992 | 100.0% | 4.0% | 0 | 0.0% | 0.0% | 318 | 59.1% | 3.6% |
| Femme | 747 | 43.0% | 2.8% | 0 | 0.0% | 0.0% | 747 | 100.0% | 2.8% | 220 | 40.9% | 2.5% |
| Age | | | | | | | | | | | | |
| 15 à 24 ans | 207 | 11.9% | 2.8% | 107 | 10.7% | 2.9% | 101 | 13.5% | 2.8% | 85 | 15.7% | 2.7% |
| 25 à 34 ans | 211 | 12.2% | 2.8% | 131 | 13.2% | 3.5% | 80 | 10.8% | 2.1% | 81 | 15.0% | 2.4% |
| 35 à 49 ans | 476 | 27.4% | 3.8% | 285 | 28.7% | 4.6% | 192 | 25.7% | 3.0% | 187 | 34.6% | 3.0% |
| 50 à 59 ans | 300 | 17.3% | 3.2% | 183 | 18.5% | 3.9% | 117 | 15.6% | 2.5% | 134 | 24.9% | 3.4% |
| 60 ans et plus | 544 | 31.3% | 3.6% | 287 | 28.9% | 4.4% | 257 | 34.5% | 3.0% | 53 | 9.8% | 5.4% |
| Individu | | | | | | | | | | | | |
| Ménagères | 628 | 36.1% | 2.7% | 0 | 0.0% | 0.0% | 628 | 84.0% | 2.7% | 175 | 32.5% | 2.5% |
| Personne de référence | 1019 | 58.6% | 3.6% | 809 | 81.6% | 4.0% | 210 | 28.1% | 2.7% | 298 | 55.4% | 3.6% |
| Responsable des achats | 1189 | 68.4% | 3.3% | 562 | 56.7% | 4.4% | 626 | 83.8% | 2.7% | 328 | 60.9% | 3.0% |
| PCS Individu | | | | | | | | | | | | |
| Agriculteurs | 1 | 0.0% | 0.2% | 1 | 0.1% | 0.2% | 0 | 0.0% | 0.0% | 0 | 0.0% | 0.0% |
| Petits patrons | 87 | 5.0% | 5.3% | 65 | 6.6% | 5.9% | 22 | 3.0% | 4.3% | 83 | 15.3% | 5.7% |
| Affaires et Cadres | 132 | 7.6% | 2.6% | 80 | 8.0% | 2.7% | 52 | 7.0% | 2.4% | 123 | 22.9% | 2.7% |
| Professions intermédiaires | 219 | 12.6% | 3.2% | 132 | 13.3% | 3.9% | 86 | 11.6% | 2.5% | 181 | 33.7% | 3.2% |
| Employés | 298 | 17.2% | 3.6% | 116 | 11.7% | 5.4% | 182 | 24.4% | 3.0% | 46 | 8.5% | 2.5% |
| Ouvriers | 293 | 16.8% | 4.6% | 221 | 22.3% | 4.4% | 72 | 9.6% | 5.2% | 16 | 3.0% | 4.0% |
| Retraités | 483 | 27.8% | 3.8% | 260 | 26.2% | 4.4% | 223 | 29.8% | 3.4% | 16 | 2.9% | 6.3% |
| Autres inactifs | 226 | 13.0% | 2.2% | 117 | 11.8% | 3.1% | 110 | 14.7% | 1.7% | 73 | 13.6% | 2.3% |
| PCS Personne de référence | | | | | | | | | | | | |
| Agriculteurs | 5 | 0.3% | 0.6% | 3 | 0.3% | 0.8% | 2 | 0.2% | 0.5% | 0 | 0.0% | 0.0% |
| Petits patrons | 136 | 7.8% | 5.2% | 75 | 7.5% | 5.7% | 62 | 8.3% | 4.6% | 136 | 25.3% | 5.2% |
| Affaires et Cadres | 180 | 10.3% | 2.5% | 95 | 9.6% | 2.7% | 84 | 11.3% | 2.3% | 180 | 33.3% | 2.5% |
| Professions intermédiaires | 223 | 12.8% | 2.9% | 148 | 14.9% | 3.8% | 74 | 10.0% | 2.0% | 223 | 41.3% | 2.9% |
| Employés | 256 | 14.7% | 4.7% | 126 | 12.8% | 5.4% | 129 | 17.3% | 4.2% | 0 | 0.0% | 0.0% |
| Ouvriers | 308 | 17.7% | 3.2% | 189 | 19.0% | 3.7% | 120 | 16.0% | 2.7% | 0 | 0.0% | 0.0% |
| Retraités | 540 | 31.1% | 3.7% | 287 | 28.9% | 4.4% | 253 | 33.9% | 3.2% | 0 | 0.0% | 0.0% |
| Autres inactifs | 91 | 5.2% | 2.2% | 68 | 6.9% | 4.3% | 23 | 3.0% | 0.9% | 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 | 294 | 16.9% | 2.9% | 167 | 16.8% | 3.8% | 127 | 17.0% | 2.3% | 46 | 8.5% | 2.6% |
| 2 personnes | 639 | 36.7% | 3.6% | 360 | 36.3% | 4.1% | 278 | 37.2% | 3.0% | 123 | 22.9% | 2.8% |
| 3 personnes | 290 | 16.7% | 3.2% | 163 | 16.5% | 3.6% | 126 | 16.9% | 2.8% | 120 | 22.3% | 3.1% |
| 4 personnes | 305 | 17.5% | 3.3% | 179 | 18.1% | 3.9% | 126 | 16.8% | 2.6% | 152 | 28.3% | 3.1% |
| 5 personnes et + | 212 | 12.2% | 4.0% | 122 | 12.3% | 4.7% | 89 | 12.0% | 3.3% | 97 | 18.0% | 3.7% |
| Présence d'enfants de moins de 15 ans | | | | | | | | | | | | |
| Oui | 521 | 29.9% | 3.4% | 291 | 29.3% | 4.1% | 230 | 30.7% | 2.8% | 232 | 43.1% | 3.0% |
| Non | 1218 | 70.1% | 3.4% | 701 | 70.7% | 4.0% | 517 | 69.3% | 2.8% | 306 | 56.9% | 3.2% |
| Habitat | | | | | | | | | | | | |
| Communes rurales | 231 | 13.3% | 1.9% | 144 | 14.5% | 2.6% | 87 | 11.6% | 1.4% | 67 | 12.4% | 2.0% |
| Agglo. - 20 000 hab | 229 | 13.1% | 2.5% | 132 | 13.4% | 3.1% | 96 | 12.9% | 2.0% | 71 | 13.1% | 2.7% |
| Agglo. 20 000 à 100 000 hab | 185 | 10.7% | 2.7% | 96 | 9.7% | 2.9% | 89 | 11.9% | 2.5% | 39 | 7.3% | 2.2% |
| Agglo. + 100 000 hab | 273 | 15.7% | 1.8% | 179 | 18.1% | 2.4% | 94 | 12.6% | 1.2% | 82 | 15.2% | 1.4% |
| Agglo. Paris | 821 | 47.2% | 9.6% | 440 | 44.4% | 10.8% | 381 | 51.0% | 8.5% | 280 | 52.0% | 7.0% |

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| | Milliers | Structure | Pénétration | Milliers | Structure | Pénétration | Milliers | Structure | Pénétration | Milliers | Structure | Pénétration |
| Régions INSEE | | | | | | | | | | | | |
| Ile de France | 964 | 55.4% | 10.1% | 513 | 51.7% | 11.3% | 451 | 60.4% | 9.0% | 321 | 59.6% | 7.4% |
| Nord Pas de Calais | 65 | 3.7% | 2.0% | 40 | 4.1% | 2.6% | 25 | 3.3% | 1.5% | 11 | 2.1% | 1.2% |
| Lorraine | 29 | 1.7% | 1.5% | 21 | 2.1% | 2.2% | 8 | 1.1% | 0.8% | 5 | 0.9% | 0.8% |
| Alsace | 6 | 0.3% | 0.4% | 4 | 0.4% | 0.5% | 2 | 0.3% | 0.2% | 3 | 0.6% | 0.6% |
| Franche-Comté | 11 | 0.6% | 1.2% | 7 | 0.7% | 1.5% | 4 | 0.5% | 0.8% | 1 | 0.1% | 0.2% |
| Champagne Ardennes | 21 | 1.2% | 1.9% | 12 | 1.3% | 2.4% | 8 | 1.1% | 1.5% | 3 | 0.6% | 1.0% |
| Picardie | 115 | 6.6% | 7.5% | 66 | 6.7% | 8.9% | 49 | 6.6% | 6.2% | 27 | 5.0% | 6.2% |
| Bourgogne | 29 | 1.6% | 2.1% | 14 | 1.4% | 2.1% | 15 | 2.0% | 2.1% | 8 | 1.4% | 2.2% |
| Haute Normandie | 29 | 1.7% | 2.0% | 18 | 1.8% | 2.5% | 11 | 1.5% | 1.5% | 5 | 0.9% | 1.1% |
| Basse Normandie | 35 | 2.0% | 2.9% | 24 | 2.4% | 4.2% | 11 | 1.4% | 1.7% | 7 | 1.4% | 2.1% |
| Centre | 40 | 2.3% | 1.9% | 25 | 2.5% | 2.5% | 15 | 2.0% | 1.4% | 15 | 2.7% | 2.5% |
| Pays de Loire | 59 | 3.4% | 2.0% | 44 | 4.5% | 3.1% | 15 | 2.0% | 1.0% | 26 | 4.7% | 2.7% |
| Bretagne | 38 | 2.2% | 1.4% | 31 | 3.1% | 2.4% | 7 | 0.9% | 0.5% | 5 | 0.9% | 0.6% |
| Poitou Charentes | 15 | 0.9% | 1.0% | 6 | 0.6% | 0.8% | 10 | 1.3% | 1.3% | 8 | 1.4% | 1.8% |
| Aquitaine | 30 | 1.8% | 1.1% | 22 | 2.2% | 1.7% | 9 | 1.1% | 0.6% | 15 | 2.7% | 1.7% |
| Midi Pyrénées | 36 | 2.1% | 1.5% | 26 | 2.6% | 2.2% | 9 | 1.3% | 0.8% | 10 | 1.8% | 1.3% |
| Limousin | 8 | 0.5% | 1.3% | 3 | 0.3% | 1.1% | 5 | 0.6% | 1.5% | 1 | 0.2% | 0.9% |
| Auvergne | 18 | 1.0% | 1.6% | 12 | 1.2% | 2.3% | 6 | 0.8% | 1.0% | 6 | 1.1% | 2.1% |
| Rhône Alpes | 97 | 5.6% | 1.9% | 56 | 5.6% | 2.2% | 41 | 5.5% | 1.5% | 34 | 6.3% | 1.8% |
| Languedoc Roussillon | 42 | 2.4% | 1.9% | 19 | 1.9% | 1.8% | 23 | 3.1% | 1.9% | 15 | 2.8% | 2.1% |
| Provence Alpes Côte d'Azur. Corse | 51 | 3.0% | 1.2% | 28 | 2.8% | 1.4% | 24 | 3.1% | 1.0% | 15 | 2.7% | 1.0% |
| Habitudes de connexion à Internet | | | | | | | | | | | | |
| Tous les jours | 1136 | 65.3% | 3.4% | 650 | 65.5% | 3.9% | 486 | 65.1% | 2.9% | 442 | 82.1% | 3.0% |
| Presque tous les jours | 178 | 10.3% | 3.0% | 97 | 9.8% | 3.6% | 81 | 10.8% | 2.6% | 56 | 10.4% | 2.9% |
| 1 à 2 fois par semaine | 117 | 6.7% | 4.6% | 60 | 6.0% | 5.1% | 57 | 7.6% | 4.1% | 22 | 4.2% | 3.6% |
| 1 à 3 fois par mois | 15 | 0.8% | 2.8% | 10 | 1.0% | 4.7% | 5 | 0.7% | 1.6% | 2 | 0.4% | 3.5% |
| Moins souvent | 21 | 1.2% | 2.5% | 9 | 0.9% | 2.6% | 11 | 1.5% | 2.5% | 0 | 0.0% | 0.0% |
| Jamais | 6 | 0.4% | 5.0% | 6 | 0.6% | 7.2% | 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 |
| Revenus du foyer | | | | | | | | | | | | |
| Moins de 9 000 euros par an | 63 | 3.6% | 3.4% | 31 | 3.1% | 3.9% | 32 | 4.3% | 3.0% | 6 | 1.1% | 4.3% |
| De 9 000 à moins de 12 000 euros par an | 57 | 3.3% | 2.0% | 33 | 3.3% | 3.1% | 24 | 3.2% | 1.3% | 4 | 0.7% | 1.4% |
| De 12 000 à moins de 18 000 euros par an | 206 | 11.8% | 3.4% | 123 | 12.4% | 4.7% | 83 | 11.1% | 2.4% | 18 | 3.4% | 2.5% |
| De 18 000 à moins de 24 000 euros par an | 205 | 11.8% | 3.1% | 109 | 11.0% | 3.6% | 97 | 12.9% | 2.7% | 40 | 7.4% | 2.9% |
| De 24 000 à moins de 36 000 euros par an | 386 | 22.2% | 3.5% | 217 | 21.9% | 4.1% | 169 | 22.6% | 3.0% | 92 | 17.1% | 2.7% |
| De 36 000 à moins de 45 000 euros par an | 249 | 14.3% | 3.5% | 155 | 15.6% | 4.1% | 94 | 12.6% | 2.9% | 106 | 19.7% | 3.5% |
| De 45 000 à moins de 65 000 euros par an | 239 | 13.7% | 3.5% | 143 | 14.4% | 4.0% | 96 | 12.8% | 2.9% | 108 | 20.1% | 2.8% |
| De 65 000 à moins de 80 000 euros par an | 61 | 3.5% | 3.1% | 33 | 3.3% | 2.9% | 28 | 3.7% | 3.3% | 35 | 6.5% | 2.7% |
| De 80 000 à moins de 115 000 euros par an | 54 | 3.1% | 4.3% | 37 | 3.7% | 5.0% | 17 | 2.2% | 3.2% | 42 | 7.9% | 4.6% |
| 115 000 euros et plus par an | 23 | 1.3% | 3.9% | 17 | 1.7% | 4.6% | 6 | 0.8% | 2.6% | 23 | 4.3% | 4.5% |
| Refus | 130 | 7.5% | 3.9% | 68 | 6.8% | 4.9% | 62 | 8.3% | 3.2% | 29 | 5.5% | 2.7% |
| Ne sait pas | 67 | 3.8% | 2.9% | 27 | 2.7% | 2.8% | 40 | 5.3% | 3.0% | 34 | 6.3% | 3.6% |