

# L'Equipe du Dimanche

## Lecture Dernière Période

	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
<b>ENSEMBLE</b>	2948	100.0%	5.7%	2405	100.0%	9.6%	543	100.0%	2.0%	1108	100.0%	6.4%
<b>Sexe</b>												
<b>Homme</b>	2405	81.6%	9.6%	2405	100.0%	9.6%	0	0.0%	0.0%	909	82.0%	10.4%
<b>Femme</b>	543	18.4%	2.0%	0	0.0%	0.0%	543	100.0%	2.0%	199	18.0%	2.3%
<b>Age</b>												
<b>15 à 24 ans</b>	664	22.5%	9.1%	533	22.1%	14.4%	131	24.1%	3.6%	301	27.2%	9.9%
<b>25 à 34 ans</b>	584	19.8%	7.7%	491	20.4%	13.2%	93	17.2%	2.4%	213	19.2%	6.6%
<b>35 à 49 ans</b>	771	26.2%	6.2%	662	27.5%	10.8%	109	20.2%	1.7%	343	31.0%	5.4%
<b>50 à 59 ans</b>	488	16.6%	5.3%	393	16.4%	8.5%	95	17.5%	2.0%	211	19.1%	5.5%
<b>60 ans et plus</b>	441	15.0%	2.9%	327	13.6%	4.8%	114	21.0%	1.3%	39	3.6%	4.5%
<b>Individu</b>												
<b>Ménagères</b>	410	13.9%	1.7%	0	0.0%	0.0%	410	75.5%	1.7%	127	11.5%	1.8%
<b>Personne de référence</b>	1891	64.1%	6.7%	1775	73.8%	8.7%	116	21.3%	1.5%	685	61.8%	8.2%
<b>Responsable des achats</b>	1573	53.4%	4.4%	1183	49.2%	9.0%	390	71.9%	1.7%	518	46.7%	4.7%
<b>PCS Individu</b>												
<b>Agriculteurs</b>	12	0.4%	2.4%	12	0.5%	3.5%	0	0.0%	0.0%	0	0.0%	0.0%
<b>Petits patrons</b>	107	3.6%	6.7%	103	4.3%	8.9%	4	0.8%	1.0%	102	9.2%	7.1%
<b>Affaires et Cadres</b>	299	10.1%	6.1%	255	10.6%	9.0%	44	8.1%	2.1%	274	24.7%	6.2%
<b>Professions intermédiaires</b>	461	15.6%	6.4%	382	15.9%	10.8%	78	14.4%	2.1%	405	36.5%	7.0%
<b>Employés</b>	398	13.5%	4.8%	258	10.7%	11.7%	139	25.7%	2.3%	45	4.0%	2.4%
<b>Ouvriers</b>	598	20.3%	9.4%	571	23.7%	11.4%	27	4.9%	2.0%	22	2.0%	6.3%
<b>Retraités</b>	389	13.2%	3.0%	295	12.3%	4.8%	94	17.2%	1.4%	2	0.2%	1.0%
<b>Autres inactifs</b>	685	23.2%	6.6%	528	22.0%	14.2%	157	28.9%	2.3%	258	23.3%	7.9%
<b>PCS Personne de référence</b>												
<b>Agriculteurs</b>	27	0.9%	3.6%	21	0.9%	5.2%	6	1.1%	1.7%	0	0.0%	0.0%
<b>Petits patrons</b>	150	5.1%	5.7%	123	5.1%	9.1%	27	5.0%	2.1%	150	13.5%	5.7%
<b>Affaires et Cadres</b>	407	13.8%	5.9%	332	13.8%	9.7%	75	13.8%	2.2%	407	36.7%	5.9%
<b>Professions intermédiaires</b>	551	18.7%	7.0%	455	18.9%	11.3%	97	17.8%	2.5%	551	49.8%	7.0%
<b>Employés</b>	396	13.4%	7.3%	317	13.2%	13.3%	79	14.6%	2.6%	0	0.0%	0.0%
<b>Ouvriers</b>	687	23.3%	7.2%	582	24.2%	11.5%	104	19.2%	2.4%	0	0.0%	0.0%
<b>Retraités</b>	493	16.7%	3.3%	375	15.6%	5.6%	118	21.7%	1.5%	0	0.0%	0.0%
<b>Autres inactifs</b>	237	8.0%	5.6%	200	8.3%	12.6%	36	6.7%	1.4%	0	0.0%	0.0%

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<b>Taille du foyer</b>												
<b>1 personne</b>	366	12.4%	3.6%	305	12.7%	7.0%	60	11.1%	1.1%	90	8.1%	4.9%
<b>2 personnes</b>	810	27.5%	4.5%	640	26.6%	7.4%	170	31.4%	1.8%	211	19.0%	5.1%
<b>3 personnes</b>	687	23.3%	7.5%	557	23.2%	12.0%	130	24.0%	2.8%	284	25.6%	7.3%
<b>4 personnes</b>	653	22.1%	7.1%	545	22.7%	11.9%	108	19.9%	2.3%	335	30.3%	6.8%
<b>5 personnes et +</b>	432	14.6%	7.8%	358	14.9%	13.2%	74	13.6%	2.6%	189	17.0%	7.4%
<b>Présence d'enfants de moins de 15 ans</b>												
<b>Oui</b>	1128	38.3%	7.2%	929	38.6%	12.6%	199	36.7%	2.4%	516	46.6%	6.7%
<b>Non</b>	1820	61.7%	5.0%	1476	61.4%	8.4%	344	63.3%	1.8%	592	53.4%	6.2%
<b>Habitat</b>												
<b>Communes rurales</b>	555	18.8%	4.6%	462	19.2%	8.1%	93	17.1%	1.5%	190	17.2%	5.8%
<b>Agglo. - 20 000 hab</b>	462	15.7%	5.1%	354	14.7%	8.4%	109	20.0%	2.2%	185	16.7%	7.3%
<b>Agglo. 20 000 à 100 000 hab</b>	443	15.0%	6.3%	354	14.7%	10.4%	89	16.4%	2.5%	128	11.5%	6.9%
<b>Agglo. + 100 000 hab</b>	1015	34.4%	6.5%	843	35.0%	11.2%	172	31.6%	2.2%	397	35.9%	7.0%
<b>Agglo. Paris</b>	473	16.0%	5.5%	393	16.3%	9.6%	80	14.8%	1.8%	208	18.8%	5.2%

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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>	523	17.7%	5.4%	433	18.0%	9.5%	90	16.6%	1.8%	229	20.6%	5.3%
<b>Nord Pas de Calais</b>	242	8.2%	7.5%	218	9.1%	14.2%	23	4.3%	1.4%	87	7.9%	8.9%
<b>Lorraine</b>	120	4.1%	6.3%	103	4.3%	11.1%	17	3.2%	1.7%	39	3.5%	7.3%
<b>Alsace</b>	84	2.8%	5.5%	62	2.6%	8.3%	22	4.1%	2.8%	22	2.0%	4.5%
<b>Franche-Comté</b>	54	1.8%	5.7%	42	1.7%	9.0%	12	2.3%	2.5%	17	1.5%	6.2%
<b>Champagne Ardennes</b>	64	2.2%	5.9%	49	2.0%	9.3%	15	2.8%	2.7%	20	1.8%	6.8%
<b>Picardie</b>	90	3.1%	5.8%	79	3.3%	10.5%	11	2.1%	1.4%	25	2.3%	6.0%
<b>Bourgogne</b>	85	2.9%	6.3%	75	3.1%	11.6%	10	1.8%	1.4%	25	2.3%	7.4%
<b>Haute Normandie</b>	73	2.5%	4.9%	49	2.0%	6.8%	24	4.4%	3.1%	18	1.6%	4.1%
<b>Basse Normandie</b>	58	2.0%	4.8%	46	1.9%	7.9%	12	2.2%	1.9%	18	1.6%	5.6%
<b>Centre</b>	86	2.9%	4.1%	68	2.8%	6.7%	18	3.4%	1.7%	34	3.0%	5.2%
<b>Pays de Loire</b>	122	4.1%	4.1%	103	4.3%	7.2%	19	3.5%	1.2%	49	4.4%	5.3%
<b>Bretagne</b>	100	3.4%	3.7%	70	2.9%	5.4%	30	5.6%	2.2%	39	3.5%	5.2%
<b>Poitou Charentes</b>	70	2.4%	4.7%	58	2.4%	8.2%	12	2.2%	1.5%	24	2.2%	6.6%
<b>Aquitaine</b>	136	4.6%	4.9%	105	4.4%	7.9%	31	5.7%	2.1%	58	5.2%	6.9%
<b>Midi Pyrénées</b>	130	4.4%	5.3%	106	4.4%	8.9%	24	4.5%	1.9%	51	4.6%	6.5%
<b>Limousin</b>	42	1.4%	6.8%	31	1.3%	10.5%	11	2.0%	3.4%	11	1.0%	7.0%
<b>Auvergne</b>	70	2.4%	6.2%	52	2.1%	9.5%	19	3.4%	3.2%	22	2.0%	6.8%
<b>Rhône Alpes</b>	356	12.1%	6.8%	294	12.2%	11.7%	63	11.5%	2.3%	151	13.6%	7.8%
<b>Languedoc Roussillon</b>	134	4.5%	5.8%	115	4.8%	10.6%	19	3.5%	1.6%	42	3.8%	6.1%
<b>Provence Alpes Côte d'Azur.</b>	307	10.4%	7.0%	248	10.3%	12.0%	60	11.0%	2.6%	126	11.4%	8.7%
<b>Corse</b>												
<b>Habitudes de connection à Internet</b>												
<b>Tous les jours</b>	2283	77.5%	6.6%	1871	77.8%	10.8%	412	76.0%	2.4%	1002	90.5%	6.8%
<b>Presque tous les jours</b>	327	11.1%	5.5%	251	10.4%	9.2%	76	14.0%	2.4%	76	6.9%	4.1%
<b>1 à 2 fois par semaine</b>	143	4.9%	5.6%	108	4.5%	9.9%	35	6.5%	2.4%	24	2.2%	4.6%
<b>1 à 3 fois par mois</b>	10	0.3%	2.0%	8	0.3%	4.2%	2	0.3%	0.5%	1	0.1%	1.1%
<b>Moins souvent</b>	24	0.8%	3.3%	23	1.0%	6.4%	0	0.1%	0.1%	0	0.0%	0.6%

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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>	75	2.6%	4.1%	71	3.0%	9.5%	4	0.7%	0.4%	6	0.6%	3.3%
<b>De 9 000 à moins de 12 000 euros par an</b>	146	5.0%	4.9%	104	4.3%	9.0%	42	7.8%	2.3%	13	1.2%	5.3%
<b>De 12 000 à moins de 18 000 euros par an</b>	269	9.1%	4.8%	231	9.6%	9.5%	38	7.0%	1.2%	27	2.4%	4.2%
<b>De 18 000 à moins de 24 000 euros par an</b>	370	12.5%	5.5%	306	12.7%	10.3%	64	11.8%	1.7%	83	7.5%	6.2%
<b>De 24 000 à moins de 36 000 euros par an</b>	583	19.8%	5.1%	462	19.2%	8.5%	121	22.3%	2.0%	204	18.5%	5.8%
<b>De 36 000 à moins de 45 000 euros par an</b>	492	16.7%	6.9%	413	17.2%	11.1%	79	14.5%	2.3%	187	16.9%	6.3%
<b>De 45 000 à moins de 65 000 euros par an</b>	476	16.2%	6.5%	388	16.1%	9.5%	88	16.2%	2.7%	271	24.5%	6.7%
<b>65 000 euros et plus par an</b>	279	9.4%	7.0%	236	9.8%	10.4%	43	7.9%	2.5%	201	18.1%	7.4%
<b>Refus</b>	153	5.2%	4.5%	119	4.9%	8.2%	34	6.2%	1.7%	69	6.2%	6.1%
<b>Ne sait pas</b>	105	3.6%	6.4%	76	3.2%	10.3%	30	5.5%	3.2%	46	4.2%	8.0%