

# 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
<b>ENSEMBLE</b>	1385	100.0%	2.6%	734	100.0%	2.9%	650	100.0%	2.4%	441	100.0%	2.5%
<b>Sexe</b>												
<b>Homme</b>	734	53.0%	2.9%	734	100.0%	2.9%	0	0.0%	0.0%	265	60.2%	2.9%
<b>Femme</b>	650	47.0%	2.4%	0	0.0%	0.0%	650	100.0%	2.4%	175	39.8%	2.0%
<b>Age</b>												
<b>15 à 24 ans</b>	191	13.8%	2.6%	94	12.8%	2.5%	97	14.9%	2.7%	81	18.4%	2.5%
<b>25 à 34 ans</b>	150	10.9%	2.0%	94	12.8%	2.5%	56	8.6%	1.4%	82	18.6%	2.6%
<b>35 à 49 ans</b>	286	20.7%	2.3%	173	23.6%	2.8%	113	17.4%	1.8%	151	34.4%	2.4%
<b>50 à 59 ans</b>	249	18.0%	2.9%	140	19.1%	3.4%	109	16.7%	2.5%	95	21.6%	2.6%
<b>60 ans et plus</b>	508	36.7%	3.1%	232	31.6%	3.2%	275	42.3%	3.1%	31	7.0%	1.9%
<b>Individu</b>												
<b>Ménagères</b>	548	39.6%	2.3%	0	0.0%	0.0%	548	84.2%	2.3%	142	32.2%	2.0%
<b>Personne de référence</b>	791	57.1%	2.8%	612	83.3%	3.0%	179	27.5%	2.4%	245	55.6%	2.8%
<b>Responsable des achats</b>	929	67.1%	2.6%	404	55.1%	3.1%	525	80.7%	2.3%	260	59.0%	2.3%
<b>PCS Individu</b>												
<b>Agriculteurs</b>	3	0.2%	0.7%	2	0.3%	0.7%	1	0.2%	0.5%	0	0.0%	0.0%
<b>Petits patrons</b>	48	3.4%	2.9%	38	5.1%	3.1%	10	1.5%	2.4%	43	9.8%	2.9%
<b>Affaires et Cadres</b>	141	10.2%	2.8%	85	11.5%	2.9%	56	8.6%	2.6%	118	26.7%	2.6%
<b>Professions intermédiaires</b>	169	12.2%	2.3%	101	13.8%	2.7%	68	10.4%	1.8%	151	34.3%	2.5%
<b>Employés</b>	223	16.1%	2.6%	82	11.2%	3.7%	141	21.6%	2.2%	40	9.0%	2.2%
<b>Ouvriers</b>	152	11.0%	2.4%	138	18.7%	2.7%	15	2.2%	1.1%	8	1.8%	1.8%
<b>Retraités</b>	421	30.4%	3.3%	187	25.5%	3.1%	234	36.0%	3.4%	2	0.4%	0.8%
<b>Autres inactifs</b>	227	16.4%	2.3%	101	13.8%	2.8%	126	19.4%	2.0%	79	18.0%	2.4%
<b>PCS Personne de référence</b>												
<b>Agriculteurs</b>	5	0.4%	0.6%	3	0.4%	0.8%	2	0.3%	0.5%	0	0.0%	0.0%
<b>Petits patrons</b>	70	5.1%	2.6%	45	6.1%	3.1%	25	3.9%	2.0%	70	15.9%	2.6%
<b>Affaires et Cadres</b>	177	12.8%	2.5%	109	14.9%	3.1%	68	10.4%	1.9%	177	40.2%	2.5%
<b>Professions intermédiaires</b>	193	14.0%	2.4%	111	15.1%	2.7%	82	12.7%	2.1%	193	43.9%	2.4%
<b>Employés</b>	156	11.3%	2.8%	80	10.8%	3.4%	76	11.8%	2.4%	0	0.0%	0.0%
<b>Ouvriers</b>	236	17.0%	2.4%	143	19.4%	2.8%	93	14.3%	2.1%	0	0.0%	0.0%
<b>Retraités</b>	481	34.8%	3.2%	198	27.0%	3.0%	283	43.5%	3.4%	0	0.0%	0.0%
<b>Autres inactifs</b>	66	4.8%	1.9%	46	6.3%	3.1%	20	3.1%	1.0%	0	0.0%	0.0%

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<b>Taille du foyer</b>												
<b>1 personne</b>	253	18.2%	2.6%	121	16.5%	2.9%	131	20.2%	2.4%	75	17.1%	3.2%
<b>2 personnes</b>	569	41.1%	3.1%	285	38.9%	3.2%	284	43.6%	3.0%	109	24.8%	2.6%
<b>3 personnes</b>	169	12.2%	1.8%	90	12.2%	1.9%	79	12.2%	1.7%	72	16.3%	1.8%
<b>4 personnes</b>	260	18.8%	2.8%	180	24.5%	3.8%	81	12.4%	1.7%	132	29.9%	2.8%
<b>5 personnes et +</b>	134	9.7%	2.4%	58	7.9%	2.3%	76	11.6%	2.5%	52	11.9%	2.0%
<b>Présence d'enfants de moins de 15 ans</b>												
<b>Oui</b>	316	22.8%	2.0%	184	25.1%	2.5%	131	20.2%	1.6%	150	34.0%	2.0%
<b>Non</b>	1069	77.2%	2.9%	550	74.9%	3.1%	519	79.8%	2.8%	291	66.0%	2.8%
<b>Habitat</b>												
<b>Communes rurales</b>	176	12.7%	1.5%	97	13.2%	1.7%	79	12.2%	1.3%	57	12.8%	1.7%
<b>Agglo. - 20 000 hab</b>	171	12.3%	1.9%	89	12.1%	2.1%	81	12.5%	1.8%	52	11.7%	1.9%
<b>Agglo. 20 000 à 100 000 hab</b>	145	10.5%	2.1%	79	10.7%	2.4%	66	10.1%	1.8%	48	10.9%	2.3%
<b>Agglo. + 100 000 hab</b>	221	16.0%	1.4%	127	17.3%	1.7%	94	14.5%	1.2%	63	14.2%	1.1%
<b>Agglo. Paris</b>	672	48.6%	7.7%	343	46.7%	8.2%	330	50.7%	7.2%	222	50.3%	5.5%

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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>	780	56.4%	8.0%	388	52.9%	8.4%	392	60.3%	7.7%	258	58.5%	5.9%
<b>Nord Pas de Calais</b>	35	2.5%	1.1%	26	3.5%	1.6%	9	1.4%	0.5%	14	3.2%	1.4%
<b>Lorraine</b>	21	1.5%	1.1%	18	2.5%	1.9%	3	0.5%	0.3%	7	1.6%	1.3%
<b>Alsace</b>	6	0.4%	0.4%	6	0.8%	0.7%	0	0.0%	0.0%	2	0.5%	0.5%
<b>Franche-Comté</b>	16	1.1%	1.6%	11	1.4%	2.3%	5	0.8%	1.0%	3	0.7%	1.0%
<b>Champagne Ardennes</b>	13	1.0%	1.2%	8	1.1%	1.6%	5	0.8%	0.9%	6	1.3%	2.0%
<b>Picardie</b>	97	7.0%	6.3%	49	6.7%	6.6%	48	7.4%	6.0%	24	5.4%	5.4%
<b>Bourgogne</b>	26	1.9%	1.9%	19	2.6%	2.9%	7	1.1%	1.0%	6	1.4%	1.7%
<b>Haute Normandie</b>	50	3.6%	3.4%	28	3.8%	4.0%	22	3.4%	2.8%	19	4.2%	4.1%
<b>Basse Normandie</b>	14	1.0%	1.2%	9	1.2%	1.5%	6	0.9%	0.9%	3	0.7%	0.9%
<b>Centre</b>	50	3.6%	2.4%	31	4.2%	3.1%	19	3.0%	1.8%	17	3.8%	2.7%
<b>Pays de Loire</b>	27	1.9%	0.9%	8	1.0%	0.5%	19	3.0%	1.2%	7	1.5%	0.7%
<b>Bretagne</b>	16	1.2%	0.6%	7	0.9%	0.5%	10	1.5%	0.7%	8	1.7%	1.0%
<b>Poitou Charentes</b>	23	1.6%	1.5%	11	1.4%	1.5%	12	1.9%	1.6%	4	0.9%	0.9%
<b>Aquitaine</b>	24	1.7%	0.8%	12	1.6%	0.9%	12	1.9%	0.8%	9	2.1%	1.0%
<b>Midi Pyrénées</b>	30	2.2%	1.2%	20	2.8%	1.7%	10	1.5%	0.8%	8	1.7%	0.9%
<b>Limousin</b>	16	1.1%	2.5%	6	0.8%	2.0%	10	1.5%	2.9%	4	1.0%	2.6%
<b>Auvergne</b>	8	0.6%	0.7%	5	0.6%	0.8%	3	0.5%	0.5%	5	1.0%	1.5%
<b>Rhône Alpes</b>	46	3.3%	0.9%	29	4.0%	1.1%	17	2.6%	0.6%	19	4.3%	1.0%
<b>Languedoc Roussillon</b>	24	1.8%	1.0%	18	2.4%	1.6%	7	1.0%	0.5%	4	0.8%	0.5%
<b>Provence Alpes Côte d'Azur. Corse</b>	62	4.5%	1.4%	29	3.9%	1.4%	34	5.2%	1.5%	15	3.5%	1.0%
<b>Habitudes de connexion à Internet</b>												
<b>Tous les jours</b>	1110	80.1%	2.6%	587	79.9%	2.8%	523	80.4%	2.4%	403	91.5%	2.5%
<b>Presque tous les jours</b>	183	13.2%	3.0%	102	14.0%	3.7%	81	12.4%	2.4%	28	6.3%	2.0%
<b>1 à 2 fois par semaine</b>	76	5.5%	2.5%	34	4.6%	2.7%	42	6.5%	2.4%	7	1.7%	1.5%
<b>1 à 3 fois par mois</b>	10	0.7%	2.5%	6	0.8%	3.1%	4	0.6%	2.0%	1	0.2%	1.2%
<b>Moins souvent</b>	5	0.4%	4.8%	5	0.7%	13.9%	0	0.0%	0.0%	1	0.3%	6.4%

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	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
<b>Revenus du foyer</b>												
Moins de 9 000 euros par an	24	1.7%	1.7%	13	1.7%	2.0%	11	1.7%	1.5%	7	1.6%	3.3%
De 9 000 à moins de 12 000 euros par an	54	3.9%	2.7%	21	2.8%	2.7%	33	5.0%	2.7%	3	0.6%	1.0%
De 12 000 à moins de 18 000 euros par an	94	6.8%	1.9%	53	7.3%	2.6%	41	6.3%	1.4%	24	5.4%	3.0%
De 18 000 à moins de 24 000 euros par an	172	12.5%	2.5%	82	11.1%	2.8%	91	13.9%	2.3%	47	10.7%	3.2%
De 24 000 à moins de 36 000 euros par an	376	27.2%	3.1%	182	24.8%	3.2%	195	29.9%	2.9%	91	20.7%	2.6%
De 36 000 à moins de 45 000 euros par an	200	14.4%	2.6%	97	13.2%	2.5%	102	15.7%	2.7%	62	14.1%	2.2%
De 45 000 à moins de 65 000 euros par an	225	16.2%	2.9%	133	18.1%	3.1%	92	14.1%	2.7%	93	21.0%	2.4%
65 000 euros et plus par an	135	9.7%	3.1%	93	12.6%	3.6%	42	6.4%	2.4%	87	19.6%	3.0%
Refus	83	6.0%	2.3%	39	5.4%	2.6%	44	6.7%	2.2%	21	4.8%	1.6%
Ne sait pas	23	1.6%	1.4%	22	3.0%	3.0%	1	0.1%	0.1%	7	1.5%	1.0%