

L'Equipe Mag

Hebdomadaire, Lecture Dernière Période

	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
Ensemble	2215	100.0%	4.4%	1776	100.0%	7.3%	439	100.0%	1.7%	895	100.0%	5.3%
Sexe												
Homme	1776	80.2%	7.3%	1776	100.0%	7.3%	0	-	100.0%	734	82.0%	8.4%
Femme	439	19.8%	1.7%	0	-	100.0%	439	100.0%	1.7%	161	18.0%	2.0%
Age												
15 à 24 ans	495	22.4%	6.7%	416	23.4%	11.2%	79	18.1%	2.2%	211	23.6%	7.1%
25 à 34 ans	398	18.0%	5.2%	325	18.3%	8.6%	73	16.6%	1.9%	164	18.3%	4.8%
35 à 49 ans	674	30.5%	5.3%	549	30.9%	8.7%	126	28.7%	1.9%	315	35.2%	5.2%
50 à 64 ans	466	21.0%	3.8%	361	20.3%	6.1%	105	23.9%	1.7%	201	22.4%	4.9%
65 ans et plus	182	8.2%	1.7%	126	7.1%	2.7%	56	12.8%	0.9%	4	0.5%	1.8%
Individu												
Ménagère	357	16.1%	1.5%	0	-	100.0%	357	81.5%	1.5%	124	13.8%	1.8%
Personne de Référence	1421	64.2%	5.1%	1341	75.5%	6.6%	80	18.3%	1.0%	561	62.6%	6.6%
Responsable des achats	838	37.8%	3.5%	546	30.8%	7.2%	292	66.6%	1.8%	318	35.5%	3.8%
PCS Individu												
Agriculteurs	18	0.8%	3.3%	7	0.4%	2.0%	11	2.5%	5.9%	3	0.3%	43.4%
Petits patrons	90	4.1%	5.8%	85	4.8%	7.7%	6	1.3%	1.3%	87	9.7%	6.2%
Affaires et Cadres	228	10.3%	4.9%	202	11.4%	6.9%	25	5.7%	1.4%	211	23.6%	4.9%
Professions intermédiaires	366	16.5%	5.5%	300	16.9%	8.6%	66	15.1%	2.1%	327	36.5%	5.9%
Employés	316	14.3%	3.8%	202	11.4%	10.3%	114	26.0%	1.8%	40	4.5%	2.2%
Ouvriers	481	21.7%	7.5%	435	24.5%	8.6%	46	10.4%	3.3%	30	3.3%	8.7%
Retraités	277	12.5%	2.3%	209	11.8%	3.5%	68	15.5%	1.1%	8	0.9%	3.8%
Autres inactifs	439	19.8%	4.3%	336	18.9%	9.5%	103	23.5%	1.5%	189	21.1%	6.0%
PCS Personne de Référence												
Agriculteurs	10	0.5%	1.3%	7	0.4%	1.9%	3	0.8%	0.8%	0	-	100.0%
Petits patrons	129	5.8%	5.2%	113	6.4%	8.4%	16	3.6%	1.4%	129	14.4%	5.2%
Affaires et Cadres	344	15.5%	5.1%	266	15.0%	7.7%	78	17.7%	2.4%	344	38.4%	5.1%
Professions intermédiaires	423	19.1%	5.6%	355	20.0%	8.9%	67	15.3%	1.9%	423	47.2%	5.6%
Employés	284	12.8%	5.3%	223	12.5%	10.3%	61	13.9%	1.9%	0	-	100.0%
Ouvriers	535	24.2%	5.5%	442	24.9%	8.7%	93	21.2%	2.0%	0	-	100.0%
Retraités	371	16.7%	2.6%	270	15.2%	4.1%	100	22.9%	1.3%	0	-	100.0%
Autres inactifs	120	5.4%	3.2%	99	5.6%	7.3%	20	4.6%	0.8%	0	-	100.0%

	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
Taille du Foyer												
1 personne	286	12.9%	3.1%	236	13.3%	6.0%	50	11.3%	0.9%	74	8.3%	4.3%
2 personnes	626	28.2%	3.5%	473	26.7%	5.5%	152	34.7%	1.7%	189	21.1%	4.5%
3 personnes	508	22.9%	5.4%	413	23.2%	8.9%	96	21.8%	2.0%	216	24.2%	5.8%
4 personnes	546	24.6%	5.9%	458	25.8%	9.9%	88	20.0%	1.9%	303	33.8%	6.6%
5 personnes et +	250	11.3%	4.8%	196	11.0%	8.0%	54	12.2%	1.9%	113	12.6%	4.5%
Présence d'enfants de moins de 15 ans												
Oui	767	34.6%	4.9%	635	35.7%	8.7%	132	30.2%	1.6%	361	40.3%	4.9%
Non	1447	65.4%	4.1%	1141	64.3%	6.7%	306	69.8%	1.7%	534	59.7%	5.7%
Habitat												
Communes rurales	398	18.0%	3.1%	301	16.9%	4.8%	97	22.0%	1.4%	170	19.0%	4.7%
Agglo. - 20 000 hab	413	18.6%	4.8%	340	19.1%	8.3%	73	16.6%	1.6%	153	17.1%	6.2%
Agglo. 20 000 à 100 000 hab	298	13.5%	4.5%	237	13.3%	7.4%	61	13.9%	1.8%	103	11.5%	5.2%
Agglo. + 100 000 hab	671	30.3%	4.7%	544	30.6%	7.9%	127	28.9%	1.7%	260	29.0%	5.3%
Agglo. Paris	435	19.6%	5.2%	354	19.9%	9.0%	81	18.5%	1.9%	209	23.4%	5.4%

	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
Région d'habitation												
Ile-de-France	484	21.9%	5.1%	397	22.4%	8.9%	87	19.7%	1.8%	235	26.3%	5.4%
Nord-Pas-de-Calais	122	5.5%	3.8%	96	5.4%	6.3%	26	6.0%	1.6%	38	4.2%	4.2%
Lorraine	64	2.9%	3.3%	52	2.9%	5.6%	12	2.7%	1.2%	23	2.5%	4.4%
Alsace	41	1.9%	2.7%	34	1.9%	4.7%	7	1.6%	0.9%	15	1.7%	2.9%
Franche-Comté	38	1.7%	4.0%	28	1.6%	6.1%	10	2.3%	2.0%	12	1.4%	5.1%
Champagne-Ardenne	39	1.7%	3.6%	27	1.5%	5.2%	11	2.6%	2.0%	12	1.3%	4.4%
Picardie	63	2.9%	4.1%	56	3.2%	7.6%	7	1.6%	0.9%	23	2.6%	5.2%
Bourgogne	54	2.4%	4.0%	43	2.4%	6.6%	11	2.5%	1.6%	24	2.7%	6.9%
Haute-Normandie	74	3.4%	5.0%	63	3.6%	9.0%	11	2.6%	1.5%	31	3.5%	6.9%
Basse-Normandie	41	1.8%	3.4%	27	1.5%	4.8%	13	3.1%	2.2%	17	1.9%	5.3%
Centre	86	3.9%	4.1%	67	3.8%	6.7%	18	4.2%	1.7%	30	3.3%	4.8%
Pays de la Loire	110	5.0%	3.8%	79	4.5%	5.8%	30	6.9%	2.1%	37	4.1%	4.2%
Bretagne	76	3.4%	2.9%	60	3.4%	4.8%	16	3.7%	1.2%	33	3.7%	4.3%
Poitou-Charentes	49	2.2%	3.4%	35	2.0%	5.0%	14	3.2%	1.8%	15	1.7%	4.0%
Aquitaine	122	5.5%	4.6%	100	5.6%	8.0%	22	5.1%	1.6%	46	5.1%	5.4%
Midi-Pyrénées	115	5.2%	4.8%	97	5.5%	8.5%	18	4.1%	1.4%	54	6.0%	6.8%
Limousin	32	1.5%	5.1%	25	1.4%	8.2%	7	1.7%	2.3%	9	1.0%	5.6%
Auvergne	35	1.6%	3.1%	26	1.5%	4.9%	9	2.1%	1.6%	11	1.3%	3.6%
Rhône-Alpes	252	11.4%	5.1%	203	11.4%	8.5%	50	11.3%	1.9%	112	12.5%	6.6%
Languedoc-Roussillon	124	5.6%	5.7%	90	5.1%	8.8%	34	7.7%	3.0%	37	4.1%	5.9%
Provence-Alpes-Côte-d'Azur-Corse	193	8.7%	4.5%	170	9.6%	8.4%	24	5.4%	1.0%	81	9.1%	5.8%
Habitudes de connexion Internet												
Tous les jours	1473	66.5%	5.5%	1195	67.3%	8.7%	278	63.5%	2.1%	705	78.7%	5.6%
Presque tous les jours	256	11.6%	4.2%	216	12.2%	7.8%	40	9.2%	1.2%	111	12.4%	4.6%
1 à 2 fois par semaine	160	7.2%	5.0%	112	6.3%	7.9%	48	11.0%	2.7%	59	6.6%	6.6%
1 à 3 fois par mois	33	1.5%	3.8%	26	1.4%	6.5%	7	1.6%	1.6%	7	0.8%	3.8%
Moins souvent	55	2.5%	3.8%	45	2.5%	7.3%	10	2.2%	1.2%	4	0.4%	2.6%
Jamais	1	0.0%	0.3%	0	-	-	1	0.2%	0.7%	1	0.1%	2.7%

L'Equipe Mag

Hebdomadaire, Lecture Dernière Période

	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
Revenus du Foyer												
Moins de 9 000 euros par an	55	2.5%	2.3%	43	2.4%	4.5%	12	2.7%	0.8%	1	0.1%	0.4%
De 9 000 à moins de 12 000 euros par an	74	3.3%	2.3%	48	2.7%	4.4%	26	6.0%	1.2%	11	1.2%	3.8%
De 12 000 à moins de 18 000 euros par an	194	8.8%	2.8%	130	7.3%	4.4%	64	14.5%	1.7%	24	2.7%	3.0%
De 18 000 à moins de 24 000 euros par an	324	14.6%	4.5%	270	15.2%	8.0%	54	12.2%	1.4%	74	8.3%	4.7%
De 24 000 à moins de 36 000 euros par an	485	21.9%	4.4%	378	21.3%	6.9%	107	24.3%	1.9%	163	18.2%	4.5%
De 36 000 à moins de 45 000 euros par an	345	15.6%	5.5%	289	16.3%	8.8%	56	12.8%	1.9%	164	18.4%	5.8%
De 45 000 à moins de 65 000 euros par an	346	15.6%	6.1%	292	16.4%	9.2%	54	12.3%	2.2%	221	24.6%	6.4%
65 000 euros et plus	177	8.0%	6.2%	151	8.5%	8.7%	26	5.9%	2.3%	145	16.2%	6.5%
Refus	135	6.1%	3.6%	106	6.0%	6.8%	30	6.8%	1.4%	51	5.7%	4.0%
Ne sait pas	79	3.6%	5.3%	68	3.9%	10.3%	11	2.5%	1.3%	41	4.6%	7.5%