

L Equipe Magazine

Lecture Dernière Période



	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
ENSEMBLE	2318	100.0%	4.5%	1868	100.0%	7.6%	449	100.0%	1.7%	908	100.0%	5.3%
Sexe												
Homme	1868	80.6%	7.6%	1868	100.0%	7.6%	0	0.0%	0.0%	721	79.5%	8.1%
Femme	449	19.4%	1.7%	0	0.0%	0.0%	449	100.0%	1.7%	186	20.5%	2.2%
Age												
15 à 24 ans	514	22.2%	7.0%	433	23.2%	11.7%	80	17.9%	2.2%	232	25.5%	7.4%
25 à 34 ans	399	17.2%	5.2%	324	17.4%	8.6%	74	16.5%	1.9%	145	15.9%	4.2%
35 à 49 ans	721	31.1%	5.7%	582	31.2%	9.3%	139	30.9%	2.2%	349	38.5%	5.6%
50 à 59 ans	352	15.2%	3.9%	286	15.3%	6.3%	66	14.6%	1.5%	166	18.3%	4.5%
60 ans et plus	332	14.3%	2.3%	242	13.0%	3.8%	90	20.0%	1.1%	16	1.7%	2.2%
Individu												
Ménagères	369	15.9%	1.6%	0	0.0%	0.0%	369	82.2%	1.6%	146	16.0%	2.1%
Personne de référence	1451	62.6%	5.2%	1355	72.5%	6.7%	96	21.3%	1.2%	542	59.7%	6.3%
Responsable des achats	1240	53.5%	3.5%	872	46.7%	6.9%	368	81.9%	1.6%	441	48.6%	4.0%
PCS Individu												
Agriculteurs	14	0.6%	2.6%	14	0.8%	3.9%	0	0.0%	0.0%	0	0.0%	0.0%
Petits patrons	72	3.1%	4.4%	64	3.4%	5.7%	8	1.8%	1.6%	66	7.3%	4.5%
Affaires et Cadres	243	10.5%	4.9%	206	11.0%	6.7%	36	8.1%	1.9%	230	25.3%	5.1%
Professions intermédiaires	359	15.5%	5.3%	306	16.4%	8.7%	53	11.8%	1.6%	331	36.4%	5.9%
Employés	332	14.3%	4.0%	206	11.0%	10.3%	126	28.1%	2.0%	51	5.6%	2.8%
Ouvriers	523	22.6%	8.2%	493	26.4%	10.0%	30	6.7%	2.0%	40	4.4%	9.1%
Retraités	315	13.6%	2.5%	238	12.8%	4.0%	76	17.0%	1.2%	5	0.5%	2.0%
Autres inactifs	460	19.9%	4.6%	340	18.2%	9.6%	120	26.7%	1.8%	185	20.4%	5.9%
PCS Personne de référence												
Agriculteurs	32	1.4%	4.0%	29	1.5%	6.9%	4	0.8%	0.9%	0	0.0%	0.0%
Petits patrons	119	5.1%	4.5%	81	4.3%	6.2%	38	8.5%	2.9%	119	13.1%	4.5%
Affaires et Cadres	338	14.6%	4.8%	277	14.8%	7.6%	61	13.5%	1.8%	338	37.3%	4.8%
Professions intermédiaires	450	19.4%	6.0%	363	19.4%	9.1%	87	19.4%	2.5%	450	49.6%	6.0%
Employés	286	12.3%	5.3%	242	13.0%	11.1%	43	9.6%	1.4%	0	0.0%	0.0%
Ouvriers	566	24.4%	6.1%	484	25.9%	10.0%	82	18.2%	1.8%	0	0.0%	0.0%
Retraités	387	16.7%	2.6%	290	15.5%	4.4%	97	21.5%	1.2%	0	0.0%	0.0%
Autres inactifs	139	6.0%	3.5%	101	5.4%	6.7%	38	8.6%	1.6%	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	276	11.9%	2.9%	231	12.4%	5.6%	45	10.1%	0.8%	62	6.8%	3.3%
2 personnes	663	28.6%	3.7%	519	27.8%	5.9%	144	32.0%	1.6%	184	20.2%	4.5%
3 personnes	547	23.6%	6.0%	452	24.2%	9.9%	95	21.2%	2.1%	227	25.0%	5.8%
4 personnes	526	22.7%	5.7%	436	23.3%	9.6%	91	20.2%	2.0%	276	30.4%	5.7%
5 personnes et +	305	13.2%	5.8%	231	12.4%	9.3%	74	16.4%	2.6%	160	17.6%	6.2%
Présence d'enfants de moins de 15 ans												
Oui	875	37.8%	5.6%	696	37.3%	9.5%	179	39.8%	2.1%	438	48.2%	5.6%
Non	1443	62.2%	4.1%	1172	62.7%	6.8%	271	60.2%	1.5%	470	51.8%	5.0%
Habitat												
Communes rurales	424	18.3%	3.7%	357	19.1%	6.5%	68	15.1%	1.1%	135	14.9%	4.1%
Agglo. - 20 000 hab	424	18.3%	4.8%	325	17.4%	7.7%	99	22.1%	2.1%	141	15.5%	5.3%
Agglo. 20 000 à 100 000 hab	387	16.7%	5.6%	335	18.0%	9.7%	52	11.6%	1.5%	140	15.5%	6.8%
Agglo. + 100 000 hab	698	30.1%	4.5%	544	29.1%	7.4%	154	34.2%	1.9%	315	34.7%	5.9%
Agglo. Paris	384	16.6%	4.5%	307	16.4%	7.6%	77	17.1%	1.7%	176	19.4%	4.5%

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	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
Régions INSEE												
Ile de France	442	19.1%	4.7%	356	19.0%	7.9%	86	19.1%	1.7%	206	22.8%	4.7%
Nord Pas de Calais	116	5.0%	3.6%	86	4.6%	5.7%	30	6.7%	1.8%	36	3.9%	3.9%
Lorraine	82	3.5%	4.3%	66	3.5%	7.1%	16	3.6%	1.6%	37	4.1%	7.0%
Alsace	65	2.8%	4.3%	50	2.7%	6.8%	15	3.3%	1.9%	16	1.7%	3.1%
Franche-Comté	46	2.0%	4.8%	39	2.1%	8.4%	6	1.4%	1.3%	10	1.1%	3.9%
Champagne Ardennes	50	2.1%	4.6%	34	1.8%	6.5%	16	3.6%	2.9%	21	2.3%	6.8%
Picardie	48	2.1%	3.1%	37	2.0%	5.1%	10	2.3%	1.3%	18	1.9%	4.1%
Bourgogne	50	2.2%	3.7%	39	2.1%	6.0%	11	2.5%	1.6%	22	2.4%	5.7%
Haute Normandie	60	2.6%	4.0%	52	2.8%	7.4%	7	1.7%	1.0%	28	3.1%	6.3%
Basse Normandie	46	2.0%	3.8%	42	2.2%	7.2%	4	0.9%	0.7%	15	1.7%	4.8%
Centre	98	4.2%	4.7%	82	4.4%	8.2%	16	3.5%	1.5%	37	4.1%	6.0%
Pays de Loire	128	5.5%	4.4%	105	5.6%	7.5%	24	5.2%	1.6%	50	5.5%	5.8%
Bretagne	115	4.9%	4.4%	92	4.9%	7.3%	23	5.1%	1.7%	37	4.1%	4.8%
Poitou Charentes	64	2.7%	4.3%	56	3.0%	7.9%	8	1.7%	1.0%	21	2.3%	5.2%
Aquitaine	133	5.8%	4.9%	109	5.8%	8.4%	25	5.5%	1.7%	48	5.3%	5.8%
Midi Pyrénées	130	5.6%	5.4%	96	5.1%	8.2%	34	7.6%	2.7%	57	6.3%	7.1%
Limousin	33	1.4%	5.3%	30	1.6%	10.0%	3	0.7%	1.0%	13	1.4%	8.3%
Auvergne	52	2.3%	4.7%	38	2.0%	7.0%	15	3.3%	2.5%	28	3.1%	9.3%
Rhône Alpes	248	10.7%	4.9%	207	11.1%	8.5%	41	9.0%	1.5%	86	9.4%	4.5%
Languedoc Roussillon	101	4.4%	4.6%	90	4.8%	8.6%	11	2.5%	1.0%	45	4.9%	6.5%
Provence Alpes Côte d'Azur. Corse	212	9.2%	4.9%	164	8.8%	8.0%	49	10.8%	2.1%	77	8.5%	5.5%
Habitudes de connexion à Internet												
Tous les jours	1533	66.1%	5.4%	1253	67.1%	8.7%	280	62.3%	2.0%	736	81.1%	5.5%
Presque tous les jours	293	12.7%	4.6%	229	12.2%	7.5%	65	14.4%	1.9%	108	11.9%	4.7%
1 à 2 fois par semaine	143	6.2%	4.5%	110	5.9%	8.0%	33	7.3%	1.8%	37	4.1%	4.1%
1 à 3 fois par mois	25	1.1%	2.8%	21	1.1%	5.3%	4	0.9%	0.8%	5	0.6%	3.2%
Moins souvent	50	2.1%	4.0%	32	1.7%	6.1%	17	3.8%	2.5%	8	0.9%	6.3%
Jamais	1	0.1%	0.9%	1	0.1%	1.9%	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	71	3.1%	3.4%	50	2.7%	6.1%	21	4.7%	1.7%	9	0.9%	4.8%
De 9 000 à moins de 12 000 euros par an	81	3.5%	2.4%	53	2.8%	4.5%	28	6.3%	1.3%	10	1.1%	3.8%
De 12 000 à moins de 18 000 euros par an	257	11.1%	4.0%	213	11.4%	8.0%	44	9.9%	1.2%	33	3.7%	4.5%
De 18 000 à moins de 24 000 euros par an	298	12.9%	4.1%	236	12.7%	7.0%	62	13.8%	1.6%	82	9.1%	5.4%
De 24 000 à moins de 36 000 euros par an	553	23.8%	4.8%	440	23.6%	7.9%	112	25.0%	1.9%	182	20.1%	4.9%
De 36 000 à moins de 45 000 euros par an	372	16.0%	5.5%	303	16.2%	8.3%	69	15.4%	2.3%	169	18.6%	5.5%
De 45 000 à moins de 65 000 euros par an	353	15.3%	5.6%	307	16.4%	8.7%	47	10.4%	1.7%	209	23.0%	5.7%
De 65 000 à moins de 80 000 euros par an	85	3.7%	5.2%	65	3.5%	6.7%	21	4.6%	3.0%	60	6.6%	5.1%
De 80 000 à moins de 115 000 euros par an	74	3.2%	7.8%	64	3.4%	11.3%	11	2.3%	2.7%	63	6.9%	8.2%
115 000 euros et plus par an	14	0.6%	3.1%	14	0.7%	5.0%	0	0.0%	0.0%	11	1.2%	2.7%
Refus	104	4.5%	3.3%	81	4.3%	6.3%	23	5.2%	1.3%	53	5.9%	4.6%
Ne sait pas	55	2.4%	3.5%	44	2.3%	6.8%	11	2.4%	1.2%	27	3.0%	4.8%