

## Lecture Dernière Période

	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
<b>ENSEMBLE</b>	1282	100.0%	2.5%	688	100.0%	2.8%	594	100.0%	2.2%	441	100.0%	2.5%
<b>Sexe</b>												
<b>Homme</b>	688	53.7%	2.8%	688	100.0%	2.8%	0	0.0%	0.0%	236	53.6%	2.7%
<b>Femme</b>	594	46.3%	2.2%	0	0.0%	0.0%	594	100.0%	2.2%	205	46.4%	2.4%
<b>Age</b>												
<b>15 à 24 ans</b>	179	14.0%	2.4%	92	13.4%	2.5%	87	14.7%	2.4%	90	20.5%	2.9%
<b>25 à 34 ans</b>	162	12.7%	2.1%	85	12.3%	2.3%	77	13.0%	2.0%	61	13.8%	1.8%
<b>35 à 49 ans</b>	292	22.8%	2.3%	156	22.7%	2.5%	135	22.8%	2.1%	125	28.3%	2.0%
<b>50 à 59 ans</b>	281	22.0%	3.1%	170	24.7%	3.7%	111	18.7%	2.4%	122	27.6%	3.2%
<b>60 ans et plus</b>	367	28.6%	2.5%	185	26.8%	2.9%	183	30.8%	2.2%	44	9.9%	4.8%
<b>Individu</b>												
<b>Ménagères</b>	493	38.4%	2.1%	0	0.0%	0.0%	493	83.0%	2.1%	162	36.7%	2.3%
<b>Personne de référence</b>	738	57.5%	2.6%	566	82.2%	2.8%	172	28.9%	2.2%	225	51.1%	2.7%
<b>Responsable des achats</b>	915	71.3%	2.6%	402	58.4%	3.2%	513	86.3%	2.3%	285	64.6%	2.6%
<b>PCS Individu</b>												
<b>Agriculteurs</b>	5	0.4%	1.0%	5	0.8%	1.4%	0	0.0%	0.0%	0	0.0%	0.0%
<b>Petits patrons</b>	56	4.4%	3.5%	37	5.3%	3.2%	20	3.3%	4.1%	53	12.1%	3.7%
<b>Affaires et Cadres</b>	127	9.9%	2.5%	66	9.6%	2.2%	61	10.2%	2.9%	116	26.3%	2.5%
<b>Professions intermédiaires</b>	147	11.4%	2.1%	90	13.1%	2.6%	57	9.5%	1.6%	128	29.1%	2.3%
<b>Employés</b>	231	18.0%	2.8%	87	12.6%	4.2%	144	24.3%	2.3%	43	9.6%	2.3%
<b>Ouvriers</b>	176	13.7%	2.8%	141	20.5%	2.8%	35	5.9%	2.6%	15	3.5%	3.8%
<b>Retraités</b>	320	24.9%	2.6%	163	23.6%	2.8%	157	26.4%	2.4%	11	2.5%	4.1%
<b>Autres inactifs</b>	220	17.2%	2.2%	100	14.5%	2.6%	121	20.3%	1.9%	74	16.9%	2.3%
<b>PCS Personne de référence</b>												
<b>Agriculteurs</b>	8	0.7%	1.0%	5	0.8%	1.2%	3	0.5%	0.8%	0	0.0%	0.0%
<b>Petits patrons</b>	86	6.7%	3.3%	45	6.5%	3.4%	41	7.0%	3.2%	86	19.5%	3.3%
<b>Affaires et Cadres</b>	167	13.0%	2.3%	83	12.1%	2.3%	83	14.1%	2.3%	167	37.8%	2.3%
<b>Professions intermédiaires</b>	188	14.7%	2.5%	108	15.7%	2.8%	80	13.5%	2.2%	188	42.6%	2.5%
<b>Employés</b>	176	13.8%	3.3%	90	13.1%	4.0%	86	14.5%	2.7%	0	0.0%	0.0%
<b>Ouvriers</b>	192	15.0%	2.0%	125	18.1%	2.4%	68	11.4%	1.6%	0	0.0%	0.0%
<b>Retraités</b>	378	29.5%	2.6%	182	26.5%	2.8%	196	33.0%	2.5%	0	0.0%	0.0%
<b>Autres inactifs</b>	86	6.7%	2.1%	49	7.2%	3.1%	36	6.1%	1.4%	0	0.0%	0.0%

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	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
<b>Taille du foyer</b>												
<b>1 personne</b>	269	21.0%	2.7%	128	18.6%	3.0%	141	23.8%	2.5%	56	12.6%	3.0%
<b>2 personnes</b>	439	34.2%	2.5%	230	33.4%	2.7%	209	35.1%	2.3%	118	26.8%	2.7%
<b>3 personnes</b>	227	17.7%	2.5%	145	21.1%	3.1%	82	13.9%	1.8%	95	21.6%	2.6%
<b>4 personnes</b>	211	16.5%	2.3%	106	15.3%	2.3%	106	17.8%	2.2%	111	25.2%	2.3%
<b>5 personnes et +</b>	136	10.6%	2.6%	80	11.6%	3.0%	56	9.5%	2.1%	61	13.8%	2.3%
<b>Présence d'enfants de moins de 15 ans</b>												
<b>Oui</b>	338	26.4%	2.2%	193	28.0%	2.6%	146	24.6%	1.8%	139	31.4%	1.8%
<b>Non</b>	944	73.6%	2.6%	496	72.0%	2.9%	448	75.4%	2.4%	302	68.6%	3.1%
<b>Habitat</b>												
<b>Communes rurales</b>	116	9.0%	1.0%	66	9.6%	1.2%	50	8.5%	0.8%	49	11.2%	1.5%
<b>Agglo. - 20 000 hab</b>	135	10.5%	1.5%	71	10.3%	1.6%	64	10.8%	1.4%	38	8.7%	1.5%
<b>Agglo. 20 000 à 100 000 hab</b>	122	9.5%	1.8%	60	8.8%	1.8%	61	10.3%	1.7%	26	6.0%	1.4%
<b>Agglo. + 100 000 hab</b>	189	14.7%	1.2%	112	16.2%	1.5%	77	12.9%	1.0%	71	16.1%	1.3%
<b>Agglo. Paris</b>	721	56.2%	8.5%	380	55.1%	9.4%	341	57.5%	7.7%	256	58.0%	6.3%

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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>	809	63.1%	8.5%	417	60.6%	9.2%	392	66.0%	7.9%	288	65.3%	6.5%
<b>Nord Pas de Calais</b>	23	1.8%	0.7%	14	2.0%	0.9%	9	1.6%	0.6%	7	1.7%	0.8%
<b>Lorraine</b>	14	1.1%	0.7%	7	1.0%	0.7%	7	1.2%	0.7%	4	1.0%	0.8%
<b>Alsace</b>	7	0.6%	0.5%	3	0.5%	0.4%	4	0.7%	0.5%	3	0.7%	0.7%
<b>Franche-Comté</b>	8	0.6%	0.8%	6	0.9%	1.4%	1	0.2%	0.2%	0	0.0%	0.1%
<b>Champagne Ardennes</b>	13	1.0%	1.2%	8	1.1%	1.5%	5	0.8%	0.9%	3	0.7%	1.0%
<b>Picardie</b>	76	5.9%	4.9%	40	5.8%	5.4%	36	6.0%	4.5%	13	3.0%	3.0%
<b>Bourgogne</b>	21	1.6%	1.5%	13	2.0%	2.1%	7	1.2%	1.0%	3	0.7%	0.9%
<b>Haute Normandie</b>	27	2.1%	1.8%	14	2.0%	1.9%	14	2.3%	1.8%	6	1.4%	1.4%
<b>Basse Normandie</b>	20	1.6%	1.7%	12	1.7%	2.1%	8	1.4%	1.3%	6	1.4%	1.8%
<b>Centre</b>	16	1.3%	0.8%	10	1.5%	1.0%	6	1.0%	0.6%	8	1.8%	1.2%
<b>Pays de Loire</b>	41	3.2%	1.4%	32	4.6%	2.2%	9	1.5%	0.6%	19	4.3%	2.0%
<b>Bretagne</b>	16	1.2%	0.6%	10	1.5%	0.8%	6	0.9%	0.4%	5	1.0%	0.6%
<b>Poitou Charentes</b>	13	1.0%	0.8%	9	1.3%	1.3%	3	0.6%	0.5%	8	1.8%	2.0%
<b>Aquitaine</b>	15	1.2%	0.6%	8	1.1%	0.6%	8	1.3%	0.5%	9	2.1%	1.1%
<b>Midi Pyrénées</b>	20	1.6%	0.8%	13	1.9%	1.1%	8	1.3%	0.6%	6	1.3%	0.7%
<b>Limousin</b>	10	0.8%	1.6%	5	0.8%	1.8%	5	0.8%	1.5%	1	0.2%	0.6%
<b>Auvergne</b>	13	1.1%	1.2%	5	0.8%	1.0%	8	1.4%	1.4%	5	1.2%	1.8%
<b>Rhône Alpes</b>	44	3.5%	0.9%	24	3.5%	1.0%	20	3.4%	0.8%	26	5.9%	1.4%
<b>Languedoc Roussillon</b>	34	2.7%	1.5%	13	1.9%	1.2%	21	3.5%	1.8%	10	2.2%	1.4%
<b>Provence Alpes Côte d'Azur.</b>	43	3.3%	1.0%	25	3.6%	1.2%	18	3.0%	0.8%	10	2.3%	0.7%
<b>Corse</b>												
<b>Habitudes de connection à Internet</b>												
<b>Tous les jours</b>	851	66.4%	2.6%	444	64.5%	2.7%	407	68.5%	2.5%	367	83.3%	2.6%
<b>Presque tous les jours</b>	171	13.4%	2.9%	102	14.8%	3.6%	69	11.7%	2.2%	49	11.2%	2.5%
<b>1 à 2 fois par semaine</b>	74	5.8%	2.8%	38	5.5%	3.4%	36	6.1%	2.4%	23	5.3%	3.5%
<b>1 à 3 fois par mois</b>	18	1.4%	3.3%	12	1.8%	5.9%	6	1.0%	1.7%	1	0.2%	1.2%
<b>Moins souvent</b>	15	1.2%	1.7%	5	0.7%	1.3%	10	1.8%	2.0%	0	0.0%	0.0%
<b>Jamais</b>	2	0.1%	1.7%	2	0.2%	3.1%	0	0.0%	0.0%	0	0.0%	0.0%

# Le Parisien Magazine/Aujourd'hui en France Magazine

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	Ensemble			Hommes			Femmes			FoyersCSP+		
	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>	39	3.0%	2.1%	12	1.7%	1.6%	27	4.5%	2.4%	6	1.4%	3.7%
<b>De 9 000 à moins de 12 000 euros par an</b>	68	5.3%	2.3%	42	6.1%	3.6%	26	4.4%	1.5%	3	0.8%	1.5%
<b>De 12 000 à moins de 18 000 euros par an</b>	103	8.0%	1.7%	56	8.1%	2.3%	47	7.9%	1.4%	13	2.9%	2.0%
<b>De 18 000 à moins de 24 000 euros par an</b>	170	13.3%	2.5%	82	11.9%	2.6%	89	14.9%	2.4%	31	6.9%	2.1%
<b>De 24 000 à moins de 36 000 euros par an</b>	252	19.6%	2.3%	126	18.4%	2.4%	125	21.1%	2.2%	63	14.3%	1.8%
<b>De 36 000 à moins de 45 000 euros par an</b>	195	15.2%	2.8%	127	18.5%	3.5%	67	11.4%	2.0%	75	17.1%	2.5%
<b>De 45 000 à moins de 65 000 euros par an</b>	182	14.2%	2.7%	93	13.5%	2.5%	89	14.9%	2.9%	101	23.0%	2.7%
<b>De 65 000 à moins de 80 000 euros par an</b>	54	4.2%	2.8%	34	4.9%	3.0%	20	3.3%	2.4%	37	8.4%	2.8%
<b>De 80 000 à moins de 115 000 euros par an</b>	48	3.7%	3.9%	41	5.9%	5.5%	7	1.2%	1.5%	28	6.3%	3.1%
<b>115 000 euros et plus par an</b>	14	1.1%	2.7%	11	1.6%	3.8%	3	0.5%	1.3%	13	2.9%	2.9%
<b>Refus</b>	114	8.9%	3.2%	53	7.7%	3.5%	61	10.3%	3.0%	40	9.1%	3.3%
<b>Ne sait pas</b>	44	3.4%	2.4%	11	1.6%	1.4%	32	5.5%	3.1%	30	6.9%	4.0%