

# Groupe Nice Matin Dimanche

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## Lecture Dernière Période

|                                   | Ensemble |           |             | Hommes   |           |             | Femmes   |           |             | FoyersCSP+ |           |             |
|-----------------------------------|----------|-----------|-------------|----------|-----------|-------------|----------|-----------|-------------|------------|-----------|-------------|
|                                   | Milliers | Structure | Pénétration | Milliers | Structure | Pénétration | Milliers | Structure | Pénétration | Milliers   | Structure | Pénétration |
| <b>ENSEMBLE</b>                   | 616      | 100.0%    | 1.2%        | 335      | 100.0%    | 1.4%        | 282      | 100.0%    | 1.0%        | 195        | 100.0%    | 1.1%        |
| <b>Sexe</b>                       |          |           |             |          |           |             |          |           |             |            |           |             |
| <b>Homme</b>                      | 335      | 54.3%     | 1.4%        | 335      | 100.0%    | 1.4%        | 0        | 0.0%      | 0.0%        | 112        | 57.4%     | 1.3%        |
| <b>Femme</b>                      | 282      | 45.7%     | 1.0%        | 0        | 0.0%      | 0.0%        | 282      | 100.0%    | 1.0%        | 83         | 42.6%     | 1.0%        |
| <b>Age</b>                        |          |           |             |          |           |             |          |           |             |            |           |             |
| <b>15 à 24 ans</b>                | 66       | 10.7%     | 0.9%        | 33       | 9.7%      | 0.9%        | 33       | 11.9%     | 0.9%        | 42         | 21.7%     | 1.3%        |
| <b>25 à 34 ans</b>                | 63       | 10.2%     | 0.8%        | 40       | 12.0%     | 1.1%        | 23       | 8.2%      | 0.6%        | 25         | 12.7%     | 0.7%        |
| <b>35 à 49 ans</b>                | 136      | 22.1%     | 1.1%        | 78       | 23.2%     | 1.3%        | 59       | 20.8%     | 0.9%        | 56         | 28.5%     | 0.9%        |
| <b>50 à 59 ans</b>                | 109      | 17.7%     | 1.2%        | 53       | 16.0%     | 1.2%        | 56       | 19.7%     | 1.2%        | 41         | 21.1%     | 1.1%        |
| <b>60 ans et plus</b>             | 242      | 39.3%     | 1.6%        | 131      | 39.2%     | 2.0%        | 111      | 39.4%     | 1.3%        | 31         | 15.9%     | 3.5%        |
| <b>Individu</b>                   |          |           |             |          |           |             |          |           |             |            |           |             |
| <b>Ménagères</b>                  | 246      | 39.9%     | 1.1%        | 0        | 0.0%      | 0.0%        | 246      | 87.3%     | 1.1%        | 63         | 32.3%     | 0.9%        |
| <b>Personne de référence</b>      | 369      | 59.8%     | 1.3%        | 287      | 85.7%     | 1.4%        | 82       | 29.0%     | 1.0%        | 87         | 44.8%     | 1.1%        |
| <b>Responsable des achats</b>     | 442      | 71.7%     | 1.2%        | 199      | 59.3%     | 1.6%        | 243      | 86.4%     | 1.1%        | 123        | 62.8%     | 1.1%        |
| <b>PCS Individu</b>               |          |           |             |          |           |             |          |           |             |            |           |             |
| <b>Agriculteurs</b>               | 5        | 0.9%      | 1.1%        | 5        | 1.6%      | 1.4%        | 0        | 0.0%      | 0.0%        | 0          | 0.0%      | 0.0%        |
| <b>Petits patrons</b>             | 28       | 4.6%      | 1.7%        | 9        | 2.7%      | 0.8%        | 19       | 6.8%      | 4.0%        | 23         | 11.6%     | 1.6%        |
| <b>Affaires et Cadres</b>         | 50       | 8.0%      | 1.0%        | 34       | 10.3%     | 1.2%        | 15       | 5.4%      | 0.7%        | 39         | 20.1%     | 0.9%        |
| <b>Professions intermédiaires</b> | 74       | 12.1%     | 1.1%        | 50       | 14.9%     | 1.5%        | 25       | 8.8%      | 0.7%        | 62         | 31.5%     | 1.1%        |
| <b>Employés</b>                   | 90       | 14.7%     | 1.1%        | 25       | 7.5%      | 1.2%        | 65       | 23.2%     | 1.1%        | 14         | 7.4%      | 0.8%        |
| <b>Ouvriers</b>                   | 73       | 11.8%     | 1.1%        | 63       | 19.0%     | 1.3%        | 9        | 3.4%      | 0.7%        | 11         | 5.7%      | 2.7%        |
| <b>Retraités</b>                  | 212      | 34.3%     | 1.7%        | 123      | 36.6%     | 2.1%        | 89       | 31.6%     | 1.3%        | 12         | 6.1%      | 4.5%        |
| <b>Autres inactifs</b>            | 84       | 13.6%     | 0.8%        | 25       | 7.4%      | 0.7%        | 59       | 20.8%     | 0.9%        | 34         | 17.6%     | 1.1%        |
| <b>PCS Personne de référence</b>  |          |           |             |          |           |             |          |           |             |            |           |             |
| <b>Agriculteurs</b>               | 7        | 1.2%      | 0.9%        | 5        | 1.6%      | 1.2%        | 2        | 0.7%      | 0.5%        | 0          | 0.0%      | 0.0%        |
| <b>Petits patrons</b>             | 43       | 7.0%      | 1.6%        | 27       | 8.2%      | 2.1%        | 16       | 5.6%      | 1.2%        | 43         | 22.1%     | 1.6%        |
| <b>Affaires et Cadres</b>         | 69       | 11.3%     | 1.0%        | 31       | 9.2%      | 0.9%        | 39       | 13.8%     | 1.1%        | 69         | 35.6%     | 1.0%        |
| <b>Professions intermédiaires</b> | 83       | 13.4%     | 1.1%        | 54       | 16.2%     | 1.4%        | 28       | 10.1%     | 0.8%        | 83         | 42.3%     | 1.1%        |
| <b>Employés</b>                   | 57       | 9.2%      | 1.1%        | 22       | 6.5%      | 1.0%        | 35       | 12.5%     | 1.1%        | 0          | 0.0%      | 0.0%        |
| <b>Ouvriers</b>                   | 88       | 14.3%     | 0.9%        | 59       | 17.6%     | 1.1%        | 29       | 10.4%     | 0.7%        | 0          | 0.0%      | 0.0%        |
| <b>Retraités</b>                  | 233      | 37.8%     | 1.6%        | 122      | 36.3%     | 1.9%        | 112      | 39.6%     | 1.4%        | 0          | 0.0%      | 0.0%        |
| <b>Autres inactifs</b>            | 35       | 5.7%      | 0.9%        | 15       | 4.4%      | 0.9%        | 20       | 7.2%      | 0.8%        | 0          | 0.0%      | 0.0%        |

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|  | Ensemble |           |             | Hommes   |           |             | Femmes   |           |             | FoyersCSP+ |           |             |
|--|----------|-----------|-------------|----------|-----------|-------------|----------|-----------|-------------|------------|-----------|-------------|
|  | Milliers | Structure | Pénétration | Milliers | Structure | Pénétration | Milliers | Structure | Pénétration | Milliers   | Structure | Pénétration |
| <b>Taille du foyer</b>                       |          |           |             |          |           |             |          |           |             |            |           |             |
| <b>1 personne</b>                            | 115      | 18.7%     | 1.2%        | 58       | 17.2%     | 1.4%        | 58       | 20.5%     | 1.0%        | 17         | 8.6%      | 0.9%        |
| <b>2 personnes</b>                           | 259      | 42.1%     | 1.5%        | 147      | 43.9%     | 1.7%        | 113      | 40.0%     | 1.2%        | 63         | 32.0%     | 1.4%        |
| <b>3 personnes</b>                           | 98       | 15.8%     | 1.1%        | 49       | 14.7%     | 1.1%        | 48       | 17.1%     | 1.1%        | 33         | 17.0%     | 0.9%        |
| <b>4 personnes</b>                           | 98       | 15.9%     | 1.1%        | 56       | 16.6%     | 1.2%        | 42       | 15.0%     | 0.9%        | 63         | 32.0%     | 1.3%        |
| <b>5 personnes et +</b>                      | 46       | 7.5%      | 0.9%        | 25       | 7.6%      | 1.0%        | 21       | 7.4%      | 0.8%        | 20         | 10.3%     | 0.8%        |
| <b>Présence d'enfants de moins de 15 ans</b> |          |           |             |          |           |             |          |           |             |            |           |             |
| <b>Oui</b>                                   | 151      | 24.6%     | 1.0%        | 82       | 24.4%     | 1.1%        | 70       | 24.8%     | 0.9%        | 74         | 37.7%     | 1.0%        |
| <b>Non</b>                                   | 465      | 75.4%     | 1.3%        | 253      | 75.6%     | 1.5%        | 212      | 75.2%     | 1.1%        | 122        | 62.3%     | 1.3%        |
| <b>Habitat</b>                               |          |           |             |          |           |             |          |           |             |            |           |             |
| <b>Communes rurales</b>                      | 16       | 2.5%      | 0.1%        | 4        | 1.2%      | 0.1%        | 12       | 4.2%      | 0.2%        | 2          | 1.1%      | 0.1%        |
| <b>Agglo. - 20 000 hab</b>                   | 100      | 16.2%     | 1.1%        | 47       | 14.0%     | 1.1%        | 53       | 18.9%     | 1.1%        | 39         | 19.9%     | 1.5%        |
| <b>Agglo. 20 000 à 100 000 hab</b>           | 76       | 12.3%     | 1.1%        | 46       | 13.8%     | 1.4%        | 30       | 10.5%     | 0.8%        | 24         | 12.2%     | 1.3%        |
| <b>Agglo. + 100 000 hab</b>                  | 411      | 66.6%     | 2.7%        | 237      | 70.8%     | 3.2%        | 174      | 61.7%     | 2.2%        | 124        | 63.6%     | 2.2%        |
| <b>Agglo. Paris</b>                          | 14       | 2.3%      | 0.2%        | 1        | 0.3%      | 0.0%        | 13       | 4.7%      | 0.3%        | 6          | 3.1%      | 0.2%        |
| <b>Régions INSEE</b>                         |          |           |             |          |           |             |          |           |             |            |           |             |
| <b>Ile de France</b>                         | 17       | 2.7%      | 0.2%        | 1        | 0.3%      | 0.0%        | 16       | 5.6%      | 0.3%        | 6          | 3.1%      | 0.1%        |
| <b>Lorraine</b>                              | 1        | 0.2%      | 0.1%        | 1        | 0.3%      | 0.1%        | 0        | 0.0%      | 0.0%        | 1          | 0.6%      | 0.2%        |
| <b>Bourgogne</b>                             | 3        | 0.5%      | 0.2%        | 1        | 0.3%      | 0.1%        | 2        | 0.7%      | 0.3%        | 2          | 1.0%      | 0.5%        |
| <b>Poitou Charentes</b>                      | 0        | 0.1%      | 0.0%        | 0        | 0.1%      | 0.1%        | 0        | 0.0%      | 0.0%        | 0          | 0.0%      | 0.0%        |
| <b>Midi Pyrénées</b>                         | 0        | 0.1%      | 0.0%        | 0        | 0.0%      | 0.0%        | 0        | 0.1%      | 0.0%        | 0          | 0.0%      | 0.0%        |
| <b>Rhône Alpes</b>                           | 7        | 1.1%      | 0.1%        | 3        | 1.0%      | 0.1%        | 4        | 1.2%      | 0.1%        | 1          | 0.7%      | 0.1%        |
| <b>Languedoc Roussillon</b>                  | 1        | 0.2%      | 0.1%        | 0        | 0.1%      | 0.0%        | 1        | 0.3%      | 0.1%        | 0          | 0.2%      | 0.1%        |
| <b>Provence Alpes Côte d'Azur.</b>           | 587      | 95.2%     | 13.6%       | 327      | 97.8%     | 16.0%       | 259      | 92.1%     | 11.4%       | 184        | 94.4%     | 13.0%       |
| <b>Corse</b>                                 |          |           |             |          |           |             |          |           |             |            |           |             |
| <b>Habitudes de connection à Internet</b>    |          |           |             |          |           |             |          |           |             |            |           |             |
| <b>Tous les jours</b>                        | 437      | 70.9%     | 1.3%        | 242      | 72.2%     | 1.5%        | 195      | 69.2%     | 1.2%        | 154        | 78.7%     | 1.1%        |
| <b>Presque tous les jours</b>                | 58       | 9.4%      | 1.0%        | 27       | 8.0%      | 1.0%        | 31       | 11.1%     | 1.0%        | 22         | 11.5%     | 1.1%        |
| <b>1 à 2 fois par semaine</b>                | 19       | 3.1%      | 0.7%        | 7        | 2.1%      | 0.6%        | 12       | 4.2%      | 0.8%        | 4          | 2.0%      | 0.6%        |
| <b>1 à 3 fois par mois</b>                   | 1        | 0.2%      | 0.3%        | 0        | 0.1%      | 0.2%        | 1        | 0.3%      | 0.3%        | 1          | 0.7%      | 1.8%        |
| <b>Moins souvent</b>                         | 6        | 1.0%      | 0.7%        | 1        | 0.3%      | 0.2%        | 5        | 1.9%      | 1.0%        | 0          | 0.0%      | 0.0%        |

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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>               | 26       | 4.3%      | 1.4%        | 11       | 3.2%      | 1.5%        | 16       | 5.6%      | 1.4%        | 0          | 0.0%      | 0.0%        |
| <b>De 9 000 à moins de 12 000 euros par an</b>   | 30       | 4.8%      | 1.0%        | 24       | 7.1%      | 2.1%        | 6        | 2.1%      | 0.3%        | 0          | 0.0%      | 0.0%        |
| <b>De 12 000 à moins de 18 000 euros par an</b>  | 56       | 9.0%      | 0.9%        | 29       | 8.8%      | 1.2%        | 26       | 9.3%      | 0.8%        | 10         | 4.9%      | 1.5%        |
| <b>De 18 000 à moins de 24 000 euros par an</b>  | 77       | 12.5%     | 1.1%        | 45       | 13.5%     | 1.4%        | 32       | 11.4%     | 0.9%        | 21         | 10.7%     | 1.5%        |
| <b>De 24 000 à moins de 36 000 euros par an</b>  | 146      | 23.7%     | 1.3%        | 72       | 21.4%     | 1.3%        | 74       | 26.4%     | 1.3%        | 43         | 22.0%     | 1.3%        |
| <b>De 36 000 à moins de 45 000 euros par an</b>  | 95       | 15.4%     | 1.4%        | 48       | 14.4%     | 1.3%        | 47       | 16.5%     | 1.4%        | 29         | 14.8%     | 0.9%        |
| <b>De 45 000 à moins de 65 000 euros par an</b>  | 69       | 11.2%     | 1.0%        | 41       | 12.2%     | 1.1%        | 28       | 10.1%     | 0.9%        | 34         | 17.3%     | 0.9%        |
| <b>De 65 000 à moins de 80 000 euros par an</b>  | 41       | 6.6%      | 2.1%        | 25       | 7.6%      | 2.2%        | 16       | 5.5%      | 1.9%        | 21         | 10.7%     | 1.6%        |
| <b>De 80 000 à moins de 115 000 euros par an</b> | 17       | 2.8%      | 1.4%        | 9        | 2.8%      | 1.3%        | 8        | 2.7%      | 1.6%        | 8          | 4.3%      | 0.9%        |
| <b>115 000 euros et plus par an</b>              | 6        | 1.0%      | 1.2%        | 5        | 1.4%      | 1.6%        | 1        | 0.5%      | 0.6%        | 5          | 2.4%      | 1.1%        |
| <b>Refus</b>                                     | 31       | 5.1%      | 0.9%        | 16       | 4.8%      | 1.1%        | 16       | 5.5%      | 0.8%        | 8          | 4.1%      | 0.7%        |
| <b>Ne sait pas</b>                               | 22       | 3.6%      | 1.2%        | 9        | 2.8%      | 1.2%        | 12       | 4.4%      | 1.2%        | 17         | 8.7%      | 2.2%        |