

# L'Equipe Dimanche

## Lecture Dernière Période

	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
<b>ENSEMBLE</b>	2643	100.0%	5.1%	2166	100.0%	8.8%	478	100.0%	1.8%	1004	100.0%	5.8%
<b>Sexe</b>												
<b>Homme</b>	2166	81.9%	8.8%	2166	100.0%	8.8%	0	0.0%	0.0%	823	82.0%	9.4%
<b>Femme</b>	478	18.1%	1.8%	0	0.0%	0.0%	478	100.0%	1.8%	181	18.0%	2.1%
<b>Age</b>												
<b>15 à 24 ans</b>	617	23.3%	8.4%	517	23.9%	14.0%	100	20.9%	2.8%	268	26.7%	8.5%
<b>25 à 34 ans</b>	506	19.2%	6.6%	420	19.4%	11.2%	86	18.1%	2.2%	213	21.2%	6.4%
<b>35 à 49 ans</b>	758	28.7%	6.1%	634	29.3%	10.2%	124	25.9%	2.0%	317	31.6%	5.1%
<b>50 à 59 ans</b>	405	15.3%	4.4%	301	13.9%	6.6%	105	21.9%	2.3%	176	17.5%	4.6%
<b>60 ans et plus</b>	357	13.5%	2.4%	294	13.6%	4.6%	63	13.2%	0.7%	31	3.1%	3.4%
<b>Individu</b>												
<b>Ménagères</b>	383	14.5%	1.7%	0	0.0%	0.0%	383	80.2%	1.7%	133	13.2%	1.9%
<b>Personne de référence</b>	1666	63.0%	5.9%	1579	72.9%	7.8%	87	18.2%	1.1%	594	59.2%	7.2%
<b>Responsable des achats</b>	1387	52.5%	3.9%	1008	46.6%	8.0%	379	79.4%	1.7%	483	48.1%	4.4%
<b>PCS Individu</b>												
<b>Agriculteurs</b>	16	0.6%	3.1%	16	0.7%	4.0%	0	0.1%	0.2%	0	0.0%	0.0%
<b>Petits patrons</b>	126	4.8%	7.8%	104	4.8%	9.1%	22	4.5%	4.5%	103	10.3%	7.2%
<b>Affaires et Cadres</b>	266	10.1%	5.2%	237	10.9%	8.0%	29	6.2%	1.4%	247	24.6%	5.4%
<b>Professions intermédiaires</b>	393	14.9%	5.7%	323	14.9%	9.5%	70	14.7%	2.0%	344	34.3%	6.1%
<b>Employés</b>	384	14.5%	4.7%	234	10.8%	11.3%	150	31.4%	2.4%	65	6.5%	3.5%
<b>Ouvriers</b>	601	22.7%	9.4%	572	26.4%	11.3%	29	6.1%	2.2%	45	4.5%	10.9%
<b>Retraités</b>	312	11.8%	2.5%	257	11.9%	4.4%	56	11.6%	0.8%	0	0.0%	0.0%
<b>Autres inactifs</b>	545	20.6%	5.3%	424	19.6%	11.2%	122	25.5%	1.9%	200	19.9%	6.3%
<b>PCS Personne de référence</b>												
<b>Agriculteurs</b>	26	1.0%	3.3%	19	0.9%	4.1%	8	1.7%	2.2%	0	0.0%	0.0%
<b>Petits patrons</b>	170	6.4%	6.5%	139	6.4%	10.4%	32	6.6%	2.5%	170	17.0%	6.5%
<b>Affaires et Cadres</b>	387	14.6%	5.4%	315	14.6%	8.9%	71	15.0%	2.0%	387	38.5%	5.4%
<b>Professions intermédiaires</b>	447	16.9%	5.9%	369	17.0%	9.5%	78	16.3%	2.1%	447	44.5%	5.9%
<b>Employés</b>	353	13.4%	6.6%	275	12.7%	12.3%	79	16.5%	2.5%	0	0.0%	0.0%
<b>Ouvriers</b>	648	24.5%	6.8%	558	25.8%	10.9%	89	18.7%	2.1%	0	0.0%	0.0%
<b>Retraités</b>	429	16.2%	3.0%	336	15.5%	5.2%	93	19.4%	1.2%	0	0.0%	0.0%
<b>Autres inactifs</b>	183	6.9%	4.5%	155	7.2%	9.8%	28	5.8%	1.1%	0	0.0%	0.0%

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<b>Taille du foyer</b>												
<b>1 personne</b>	343	13.0%	3.5%	285	13.1%	6.7%	59	12.3%	1.0%	83	8.2%	4.5%
<b>2 personnes</b>	705	26.7%	3.9%	551	25.4%	6.4%	154	32.2%	1.7%	210	20.9%	4.8%
<b>3 personnes</b>	640	24.2%	7.1%	517	23.9%	11.2%	123	25.7%	2.8%	256	25.5%	6.9%
<b>4 personnes</b>	612	23.1%	6.6%	517	23.9%	11.3%	95	19.9%	2.0%	289	28.8%	6.1%
<b>5 personnes et +</b>	343	13.0%	6.4%	296	13.7%	11.3%	47	9.9%	1.7%	166	16.5%	6.2%
<b>Présence d'enfants de moins de 15 ans</b>												
<b>Oui</b>	959	36.3%	6.2%	810	37.4%	11.0%	149	31.1%	1.8%	449	44.7%	5.8%
<b>Non</b>	1684	63.7%	4.7%	1355	62.6%	7.8%	329	68.9%	1.8%	555	55.3%	5.8%
<b>Habitat</b>												
<b>Communes rurales</b>	517	19.6%	4.4%	441	20.4%	7.8%	76	15.8%	1.2%	186	18.6%	5.7%
<b>Agglo. - 20 000 hab</b>	489	18.5%	5.5%	396	18.3%	9.2%	92	19.3%	2.0%	171	17.0%	6.8%
<b>Agglo. 20 000 à 100 000 hab</b>	311	11.8%	4.5%	236	10.9%	7.2%	75	15.7%	2.0%	101	10.0%	5.4%
<b>Agglo. + 100 000 hab</b>	869	32.9%	5.7%	683	31.5%	9.2%	186	39.0%	2.4%	347	34.6%	6.1%
<b>Agglo. Paris</b>	458	17.3%	5.4%	409	18.9%	10.1%	49	10.2%	1.1%	199	19.9%	4.9%

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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>	503	19.0%	5.3%	446	20.6%	9.8%	58	12.1%	1.2%	219	21.8%	4.9%
<b>Nord Pas de Calais</b>	160	6.1%	5.0%	130	6.0%	8.6%	30	6.2%	1.8%	52	5.2%	5.6%
<b>Lorraine</b>	105	4.0%	5.4%	94	4.4%	10.1%	10	2.2%	1.1%	31	3.1%	5.8%
<b>Alsace</b>	71	2.7%	4.7%	65	3.0%	8.8%	6	1.3%	0.8%	21	2.1%	4.5%
<b>Franche-Comté</b>	42	1.6%	4.4%	36	1.7%	7.8%	6	1.2%	1.2%	12	1.2%	4.6%
<b>Champagne Ardennes</b>	56	2.1%	5.1%	45	2.1%	8.7%	11	2.2%	1.9%	15	1.5%	5.2%
<b>Picardie</b>	52	2.0%	3.4%	47	2.2%	6.3%	5	1.0%	0.6%	17	1.7%	3.8%
<b>Bourgogne</b>	65	2.4%	4.8%	55	2.5%	8.4%	10	2.1%	1.5%	19	1.9%	5.1%
<b>Haute Normandie</b>	64	2.4%	4.3%	59	2.7%	8.3%	5	1.1%	0.7%	28	2.8%	6.1%
<b>Basse Normandie</b>	45	1.7%	3.7%	39	1.8%	6.7%	6	1.3%	1.0%	19	1.9%	5.5%
<b>Centre</b>	102	3.9%	4.9%	88	4.1%	8.7%	14	3.0%	1.3%	32	3.1%	5.1%
<b>Pays de Loire</b>	123	4.7%	4.2%	107	4.9%	7.6%	17	3.5%	1.1%	64	6.4%	6.7%
<b>Bretagne</b>	96	3.6%	3.6%	79	3.6%	6.2%	18	3.7%	1.3%	42	4.2%	5.5%
<b>Poitou Charentes</b>	64	2.4%	4.3%	49	2.3%	6.9%	15	3.1%	1.9%	31	3.0%	7.7%
<b>Aquitaine</b>	164	6.2%	6.0%	131	6.1%	10.1%	33	6.9%	2.3%	57	5.7%	6.6%
<b>Midi Pyrénées</b>	150	5.7%	6.2%	101	4.7%	8.6%	49	10.2%	3.9%	66	6.6%	8.2%
<b>Limousin</b>	41	1.5%	6.5%	32	1.5%	10.8%	9	1.8%	2.6%	7	0.7%	4.8%
<b>Auvergne</b>	53	2.0%	4.7%	38	1.8%	7.1%	15	3.1%	2.5%	15	1.5%	5.0%
<b>Rhône Alpes</b>	332	12.5%	6.5%	260	12.0%	10.5%	72	15.0%	2.7%	127	12.7%	7.0%
<b>Languedoc Roussillon</b>	98	3.7%	4.4%	75	3.4%	7.0%	24	5.0%	2.0%	39	3.8%	5.5%
<b>Provence Alpes Côte d'Azur. Corse</b>	258	9.8%	6.0%	191	8.8%	9.3%	67	14.0%	2.9%	91	9.0%	6.4%
<b>Habitudes de connexion à Internet</b>												
<b>Tous les jours</b>	1923	72.8%	5.9%	1581	73.0%	9.7%	343	71.7%	2.1%	834	83.1%	5.8%
<b>Presque tous les jours</b>	374	14.2%	6.3%	307	14.2%	11.0%	67	14.1%	2.2%	137	13.6%	6.9%
<b>1 à 2 fois par semaine</b>	120	4.5%	4.6%	87	4.0%	7.7%	32	6.8%	2.2%	25	2.5%	3.8%
<b>1 à 3 fois par mois</b>	27	1.0%	5.0%	21	1.0%	10.3%	6	1.2%	1.7%	4	0.4%	5.2%
<b>Moins souvent</b>	23	0.9%	2.5%	21	0.9%	5.4%	2	0.4%	0.4%	1	0.1%	0.9%
<b>Jamais</b>	3	0.1%	3.5%	3	0.2%	6.4%	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
<b>Revenus du foyer</b>												
Moins de 9 000 euros par an	90	3.4%	4.8%	56	2.6%	7.7%	34	7.1%	3.0%	12	1.2%	7.1%
De 9 000 à moins de 12 000 euros par an	72	2.7%	2.4%	65	3.0%	5.6%	7	1.5%	0.4%	9	0.9%	4.0%
De 12 000 à moins de 18 000 euros par an	193	7.3%	3.3%	168	7.8%	6.8%	25	5.2%	0.7%	33	3.3%	5.0%
De 18 000 à moins de 24 000 euros par an	294	11.1%	4.3%	244	11.3%	7.9%	50	10.4%	1.3%	55	5.4%	3.8%
De 24 000 à moins de 36 000 euros par an	630	23.8%	5.7%	512	23.7%	9.6%	118	24.7%	2.1%	207	20.6%	6.0%
De 36 000 à moins de 45 000 euros par an	420	15.9%	6.0%	350	16.2%	9.6%	70	14.7%	2.1%	183	18.3%	6.0%
De 45 000 à moins de 65 000 euros par an	450	17.0%	6.7%	381	17.6%	10.3%	69	14.5%	2.3%	239	23.8%	6.3%
De 65 000 à moins de 80 000 euros par an	107	4.1%	5.5%	91	4.2%	8.0%	16	3.4%	2.0%	74	7.3%	5.6%
De 80 000 à moins de 115 000 euros par an	102	3.8%	8.3%	90	4.2%	12.1%	12	2.4%	2.4%	70	6.9%	7.8%
115 000 euros et plus par an	39	1.5%	7.4%	24	1.1%	8.2%	15	3.1%	6.4%	36	3.6%	8.0%
Refus	157	6.0%	4.4%	120	5.5%	8.0%	38	7.9%	1.8%	54	5.3%	4.4%
Ne sait pas	88	3.3%	4.8%	64	2.9%	8.0%	25	5.2%	2.3%	33	3.3%	4.4%