

Le Parisien Magazine/Aujourd'hui en France Magazine



Lecture Dernière Période

| | Ensemble | | | Hommes | | | Femmes | | | FoyersCSP+ | | |
|----------------------------------|----------|-----------|-------------|----------|-----------|-------------|----------|-----------|-------------|------------|-----------|-------------|
| | Milliers | Structure | Pénétration | Milliers | Structure | Pénétration | Milliers | Structure | Pénétration | Milliers | Structure | Pénétration |
| ENSEMBLE | 1302 | 100.0% | 2.5% | 736 | 100.0% | 3.0% | 565 | 100.0% | 2.1% | 389 | 100.0% | 2.2% |
| Sexe | | | | | | | | | | | | |
| Homme | 736 | 56.6% | 3.0% | 736 | 100.0% | 3.0% | 0 | 0.0% | 0.0% | 224 | 57.6% | 2.6% |
| Femme | 565 | 43.4% | 2.1% | 0 | 0.0% | 0.0% | 565 | 100.0% | 2.1% | 165 | 42.4% | 1.9% |
| Age | | | | | | | | | | | | |
| 15 à 24 ans | 177 | 13.6% | 2.4% | 106 | 14.5% | 2.9% | 71 | 12.5% | 2.0% | 73 | 18.7% | 2.4% |
| 25 à 34 ans | 124 | 9.5% | 1.6% | 68 | 9.3% | 1.8% | 56 | 9.9% | 1.4% | 58 | 15.0% | 1.8% |
| 35 à 49 ans | 268 | 20.6% | 2.1% | 171 | 23.2% | 2.8% | 97 | 17.2% | 1.5% | 129 | 33.0% | 2.0% |
| 50 à 59 ans | 264 | 20.3% | 2.8% | 172 | 23.3% | 3.7% | 92 | 16.3% | 2.0% | 99 | 25.5% | 2.6% |
| 60 ans et plus | 468 | 36.0% | 3.0% | 219 | 29.8% | 3.2% | 249 | 44.0% | 2.9% | 30 | 7.7% | 3.4% |
| Individu | | | | | | | | | | | | |
| Ménagères | 484 | 37.2% | 2.1% | 0 | 0.0% | 0.0% | 484 | 85.6% | 2.1% | 124 | 31.8% | 1.8% |
| Personne de référence | 743 | 57.1% | 2.6% | 616 | 83.6% | 3.0% | 127 | 22.4% | 1.6% | 205 | 52.6% | 2.4% |
| Responsable des achats | 889 | 68.3% | 2.5% | 420 | 57.0% | 3.2% | 469 | 83.0% | 2.0% | 223 | 57.2% | 2.0% |
| PCS Individu | | | | | | | | | | | | |
| Petits patrons | 48 | 3.7% | 3.0% | 30 | 4.1% | 2.6% | 17 | 3.0% | 3.8% | 41 | 10.6% | 2.9% |
| Affaires et Cadres | 105 | 8.0% | 2.1% | 70 | 9.5% | 2.5% | 35 | 6.2% | 1.7% | 93 | 23.9% | 2.1% |
| Professions intermédiaires | 166 | 12.8% | 2.3% | 97 | 13.1% | 2.7% | 70 | 12.3% | 1.9% | 128 | 32.9% | 2.2% |
| Employés | 193 | 14.8% | 2.3% | 96 | 13.0% | 4.3% | 97 | 17.2% | 1.6% | 35 | 8.9% | 1.9% |
| Ouvriers | 156 | 12.0% | 2.5% | 139 | 18.9% | 2.8% | 18 | 3.1% | 1.3% | 10 | 2.7% | 3.0% |
| Retraités | 380 | 29.2% | 3.0% | 186 | 25.2% | 3.0% | 194 | 34.4% | 2.9% | 3 | 0.7% | 1.3% |
| Autres inactifs | 253 | 19.5% | 2.4% | 119 | 16.2% | 3.2% | 134 | 23.8% | 2.0% | 79 | 20.3% | 2.4% |
| PCS Personne de référence | | | | | | | | | | | | |
| Agriculteurs | 2 | 0.1% | 0.2% | 0 | 0.0% | 0.0% | 2 | 0.3% | 0.5% | 0 | 0.0% | 0.0% |
| Petits patrons | 72 | 5.5% | 2.8% | 36 | 4.9% | 2.7% | 36 | 6.4% | 2.8% | 72 | 18.5% | 2.8% |
| Affaires et Cadres | 154 | 11.8% | 2.2% | 80 | 10.9% | 2.3% | 74 | 13.0% | 2.2% | 154 | 39.5% | 2.2% |
| Professions intermédiaires | 163 | 12.5% | 2.1% | 108 | 14.7% | 2.7% | 55 | 9.8% | 1.4% | 163 | 42.0% | 2.1% |
| Employés | 139 | 10.7% | 2.6% | 102 | 13.9% | 4.3% | 37 | 6.5% | 1.2% | 0 | 0.0% | 0.0% |
| Ouvriers | 237 | 18.2% | 2.5% | 150 | 20.4% | 3.0% | 87 | 15.4% | 2.0% | 0 | 0.0% | 0.0% |
| Retraités | 460 | 35.3% | 3.1% | 208 | 28.2% | 3.1% | 252 | 44.6% | 3.1% | 0 | 0.0% | 0.0% |
| Autres inactifs | 75 | 5.7% | 1.8% | 52 | 7.1% | 3.3% | 23 | 4.0% | 0.9% | 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 | 213 | 16.4% | 2.1% | 112 | 15.2% | 2.6% | 102 | 18.0% | 1.8% | 38 | 9.8% | 2.1% |
| 2 personnes | 508 | 39.0% | 2.8% | 279 | 37.9% | 3.2% | 228 | 40.4% | 2.4% | 94 | 24.1% | 2.3% |
| 3 personnes | 217 | 16.7% | 2.4% | 120 | 16.3% | 2.6% | 97 | 17.2% | 2.1% | 106 | 27.2% | 2.7% |
| 4 personnes | 222 | 17.0% | 2.4% | 133 | 18.1% | 2.9% | 88 | 15.6% | 1.9% | 101 | 26.0% | 2.1% |
| 5 personnes et + | 142 | 10.9% | 2.6% | 92 | 12.5% | 3.4% | 50 | 8.8% | 1.8% | 50 | 12.8% | 1.9% |
| Présence d'enfants de moins de 15 ans | | | | | | | | | | | | |
| Oui | 357 | 27.5% | 2.3% | 215 | 29.2% | 2.9% | 142 | 25.1% | 1.7% | 164 | 42.3% | 2.1% |
| Non | 944 | 72.5% | 2.6% | 521 | 70.8% | 3.0% | 423 | 74.9% | 2.2% | 225 | 57.7% | 2.3% |
| Habitat | | | | | | | | | | | | |
| Communes rurales | 172 | 13.2% | 1.4% | 105 | 14.3% | 1.8% | 67 | 11.9% | 1.1% | 37 | 9.6% | 1.1% |
| Agglo. - 20 000 hab | 168 | 12.9% | 1.9% | 96 | 13.1% | 2.3% | 72 | 12.7% | 1.5% | 49 | 12.7% | 1.9% |
| Agglo. 20 000 à 100 000 hab | 129 | 9.9% | 1.8% | 74 | 10.1% | 2.2% | 54 | 9.6% | 1.5% | 27 | 7.0% | 1.5% |
| Agglo. + 100 000 hab | 170 | 13.1% | 1.1% | 115 | 15.6% | 1.5% | 55 | 9.7% | 0.7% | 55 | 14.0% | 1.0% |
| Agglo. Paris | 662 | 50.9% | 7.7% | 345 | 46.9% | 8.4% | 317 | 56.1% | 7.1% | 221 | 56.7% | 5.6% |

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| | Milliers | Structure | Pénétration | Milliers | Structure | Pénétration | Milliers | Structure | Pénétration | Milliers | Structure | Pénétration |
| Régions INSEE | | | | | | | | | | | | |
| Ile de France | 779 | 59.9% | 8.1% | 410 | 55.7% | 8.9% | 369 | 65.3% | 7.4% | 257 | 65.9% | 5.9% |
| Nord Pas de Calais | 51 | 3.9% | 1.6% | 32 | 4.3% | 2.1% | 19 | 3.4% | 1.1% | 13 | 3.4% | 1.4% |
| Lorraine | 14 | 1.1% | 0.7% | 7 | 0.9% | 0.7% | 8 | 1.4% | 0.8% | 6 | 1.5% | 1.1% |
| Alsace | 13 | 1.0% | 0.9% | 12 | 1.6% | 1.6% | 1 | 0.2% | 0.2% | 3 | 0.7% | 0.5% |
| Franche-Comté | 10 | 0.7% | 1.0% | 4 | 0.6% | 1.0% | 5 | 0.9% | 1.1% | 1 | 0.3% | 0.5% |
| Champagne Ardennes | 12 | 0.9% | 1.1% | 8 | 1.1% | 1.6% | 3 | 0.6% | 0.6% | 1 | 0.3% | 0.4% |
| Picardie | 101 | 7.8% | 6.5% | 69 | 9.4% | 9.3% | 32 | 5.6% | 4.0% | 25 | 6.4% | 5.9% |
| Bourgogne | 23 | 1.8% | 1.7% | 15 | 2.0% | 2.2% | 9 | 1.6% | 1.2% | 8 | 2.0% | 2.3% |
| Haute Normandie | 32 | 2.5% | 2.2% | 17 | 2.3% | 2.3% | 16 | 2.8% | 2.0% | 4 | 1.1% | 0.9% |
| Basse Normandie | 17 | 1.3% | 1.4% | 14 | 1.9% | 2.5% | 3 | 0.5% | 0.4% | 5 | 1.4% | 1.6% |
| Centre | 37 | 2.9% | 1.8% | 22 | 3.0% | 2.2% | 15 | 2.6% | 1.4% | 11 | 2.8% | 1.7% |
| Pays de Loire | 10 | 0.7% | 0.3% | 5 | 0.7% | 0.4% | 4 | 0.8% | 0.3% | 2 | 0.6% | 0.3% |
| Bretagne | 16 | 1.2% | 0.6% | 5 | 0.7% | 0.4% | 11 | 1.9% | 0.8% | 1 | 0.2% | 0.1% |
| Poitou Charentes | 26 | 2.0% | 1.7% | 14 | 1.9% | 2.0% | 12 | 2.1% | 1.5% | 2 | 0.6% | 0.7% |
| Aquitaine | 17 | 1.3% | 0.6% | 14 | 1.9% | 1.1% | 3 | 0.6% | 0.2% | 4 | 1.0% | 0.4% |
| Midi Pyrénées | 22 | 1.7% | 0.9% | 19 | 2.6% | 1.6% | 2 | 0.4% | 0.2% | 2 | 0.6% | 0.3% |
| Limousin | 7 | 0.6% | 1.2% | 6 | 0.8% | 1.9% | 2 | 0.3% | 0.6% | 0 | 0.1% | 0.1% |
| Auvergne | 5 | 0.4% | 0.5% | 2 | 0.3% | 0.4% | 3 | 0.6% | 0.5% | 0 | 0.0% | 0.0% |
| Rhône Alpes | 42 | 3.2% | 0.8% | 28 | 3.8% | 1.1% | 14 | 2.4% | 0.5% | 18 | 4.7% | 0.9% |
| Languedoc Roussillon | 30 | 2.3% | 1.3% | 13 | 1.7% | 1.2% | 17 | 3.0% | 1.4% | 14 | 3.7% | 2.1% |
| Provence Alpes Côte d'Azur. Corse | 38 | 2.9% | 0.9% | 20 | 2.8% | 1.0% | 17 | 3.1% | 0.8% | 11 | 2.7% | 0.7% |
| Habitudes de connexion à Internet | | | | | | | | | | | | |
| Tous les jours | 849 | 65.2% | 2.4% | 476 | 64.6% | 2.7% | 373 | 66.0% | 2.1% | 324 | 83.2% | 2.2% |
| Presque tous les jours | 149 | 11.4% | 2.5% | 78 | 10.6% | 2.9% | 71 | 12.5% | 2.2% | 43 | 11.0% | 2.3% |
| 1 à 2 fois par semaine | 89 | 6.8% | 3.4% | 37 | 5.0% | 3.4% | 52 | 9.2% | 3.5% | 15 | 3.8% | 2.8% |
| 1 à 3 fois par mois | 7 | 0.6% | 1.5% | 4 | 0.5% | 1.9% | 4 | 0.6% | 1.2% | 1 | 0.1% | 0.8% |
| Moins souvent | 16 | 1.2% | 2.2% | 12 | 1.7% | 3.4% | 3 | 0.6% | 0.9% | 0 | 0.0% | 0.0% |
| Jamais | 1 | 0.1% | 1.8% | 0 | 0.0% | 0.0% | 1 | 0.2% | 4.3% | 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 | 36 | 2.8% | 2.0% | 20 | 2.7% | 2.7% | 16 | 2.9% | 1.5% | 12 | 3.0% | 6.1% |
| De 9 000 à moins de 12 000 euros par an | 56 | 4.3% | 1.9% | 34 | 4.7% | 3.0% | 21 | 3.7% | 1.1% | 4 | 1.0% | 1.6% |
| De 12 000 à moins de 18 000 euros par an | 143 | 11.0% | 2.6% | 97 | 13.2% | 4.0% | 45 | 8.0% | 1.4% | 20 | 5.0% | 3.1% |
| De 18 000 à moins de 24 000 euros par an | 151 | 11.6% | 2.2% | 73 | 9.9% | 2.5% | 78 | 13.7% | 2.0% | 24 | 6.1% | 1.8% |
| De 24 000 à moins de 36 000 euros par an | 301 | 23.1% | 2.6% | 160 | 21.7% | 3.0% | 141 | 25.0% | 2.3% | 92 | 23.8% | 2.6% |
| De 36 000 à moins de 45 000 euros par an | 170 | 13.1% | 2.4% | 93 | 12.6% | 2.5% | 77 | 13.6% | 2.2% | 48 | 12.2% | 1.6% |
| De 45 000 à moins de 65 000 euros par an | 213 | 16.3% | 2.9% | 128 | 17.3% | 3.1% | 85 | 15.0% | 2.6% | 80 | 20.4% | 2.0% |
| 65 000 euros et plus par an | 115 | 8.8% | 2.9% | 73 | 10.0% | 3.2% | 42 | 7.4% | 2.5% | 81 | 20.9% | 3.0% |
| Refus | 74 | 5.7% | 2.2% | 36 | 4.9% | 2.5% | 38 | 6.7% | 1.9% | 17 | 4.3% | 1.5% |
| Ne sait pas | 44 | 3.4% | 2.7% | 22 | 3.0% | 3.0% | 22 | 3.9% | 2.4% | 12 | 3.2% | 2.1% |