

# L'Officiel des Spectacles

Hebdomadaire, Lecture Dernière Période



	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
<b>Ensemble</b>	472	100.0%	0.9%	185	100.0%	0.8%	287	100.0%	1.1%	198	100.0%	1.2%
<b>Sexe</b>												
<b>Homme</b>	185	39.2%	0.8%	185	100.0%	0.8%	0	-	-	86	43.6%	1.0%
<b>Femme</b>	287	60.8%	1.1%	0	-	-	287	100.0%	1.1%	112	56.4%	1.4%
<b>Age</b>												
<b>15 à 24 ans</b>	53	11.2%	0.7%	13	7.3%	0.4%	40	13.8%	1.1%	19	9.7%	0.6%
<b>25 à 34 ans</b>	37	7.9%	0.5%	22	11.9%	0.6%	15	5.3%	0.4%	17	8.5%	0.5%
<b>35 à 49 ans</b>	105	22.2%	0.8%	46	24.8%	0.7%	59	20.5%	0.9%	70	35.5%	1.2%
<b>50 à 64 ans</b>	149	31.6%	1.2%	63	34.3%	1.1%	86	29.9%	1.4%	79	39.7%	1.9%
<b>65 ans et plus</b>	128	27.1%	1.2%	40	21.8%	0.8%	88	30.6%	1.4%	13	6.6%	5.6%
<b>Individu</b>												
<b>Ménagère</b>	240	50.9%	1.0%	0	-	-	240	83.7%	1.0%	95	47.8%	1.4%
<b>Personne de Référence</b>	282	59.8%	1.0%	156	84.3%	0.8%	126	43.9%	1.6%	115	58.2%	1.4%
<b>Responsable des achats</b>	343	72.6%	1.0%	105	56.5%	0.9%	238	83.0%	1.0%	135	67.9%	1.3%
<b>PCS Individu</b>												
<b>Agriculteurs</b>	2	0.5%	0.4%	2	1.2%	0.7%	0	-	-	0	-	-
<b>Petits patrons</b>	18	3.7%	1.1%	13	6.8%	1.1%	5	1.7%	1.0%	18	8.8%	1.2%
<b>Affaires et Cadres</b>	95	20.1%	2.0%	49	26.4%	1.7%	46	16.0%	2.5%	91	45.9%	2.1%
<b>Professions intermédiaires</b>	58	12.2%	0.9%	21	11.4%	0.6%	36	12.7%	1.1%	52	26.3%	0.9%
<b>Employés</b>	76	16.0%	0.9%	25	13.7%	1.3%	50	17.4%	0.8%	9	4.8%	0.5%
<b>Ouvriers</b>	27	5.7%	0.4%	24	13.1%	0.5%	3	0.9%	0.2%	0	-	-
<b>Retraités</b>	134	28.3%	1.1%	38	20.6%	0.6%	95	33.2%	1.4%	7	3.3%	2.6%
<b>Autres inactifs</b>	64	13.6%	0.6%	12	6.7%	0.4%	52	18.0%	0.8%	22	10.9%	0.7%
<b>PCS Personne de Référence</b>												
<b>Agriculteurs</b>	2	0.5%	0.3%	2	1.2%	0.6%	0	-	-	0	-	-
<b>Petits patrons</b>	29	6.1%	1.1%	9	5.1%	0.7%	19	6.8%	1.6%	29	14.6%	1.1%
<b>Affaires et Cadres</b>	120	25.5%	1.8%	55	29.4%	1.6%	66	22.9%	1.9%	120	60.8%	1.8%
<b>Professions intermédiaires</b>	49	10.4%	0.7%	22	12.1%	0.6%	27	9.3%	0.7%	49	24.7%	0.7%
<b>Employés</b>	57	12.1%	1.1%	25	13.7%	1.1%	32	11.1%	1.0%	0	-	-
<b>Ouvriers</b>	35	7.4%	0.4%	23	12.2%	0.5%	13	4.4%	0.3%	0	-	-
<b>Retraités</b>	143	30.2%	1.0%	41	22.2%	0.6%	101	35.3%	1.3%	0	-	-
<b>Autres inactifs</b>	37	7.8%	0.9%	7	4.0%	0.5%	29	10.3%	1.2%	0	-	-

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<b>Taille du Foyer</b>												
<b>1 personne</b>	136	28.8%	1.4%	46	25.1%	1.2%	90	31.2%	1.7%	38	19.1%	2.2%
<b>2 personnes</b>	172	36.4%	1.0%	69	37.2%	0.8%	103	36.0%	1.1%	72	36.3%	1.6%
<b>3 personnes</b>	72	15.3%	0.8%	34	18.6%	0.7%	38	13.2%	0.8%	33	16.6%	0.9%
<b>4 personnes</b>	73	15.5%	0.8%	27	14.7%	0.6%	46	16.1%	1.0%	43	21.6%	0.9%
<b>5 personnes et +</b>	18	3.9%	0.4%	8	4.5%	0.3%	10	3.5%	0.4%	13	6.4%	0.5%
<b>Présence d'enfants de moins de 15 ans</b>												
<b>Oui</b>	96	20.3%	0.6%	35	19.1%	0.5%	61	21.1%	0.7%	53	26.9%	0.7%
<b>Non</b>	376	79.7%	1.1%	150	80.9%	0.9%	226	78.9%	1.2%	145	73.1%	1.5%
<b>Habitat</b>												
<b>Communes rurales</b>	22	4.6%	0.2%	12	6.7%	0.2%	9	3.2%	0.2%	11	5.5%	0.3%
<b>Agglo. - 20 000 hab</b>	26	5.4%	0.3%	11	5.7%	0.2%	15	5.2%	0.3%	11	5.4%	0.4%
<b>Agglo. 20 000 à 100 000 hab</b>	14	2.9%	0.2%	9	4.9%	0.3%	5	1.6%	0.1%	9	4.4%	0.4%
<b>Agglo. + 100 000 hab</b>	36	7.7%	0.2%	11	5.8%	0.1%	26	8.9%	0.3%	10	4.9%	0.2%
<b>Agglo. Paris</b>	375	79.5%	4.5%	143	77.0%	3.6%	233	81.1%	5.2%	158	79.7%	4.1%

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<b>Région d'habitation</b>												
Ile-de-France	381	80.6%	4.0%	143	77.0%	3.2%	238	82.9%	4.8%	160	80.8%	3.7%
Nord-Pas-de-Calais	6	1.2%	0.2%	1	0.5%	0.1%	5	1.7%	0.3%	5	2.4%	0.5%
Lorraine	2	0.4%	0.1%	1	0.6%	0.1%	1	0.3%	0.1%	0	-	-
Alsace	2	0.4%	0.1%	2	1.1%	0.3%	0	-	-	2	1.0%	0.4%
Franche-Comté	0	0.0%	0.0%	0	-	-	0	0.1%	0.0%	0	-	-
Champagne-Ardenne	1	0.3%	0.1%	0	0.3%	0.1%	1	0.3%	0.2%	0	0.2%	0.2%
Picardie	5	1.1%	0.3%	4	2.1%	0.5%	1	0.4%	0.1%	3	1.8%	0.8%
Bourgogne	4	0.9%	0.3%	3	1.7%	0.5%	1	0.3%	0.1%	0	-	-
Haute-Normandie	1	0.2%	0.0%	0	-	-	1	0.3%	0.1%	0	-	-
Basse-Normandie	0	-	-	0	-	-	0	-	-	0	-	-
Centre	15	3.3%	0.7%	10	5.5%	1.0%	5	1.8%	0.5%	8	4.0%	1.3%
Pays de la Loire	7	1.5%	0.2%	4	2.4%	0.3%	2	0.8%	0.2%	4	2.0%	0.5%
Bretagne	3	0.7%	0.1%	3	1.7%	0.2%	0	-	-	3	1.6%	0.4%
Poitou-Charentes	5	1.0%	0.3%	0	0.2%	0.1%	4	1.5%	0.5%	0	0.2%	0.1%
Aquitaine	1	0.2%	0.0%	1	0.5%	0.1%	0	-	-	1	0.4%	0.1%
Midi-Pyrénées	7	1.4%	0.3%	4	2.0%	0.3%	3	1.0%	0.2%	2	0.9%	0.2%
Limousin	1	0.2%	0.1%	1	0.3%	0.2%	0	0.1%	0.1%	0	0.2%	0.3%
Auvergne	2	0.5%	0.2%	0	-	-	2	0.8%	0.4%	0	0.1%	0.1%
Rhône-Alpes	9	2.0%	0.2%	3	1.7%	0.1%	6	2.1%	0.2%	1	0.7%	0.1%
Languedoc-Roussillon	6	1.3%	0.3%	1	0.3%	0.1%	6	1.9%	0.5%	3	1.5%	0.5%
Provence-Alpes-Côte-d'Azur-Corse	15	3.2%	0.3%	4	2.2%	0.2%	11	3.8%	0.5%	4	2.0%	0.3%
<b>Habitudes de connexion Internet</b>												
Tous les jours	279	59.1%	1.0%	101	54.6%	0.7%	178	62.1%	1.3%	155	78.0%	1.2%
Presque tous les jours	78	16.4%	1.3%	40	21.8%	1.4%	37	13.0%	1.2%	28	14.0%	1.1%
1 à 2 fois par semaine	18	3.8%	0.6%	8	4.6%	0.6%	9	3.3%	0.5%	6	3.1%	0.7%
1 à 3 fois par mois	8	1.7%	0.9%	4	2.4%	1.2%	4	1.3%	0.7%	1	0.7%	0.8%
Moins souvent	15	3.2%	1.1%	8	4.1%	1.3%	8	2.6%	1.0%	0	-	-
Jamais	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	14	2.9%	0.6%	5	2.9%	0.6%	8	2.9%	0.6%	2	0.8%	0.8%
De 9 000 à moins de 12 000 euros par an	10	2.2%	0.3%	7	3.8%	0.6%	3	1.2%	0.2%	3	1.3%	1.0%
De 12 000 à moins de 18 000 euros par an	62	13.2%	0.9%	21	11.6%	0.7%	41	14.2%	1.1%	12	6.1%	1.5%
De 18 000 à moins de 24 000 euros par an	48	10.3%	0.7%	19	10.4%	0.6%	29	10.2%	0.8%	21	10.8%	1.3%
De 24 000 à moins de 36 000 euros par an	89	18.7%	0.8%	34	18.1%	0.6%	55	19.1%	0.9%	30	15.1%	0.8%
De 36 000 à moins de 45 000 euros par an	52	11.1%	0.8%	22	12.1%	0.7%	30	10.4%	1.0%	21	10.6%	0.7%
De 45 000 à moins de 65 000 euros par an	71	15.1%	1.2%	27	14.7%	0.9%	44	15.4%	1.7%	33	16.8%	1.0%
De 65 000 à moins de 80 000 euros par an	38	8.0%	2.4%	27	14.6%	2.8%	11	3.8%	1.8%	24	12.1%	2.2%
De 80 000 à moins de 115 000 euros par an	22	4.6%	2.2%	9	5.0%	1.5%	13	4.4%	3.1%	18	9.2%	2.2%
115 000 euros et plus par an	16	3.4%	3.2%	9	4.9%	3.2%	7	2.4%	3.2%	13	6.6%	3.2%
Refus	43	9.2%	1.3%	3	1.5%	0.2%	41	14.1%	2.1%	19	9.7%	1.7%
Ne sait pas	6	1.4%	0.4%	1	0.6%	0.2%	5	1.9%	0.6%	2	1.1%	0.4%