

# France Football Week-End - Vendredi

Hebdomadaire, Lecture Dernière Période



|                                   | Ensemble |           |             | Hommes   |           |             | Femmes   |           |             | FoyersCSP+ |           |             |
|-----------------------------------|----------|-----------|-------------|----------|-----------|-------------|----------|-----------|-------------|------------|-----------|-------------|
|                                   | Milliers | Structure | Pénétration | Milliers | Structure | Pénétration | Milliers | Structure | Pénétration | Milliers   | Structure | Pénétration |
| <b>Ensemble</b>                   | 872      | 100.0%    | 1.7%        | 739      | 100.0%    | 3.0%        | 132      | 100.0%    | 0.5%        | 280        | 100.0%    | 1.7%        |
| <b>Sexe</b>                       |          |           |             |          |           |             |          |           |             |            |           |             |
| <b>Homme</b>                      | 739      | 84.8%     | 3.0%        | 739      | 100.0%    | 3.0%        | 0        | -         | -           | 247        | 88.2%     | 2.8%        |
| <b>Femme</b>                      | 132      | 15.2%     | 0.5%        | 0        | -         | -           | 132      | 100.0%    | 0.5%        | 33         | 11.8%     | 0.4%        |
| <b>Age</b>                        |          |           |             |          |           |             |          |           |             |            |           |             |
| <b>15 à 24 ans</b>                | 252      | 28.9%     | 3.4%        | 219      | 29.6%     | 5.9%        | 33       | 25.0%     | 0.9%        | 106        | 38.0%     | 3.4%        |
| <b>25 à 34 ans</b>                | 177      | 20.3%     | 2.3%        | 149      | 20.2%     | 3.9%        | 28       | 21.0%     | 0.7%        | 53         | 19.1%     | 1.6%        |
| <b>35 à 49 ans</b>                | 236      | 27.0%     | 1.9%        | 190      | 25.7%     | 3.0%        | 45       | 34.2%     | 0.7%        | 87         | 31.1%     | 1.4%        |
| <b>50 à 64 ans</b>                | 127      | 14.6%     | 1.0%        | 116      | 15.7%     | 2.0%        | 11       | 8.4%      | 0.2%        | 33         | 11.9%     | 0.8%        |
| <b>65 ans et plus</b>             | 80       | 9.1%      | 0.7%        | 65       | 8.7%      | 1.4%        | 15       | 11.4%     | 0.2%        | 0          | -         | -           |
| <b>Individu</b>                   |          |           |             |          |           |             |          |           |             |            |           |             |
| <b>Ménagère</b>                   | 111      | 12.8%     | 0.5%        | 0        | -         | -           | 111      | 84.1%     | 0.5%        | 24         | 8.6%      | 0.4%        |
| <b>Personne de Référence</b>      | 550      | 63.1%     | 2.0%        | 513      | 69.4%     | 2.5%        | 37       | 27.9%     | 0.5%        | 153        | 54.7%     | 1.8%        |
| <b>Responsable des achats</b>     | 452      | 51.9%     | 1.3%        | 342      | 46.2%     | 2.8%        | 111      | 83.5%     | 0.5%        | 123        | 43.8%     | 1.1%        |
| <b>PCS Individu</b>               |          |           |             |          |           |             |          |           |             |            |           |             |
| <b>Agriculteurs</b>               | 0        | -         | -           | 0        | -         | -           | 0        | -         | -           | 0          | -         | -           |
| <b>Petits patrons</b>             | 6        | 0.7%      | 0.4%        | 6        | 0.8%      | 0.5%        | 0        | -         | -           | 4          | 1.5%      | 0.3%        |
| <b>Affaires et Cadres</b>         | 67       | 7.7%      | 1.4%        | 64       | 8.7%      | 2.2%        | 3        | 2.2%      | 0.2%        | 61         | 21.7%     | 1.4%        |
| <b>Professions intermédiaires</b> | 106      | 12.1%     | 1.6%        | 95       | 12.8%     | 2.7%        | 11       | 8.3%      | 0.3%        | 102        | 36.5%     | 1.8%        |
| <b>Employés</b>                   | 156      | 17.9%     | 1.9%        | 109      | 14.8%     | 5.2%        | 47       | 35.7%     | 0.8%        | 16         | 5.8%      | 0.9%        |
| <b>Ouvriers</b>                   | 207      | 23.7%     | 3.2%        | 196      | 26.5%     | 3.9%        | 11       | 8.3%      | 0.7%        | 22         | 7.7%      | 5.1%        |
| <b>Retraités</b>                  | 97       | 11.1%     | 0.8%        | 83       | 11.2%     | 1.4%        | 14       | 10.9%     | 0.2%        | 0          | -         | -           |
| <b>Autres inactifs</b>            | 233      | 26.7%     | 2.3%        | 187      | 25.3%     | 5.4%        | 46       | 34.7%     | 0.7%        | 75         | 26.8%     | 2.4%        |
| <b>PCS Personne de Référence</b>  |          |           |             |          |           |             |          |           |             |            |           |             |
| <b>Agriculteurs</b>               | 8        | 0.9%      | 1.0%        | 8        | 1.1%      | 2.0%        | 0        | 0.2%      | 0.1%        | 0          | -         | -           |
| <b>Petits patrons</b>             | 31       | 3.6%      | 1.2%        | 27       | 3.7%      | 2.0%        | 4        | 2.8%      | 0.3%        | 31         | 11.1%     | 1.2%        |
| <b>Affaires et Cadres</b>         | 90       | 10.3%     | 1.3%        | 85       | 11.5%     | 2.4%        | 5        | 3.6%      | 0.1%        | 90         | 32.1%     | 1.3%        |
| <b>Professions intermédiaires</b> | 159      | 18.3%     | 2.1%        | 135      | 18.2%     | 3.4%        | 24       | 18.4%     | 0.7%        | 159        | 56.8%     | 2.1%        |
| <b>Employés</b>                   | 129      | 14.9%     | 2.4%        | 117      | 15.8%     | 5.2%        | 13       | 9.8%      | 0.4%        | 0          | -         | -           |
| <b>Ouvriers</b>                   | 250      | 28.7%     | 2.6%        | 201      | 27.1%     | 4.1%        | 50       | 37.5%     | 1.1%        | 0          | -         | -           |
| <b>Retraités</b>                  | 123      | 14.1%     | 0.8%        | 103      | 14.0%     | 1.5%        | 19       | 14.6%     | 0.2%        | 0          | -         | -           |
| <b>Autres inactifs</b>            | 81       | 9.3%      | 2.1%        | 64       | 8.6%      | 4.3%        | 17       | 13.1%     | 0.7%        | 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>                            | 126      | 14.5%     | 1.3%        | 111      | 15.0%     | 2.7%        | 15       | 11.5%     | 0.3%        | 20         | 7.1%      | 1.2%        |
| <b>2 personnes</b>                           | 203      | 23.3%     | 1.1%        | 152      | 20.5%     | 1.7%        | 51       | 38.7%     | 0.6%        | 43         | 15.3%     | 1.0%        |
| <b>3 personnes</b>                           | 195      | 22.4%     | 2.1%        | 179      | 24.2%     | 3.9%        | 16       | 12.3%     | 0.3%        | 71         | 25.2%     | 1.9%        |
| <b>4 personnes</b>                           | 207      | 23.8%     | 2.3%        | 176      | 23.9%     | 3.9%        | 31       | 23.1%     | 0.7%        | 98         | 35.1%     | 2.1%        |
| <b>5 personnes et +</b>                      | 140      | 16.1%     | 2.7%        | 121      | 16.4%     | 4.9%        | 19       | 14.4%     | 0.7%        | 48         | 17.3%     | 2.0%        |
| <b>Présence d'enfants de moins de 15 ans</b> |          |           |             |          |           |             |          |           |             |            |           |             |
| <b>Oui</b>                                   | 360      | 41.3%     | 2.3%        | 297      | 40.1%     | 4.1%        | 63       | 47.9%     | 0.7%        | 144        | 51.6%     | 1.9%        |
| <b>Non</b>                                   | 512      | 58.7%     | 1.4%        | 443      | 59.9%     | 2.6%        | 69       | 52.1%     | 0.4%        | 136        | 48.4%     | 1.5%        |
| <b>Habitat</b>                               |          |           |             |          |           |             |          |           |             |            |           |             |
| <b>Communes rurales</b>                      | 169      | 19.4%     | 1.4%        | 150      | 20.3%     | 2.7%        | 19       | 14.5%     | 0.3%        | 62         | 22.2%     | 1.9%        |
| <b>Agglo. - 20 000 hab</b>                   | 136      | 15.6%     | 1.5%        | 111      | 15.0%     | 2.6%        | 25       | 18.9%     | 0.5%        | 46         | 16.4%     | 1.8%        |
| <b>Agglo. 20 000 à 100 000 hab</b>           | 143      | 16.4%     | 2.1%        | 123      | 16.6%     | 3.6%        | 20       | 15.3%     | 0.6%        | 47         | 16.8%     | 2.4%        |
| <b>Agglo. + 100 000 hab</b>                  | 273      | 31.3%     | 1.8%        | 221      | 29.9%     | 3.1%        | 51       | 38.9%     | 0.6%        | 69         | 24.6%     | 1.3%        |
| <b>Agglo. Paris</b>                          | 151      | 17.3%     | 1.8%        | 134      | 18.2%     | 3.3%        | 16       | 12.5%     | 0.4%        | 56         | 20.0%     | 1.4%        |

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|--|----------|-----------|-------------|----------|-----------|-------------|----------|-----------|-------------|------------|-----------|-------------|
|  | Milliers | Structure | Pénétration | Milliers | Structure | Pénétration | Milliers | Structure | Pénétration | Milliers   | Structure | Pénétration |
| <b>Région d'habitation</b>             |          |           |             |          |           |             |          |           |             |            |           |             |
| Ile-de-France                          | 176      | 20.2%     | 1.9%        | 157      | 21.2%     | 3.5%        | 19       | 14.4%     | 0.4%        | 74         | 26.6%     | 1.7%        |
| Nord-Pas-de-Calais                     | 60       | 6.8%      | 1.9%        | 44       | 5.9%      | 2.9%        | 16       | 12.2%     | 1.0%        | 12         | 4.4%      | 1.3%        |
| Lorraine                               | 27       | 3.1%      | 1.4%        | 23       | 3.1%      | 2.5%        | 4        | 3.2%      | 0.4%        | 9          | 3.1%      | 1.6%        |
| Alsace                                 | 22       | 2.5%      | 1.4%        | 20       | 2.7%      | 2.8%        | 1        | 1.0%      | 0.2%        | 1          | 0.5%      | 0.3%        |
| Franche-Comté                          | 12       | 1.3%      | 1.2%        | 10       | 1.3%      | 2.1%        | 2        | 1.3%      | 0.3%        | 1          | 0.2%      | 0.2%        |
| Champagne-Ardenne                      | 19       | 2.2%      | 1.7%        | 17       | 2.2%      | 3.2%        | 2        | 1.7%      | 0.4%        | 8          | 2.9%      | 2.6%        |
| Picardie                               | 13       | 1.5%      | 0.8%        | 8        | 1.1%      | 1.1%        | 5        | 3.7%      | 0.6%        | 0          | -         | -           |
| Bourgogne                              | 21       | 2.5%      | 1.6%        | 18       | 2.5%      | 2.8%        | 3        | 2.3%      | 0.4%        | 6          | 2.0%      | 1.6%        |
| Haute-Normandie                        | 25       | 2.9%      | 1.7%        | 21       | 2.9%      | 3.0%        | 4        | 3.2%      | 0.5%        | 7          | 2.5%      | 1.7%        |
| Basse-Normandie                        | 7        | 0.8%      | 0.6%        | 5        | 0.7%      | 0.9%        | 2        | 1.6%      | 0.3%        | 1          | 0.4%      | 0.4%        |
| Centre                                 | 38       | 4.4%      | 1.8%        | 37       | 5.0%      | 3.7%        | 2        | 1.2%      | 0.1%        | 12         | 4.2%      | 1.9%        |
| Pays de la Loire                       | 68       | 7.8%      | 2.4%        | 68       | 9.2%      | 4.9%        | 0        | -         | -           | 34         | 12.1%     | 4.1%        |
| Bretagne                               | 62       | 7.1%      | 2.4%        | 51       | 6.9%      | 4.1%        | 10       | 7.7%      | 0.8%        | 20         | 7.2%      | 2.6%        |
| Poitou-Charentes                       | 28       | 3.2%      | 1.9%        | 23       | 3.0%      | 3.2%        | 5        | 3.9%      | 0.7%        | 10         | 3.4%      | 2.6%        |
| Aquitaine                              | 44       | 5.1%      | 1.7%        | 36       | 4.8%      | 2.8%        | 9        | 6.4%      | 0.6%        | 5          | 1.9%      | 0.7%        |
| Midi-Pyrénées                          | 36       | 4.2%      | 1.5%        | 31       | 4.2%      | 2.7%        | 5        | 4.0%      | 0.4%        | 12         | 4.2%      | 1.5%        |
| Limousin                               | 1        | 0.1%      | 0.1%        | 1        | 0.1%      | 0.3%        | 0        | 0.1%      | 0.0%        | 1          | 0.2%      | 0.4%        |
| Auvergne                               | 14       | 1.6%      | 1.3%        | 11       | 1.5%      | 2.1%        | 3        | 2.1%      | 0.5%        | 8          | 2.8%      | 2.6%        |
| Rhône-Alpes                            | 81       | 9.3%      | 1.6%        | 73       | 9.8%      | 3.0%        | 8        | 6.3%      | 0.3%        | 19         | 6.7%      | 1.0%        |
| Languedoc-Roussillon                   | 51       | 5.8%      | 2.3%        | 32       | 4.4%      | 3.2%        | 18       | 13.8%     | 1.6%        | 19         | 6.6%      | 2.9%        |
| Provence-Alpes-Côte-d'Azur-Corse       | 67       | 7.7%      | 1.5%        | 54       | 7.3%      | 2.6%        | 13       | 9.8%      | 0.6%        | 22         | 7.9%      | 1.6%        |
| <b>Habitudes de connexion Internet</b> |          |           |             |          |           |             |          |           |             |            |           |             |
| Tous les jours                         | 521      | 59.7%     | 1.9%        | 457      | 61.8%     | 3.3%        | 64       | 48.2%     | 0.5%        | 216        | 77.2%     | 1.7%        |
| Presque tous les jours                 | 103      | 11.8%     | 1.7%        | 91       | 12.4%     | 3.2%        | 11       | 8.4%      | 0.3%        | 41         | 14.6%     | 1.7%        |
| 1 à 2 fois par semaine                 | 47       | 5.4%      | 1.4%        | 40       | 5.4%      | 2.8%        | 7        | 5.0%      | 0.4%        | 12         | 4.1%      | 1.2%        |
| 1 à 3 fois par mois                    | 12       | 1.4%      | 1.4%        | 12       | 1.6%      | 3.6%        | 0        | -         | -           | 2          | 0.9%      | 1.6%        |
| Moins souvent                          | 23       | 2.6%      | 1.7%        | 10       | 1.4%      | 1.6%        | 13       | 9.7%      | 1.8%        | 0          | -         | -           |
| Jamais                                 | 3        | 0.3%      | 2.0%        | 3        | 0.4%      | 3.3%        | 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               | 49       | 5.6%      | 2.3%        | 26       | 3.6%      | 3.1%        | 23       | 17.1%     | 1.8%        | 3          | 1.2%      | 1.8%        |
| De 9 000 à moins de 12 000 euros par an   | 45       | 5.2%      | 1.4%        | 42       | 5.7%      | 3.7%        | 3        | 2.3%      | 0.1%        | 2          | 0.8%      | 0.9%        |
| De 12 000 à moins de 18 000 euros par an  | 127      | 14.6%     | 2.0%        | 108      | 14.7%     | 3.9%        | 19       | 14.3%     | 0.5%        | 16         | 5.6%      | 2.1%        |
| De 18 000 à moins de 24 000 euros par an  | 138      | 15.8%     | 1.8%        | 113      | 15.3%     | 3.2%        | 25       | 18.8%     | 0.6%        | 36         | 13.0%     | 2.3%        |
| De 24 000 à moins de 36 000 euros par an  | 170      | 19.5%     | 1.5%        | 136      | 18.5%     | 2.5%        | 34       | 25.4%     | 0.6%        | 52         | 18.5%     | 1.4%        |
| De 36 000 à moins de 45 000 euros par an  | 111      | 12.7%     | 1.7%        | 98       | 13.3%     | 2.8%        | 13       | 9.5%      | 0.4%        | 41         | 14.8%     | 1.4%        |
| De 45 000 à moins de 65 000 euros par an  | 107      | 12.3%     | 1.8%        | 96       | 13.0%     | 2.9%        | 11       | 8.1%      | 0.4%        | 57         | 20.5%     | 1.6%        |
| De 65 000 à moins de 80 000 euros par an  | 22       | 2.6%      | 1.5%        | 22       | 3.0%      | 2.4%        | 0        | -         | -           | 16         | 5.9%      | 1.5%        |
| De 80 000 à moins de 115 000 euros par an | 6        | 0.6%      | 0.6%        | 6        | 0.8%      | 1.0%        | 0        | -         | -           | 6          | 2.0%      | 0.7%        |
| 115 000 euros et plus par an              | 7        | 0.8%      | 1.6%        | 7        | 1.0%      | 2.6%        | 0        | -         | -           | 3          | 1.2%      | 0.8%        |
| Refus                                     | 57       | 6.5%      | 1.8%        | 55       | 7.5%      | 4.1%        | 1        | 1.1%      | 0.1%        | 34         | 12.1%     | 3.0%        |
| Ne sait pas                               | 32       | 3.7%      | 2.2%        | 28       | 3.7%      | 4.4%        | 4        | 3.4%      | 0.5%        | 13         | 4.6%      | 2.7%        |