

# L'Officiel des Spectacles

**ONE**  
CUMUL 2012/2013

## Lecture Dernière Période

	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
<b>ENSEMBLE</b>	424	100.0%	0.8%	168	100.0%	0.7%	257	100.0%	1.0%	161	100.0%	0.9%
<b>Sexe</b>												
<b>Homme</b>	168	39.6%	0.7%	168	100.0%	0.7%	0	0.0%	0.0%	62	38.4%	0.7%
<b>Femme</b>	257	60.4%	1.0%	0	0.0%	0.0%	257	100.0%	1.0%	99	61.6%	1.2%
<b>Age</b>												
<b>15 à 24 ans</b>	13	3.0%	0.2%	5	2.9%	0.1%	8	3.1%	0.2%	5	2.8%	0.1%
<b>25 à 34 ans</b>	55	13.1%	0.7%	19	11.5%	0.5%	36	14.1%	0.9%	28	17.4%	0.8%
<b>35 à 49 ans</b>	104	24.5%	0.8%	50	30.1%	0.8%	53	20.8%	0.8%	58	36.4%	0.9%
<b>50 à 59 ans</b>	74	17.4%	0.8%	28	16.7%	0.6%	46	17.8%	1.0%	50	31.3%	1.4%
<b>60 ans et plus</b>	179	42.1%	1.2%	65	38.9%	1.0%	113	44.2%	1.4%	19	12.0%	2.7%
<b>Individu</b>												
<b>Ménagères</b>	228	53.8%	1.0%	0	0.0%	0.0%	228	89.0%	1.0%	83	51.4%	1.2%
<b>Personne de référence</b>	256	60.3%	0.9%	147	87.8%	0.7%	108	42.2%	1.4%	85	53.1%	1.0%
<b>Responsable des achats</b>	343	80.7%	1.0%	109	65.0%	0.9%	233	91.0%	1.0%	126	78.2%	1.1%
<b>PCS Individu</b>												
<b>Agriculteurs</b>	0	0.0%	0.0%	0	0.0%	0.0%	0	0.0%	0.0%	0	0.0%	0.0%
<b>Petits patrons</b>	22	5.2%	1.4%	13	7.9%	1.2%	9	3.4%	1.7%	16	10.3%	1.1%
<b>Affaires et Cadres</b>	68	15.9%	1.4%	28	16.7%	0.9%	40	15.4%	2.1%	61	37.8%	1.3%
<b>Professions intermédiaires</b>	61	14.3%	0.9%	23	13.8%	0.7%	38	14.7%	1.1%	51	31.5%	0.9%
<b>Employés</b>	73	17.2%	0.9%	26	15.4%	1.3%	47	18.4%	0.8%	16	9.9%	0.9%
<b>Ouvriers</b>	13	3.1%	0.2%	8	5.0%	0.2%	5	1.9%	0.3%	2	1.5%	0.6%
<b>Retraités</b>	152	35.9%	1.2%	64	38.4%	1.1%	88	34.2%	1.3%	6	3.9%	2.6%
<b>Autres inactifs</b>	36	8.4%	0.4%	5	2.9%	0.1%	31	12.0%	0.5%	8	5.1%	0.3%
<b>PCS Personne de référence</b>												
<b>Agriculteurs</b>	0	0.0%	0.0%	0	0.0%	0.0%	0	0.0%	0.0%	0	0.0%	0.0%
<b>Petits patrons</b>	24	5.6%	0.9%	10	6.2%	0.8%	13	5.2%	1.0%	24	14.8%	0.9%
<b>Affaires et Cadres</b>	90	21.3%	1.3%	29	17.3%	0.8%	61	24.0%	1.8%	90	56.3%	1.3%
<b>Professions intermédiaires</b>	46	10.9%	0.6%	22	13.3%	0.6%	24	9.4%	0.7%	46	28.8%	0.6%
<b>Employés</b>	53	12.6%	1.0%	25	14.7%	1.1%	29	11.1%	0.9%	0	0.0%	0.0%
<b>Ouvriers</b>	32	7.5%	0.3%	10	5.9%	0.2%	22	8.6%	0.5%	0	0.0%	0.0%
<b>Retraités</b>	167	39.4%	1.1%	70	41.9%	1.1%	97	37.9%	1.2%	0	0.0%	0.0%
<b>Autres inactifs</b>	11	2.6%	0.3%	1	0.8%	0.1%	10	3.9%	0.4%	0	0.0%	0.0%

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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>	121	28.4%	1.3%	34	20.5%	0.8%	86	33.6%	1.6%	28	17.6%	1.5%
<b>2 personnes</b>	154	36.2%	0.9%	77	45.6%	0.9%	77	30.0%	0.8%	46	28.8%	1.1%
<b>3 personnes</b>	89	20.9%	1.0%	34	20.3%	0.7%	55	21.3%	1.2%	39	24.5%	1.0%
<b>4 personnes</b>	42	9.9%	0.5%	16	9.5%	0.4%	26	10.1%	0.6%	33	20.4%	0.7%
<b>5 personnes et +</b>	20	4.6%	0.4%	7	4.1%	0.3%	13	5.0%	0.5%	14	8.7%	0.5%
<b>Présence d'enfants de moins de 15 ans</b>												
<b>Oui</b>	73	17.2%	0.5%	23	13.6%	0.3%	50	19.5%	0.6%	46	28.9%	0.6%
<b>Non</b>	352	82.8%	1.0%	145	86.4%	0.8%	206	80.5%	1.1%	114	71.1%	1.2%
<b>Habitat</b>												
<b>Communes rurales</b>	27	6.4%	0.2%	10	5.8%	0.2%	17	6.8%	0.3%	14	8.7%	0.4%
<b>Agglo. - 20 000 hab</b>	14	3.3%	0.2%	9	5.6%	0.2%	5	1.8%	0.1%	3	1.9%	0.1%
<b>Agglo. 20 000 à 100 000 hab</b>	26	6.1%	0.4%	14	8.6%	0.4%	11	4.4%	0.3%	13	7.8%	0.6%
<b>Agglo. + 100 000 hab</b>	50	11.7%	0.3%	20	12.2%	0.3%	29	11.4%	0.4%	18	11.3%	0.3%
<b>Agglo. Paris</b>	308	72.5%	3.6%	114	67.8%	2.8%	194	75.6%	4.4%	113	70.3%	2.9%

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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>	326	76.8%	3.4%	120	71.3%	2.7%	206	80.3%	4.2%	125	77.8%	2.8%
<b>Nord Pas de Calais</b>	5	1.3%	0.2%	2	0.9%	0.1%	4	1.5%	0.2%	2	1.0%	0.2%
<b>Lorraine</b>	2	0.6%	0.1%	1	0.6%	0.1%	1	0.5%	0.1%	0	0.0%	0.0%
<b>Alsace</b>	4	0.9%	0.2%	0	0.0%	0.0%	4	1.4%	0.5%	1	0.9%	0.3%
<b>Franche-Comté</b>	3	0.6%	0.3%	2	1.1%	0.4%	1	0.3%	0.2%	3	1.7%	1.0%
<b>Champagne Ardennes</b>	0	-	-	0	0.0%	0.0%	0	0.1%	-	0	0.0%	0.0%
<b>Picardie</b>	6	1.4%	0.4%	3	2.0%	0.5%	2	0.9%	0.3%	3	1.9%	0.7%
<b>Bourgogne</b>	3	0.6%	0.2%	1	0.7%	0.2%	1	0.6%	0.2%	0	0.0%	0.0%
<b>Haute Normandie</b>	2	0.6%	0.2%	1	0.6%	0.1%	1	0.6%	0.2%	1	0.9%	0.3%
<b>Basse Normandie</b>	2	0.5%	0.2%	0	0.0%	0.0%	2	0.8%	0.3%	0	0.0%	0.0%
<b>Centre</b>	4	1.0%	0.2%	3	1.5%	0.3%	2	0.6%	0.1%	3	1.6%	0.4%
<b>Pays de Loire</b>	4	0.9%	0.1%	2	1.2%	0.1%	2	0.7%	0.1%	0	0.0%	0.0%
<b>Bretagne</b>	4	0.9%	0.1%	1	0.6%	0.1%	3	1.1%	0.2%	0	0.0%	0.0%
<b>Poitou Charentes</b>	2	0.5%	0.1%	0	0.0%	0.0%	2	0.8%	0.3%	1	0.8%	0.3%
<b>Aquitaine</b>	4	0.9%	0.1%	1	0.7%	0.1%	3	1.0%	0.2%	1	0.8%	0.1%
<b>Midi Pyrénées</b>	4	1.0%	0.2%	1	0.8%	0.1%	3	1.2%	0.2%	1	0.6%	0.1%
<b>Limousin</b>	3	0.7%	0.5%	0	0.2%	0.1%	3	1.1%	0.8%	0	0.2%	0.2%
<b>Auvergne</b>	2	0.5%	0.2%	1	0.8%	0.3%	1	0.3%	0.1%	0	0.3%	0.2%
<b>Rhône Alpes</b>	11	2.7%	0.2%	6	3.3%	0.2%	6	2.2%	0.2%	1	0.7%	0.1%
<b>Languedoc Roussillon</b>	4	1.1%	0.2%	2	1.2%	0.2%	2	1.0%	0.2%	4	2.2%	0.5%
<b>Provence Alpes Côte d'Azur.</b>	28	6.7%	0.7%	21	12.4%	1.0%	8	3.0%	0.3%	14	8.7%	1.0%
<b>Corse</b>												
<b>Habitudes de connection à Internet</b>												
<b>Tous les jours</b>	277	65.2%	1.0%	116	68.9%	0.8%	161	62.8%	1.1%	132	81.9%	1.0%
<b>Presque tous les jours</b>	54	12.8%	0.8%	13	7.9%	0.4%	41	15.9%	1.2%	19	11.6%	0.8%
<b>1 à 2 fois par semaine</b>	30	7.0%	0.9%	12	7.0%	0.9%	18	6.9%	1.0%	8	4.9%	0.9%
<b>1 à 3 fois par mois</b>	12	2.8%	1.3%	5	3.3%	1.4%	6	2.5%	1.3%	3	1.7%	1.7%
<b>Moins souvent</b>	13	3.1%	1.1%	5	2.7%	0.9%	9	3.4%	1.3%	0	0.0%	0.0%
<b>Jamais</b>	0	0.0%	0.0%	0	0.0%	0.0%	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>												
<b>Moins de 9 000 euros par an</b>	3	0.7%	0.1%	1	0.6%	0.1%	2	0.8%	0.2%	0	0.0%	0.0%
<b>De 9 000 à moins de 12 000 euros par an</b>	14	3.3%	0.4%	4	2.4%	0.3%	10	3.8%	0.5%	6	3.6%	2.1%
<b>De 12 000 à moins de 18 000 euros par an</b>	31	7.4%	0.5%	10	5.9%	0.4%	21	8.3%	0.6%	4	2.7%	0.6%
<b>De 18 000 à moins de 24 000 euros par an</b>	64	15.1%	0.9%	24	14.5%	0.7%	40	15.5%	1.0%	14	8.8%	0.9%
<b>De 24 000 à moins de 36 000 euros par an</b>	100	23.5%	0.9%	40	23.6%	0.7%	60	23.4%	1.0%	32	19.7%	0.8%
<b>De 36 000 à moins de 45 000 euros par an</b>	59	13.9%	0.9%	23	13.8%	0.6%	36	13.9%	1.2%	22	14.0%	0.7%
<b>De 45 000 à moins de 65 000 euros par an</b>	67	15.9%	1.1%	22	13.2%	0.6%	45	17.7%	1.7%	36	22.5%	1.0%
<b>De 65 000 à moins de 80 000 euros par an</b>	24	5.6%	1.4%	17	10.3%	1.8%	7	2.5%	1.0%	14	8.5%	1.2%
<b>De 80 000 à moins de 115 000 euros par an</b>	17	4.0%	1.8%	13	7.5%	2.3%	5	1.8%	1.2%	10	6.3%	1.3%
<b>115 000 euros et plus par an</b>	15	3.5%	3.3%	5	3.2%	2.0%	9	3.7%	5.4%	12	7.5%	3.0%
<b>Refus</b>	29	6.9%	0.9%	8	5.0%	0.6%	21	8.1%	1.1%	9	5.9%	0.8%
<b>Ne sait pas</b>	1	0.2%	0.1%	0	0.0%	0.0%	1	0.4%	0.1%	1	0.6%	0.2%