

# La Nouvelle République du Dimanche

**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>	371	100.0%	0.7%	204	100.0%	0.8%	167	100.0%	0.6%	93	100.0%	0.5%
<b>Sexe</b>												
<b>Homme</b>	204	54.9%	0.8%	204	100.0%	0.8%	0	0.0%	0.0%	53	56.6%	0.6%
<b>Femme</b>	167	45.1%	0.6%	0	0.0%	0.0%	167	100.0%	0.6%	40	43.4%	0.5%
<b>Age</b>												
<b>15 à 24 ans</b>	40	10.7%	0.5%	23	11.2%	0.6%	17	10.0%	0.5%	13	13.5%	0.4%
<b>25 à 34 ans</b>	45	12.2%	0.6%	21	10.2%	0.6%	24	14.6%	0.6%	14	14.6%	0.4%
<b>35 à 49 ans</b>	86	23.1%	0.7%	45	22.1%	0.7%	41	24.3%	0.6%	40	43.0%	0.6%
<b>50 à 59 ans</b>	87	23.4%	1.0%	61	29.9%	1.4%	26	15.5%	0.6%	22	23.1%	0.6%
<b>60 ans et plus</b>	113	30.6%	0.8%	54	26.6%	0.9%	59	35.5%	0.7%	5	5.8%	0.8%
<b>Individu</b>												
<b>Ménagères</b>	150	40.5%	0.6%	0	0.0%	0.0%	150	89.9%	0.6%	31	33.8%	0.5%
<b>Personne de référence</b>	216	58.2%	0.8%	180	88.5%	0.9%	36	21.2%	0.5%	52	55.4%	0.6%
<b>Responsable des achats</b>	278	74.8%	0.8%	126	61.7%	1.0%	152	90.9%	0.7%	59	63.9%	0.5%
<b>PCS Individu</b>												
<b>Agriculteurs</b>	8	2.2%	1.5%	8	4.1%	2.3%	0	0.0%	0.0%	0	0.0%	0.0%
<b>Petits patrons</b>	7	1.8%	0.4%	6	2.9%	0.5%	1	0.5%	0.2%	7	7.3%	0.5%
<b>Affaires et Cadres</b>	15	3.9%	0.3%	10	5.1%	0.3%	4	2.5%	0.2%	12	13.4%	0.3%
<b>Professions intermédiaires</b>	47	12.8%	0.7%	30	14.7%	0.9%	17	10.4%	0.5%	42	45.1%	0.7%
<b>Employés</b>	66	17.9%	0.8%	18	8.8%	0.9%	48	28.9%	0.8%	15	16.0%	0.8%
<b>Ouvriers</b>	67	18.1%	1.1%	55	26.9%	1.1%	12	7.4%	0.8%	2	2.0%	0.4%
<b>Retraités</b>	103	27.7%	0.8%	52	25.5%	0.9%	51	30.4%	0.8%	1	1.6%	0.6%
<b>Autres inactifs</b>	58	15.6%	0.6%	24	12.0%	0.7%	33	19.9%	0.5%	14	14.6%	0.4%
<b>PCS Personne de référence</b>												
<b>Agriculteurs</b>	11	3.1%	1.4%	7	3.4%	1.7%	4	2.6%	1.1%	0	0.0%	0.0%
<b>Petits patrons</b>	13	3.6%	0.5%	8	4.1%	0.6%	5	2.9%	0.4%	13	14.2%	0.5%
<b>Affaires et Cadres</b>	27	7.2%	0.4%	13	6.6%	0.4%	13	8.0%	0.4%	27	28.8%	0.4%
<b>Professions intermédiaires</b>	53	14.3%	0.7%	31	15.2%	0.8%	22	13.2%	0.6%	53	57.0%	0.7%
<b>Employés</b>	34	9.3%	0.6%	14	7.1%	0.7%	20	12.0%	0.6%	0	0.0%	0.0%
<b>Ouvriers</b>	95	25.5%	1.0%	57	28.2%	1.2%	37	22.3%	0.8%	0	0.0%	0.0%
<b>Retraités</b>	115	31.0%	0.8%	57	28.2%	0.9%	58	34.5%	0.7%	0	0.0%	0.0%
<b>Autres inactifs</b>	22	6.0%	0.6%	15	7.2%	1.0%	7	4.5%	0.3%	0	0.0%	0.0%

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<b>Taille du foyer</b>												
<b>1 personne</b>	66	17.7%	0.7%	38	18.9%	0.9%	27	16.3%	0.5%	10	10.8%	0.5%
<b>2 personnes</b>	148	39.8%	0.8%	87	42.6%	1.0%	61	36.4%	0.7%	22	23.3%	0.5%
<b>3 personnes</b>	54	14.5%	0.6%	36	17.7%	0.8%	18	10.6%	0.4%	18	19.8%	0.5%
<b>4 personnes</b>	74	19.9%	0.8%	35	17.2%	0.8%	39	23.1%	0.8%	29	31.6%	0.6%
<b>5 personnes et +</b>	30	8.1%	0.6%	8	3.7%	0.3%	23	13.5%	0.8%	14	14.6%	0.5%
<b>Présence d'enfants de moins de 15 ans</b>												
<b>Oui</b>	96	25.8%	0.6%	44	21.7%	0.6%	51	30.8%	0.6%	39	42.3%	0.5%
<b>Non</b>	275	74.2%	0.8%	160	78.3%	0.9%	116	69.2%	0.6%	54	57.7%	0.6%
<b>Habitat</b>												
<b>Communes rurales</b>	119	32.0%	1.0%	62	30.6%	1.1%	56	33.7%	0.9%	35	38.0%	1.1%
<b>Agglo. - 20 000 hab</b>	107	28.7%	1.2%	54	26.6%	1.3%	52	31.2%	1.1%	25	26.6%	0.9%
<b>Agglo. 20 000 à 100 000 hab</b>	62	16.7%	0.9%	38	18.5%	1.1%	24	14.4%	0.7%	15	15.9%	0.7%
<b>Agglo. + 100 000 hab</b>	81	21.9%	0.5%	47	22.8%	0.6%	35	20.7%	0.4%	17	18.5%	0.3%
<b>Agglo. Paris</b>	3	0.8%	-	3	1.4%	0.1%	0	0.0%	0.0%	1	1.0%	-

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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>	3	0.8%	-	3	1.4%	0.1%	0	0.0%	0.0%	1	1.0%	-
<b>Nord Pas de Calais</b>	0	0.0%	0.0%	0	0.0%	0.0%	0	0.0%	0.0%	0	0.0%	0.0%
<b>Lorraine</b>	0	0.0%	0.0%	0	0.0%	0.0%	0	0.0%	0.0%	0	0.0%	0.0%
<b>Alsace</b>	0	0.0%	0.0%	0	0.0%	0.0%	0	0.0%	0.0%	0	0.0%	0.0%
<b>Franche-Comté</b>	0	0.0%	0.0%	0	0.0%	0.0%	0	0.0%	0.0%	0	0.0%	0.0%
<b>Champagne Ardennes</b>	0	0.0%	0.0%	0	0.0%	0.0%	0	0.0%	0.0%	0	0.0%	0.0%
<b>Picardie</b>	0	0.0%	0.0%	0	0.0%	0.0%	0	0.0%	0.0%	0	0.0%	0.0%
<b>Bourgogne</b>	1	0.4%	0.1%	1	0.7%	0.2%	0	0.0%	0.0%	1	1.5%	0.4%
<b>Haute Normandie</b>	1	0.3%	0.1%	1	0.6%	0.2%	0	0.0%	0.0%	1	1.4%	0.3%
<b>Basse Normandie</b>	0	0.0%	0.0%	0	0.0%	0.0%	0	0.0%	0.0%	0	0.0%	0.0%
<b>Centre</b>	221	59.5%	10.6%	123	60.4%	12.3%	98	58.4%	9.1%	49	52.9%	7.9%
<b>Pays de Loire</b>	5	1.4%	0.2%	4	2.0%	0.3%	1	0.7%	0.1%	5	5.7%	0.6%
<b>Bretagne</b>	0	0.0%	0.0%	0	0.0%	0.0%	0	0.0%	0.0%	0	0.0%	0.0%
<b>Poitou Charentes</b>	128	34.4%	8.7%	66	32.3%	9.3%	62	36.9%	8.0%	32	34.3%	8.0%
<b>Aquitaine</b>	1	0.2%	-	1	0.5%	0.1%	0	0.0%	0.0%	0	0.0%	0.0%
<b>Midi Pyrénées</b>	1	0.3%	-	1	0.5%	0.1%	0	0.0%	0.0%	1	1.1%	0.1%
<b>Limousin</b>	2	0.7%	0.4%	2	1.2%	0.8%	0	0.0%	0.0%	1	0.6%	0.3%
<b>Auvergne</b>	1	0.2%	0.1%	1	0.4%	0.2%	0	0.0%	0.0%	0	0.0%	0.0%
<b>Rhône Alpes</b>	1	0.4%	-	0	0.0%	0.0%	1	0.8%	0.1%	1	1.4%	0.1%
<b>Languedoc Roussillon</b>	0	0.0%	0.0%	0	0.0%	0.0%	0	0.0%	0.0%	0	0.0%	0.0%
<b>Provence Alpes Côte d'Azur.</b>	5	1.4%	0.1%	0	0.0%	0.0%	5	3.1%	0.2%	0	0.0%	0.0%
<b>Corse</b>												
<b>Habitudes de connection à Internet</b>												
<b>Tous les jours</b>	214	57.8%	0.8%	114	55.8%	0.8%	101	60.1%	0.7%	69	74.4%	0.5%
<b>Presque tous les jours</b>	38	10.4%	0.6%	20	9.8%	0.7%	18	11.0%	0.5%	15	16.0%	0.6%
<b>1 à 2 fois par semaine</b>	21	5.7%	0.7%	7	3.2%	0.5%	15	8.7%	0.8%	6	6.3%	0.6%
<b>1 à 3 fois par mois</b>	5	1.4%	0.6%	2	0.8%	0.4%	3	2.1%	0.7%	2	2.4%	1.4%
<b>Moins souvent</b>	10	2.7%	0.8%	8	4.0%	1.5%	2	1.0%	0.2%	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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<b>Revenus du foyer</b>												
<b>Moins de 9 000 euros par an</b>	20	5.5%	1.0%	9	4.5%	1.1%	11	6.6%	0.9%	2	2.4%	1.2%
<b>De 9 000 à moins de 12 000 euros par an</b>	25	6.8%	0.8%	19	9.3%	1.6%	6	3.9%	0.3%	1	1.5%	0.5%
<b>De 12 000 à moins de 18 000 euros par an</b>	48	12.8%	0.7%	24	11.8%	0.9%	23	14.0%	0.6%	2	1.6%	0.2%
<b>De 18 000 à moins de 24 000 euros par an</b>	42	11.3%	0.6%	25	12.2%	0.7%	17	10.3%	0.5%	8	8.4%	0.5%
<b>De 24 000 à moins de 36 000 euros par an</b>	86	23.2%	0.7%	48	23.8%	0.9%	38	22.6%	0.6%	16	17.0%	0.4%
<b>De 36 000 à moins de 45 000 euros par an</b>	57	15.3%	0.8%	28	13.7%	0.8%	29	17.4%	0.9%	22	23.6%	0.7%
<b>De 45 000 à moins de 65 000 euros par an</b>	38	10.4%	0.6%	22	11.0%	0.6%	16	9.6%	0.6%	19	20.6%	0.5%
<b>De 65 000 à moins de 80 000 euros par an</b>	17	4.7%	1.1%	10	4.8%	1.0%	8	4.6%	1.1%	9	9.9%	0.8%
<b>De 80 000 à moins de 115 000 euros par an</b>	2	0.5%	0.2%	2	0.9%	0.3%	0	0.0%	0.0%	1	1.0%	0.1%
<b>115 000 euros et plus par an</b>	1	0.2%	0.2%	1	0.4%	0.3%	0	0.0%	0.0%	0	0.0%	0.0%
<b>Refus</b>	27	7.4%	0.9%	14	6.8%	1.1%	13	8.0%	0.7%	8	8.7%	0.7%
<b>Ne sait pas</b>	7	1.9%	0.4%	2	0.8%	0.3%	5	3.2%	0.6%	5	5.3%	0.9%