

# Télé 7 Jeux

## Lecture Dernière Période



|                                   | Ensemble |           |             | Hommes   |           |             | Femmes   |           |             | FoyersCSP+ |           |             |
|-----------------------------------|----------|-----------|-------------|----------|-----------|-------------|----------|-----------|-------------|------------|-----------|-------------|
|                                   | Milliers | Structure | Pénétration | Milliers | Structure | Pénétration | Milliers | Structure | Pénétration | Milliers   | Structure | Pénétration |
| <b>ENSEMBLE</b>                   | 2328     | 100.0%    | 4.5%        | 944      | 100.0%    | 3.8%        | 1384     | 100.0%    | 5.1%        | 631        | 100.0%    | 3.6%        |
| <b>Sexe</b>                       |          |           |             |          |           |             |          |           |             |            |           |             |
| <b>Homme</b>                      | 944      | 40.5%     | 3.8%        | 944      | 100.0%    | 3.8%        | 0        | 0.0%      | 0.0%        | 280        | 44.4%     | 3.2%        |
| <b>Femme</b>                      | 1384     | 59.5%     | 5.1%        | 0        | 0.0%      | 0.0%        | 1384     | 100.0%    | 5.1%        | 351        | 55.6%     | 4.1%        |
| <b>Age</b>                        |          |           |             |          |           |             |          |           |             |            |           |             |
| <b>15 à 24 ans</b>                | 349      | 15.0%     | 4.8%        | 169      | 17.9%     | 4.6%        | 181      | 13.0%     | 5.0%        | 107        | 17.0%     | 3.4%        |
| <b>25 à 34 ans</b>                | 270      | 11.6%     | 3.5%        | 95       | 10.1%     | 2.5%        | 175      | 12.7%     | 4.5%        | 102        | 16.1%     | 3.1%        |
| <b>35 à 49 ans</b>                | 479      | 20.6%     | 3.8%        | 211      | 22.4%     | 3.4%        | 268      | 19.3%     | 4.2%        | 216        | 34.3%     | 3.5%        |
| <b>50 à 59 ans</b>                | 513      | 22.0%     | 5.6%        | 217      | 23.0%     | 4.7%        | 296      | 21.4%     | 6.4%        | 170        | 26.9%     | 4.5%        |
| <b>60 ans et plus</b>             | 716      | 30.8%     | 4.7%        | 251      | 26.6%     | 3.8%        | 465      | 33.6%     | 5.4%        | 36         | 5.7%      | 3.7%        |
| <b>Individu</b>                   |          |           |             |          |           |             |          |           |             |            |           |             |
| <b>Ménagères</b>                  | 1195     | 51.3%     | 5.1%        | 0        | 0.0%      | 0.0%        | 1195     | 86.3%     | 5.1%        | 301        | 47.7%     | 4.3%        |
| <b>Personne de référence</b>      | 1122     | 48.2%     | 4.0%        | 728      | 77.1%     | 3.6%        | 394      | 28.5%     | 5.1%        | 271        | 43.0%     | 3.3%        |
| <b>Responsable des achats</b>     | 1668     | 71.6%     | 4.7%        | 484      | 51.3%     | 3.7%        | 1183     | 85.5%     | 5.2%        | 427        | 67.8%     | 3.9%        |
| <b>PCS Individu</b>               |          |           |             |          |           |             |          |           |             |            |           |             |
| <b>Agriculteurs</b>               | 10       | 0.4%      | 2.0%        | 7        | 0.8%      | 2.0%        | 3        | 0.2%      | 2.0%        | 0          | 0.0%      | 0.0%        |
| <b>Petits patrons</b>             | 64       | 2.8%      | 3.9%        | 49       | 5.2%      | 4.3%        | 16       | 1.1%      | 3.1%        | 59         | 9.3%      | 4.0%        |
| <b>Affaires et Cadres</b>         | 139      | 6.0%      | 2.7%        | 64       | 6.8%      | 2.2%        | 75       | 5.4%      | 3.5%        | 119        | 18.8%     | 2.6%        |
| <b>Professions intermédiaires</b> | 269      | 11.6%     | 3.9%        | 114      | 12.0%     | 3.4%        | 156      | 11.2%     | 4.3%        | 205        | 32.5%     | 3.7%        |
| <b>Employés</b>                   | 429      | 18.4%     | 5.2%        | 92       | 9.8%      | 4.2%        | 336      | 24.3%     | 5.5%        | 90         | 14.3%     | 5.0%        |
| <b>Ouvriers</b>                   | 255      | 10.9%     | 4.0%        | 179      | 18.9%     | 3.5%        | 76       | 5.5%      | 5.7%        | 8          | 1.3%      | 1.9%        |
| <b>Retraités</b>                  | 592      | 25.4%     | 4.7%        | 217      | 23.0%     | 3.6%        | 374      | 27.0%     | 5.7%        | 15         | 2.3%      | 5.9%        |
| <b>Autres inactifs</b>            | 571      | 24.5%     | 5.5%        | 222      | 23.5%     | 5.9%        | 349      | 25.2%     | 5.3%        | 136        | 21.5%     | 4.1%        |
| <b>PCS Personne de référence</b>  |          |           |             |          |           |             |          |           |             |            |           |             |
| <b>Agriculteurs</b>               | 13       | 0.6%      | 1.6%        | 3        | 0.3%      | 0.8%        | 10       | 0.7%      | 2.5%        | 0          | 0.0%      | 0.0%        |
| <b>Petits patrons</b>             | 119      | 5.1%      | 4.5%        | 59       | 6.2%      | 4.5%        | 61       | 4.4%      | 4.6%        | 119        | 19.0%     | 4.5%        |
| <b>Affaires et Cadres</b>         | 215      | 9.2%      | 3.0%        | 85       | 9.0%      | 2.3%        | 130      | 9.4%      | 3.6%        | 215        | 34.0%     | 3.0%        |
| <b>Professions intermédiaires</b> | 296      | 12.7%     | 3.9%        | 136      | 14.4%     | 3.5%        | 161      | 11.6%     | 4.3%        | 296        | 47.0%     | 3.9%        |
| <b>Employés</b>                   | 288      | 12.4%     | 5.3%        | 103      | 10.9%     | 4.4%        | 185      | 13.4%     | 6.0%        | 0          | 0.0%      | 0.0%        |
| <b>Ouvriers</b>                   | 470      | 20.2%     | 4.9%        | 193      | 20.5%     | 3.8%        | 277      | 20.0%     | 6.3%        | 0          | 0.0%      | 0.0%        |
| <b>Retraités</b>                  | 690      | 29.6%     | 4.8%        | 240      | 25.4%     | 3.6%        | 450      | 32.5%     | 5.7%        | 0          | 0.0%      | 0.0%        |
| <b>Autres inactifs</b>            | 236      | 10.1%     | 5.8%        | 125      | 13.2%     | 8.0%        | 111      | 8.0%      | 4.4%        | 0          | 0.0%      | 0.0%        |

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|  | Ensemble |           |             | Hommes   |           |             | Femmes   |           |             | FoyersCSP+ |           |             |
|--|----------|-----------|-------------|----------|-----------|-------------|----------|-----------|-------------|------------|-----------|-------------|
|  | Milliers | Structure | Pénétration | Milliers | Structure | Pénétration | Milliers | Structure | Pénétration | Milliers   | Structure | Pénétration |
| <b>Taille du foyer</b>                       |          |           |             |          |           |             |          |           |             |            |           |             |
| <b>1 personne</b>                            | 392      | 16.9%     | 3.9%        | 136      | 14.4%     | 3.0%        | 256      | 18.5%     | 4.6%        | 50         | 8.0%      | 2.9%        |
| <b>2 personnes</b>                           | 862      | 37.0%     | 4.8%        | 337      | 35.7%     | 3.9%        | 525      | 37.9%     | 5.7%        | 149        | 23.7%     | 3.5%        |
| <b>3 personnes</b>                           | 410      | 17.6%     | 4.5%        | 176      | 18.6%     | 3.9%        | 235      | 17.0%     | 5.1%        | 157        | 24.8%     | 4.0%        |
| <b>4 personnes</b>                           | 428      | 18.4%     | 4.6%        | 180      | 19.0%     | 3.9%        | 248      | 17.9%     | 5.3%        | 186        | 29.4%     | 3.7%        |
| <b>5 personnes et +</b>                      | 237      | 10.2%     | 4.4%        | 116      | 12.3%     | 4.7%        | 120      | 8.7%      | 4.2%        | 89         | 14.1%     | 3.5%        |
| <b>Présence d'enfants de moins de 15 ans</b> |          |           |             |          |           |             |          |           |             |            |           |             |
| <b>Oui</b>                                   | 685      | 29.4%     | 4.4%        | 287      | 30.4%     | 4.0%        | 398      | 28.8%     | 4.8%        | 270        | 42.8%     | 3.5%        |
| <b>Non</b>                                   | 1643     | 70.6%     | 4.5%        | 657      | 69.6%     | 3.7%        | 986      | 71.2%     | 5.3%        | 360        | 57.2%     | 3.7%        |
| <b>Habitat</b>                               |          |           |             |          |           |             |          |           |             |            |           |             |
| <b>Communes rurales</b>                      | 507      | 21.8%     | 4.3%        | 188      | 20.0%     | 3.3%        | 318      | 23.0%     | 5.1%        | 119        | 18.9%     | 3.6%        |
| <b>Agglo. - 20 000 hab</b>                   | 387      | 16.6%     | 4.3%        | 153      | 16.2%     | 3.7%        | 234      | 16.9%     | 4.8%        | 106        | 16.7%     | 4.0%        |
| <b>Agglo. 20 000 à 100 000 hab</b>           | 328      | 14.1%     | 4.7%        | 134      | 14.2%     | 4.0%        | 193      | 14.0%     | 5.4%        | 71         | 11.3%     | 4.0%        |
| <b>Agglo. + 100 000 hab</b>                  | 763      | 32.8%     | 4.9%        | 309      | 32.7%     | 4.1%        | 454      | 32.8%     | 5.7%        | 222        | 35.2%     | 3.9%        |
| <b>Agglo. Paris</b>                          | 344      | 14.8%     | 4.0%        | 160      | 16.9%     | 3.9%        | 185      | 13.3%     | 4.1%        | 113        | 17.9%     | 2.8%        |

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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>                     | 404      | 17.3%     | 4.2%        | 177      | 18.8%     | 3.9%        | 226      | 16.3%     | 4.5%        | 130        | 20.6%     | 3.0%        |
| <b>Nord Pas de Calais</b>                | 166      | 7.1%      | 5.2%        | 68       | 7.2%      | 4.4%        | 99       | 7.1%      | 5.8%        | 29         | 4.5%      | 2.9%        |
| <b>Lorraine</b>                          | 57       | 2.4%      | 3.0%        | 23       | 2.4%      | 2.5%        | 34       | 2.4%      | 3.4%        | 14         | 2.2%      | 2.5%        |
| <b>Alsace</b>                            | 34       | 1.5%      | 2.3%        | 14       | 1.5%      | 2.0%        | 20       | 1.4%      | 2.5%        | 5          | 0.8%      | 1.0%        |
| <b>Franche-Comté</b>                     | 40       | 1.7%      | 4.2%        | 16       | 1.7%      | 3.4%        | 24       | 1.7%      | 4.9%        | 10         | 1.5%      | 3.6%        |
| <b>Champagne Ardennes</b>                | 44       | 1.9%      | 4.1%        | 18       | 1.9%      | 3.3%        | 27       | 1.9%      | 4.8%        | 6          | 0.9%      | 2.0%        |
| <b>Picardie</b>                          | 106      | 4.5%      | 6.9%        | 52       | 5.5%      | 7.0%        | 53       | 3.9%      | 6.8%        | 13         | 2.0%      | 3.0%        |
| <b>Bourgogne</b>                         | 51       | 2.2%      | 3.8%        | 17       | 1.8%      | 2.6%        | 34       | 2.5%      | 4.9%        | 9          | 1.4%      | 2.6%        |
| <b>Haute Normandie</b>                   | 77       | 3.3%      | 5.2%        | 29       | 3.1%      | 4.1%        | 47       | 3.4%      | 6.1%        | 32         | 5.0%      | 6.8%        |
| <b>Basse Normandie</b>                   | 54       | 2.3%      | 4.5%        | 25       | 2.7%      | 4.3%        | 29       | 2.1%      | 4.6%        | 9          | 1.5%      | 2.9%        |
| <b>Centre</b>                            | 106      | 4.6%      | 5.1%        | 46       | 4.9%      | 4.5%        | 61       | 4.4%      | 5.6%        | 23         | 3.6%      | 3.9%        |
| <b>Pays de Loire</b>                     | 88       | 3.8%      | 3.0%        | 37       | 3.9%      | 2.6%        | 51       | 3.7%      | 3.3%        | 28         | 4.4%      | 3.0%        |
| <b>Bretagne</b>                          | 114      | 4.9%      | 4.3%        | 39       | 4.1%      | 3.0%        | 75       | 5.4%      | 5.5%        | 32         | 5.0%      | 3.9%        |
| <b>Poitou Charentes</b>                  | 78       | 3.3%      | 5.3%        | 32       | 3.4%      | 4.5%        | 46       | 3.3%      | 5.9%        | 27         | 4.2%      | 6.7%        |
| <b>Aquitaine</b>                         | 162      | 7.0%      | 5.9%        | 73       | 7.7%      | 5.6%        | 89       | 6.5%      | 6.2%        | 30         | 4.8%      | 3.5%        |
| <b>Midi Pyrénées</b>                     | 132      | 5.7%      | 5.4%        | 46       | 4.9%      | 3.9%        | 85       | 6.2%      | 6.7%        | 44         | 7.0%      | 5.5%        |
| <b>Limousin</b>                          | 39       | 1.7%      | 6.4%        | 19       | 2.0%      | 6.5%        | 20       | 1.5%      | 6.3%        | 12         | 1.8%      | 7.2%        |
| <b>Auvergne</b>                          | 40       | 1.7%      | 3.6%        | 20       | 2.1%      | 3.7%        | 20       | 1.5%      | 3.4%        | 9          | 1.5%      | 3.0%        |
| <b>Rhône Alpes</b>                       | 164      | 7.0%      | 3.2%        | 63       | 6.6%      | 2.5%        | 101      | 7.3%      | 3.8%        | 54         | 8.6%      | 2.9%        |
| <b>Languedoc Roussillon</b>              | 124      | 5.3%      | 5.5%        | 48       | 5.1%      | 4.4%        | 76       | 5.5%      | 6.4%        | 29         | 4.6%      | 4.1%        |
| <b>Provence Alpes Côte d'Azur. Corse</b> | 248      | 10.7%     | 5.7%        | 82       | 8.7%      | 4.0%        | 166      | 12.0%     | 7.3%        | 89         | 14.1%     | 5.9%        |
| <b>Habitudes de connexion à Internet</b> |          |           |             |          |           |             |          |           |             |            |           |             |
| <b>Tous les jours</b>                    | 1511     | 64.9%     | 4.5%        | 640      | 67.8%     | 3.8%        | 871      | 62.9%     | 5.1%        | 516        | 81.8%     | 3.5%        |
| <b>Presque tous les jours</b>            | 289      | 12.4%     | 5.0%        | 110      | 11.6%     | 4.1%        | 179      | 13.0%     | 5.7%        | 73         | 11.6%     | 3.8%        |
| <b>1 à 2 fois par semaine</b>            | 135      | 5.8%      | 5.4%        | 43       | 4.5%      | 4.0%        | 92       | 6.7%      | 6.6%        | 27         | 4.3%      | 5.1%        |
| <b>1 à 3 fois par mois</b>               | 29       | 1.3%      | 5.8%        | 13       | 1.4%      | 6.4%        | 16       | 1.2%      | 5.5%        | 7          | 1.1%      | 11.9%       |
| <b>Moins souvent</b>                     | 43       | 1.9%      | 6.0%        | 14       | 1.4%      | 4.0%        | 30       | 2.1%      | 7.7%        | 3          | 0.4%      | 4.7%        |
| <b>Jamais</b>                            | 4        | 0.2%      | 4.4%        | 0        | 0.0%      | 0.0%        | 4        | 0.3%      | 14.8%       | 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>                   |          |           |             |          |           |             |          |           |             |            |           |             |
| Moins de 9 000 euros par an               | 83       | 3.6%      | 4.4%        | 34       | 3.6%      | 4.3%        | 49       | 3.6%      | 4.4%        | 7          | 1.1%      | 3.7%        |
| De 9 000 à moins de 12 000 euros par an   | 158      | 6.8%      | 5.3%        | 42       | 4.5%      | 3.8%        | 116      | 8.4%      | 6.2%        | 13         | 2.0%      | 5.1%        |
| De 12 000 à moins de 18 000 euros par an  | 310      | 13.3%     | 5.3%        | 120      | 12.7%     | 4.6%        | 190      | 13.7%     | 5.8%        | 31         | 4.9%      | 4.5%        |
| De 18 000 à moins de 24 000 euros par an  | 315      | 13.5%     | 4.8%        | 110      | 11.7%     | 3.6%        | 205      | 14.8%     | 5.8%        | 59         | 9.3%      | 4.3%        |
| De 24 000 à moins de 36 000 euros par an  | 537      | 23.0%     | 4.9%        | 226      | 23.9%     | 4.3%        | 311      | 22.5%     | 5.4%        | 133        | 21.2%     | 4.0%        |
| De 36 000 à moins de 45 000 euros par an  | 293      | 12.6%     | 4.2%        | 136      | 14.4%     | 3.7%        | 157      | 11.4%     | 4.7%        | 115        | 18.2%     | 3.9%        |
| De 45 000 à moins de 65 000 euros par an  | 300      | 12.9%     | 4.2%        | 135      | 14.3%     | 3.5%        | 165      | 11.9%     | 5.0%        | 141        | 22.3%     | 3.5%        |
| De 65 000 à moins de 80 000 euros par an  | 61       | 2.6%      | 3.1%        | 24       | 2.5%      | 2.2%        | 38       | 2.7%      | 4.3%        | 44         | 7.1%      | 3.4%        |
| De 80 000 à moins de 115 000 euros par an | 29       | 1.2%      | 2.3%        | 16       | 1.7%      | 2.2%        | 13       | 0.9%      | 2.5%        | 23         | 3.6%      | 2.4%        |
| 115 000 euros et plus par an              | 19       | 0.8%      | 3.2%        | 8        | 0.8%      | 2.1%        | 11       | 0.8%      | 4.8%        | 14         | 2.3%      | 3.1%        |
| Refus                                     | 130      | 5.6%      | 4.2%        | 45       | 4.7%      | 3.4%        | 85       | 6.1%      | 4.7%        | 34         | 5.4%      | 3.4%        |
| Ne sait pas                               | 94       | 4.0%      | 4.0%        | 49       | 5.1%      | 4.9%        | 46       | 3.3%      | 3.3%        | 17         | 2.6%      | 1.8%        |