

Télé 7 Jours

Hebdomadaire, Lecture Dernière Période



	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
Ensemble	5418	100.0%	10.6%	2431	100.0%	9.9%	2987	100.0%	11.2%	1455	100.0%	8.6%
Sexe												
Homme	2431	44.9%	9.9%	2431	100.0%	9.9%	0	-	-	744	51.2%	8.5%
Femme	2987	55.1%	11.2%	0	-	-	2987	100.0%	11.2%	711	48.8%	8.7%
Age												
15 à 24 ans	821	15.1%	11.1%	411	16.9%	11.0%	409	13.7%	11.2%	341	23.5%	11.1%
25 à 34 ans	646	11.9%	8.4%	310	12.7%	8.2%	337	11.3%	8.6%	243	16.7%	7.1%
35 à 49 ans	1128	20.8%	8.9%	503	20.7%	8.1%	625	20.9%	9.7%	463	31.8%	7.6%
50 à 64 ans	1356	25.0%	11.1%	607	25.0%	10.2%	749	25.1%	11.8%	389	26.8%	9.4%
65 ans et plus	1467	27.1%	13.2%	600	24.7%	12.6%	867	29.0%	13.7%	18	1.2%	7.8%
Individu												
Ménagère	2583	47.7%	11.0%	0	-	-	2583	86.5%	11.0%	567	39.0%	8.3%
Personne de Référence	2907	53.7%	10.3%	1965	80.8%	9.7%	942	31.6%	11.9%	652	44.8%	7.7%
Responsable des achats	3677	67.9%	10.4%	1149	47.2%	9.4%	2529	84.7%	11.0%	860	59.1%	8.1%
PCS Individu												
Agriculteurs	38	0.7%	7.1%	24	1.0%	7.2%	14	0.5%	6.9%	5	0.3%	27.8%
Petits patrons	123	2.3%	7.4%	88	3.6%	7.4%	35	1.2%	7.5%	107	7.4%	7.2%
Affaires et Cadres	308	5.7%	6.5%	192	7.9%	6.5%	116	3.9%	6.4%	279	19.2%	6.3%
Professions intermédiaires	625	11.5%	9.3%	311	12.8%	9.0%	314	10.5%	9.5%	494	33.9%	8.9%
Employés	933	17.2%	11.1%	238	9.8%	11.8%	695	23.3%	10.9%	148	10.2%	8.1%
Ouvriers	609	11.2%	9.4%	464	19.1%	9.1%	145	4.9%	10.4%	50	3.4%	13.3%
Retraités	1654	30.5%	13.2%	760	31.3%	12.7%	894	29.9%	13.6%	28	1.9%	11.1%
Autres inactifs	1129	20.8%	11.3%	354	14.6%	10.2%	775	25.9%	11.8%	345	23.7%	11.3%
PCS Personne de Référence												
Agriculteurs	59	1.1%	7.4%	25	1.0%	6.8%	33	1.1%	7.9%	0	-	-
Petits patrons	228	4.2%	8.6%	129	5.3%	9.0%	98	3.3%	8.3%	228	15.6%	8.6%
Affaires et Cadres	533	9.8%	7.8%	245	10.1%	7.1%	288	9.6%	8.5%	533	36.6%	7.8%
Professions intermédiaires	694	12.8%	9.3%	370	15.2%	9.5%	324	10.9%	9.0%	694	47.7%	9.3%
Employés	644	11.9%	12.1%	265	10.9%	11.9%	378	12.7%	12.3%	0	-	-
Ouvriers	922	17.0%	9.7%	453	18.6%	9.1%	469	15.7%	10.4%	0	-	-
Retraités	1930	35.6%	13.1%	826	34.0%	12.4%	1104	37.0%	13.7%	0	-	-
Autres inactifs	408	7.5%	10.5%	117	4.8%	8.0%	291	9.8%	11.9%	0	-	-

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	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
Taille du Foyer												
1 personne	987	18.2%	10.5%	333	13.7%	8.3%	654	21.9%	12.2%	134	9.2%	7.8%
2 personnes	2092	38.6%	11.6%	1031	42.4%	11.7%	1062	35.5%	11.6%	373	25.6%	8.5%
3 personnes	981	18.1%	10.6%	439	18.0%	9.5%	543	18.2%	11.6%	333	22.9%	9.0%
4 personnes	882	16.3%	9.6%	411	16.9%	9.0%	471	15.8%	10.2%	424	29.1%	9.2%
5 personnes et +	476	8.8%	9.1%	218	9.0%	8.9%	258	8.6%	9.2%	192	13.2%	7.7%
Présence d'enfants de moins de 15 ans												
Oui	1355	25.0%	8.6%	592	24.3%	8.2%	763	25.5%	9.0%	582	40.0%	7.7%
Non	4063	75.0%	11.5%	1840	75.7%	10.7%	2224	74.5%	12.2%	873	60.0%	9.3%
Habitat												
Communes rurales	1158	21.4%	9.9%	536	22.0%	9.5%	622	20.8%	10.2%	277	19.1%	8.2%
Agglo. - 20 000 hab	973	18.0%	10.9%	422	17.3%	9.9%	551	18.5%	11.8%	236	16.2%	9.2%
Agglo. 20 000 à 100 000 hab	714	13.2%	10.4%	335	13.8%	10.0%	379	12.7%	10.9%	188	12.9%	9.4%
Agglo. + 100 000 hab	1635	30.2%	10.7%	752	30.9%	10.4%	883	29.6%	11.1%	423	29.0%	8.2%
Agglo. Paris	939	17.3%	11.1%	388	15.9%	9.7%	551	18.5%	12.4%	332	22.8%	8.5%

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Région d'habitation												
Ile-de-France	1075	19.8%	11.4%	444	18.3%	9.9%	631	21.1%	12.7%	377	25.9%	8.7%
Nord-Pas-de-Calais	352	6.5%	11.0%	163	6.7%	10.7%	189	6.3%	11.2%	95	6.5%	10.3%
Lorraine	126	2.3%	6.5%	63	2.6%	6.7%	63	2.1%	6.3%	37	2.5%	6.5%
Alsace	90	1.7%	5.9%	43	1.8%	5.9%	47	1.6%	6.0%	21	1.4%	4.2%
Franche-Comté	82	1.5%	8.6%	42	1.7%	9.0%	40	1.3%	8.2%	18	1.2%	7.1%
Champagne-Ardenne	119	2.2%	10.9%	54	2.2%	10.3%	65	2.2%	11.5%	39	2.6%	12.7%
Picardie	178	3.3%	11.6%	90	3.7%	12.2%	87	2.9%	11.0%	32	2.2%	7.1%
Bourgogne	149	2.7%	10.9%	67	2.7%	10.2%	82	2.7%	11.6%	35	2.4%	9.9%
Haute-Normandie	153	2.8%	10.3%	89	3.7%	12.6%	64	2.1%	8.3%	43	3.0%	10.0%
Basse-Normandie	126	2.3%	10.4%	49	2.0%	8.4%	77	2.6%	12.3%	18	1.2%	5.4%
Centre	211	3.9%	10.1%	98	4.0%	9.8%	113	3.8%	10.4%	52	3.6%	8.2%
Pays de la Loire	264	4.9%	9.2%	133	5.5%	9.6%	131	4.4%	8.8%	57	3.9%	7.0%
Bretagne	183	3.4%	7.0%	100	4.1%	8.0%	83	2.8%	6.1%	41	2.8%	5.2%
Poitou-Charentes	149	2.7%	10.1%	59	2.4%	8.4%	90	3.0%	11.7%	34	2.3%	8.5%
Aquitaine	326	6.0%	12.1%	135	5.5%	10.6%	191	6.4%	13.6%	68	4.7%	8.3%
Midi-Pyrénées	277	5.1%	11.6%	122	5.0%	10.6%	155	5.2%	12.5%	69	4.7%	8.7%
Limousin	82	1.5%	13.1%	47	1.9%	15.6%	36	1.2%	10.8%	19	1.3%	11.8%
Auvergne	123	2.3%	10.9%	62	2.5%	11.4%	61	2.1%	10.5%	27	1.9%	8.9%
Rhône-Alpes	547	10.1%	10.9%	239	9.8%	9.9%	308	10.3%	11.8%	159	10.9%	9.2%
Languedoc-Roussillon	251	4.6%	11.6%	91	3.8%	8.9%	160	5.3%	14.0%	64	4.4%	10.1%
Provence-Alpes-Côte-d'Azur-Corse	556	10.3%	12.9%	241	9.9%	11.8%	315	10.6%	13.8%	151	10.4%	10.5%
Habitudes de connexion Internet												
Tous les jours	2709	50.0%	9.8%	1332	54.8%	9.5%	1377	46.1%	10.1%	1070	73.5%	8.3%
Presque tous les jours	616	11.4%	10.1%	298	12.3%	10.2%	318	10.7%	10.1%	207	14.2%	8.5%
1 à 2 fois par semaine	401	7.4%	12.4%	171	7.0%	11.9%	230	7.7%	12.8%	86	5.9%	9.5%
1 à 3 fois par mois	87	1.6%	10.0%	30	1.2%	8.0%	57	1.9%	11.5%	20	1.4%	10.2%
Moins souvent	136	2.5%	10.3%	39	1.6%	6.6%	97	3.3%	13.3%	22	1.5%	17.5%
Jamais	37	0.7%	17.7%	24	1.0%	18.7%	13	0.4%	16.1%	6	0.4%	27.3%

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	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
Revenus du Foyer												
Moins de 9 000 euros par an	191	3.5%	8.2%	60	2.5%	6.4%	131	4.4%	9.4%	16	1.1%	8.0%
De 9 000 à moins de 12 000 euros par an	338	6.2%	10.3%	95	3.9%	8.6%	243	8.1%	11.2%	17	1.1%	6.7%
De 12 000 à moins de 18 000 euros par an	720	13.3%	10.7%	295	12.1%	10.0%	426	14.3%	11.2%	75	5.2%	9.1%
De 18 000 à moins de 24 000 euros par an	889	16.4%	12.1%	409	16.8%	11.7%	480	16.1%	12.5%	129	8.8%	8.0%
De 24 000 à moins de 36 000 euros par an	1249	23.1%	11.0%	560	23.0%	10.1%	690	23.1%	11.9%	332	22.8%	8.9%
De 36 000 à moins de 45 000 euros par an	647	11.9%	10.1%	322	13.2%	9.4%	324	10.9%	10.9%	217	14.9%	7.6%
De 45 000 à moins de 65 000 euros par an	570	10.5%	9.9%	327	13.5%	10.3%	243	8.1%	9.4%	322	22.1%	9.2%
De 65 000 à moins de 80 000 euros par an	155	2.9%	10.0%	82	3.4%	8.6%	73	2.4%	12.2%	110	7.6%	10.1%
De 80 000 à moins de 115 000 euros par an	92	1.7%	9.1%	58	2.4%	9.6%	34	1.1%	8.4%	73	5.0%	9.0%
115 000 euros et plus par an	19	0.4%	4.0%	16	0.6%	5.6%	4	0.1%	1.8%	18	1.2%	4.3%
Refus	357	6.6%	10.8%	133	5.5%	9.9%	224	7.5%	11.4%	81	5.6%	7.1%
Ne sait pas	191	3.5%	12.1%	75	3.1%	11.2%	116	3.9%	12.7%	66	4.5%	12.0%