

Télé Loisirs

Hebdomadaire, Lecture Dernière Période



	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
Ensemble	4643	100.0%	9.1%	2091	100.0%	8.5%	2552	100.0%	9.6%	1440	100.0%	8.5%
Sexe												
Homme	2091	45.0%	8.5%	2091	100.0%	8.5%	0	-	-	669	46.4%	7.6%
Femme	2552	55.0%	9.6%	0	-	-	2552	100.0%	9.6%	772	53.6%	9.4%
Age												
15 à 24 ans	968	20.8%	13.1%	471	22.5%	12.6%	497	19.5%	13.6%	395	27.4%	12.8%
25 à 34 ans	632	13.6%	8.2%	287	13.7%	7.6%	345	13.5%	8.8%	213	14.8%	6.2%
35 à 49 ans	1182	25.5%	9.3%	519	24.8%	8.3%	663	26.0%	10.3%	495	34.4%	8.1%
50 à 64 ans	1086	23.4%	8.9%	495	23.7%	8.4%	591	23.2%	9.3%	328	22.8%	8.0%
65 ans et plus	775	16.7%	7.0%	318	15.2%	6.7%	457	17.9%	7.2%	8	0.6%	3.6%
Individu												
Ménagère	2103	45.3%	9.0%	0	-	-	2103	82.4%	9.0%	591	41.0%	8.6%
Personne de Référence	2340	50.4%	8.3%	1637	78.3%	8.0%	703	27.5%	8.9%	605	42.0%	7.1%
Responsable des achats	3152	67.9%	9.0%	1054	50.4%	8.6%	2098	82.2%	9.1%	868	60.3%	8.1%
PCS Individu												
Agriculteurs	17	0.4%	3.2%	7	0.3%	2.1%	10	0.4%	5.1%	3	0.2%	16.2%
Petits patrons	119	2.6%	7.2%	83	4.0%	7.0%	36	1.4%	7.7%	110	7.6%	7.3%
Affaires et Cadres	269	5.8%	5.6%	161	7.7%	5.4%	108	4.2%	6.0%	248	17.2%	5.6%
Professions intermédiaires	583	12.6%	8.6%	284	13.6%	8.2%	299	11.7%	9.1%	452	31.4%	8.1%
Employés	973	21.0%	11.6%	209	10.0%	10.4%	764	29.9%	12.0%	188	13.0%	10.3%
Ouvriers	712	15.3%	11.0%	555	26.5%	10.9%	157	6.2%	11.3%	50	3.5%	13.4%
Retraités	950	20.5%	7.6%	438	21.0%	7.3%	511	20.0%	7.8%	24	1.6%	9.4%
Autres inactifs	1021	22.0%	10.2%	354	16.9%	10.2%	667	26.1%	10.2%	367	25.4%	11.9%
PCS Personne de Référence												
Agriculteurs	41	0.9%	5.2%	8	0.4%	2.3%	33	1.3%	7.8%	0	-	-
Petits patrons	249	5.4%	9.4%	138	6.6%	9.6%	111	4.3%	9.3%	249	17.3%	9.4%
Affaires et Cadres	495	10.7%	7.2%	227	10.9%	6.6%	267	10.5%	7.9%	495	34.4%	7.2%
Professions intermédiaires	697	15.0%	9.3%	303	14.5%	7.8%	393	15.4%	10.9%	697	48.4%	9.3%
Employés	632	13.6%	11.9%	262	12.5%	11.8%	369	14.5%	12.0%	0	-	-
Ouvriers	1047	22.5%	11.1%	530	25.4%	10.7%	517	20.2%	11.5%	0	-	-
Retraités	1148	24.7%	7.8%	498	23.8%	7.5%	649	25.4%	8.1%	0	-	-
Autres inactifs	336	7.2%	8.6%	123	5.9%	8.4%	213	8.3%	8.7%	0	-	-

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Taille du Foyer												
1 personne	714	15.4%	7.6%	280	13.4%	7.0%	434	17.0%	8.1%	109	7.5%	6.3%
2 personnes	1514	32.6%	8.4%	696	33.3%	7.9%	819	32.1%	8.9%	351	24.3%	8.0%
3 personnes	961	20.7%	10.3%	463	22.1%	10.1%	498	19.5%	10.6%	308	21.4%	8.3%
4 personnes	882	19.0%	9.6%	401	19.2%	8.8%	481	18.8%	10.4%	439	30.5%	9.5%
5 personnes et +	571	12.3%	10.9%	250	12.0%	10.3%	321	12.6%	11.4%	235	16.3%	9.4%
Présence d'enfants de moins de 15 ans												
Oui	1486	32.0%	9.5%	645	30.9%	9.0%	840	32.9%	9.9%	605	42.0%	8.0%
Non	3158	68.0%	8.9%	1445	69.1%	8.4%	1712	67.1%	9.4%	836	58.0%	8.9%
Habitat												
Communes rurales	1008	21.7%	8.6%	445	21.3%	7.9%	563	22.1%	9.2%	319	22.1%	9.4%
Agglo. - 20 000 hab	852	18.3%	9.6%	388	18.6%	9.1%	464	18.2%	10.0%	234	16.3%	9.1%
Agglo. 20 000 à 100 000 hab	670	14.4%	9.8%	347	16.6%	10.3%	322	12.6%	9.3%	199	13.8%	10.0%
Agglo. + 100 000 hab	1425	30.7%	9.4%	610	29.2%	8.4%	814	31.9%	10.2%	436	30.3%	8.5%
Agglo. Paris	689	14.8%	8.2%	300	14.4%	7.5%	389	15.2%	8.8%	251	17.5%	6.5%

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Région d'habitation												
Ile-de-France	798	17.2%	8.4%	355	17.0%	7.9%	444	17.4%	9.0%	294	20.4%	6.8%
Nord-Pas-de-Calais	370	8.0%	11.5%	171	8.2%	11.2%	199	7.8%	11.8%	100	7.0%	10.9%
Lorraine	172	3.7%	8.9%	94	4.5%	10.1%	78	3.1%	7.8%	58	4.0%	10.3%
Alsace	142	3.1%	9.4%	61	2.9%	8.3%	82	3.2%	10.5%	53	3.7%	10.6%
Franche-Comté	89	1.9%	9.4%	44	2.1%	9.6%	45	1.8%	9.2%	19	1.3%	7.6%
Champagne-Ardenne	97	2.1%	8.9%	39	1.9%	7.5%	58	2.3%	10.3%	31	2.2%	10.3%
Picardie	154	3.3%	10.0%	71	3.4%	9.5%	83	3.3%	10.5%	46	3.2%	10.3%
Bourgogne	130	2.8%	9.5%	77	3.7%	11.8%	52	2.1%	7.4%	34	2.4%	9.7%
Haute-Normandie	150	3.2%	10.1%	68	3.2%	9.6%	82	3.2%	10.6%	61	4.2%	14.0%
Basse-Normandie	104	2.2%	8.6%	53	2.5%	9.2%	51	2.0%	8.1%	28	2.0%	8.5%
Centre	207	4.5%	10.0%	97	4.7%	9.7%	110	4.3%	10.2%	61	4.2%	9.5%
Pays de la Loire	262	5.6%	9.1%	98	4.7%	7.1%	164	6.4%	11.0%	67	4.6%	8.1%
Bretagne	194	4.2%	7.4%	77	3.7%	6.2%	117	4.6%	8.6%	47	3.3%	6.0%
Poitou-Charentes	135	2.9%	9.2%	62	3.0%	8.8%	73	2.9%	9.6%	38	2.7%	9.7%
Aquitaine	248	5.3%	9.2%	108	5.2%	8.5%	140	5.5%	9.9%	65	4.5%	7.9%
Midi-Pyrénées	183	3.9%	7.6%	71	3.4%	6.1%	112	4.4%	9.0%	58	4.0%	7.3%
Limousin	52	1.1%	8.3%	21	1.0%	6.9%	32	1.2%	9.6%	13	0.9%	8.0%
Auvergne	79	1.7%	7.0%	31	1.5%	5.8%	47	1.9%	8.1%	27	1.9%	8.8%
Rhône-Alpes	460	9.9%	9.2%	219	10.5%	9.1%	241	9.4%	9.2%	160	11.1%	9.2%
Languedoc-Roussillon	180	3.9%	8.3%	70	3.4%	6.8%	110	4.3%	9.6%	53	3.6%	8.3%
Provence-Alpes-Côte-d'Azur-Corse	437	9.4%	10.1%	204	9.7%	10.0%	233	9.1%	10.2%	127	8.8%	8.8%
Habitudes de connexion Internet												
Tous les jours	2617	56.4%	9.5%	1229	58.8%	8.7%	1387	54.4%	10.2%	1108	77.0%	8.6%
Presque tous les jours	578	12.4%	9.5%	274	13.1%	9.4%	304	11.9%	9.6%	180	12.5%	7.4%
1 à 2 fois par semaine	342	7.4%	10.6%	161	7.7%	11.2%	182	7.1%	10.1%	83	5.8%	9.2%
1 à 3 fois par mois	77	1.7%	8.8%	34	1.6%	9.1%	42	1.7%	8.6%	13	0.9%	6.5%
Moins souvent	119	2.6%	9.0%	47	2.2%	7.9%	72	2.8%	9.9%	22	1.6%	17.7%
Jamais	24	0.5%	11.6%	15	0.7%	11.8%	9	0.3%	11.4%	0	-	-

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Revenus du Foyer												
Moins de 9 000 euros par an	169	3.6%	7.3%	48	2.3%	5.1%	122	4.8%	8.7%	12	0.9%	6.2%
De 9 000 à moins de 12 000 euros par an	324	7.0%	9.9%	104	5.0%	9.4%	220	8.6%	10.2%	28	2.0%	11.5%
De 12 000 à moins de 18 000 euros par an	670	14.4%	9.9%	266	12.7%	9.1%	403	15.8%	10.6%	92	6.4%	11.1%
De 18 000 à moins de 24 000 euros par an	657	14.1%	9.0%	332	15.9%	9.5%	325	12.7%	8.4%	137	9.5%	8.5%
De 24 000 à moins de 36 000 euros par an	1142	24.6%	10.1%	494	23.6%	8.9%	648	25.4%	11.2%	330	22.9%	8.8%
De 36 000 à moins de 45 000 euros par an	571	12.3%	8.9%	303	14.5%	8.9%	268	10.5%	9.0%	242	16.8%	8.5%
De 45 000 à moins de 65 000 euros par an	501	10.8%	8.7%	276	13.2%	8.7%	225	8.8%	8.7%	309	21.5%	8.9%
De 65 000 à moins de 80 000 euros par an	101	2.2%	6.5%	51	2.4%	5.4%	50	2.0%	8.4%	74	5.1%	6.7%
De 80 000 à moins de 115 000 euros par an	68	1.5%	6.8%	46	2.2%	7.6%	22	0.9%	5.4%	46	3.2%	5.6%
115 000 euros et plus par an	20	0.4%	4.1%	11	0.5%	3.8%	10	0.4%	4.5%	17	1.2%	4.1%
Refus	262	5.6%	7.9%	82	3.9%	6.1%	179	7.0%	9.1%	99	6.9%	8.7%
Ne sait pas	158	3.4%	10.0%	78	3.7%	11.6%	80	3.1%	8.8%	54	3.8%	9.9%