

Télé 7 Jours

Lecture Dernière Période



	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
ENSEMBLE	5551	100.0%	10.8%	2635	100.0%	10.7%	2916	100.0%	10.9%	1486	100.0%	8.6%
Sexe												
Homme	2635	47.5%	10.7%	2635	100.0%	10.7%	0	0.0%	0.0%	765	51.5%	8.6%
Femme	2916	52.5%	10.9%	0	0.0%	0.0%	2916	100.0%	10.9%	721	48.5%	8.7%
Age												
15 à 24 ans	945	17.0%	12.8%	497	18.9%	13.4%	447	15.3%	12.2%	400	26.9%	12.7%
25 à 34 ans	686	12.4%	9.0%	348	13.2%	9.3%	338	11.6%	8.7%	246	16.6%	7.2%
35 à 49 ans	1112	20.0%	8.8%	549	20.9%	8.8%	563	19.3%	8.8%	450	30.3%	7.2%
50 à 59 ans	870	15.7%	9.7%	435	16.5%	9.7%	435	14.9%	9.7%	313	21.1%	8.5%
60 ans et plus	1938	34.9%	13.2%	804	30.5%	12.7%	1133	38.9%	13.6%	77	5.2%	10.7%
Individu												
Ménagères	2480	44.7%	10.6%	0	0.0%	0.0%	2480	85.1%	10.6%	532	35.8%	7.7%
Personne de référence	2967	53.4%	10.6%	2034	77.2%	10.1%	932	32.0%	11.8%	638	42.9%	7.4%
Responsable des achats	3677	66.2%	10.3%	1221	46.3%	9.6%	2456	84.2%	10.7%	804	54.1%	7.3%
PCS Individu												
Agriculteurs	53	1.0%	9.9%	44	1.7%	12.0%	9	0.3%	5.4%	4	0.2%	16.1%
Petits patrons	129	2.3%	8.0%	87	3.3%	7.8%	42	1.4%	8.3%	104	7.0%	7.2%
Affaires et Cadres	310	5.6%	6.2%	203	7.7%	6.7%	107	3.7%	5.5%	275	18.5%	6.1%
Professions intermédiaires	579	10.4%	8.6%	300	11.4%	8.6%	279	9.6%	8.5%	465	31.3%	8.3%
Employés	938	16.9%	11.4%	229	8.7%	11.4%	708	24.3%	11.3%	169	11.4%	9.5%
Ouvriers	677	12.2%	10.6%	549	20.8%	11.2%	128	4.4%	8.7%	47	3.1%	10.5%
Retraités	1672	30.1%	13.2%	796	30.2%	13.2%	875	30.0%	13.3%	29	2.0%	12.1%
Autres inactifs	1193	21.5%	11.8%	425	16.1%	11.9%	768	26.3%	11.7%	393	26.5%	12.5%
PCS Personne de référence												
Agriculteurs	80	1.5%	9.9%	48	1.8%	11.4%	33	1.1%	8.4%	0	0.0%	0.0%
Petits patrons	239	4.3%	9.1%	100	3.8%	7.7%	139	4.8%	10.5%	239	16.0%	9.1%
Affaires et Cadres	558	10.0%	7.8%	295	11.2%	8.1%	262	9.0%	7.6%	558	37.5%	7.8%
Professions intermédiaires	690	12.4%	9.2%	370	14.1%	9.3%	320	11.0%	9.0%	690	46.4%	9.2%
Employés	663	11.9%	12.4%	267	10.1%	12.2%	396	13.6%	12.5%	0	0.0%	0.0%
Ouvriers	984	17.7%	10.6%	548	20.8%	11.3%	436	15.0%	9.8%	0	0.0%	0.0%
Retraités	1899	34.2%	13.0%	860	32.7%	12.9%	1039	35.6%	13.0%	0	0.0%	0.0%
Autres inactifs	437	7.9%	11.1%	147	5.6%	9.8%	291	10.0%	11.9%	0	0.0%	0.0%

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	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
Taille du foyer												
1 personne	1062	19.1%	11.0%	396	15.0%	9.6%	665	22.8%	12.1%	132	8.9%	7.1%
2 personnes	2063	37.2%	11.5%	1019	38.7%	11.6%	1043	35.8%	11.4%	362	24.3%	8.8%
3 personnes	1010	18.2%	11.0%	514	19.5%	11.2%	496	17.0%	10.8%	346	23.3%	8.9%
4 personnes	913	16.4%	10.0%	488	18.5%	10.8%	425	14.6%	9.2%	419	28.2%	8.7%
5 personnes et +	504	9.1%	9.5%	218	8.3%	8.8%	286	9.8%	10.1%	227	15.3%	8.9%
Présence d'enfants de moins de 15 ans												
Oui	1430	25.8%	9.1%	664	25.2%	9.1%	766	26.3%	9.2%	573	38.5%	7.4%
Non	4120	74.2%	11.6%	1970	74.8%	11.4%	2150	73.7%	11.7%	913	61.5%	9.7%
Habitat												
Communes rurales	1177	21.2%	10.2%	601	22.8%	10.9%	577	19.8%	9.5%	268	18.0%	8.1%
Agglo. - 20 000 hab	946	17.0%	10.7%	419	15.9%	10.0%	527	18.1%	11.2%	251	16.9%	9.5%
Agglo. 20 000 à 100 000 hab	892	16.1%	12.8%	439	16.7%	12.7%	453	15.5%	12.9%	206	13.9%	10.0%
Agglo. + 100 000 hab	1644	29.6%	10.7%	769	29.2%	10.5%	875	30.0%	10.9%	476	32.0%	9.0%
Agglo. Paris	892	16.1%	10.5%	407	15.5%	10.1%	484	16.6%	10.9%	286	19.2%	7.3%

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	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
Régions INSEE												
Ile de France	1023	18.4%	10.8%	477	18.1%	10.6%	546	18.7%	11.0%	346	23.3%	7.8%
Nord Pas de Calais	362	6.5%	11.3%	164	6.2%	10.8%	197	6.8%	11.7%	107	7.2%	11.6%
Lorraine	155	2.8%	8.0%	84	3.2%	9.0%	71	2.4%	7.1%	34	2.3%	6.3%
Alsace	90	1.6%	5.9%	53	2.0%	7.2%	37	1.3%	4.7%	28	1.9%	5.5%
Franche-Comté	83	1.5%	8.7%	42	1.6%	9.1%	40	1.4%	8.3%	17	1.2%	6.5%
Champagne Ardennes	117	2.1%	10.8%	57	2.2%	10.9%	60	2.1%	10.7%	28	1.9%	9.4%
Picardie	196	3.5%	12.8%	102	3.9%	13.8%	94	3.2%	11.9%	37	2.5%	8.5%
Bourgogne	146	2.6%	10.8%	75	2.8%	11.5%	71	2.4%	10.0%	36	2.4%	9.3%
Haute Normandie	160	2.9%	10.8%	95	3.6%	13.4%	65	2.2%	8.5%	35	2.3%	7.9%
Basse Normandie	134	2.4%	11.1%	46	1.8%	8.0%	87	3.0%	13.9%	16	1.1%	4.9%
Centre	214	3.8%	10.3%	93	3.5%	9.3%	120	4.1%	11.2%	70	4.7%	11.3%
Pays de Loire	265	4.8%	9.1%	132	5.0%	9.5%	133	4.5%	8.8%	59	4.0%	6.9%
Bretagne	199	3.6%	7.6%	110	4.2%	8.7%	89	3.1%	6.5%	51	3.4%	6.6%
Poitou Charentes	199	3.6%	13.5%	102	3.9%	14.4%	97	3.3%	12.7%	35	2.4%	8.8%
Aquitaine	348	6.3%	12.9%	155	5.9%	12.0%	193	6.6%	13.6%	94	6.3%	11.3%
Midi Pyrénées	264	4.7%	10.9%	114	4.3%	9.8%	150	5.1%	12.0%	57	3.8%	7.0%
Limousin	89	1.6%	14.2%	41	1.6%	13.7%	48	1.6%	14.6%	19	1.3%	12.0%
Auvergne	129	2.3%	11.5%	60	2.3%	11.2%	69	2.4%	11.8%	23	1.5%	7.6%
Rhône Alpes	543	9.8%	10.7%	230	8.7%	9.4%	313	10.7%	11.9%	180	12.1%	9.5%
Languedoc Roussillon	308	5.6%	14.0%	153	5.8%	14.6%	156	5.3%	13.5%	65	4.4%	9.5%
Provence Alpes Côte d'Azur. Corse	529	9.5%	12.3%	249	9.4%	12.2%	280	9.6%	12.3%	151	10.2%	10.8%
Habitudes de connexion à Internet												
Tous les jours	2970	53.5%	10.4%	1532	58.1%	10.6%	1438	49.3%	10.2%	1176	79.1%	8.8%
Presque tous les jours	650	11.7%	10.2%	279	10.6%	9.2%	371	12.7%	11.0%	184	12.4%	8.0%
1 à 2 fois par semaine	400	7.2%	12.6%	175	6.6%	12.7%	225	7.7%	12.5%	74	5.0%	8.0%
1 à 3 fois par mois	81	1.5%	9.3%	35	1.3%	8.9%	46	1.6%	9.6%	9	0.6%	5.8%
Moins souvent	104	1.9%	8.5%	45	1.7%	8.4%	60	2.0%	8.6%	8	0.5%	6.3%
Jamais	20	0.4%	15.1%	4	0.2%	6.9%	16	0.5%	22.5%	0	0.0%	0.0%

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CUMUL 2012/2013

	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
Revenus du foyer												
Moins de 9 000 euros par an	205	3.7%	10.0%	72	2.7%	8.8%	133	4.5%	10.7%	19	1.3%	10.4%
De 9 000 à moins de 12 000 euros par an	377	6.8%	11.3%	135	5.1%	11.5%	242	8.3%	11.3%	24	1.6%	8.6%
De 12 000 à moins de 18 000 euros par an	721	13.0%	11.3%	287	10.9%	10.7%	434	14.9%	11.7%	54	3.6%	7.3%
De 18 000 à moins de 24 000 euros par an	886	16.0%	12.3%	421	16.0%	12.4%	465	15.9%	12.2%	159	10.7%	10.5%
De 24 000 à moins de 36 000 euros par an	1229	22.1%	10.6%	580	22.0%	10.4%	649	22.3%	10.9%	315	21.2%	8.5%
De 36 000 à moins de 45 000 euros par an	756	13.6%	11.3%	428	16.2%	11.8%	329	11.3%	10.7%	284	19.1%	9.2%
De 45 000 à moins de 65 000 euros par an	549	9.9%	8.7%	333	12.7%	9.4%	215	7.4%	7.9%	261	17.6%	7.1%
De 65 000 à moins de 80 000 euros par an	175	3.1%	10.6%	99	3.8%	10.3%	75	2.6%	11.1%	102	6.9%	8.7%
De 80 000 à moins de 115 000 euros par an	75	1.3%	7.8%	46	1.7%	8.2%	29	1.0%	7.3%	57	3.8%	7.5%
115 000 euros et plus par an	25	0.5%	5.6%	14	0.5%	5.1%	11	0.4%	6.4%	18	1.2%	4.5%
Refus	351	6.3%	11.2%	142	5.4%	11.0%	210	7.2%	11.4%	117	7.9%	10.2%
Ne sait pas	202	3.6%	12.8%	78	3.0%	12.2%	124	4.2%	13.2%	77	5.2%	13.4%