

Télé 7 Jours

Lecture Dernière Période



	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
ENSEMBLE	5284	100.0%	10.2%	2355	100.0%	9.5%	2929	100.0%	10.9%	1465	100.0%	8.4%
Sexe												
Homme	2355	44.6%	9.5%	2355	100.0%	9.5%	0	0.0%	0.0%	684	46.7%	7.8%
Femme	2929	55.4%	10.9%	0	0.0%	0.0%	2929	100.0%	10.9%	780	53.3%	9.0%
Age												
15 à 24 ans	893	16.9%	12.3%	412	17.5%	11.2%	481	16.4%	13.4%	329	22.5%	10.5%
25 à 34 ans	697	13.2%	9.1%	332	14.1%	8.9%	365	12.5%	9.4%	285	19.4%	8.5%
35 à 49 ans	1020	19.3%	8.2%	464	19.7%	7.5%	556	19.0%	8.8%	477	32.6%	7.7%
50 à 59 ans	773	14.6%	8.4%	367	15.6%	8.0%	406	13.9%	8.8%	267	18.2%	7.0%
60 ans et plus	1901	36.0%	12.6%	780	33.1%	11.8%	1122	38.3%	13.1%	106	7.3%	10.9%
Individu												
Ménagères	2440	46.2%	10.5%	0	0.0%	0.0%	2440	83.3%	10.5%	590	40.3%	8.4%
Personne de référence	2720	51.5%	9.7%	1844	78.3%	9.1%	876	29.9%	11.3%	607	41.5%	7.4%
Responsable des achats	3594	68.0%	10.1%	1173	49.8%	9.0%	2421	82.6%	10.6%	866	59.1%	7.9%
PCS Individu												
Agriculteurs	37	0.7%	7.1%	18	0.8%	4.9%	19	0.7%	12.3%	0	0.0%	0.0%
Petits patrons	112	2.1%	6.9%	85	3.6%	7.5%	26	0.9%	5.3%	98	6.7%	6.7%
Affaires et Cadres	362	6.8%	7.1%	206	8.8%	6.9%	156	5.3%	7.3%	313	21.4%	6.8%
Professions intermédiaires	582	11.0%	8.4%	282	12.0%	8.5%	300	10.2%	8.4%	463	31.6%	8.4%
Employés	778	14.7%	9.4%	199	8.4%	9.1%	579	19.8%	9.5%	155	10.6%	8.6%
Ouvriers	550	10.4%	8.6%	441	18.7%	8.7%	109	3.7%	8.1%	17	1.2%	4.0%
Retraités	1588	30.1%	12.6%	719	30.5%	12.0%	869	29.7%	13.2%	44	3.0%	17.6%
Autres inactifs	1274	24.1%	12.4%	404	17.2%	10.8%	870	29.7%	13.2%	375	25.6%	11.3%
PCS Personne de référence												
Agriculteurs	48	0.9%	5.9%	19	0.8%	4.5%	30	1.0%	7.4%	0	0.0%	0.0%
Petits patrons	208	3.9%	7.9%	101	4.3%	7.7%	107	3.7%	8.1%	208	14.2%	7.9%
Affaires et Cadres	528	10.0%	7.3%	241	10.2%	6.6%	287	9.8%	8.0%	528	36.0%	7.3%
Professions intermédiaires	729	13.8%	9.6%	342	14.5%	8.9%	386	13.2%	10.4%	729	49.8%	9.6%
Employés	559	10.6%	10.3%	219	9.3%	9.4%	340	11.6%	11.0%	0	0.0%	0.0%
Ouvriers	898	17.0%	9.4%	483	20.5%	9.4%	415	14.2%	9.4%	0	0.0%	0.0%
Retraités	1813	34.3%	12.6%	778	33.1%	11.8%	1034	35.3%	13.2%	0	0.0%	0.0%
Autres inactifs	501	9.5%	12.2%	171	7.3%	11.0%	330	11.3%	12.9%	0	0.0%	0.0%

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Taille du foyer												
1 personne	1026	19.4%	10.3%	367	15.6%	8.2%	660	22.5%	12.0%	115	7.8%	6.6%
2 personnes	1986	37.6%	11.1%	955	40.6%	11.0%	1031	35.2%	11.1%	377	25.8%	8.9%
3 personnes	916	17.3%	10.1%	439	18.6%	9.8%	477	16.3%	10.3%	353	24.1%	8.9%
4 personnes	879	16.6%	9.4%	394	16.7%	8.5%	485	16.6%	10.4%	415	28.3%	8.4%
5 personnes et +	476	9.0%	8.9%	200	8.5%	8.0%	276	9.4%	9.6%	204	14.0%	8.1%
Présence d'enfants de moins de 15 ans												
Oui	1428	27.0%	9.2%	593	25.2%	8.3%	834	28.5%	10.0%	655	44.7%	8.5%
Non	3856	73.0%	10.6%	1761	74.8%	10.0%	2095	71.5%	11.2%	810	55.3%	8.3%
Habitat												
Communes rurales	1049	19.8%	8.9%	503	21.4%	8.9%	545	18.6%	8.8%	255	17.4%	7.8%
Agglo. - 20 000 hab	874	16.5%	9.7%	370	15.7%	8.9%	504	17.2%	10.4%	212	14.5%	8.1%
Agglo. 20 000 à 100 000 hab	747	14.1%	10.7%	340	14.5%	10.1%	407	13.9%	11.4%	164	11.2%	9.1%
Agglo. + 100 000 hab	1732	32.8%	11.2%	769	32.6%	10.2%	964	32.9%	12.2%	521	35.5%	9.1%
Agglo. Paris	882	16.7%	10.3%	372	15.8%	9.1%	510	17.4%	11.5%	313	21.4%	7.8%

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	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
Régions INSEE												
Ile de France	1014	19.2%	10.6%	433	18.4%	9.5%	581	19.8%	11.6%	339	23.1%	7.7%
Nord Pas de Calais	308	5.8%	9.6%	128	5.4%	8.4%	179	6.1%	10.6%	90	6.2%	9.1%
Lorraine	141	2.7%	7.3%	79	3.3%	8.5%	62	2.1%	6.3%	40	2.7%	7.2%
Alsace	89	1.7%	5.8%	27	1.2%	3.7%	62	2.1%	7.9%	27	1.9%	5.5%
Franche-Comté	89	1.7%	9.4%	41	1.8%	8.9%	48	1.6%	9.8%	28	1.9%	10.5%
Champagne Ardennes	125	2.4%	11.5%	57	2.4%	10.8%	69	2.4%	12.2%	30	2.0%	10.0%
Picardie	207	3.9%	13.5%	111	4.7%	14.9%	96	3.3%	12.1%	45	3.1%	10.7%
Bourgogne	151	2.9%	11.2%	75	3.2%	11.5%	76	2.6%	10.9%	29	2.0%	8.6%
Haute Normandie	140	2.6%	9.4%	62	2.6%	8.8%	78	2.6%	10.0%	40	2.7%	8.5%
Basse Normandie	145	2.7%	12.0%	60	2.5%	10.3%	85	2.9%	13.6%	33	2.2%	10.2%
Centre	176	3.3%	8.4%	89	3.8%	8.8%	87	3.0%	8.0%	45	3.0%	7.6%
Pays de Loire	197	3.7%	6.7%	82	3.5%	5.7%	116	3.9%	7.6%	65	4.5%	7.0%
Bretagne	167	3.2%	6.3%	71	3.0%	5.6%	96	3.3%	7.0%	56	3.8%	6.9%
Poitou Charentes	163	3.1%	11.0%	69	2.9%	9.6%	95	3.2%	12.3%	41	2.8%	10.2%
Aquitaine	409	7.7%	14.8%	172	7.3%	13.1%	237	8.1%	16.4%	104	7.1%	12.1%
Midi Pyrénées	268	5.1%	11.0%	101	4.3%	8.5%	167	5.7%	13.2%	71	4.8%	8.9%
Limousin	88	1.7%	14.2%	42	1.8%	14.4%	45	1.6%	14.1%	24	1.6%	15.1%
Auvergne	104	2.0%	9.2%	47	2.0%	8.6%	57	2.0%	9.8%	25	1.7%	7.9%
Rhône Alpes	491	9.3%	9.5%	252	10.7%	10.1%	239	8.2%	8.9%	126	8.6%	6.7%
Languedoc Roussillon	260	4.9%	11.5%	107	4.6%	10.0%	152	5.2%	12.8%	48	3.3%	6.8%
Provence Alpes Côte d'Azur. Corse	552	10.4%	12.7%	251	10.7%	12.2%	301	10.3%	13.2%	161	11.0%	10.8%
Habitudes de connexion à Internet												
Tous les jours	3378	63.9%	10.0%	1598	67.9%	9.5%	1780	60.8%	10.5%	1212	82.7%	8.3%
Presque tous les jours	579	11.0%	9.9%	240	10.2%	8.9%	340	11.6%	10.8%	169	11.6%	8.7%
1 à 2 fois par semaine	261	4.9%	10.5%	116	4.9%	10.7%	145	4.9%	10.3%	46	3.1%	8.4%
1 à 3 fois par mois	72	1.4%	14.5%	13	0.5%	6.3%	60	2.0%	20.1%	11	0.7%	17.7%
Moins souvent	81	1.5%	11.2%	30	1.3%	8.9%	51	1.7%	13.3%	9	0.6%	15.7%
Jamais	22	0.4%	24.3%	19	0.8%	30.3%	3	0.1%	10.2%	2	0.1%	25.1%

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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	184	3.5%	9.7%	58	2.5%	7.4%	126	4.3%	11.3%	12	0.8%	6.5%
De 9 000 à moins de 12 000 euros par an	312	5.9%	10.6%	109	4.6%	10.0%	203	6.9%	10.9%	17	1.1%	6.7%
De 12 000 à moins de 18 000 euros par an	623	11.8%	10.6%	258	11.0%	9.8%	365	12.5%	11.2%	54	3.7%	7.8%
De 18 000 à moins de 24 000 euros par an	667	12.6%	10.1%	263	11.2%	8.7%	404	13.8%	11.4%	113	7.7%	8.2%
De 24 000 à moins de 36 000 euros par an	1167	22.1%	10.6%	519	22.0%	10.0%	648	22.1%	11.2%	303	20.7%	9.1%
De 36 000 à moins de 45 000 euros par an	632	12.0%	9.0%	324	13.7%	8.8%	308	10.5%	9.2%	203	13.9%	6.9%
De 45 000 à moins de 65 000 euros par an	750	14.2%	10.4%	408	17.3%	10.4%	343	11.7%	10.4%	387	26.4%	9.6%
De 65 000 à moins de 80 000 euros par an	190	3.6%	9.7%	115	4.9%	10.5%	76	2.6%	8.7%	99	6.7%	7.6%
De 80 000 à moins de 115 000 euros par an	91	1.7%	7.3%	41	1.7%	5.6%	50	1.7%	9.9%	71	4.8%	7.6%
115 000 euros et plus par an	43	0.8%	7.3%	21	0.9%	5.9%	22	0.7%	9.4%	30	2.0%	6.3%
Refus	348	6.6%	11.3%	126	5.4%	9.7%	222	7.6%	12.4%	90	6.2%	8.9%
Ne sait pas	276	5.2%	11.8%	112	4.8%	11.4%	164	5.6%	12.0%	86	5.9%	9.3%