

Télé 7 Jours

Hebdomadaire, Lecture Dernière Période

	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
Ensemble	5492	100.0%	10.8%	2519	100.0%	10.4%	2973	100.0%	11.2%	1481	100.0%	8.8%
Sexe												
Homme	2519	45.9%	10.4%	2519	100.0%	10.4%	0	-	100.0%	778	52.5%	8.9%
Femme	2973	54.1%	11.2%	0	-	100.0%	2973	100.0%	11.2%	703	47.5%	8.8%
Age												
15 à 24 ans	808	14.7%	10.9%	414	16.4%	11.1%	394	13.2%	10.7%	343	23.2%	11.5%
25 à 34 ans	635	11.6%	8.3%	315	12.5%	8.3%	321	10.8%	8.2%	248	16.7%	7.2%
35 à 49 ans	1184	21.6%	9.3%	536	21.3%	8.5%	648	21.8%	10.0%	468	31.6%	7.7%
50 à 64 ans	1389	25.3%	11.3%	646	25.7%	10.9%	743	25.0%	11.7%	406	27.4%	9.9%
65 ans et plus	1475	26.9%	13.7%	608	24.1%	13.2%	867	29.2%	14.0%	17	1.1%	7.2%
Individu												
Ménagère	2582	47.0%	11.1%	0	-	100.0%	2582	86.9%	11.1%	563	38.0%	8.4%
Personne de Référence	2977	54.2%	10.6%	2037	80.9%	10.1%	940	31.6%	12.0%	644	43.5%	7.6%
Responsable des achats	2597	47.3%	10.8%	791	31.4%	10.4%	1806	60.7%	11.0%	688	46.4%	8.3%
PCS Individu												
Agriculteurs	48	0.9%	9.1%	27	1.1%	7.6%	22	0.7%	11.9%	2	0.1%	30.6%
Petits patrons	130	2.4%	8.4%	99	3.9%	9.0%	30	1.0%	6.9%	122	8.2%	8.6%
Affaires et Cadres	265	4.8%	5.7%	163	6.5%	5.6%	102	3.4%	5.9%	245	16.5%	5.7%
Professions intermédiaires	587	10.7%	8.8%	319	12.7%	9.1%	268	9.0%	8.4%	485	32.7%	8.7%
Employés	971	17.7%	11.6%	217	8.6%	11.1%	754	25.4%	11.7%	184	12.4%	10.4%
Ouvriers	670	12.2%	10.4%	513	20.4%	10.2%	157	5.3%	11.3%	55	3.7%	16.0%
Retraités	1663	30.3%	13.5%	793	31.5%	13.4%	870	29.3%	13.6%	24	1.6%	11.0%
Autres inactifs	1157	21.1%	11.3%	388	15.4%	11.0%	768	25.8%	11.4%	365	24.6%	11.6%
PCS Personne de Référence												
Agriculteurs	65	1.2%	8.3%	24	1.0%	6.3%	41	1.4%	10.1%	0	-	100.0%
Petits patrons	239	4.4%	9.6%	136	5.4%	10.1%	103	3.5%	8.9%	239	16.2%	9.6%
Affaires et Cadres	499	9.1%	7.4%	238	9.4%	6.9%	262	8.8%	8.0%	499	33.7%	7.4%
Professions intermédiaires	743	13.5%	9.8%	405	16.1%	10.2%	338	11.4%	9.4%	743	50.1%	9.8%
Employés	580	10.6%	10.8%	213	8.4%	9.9%	367	12.4%	11.4%	0	-	100.0%
Ouvriers	1006	18.3%	10.4%	500	19.9%	9.8%	506	17.0%	11.0%	0	-	100.0%
Retraités	1917	34.9%	13.3%	860	34.1%	13.1%	1057	35.6%	13.4%	0	-	100.0%
Autres inactifs	442	8.0%	11.7%	144	5.7%	10.6%	298	10.0%	12.4%	0	-	100.0%

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	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
Taille du Foyer												
1 personne	985	17.9%	10.7%	344	13.6%	8.7%	642	21.6%	12.1%	132	8.9%	7.6%
2 personnes	2057	37.5%	11.6%	988	39.2%	11.4%	1069	36.0%	11.7%	346	23.3%	8.2%
3 personnes	995	18.1%	10.6%	482	19.1%	10.4%	513	17.2%	10.9%	338	22.8%	9.1%
4 personnes	938	17.1%	10.1%	463	18.4%	10.0%	475	16.0%	10.2%	456	30.8%	9.9%
5 personnes et +	517	9.4%	9.9%	242	9.6%	9.9%	275	9.2%	9.8%	210	14.2%	8.4%
Présence d'enfants de moins de 15 ans												
Oui	1479	26.9%	9.4%	675	26.8%	9.3%	804	27.0%	9.5%	586	39.5%	7.9%
Non	4012	73.1%	11.4%	1844	73.2%	10.8%	2169	73.0%	12.0%	896	60.5%	9.5%
Habitat												
Communes rurales	1307	23.8%	10.1%	606	24.0%	9.7%	701	23.6%	10.5%	323	21.8%	8.9%
Agglo. - 20 000 hab	908	16.5%	10.6%	412	16.3%	10.1%	496	16.7%	11.0%	210	14.2%	8.5%
Agglo. 20 000 à 100 000 hab	740	13.5%	11.1%	316	12.5%	9.9%	424	14.3%	12.2%	192	13.0%	9.8%
Agglo. + 100 000 hab	1595	29.0%	11.1%	763	30.3%	11.1%	832	28.0%	11.0%	407	27.5%	8.3%
Agglo. Paris	943	17.2%	11.3%	423	16.8%	10.7%	520	17.5%	11.9%	349	23.6%	9.0%

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Région d'habitation												
Ile-de-France	1072	19.5%	11.4%	475	18.8%	10.6%	597	20.1%	12.1%	398	26.8%	9.2%
Nord-Pas-de-Calais	335	6.1%	10.5%	142	5.6%	9.3%	194	6.5%	11.5%	93	6.3%	10.4%
Lorraine	147	2.7%	7.6%	67	2.7%	7.2%	80	2.7%	8.0%	37	2.5%	7.2%
Alsace	103	1.9%	6.9%	36	1.4%	4.9%	68	2.3%	8.7%	26	1.8%	5.0%
Franche-Comté	94	1.7%	9.9%	40	1.6%	8.8%	53	1.8%	10.9%	17	1.2%	7.1%
Champagne-Ardenne	120	2.2%	11.0%	58	2.3%	11.0%	62	2.1%	10.9%	26	1.8%	9.7%
Picardie	193	3.5%	12.6%	90	3.6%	12.2%	103	3.5%	13.1%	38	2.5%	8.5%
Bourgogne	174	3.2%	12.8%	89	3.5%	13.7%	85	2.9%	12.0%	37	2.5%	10.8%
Haute-Normandie	149	2.7%	10.1%	74	3.0%	10.6%	75	2.5%	9.7%	39	2.6%	8.6%
Basse-Normandie	110	2.0%	9.1%	50	2.0%	8.6%	60	2.0%	9.6%	22	1.5%	6.8%
Centre	213	3.9%	10.2%	102	4.1%	10.2%	110	3.7%	10.2%	66	4.4%	10.5%
Pays de la Loire	282	5.1%	9.9%	141	5.6%	10.3%	141	4.7%	9.5%	70	4.7%	8.0%
Bretagne	182	3.3%	7.0%	99	3.9%	8.0%	83	2.8%	6.2%	44	2.9%	5.7%
Poitou-Charentes	169	3.1%	11.5%	79	3.1%	11.2%	90	3.0%	11.8%	31	2.1%	8.0%
Aquitaine	333	6.1%	12.6%	141	5.6%	11.2%	192	6.5%	13.8%	84	5.7%	9.9%
Midi-Pyrénées	327	6.0%	13.8%	148	5.9%	13.0%	179	6.0%	14.5%	83	5.6%	10.5%
Limousin	81	1.5%	12.8%	39	1.5%	13.0%	42	1.4%	12.7%	18	1.2%	11.3%
Auvergne	131	2.4%	11.7%	69	2.7%	12.8%	62	2.1%	10.6%	36	2.4%	11.4%
Rhône-Alpes	497	9.1%	10.0%	228	9.0%	9.5%	270	9.1%	10.5%	123	8.3%	7.3%
Languedoc-Roussillon	255	4.6%	11.8%	107	4.3%	10.5%	147	5.0%	13.0%	57	3.8%	8.9%
Provence-Alpes-Côte-d'Azur-Corse	525	9.6%	12.2%	245	9.7%	12.1%	280	9.4%	12.3%	139	9.4%	9.9%
Habitudes de connexion Internet												
Tous les jours	2656	48.4%	9.9%	1321	52.5%	9.6%	1335	44.9%	10.1%	1066	71.9%	8.4%
Presque tous les jours	649	11.8%	10.7%	301	11.9%	10.8%	349	11.7%	10.6%	222	15.0%	9.1%
1 à 2 fois par semaine	378	6.9%	11.8%	154	6.1%	10.9%	223	7.5%	12.5%	97	6.5%	10.8%
1 à 3 fois par mois	85	1.6%	10.0%	38	1.5%	9.7%	47	1.6%	10.2%	13	0.9%	7.0%
Moins souvent	162	3.0%	11.3%	66	2.6%	10.6%	96	3.2%	11.9%	23	1.6%	15.6%
Jamais	46	0.8%	18.4%	22	0.9%	15.7%	24	0.8%	22.0%	5	0.3%	17.1%

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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	207	3.8%	8.5%	65	2.6%	6.8%	142	4.8%	9.6%	19	1.3%	9.9%
De 9 000 à moins de 12 000 euros par an	350	6.4%	10.7%	86	3.4%	7.9%	264	8.9%	12.1%	23	1.5%	8.2%
De 12 000 à moins de 18 000 euros par an	768	14.0%	11.3%	303	12.0%	10.1%	465	15.6%	12.2%	75	5.0%	9.2%
De 18 000 à moins de 24 000 euros par an	833	15.2%	11.4%	394	15.6%	11.7%	439	14.8%	11.3%	118	7.9%	7.5%
De 24 000 à moins de 36 000 euros par an	1219	22.2%	11.0%	587	23.3%	10.7%	632	21.3%	11.4%	322	21.7%	8.9%
De 36 000 à moins de 45 000 euros par an	669	12.2%	10.7%	342	13.6%	10.4%	327	11.0%	11.0%	228	15.4%	8.1%
De 45 000 à moins de 65 000 euros par an	627	11.4%	11.1%	357	14.2%	11.3%	271	9.1%	10.9%	323	21.8%	9.4%
65 000 euros et plus	254	4.6%	8.9%	149	5.9%	8.6%	106	3.5%	9.4%	191	12.9%	8.5%
Refus	375	6.8%	10.0%	141	5.6%	9.1%	234	7.9%	10.7%	106	7.1%	8.2%
Ne sait pas	189	3.5%	12.6%	96	3.8%	14.4%	94	3.1%	11.1%	77	5.2%	14.2%