

Télécâble Sat Hebdo

Hebdomadaire, Lecture Dernière Période



| | Ensemble | | | Hommes | | | Femmes | | | FoyersCSP+ | | |
|-----------------------------------|----------|-----------|-------------|----------|-----------|-------------|----------|-----------|-------------|------------|-----------|-------------|
| | Milliers | Structure | Pénétration | Milliers | Structure | Pénétration | Milliers | Structure | Pénétration | Milliers | Structure | Pénétration |
| Ensemble | 1861 | 100.0% | 3.6% | 966 | 100.0% | 3.9% | 896 | 100.0% | 3.4% | 528 | 100.0% | 3.1% |
| Sexe | | | | | | | | | | | | |
| Homme | 966 | 51.9% | 3.9% | 966 | 100.0% | 3.9% | 0 | - | - | 297 | 56.4% | 3.4% |
| Femme | 896 | 48.1% | 3.4% | 0 | - | - | 896 | 100.0% | 3.4% | 230 | 43.6% | 2.8% |
| Age | | | | | | | | | | | | |
| 15 à 24 ans | 239 | 12.8% | 3.2% | 134 | 13.9% | 3.6% | 105 | 11.7% | 2.9% | 98 | 18.5% | 3.2% |
| 25 à 34 ans | 207 | 11.1% | 2.7% | 111 | 11.5% | 2.9% | 96 | 10.7% | 2.5% | 72 | 13.7% | 2.1% |
| 35 à 49 ans | 388 | 20.9% | 3.1% | 188 | 19.5% | 3.0% | 200 | 22.3% | 3.1% | 132 | 25.0% | 2.2% |
| 50 à 64 ans | 522 | 28.0% | 4.3% | 271 | 28.1% | 4.6% | 251 | 28.0% | 4.0% | 199 | 37.7% | 4.8% |
| 65 ans et plus | 506 | 27.2% | 4.6% | 262 | 27.1% | 5.5% | 244 | 27.3% | 3.9% | 27 | 5.1% | 11.5% |
| Individu | | | | | | | | | | | | |
| Ménagère | 763 | 41.0% | 3.3% | 0 | - | - | 763 | 85.2% | 3.3% | 192 | 36.5% | 2.8% |
| Personne de Référence | 1030 | 55.3% | 3.6% | 795 | 82.3% | 3.9% | 235 | 26.3% | 3.0% | 257 | 48.8% | 3.0% |
| Responsable des achats | 1284 | 69.0% | 3.6% | 505 | 52.3% | 4.1% | 779 | 87.0% | 3.4% | 319 | 60.4% | 3.0% |
| PCS Individu | | | | | | | | | | | | |
| Agriculteurs | 10 | 0.6% | 2.0% | 6 | 0.7% | 1.9% | 4 | 0.5% | 2.0% | 3 | 0.6% | 16.8% |
| Petits patrons | 55 | 2.9% | 3.3% | 40 | 4.1% | 3.4% | 15 | 1.7% | 3.2% | 47 | 8.8% | 3.1% |
| Affaires et Cadres | 161 | 8.6% | 3.4% | 114 | 11.8% | 3.8% | 47 | 5.3% | 2.6% | 144 | 27.2% | 3.3% |
| Professions intermédiaires | 177 | 9.5% | 2.6% | 91 | 9.5% | 2.6% | 86 | 9.6% | 2.6% | 144 | 27.2% | 2.6% |
| Employés | 304 | 16.3% | 3.6% | 80 | 8.3% | 4.0% | 224 | 25.0% | 3.5% | 67 | 12.6% | 3.6% |
| Ouvriers | 255 | 13.7% | 3.9% | 212 | 22.0% | 4.2% | 43 | 4.8% | 3.1% | 24 | 4.6% | 6.6% |
| Retraités | 590 | 31.7% | 4.7% | 311 | 32.2% | 5.2% | 279 | 31.2% | 4.2% | 20 | 3.9% | 8.1% |
| Autres inactifs | 309 | 16.6% | 3.1% | 112 | 11.6% | 3.2% | 197 | 22.0% | 3.0% | 79 | 15.0% | 2.6% |
| PCS Personne de Référence | | | | | | | | | | | | |
| Agriculteurs | 12 | 0.6% | 1.5% | 7 | 0.7% | 1.8% | 5 | 0.5% | 1.1% | 0 | - | - |
| Petits patrons | 99 | 5.3% | 3.8% | 61 | 6.3% | 4.2% | 38 | 4.2% | 3.2% | 99 | 18.8% | 3.8% |
| Affaires et Cadres | 231 | 12.4% | 3.4% | 126 | 13.1% | 3.6% | 105 | 11.7% | 3.1% | 231 | 43.8% | 3.4% |
| Professions intermédiaires | 197 | 10.6% | 2.6% | 110 | 11.4% | 2.8% | 87 | 9.7% | 2.4% | 197 | 37.4% | 2.6% |
| Employés | 203 | 10.9% | 3.8% | 88 | 9.1% | 4.0% | 115 | 12.8% | 3.7% | 0 | - | - |
| Ouvriers | 338 | 18.2% | 3.6% | 187 | 19.3% | 3.8% | 151 | 16.9% | 3.4% | 0 | - | - |
| Retraités | 659 | 35.4% | 4.5% | 344 | 35.6% | 5.2% | 315 | 35.2% | 3.9% | 0 | - | - |
| Autres inactifs | 122 | 6.6% | 3.1% | 43 | 4.5% | 3.0% | 79 | 8.9% | 3.2% | 0 | - | - |

Télécâble Sat Hebdo

Hebdomadaire, Lecture Dernière Période



| | Ensemble | | | Hommes | | | Femmes | | | FoyersCSP+ | | |
|--|----------|-----------|-------------|----------|-----------|-------------|----------|-----------|-------------|------------|-----------|-------------|
| | Milliers | Structure | Pénétration | Milliers | Structure | Pénétration | Milliers | Structure | Pénétration | Milliers | Structure | Pénétration |
| Taille du Foyer | | | | | | | | | | | | |
| 1 personne | 298 | 16.0% | 3.2% | 145 | 15.0% | 3.6% | 154 | 17.2% | 2.9% | 46 | 8.8% | 2.7% |
| 2 personnes | 768 | 41.3% | 4.3% | 409 | 42.3% | 4.6% | 360 | 40.2% | 3.9% | 167 | 31.6% | 3.8% |
| 3 personnes | 300 | 16.1% | 3.2% | 164 | 16.9% | 3.6% | 137 | 15.3% | 2.9% | 119 | 22.6% | 3.2% |
| 4 personnes | 285 | 15.3% | 3.1% | 144 | 14.9% | 3.2% | 141 | 15.8% | 3.1% | 129 | 24.4% | 2.8% |
| 5 personnes et + | 209 | 11.2% | 4.0% | 105 | 10.8% | 4.3% | 104 | 11.6% | 3.7% | 66 | 12.6% | 2.7% |
| Présence d'enfants de moins de 15 ans | | | | | | | | | | | | |
| Oui | 481 | 25.8% | 3.1% | 244 | 25.3% | 3.4% | 237 | 26.4% | 2.8% | 179 | 34.0% | 2.4% |
| Non | 1380 | 74.2% | 3.9% | 722 | 74.7% | 4.2% | 659 | 73.6% | 3.6% | 348 | 66.0% | 3.7% |
| Habitat | | | | | | | | | | | | |
| Communes rurales | 320 | 17.2% | 2.7% | 169 | 17.4% | 3.0% | 152 | 16.9% | 2.5% | 98 | 18.6% | 2.9% |
| Agglo. - 20 000 hab | 281 | 15.1% | 3.1% | 143 | 14.8% | 3.4% | 137 | 15.3% | 3.0% | 76 | 14.4% | 3.0% |
| Agglo. 20 000 à 100 000 hab | 267 | 14.3% | 3.9% | 151 | 15.6% | 4.5% | 117 | 13.0% | 3.3% | 55 | 10.4% | 2.7% |
| Agglo. + 100 000 hab | 615 | 33.0% | 4.0% | 325 | 33.6% | 4.5% | 290 | 32.4% | 3.6% | 141 | 26.7% | 2.7% |
| Agglo. Paris | 379 | 20.4% | 4.5% | 179 | 18.5% | 4.5% | 200 | 22.3% | 4.5% | 158 | 29.9% | 4.1% |

Télécâble Sat Hebdo

Hebdomadaire, Lecture Dernière Période



| | Ensemble | | | Hommes | | | Femmes | | | FoyersCSP+ | | |
|--|----------|-----------|-------------|----------|-----------|-------------|----------|-----------|-------------|------------|-----------|-------------|
| | Milliers | Structure | Pénétration | Milliers | Structure | Pénétration | Milliers | Structure | Pénétration | Milliers | Structure | Pénétration |
| Région d'habitation | | | | | | | | | | | | |
| Ile-de-France | 441 | 23.7% | 4.7% | 207 | 21.4% | 4.6% | 234 | 26.1% | 4.7% | 184 | 34.9% | 4.3% |
| Nord-Pas-de-Calais | 136 | 7.3% | 4.2% | 83 | 8.6% | 5.4% | 53 | 5.9% | 3.1% | 33 | 6.3% | 3.6% |
| Lorraine | 58 | 3.1% | 3.0% | 35 | 3.6% | 3.7% | 23 | 2.6% | 2.3% | 13 | 2.5% | 2.4% |
| Alsace | 44 | 2.4% | 2.9% | 32 | 3.3% | 4.4% | 12 | 1.3% | 1.5% | 4 | 0.8% | 0.9% |
| Franche-Comté | 32 | 1.7% | 3.4% | 16 | 1.6% | 3.4% | 17 | 1.8% | 3.4% | 8 | 1.6% | 3.3% |
| Champagne-Ardenne | 27 | 1.5% | 2.5% | 15 | 1.6% | 2.9% | 12 | 1.3% | 2.1% | 8 | 1.5% | 2.6% |
| Picardie | 76 | 4.1% | 5.0% | 46 | 4.8% | 6.2% | 30 | 3.3% | 3.8% | 14 | 2.6% | 3.1% |
| Bourgogne | 67 | 3.6% | 4.9% | 44 | 4.5% | 6.7% | 24 | 2.6% | 3.3% | 10 | 2.0% | 2.9% |
| Haute-Normandie | 66 | 3.6% | 4.5% | 42 | 4.4% | 6.0% | 24 | 2.7% | 3.1% | 13 | 2.4% | 2.9% |
| Basse-Normandie | 33 | 1.7% | 2.7% | 15 | 1.6% | 2.6% | 17 | 2.0% | 2.8% | 6 | 1.2% | 1.9% |
| Centre | 66 | 3.5% | 3.2% | 36 | 3.7% | 3.6% | 30 | 3.3% | 2.8% | 18 | 3.5% | 2.9% |
| Pays de la Loire | 64 | 3.4% | 2.2% | 38 | 3.9% | 2.7% | 26 | 2.9% | 1.7% | 23 | 4.3% | 2.7% |
| Bretagne | 58 | 3.1% | 2.2% | 20 | 2.1% | 1.6% | 38 | 4.3% | 2.8% | 13 | 2.4% | 1.6% |
| Poitou-Charentes | 51 | 2.7% | 3.5% | 30 | 3.1% | 4.2% | 21 | 2.4% | 2.8% | 18 | 3.4% | 4.5% |
| Aquitaine | 75 | 4.0% | 2.8% | 32 | 3.3% | 2.5% | 43 | 4.8% | 3.1% | 15 | 2.9% | 1.9% |
| Midi-Pyrénées | 87 | 4.7% | 3.6% | 47 | 4.9% | 4.1% | 40 | 4.4% | 3.2% | 20 | 3.8% | 2.6% |
| Limousin | 18 | 1.0% | 2.9% | 8 | 0.8% | 2.6% | 10 | 1.1% | 3.1% | 0 | 0.0% | 0.1% |
| Auvergne | 23 | 1.2% | 2.0% | 5 | 0.5% | 0.8% | 18 | 2.0% | 3.1% | 8 | 1.5% | 2.7% |
| Rhône-Alpes | 141 | 7.5% | 2.8% | 55 | 5.7% | 2.3% | 86 | 9.6% | 3.3% | 33 | 6.3% | 1.9% |
| Languedoc-Roussillon | 69 | 3.7% | 3.2% | 32 | 3.3% | 3.1% | 36 | 4.1% | 3.2% | 22 | 4.2% | 3.5% |
| Provence-Alpes-Côte-d'Azur-Corse | 232 | 12.5% | 5.4% | 129 | 13.4% | 6.3% | 103 | 11.5% | 4.5% | 62 | 11.8% | 4.3% |
| Habitudes de connexion Internet | | | | | | | | | | | | |
| Tous les jours | 1040 | 55.9% | 3.8% | 597 | 61.8% | 4.2% | 443 | 49.5% | 3.3% | 393 | 74.6% | 3.1% |
| Presque tous les jours | 237 | 12.7% | 3.9% | 101 | 10.5% | 3.5% | 136 | 15.1% | 4.3% | 61 | 11.6% | 2.5% |
| 1 à 2 fois par semaine | 122 | 6.5% | 3.8% | 60 | 6.2% | 4.2% | 62 | 6.9% | 3.4% | 28 | 5.3% | 3.1% |
| 1 à 3 fois par mois | 36 | 2.0% | 4.2% | 12 | 1.2% | 3.2% | 24 | 2.7% | 5.0% | 8 | 1.5% | 4.1% |
| Moins souvent | 31 | 1.6% | 2.3% | 11 | 1.2% | 1.9% | 19 | 2.2% | 2.6% | 0 | - | - |
| Jamais | 10 | 0.5% | 4.6% | 10 | 1.0% | 7.3% | 0 | - | - | 0 | - | - |

Télécâble Sat Hebdo

Hebdomadaire, Lecture Dernière Période



| | 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 | 41 | 2.2% | 1.8% | 24 | 2.4% | 2.5% | 17 | 1.9% | 1.2% | 4 | 0.7% | 1.9% |
| De 9 000 à moins de 12 000 euros par an | 80 | 4.3% | 2.4% | 31 | 3.2% | 2.8% | 49 | 5.4% | 2.2% | 5 | 0.9% | 1.9% |
| De 12 000 à moins de 18 000 euros par an | 195 | 10.5% | 2.9% | 93 | 9.7% | 3.2% | 102 | 11.4% | 2.7% | 16 | 3.0% | 1.9% |
| De 18 000 à moins de 24 000 euros par an | 240 | 12.9% | 3.3% | 134 | 13.9% | 3.8% | 106 | 11.8% | 2.7% | 27 | 5.1% | 1.7% |
| De 24 000 à moins de 36 000 euros par an | 426 | 22.9% | 3.8% | 208 | 21.5% | 3.7% | 219 | 24.4% | 3.8% | 102 | 19.3% | 2.7% |
| De 36 000 à moins de 45 000 euros par an | 242 | 13.0% | 3.8% | 153 | 15.9% | 4.5% | 89 | 9.9% | 3.0% | 86 | 16.4% | 3.0% |
| De 45 000 à moins de 65 000 euros par an | 240 | 12.9% | 4.2% | 122 | 12.6% | 3.8% | 118 | 13.2% | 4.6% | 105 | 19.8% | 3.0% |
| De 65 000 à moins de 80 000 euros par an | 92 | 4.9% | 5.9% | 66 | 6.9% | 7.0% | 25 | 2.8% | 4.2% | 55 | 10.4% | 5.0% |
| De 80 000 à moins de 115 000 euros par an | 57 | 3.0% | 5.6% | 38 | 3.9% | 6.3% | 19 | 2.1% | 4.7% | 34 | 6.4% | 4.1% |
| 115 000 euros et plus par an | 29 | 1.6% | 6.0% | 14 | 1.5% | 5.2% | 15 | 1.7% | 7.1% | 24 | 4.6% | 5.9% |
| Refus | 142 | 7.6% | 4.3% | 55 | 5.7% | 4.1% | 87 | 9.7% | 4.4% | 49 | 9.2% | 4.3% |
| Ne sait pas | 77 | 4.1% | 4.9% | 27 | 2.8% | 4.0% | 50 | 5.6% | 5.5% | 22 | 4.2% | 4.0% |