

Télé 7 Jours

Hebdomadaire, Lecture Dernière Période



	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
Ensemble	5531	100.0%	10.8%	2526	100.0%	10.3%	3005	100.0%	11.3%	1497	100.0%	8.8%
Sexe												
Homme	2526	45.7%	10.3%	2526	100.0%	10.3%	0	-	-	733	48.9%	8.4%
Femme	3005	54.3%	11.3%	0	-	-	3005	100.0%	11.3%	765	51.1%	9.3%
Age												
15 à 24 ans	904	16.3%	12.2%	465	18.4%	12.5%	439	14.6%	12.0%	392	26.2%	12.4%
25 à 34 ans	686	12.4%	8.9%	332	13.2%	8.8%	353	11.7%	9.0%	238	15.9%	7.0%
35 à 49 ans	1128	20.4%	8.9%	533	21.1%	8.5%	595	19.8%	9.3%	473	31.6%	7.7%
50 à 64 ans	1302	23.5%	10.6%	582	23.0%	9.8%	720	24.0%	11.4%	376	25.1%	9.3%
65 ans et plus	1512	27.3%	13.6%	613	24.3%	12.9%	898	29.9%	14.2%	19	1.2%	10.0%
Individu												
Ménagère	2565	46.4%	10.9%	0	-	-	2565	85.4%	10.9%	577	38.5%	8.5%
Personne de Référence	2935	53.1%	10.4%	1976	78.2%	9.8%	959	31.9%	12.1%	642	42.9%	7.6%
Responsable des achats	3688	66.7%	10.4%	1178	46.6%	9.5%	2510	83.6%	10.9%	868	58.0%	8.1%
PCS Individu												
Agriculteurs	46	0.8%	8.5%	33	1.3%	9.8%	13	0.4%	6.4%	3	0.2%	11.1%
Petits patrons	119	2.1%	7.2%	76	3.0%	6.5%	43	1.4%	8.8%	94	6.3%	6.4%
Affaires et Cadres	308	5.6%	6.5%	193	7.6%	6.6%	115	3.8%	6.3%	269	18.0%	6.2%
Professions intermédiaires	641	11.6%	9.5%	320	12.7%	9.2%	321	10.7%	9.8%	513	34.3%	9.2%
Employés	928	16.8%	11.1%	234	9.3%	11.2%	693	23.1%	11.0%	167	11.1%	9.2%
Ouvriers	612	11.1%	9.5%	507	20.1%	10.2%	105	3.5%	7.1%	47	3.1%	11.0%
Retraités	1691	30.6%	13.4%	779	30.8%	13.0%	912	30.4%	13.9%	35	2.3%	14.7%
Autres inactifs	1187	21.5%	11.9%	384	15.2%	11.0%	803	26.7%	12.3%	370	24.7%	12.0%
PCS Personne de Référence												
Agriculteurs	74	1.3%	9.3%	38	1.5%	9.9%	36	1.2%	8.7%	0	-	-
Petits patrons	243	4.4%	9.2%	92	3.7%	6.7%	151	5.0%	12.0%	243	16.2%	9.2%
Affaires et Cadres	538	9.7%	7.9%	270	10.7%	7.7%	268	8.9%	8.0%	538	35.9%	7.9%
Professions intermédiaires	717	13.0%	9.6%	370	14.7%	9.5%	346	11.5%	9.7%	717	47.9%	9.6%
Employés	661	12.0%	12.5%	288	11.4%	12.8%	374	12.4%	12.2%	0	-	-
Ouvriers	956	17.3%	10.1%	506	20.0%	10.3%	451	15.0%	9.8%	0	-	-
Retraités	1964	35.5%	13.4%	855	33.8%	12.8%	1110	36.9%	13.9%	0	-	-
Autres inactifs	377	6.8%	9.7%	107	4.2%	7.2%	270	9.0%	11.2%	0	-	-

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Taille du Foyer												
1 personne	1027	18.6%	10.9%	354	14.0%	8.7%	673	22.4%	12.6%	122	8.1%	7.0%
2 personnes	2074	37.5%	11.5%	1012	40.1%	11.5%	1062	35.3%	11.5%	397	26.5%	9.2%
3 personnes	1008	18.2%	10.9%	476	18.8%	10.4%	533	17.7%	11.3%	329	22.0%	8.7%
4 personnes	943	17.0%	10.3%	461	18.3%	10.1%	481	16.0%	10.4%	448	29.9%	9.6%
5 personnes et +	478	8.6%	9.1%	223	8.8%	9.0%	255	8.5%	9.2%	201	13.4%	8.1%
Présence d'enfants de moins de 15 ans												
Oui	1414	25.6%	9.0%	650	25.7%	8.9%	764	25.4%	9.0%	591	39.5%	7.7%
Non	4117	74.4%	11.6%	1876	74.3%	10.9%	2241	74.6%	12.3%	906	60.5%	9.8%
Habitat												
Communes rurales	1101	19.9%	9.4%	542	21.4%	9.8%	559	18.6%	9.1%	267	17.8%	8.0%
Agglo. - 20 000 hab	950	17.2%	10.6%	418	16.6%	9.9%	532	17.7%	11.3%	230	15.3%	9.0%
Agglo. 20 000 à 100 000 hab	824	14.9%	12.0%	390	15.4%	11.3%	434	14.5%	12.7%	210	14.0%	10.5%
Agglo. + 100 000 hab	1708	30.9%	11.3%	795	31.5%	11.0%	914	30.4%	11.5%	464	31.0%	8.9%
Agglo. Paris	947	17.1%	11.2%	381	15.1%	9.5%	566	18.8%	12.8%	327	21.8%	8.4%

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Région d'habitation												
Ile-de-France	1080	19.5%	11.4%	446	17.6%	9.9%	634	21.1%	12.8%	380	25.4%	8.8%
Nord-Pas-de-Calais	376	6.8%	11.7%	165	6.5%	10.8%	211	7.0%	12.5%	94	6.3%	10.3%
Lorraine	125	2.3%	6.4%	76	3.0%	8.1%	49	1.6%	4.9%	34	2.3%	6.1%
Alsace	100	1.8%	6.6%	59	2.3%	8.1%	41	1.4%	5.3%	33	2.2%	6.6%
Franche-Comté	79	1.4%	8.3%	44	1.8%	9.6%	34	1.1%	7.0%	20	1.3%	7.4%
Champagne-Ardenne	105	1.9%	9.6%	50	2.0%	9.6%	55	1.8%	9.7%	32	2.1%	10.0%
Picardie	190	3.4%	12.4%	110	4.3%	14.7%	80	2.7%	10.1%	32	2.1%	7.4%
Bourgogne	139	2.5%	10.2%	63	2.5%	9.7%	76	2.5%	10.8%	26	1.7%	7.1%
Haute-Normandie	179	3.2%	12.1%	108	4.3%	15.3%	71	2.4%	9.2%	50	3.3%	11.7%
Basse-Normandie	122	2.2%	10.1%	41	1.6%	7.0%	82	2.7%	13.0%	19	1.3%	5.8%
Centre	212	3.8%	10.2%	88	3.5%	8.8%	124	4.1%	11.5%	64	4.3%	10.1%
Pays de la Loire	253	4.6%	8.8%	133	5.3%	9.6%	120	4.0%	8.1%	57	3.8%	6.9%
Bretagne	185	3.3%	7.1%	97	3.8%	7.8%	88	2.9%	6.5%	52	3.5%	6.8%
Poitou-Charentes	169	3.1%	11.5%	80	3.2%	11.3%	90	3.0%	11.7%	31	2.0%	8.2%
Aquitaine	343	6.2%	12.8%	154	6.1%	12.1%	189	6.3%	13.4%	73	4.9%	9.0%
Midi-Pyrénées	238	4.3%	9.9%	105	4.2%	9.1%	132	4.4%	10.7%	47	3.2%	5.9%
Limousin	91	1.7%	14.5%	47	1.9%	15.7%	44	1.5%	13.5%	18	1.2%	11.4%
Auvergne	114	2.1%	10.2%	47	1.9%	8.8%	67	2.2%	11.4%	24	1.6%	8.1%
Rhône-Alpes	549	9.9%	10.9%	226	8.9%	9.3%	323	10.7%	12.4%	169	11.3%	9.5%
Languedoc-Roussillon	287	5.2%	13.2%	119	4.7%	11.6%	168	5.6%	14.7%	71	4.7%	10.9%
Provence-Alpes-Côte-d'Azur-Corse	595	10.8%	13.8%	269	10.6%	13.2%	327	10.9%	14.3%	171	11.4%	12.0%
Habitudes de connexion Internet												
Tous les jours	2872	51.9%	10.4%	1421	56.3%	10.1%	1451	48.3%	10.7%	1159	77.4%	9.0%
Presque tous les jours	600	10.9%	9.8%	268	10.6%	9.3%	332	11.1%	10.2%	185	12.4%	8.0%
1 à 2 fois par semaine	392	7.1%	12.1%	179	7.1%	12.3%	213	7.1%	12.0%	81	5.4%	8.6%
1 à 3 fois par mois	85	1.5%	10.0%	25	1.0%	7.6%	59	2.0%	11.6%	18	1.2%	12.2%
Moins souvent	127	2.3%	9.5%	58	2.3%	9.2%	69	2.3%	9.8%	15	1.0%	11.4%
Jamais	20	0.4%	14.9%	12	0.5%	14.1%	8	0.3%	16.2%	0	-	-

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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	174	3.1%	8.1%	59	2.3%	6.9%	114	3.8%	8.9%	12	0.8%	6.6%
De 9 000 à moins de 12 000 euros par an	389	7.0%	11.7%	134	5.3%	11.9%	254	8.5%	11.6%	34	2.3%	13.6%
De 12 000 à moins de 18 000 euros par an	692	12.5%	10.6%	287	11.4%	10.4%	406	13.5%	10.8%	53	3.5%	6.9%
De 18 000 à moins de 24 000 euros par an	870	15.7%	11.7%	386	15.3%	10.9%	485	16.1%	12.3%	132	8.8%	8.3%
De 24 000 à moins de 36 000 euros par an	1267	22.9%	10.9%	556	22.0%	10.0%	711	23.7%	11.8%	328	21.9%	8.8%
De 36 000 à moins de 45 000 euros par an	710	12.8%	10.9%	383	15.1%	10.7%	327	10.9%	11.1%	268	17.9%	9.0%
De 45 000 à moins de 65 000 euros par an	597	10.8%	10.0%	345	13.7%	10.4%	251	8.4%	9.6%	313	20.9%	8.8%
De 65 000 à moins de 80 000 euros par an	153	2.8%	10.0%	82	3.2%	8.9%	71	2.4%	11.5%	106	7.1%	9.5%
De 80 000 à moins de 115 000 euros par an	92	1.7%	9.4%	56	2.2%	9.4%	36	1.2%	9.4%	70	4.6%	8.7%
115 000 euros et plus par an	12	0.2%	2.7%	9	0.3%	3.1%	4	0.1%	2.1%	9	0.6%	2.3%
Refus	386	7.0%	12.0%	151	6.0%	11.3%	236	7.8%	12.6%	114	7.6%	10.0%
Ne sait pas	189	3.4%	13.1%	79	3.1%	12.6%	110	3.6%	13.4%	59	3.9%	12.3%