

Télé 2 Semaines

Lecture Dernière Période



	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
ENSEMBLE	3213	100.0%	6.2%	1349	100.0%	5.4%	1864	100.0%	6.9%	779	100.0%	4.5%
Sexe												
Homme	1349	42.0%	5.4%	1349	100.0%	5.4%	0	0.0%	0.0%	349	44.8%	4.0%
Femme	1864	58.0%	6.9%	0	0.0%	0.0%	1864	100.0%	6.9%	430	55.2%	5.0%
Age												
15 à 24 ans	469	14.6%	6.4%	223	16.5%	6.0%	246	13.2%	6.9%	144	18.5%	4.6%
25 à 34 ans	466	14.5%	6.1%	187	13.9%	5.0%	279	15.0%	7.2%	130	16.7%	3.9%
35 à 49 ans	892	27.8%	7.1%	397	29.4%	6.4%	495	26.6%	7.8%	304	39.0%	4.9%
50 à 59 ans	640	19.9%	7.0%	307	22.8%	6.7%	333	17.8%	7.2%	172	22.0%	4.5%
60 ans et plus	746	23.2%	4.9%	235	17.4%	3.5%	511	27.4%	6.0%	29	3.8%	3.0%
Individu												
Ménagères	1625	50.6%	7.0%	0	0.0%	0.0%	1625	87.2%	7.0%	340	43.7%	4.8%
Personne de référence	1636	50.9%	5.8%	1057	78.4%	5.2%	579	31.1%	7.5%	326	41.8%	4.0%
Responsable des achats	2276	70.8%	6.4%	678	50.3%	5.2%	1598	85.7%	7.0%	500	64.1%	4.6%
PCS Individu												
Agriculteurs	26	0.8%	4.9%	23	1.7%	6.1%	3	0.2%	2.0%	0	0.1%	4.4%
Petits patrons	57	1.8%	3.5%	35	2.6%	3.1%	23	1.2%	4.6%	49	6.3%	3.3%
Affaires et Cadres	175	5.4%	3.4%	101	7.5%	3.4%	74	4.0%	3.5%	155	19.9%	3.3%
Professions intermédiaires	375	11.7%	5.4%	156	11.6%	4.7%	219	11.7%	6.1%	283	36.3%	5.1%
Employés	664	20.7%	8.0%	132	9.8%	6.0%	532	28.5%	8.7%	95	12.2%	5.2%
Ouvriers	593	18.5%	9.2%	453	33.6%	8.9%	140	7.5%	10.4%	27	3.5%	6.4%
Retraités	633	19.7%	5.0%	235	17.4%	3.9%	398	21.4%	6.1%	14	1.7%	5.4%
Autres inactifs	690	21.5%	6.7%	215	16.0%	5.8%	475	25.5%	7.2%	157	20.1%	4.7%
PCS Personne de référence												
Agriculteurs	36	1.1%	4.4%	20	1.5%	4.8%	16	0.8%	3.9%	0	0.0%	0.0%
Petits patrons	92	2.8%	3.5%	35	2.6%	2.7%	56	3.0%	4.3%	92	11.8%	3.5%
Affaires et Cadres	277	8.6%	3.8%	125	9.3%	3.4%	152	8.1%	4.2%	277	35.6%	3.8%
Professions intermédiaires	410	12.8%	5.4%	188	13.9%	4.9%	222	11.9%	6.0%	410	52.7%	5.4%
Employés	415	12.9%	7.7%	145	10.7%	6.2%	270	14.5%	8.7%	0	0.0%	0.0%
Ouvriers	903	28.1%	9.5%	444	32.9%	8.7%	460	24.7%	10.4%	0	0.0%	0.0%
Retraités	763	23.7%	5.3%	275	20.4%	4.2%	488	26.2%	6.2%	0	0.0%	0.0%
Autres inactifs	318	9.9%	7.7%	117	8.7%	7.5%	201	10.8%	7.9%	0	0.0%	0.0%

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Taille du foyer												
1 personne	591	18.4%	5.9%	237	17.5%	5.3%	355	19.0%	6.4%	57	7.3%	3.3%
2 personnes	1066	33.2%	5.9%	434	32.2%	5.0%	632	33.9%	6.8%	205	26.4%	4.8%
3 personnes	601	18.7%	6.6%	260	19.3%	5.8%	341	18.3%	7.4%	155	19.9%	3.9%
4 personnes	621	19.3%	6.7%	271	20.1%	5.8%	351	18.8%	7.5%	250	32.1%	5.0%
5 personnes et +	333	10.4%	6.2%	147	10.9%	5.9%	186	10.0%	6.5%	112	14.3%	4.4%
Présence d'enfants de moins de 15 ans												
Oui	1048	32.6%	6.8%	431	32.0%	6.0%	617	33.1%	7.4%	355	45.6%	4.6%
Non	2165	67.4%	6.0%	918	68.0%	5.2%	1248	66.9%	6.7%	424	54.4%	4.4%
Habitat												
Communes rurales	808	25.1%	6.8%	354	26.3%	6.3%	454	24.3%	7.3%	193	24.8%	5.9%
Agglo. - 20 000 hab	607	18.9%	6.7%	241	17.9%	5.8%	365	19.6%	7.6%	99	12.8%	3.8%
Agglo. 20 000 à 100 000 hab	454	14.1%	6.5%	179	13.3%	5.3%	275	14.7%	7.7%	84	10.9%	4.7%
Agglo. + 100 000 hab	967	30.1%	6.3%	414	30.7%	5.5%	553	29.6%	7.0%	265	34.0%	4.6%
Agglo. Paris	378	11.8%	4.4%	160	11.8%	3.9%	218	11.7%	4.9%	137	17.5%	3.4%

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	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
Régions INSEE												
Ile de France	430	13.4%	4.5%	182	13.5%	4.0%	248	13.3%	5.0%	145	18.6%	3.3%
Nord Pas de Calais	287	8.9%	8.9%	118	8.7%	7.7%	170	9.1%	10.1%	70	9.0%	7.1%
Lorraine	136	4.2%	7.1%	60	4.4%	6.4%	76	4.1%	7.7%	26	3.3%	4.7%
Alsace	78	2.4%	5.1%	17	1.3%	2.3%	61	3.3%	7.8%	13	1.6%	2.6%
Franche-Comté	63	2.0%	6.6%	27	2.0%	5.7%	36	1.9%	7.4%	13	1.6%	4.8%
Champagne Ardennes	69	2.2%	6.4%	36	2.7%	6.9%	33	1.8%	5.9%	15	1.9%	5.0%
Picardie	155	4.8%	10.1%	52	3.8%	6.9%	104	5.6%	13.1%	27	3.5%	6.4%
Bourgogne	87	2.7%	6.4%	41	3.0%	6.3%	46	2.5%	6.6%	16	2.1%	4.8%
Haute Normandie	130	4.1%	8.8%	62	4.6%	8.7%	69	3.7%	8.8%	30	3.8%	6.3%
Basse Normandie	75	2.3%	6.2%	42	3.1%	7.2%	34	1.8%	5.3%	9	1.2%	2.9%
Centre	141	4.4%	6.7%	53	4.0%	5.3%	87	4.7%	8.1%	37	4.8%	6.3%
Pays de Loire	187	5.8%	6.3%	96	7.1%	6.8%	90	4.8%	5.9%	41	5.2%	4.4%
Bretagne	127	4.0%	4.8%	50	3.7%	3.9%	77	4.1%	5.6%	27	3.5%	3.4%
Poitou Charentes	92	2.9%	6.2%	39	2.9%	5.5%	52	2.8%	6.8%	15	2.0%	3.8%
Aquitaine	159	4.9%	5.8%	57	4.2%	4.3%	102	5.5%	7.1%	38	4.8%	4.4%
Midi Pyrénées	156	4.8%	6.4%	65	4.8%	5.5%	91	4.9%	7.2%	43	5.5%	5.4%
Limousin	63	2.0%	10.2%	19	1.4%	6.6%	43	2.3%	13.5%	13	1.6%	7.9%
Auvergne	78	2.4%	6.9%	35	2.6%	6.5%	43	2.3%	7.4%	17	2.2%	5.4%
Rhône Alpes	285	8.9%	5.5%	131	9.7%	5.2%	154	8.3%	5.8%	76	9.7%	4.0%
Languedoc Roussillon	126	3.9%	5.6%	60	4.4%	5.6%	67	3.6%	5.6%	31	4.0%	4.4%
Provence Alpes Côte d'Azur. Corse	289	9.0%	6.7%	108	8.0%	5.3%	181	9.7%	7.9%	78	10.0%	5.2%
Habitudes de connexion à Internet												
Tous les jours	2041	63.5%	6.0%	922	68.3%	5.5%	1120	60.1%	6.6%	651	83.6%	4.4%
Presque tous les jours	432	13.4%	7.4%	161	11.9%	6.0%	271	14.5%	8.6%	84	10.8%	4.3%
1 à 2 fois par semaine	192	6.0%	7.7%	90	6.6%	8.3%	102	5.5%	7.2%	25	3.2%	4.7%
1 à 3 fois par mois	51	1.6%	10.1%	8	0.6%	3.8%	43	2.3%	14.4%	9	1.1%	14.6%
Moins souvent	60	1.9%	8.3%	15	1.1%	4.5%	45	2.4%	11.7%	2	0.3%	3.6%
Jamais	6	0.2%	6.8%	2	0.2%	3.6%	4	0.2%	14.4%	1	0.1%	11.7%

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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	212	6.6%	11.2%	72	5.3%	9.1%	140	7.5%	12.6%	18	2.3%	9.5%
De 9 000 à moins de 12 000 euros par an	208	6.5%	7.0%	63	4.6%	5.7%	145	7.8%	7.8%	9	1.2%	3.8%
De 12 000 à moins de 18 000 euros par an	465	14.5%	7.9%	173	12.8%	6.6%	292	15.7%	9.0%	43	5.5%	6.2%
De 18 000 à moins de 24 000 euros par an	428	13.3%	6.5%	167	12.4%	5.5%	261	14.0%	7.4%	56	7.1%	4.0%
De 24 000 à moins de 36 000 euros par an	773	24.1%	7.1%	348	25.8%	6.7%	425	22.8%	7.4%	168	21.6%	5.1%
De 36 000 à moins de 45 000 euros par an	369	11.5%	5.3%	164	12.2%	4.5%	205	11.0%	6.1%	142	18.3%	4.8%
De 45 000 à moins de 65 000 euros par an	353	11.0%	4.9%	176	13.0%	4.5%	178	9.5%	5.4%	175	22.5%	4.4%
De 65 000 à moins de 80 000 euros par an	84	2.6%	4.3%	33	2.5%	3.0%	51	2.7%	5.9%	55	7.1%	4.2%
De 80 000 à moins de 115 000 euros par an	48	1.5%	3.9%	30	2.2%	4.1%	18	1.0%	3.6%	34	4.4%	3.7%
115 000 euros et plus par an	12	0.4%	2.1%	7	0.5%	2.1%	5	0.3%	2.1%	11	1.4%	2.3%
Refus	162	5.0%	5.2%	71	5.3%	5.5%	91	4.9%	5.1%	42	5.4%	4.2%
Ne sait pas	97	3.0%	4.2%	45	3.3%	4.6%	53	2.8%	3.9%	25	3.2%	2.7%