

# Télé 2 Semaines

## Lecture Dernière Période

	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
<b>ENSEMBLE</b>	3205	100.0%	6.2%	1309	100.0%	5.2%	1896	100.0%	7.0%	807	100.0%	4.7%
<b>Sexe</b>												
<b>Homme</b>	1309	40.8%	5.2%	1309	100.0%	5.2%	0	0.0%	0.0%	359	44.4%	4.1%
<b>Femme</b>	1896	59.2%	7.0%	0	0.0%	0.0%	1896	100.0%	7.0%	449	55.6%	5.2%
<b>Age</b>												
<b>15 à 24 ans</b>	472	14.7%	6.5%	215	16.4%	5.8%	258	13.6%	7.2%	157	19.5%	5.2%
<b>25 à 34 ans</b>	440	13.7%	5.8%	188	14.4%	5.1%	251	13.3%	6.5%	112	13.9%	3.5%
<b>35 à 49 ans</b>	828	25.8%	6.6%	327	25.0%	5.3%	501	26.4%	7.9%	305	37.8%	4.8%
<b>50 à 59 ans</b>	682	21.3%	7.4%	315	24.1%	6.8%	367	19.4%	7.9%	194	24.0%	5.0%
<b>60 ans et plus</b>	783	24.4%	5.1%	264	20.2%	3.9%	519	27.4%	6.0%	39	4.8%	4.4%
<b>Individu</b>												
<b>Ménagères</b>	1655	51.6%	7.1%	0	0.0%	0.0%	1655	87.3%	7.1%	364	45.1%	5.2%
<b>Personne de référence</b>	1601	49.9%	5.6%	1050	80.2%	5.1%	551	29.1%	6.9%	351	43.5%	4.2%
<b>Responsable des achats</b>	2293	71.6%	6.4%	672	51.3%	5.1%	1622	85.5%	7.1%	528	65.5%	4.8%
<b>PCS Individu</b>												
<b>Agriculteurs</b>	11	0.4%	2.3%	8	0.6%	2.3%	4	0.2%	2.3%	0	0.0%	0.0%
<b>Petits patrons</b>	60	1.9%	3.7%	31	2.4%	2.7%	29	1.5%	6.4%	57	7.1%	3.9%
<b>Affaires et Cadres</b>	166	5.2%	3.4%	92	7.0%	3.2%	74	3.9%	3.6%	137	16.9%	3.1%
<b>Professions intermédiaires</b>	395	12.3%	5.5%	166	12.7%	4.7%	229	12.1%	6.2%	302	37.4%	5.2%
<b>Employés</b>	706	22.0%	8.5%	139	10.7%	6.3%	566	29.9%	9.2%	93	11.5%	5.0%
<b>Ouvriers</b>	525	16.4%	8.3%	394	30.1%	7.9%	131	6.9%	9.9%	27	3.4%	7.9%
<b>Retraités</b>	625	19.5%	4.9%	247	18.9%	4.0%	378	19.9%	5.7%	6	0.8%	3.0%
<b>Autres inactifs</b>	717	22.4%	6.9%	231	17.6%	6.2%	486	25.6%	7.2%	185	22.9%	5.7%
<b>PCS Personne de référence</b>												
<b>Agriculteurs</b>	26	0.8%	3.5%	9	0.7%	2.3%	17	0.9%	5.0%	0	0.0%	0.0%
<b>Petits patrons</b>	111	3.5%	4.2%	41	3.1%	3.0%	70	3.7%	5.5%	111	13.7%	4.2%
<b>Affaires et Cadres</b>	249	7.8%	3.6%	110	8.4%	3.2%	140	7.4%	4.1%	249	30.9%	3.6%
<b>Professions intermédiaires</b>	447	14.0%	5.7%	208	15.9%	5.2%	240	12.6%	6.2%	447	55.4%	5.7%
<b>Employés</b>	417	13.0%	7.7%	161	12.3%	6.8%	256	13.5%	8.4%	0	0.0%	0.0%
<b>Ouvriers</b>	870	27.2%	9.2%	395	30.2%	7.8%	476	25.1%	10.8%	0	0.0%	0.0%
<b>Retraités</b>	762	23.8%	5.1%	272	20.8%	4.0%	490	25.8%	6.0%	0	0.0%	0.0%
<b>Autres inactifs</b>	321	10.0%	7.6%	113	8.6%	7.1%	208	11.0%	7.9%	0	0.0%	0.0%

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<b>Taille du foyer</b>												
<b>1 personne</b>	557	17.4%	5.6%	233	17.8%	5.3%	324	17.1%	5.7%	68	8.4%	3.7%
<b>2 personnes</b>	1156	36.1%	6.4%	467	35.7%	5.4%	689	36.3%	7.3%	205	25.4%	5.0%
<b>3 personnes</b>	581	18.1%	6.3%	242	18.5%	5.2%	339	17.9%	7.4%	178	22.0%	4.6%
<b>4 personnes</b>	574	17.9%	6.2%	223	17.0%	4.9%	351	18.5%	7.5%	241	29.9%	4.9%
<b>5 personnes et +</b>	336	10.5%	6.1%	143	11.0%	5.3%	193	10.2%	6.9%	116	14.3%	4.5%
<b>Présence d'enfants de moins de 15 ans</b>												
<b>Oui</b>	932	29.1%	6.0%	351	26.8%	4.7%	581	30.7%	7.1%	357	44.2%	4.6%
<b>Non</b>	2273	70.9%	6.2%	958	73.2%	5.5%	1315	69.3%	7.0%	451	55.8%	4.7%
<b>Habitat</b>												
<b>Communes rurales</b>	794	24.8%	6.7%	319	24.4%	5.6%	476	25.1%	7.6%	204	25.3%	6.2%
<b>Agglo. - 20 000 hab</b>	563	17.6%	6.2%	216	16.5%	5.1%	346	18.3%	7.2%	109	13.5%	4.3%
<b>Agglo. 20 000 à 100 000 hab</b>	467	14.6%	6.7%	188	14.4%	5.6%	279	14.7%	7.8%	90	11.1%	4.8%
<b>Agglo. + 100 000 hab</b>	986	30.8%	6.4%	422	32.2%	5.6%	565	29.8%	7.1%	270	33.5%	4.7%
<b>Agglo. Paris</b>	394	12.3%	4.6%	163	12.5%	4.0%	231	12.2%	5.2%	134	16.6%	3.4%

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	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
<b>Régions INSEE</b>												
<b>Ile de France</b>	458	14.3%	4.8%	184	14.1%	4.0%	274	14.4%	5.5%	152	18.9%	3.5%
<b>Nord Pas de Calais</b>	265	8.3%	8.2%	102	7.8%	6.6%	164	8.6%	9.7%	58	7.2%	6.0%
<b>Lorraine</b>	129	4.0%	6.7%	52	4.0%	5.6%	77	4.1%	7.8%	32	3.9%	6.0%
<b>Alsace</b>	98	3.1%	6.4%	33	2.5%	4.4%	65	3.4%	8.2%	25	3.0%	5.1%
<b>Franche-Comté</b>	59	1.8%	6.2%	24	1.8%	5.1%	35	1.9%	7.2%	11	1.3%	3.9%
<b>Champagne Ardennes</b>	75	2.4%	6.9%	32	2.5%	6.1%	43	2.3%	7.7%	14	1.7%	4.7%
<b>Picardie</b>	136	4.2%	8.8%	61	4.7%	8.2%	75	3.9%	9.4%	31	3.8%	7.3%
<b>Bourgogne</b>	78	2.4%	5.8%	32	2.4%	4.9%	47	2.5%	6.6%	17	2.1%	5.0%
<b>Haute Normandie</b>	132	4.1%	8.9%	65	4.9%	9.1%	67	3.5%	8.6%	29	3.6%	6.6%
<b>Basse Normandie</b>	77	2.4%	6.4%	30	2.3%	5.2%	47	2.5%	7.4%	24	3.0%	7.5%
<b>Centre</b>	156	4.9%	7.4%	52	4.0%	5.2%	103	5.5%	9.5%	42	5.2%	6.5%
<b>Pays de Loire</b>	176	5.5%	5.9%	75	5.8%	5.2%	101	5.3%	6.5%	51	6.4%	5.5%
<b>Bretagne</b>	131	4.1%	4.9%	59	4.5%	4.6%	72	3.8%	5.2%	16	2.0%	2.1%
<b>Poitou Charentes</b>	100	3.1%	6.7%	47	3.6%	6.5%	53	2.8%	6.9%	25	3.1%	6.8%
<b>Aquitaine</b>	164	5.1%	5.9%	62	4.7%	4.6%	102	5.4%	7.0%	30	3.8%	3.6%
<b>Midi Pyrénées</b>	143	4.5%	5.8%	67	5.1%	5.6%	75	4.0%	5.9%	42	5.2%	5.4%
<b>Limousin</b>	59	1.8%	9.5%	26	2.0%	8.9%	33	1.7%	10.1%	12	1.5%	7.4%
<b>Auvergne</b>	80	2.5%	7.1%	33	2.6%	6.2%	47	2.5%	7.9%	16	2.0%	5.1%
<b>Rhône Alpes</b>	301	9.4%	5.8%	117	8.9%	4.6%	184	9.7%	6.8%	76	9.4%	3.9%
<b>Languedoc Roussillon</b>	129	4.0%	5.6%	54	4.1%	5.0%	75	3.9%	6.2%	35	4.3%	5.0%
<b>Provence Alpes Côte d'Azur.</b>	259	8.1%	5.9%	101	7.7%	4.9%	158	8.3%	6.9%	69	8.5%	4.7%
<b>Corse</b>												
<b>Habitudes de connection à Internet</b>												
<b>Tous les jours</b>	2064	64.4%	5.9%	879	67.2%	5.1%	1185	62.5%	6.8%	674	83.5%	4.6%
<b>Presque tous les jours</b>	433	13.5%	7.3%	170	13.0%	6.2%	263	13.9%	8.2%	76	9.4%	4.1%
<b>1 à 2 fois par semaine</b>	217	6.8%	8.4%	83	6.4%	7.7%	134	7.1%	9.0%	38	4.8%	7.3%
<b>1 à 3 fois par mois</b>	21	0.7%	4.4%	3	0.2%	1.4%	19	1.0%	6.5%	11	1.3%	15.8%
<b>Moins souvent</b>	54	1.7%	7.5%	10	0.8%	2.9%	44	2.3%	12.1%	0	0.0%	0.0%
<b>Jamais</b>	10	0.3%	14.6%	7	0.6%	18.2%	3	0.2%	9.7%	0	0.0%	0.0%

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	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
<b>Revenus du foyer</b>												
<b>Moins de 9 000 euros par an</b>	184	5.7%	10.0%	62	4.7%	8.3%	122	6.4%	11.3%	15	1.9%	7.7%
<b>De 9 000 à moins de 12 000 euros par an</b>	188	5.9%	6.3%	72	5.5%	6.3%	115	6.1%	6.3%	11	1.3%	4.4%
<b>De 12 000 à moins de 18 000 euros par an</b>	421	13.1%	7.6%	159	12.1%	6.5%	263	13.8%	8.4%	41	5.1%	6.5%
<b>De 18 000 à moins de 24 000 euros par an</b>	463	14.5%	6.8%	168	12.8%	5.6%	295	15.6%	7.8%	57	7.0%	4.2%
<b>De 24 000 à moins de 36 000 euros par an</b>	801	25.0%	7.0%	329	25.2%	6.1%	471	24.9%	7.8%	194	24.0%	5.5%
<b>De 36 000 à moins de 45 000 euros par an</b>	426	13.3%	6.0%	176	13.5%	4.7%	250	13.2%	7.3%	165	20.5%	5.6%
<b>De 45 000 à moins de 65 000 euros par an</b>	335	10.4%	4.6%	162	12.4%	4.0%	172	9.1%	5.3%	159	19.7%	3.9%
<b>65 000 euros et plus par an</b>	143	4.5%	3.6%	67	5.1%	2.9%	77	4.0%	4.5%	89	11.1%	3.3%
<b>Refus</b>	156	4.9%	4.6%	70	5.4%	4.8%	86	4.5%	4.4%	55	6.8%	4.9%
<b>Ne sait pas</b>	87	2.7%	5.3%	43	3.3%	5.9%	44	2.3%	4.8%	22	2.7%	3.7%