

Télé Poche

Lecture Dernière Période



	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
ENSEMBLE	1720	100.0%	3.3%	756	100.0%	3.0%	964	100.0%	3.6%	354	100.0%	2.0%
Sexe												
Homme	756	43.9%	3.0%	756	100.0%	3.0%	0	0.0%	0.0%	178	50.2%	2.0%
Femme	964	56.1%	3.6%	0	0.0%	0.0%	964	100.0%	3.6%	176	49.8%	2.1%
Age												
15 à 24 ans	213	12.4%	2.9%	127	16.8%	3.5%	86	8.9%	2.4%	57	16.1%	1.9%
25 à 34 ans	215	12.5%	2.8%	84	11.2%	2.3%	131	13.6%	3.4%	46	13.0%	1.4%
35 à 49 ans	499	29.0%	4.0%	217	28.7%	3.5%	282	29.2%	4.4%	157	44.3%	2.5%
50 à 59 ans	320	18.6%	3.6%	153	20.2%	3.4%	167	17.4%	3.7%	82	23.1%	2.2%
60 ans et plus	473	27.5%	3.0%	175	23.1%	2.5%	298	30.9%	3.4%	12	3.5%	1.2%
Individu												
Ménagères	856	49.8%	3.6%	0	0.0%	0.0%	856	88.8%	3.6%	150	42.2%	2.1%
Personne de référence	881	51.2%	3.1%	599	79.2%	2.9%	282	29.3%	3.6%	166	46.8%	2.0%
Responsable des achats	1204	70.0%	3.3%	376	49.7%	2.9%	828	85.9%	3.6%	209	59.0%	1.9%
PCS Individu												
Agriculteurs	19	1.1%	3.8%	13	1.7%	3.8%	6	0.6%	3.7%	2	0.6%	8.4%
Petits patrons	36	2.1%	2.2%	30	3.9%	2.5%	6	0.7%	1.5%	29	8.2%	2.0%
Affaires et Cadres	46	2.7%	0.9%	31	4.1%	1.1%	15	1.6%	0.7%	39	10.9%	0.9%
Professions intermédiaires	192	11.2%	2.7%	97	12.8%	2.7%	96	9.9%	2.7%	148	41.9%	2.5%
Employés	398	23.1%	4.8%	96	12.6%	4.2%	303	31.4%	5.0%	38	10.7%	2.1%
Ouvriers	279	16.2%	4.4%	221	29.2%	4.4%	58	6.0%	4.6%	11	3.1%	3.1%
Retraités	391	22.7%	3.0%	155	20.6%	2.6%	235	24.4%	3.5%	5	1.4%	2.3%
Autres inactifs	359	20.9%	3.5%	114	15.1%	3.2%	245	25.4%	3.7%	82	23.2%	2.5%
PCS Personne de référence												
Agriculteurs	23	1.3%	3.0%	12	1.6%	3.0%	11	1.1%	3.1%	0	0.0%	0.0%
Petits patrons	63	3.6%	2.4%	30	4.0%	2.2%	32	3.4%	2.6%	63	17.7%	2.4%
Affaires et Cadres	88	5.1%	1.3%	42	5.6%	1.2%	45	4.7%	1.3%	88	24.7%	1.3%
Professions intermédiaires	204	11.9%	2.6%	105	14.0%	2.6%	99	10.2%	2.6%	204	57.6%	2.6%
Employés	220	12.8%	4.1%	89	11.7%	3.7%	131	13.6%	4.3%	0	0.0%	0.0%
Ouvriers	478	27.8%	5.0%	236	31.3%	4.7%	242	25.1%	5.5%	0	0.0%	0.0%
Retraités	492	28.6%	3.3%	188	24.9%	2.8%	304	31.5%	3.7%	0	0.0%	0.0%
Autres inactifs	152	8.9%	3.7%	52	6.9%	3.5%	100	10.4%	3.9%	0	0.0%	0.0%

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Taille du foyer												
1 personne	285	16.6%	2.8%	121	16.1%	2.8%	164	17.0%	2.9%	38	10.8%	2.0%
2 personnes	600	34.9%	3.3%	257	34.1%	3.0%	343	35.6%	3.6%	74	20.7%	1.8%
3 personnes	304	17.7%	3.3%	145	19.2%	3.1%	159	16.5%	3.6%	85	23.9%	2.1%
4 personnes	266	15.5%	2.9%	110	14.6%	2.4%	156	16.1%	3.3%	101	28.4%	2.1%
5 personnes et +	265	15.4%	4.8%	122	16.1%	4.6%	143	14.8%	5.0%	57	16.1%	2.2%
Présence d'enfants de moins de 15 ans												
Oui	572	33.3%	3.6%	252	33.4%	3.4%	320	33.2%	3.8%	180	50.8%	2.3%
Non	1147	66.7%	3.2%	504	66.6%	2.9%	644	66.8%	3.4%	174	49.2%	1.8%
Habitat												
Communes rurales	432	25.1%	3.6%	190	25.2%	3.3%	242	25.1%	3.9%	68	19.3%	2.1%
Agglo. - 20 000 hab	354	20.6%	3.9%	166	22.0%	3.8%	188	19.5%	4.0%	51	14.3%	2.0%
Agglo. 20 000 à 100 000 hab	255	14.8%	3.7%	127	16.7%	3.8%	128	13.3%	3.5%	48	13.6%	2.4%
Agglo. + 100 000 hab	419	24.4%	2.7%	179	23.6%	2.4%	240	24.9%	3.0%	89	25.2%	1.6%
Agglo. Paris	259	15.1%	3.0%	94	12.4%	2.3%	165	17.1%	3.7%	98	27.6%	2.5%

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	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
Régions INSEE												
Ile de France	310	18.0%	3.2%	119	15.8%	2.6%	191	19.8%	3.8%	106	30.0%	2.4%
Nord Pas de Calais	151	8.8%	4.7%	66	8.8%	4.3%	85	8.8%	5.0%	25	7.1%	2.5%
Lorraine	30	1.7%	1.5%	17	2.3%	1.9%	12	1.3%	1.2%	10	2.7%	1.8%
Alsace	18	1.1%	1.2%	3	0.4%	0.4%	15	1.6%	1.9%	5	1.4%	1.1%
Franche-Comté	30	1.8%	3.2%	15	2.0%	3.3%	15	1.6%	3.1%	2	0.6%	0.9%
Champagne Ardennes	45	2.6%	4.1%	25	3.3%	4.7%	20	2.1%	3.6%	7	2.1%	2.6%
Picardie	94	5.4%	6.1%	56	7.4%	7.5%	38	3.9%	4.7%	12	3.3%	2.7%
Bourgogne	44	2.5%	3.2%	14	1.9%	2.2%	29	3.0%	4.2%	2	0.5%	0.5%
Haute Normandie	127	7.4%	8.5%	55	7.3%	7.8%	71	7.4%	9.1%	23	6.5%	5.1%
Basse Normandie	43	2.5%	3.6%	14	1.9%	2.6%	28	2.9%	4.5%	11	3.0%	3.0%
Centre	92	5.4%	4.4%	40	5.3%	4.0%	52	5.4%	4.8%	16	4.6%	2.5%
Pays de Loire	156	9.1%	5.2%	68	9.0%	4.7%	88	9.1%	5.7%	21	6.0%	2.4%
Bretagne	37	2.2%	1.4%	14	1.9%	1.1%	23	2.4%	1.6%	7	1.8%	0.9%
Poitou Charentes	49	2.8%	3.3%	16	2.1%	2.2%	33	3.4%	4.2%	3	0.8%	0.8%
Aquitaine	64	3.7%	2.3%	28	3.7%	2.1%	36	3.8%	2.5%	10	2.8%	1.2%
Midi Pyrénées	77	4.5%	3.1%	42	5.5%	3.5%	35	3.7%	2.8%	11	3.2%	1.4%
Limousin	28	1.6%	4.6%	7	0.9%	2.3%	21	2.2%	6.6%	4	1.2%	2.7%
Auvergne	50	2.9%	4.4%	23	3.0%	4.2%	27	2.8%	4.5%	8	2.1%	2.5%
Rhône Alpes	141	8.2%	2.7%	66	8.8%	2.6%	75	7.8%	2.8%	42	11.7%	2.2%
Languedoc Roussillon	69	4.0%	3.0%	27	3.6%	2.5%	42	4.3%	3.5%	7	1.9%	0.9%
Provence Alpes Côte d'Azur. Corse	65	3.8%	1.5%	38	5.0%	1.8%	27	2.8%	1.2%	23	6.5%	1.5%
Habitudes de connexion à Internet												
Tous les jours	1025	59.6%	2.8%	471	62.3%	2.6%	554	57.5%	3.0%	287	81.0%	1.9%
Presque tous les jours	220	12.8%	4.0%	110	14.6%	4.3%	110	11.4%	3.6%	43	12.0%	2.7%
1 à 2 fois par semaine	105	6.1%	3.8%	51	6.7%	4.4%	54	5.6%	3.4%	10	2.9%	2.0%
1 à 3 fois par mois	30	1.8%	5.9%	10	1.3%	4.3%	20	2.1%	7.3%	0	0.1%	0.6%
Moins souvent	57	3.3%	10.0%	14	1.8%	4.7%	43	4.5%	15.4%	14	3.9%	25.7%
Jamais	14	0.8%	19.3%	14	1.9%	26.8%	0	0.0%	0.0%	0	0.0%	0.0%

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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	72	4.2%	4.3%	26	3.4%	3.5%	46	4.8%	4.9%	0	0.1%	0.2%
De 9 000 à moins de 12 000 euros par an	121	7.1%	4.5%	29	3.9%	2.8%	92	9.5%	5.5%	5	1.5%	2.2%
De 12 000 à moins de 18 000 euros par an	272	15.8%	5.1%	99	13.2%	4.4%	173	17.9%	5.5%	20	5.7%	3.0%
De 18 000 à moins de 24 000 euros par an	254	14.8%	3.8%	123	16.2%	4.2%	131	13.6%	3.5%	30	8.4%	2.1%
De 24 000 à moins de 36 000 euros par an	408	23.7%	3.5%	182	24.1%	3.3%	225	23.4%	3.7%	70	19.8%	2.0%
De 36 000 à moins de 45 000 euros par an	205	11.9%	2.8%	92	12.1%	2.4%	114	11.8%	3.2%	68	19.2%	2.4%
De 45 000 à moins de 65 000 euros par an	149	8.7%	2.1%	90	11.9%	2.3%	59	6.1%	1.9%	65	18.5%	1.8%
65 000 euros et plus par an	47	2.7%	1.1%	28	3.7%	1.1%	19	2.0%	1.1%	31	8.9%	1.1%
Refus	144	8.4%	3.4%	65	8.6%	3.7%	80	8.3%	3.2%	47	13.2%	3.1%
Ne sait pas	47	2.7%	4.3%	22	2.9%	4.6%	24	2.5%	4.2%	16	4.6%	4.2%