

TV Grandes Chaînes

Lecture Dernière Période



	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
ENSEMBLE	1907	100.0%	3.6%	738	100.0%	2.9%	1169	100.0%	4.3%	483	100.0%	2.7%
Sexe												
Homme	738	38.7%	2.9%	738	100.0%	2.9%	0	0.0%	0.0%	198	40.9%	2.2%
Femme	1169	61.3%	4.3%	0	0.0%	0.0%	1169	100.0%	4.3%	285	59.1%	3.3%
Age												
15 à 24 ans	266	14.0%	3.6%	119	16.1%	3.2%	147	12.6%	4.0%	101	20.9%	3.1%
25 à 34 ans	200	10.5%	2.6%	89	12.0%	2.4%	111	9.5%	2.9%	56	11.6%	1.7%
35 à 49 ans	449	23.5%	3.5%	165	22.3%	2.6%	284	24.3%	4.4%	193	40.0%	3.1%
50 à 59 ans	358	18.8%	4.2%	152	20.7%	3.6%	205	17.6%	4.6%	103	21.2%	2.8%
60 ans et plus	634	33.2%	3.9%	213	28.9%	2.9%	421	36.0%	4.7%	31	6.3%	1.9%
Individu												
Ménagères	997	52.3%	4.3%	0	0.0%	0.0%	997	85.2%	4.3%	224	46.4%	3.2%
Personne de référence	890	46.7%	3.2%	568	77.0%	2.8%	322	27.5%	4.3%	180	37.2%	2.0%
Responsable des achats	1334	69.9%	3.7%	367	49.7%	2.8%	967	82.7%	4.2%	296	61.2%	2.6%
PCS Individu												
Agriculteurs	14	0.7%	2.6%	9	1.3%	2.9%	4	0.4%	2.2%	0	0.0%	0.0%
Petits patrons	22	1.2%	1.4%	15	2.0%	1.2%	8	0.7%	1.9%	18	3.7%	1.2%
Affaires et Cadres	103	5.4%	2.0%	57	7.7%	2.0%	46	3.9%	2.1%	91	18.8%	2.0%
Professions intermédiaires	194	10.2%	2.6%	92	12.5%	2.5%	102	8.7%	2.8%	153	31.8%	2.5%
Employés	367	19.3%	4.3%	80	10.9%	3.6%	287	24.6%	4.5%	84	17.5%	4.7%
Ouvriers	270	14.1%	4.2%	197	26.7%	3.8%	72	6.2%	5.6%	15	3.1%	3.4%
Retraités	549	28.8%	4.3%	186	25.2%	3.1%	363	31.0%	5.3%	7	1.5%	3.4%
Autres inactifs	388	20.4%	3.9%	102	13.8%	2.8%	287	24.5%	4.5%	114	23.7%	3.4%
PCS Personne de référence												
Agriculteurs	22	1.2%	2.8%	9	1.2%	2.5%	13	1.1%	3.1%	0	0.0%	0.0%
Petits patrons	56	3.0%	2.1%	16	2.2%	1.1%	40	3.4%	3.3%	56	11.7%	2.1%
Affaires et Cadres	170	8.9%	2.4%	72	9.7%	2.0%	98	8.4%	2.8%	170	35.2%	2.4%
Professions intermédiaires	257	13.5%	3.2%	110	14.9%	2.6%	147	12.6%	3.7%	257	53.2%	3.2%
Employés	240	12.6%	4.3%	87	11.8%	3.7%	153	13.1%	4.7%	0	0.0%	0.0%
Ouvriers	407	21.4%	4.2%	196	26.6%	3.8%	211	18.1%	4.7%	0	0.0%	0.0%
Retraités	626	32.8%	4.2%	196	26.6%	3.0%	430	36.7%	5.1%	0	0.0%	0.0%
Autres inactifs	129	6.8%	3.6%	52	7.0%	3.5%	77	6.6%	3.8%	0	0.0%	0.0%

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Taille du foyer												
1 personne	327	17.2%	3.3%	101	13.7%	2.4%	226	19.3%	4.1%	42	8.7%	1.8%
2 personnes	728	38.2%	4.0%	272	36.9%	3.1%	456	39.0%	4.8%	104	21.6%	2.5%
3 personnes	319	16.7%	3.4%	142	19.3%	3.0%	176	15.1%	3.8%	96	19.9%	2.4%
4 personnes	289	15.1%	3.1%	130	17.6%	2.8%	159	13.6%	3.4%	144	29.8%	3.1%
5 personnes et +	244	12.8%	4.4%	92	12.5%	3.6%	152	13.0%	5.0%	97	20.0%	3.7%
Présence d'enfants de moins de 15 ans												
Oui	497	26.1%	3.2%	179	24.2%	2.5%	319	27.3%	3.8%	208	43.1%	2.8%
Non	1409	73.9%	3.8%	559	75.8%	3.1%	851	72.7%	4.5%	275	56.9%	2.7%
Habitat												
Communes rurales	459	24.1%	3.8%	175	23.7%	3.1%	284	24.3%	4.5%	112	23.3%	3.4%
Agglo. - 20 000 hab	368	19.3%	4.1%	122	16.5%	2.8%	247	21.1%	5.3%	105	21.7%	3.8%
Agglo. 20 000 à 100 000 hab	311	16.3%	4.5%	120	16.3%	3.6%	190	16.3%	5.2%	65	13.5%	3.1%
Agglo. + 100 000 hab	539	28.3%	3.4%	233	31.7%	3.1%	305	26.1%	3.8%	132	27.3%	2.3%
Agglo. Paris	229	12.0%	2.6%	87	11.8%	2.1%	142	12.2%	3.1%	69	14.2%	1.7%

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Régions INSEE												
Ile de France	254	13.3%	2.6%	95	12.9%	2.1%	159	13.6%	3.1%	76	15.8%	1.7%
Nord Pas de Calais	111	5.8%	3.5%	53	7.2%	3.4%	58	4.9%	3.5%	21	4.4%	2.1%
Lorraine	52	2.7%	2.7%	20	2.7%	2.1%	32	2.7%	3.2%	17	3.5%	3.2%
Alsace	15	0.8%	1.0%	9	1.2%	1.1%	6	0.5%	0.8%	0	0.0%	0.0%
Franche-Comté	24	1.3%	2.5%	6	0.8%	1.2%	18	1.6%	3.7%	6	1.3%	2.3%
Champagne Ardennes	52	2.7%	4.7%	18	2.5%	3.4%	34	2.9%	5.9%	15	3.1%	5.1%
Picardie	67	3.5%	4.4%	37	5.0%	4.9%	31	2.6%	3.8%	12	2.4%	2.7%
Bourgogne	90	4.7%	6.6%	36	4.9%	5.5%	54	4.6%	7.6%	16	3.2%	4.1%
Haute Normandie	123	6.4%	8.3%	42	5.6%	5.9%	81	6.9%	10.4%	25	5.2%	5.5%
Basse Normandie	38	2.0%	3.1%	15	2.0%	2.6%	23	2.0%	3.6%	14	2.9%	3.9%
Centre	76	4.0%	3.7%	26	3.5%	2.6%	50	4.3%	4.7%	19	4.0%	3.0%
Pays de Loire	157	8.2%	5.2%	61	8.2%	4.2%	96	8.2%	6.1%	37	7.7%	4.1%
Bretagne	90	4.7%	3.4%	32	4.3%	2.4%	59	5.0%	4.2%	23	4.7%	2.9%
Poitou Charentes	63	3.3%	4.2%	15	2.1%	2.2%	48	4.1%	6.1%	20	4.2%	5.0%
Aquitaine	113	5.9%	4.0%	39	5.3%	2.9%	74	6.3%	5.1%	27	5.6%	3.0%
Midi Pyrénées	110	5.8%	4.4%	42	5.7%	3.5%	68	5.8%	5.3%	41	8.5%	4.7%
Limousin	23	1.2%	3.7%	9	1.3%	3.1%	14	1.2%	4.2%	5	1.0%	2.8%
Auvergne	60	3.1%	5.2%	31	4.2%	5.7%	28	2.4%	4.7%	16	3.2%	5.2%
Rhône Alpes	187	9.8%	3.5%	74	10.0%	2.9%	113	9.7%	4.1%	53	11.0%	2.7%
Languedoc Roussillon	103	5.4%	4.4%	39	5.3%	3.5%	64	5.5%	5.2%	17	3.6%	2.3%
Provence Alpes Côte d'Azur. Corse	98	5.1%	2.2%	39	5.3%	1.9%	59	5.1%	2.6%	22	4.6%	1.4%
Habitudes de connexion à Internet												
Tous les jours	1480	77.6%	3.5%	593	80.4%	2.8%	887	75.9%	4.0%	405	83.7%	2.5%
Presque tous les jours	267	14.0%	4.4%	98	13.3%	3.6%	169	14.4%	5.0%	44	9.0%	3.2%
1 à 2 fois par semaine	138	7.2%	4.6%	42	5.7%	3.3%	96	8.2%	5.4%	31	6.4%	6.0%
1 à 3 fois par mois	20	1.0%	4.9%	2	0.3%	1.3%	17	1.5%	8.1%	4	0.8%	6.8%
Moins souvent	2	0.1%	1.5%	2	0.2%	4.3%	0	0.0%	0.0%	0	0.0%	0.0%

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Revenus du foyer												
Moins de 9 000 euros par an	62	3.3%	4.5%	11	1.4%	1.7%	51	4.4%	6.9%	7	1.4%	3.3%
De 9 000 à moins de 12 000 euros par an	77	4.1%	3.9%	35	4.7%	4.5%	43	3.6%	3.5%	3	0.6%	1.2%
De 12 000 à moins de 18 000 euros par an	231	12.1%	4.6%	77	10.4%	3.8%	154	13.2%	5.2%	13	2.7%	1.7%
De 18 000 à moins de 24 000 euros par an	262	13.8%	3.8%	101	13.7%	3.4%	161	13.8%	4.1%	39	8.1%	2.6%
De 24 000 à moins de 36 000 euros par an	544	28.5%	4.4%	182	24.7%	3.2%	362	31.0%	5.5%	124	25.7%	3.5%
De 36 000 à moins de 45 000 euros par an	246	12.9%	3.2%	116	15.7%	3.0%	130	11.1%	3.4%	78	16.2%	2.7%
De 45 000 à moins de 65 000 euros par an	236	12.4%	3.1%	130	17.6%	3.0%	107	9.1%	3.1%	97	20.1%	2.5%
65 000 euros et plus par an	87	4.6%	2.0%	40	5.5%	1.6%	47	4.0%	2.7%	63	13.0%	2.2%
Refus	111	5.8%	3.1%	19	2.6%	1.3%	92	7.9%	4.5%	43	8.8%	3.2%
Ne sait pas	49	2.6%	3.1%	27	3.6%	3.7%	22	1.9%	2.7%	17	3.4%	2.5%