

	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
<b>Ensemble</b>	2439	100.0%	4.8%	1122	100.0%	4.6%	1317	100.0%	5.0%	575	100.0%	3.4%
<b>Sexe</b>												
<b>Homme</b>	1122	46.0%	4.6%	1122	100.0%	4.6%	0	-	100.0%	295	51.3%	3.4%
<b>Femme</b>	1317	54.0%	5.0%	0	-	100.0%	1317	100.0%	5.0%	280	48.7%	3.5%
<b>Age</b>												
<b>15 à 24 ans</b>	309	12.7%	4.2%	150	13.4%	4.0%	160	12.1%	4.3%	95	16.5%	3.2%
<b>25 à 34 ans</b>	399	16.4%	5.2%	163	14.6%	4.3%	236	17.9%	6.1%	148	25.7%	4.3%
<b>35 à 49 ans</b>	634	26.0%	5.0%	301	26.8%	4.8%	333	25.3%	5.2%	201	34.9%	3.3%
<b>50 à 64 ans</b>	681	27.9%	5.6%	332	29.6%	5.6%	349	26.5%	5.5%	122	21.2%	3.0%
<b>65 ans et plus</b>	415	17.0%	3.8%	176	15.6%	3.8%	240	18.2%	3.9%	10	1.7%	4.1%
<b>Individu</b>												
<b>Ménagère</b>	1152	47.2%	5.0%	0	-	100.0%	1152	87.5%	5.0%	228	39.5%	3.4%
<b>Personne de Référence</b>	1333	54.6%	4.8%	917	81.7%	4.5%	416	31.6%	5.3%	277	48.2%	3.3%
<b>Responsable des achats</b>	1213	49.7%	5.0%	374	33.3%	4.9%	840	63.7%	5.1%	317	55.1%	3.8%
<b>PCS Individu</b>												
<b>Agriculteurs</b>	18	0.7%	3.3%	8	0.7%	2.3%	10	0.7%	5.2%	0	-	-
<b>Petits patrons</b>	44	1.8%	2.8%	37	3.3%	3.3%	7	0.5%	1.6%	40	6.9%	2.8%
<b>Affaires et Cadres</b>	102	4.2%	2.2%	70	6.2%	2.4%	33	2.5%	1.9%	91	15.9%	2.1%
<b>Professions intermédiaires</b>	282	11.6%	4.2%	149	13.2%	4.2%	134	10.2%	4.2%	224	39.0%	4.0%
<b>Employés</b>	521	21.4%	6.2%	97	8.7%	5.0%	424	32.2%	6.6%	99	17.1%	5.6%
<b>Ouvriers</b>	424	17.4%	6.6%	323	28.8%	6.4%	101	7.6%	7.2%	18	3.1%	5.3%
<b>Retraités</b>	537	22.0%	4.4%	265	23.6%	4.5%	273	20.7%	4.3%	6	1.1%	2.7%
<b>Autres inactifs</b>	510	20.9%	5.0%	174	15.5%	4.9%	337	25.6%	5.0%	97	16.9%	3.1%
<b>PCS Personne de Référence</b>												
<b>Agriculteurs</b>	21	0.8%	2.6%	7	0.7%	2.0%	13	1.0%	3.2%	0	-	100.0%
<b>Petits patrons</b>	104	4.2%	4.1%	49	4.3%	3.6%	55	4.2%	4.7%	104	18.0%	4.1%
<b>Affaires et Cadres</b>	155	6.3%	2.3%	78	7.0%	2.3%	77	5.8%	2.3%	155	26.9%	2.3%
<b>Professions intermédiaires</b>	317	13.0%	4.2%	168	15.0%	4.2%	149	11.3%	4.1%	317	55.1%	4.2%
<b>Employés</b>	294	12.1%	5.5%	90	8.0%	4.2%	204	15.5%	6.4%	0	-	100.0%
<b>Ouvriers</b>	646	26.5%	6.7%	325	28.9%	6.4%	321	24.4%	7.0%	0	-	100.0%
<b>Retraités</b>	676	27.7%	4.7%	306	27.3%	4.7%	370	28.1%	4.7%	0	-	100.0%
<b>Autres inactifs</b>	228	9.3%	6.0%	99	8.8%	7.3%	129	9.8%	5.3%	0	-	100.0%

# Télé Poche

Hebdomadaire, Lecture Dernière Période

	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
<b>Taille du Foyer</b>												
<b>1 personne</b>	413	17.0%	4.5%	179	15.9%	4.5%	235	17.8%	4.4%	50	8.7%	2.9%
<b>2 personnes</b>	791	32.4%	4.5%	371	33.0%	4.3%	420	31.9%	4.6%	152	26.4%	3.6%
<b>3 personnes</b>	531	21.7%	5.7%	260	23.2%	5.6%	271	20.5%	5.7%	141	24.5%	3.8%
<b>4 personnes</b>	428	17.6%	4.6%	202	18.0%	4.4%	226	17.2%	4.9%	140	24.4%	3.0%
<b>5 personnes et +</b>	276	11.3%	5.3%	110	9.8%	4.5%	166	12.6%	5.9%	92	16.0%	3.7%
<b>Présence d'enfants de moins de 15 ans</b>												
<b>Oui</b>	757	31.0%	4.8%	315	28.1%	4.3%	442	33.6%	5.2%	241	41.9%	3.2%
<b>Non</b>	1682	69.0%	4.8%	807	71.9%	4.7%	875	66.4%	4.8%	334	58.1%	3.6%
<b>Habitat</b>												
<b>Communes rurales</b>	718	29.4%	5.6%	319	28.5%	5.1%	399	30.3%	6.0%	149	25.9%	4.1%
<b>Agglo. - 20 000 hab</b>	451	18.5%	5.3%	196	17.5%	4.8%	255	19.4%	5.7%	99	17.3%	4.0%
<b>Agglo. 20 000 à 100 000 hab</b>	353	14.5%	5.3%	148	13.2%	4.6%	205	15.6%	5.9%	83	14.4%	4.2%
<b>Agglo. + 100 000 hab</b>	578	23.7%	4.0%	272	24.2%	3.9%	306	23.2%	4.1%	139	24.2%	2.8%
<b>Agglo. Paris</b>	339	13.9%	4.1%	186	16.6%	4.7%	152	11.5%	3.5%	105	18.2%	2.7%

	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
<b>Région d'habitation</b>												
Ile-de-France	399	16.4%	4.2%	209	18.6%	4.7%	191	14.5%	3.9%	121	21.1%	2.8%
Nord-Pas-de-Calais	230	9.4%	7.2%	118	10.5%	7.8%	111	8.5%	6.6%	51	8.9%	5.8%
Lorraine	54	2.2%	2.8%	25	2.2%	2.6%	30	2.3%	3.0%	14	2.5%	2.7%
Alsace	48	1.9%	3.2%	16	1.4%	2.1%	32	2.4%	4.1%	16	2.8%	3.1%
Franche-Comté	53	2.2%	5.5%	19	1.7%	4.1%	34	2.6%	6.9%	9	1.6%	3.7%
Champagne-Ardenne	58	2.4%	5.3%	24	2.1%	4.5%	34	2.6%	6.0%	9	1.5%	3.2%
Picardie	107	4.4%	7.0%	49	4.4%	6.6%	58	4.4%	7.3%	20	3.5%	4.5%
Bourgogne	109	4.5%	8.0%	46	4.1%	7.1%	63	4.8%	8.9%	18	3.2%	5.4%
Haute-Normandie	119	4.9%	8.1%	49	4.4%	7.0%	70	5.3%	9.1%	24	4.2%	5.3%
Basse-Normandie	88	3.6%	7.3%	31	2.8%	5.4%	57	4.3%	9.0%	9	1.5%	2.8%
Centre	119	4.9%	5.7%	51	4.5%	5.1%	68	5.1%	6.3%	17	2.9%	2.7%
Pays de la Loire	141	5.8%	4.9%	70	6.2%	5.1%	71	5.4%	4.8%	44	7.7%	5.1%
Bretagne	129	5.3%	5.0%	62	5.5%	5.0%	66	5.0%	4.9%	27	4.6%	3.5%
Poitou-Charentes	78	3.2%	5.3%	35	3.2%	5.1%	43	3.2%	5.6%	14	2.5%	3.7%
Aquitaine	116	4.7%	4.4%	50	4.4%	3.9%	66	5.0%	4.8%	23	4.0%	2.7%
Midi-Pyrénées	99	4.1%	4.2%	36	3.2%	3.1%	63	4.8%	5.1%	20	3.6%	2.6%
Limousin	39	1.6%	6.2%	21	1.9%	6.9%	18	1.4%	5.5%	8	1.3%	4.7%
Auvergne	57	2.4%	5.1%	27	2.4%	5.0%	31	2.3%	5.2%	12	2.1%	3.9%
Rhône-Alpes	173	7.1%	3.5%	89	7.9%	3.7%	84	6.4%	3.3%	44	7.6%	2.6%
Languedoc-Roussillon	81	3.3%	3.8%	29	2.6%	2.9%	52	4.0%	4.6%	37	6.4%	5.8%
Provence-Alpes-Côte-d'Azur-Corse	144	5.9%	3.3%	68	6.0%	3.3%	76	5.8%	3.3%	37	6.5%	2.6%
<b>Habitudes de connexion Internet</b>												
Tous les jours	1048	42.9%	3.9%	510	45.5%	3.7%	537	40.8%	4.1%	402	69.8%	3.2%
Presque tous les jours	302	12.4%	5.0%	135	12.0%	4.8%	167	12.7%	5.1%	76	13.1%	3.1%
1 à 2 fois par semaine	211	8.6%	6.6%	77	6.8%	5.4%	134	10.2%	7.6%	46	7.9%	5.1%
1 à 3 fois par mois	63	2.6%	7.3%	31	2.8%	8.0%	31	2.4%	6.7%	4	0.7%	2.2%
Moins souvent	83	3.4%	5.8%	45	4.0%	7.2%	38	2.9%	4.7%	10	1.7%	6.7%
Jamais	33	1.4%	13.5%	15	1.4%	11.1%	18	1.4%	16.6%	4	0.7%	13.3%

# Télé Poche

Hebdomadaire, Lecture Dernière Période

	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
<b>Revenus du Foyer</b>												
Moins de 9 000 euros par an	133	5.4%	5.4%	56	5.0%	5.8%	77	5.9%	5.2%	7	1.3%	3.8%
De 9 000 à moins de 12 000 euros par an	192	7.9%	5.9%	45	4.0%	4.2%	147	11.2%	6.7%	5	0.9%	1.9%
De 12 000 à moins de 18 000 euros par an	362	14.8%	5.3%	167	14.9%	5.6%	194	14.7%	5.1%	30	5.2%	3.7%
De 18 000 à moins de 24 000 euros par an	444	18.2%	6.1%	172	15.4%	5.1%	272	20.6%	7.0%	82	14.3%	5.2%
De 24 000 à moins de 36 000 euros par an	597	24.5%	5.4%	319	28.5%	5.8%	278	21.1%	5.0%	145	25.3%	4.0%
De 36 000 à moins de 45 000 euros par an	243	10.0%	3.9%	133	11.8%	4.0%	110	8.4%	3.7%	101	17.5%	3.6%
De 45 000 à moins de 65 000 euros par an	189	7.7%	3.3%	111	9.9%	3.5%	78	5.9%	3.1%	100	17.3%	2.9%
65 000 euros et plus	62	2.6%	2.2%	34	3.0%	1.9%	29	2.2%	2.5%	45	7.9%	2.0%
Refus	155	6.4%	4.1%	53	4.7%	3.4%	102	7.8%	4.7%	44	7.6%	3.4%
Ne sait pas	62	2.6%	4.1%	32	2.8%	4.8%	31	2.3%	3.6%	17	2.9%	3.1%