

Télé 2 Semaines

Bimensuel, Lecture Dernière Période

	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
Ensemble	4334	100.0%	8.5%	1924	100.0%	7.9%	2410	100.0%	9.1%	1190	100.0%	7.1%
Sexe												
Homme	1924	44.4%	7.9%	1924	100.0%	7.9%	0	-	100.0%	588	49.4%	6.7%
Femme	2410	55.6%	9.1%	0	-	100.0%	2410	100.0%	9.1%	602	50.6%	7.5%
Age												
15 à 24 ans	749	17.3%	10.1%	390	20.3%	10.5%	358	14.9%	9.8%	262	22.1%	8.8%
25 à 34 ans	790	18.2%	10.3%	349	18.2%	9.2%	441	18.3%	11.3%	250	21.0%	7.3%
35 à 49 ans	1253	28.9%	9.8%	542	28.2%	8.6%	711	29.5%	11.0%	420	35.3%	6.9%
50 à 64 ans	1104	25.5%	9.0%	476	24.7%	8.0%	628	26.1%	9.9%	246	20.6%	6.0%
65 ans et plus	439	10.1%	4.1%	167	8.7%	3.6%	272	11.3%	4.4%	12	1.0%	5.1%
Individu												
Ménagère	2118	48.9%	9.1%	0	-	100.0%	2118	87.9%	9.1%	494	41.5%	7.4%
Personne de Référence	2267	52.3%	8.1%	1532	79.7%	7.6%	735	30.5%	9.4%	518	43.5%	6.1%
Responsable des achats	2097	48.4%	8.7%	600	31.2%	7.9%	1497	62.1%	9.1%	587	49.3%	7.0%
PCS Individu												
Agriculteurs	32	0.7%	6.1%	23	1.2%	6.6%	9	0.4%	5.1%	0	-	-
Petits patrons	108	2.5%	7.0%	76	3.9%	6.9%	32	1.3%	7.2%	91	7.7%	6.5%
Affaires et Cadres	226	5.2%	4.9%	140	7.3%	4.8%	86	3.6%	4.9%	211	17.7%	4.9%
Professions intermédiaires	518	12.0%	7.7%	243	12.6%	6.9%	275	11.4%	8.6%	410	34.5%	7.3%
Employés	940	21.7%	11.2%	204	10.6%	10.4%	737	30.6%	11.4%	165	13.9%	9.3%
Ouvriers	841	19.4%	13.0%	620	32.3%	12.3%	221	9.2%	15.9%	41	3.4%	11.8%
Retraités	616	14.2%	5.0%	268	14.0%	4.5%	347	14.4%	5.4%	12	1.0%	5.3%
Autres inactifs	1052	24.3%	10.2%	349	18.1%	9.9%	703	29.2%	10.4%	260	21.8%	8.3%
PCS Personne de Référence												
Agriculteurs	53	1.2%	6.8%	22	1.1%	5.8%	31	1.3%	7.7%	0	-	100.0%
Petits patrons	192	4.4%	7.7%	97	5.1%	7.2%	95	3.9%	8.2%	192	16.1%	7.7%
Affaires et Cadres	362	8.3%	5.4%	191	9.9%	5.5%	171	7.1%	5.2%	362	30.4%	5.4%
Professions intermédiaires	636	14.7%	8.4%	300	15.6%	7.6%	336	13.9%	9.3%	636	53.5%	8.4%
Employés	621	14.3%	11.6%	239	12.4%	11.1%	382	15.8%	11.9%	0	-	100.0%
Ouvriers	1275	29.4%	13.1%	634	33.0%	12.4%	642	26.6%	13.9%	0	-	100.0%
Retraités	780	18.0%	5.4%	300	15.6%	4.6%	479	19.9%	6.1%	0	-	100.0%
Autres inactifs	415	9.6%	11.0%	140	7.3%	10.3%	275	11.4%	11.4%	0	-	100.0%

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Taille du Foyer												
1 personne	734	16.9%	7.9%	280	14.6%	7.1%	454	18.8%	8.6%	86	7.3%	5.0%
2 personnes	1282	29.6%	7.2%	597	31.0%	6.9%	685	28.4%	7.5%	254	21.3%	6.0%
3 personnes	942	21.7%	10.1%	432	22.5%	9.3%	510	21.2%	10.8%	313	26.3%	8.4%
4 personnes	886	20.4%	9.6%	417	21.7%	9.0%	469	19.4%	10.1%	370	31.1%	8.0%
5 personnes et +	490	11.3%	9.3%	198	10.3%	8.0%	292	12.1%	10.5%	167	14.1%	6.7%
Présence d'enfants de moins de 15 ans												
Oui	1621	37.4%	10.3%	655	34.0%	9.0%	967	40.1%	11.5%	573	48.1%	7.7%
Non	2713	62.6%	7.7%	1269	66.0%	7.5%	1444	59.9%	8.0%	617	51.9%	6.6%
Habitat												
Communes rurales	1058	24.4%	8.2%	462	24.0%	7.4%	596	24.7%	8.9%	285	24.0%	7.9%
Agglo. - 20 000 hab	852	19.7%	9.9%	407	21.2%	10.0%	445	18.5%	9.9%	221	18.6%	9.0%
Agglo. 20 000 à 100 000 hab	604	13.9%	9.1%	268	13.9%	8.4%	336	13.9%	9.7%	143	12.0%	7.3%
Agglo. + 100 000 hab	1267	29.2%	8.8%	535	27.8%	7.8%	732	30.4%	9.7%	332	27.9%	6.8%
Agglo. Paris	552	12.7%	6.6%	251	13.1%	6.4%	301	12.5%	6.9%	208	17.5%	5.4%

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Région d'habitation												
Ile-de-France	647	14.9%	6.9%	309	16.1%	6.9%	338	14.0%	6.9%	242	20.4%	5.6%
Nord-Pas-de-Calais	377	8.7%	11.8%	156	8.1%	10.3%	221	9.2%	13.1%	91	7.6%	10.2%
Lorraine	193	4.5%	10.0%	91	4.7%	9.8%	102	4.2%	10.2%	52	4.4%	10.0%
Alsace	80	1.9%	5.3%	41	2.1%	5.6%	40	1.6%	5.1%	16	1.3%	3.0%
Franche-Comté	67	1.5%	7.0%	27	1.4%	5.8%	40	1.7%	8.2%	19	1.6%	7.6%
Champagne-Ardenne	100	2.3%	9.2%	48	2.5%	9.1%	53	2.2%	9.3%	17	1.4%	6.3%
Picardie	169	3.9%	11.1%	89	4.6%	12.0%	80	3.3%	10.1%	49	4.1%	10.9%
Bourgogne	138	3.2%	10.2%	66	3.4%	10.2%	72	3.0%	10.2%	27	2.3%	7.9%
Haute-Normandie	153	3.5%	10.3%	76	4.0%	10.9%	76	3.2%	9.9%	41	3.4%	9.1%
Basse-Normandie	130	3.0%	10.8%	55	2.8%	9.5%	75	3.1%	12.0%	29	2.5%	9.3%
Centre	193	4.4%	9.3%	89	4.6%	8.9%	103	4.3%	9.6%	41	3.4%	6.5%
Pays de la Loire	227	5.2%	8.0%	102	5.3%	7.4%	125	5.2%	8.5%	58	4.9%	6.7%
Bretagne	168	3.9%	6.5%	80	4.1%	6.4%	89	3.7%	6.6%	55	4.6%	7.2%
Poitou-Charentes	130	3.0%	8.9%	55	2.8%	7.8%	76	3.1%	9.9%	29	2.4%	7.5%
Aquitaine	256	5.9%	9.7%	92	4.8%	7.3%	165	6.8%	11.8%	55	4.6%	6.5%
Midi-Pyrénées	196	4.5%	8.3%	96	5.0%	8.4%	100	4.2%	8.2%	59	5.0%	7.5%
Limousin	63	1.4%	10.0%	27	1.4%	9.1%	35	1.5%	10.8%	14	1.2%	8.6%
Auvergne	84	1.9%	7.5%	48	2.5%	8.9%	37	1.5%	6.3%	25	2.1%	7.9%
Rhône-Alpes	388	8.9%	7.8%	136	7.1%	5.7%	251	10.4%	9.7%	99	8.4%	5.9%
Languedoc-Roussillon	180	4.2%	8.4%	70	3.7%	6.9%	110	4.6%	9.7%	58	4.9%	9.2%
Provence-Alpes-Côte-d'Azur-Corse	393	9.1%	9.1%	171	8.9%	8.4%	222	9.2%	9.7%	115	9.7%	8.2%
Habitudes de connexion Internet												
Tous les jours	2306	53.2%	8.6%	1086	56.5%	7.9%	1220	50.6%	9.3%	865	72.7%	6.8%
Presque tous les jours	522	12.0%	8.6%	218	11.3%	7.8%	304	12.6%	9.2%	173	14.5%	7.1%
1 à 2 fois par semaine	318	7.3%	9.9%	132	6.9%	9.3%	185	7.7%	10.4%	98	8.3%	11.0%
1 à 3 fois par mois	115	2.7%	13.5%	45	2.3%	11.3%	71	2.9%	15.3%	13	1.1%	6.7%
Moins souvent	168	3.9%	11.7%	79	4.1%	12.8%	88	3.7%	10.9%	10	0.9%	6.9%
Jamais	23	0.5%	9.3%	10	0.5%	7.3%	13	0.5%	11.8%	1	0.1%	4.7%

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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	256	5.9%	10.5%	92	4.8%	9.6%	164	6.8%	11.1%	11	0.9%	5.5%
De 9 000 à moins de 12 000 euros par an	356	8.2%	10.9%	101	5.2%	9.3%	255	10.6%	11.7%	33	2.8%	11.9%
De 12 000 à moins de 18 000 euros par an	610	14.1%	9.0%	257	13.4%	8.6%	353	14.6%	9.3%	72	6.0%	8.9%
De 18 000 à moins de 24 000 euros par an	659	15.2%	9.1%	270	14.0%	8.0%	389	16.1%	10.0%	128	10.7%	8.1%
De 24 000 à moins de 36 000 euros par an	1010	23.3%	9.1%	484	25.2%	8.8%	525	21.8%	9.5%	279	23.4%	7.7%
De 36 000 à moins de 45 000 euros par an	523	12.1%	8.3%	250	13.0%	7.6%	272	11.3%	9.1%	187	15.7%	6.6%
De 45 000 à moins de 65 000 euros par an	410	9.4%	7.2%	207	10.8%	6.6%	202	8.4%	8.1%	240	20.2%	7.0%
65 000 euros et plus	125	2.9%	4.4%	89	4.6%	5.1%	36	1.5%	3.2%	106	8.9%	4.7%
Refus	256	5.9%	6.8%	114	5.9%	7.4%	142	5.9%	6.5%	94	7.9%	7.3%
Ne sait pas	130	3.0%	8.6%	59	3.1%	8.9%	71	2.9%	8.4%	41	3.4%	7.5%