

TV Grandes Chaînes

Bimensuel, Lecture Dernière Période

	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
Ensemble	2817	100.0%	5.5%	1203	100.0%	4.9%	1614	100.0%	6.1%	850	100.0%	5.1%
Sexe												
Homme	1203	42.7%	4.9%	1203	100.0%	4.9%	0	-	100.0%	411	48.4%	4.7%
Femme	1614	57.3%	6.1%	0	-	100.0%	1614	100.0%	6.1%	439	51.6%	5.5%
Age												
15 à 24 ans	587	20.8%	7.9%	298	24.8%	8.0%	289	17.9%	7.9%	224	26.4%	7.5%
25 à 34 ans	453	16.1%	5.9%	180	15.0%	4.8%	273	16.9%	7.0%	144	17.0%	4.2%
35 à 49 ans	783	27.8%	6.2%	337	28.0%	5.4%	446	27.6%	6.9%	294	34.6%	4.9%
50 à 64 ans	637	22.6%	5.2%	264	22.0%	4.5%	373	23.1%	5.9%	182	21.4%	4.4%
65 ans et plus	356	12.6%	3.3%	123	10.2%	2.7%	233	14.4%	3.8%	5	0.6%	2.3%
Individu												
Ménagère	1364	48.4%	5.9%	0	-	100.0%	1364	84.5%	5.9%	328	38.5%	4.9%
Personne de Référence	1433	50.9%	5.1%	917	76.3%	4.5%	516	32.0%	6.6%	354	41.7%	4.2%
Responsable des achats	1305	46.3%	5.4%	365	30.4%	4.8%	940	58.2%	5.7%	402	47.3%	4.8%
PCS Individu												
Agriculteurs	21	0.7%	4.0%	15	1.2%	4.2%	6	0.4%	3.5%	3	0.3%	43.4%
Petits patrons	62	2.2%	4.0%	38	3.2%	3.4%	23	1.5%	5.3%	55	6.5%	3.9%
Affaires et Cadres	140	5.0%	3.0%	90	7.4%	3.1%	51	3.1%	2.9%	127	15.0%	2.9%
Professions intermédiaires	353	12.5%	5.3%	174	14.4%	5.0%	179	11.1%	5.6%	297	34.9%	5.3%
Employés	559	19.9%	6.7%	121	10.0%	6.2%	438	27.2%	6.8%	111	13.0%	6.2%
Ouvriers	493	17.5%	7.6%	371	30.8%	7.3%	122	7.6%	8.8%	35	4.2%	10.3%
Retraités	449	15.9%	3.6%	182	15.1%	3.1%	267	16.5%	4.2%	8	0.9%	3.6%
Autres inactifs	740	26.3%	7.2%	213	17.7%	6.0%	527	32.6%	7.8%	214	25.2%	6.8%
PCS Personne de Référence												
Agriculteurs	34	1.2%	4.3%	19	1.5%	4.9%	15	1.0%	3.8%	0	-	100.0%
Petits patrons	125	4.4%	5.0%	66	5.5%	4.9%	58	3.6%	5.1%	125	14.7%	5.0%
Affaires et Cadres	274	9.7%	4.1%	125	10.4%	3.6%	149	9.3%	4.6%	274	32.2%	4.1%
Professions intermédiaires	451	16.0%	6.0%	220	18.3%	5.5%	231	14.3%	6.4%	451	53.1%	6.0%
Employés	366	13.0%	6.8%	134	11.1%	6.2%	231	14.3%	7.2%	0	-	100.0%
Ouvriers	795	28.2%	8.2%	380	31.6%	7.5%	416	25.7%	9.0%	0	-	100.0%
Retraités	545	19.3%	3.8%	207	17.2%	3.2%	339	21.0%	4.3%	0	-	100.0%
Autres inactifs	227	8.1%	6.0%	53	4.4%	3.9%	174	10.8%	7.2%	0	-	100.0%

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Taille du Foyer												
1 personne	491	17.4%	5.3%	166	13.8%	4.2%	324	20.1%	6.1%	59	6.9%	3.4%
2 personnes	846	30.0%	4.8%	358	29.8%	4.1%	487	30.2%	5.4%	204	24.0%	4.8%
3 personnes	603	21.4%	6.4%	271	22.5%	5.9%	332	20.6%	7.0%	218	25.7%	5.9%
4 personnes	568	20.2%	6.1%	278	23.1%	6.0%	291	18.0%	6.3%	252	29.6%	5.5%
5 personnes et +	309	11.0%	5.9%	129	10.7%	5.3%	180	11.2%	6.5%	118	13.8%	4.7%
Présence d'enfants de moins de 15 ans												
Oui	998	35.4%	6.4%	409	34.0%	5.6%	589	36.5%	7.0%	364	42.8%	4.9%
Non	1819	64.6%	5.2%	794	66.0%	4.7%	1025	63.5%	5.7%	486	57.2%	5.2%
Habitat												
Communes rurales	801	28.4%	6.2%	366	30.4%	5.9%	435	27.0%	6.5%	242	28.5%	6.7%
Agglo. - 20 000 hab	547	19.4%	6.4%	238	19.8%	5.8%	309	19.1%	6.9%	150	17.7%	6.1%
Agglo. 20 000 à 100 000 hab	353	12.5%	5.3%	150	12.5%	4.7%	203	12.6%	5.8%	104	12.3%	5.3%
Agglo. + 100 000 hab	736	26.1%	5.1%	314	26.1%	4.6%	422	26.1%	5.6%	214	25.2%	4.4%
Agglo. Paris	380	13.5%	4.6%	135	11.2%	3.4%	245	15.2%	5.6%	139	16.4%	3.6%

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Région d'habitation												
Ile-de-France	426	15.1%	4.5%	160	13.3%	3.6%	265	16.4%	5.4%	153	18.0%	3.5%
Nord-Pas-de-Calais	176	6.3%	5.5%	70	5.8%	4.6%	107	6.6%	6.3%	49	5.8%	5.5%
Lorraine	41	1.4%	2.1%	22	1.8%	2.4%	19	1.2%	1.9%	17	2.0%	3.3%
Alsace	38	1.4%	2.5%	23	1.9%	3.1%	16	1.0%	2.0%	17	2.0%	3.4%
Franche-Comté	28	1.0%	2.9%	9	0.8%	2.1%	18	1.1%	3.8%	7	0.8%	2.9%
Champagne-Ardenne	59	2.1%	5.4%	36	3.0%	6.8%	23	1.4%	4.1%	13	1.6%	5.0%
Picardie	107	3.8%	7.0%	48	4.0%	6.5%	59	3.6%	7.4%	31	3.6%	6.9%
Bourgogne	101	3.6%	7.4%	53	4.4%	8.2%	48	2.9%	6.7%	24	2.8%	6.9%
Haute-Normandie	143	5.1%	9.7%	77	6.4%	10.9%	66	4.1%	8.6%	39	4.6%	8.8%
Basse-Normandie	82	2.9%	6.9%	31	2.6%	5.3%	52	3.2%	8.2%	23	2.7%	7.4%
Centre	146	5.2%	7.0%	79	6.6%	7.9%	67	4.2%	6.3%	43	5.0%	6.8%
Pays de la Loire	160	5.7%	5.6%	80	6.7%	5.8%	80	5.0%	5.4%	47	5.5%	5.3%
Bretagne	156	5.5%	6.0%	64	5.3%	5.2%	91	5.7%	6.8%	45	5.3%	5.9%
Poitou-Charentes	115	4.1%	7.9%	60	5.0%	8.5%	55	3.4%	7.2%	30	3.5%	7.8%
Aquitaine	167	5.9%	6.3%	71	5.9%	5.7%	95	5.9%	6.8%	48	5.7%	5.7%
Midi-Pyrénées	123	4.4%	5.2%	41	3.4%	3.6%	81	5.0%	6.6%	43	5.0%	5.4%
Limousin	39	1.4%	6.3%	16	1.3%	5.2%	24	1.5%	7.2%	7	0.8%	4.2%
Auvergne	76	2.7%	6.8%	31	2.6%	5.8%	45	2.8%	7.7%	33	3.9%	10.6%
Rhône-Alpes	308	10.9%	6.2%	116	9.6%	4.8%	192	11.9%	7.5%	91	10.7%	5.3%
Languedoc-Roussillon	126	4.5%	5.9%	42	3.5%	4.1%	84	5.2%	7.4%	34	4.0%	5.4%
Provence-Alpes-Côte-d'Azur-Corse	199	7.1%	4.6%	74	6.1%	3.6%	126	7.8%	5.5%	57	6.7%	4.0%
Habitudes de connexion Internet												
Tous les jours	1421	50.4%	5.3%	641	53.3%	4.7%	780	48.3%	5.9%	572	67.3%	4.5%
Presque tous les jours	409	14.5%	6.7%	193	16.1%	7.0%	216	13.4%	6.5%	169	19.9%	6.9%
1 à 2 fois par semaine	185	6.6%	5.8%	78	6.5%	5.5%	107	6.7%	6.0%	62	7.3%	6.9%
1 à 3 fois par mois	62	2.2%	7.2%	22	1.8%	5.6%	40	2.5%	8.5%	12	1.4%	6.3%
Moins souvent	105	3.7%	7.3%	38	3.1%	6.0%	68	4.2%	8.3%	7	0.9%	4.8%
Jamais	23	0.8%	9.2%	16	1.3%	11.5%	7	0.4%	6.2%	0	-	-

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Revenus du Foyer												
Moins de 9 000 euros par an	204	7.2%	8.4%	86	7.2%	9.0%	118	7.3%	8.0%	21	2.5%	11.1%
De 9 000 à moins de 12 000 euros par an	213	7.6%	6.5%	43	3.6%	4.0%	170	10.5%	7.8%	9	1.1%	3.4%
De 12 000 à moins de 18 000 euros par an	441	15.7%	6.5%	160	13.3%	5.4%	281	17.4%	7.4%	48	5.6%	5.9%
De 18 000 à moins de 24 000 euros par an	423	15.0%	5.8%	160	13.3%	4.7%	263	16.3%	6.8%	81	9.5%	5.1%
De 24 000 à moins de 36 000 euros par an	632	22.4%	5.7%	299	24.9%	5.4%	333	20.6%	6.0%	208	24.4%	5.7%
De 36 000 à moins de 45 000 euros par an	335	11.9%	5.4%	152	12.6%	4.6%	183	11.4%	6.2%	147	17.3%	5.2%
De 45 000 à moins de 65 000 euros par an	231	8.2%	4.1%	127	10.5%	4.0%	104	6.5%	4.2%	165	19.4%	4.8%
65 000 euros et plus	82	2.9%	2.9%	54	4.5%	3.1%	28	1.8%	2.5%	65	7.7%	2.9%
Refus	166	5.9%	4.4%	74	6.1%	4.8%	92	5.7%	4.2%	67	7.9%	5.2%
Ne sait pas	89	3.1%	5.9%	47	3.9%	7.1%	41	2.5%	4.9%	38	4.5%	7.0%