

Télé 2 Semaines

Bimensuel, Lecture Dernière Période



	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
Ensemble	4441	100.0%	8.7%	1928	100.0%	7.9%	2513	100.0%	9.4%	1218	100.0%	7.2%
Sexe												
Homme	1928	43.4%	7.9%	1928	100.0%	7.9%	0	-	-	572	47.0%	6.5%
Femme	2513	56.6%	9.4%	0	-	-	2513	100.0%	9.4%	646	53.0%	7.9%
Age												
15 à 24 ans	758	17.1%	10.2%	375	19.4%	10.0%	383	15.2%	10.5%	268	22.0%	8.7%
25 à 34 ans	723	16.3%	9.4%	301	15.6%	7.9%	422	16.8%	10.8%	220	18.1%	6.4%
35 à 49 ans	1290	29.0%	10.2%	554	28.8%	8.9%	736	29.3%	11.5%	453	37.2%	7.4%
50 à 64 ans	1144	25.8%	9.3%	499	25.9%	8.4%	645	25.6%	10.2%	269	22.1%	6.5%
65 ans et plus	526	11.9%	4.7%	199	10.3%	4.2%	327	13.0%	5.2%	7	0.6%	3.0%
Individu												
Ménagère	2179	49.1%	9.3%	0	-	-	2179	86.7%	9.3%	520	42.7%	7.6%
Personne de Référence	2297	51.7%	8.1%	1532	79.5%	7.5%	765	30.4%	9.7%	518	42.5%	6.1%
Responsable des achats	3113	70.1%	8.8%	962	49.9%	7.9%	2151	85.6%	9.4%	716	58.8%	6.7%
PCS Individu												
Agriculteurs	14	0.3%	2.5%	6	0.3%	1.9%	7	0.3%	3.5%	0	-	-
Petits patrons	104	2.3%	6.3%	67	3.5%	5.6%	37	1.5%	7.9%	92	7.5%	6.1%
Affaires et Cadres	249	5.6%	5.2%	153	7.9%	5.2%	96	3.8%	5.3%	232	19.0%	5.3%
Professions intermédiaires	519	11.7%	7.7%	234	12.1%	6.8%	285	11.4%	8.7%	397	32.6%	7.2%
Employés	937	21.1%	11.2%	225	11.7%	11.1%	712	28.3%	11.2%	168	13.8%	9.2%
Ouvriers	803	18.1%	12.4%	617	32.0%	12.2%	187	7.4%	13.4%	41	3.3%	11.0%
Retraités	676	15.2%	5.4%	291	15.1%	4.9%	385	15.3%	5.8%	14	1.1%	5.4%
Autres inactifs	1139	25.6%	11.4%	335	17.4%	9.7%	804	32.0%	12.3%	275	22.5%	9.0%
PCS Personne de Référence												
Agriculteurs	35	0.8%	4.4%	8	0.4%	2.1%	27	1.1%	6.5%	0	-	-
Petits patrons	213	4.8%	8.1%	106	5.5%	7.4%	107	4.3%	9.0%	213	17.5%	8.1%
Affaires et Cadres	418	9.4%	6.1%	202	10.5%	5.8%	216	8.6%	6.4%	418	34.3%	6.1%
Professions intermédiaires	587	13.2%	7.8%	264	13.7%	6.8%	323	12.9%	9.0%	587	48.2%	7.8%
Employés	651	14.7%	12.3%	262	13.6%	11.8%	389	15.5%	12.6%	0	-	-
Ouvriers	1188	26.8%	12.6%	592	30.7%	11.9%	596	23.7%	13.2%	0	-	-
Retraités	879	19.8%	6.0%	330	17.1%	5.0%	548	21.8%	6.8%	0	-	-
Autres inactifs	470	10.6%	12.1%	163	8.5%	11.2%	307	12.2%	12.6%	0	-	-

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Taille du Foyer												
1 personne	787	17.7%	8.4%	320	16.6%	8.0%	467	18.6%	8.7%	95	7.8%	5.5%
2 personnes	1299	29.3%	7.2%	573	29.7%	6.5%	726	28.9%	7.9%	260	21.4%	5.9%
3 personnes	967	21.8%	10.4%	428	22.2%	9.3%	540	21.5%	11.5%	310	25.4%	8.3%
4 personnes	944	21.3%	10.3%	431	22.3%	9.4%	513	20.4%	11.1%	405	33.2%	8.7%
5 personnes et +	443	10.0%	8.4%	177	9.2%	7.2%	267	10.6%	9.5%	148	12.2%	5.9%
Présence d'enfants de moins de 15 ans												
Oui	1614	36.3%	10.3%	624	32.4%	8.7%	990	39.4%	11.7%	573	47.1%	7.6%
Non	2827	63.7%	8.0%	1304	67.6%	7.6%	1523	60.6%	8.4%	645	52.9%	6.9%
Habitat												
Communes rurales	993	22.4%	8.5%	450	23.4%	8.0%	543	21.6%	8.9%	272	22.3%	8.0%
Agglo. - 20 000 hab	846	19.1%	9.5%	392	20.3%	9.2%	454	18.1%	9.8%	216	17.7%	8.4%
Agglo. 20 000 à 100 000 hab	657	14.8%	9.6%	312	16.2%	9.3%	346	13.8%	9.9%	157	12.9%	7.9%
Agglo. + 100 000 hab	1373	30.9%	9.0%	539	28.0%	7.4%	834	33.2%	10.5%	339	27.8%	6.6%
Agglo. Paris	571	12.8%	6.8%	234	12.1%	5.9%	336	13.4%	7.6%	234	19.2%	6.0%

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Région d'habitation												
Ile-de-France	657	14.8%	6.9%	274	14.2%	6.1%	382	15.2%	7.7%	265	21.7%	6.1%
Nord-Pas-de-Calais	413	9.3%	12.9%	189	9.8%	12.4%	224	8.9%	13.2%	102	8.4%	11.1%
Lorraine	214	4.8%	11.1%	99	5.1%	10.6%	115	4.6%	11.5%	47	3.9%	8.4%
Alsace	79	1.8%	5.2%	34	1.8%	4.7%	44	1.8%	5.7%	19	1.6%	3.9%
Franche-Comté	94	2.1%	9.9%	36	1.9%	7.8%	58	2.3%	11.9%	24	2.0%	9.4%
Champagne-Ardenne	102	2.3%	9.3%	52	2.7%	10.0%	49	2.0%	8.7%	22	1.8%	7.4%
Picardie	149	3.4%	9.7%	67	3.5%	9.0%	82	3.3%	10.3%	51	4.2%	11.3%
Bourgogne	148	3.3%	10.9%	74	3.8%	11.3%	74	2.9%	10.5%	25	2.1%	7.0%
Haute-Normandie	180	4.1%	12.2%	104	5.4%	14.7%	77	3.0%	9.9%	52	4.2%	11.9%
Basse-Normandie	112	2.5%	9.3%	48	2.5%	8.3%	64	2.5%	10.2%	21	1.8%	6.5%
Centre	196	4.4%	9.4%	85	4.4%	8.5%	110	4.4%	10.2%	57	4.7%	8.9%
Pays de la Loire	216	4.9%	7.5%	96	5.0%	6.9%	120	4.8%	8.1%	52	4.2%	6.3%
Bretagne	165	3.7%	6.3%	82	4.2%	6.6%	83	3.3%	6.1%	57	4.7%	7.3%
Poitou-Charentes	150	3.4%	10.2%	59	3.1%	8.4%	90	3.6%	11.8%	28	2.3%	7.1%
Aquitaine	295	6.6%	11.0%	116	6.0%	9.1%	179	7.1%	12.7%	78	6.4%	9.4%
Midi-Pyrénées	210	4.7%	8.8%	92	4.8%	8.0%	118	4.7%	9.5%	63	5.2%	8.0%
Limousin	60	1.4%	9.5%	22	1.2%	7.4%	38	1.5%	11.5%	12	1.0%	7.6%
Auvergne	103	2.3%	9.2%	47	2.5%	8.8%	56	2.2%	9.5%	23	1.9%	7.5%
Rhône-Alpes	358	8.1%	7.1%	130	6.7%	5.4%	228	9.1%	8.7%	95	7.8%	5.5%
Languedoc-Roussillon	187	4.2%	8.6%	78	4.1%	7.6%	108	4.3%	9.5%	48	3.9%	7.5%
Provence-Alpes-Côte-d'Azur-Corse	354	8.0%	8.2%	141	7.3%	6.9%	213	8.5%	9.3%	76	6.3%	5.3%
Habitudes de connexion Internet												
Tous les jours	2327	52.4%	8.4%	1061	55.1%	7.5%	1266	50.4%	9.3%	881	72.3%	6.8%
Presque tous les jours	534	12.0%	8.8%	211	10.9%	7.2%	323	12.9%	10.2%	198	16.2%	8.1%
1 à 2 fois par semaine	334	7.5%	10.4%	149	7.7%	10.4%	185	7.4%	10.3%	71	5.8%	7.9%
1 à 3 fois par mois	99	2.2%	11.4%	37	1.9%	9.8%	62	2.5%	12.7%	10	0.8%	5.3%
Moins souvent	156	3.5%	11.8%	71	3.7%	11.9%	85	3.4%	11.6%	14	1.1%	10.7%
Jamais	27	0.6%	12.9%	14	0.7%	10.4%	13	0.5%	17.1%	3	0.2%	14.1%

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Revenus du Foyer												
Moins de 9 000 euros par an	285	6.4%	12.2%	108	5.6%	11.6%	177	7.0%	12.6%	7	0.6%	3.4%
De 9 000 à moins de 12 000 euros par an	381	8.6%	11.7%	118	6.1%	10.7%	263	10.5%	12.2%	29	2.4%	11.7%
De 12 000 à moins de 18 000 euros par an	724	16.3%	10.7%	302	15.6%	10.3%	423	16.8%	11.1%	83	6.8%	10.1%
De 18 000 à moins de 24 000 euros par an	654	14.7%	8.9%	291	15.1%	8.3%	363	14.5%	9.4%	126	10.4%	7.8%
De 24 000 à moins de 36 000 euros par an	960	21.6%	8.5%	431	22.3%	7.8%	530	21.1%	9.2%	286	23.5%	7.6%
De 36 000 à moins de 45 000 euros par an	519	11.7%	8.1%	252	13.1%	7.4%	267	10.6%	9.0%	219	18.0%	7.7%
De 45 000 à moins de 65 000 euros par an	402	9.1%	7.0%	196	10.2%	6.2%	206	8.2%	8.0%	240	19.7%	6.9%
De 65 000 à moins de 80 000 euros par an	89	2.0%	5.7%	65	3.4%	6.8%	24	1.0%	4.0%	64	5.3%	5.9%
De 80 000 à moins de 115 000 euros par an	40	0.9%	4.0%	17	0.9%	2.9%	23	0.9%	5.7%	36	3.0%	4.4%
115 000 euros et plus par an	14	0.3%	2.8%	11	0.6%	3.9%	3	0.1%	1.4%	14	1.1%	3.3%
Refus	243	5.5%	7.3%	83	4.3%	6.2%	160	6.3%	8.1%	74	6.1%	6.5%
Ne sait pas	131	2.9%	8.3%	55	2.8%	8.1%	76	3.0%	8.4%	40	3.3%	7.3%