

# TV Grandes Chaînes

Bimensuel, Lecture Dernière Période



	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
<b>Ensemble</b>	2823	100.0%	5.5%	1138	100.0%	4.7%	1685	100.0%	6.3%	833	100.0%	4.9%
<b>Sexe</b>												
<b>Homme</b>	1138	40.3%	4.7%	1138	100.0%	4.7%	0	-	-	364	43.6%	4.1%
<b>Femme</b>	1685	59.7%	6.3%	0	-	-	1685	100.0%	6.3%	470	56.4%	5.7%
<b>Age</b>												
<b>15 à 24 ans</b>	564	20.0%	7.6%	250	21.9%	6.7%	314	18.6%	8.6%	218	26.1%	6.9%
<b>25 à 34 ans</b>	439	15.6%	5.7%	179	15.8%	4.7%	260	15.4%	6.6%	152	18.3%	4.5%
<b>35 à 49 ans</b>	771	27.3%	6.1%	332	29.1%	5.3%	440	26.1%	6.9%	289	34.6%	4.7%
<b>50 à 64 ans</b>	631	22.4%	5.2%	245	21.5%	4.1%	386	22.9%	6.1%	166	19.9%	4.1%
<b>65 ans et plus</b>	417	14.8%	3.8%	133	11.7%	2.8%	284	16.9%	4.5%	8	1.0%	4.5%
<b>Individu</b>												
<b>Ménagère</b>	1420	50.3%	6.1%	0	-	-	1420	84.3%	6.1%	367	44.0%	5.4%
<b>Personne de Référence</b>	1372	48.6%	4.9%	858	75.4%	4.2%	514	30.5%	6.5%	330	39.6%	3.9%
<b>Responsable des achats</b>	1953	69.2%	5.5%	553	48.5%	4.4%	1400	83.1%	6.1%	500	60.1%	4.7%
<b>PCS Individu</b>												
<b>Agriculteurs</b>	21	0.8%	4.0%	14	1.3%	4.3%	7	0.4%	3.4%	0	-	-
<b>Petits patrons</b>	65	2.3%	3.9%	48	4.2%	4.1%	17	1.0%	3.5%	62	7.4%	4.2%
<b>Affaires et Cadres</b>	147	5.2%	3.1%	86	7.6%	3.0%	61	3.6%	3.3%	128	15.4%	3.0%
<b>Professions intermédiaires</b>	338	12.0%	5.0%	144	12.7%	4.1%	193	11.5%	5.9%	265	31.8%	4.7%
<b>Employés</b>	561	19.9%	6.7%	125	11.0%	6.0%	436	25.9%	6.9%	110	13.2%	6.1%
<b>Ouvriers</b>	454	16.1%	7.0%	300	26.4%	6.0%	154	9.1%	10.4%	31	3.7%	7.3%
<b>Retraités</b>	504	17.8%	4.0%	184	16.2%	3.1%	320	19.0%	4.9%	13	1.6%	5.7%
<b>Autres inactifs</b>	733	26.0%	7.3%	237	20.8%	6.8%	496	29.5%	7.6%	224	26.9%	7.2%
<b>PCS Personne de Référence</b>												
<b>Agriculteurs</b>	41	1.4%	5.1%	15	1.3%	3.9%	26	1.5%	6.3%	0	-	-
<b>Petits patrons</b>	128	4.5%	4.9%	48	4.2%	3.5%	80	4.7%	6.4%	128	15.4%	4.9%
<b>Affaires et Cadres</b>	278	9.8%	4.1%	135	11.9%	3.9%	142	8.5%	4.2%	278	33.3%	4.1%
<b>Professions intermédiaires</b>	428	15.2%	5.7%	180	15.9%	4.6%	247	14.7%	6.9%	428	51.3%	5.7%
<b>Employés</b>	385	13.6%	7.3%	136	12.0%	6.1%	249	14.8%	8.1%	0	-	-
<b>Ouvriers</b>	682	24.2%	7.2%	305	26.8%	6.2%	377	22.4%	8.2%	0	-	-
<b>Retraités</b>	637	22.6%	4.3%	226	19.9%	3.4%	410	24.4%	5.1%	0	-	-
<b>Autres inactifs</b>	245	8.7%	6.3%	92	8.1%	6.2%	152	9.0%	6.3%	0	-	-

# TV Grandes Chaînes

Bimensuel, 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>	499	17.7%	5.3%	182	16.0%	4.5%	317	18.8%	5.9%	76	9.2%	4.4%
<b>2 personnes</b>	916	32.4%	5.1%	367	32.3%	4.2%	549	32.6%	6.0%	215	25.8%	5.0%
<b>3 personnes</b>	577	20.4%	6.2%	244	21.5%	5.3%	332	19.7%	7.0%	193	23.1%	5.1%
<b>4 personnes</b>	545	19.3%	5.9%	218	19.2%	4.8%	327	19.4%	7.1%	245	29.4%	5.3%
<b>5 personnes et +</b>	287	10.2%	5.5%	127	11.1%	5.1%	160	9.5%	5.7%	105	12.5%	4.2%
<b>Présence d'enfants de moins de 15 ans</b>												
<b>Oui</b>	965	34.2%	6.1%	379	33.3%	5.2%	586	34.8%	6.9%	351	42.1%	4.6%
<b>Non</b>	1858	65.8%	5.3%	759	66.7%	4.4%	1099	65.2%	6.0%	482	57.9%	5.2%
<b>Habitat</b>												
<b>Communes rurales</b>	689	24.4%	5.9%	276	24.2%	5.0%	413	24.5%	6.7%	181	21.7%	5.4%
<b>Agglo. - 20 000 hab</b>	521	18.5%	5.8%	189	16.6%	4.5%	332	19.7%	7.0%	150	18.0%	5.9%
<b>Agglo. 20 000 à 100 000 hab</b>	475	16.8%	6.9%	197	17.3%	5.7%	278	16.5%	8.2%	133	16.0%	6.7%
<b>Agglo. + 100 000 hab</b>	792	28.1%	5.2%	310	27.2%	4.3%	482	28.6%	6.1%	238	28.5%	4.6%
<b>Agglo. Paris</b>	345	12.2%	4.1%	167	14.7%	4.2%	178	10.6%	4.0%	132	15.9%	3.4%

# TV Grandes Chaînes

Bimensuel, Lecture Dernière Période



	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
<b>Région d'habitation</b>												
Ile-de-France	430	15.2%	4.5%	195	17.1%	4.3%	235	14.0%	4.8%	169	20.3%	3.9%
Nord-Pas-de-Calais	198	7.0%	6.2%	77	6.8%	5.1%	121	7.2%	7.1%	45	5.3%	4.9%
Lorraine	64	2.3%	3.3%	19	1.7%	2.0%	45	2.7%	4.5%	32	3.8%	5.8%
Alsace	33	1.2%	2.2%	22	1.9%	3.0%	11	0.7%	1.4%	7	0.9%	1.5%
Franche-Comté	33	1.2%	3.5%	11	0.9%	2.3%	22	1.3%	4.6%	8	0.9%	3.0%
Champagne-Ardenne	96	3.4%	8.8%	38	3.4%	7.3%	58	3.4%	10.2%	37	4.5%	11.6%
Picardie	105	3.7%	6.8%	34	3.0%	4.5%	71	4.2%	9.0%	26	3.1%	5.9%
Bourgogne	92	3.2%	6.7%	36	3.1%	5.5%	56	3.3%	7.9%	19	2.3%	5.4%
Haute-Normandie	110	3.9%	7.4%	45	4.0%	6.4%	65	3.9%	8.4%	20	2.4%	4.7%
Basse-Normandie	87	3.1%	7.2%	32	2.8%	5.6%	55	3.2%	8.7%	27	3.3%	8.2%
Centre	157	5.6%	7.5%	71	6.2%	7.1%	86	5.1%	8.0%	68	8.2%	10.8%
Pays de la Loire	193	6.8%	6.7%	75	6.6%	5.4%	119	7.0%	8.0%	52	6.2%	6.2%
Bretagne	114	4.0%	4.4%	39	3.5%	3.1%	75	4.4%	5.5%	36	4.3%	4.7%
Poitou-Charentes	114	4.0%	7.7%	46	4.0%	6.5%	68	4.1%	8.9%	24	2.8%	6.3%
Aquitaine	155	5.5%	5.8%	67	5.8%	5.2%	88	5.2%	6.3%	40	4.8%	5.0%
Midi-Pyrénées	148	5.2%	6.2%	61	5.4%	5.3%	86	5.1%	6.9%	40	4.8%	5.0%
Limousin	34	1.2%	5.5%	10	0.9%	3.2%	25	1.5%	7.5%	6	0.8%	4.0%
Auvergne	77	2.7%	6.9%	30	2.6%	5.6%	47	2.8%	8.1%	21	2.5%	6.9%
Rhône-Alpes	261	9.3%	5.2%	108	9.5%	4.5%	153	9.1%	5.9%	80	9.6%	4.5%
Languedoc-Roussillon	131	4.6%	6.0%	41	3.6%	4.0%	89	5.3%	7.8%	22	2.6%	3.3%
Provence-Alpes-Côte-d'Azur-Corse	191	6.8%	4.4%	82	7.2%	4.0%	109	6.5%	4.8%	54	6.5%	3.8%
<b>Habitudes de connexion Internet</b>												
Tous les jours	1483	52.5%	5.4%	621	54.6%	4.4%	862	51.1%	6.4%	606	72.7%	4.7%
Presque tous les jours	346	12.3%	5.6%	139	12.2%	4.8%	207	12.3%	6.4%	115	13.8%	4.9%
1 à 2 fois par semaine	243	8.6%	7.5%	121	10.7%	8.3%	122	7.2%	6.8%	70	8.4%	7.4%
1 à 3 fois par mois	63	2.2%	7.4%	18	1.6%	5.3%	45	2.7%	8.8%	8	1.0%	5.3%
Moins souvent	80	2.8%	6.0%	42	3.7%	6.7%	38	2.2%	5.4%	6	0.7%	4.5%
Jamais	7	0.2%	5.1%	2	0.2%	2.5%	5	0.3%	9.5%	1	0.1%	5.3%

# TV Grandes Chaînes

Bimensuel, 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	185	6.6%	8.7%	73	6.4%	8.5%	112	6.7%	8.8%	11	1.4%	6.2%
De 9 000 à moins de 12 000 euros par an	239	8.5%	7.2%	57	5.0%	5.0%	182	10.8%	8.3%	20	2.4%	8.1%
De 12 000 à moins de 18 000 euros par an	448	15.9%	6.9%	158	13.8%	5.7%	290	17.2%	7.7%	44	5.2%	5.7%
De 18 000 à moins de 24 000 euros par an	439	15.5%	5.9%	190	16.7%	5.4%	249	14.8%	6.3%	90	10.8%	5.6%
De 24 000 à moins de 36 000 euros par an	551	19.5%	4.8%	229	20.1%	4.1%	321	19.1%	5.3%	205	24.6%	5.5%
De 36 000 à moins de 45 000 euros par an	356	12.6%	5.5%	166	14.6%	4.7%	189	11.2%	6.4%	136	16.4%	4.6%
De 45 000 à moins de 65 000 euros par an	244	8.6%	4.1%	119	10.5%	3.6%	124	7.4%	4.7%	161	19.3%	4.5%
De 65 000 à moins de 80 000 euros par an	50	1.8%	3.2%	27	2.4%	2.9%	23	1.4%	3.7%	38	4.5%	3.4%
De 80 000 à moins de 115 000 euros par an	20	0.7%	2.0%	10	0.9%	1.7%	10	0.6%	2.5%	15	1.8%	1.9%
115 000 euros et plus par an	8	0.3%	1.7%	2	0.2%	0.7%	6	0.4%	3.2%	6	0.7%	1.5%
Refus	202	7.2%	6.3%	78	6.8%	5.8%	124	7.4%	6.6%	80	9.6%	7.0%
Ne sait pas	82	2.9%	5.7%	29	2.5%	4.6%	54	3.2%	6.6%	28	3.3%	5.8%