

# TV Grandes Chaînes

Lecture Dernière Période

	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
<b>ENSEMBLE</b>	2396	100.0%	4.7%	967	100.0%	3.9%	1430	100.0%	5.3%	598	100.0%	3.4%
<b>Sexe</b>												
Homme	967	40.3%	3.9%	967	100.0%	3.9%	0	0.0%	0.0%	288	48.1%	3.3%
Femme	1430	59.7%	5.3%	0	0.0%	0.0%	1430	100.0%	5.3%	310	51.9%	3.6%
<b>Age</b>												
15 à 24 ans	348	14.5%	4.8%	158	16.3%	4.3%	190	13.3%	5.3%	131	21.9%	4.2%
25 à 34 ans	308	12.8%	4.0%	120	12.4%	3.2%	188	13.1%	4.8%	83	13.8%	2.5%
35 à 49 ans	643	26.8%	5.1%	289	29.9%	4.7%	354	24.8%	5.6%	215	36.0%	3.5%
50 à 59 ans	510	21.3%	5.6%	208	21.5%	4.6%	302	21.1%	6.6%	148	24.7%	3.9%
60 ans et plus	588	24.5%	4.0%	192	19.9%	3.0%	395	27.7%	4.7%	21	3.5%	2.3%
<b>Individu</b>												
Ménagères	1231	51.3%	5.3%	0	0.0%	0.0%	1231	86.1%	5.3%	249	41.6%	3.5%
Personne de référence	1305	54.4%	4.7%	787	81.4%	3.9%	518	36.2%	6.6%	267	44.6%	3.2%
Responsable des achats	1733	72.3%	4.9%	501	51.8%	4.0%	1232	86.2%	5.4%	383	64.1%	3.5%
<b>PCS Individu</b>												
Agriculteurs	9	0.4%	1.8%	2	0.2%	0.5%	7	0.5%	5.3%	0	0.0%	0.0%
Petits patrons	57	2.4%	3.5%	43	4.4%	3.8%	14	1.0%	2.9%	57	9.5%	4.0%
Affaires et Cadres	126	5.3%	2.5%	72	7.5%	2.4%	54	3.8%	2.5%	119	19.9%	2.6%
Professions intermédiaires	250	10.4%	3.7%	107	11.1%	3.1%	143	10.0%	4.2%	193	32.2%	3.4%
Employés	522	21.8%	6.3%	78	8.1%	3.8%	443	31.0%	7.2%	80	13.4%	4.3%
Ouvriers	363	15.2%	5.7%	279	28.8%	5.5%	85	5.9%	6.3%	24	3.9%	5.7%
Retraités	484	20.2%	3.9%	170	17.6%	2.9%	314	22.0%	4.7%	8	1.4%	3.1%
Autres inactifs	585	24.4%	5.7%	216	22.3%	5.7%	369	25.8%	5.7%	118	19.7%	3.7%
<b>PCS Personne de référence</b>												
Agriculteurs	20	0.8%	2.5%	5	0.5%	1.1%	15	1.1%	4.1%	0	0.0%	0.0%
Petits patrons	105	4.4%	4.0%	53	5.5%	4.0%	52	3.6%	4.0%	105	17.5%	4.0%
Affaires et Cadres	222	9.3%	3.1%	94	9.7%	2.7%	128	8.9%	3.5%	222	37.1%	3.1%
Professions intermédiaires	271	11.3%	3.6%	140	14.5%	3.6%	131	9.2%	3.6%	271	45.4%	3.6%
Employés	290	12.1%	5.4%	85	8.8%	3.8%	204	14.3%	6.5%	0	0.0%	0.0%
Ouvriers	636	26.5%	6.7%	279	28.9%	5.4%	357	24.9%	8.2%	0	0.0%	0.0%
Retraités	559	23.3%	3.9%	197	20.4%	3.0%	362	25.3%	4.6%	0	0.0%	0.0%
Autres inactifs	294	12.3%	7.2%	113	11.7%	7.2%	181	12.6%	7.2%	0	0.0%	0.0%

	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>	520	21.7%	5.2%	163	16.9%	3.9%	357	25.0%	6.2%	62	10.4%	3.4%
<b>2 personnes</b>	740	30.9%	4.1%	300	31.0%	3.5%	440	30.7%	4.8%	128	21.3%	2.9%
<b>3 personnes</b>	436	18.2%	4.8%	192	19.9%	4.2%	243	17.0%	5.4%	121	20.3%	3.3%
<b>4 personnes</b>	490	20.4%	5.3%	230	23.7%	5.0%	260	18.2%	5.5%	220	36.7%	4.6%
<b>5 personnes et +</b>	211	8.8%	4.0%	82	8.4%	3.1%	130	9.1%	4.8%	67	11.2%	2.5%
<b>Présence d'enfants de moins de 15 ans</b>												
<b>Oui</b>	733	30.6%	4.8%	299	31.0%	4.1%	434	30.3%	5.4%	262	43.8%	3.4%
<b>Non</b>	1663	69.4%	4.6%	668	69.0%	3.9%	996	69.7%	5.3%	336	56.2%	3.5%
<b>Habitat</b>												
<b>Communes rurales</b>	661	27.6%	5.6%	275	28.5%	4.9%	385	27.0%	6.3%	158	26.4%	4.9%
<b>Agglo. - 20 000 hab</b>	461	19.3%	5.2%	170	17.6%	4.0%	291	20.4%	6.3%	110	18.5%	4.4%
<b>Agglo. 20 000 à 100 000 hab</b>	372	15.5%	5.4%	155	16.1%	4.8%	217	15.2%	5.9%	86	14.3%	4.6%
<b>Agglo. + 100 000 hab</b>	607	25.3%	4.0%	238	24.6%	3.2%	369	25.8%	4.7%	152	25.4%	2.7%
<b>Agglo. Paris</b>	295	12.3%	3.5%	128	13.3%	3.2%	166	11.6%	3.7%	92	15.5%	2.3%

# TV Grandes Chaînes

## Lecture Dernière Période

	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
<b>Régions INSEE</b>												
<b>Ile de France</b>	351	14.6%	3.7%	155	16.0%	3.4%	196	13.7%	3.9%	108	18.0%	2.4%
<b>Nord Pas de Calais</b>	129	5.4%	4.0%	56	5.8%	3.7%	72	5.1%	4.3%	22	3.7%	2.4%
<b>Lorraine</b>	71	2.9%	3.7%	35	3.6%	3.7%	36	2.5%	3.6%	12	2.0%	2.3%
<b>Alsace</b>	28	1.2%	1.8%	4	0.4%	0.6%	23	1.6%	3.0%	16	2.7%	3.4%
<b>Franche-Comté</b>	32	1.4%	3.4%	13	1.4%	2.8%	19	1.3%	4.0%	6	1.0%	2.4%
<b>Champagne Ardennes</b>	71	2.9%	6.5%	35	3.6%	6.8%	35	2.5%	6.3%	16	2.7%	5.6%
<b>Picardie</b>	84	3.5%	5.5%	28	2.8%	3.7%	56	3.9%	7.1%	19	3.3%	4.4%
<b>Bourgogne</b>	84	3.5%	6.2%	35	3.7%	5.4%	49	3.4%	6.9%	11	1.8%	2.9%
<b>Haute Normandie</b>	105	4.4%	7.1%	43	4.5%	6.1%	61	4.3%	7.9%	19	3.1%	4.1%
<b>Basse Normandie</b>	66	2.7%	5.4%	26	2.7%	4.5%	40	2.8%	6.4%	18	2.9%	5.1%
<b>Centre</b>	131	5.5%	6.3%	53	5.5%	5.3%	78	5.4%	7.2%	32	5.4%	5.2%
<b>Pays de Loire</b>	172	7.2%	5.9%	85	8.8%	6.0%	87	6.1%	5.7%	49	8.2%	5.1%
<b>Bretagne</b>	126	5.2%	4.8%	47	4.8%	3.7%	79	5.5%	5.7%	31	5.1%	4.0%
<b>Poitou Charentes</b>	80	3.3%	5.4%	36	3.7%	5.0%	44	3.1%	5.8%	15	2.5%	3.8%
<b>Aquitaine</b>	138	5.7%	5.0%	51	5.3%	3.9%	87	6.1%	6.1%	32	5.3%	3.7%
<b>Midi Pyrénées</b>	115	4.8%	4.7%	52	5.4%	4.4%	63	4.4%	5.0%	35	5.8%	4.3%
<b>Limousin</b>	43	1.8%	7.0%	17	1.7%	5.7%	26	1.8%	8.1%	9	1.5%	5.7%
<b>Auvergne</b>	85	3.5%	7.5%	29	3.0%	5.4%	55	3.9%	9.5%	19	3.2%	6.3%
<b>Rhône Alpes</b>	219	9.1%	4.3%	88	9.1%	3.6%	131	9.2%	4.9%	67	11.2%	3.7%
<b>Languedoc Roussillon</b>	101	4.2%	4.5%	40	4.1%	3.8%	61	4.3%	5.2%	21	3.5%	2.9%
<b>Provence Alpes Côte d'Azur. Corse</b>	169	7.0%	3.9%	38	4.0%	1.9%	130	9.1%	5.7%	42	7.0%	3.0%
<b>Habitudes de connexion à Internet</b>												
<b>Tous les jours</b>	1395	58.2%	4.3%	591	61.1%	3.6%	804	56.3%	5.0%	443	74.0%	3.1%
<b>Presque tous les jours</b>	269	11.2%	4.6%	100	10.3%	3.6%	169	11.8%	5.5%	94	15.6%	4.7%
<b>1 à 2 fois par semaine</b>	179	7.5%	6.8%	67	6.9%	5.9%	112	7.8%	7.5%	45	7.6%	6.8%
<b>1 à 3 fois par mois</b>	54	2.2%	10.1%	10	1.1%	5.0%	44	3.0%	13.2%	6	1.1%	8.3%
<b>Moins souvent</b>	75	3.1%	8.1%	21	2.2%	5.6%	53	3.7%	9.9%	6	1.0%	8.0%
<b>Jamais</b>	1	0.0%	1.2%	0	0.0%	0.0%	1	0.1%	2.6%	0	0.0%	0.0%

	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	147	6.1%	7.9%	54	5.6%	7.5%	92	6.4%	8.1%	3	0.5%	1.7%
De 9 000 à moins de 12 000 euros par an	193	8.1%	6.5%	52	5.3%	4.5%	142	9.9%	7.8%	8	1.4%	3.6%
De 12 000 à moins de 18 000 euros par an	325	13.6%	5.5%	127	13.1%	5.1%	198	13.9%	5.8%	36	6.0%	5.5%
De 18 000 à moins de 24 000 euros par an	381	15.9%	5.6%	157	16.3%	5.1%	224	15.7%	6.0%	57	9.5%	4.0%
De 24 000 à moins de 36 000 euros par an	573	23.9%	5.2%	220	22.8%	4.1%	352	24.7%	6.2%	155	25.9%	4.5%
De 36 000 à moins de 45 000 euros par an	280	11.7%	4.0%	121	12.5%	3.3%	159	11.1%	4.8%	105	17.5%	3.4%
De 45 000 à moins de 65 000 euros par an	211	8.8%	3.1%	102	10.6%	2.8%	109	7.6%	3.6%	103	17.2%	2.7%
De 65 000 à moins de 80 000 euros par an	47	1.9%	2.4%	24	2.5%	2.1%	22	1.6%	2.8%	39	6.5%	3.0%
De 80 000 à moins de 115 000 euros par an	18	0.8%	1.5%	3	0.3%	0.4%	15	1.0%	3.1%	13	2.2%	1.5%
115 000 euros et plus par an	7	0.3%	1.4%	2	0.2%	0.7%	5	0.4%	2.3%	7	1.2%	1.6%
Refus	145	6.0%	4.1%	72	7.4%	4.8%	73	5.1%	3.5%	41	6.8%	3.4%
Ne sait pas	70	2.9%	3.8%	32	3.3%	4.1%	38	2.6%	3.6%	31	5.2%	4.0%