

	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
<b>ENSEMBLE</b>	1752	100.0%	3.4%	803	100.0%	3.2%	949	100.0%	3.5%	372	100.0%	2.1%
<b>Sexe</b>												
<b>Homme</b>	803	45.8%	3.2%	803	100.0%	3.2%	0	0.0%	0.0%	198	53.1%	2.2%
<b>Femme</b>	949	54.2%	3.5%	0	0.0%	0.0%	949	100.0%	3.5%	175	46.9%	2.0%
<b>Age</b>												
<b>15 à 24 ans</b>	190	10.8%	2.6%	105	13.1%	2.9%	85	8.9%	2.4%	71	18.9%	2.2%
<b>25 à 34 ans</b>	252	14.4%	3.3%	115	14.3%	3.1%	137	14.4%	3.5%	72	19.5%	2.2%
<b>35 à 49 ans</b>	410	23.4%	3.3%	201	25.1%	3.3%	209	22.0%	3.3%	132	35.4%	2.1%
<b>50 à 59 ans</b>	364	20.8%	4.0%	174	21.7%	3.8%	190	20.0%	4.1%	84	22.6%	2.2%
<b>60 ans et plus</b>	536	30.6%	3.5%	207	25.8%	3.1%	329	34.6%	3.9%	13	3.6%	1.4%
<b>Individu</b>												
<b>Ménagères</b>	842	48.0%	3.6%	0	0.0%	0.0%	842	88.7%	3.6%	150	40.2%	2.1%
<b>Personne de référence</b>	973	55.5%	3.5%	656	81.8%	3.2%	316	33.3%	4.1%	169	45.4%	2.1%
<b>Responsable des achats</b>	1270	72.5%	3.6%	447	55.7%	3.4%	824	86.8%	3.6%	238	63.9%	2.2%
<b>PCS Individu</b>												
<b>Agriculteurs</b>	2	0.1%	0.4%	1	0.1%	0.3%	1	0.1%	0.7%	0	0.0%	0.0%
<b>Petits patrons</b>	36	2.1%	2.2%	26	3.2%	2.3%	11	1.1%	2.1%	30	8.1%	2.1%
<b>Affaires et Cadres</b>	74	4.2%	1.4%	46	5.8%	1.6%	27	2.9%	1.3%	62	16.6%	1.3%
<b>Professions intermédiaires</b>	188	10.7%	2.7%	90	11.2%	2.7%	98	10.3%	2.7%	129	34.6%	2.3%
<b>Employés</b>	368	21.0%	4.4%	92	11.5%	4.2%	276	29.1%	4.5%	65	17.4%	3.6%
<b>Ouvriers</b>	291	16.6%	4.5%	213	26.5%	4.2%	78	8.2%	5.8%	17	4.5%	3.9%
<b>Retraités</b>	442	25.2%	3.5%	190	23.6%	3.2%	252	26.6%	3.8%	1	0.4%	0.5%
<b>Autres inactifs</b>	351	20.0%	3.4%	145	18.1%	3.9%	206	21.7%	3.1%	68	18.4%	2.1%
<b>PCS Personne de référence</b>												
<b>Agriculteurs</b>	9	0.5%	1.0%	3	0.3%	0.6%	6	0.6%	1.4%	0	0.0%	0.0%
<b>Petits patrons</b>	59	3.3%	2.2%	33	4.1%	2.5%	26	2.8%	2.0%	59	15.7%	2.2%
<b>Affaires et Cadres</b>	122	6.9%	1.7%	61	7.6%	1.7%	61	6.4%	1.7%	122	32.7%	1.7%
<b>Professions intermédiaires</b>	192	11.0%	2.5%	105	13.0%	2.7%	88	9.2%	2.3%	192	51.6%	2.5%
<b>Employés</b>	203	11.6%	3.7%	89	11.1%	3.8%	114	12.0%	3.7%	0	0.0%	0.0%
<b>Ouvriers</b>	435	24.8%	4.6%	209	26.1%	4.1%	226	23.8%	5.1%	0	0.0%	0.0%
<b>Retraités</b>	554	31.6%	3.8%	226	28.2%	3.4%	327	34.5%	4.2%	0	0.0%	0.0%
<b>Autres inactifs</b>	180	10.3%	4.4%	78	9.7%	5.0%	102	10.7%	4.0%	0	0.0%	0.0%

# Télé Poche

## 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>	383	21.9%	3.8%	147	18.4%	3.3%	235	24.8%	4.3%	33	8.8%	1.9%
<b>2 personnes</b>	614	35.1%	3.4%	299	37.3%	3.4%	315	33.2%	3.4%	96	25.7%	2.2%
<b>3 personnes</b>	316	18.0%	3.5%	159	19.8%	3.5%	157	16.5%	3.4%	106	28.4%	2.7%
<b>4 personnes</b>	276	15.8%	3.0%	134	16.6%	2.9%	143	15.0%	3.1%	91	24.6%	1.8%
<b>5 personnes et +</b>	162	9.3%	3.0%	63	7.9%	2.5%	99	10.4%	3.4%	47	12.6%	1.9%
<b>Présence d'enfants de moins de 15 ans</b>												
<b>Oui</b>	465	26.6%	3.0%	212	26.5%	3.0%	253	26.7%	3.0%	154	41.3%	2.0%
<b>Non</b>	1286	73.4%	3.5%	590	73.5%	3.3%	696	73.3%	3.7%	219	58.7%	2.2%
<b>Habitat</b>												
<b>Communes rurales</b>	412	23.5%	3.5%	193	24.1%	3.4%	219	23.0%	3.5%	79	21.1%	2.4%
<b>Agglo. - 20 000 hab</b>	352	20.1%	3.9%	147	18.3%	3.5%	205	21.6%	4.2%	66	17.8%	2.5%
<b>Agglo. 20 000 à 100 000 hab</b>	274	15.7%	3.9%	141	17.5%	4.2%	134	14.1%	3.7%	36	9.7%	2.0%
<b>Agglo. + 100 000 hab</b>	472	27.0%	3.1%	221	27.5%	2.9%	251	26.5%	3.2%	110	29.6%	1.9%
<b>Agglo. Paris</b>	242	13.8%	2.8%	101	12.6%	2.5%	140	14.8%	3.1%	81	21.7%	2.0%

# Télé Poche

## Lecture Dernière Période



	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
<b>Régions INSEE</b>												
Ile de France	284	16.2%	3.0%	117	14.6%	2.6%	167	17.5%	3.3%	88	23.5%	2.0%
Nord Pas de Calais	120	6.8%	3.7%	59	7.4%	3.9%	60	6.4%	3.6%	29	7.7%	2.9%
Lorraine	48	2.7%	2.5%	31	3.8%	3.3%	18	1.9%	1.8%	9	2.4%	1.6%
Alsace	21	1.2%	1.4%	7	0.9%	1.0%	14	1.4%	1.7%	1	0.2%	0.2%
Franche-Comté	41	2.3%	4.3%	16	2.0%	3.4%	25	2.6%	5.1%	6	1.6%	2.2%
Champagne Ardennes	35	2.0%	3.2%	21	2.6%	4.0%	14	1.5%	2.5%	6	1.7%	2.2%
Picardie	101	5.8%	6.6%	36	4.5%	4.9%	65	6.8%	8.2%	15	4.0%	3.5%
Bourgogne	61	3.5%	4.5%	20	2.5%	3.1%	41	4.3%	5.8%	7	2.0%	2.2%
Haute Normandie	113	6.5%	7.6%	49	6.1%	6.9%	64	6.8%	8.3%	30	8.2%	6.5%
Basse Normandie	55	3.2%	4.6%	31	3.9%	5.4%	24	2.5%	3.9%	19	5.2%	6.0%
Centre	92	5.2%	4.4%	46	5.7%	4.5%	46	4.9%	4.2%	17	4.6%	2.9%
Pays de Loire	117	6.7%	4.0%	62	7.8%	4.4%	55	5.8%	3.6%	22	5.8%	2.3%
Bretagne	66	3.8%	2.5%	46	5.8%	3.6%	20	2.1%	1.4%	12	3.1%	1.4%
Poitou Charentes	73	4.1%	4.9%	40	5.0%	5.7%	32	3.4%	4.2%	15	4.1%	3.8%
Aquitaine	97	5.6%	3.5%	43	5.4%	3.3%	54	5.7%	3.7%	17	4.5%	2.0%
Midi Pyrénées	55	3.1%	2.2%	19	2.3%	1.6%	36	3.8%	2.8%	14	3.6%	1.7%
Limousin	36	2.1%	5.8%	20	2.5%	6.7%	16	1.7%	5.1%	2	0.6%	1.3%
Auvergne	61	3.5%	5.4%	22	2.7%	4.1%	39	4.1%	6.6%	8	2.2%	2.6%
Rhône Alpes	126	7.2%	2.4%	57	7.0%	2.3%	69	7.3%	2.6%	28	7.5%	1.5%
Languedoc Roussillon	57	3.2%	2.5%	31	3.8%	2.9%	26	2.7%	2.2%	7	1.9%	1.0%
Provence Alpes Côte d'Azur. Corse	94	5.3%	2.2%	29	3.6%	1.4%	65	6.8%	2.8%	21	5.5%	1.4%
<b>Habitudes de connexion à Internet</b>												
Tous les jours	960	54.8%	2.8%	441	54.9%	2.6%	520	54.7%	3.1%	305	81.9%	2.1%
Presque tous les jours	207	11.8%	3.6%	98	12.2%	3.6%	109	11.5%	3.5%	33	8.8%	1.7%
1 à 2 fois par semaine	120	6.8%	4.8%	61	7.6%	5.6%	59	6.2%	4.2%	26	6.9%	4.8%
1 à 3 fois par mois	24	1.4%	4.8%	7	0.9%	3.6%	17	1.8%	5.6%	4	1.0%	6.1%
Moins souvent	60	3.4%	8.2%	17	2.2%	5.1%	42	4.5%	11.0%	2	0.6%	4.1%
Jamais	3	0.2%	3.8%	0	0.0%	0.0%	3	0.4%	12.9%	2	0.4%	25.1%

# Télé Poche

## 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	107	6.1%	5.6%	34	4.3%	4.4%	72	7.6%	6.5%	15	4.1%	8.2%
De 9 000 à moins de 12 000 euros par an	143	8.1%	4.8%	59	7.3%	5.3%	84	8.8%	4.5%	11	3.0%	4.6%
De 12 000 à moins de 18 000 euros par an	302	17.2%	5.1%	126	15.7%	4.8%	176	18.5%	5.4%	23	6.2%	3.3%
De 18 000 à moins de 24 000 euros par an	257	14.7%	3.9%	119	14.8%	3.9%	138	14.6%	3.9%	45	12.1%	3.3%
De 24 000 à moins de 36 000 euros par an	400	22.9%	3.7%	187	23.3%	3.6%	213	22.5%	3.7%	72	19.5%	2.2%
De 36 000 à moins de 45 000 euros par an	187	10.7%	2.7%	99	12.3%	2.7%	88	9.3%	2.6%	61	16.4%	2.1%
De 45 000 à moins de 65 000 euros par an	173	9.9%	2.4%	79	9.9%	2.0%	94	9.9%	2.8%	76	20.5%	1.9%
De 65 000 à moins de 80 000 euros par an	21	1.2%	1.0%	8	1.0%	0.7%	13	1.4%	1.5%	14	3.8%	1.1%
De 80 000 à moins de 115 000 euros par an	16	0.9%	1.3%	8	1.0%	1.1%	8	0.8%	1.6%	15	3.9%	1.6%
115 000 euros et plus par an	8	0.4%	1.3%	4	0.5%	1.2%	4	0.4%	1.5%	6	1.7%	1.3%
Refus	76	4.3%	2.5%	34	4.3%	2.6%	42	4.4%	2.3%	10	2.8%	1.0%
Ne sait pas	63	3.6%	2.7%	45	5.7%	4.6%	18	1.9%	1.3%	22	6.0%	2.4%