

# Télé Poche

Hebdomadaire, Lecture Dernière Période



	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
<b>Ensemble</b>	2454	100.0%	4.8%	1133	100.0%	4.6%	1321	100.0%	5.0%	586	100.0%	3.5%
<b>Sexe</b>												
<b>Homme</b>	1133	46.2%	4.6%	1133	100.0%	4.6%	0	-	-	293	50.0%	3.3%
<b>Femme</b>	1321	53.8%	5.0%	0	-	-	1321	100.0%	5.0%	293	50.0%	3.6%
<b>Age</b>												
<b>15 à 24 ans</b>	403	16.4%	5.5%	231	20.4%	6.2%	172	13.0%	4.7%	120	20.5%	3.9%
<b>25 à 34 ans</b>	355	14.5%	4.6%	156	13.8%	4.1%	199	15.1%	5.1%	110	18.8%	3.2%
<b>35 à 49 ans</b>	628	25.6%	5.0%	292	25.7%	4.7%	337	25.5%	5.3%	225	38.5%	3.7%
<b>50 à 64 ans</b>	642	26.2%	5.2%	301	26.5%	5.1%	342	25.9%	5.4%	118	20.1%	2.9%
<b>65 ans et plus</b>	425	17.3%	3.8%	154	13.6%	3.2%	271	20.5%	4.3%	12	2.1%	5.3%
<b>Individu</b>												
<b>Ménagère</b>	1162	47.3%	5.0%	0	-	-	1162	87.9%	5.0%	243	41.5%	3.6%
<b>Personne de Référence</b>	1315	53.6%	4.7%	872	77.0%	4.3%	443	33.6%	5.6%	261	44.5%	3.1%
<b>Responsable des achats</b>	1739	70.8%	4.9%	596	52.6%	4.9%	1143	86.5%	5.0%	372	63.5%	3.5%
<b>PCS Individu</b>												
<b>Agriculteurs</b>	22	0.9%	4.1%	16	1.4%	4.8%	6	0.4%	2.8%	0	-	-
<b>Petits patrons</b>	58	2.4%	3.5%	53	4.7%	4.5%	5	0.4%	1.1%	54	9.2%	3.6%
<b>Affaires et Cadres</b>	97	3.9%	2.0%	61	5.4%	2.1%	36	2.7%	2.0%	81	13.9%	1.8%
<b>Professions intermédiaires</b>	263	10.7%	3.9%	134	11.9%	3.9%	129	9.8%	3.9%	211	36.1%	3.8%
<b>Employés</b>	487	19.9%	5.8%	92	8.1%	4.5%	396	29.9%	6.2%	92	15.7%	5.0%
<b>Ouvriers</b>	478	19.5%	7.4%	366	32.3%	7.2%	112	8.5%	8.0%	35	6.0%	9.4%
<b>Retraités</b>	523	21.3%	4.2%	218	19.3%	3.6%	304	23.0%	4.6%	8	1.3%	3.0%
<b>Autres inactifs</b>	526	21.4%	5.3%	192	16.9%	5.5%	334	25.3%	5.1%	105	17.9%	3.4%
<b>PCS Personne de Référence</b>												
<b>Agriculteurs</b>	26	1.1%	3.3%	15	1.3%	3.8%	11	0.9%	2.7%	0	-	-
<b>Petits patrons</b>	126	5.1%	4.8%	78	6.9%	5.4%	47	3.6%	4.0%	126	21.4%	4.8%
<b>Affaires et Cadres</b>	158	6.4%	2.3%	69	6.1%	2.0%	89	6.8%	2.6%	158	27.0%	2.3%
<b>Professions intermédiaires</b>	302	12.3%	4.0%	146	12.9%	3.8%	156	11.8%	4.3%	302	51.5%	4.0%
<b>Employés</b>	284	11.6%	5.4%	101	9.0%	4.6%	183	13.8%	5.9%	0	-	-
<b>Ouvriers</b>	623	25.4%	6.6%	341	30.1%	6.9%	282	21.4%	6.3%	0	-	-
<b>Retraités</b>	674	27.5%	4.6%	265	23.4%	4.0%	409	31.0%	5.1%	0	-	-
<b>Autres inactifs</b>	261	10.6%	6.7%	118	10.4%	8.1%	143	10.8%	5.8%	0	-	-

# Télé Poche

Hebdomadaire, 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>	453	18.4%	4.8%	190	16.8%	4.7%	263	19.9%	4.9%	44	7.5%	2.6%
<b>2 personnes</b>	793	32.3%	4.4%	375	33.1%	4.3%	418	31.7%	4.6%	146	24.9%	3.3%
<b>3 personnes</b>	534	21.8%	5.8%	272	24.0%	5.9%	263	19.9%	5.6%	151	25.8%	4.1%
<b>4 personnes</b>	432	17.6%	4.7%	196	17.3%	4.3%	235	17.8%	5.1%	160	27.3%	3.5%
<b>5 personnes et +</b>	243	9.9%	4.6%	100	8.9%	4.1%	142	10.8%	5.1%	85	14.5%	3.4%
<b>Présence d'enfants de moins de 15 ans</b>												
<b>Oui</b>	775	31.6%	4.9%	321	28.4%	4.5%	454	34.4%	5.4%	271	46.2%	3.6%
<b>Non</b>	1679	68.4%	4.7%	812	71.6%	4.7%	867	65.6%	4.8%	315	53.8%	3.3%
<b>Habitat</b>												
<b>Communes rurales</b>	643	26.2%	5.5%	303	26.7%	5.4%	340	25.7%	5.6%	156	26.6%	4.6%
<b>Agglo. - 20 000 hab</b>	477	19.4%	5.3%	215	19.0%	5.0%	262	19.8%	5.6%	109	18.5%	4.2%
<b>Agglo. 20 000 à 100 000 hab</b>	327	13.3%	4.8%	145	12.8%	4.3%	182	13.8%	5.2%	74	12.7%	3.7%
<b>Agglo. + 100 000 hab</b>	640	26.1%	4.2%	286	25.2%	3.9%	354	26.8%	4.4%	132	22.6%	2.6%
<b>Agglo. Paris</b>	368	15.0%	4.4%	184	16.2%	4.6%	184	13.9%	4.1%	114	19.5%	3.0%

	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
<b>Région d'habitation</b>												
Ile-de-France	413	16.8%	4.4%	203	17.9%	4.5%	210	15.9%	4.2%	131	22.4%	3.0%
Nord-Pas-de-Calais	231	9.4%	7.2%	111	9.8%	7.3%	120	9.1%	7.1%	50	8.6%	5.5%
Lorraine	57	2.3%	2.9%	18	1.6%	2.0%	39	2.9%	3.8%	11	1.8%	1.9%
Alsace	49	2.0%	3.3%	18	1.5%	2.4%	32	2.4%	4.1%	16	2.8%	3.2%
Franche-Comté	34	1.4%	3.6%	17	1.5%	3.7%	17	1.3%	3.5%	6	1.1%	2.5%
Champagne-Ardenne	67	2.7%	6.1%	36	3.2%	6.8%	31	2.3%	5.4%	16	2.7%	5.3%
Picardie	101	4.1%	6.6%	43	3.8%	5.7%	59	4.4%	7.4%	21	3.7%	4.8%
Bourgogne	103	4.2%	7.6%	52	4.5%	7.9%	52	3.9%	7.3%	20	3.4%	5.7%
Haute-Normandie	127	5.2%	8.6%	61	5.4%	8.6%	66	5.0%	8.6%	28	4.7%	6.4%
Basse-Normandie	76	3.1%	6.3%	32	2.9%	5.6%	44	3.3%	7.0%	13	2.2%	4.0%
Centre	120	4.9%	5.8%	56	4.9%	5.6%	64	4.8%	5.9%	21	3.6%	3.3%
Pays de la Loire	170	6.9%	5.9%	87	7.6%	6.3%	83	6.3%	5.6%	53	9.0%	6.4%
Bretagne	115	4.7%	4.4%	59	5.2%	4.7%	56	4.3%	4.1%	24	4.0%	3.0%
Poitou-Charentes	87	3.6%	5.9%	44	3.9%	6.2%	44	3.3%	5.7%	14	2.4%	3.6%
Aquitaine	123	5.0%	4.6%	56	5.0%	4.4%	67	5.0%	4.7%	28	4.7%	3.4%
Midi-Pyrénées	89	3.6%	3.7%	40	3.5%	3.4%	50	3.8%	4.0%	17	2.8%	2.1%
Limousin	39	1.6%	6.1%	20	1.8%	6.7%	18	1.4%	5.6%	6	1.1%	3.9%
Auvergne	40	1.6%	3.5%	21	1.8%	3.8%	19	1.4%	3.3%	7	1.1%	2.2%
Rhône-Alpes	193	7.9%	3.8%	72	6.3%	3.0%	121	9.2%	4.7%	51	8.8%	3.0%
Languedoc-Roussillon	74	3.0%	3.4%	32	2.8%	3.1%	41	3.1%	3.6%	27	4.6%	4.2%
Provence-Alpes-Côte-d'Azur-Corse	146	5.9%	3.4%	57	5.0%	2.8%	89	6.7%	3.9%	26	4.4%	1.8%
<b>Habitudes de connexion Internet</b>												
Tous les jours	1118	45.6%	4.0%	571	50.4%	4.1%	547	41.4%	4.0%	401	68.5%	3.1%
Presque tous les jours	297	12.1%	4.9%	138	12.2%	4.7%	159	12.0%	5.0%	77	13.2%	3.2%
1 à 2 fois par semaine	213	8.7%	6.6%	78	6.9%	5.5%	134	10.2%	7.5%	51	8.7%	5.7%
1 à 3 fois par mois	59	2.4%	6.8%	29	2.6%	7.8%	30	2.3%	6.1%	8	1.3%	4.0%
Moins souvent	73	3.0%	5.5%	31	2.8%	5.3%	41	3.1%	5.6%	10	1.7%	8.0%
Jamais	19	0.8%	8.9%	13	1.1%	9.9%	6	0.4%	7.1%	4	0.7%	18.6%

# Télé Poche

Hebdomadaire, 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	134	5.5%	5.7%	56	4.9%	6.0%	78	5.9%	5.6%	10	1.7%	5.0%
De 9 000 à moins de 12 000 euros par an	238	9.7%	7.3%	80	7.1%	7.3%	158	12.0%	7.3%	9	1.5%	3.6%
De 12 000 à moins de 18 000 euros par an	381	15.5%	5.6%	170	15.0%	5.8%	211	16.0%	5.5%	31	5.3%	3.8%
De 18 000 à moins de 24 000 euros par an	450	18.3%	6.1%	194	17.1%	5.6%	255	19.3%	6.6%	70	11.9%	4.3%
De 24 000 à moins de 36 000 euros par an	581	23.7%	5.1%	280	24.8%	5.1%	300	22.7%	5.2%	173	29.5%	4.6%
De 36 000 à moins de 45 000 euros par an	227	9.2%	3.5%	127	11.2%	3.7%	99	7.5%	3.3%	93	15.9%	3.3%
De 45 000 à moins de 65 000 euros par an	200	8.2%	3.5%	107	9.4%	3.4%	94	7.1%	3.6%	109	18.6%	3.1%
De 65 000 à moins de 80 000 euros par an	40	1.6%	2.6%	30	2.7%	3.2%	9	0.7%	1.6%	23	4.0%	2.1%
De 80 000 à moins de 115 000 euros par an	23	0.9%	2.3%	9	0.8%	1.5%	14	1.1%	3.5%	16	2.8%	2.0%
115 000 euros et plus par an	2	0.1%	0.3%	1	0.1%	0.2%	1	0.1%	0.5%	1	0.2%	0.3%
Refus	124	5.0%	3.7%	45	4.0%	3.4%	78	5.9%	4.0%	30	5.1%	2.6%
Ne sait pas	56	2.3%	3.5%	33	2.9%	4.9%	23	1.7%	2.5%	21	3.6%	3.8%