

	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
<b>Ensemble</b>	2370	100.0%	4.6%	1064	100.0%	4.4%	1305	100.0%	4.9%	534	100.0%	3.2%
<b>Sexe</b>												
<b>Homme</b>	1064	44.9%	4.4%	1064	100.0%	4.4%	0	-	-	276	51.6%	3.1%
<b>Femme</b>	1305	55.1%	4.9%	0	-	-	1305	100.0%	4.9%	258	48.4%	3.2%
<b>Age</b>												
<b>15 à 24 ans</b>	427	18.0%	5.8%	228	21.4%	6.1%	199	15.2%	5.4%	133	24.9%	4.2%
<b>25 à 34 ans</b>	330	13.9%	4.3%	143	13.4%	3.8%	187	14.3%	4.8%	89	16.7%	2.6%
<b>35 à 49 ans</b>	567	23.9%	4.5%	281	26.4%	4.5%	286	21.9%	4.5%	188	35.1%	3.0%
<b>50 à 64 ans</b>	597	25.2%	4.9%	251	23.6%	4.2%	346	26.5%	5.5%	120	22.4%	3.0%
<b>65 ans et plus</b>	448	18.9%	4.0%	161	15.1%	3.4%	287	22.0%	4.5%	5	0.9%	2.4%
<b>Individu</b>												
<b>Ménagère</b>	1139	48.1%	4.9%	0	-	-	1139	87.3%	4.9%	194	36.2%	2.8%
<b>Personne de Référence</b>	1279	54.0%	4.6%	828	77.8%	4.1%	452	34.6%	5.7%	240	45.0%	2.9%
<b>Responsable des achats</b>	1717	72.4%	4.8%	598	56.2%	4.8%	1119	85.7%	4.9%	319	59.6%	3.0%
<b>PCS Individu</b>												
<b>Agriculteurs</b>	17	0.7%	3.1%	9	0.9%	2.8%	8	0.6%	3.7%	0	-	-
<b>Petits patrons</b>	47	2.0%	2.8%	41	3.8%	3.5%	6	0.4%	1.1%	44	8.3%	3.0%
<b>Affaires et Cadres</b>	80	3.4%	1.7%	52	4.9%	1.8%	28	2.1%	1.5%	64	12.0%	1.5%
<b>Professions intermédiaires</b>	263	11.1%	3.9%	139	13.1%	4.0%	125	9.5%	3.8%	202	37.8%	3.6%
<b>Employés</b>	464	19.6%	5.5%	92	8.6%	4.4%	372	28.5%	5.9%	63	11.7%	3.5%
<b>Ouvriers</b>	436	18.4%	6.7%	329	30.9%	6.6%	107	8.2%	7.2%	38	7.1%	9.0%
<b>Retraités</b>	531	22.4%	4.2%	209	19.7%	3.5%	322	24.6%	4.9%	8	1.4%	3.2%
<b>Autres inactifs</b>	532	22.5%	5.3%	194	18.2%	5.6%	339	25.9%	5.2%	115	21.6%	3.7%
<b>PCS Personne de Référence</b>												
<b>Agriculteurs</b>	25	1.1%	3.1%	8	0.8%	2.1%	17	1.3%	4.1%	0	-	-
<b>Petits patrons</b>	98	4.1%	3.7%	63	6.0%	4.6%	34	2.6%	2.7%	98	18.3%	3.7%
<b>Affaires et Cadres</b>	146	6.2%	2.1%	65	6.1%	1.9%	82	6.3%	2.4%	146	27.4%	2.1%
<b>Professions intermédiaires</b>	290	12.2%	3.9%	148	13.9%	3.8%	142	10.9%	4.0%	290	54.3%	3.9%
<b>Employés</b>	301	12.7%	5.7%	110	10.4%	4.9%	191	14.7%	6.2%	0	-	-
<b>Ouvriers</b>	631	26.6%	6.7%	325	30.6%	6.6%	306	23.4%	6.7%	0	-	-
<b>Retraités</b>	660	27.8%	4.5%	248	23.3%	3.7%	412	31.5%	5.1%	0	-	-
<b>Autres inactifs</b>	219	9.2%	5.6%	97	9.1%	6.5%	122	9.3%	5.1%	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>	477	20.1%	5.1%	189	17.8%	4.7%	288	22.0%	5.4%	52	9.7%	3.0%
<b>2 personnes</b>	769	32.5%	4.3%	356	33.4%	4.0%	413	31.7%	4.5%	126	23.7%	2.9%
<b>3 personnes</b>	471	19.9%	5.1%	232	21.8%	5.1%	238	18.2%	5.0%	127	23.9%	3.4%
<b>4 personnes</b>	438	18.5%	4.8%	190	17.8%	4.1%	249	19.0%	5.4%	166	31.0%	3.6%
<b>5 personnes et +</b>	215	9.1%	4.1%	97	9.1%	3.9%	118	9.0%	4.2%	63	11.8%	2.5%
<b>Présence d'enfants de moins de 15 ans</b>												
<b>Oui</b>	720	30.4%	4.6%	304	28.6%	4.2%	416	31.9%	4.9%	237	44.4%	3.1%
<b>Non</b>	1650	69.6%	4.7%	760	71.4%	4.4%	889	68.1%	4.9%	297	55.6%	3.2%
<b>Habitat</b>												
<b>Communes rurales</b>	581	24.5%	5.0%	251	23.5%	4.5%	331	25.3%	5.4%	140	26.2%	4.2%
<b>Agglo. - 20 000 hab</b>	464	19.6%	5.2%	197	18.5%	4.7%	267	20.5%	5.7%	95	17.7%	3.7%
<b>Agglo. 20 000 à 100 000 hab</b>	309	13.1%	4.5%	142	13.3%	4.1%	168	12.9%	4.9%	54	10.2%	2.7%
<b>Agglo. + 100 000 hab</b>	655	27.6%	4.3%	293	27.6%	4.1%	362	27.7%	4.6%	134	25.0%	2.6%
<b>Agglo. Paris</b>	360	15.2%	4.3%	182	17.1%	4.5%	178	13.6%	4.0%	112	20.9%	2.9%

	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
<b>Région d'habitation</b>												
Ile-de-France	406	17.1%	4.3%	202	19.0%	4.5%	204	15.6%	4.1%	134	25.0%	3.1%
Nord-Pas-de-Calais	194	8.2%	6.0%	95	8.9%	6.2%	100	7.6%	5.9%	37	6.9%	4.0%
Lorraine	56	2.4%	2.9%	19	1.8%	2.1%	37	2.8%	3.7%	8	1.5%	1.5%
Alsace	33	1.4%	2.2%	16	1.5%	2.1%	17	1.3%	2.2%	3	0.6%	0.6%
Franche-Comté	28	1.2%	2.9%	12	1.1%	2.5%	16	1.2%	3.3%	5	0.9%	1.8%
Champagne-Ardenne	65	2.7%	6.0%	33	3.1%	6.2%	32	2.5%	5.7%	16	3.0%	4.9%
Picardie	100	4.2%	6.5%	45	4.2%	6.1%	55	4.2%	7.0%	17	3.2%	3.9%
Bourgogne	79	3.3%	5.8%	37	3.4%	5.6%	43	3.3%	6.0%	18	3.3%	4.8%
Haute-Normandie	105	4.4%	7.1%	42	4.0%	6.0%	63	4.8%	8.1%	24	4.6%	5.7%
Basse-Normandie	83	3.5%	6.9%	36	3.3%	6.2%	47	3.6%	7.5%	17	3.3%	5.2%
Centre	121	5.1%	5.8%	53	5.0%	5.3%	68	5.2%	6.3%	21	3.9%	3.3%
Pays de la Loire	177	7.5%	6.2%	87	8.1%	6.3%	90	6.9%	6.1%	43	8.1%	5.2%
Bretagne	100	4.2%	3.8%	43	4.0%	3.5%	57	4.4%	4.2%	29	5.4%	3.7%
Poitou-Charentes	103	4.4%	7.0%	46	4.3%	6.5%	57	4.4%	7.5%	11	2.2%	3.1%
Aquitaine	133	5.6%	4.9%	55	5.2%	4.3%	77	5.9%	5.5%	28	5.2%	3.5%
Midi-Pyrénées	73	3.1%	3.0%	31	2.9%	2.7%	42	3.2%	3.4%	17	3.2%	2.1%
Limousin	33	1.4%	5.2%	16	1.5%	5.3%	17	1.3%	5.2%	2	0.3%	1.2%
Auvergne	41	1.7%	3.6%	9	0.8%	1.6%	32	2.4%	5.5%	9	1.6%	2.8%
Rhône-Alpes	196	8.3%	3.9%	78	7.3%	3.2%	118	9.1%	4.5%	48	8.9%	2.7%
Languedoc-Roussillon	80	3.4%	3.7%	33	3.1%	3.2%	47	3.6%	4.1%	16	3.1%	2.5%
Provence-Alpes-Côte-d'Azur-Corse	164	6.9%	3.8%	78	7.3%	3.8%	86	6.6%	3.8%	32	5.9%	2.2%
<b>Habitudes de connexion Internet</b>												
Tous les jours	1141	48.1%	4.1%	569	53.4%	4.1%	572	43.8%	4.2%	383	71.7%	3.0%
Presque tous les jours	289	12.2%	4.7%	119	11.2%	4.1%	169	13.0%	5.2%	65	12.1%	2.8%
1 à 2 fois par semaine	176	7.4%	5.4%	72	6.7%	4.9%	104	8.0%	5.8%	48	9.0%	5.1%
1 à 3 fois par mois	55	2.3%	6.5%	20	1.9%	5.9%	35	2.7%	6.9%	7	1.2%	4.4%
Moins souvent	68	2.9%	5.1%	28	2.6%	4.4%	40	3.1%	5.7%	8	1.5%	5.8%
Jamais	8	0.3%	5.8%	4	0.4%	4.9%	4	0.3%	7.3%	0	-	-

# 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	158	6.7%	7.4%	57	5.3%	6.6%	101	7.7%	7.9%	10	1.9%	5.4%
De 9 000 à moins de 12 000 euros par an	234	9.9%	7.1%	79	7.4%	6.9%	156	11.9%	7.1%	6	1.2%	2.6%
De 12 000 à moins de 18 000 euros par an	354	14.9%	5.4%	135	12.7%	4.9%	218	16.7%	5.8%	35	6.6%	4.6%
De 18 000 à moins de 24 000 euros par an	383	16.2%	5.1%	179	16.8%	5.1%	204	15.7%	5.2%	49	9.1%	3.1%
De 24 000 à moins de 36 000 euros par an	535	22.6%	4.6%	240	22.6%	4.3%	294	22.5%	4.9%	142	26.5%	3.8%
De 36 000 à moins de 45 000 euros par an	234	9.9%	3.6%	137	12.9%	3.9%	97	7.4%	3.3%	74	13.9%	2.5%
De 45 000 à moins de 65 000 euros par an	214	9.0%	3.6%	116	10.9%	3.5%	98	7.5%	3.7%	129	24.2%	3.6%
De 65 000 à moins de 80 000 euros par an	38	1.6%	2.4%	29	2.7%	3.1%	9	0.7%	1.4%	22	4.2%	2.0%
De 80 000 à moins de 115 000 euros par an	18	0.8%	1.8%	8	0.8%	1.4%	10	0.7%	2.6%	14	2.6%	1.8%
115 000 euros et plus par an	1	0.0%	0.1%	0	-	-	1	0.0%	0.3%	0	-	-
Refus	144	6.1%	4.5%	46	4.3%	3.5%	98	7.5%	5.2%	37	7.0%	3.3%
Ne sait pas	58	2.5%	4.0%	38	3.6%	6.1%	20	1.5%	2.4%	15	2.8%	3.1%