

Télé 2 Semaines

Bimensuel, Lecture Dernière Période



	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
Ensemble	4263	100.0%	8.3%	1850	100.0%	7.6%	2413	100.0%	9.1%	1113	100.0%	6.6%
Sexe												
Homme	1850	43.4%	7.6%	1850	100.0%	7.6%	0	-	-	527	47.3%	6.0%
Femme	2413	56.6%	9.1%	0	-	-	2413	100.0%	9.1%	586	52.7%	7.2%
Age												
15 à 24 ans	738	17.3%	10.0%	333	18.0%	8.9%	405	16.8%	11.1%	242	21.7%	7.7%
25 à 34 ans	670	15.7%	8.7%	294	15.9%	7.8%	376	15.6%	9.6%	208	18.7%	6.1%
35 à 49 ans	1236	29.0%	9.8%	528	28.6%	8.5%	707	29.3%	11.0%	423	38.0%	6.9%
50 à 64 ans	1063	24.9%	8.7%	477	25.8%	8.1%	586	24.3%	9.3%	238	21.3%	5.9%
65 ans et plus	557	13.1%	5.0%	217	11.7%	4.6%	339	14.1%	5.4%	2	0.2%	1.2%
Individu												
Ménagère	2053	48.2%	8.8%	0	-	-	2053	85.1%	8.8%	471	42.3%	6.9%
Personne de Référence	2165	50.8%	7.7%	1451	78.4%	7.2%	715	29.6%	9.0%	486	43.6%	5.8%
Responsable des achats	3009	70.6%	8.5%	963	52.0%	7.7%	2047	84.8%	8.9%	678	61.0%	6.3%
PCS Individu												
Agriculteurs	17	0.4%	3.1%	7	0.4%	2.0%	10	0.4%	4.9%	0	-	-
Petits patrons	81	1.9%	4.9%	60	3.2%	5.2%	21	0.9%	4.2%	71	6.4%	4.8%
Affaires et Cadres	236	5.5%	5.0%	142	7.7%	4.9%	94	3.9%	5.1%	216	19.4%	5.0%
Professions intermédiaires	472	11.1%	7.0%	222	12.0%	6.4%	250	10.4%	7.7%	363	32.6%	6.5%
Employés	944	22.2%	11.3%	225	12.2%	10.8%	719	29.8%	11.4%	164	14.7%	9.1%
Ouvriers	751	17.6%	11.6%	570	30.8%	11.4%	182	7.5%	12.2%	38	3.4%	9.0%
Retraités	707	16.6%	5.6%	308	16.7%	5.1%	399	16.5%	6.1%	7	0.6%	3.0%
Autres inactifs	1055	24.7%	10.5%	315	17.0%	9.0%	739	30.6%	11.3%	254	22.8%	8.2%
PCS Personne de Référence												
Agriculteurs	43	1.0%	5.4%	14	0.8%	3.7%	29	1.2%	7.0%	0	-	-
Petits patrons	176	4.1%	6.7%	83	4.5%	6.1%	93	3.9%	7.4%	176	15.8%	6.7%
Affaires et Cadres	384	9.0%	5.6%	179	9.7%	5.1%	204	8.5%	6.1%	384	34.5%	5.6%
Professions intermédiaires	553	13.0%	7.4%	264	14.3%	6.8%	289	12.0%	8.1%	553	49.7%	7.4%
Employés	686	16.1%	12.9%	266	14.4%	11.9%	420	17.4%	13.7%	0	-	-
Ouvriers	1085	25.4%	11.5%	515	27.9%	10.5%	570	23.6%	12.4%	0	-	-
Retraités	917	21.5%	6.2%	361	19.5%	5.4%	556	23.0%	6.9%	0	-	-
Autres inactifs	418	9.8%	10.8%	166	9.0%	11.2%	252	10.4%	10.5%	0	-	-

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Taille du Foyer												
1 personne	737	17.3%	7.8%	331	17.9%	8.2%	406	16.8%	7.6%	90	8.1%	5.2%
2 personnes	1319	30.9%	7.3%	552	29.9%	6.3%	767	31.8%	8.3%	252	22.6%	5.9%
3 personnes	934	21.9%	10.1%	418	22.6%	9.1%	516	21.4%	10.9%	305	27.4%	8.0%
4 personnes	857	20.1%	9.3%	369	20.0%	8.1%	487	20.2%	10.6%	334	30.0%	7.2%
5 personnes et +	416	9.8%	7.9%	179	9.7%	7.2%	237	9.8%	8.5%	132	11.8%	5.3%
Présence d'enfants de moins de 15 ans												
Oui	1483	34.8%	9.4%	575	31.1%	7.9%	907	37.6%	10.7%	509	45.8%	6.6%
Non	2780	65.2%	7.9%	1274	68.9%	7.4%	1506	62.4%	8.3%	604	54.2%	6.5%
Habitat												
Communes rurales	1003	23.5%	8.6%	456	24.7%	8.2%	547	22.7%	8.9%	271	24.3%	8.1%
Agglo. - 20 000 hab	772	18.1%	8.6%	328	17.8%	7.8%	443	18.4%	9.4%	163	14.6%	6.4%
Agglo. 20 000 à 100 000 hab	643	15.1%	9.4%	305	16.5%	8.9%	338	14.0%	9.9%	138	12.4%	6.9%
Agglo. + 100 000 hab	1307	30.7%	8.6%	539	29.1%	7.4%	768	31.8%	9.7%	327	29.4%	6.3%
Agglo. Paris	539	12.6%	6.4%	221	11.9%	5.5%	318	13.2%	7.2%	214	19.2%	5.5%

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Région d'habitation												
Ile-de-France	626	14.7%	6.6%	263	14.2%	5.8%	363	15.0%	7.3%	245	22.0%	5.7%
Nord-Pas-de-Calais	357	8.4%	11.1%	164	8.9%	10.8%	193	8.0%	11.4%	69	6.2%	7.6%
Lorraine	179	4.2%	9.3%	95	5.1%	10.1%	84	3.5%	8.4%	44	3.9%	7.9%
Alsace	98	2.3%	6.4%	46	2.5%	6.2%	52	2.2%	6.6%	29	2.6%	5.9%
Franche-Comté	89	2.1%	9.4%	33	1.8%	7.1%	56	2.3%	11.5%	23	2.1%	8.9%
Champagne-Ardenne	112	2.6%	10.3%	55	3.0%	10.4%	58	2.4%	10.2%	31	2.8%	9.6%
Picardie	156	3.6%	10.1%	73	3.9%	9.8%	83	3.4%	10.5%	34	3.0%	7.8%
Bourgogne	128	3.0%	9.4%	61	3.3%	9.3%	67	2.8%	9.4%	29	2.6%	8.0%
Haute-Normandie	168	3.9%	11.3%	82	4.4%	11.6%	86	3.6%	11.1%	41	3.7%	9.7%
Basse-Normandie	102	2.4%	8.5%	41	2.2%	7.1%	61	2.5%	9.8%	23	2.1%	6.9%
Centre	199	4.7%	9.6%	80	4.3%	7.9%	120	5.0%	11.1%	57	5.1%	9.0%
Pays de la Loire	263	6.2%	9.2%	118	6.4%	8.5%	145	6.0%	9.7%	64	5.8%	7.8%
Bretagne	129	3.0%	4.9%	57	3.1%	4.6%	71	3.0%	5.3%	31	2.8%	4.0%
Poitou-Charentes	147	3.5%	10.0%	64	3.4%	9.0%	83	3.5%	10.9%	32	2.8%	8.5%
Aquitaine	220	5.2%	8.2%	93	5.1%	7.3%	127	5.3%	9.0%	56	5.0%	6.9%
Midi-Pyrénées	216	5.1%	9.0%	85	4.6%	7.4%	130	5.4%	10.5%	64	5.8%	8.0%
Limousin	60	1.4%	9.5%	23	1.2%	7.5%	37	1.5%	11.3%	13	1.2%	8.3%
Auvergne	104	2.4%	9.2%	48	2.6%	9.0%	55	2.3%	9.5%	27	2.4%	8.8%
Rhône-Alpes	370	8.7%	7.4%	165	8.9%	6.8%	205	8.5%	7.9%	89	8.0%	5.0%
Languedoc-Roussillon	188	4.4%	8.6%	73	4.0%	7.1%	114	4.7%	10.0%	35	3.2%	5.4%
Provence-Alpes-Côte-d'Azur-Corse	354	8.3%	8.2%	132	7.1%	6.5%	223	9.2%	9.7%	78	7.0%	5.5%
Habitudes de connexion Internet												
Tous les jours	2222	52.1%	8.1%	1036	56.0%	7.4%	1186	49.2%	8.8%	805	72.3%	6.2%
Presque tous les jours	546	12.8%	8.9%	205	11.1%	7.1%	341	14.1%	10.5%	174	15.6%	7.5%
1 à 2 fois par semaine	314	7.4%	9.7%	126	6.8%	8.6%	189	7.8%	10.6%	65	5.9%	7.0%
1 à 3 fois par mois	93	2.2%	11.0%	38	2.1%	11.4%	55	2.3%	10.7%	4	0.4%	2.8%
Moins souvent	178	4.2%	13.3%	88	4.7%	13.8%	90	3.7%	12.9%	20	1.8%	14.8%
Jamais	16	0.4%	11.9%	8	0.4%	9.0%	9	0.4%	16.4%	4	0.4%	29.7%

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Revenus du Foyer												
Moins de 9 000 euros par an	269	6.3%	12.6%	112	6.1%	13.0%	157	6.5%	12.3%	14	1.2%	7.5%
De 9 000 à moins de 12 000 euros par an	350	8.2%	10.5%	112	6.1%	9.9%	238	9.8%	10.9%	14	1.3%	5.7%
De 12 000 à moins de 18 000 euros par an	691	16.2%	10.6%	278	15.0%	10.1%	413	17.1%	11.0%	66	5.9%	8.6%
De 18 000 à moins de 24 000 euros par an	680	16.0%	9.1%	298	16.1%	8.4%	382	15.8%	9.7%	121	10.9%	7.6%
De 24 000 à moins de 36 000 euros par an	889	20.9%	7.7%	391	21.1%	7.1%	498	20.6%	8.2%	271	24.4%	7.3%
De 36 000 à moins de 45 000 euros par an	522	12.2%	8.0%	250	13.5%	7.0%	271	11.2%	9.2%	210	18.8%	7.0%
De 45 000 à moins de 65 000 euros par an	357	8.4%	6.0%	181	9.8%	5.4%	177	7.3%	6.7%	207	18.6%	5.8%
De 65 000 à moins de 80 000 euros par an	97	2.3%	6.3%	66	3.6%	7.2%	30	1.3%	4.9%	68	6.1%	6.1%
De 80 000 à moins de 115 000 euros par an	31	0.7%	3.2%	14	0.8%	2.3%	17	0.7%	4.4%	28	2.5%	3.5%
115 000 euros et plus par an	18	0.4%	3.9%	10	0.5%	3.5%	8	0.3%	4.4%	13	1.1%	3.3%
Refus	269	6.3%	8.4%	102	5.5%	7.6%	167	6.9%	8.9%	77	6.9%	6.7%
Ne sait pas	90	2.1%	6.2%	36	1.9%	5.7%	54	2.3%	6.6%	25	2.3%	5.3%