

	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
ENSEMBLE	2163	100.0%	4.2%	932	100.0%	3.8%	1231	100.0%	4.6%	489	100.0%	2.8%
Sexe												
Homme	932	43.1%	3.8%	932	100.0%	3.8%	0	0.0%	0.0%	257	52.5%	2.9%
Femme	1231	56.9%	4.6%	0	0.0%	0.0%	1231	100.0%	4.6%	232	47.5%	2.8%
Age												
15 à 24 ans	367	17.0%	5.0%	169	18.1%	4.5%	199	16.1%	5.4%	118	24.1%	3.8%
25 à 34 ans	323	14.9%	4.2%	137	14.7%	3.6%	186	15.1%	4.8%	91	18.6%	2.7%
35 à 49 ans	531	24.5%	4.2%	257	27.5%	4.1%	274	22.3%	4.3%	155	31.6%	2.5%
50 à 59 ans	375	17.3%	4.2%	159	17.0%	3.5%	216	17.6%	4.8%	107	21.9%	2.9%
60 ans et plus	568	26.2%	3.9%	212	22.7%	3.3%	356	28.9%	4.3%	18	3.8%	2.6%
Individu												
Ménagères	1049	48.5%	4.5%	0	0.0%	0.0%	1049	85.2%	4.5%	170	34.7%	2.5%
Personne de référence	1140	52.7%	4.1%	731	78.4%	3.6%	409	33.2%	5.2%	229	47.0%	2.7%
Responsable des achats	1525	70.5%	4.3%	482	51.7%	3.8%	1044	84.8%	4.5%	289	59.1%	2.6%
PCS Individu												
Agriculteurs	16	0.7%	3.0%	8	0.9%	2.3%	8	0.6%	4.6%	0	0.0%	0.0%
Petits patrons	45	2.1%	2.8%	33	3.6%	3.0%	12	0.9%	2.3%	41	8.3%	2.8%
Affaires et Cadres	98	4.5%	2.0%	59	6.4%	1.9%	39	3.1%	2.0%	80	16.4%	1.8%
Professions intermédiaires	223	10.3%	3.3%	128	13.7%	3.7%	95	7.7%	2.9%	165	33.8%	2.9%
Employés	440	20.3%	5.3%	83	8.9%	4.1%	357	29.0%	5.7%	61	12.4%	3.4%
Ouvriers	337	15.6%	5.3%	246	26.3%	5.0%	91	7.4%	6.2%	22	4.5%	5.0%
Retraités	479	22.1%	3.8%	210	22.5%	3.5%	269	21.8%	4.1%	6	1.2%	2.5%
Autres inactifs	526	24.3%	5.2%	164	17.6%	4.6%	361	29.3%	5.5%	114	23.3%	3.6%
PCS Personne de référence												
Agriculteurs	22	1.0%	2.8%	7	0.8%	1.7%	15	1.2%	3.9%	0	0.0%	0.0%
Petits patrons	79	3.7%	3.0%	44	4.7%	3.4%	36	2.9%	2.7%	79	16.2%	3.0%
Affaires et Cadres	160	7.4%	2.2%	77	8.3%	2.1%	82	6.7%	2.4%	160	32.6%	2.2%
Professions intermédiaires	250	11.6%	3.3%	136	14.6%	3.4%	114	9.3%	3.2%	250	51.2%	3.3%
Employés	282	13.0%	5.3%	91	9.8%	4.2%	191	15.5%	6.0%	0	0.0%	0.0%
Ouvriers	587	27.1%	6.3%	269	28.9%	5.5%	318	25.8%	7.2%	0	0.0%	0.0%
Retraités	587	27.1%	4.0%	239	25.7%	3.6%	347	28.2%	4.4%	0	0.0%	0.0%
Autres inactifs	197	9.1%	5.0%	68	7.3%	4.6%	128	10.4%	5.3%	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
Taille du foyer												
1 personne	437	20.2%	4.5%	171	18.4%	4.1%	266	21.6%	4.8%	64	13.1%	3.4%
2 personnes	681	31.5%	3.8%	315	33.8%	3.6%	366	29.7%	4.0%	107	21.8%	2.6%
3 personnes	457	21.1%	5.0%	185	19.9%	4.0%	272	22.1%	5.9%	110	22.4%	2.8%
4 personnes	389	18.0%	4.2%	170	18.3%	3.8%	219	17.8%	4.7%	148	30.3%	3.1%
5 personnes et +	200	9.2%	3.8%	90	9.7%	3.6%	109	8.9%	3.9%	60	12.3%	2.4%
Présence d'enfants de moins de 15 ans												
Oui	658	30.4%	4.2%	273	29.3%	3.7%	384	31.2%	4.6%	198	40.6%	2.5%
Non	1506	69.6%	4.2%	659	70.7%	3.8%	847	68.8%	4.6%	291	59.4%	3.1%
Habitat												
Communes rurales	539	24.9%	4.7%	230	24.6%	4.2%	310	25.2%	5.1%	109	22.4%	3.3%
Agglo. - 20 000 hab	407	18.8%	4.6%	184	19.7%	4.4%	223	18.1%	4.7%	95	19.5%	3.6%
Agglo. 20 000 à 100 000 hab	318	14.7%	4.6%	129	13.9%	3.7%	188	15.3%	5.4%	55	11.2%	2.7%
Agglo. + 100 000 hab	592	27.4%	3.9%	241	25.8%	3.3%	351	28.5%	4.4%	116	23.7%	2.2%
Agglo. Paris	308	14.2%	3.6%	149	16.0%	3.7%	159	12.9%	3.6%	114	23.2%	2.9%

Télé Poche

Lecture Dernière Période



	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
Régions INSEE												
Ile de France	354	16.4%	3.7%	170	18.2%	3.8%	184	15.0%	3.7%	136	27.8%	3.1%
Nord Pas de Calais	132	6.1%	4.1%	60	6.5%	4.0%	72	5.9%	4.3%	26	5.4%	2.9%
Lorraine	50	2.3%	2.6%	18	1.9%	1.9%	32	2.6%	3.2%	4	0.7%	0.7%
Alsace	35	1.6%	2.3%	15	1.6%	2.1%	20	1.6%	2.6%	7	1.4%	1.4%
Franche-Comté	36	1.6%	3.7%	12	1.3%	2.6%	23	1.9%	4.8%	8	1.6%	2.9%
Champagne Ardennes	55	2.5%	5.1%	27	2.9%	5.3%	27	2.2%	4.9%	10	2.0%	3.2%
Picardie	85	3.9%	5.6%	40	4.2%	5.3%	45	3.7%	5.8%	14	2.9%	3.2%
Bourgogne	72	3.3%	5.3%	28	3.1%	4.4%	44	3.5%	6.2%	17	3.6%	4.5%
Haute Normandie	110	5.1%	7.4%	45	4.8%	6.3%	65	5.3%	8.4%	19	4.0%	4.4%
Basse Normandie	83	3.9%	6.9%	29	3.2%	5.1%	54	4.4%	8.6%	9	1.8%	2.8%
Centre	111	5.1%	5.3%	60	6.5%	6.0%	51	4.1%	4.7%	23	4.6%	3.6%
Pays de Loire	142	6.6%	4.9%	55	5.9%	3.9%	87	7.1%	5.8%	26	5.3%	3.0%
Bretagne	86	4.0%	3.3%	32	3.4%	2.5%	54	4.4%	3.9%	23	4.8%	3.0%
Poitou Charentes	100	4.6%	6.8%	43	4.6%	6.1%	57	4.7%	7.5%	21	4.3%	5.3%
Aquitaine	108	5.0%	4.0%	36	3.8%	2.8%	72	5.8%	5.1%	17	3.5%	2.0%
Midi Pyrénées	76	3.5%	3.2%	32	3.5%	2.8%	44	3.6%	3.5%	22	4.5%	2.8%
Limousin	31	1.4%	5.0%	13	1.4%	4.3%	18	1.5%	5.6%	4	0.9%	2.7%
Auvergne	60	2.8%	5.4%	15	1.6%	2.8%	45	3.7%	7.8%	7	1.5%	2.4%
Rhône Alpes	199	9.2%	3.9%	99	10.6%	4.0%	101	8.2%	3.8%	48	9.9%	2.5%
Languedoc Roussillon	76	3.5%	3.5%	33	3.5%	3.1%	43	3.5%	3.7%	18	3.6%	2.6%
Provence Alpes Côte d'Azur. Corse	162	7.5%	3.8%	70	7.5%	3.4%	92	7.5%	4.0%	29	6.0%	2.1%
Habitudes de connexion à Internet												
Tous les jours	1080	49.9%	3.8%	496	53.2%	3.4%	584	47.4%	4.1%	365	74.6%	2.7%
Presque tous les jours	272	12.6%	4.2%	112	12.0%	3.7%	160	13.0%	4.7%	52	10.7%	2.3%
1 à 2 fois par semaine	179	8.3%	5.6%	74	8.0%	5.4%	105	8.5%	5.8%	38	7.7%	4.1%
1 à 3 fois par mois	46	2.1%	5.3%	19	2.0%	4.7%	28	2.3%	5.7%	4	0.8%	2.3%
Moins souvent	64	3.0%	5.2%	14	1.5%	2.6%	50	4.1%	7.3%	12	2.4%	9.6%
Jamais	9	0.4%	7.2%	8	0.9%	13.3%	1	0.1%	1.8%	3	0.6%	18.4%

Télé Poche

Lecture Dernière Période



	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
Revenus du foyer												
Moins de 9 000 euros par an	131	6.1%	6.4%	34	3.6%	4.1%	97	7.9%	7.9%	5	1.1%	2.9%
De 9 000 à moins de 12 000 euros par an	182	8.4%	5.5%	44	4.7%	3.7%	138	11.2%	6.4%	1	0.3%	0.5%
De 12 000 à moins de 18 000 euros par an	312	14.4%	4.9%	117	12.5%	4.4%	195	15.9%	5.2%	30	6.2%	4.1%
De 18 000 à moins de 24 000 euros par an	357	16.5%	5.0%	151	16.2%	4.4%	206	16.7%	5.4%	46	9.4%	3.0%
De 24 000 à moins de 36 000 euros par an	495	22.9%	4.3%	239	25.6%	4.3%	257	20.8%	4.3%	116	23.8%	3.1%
De 36 000 à moins de 45 000 euros par an	221	10.2%	3.3%	123	13.2%	3.4%	97	7.9%	3.2%	72	14.8%	2.4%
De 45 000 à moins de 65 000 euros par an	200	9.3%	3.2%	118	12.6%	3.3%	83	6.7%	3.0%	120	24.5%	3.3%
De 65 000 à moins de 80 000 euros par an	35	1.6%	2.1%	17	1.8%	1.7%	18	1.5%	2.7%	25	5.1%	2.1%
De 80 000 à moins de 115 000 euros par an	18	0.8%	1.8%	13	1.4%	2.3%	5	0.4%	1.2%	16	3.2%	2.1%
115 000 euros et plus par an	2	0.1%	0.4%	0	0.0%	0.0%	2	0.1%	0.9%	2	0.3%	0.4%
Refus	139	6.4%	4.4%	46	4.9%	3.5%	94	7.6%	5.1%	37	7.5%	3.2%
Ne sait pas	72	3.3%	4.5%	32	3.4%	5.0%	39	3.2%	4.2%	18	3.7%	3.2%