

# Télécâble Sat Hebdo

Lecture Dernière Période



CUMUL 2012/2013

	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
<b>ENSEMBLE</b>	1839	100.0%	3.6%	969	100.0%	3.9%	869	100.0%	3.3%	506	100.0%	2.9%
<b>Sexe</b>												
<b>Homme</b>	969	52.7%	3.9%	969	100.0%	3.9%	0	0.0%	0.0%	291	57.6%	3.3%
<b>Femme</b>	869	47.3%	3.3%	0	0.0%	0.0%	869	100.0%	3.3%	215	42.4%	2.6%
<b>Age</b>												
<b>15 à 24 ans</b>	212	11.5%	2.9%	117	12.1%	3.2%	95	10.9%	2.6%	108	21.3%	3.4%
<b>25 à 34 ans</b>	193	10.5%	2.5%	105	10.8%	2.8%	88	10.1%	2.2%	62	12.3%	1.8%
<b>35 à 49 ans</b>	418	22.7%	3.3%	217	22.4%	3.5%	201	23.1%	3.2%	154	30.4%	2.5%
<b>50 à 59 ans</b>	383	20.8%	4.3%	214	22.1%	4.7%	169	19.4%	3.8%	136	26.9%	3.7%
<b>60 ans et plus</b>	633	34.4%	4.3%	316	32.6%	5.0%	317	36.5%	3.8%	46	9.1%	6.4%
<b>Individu</b>												
<b>Ménagères</b>	754	41.0%	3.2%	0	0.0%	0.0%	754	86.7%	3.2%	171	33.8%	2.5%
<b>Personne de référence</b>	1007	54.8%	3.6%	778	80.2%	3.8%	230	26.4%	2.9%	240	47.3%	2.8%
<b>Responsable des achats</b>	1265	68.8%	3.6%	495	51.1%	3.9%	770	88.6%	3.4%	287	56.6%	2.6%
<b>PCS Individu</b>												
<b>Agriculteurs</b>	6	0.3%	1.1%	3	0.3%	0.7%	3	0.4%	2.0%	0	0.0%	0.0%
<b>Petits patrons</b>	44	2.4%	2.7%	36	3.7%	3.2%	8	0.9%	1.6%	42	8.4%	2.9%
<b>Affaires et Cadres</b>	138	7.5%	2.8%	88	9.1%	2.9%	50	5.8%	2.6%	123	24.4%	2.7%
<b>Professions intermédiaires</b>	188	10.2%	2.8%	112	11.6%	3.2%	76	8.7%	2.3%	158	31.2%	2.8%
<b>Employés</b>	270	14.7%	3.3%	103	10.6%	5.1%	168	19.3%	2.7%	52	10.4%	2.9%
<b>Ouvriers</b>	265	14.4%	4.2%	206	21.3%	4.2%	59	6.8%	4.0%	6	1.1%	1.3%
<b>Retraités</b>	525	28.5%	4.2%	274	28.2%	4.5%	251	28.9%	3.8%	17	3.4%	7.0%
<b>Autres inactifs</b>	403	21.9%	4.0%	148	15.3%	4.2%	254	29.2%	3.9%	107	21.2%	3.4%
<b>PCS Personne de référence</b>												
<b>Agriculteurs</b>	13	0.7%	1.6%	4	0.4%	0.9%	9	1.0%	2.3%	0	0.0%	0.0%
<b>Petits patrons</b>	95	5.2%	3.6%	49	5.1%	3.8%	46	5.2%	3.4%	95	18.8%	3.6%
<b>Affaires et Cadres</b>	201	11.0%	2.8%	119	12.2%	3.2%	83	9.5%	2.4%	201	39.8%	2.8%
<b>Professions intermédiaires</b>	210	11.4%	2.8%	123	12.7%	3.1%	86	9.9%	2.4%	210	41.4%	2.8%
<b>Employés</b>	183	9.9%	3.4%	87	9.0%	4.0%	96	11.0%	3.0%	0	0.0%	0.0%
<b>Ouvriers</b>	326	17.7%	3.5%	197	20.3%	4.0%	129	14.8%	2.9%	0	0.0%	0.0%
<b>Retraités</b>	622	33.8%	4.2%	296	30.5%	4.4%	326	37.5%	4.1%	0	0.0%	0.0%
<b>Autres inactifs</b>	189	10.3%	4.8%	94	9.7%	6.3%	95	10.9%	3.9%	0	0.0%	0.0%

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<b>Taille du foyer</b>												
<b>1 personne</b>	324	17.6%	3.4%	166	17.1%	4.0%	159	18.3%	2.9%	43	8.5%	2.3%
<b>2 personnes</b>	714	38.9%	4.0%	351	36.2%	4.0%	363	41.8%	4.0%	139	27.5%	3.4%
<b>3 personnes</b>	364	19.8%	4.0%	230	23.7%	5.0%	134	15.5%	2.9%	143	28.2%	3.7%
<b>4 personnes</b>	278	15.1%	3.0%	147	15.2%	3.2%	131	15.1%	2.8%	120	23.6%	2.5%
<b>5 personnes et +</b>	158	8.6%	3.0%	76	7.8%	3.0%	82	9.4%	2.9%	62	12.2%	2.4%
<b>Présence d'enfants de moins de 15 ans</b>												
<b>Oui</b>	413	22.5%	2.6%	213	22.0%	2.9%	200	23.0%	2.4%	160	31.5%	2.0%
<b>Non</b>	1426	77.5%	4.0%	756	78.0%	4.4%	670	77.0%	3.6%	346	68.5%	3.7%
<b>Habitat</b>												
<b>Communes rurales</b>	349	19.0%	3.0%	187	19.3%	3.4%	162	18.6%	2.7%	91	17.9%	2.7%
<b>Agglo. - 20 000 hab</b>	313	17.0%	3.5%	161	16.6%	3.8%	153	17.6%	3.3%	78	15.5%	3.0%
<b>Agglo. 20 000 à 100 000 hab</b>	255	13.9%	3.7%	141	14.6%	4.1%	114	13.1%	3.3%	59	11.7%	2.9%
<b>Agglo. + 100 000 hab</b>	573	31.1%	3.7%	288	29.7%	3.9%	284	32.7%	3.5%	126	24.8%	2.4%
<b>Agglo. Paris</b>	349	19.0%	4.1%	193	19.9%	4.8%	156	18.0%	3.5%	152	30.1%	3.9%

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	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
<b>Régions INSEE</b>												
<b>Ile de France</b>	397	21.6%	4.2%	225	23.2%	5.0%	172	19.8%	3.5%	172	34.1%	3.9%
<b>Nord Pas de Calais</b>	153	8.3%	4.8%	73	7.5%	4.8%	79	9.1%	4.7%	26	5.1%	2.8%
<b>Lorraine</b>	86	4.7%	4.5%	54	5.6%	5.8%	32	3.7%	3.2%	14	2.8%	2.7%
<b>Alsace</b>	28	1.5%	1.9%	17	1.7%	2.3%	11	1.3%	1.4%	16	3.1%	3.1%
<b>Franche-Comté</b>	35	1.9%	3.7%	19	1.9%	4.0%	16	1.9%	3.4%	5	1.0%	1.9%
<b>Champagne Ardennes</b>	50	2.7%	4.6%	26	2.7%	5.1%	23	2.7%	4.1%	21	4.1%	6.9%
<b>Picardie</b>	54	2.9%	3.5%	31	3.2%	4.1%	24	2.7%	3.0%	8	1.6%	1.9%
<b>Bourgogne</b>	38	2.1%	2.8%	16	1.7%	2.5%	22	2.6%	3.2%	13	2.6%	3.4%
<b>Haute Normandie</b>	60	3.3%	4.1%	39	4.0%	5.5%	21	2.4%	2.7%	21	4.2%	4.8%
<b>Basse Normandie</b>	42	2.3%	3.5%	22	2.2%	3.8%	20	2.3%	3.2%	7	1.3%	2.0%
<b>Centre</b>	69	3.8%	3.3%	39	4.0%	3.9%	30	3.5%	2.8%	14	2.8%	2.2%
<b>Pays de Loire</b>	67	3.6%	2.3%	24	2.5%	1.7%	42	4.9%	2.8%	12	2.3%	1.4%
<b>Bretagne</b>	44	2.4%	1.7%	32	3.3%	2.5%	12	1.4%	0.9%	14	2.8%	1.8%
<b>Poitou Charentes</b>	48	2.6%	3.3%	25	2.6%	3.6%	23	2.6%	3.0%	18	3.5%	4.4%
<b>Aquitaine</b>	110	6.0%	4.0%	62	6.3%	4.8%	48	5.5%	3.4%	23	4.5%	2.7%
<b>Midi Pyrénées</b>	65	3.5%	2.7%	32	3.3%	2.7%	33	3.8%	2.7%	13	2.6%	1.6%
<b>Limousin</b>	22	1.2%	3.5%	13	1.3%	4.2%	9	1.1%	2.9%	5	1.0%	3.3%
<b>Auvergne</b>	34	1.8%	3.0%	12	1.2%	2.2%	22	2.5%	3.7%	5	1.1%	1.8%
<b>Rhône Alpes</b>	177	9.6%	3.5%	76	7.8%	3.1%	101	11.6%	3.8%	40	7.9%	2.1%
<b>Languedoc Roussillon</b>	79	4.3%	3.6%	42	4.3%	4.0%	37	4.2%	3.2%	13	2.6%	1.9%
<b>Provence Alpes Côte d'Azur. Corse</b>	181	9.9%	4.2%	91	9.4%	4.5%	90	10.4%	4.0%	46	9.1%	3.3%
<b>Habitudes de connection à Internet</b>												
<b>Tous les jours</b>	978	53.2%	3.4%	531	54.7%	3.7%	447	51.4%	3.2%	377	74.5%	2.8%
<b>Presque tous les jours</b>	243	13.2%	3.8%	115	11.9%	3.8%	128	14.8%	3.8%	73	14.4%	3.2%
<b>1 à 2 fois par semaine</b>	113	6.1%	3.5%	51	5.3%	3.7%	62	7.1%	3.4%	31	6.2%	3.4%
<b>1 à 3 fois par mois</b>	46	2.5%	5.3%	21	2.2%	5.5%	25	2.9%	5.2%	10	1.9%	6.0%
<b>Moins souvent</b>	56	3.0%	4.5%	32	3.3%	6.1%	23	2.7%	3.4%	5	1.1%	4.4%
<b>Jamais</b>	5	0.3%	3.9%	4	0.4%	6.2%	1	0.1%	1.9%	0	0.0%	0.0%

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	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
<b>Revenus du foyer</b>												
Moins de 9 000 euros par an	70	3.8%	3.4%	27	2.8%	3.3%	43	4.9%	3.4%	1	0.3%	0.7%
De 9 000 à moins de 12 000 euros par an	97	5.3%	2.9%	47	4.9%	4.0%	50	5.7%	2.3%	3	0.5%	1.0%
De 12 000 à moins de 18 000 euros par an	215	11.7%	3.4%	107	11.0%	4.0%	108	12.4%	2.9%	21	4.2%	2.9%
De 18 000 à moins de 24 000 euros par an	237	12.9%	3.3%	114	11.7%	3.4%	123	14.1%	3.2%	41	8.1%	2.7%
De 24 000 à moins de 36 000 euros par an	432	23.5%	3.7%	221	22.8%	3.9%	212	24.3%	3.6%	98	19.3%	2.6%
De 36 000 à moins de 45 000 euros par an	241	13.1%	3.6%	151	15.6%	4.2%	90	10.4%	2.9%	77	15.3%	2.5%
De 45 000 à moins de 65 000 euros par an	269	14.6%	4.3%	157	16.2%	4.4%	112	12.9%	4.1%	133	26.3%	3.6%
De 65 000 à moins de 80 000 euros par an	68	3.7%	4.1%	44	4.5%	4.6%	24	2.8%	3.6%	34	6.7%	2.9%
De 80 000 à moins de 115 000 euros par an	42	2.3%	4.4%	27	2.8%	4.8%	15	1.7%	3.7%	31	6.1%	4.0%
115 000 euros et plus par an	13	0.7%	3.0%	7	0.8%	2.7%	6	0.7%	3.4%	12	2.4%	3.0%
Refus	97	5.3%	3.1%	42	4.4%	3.3%	55	6.3%	3.0%	35	6.9%	3.0%
Ne sait pas	57	3.1%	3.6%	24	2.5%	3.8%	33	3.8%	3.5%	20	4.0%	3.6%