

Télé 2 Semaines

Lecture Dernière Période



	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
ENSEMBLE	3853	100.0%	7.5%	1690	100.0%	6.9%	2163	100.0%	8.1%	1036	100.0%	6.0%
Sexe												
Homme	1690	43.9%	6.9%	1690	100.0%	6.9%	0	0.0%	0.0%	509	49.1%	5.7%
Femme	2163	56.1%	8.1%	0	0.0%	0.0%	2163	100.0%	8.1%	527	50.9%	6.3%
Age												
15 à 24 ans	651	16.9%	8.8%	290	17.1%	7.8%	361	16.7%	9.9%	219	21.2%	7.0%
25 à 34 ans	647	16.8%	8.5%	281	16.6%	7.5%	366	16.9%	9.4%	199	19.2%	5.8%
35 à 49 ans	1103	28.6%	8.8%	498	29.5%	8.0%	605	28.0%	9.5%	388	37.5%	6.2%
50 à 59 ans	677	17.6%	7.5%	309	18.3%	6.8%	368	17.0%	8.2%	210	20.2%	5.7%
60 ans et plus	775	20.1%	5.3%	313	18.5%	4.9%	463	21.4%	5.6%	21	2.0%	2.9%
Individu												
Ménagères	1807	46.9%	7.7%	0	0.0%	0.0%	1807	83.5%	7.7%	417	40.2%	6.1%
Personne de référence	1920	49.8%	6.8%	1321	78.2%	6.5%	599	27.7%	7.6%	456	44.0%	5.3%
Responsable des achats	2699	70.1%	7.6%	861	51.0%	6.8%	1838	85.0%	8.0%	633	61.1%	5.8%
PCS Individu												
Agriculteurs	26	0.7%	4.9%	7	0.4%	2.0%	19	0.9%	11.0%	7	0.6%	29.0%
Petits patrons	68	1.8%	4.2%	51	3.0%	4.6%	17	0.8%	3.4%	57	5.5%	3.9%
Affaires et Cadres	216	5.6%	4.3%	117	6.9%	3.8%	98	4.6%	5.1%	192	18.6%	4.3%
Professions intermédiaires	446	11.6%	6.6%	243	14.4%	6.9%	203	9.4%	6.2%	361	34.8%	6.4%
Employés	867	22.5%	10.5%	166	9.8%	8.3%	701	32.4%	11.2%	161	15.6%	9.1%
Ouvriers	684	17.8%	10.7%	512	30.3%	10.4%	172	7.9%	11.7%	38	3.7%	8.7%
Retraités	679	17.6%	5.4%	317	18.7%	5.2%	363	16.8%	5.5%	9	0.9%	3.9%
Autres inactifs	865	22.5%	8.6%	276	16.4%	7.8%	589	27.2%	9.0%	211	20.3%	6.7%
PCS Personne de référence												
Agriculteurs	34	0.9%	4.2%	13	0.8%	3.1%	22	1.0%	5.5%	0	0.0%	0.0%
Petits patrons	138	3.6%	5.3%	60	3.5%	4.6%	79	3.6%	5.9%	138	13.4%	5.3%
Affaires et Cadres	323	8.4%	4.6%	153	9.1%	4.2%	170	7.9%	4.9%	323	31.2%	4.6%
Professions intermédiaires	575	14.9%	7.6%	296	17.5%	7.5%	278	12.9%	7.9%	575	55.4%	7.6%
Employés	593	15.4%	11.1%	208	12.3%	9.6%	385	17.8%	12.2%	0	0.0%	0.0%
Ouvriers	1018	26.4%	10.9%	469	27.8%	9.6%	548	25.4%	12.4%	0	0.0%	0.0%
Retraités	837	21.7%	5.7%	359	21.2%	5.4%	478	22.1%	6.0%	0	0.0%	0.0%
Autres inactifs	334	8.7%	8.5%	131	7.8%	8.8%	202	9.4%	8.3%	0	0.0%	0.0%

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Taille du foyer												
1 personne	675	17.5%	7.0%	286	16.9%	6.9%	390	18.0%	7.1%	97	9.4%	5.2%
2 personnes	1200	31.1%	6.7%	549	32.5%	6.2%	650	30.1%	7.1%	225	21.7%	5.5%
3 personnes	772	20.0%	8.4%	357	21.1%	7.8%	415	19.2%	9.0%	250	24.1%	6.4%
4 personnes	770	20.0%	8.4%	324	19.2%	7.2%	446	20.6%	9.6%	303	29.2%	6.3%
5 personnes et +	436	11.3%	8.2%	174	10.3%	7.0%	262	12.1%	9.3%	161	15.6%	6.3%
Présence d'enfants de moins de 15 ans												
Oui	1344	34.9%	8.6%	523	31.0%	7.2%	821	37.9%	9.8%	479	46.3%	6.2%
Non	2509	65.1%	7.0%	1167	69.0%	6.8%	1342	62.1%	7.3%	557	53.7%	5.9%
Habitat												
Communes rurales	882	22.9%	7.6%	374	22.1%	6.8%	508	23.5%	8.4%	243	23.4%	7.3%
Agglo. - 20 000 hab	766	19.9%	8.6%	307	18.1%	7.3%	459	21.2%	9.8%	195	18.8%	7.4%
Agglo. 20 000 à 100 000 hab	577	15.0%	8.3%	278	16.4%	8.0%	299	13.8%	8.6%	129	12.4%	6.2%
Agglo. + 100 000 hab	1143	29.7%	7.4%	504	29.8%	6.9%	639	29.5%	8.0%	307	29.6%	5.8%
Agglo. Paris	486	12.6%	5.7%	228	13.5%	5.6%	258	11.9%	5.8%	163	15.7%	4.2%

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CUMUL 2012/2013

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	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
Régions INSEE												
Ile de France	572	14.8%	6.0%	272	16.1%	6.0%	300	13.9%	6.1%	207	19.9%	4.7%
Nord Pas de Calais	322	8.4%	10.1%	125	7.4%	8.2%	197	9.1%	11.7%	70	6.7%	7.6%
Lorraine	161	4.2%	8.3%	74	4.4%	7.9%	87	4.0%	8.8%	48	4.6%	9.0%
Alsace	94	2.4%	6.2%	42	2.5%	5.8%	52	2.4%	6.6%	28	2.7%	5.6%
Franche-Comté	63	1.6%	6.6%	24	1.4%	5.3%	38	1.8%	7.8%	19	1.9%	7.4%
Champagne Ardennes	99	2.6%	9.1%	42	2.5%	8.1%	56	2.6%	10.1%	29	2.8%	9.4%
Picardie	167	4.3%	10.9%	89	5.3%	12.0%	79	3.6%	9.9%	29	2.8%	6.8%
Bourgogne	103	2.7%	7.6%	45	2.6%	6.8%	58	2.7%	8.3%	40	3.9%	10.4%
Haute Normandie	122	3.2%	8.3%	51	3.0%	7.2%	71	3.3%	9.3%	30	2.9%	6.7%
Basse Normandie	91	2.4%	7.6%	33	1.9%	5.6%	59	2.7%	9.3%	22	2.1%	6.9%
Centre	179	4.6%	8.6%	72	4.2%	7.1%	108	5.0%	10.0%	44	4.3%	7.1%
Pays de Loire	273	7.1%	9.4%	133	7.9%	9.5%	140	6.5%	9.3%	72	7.0%	8.4%
Bretagne	121	3.1%	4.6%	40	2.4%	3.2%	81	3.7%	5.9%	31	3.0%	4.1%
Poitou Charentes	100	2.6%	6.8%	44	2.6%	6.1%	57	2.6%	7.4%	28	2.7%	7.2%
Aquitaine	179	4.6%	6.6%	77	4.5%	6.0%	102	4.7%	7.2%	35	3.4%	4.2%
Midi Pyrénées	190	4.9%	7.9%	72	4.3%	6.2%	117	5.4%	9.4%	58	5.6%	7.2%
Limousin	46	1.2%	7.4%	18	1.1%	6.0%	28	1.3%	8.7%	9	0.9%	6.0%
Auvergne	104	2.7%	9.3%	53	3.1%	9.8%	52	2.4%	8.9%	25	2.4%	8.2%
Rhône Alpes	355	9.2%	7.0%	173	10.2%	7.1%	182	8.4%	6.9%	106	10.2%	5.6%
Languedoc Roussillon	169	4.4%	7.7%	69	4.1%	6.6%	100	4.6%	8.6%	33	3.2%	4.9%
Provence Alpes Côte d'Azur. Corse	343	8.9%	8.0%	144	8.5%	7.1%	199	9.2%	8.7%	72	7.0%	5.2%
Habitudes de connexion à Internet												
Tous les jours	2157	56.0%	7.5%	984	58.2%	6.8%	1173	54.3%	8.3%	787	76.0%	5.9%
Presque tous les jours	508	13.2%	7.9%	197	11.7%	6.5%	310	14.3%	9.2%	137	13.3%	5.9%
1 à 2 fois par semaine	297	7.7%	9.3%	122	7.2%	8.8%	176	8.1%	9.7%	70	6.7%	7.6%
1 à 3 fois par mois	84	2.2%	9.6%	39	2.3%	9.9%	45	2.1%	9.4%	2	0.2%	1.3%
Moins souvent	123	3.2%	10.0%	52	3.1%	9.7%	71	3.3%	10.2%	14	1.4%	11.7%
Jamais	6	0.1%	4.3%	2	0.1%	2.4%	4	0.2%	6.0%	1	0.1%	4.9%

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	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
Revenus du foyer												
Moins de 9 000 euros par an	181	4.7%	8.8%	72	4.3%	8.8%	109	5.0%	8.8%	17	1.6%	9.3%
De 9 000 à moins de 12 000 euros par an	266	6.9%	8.0%	89	5.2%	7.5%	177	8.2%	8.2%	14	1.3%	4.9%
De 12 000 à moins de 18 000 euros par an	570	14.8%	8.9%	201	11.9%	7.5%	369	17.1%	9.9%	55	5.3%	7.5%
De 18 000 à moins de 24 000 euros par an	604	15.7%	8.4%	258	15.3%	7.6%	346	16.0%	9.1%	86	8.3%	5.7%
De 24 000 à moins de 36 000 euros par an	946	24.6%	8.2%	434	25.7%	7.8%	512	23.7%	8.6%	284	27.4%	7.6%
De 36 000 à moins de 45 000 euros par an	489	12.7%	7.3%	239	14.2%	6.6%	250	11.6%	8.1%	189	18.3%	6.2%
De 45 000 à moins de 65 000 euros par an	371	9.6%	5.9%	206	12.2%	5.8%	165	7.6%	6.0%	213	20.5%	5.8%
De 65 000 à moins de 80 000 euros par an	71	1.8%	4.3%	38	2.3%	4.0%	32	1.5%	4.8%	51	5.0%	4.4%
De 80 000 à moins de 115 000 euros par an	20	0.5%	2.1%	16	0.9%	2.9%	4	0.2%	1.1%	18	1.8%	2.4%
115 000 euros et plus par an	21	0.5%	4.6%	12	0.7%	4.3%	9	0.4%	5.2%	13	1.2%	3.2%
Refus	206	5.4%	6.6%	84	5.0%	6.5%	122	5.6%	6.6%	66	6.4%	5.7%
Ne sait pas	107	2.8%	6.8%	40	2.4%	6.2%	67	3.1%	7.2%	29	2.8%	5.1%