

# Le Républicain Lorrain Lundi Matin

## Lecture Dernière Période

|                                   | Ensemble |           |             | Hommes   |           |             | Femmes   |           |             | FoyersCSP+ |           |             |
|-----------------------------------|----------|-----------|-------------|----------|-----------|-------------|----------|-----------|-------------|------------|-----------|-------------|
|                                   | Milliers | Structure | Pénétration | Milliers | Structure | Pénétration | Milliers | Structure | Pénétration | Milliers   | Structure | Pénétration |
| <b>ENSEMBLE</b>                   | 505      | 100.0%    | 1.0%        | 248      | 100.0%    | 1.0%        | 257      | 100.0%    | 1.0%        | 125        | 100.0%    | 0.7%        |
| <b>Sexe</b>                       |          |           |             |          |           |             |          |           |             |            |           |             |
| <b>Homme</b>                      | 248      | 49.2%     | 1.0%        | 248      | 100.0%    | 1.0%        | 0        | 0.0%      | 0.0%        | 73         | 58.7%     | 0.8%        |
| <b>Femme</b>                      | 257      | 50.8%     | 1.0%        | 0        | 0.0%      | 0.0%        | 257      | 100.0%    | 1.0%        | 52         | 41.3%     | 0.6%        |
| <b>Age</b>                        |          |           |             |          |           |             |          |           |             |            |           |             |
| <b>15 à 24 ans</b>                | 48       | 9.4%      | 0.7%        | 27       | 10.7%     | 0.7%        | 21       | 8.2%      | 0.6%        | 22         | 17.9%     | 0.7%        |
| <b>25 à 34 ans</b>                | 56       | 11.1%     | 0.7%        | 26       | 10.6%     | 0.7%        | 30       | 11.5%     | 0.8%        | 10         | 8.0%      | 0.3%        |
| <b>35 à 49 ans</b>                | 104      | 20.7%     | 0.8%        | 56       | 22.4%     | 0.9%        | 49       | 19.0%     | 0.8%        | 60         | 48.1%     | 1.0%        |
| <b>50 à 59 ans</b>                | 98       | 19.3%     | 1.1%        | 57       | 23.0%     | 1.2%        | 40       | 15.7%     | 0.9%        | 26         | 21.2%     | 0.7%        |
| <b>60 ans et plus</b>             | 199      | 39.5%     | 1.3%        | 83       | 33.3%     | 1.2%        | 117      | 45.5%     | 1.4%        | 6          | 4.8%      | 0.6%        |
| <b>Individu</b>                   |          |           |             |          |           |             |          |           |             |            |           |             |
| <b>Ménagères</b>                  | 226      | 44.8%     | 1.0%        | 0        | 0.0%      | 0.0%        | 226      | 88.1%     | 1.0%        | 42         | 33.7%     | 0.6%        |
| <b>Personne de référence</b>      | 294      | 58.3%     | 1.0%        | 212      | 85.4%     | 1.0%        | 82       | 32.0%     | 1.1%        | 67         | 53.9%     | 0.8%        |
| <b>Responsable des achats</b>     | 330      | 65.4%     | 0.9%        | 107      | 43.1%     | 0.8%        | 223      | 87.0%     | 1.0%        | 69         | 55.1%     | 0.6%        |
| <b>PCS Individu</b>               |          |           |             |          |           |             |          |           |             |            |           |             |
| <b>Agriculteurs</b>               | 5        | 1.0%      | 1.0%        | 2        | 0.8%      | 0.6%        | 3        | 1.3%      | 2.1%        | 0          | 0.0%      | 0.0%        |
| <b>Petits patrons</b>             | 9        | 1.8%      | 0.6%        | 9        | 3.7%      | 0.8%        | 0        | 0.0%      | 0.0%        | 8          | 6.6%      | 0.6%        |
| <b>Affaires et Cadres</b>         | 27       | 5.3%      | 0.5%        | 16       | 6.3%      | 0.5%        | 11       | 4.4%      | 0.5%        | 24         | 18.9%     | 0.5%        |
| <b>Professions intermédiaires</b> | 75       | 14.8%     | 1.1%        | 40       | 16.2%     | 1.2%        | 35       | 13.5%     | 1.0%        | 57         | 46.1%     | 1.0%        |
| <b>Employés</b>                   | 73       | 14.5%     | 0.9%        | 25       | 10.0%     | 1.1%        | 49       | 18.9%     | 0.8%        | 7          | 5.3%      | 0.4%        |
| <b>Ouvriers</b>                   | 56       | 11.0%     | 0.9%        | 48       | 19.3%     | 0.9%        | 8        | 3.1%      | 0.6%        | 0          | 0.0%      | 0.0%        |
| <b>Retraités</b>                  | 144      | 28.4%     | 1.1%        | 77       | 31.0%     | 1.3%        | 67       | 26.0%     | 1.0%        | 0          | 0.0%      | 0.0%        |
| <b>Autres inactifs</b>            | 116      | 23.0%     | 1.1%        | 32       | 12.7%     | 0.8%        | 84       | 32.9%     | 1.3%        | 29         | 23.2%     | 0.9%        |
| <b>PCS Personne de référence</b>  |          |           |             |          |           |             |          |           |             |            |           |             |
| <b>Agriculteurs</b>               | 5        | 1.0%      | 0.6%        | 2        | 0.8%      | 0.5%        | 3        | 1.3%      | 0.8%        | 0          | 0.0%      | 0.0%        |
| <b>Petits patrons</b>             | 18       | 3.5%      | 0.7%        | 13       | 5.3%      | 1.0%        | 5        | 1.8%      | 0.3%        | 18         | 14.3%     | 0.7%        |
| <b>Affaires et Cadres</b>         | 42       | 8.3%      | 0.6%        | 22       | 8.8%      | 0.6%        | 20       | 7.8%      | 0.6%        | 42         | 33.6%     | 0.6%        |
| <b>Professions intermédiaires</b> | 65       | 12.9%     | 0.9%        | 38       | 15.4%     | 1.0%        | 27       | 10.5%     | 0.7%        | 65         | 52.2%     | 0.9%        |
| <b>Employés</b>                   | 43       | 8.4%      | 0.8%        | 29       | 11.6%     | 1.2%        | 14       | 5.4%      | 0.4%        | 0          | 0.0%      | 0.0%        |
| <b>Ouvriers</b>                   | 93       | 18.4%     | 1.0%        | 48       | 19.3%     | 0.9%        | 45       | 17.6%     | 1.0%        | 0          | 0.0%      | 0.0%        |
| <b>Retraités</b>                  | 195      | 38.6%     | 1.4%        | 86       | 34.7%     | 1.3%        | 109      | 42.4%     | 1.4%        | 0          | 0.0%      | 0.0%        |
| <b>Autres inactifs</b>            | 44       | 8.8%      | 1.1%        | 10       | 4.1%      | 0.7%        | 34       | 13.3%     | 1.3%        | 0          | 0.0%      | 0.0%        |

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|  | 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>                            | 87       | 17.2%     | 0.9%        | 27       | 10.7%     | 0.6%        | 60       | 23.4%     | 1.1%        | 10         | 8.1%      | 0.6%        |
| <b>2 personnes</b>                           | 223      | 44.2%     | 1.2%        | 122      | 49.0%     | 1.4%        | 102      | 39.6%     | 1.1%        | 28         | 22.4%     | 0.7%        |
| <b>3 personnes</b>                           | 65       | 12.9%     | 0.7%        | 39       | 15.7%     | 0.9%        | 26       | 10.2%     | 0.6%        | 27         | 21.9%     | 0.7%        |
| <b>4 personnes</b>                           | 83       | 16.5%     | 0.9%        | 41       | 16.6%     | 0.9%        | 42       | 16.5%     | 0.9%        | 32         | 25.6%     | 0.6%        |
| <b>5 personnes et +</b>                      | 46       | 9.2%      | 0.9%        | 20       | 8.0%      | 0.8%        | 26       | 10.3%     | 0.9%        | 27         | 22.0%     | 1.1%        |
| <b>Présence d'enfants de moins de 15 ans</b> |          |           |             |          |           |             |          |           |             |            |           |             |
| <b>Oui</b>                                   | 119      | 23.6%     | 0.8%        | 62       | 24.9%     | 0.9%        | 58       | 22.5%     | 0.7%        | 54         | 43.1%     | 0.7%        |
| <b>Non</b>                                   | 385      | 76.4%     | 1.1%        | 187      | 75.1%     | 1.1%        | 199      | 77.5%     | 1.1%        | 71         | 56.9%     | 0.7%        |
| <b>Habitat</b>                               |          |           |             |          |           |             |          |           |             |            |           |             |
| <b>Communes rurales</b>                      | 175      | 34.6%     | 1.5%        | 78       | 31.6%     | 1.4%        | 96       | 37.5%     | 1.6%        | 32         | 26.0%     | 1.0%        |
| <b>Aggro. - 20 000 hab</b>                   | 106      | 21.1%     | 1.2%        | 59       | 23.9%     | 1.4%        | 47       | 18.4%     | 1.0%        | 27         | 21.7%     | 1.0%        |
| <b>Aggro. 20 000 à 100 000 hab</b>           | 78       | 15.4%     | 1.1%        | 28       | 11.2%     | 0.8%        | 50       | 19.4%     | 1.4%        | 15         | 12.4%     | 0.9%        |
| <b>Aggro. + 100 000 hab</b>                  | 145      | 28.7%     | 0.9%        | 82       | 32.9%     | 1.1%        | 63       | 24.7%     | 0.8%        | 49         | 39.0%     | 0.9%        |
| <b>Aggro. Paris</b>                          | 1        | 0.2%      | 0.0%        | 1        | 0.4%      | 0.0%        | 0        | 0.0%      | 0.0%        | 1          | 0.9%      | 0.0%        |
| <b>Régions INSEE</b>                         |          |           |             |          |           |             |          |           |             |            |           |             |
| <b>Ile de France</b>                         | 2        | 0.4%      | 0.0%        | 1        | 0.4%      | 0.0%        | 1        | 0.3%      | 0.0%        | 1          | 0.9%      | 0.0%        |
| <b>Lorraine</b>                              | 492      | 97.5%     | 25.6%       | 243      | 97.7%     | 26.0%       | 250      | 97.3%     | 25.1%       | 120        | 96.1%     | 21.8%       |
| <b>Alsace</b>                                | 5        | 1.1%      | 0.4%        | 2        | 0.9%      | 0.3%        | 3        | 1.2%      | 0.4%        | 2          | 1.8%      | 0.5%        |
| <b>Franche-Comté</b>                         | 3        | 0.6%      | 0.3%        | 1        | 0.4%      | 0.2%        | 2        | 0.7%      | 0.4%        | 1          | 0.9%      | 0.4%        |
| <b>Champagne Ardennes</b>                    | 1        | 0.1%      | 0.1%        | 0        | 0.1%      | 0.1%        | 0        | 0.2%      | 0.1%        | 0          | 0.3%      | 0.1%        |
| <b>Bourgogne</b>                             | 1        | 0.2%      | 0.1%        | 1        | 0.4%      | 0.1%        | 0        | 0.0%      | 0.0%        | 0          | 0.0%      | 0.0%        |
| <b>Auvergne</b>                              | 1        | 0.2%      | 0.1%        | 0        | 0.0%      | 0.0%        | 1        | 0.3%      | 0.2%        | 0          | 0.0%      | 0.0%        |
| <b>Habitudes de connection à Internet</b>    |          |           |             |          |           |             |          |           |             |            |           |             |
| <b>Tous les jours</b>                        | 266      | 52.7%     | 0.8%        | 157      | 63.3%     | 0.9%        | 109      | 42.5%     | 0.6%        | 92         | 74.2%     | 0.6%        |
| <b>Presque tous les jours</b>                | 66       | 13.0%     | 1.1%        | 38       | 15.4%     | 1.4%        | 28       | 10.7%     | 0.9%        | 20         | 15.7%     | 1.0%        |
| <b>1 à 2 fois par semaine</b>                | 26       | 5.2%      | 1.1%        | 15       | 5.9%      | 1.4%        | 12       | 4.6%      | 0.8%        | 7          | 5.7%      | 1.3%        |
| <b>1 à 3 fois par mois</b>                   | 19       | 3.8%      | 3.9%        | 8        | 3.3%      | 4.0%        | 11       | 4.3%      | 3.8%        | 5          | 4.4%      | 9.2%        |
| <b>Jamais</b>                                | 3        | 0.5%      | 2.9%        | 3        | 1.0%      | 4.2%        | 0        | 0.0%      | 0.0%        | 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>                          |          |           |             |          |           |             |          |           |             |            |           |             |
| <b>Moins de 9 000 euros par an</b>               | 12       | 2.4%      | 0.6%        | 5        | 2.1%      | 0.6%        | 7        | 2.8%      | 0.6%        | 0          | 0.1%      | 0.1%        |
| <b>De 9 000 à moins de 12 000 euros par an</b>   | 31       | 6.2%      | 1.1%        | 6        | 2.2%      | 0.5%        | 26       | 10.1%     | 1.4%        | 2          | 1.6%      | 0.8%        |
| <b>De 12 000 à moins de 18 000 euros par an</b>  | 76       | 15.1%     | 1.3%        | 22       | 9.1%      | 0.9%        | 54       | 21.0%     | 1.7%        | 2          | 1.6%      | 0.3%        |
| <b>De 18 000 à moins de 24 000 euros par an</b>  | 53       | 10.5%     | 0.8%        | 25       | 10.2%     | 0.8%        | 28       | 10.8%     | 0.8%        | 8          | 6.7%      | 0.6%        |
| <b>De 24 000 à moins de 36 000 euros par an</b>  | 126      | 24.9%     | 1.1%        | 67       | 26.9%     | 1.3%        | 59       | 23.1%     | 1.0%        | 29         | 23.6%     | 0.9%        |
| <b>De 36 000 à moins de 45 000 euros par an</b>  | 54       | 10.7%     | 0.8%        | 34       | 13.5%     | 0.9%        | 21       | 8.1%      | 0.6%        | 17         | 13.5%     | 0.6%        |
| <b>De 45 000 à moins de 65 000 euros par an</b>  | 73       | 14.5%     | 1.0%        | 51       | 20.4%     | 1.3%        | 23       | 8.9%      | 0.7%        | 34         | 27.0%     | 0.8%        |
| <b>De 65 000 à moins de 80 000 euros par an</b>  | 14       | 2.8%      | 0.7%        | 10       | 3.9%      | 0.9%        | 5        | 1.8%      | 0.5%        | 9          | 7.1%      | 0.7%        |
| <b>De 80 000 à moins de 115 000 euros par an</b> | 6        | 1.1%      | 0.5%        | 2        | 0.7%      | 0.2%        | 4        | 1.5%      | 0.8%        | 6          | 4.5%      | 0.6%        |
| <b>115 000 euros et plus par an</b>              | 2        | 0.4%      | 0.4%        | 2        | 0.9%      | 0.6%        | 0        | 0.0%      | 0.0%        | 2          | 1.7%      | 0.4%        |
| <b>Refus</b>                                     | 43       | 8.5%      | 1.4%        | 16       | 6.3%      | 1.2%        | 27       | 10.5%     | 1.5%        | 9          | 7.5%      | 0.9%        |
| <b>Ne sait pas</b>                               | 14       | 2.7%      | 0.6%        | 10       | 4.0%      | 1.0%        | 4        | 1.5%      | 0.3%        | 6          | 5.1%      | 0.7%        |