

	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
Ensemble	85	100.0%	0.2%	47	100.0%	0.2%	37	100.0%	0.1%	15	100.0%	0.1%
Sexe												
Homme	47	56.0%	0.2%	47	100.0%	0.2%	0	-	100.0%	8	55.1%	0.1%
Femme	37	44.0%	0.1%	0	-	100.0%	37	100.0%	0.1%	7	44.9%	0.1%
Age												
15 à 24 ans	8	9.8%	0.1%	5	11.0%	0.1%	3	8.2%	0.1%	2	11.1%	0.1%
25 à 34 ans	7	8.6%	0.1%	4	8.5%	0.1%	3	8.8%	0.1%	2	11.9%	0.1%
35 à 49 ans	20	23.3%	0.2%	11	23.9%	0.2%	8	22.6%	0.1%	7	44.0%	0.1%
50 à 64 ans	25	29.7%	0.2%	15	32.7%	0.3%	10	26.0%	0.2%	5	30.3%	0.1%
65 ans et plus	24	28.6%	0.2%	11	23.9%	0.2%	13	34.5%	0.2%	0	2.6%	0.2%
Individu												
Ménagère	35	41.0%	0.1%	0	-	100.0%	35	93.2%	0.1%	6	41.6%	0.1%
Personne de Référence	52	61.1%	0.2%	41	87.4%	0.2%	10	27.8%	0.1%	8	53.9%	0.1%
Responsable des achats	35	41.0%	0.1%	11	24.2%	0.2%	23	62.4%	0.1%	7	45.3%	0.1%
PCS Individu												
Agriculteurs	3	3.4%	0.5%	3	6.1%	0.8%	0	-	-	0	-	-
Petits patrons	2	2.2%	0.1%	2	3.5%	0.1%	0	0.5%	0.0%	1	8.4%	0.1%
Affaires et Cadres	3	3.5%	0.1%	2	4.2%	0.1%	1	2.6%	0.1%	3	18.9%	0.1%
Professions intermédiaires	9	10.6%	0.1%	5	9.6%	0.1%	4	11.9%	0.1%	7	45.4%	0.1%
Employés	15	18.2%	0.2%	5	11.3%	0.3%	10	26.9%	0.2%	2	12.4%	0.1%
Ouvriers	11	13.4%	0.2%	10	20.1%	0.2%	2	5.0%	0.1%	0	2.7%	0.1%
Retraités	33	38.5%	0.3%	18	37.6%	0.3%	15	39.7%	0.2%	0	-	-
Autres inactifs	9	10.2%	0.1%	4	7.7%	0.1%	5	13.4%	0.1%	2	12.3%	0.1%
PCS Personne de Référence												
Agriculteurs	5	6.5%	0.7%	4	8.4%	1.0%	1	4.0%	0.4%	0	-	100.0%
Petits patrons	2	2.6%	0.1%	1	2.7%	0.1%	1	2.4%	0.1%	2	14.2%	0.1%
Affaires et Cadres	5	5.4%	0.1%	3	6.2%	0.1%	2	4.4%	0.1%	5	29.7%	0.1%
Professions intermédiaires	9	10.2%	0.1%	4	9.0%	0.1%	4	11.7%	0.1%	9	56.1%	0.1%
Employés	8	9.3%	0.1%	5	11.5%	0.3%	2	6.5%	0.1%	0	-	100.0%
Ouvriers	16	18.8%	0.2%	8	17.2%	0.2%	8	20.9%	0.2%	0	-	100.0%
Retraités	36	42.9%	0.3%	19	39.5%	0.3%	18	47.1%	0.2%	0	-	100.0%
Autres inactifs	4	4.4%	0.1%	3	5.5%	0.2%	1	3.0%	0.0%	0	-	100.0%

	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
Taille du Foyer												
1 personne	18	21.6%	0.2%	9	18.4%	0.2%	10	25.8%	0.2%	2	13.4%	0.1%
2 personnes	26	30.4%	0.1%	14	29.1%	0.2%	12	32.0%	0.1%	2	14.2%	0.1%
3 personnes	20	23.2%	0.2%	12	25.0%	0.3%	8	21.0%	0.2%	5	33.8%	0.1%
4 personnes	14	16.7%	0.2%	9	18.7%	0.2%	5	14.3%	0.1%	4	28.7%	0.1%
5 personnes et +	7	8.0%	0.1%	4	9.0%	0.2%	3	6.9%	0.1%	2	9.9%	0.1%
Présence d'enfants de moins de 15 ans												
Oui	22	26.2%	0.1%	13	27.8%	0.2%	9	24.1%	0.1%	7	48.4%	0.1%
Non	62	73.8%	0.2%	34	72.2%	0.2%	28	75.9%	0.2%	8	51.6%	0.1%
Habitat												
Communes rurales	41	48.0%	0.3%	21	44.4%	0.3%	20	52.5%	0.3%	7	48.6%	0.2%
Agglo. - 20 000 hab	16	18.9%	0.2%	9	19.6%	0.2%	7	18.1%	0.1%	3	21.0%	0.1%
Agglo. 20 000 à 100 000 hab	26	30.5%	0.4%	15	31.3%	0.5%	11	29.5%	0.3%	5	29.4%	0.2%
Agglo. + 100 000 hab	1	1.0%	0.0%	1	1.9%	0.0%	0	-	-	0	1.0%	0.0%
Agglo. Paris	1	1.6%	0.0%	1	2.8%	0.0%	0	-	-	0	-	-

	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
Région d'habitation												
Ile-de-France	1	1.6%	0.0%	1	2.8%	0.0%	0	-	-	0	-	-
Nord-Pas-de-Calais	0	-	-	0	-	-	0	-	-	0	-	-
Lorraine	2	2.7%	0.1%	1	1.5%	0.1%	2	4.3%	0.2%	0	2.6%	0.1%
Alsace	0	0.4%	0.0%	0	0.8%	0.1%	0	-	-	0	-	-
Franche-Comté	0	0.1%	0.0%	0	-	-	0	0.2%	0.0%	0	-	-
Champagne-Ardenne	80	94.3%	7.3%	45	94.9%	8.6%	35	93.4%	6.2%	14	92.4%	5.2%
Picardie	0	-	-	0	-	-	0	-	-	0	-	-
Bourgogne	0	-	-	0	-	-	0	-	-	0	-	-
Haute-Normandie	0	-	-	0	-	-	0	-	-	0	-	-
Basse-Normandie	0	-	-	0	-	-	0	-	-	0	-	-
Centre	0	-	-	0	-	-	0	-	-	0	-	-
Pays de la Loire	0	-	-	0	-	-	0	-	-	0	-	-
Bretagne	1	0.9%	0.0%	0	-	-	1	2.1%	0.1%	1	5.0%	0.1%
Poitou-Charentes	0	-	-	0	-	-	0	-	-	0	-	-
Aquitaine	0	-	-	0	-	-	0	-	-	0	-	-
Midi-Pyrénées	0	-	-	0	-	-	0	-	-	0	-	-
Limousin	0	-	-	0	-	-	0	-	-	0	-	-
Auvergne	0	-	-	0	-	-	0	-	-	0	-	-
Rhône-Alpes	0	-	-	0	-	-	0	-	-	0	-	-
Languedoc-Roussillon	0	-	-	0	-	-	0	-	-	0	-	-
Provence-Alpes-Côte-d'Azur-Corse	0	-	-	0	-	-	0	-	-	0	-	-
Habitudes de connexion Internet												
Tous les jours	36	42.7%	0.1%	19	40.2%	0.1%	17	45.8%	0.1%	11	68.9%	0.1%
Presque tous les jours	8	9.8%	0.1%	6	12.5%	0.2%	2	6.4%	0.1%	3	17.9%	0.1%
1 à 2 fois par semaine	6	7.6%	0.2%	5	10.6%	0.4%	1	3.7%	0.1%	1	9.1%	0.2%
1 à 3 fois par mois	1	1.3%	0.1%	0	-	-	1	3.0%	0.2%	1	4.2%	0.3%
Moins souvent	2	1.8%	0.1%	1	1.3%	0.1%	1	2.5%	0.1%	0	-	-
Jamais	5	5.8%	2.0%	3	6.4%	2.2%	2	4.9%	1.7%	0	-	-

Le Journal de la Haute-Marne

PQR, Audience LNM



	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	5	6.4%	0.2%	3	6.0%	0.3%	3	7.0%	0.2%	0	2.7%	0.2%
De 9 000 à moins de 12 000 euros par an	4	4.9%	0.1%	2	4.0%	0.2%	2	6.1%	0.1%	0	-	-
De 12 000 à moins de 18 000 euros par an	10	11.5%	0.1%	5	10.9%	0.2%	5	12.3%	0.1%	0	-	-
De 18 000 à moins de 24 000 euros par an	17	20.3%	0.2%	12	25.2%	0.4%	5	14.1%	0.1%	1	5.4%	0.1%
De 24 000 à moins de 36 000 euros par an	24	27.9%	0.2%	14	30.2%	0.3%	9	24.9%	0.2%	5	33.9%	0.1%
De 36 000 à moins de 45 000 euros par an	8	9.8%	0.1%	4	8.7%	0.1%	4	11.2%	0.1%	2	15.4%	0.1%
De 45 000 à moins de 65 000 euros par an	6	7.5%	0.1%	3	7.2%	0.1%	3	7.8%	0.1%	4	26.9%	0.1%
65 000 euros et plus	2	2.4%	0.1%	2	3.7%	0.1%	0	0.6%	0.0%	1	4.6%	0.0%
Refus	7	8.2%	0.2%	1	2.7%	0.1%	6	15.1%	0.3%	2	11.1%	0.1%
Ne sait pas	1	1.1%	0.1%	1	1.3%	0.1%	0	0.8%	0.0%	0	-	-