

|                                   | Ensemble |           |             | Hommes   |           |             | Femmes   |           |             | FoyersCSP+ |           |             |
|-----------------------------------|----------|-----------|-------------|----------|-----------|-------------|----------|-----------|-------------|------------|-----------|-------------|
|                                   | Milliers | Structure | Pénétration | Milliers | Structure | Pénétration | Milliers | Structure | Pénétration | Milliers   | Structure | Pénétration |
| <b>Ensemble</b>                   | 384      | 100.0%    | 0.8%        | 192      | 100.0%    | 0.8%        | 192      | 100.0%    | 0.7%        | 74         | 100.0%    | 0.4%        |
| <b>Sexe</b>                       |          |           |             |          |           |             |          |           |             |            |           |             |
| <b>Homme</b>                      | 192      | 50.1%     | 0.8%        | 192      | 100.0%    | 0.8%        | 0        | -         | 100.0%      | 47         | 63.7%     | 0.5%        |
| <b>Femme</b>                      | 192      | 49.9%     | 0.7%        | 0        | -         | 100.0%      | 192      | 100.0%    | 0.7%        | 27         | 36.3%     | 0.3%        |
| <b>Age</b>                        |          |           |             |          |           |             |          |           |             |            |           |             |
| <b>15 à 24 ans</b>                | 33       | 8.6%      | 0.4%        | 16       | 8.4%      | 0.4%        | 17       | 8.8%      | 0.5%        | 10         | 14.1%     | 0.3%        |
| <b>25 à 34 ans</b>                | 32       | 8.4%      | 0.4%        | 20       | 10.4%     | 0.5%        | 13       | 6.5%      | 0.3%        | 7          | 9.1%      | 0.2%        |
| <b>35 à 49 ans</b>                | 93       | 24.2%     | 0.7%        | 45       | 23.3%     | 0.7%        | 48       | 25.0%     | 0.7%        | 32         | 43.3%     | 0.5%        |
| <b>50 à 64 ans</b>                | 117      | 30.4%     | 1.0%        | 62       | 32.2%     | 1.0%        | 55       | 28.5%     | 0.9%        | 25         | 33.6%     | 0.6%        |
| <b>65 ans et plus</b>             | 109      | 28.4%     | 1.0%        | 50       | 25.8%     | 1.1%        | 60       | 31.1%     | 1.0%        | 0          | -         | -           |
| <b>Individu</b>                   |          |           |             |          |           |             |          |           |             |            |           |             |
| <b>Ménagère</b>                   | 176      | 45.7%     | 0.8%        | 0        | -         | 100.0%      | 176      | 91.5%     | 0.8%        | 19         | 26.3%     | 0.3%        |
| <b>Personne de Référence</b>      | 226      | 58.7%     | 0.8%        | 177      | 91.9%     | 0.9%        | 49       | 25.4%     | 0.6%        | 50         | 67.4%     | 0.6%        |
| <b>Responsable des achats</b>     | 190      | 49.6%     | 0.8%        | 60       | 31.4%     | 0.8%        | 130      | 67.8%     | 0.8%        | 32         | 43.3%     | 0.4%        |
| <b>PCS Individu</b>               |          |           |             |          |           |             |          |           |             |            |           |             |
| <b>Agriculteurs</b>               | 9        | 2.2%      | 1.6%        | 5        | 2.5%      | 1.3%        | 4        | 2.0%      | 2.1%        | 0          | -         | -           |
| <b>Petits patrons</b>             | 10       | 2.6%      | 0.6%        | 9        | 4.4%      | 0.8%        | 1        | 0.7%      | 0.3%        | 9          | 12.6%     | 0.7%        |
| <b>Affaires et Cadres</b>         | 18       | 4.7%      | 0.4%        | 13       | 6.5%      | 0.4%        | 5        | 2.8%      | 0.3%        | 16         | 21.9%     | 0.4%        |
| <b>Professions intermédiaires</b> | 39       | 10.3%     | 0.6%        | 24       | 12.4%     | 0.7%        | 16       | 8.1%      | 0.5%        | 31         | 41.5%     | 0.5%        |
| <b>Employés</b>                   | 68       | 17.6%     | 0.8%        | 17       | 8.8%      | 0.9%        | 51       | 26.5%     | 0.8%        | 7          | 9.3%      | 0.4%        |
| <b>Ouvriers</b>                   | 66       | 17.1%     | 1.0%        | 58       | 30.0%     | 1.1%        | 8        | 4.1%      | 0.6%        | 0          | -         | -           |
| <b>Retraités</b>                  | 113      | 29.3%     | 0.9%        | 58       | 30.0%     | 1.0%        | 55       | 28.7%     | 0.9%        | 0          | -         | -           |
| <b>Autres inactifs</b>            | 62       | 16.2%     | 0.6%        | 11       | 5.6%      | 0.3%        | 52       | 26.9%     | 0.8%        | 11         | 14.6%     | 0.3%        |
| <b>PCS Personne de Référence</b>  |          |           |             |          |           |             |          |           |             |            |           |             |
| <b>Agriculteurs</b>               | 10       | 2.6%      | 1.3%        | 5        | 2.5%      | 1.2%        | 5        | 2.8%      | 1.3%        | 0          | -         | 100.0%      |
| <b>Petits patrons</b>             | 11       | 2.8%      | 0.4%        | 9        | 4.4%      | 0.6%        | 2        | 1.2%      | 0.2%        | 11         | 14.8%     | 0.4%        |
| <b>Affaires et Cadres</b>         | 21       | 5.4%      | 0.3%        | 13       | 6.5%      | 0.4%        | 8        | 4.3%      | 0.3%        | 21         | 28.2%     | 0.3%        |
| <b>Professions intermédiaires</b> | 42       | 10.9%     | 0.6%        | 26       | 13.4%     | 0.7%        | 16       | 8.4%      | 0.4%        | 42         | 57.0%     | 0.6%        |
| <b>Employés</b>                   | 37       | 9.6%      | 0.7%        | 18       | 9.4%      | 0.8%        | 19       | 9.7%      | 0.6%        | 0          | -         | 100.0%      |
| <b>Ouvriers</b>                   | 104      | 27.1%     | 1.1%        | 61       | 31.6%     | 1.2%        | 43       | 22.6%     | 0.9%        | 0          | -         | 100.0%      |
| <b>Retraités</b>                  | 142      | 37.0%     | 1.0%        | 58       | 30.0%     | 0.9%        | 85       | 44.1%     | 1.1%        | 0          | -         | 100.0%      |
| <b>Autres inactifs</b>            | 17       | 4.5%      | 0.5%        | 4        | 2.2%      | 0.3%        | 13       | 6.9%      | 0.5%        | 0          | -         | 100.0%      |

|  | 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>                            | 63       | 16.5%     | 0.7%        | 29       | 14.9%     | 0.7%        | 35       | 18.1%     | 0.7%        | 11         | 14.6%     | 0.6%        |
| <b>2 personnes</b>                           | 170      | 44.3%     | 1.0%        | 83       | 43.3%     | 1.0%        | 87       | 45.3%     | 1.0%        | 19         | 26.3%     | 0.5%        |
| <b>3 personnes</b>                           | 64       | 16.5%     | 0.7%        | 36       | 18.6%     | 0.8%        | 28       | 14.4%     | 0.6%        | 17         | 22.5%     | 0.4%        |
| <b>4 personnes</b>                           | 65       | 17.0%     | 0.7%        | 38       | 19.6%     | 0.8%        | 27       | 14.3%     | 0.6%        | 20         | 27.0%     | 0.4%        |
| <b>5 personnes et +</b>                      | 22       | 5.7%      | 0.4%        | 7        | 3.5%      | 0.3%        | 15       | 7.8%      | 0.5%        | 7          | 9.5%      | 0.3%        |
| <b>Présence d'enfants de moins de 15 ans</b> |          |           |             |          |           |             |          |           |             |            |           |             |
| <b>Oui</b>                                   | 88       | 22.9%     | 0.6%        | 47       | 24.6%     | 0.6%        | 41       | 21.3%     | 0.5%        | 23         | 30.8%     | 0.3%        |
| <b>Non</b>                                   | 296      | 77.1%     | 0.8%        | 145      | 75.4%     | 0.9%        | 151      | 78.7%     | 0.8%        | 51         | 69.2%     | 0.5%        |
| <b>Habitat</b>                               |          |           |             |          |           |             |          |           |             |            |           |             |
| <b>Communes rurales</b>                      | 140      | 36.5%     | 1.1%        | 70       | 36.6%     | 1.1%        | 70       | 36.5%     | 1.0%        | 20         | 27.6%     | 0.6%        |
| <b>Agglo. - 20 000 hab</b>                   | 90       | 23.5%     | 1.1%        | 47       | 24.4%     | 1.2%        | 43       | 22.5%     | 1.0%        | 17         | 23.6%     | 0.7%        |
| <b>Agglo. 20 000 à 100 000 hab</b>           | 98       | 25.5%     | 1.5%        | 44       | 22.9%     | 1.4%        | 54       | 28.1%     | 1.6%        | 21         | 29.1%     | 1.1%        |
| <b>Agglo. + 100 000 hab</b>                  | 56       | 14.6%     | 0.4%        | 31       | 16.1%     | 0.5%        | 25       | 13.0%     | 0.3%        | 15         | 19.8%     | 0.3%        |
| <b>Agglo. Paris</b>                          | 0        | -         | -           | 0        | -         | -           | 0        | -         | -           | 0          | -         | -           |

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|--|----------|-----------|-------------|----------|-----------|-------------|----------|-----------|-------------|------------|-----------|-------------|
|  | Milliers | Structure | Pénétration | Milliers | Structure | Pénétration | Milliers | Structure | Pénétration | Milliers   | Structure | Pénétration |
| <b>Région d'habitation</b>             |          |           |             |          |           |             |          |           |             |            |           |             |
| Ile-de-France                          | 0        | -         | -           | 0        | -         | -           | 0        | -         | -           | 0          | -         | -           |
| Nord-Pas-de-Calais                     | 0        | -         | -           | 0        | -         | -           | 0        | -         | -           | 0          | -         | -           |
| Lorraine                               | 2        | 0.5%      | 0.1%        | 1        | 0.4%      | 0.1%        | 1        | 0.6%      | 0.1%        | 1          | 1.9%      | 0.3%        |
| Alsace                                 | 0        | -         | -           | 0        | -         | -           | 0        | -         | -           | 0          | -         | -           |
| Franche-Comté                          | 0        | -         | -           | 0        | -         | -           | 0        | -         | -           | 0          | -         | -           |
| Champagne-Ardenne                      | 290      | 75.6%     | 26.7%       | 139      | 72.5%     | 26.6%       | 151      | 78.7%     | 26.7%       | 55         | 74.9%     | 20.4%       |
| Picardie                               | 86       | 22.4%     | 5.6%        | 47       | 24.5%     | 6.4%        | 39       | 20.4%     | 5.0%        | 16         | 21.6%     | 3.6%        |
| 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                               | 0        | -         | -           | 0        | -         | -           | 0        | -         | -           | 0          | -         | -           |
| Poitou-Charentes                       | 0        | -         | -           | 0        | -         | -           | 0        | -         | -           | 0          | -         | -           |
| Aquitaine                              | 1        | 0.3%      | 0.0%        | 1        | 0.6%      | 0.1%        | 0        | -         | -           | 1          | 1.6%      | 0.1%        |
| Midi-Pyrénées                          | 0        | -         | -           | 0        | -         | -           | 0        | -         | -           | 0          | -         | -           |
| Limousin                               | 0        | -         | -           | 0        | -         | -           | 0        | -         | -           | 0          | -         | -           |
| Auvergne                               | 2        | 0.6%      | 0.2%        | 2        | 1.2%      | 0.4%        | 0        | -         | -           | 0          | -         | -           |
| Rhône-Alpes                            | 2        | 0.4%      | 0.0%        | 2        | 0.9%      | 0.1%        | 0        | -         | -           | 0          | -         | -           |
| Languedoc-Roussillon                   | 0        | -         | -           | 0        | -         | -           | 0        | -         | -           | 0          | -         | -           |
| Provence-Alpes-Côte-d'Azur-Corse       | 1        | 0.2%      | 0.0%        | 0        | -         | -           | 1        | 0.3%      | 0.0%        | 0          | -         | -           |
| <b>Habitudes de connexion Internet</b> |          |           |             |          |           |             |          |           |             |            |           |             |
| Tous les jours                         | 184      | 47.8%     | 0.7%        | 98       | 50.9%     | 0.7%        | 86       | 44.6%     | 0.7%        | 57         | 76.8%     | 0.4%        |
| Presque tous les jours                 | 34       | 9.0%      | 0.6%        | 14       | 7.3%      | 0.5%        | 20       | 10.6%     | 0.6%        | 13         | 17.6%     | 0.5%        |
| 1 à 2 fois par semaine                 | 23       | 6.0%      | 0.7%        | 11       | 5.5%      | 0.7%        | 12       | 6.4%      | 0.7%        | 3          | 4.5%      | 0.4%        |
| 1 à 3 fois par mois                    | 8        | 2.0%      | 0.9%        | 3        | 1.3%      | 0.6%        | 5        | 2.7%      | 1.1%        | 1          | 1.0%      | 0.4%        |
| Moins souvent                          | 6        | 1.6%      | 0.4%        | 4        | 2.1%      | 0.7%        | 2        | 1.1%      | 0.3%        | 0          | -         | -           |
| Jamais                                 | 1        | 0.4%      | 0.6%        | 1        | 0.8%      | 1.1%        | 0        | -         | -           | 0          | -         | -           |

# L'Union - L'Ardennais Dimanche

E7QR, Lecture Dernière Période

|  | Ensemble |           |             | Hommes   |           |             | Femmes   |           |             | FoyersCSP+ |           |             |
|--|----------|-----------|-------------|----------|-----------|-------------|----------|-----------|-------------|------------|-----------|-------------|
|  | Milliers | Structure | Pénétration | Milliers | Structure | Pénétration | Milliers | Structure | Pénétration | Milliers   | Structure | Pénétration |
| <b>Revenus du Foyer</b>                  |          |           |             |          |           |             |          |           |             |            |           |             |
| Moins de 9 000 euros par an              | 23       | 6.1%      | 1.0%        | 10       | 5.3%      | 1.1%        | 13       | 6.8%      | 0.9%        | 0          | 0.5%      | 0.2%        |
| De 9 000 à moins de 12 000 euros par an  | 16       | 4.1%      | 0.5%        | 4        | 1.9%      | 0.3%        | 12       | 6.3%      | 0.6%        | 0          | -         | -           |
| De 12 000 à moins de 18 000 euros par an | 62       | 16.1%     | 0.9%        | 31       | 16.2%     | 1.0%        | 31       | 16.0%     | 0.8%        | 9          | 12.5%     | 1.1%        |
| De 18 000 à moins de 24 000 euros par an | 47       | 12.2%     | 0.6%        | 20       | 10.3%     | 0.6%        | 27       | 14.1%     | 0.7%        | 7          | 9.3%      | 0.4%        |
| De 24 000 à moins de 36 000 euros par an | 103      | 26.8%     | 0.9%        | 46       | 23.9%     | 0.8%        | 57       | 29.7%     | 1.0%        | 17         | 23.6%     | 0.5%        |
| De 36 000 à moins de 45 000 euros par an | 50       | 13.1%     | 0.8%        | 36       | 18.9%     | 1.1%        | 14       | 7.3%      | 0.5%        | 18         | 24.0%     | 0.6%        |
| De 45 000 à moins de 65 000 euros par an | 38       | 9.9%      | 0.7%        | 26       | 13.7%     | 0.8%        | 12       | 6.1%      | 0.5%        | 9          | 12.4%     | 0.3%        |
| 65 000 euros et plus                     | 14       | 3.7%      | 0.5%        | 8        | 4.2%      | 0.5%        | 6        | 3.3%      | 0.6%        | 10         | 13.8%     | 0.5%        |
| Refus                                    | 27       | 7.0%      | 0.7%        | 9        | 4.4%      | 0.6%        | 18       | 9.5%      | 0.8%        | 2          | 2.8%      | 0.2%        |
| Ne sait pas                              | 4        | 1.1%      | 0.3%        | 2        | 1.2%      | 0.3%        | 2        | 1.0%      | 0.2%        | 1          | 1.2%      | 0.2%        |