

# PQR (tous titres)



LNM

	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
<b>ENSEMBLE</b>	17827	100.0%	34.5%	9029	100.0%	36.4%	8798	100.0%	32.6%	4497	100.0%	25.8%
<b>Sexe</b>												
<b>Homme</b>	9029	50.6%	36.4%	9029	100.0%	36.4%	0	0.0%	0.0%	2452	54.5%	27.9%
<b>Femme</b>	8798	49.4%	32.6%	0	0.0%	0.0%	8798	100.0%	32.6%	2044	45.5%	23.6%
<b>Age</b>												
<b>15 à 24 ans</b>	1438	8.1%	19.8%	720	8.0%	19.6%	719	8.2%	20.0%	515	11.5%	16.4%
<b>25 à 34 ans</b>	1879	10.5%	24.6%	1008	11.2%	27.0%	871	9.9%	22.4%	715	15.9%	21.7%
<b>35 à 49 ans</b>	3753	21.1%	30.1%	2040	22.6%	33.1%	1713	19.5%	27.1%	1575	35.0%	25.7%
<b>50 à 59 ans</b>	3469	19.5%	37.1%	1846	20.5%	39.6%	1623	18.4%	34.6%	1327	29.5%	34.0%
<b>60 ans et plus</b>	7287	40.9%	48.6%	3414	37.8%	52.2%	3872	44.0%	45.8%	365	8.1%	37.1%
<b>Individu</b>												
<b>Ménagères</b>	7954	44.6%	34.3%	0	0.0%	0.0%	7954	90.4%	34.3%	1778	39.5%	25.2%
<b>Personne de référence</b>	10415	58.4%	37.2%	7865	87.1%	38.8%	2550	29.0%	32.9%	2406	53.5%	29.3%
<b>Responsable des achats</b>	12538	70.3%	35.2%	4661	51.6%	36.6%	7877	89.5%	34.5%	2889	64.3%	26.4%
<b>PCS Individu</b>												
<b>Agriculteurs</b>	246	1.4%	46.8%	174	1.9%	46.5%	72	0.8%	47.5%	3	0.1%	17.8%
<b>Petits patrons</b>	556	3.1%	34.1%	411	4.5%	37.0%	145	1.6%	27.8%	491	10.9%	34.0%
<b>Affaires et Cadres</b>	1162	6.5%	22.8%	727	8.0%	24.7%	435	4.9%	20.1%	1033	23.0%	22.3%
<b>Professions intermédiaires</b>	2075	11.6%	30.1%	1122	12.4%	32.7%	954	10.8%	27.5%	1671	37.2%	29.8%
<b>Employés</b>	2810	15.8%	33.9%	828	9.2%	38.4%	1982	22.5%	32.3%	532	11.8%	29.1%
<b>Ouvriers</b>	2139	12.0%	33.3%	1719	19.0%	34.1%	420	4.8%	30.4%	109	2.4%	26.8%
<b>Retraités</b>	6294	35.3%	50.0%	3196	35.4%	53.8%	3098	35.2%	46.7%	97	2.2%	39.1%
<b>Autres inactifs</b>	2546	14.3%	24.7%	853	9.4%	22.4%	1693	19.2%	26.1%	560	12.5%	17.2%
<b>PCS Personne de référence</b>												
<b>Agriculteurs</b>	362	2.0%	44.3%	184	2.0%	44.1%	177	2.0%	44.6%	0	0.0%	0.0%
<b>Petits patrons</b>	817	4.6%	31.0%	441	4.9%	33.9%	376	4.3%	28.1%	817	18.2%	31.0%
<b>Affaires et Cadres</b>	1564	8.8%	21.6%	827	9.2%	23.1%	737	8.4%	20.1%	1564	34.8%	21.6%
<b>Professions intermédiaires</b>	2116	11.9%	28.0%	1184	13.1%	30.3%	932	10.6%	25.5%	2116	47.1%	28.0%
<b>Employés</b>	1726	9.7%	31.9%	832	9.2%	35.8%	894	10.2%	28.9%	0	0.0%	0.0%
<b>Ouvriers</b>	2920	16.4%	30.6%	1646	18.2%	32.4%	1274	14.5%	28.6%	0	0.0%	0.0%
<b>Retraités</b>	7074	39.7%	49.0%	3441	38.1%	52.3%	3633	41.3%	46.3%	0	0.0%	0.0%
<b>Autres inactifs</b>	1248	7.0%	30.4%	473	5.2%	29.6%	775	8.8%	31.0%	0	0.0%	0.0%

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<b>Taille du foyer</b>												
<b>1 personne</b>	3559	20.0%	35.6%	1618	17.9%	37.2%	1941	22.1%	34.4%	465	10.3%	26.9%
<b>2 personnes</b>	7580	42.5%	42.3%	3889	43.1%	44.5%	3692	42.0%	40.1%	1257	28.0%	28.7%
<b>3 personnes</b>	2719	15.3%	29.8%	1432	15.9%	31.6%	1287	14.6%	28.0%	974	21.7%	25.4%
<b>4 personnes</b>	2634	14.8%	28.2%	1365	15.1%	30.0%	1269	14.4%	26.6%	1210	26.9%	24.7%
<b>5 personnes et +</b>	1334	7.5%	24.9%	726	8.0%	27.7%	608	6.9%	22.2%	591	13.1%	22.5%
<b>Présence d'enfants de moins de 15 ans</b>												
<b>Oui</b>	4092	23.0%	26.5%	2094	23.2%	29.2%	1998	22.7%	24.2%	1853	41.2%	24.0%
<b>Non</b>	13735	77.0%	37.8%	6935	76.8%	39.3%	6800	77.3%	36.4%	2644	58.8%	27.2%
<b>Habitat</b>												
<b>Communes rurales</b>	4814	27.0%	40.7%	2357	26.1%	42.1%	2457	27.9%	39.4%	1028	22.9%	30.8%
<b>Agglo. - 20 000 hab</b>	3601	20.2%	40.0%	1821	20.2%	42.3%	1780	20.2%	37.9%	838	18.6%	32.3%
<b>Agglo. 20 000 à 100 000 hab</b>	2846	16.0%	40.9%	1448	16.0%	43.3%	1398	15.9%	38.7%	594	13.2%	32.9%
<b>Agglo. + 100 000 hab</b>	5056	28.4%	32.8%	2554	28.3%	34.1%	2503	28.4%	31.5%	1473	32.8%	25.8%
<b>Agglo. Paris</b>	1510	8.5%	17.7%	849	9.4%	20.9%	661	7.5%	14.8%	563	12.5%	14.1%

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<b>Régions INSEE</b>												
Ile de France	1706	9.6%	17.9%	958	10.6%	21.1%	748	8.5%	15.0%	616	13.7%	14.1%
Nord Pas de Calais	1117	6.3%	34.8%	542	6.0%	35.5%	575	6.5%	34.1%	252	5.6%	26.6%
Lorraine	849	4.8%	44.1%	410	4.5%	44.0%	439	5.0%	44.3%	196	4.4%	35.2%
Alsace	781	4.4%	51.2%	366	4.1%	49.7%	414	4.7%	52.6%	195	4.3%	40.1%
Franche-Comté	354	2.0%	37.2%	187	2.1%	40.3%	167	1.9%	34.2%	81	1.8%	30.9%
Champagne Ardennes	522	2.9%	48.1%	247	2.7%	47.3%	275	3.1%	48.8%	95	2.1%	33.2%
Picardie	496	2.8%	32.3%	250	2.8%	33.6%	246	2.8%	31.0%	106	2.4%	24.6%
Bourgogne	574	3.2%	42.5%	291	3.2%	44.7%	283	3.2%	40.4%	114	2.5%	32.9%
Haute Normandie	340	1.9%	22.9%	177	2.0%	24.9%	163	1.9%	21.0%	88	2.0%	18.9%
Basse Normandie	474	2.7%	39.2%	227	2.5%	39.3%	247	2.8%	39.2%	129	2.9%	36.3%
Centre	816	4.6%	39.0%	415	4.6%	41.1%	402	4.6%	37.0%	171	3.8%	29.0%
Pays de Loire	1319	7.4%	44.7%	689	7.6%	48.3%	630	7.2%	41.3%	327	7.3%	34.6%
Bretagne	1529	8.6%	57.5%	768	8.5%	60.0%	761	8.6%	55.2%	395	8.8%	47.8%
Poitou Charentes	621	3.5%	41.8%	289	3.2%	40.6%	332	3.8%	43.0%	154	3.4%	37.2%
Aquitaine	1054	5.9%	38.3%	524	5.8%	39.9%	530	6.0%	36.7%	265	5.9%	30.4%
Midi Pyrénées	793	4.5%	32.5%	427	4.7%	36.2%	366	4.2%	29.0%	189	4.2%	23.9%
Limousin	289	1.6%	46.8%	135	1.5%	45.9%	154	1.7%	47.6%	56	1.2%	37.3%
Auvergne	561	3.1%	49.6%	281	3.1%	51.8%	279	3.2%	47.6%	117	2.6%	39.6%
Rhône Alpes	1504	8.4%	29.1%	760	8.4%	30.5%	745	8.5%	27.8%	362	8.1%	19.7%
Languedoc Roussillon	753	4.2%	33.3%	398	4.4%	37.1%	355	4.0%	29.8%	203	4.5%	27.5%
Provence Alpes Côte d'Azur. Corse	1373	7.7%	31.6%	688	7.6%	33.5%	686	7.8%	29.9%	384	8.5%	25.9%
<b>Habitudes de connexion à Internet</b>												
Tous les jours	10001	56.1%	30.2%	5304	58.7%	32.1%	4697	53.4%	28.3%	3698	82.2%	25.4%
Presque tous les jours	1842	10.3%	31.3%	922	10.2%	33.8%	920	10.5%	29.2%	451	10.0%	23.2%
1 à 2 fois par semaine	946	5.3%	37.1%	457	5.1%	39.3%	489	5.6%	35.3%	210	4.7%	33.3%
1 à 3 fois par mois	210	1.2%	40.6%	87	1.0%	42.5%	124	1.4%	39.3%	22	0.5%	36.4%
Moins souvent	298	1.7%	36.1%	130	1.4%	36.6%	167	1.9%	35.8%	24	0.5%	29.2%
Jamais	67	0.4%	52.7%	52	0.6%	59.8%	15	0.2%	37.2%	8	0.2%	85.8%

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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	559	3.1%	30.0%	228	2.5%	28.6%	331	3.8%	31.0%	40	0.9%	29.0%
De 9 000 à moins de 12 000 euros par an	1021	5.7%	35.9%	368	4.1%	34.7%	654	7.4%	36.6%	65	1.4%	24.9%
De 12 000 à moins de 18 000 euros par an	2345	13.2%	38.5%	1082	12.0%	41.4%	1264	14.4%	36.3%	205	4.6%	27.8%
De 18 000 à moins de 24 000 euros par an	2535	14.2%	38.5%	1234	13.7%	40.2%	1300	14.8%	37.0%	351	7.8%	25.9%
De 24 000 à moins de 36 000 euros par an	4024	22.6%	36.5%	2085	23.1%	39.3%	1939	22.0%	33.9%	909	20.2%	27.1%
De 36 000 à moins de 45 000 euros par an	2410	13.5%	34.4%	1397	15.5%	37.3%	1013	11.5%	31.0%	828	18.4%	27.1%
De 45 000 à moins de 65 000 euros par an	2187	12.3%	31.8%	1265	14.0%	34.9%	923	10.5%	28.3%	1020	22.7%	26.8%
De 65 000 à moins de 80 000 euros par an	517	2.9%	26.4%	316	3.5%	28.1%	201	2.3%	24.1%	288	6.4%	22.2%
De 80 000 à moins de 115 000 euros par an	321	1.8%	25.7%	203	2.3%	27.4%	118	1.3%	23.2%	234	5.2%	25.5%
115 000 euros et plus par an	131	0.7%	21.8%	86	0.9%	23.1%	45	0.5%	19.7%	101	2.3%	19.9%
Refus	1168	6.6%	34.9%	521	5.8%	37.4%	647	7.3%	33.1%	261	5.8%	24.3%
Ne sait pas	609	3.4%	26.7%	244	2.7%	25.7%	365	4.1%	27.5%	194	4.3%	20.7%