

LNM

	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
ENSEMBLE	321	100.0%	0.6%	173	100.0%	0.7%	148	100.0%	0.5%	73	100.0%	0.4%
Sexe												
Homme	173	53.8%	0.7%	173	100.0%	0.7%	0	0.0%	0.0%	41	55.8%	0.5%
Femme	148	46.2%	0.5%	0	0.0%	0.0%	148	100.0%	0.5%	32	44.2%	0.4%
Age												
15 à 24 ans	40	12.4%	0.5%	14	7.8%	0.4%	26	17.7%	0.7%	8	11.3%	0.3%
25 à 34 ans	37	11.5%	0.5%	24	13.8%	0.6%	13	8.8%	0.3%	12	15.7%	0.4%
35 à 49 ans	82	25.4%	0.7%	48	27.7%	0.8%	34	22.8%	0.5%	32	43.8%	0.5%
50 à 59 ans	61	18.9%	0.7%	38	21.9%	0.8%	23	15.5%	0.5%	21	28.2%	0.5%
60 ans et plus	102	31.8%	0.7%	50	28.8%	0.7%	52	35.3%	0.6%	1	1.0%	0.1%
Individu												
Ménagères	122	38.1%	0.5%	0	0.0%	0.0%	122	82.4%	0.5%	29	38.9%	0.4%
Personne de référence	189	59.0%	0.7%	146	84.3%	0.7%	44	29.4%	0.5%	39	53.1%	0.5%
Responsable des achats	228	70.9%	0.6%	106	61.5%	0.8%	121	81.8%	0.5%	50	67.7%	0.5%
PCS Individu												
Agriculteurs	3	0.8%	0.5%	1	0.6%	0.3%	2	1.1%	1.0%	0	0.0%	0.0%
Petits patrons	4	1.2%	0.2%	3	1.7%	0.3%	1	0.6%	0.2%	4	5.3%	0.3%
Affaires et Cadres	21	6.4%	0.4%	14	7.9%	0.5%	7	4.7%	0.3%	17	23.1%	0.4%
Professions intermédiaires	40	12.4%	0.6%	21	12.3%	0.6%	19	12.5%	0.5%	32	43.1%	0.5%
Employés	46	14.2%	0.5%	17	9.8%	0.8%	29	19.4%	0.5%	5	7.2%	0.3%
Ouvriers	53	16.5%	0.8%	42	24.4%	0.8%	11	7.3%	0.8%	8	11.1%	2.4%
Retraités	83	25.8%	0.6%	46	26.4%	0.7%	37	25.1%	0.6%	0	0.0%	0.0%
Autres inactifs	73	22.6%	0.7%	29	16.8%	0.8%	44	29.4%	0.7%	7	10.1%	0.2%
PCS Personne de référence												
Agriculteurs	2	0.6%	0.3%	1	0.6%	0.3%	1	0.6%	0.3%	0	0.0%	0.0%
Petits patrons	11	3.4%	0.4%	3	1.8%	0.2%	8	5.2%	0.6%	11	14.9%	0.4%
Affaires et Cadres	24	7.4%	0.3%	14	8.4%	0.4%	9	6.2%	0.3%	24	32.2%	0.3%
Professions intermédiaires	39	12.1%	0.5%	23	13.5%	0.6%	15	10.4%	0.4%	39	52.9%	0.5%
Employés	41	12.6%	0.7%	20	11.3%	0.8%	21	14.1%	0.7%	0	0.0%	0.0%
Ouvriers	69	21.6%	0.7%	45	25.9%	0.9%	25	16.6%	0.6%	0	0.0%	0.0%
Retraités	97	30.2%	0.7%	49	28.2%	0.7%	48	32.5%	0.6%	0	0.0%	0.0%
Autres inactifs	39	12.2%	0.9%	18	10.2%	1.1%	21	14.4%	0.8%	0	0.0%	0.0%

	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
Taille du foyer												
1 personne	60	18.6%	0.6%	30	17.2%	0.7%	30	20.3%	0.5%	7	9.6%	0.4%
2 personnes	110	34.2%	0.6%	54	31.0%	0.6%	56	38.0%	0.6%	21	28.7%	0.5%
3 personnes	64	20.0%	0.7%	37	21.5%	0.8%	27	18.4%	0.6%	20	27.1%	0.5%
4 personnes	42	13.2%	0.5%	30	17.5%	0.7%	12	8.2%	0.3%	13	17.3%	0.3%
5 personnes et +	45	13.9%	0.8%	22	12.8%	0.8%	22	15.1%	0.8%	13	17.3%	0.5%
Présence d'enfants de moins de 15 ans												
Oui	110	34.1%	0.7%	64	36.8%	0.9%	46	31.0%	0.6%	34	46.0%	0.4%
Non	212	65.9%	0.6%	109	63.2%	0.6%	102	69.0%	0.5%	40	54.0%	0.4%
Habitat												
Communes rurales	125	39.0%	1.0%	58	33.3%	1.0%	68	45.6%	1.1%	33	44.3%	1.0%
Agglo. - 20 000 hab	77	24.1%	0.9%	47	27.2%	1.1%	30	20.5%	0.6%	10	13.2%	0.4%
Agglo. 20 000 à 100 000 hab	49	15.3%	0.7%	29	16.9%	0.9%	20	13.5%	0.6%	14	19.5%	0.8%
Agglo. + 100 000 hab	67	20.7%	0.4%	38	21.8%	0.5%	29	19.5%	0.4%	16	21.3%	0.3%
Agglo. Paris	3	0.9%	0.0%	1	0.8%	0.0%	1	1.0%	0.0%	1	1.7%	0.0%
Régions INSEE												
Ile de France	4	1.1%	0.0%	2	1.2%	0.0%	1	1.0%	0.0%	1	2.0%	0.0%
Nord Pas de Calais	14	4.3%	0.4%	10	5.9%	0.7%	4	2.4%	0.2%	2	3.2%	0.2%
Champagne Ardennes	0	0.1%	0.0%	0	0.1%	0.0%	0	0.0%	0.0%	0	0.3%	0.1%
Picardie	295	91.9%	19.1%	154	88.9%	20.6%	142	95.4%	17.8%	69	93.3%	16.2%
Haute Normandie	8	2.6%	0.6%	7	3.8%	0.9%	2	1.1%	0.2%	1	1.3%	0.2%
Languedoc Roussillon	0	0.0%	0.0%	0	0.1%	0.0%	0	0.0%	0.0%	0	0.0%	0.0%
Provence Alpes Côte d'Azur. Corse	0	0.0%	0.0%	0	0.0%	0.0%	0	0.0%	0.0%	0	0.0%	0.0%
Habitudes de connexion à Internet												
Tous les jours	187	58.1%	0.5%	100	57.7%	0.6%	87	58.5%	0.5%	61	83.2%	0.4%
Presque tous les jours	26	8.2%	0.4%	15	8.5%	0.5%	12	7.8%	0.4%	5	7.3%	0.3%
1 à 2 fois par semaine	22	7.0%	0.9%	11	6.2%	1.0%	12	7.9%	0.8%	5	7.4%	1.0%
1 à 3 fois par mois	0	0.1%	0.0%	0	0.0%	0.0%	0	0.2%	0.1%	0	0.0%	0.0%
Moins souvent	10	3.2%	1.4%	9	5.4%	2.6%	1	0.7%	0.3%	0	0.0%	0.0%

	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	18	5.5%	1.0%	8	4.4%	1.0%	10	6.9%	1.0%	2	2.8%	1.1%
De 9 000 à moins de 12 000 euros par an	30	9.4%	1.0%	21	12.0%	1.8%	10	6.4%	0.5%	0	0.5%	0.1%
De 12 000 à moins de 18 000 euros par an	45	14.1%	0.8%	14	8.2%	0.6%	31	20.9%	1.0%	2	2.5%	0.3%
De 18 000 à moins de 24 000 euros par an	51	15.9%	0.8%	25	14.7%	0.9%	26	17.2%	0.7%	6	8.2%	0.4%
De 24 000 à moins de 36 000 euros par an	64	19.9%	0.6%	39	22.6%	0.7%	25	16.8%	0.4%	19	26.3%	0.6%
De 36 000 à moins de 45 000 euros par an	44	13.8%	0.6%	26	15.1%	0.7%	18	12.3%	0.5%	18	24.2%	0.6%
De 45 000 à moins de 65 000 euros par an	36	11.3%	0.5%	18	10.4%	0.4%	18	12.3%	0.6%	16	21.9%	0.4%
65 000 euros et plus par an	12	3.8%	0.3%	9	5.2%	0.4%	3	2.0%	0.2%	7	10.1%	0.3%
Refus	13	3.9%	0.4%	8	4.9%	0.6%	4	2.9%	0.2%	2	2.5%	0.2%
Ne sait pas	8	2.4%	0.5%	4	2.5%	0.6%	3	2.2%	0.4%	1	0.9%	0.1%