

# Les DNA / Les Dernières Nouvelles d'Alsace



LNM

	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
<b>ENSEMBLE</b>	545	100.0%	1.0%	275	100.0%	1.1%	270	100.0%	1.0%	131	100.0%	0.8%
<b>Sexe</b>												
<b>Homme</b>	275	50.5%	1.1%	275	100.0%	1.1%	0	0.0%	0.0%	80	60.7%	0.9%
<b>Femme</b>	270	49.5%	1.0%	0	0.0%	0.0%	270	100.0%	1.0%	52	39.3%	0.6%
<b>Age</b>												
<b>15 à 24 ans</b>	35	6.4%	0.5%	17	6.0%	0.4%	18	6.8%	0.5%	16	12.2%	0.5%
<b>25 à 34 ans</b>	64	11.7%	0.8%	28	10.3%	0.8%	36	13.2%	0.9%	19	14.1%	0.6%
<b>35 à 49 ans</b>	96	17.7%	0.8%	61	22.1%	1.0%	35	13.1%	0.6%	40	30.5%	0.6%
<b>50 à 59 ans</b>	97	17.9%	1.1%	47	17.2%	1.0%	50	18.6%	1.1%	32	24.6%	0.8%
<b>60 ans et plus</b>	252	46.3%	1.6%	122	44.3%	1.8%	131	48.4%	1.5%	24	18.6%	2.8%
<b>Individu</b>												
<b>Ménagères</b>	239	43.9%	1.0%	0	0.0%	0.0%	239	88.6%	1.0%	38	28.9%	0.5%
<b>Personne de référence</b>	304	55.8%	1.1%	245	89.2%	1.2%	59	21.7%	0.7%	75	56.9%	0.9%
<b>Responsable des achats</b>	368	67.5%	1.0%	127	46.0%	1.0%	241	89.4%	1.1%	75	57.5%	0.7%
<b>PCS Individu</b>												
<b>Agriculteurs</b>	12	2.2%	2.4%	8	2.8%	2.3%	4	1.5%	2.6%	4	2.7%	26.0%
<b>Petits patrons</b>	20	3.7%	1.3%	15	5.6%	1.3%	5	1.7%	1.0%	19	14.6%	1.3%
<b>Affaires et Cadres</b>	39	7.2%	0.8%	27	10.0%	1.0%	12	4.4%	0.6%	34	25.6%	0.8%
<b>Professions intermédiaires</b>	49	9.0%	0.7%	31	11.4%	0.9%	18	6.7%	0.5%	38	28.8%	0.6%
<b>Employés</b>	88	16.1%	1.1%	26	9.4%	1.2%	62	22.9%	1.0%	11	8.4%	0.6%
<b>Ouvriers</b>	63	11.6%	1.0%	46	16.7%	0.9%	17	6.4%	1.3%	1	0.7%	0.3%
<b>Retraités</b>	217	39.9%	1.7%	103	37.5%	1.7%	114	42.2%	1.7%	6	4.5%	2.9%
<b>Autres inactifs</b>	56	10.3%	0.5%	18	6.6%	0.5%	38	14.1%	0.6%	19	14.6%	0.6%
<b>PCS Personne de référence</b>												
<b>Agriculteurs</b>	9	1.6%	1.2%	8	2.9%	1.9%	1	0.4%	0.3%	0	0.0%	0.0%
<b>Petits patrons</b>	23	4.2%	0.9%	17	6.1%	1.2%	6	2.2%	0.5%	23	17.3%	0.9%
<b>Affaires et Cadres</b>	47	8.6%	0.7%	29	10.7%	0.9%	18	6.5%	0.5%	47	35.8%	0.7%
<b>Professions intermédiaires</b>	62	11.3%	0.8%	34	12.2%	0.8%	28	10.4%	0.7%	62	46.9%	0.8%
<b>Employés</b>	49	9.0%	0.9%	22	8.2%	0.9%	27	9.9%	0.9%	0	0.0%	0.0%
<b>Ouvriers</b>	84	15.5%	0.9%	42	15.3%	0.8%	42	15.6%	1.0%	0	0.0%	0.0%
<b>Retraités</b>	237	43.5%	1.6%	109	39.5%	1.6%	128	47.4%	1.6%	0	0.0%	0.0%
<b>Autres inactifs</b>	34	6.3%	0.8%	14	5.1%	0.9%	20	7.5%	0.8%	0	0.0%	0.0%

# Les DNA / Les Dernières Nouvelles d'Alsace



LNM

	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
<b>Taille du foyer</b>												
1 personne	87	15.9%	0.9%	38	13.7%	0.9%	49	18.3%	0.9%	12	9.3%	0.7%
2 personnes	264	48.5%	1.5%	135	48.9%	1.6%	130	48.0%	1.4%	38	28.7%	0.9%
3 personnes	84	15.5%	0.9%	52	18.9%	1.1%	32	12.0%	0.7%	40	30.7%	1.0%
4 personnes	55	10.1%	0.6%	31	11.1%	0.7%	24	9.0%	0.5%	21	15.7%	0.4%
5 personnes et +	54	10.0%	1.0%	20	7.3%	0.7%	34	12.7%	1.2%	21	15.7%	0.8%
<b>Présence d'enfants de moins de 15 ans</b>												
Oui	108	19.8%	0.7%	56	20.4%	0.8%	52	19.2%	0.6%	46	34.8%	0.6%
Non	437	80.2%	1.2%	219	79.6%	1.2%	218	80.8%	1.2%	86	65.2%	0.9%
<b>Habitat</b>												
Communes rurales	140	25.7%	1.2%	53	19.3%	0.9%	87	32.3%	1.4%	24	18.3%	0.7%
Agglo. - 20 000 hab	165	30.3%	1.8%	81	29.4%	1.9%	84	31.3%	1.7%	38	29.2%	1.5%
Agglo. 20 000 à 100 000 hab	60	10.9%	0.9%	45	16.4%	1.3%	14	5.3%	0.4%	21	15.6%	1.1%
Agglo. + 100 000 hab	174	32.0%	1.1%	91	33.0%	1.2%	84	31.0%	1.0%	47	36.2%	0.8%
Agglo. Paris	5	1.0%	0.1%	5	1.9%	0.1%	0	0.1%	0.0%	1	0.8%	0.0%
<b>Régions INSEE</b>												
Ile de France	5	1.0%	0.1%	5	1.9%	0.1%	0	0.1%	0.0%	1	0.8%	0.0%
Nord Pas de Calais	1	0.2%	0.0%	0	0.0%	0.0%	1	0.4%	0.1%	1	0.8%	0.1%
Lorraine	4	0.8%	0.2%	1	0.2%	0.1%	4	1.4%	0.4%	1	0.4%	0.1%
Alsace	529	97.1%	34.5%	266	96.7%	35.8%	263	97.6%	33.2%	127	96.6%	26.5%
Franche-Comté	1	0.3%	0.1%	1	0.4%	0.2%	0	0.2%	0.1%	1	0.6%	0.3%
Champagne Ardennes	0	0.1%	0.0%	0	0.1%	0.1%	0	0.0%	0.0%	0	0.0%	0.0%
Bourgogne	1	0.2%	0.1%	0	0.0%	0.0%	1	0.4%	0.1%	0	0.0%	0.0%
Basse Normandie	0	0.1%	0.0%	0	0.1%	0.1%	0	0.0%	0.0%	0	0.0%	0.0%
Centre	0	0.1%	0.0%	0	0.1%	0.0%	0	0.0%	0.0%	0	0.2%	0.0%
Poitou Charentes	0	0.0%	0.0%	0	0.1%	0.0%	0	0.0%	0.0%	0	0.2%	0.1%
Midi Pyrénées	0	0.0%	0.0%	0	0.0%	0.0%	0	0.0%	0.0%	0	0.0%	0.0%
Rhône Alpes	1	0.2%	0.0%	1	0.4%	0.0%	0	0.0%	0.0%	1	0.4%	0.0%
<b>Habitudes de connection à Internet</b>												
Tous les jours	313	57.5%	0.9%	185	67.3%	1.1%	128	47.5%	0.7%	105	79.7%	0.7%
Presque tous les jours	63	11.5%	1.1%	34	12.5%	1.3%	29	10.6%	0.9%	15	11.2%	0.8%
1 à 2 fois par semaine	45	8.3%	1.8%	18	6.4%	1.6%	27	10.2%	1.8%	10	7.3%	1.8%
1 à 3 fois par mois	2	0.4%	0.5%	1	0.3%	0.4%	2	0.6%	0.5%	2	1.2%	2.3%
Moins souvent	17	3.1%	2.3%	12	4.3%	3.3%	5	1.8%	1.4%	1	0.5%	1.4%

# Les DNA / Les Dernières Nouvelles d'Alsace



LNM

	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	3	0.5%	0.2%	2	0.6%	0.2%	1	0.5%	0.1%	1	1.0%	0.7%
De 9 000 à moins de 12 000 euros par an	13	2.3%	0.4%	6	2.2%	0.5%	7	2.5%	0.4%	1	1.0%	0.5%
De 12 000 à moins de 18 000 euros par an	68	12.5%	1.2%	23	8.5%	1.0%	45	16.6%	1.4%	2	1.7%	0.4%
De 18 000 à moins de 24 000 euros par an	49	9.1%	0.7%	21	7.5%	0.7%	29	10.6%	0.8%	5	4.0%	0.4%
De 24 000 à moins de 36 000 euros par an	155	28.4%	1.4%	76	27.7%	1.4%	79	29.2%	1.3%	31	23.5%	0.9%
De 36 000 à moins de 45 000 euros par an	71	13.0%	1.0%	45	16.4%	1.2%	26	9.6%	0.8%	16	12.5%	0.6%
De 45 000 à moins de 65 000 euros par an	83	15.3%	1.1%	59	21.4%	1.4%	25	9.1%	0.8%	36	27.3%	0.9%
65 000 euros et plus par an	40	7.4%	1.0%	23	8.4%	1.0%	17	6.3%	1.0%	21	15.8%	0.8%
Refus	48	8.9%	1.4%	14	5.0%	0.9%	35	12.8%	1.8%	12	9.1%	1.1%
Ne sait pas	14	2.5%	0.8%	6	2.2%	0.8%	8	2.8%	0.8%	5	4.0%	0.9%