

LNM

	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
ENSEMBLE	2222	100.0%	4.3%	1257	100.0%	5.0%	964	100.0%	3.6%	730	100.0%	4.2%
Sexe												
Homme	1257	56.6%	5.0%	1257	100.0%	5.0%	0	0.0%	0.0%	427	58.5%	4.9%
Femme	964	43.4%	3.6%	0	0.0%	0.0%	964	100.0%	3.6%	303	41.5%	3.5%
Age												
15 à 24 ans	244	11.0%	3.3%	134	10.6%	3.6%	110	11.4%	3.1%	94	12.9%	3.1%
25 à 34 ans	301	13.5%	4.0%	170	13.5%	4.6%	131	13.5%	3.4%	123	16.8%	3.8%
35 à 49 ans	577	26.0%	4.6%	354	28.2%	5.7%	223	23.1%	3.5%	280	38.3%	4.4%
50 à 59 ans	429	19.3%	4.6%	277	22.0%	6.0%	152	15.8%	3.3%	187	25.7%	4.9%
60 ans et plus	671	30.2%	4.3%	322	25.6%	4.7%	349	36.2%	4.0%	46	6.3%	5.3%
Individu												
Ménagères	830	37.4%	3.5%	0	0.0%	0.0%	830	86.1%	3.5%	244	33.4%	3.5%
Personne de référence	1347	60.6%	4.7%	1071	85.2%	5.2%	276	28.6%	3.5%	422	57.7%	5.0%
Responsable des achats	1563	70.4%	4.3%	763	60.7%	5.8%	800	83.0%	3.5%	472	64.6%	4.3%
PCS Individu												
Agriculteurs	3	0.1%	0.6%	1	0.1%	0.2%	2	0.2%	1.3%	2	0.3%	14.8%
Petits patrons	73	3.3%	4.6%	55	4.4%	4.8%	18	1.9%	4.0%	66	9.1%	4.6%
Affaires et Cadres	232	10.4%	4.7%	157	12.5%	5.5%	75	7.7%	3.6%	208	28.5%	4.7%
Professions intermédiaires	317	14.3%	4.4%	187	14.9%	5.3%	130	13.5%	3.6%	254	34.8%	4.4%
Employés	395	17.8%	4.7%	175	13.9%	7.9%	220	22.8%	3.6%	78	10.7%	4.2%
Ouvriers	289	13.0%	4.6%	242	19.3%	4.8%	47	4.8%	3.5%	8	1.1%	2.3%
Retraités	551	24.8%	4.3%	282	22.5%	4.6%	269	27.9%	4.1%	4	0.5%	1.7%
Autres inactifs	361	16.2%	3.5%	157	12.5%	4.2%	204	21.2%	3.0%	110	15.1%	3.4%
PCS Personne de référence												
Agriculteurs	1	0.1%	0.2%	1	0.1%	0.2%	1	0.1%	0.2%	0	0.0%	0.0%
Petits patrons	119	5.4%	4.5%	60	4.8%	4.5%	59	6.1%	4.6%	119	16.3%	4.5%
Affaires et Cadres	280	12.6%	4.1%	167	13.3%	4.9%	113	11.7%	3.3%	280	38.3%	4.1%
Professions intermédiaires	332	14.9%	4.2%	200	15.9%	5.0%	132	13.7%	3.4%	332	45.4%	4.2%
Employés	279	12.6%	5.1%	170	13.5%	7.2%	109	11.3%	3.6%	0	0.0%	0.0%
Ouvriers	401	18.1%	4.2%	268	21.3%	5.3%	134	13.9%	3.0%	0	0.0%	0.0%
Retraités	664	29.9%	4.5%	307	24.4%	4.6%	357	37.0%	4.4%	0	0.0%	0.0%
Autres inactifs	145	6.5%	3.5%	84	6.7%	5.3%	61	6.3%	2.3%	0	0.0%	0.0%

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Taille du foyer												
1 personne	423	19.0%	4.2%	225	17.9%	5.1%	197	20.5%	3.5%	94	12.9%	5.2%
2 personnes	728	32.8%	4.0%	413	32.8%	4.8%	315	32.7%	3.3%	163	22.3%	3.9%
3 personnes	389	17.5%	4.2%	225	17.9%	4.9%	164	17.0%	3.6%	173	23.6%	4.4%
4 personnes	397	17.9%	4.3%	224	17.8%	4.9%	173	18.0%	3.7%	188	25.7%	3.8%
5 personnes et +	285	12.8%	5.2%	170	13.5%	6.3%	115	11.9%	4.1%	114	15.5%	4.4%
Présence d'enfants de moins de 15 ans												
Oui	709	31.9%	4.5%	421	33.5%	5.7%	287	29.8%	3.5%	331	45.3%	4.3%
Non	1513	68.1%	4.1%	836	66.5%	4.8%	677	70.2%	3.6%	399	54.7%	4.2%
Habitat												
Communes rurales	251	11.3%	2.1%	140	11.2%	2.5%	111	11.5%	1.8%	59	8.1%	1.8%
Agglo. - 20 000 hab	237	10.7%	2.6%	128	10.2%	3.0%	109	11.3%	2.3%	68	9.3%	2.7%
Agglo. 20 000 à 100 000 hab	218	9.8%	3.1%	128	10.1%	3.8%	90	9.4%	2.5%	42	5.7%	2.3%
Agglo. + 100 000 hab	237	10.7%	1.5%	151	12.0%	2.0%	87	9.0%	1.1%	78	10.6%	1.4%
Agglo. Paris	1278	57.5%	14.9%	711	56.5%	17.3%	567	58.8%	12.7%	484	66.3%	12.2%

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	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
Régions INSEE												
Ile de France	1462	65.8%	15.2%	806	64.1%	17.6%	656	68.1%	13.1%	541	74.0%	12.4%
Nord Pas de Calais	47	2.1%	1.5%	29	2.3%	1.9%	18	1.9%	1.1%	21	2.9%	2.2%
Lorraine	14	0.6%	0.7%	8	0.6%	0.8%	6	0.6%	0.6%	7	0.9%	1.2%
Alsace	13	0.6%	0.9%	8	0.7%	1.1%	5	0.5%	0.6%	2	0.3%	0.5%
Franche-Comté	7	0.3%	0.7%	3	0.2%	0.7%	4	0.4%	0.8%	2	0.2%	0.7%
Champagne Ardennes	11	0.5%	1.0%	7	0.5%	1.2%	5	0.5%	0.8%	4	0.6%	1.4%
Picardie	209	9.4%	13.6%	113	9.0%	15.2%	96	9.9%	12.0%	49	6.7%	11.7%
Bourgogne	32	1.4%	2.4%	18	1.4%	2.7%	14	1.5%	2.0%	6	0.9%	1.8%
Haute Normandie	54	2.4%	3.6%	31	2.5%	4.3%	23	2.4%	2.9%	9	1.3%	2.0%
Basse Normandie	14	0.6%	1.1%	10	0.8%	1.8%	3	0.4%	0.6%	5	0.7%	1.5%
Centre	63	2.8%	3.0%	43	3.4%	4.3%	20	2.0%	1.8%	16	2.2%	2.5%
Pays de Loire	29	1.3%	1.0%	18	1.4%	1.3%	11	1.2%	0.7%	11	1.5%	1.1%
Bretagne	23	1.0%	0.9%	14	1.1%	1.1%	9	0.9%	0.6%	3	0.4%	0.4%
Poitou Charentes	24	1.1%	1.6%	14	1.1%	2.0%	10	1.0%	1.3%	1	0.2%	0.4%
Aquitaine	24	1.1%	0.8%	12	1.0%	0.9%	11	1.2%	0.8%	5	0.7%	0.6%
Midi Pyrénées	32	1.4%	1.3%	21	1.7%	1.7%	11	1.1%	0.8%	6	0.8%	0.7%
Limousin	9	0.4%	1.5%	5	0.4%	1.6%	5	0.5%	1.5%	2	0.2%	1.0%
Auvergne	10	0.5%	0.9%	7	0.6%	1.4%	3	0.3%	0.5%	2	0.3%	0.6%
Rhône Alpes	60	2.7%	1.2%	44	3.5%	1.8%	16	1.6%	0.6%	19	2.6%	1.0%
Languedoc Roussillon	30	1.3%	1.3%	11	0.9%	1.0%	19	1.9%	1.5%	6	0.9%	0.9%
Provence Alpes Côte d'Azur. Corse	55	2.5%	1.2%	34	2.7%	1.6%	21	2.1%	0.9%	13	1.8%	0.9%
Habitudes de connexion à Internet												
Tous les jours	1539	69.3%	4.4%	911	72.5%	5.3%	628	65.1%	3.6%	631	86.4%	4.3%
Presque tous les jours	209	9.4%	3.5%	103	8.2%	3.8%	106	11.0%	3.3%	60	8.2%	3.3%
1 à 2 fois par semaine	125	5.6%	4.8%	59	4.7%	5.5%	66	6.8%	4.4%	21	2.9%	4.1%
1 à 3 fois par mois	12	0.6%	2.6%	8	0.6%	4.0%	5	0.5%	1.6%	0	0.1%	0.6%
Moins souvent	22	1.0%	3.1%	6	0.5%	1.7%	16	1.7%	4.5%	8	1.1%	16.3%
Jamais	1	0.1%	1.8%	0	0.0%	0.0%	1	0.1%	4.3%	0	0.0%	0.0%

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	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
Revenus du foyer												
Moins de 9 000 euros par an	66	3.0%	3.6%	27	2.2%	3.6%	39	4.0%	3.6%	13	1.8%	6.9%
De 9 000 à moins de 12 000 euros par an	103	4.6%	3.5%	45	3.6%	3.9%	58	6.0%	3.2%	10	1.3%	4.1%
De 12 000 à moins de 18 000 euros par an	194	8.7%	3.5%	124	9.9%	5.1%	69	7.2%	2.2%	26	3.6%	4.2%
De 18 000 à moins de 24 000 euros par an	256	11.5%	3.8%	139	11.1%	4.7%	116	12.1%	3.1%	55	7.5%	4.1%
De 24 000 à moins de 36 000 euros par an	459	20.6%	4.0%	248	19.7%	4.6%	211	21.9%	3.5%	141	19.4%	4.0%
De 36 000 à moins de 45 000 euros par an	311	14.0%	4.3%	190	15.1%	5.1%	121	12.5%	3.5%	106	14.5%	3.6%
De 45 000 à moins de 65 000 euros par an	378	17.0%	5.2%	236	18.7%	5.8%	142	14.7%	4.4%	157	21.5%	3.9%
65 000 euros et plus par an	238	10.7%	6.0%	153	12.2%	6.7%	85	8.8%	5.0%	159	21.8%	5.8%
Refus	140	6.3%	4.1%	71	5.7%	4.9%	69	7.2%	3.6%	37	5.1%	3.3%
Ne sait pas	78	3.5%	4.7%	23	1.9%	3.2%	54	5.6%	5.9%	26	3.6%	4.5%