

Total PQN



LNM

	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
ENSEMBLE	7894	100.0%	15.2%	4844	100.0%	19.4%	3050	100.0%	11.2%	3011	100.0%	17.4%
Sexe												
Homme	4844	61.4%	19.4%	4844	100.0%	19.4%	0	0.0%	0.0%	1928	64.0%	22.0%
Femme	3050	38.6%	11.2%	0	0.0%	0.0%	3050	100.0%	11.2%	1083	36.0%	12.6%
Age												
15 à 24 ans	1251	15.8%	17.2%	770	15.9%	20.9%	481	15.8%	13.4%	551	18.3%	18.0%
25 à 34 ans	1127	14.3%	14.9%	761	15.7%	20.5%	366	12.0%	9.5%	508	16.9%	15.7%
35 à 49 ans	1793	22.7%	14.4%	1188	24.5%	19.3%	605	19.8%	9.6%	1022	33.9%	16.2%
50 à 59 ans	1281	16.2%	13.8%	796	16.4%	17.3%	484	15.9%	10.4%	684	22.7%	17.7%
60 ans et plus	2442	30.9%	15.8%	1329	27.4%	19.6%	1113	36.5%	12.9%	247	8.2%	28.3%
Individu												
Ménagères	2540	32.2%	10.8%	0	0.0%	0.0%	2540	83.3%	10.8%	851	28.3%	12.1%
Personne de référence	4719	59.8%	16.6%	3907	80.7%	19.1%	811	26.6%	10.2%	1732	57.5%	20.7%
Responsable des achats	5033	63.8%	14.0%	2565	52.9%	19.5%	2469	80.9%	10.8%	1750	58.1%	15.9%
PCS Individu												
Agriculteurs	30	0.4%	5.9%	24	0.5%	7.1%	6	0.2%	3.5%	2	0.1%	17.7%
Petits patrons	254	3.2%	15.8%	195	4.0%	16.9%	59	1.9%	13.1%	236	7.8%	16.3%
Affaires et Cadres	1170	14.8%	23.9%	793	16.4%	28.0%	377	12.3%	18.3%	1070	35.5%	24.3%
Professions intermédiaires	1059	13.4%	14.7%	680	14.0%	19.3%	379	12.4%	10.4%	889	29.5%	15.3%
Employés	997	12.6%	12.0%	493	10.2%	22.3%	504	16.5%	8.2%	182	6.0%	9.8%
Ouvriers	850	10.8%	13.4%	767	15.8%	15.3%	83	2.7%	6.3%	41	1.4%	11.7%
Retraités	1980	25.1%	15.5%	1159	23.9%	18.8%	821	26.9%	12.4%	32	1.1%	15.4%
Autres inactifs	1554	19.7%	14.9%	732	15.1%	19.7%	821	26.9%	12.2%	560	18.6%	17.2%
PCS Personne de référence												
Agriculteurs	49	0.6%	6.5%	35	0.7%	8.4%	15	0.5%	4.3%	0	0.0%	0.0%
Petits patrons	395	5.0%	15.1%	229	4.7%	17.1%	166	5.4%	13.0%	395	13.1%	15.1%
Affaires et Cadres	1434	18.2%	21.0%	909	18.8%	26.5%	525	17.2%	15.4%	1434	47.6%	21.0%
Professions intermédiaires	1182	15.0%	15.0%	790	16.3%	19.7%	392	12.8%	10.1%	1182	39.2%	15.0%
Employés	807	10.2%	14.9%	511	10.6%	21.5%	296	9.7%	9.7%	0	0.0%	0.0%
Ouvriers	1163	14.7%	12.3%	818	16.9%	16.1%	345	11.3%	7.8%	0	0.0%	0.0%
Retraités	2337	29.6%	15.7%	1284	26.5%	19.1%	1053	34.5%	13.0%	0	0.0%	0.0%
Autres inactifs	526	6.7%	12.5%	268	5.5%	16.9%	258	8.5%	9.9%	0	0.0%	0.0%

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	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
Taille du foyer												
1 personne	1334	16.9%	13.3%	748	15.4%	17.1%	586	19.2%	10.4%	340	11.3%	18.7%
2 personnes	2855	36.2%	15.8%	1680	34.7%	19.4%	1175	38.5%	12.5%	733	24.3%	17.7%
3 personnes	1443	18.3%	15.7%	931	19.2%	20.1%	512	16.8%	11.2%	687	22.8%	17.6%
4 personnes	1384	17.5%	15.0%	903	18.7%	19.7%	481	15.8%	10.3%	785	26.1%	16.0%
5 personnes et +	878	11.1%	16.0%	582	12.0%	21.6%	296	9.7%	10.6%	465	15.5%	18.2%
Présence d'enfants de moins de 15 ans												
Oui	2287	29.0%	14.7%	1497	30.9%	20.3%	790	25.9%	9.6%	1268	42.1%	16.4%
Non	5607	71.0%	15.4%	3347	69.1%	19.0%	2261	74.1%	12.0%	1743	57.9%	18.2%
Habitat												
Communes rurales	1198	15.2%	10.0%	770	15.9%	13.5%	428	14.0%	6.9%	382	12.7%	11.6%
Agglo. - 20 000 hab	952	12.1%	10.5%	598	12.3%	14.1%	354	11.6%	7.3%	363	12.1%	14.3%
Agglo. 20 000 à 100 000 hab	893	11.3%	12.8%	594	12.3%	17.5%	299	9.8%	8.3%	254	8.4%	13.7%
Agglo. + 100 000 hab	2184	27.7%	14.1%	1422	29.4%	18.9%	762	25.0%	9.5%	879	29.2%	15.4%
Agglo. Paris	2667	33.8%	31.1%	1459	30.1%	35.5%	1208	39.6%	27.1%	1133	37.6%	28.6%

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	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
Régions INSEE												
Ile de France	2933	37.1%	30.6%	1608	33.2%	35.1%	1324	43.4%	26.4%	1233	41.0%	28.4%
Nord Pas de Calais	358	4.5%	11.1%	265	5.5%	17.3%	92	3.0%	5.5%	141	4.7%	14.5%
Lorraine	170	2.2%	8.9%	108	2.2%	11.7%	62	2.0%	6.3%	58	1.9%	11.0%
Alsace	165	2.1%	10.8%	109	2.2%	14.6%	57	1.9%	7.1%	68	2.3%	14.3%
Franche-Comté	89	1.1%	9.3%	59	1.2%	12.8%	29	1.0%	6.0%	33	1.1%	12.2%
Champagne Ardennes	114	1.4%	10.5%	83	1.7%	15.8%	31	1.0%	5.5%	37	1.2%	12.5%
Picardie	296	3.8%	19.2%	176	3.6%	23.5%	120	3.9%	15.1%	85	2.8%	20.2%
Bourgogne	177	2.2%	13.1%	128	2.6%	19.7%	49	1.6%	7.0%	52	1.7%	15.3%
Haute Normandie	189	2.4%	12.7%	111	2.3%	15.6%	78	2.6%	10.0%	55	1.8%	12.3%
Basse Normandie	114	1.4%	9.4%	80	1.6%	13.7%	34	1.1%	5.4%	39	1.3%	12.0%
Centre	259	3.3%	12.3%	173	3.6%	17.1%	86	2.8%	7.9%	88	2.9%	13.5%
Pays de Loire	278	3.5%	9.3%	174	3.6%	12.1%	104	3.4%	6.7%	105	3.5%	11.3%
Bretagne	236	3.0%	8.8%	136	2.8%	10.5%	101	3.3%	7.2%	98	3.3%	12.9%
Poitou Charentes	162	2.0%	10.8%	111	2.3%	15.5%	51	1.7%	6.5%	51	1.7%	13.9%
Aquitaine	309	3.9%	11.1%	181	3.7%	13.6%	128	4.2%	8.8%	115	3.8%	13.6%
Midi Pyrénées	333	4.2%	13.5%	218	4.5%	18.2%	115	3.8%	9.0%	114	3.8%	14.5%
Limousin	69	0.9%	11.2%	48	1.0%	16.4%	21	0.7%	6.4%	18	0.6%	11.3%
Auvergne	113	1.4%	10.0%	72	1.5%	13.3%	40	1.3%	6.8%	39	1.3%	12.1%
Rhône Alpes	635	8.0%	12.2%	436	9.0%	17.3%	199	6.5%	7.4%	248	8.2%	12.7%
Languedoc Roussillon	281	3.6%	12.3%	178	3.7%	16.4%	103	3.4%	8.5%	103	3.4%	14.9%
Provence Alpes Côte d'Azur. Corse	615	7.8%	14.1%	390	8.0%	18.8%	225	7.4%	9.8%	230	7.6%	15.8%
Habitudes de connexion à Internet												
Tous les jours	6079	77.0%	17.5%	3825	79.0%	22.1%	2255	73.9%	13.0%	2705	89.8%	18.4%
Presque tous les jours	799	10.1%	13.4%	454	9.4%	16.6%	346	11.3%	10.8%	224	7.4%	12.1%
1 à 2 fois par semaine	310	3.9%	12.0%	155	3.2%	14.3%	155	5.1%	10.4%	56	1.9%	10.7%
1 à 3 fois par mois	33	0.4%	6.8%	17	0.4%	8.9%	16	0.5%	5.4%	3	0.1%	4.2%
Moins souvent	63	0.8%	8.7%	36	0.8%	10.0%	27	0.9%	7.4%	9	0.3%	19.4%
Jamais	6	0.1%	8.3%	1	0.0%	2.9%	5	0.2%	15.5%	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	187	2.4%	10.2%	97	2.0%	13.0%	89	2.9%	8.3%	34	1.1%	17.8%
De 9 000 à moins de 12 000 euros par an	299	3.8%	10.0%	157	3.2%	13.6%	143	4.7%	7.8%	34	1.1%	14.3%
De 12 000 à moins de 18 000 euros par an	582	7.4%	10.5%	382	7.9%	15.7%	200	6.6%	6.4%	84	2.8%	13.3%
De 18 000 à moins de 24 000 euros par an	807	10.2%	11.9%	474	9.8%	15.9%	333	10.9%	8.8%	209	6.9%	15.5%
De 24 000 à moins de 36 000 euros par an	1551	19.6%	13.6%	918	18.9%	17.0%	633	20.8%	10.5%	514	17.1%	14.7%
De 36 000 à moins de 45 000 euros par an	1148	14.5%	16.0%	719	14.9%	19.3%	428	14.0%	12.4%	449	14.9%	15.2%
De 45 000 à moins de 65 000 euros par an	1474	18.7%	20.1%	976	20.1%	23.9%	498	16.3%	15.3%	726	24.1%	17.9%
65 000 euros et plus par an	1113	14.1%	28.1%	735	15.2%	32.4%	378	12.4%	22.4%	689	22.9%	25.3%
Refus	488	6.2%	14.4%	273	5.6%	18.8%	215	7.0%	11.1%	181	6.0%	16.1%
Ne sait pas	246	3.1%	14.9%	113	2.3%	15.3%	133	4.4%	14.5%	92	3.1%	15.9%