

LNM

|                                   | Ensemble |           |      | Hommes   |           |      | Femmes   |           |      | FoyersCSP+ |           |      |
|-----------------------------------|----------|-----------|------|----------|-----------|------|----------|-----------|------|------------|-----------|------|
|                                   | Milliers | Structure | tion | Milliers | Structure | tion | Milliers | Structure | tion | Milliers   | Structure | tion |
| <b>ENSEMBLE</b>                   | 3083     | 100.0%    | 6    | 1548     | 100.0%    | 6.3  | 1535     | 100.0%    | 5.7  | 755        | 100.0%    | 4.4  |
| <b>Sexe</b>                       |          |           |      |          |           |      |          |           |      |            |           |      |
| <b>Homme</b>                      | 1548     | 50.2%     | 6.3  | 1548     | 100.0%    | 6.3  | 0        | 0.0%      | -    | 420        | 55.6%     | 4.7  |
| <b>Femme</b>                      | 1535     | 49.8%     | 5.7  | 0        | 0.0%      | -    | 1535     | 100.0%    | 5.7  | 335        | 44.4%     | 4    |
| <b>Age</b>                        |          |           |      |          |           |      |          |           |      |            |           |      |
| <b>15 à 24 ans</b>                | 311      | 10.1%     | 4.2  | 180      | 11.6%     | 4.8  | 131      | 8.5%      | 3.6  | 99         | 13.2%     | 3.3  |
| <b>25 à 34 ans</b>                | 314      | 10.2%     | 4.1  | 164      | 10.6%     | 4.4  | 150      | 9.7%      | 3.8  | 117        | 15.5%     | 3.5  |
| <b>35 à 49 ans</b>                | 668      | 21.7%     | 5.3  | 339      | 21.9%     | 5.4  | 329      | 21.4%     | 5.2  | 288        | 38.1%     | 4.6  |
| <b>50 à 59 ans</b>                | 540      | 17.5%     | 6    | 276      | 17.8%     | 6.2  | 264      | 17.2%     | 5.8  | 218        | 28.9%     | 5.7  |
| <b>60 ans et plus</b>             | 1250     | 40.6%     | 8.5  | 589      | 38.0%     | 9.2  | 662      | 43.1%     | 8    | 33         | 4.3%      | 4.5  |
| <b>Individu</b>                   |          |           |      |          |           |      |          |           |      |            |           |      |
| <b>Ménagères</b>                  | 1407     | 45.7%     | 6.1  | 0        | 0.0%      | -    | 1407     | 91.7%     | 6.1  | 292        | 38.7%     | 4.2  |
| <b>Personne de référence</b>      | 1741     | 56.5%     | 6.2  | 1338     | 86.4%     | 6.6  | 403      | 26.2%     | 5.2  | 404        | 53.5%     | 4.7  |
| <b>Responsable des achats</b>     | 2197     | 71.3%     | 6.2  | 811      | 52.4%     | 6.3  | 1386     | 90.3%     | 6.1  | 489        | 64.8%     | 4.5  |
| <b>PCS Individu</b>               |          |           |      |          |           |      |          |           |      |            |           |      |
| <b>Agriculteurs</b>               | 47       | 1.5%      | 8.8  | 25       | 1.6%      | 7.4  | 22       | 1.5%      | 11.4 | 1          | 0.1%      | 3    |
| <b>Petits patrons</b>             | 79       | 2.6%      | 4.9  | 56       | 3.6%      | 5    | 23       | 1.5%      | 4.5  | 68         | 9.1%      | 4.7  |
| <b>Affaires et Cadres</b>         | 197      | 6.4%      | 4    | 126      | 8.2%      | 4.1  | 71       | 4.6%      | 3.8  | 175        | 23.2%     | 3.9  |
| <b>Professions intermédiaires</b> | 346      | 11.2%     | 5.1  | 201      | 13.0%     | 5.8  | 145      | 9.4%      | 4.4  | 286        | 37.9%     | 5.1  |
| <b>Employés</b>                   | 457      | 14.8%     | 5.5  | 120      | 7.8%      | 6    | 336      | 21.9%     | 5.4  | 95         | 12.6%     | 5.2  |
| <b>Ouvriers</b>                   | 409      | 13.3%     | 6.4  | 301      | 19.4%     | 6.1  | 108      | 7.0%      | 7.4  | 25         | 3.3%      | 6    |
| <b>Retraités</b>                  | 1133     | 36.7%     | 9    | 577      | 37.2%     | 9.6  | 556      | 36.2%     | 8.4  | 9          | 1.1%      | 3.4  |
| <b>Autres inactifs</b>            | 415      | 13.5%     | 4.1  | 142      | 9.2%      | 4    | 273      | 17.8%     | 4.2  | 96         | 12.7%     | 3.1  |
| <b>PCS Personne de référence</b>  |          |           |      |          |           |      |          |           |      |            |           |      |
| <b>Agriculteurs</b>               | 87       | 2.8%      | 10.7 | 30       | 1.9%      | 7.9  | 57       | 3.7%      | 13.2 | 0          | 0.0%      | -    |
| <b>Petits patrons</b>             | 127      | 4.1%      | 4.8  | 62       | 4.0%      | 4.9  | 65       | 4.2%      | 4.8  | 127        | 16.8%     | 4.8  |
| <b>Affaires et Cadres</b>         | 264      | 8.6%      | 3.7  | 144      | 9.3%      | 3.9  | 119      | 7.8%      | 3.5  | 264        | 34.9%     | 3.7  |
| <b>Professions intermédiaires</b> | 365      | 11.8%     | 4.9  | 214      | 13.8%     | 5.4  | 151      | 9.8%      | 4.3  | 365        | 48.3%     | 4.9  |
| <b>Employés</b>                   | 259      | 8.4%      | 4.8  | 122      | 7.9%      | 5.4  | 137      | 8.9%      | 4.5  | 0          | 0.0%      | -    |
| <b>Ouvriers</b>                   | 556      | 18.0%     | 6    | 296      | 19.1%     | 6.1  | 260      | 16.9%     | 5.9  | 0          | 0.0%      | -    |
| <b>Retraités</b>                  | 1243     | 40.3%     | 8.5  | 601      | 38.8%     | 9.1  | 643      | 41.9%     | 8    | 0          | 0.0%      | -    |
| <b>Autres inactifs</b>            | 183      | 5.9%      | 4.7  | 79       | 5.1%      | 5.3  | 104      | 6.8%      | 4.2  | 0          | 0.0%      | -    |

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|--|----------|-----------|------|----------|-----------|------|----------|-----------|------|------------|-----------|------|
|  | Milliers | Structure | tion | Milliers | Structure | tion | Milliers | Structure | tion | Milliers   | Structure | tion |
| <b>Taille du foyer</b>                       |          |           |      |          |           |      |          |           |      |            |           |      |
| <b>1 personne</b>                            | 617      | 20.0%     | 6.4  | 295      | 19.1%     | 7    | 322      | 21.0%     | 6    | 81         | 10.7%     | 4.4  |
| <b>2 personnes</b>                           | 1291     | 41.9%     | 7.2  | 659      | 42.6%     | 7.5  | 632      | 41.2%     | 6.9  | 188        | 24.9%     | 4.4  |
| <b>3 personnes</b>                           | 386      | 12.5%     | 4.2  | 214      | 13.8%     | 4.6  | 172      | 11.2%     | 3.8  | 123        | 16.3%     | 3.2  |
| <b>4 personnes</b>                           | 468      | 15.2%     | 5.1  | 230      | 14.9%     | 5.2  | 237      | 15.4%     | 5    | 219        | 29.0%     | 4.6  |
| <b>5 personnes et +</b>                      | 322      | 10.4%     | 6.1  | 149      | 9.6%      | 6.2  | 173      | 11.2%     | 5.9  | 144        | 19.1%     | 5.7  |
| <b>Présence d'enfants de moins de 15 ans</b> |          |           |      |          |           |      |          |           |      |            |           |      |
| <b>Oui</b>                                   | 754      | 24.4%     | 4.9  | 378      | 24.4%     | 5.3  | 376      | 24.5%     | 4.5  | 343        | 45.5%     | 4.5  |
| <b>Non</b>                                   | 2329     | 75.6%     | 6.5  | 1171     | 75.6%     | 6.7  | 1158     | 75.5%     | 6.3  | 412        | 54.5%     | 4.3  |
| <b>Habitat</b>                               |          |           |      |          |           |      |          |           |      |            |           |      |
| <b>Communes rurales</b>                      | 1055     | 34.2%     | 9.1  | 501      | 32.3%     | 9.1  | 554      | 36.1%     | 9.1  | 225        | 29.8%     | 6.7  |
| <b>Agglo. - 20 000 hab</b>                   | 816      | 26.5%     | 9.2  | 437      | 28.2%     | 10.2 | 379      | 24.7%     | 8.2  | 202        | 26.8%     | 7.4  |
| <b>Agglo. 20 000 à 100 000 hab</b>           | 498      | 16.2%     | 7.2  | 258      | 16.6%     | 7.5  | 241      | 15.7%     | 6.8  | 121        | 16.1%     | 6.1  |
| <b>Agglo. + 100 000 hab</b>                  | 691      | 22.4%     | 4.5  | 337      | 21.8%     | 4.6  | 354      | 23.0%     | 4.4  | 191        | 25.3%     | 3.6  |
| <b>Agglo. Paris</b>                          | 23       | 0.8%      | 0.3  | 16       | 1.0%      | 0.4  | 8        | 0.5%      | 0.2  | 16         | 2.1%      | 0.4  |

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|  | Milliers | Structure | tion | Milliers | Structure | tion | Milliers | Structure | tion | Milliers   | Structure | tion |
| <b>Régions INSEE</b>                     |          |           |      |          |           |      |          |           |      |            |           |      |
| Ile de France                            | 25       | 0.8%      | 0.3  | 17       | 1.1%      | 0.4  | 8        | 0.5%      | 0.2  | 17         | 2.2%      | 0.4  |
| Nord Pas de Calais                       | 2        | 0.1%      | 0.1  | 2        | 0.1%      | 0.2  | 0        | 0.0%      | -    | 0          | -         | 0    |
| Lorraine                                 | 3        | 0.1%      | 0.1  | 2        | 0.1%      | 0.2  | 1        | 0.1%      | 0.1  | 0          | 0.0%      | -    |
| Alsace                                   | 0        | -         | 0    | 0        | 0.0%      | -    | 0        | -         | 0    | 0          | -         | 0.1  |
| Franche-Comté                            | 0        | 0.0%      | -    | 0        | 0.0%      | -    | 0        | 0.0%      | -    | 0          | 0.0%      | -    |
| Champagne Ardennes                       | 3        | 0.1%      | 0.2  | 1        | 0.1%      | 0.2  | 2        | 0.1%      | 0.3  | 0          | 0.0%      | -    |
| Picardie                                 | 1        | -         | 0.1  | 0        | -         | 0    | 1        | 0.1%      | 0.1  | 1          | 0.1%      | 0.2  |
| Bourgogne                                | 1        | -         | 0.1  | 1        | 0.1%      | 0.2  | 0        | 0.0%      | -    | 0          | 0.0%      | -    |
| Haute Normandie                          | 9        | 0.3%      | 0.6  | 6        | 0.4%      | 0.8  | 3        | 0.2%      | 0.4  | 4          | 0.5%      | 0.8  |
| Basse Normandie                          | 500      | 16.2%     | 41.5 | 274      | 17.7%     | 47.3 | 226      | 14.7%     | 36   | 113        | 15.0%     | 34.7 |
| Centre                                   | 7        | 0.2%      | 0.3  | 5        | 0.3%      | 0.5  | 2        | 0.2%      | 0.2  | 3          | 0.3%      | 0.4  |
| Pays de Loire                            | 1338     | 43.4%     | 46.1 | 674      | 43.5%     | 48.2 | 664      | 43.3%     | 44.2 | 318        | 42.1%     | 37.1 |
| Bretagne                                 | 1097     | 35.6%     | 41.7 | 523      | 33.8%     | 41.3 | 575      | 37.4%     | 42   | 273        | 36.2%     | 36   |
| Poitou Charentes                         | 90       | 2.9%      | 6.1  | 42       | 2.7%      | 6    | 47       | 3.1%      | 6.2  | 25         | 3.3%      | 6    |
| Aquitaine                                | 2        | 0.1%      | 0.1  | 1        | 0.1%      | 0.1  | 1        | -         | 0    | 0          | 0.1%      | 0    |
| Midi Pyrénées                            | 0        | -         | 0    | 0        | -         | 0    | 0        | 0.0%      | -    | 0          | -         | 0    |
| Limousin                                 | 1        | -         | 0.2  | 0        | -         | 0.1  | 1        | 0.1%      | 0.3  | 0          | 0.0%      | -    |
| Auvergne                                 | 0        | -         | 0    | 0        | -         | 0.1  | 0        | 0.0%      | -    | 0          | 0.0%      | -    |
| Rhône Alpes                              | 2        | 0.1%      | 0    | 0        | -         | 0    | 2        | 0.1%      | 0.1  | 0          | 0.0%      | -    |
| Languedoc Roussillon                     | 0        | 0.0%      | -    | 0        | 0.0%      | -    | 0        | 0.0%      | -    | 0          | 0.0%      | -    |
| Provence Alpes Côte d'Azur.<br>Corse     | 1        | -         | 0    | 0        | 0.0%      | -    | 1        | 0.1%      | 0    | 0          | 0.0%      | -    |
| <b>Habitudes de connexion à Internet</b> |          |           |      |          |           |      |          |           |      |            |           |      |
| Tous les jours                           | 1506     | 48.8%     | 5.1  | 794      | 51.3%     | 5.3  | 712      | 46.4%     | 4.9  | 571        | 75.7%     | 4.2  |
| Presque tous les jours                   | 389      | 12.6%     | 6    | 208      | 13.4%     | 6.6  | 181      | 11.8%     | 5.4  | 111        | 14.7%     | 4.8  |
| 1 à 2 fois par semaine                   | 192      | 6.2%      | 6.3  | 85       | 5.5%      | 6.8  | 107      | 7.0%      | 5.9  | 42         | 5.5%      | 4.7  |
| 1 à 3 fois par mois                      | 38       | 1.2%      | 4.6  | 22       | 1.4%      | 5.9  | 15       | 1.0%      | 3.5  | 6          | 0.8%      | 4    |
| Moins souvent                            | 67       | 2.2%      | 5.7  | 40       | 2.6%      | 7.9  | 27       | 1.8%      | 4    | 9          | 1.1%      | 7.1  |
| Jamais                                   | 18       | 0.6%      | 13.9 | 10       | 0.7%      | 18.8 | 8        | 0.5%      | 10.3 | 1          | 0.1%      | 4.6  |

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|---|----------|-----------|------|----------|-----------|------|----------|-----------|------|------------|-----------|------|
|   | Milliers | Structure | tion | Milliers | Structure | tion | Milliers | Structure | tion | Milliers   | Structure | tion |
| <b>Revenus du foyer</b>                   |          |           |      |          |           |      |          |           |      |            |           |      |
| Moins de 9 000 euros par an               | 129      | 4.2%      | 6.3  | 62       | 4.0%      | 7.5  | 67       | 4.4%      | 5.5  | 12         | 1.6%      | 6.7  |
| De 9 000 à moins de 12 000 euros par an   | 194      | 6.3%      | 6    | 81       | 5.2%      | 6.7  | 114      | 7.4%      | 5.6  | 3          | 0.4%      | 1.3  |
| De 12 000 à moins de 18 000 euros par an  | 428      | 13.9%     | 6.8  | 230      | 14.8%     | 8.8  | 198      | 12.9%     | 5.4  | 42         | 5.5%      | 5.9  |
| De 18 000 à moins de 24 000 euros par an  | 479      | 15.5%     | 6.9  | 218      | 14.1%     | 6.7  | 261      | 17.0%     | 7    | 61         | 8.1%      | 4    |
| De 24 000 à moins de 36 000 euros par an  | 779      | 25.3%     | 6.7  | 399      | 25.7%     | 7.1  | 381      | 24.8%     | 6.4  | 203        | 26.9%     | 5.6  |
| De 36 000 à moins de 45 000 euros par an  | 431      | 14.0%     | 6.4  | 234      | 15.1%     | 6.6  | 198      | 12.9%     | 6.2  | 152        | 20.1%     | 5    |
| De 45 000 à moins de 65 000 euros par an  | 311      | 10.1%     | 4.9  | 180      | 11.6%     | 5    | 131      | 8.5%      | 4.7  | 157        | 20.8%     | 4.2  |
| De 65 000 à moins de 80 000 euros par an  | 59       | 1.9%      | 3.4  | 40       | 2.6%      | 3.8  | 18       | 1.2%      | 2.8  | 34         | 4.4%      | 2.8  |
| De 80 000 à moins de 115 000 euros par an | 33       | 1.1%      | 3.2  | 20       | 1.3%      | 3.2  | 13       | 0.9%      | 3.3  | 25         | 3.3%      | 3.1  |
| 115 000 euros et plus par an              | 14       | 0.5%      | 2.9  | 4        | 0.3%      | 1.4  | 10       | 0.6%      | 5.3  | 12         | 1.7%      | 2.9  |
| Refus                                     | 149      | 4.8%      | 5.1  | 53       | 3.4%      | 4.4  | 96       | 6.2%      | 5.5  | 29         | 3.9%      | 2.8  |
| Ne sait pas                               | 78       | 2.5%      | 4.2  | 30       | 1.9%      | 4.1  | 48       | 3.1%      | 4.2  | 24         | 3.2%      | 3.4  |