

Total PQN hors PQHi



LNM

	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
ENSEMBLE	7916	100.0%	15.3%	4960	100.0%	20.0%	2957	100.0%	11.0%	3152	100.0%	18.1%
Sexe												
Homme	4960	62.7%	20.0%	4960	100.0%	20.0%	0	0.0%	0.0%	2049	65.0%	23.3%
Femme	2957	37.3%	11.0%	0	0.0%	0.0%	2957	100.0%	11.0%	1103	35.0%	12.7%
Age												
15 à 24 ans	1247	15.8%	17.1%	772	15.6%	21.0%	475	16.1%	13.2%	589	18.7%	18.7%
25 à 34 ans	1178	14.9%	15.4%	796	16.1%	21.3%	382	12.9%	9.8%	570	18.1%	17.3%
35 à 49 ans	1778	22.5%	14.2%	1200	24.2%	19.5%	578	19.5%	9.1%	983	31.2%	16.1%
50 à 59 ans	1346	17.0%	14.4%	864	17.4%	18.5%	482	16.3%	10.3%	734	23.3%	18.8%
60 ans et plus	2368	29.9%	15.8%	1328	26.8%	20.3%	1040	35.2%	12.3%	276	8.7%	28.0%
Individu												
Ménagères	2410	30.4%	10.4%	0	0.0%	0.0%	2410	81.5%	10.4%	845	26.8%	12.0%
Personne de référence	4776	60.3%	17.1%	3991	80.5%	19.7%	785	26.5%	10.1%	1794	56.9%	21.9%
Responsable des achats	4974	62.8%	14.0%	2549	51.4%	20.0%	2424	82.0%	10.6%	1801	57.2%	16.5%
PCS Individu												
Agriculteurs	37	0.5%	7.1%	29	0.6%	7.8%	8	0.3%	5.2%	1	0.0%	7.8%
Petits patrons	322	4.1%	19.7%	255	5.1%	23.0%	67	2.3%	12.8%	295	9.4%	20.4%
Affaires et Cadres	1175	14.8%	23.0%	788	15.9%	26.8%	387	13.1%	17.8%	1099	34.9%	23.7%
Professions intermédiaires	1050	13.3%	15.2%	690	13.9%	20.1%	360	12.2%	10.4%	901	28.6%	16.1%
Employés	1093	13.8%	13.2%	530	10.7%	24.6%	563	19.0%	9.2%	208	6.6%	11.4%
Ouvriers	862	10.9%	13.4%	770	15.5%	15.3%	92	3.1%	6.7%	37	1.2%	9.0%
Retraités	1924	24.3%	15.3%	1152	23.2%	19.4%	772	26.1%	11.6%	50	1.6%	20.0%
Autres inactifs	1455	18.4%	14.1%	747	15.1%	19.7%	708	23.9%	10.9%	562	17.8%	17.2%
PCS Personne de référence												
Agriculteurs	65	0.8%	8.0%	41	0.8%	9.9%	24	0.8%	6.0%	0	0.0%	0.0%
Petits patrons	466	5.9%	17.7%	308	6.2%	23.7%	158	5.3%	11.8%	466	14.8%	17.7%
Affaires et Cadres	1536	19.4%	21.2%	967	19.5%	27.0%	569	19.2%	15.5%	1536	48.7%	21.2%
Professions intermédiaires	1150	14.5%	15.2%	773	15.6%	19.8%	376	12.7%	10.3%	1150	36.5%	15.2%
Employés	907	11.5%	16.8%	549	11.1%	23.6%	358	12.1%	11.6%	0	0.0%	0.0%
Ouvriers	1087	13.7%	11.4%	787	15.9%	15.5%	299	10.1%	6.7%	0	0.0%	0.0%
Retraités	2244	28.3%	15.5%	1267	25.6%	19.3%	977	33.0%	12.4%	0	0.0%	0.0%
Autres inactifs	461	5.8%	11.3%	266	5.4%	16.7%	195	6.6%	7.8%	0	0.0%	0.0%

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Taille du foyer												
1 personne	1323	16.7%	13.2%	762	15.4%	17.5%	561	19.0%	9.9%	335	10.6%	19.4%
2 personnes	2952	37.3%	16.5%	1791	36.1%	20.5%	1161	39.3%	12.6%	840	26.7%	19.2%
3 personnes	1434	18.1%	15.7%	902	18.2%	19.9%	531	18.0%	11.6%	714	22.7%	18.7%
4 personnes	1358	17.2%	14.6%	915	18.4%	20.1%	443	15.0%	9.3%	781	24.8%	16.0%
5 personnes et +	849	10.7%	15.8%	590	11.9%	22.5%	259	8.8%	9.4%	482	15.3%	18.4%
Présence d'enfants de moins de 15 ans												
Oui	2182	27.6%	14.1%	1448	29.2%	20.2%	735	24.9%	8.9%	1218	38.7%	15.8%
Non	5734	72.4%	15.8%	3512	70.8%	19.9%	2222	75.1%	11.9%	1934	61.3%	19.9%
Habitat												
Communes rurales	1136	14.3%	9.6%	766	15.4%	13.7%	370	12.5%	5.9%	401	12.7%	12.0%
Agglo. - 20 000 hab	975	12.3%	10.8%	655	13.2%	15.2%	320	10.8%	6.8%	337	10.7%	13.0%
Agglo. 20 000 à 100 000 hab	784	9.9%	11.3%	523	10.5%	15.6%	260	8.8%	7.2%	254	8.1%	14.1%
Agglo. + 100 000 hab	2202	27.8%	14.3%	1416	28.6%	18.9%	786	26.6%	9.9%	937	29.7%	16.4%
Agglo. Paris	2820	35.6%	33.0%	1600	32.2%	39.4%	1221	41.3%	27.3%	1223	38.8%	30.6%

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Régions INSEE												
Ile de France	3097	39.1%	32.5%	1768	35.6%	38.9%	1329	45.0%	26.6%	1312	41.6%	30.1%
Nord Pas de Calais	303	3.8%	9.4%	212	4.3%	13.8%	91	3.1%	5.4%	125	4.0%	13.2%
Lorraine	182	2.3%	9.5%	125	2.5%	13.4%	57	1.9%	5.7%	68	2.1%	12.1%
Alsace	124	1.6%	8.1%	84	1.7%	11.4%	40	1.3%	5.1%	52	1.7%	10.7%
Franche-Comté	80	1.0%	8.4%	50	1.0%	10.7%	31	1.0%	6.3%	32	1.0%	12.1%
Champagne Ardennes	112	1.4%	10.3%	77	1.6%	14.8%	35	1.2%	6.2%	35	1.1%	12.0%
Picardie	247	3.1%	16.1%	136	2.7%	18.3%	111	3.7%	14.0%	68	2.2%	15.8%
Bourgogne	142	1.8%	10.5%	94	1.9%	14.4%	49	1.6%	6.9%	46	1.4%	13.2%
Haute Normandie	187	2.4%	12.5%	130	2.6%	18.3%	57	1.9%	7.3%	84	2.7%	18.2%
Basse Normandie	130	1.6%	10.7%	90	1.8%	15.6%	39	1.3%	6.3%	58	1.9%	16.5%
Centre	259	3.3%	12.3%	163	3.3%	16.2%	95	3.2%	8.8%	83	2.6%	14.0%
Pays de Loire	295	3.7%	10.0%	219	4.4%	15.3%	76	2.6%	5.0%	129	4.1%	13.6%
Bretagne	239	3.0%	9.0%	177	3.6%	13.8%	63	2.1%	4.6%	86	2.7%	10.4%
Poitou Charentes	145	1.8%	9.8%	97	2.0%	13.6%	48	1.6%	6.3%	58	1.9%	14.1%
Aquitaine	323	4.1%	11.7%	229	4.6%	17.5%	93	3.2%	6.5%	112	3.6%	12.9%
Midi Pyrénées	310	3.9%	12.7%	206	4.2%	17.4%	105	3.5%	8.3%	140	4.4%	17.7%
Limousin	78	1.0%	12.6%	51	1.0%	17.4%	26	0.9%	8.2%	25	0.8%	16.7%
Auvergne	130	1.6%	11.5%	80	1.6%	14.7%	50	1.7%	8.5%	46	1.5%	15.8%
Rhône Alpes	661	8.3%	12.8%	420	8.5%	16.8%	241	8.1%	9.0%	268	8.5%	14.6%
Languedoc Roussillon	286	3.6%	12.6%	183	3.7%	17.1%	103	3.5%	8.6%	104	3.3%	14.1%
Provence Alpes Côte d'Azur. Corse	588	7.4%	13.5%	370	7.5%	18.0%	218	7.4%	9.5%	220	7.0%	14.9%
Habitudes de connexion à Internet												
Tous les jours	5955	75.2%	18.0%	3777	76.1%	22.8%	2178	73.7%	13.1%	2785	88.4%	19.2%
Presque tous les jours	773	9.8%	13.1%	495	10.0%	18.1%	278	9.4%	8.8%	252	8.0%	13.0%
1 à 2 fois par semaine	337	4.3%	13.2%	195	3.9%	16.7%	142	4.8%	10.2%	71	2.3%	11.3%
1 à 3 fois par mois	52	0.7%	10.1%	31	0.6%	15.2%	21	0.7%	6.7%	4	0.1%	7.3%
Moins souvent	77	1.0%	9.3%	35	0.7%	9.7%	42	1.4%	9.0%	7	0.2%	9.0%
Jamais	15	0.2%	11.5%	15	0.3%	16.8%	0	0.0%	0.0%	3	0.1%	35.3%

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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	211	2.7%	11.4%	134	2.7%	16.8%	78	2.6%	7.3%	16	0.5%	11.8%
De 9 000 à moins de 12 000 euros par an	207	2.6%	7.3%	131	2.6%	12.4%	76	2.6%	4.2%	34	1.1%	13.1%
De 12 000 à moins de 18 000 euros par an	608	7.7%	10.0%	347	7.0%	13.3%	261	8.8%	7.5%	105	3.3%	14.2%
De 18 000 à moins de 24 000 euros par an	795	10.0%	12.1%	486	9.8%	15.8%	309	10.5%	8.8%	188	6.0%	13.9%
De 24 000 à moins de 36 000 euros par an	1546	19.5%	14.0%	988	19.9%	18.6%	558	18.9%	9.8%	506	16.1%	15.1%
De 36 000 à moins de 45 000 euros par an	1152	14.6%	16.4%	749	15.1%	20.0%	403	13.6%	12.3%	502	15.9%	16.5%
De 45 000 à moins de 65 000 euros par an	1407	17.8%	20.5%	899	18.1%	24.8%	508	17.2%	15.6%	689	21.9%	18.1%
De 65 000 à moins de 80 000 euros par an	470	5.9%	24.0%	309	6.2%	27.4%	161	5.4%	19.3%	287	9.1%	22.1%
De 80 000 à moins de 115 000 euros par an	401	5.1%	32.0%	276	5.6%	37.2%	124	4.2%	24.4%	273	8.7%	29.8%
115 000 euros et plus par an	207	2.6%	34.5%	158	3.2%	42.7%	49	1.6%	21.2%	168	5.3%	33.0%
Refus	565	7.1%	16.9%	311	6.3%	22.3%	254	8.6%	13.0%	202	6.4%	18.8%
Ne sait pas	347	4.4%	15.2%	172	3.5%	18.1%	175	5.9%	13.2%	181	5.7%	19.3%