

Total PQN



LNM

	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
ENSEMBLE	8022	100.0%	15.5%	4934	100.0%	19.9%	3087	100.0%	11.5%	3125	100.0%	17.9%
Sexe												
Homme	4934	61.5%	19.9%	4934	100.0%	19.9%	0	0.0%	0.0%	2009	64.3%	22.8%
Femme	3087	38.5%	11.5%	0	0.0%	0.0%	3087	100.0%	11.5%	1116	35.7%	12.9%
Age												
15 à 24 ans	1337	16.7%	18.4%	817	16.6%	22.2%	520	16.8%	14.5%	606	19.4%	19.2%
25 à 34 ans	1158	14.4%	15.2%	773	15.7%	20.7%	385	12.5%	9.9%	541	17.3%	16.2%
35 à 49 ans	1763	22.0%	14.1%	1173	23.8%	19.0%	590	19.1%	9.3%	984	31.5%	15.9%
50 à 59 ans	1338	16.7%	14.5%	831	16.8%	18.1%	507	16.4%	11.0%	702	22.5%	18.5%
60 ans et plus	2426	30.2%	16.0%	1340	27.2%	20.2%	1085	35.1%	12.7%	293	9.4%	30.0%
Individu												
Ménagères	2513	31.3%	10.8%	0	0.0%	0.0%	2513	81.4%	10.8%	850	27.2%	12.1%
Personne de référence	4701	58.6%	16.8%	3939	79.8%	19.4%	762	24.7%	9.9%	1751	56.0%	21.3%
Responsable des achats	5031	62.7%	14.1%	2544	51.6%	19.6%	2486	80.5%	10.9%	1770	56.6%	16.2%
PCS Individu												
Agriculteurs	23	0.3%	4.3%	19	0.4%	5.2%	4	0.1%	2.3%	0	0.0%	0.0%
Petits patrons	276	3.4%	16.9%	227	4.6%	20.1%	49	1.6%	9.8%	262	8.4%	17.9%
Affaires et Cadres	1193	14.9%	23.4%	810	16.4%	27.2%	383	12.4%	18.0%	1107	35.4%	23.9%
Professions intermédiaires	1060	13.2%	15.4%	671	13.6%	20.2%	390	12.6%	10.9%	874	28.0%	15.8%
Employés	1066	13.3%	12.9%	507	10.3%	23.2%	559	18.1%	9.2%	210	6.7%	11.6%
Ouvriers	870	10.8%	13.5%	792	16.1%	15.6%	78	2.5%	5.8%	40	1.3%	9.4%
Retraités	1935	24.1%	15.4%	1151	23.3%	19.2%	784	25.4%	11.9%	40	1.3%	16.0%
Autres inactifs	1598	19.9%	15.5%	757	15.3%	20.3%	841	27.2%	12.8%	594	19.0%	17.9%
PCS Personne de référence												
Agriculteurs	52	0.6%	6.4%	33	0.7%	8.1%	19	0.6%	4.7%	0	0.0%	0.0%
Petits patrons	420	5.2%	15.9%	269	5.4%	20.4%	152	4.9%	11.5%	420	13.4%	15.9%
Affaires et Cadres	1537	19.2%	21.2%	977	19.8%	26.7%	560	18.1%	15.7%	1537	49.2%	21.2%
Professions intermédiaires	1168	14.6%	15.4%	764	15.5%	19.9%	404	13.1%	10.8%	1168	37.4%	15.4%
Employés	850	10.6%	15.7%	520	10.5%	22.4%	330	10.7%	10.7%	0	0.0%	0.0%
Ouvriers	1187	14.8%	12.5%	838	17.0%	16.4%	349	11.3%	7.9%	0	0.0%	0.0%
Retraités	2280	28.4%	15.8%	1259	25.5%	19.2%	1022	33.1%	13.0%	0	0.0%	0.0%
Autres inactifs	527	6.6%	12.8%	275	5.6%	17.7%	252	8.2%	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	1323	16.5%	13.2%	782	15.8%	17.4%	541	17.5%	9.8%	327	10.5%	18.9%
2 personnes	2951	36.8%	16.5%	1747	35.4%	20.1%	1204	39.0%	13.0%	807	25.8%	18.9%
3 personnes	1447	18.0%	15.9%	923	18.7%	20.5%	524	17.0%	11.3%	739	23.7%	18.7%
4 personnes	1446	18.0%	15.5%	932	18.9%	20.0%	514	16.6%	11.0%	815	26.1%	16.4%
5 personnes et +	854	10.6%	15.9%	550	11.1%	22.1%	304	9.9%	10.6%	437	14.0%	17.3%
Présence d'enfants de moins de 15 ans												
Oui	2255	28.1%	14.6%	1434	29.1%	20.1%	821	26.6%	9.9%	1255	40.1%	16.3%
Non	5766	71.9%	15.9%	3500	70.9%	19.8%	2266	73.4%	12.2%	1871	59.9%	19.2%
Habitat												
Communes rurales	1224	15.3%	10.3%	778	15.8%	13.8%	446	14.5%	7.2%	414	13.3%	12.6%
Agglo. - 20 000 hab	960	12.0%	10.7%	621	12.6%	14.9%	339	11.0%	7.0%	350	11.2%	13.3%
Agglo. 20 000 à 100 000 hab	797	9.9%	11.5%	526	10.7%	15.5%	271	8.8%	7.6%	239	7.6%	13.3%
Agglo. + 100 000 hab	2250	28.1%	14.6%	1476	29.9%	19.6%	774	25.1%	9.8%	919	29.4%	16.1%
Agglo. Paris	2791	34.8%	32.7%	1534	31.1%	37.6%	1257	40.7%	28.2%	1203	38.5%	29.8%

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	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
Régions INSEE												
Ile de France	3084	38.4%	32.3%	1704	34.5%	37.4%	1380	44.7%	27.6%	1299	41.6%	29.7%
Nord Pas de Calais	337	4.2%	10.5%	246	5.0%	16.1%	91	3.0%	5.4%	153	4.9%	15.5%
Lorraine	161	2.0%	8.4%	107	2.2%	11.5%	54	1.7%	5.4%	56	1.8%	10.2%
Alsace	136	1.7%	8.9%	87	1.8%	11.7%	49	1.6%	6.3%	56	1.8%	11.2%
Franche-Comté	85	1.1%	8.9%	54	1.1%	11.7%	30	1.0%	6.2%	35	1.1%	13.2%
Champagne Ardennes	126	1.6%	11.6%	81	1.6%	15.5%	44	1.4%	7.9%	39	1.2%	13.1%
Picardie	279	3.5%	18.2%	156	3.2%	21.0%	123	4.0%	15.5%	80	2.5%	18.8%
Bourgogne	183	2.3%	13.5%	127	2.6%	19.5%	56	1.8%	7.9%	57	1.8%	16.9%
Haute Normandie	179	2.2%	12.1%	120	2.4%	16.9%	59	1.9%	7.6%	65	2.1%	14.0%
Basse Normandie	136	1.7%	11.2%	92	1.9%	15.9%	44	1.4%	7.0%	45	1.4%	14.0%
Centre	247	3.1%	11.8%	165	3.3%	16.4%	82	2.7%	7.6%	80	2.6%	13.7%
Pays de Loire	272	3.4%	9.2%	174	3.5%	12.2%	98	3.2%	6.4%	122	3.9%	13.1%
Bretagne	247	3.1%	9.3%	159	3.2%	12.5%	88	2.8%	6.4%	90	2.9%	11.1%
Poitou Charentes	144	1.8%	9.7%	101	2.1%	14.3%	42	1.4%	5.5%	49	1.6%	12.3%
Aquitaine	327	4.1%	11.9%	202	4.1%	15.4%	125	4.1%	8.7%	114	3.7%	13.4%
Midi Pyrénées	332	4.1%	13.6%	221	4.5%	18.7%	111	3.6%	8.8%	130	4.1%	16.3%
Limousin	66	0.8%	10.8%	48	1.0%	16.3%	19	0.6%	5.7%	17	0.5%	10.4%
Auvergne	111	1.4%	9.8%	74	1.5%	13.7%	37	1.2%	6.3%	38	1.2%	12.2%
Rhône Alpes	645	8.0%	12.5%	423	8.6%	17.0%	223	7.2%	8.3%	250	8.0%	13.3%
Languedoc Roussillon	291	3.6%	12.9%	185	3.8%	17.2%	106	3.4%	8.9%	97	3.1%	13.7%
Provence Alpes Côte d'Azur. Corse	634	7.9%	14.6%	407	8.2%	19.8%	227	7.3%	9.9%	255	8.2%	17.1%
Habitudes de connexion à Internet												
Tous les jours	6078	75.8%	17.9%	3836	77.8%	22.7%	2241	72.6%	13.2%	2764	88.4%	18.9%
Presque tous les jours	800	10.0%	13.7%	456	9.2%	16.9%	344	11.2%	11.0%	272	8.7%	14.0%
1 à 2 fois par semaine	349	4.3%	14.0%	184	3.7%	17.0%	165	5.3%	11.7%	51	1.6%	9.5%
1 à 3 fois par mois	52	0.6%	10.3%	29	0.6%	14.4%	22	0.7%	7.5%	4	0.1%	6.6%
Moins souvent	51	0.6%	7.1%	29	0.6%	8.6%	22	0.7%	5.7%	6	0.2%	10.0%
Jamais	14	0.2%	15.5%	10	0.2%	15.4%	4	0.1%	15.7%	3	0.1%	49.4%

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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	224	2.8%	11.8%	128	2.6%	16.2%	96	3.1%	8.6%	29	0.9%	15.8%
De 9 000 à moins de 12 000 euros par an	263	3.3%	8.9%	151	3.1%	13.8%	111	3.6%	6.0%	28	0.9%	11.6%
De 12 000 à moins de 18 000 euros par an	625	7.8%	10.6%	376	7.6%	14.3%	250	8.1%	7.7%	100	3.2%	14.5%
De 18 000 à moins de 24 000 euros par an	767	9.6%	11.7%	472	9.6%	15.5%	295	9.6%	8.3%	207	6.6%	15.0%
De 24 000 à moins de 36 000 euros par an	1531	19.1%	14.0%	935	18.9%	18.0%	596	19.3%	10.3%	488	15.6%	14.7%
De 36 000 à moins de 45 000 euros par an	1219	15.2%	17.4%	772	15.6%	21.0%	447	14.5%	13.3%	518	16.6%	17.5%
De 45 000 à moins de 65 000 euros par an	1467	18.3%	20.4%	953	19.3%	24.4%	514	16.6%	15.6%	725	23.2%	18.0%
De 65 000 à moins de 80 000 euros par an	475	5.9%	24.3%	304	6.2%	27.8%	171	5.5%	19.8%	289	9.2%	22.2%
De 80 000 à moins de 115 000 euros par an	381	4.8%	30.8%	257	5.2%	35.2%	124	4.0%	24.6%	259	8.3%	27.8%
115 000 euros et plus par an	220	2.7%	37.3%	147	3.0%	41.3%	73	2.4%	31.3%	165	5.3%	34.7%
Refus	488	6.1%	15.8%	270	5.5%	20.8%	218	7.1%	12.2%	160	5.1%	15.7%
Ne sait pas	360	4.5%	15.4%	168	3.4%	17.2%	192	6.2%	14.1%	156	5.0%	16.9%