

LNM

	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
ENSEMBLE	557	100.0%	1.1%	267	100.0%	1.1%	290	100.0%	1.1%	125	100.0%	0.7%
Sexe												
Homme	267	48.0%	1.1%	267	100.0%	1.1%	0	0.0%	0.0%	68	54.6%	0.8%
Femme	290	52.0%	1.1%	0	0.0%	0.0%	290	100.0%	1.1%	57	45.4%	0.7%
Age												
15 à 24 ans	49	8.8%	0.7%	31	11.7%	0.8%	18	6.2%	0.5%	15	11.9%	0.5%
25 à 34 ans	64	11.4%	0.8%	32	11.9%	0.8%	32	11.0%	0.8%	20	15.9%	0.6%
35 à 49 ans	131	23.4%	1.0%	68	25.6%	1.1%	62	21.5%	1.0%	50	40.0%	0.8%
50 à 59 ans	92	16.5%	1.0%	42	15.7%	0.9%	50	17.2%	1.1%	34	27.1%	0.9%
60 ans et plus	222	39.8%	1.5%	94	35.2%	1.5%	128	44.2%	1.5%	6	5.1%	0.9%
Individu												
Ménagères	269	48.3%	1.2%	0	0.0%	0.0%	269	92.8%	1.2%	52	41.8%	0.8%
Personne de référence	307	55.1%	1.1%	226	84.4%	1.1%	81	28.1%	1.0%	66	52.4%	0.8%
Responsable des achats	374	67.2%	1.1%	115	43.2%	0.9%	259	89.3%	1.1%	81	64.4%	0.7%
PCS Individu												
Agriculteurs	17	3.1%	3.2%	16	5.9%	4.3%	1	0.5%	0.8%	4	2.9%	16.1%
Petits patrons	16	2.9%	1.0%	14	5.2%	1.2%	3	0.9%	0.5%	16	12.6%	1.1%
Affaires et Cadres	24	4.3%	0.5%	14	5.4%	0.5%	9	3.3%	0.5%	22	17.2%	0.5%
Professions intermédiaires	62	11.1%	0.9%	34	12.8%	1.0%	27	9.5%	0.8%	48	38.0%	0.8%
Employés	87	15.7%	1.1%	24	8.9%	1.2%	64	21.9%	1.0%	13	10.6%	0.7%
Ouvriers	70	12.5%	1.1%	53	19.8%	1.1%	17	5.8%	1.1%	4	3.0%	0.8%
Retraités	199	35.7%	1.6%	90	33.5%	1.5%	109	37.6%	1.7%	1	1.1%	0.6%
Autres inactifs	83	14.8%	0.8%	23	8.5%	0.6%	60	20.6%	0.9%	18	14.6%	0.6%
PCS Personne de référence												
Agriculteurs	21	3.7%	2.6%	13	5.0%	3.2%	7	2.5%	1.9%	0	0.0%	0.0%
Petits patrons	30	5.4%	1.2%	16	5.9%	1.2%	15	5.1%	1.1%	30	24.2%	1.2%
Affaires et Cadres	32	5.7%	0.4%	17	6.3%	0.5%	15	5.2%	0.4%	32	25.5%	0.4%
Professions intermédiaires	63	11.3%	0.8%	36	13.5%	0.9%	27	9.3%	0.8%	63	50.3%	0.8%
Employés	52	9.3%	1.0%	23	8.6%	1.1%	29	9.9%	0.9%	0	0.0%	0.0%
Ouvriers	107	19.2%	1.1%	56	20.9%	1.1%	51	17.5%	1.1%	0	0.0%	0.0%
Retraités	225	40.4%	1.5%	97	36.3%	1.5%	128	44.1%	1.6%	0	0.0%	0.0%
Autres inactifs	28	5.0%	0.7%	9	3.5%	0.6%	19	6.4%	0.8%	0	0.0%	0.0%

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Taille du foyer												
1 personne	96	17.2%	1.0%	38	14.3%	0.9%	58	20.0%	1.1%	12	9.3%	0.6%
2 personnes	234	42.1%	1.3%	111	41.5%	1.3%	123	42.5%	1.3%	38	30.1%	0.9%
3 personnes	93	16.7%	1.0%	42	15.5%	0.9%	52	17.8%	1.1%	28	22.4%	0.7%
4 personnes	89	15.9%	1.0%	51	19.1%	1.1%	38	13.0%	0.8%	37	29.3%	0.8%
5 personnes et +	45	8.1%	0.8%	26	9.6%	1.0%	19	6.7%	0.7%	11	8.9%	0.4%
Présence d'enfants de moins de 15 ans												
Oui	151	27.2%	1.0%	82	30.7%	1.1%	69	23.9%	0.8%	54	43.4%	0.7%
Non	406	72.8%	1.1%	185	69.3%	1.1%	221	76.1%	1.2%	71	56.6%	0.7%
Habitat												
Communes rurales	211	37.8%	1.8%	103	38.4%	1.9%	108	37.3%	1.8%	49	39.2%	1.5%
Agglo. - 20 000 hab	104	18.6%	1.2%	52	19.4%	1.2%	52	17.8%	1.1%	22	17.7%	0.8%
Agglo. 20 000 à 100 000 hab	112	20.1%	1.6%	56	21.1%	1.6%	56	19.2%	1.6%	22	17.3%	1.1%
Agglo. + 100 000 hab	130	23.3%	0.8%	55	20.7%	0.8%	74	25.6%	0.9%	31	24.9%	0.6%
Agglo. Paris	1	0.2%	-	1	0.4%	-	0	0.1%	-	1	0.9%	-

Groupe Champagne Ardennes



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	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
Régions INSEE												
Ile de France	4	0.7%	-	4	1.4%	0.1%	0	0.1%	-	1	0.9%	-
Nord Pas de Calais	0	-	-	0	0.0%	0.0%	0	0.1%	-	0	0.0%	0.0%
Lorraine	3	0.5%	0.1%	1	0.4%	0.1%	1	0.5%	0.1%	1	0.8%	0.2%
Alsace	0	0.1%	-	0	0.1%	-	0	0.0%	0.0%	0	0.2%	0.1%
Franche-Comté	0	0.0%	0.0%	0	0.0%	0.0%	0	0.0%	0.0%	0	0.0%	0.0%
Champagne Ardennes	450	80.7%	41.6%	215	80.6%	41.3%	234	80.8%	41.9%	99	79.0%	32.7%
Picardie	99	17.8%	6.5%	47	17.5%	6.3%	52	18.0%	6.6%	23	18.1%	5.2%
Bourgogne	1	0.2%	0.1%	0	-	-	1	0.4%	0.2%	1	0.9%	0.3%
Haute Normandie	0	0.0%	0.0%	0	0.0%	0.0%	0	0.0%	0.0%	0	0.0%	0.0%
Basse Normandie	0	0.0%	0.0%	0	0.0%	0.0%	0	0.0%	0.0%	0	0.0%	0.0%
Centre	0	0.0%	0.0%	0	0.0%	0.0%	0	0.0%	0.0%	0	0.0%	0.0%
Pays de Loire	0	0.0%	0.0%	0	0.0%	0.0%	0	0.0%	0.0%	0	0.0%	0.0%
Bretagne	0	-	-	0	0.0%	0.0%	0	0.1%	-	0	0.0%	0.0%
Poitou Charentes	0	0.0%	0.0%	0	0.0%	0.0%	0	0.0%	0.0%	0	0.0%	0.0%
Aquitaine	0	0.0%	0.0%	0	0.0%	0.0%	0	0.0%	0.0%	0	0.0%	0.0%
Midi Pyrénées	0	0.0%	0.0%	0	0.0%	0.0%	0	0.0%	0.0%	0	0.0%	0.0%
Limousin	0	0.0%	0.0%	0	0.0%	0.0%	0	0.0%	0.0%	0	0.0%	0.0%
Auvergne	0	0.0%	0.0%	0	0.0%	0.0%	0	0.0%	0.0%	0	0.0%	0.0%
Rhône Alpes	0	-	-	0	0.0%	0.0%	0	0.1%	-	0	0.1%	-
Languedoc Roussillon	0	0.0%	0.0%	0	0.0%	0.0%	0	0.0%	0.0%	0	0.0%	0.0%
Provence Alpes Côte d'Azur. Corse	0	0.0%	0.0%	0	0.0%	0.0%	0	0.0%	0.0%	0	0.0%	0.0%
Habitudes de connexion à Internet												
Tous les jours	276	49.5%	1.0%	154	57.6%	1.1%	122	42.0%	0.9%	95	75.9%	0.7%
Presque tous les jours	67	12.0%	1.0%	28	10.4%	0.9%	39	13.4%	1.2%	19	15.3%	0.8%
1 à 2 fois par semaine	39	7.1%	1.2%	16	6.0%	1.2%	23	8.0%	1.3%	7	5.6%	0.8%
1 à 3 fois par mois	11	2.0%	1.2%	5	1.7%	1.2%	6	2.1%	1.3%	2	1.5%	1.2%
Moins souvent	8	1.4%	0.6%	3	1.1%	0.5%	5	1.8%	0.7%	1	0.4%	0.4%
Jamais	1	0.2%	0.7%	0	0.0%	0.0%	1	0.3%	1.3%	1	0.7%	5.7%

	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
Revenus du foyer												
Moins de 9 000 euros par an	20	3.7%	1.0%	6	2.1%	0.7%	15	5.1%	1.2%	3	2.0%	1.4%
De 9 000 à moins de 12 000 euros par an	37	6.6%	1.1%	7	2.7%	0.6%	30	10.2%	1.4%	3	2.3%	1.0%
De 12 000 à moins de 18 000 euros par an	74	13.3%	1.2%	35	13.0%	1.3%	39	13.5%	1.1%	5	3.7%	0.6%
De 18 000 à moins de 24 000 euros par an	89	16.0%	1.2%	43	16.1%	1.3%	46	16.0%	1.2%	16	12.5%	1.0%
De 24 000 à moins de 36 000 euros par an	144	25.9%	1.2%	65	24.3%	1.2%	79	27.3%	1.3%	21	16.9%	0.6%
De 36 000 à moins de 45 000 euros par an	73	13.2%	1.1%	46	17.0%	1.3%	28	9.6%	0.9%	23	18.4%	0.7%
De 45 000 à moins de 65 000 euros par an	49	8.8%	0.8%	32	12.1%	0.9%	16	5.7%	0.6%	22	18.0%	0.6%
De 65 000 à moins de 80 000 euros par an	9	1.7%	0.6%	6	2.4%	0.7%	3	1.0%	0.4%	5	4.4%	0.5%
De 80 000 à moins de 115 000 euros par an	8	1.4%	0.8%	5	1.7%	0.8%	3	1.1%	0.8%	5	4.1%	0.7%
115 000 euros et plus par an	3	0.5%	0.7%	1	0.5%	0.5%	2	0.6%	0.9%	3	2.4%	0.8%
Refus	40	7.1%	1.3%	19	7.1%	1.5%	21	7.1%	1.1%	14	11.1%	1.2%
Ne sait pas	10	1.9%	0.7%	2	0.8%	0.4%	8	2.8%	0.9%	5	4.3%	0.9%