

Quotidiens Associés



LNM

	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
ENSEMBLE	7326	100.0%	14.3%	3622	100.0%	14.8%	3705	100.0%	13.9%	1777	100.0%	10.3%
Sexe												
Homme	3622	49.4%	14.8%	3622	100.0%	14.8%	0	0.0%	0.0%	965	54.3%	10.8%
Femme	3705	50.6%	13.9%	0	0.0%	0.0%	3705	100.0%	13.9%	812	45.7%	9.8%
Age												
15 à 24 ans	631	8.6%	8.6%	360	9.9%	9.7%	271	7.3%	7.4%	231	13.0%	7.4%
25 à 34 ans	720	9.8%	9.4%	385	10.6%	10.3%	334	9.0%	8.6%	245	13.8%	7.2%
35 à 49 ans	1577	21.5%	12.5%	820	22.7%	13.2%	756	20.4%	11.9%	683	38.4%	10.9%
50 à 59 ans	1452	19.8%	16.2%	731	20.2%	16.2%	721	19.5%	16.1%	536	30.2%	14.5%
60 ans et plus	2946	40.2%	20.1%	1325	36.6%	20.9%	1622	43.8%	19.5%	82	4.6%	11.4%
Individu												
Ménagères	3405	46.5%	14.6%	0	0.0%	0.0%	3405	91.9%	14.6%	707	39.8%	10.3%
Personne de référence	4131	56.4%	14.7%	3099	85.6%	15.3%	1032	27.9%	13.1%	935	52.6%	10.9%
Responsable des achats	5129	70.0%	14.4%	1782	49.2%	14.1%	3347	90.4%	14.6%	1137	64.0%	10.4%
PCS Individu												
Agriculteurs	94	1.3%	17.5%	71	2.0%	19.4%	23	0.6%	13.5%	4	0.2%	18.7%
Petits patrons	223	3.0%	13.7%	163	4.5%	14.6%	59	1.6%	11.8%	206	11.6%	14.1%
Affaires et Cadres	450	6.1%	9.0%	285	7.9%	9.3%	165	4.4%	8.6%	388	21.8%	8.6%
Professions intermédiaires	768	10.5%	11.3%	425	11.7%	12.2%	343	9.3%	10.5%	617	34.7%	11.0%
Employés	1160	15.8%	14.0%	342	9.4%	17.0%	817	22.1%	13.1%	224	12.6%	12.6%
Ouvriers	899	12.3%	14.1%	714	19.7%	14.5%	185	5.0%	12.6%	54	3.0%	12.2%
Retraités	2599	35.5%	20.6%	1290	35.6%	21.4%	1309	35.3%	19.9%	36	2.0%	14.9%
Autres inactifs	1135	15.5%	11.2%	332	9.2%	9.3%	803	21.7%	12.3%	248	14.0%	7.9%
PCS Personne de référence												
Agriculteurs	125	1.7%	15.4%	69	1.9%	16.5%	56	1.5%	14.2%	0	0.0%	0.0%
Petits patrons	364	5.0%	13.9%	180	5.0%	13.9%	184	5.0%	13.9%	364	20.5%	13.9%
Affaires et Cadres	582	7.9%	8.2%	319	8.8%	8.7%	263	7.1%	7.6%	582	32.7%	8.2%
Professions intermédiaires	831	11.3%	11.1%	466	12.9%	11.7%	365	9.9%	10.3%	831	46.8%	11.1%
Employés	679	9.3%	12.7%	340	9.4%	15.6%	339	9.1%	10.7%	0	0.0%	0.0%
Ouvriers	1209	16.5%	13.0%	662	18.3%	13.6%	547	14.8%	12.3%	0	0.0%	0.0%
Retraités	3033	41.4%	20.7%	1399	38.6%	21.0%	1634	44.1%	20.5%	0	0.0%	0.0%
Autres inactifs	503	6.9%	12.8%	187	5.2%	12.5%	317	8.5%	13.0%	0	0.0%	0.0%

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Taille du foyer												
1 personne	1328	18.1%	13.8%	592	16.3%	14.3%	736	19.9%	13.4%	168	9.5%	9.0%
2 personnes	3087	42.1%	17.2%	1514	41.8%	17.2%	1573	42.5%	17.1%	465	26.1%	11.3%
3 personnes	1255	17.1%	13.7%	663	18.3%	14.5%	592	16.0%	12.9%	422	23.7%	10.9%
4 personnes	1114	15.2%	12.1%	571	15.8%	12.6%	543	14.6%	11.7%	506	28.5%	10.5%
5 personnes et +	542	7.4%	10.2%	281	7.8%	11.3%	261	7.0%	9.3%	216	12.2%	8.4%
Présence d'enfants de moins de 15 ans												
Oui	1762	24.0%	11.3%	887	24.5%	12.1%	875	23.6%	10.5%	748	42.1%	9.6%
Non	5565	76.0%	15.6%	2735	75.5%	15.9%	2830	76.4%	15.4%	1029	57.9%	10.9%
Habitat												
Communes rurales	1812	24.7%	15.6%	894	24.7%	16.2%	918	24.8%	15.1%	421	23.7%	12.7%
Agglo. - 20 000 hab	1478	20.2%	16.6%	703	19.4%	16.8%	775	20.9%	16.5%	397	22.4%	15.1%
Agglo. 20 000 à 100 000 hab	1302	17.8%	18.7%	679	18.7%	19.6%	623	16.8%	17.8%	276	15.6%	13.4%
Agglo. + 100 000 hab	2699	36.8%	17.6%	1326	36.6%	18.1%	1373	37.1%	17.1%	668	37.6%	12.6%
Agglo. Paris	36	0.5%	0.4%	20	0.5%	0.5%	16	0.4%	0.4%	14	0.8%	0.4%

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	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
Régions INSEE												
Ile de France	44	0.6%	0.5%	24	0.7%	0.5%	20	0.5%	0.4%	18	1.0%	0.4%
Nord Pas de Calais	2	-	0.1%	1	-	0.1%	1	-	-	1	0.1%	0.1%
Lorraine	886	12.1%	45.9%	435	12.0%	46.6%	451	12.2%	45.3%	187	10.5%	35.2%
Alsace	750	10.2%	49.6%	377	10.4%	51.6%	373	10.1%	47.7%	172	9.7%	33.9%
Franche-Comté	434	5.9%	45.6%	213	5.9%	45.9%	221	6.0%	45.2%	92	5.2%	34.6%
Champagne Ardennes	537	7.3%	49.7%	255	7.0%	48.9%	282	7.6%	50.4%	114	6.4%	37.8%
Picardie	100	1.4%	6.6%	48	1.3%	6.4%	53	1.4%	6.7%	24	1.3%	5.4%
Bourgogne	394	5.4%	29.1%	196	5.4%	30.1%	198	5.3%	28.1%	93	5.2%	24.1%
Haute Normandie	356	4.9%	24.1%	164	4.5%	23.2%	192	5.2%	24.9%	68	3.8%	15.4%
Basse Normandie	3	-	0.3%	1	-	0.3%	2	0.1%	0.3%	2	0.1%	0.6%
Centre	3	-	0.1%	2	0.1%	0.2%	1	-	0.1%	2	0.1%	0.3%
Pays de Loire	3	-	0.1%	2	0.1%	0.2%	0	-	-	1	0.1%	0.2%
Bretagne	666	9.1%	25.3%	338	9.3%	26.8%	328	8.9%	24.0%	182	10.2%	23.5%
Poitou Charentes	1	-	0.1%	1	-	0.1%	1	-	0.1%	0	0.0%	0.0%
Aquitaine	6	0.1%	0.2%	4	0.1%	0.3%	2	0.1%	0.2%	3	0.2%	0.4%
Midi Pyrénées	3	-	0.1%	1	-	0.1%	1	-	0.1%	1	-	0.1%
Limousin	1	-	0.2%	0	-	-	1	-	0.3%	0	-	0.1%
Auvergne	52	0.7%	4.6%	28	0.8%	5.3%	23	0.6%	4.0%	13	0.7%	4.4%
Rhône Alpes	1610	22.0%	31.7%	779	21.5%	31.8%	831	22.4%	31.5%	428	24.1%	22.6%
Languedoc Roussillon	22	0.3%	1.0%	10	0.3%	1.0%	12	0.3%	1.0%	10	0.6%	1.5%
Provence Alpes Côte d'Azur. Corse	1454	19.8%	33.7%	742	20.5%	36.4%	712	19.2%	31.3%	366	20.6%	26.1%
Habitudes de connexion à Internet												
Tous les jours	3527	48.1%	12.3%	1868	51.6%	12.9%	1660	44.8%	11.7%	1302	73.3%	9.8%
Presque tous les jours	869	11.9%	13.6%	446	12.3%	14.7%	423	11.4%	12.6%	268	15.1%	11.6%
1 à 2 fois par semaine	526	7.2%	16.5%	215	5.9%	15.6%	311	8.4%	17.2%	115	6.5%	12.5%
1 à 3 fois par mois	126	1.7%	14.3%	60	1.7%	15.3%	66	1.8%	13.6%	22	1.2%	13.5%
Moins souvent	191	2.6%	15.5%	92	2.5%	17.3%	99	2.7%	14.2%	10	0.6%	8.1%
Jamais	13	0.2%	10.2%	8	0.2%	12.4%	6	0.2%	8.2%	1	0.1%	9.6%

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CUMUL 2012/2013

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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	199	2.7%	9.7%	81	2.2%	9.9%	118	3.2%	9.6%	27	1.5%	14.9%
De 9 000 à moins de 12 000 euros par an	479	6.5%	14.4%	170	4.7%	14.5%	309	8.3%	14.4%	37	2.1%	13.4%
De 12 000 à moins de 18 000 euros par an	999	13.6%	15.6%	452	12.5%	16.9%	547	14.8%	14.7%	76	4.3%	10.4%
De 18 000 à moins de 24 000 euros par an	1084	14.8%	15.0%	544	15.0%	16.0%	540	14.6%	14.2%	146	8.2%	9.7%
De 24 000 à moins de 36 000 euros par an	1725	23.5%	14.9%	835	23.1%	14.9%	890	24.0%	15.0%	405	22.8%	10.9%
De 36 000 à moins de 45 000 euros par an	1018	13.9%	15.2%	553	15.3%	15.3%	465	12.6%	15.1%	319	18.0%	10.4%
De 45 000 à moins de 65 000 euros par an	835	11.4%	13.3%	478	13.2%	13.5%	357	9.6%	13.0%	371	20.9%	10.1%
De 65 000 à moins de 80 000 euros par an	207	2.8%	12.6%	134	3.7%	13.9%	74	2.0%	10.9%	122	6.8%	10.4%
De 80 000 à moins de 115 000 euros par an	87	1.2%	9.1%	62	1.7%	11.1%	25	0.7%	6.3%	64	3.6%	8.4%
115 000 euros et plus par an	50	0.7%	11.0%	38	1.1%	13.9%	11	0.3%	6.5%	39	2.2%	9.8%
Refus	455	6.2%	14.5%	203	5.6%	15.7%	252	6.8%	13.7%	133	7.5%	11.5%
Ne sait pas	187	2.6%	11.9%	71	2.0%	11.2%	116	3.1%	12.4%	39	2.2%	6.7%