

Total PQN hors PQHI



LNM

| | Ensemble | | | Hommes | | | Femmes | | | FoyersCSP+ | | |
|-----------------------------------|----------|-----------|-------------|----------|-----------|-------------|----------|-----------|-------------|------------|-----------|-------------|
| | Milliers | Structure | Pénétration | Milliers | Structure | Pénétration | Milliers | Structure | Pénétration | Milliers | Structure | Pénétration |
| ENSEMBLE | 7525 | 100.0% | 14.7% | 4721 | 100.0% | 19.2% | 2804 | 100.0% | 10.5% | 2901 | 100.0% | 16.8% |
| Sexe | | | | | | | | | | | | |
| Homme | 4721 | 62.7% | 19.2% | 4721 | 100.0% | 19.2% | 0 | 0.0% | 0.0% | 1916 | 66.0% | 21.5% |
| Femme | 2804 | 37.3% | 10.5% | 0 | 0.0% | 0.0% | 2804 | 100.0% | 10.5% | 985 | 34.0% | 11.9% |
| Age | | | | | | | | | | | | |
| 15 à 24 ans | 1210 | 16.1% | 16.4% | 817 | 17.3% | 22.0% | 393 | 14.0% | 10.7% | 569 | 19.6% | 18.1% |
| 25 à 34 ans | 1049 | 13.9% | 13.7% | 705 | 14.9% | 18.8% | 344 | 12.3% | 8.8% | 493 | 17.0% | 14.5% |
| 35 à 49 ans | 1689 | 22.5% | 13.4% | 1140 | 24.1% | 18.3% | 550 | 19.6% | 8.6% | 953 | 32.8% | 15.2% |
| 50 à 59 ans | 1310 | 17.4% | 14.6% | 823 | 17.4% | 18.3% | 487 | 17.4% | 10.9% | 687 | 23.7% | 18.6% |
| 60 ans et plus | 2268 | 30.1% | 15.5% | 1237 | 26.2% | 19.5% | 1031 | 36.8% | 12.4% | 199 | 6.9% | 27.7% |
| Individu | | | | | | | | | | | | |
| Ménagères | 2410 | 32.0% | 10.3% | 0 | 0.0% | 0.0% | 2410 | 86.0% | 10.3% | 790 | 27.2% | 11.5% |
| Personne de référence | 4555 | 60.5% | 16.2% | 3754 | 79.5% | 18.6% | 801 | 28.6% | 10.2% | 1665 | 57.4% | 19.4% |
| Responsable des achats | 4850 | 64.4% | 13.6% | 2470 | 52.3% | 19.5% | 2380 | 84.9% | 10.4% | 1718 | 59.2% | 15.7% |
| PCS Individu | | | | | | | | | | | | |
| Agriculteurs | 36 | 0.5% | 6.8% | 34 | 0.7% | 9.2% | 3 | 0.1% | 1.6% | 3 | 0.1% | 11.2% |
| Petits patrons | 271 | 3.6% | 16.7% | 203 | 4.3% | 18.1% | 68 | 2.4% | 13.6% | 243 | 8.4% | 16.7% |
| Affaires et Cadres | 1080 | 14.3% | 21.7% | 774 | 16.4% | 25.3% | 305 | 10.9% | 15.9% | 1001 | 34.5% | 22.1% |
| Professions intermédiaires | 946 | 12.6% | 14.0% | 639 | 13.5% | 18.3% | 307 | 11.0% | 9.4% | 822 | 28.3% | 14.6% |
| Employés | 993 | 13.2% | 12.0% | 445 | 9.4% | 22.2% | 549 | 19.6% | 8.8% | 180 | 6.2% | 10.1% |
| Ouvriers | 822 | 10.9% | 12.9% | 732 | 15.5% | 14.9% | 91 | 3.2% | 6.2% | 56 | 1.9% | 12.6% |
| Retraités | 1963 | 26.1% | 15.6% | 1142 | 24.2% | 18.9% | 821 | 29.3% | 12.5% | 55 | 1.9% | 22.5% |
| Autres inactifs | 1413 | 18.8% | 14.0% | 753 | 16.0% | 21.1% | 660 | 23.5% | 10.1% | 543 | 18.7% | 17.3% |
| PCS Personne de référence | | | | | | | | | | | | |
| Agriculteurs | 66 | 0.9% | 8.2% | 49 | 1.0% | 11.7% | 17 | 0.6% | 4.4% | 0 | 0.0% | 0.0% |
| Petits patrons | 371 | 4.9% | 14.2% | 236 | 5.0% | 18.3% | 135 | 4.8% | 10.2% | 371 | 12.8% | 14.2% |
| Affaires et Cadres | 1422 | 18.9% | 20.0% | 922 | 19.5% | 25.2% | 500 | 17.8% | 14.5% | 1422 | 49.0% | 20.0% |
| Professions intermédiaires | 1108 | 14.7% | 14.7% | 758 | 16.1% | 19.1% | 350 | 12.5% | 9.9% | 1108 | 38.2% | 14.7% |
| Employés | 750 | 10.0% | 14.0% | 452 | 9.6% | 20.8% | 298 | 10.6% | 9.4% | 0 | 0.0% | 0.0% |
| Ouvriers | 1084 | 14.4% | 11.7% | 775 | 16.4% | 15.9% | 310 | 11.0% | 7.0% | 0 | 0.0% | 0.0% |
| Retraités | 2246 | 29.8% | 15.3% | 1266 | 26.8% | 19.0% | 980 | 34.9% | 12.3% | 0 | 0.0% | 0.0% |
| Autres inactifs | 477 | 6.3% | 12.1% | 263 | 5.6% | 17.6% | 214 | 7.6% | 8.8% | 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 | 1287 | 17.1% | 13.4% | 719 | 15.2% | 17.4% | 568 | 20.2% | 10.4% | 327 | 11.3% | 17.6% |
| 2 personnes | 2767 | 36.8% | 15.4% | 1702 | 36.0% | 19.3% | 1065 | 38.0% | 11.6% | 754 | 26.0% | 18.4% |
| 3 personnes | 1388 | 18.4% | 15.1% | 916 | 19.4% | 20.0% | 472 | 16.8% | 10.3% | 634 | 21.9% | 16.3% |
| 4 personnes | 1299 | 17.3% | 14.2% | 877 | 18.6% | 19.4% | 421 | 15.0% | 9.1% | 753 | 25.9% | 15.6% |
| 5 personnes et + | 784 | 10.4% | 14.8% | 506 | 10.7% | 20.4% | 278 | 9.9% | 9.9% | 433 | 14.9% | 16.9% |
| Présence d'enfants de moins de 15 ans | | | | | | | | | | | | |
| Oui | 2080 | 27.6% | 13.3% | 1368 | 29.0% | 18.7% | 712 | 25.4% | 8.5% | 1160 | 40.0% | 14.9% |
| Non | 5445 | 72.4% | 15.3% | 3354 | 71.0% | 19.5% | 2092 | 74.6% | 11.4% | 1742 | 60.0% | 18.4% |
| Habitat | | | | | | | | | | | | |
| Communes rurales | 1029 | 13.7% | 8.9% | 665 | 14.1% | 12.1% | 364 | 13.0% | 6.0% | 331 | 11.4% | 10.0% |
| Agglo. - 20 000 hab | 981 | 13.0% | 11.0% | 652 | 13.8% | 15.5% | 329 | 11.7% | 7.0% | 330 | 11.4% | 12.5% |
| Agglo. 20 000 à 100 000 hab | 918 | 12.2% | 13.2% | 642 | 13.6% | 18.5% | 275 | 9.8% | 7.9% | 334 | 11.5% | 16.2% |
| Agglo. + 100 000 hab | 1946 | 25.9% | 12.7% | 1280 | 27.1% | 17.4% | 666 | 23.8% | 8.3% | 748 | 25.8% | 14.1% |
| Agglo. Paris | 2652 | 35.2% | 31.4% | 1482 | 31.4% | 36.8% | 1170 | 41.7% | 26.4% | 1158 | 39.9% | 29.6% |

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| | Milliers | Structure | Pénétration | Milliers | Structure | Pénétration | Milliers | Structure | Pénétration | Milliers | Structure | Pénétration |
| Régions INSEE | | | | | | | | | | | | |
| Ile de France | 2931 | 38.9% | 30.9% | 1662 | 35.2% | 36.8% | 1269 | 45.2% | 25.6% | 1285 | 44.3% | 29.2% |
| Nord Pas de Calais | 299 | 4.0% | 9.3% | 203 | 4.3% | 13.4% | 95 | 3.4% | 5.7% | 115 | 4.0% | 12.5% |
| Lorraine | 177 | 2.4% | 9.2% | 122 | 2.6% | 13.1% | 55 | 2.0% | 5.5% | 55 | 1.9% | 10.4% |
| Alsace | 125 | 1.7% | 8.2% | 85 | 1.8% | 11.7% | 39 | 1.4% | 5.0% | 48 | 1.7% | 9.5% |
| Franche-Comté | 82 | 1.1% | 8.6% | 60 | 1.3% | 13.0% | 22 | 0.8% | 4.5% | 25 | 0.9% | 9.4% |
| Champagne Ardennes | 106 | 1.4% | 9.9% | 72 | 1.5% | 13.7% | 35 | 1.2% | 6.2% | 32 | 1.1% | 10.7% |
| Picardie | 264 | 3.5% | 17.2% | 148 | 3.1% | 20.0% | 115 | 4.1% | 14.6% | 75 | 2.6% | 17.4% |
| Bourgogne | 144 | 1.9% | 10.6% | 98 | 2.1% | 15.1% | 46 | 1.6% | 6.5% | 48 | 1.7% | 12.5% |
| Haute Normandie | 180 | 2.4% | 12.2% | 116 | 2.5% | 16.4% | 64 | 2.3% | 8.3% | 69 | 2.4% | 15.6% |
| Basse Normandie | 103 | 1.4% | 8.6% | 68 | 1.4% | 11.8% | 35 | 1.3% | 5.6% | 32 | 1.1% | 10.0% |
| Centre | 254 | 3.4% | 12.2% | 167 | 3.5% | 16.7% | 87 | 3.1% | 8.0% | 73 | 2.5% | 11.8% |
| Pays de Loire | 297 | 3.9% | 10.2% | 193 | 4.1% | 13.8% | 104 | 3.7% | 6.9% | 106 | 3.7% | 12.4% |
| Bretagne | 249 | 3.3% | 9.5% | 159 | 3.4% | 12.6% | 90 | 3.2% | 6.6% | 84 | 2.9% | 10.8% |
| Poitou Charentes | 143 | 1.9% | 9.7% | 98 | 2.1% | 13.9% | 45 | 1.6% | 5.9% | 54 | 1.9% | 13.6% |
| Aquitaine | 296 | 3.9% | 10.9% | 208 | 4.4% | 16.1% | 89 | 3.2% | 6.2% | 106 | 3.7% | 12.7% |
| Midi Pyrénées | 284 | 3.8% | 11.8% | 194 | 4.1% | 16.7% | 90 | 3.2% | 7.2% | 106 | 3.7% | 13.3% |
| Limousin | 69 | 0.9% | 10.9% | 50 | 1.1% | 16.8% | 18 | 0.7% | 5.6% | 25 | 0.9% | 16.4% |
| Auvergne | 99 | 1.3% | 8.9% | 69 | 1.5% | 12.8% | 30 | 1.1% | 5.2% | 37 | 1.3% | 12.4% |
| Rhône Alpes | 609 | 8.1% | 12.0% | 415 | 8.8% | 16.9% | 195 | 6.9% | 7.4% | 228 | 7.9% | 12.0% |
| Languedoc Roussillon | 255 | 3.4% | 11.6% | 170 | 3.6% | 16.3% | 86 | 3.1% | 7.4% | 105 | 3.6% | 15.3% |
| Provence Alpes Côte d'Azur. Corse | 560 | 7.4% | 13.0% | 364 | 7.7% | 17.9% | 196 | 7.0% | 8.6% | 190 | 6.6% | 13.6% |
| Habitudes de connexion à Internet | | | | | | | | | | | | |
| Tous les jours | 4887 | 64.9% | 17.1% | 3178 | 67.3% | 22.0% | 1709 | 60.9% | 12.1% | 2409 | 83.0% | 18.1% |
| Presque tous les jours | 841 | 11.2% | 13.1% | 519 | 11.0% | 17.1% | 321 | 11.5% | 9.5% | 297 | 10.2% | 12.9% |
| 1 à 2 fois par semaine | 397 | 5.3% | 12.5% | 226 | 4.8% | 16.4% | 171 | 6.1% | 9.4% | 99 | 3.4% | 10.8% |
| 1 à 3 fois par mois | 107 | 1.4% | 12.3% | 61 | 1.3% | 15.5% | 46 | 1.7% | 9.6% | 17 | 0.6% | 10.3% |
| Moins souvent | 127 | 1.7% | 10.3% | 68 | 1.4% | 12.6% | 59 | 2.1% | 8.6% | 16 | 0.6% | 13.3% |
| Jamais | 11 | 0.1% | 8.2% | 7 | 0.1% | 11.1% | 4 | 0.1% | 5.7% | 1 | - | 8.6% |

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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 | 207 | 2.7% | 10.1% | 121 | 2.6% | 14.8% | 86 | 3.1% | 6.9% | 19 | 0.7% | 10.8% |
| De 9 000 à moins de 12 000 euros par an | 271 | 3.6% | 8.1% | 143 | 3.0% | 12.1% | 128 | 4.6% | 6.0% | 34 | 1.2% | 12.4% |
| De 12 000 à moins de 18 000 euros par an | 673 | 8.9% | 10.5% | 380 | 8.1% | 14.2% | 293 | 10.4% | 7.9% | 86 | 3.0% | 11.7% |
| De 18 000 à moins de 24 000 euros par an | 872 | 11.6% | 12.1% | 560 | 11.9% | 16.5% | 312 | 11.1% | 8.2% | 199 | 6.9% | 13.2% |
| De 24 000 à moins de 36 000 euros par an | 1554 | 20.7% | 13.5% | 939 | 19.9% | 16.8% | 615 | 21.9% | 10.3% | 485 | 16.7% | 13.0% |
| De 36 000 à moins de 45 000 euros par an | 1137 | 15.1% | 17.0% | 758 | 16.1% | 20.9% | 379 | 13.5% | 12.3% | 491 | 16.9% | 16.0% |
| De 45 000 à moins de 65 000 euros par an | 1297 | 17.2% | 20.7% | 900 | 19.1% | 25.5% | 397 | 14.2% | 14.5% | 701 | 24.2% | 19.0% |
| De 65 000 à moins de 80 000 euros par an | 392 | 5.2% | 23.9% | 284 | 6.0% | 29.4% | 108 | 3.9% | 16.0% | 261 | 9.0% | 22.3% |
| De 80 000 à moins de 115 000 euros par an | 278 | 3.7% | 29.1% | 193 | 4.1% | 34.4% | 85 | 3.0% | 21.5% | 200 | 6.9% | 26.2% |
| 115 000 euros et plus par an | 142 | 1.9% | 31.6% | 101 | 2.1% | 36.7% | 41 | 1.5% | 23.7% | 121 | 4.2% | 30.3% |
| Refus | 496 | 6.6% | 15.8% | 247 | 5.2% | 19.1% | 248 | 8.9% | 13.5% | 222 | 7.7% | 19.3% |
| Ne sait pas | 207 | 2.7% | 13.1% | 95 | 2.0% | 14.8% | 112 | 4.0% | 12.0% | 82 | 2.8% | 14.2% |