

Total PQN + PQHI



LNM

	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
ENSEMBLE	7835	100.0%	15.3%	4936	100.0%	20.1%	2899	100.0%	10.8%	2952	100.0%	17.1%
Sexe												
Homme	4936	63.0%	20.1%	4936	100.0%	20.1%	0	0.0%	0.0%	1953	66.2%	21.9%
Femme	2899	37.0%	10.8%	0	0.0%	0.0%	2899	100.0%	10.8%	999	33.8%	12.0%
Age												
15 à 24 ans	1235	15.8%	16.8%	829	16.8%	22.3%	406	14.0%	11.1%	572	19.4%	18.2%
25 à 34 ans	1077	13.7%	14.1%	721	14.6%	19.2%	356	12.3%	9.1%	496	16.8%	14.6%
35 à 49 ans	1760	22.5%	14.0%	1192	24.2%	19.1%	568	19.6%	8.9%	971	32.9%	15.5%
50 à 59 ans	1402	17.9%	15.6%	885	17.9%	19.6%	517	17.8%	11.5%	708	24.0%	19.2%
60 ans et plus	2361	30.1%	16.1%	1310	26.5%	20.6%	1052	36.3%	12.7%	204	6.9%	28.4%
Individu												
Ménagères	2494	31.8%	10.7%	0	0.0%	0.0%	2494	86.0%	10.7%	803	27.2%	11.7%
Personne de référence	4770	60.9%	17.0%	3944	79.9%	19.5%	826	28.5%	10.5%	1701	57.6%	19.8%
Responsable des achats	5061	64.6%	14.2%	2602	52.7%	20.5%	2459	84.8%	10.7%	1752	59.4%	16.0%
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	285	3.6%	17.6%	213	4.3%	19.0%	72	2.5%	14.4%	255	8.7%	17.6%
Affaires et Cadres	1085	13.9%	21.8%	779	15.8%	25.5%	306	10.6%	15.9%	1006	34.1%	22.3%
Professions intermédiaires	971	12.4%	14.3%	661	13.4%	18.9%	310	10.7%	9.5%	845	28.6%	15.0%
Employés	1037	13.2%	12.6%	464	9.4%	23.1%	572	19.7%	9.2%	181	6.1%	10.2%
Ouvriers	906	11.6%	14.2%	803	16.3%	16.3%	103	3.6%	7.0%	58	2.0%	13.2%
Retraités	2049	26.2%	16.2%	1208	24.5%	20.0%	841	29.0%	12.8%	56	1.9%	22.7%
Autres inactifs	1465	18.7%	14.5%	774	15.7%	21.7%	691	23.8%	10.6%	549	18.6%	17.5%
PCS Personne de référence												
Agriculteurs	67	0.9%	8.2%	49	1.0%	11.7%	18	0.6%	4.5%	0	0.0%	0.0%
Petits patrons	385	4.9%	14.7%	246	5.0%	19.0%	139	4.8%	10.5%	385	13.0%	14.7%
Affaires et Cadres	1432	18.3%	20.2%	926	18.8%	25.3%	506	17.5%	14.7%	1432	48.5%	20.2%
Professions intermédiaires	1135	14.5%	15.1%	781	15.8%	19.7%	354	12.2%	10.0%	1135	38.4%	15.1%
Employés	784	10.0%	14.7%	471	9.6%	21.7%	313	10.8%	9.9%	0	0.0%	0.0%
Ouvriers	1176	15.0%	12.6%	845	17.1%	17.4%	331	11.4%	7.5%	0	0.0%	0.0%
Retraités	2345	29.9%	16.0%	1336	27.1%	20.0%	1009	34.8%	12.6%	0	0.0%	0.0%
Autres inactifs	512	6.5%	13.0%	282	5.7%	18.9%	230	7.9%	9.4%	0	0.0%	0.0%

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Taille du foyer												
1 personne	1334	17.0%	13.9%	756	15.3%	18.2%	579	20.0%	10.6%	332	11.3%	17.8%
2 personnes	2916	37.2%	16.2%	1808	36.6%	20.5%	1108	38.2%	12.1%	775	26.3%	18.9%
3 personnes	1433	18.3%	15.6%	944	19.1%	20.6%	489	16.9%	10.6%	640	21.7%	16.4%
4 personnes	1347	17.2%	14.7%	906	18.4%	20.0%	440	15.2%	9.5%	769	26.0%	15.9%
5 personnes et +	805	10.3%	15.2%	522	10.6%	21.0%	283	9.8%	10.1%	436	14.8%	17.0%
Présence d'enfants de moins de 15 ans												
Oui	2154	27.5%	13.8%	1415	28.7%	19.4%	739	25.5%	8.9%	1179	39.9%	15.1%
Non	5681	72.5%	16.0%	3521	71.3%	20.4%	2160	74.5%	11.8%	1773	60.1%	18.8%
Habitat												
Communes rurales	1090	13.9%	9.4%	704	14.3%	12.8%	385	13.3%	6.3%	344	11.6%	10.3%
Agglo. - 20 000 hab	1038	13.2%	11.7%	698	14.1%	16.6%	340	11.7%	7.2%	339	11.5%	12.8%
Agglo. 20 000 à 100 000 hab	983	12.6%	14.1%	683	13.8%	19.7%	301	10.4%	8.6%	346	11.7%	16.8%
Agglo. + 100 000 hab	2060	26.3%	13.4%	1361	27.6%	18.5%	699	24.1%	8.7%	763	25.9%	14.4%
Agglo. Paris	2664	34.0%	31.5%	1491	30.2%	37.0%	1174	40.5%	26.5%	1160	39.3%	29.7%

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	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
Régions INSEE												
Ile de France	2943	37.6%	31.1%	1670	33.8%	37.0%	1273	43.9%	25.7%	1287	43.6%	29.2%
Nord Pas de Calais	349	4.4%	10.9%	232	4.7%	15.3%	117	4.0%	6.9%	122	4.1%	13.3%
Lorraine	194	2.5%	10.0%	133	2.7%	14.3%	60	2.1%	6.1%	60	2.0%	11.3%
Alsace	131	1.7%	8.7%	90	1.8%	12.3%	42	1.4%	5.3%	48	1.6%	9.5%
Franche-Comté	87	1.1%	9.1%	64	1.3%	13.8%	23	0.8%	4.7%	26	0.9%	9.7%
Champagne Ardennes	112	1.4%	10.4%	75	1.5%	14.4%	37	1.3%	6.6%	33	1.1%	10.9%
Picardie	279	3.6%	18.2%	152	3.1%	20.6%	127	4.4%	16.1%	78	2.6%	18.1%
Bourgogne	152	1.9%	11.2%	104	2.1%	16.0%	48	1.6%	6.8%	48	1.6%	12.5%
Haute Normandie	201	2.6%	13.6%	132	2.7%	18.7%	69	2.4%	8.9%	70	2.4%	15.8%
Basse Normandie	122	1.6%	10.1%	82	1.7%	14.2%	40	1.4%	6.4%	37	1.3%	11.6%
Centre	261	3.3%	12.5%	173	3.5%	17.3%	88	3.0%	8.1%	75	2.6%	12.1%
Pays de Loire	319	4.1%	11.0%	211	4.3%	15.1%	108	3.7%	7.2%	111	3.8%	13.0%
Bretagne	264	3.4%	10.0%	167	3.4%	13.2%	97	3.3%	7.1%	88	3.0%	11.3%
Poitou Charentes	157	2.0%	10.6%	105	2.1%	14.9%	52	1.8%	6.7%	56	1.9%	14.0%
Aquitaine	317	4.0%	11.7%	226	4.6%	17.5%	91	3.1%	6.4%	107	3.6%	12.9%
Midi Pyrénées	295	3.8%	12.2%	203	4.1%	17.5%	92	3.2%	7.3%	108	3.7%	13.5%
Limousin	69	0.9%	11.1%	51	1.0%	17.1%	18	0.6%	5.6%	25	0.9%	16.4%
Auvergne	104	1.3%	9.2%	71	1.4%	13.2%	33	1.1%	5.6%	38	1.3%	12.6%
Rhône Alpes	630	8.0%	12.4%	432	8.8%	17.6%	198	6.8%	7.5%	231	7.8%	12.2%
Languedoc Roussillon	266	3.4%	12.1%	179	3.6%	17.1%	88	3.0%	7.6%	107	3.6%	15.6%
Provence Alpes Côte d'Azur. Corse	583	7.4%	13.5%	383	7.8%	18.8%	200	6.9%	8.8%	196	6.6%	14.0%
Habitudes de connexion à Internet												
Tous les jours	5014	64.0%	17.5%	3256	66.0%	22.5%	1757	60.6%	12.4%	2445	82.8%	18.3%
Presque tous les jours	874	11.2%	13.7%	541	11.0%	17.8%	333	11.5%	9.9%	306	10.4%	13.2%
1 à 2 fois par semaine	417	5.3%	13.1%	236	4.8%	17.2%	181	6.2%	10.0%	100	3.4%	10.8%
1 à 3 fois par mois	114	1.5%	13.1%	67	1.4%	17.2%	47	1.6%	9.7%	17	0.6%	10.6%
Moins souvent	142	1.8%	11.6%	82	1.7%	15.4%	60	2.1%	8.6%	17	0.6%	13.4%
Jamais	13	0.2%	9.6%	9	0.2%	14.1%	4	0.1%	5.7%	3	0.1%	20.3%

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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	225	2.9%	11.0%	131	2.7%	16.0%	94	3.2%	7.6%	20	0.7%	10.9%
De 9 000 à moins de 12 000 euros par an	306	3.9%	9.2%	166	3.4%	14.1%	140	4.8%	6.5%	35	1.2%	12.8%
De 12 000 à moins de 18 000 euros par an	723	9.2%	11.3%	407	8.3%	15.3%	316	10.9%	8.5%	88	3.0%	12.0%
De 18 000 à moins de 24 000 euros par an	932	11.9%	12.9%	602	12.2%	17.7%	331	11.4%	8.7%	204	6.9%	13.5%
De 24 000 à moins de 36 000 euros par an	1621	20.7%	14.0%	991	20.1%	17.7%	630	21.7%	10.6%	497	16.8%	13.4%
De 36 000 à moins de 45 000 euros par an	1167	14.9%	17.4%	779	15.8%	21.5%	388	13.4%	12.6%	500	16.9%	16.3%
De 45 000 à moins de 65 000 euros par an	1322	16.9%	21.1%	920	18.6%	26.0%	402	13.9%	14.7%	715	24.2%	19.4%
De 65 000 à moins de 80 000 euros par an	398	5.1%	24.2%	288	5.8%	29.8%	110	3.8%	16.3%	263	8.9%	22.5%
De 80 000 à moins de 115 000 euros par an	279	3.6%	29.2%	194	3.9%	34.6%	85	2.9%	21.5%	201	6.8%	26.2%
115 000 euros et plus par an	143	1.8%	31.9%	102	2.1%	37.1%	41	1.4%	23.7%	122	4.1%	30.6%
Refus	507	6.5%	16.1%	256	5.2%	19.8%	250	8.6%	13.6%	225	7.6%	19.5%
Ne sait pas	212	2.7%	13.5%	100	2.0%	15.7%	112	3.9%	12.0%	82	2.8%	14.3%