

LNM

	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
<b>ENSEMBLE</b>	1597	100.0%	3.1%	817	100.0%	3.3%	780	100.0%	2.9%	704	100.0%	4.1%
<b>Sexe</b>												
<b>Homme</b>	817	51.2%	3.3%	817	100.0%	3.3%	0	0.0%	0.0%	370	52.6%	4.2%
<b>Femme</b>	780	48.8%	2.9%	0	0.0%	0.0%	780	100.0%	2.9%	334	47.4%	4.0%
<b>Age</b>												
<b>15 à 24 ans</b>	403	25.2%	5.5%	197	24.1%	5.3%	206	26.4%	5.6%	174	24.7%	5.5%
<b>25 à 34 ans</b>	329	20.6%	4.3%	181	22.2%	4.8%	148	18.9%	3.8%	139	19.7%	4.1%
<b>35 à 49 ans</b>	471	29.5%	3.7%	254	31.1%	4.1%	217	27.8%	3.4%	241	34.2%	3.8%
<b>50 à 59 ans</b>	224	14.0%	2.5%	118	14.5%	2.6%	106	13.6%	2.4%	126	17.8%	3.4%
<b>60 ans et plus</b>	170	10.6%	1.2%	66	8.1%	1.0%	104	13.3%	1.2%	25	3.6%	3.5%
<b>Individu</b>												
<b>Ménagères</b>	589	36.9%	2.5%	0	0.0%	0.0%	589	75.5%	2.5%	242	34.3%	3.5%
<b>Personne de référence</b>	847	53.1%	3.0%	581	71.1%	2.9%	267	34.2%	3.4%	357	50.6%	4.2%
<b>Responsable des achats</b>	1055	66.0%	3.0%	446	54.5%	3.5%	609	78.1%	2.7%	428	60.7%	3.9%
<b>PCS Individu</b>												
<b>Agriculteurs</b>	0	0.0%	0.0%	0	0.0%	0.0%	0	0.0%	0.0%	0	0.0%	0.0%
<b>Petits patrons</b>	39	2.5%	2.4%	28	3.5%	2.5%	11	1.4%	2.2%	27	3.9%	1.9%
<b>Affaires et Cadres</b>	261	16.4%	5.3%	159	19.4%	5.2%	103	13.2%	5.3%	239	33.9%	5.3%
<b>Professions intermédiaires</b>	256	16.0%	3.8%	131	16.0%	3.7%	125	16.0%	3.8%	219	31.0%	3.9%
<b>Employés</b>	372	23.3%	4.5%	121	14.8%	6.0%	251	32.2%	4.0%	57	8.1%	3.2%
<b>Ouvriers</b>	205	12.9%	3.2%	170	20.9%	3.5%	35	4.5%	2.4%	15	2.1%	3.4%
<b>Retraités</b>	126	7.9%	1.0%	55	6.8%	0.9%	70	9.0%	1.1%	7	1.0%	3.0%
<b>Autres inactifs</b>	338	21.2%	3.3%	153	18.7%	4.3%	185	23.7%	2.8%	141	20.0%	4.5%
<b>PCS Personne de référence</b>												
<b>Agriculteurs</b>	0	0.0%	0.0%	0	0.0%	0.0%	0	0.0%	0.0%	0	0.0%	0.0%
<b>Petits patrons</b>	65	4.1%	2.5%	29	3.6%	2.3%	36	4.6%	2.7%	65	9.3%	2.5%
<b>Affaires et Cadres</b>	345	21.6%	4.9%	184	22.5%	5.0%	161	20.7%	4.7%	345	49.0%	4.9%
<b>Professions intermédiaires</b>	294	18.4%	3.9%	157	19.3%	4.0%	137	17.5%	3.9%	294	41.7%	3.9%
<b>Employés</b>	314	19.7%	5.9%	126	15.4%	5.8%	188	24.1%	5.9%	0	0.0%	0.0%
<b>Ouvriers</b>	304	19.0%	3.3%	187	22.9%	3.8%	117	15.0%	2.6%	0	0.0%	0.0%
<b>Retraités</b>	180	11.2%	1.2%	84	10.3%	1.3%	95	12.2%	1.2%	0	0.0%	0.0%
<b>Autres inactifs</b>	96	6.0%	2.4%	50	6.1%	3.3%	46	5.9%	1.9%	0	0.0%	0.0%

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<b>Taille du foyer</b>												
<b>1 personne</b>	276	17.3%	2.9%	124	15.2%	3.0%	152	19.5%	2.8%	97	13.8%	5.2%
<b>2 personnes</b>	396	24.8%	2.2%	189	23.2%	2.2%	206	26.5%	2.2%	149	21.2%	3.6%
<b>3 personnes</b>	354	22.2%	3.9%	195	23.9%	4.3%	159	20.4%	3.5%	192	27.2%	4.9%
<b>4 personnes</b>	317	19.9%	3.5%	175	21.4%	3.8%	143	18.3%	3.1%	161	22.9%	3.3%
<b>5 personnes et +</b>	254	15.9%	4.8%	134	16.4%	5.4%	120	15.3%	4.2%	105	14.9%	4.1%
<b>Présence d'enfants de moins de 15 ans</b>												
<b>Oui</b>	577	36.1%	3.7%	306	37.4%	4.2%	271	34.8%	3.2%	283	40.2%	3.6%
<b>Non</b>	1020	63.9%	2.9%	511	62.6%	3.0%	509	65.2%	2.8%	421	59.8%	4.5%
<b>Habitat</b>												
<b>Communes rurales</b>	35	2.2%	0.3%	22	2.7%	0.4%	13	1.6%	0.2%	19	2.6%	0.6%
<b>Agglo. - 20 000 hab</b>	46	2.9%	0.5%	29	3.5%	0.7%	17	2.2%	0.4%	24	3.4%	0.9%
<b>Agglo. 20 000 à 100 000 hab</b>	48	3.0%	0.7%	36	4.4%	1.0%	13	1.6%	0.4%	27	3.8%	1.3%
<b>Agglo. + 100 000 hab</b>	61	3.8%	0.4%	39	4.7%	0.5%	23	2.9%	0.3%	22	3.2%	0.4%
<b>Agglo. Paris</b>	1406	88.0%	16.6%	691	84.6%	17.2%	715	91.6%	16.1%	612	86.9%	15.7%

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	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
<b>Régions INSEE</b>												
<b>Ile de France</b>	1479	92.6%	15.6%	739	90.5%	16.4%	739	94.7%	14.9%	654	92.9%	14.8%
<b>Nord Pas de Calais</b>	13	0.8%	0.4%	12	1.5%	0.8%	1	0.1%	-	6	0.8%	0.6%
<b>Lorraine</b>	3	0.2%	0.2%	1	0.2%	0.1%	2	0.2%	0.2%	3	0.4%	0.5%
<b>Alsace</b>	5	0.3%	0.4%	5	0.6%	0.6%	1	0.1%	0.1%	1	0.1%	0.2%
<b>Franche-Comté</b>	2	0.1%	0.2%	1	0.2%	0.3%	0	-	-	0	0.0%	0.0%
<b>Champagne Ardennes</b>	3	0.2%	0.3%	2	0.2%	0.4%	1	0.1%	0.2%	1	0.1%	0.2%
<b>Picardie</b>	21	1.3%	1.4%	15	1.8%	2.0%	6	0.8%	0.7%	10	1.5%	2.4%
<b>Bourgogne</b>	2	0.1%	0.2%	2	0.2%	0.3%	0	-	-	1	0.1%	0.3%
<b>Haute Normandie</b>	14	0.9%	1.0%	12	1.5%	1.7%	2	0.3%	0.3%	2	0.3%	0.5%
<b>Basse Normandie</b>	1	0.1%	0.1%	0	0.0%	0.0%	1	0.2%	0.2%	0	0.0%	0.0%
<b>Centre</b>	12	0.7%	0.6%	6	0.8%	0.6%	6	0.7%	0.5%	4	0.5%	0.6%
<b>Pays de Loire</b>	7	0.4%	0.2%	4	0.4%	0.3%	3	0.4%	0.2%	5	0.7%	0.6%
<b>Bretagne</b>	1	0.1%	-	0	0.0%	0.0%	1	0.1%	0.1%	0	0.0%	0.0%
<b>Poitou Charentes</b>	3	0.2%	0.2%	1	0.2%	0.2%	2	0.2%	0.2%	2	0.3%	0.5%
<b>Aquitaine</b>	1	-	-	1	0.1%	0.1%	0	0.0%	0.0%	1	0.1%	0.1%
<b>Midi Pyrénées</b>	4	0.3%	0.2%	2	0.2%	0.1%	3	0.3%	0.2%	1	0.1%	0.1%
<b>Limousin</b>	0	-	0.1%	0	0.0%	0.0%	0	0.1%	0.2%	0	-	0.1%
<b>Auvergne</b>	0	0.0%	0.0%	0	0.0%	0.0%	0	0.0%	0.0%	0	0.0%	0.0%
<b>Rhône Alpes</b>	11	0.7%	0.2%	6	0.7%	0.2%	5	0.6%	0.2%	9	1.3%	0.5%
<b>Languedoc Roussillon</b>	7	0.5%	0.3%	4	0.5%	0.4%	3	0.4%	0.3%	2	0.3%	0.3%
<b>Provence Alpes Côte d'Azur. Corse</b>	8	0.5%	0.2%	4	0.4%	0.2%	4	0.5%	0.2%	2	0.4%	0.2%
<b>Habitudes de connexion à Internet</b>												
<b>Tous les jours</b>	1110	69.5%	3.9%	604	74.0%	4.2%	505	64.8%	3.6%	600	85.2%	4.5%
<b>Presque tous les jours</b>	198	12.4%	3.1%	92	11.3%	3.0%	106	13.6%	3.1%	72	10.2%	3.1%
<b>1 à 2 fois par semaine</b>	89	5.6%	2.8%	44	5.4%	3.2%	45	5.8%	2.5%	16	2.3%	1.8%
<b>1 à 3 fois par mois</b>	29	1.8%	3.4%	12	1.5%	3.1%	17	2.2%	3.5%	3	0.4%	1.7%
<b>Moins souvent</b>	34	2.1%	2.7%	13	1.6%	2.5%	20	2.6%	2.9%	7	1.1%	6.1%
<b>Jamais</b>	2	0.1%	1.7%	0	0.0%	0.0%	2	0.3%	3.1%	0	0.0%	0.0%

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	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
<b>Revenus du foyer</b>												
Moins de 9 000 euros par an	51	3.2%	2.5%	15	1.8%	1.8%	36	4.6%	2.9%	7	0.9%	3.7%
De 9 000 à moins de 12 000 euros par an	61	3.8%	1.8%	21	2.6%	1.8%	40	5.1%	1.9%	5	0.7%	1.8%
De 12 000 à moins de 18 000 euros par an	161	10.1%	2.5%	77	9.4%	2.9%	85	10.9%	2.3%	18	2.6%	2.5%
De 18 000 à moins de 24 000 euros par an	196	12.3%	2.7%	100	12.2%	2.9%	97	12.4%	2.5%	44	6.2%	2.9%
De 24 000 à moins de 36 000 euros par an	347	21.7%	3.0%	193	23.6%	3.4%	154	19.8%	2.6%	145	20.5%	3.9%
De 36 000 à moins de 45 000 euros par an	212	13.3%	3.2%	109	13.4%	3.0%	103	13.2%	3.3%	116	16.5%	3.8%
De 45 000 à moins de 65 000 euros par an	254	15.9%	4.0%	153	18.7%	4.3%	101	13.0%	3.7%	156	22.1%	4.2%
De 65 000 à moins de 80 000 euros par an	86	5.4%	5.3%	47	5.8%	4.9%	39	5.0%	5.8%	76	10.8%	6.5%
De 80 000 à moins de 115 000 euros par an	49	3.1%	5.1%	29	3.5%	5.2%	20	2.5%	5.0%	39	5.5%	5.1%
115 000 euros et plus par an	18	1.1%	4.0%	7	0.9%	2.5%	11	1.4%	6.2%	17	2.5%	4.3%
Refus	103	6.5%	3.3%	43	5.2%	3.3%	61	7.8%	3.3%	56	7.9%	4.9%
Ne sait pas	58	3.7%	3.7%	24	3.0%	3.8%	34	4.4%	3.6%	25	3.6%	4.4%