

Total PGI



LNM

| | Ensemble | | | Hommes | | | Femmes | | | FoyersCSP+ | | |
|-----------------------------------|----------|-----------|-------------|----------|-----------|-------------|----------|-----------|-------------|------------|-----------|-------------|
| | Milliers | Structure | Pénétration | Milliers | Structure | Pénétration | Milliers | Structure | Pénétration | Milliers | Structure | Pénétration |
| ENSEMBLE | 5921 | 100.0% | 11.5% | 3103 | 100.0% | 12.6% | 2818 | 100.0% | 10.5% | 2598 | 100.0% | 15.1% |
| Sexe | | | | | | | | | | | | |
| Homme | 3103 | 52.4% | 12.6% | 3103 | 100.0% | 12.6% | 0 | 0.0% | 0.0% | 1453 | 55.9% | 16.3% |
| Femme | 2818 | 47.6% | 10.5% | 0 | 0.0% | 0.0% | 2818 | 100.0% | 10.5% | 1145 | 44.1% | 13.8% |
| Age | | | | | | | | | | | | |
| 15 à 24 ans | 1412 | 23.8% | 19.2% | 703 | 22.6% | 18.9% | 709 | 25.2% | 19.4% | 632 | 24.3% | 20.1% |
| 25 à 34 ans | 1128 | 19.1% | 14.7% | 597 | 19.2% | 15.9% | 531 | 18.9% | 13.6% | 540 | 20.8% | 15.8% |
| 35 à 49 ans | 1630 | 27.5% | 12.9% | 926 | 29.8% | 14.9% | 704 | 25.0% | 11.0% | 835 | 32.1% | 13.3% |
| 50 à 59 ans | 954 | 16.1% | 10.6% | 521 | 16.8% | 11.6% | 433 | 15.4% | 9.7% | 499 | 19.2% | 13.5% |
| 60 ans et plus | 797 | 13.5% | 5.4% | 356 | 11.5% | 5.6% | 441 | 15.6% | 5.3% | 93 | 3.6% | 12.9% |
| Individu | | | | | | | | | | | | |
| Ménagères | 2180 | 36.8% | 9.3% | 0 | 0.0% | 0.0% | 2180 | 77.4% | 9.3% | 850 | 32.7% | 12.4% |
| Personne de référence | 3218 | 54.4% | 11.5% | 2340 | 75.4% | 11.6% | 878 | 31.2% | 11.2% | 1355 | 52.1% | 15.8% |
| Responsable des achats | 3878 | 65.5% | 10.9% | 1661 | 53.5% | 13.1% | 2217 | 78.7% | 9.7% | 1520 | 58.5% | 13.9% |
| PCS Individu | | | | | | | | | | | | |
| Agriculteurs | 4 | 0.1% | 0.8% | 4 | 0.1% | 1.2% | 0 | 0.0% | 0.0% | 0 | 0.0% | 0.0% |
| Petits patrons | 171 | 2.9% | 10.5% | 131 | 4.2% | 11.7% | 40 | 1.4% | 7.9% | 149 | 5.7% | 10.3% |
| Affaires et Cadres | 874 | 14.8% | 17.6% | 553 | 17.8% | 18.1% | 321 | 11.4% | 16.7% | 793 | 30.5% | 17.5% |
| Professions intermédiaires | 1000 | 16.9% | 14.8% | 539 | 17.4% | 15.4% | 461 | 16.3% | 14.1% | 854 | 32.9% | 15.2% |
| Employés | 1195 | 20.2% | 14.5% | 398 | 12.8% | 19.8% | 797 | 28.3% | 12.8% | 218 | 8.4% | 12.2% |
| Ouvriers | 714 | 12.1% | 11.2% | 598 | 19.3% | 12.2% | 115 | 4.1% | 7.9% | 39 | 1.5% | 8.9% |
| Retraités | 622 | 10.5% | 4.9% | 298 | 9.6% | 4.9% | 324 | 11.5% | 4.9% | 26 | 1.0% | 10.6% |
| Autres inactifs | 1341 | 22.6% | 13.3% | 581 | 18.7% | 16.3% | 760 | 27.0% | 11.6% | 519 | 20.0% | 16.5% |
| PCS Personne de référence | | | | | | | | | | | | |
| Agriculteurs | 19 | 0.3% | 2.4% | 7 | 0.2% | 1.8% | 12 | 0.4% | 3.0% | 0 | 0.0% | 0.0% |
| Petits patrons | 280 | 4.7% | 10.7% | 151 | 4.9% | 11.7% | 129 | 4.6% | 9.7% | 280 | 10.8% | 10.7% |
| Affaires et Cadres | 1190 | 20.1% | 16.7% | 677 | 21.8% | 18.5% | 513 | 18.2% | 14.9% | 1190 | 45.8% | 16.7% |
| Professions intermédiaires | 1128 | 19.1% | 15.0% | 625 | 20.1% | 15.7% | 503 | 17.9% | 14.2% | 1128 | 43.4% | 15.0% |
| Employés | 931 | 15.7% | 17.4% | 423 | 13.6% | 19.4% | 508 | 18.0% | 16.1% | 0 | 0.0% | 0.0% |
| Ouvriers | 1071 | 18.1% | 11.5% | 638 | 20.6% | 13.1% | 433 | 15.4% | 9.8% | 0 | 0.0% | 0.0% |
| Retraités | 839 | 14.2% | 5.7% | 388 | 12.5% | 5.8% | 451 | 16.0% | 5.6% | 0 | 0.0% | 0.0% |
| Autres inactifs | 462 | 7.8% | 11.7% | 193 | 6.2% | 12.9% | 268 | 9.5% | 11.0% | 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 | 1023 | 17.3% | 10.6% | 493 | 15.9% | 11.9% | 531 | 18.8% | 9.7% | 308 | 11.9% | 16.6% |
| 2 personnes | 1631 | 27.6% | 9.1% | 873 | 28.1% | 9.9% | 758 | 26.9% | 8.3% | 610 | 23.5% | 14.9% |
| 3 personnes | 1275 | 21.5% | 13.9% | 677 | 21.8% | 14.8% | 598 | 21.2% | 13.0% | 633 | 24.4% | 16.3% |
| 4 personnes | 1173 | 19.8% | 12.8% | 632 | 20.4% | 13.9% | 540 | 19.2% | 11.7% | 640 | 24.6% | 13.3% |
| 5 personnes et + | 819 | 13.8% | 15.4% | 428 | 13.8% | 17.2% | 391 | 13.9% | 13.9% | 407 | 15.7% | 15.9% |
| Présence d'enfants de moins de 15 ans | | | | | | | | | | | | |
| Oui | 2000 | 33.8% | 12.8% | 1048 | 33.8% | 14.3% | 952 | 33.8% | 11.4% | 1046 | 40.2% | 13.4% |
| Non | 3921 | 66.2% | 11.0% | 2055 | 66.2% | 11.9% | 1866 | 66.2% | 10.2% | 1553 | 59.8% | 16.4% |
| Habitat | | | | | | | | | | | | |
| Communes rurales | 356 | 6.0% | 3.1% | 204 | 6.6% | 3.7% | 152 | 5.4% | 2.5% | 147 | 5.7% | 4.4% |
| Agglo. - 20 000 hab | 395 | 6.7% | 4.4% | 225 | 7.3% | 5.4% | 170 | 6.0% | 3.6% | 192 | 7.4% | 7.3% |
| Agglo. 20 000 à 100 000 hab | 287 | 4.8% | 4.1% | 194 | 6.3% | 5.6% | 93 | 3.3% | 2.7% | 148 | 5.7% | 7.2% |
| Agglo. + 100 000 hab | 2317 | 39.1% | 15.1% | 1237 | 39.9% | 16.8% | 1081 | 38.3% | 13.5% | 905 | 34.8% | 17.0% |
| Agglo. Paris | 2565 | 43.3% | 30.3% | 1242 | 40.0% | 30.8% | 1322 | 46.9% | 29.9% | 1207 | 46.5% | 30.9% |

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| | Milliers | Structure | Pénétration | Milliers | Structure | Pénétration | Milliers | Structure | Pénétration | Milliers | Structure | Pénétration |
| Régions INSEE | | | | | | | | | | | | |
| Ile de France | 2722 | 46.0% | 28.7% | 1341 | 43.2% | 29.7% | 1381 | 49.0% | 27.9% | 1302 | 50.1% | 29.5% |
| Nord Pas de Calais | 351 | 5.9% | 10.9% | 188 | 6.1% | 12.4% | 162 | 5.8% | 9.6% | 146 | 5.6% | 15.8% |
| Lorraine | 125 | 2.1% | 6.5% | 65 | 2.1% | 7.0% | 60 | 2.1% | 6.0% | 57 | 2.2% | 10.7% |
| Alsace | 187 | 3.2% | 12.4% | 119 | 3.8% | 16.2% | 68 | 2.4% | 8.8% | 70 | 2.7% | 13.9% |
| Franche-Comté | 15 | 0.3% | 1.6% | 11 | 0.4% | 2.4% | 4 | 0.1% | 0.8% | 5 | 0.2% | 1.7% |
| Champagne Ardennes | 33 | 0.6% | 3.1% | 19 | 0.6% | 3.7% | 14 | 0.5% | 2.4% | 14 | 0.5% | 4.5% |
| Picardie | 81 | 1.4% | 5.3% | 54 | 1.7% | 7.3% | 27 | 1.0% | 3.5% | 41 | 1.6% | 9.6% |
| Bourgogne | 33 | 0.6% | 2.4% | 22 | 0.7% | 3.4% | 11 | 0.4% | 1.6% | 20 | 0.8% | 5.3% |
| Haute Normandie | 79 | 1.3% | 5.3% | 44 | 1.4% | 6.2% | 35 | 1.2% | 4.5% | 28 | 1.1% | 6.2% |
| Basse Normandie | 33 | 0.6% | 2.7% | 19 | 0.6% | 3.2% | 14 | 0.5% | 2.2% | 14 | 0.5% | 4.4% |
| Centre | 99 | 1.7% | 4.8% | 60 | 1.9% | 6.0% | 39 | 1.4% | 3.7% | 39 | 1.5% | 6.2% |
| Pays de Loire | 211 | 3.6% | 7.3% | 111 | 3.6% | 7.9% | 100 | 3.6% | 6.7% | 98 | 3.8% | 11.5% |
| Bretagne | 81 | 1.4% | 3.1% | 39 | 1.3% | 3.1% | 42 | 1.5% | 3.1% | 27 | 1.0% | 3.5% |
| Poitou Charentes | 13 | 0.2% | 0.9% | 10 | 0.3% | 1.3% | 3 | 0.1% | 0.4% | 5 | 0.2% | 1.3% |
| Aquitaine | 226 | 3.8% | 8.3% | 120 | 3.9% | 9.3% | 105 | 3.7% | 7.4% | 84 | 3.2% | 10.1% |
| Midi Pyrénées | 254 | 4.3% | 10.5% | 141 | 4.6% | 12.1% | 113 | 4.0% | 9.0% | 128 | 4.9% | 16.0% |
| Limousin | 6 | 0.1% | 1.0% | 3 | 0.1% | 0.9% | 3 | 0.1% | 1.0% | 4 | 0.1% | 2.3% |
| Auvergne | 28 | 0.5% | 2.5% | 18 | 0.6% | 3.3% | 11 | 0.4% | 1.8% | 14 | 0.5% | 4.6% |
| Rhône Alpes | 633 | 10.7% | 12.5% | 345 | 11.1% | 14.1% | 289 | 10.2% | 11.0% | 265 | 10.2% | 14.0% |
| Languedoc Roussillon | 179 | 3.0% | 8.2% | 90 | 2.9% | 8.7% | 89 | 3.2% | 7.7% | 62 | 2.4% | 9.1% |
| Provence Alpes Côte d'Azur. Corse | 530 | 9.0% | 12.3% | 285 | 9.2% | 14.0% | 245 | 8.7% | 10.8% | 176 | 6.8% | 12.6% |
| Habitudes de connexion à Internet | | | | | | | | | | | | |
| Tous les jours | 4118 | 69.6% | 14.4% | 2246 | 72.4% | 15.5% | 1872 | 66.4% | 13.3% | 2148 | 82.7% | 16.1% |
| Presque tous les jours | 718 | 12.1% | 11.2% | 339 | 10.9% | 11.2% | 379 | 13.5% | 11.3% | 280 | 10.8% | 12.1% |
| 1 à 2 fois par semaine | 355 | 6.0% | 11.1% | 168 | 5.4% | 12.2% | 187 | 6.6% | 10.3% | 113 | 4.3% | 12.3% |
| 1 à 3 fois par mois | 86 | 1.5% | 9.8% | 37 | 1.2% | 9.5% | 49 | 1.7% | 10.1% | 13 | 0.5% | 7.7% |
| Moins souvent | 98 | 1.7% | 8.0% | 50 | 1.6% | 9.3% | 48 | 1.7% | 6.9% | 16 | 0.6% | 13.0% |
| Jamais | 8 | 0.1% | 5.9% | 3 | 0.1% | 4.9% | 5 | 0.2% | 6.8% | 0 | 0.0% | 0.0% |

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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 | 3.8% | 11.0% | 89 | 2.9% | 10.9% | 136 | 4.8% | 11.0% | 20 | 0.8% | 11.1% |
| De 9 000 à moins de 12 000 euros par an | 266 | 4.5% | 8.0% | 97 | 3.1% | 8.3% | 169 | 6.0% | 7.9% | 41 | 1.6% | 15.0% |
| De 12 000 à moins de 18 000 euros par an | 609 | 10.3% | 9.5% | 273 | 8.8% | 10.2% | 336 | 11.9% | 9.0% | 82 | 3.2% | 11.2% |
| De 18 000 à moins de 24 000 euros par an | 670 | 11.3% | 9.3% | 347 | 11.2% | 10.2% | 322 | 11.4% | 8.5% | 176 | 6.8% | 11.7% |
| De 24 000 à moins de 36 000 euros par an | 1305 | 22.0% | 11.3% | 657 | 21.2% | 11.7% | 648 | 23.0% | 10.9% | 534 | 20.6% | 14.3% |
| De 36 000 à moins de 45 000 euros par an | 861 | 14.5% | 12.8% | 509 | 16.4% | 14.0% | 352 | 12.5% | 11.4% | 453 | 17.4% | 14.7% |
| De 45 000 à moins de 65 000 euros par an | 915 | 15.5% | 14.6% | 553 | 17.8% | 15.6% | 362 | 12.9% | 13.2% | 577 | 22.2% | 15.7% |
| De 65 000 à moins de 80 000 euros par an | 299 | 5.1% | 18.2% | 189 | 6.1% | 19.6% | 110 | 3.9% | 16.2% | 242 | 9.3% | 20.7% |
| De 80 000 à moins de 115 000 euros par an | 157 | 2.7% | 16.5% | 100 | 3.2% | 17.8% | 58 | 2.0% | 14.6% | 131 | 5.0% | 17.2% |
| 115 000 euros et plus par an | 50 | 0.8% | 11.1% | 30 | 1.0% | 10.8% | 20 | 0.7% | 11.6% | 44 | 1.7% | 11.0% |
| Refus | 370 | 6.2% | 11.8% | 176 | 5.7% | 13.6% | 194 | 6.9% | 10.5% | 205 | 7.9% | 17.8% |
| Ne sait pas | 192 | 3.2% | 12.2% | 82 | 2.6% | 12.8% | 110 | 3.9% | 11.8% | 93 | 3.6% | 16.1% |