

LNM

	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
ENSEMBLE	18030	100.0%	35.0%	9164	100.0%	37.2%	8865	100.0%	33.1%	4538	100.0%	26.1%
Sexe												
Homme	9164	50.8%	37.2%	9164	100.0%	37.2%	0	0.0%	0.0%	2503	55.2%	28.6%
Femme	8865	49.2%	33.1%	0	0.0%	0.0%	8865	100.0%	33.1%	2035	44.8%	23.6%
Age												
15 à 24 ans	1518	8.4%	20.7%	794	8.7%	21.4%	724	8.2%	20.0%	583	12.8%	18.5%
25 à 34 ans	1939	10.8%	25.3%	1059	11.6%	28.3%	880	9.9%	22.5%	730	16.1%	22.0%
35 à 49 ans	3825	21.2%	30.6%	2047	22.3%	33.1%	1778	20.1%	28.1%	1634	36.0%	26.5%
50 à 59 ans	3445	19.1%	37.7%	1850	20.2%	40.5%	1595	18.0%	34.8%	1257	27.7%	32.9%
60 ans et plus	7302	40.5%	49.2%	3413	37.2%	52.8%	3889	43.9%	46.4%	334	7.4%	37.2%
Individu												
Ménagères	7989	44.3%	34.6%	0	0.0%	0.0%	7989	90.1%	34.6%	1760	38.8%	25.0%
Personne de référence	10445	57.9%	37.3%	7933	86.6%	39.4%	2512	28.3%	32.0%	2394	52.8%	28.9%
Responsable des achats	12579	69.8%	35.5%	4695	51.2%	37.1%	7884	88.9%	34.6%	2893	63.8%	26.3%
PCS Individu												
Agriculteurs	254	1.4%	48.6%	189	2.1%	48.8%	65	0.7%	48.3%	5	0.1%	30.8%
Petits patrons	534	3.0%	32.9%	404	4.4%	35.4%	130	1.5%	26.9%	462	10.2%	32.4%
Affaires et Cadres	1237	6.9%	24.4%	790	8.6%	26.8%	448	5.0%	21.0%	1100	24.2%	24.0%
Professions intermédiaires	2006	11.1%	29.2%	1071	11.7%	31.3%	935	10.5%	27.2%	1606	35.4%	28.6%
Employés	2808	15.6%	34.0%	771	8.4%	37.2%	2038	23.0%	33.0%	538	11.8%	29.2%
Ouvriers	2267	12.6%	35.5%	1820	19.9%	36.1%	447	5.0%	33.2%	135	3.0%	32.9%
Retraités	6309	35.0%	50.4%	3196	34.9%	54.3%	3113	35.1%	47.0%	112	2.5%	41.5%
Autres inactifs	2614	14.5%	25.5%	924	10.1%	24.5%	1690	19.1%	26.1%	581	12.8%	18.1%
PCS Personne de référence												
Agriculteurs	375	2.1%	46.2%	202	2.2%	45.1%	173	1.9%	47.5%	0	0.0%	0.0%
Petits patrons	804	4.5%	30.6%	442	4.8%	33.2%	361	4.1%	27.9%	804	17.7%	30.6%
Affaires et Cadres	1646	9.1%	22.8%	900	9.8%	25.4%	747	8.4%	20.4%	1646	36.3%	22.8%
Professions intermédiaires	2088	11.6%	27.7%	1161	12.7%	30.0%	927	10.5%	25.3%	2088	46.0%	27.7%
Employés	1703	9.4%	31.6%	765	8.3%	34.2%	938	10.6%	29.8%	0	0.0%	0.0%
Ouvriers	3023	16.8%	31.9%	1745	19.0%	34.0%	1278	14.4%	29.4%	0	0.0%	0.0%
Retraités	7089	39.3%	49.4%	3436	37.5%	52.7%	3653	41.2%	46.6%	0	0.0%	0.0%
Autres inactifs	1303	7.2%	31.9%	514	5.6%	32.6%	789	8.9%	31.5%	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	3511	19.5%	35.3%	1583	17.3%	37.5%	1928	21.7%	33.6%	462	10.2%	25.1%
2 personnes	7633	42.3%	42.8%	3843	41.9%	44.5%	3790	42.8%	41.2%	1298	28.6%	29.9%
3 personnes	2850	15.8%	31.4%	1611	17.6%	34.9%	1239	14.0%	27.7%	951	21.0%	25.5%
4 personnes	2659	14.7%	28.7%	1384	15.1%	30.3%	1275	14.4%	27.0%	1208	26.6%	25.3%
5 personnes et +	1377	7.6%	25.8%	744	8.1%	28.3%	634	7.1%	23.5%	619	13.6%	23.0%
Présence d'enfants de moins de 15 ans												
Oui	4178	23.2%	27.1%	2194	23.9%	29.9%	1983	22.4%	24.5%	1876	41.3%	24.2%
Non	13852	76.8%	38.4%	6970	76.1%	40.2%	6882	77.6%	36.8%	2662	58.7%	27.7%
Habitat												
Communes rurales	4849	26.9%	41.3%	2385	26.0%	42.4%	2463	27.8%	40.3%	1040	22.9%	32.1%
Agglo. - 20 000 hab	3629	20.1%	40.5%	1867	20.4%	43.4%	1762	19.9%	37.9%	804	17.7%	31.9%
Agglo. 20 000 à 100 000 hab	2845	15.8%	41.0%	1389	15.2%	42.6%	1457	16.4%	39.6%	635	14.0%	33.9%
Agglo. + 100 000 hab	5160	28.6%	33.6%	2661	29.0%	35.9%	2499	28.2%	31.5%	1490	32.8%	26.2%
Agglo. Paris	1546	8.6%	18.2%	862	9.4%	21.3%	684	7.7%	15.4%	570	12.6%	14.1%

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	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
Régions INSEE												
Ile de France	1732	9.6%	18.2%	957	10.4%	21.1%	775	8.7%	15.6%	630	13.9%	14.2%
Nord Pas de Calais	1191	6.6%	37.2%	568	6.2%	37.3%	623	7.0%	37.1%	255	5.6%	27.4%
Lorraine	840	4.7%	43.6%	421	4.6%	45.2%	419	4.7%	42.2%	198	4.4%	36.9%
Alsace	751	4.2%	49.5%	353	3.9%	48.1%	398	4.5%	50.9%	173	3.8%	37.4%
Franche-Comté	373	2.1%	39.2%	194	2.1%	41.8%	179	2.0%	36.7%	88	1.9%	33.2%
Champagne Ardennes	499	2.8%	46.2%	240	2.6%	46.3%	258	2.9%	46.1%	105	2.3%	36.3%
Picardie	504	2.8%	32.9%	268	2.9%	36.2%	236	2.7%	29.8%	114	2.5%	25.5%
Bourgogne	589	3.3%	43.5%	303	3.3%	46.5%	286	3.2%	40.6%	127	2.8%	34.5%
Haute Normandie	382	2.1%	25.8%	204	2.2%	28.8%	178	2.0%	23.0%	101	2.2%	22.2%
Basse Normandie	491	2.7%	40.7%	246	2.7%	42.6%	244	2.8%	38.9%	122	2.7%	35.3%
Centre	770	4.3%	36.9%	389	4.2%	38.7%	380	4.3%	35.2%	170	3.7%	27.3%
Pays de Loire	1306	7.2%	44.6%	693	7.6%	49.1%	613	6.9%	40.5%	345	7.6%	36.1%
Bretagne	1576	8.7%	59.6%	758	8.3%	59.6%	819	9.2%	59.6%	382	8.4%	49.7%
Poitou Charentes	653	3.6%	44.2%	316	3.4%	44.5%	338	3.8%	43.9%	138	3.0%	34.8%
Aquitaine	1076	6.0%	39.4%	524	5.7%	40.4%	552	6.2%	38.6%	280	6.2%	32.2%
Midi Pyrénées	790	4.4%	32.6%	424	4.6%	36.3%	365	4.1%	29.2%	211	4.7%	26.3%
Limousin	304	1.7%	48.9%	137	1.5%	46.2%	167	1.9%	51.3%	65	1.4%	42.0%
Auvergne	573	3.2%	50.9%	279	3.0%	51.7%	294	3.3%	50.1%	120	2.7%	39.2%
Rhône Alpes	1528	8.5%	29.8%	771	8.4%	31.3%	757	8.5%	28.5%	350	7.7%	19.2%
Languedoc Roussillon	676	3.7%	30.3%	367	4.0%	34.6%	309	3.5%	26.3%	182	4.0%	25.8%
Provence Alpes Côte d'Azur. Corse	1428	7.9%	33.0%	752	8.2%	36.8%	676	7.6%	29.7%	382	8.4%	26.9%
Habitudes de connexion à Internet												
Tous les jours	10021	55.6%	30.9%	5371	58.6%	33.0%	4651	52.5%	28.8%	3709	81.7%	25.9%
Presque tous les jours	1887	10.5%	32.0%	964	10.5%	34.4%	923	10.4%	29.8%	484	10.7%	24.2%
1 à 2 fois par semaine	965	5.4%	36.9%	435	4.7%	38.5%	530	6.0%	35.8%	202	4.5%	30.4%
1 à 3 fois par mois	204	1.1%	38.1%	91	1.0%	44.3%	113	1.3%	34.3%	26	0.6%	33.4%
Moins souvent	333	1.8%	36.3%	153	1.7%	40.0%	180	2.0%	33.6%	25	0.5%	32.3%
Jamais	40	0.2%	40.6%	26	0.3%	49.2%	14	0.2%	30.2%	4	0.1%	83.5%

	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
Revenus du foyer												
Moins de 9 000 euros par an	525	2.9%	28.2%	216	2.4%	29.6%	310	3.5%	27.3%	40	0.9%	23.8%
De 9 000 à moins de 12 000 euros par an	1045	5.8%	35.2%	421	4.6%	36.4%	624	7.0%	34.5%	55	1.2%	23.3%
De 12 000 à moins de 18 000 euros par an	2309	12.8%	39.0%	1069	11.7%	43.2%	1239	14.0%	36.0%	170	3.8%	26.0%
De 18 000 à moins de 24 000 euros par an	2638	14.6%	38.5%	1247	13.6%	40.1%	1391	15.7%	37.2%	362	8.0%	25.2%
De 24 000 à moins de 36 000 euros par an	4109	22.8%	37.1%	2120	23.1%	39.5%	1989	22.4%	34.9%	953	21.0%	27.9%
De 36 000 à moins de 45 000 euros par an	2382	13.2%	34.2%	1334	14.6%	36.5%	1049	11.8%	31.7%	852	18.8%	28.0%
De 45 000 à moins de 65 000 euros par an	2224	12.3%	33.0%	1332	14.5%	36.0%	893	10.1%	29.3%	1015	22.4%	26.8%
De 65 000 à moins de 80 000 euros par an	560	3.1%	28.8%	352	3.8%	31.0%	208	2.3%	25.7%	334	7.4%	25.6%
De 80 000 à moins de 115 000 euros par an	302	1.7%	24.5%	209	2.3%	28.0%	93	1.0%	19.2%	207	4.6%	23.3%
115 000 euros et plus par an	120	0.7%	23.0%	73	0.8%	24.6%	48	0.5%	20.9%	95	2.1%	21.0%
Refus	1271	7.1%	35.7%	565	6.2%	37.7%	706	8.0%	34.2%	276	6.1%	22.8%
Ne sait pas	543	3.0%	29.3%	226	2.5%	28.4%	316	3.6%	30.0%	180	4.0%	23.4%