

# PQR (tous titres)

LNM

	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
<b>ENSEMBLE</b>	17804	100.0%	34.6%	9032	100.0%	36.6%	8772	100.0%	32.7%	4465	100.0%	25.7%
<b>Sexe</b>												
<b>Homme</b>	9032	50.7%	36.6%	9032	100.0%	36.6%	0	0.0%	0.0%	2461	55.1%	28.1%
<b>Femme</b>	8772	49.3%	32.7%	0	0.0%	0.0%	8772	100.0%	32.7%	2005	44.9%	23.3%
<b>Age</b>												
<b>15 à 24 ans</b>	1487	8.4%	20.3%	773	8.6%	20.9%	714	8.1%	19.8%	570	12.8%	18.1%
<b>25 à 34 ans</b>	1915	10.8%	25.0%	1046	11.6%	27.9%	869	9.9%	22.2%	721	16.1%	21.7%
<b>35 à 49 ans</b>	3765	21.1%	30.1%	2011	22.3%	32.5%	1754	20.0%	27.7%	1609	36.0%	26.1%
<b>50 à 59 ans</b>	3398	19.1%	37.1%	1821	20.2%	39.9%	1578	18.0%	34.4%	1235	27.7%	32.4%
<b>60 ans et plus</b>	7239	40.7%	48.8%	3382	37.4%	52.3%	3857	44.0%	46.0%	330	7.4%	36.8%
<b>Individu</b>												
<b>Ménagères</b>	7912	44.4%	34.2%	0	0.0%	0.0%	7912	90.2%	34.2%	1736	38.9%	24.6%
<b>Personne de référence</b>	10324	58.0%	36.9%	7825	86.6%	38.8%	2499	28.5%	31.8%	2358	52.8%	28.4%
<b>Responsable des achats</b>	12423	69.8%	35.1%	4622	51.2%	36.5%	7801	88.9%	34.3%	2846	63.7%	25.9%
<b>PCS Individu</b>												
<b>Agriculteurs</b>	254	1.4%	48.6%	189	2.1%	48.7%	65	0.7%	48.3%	5	0.1%	30.8%
<b>Petits patrons</b>	520	2.9%	32.1%	394	4.4%	34.6%	126	1.4%	26.2%	449	10.1%	31.5%
<b>Affaires et Cadres</b>	1216	6.8%	23.9%	776	8.6%	26.3%	440	5.0%	20.7%	1080	24.2%	23.5%
<b>Professions intermédiaires</b>	1982	11.1%	28.9%	1059	11.7%	31.0%	924	10.5%	26.8%	1587	35.6%	28.3%
<b>Employés</b>	2768	15.5%	33.5%	751	8.3%	36.3%	2017	23.0%	32.6%	533	11.9%	28.9%
<b>Ouvriers</b>	2237	12.6%	35.0%	1796	19.9%	35.6%	441	5.0%	32.7%	133	3.0%	32.3%
<b>Retraités</b>	6243	35.1%	49.9%	3165	35.0%	53.8%	3078	35.1%	46.4%	109	2.4%	40.2%
<b>Autres inactifs</b>	2583	14.5%	25.2%	902	10.0%	23.9%	1682	19.2%	26.0%	570	12.8%	17.8%
<b>PCS Personne de référence</b>												
<b>Agriculteurs</b>	374	2.1%	46.1%	202	2.2%	45.0%	173	2.0%	47.5%	0	0.0%	0.0%
<b>Petits patrons</b>	788	4.4%	30.0%	432	4.8%	32.5%	356	4.1%	27.5%	788	17.7%	30.0%
<b>Affaires et Cadres</b>	1618	9.1%	22.4%	882	9.8%	24.9%	736	8.4%	20.1%	1618	36.2%	22.4%
<b>Professions intermédiaires</b>	2059	11.6%	27.4%	1146	12.7%	29.6%	913	10.4%	25.0%	2059	46.1%	27.4%
<b>Employés</b>	1656	9.3%	30.8%	741	8.2%	33.1%	915	10.4%	29.1%	0	0.0%	0.0%
<b>Ouvriers</b>	2990	16.8%	31.5%	1719	19.0%	33.5%	1271	14.5%	29.2%	0	0.0%	0.0%
<b>Retraités</b>	7025	39.5%	48.9%	3402	37.7%	52.2%	3622	41.3%	46.2%	0	0.0%	0.0%
<b>Autres inactifs</b>	1294	7.3%	31.7%	507	5.6%	32.1%	787	9.0%	31.4%	0	0.0%	0.0%

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<b>Taille du foyer</b>												
<b>1 personne</b>	3482	19.6%	35.0%	1562	17.3%	37.0%	1919	21.9%	33.5%	459	10.3%	24.9%
<b>2 personnes</b>	7556	42.4%	42.3%	3805	42.1%	44.0%	3751	42.8%	40.8%	1284	28.8%	29.6%
<b>3 personnes</b>	2808	15.8%	30.9%	1588	17.6%	34.4%	1220	13.9%	27.3%	929	20.8%	24.9%
<b>4 personnes</b>	2612	14.7%	28.2%	1353	15.0%	29.7%	1260	14.4%	26.7%	1182	26.5%	24.8%
<b>5 personnes et +</b>	1346	7.6%	25.3%	724	8.0%	27.5%	622	7.1%	23.0%	611	13.7%	22.8%
<b>Présence d'enfants de moins de 15 ans</b>												
<b>Oui</b>	4104	23.0%	26.6%	2144	23.7%	29.2%	1959	22.3%	24.2%	1846	41.3%	23.8%
<b>Non</b>	13700	77.0%	38.0%	6887	76.3%	39.7%	6813	77.7%	36.4%	2620	58.7%	27.2%
<b>Habitat</b>												
<b>Communes rurales</b>	4809	27.0%	40.9%	2360	26.1%	41.9%	2449	27.9%	40.0%	1023	22.9%	31.5%
<b>Agglo. - 20 000 hab</b>	3595	20.2%	40.1%	1845	20.4%	42.9%	1750	19.9%	37.6%	793	17.8%	31.5%
<b>Agglo. 20 000 à 100 000 hab</b>	2814	15.8%	40.5%	1372	15.2%	42.1%	1442	16.4%	39.2%	623	13.9%	33.3%
<b>Agglo. + 100 000 hab</b>	5111	28.7%	33.3%	2634	29.2%	35.5%	2477	28.2%	31.3%	1470	32.9%	25.9%
<b>Agglo. Paris</b>	1475	8.3%	17.4%	821	9.1%	20.2%	654	7.5%	14.7%	556	12.4%	13.7%

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<b>Régions INSEE</b>												
Ile de France	1654	9.3%	17.4%	911	10.1%	20.1%	743	8.5%	14.9%	613	13.7%	13.8%
Nord Pas de Calais	1186	6.7%	37.0%	564	6.2%	37.1%	621	7.1%	37.0%	254	5.7%	27.3%
Lorraine	838	4.7%	43.5%	420	4.6%	45.1%	418	4.8%	42.1%	197	4.4%	36.7%
Alsace	749	4.2%	49.4%	351	3.9%	47.8%	398	4.5%	50.9%	172	3.8%	37.2%
Franche-Comté	372	2.1%	39.1%	193	2.1%	41.7%	179	2.0%	36.7%	88	2.0%	33.2%
Champagne Ardennes	495	2.8%	45.8%	238	2.6%	45.8%	257	2.9%	45.9%	104	2.3%	36.1%
Picardie	499	2.8%	32.6%	265	2.9%	35.8%	234	2.7%	29.6%	113	2.5%	25.3%
Bourgogne	584	3.3%	43.1%	301	3.3%	46.2%	283	3.2%	40.2%	125	2.8%	33.9%
Haute Normandie	371	2.1%	25.1%	197	2.2%	27.8%	175	2.0%	22.6%	99	2.2%	21.7%
Basse Normandie	483	2.7%	40.0%	241	2.7%	41.7%	241	2.8%	38.4%	118	2.6%	34.3%
Centre	753	4.2%	36.1%	379	4.2%	37.7%	374	4.3%	34.6%	165	3.7%	26.6%
Pays de Loire	1292	7.3%	44.2%	682	7.6%	48.3%	610	7.0%	40.3%	336	7.5%	35.2%
Bretagne	1571	8.8%	59.4%	755	8.4%	59.4%	817	9.3%	59.5%	381	8.5%	49.6%
Poitou Charentes	649	3.6%	43.9%	312	3.5%	44.0%	337	3.8%	43.8%	136	3.0%	34.1%
Aquitaine	1065	6.0%	39.1%	519	5.8%	40.0%	546	6.2%	38.2%	275	6.1%	31.7%
Midi Pyrénées	779	4.4%	32.2%	417	4.6%	35.7%	361	4.1%	28.9%	208	4.6%	25.8%
Limousin	302	1.7%	48.6%	136	1.5%	45.9%	166	1.9%	51.1%	65	1.5%	41.9%
Auvergne	571	3.2%	50.7%	279	3.1%	51.6%	292	3.3%	49.9%	119	2.7%	38.8%
Rhône Alpes	1515	8.5%	29.6%	765	8.5%	31.0%	750	8.6%	28.2%	340	7.6%	18.6%
Languedoc Roussillon	665	3.7%	29.8%	361	4.0%	34.1%	304	3.5%	25.9%	177	4.0%	25.1%
Provence Alpes Côte d'Azur. Corse	1411	7.9%	32.6%	745	8.2%	36.4%	666	7.6%	29.2%	380	8.5%	26.7%
<b>Habitudes de connexion à Internet</b>												
Tous les jours	9863	55.4%	30.4%	5277	58.4%	32.4%	4586	52.3%	28.4%	3647	81.7%	25.4%
Presque tous les jours	1862	10.5%	31.6%	948	10.5%	33.9%	914	10.4%	29.6%	477	10.7%	23.9%
1 à 2 fois par semaine	954	5.4%	36.5%	430	4.8%	38.1%	524	6.0%	35.3%	200	4.5%	30.0%
1 à 3 fois par mois	203	1.1%	37.9%	90	1.0%	43.9%	113	1.3%	34.1%	26	0.6%	32.9%
Moins souvent	328	1.8%	35.7%	149	1.6%	38.8%	180	2.0%	33.5%	24	0.5%	31.5%
Jamais	39	0.2%	40.0%	26	0.3%	49.2%	13	0.1%	29.0%	4	0.1%	83.5%

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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	524	2.9%	28.1%	215	2.4%	29.5%	309	3.5%	27.2%	39	0.9%	23.8%
De 9 000 à moins de 12 000 euros par an	1038	5.8%	35.0%	416	4.6%	35.9%	622	7.1%	34.4%	52	1.2%	22.2%
De 12 000 à moins de 18 000 euros par an	2288	12.8%	38.6%	1055	11.7%	42.6%	1233	14.1%	35.8%	169	3.8%	25.8%
De 18 000 à moins de 24 000 euros par an	2615	14.7%	38.2%	1231	13.6%	39.6%	1383	15.8%	37.0%	355	7.9%	24.7%
De 24 000 à moins de 36 000 euros par an	4054	22.8%	36.6%	2090	23.1%	39.0%	1964	22.4%	34.4%	941	21.1%	27.5%
De 36 000 à moins de 45 000 euros par an	2348	13.2%	33.7%	1314	14.6%	35.9%	1034	11.8%	31.3%	839	18.8%	27.6%
De 45 000 à moins de 65 000 euros par an	2182	12.3%	32.4%	1303	14.4%	35.3%	879	10.0%	28.9%	998	22.4%	26.4%
De 65 000 à moins de 80 000 euros par an	556	3.1%	28.6%	348	3.9%	30.7%	207	2.4%	25.6%	332	7.4%	25.4%
De 80 000 à moins de 115 000 euros par an	295	1.7%	24.0%	206	2.3%	27.6%	89	1.0%	18.4%	203	4.5%	22.8%
115 000 euros et plus par an	120	0.7%	23.0%	73	0.8%	24.6%	47	0.5%	20.8%	95	2.1%	21.0%
Refus	1248	7.0%	35.1%	556	6.2%	37.1%	693	7.9%	33.6%	269	6.0%	22.3%
Ne sait pas	536	3.0%	28.9%	224	2.5%	28.1%	312	3.6%	29.5%	174	3.9%	22.7%