

# Total PGI

## LNM

	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
<b>ENSEMBLE</b>	5546	100.0%	10.8%	2822	100.0%	11.4%	2724	100.0%	10.2%	2434	100.0%	14.0%
<b>Sexe</b>												
<b>Homme</b>	2822	50.9%	11.4%	2822	100.0%	11.4%	0	0.0%	0.0%	1296	53.2%	14.8%
<b>Femme</b>	2724	49.1%	10.2%	0	0.0%	0.0%	2724	100.0%	10.2%	1138	46.8%	13.2%
<b>Age</b>												
<b>15 à 24 ans</b>	1219	22.0%	16.7%	564	20.0%	15.2%	655	24.0%	18.1%	530	21.8%	16.8%
<b>25 à 34 ans</b>	1133	20.4%	14.8%	581	20.6%	15.5%	552	20.3%	14.1%	515	21.1%	15.5%
<b>35 à 49 ans</b>	1451	26.2%	11.6%	796	28.2%	12.9%	655	24.0%	10.3%	790	32.5%	12.8%
<b>50 à 59 ans</b>	1020	18.4%	11.1%	539	19.1%	11.8%	481	17.7%	10.5%	485	19.9%	12.7%
<b>60 ans et plus</b>	724	13.1%	4.9%	342	12.1%	5.3%	382	14.0%	4.6%	114	4.7%	12.7%
<b>Individu</b>												
<b>Ménagères</b>	2067	37.3%	8.9%	0	0.0%	0.0%	2067	75.9%	8.9%	850	34.9%	12.1%
<b>Personne de référence</b>	2880	51.9%	10.3%	2133	75.6%	10.6%	748	27.4%	9.5%	1217	50.0%	14.7%
<b>Responsable des achats</b>	3573	64.4%	10.1%	1486	52.7%	11.7%	2087	76.6%	9.2%	1502	61.7%	13.7%
<b>PCS Individu</b>												
<b>Agriculteurs</b>	4	0.1%	0.9%	3	0.1%	0.8%	1	0.1%	1.0%	0	0.0%	0.0%
<b>Petits patrons</b>	114	2.1%	7.1%	80	2.8%	7.0%	34	1.3%	7.1%	102	4.2%	7.1%
<b>Affaires et Cadres</b>	807	14.5%	15.9%	480	17.0%	16.3%	327	12.0%	15.4%	742	30.5%	16.2%
<b>Professions intermédiaires</b>	983	17.7%	14.3%	516	18.3%	15.1%	467	17.1%	13.6%	789	32.4%	14.1%
<b>Employés</b>	1192	21.5%	14.4%	371	13.1%	17.9%	821	30.1%	13.3%	278	11.4%	15.1%
<b>Ouvriers</b>	664	12.0%	10.4%	557	19.7%	11.0%	107	3.9%	8.0%	48	2.0%	11.6%
<b>Retraités</b>	557	10.0%	4.5%	262	9.3%	4.4%	296	10.9%	4.5%	23	1.0%	8.6%
<b>Autres inactifs</b>	1225	22.1%	12.0%	554	19.6%	14.7%	671	24.6%	10.4%	451	18.5%	14.1%
<b>PCS Personne de référence</b>												
<b>Agriculteurs</b>	18	0.3%	2.2%	6	0.2%	1.3%	12	0.4%	3.4%	0	0.0%	0.0%
<b>Petits patrons</b>	264	4.8%	10.0%	123	4.4%	9.2%	141	5.2%	10.9%	264	10.8%	10.0%
<b>Affaires et Cadres</b>	1111	20.0%	15.4%	604	21.4%	17.0%	508	18.6%	13.9%	1111	45.7%	15.4%
<b>Professions intermédiaires</b>	1058	19.1%	14.1%	569	20.2%	14.7%	490	18.0%	13.4%	1058	43.5%	14.1%
<b>Employés</b>	912	16.4%	16.9%	395	14.0%	17.6%	517	19.0%	16.4%	0	0.0%	0.0%
<b>Ouvriers</b>	1028	18.5%	10.8%	592	21.0%	11.5%	436	16.0%	10.0%	0	0.0%	0.0%
<b>Retraités</b>	771	13.9%	5.4%	346	12.3%	5.3%	425	15.6%	5.4%	0	0.0%	0.0%
<b>Autres inactifs</b>	384	6.9%	9.4%	188	6.7%	11.9%	196	7.2%	7.8%	0	0.0%	0.0%

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	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
<b>Taille du foyer</b>												
<b>1 personne</b>	935	16.9%	9.4%	424	15.0%	10.0%	511	18.8%	8.9%	314	12.9%	17.1%
<b>2 personnes</b>	1556	28.1%	8.7%	799	28.3%	9.2%	757	27.8%	8.2%	630	25.9%	14.5%
<b>3 personnes</b>	1149	20.7%	12.7%	608	21.5%	13.2%	542	19.9%	12.1%	511	21.0%	13.7%
<b>4 personnes</b>	1183	21.3%	12.8%	594	21.0%	13.0%	590	21.6%	12.5%	613	25.2%	12.8%
<b>5 personnes et +</b>	723	13.0%	13.6%	398	14.1%	15.1%	325	11.9%	12.0%	365	15.0%	13.6%
<b>Présence d'enfants de moins de 15 ans</b>												
<b>Oui</b>	1827	32.9%	11.8%	955	33.8%	13.0%	872	32.0%	10.8%	919	37.8%	11.9%
<b>Non</b>	3719	67.1%	10.3%	1867	66.2%	10.8%	1852	68.0%	9.9%	1514	62.2%	15.7%
<b>Habitat</b>												
<b>Communes rurales</b>	394	7.1%	3.4%	202	7.2%	3.6%	192	7.1%	3.1%	187	7.7%	5.8%
<b>Agglo. - 20 000 hab</b>	373	6.7%	4.2%	186	6.6%	4.3%	187	6.8%	4.0%	162	6.7%	6.5%
<b>Agglo. 20 000 à 100 000 hab</b>	265	4.8%	3.8%	141	5.0%	4.3%	124	4.6%	3.4%	124	5.1%	6.6%
<b>Agglo. + 100 000 hab</b>	2017	36.4%	13.1%	1040	36.8%	14.0%	977	35.9%	12.3%	794	32.6%	14.0%
<b>Agglo. Paris</b>	2498	45.0%	29.4%	1253	44.4%	30.9%	1245	45.7%	28.0%	1167	47.9%	28.8%

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	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
<b>Régions INSEE</b>												
Ile de France	2644	47.7%	27.8%	1322	46.8%	29.1%	1322	48.5%	26.5%	1238	50.9%	27.9%
Nord Pas de Calais	381	6.9%	11.9%	211	7.5%	13.9%	169	6.2%	10.1%	131	5.4%	14.1%
Lorraine	83	1.5%	4.3%	40	1.4%	4.3%	43	1.6%	4.4%	32	1.3%	6.0%
Alsace	149	2.7%	9.8%	77	2.7%	10.6%	72	2.6%	9.2%	62	2.5%	13.3%
Franche-Comté	6	0.1%	0.6%	4	0.1%	0.8%	2	0.1%	0.5%	5	0.2%	1.8%
Champagne Ardennes	41	0.7%	3.8%	18	0.7%	3.5%	23	0.8%	4.1%	19	0.8%	6.4%
Picardie	96	1.7%	6.2%	46	1.6%	6.2%	49	1.8%	6.2%	48	2.0%	10.9%
Bourgogne	36	0.6%	2.6%	19	0.7%	3.0%	16	0.6%	2.3%	20	0.8%	5.4%
Haute Normandie	81	1.5%	5.5%	35	1.2%	4.9%	47	1.7%	6.0%	34	1.4%	7.4%
Basse Normandie	6	0.1%	0.5%	3	0.1%	0.6%	3	0.1%	0.4%	2	0.1%	0.5%
Centre	100	1.8%	4.8%	58	2.1%	5.8%	42	1.5%	3.8%	48	2.0%	7.7%
Pays de Loire	219	4.0%	7.5%	116	4.1%	8.2%	103	3.8%	6.8%	92	3.8%	9.6%
Bretagne	131	2.4%	5.0%	60	2.1%	4.7%	71	2.6%	5.2%	53	2.2%	6.9%
Poitou Charentes	14	0.3%	1.0%	11	0.4%	1.6%	3	0.1%	0.3%	8	0.3%	2.0%
Aquitaine	185	3.3%	6.8%	72	2.6%	5.6%	113	4.1%	7.9%	71	2.9%	8.2%
Midi Pyrénées	240	4.3%	9.9%	119	4.2%	10.2%	122	4.5%	9.7%	117	4.8%	14.5%
Limousin	8	0.1%	1.3%	6	0.2%	1.9%	2	0.1%	0.7%	4	0.2%	2.3%
Auvergne	16	0.3%	1.5%	9	0.3%	1.7%	7	0.3%	1.2%	10	0.4%	3.4%
Rhône Alpes	511	9.2%	10.0%	283	10.0%	11.5%	228	8.4%	8.6%	225	9.2%	12.3%
Languedoc Roussillon	141	2.5%	6.3%	65	2.3%	6.1%	75	2.8%	6.4%	70	2.9%	10.0%
Provence Alpes Côte d'Azur. Corse	457	8.2%	10.6%	245	8.7%	12.0%	212	7.8%	9.3%	146	6.0%	10.3%
<b>Habitudes de connexion à Internet</b>												
Tous les jours	4346	78.4%	13.4%	2241	79.4%	13.8%	2105	77.3%	13.1%	2089	85.8%	14.6%
Presque tous les jours	631	11.4%	10.7%	321	11.4%	11.5%	309	11.4%	10.0%	239	9.8%	12.0%
1 à 2 fois par semaine	253	4.6%	9.7%	114	4.0%	10.1%	140	5.1%	9.4%	81	3.3%	12.1%
1 à 3 fois par mois	43	0.8%	8.1%	19	0.7%	9.3%	24	0.9%	7.4%	6	0.3%	8.2%
Moins souvent	45	0.8%	4.9%	16	0.6%	4.1%	29	1.1%	5.4%	2	0.1%	2.5%
Jamais	4	0.1%	4.0%	4	0.1%	7.3%	0	0.0%	0.0%	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	176	3.2%	9.5%	82	2.9%	11.2%	95	3.5%	8.3%	11	0.4%	6.5%
De 9 000 à moins de 12 000 euros par an	183	3.3%	6.2%	102	3.6%	8.8%	82	3.0%	4.5%	25	1.0%	10.5%
De 12 000 à moins de 18 000 euros par an	467	8.4%	7.9%	184	6.5%	7.4%	283	10.4%	8.2%	74	3.0%	11.3%
De 18 000 à moins de 24 000 euros par an	695	12.5%	10.2%	322	11.4%	10.4%	373	13.7%	10.0%	221	9.1%	15.4%
De 24 000 à moins de 36 000 euros par an	1153	20.8%	10.4%	572	20.3%	10.7%	582	21.3%	10.2%	468	19.2%	13.7%
De 36 000 à moins de 45 000 euros par an	832	15.0%	11.9%	451	16.0%	12.3%	381	14.0%	11.5%	425	17.5%	14.0%
De 45 000 à moins de 65 000 euros par an	900	16.2%	13.4%	506	17.9%	13.7%	394	14.5%	13.0%	508	20.9%	13.4%
De 65 000 à moins de 80 000 euros par an	298	5.4%	15.3%	178	6.3%	15.7%	120	4.4%	14.8%	215	8.8%	16.5%
De 80 000 à moins de 115 000 euros par an	150	2.7%	12.2%	94	3.3%	12.6%	56	2.0%	11.5%	114	4.7%	12.9%
115 000 euros et plus par an	78	1.4%	14.9%	47	1.7%	15.8%	31	1.1%	13.7%	69	2.8%	15.2%
Refus	368	6.6%	10.3%	177	6.3%	11.8%	192	7.0%	9.3%	177	7.3%	14.7%
Ne sait pas	245	4.4%	13.2%	108	3.8%	13.6%	137	5.0%	13.0%	126	5.2%	16.4%