

Sud Ouest

LNM

	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
ENSEMBLE	1114	100.0%	2.1%	583	100.0%	2.3%	531	100.0%	2.0%	265	100.0%	1.5%
Sexe												
Homme	583	52.4%	2.3%	583	100.0%	2.3%	0	0.0%	0.0%	147	55.6%	1.7%
Femme	531	47.6%	2.0%	0	0.0%	0.0%	531	100.0%	2.0%	118	44.4%	1.4%
Age												
15 à 24 ans	88	7.9%	1.2%	36	6.2%	1.0%	52	9.8%	1.4%	29	10.9%	0.9%
25 à 34 ans	102	9.2%	1.3%	71	12.2%	1.9%	31	5.8%	0.8%	48	18.0%	1.5%
35 à 49 ans	233	21.0%	1.9%	128	21.9%	2.1%	106	19.9%	1.7%	90	34.1%	1.4%
50 à 59 ans	215	19.3%	2.3%	113	19.4%	2.5%	102	19.2%	2.2%	90	34.0%	2.3%
60 ans et plus	475	42.7%	3.1%	235	40.3%	3.5%	240	45.3%	2.8%	8	3.0%	0.9%
Individu												
Ménagères	455	40.9%	1.9%	0	0.0%	0.0%	455	85.8%	1.9%	102	38.7%	1.5%
Personne de référence	668	60.0%	2.3%	511	87.6%	2.5%	157	29.6%	2.0%	150	56.8%	1.8%
Responsable des achats	769	69.1%	2.1%	313	53.8%	2.4%	456	85.9%	2.0%	161	60.7%	1.5%
PCS Individu												
Agriculteurs	27	2.4%	5.4%	21	3.6%	6.1%	6	1.1%	3.7%	0	0.0%	0.0%
Petits patrons	32	2.9%	2.0%	21	3.7%	1.9%	11	2.1%	2.4%	26	10.0%	1.8%
Affaires et Cadres	72	6.4%	1.5%	42	7.2%	1.5%	30	5.6%	1.4%	59	22.5%	1.3%
Professions intermédiaires	128	11.5%	1.8%	66	11.4%	1.9%	62	11.7%	1.7%	108	40.9%	1.9%
Employés	159	14.3%	1.9%	44	7.5%	2.0%	115	21.7%	1.9%	28	10.8%	1.5%
Ouvriers	122	10.9%	1.9%	106	18.2%	2.1%	16	3.0%	1.2%	1	0.2%	0.1%
Retraités	408	36.7%	3.2%	215	36.9%	3.5%	193	36.4%	2.9%	3	1.1%	1.4%
Autres inactifs	165	14.8%	1.6%	67	11.5%	1.8%	98	18.4%	1.5%	39	14.6%	1.2%
PCS Personne de référence												
Agriculteurs	33	3.0%	4.4%	24	4.1%	5.8%	9	1.8%	2.7%	0	0.0%	0.0%
Petits patrons	56	5.1%	2.2%	35	6.0%	2.6%	22	4.1%	1.7%	56	21.3%	2.2%
Affaires et Cadres	89	8.0%	1.3%	49	8.4%	1.4%	40	7.6%	1.2%	89	33.7%	1.3%
Professions intermédiaires	119	10.7%	1.5%	63	10.9%	1.6%	56	10.5%	1.4%	119	45.0%	1.5%
Employés	97	8.7%	1.8%	40	6.9%	1.7%	56	10.6%	1.8%	0	0.0%	0.0%
Ouvriers	164	14.7%	1.7%	100	17.1%	2.0%	64	12.1%	1.5%	0	0.0%	0.0%
Retraités	457	41.1%	3.1%	232	39.8%	3.5%	225	42.4%	2.8%	0	0.0%	0.0%
Autres inactifs	98	8.8%	2.3%	40	6.8%	2.5%	58	10.9%	2.2%	0	0.0%	0.0%

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Taille du foyer												
1 personne	211	19.0%	2.1%	81	13.9%	1.8%	130	24.6%	2.3%	28	10.6%	1.5%
2 personnes	484	43.5%	2.7%	257	44.1%	3.0%	227	42.8%	2.4%	75	28.5%	1.8%
3 personnes	173	15.5%	1.9%	93	15.9%	2.0%	80	15.1%	1.7%	48	18.0%	1.2%
4 personnes	177	15.9%	1.9%	105	17.9%	2.3%	73	13.7%	1.6%	87	32.8%	1.8%
5 personnes et +	68	6.1%	1.2%	48	8.2%	1.8%	20	3.8%	0.7%	27	10.1%	1.0%
Présence d'enfants de moins de 15 ans												
Oui	235	21.1%	1.5%	151	25.9%	2.0%	85	15.9%	1.0%	93	35.2%	1.2%
Non	878	78.9%	2.4%	432	74.1%	2.5%	446	84.1%	2.4%	172	64.8%	1.8%
Habitat												
Communes rurales	356	31.9%	3.0%	187	32.0%	3.3%	169	31.9%	2.7%	64	24.3%	2.0%
Agglo. - 20 000 hab	214	19.3%	2.4%	107	18.4%	2.5%	107	20.2%	2.2%	45	17.0%	1.8%
Agglo. 20 000 à 100 000 hab	157	14.1%	2.2%	83	14.2%	2.4%	74	14.0%	2.1%	38	14.3%	2.0%
Agglo. + 100 000 hab	373	33.4%	2.4%	200	34.3%	2.7%	172	32.5%	2.2%	111	42.1%	2.0%
Agglo. Paris	14	1.2%	0.2%	6	1.1%	0.2%	8	1.4%	0.2%	6	2.3%	0.2%
Régions INSEE												
Ile de France	14	1.2%	0.1%	6	1.1%	0.1%	8	1.4%	0.1%	6	2.3%	0.1%
Champagne Ardennes	1	0.0%	0.0%	0	0.0%	0.0%	1	0.1%	0.1%	0	0.0%	0.0%
Picardie	1	0.1%	0.1%	1	0.1%	0.1%	1	0.1%	0.1%	0	0.0%	0.0%
Centre	1	0.1%	0.1%	0	0.0%	0.0%	1	0.2%	0.1%	1	0.3%	0.1%
Pays de Loire	3	0.2%	0.1%	2	0.4%	0.1%	1	0.1%	0.0%	0	0.1%	0.0%
Bretagne	1	0.1%	0.0%	1	0.2%	0.1%	0	0.0%	0.0%	1	0.3%	0.1%
Poitou Charentes	223	20.0%	15.0%	126	21.6%	17.6%	97	18.4%	12.6%	53	20.1%	14.5%
Aquitaine	833	74.8%	29.9%	425	72.9%	32.0%	408	76.9%	27.9%	192	72.6%	22.7%
Midi Pyrénées	25	2.2%	1.0%	15	2.5%	1.2%	10	2.0%	0.8%	9	3.4%	1.1%
Limousin	2	0.2%	0.4%	1	0.2%	0.4%	1	0.2%	0.3%	1	0.3%	0.5%
Auvergne	6	0.5%	0.5%	6	1.0%	1.1%	0	0.0%	0.0%	0	0.0%	0.0%
Rhône Alpes	3	0.3%	0.1%	0	0.0%	0.0%	3	0.6%	0.1%	1	0.4%	0.1%
Languedoc Roussillon	0	0.0%	0.0%	0	0.0%	0.0%	0	0.0%	0.0%	0	0.1%	0.0%
Habitudes de connection à Internet												
Tous les jours	695	62.4%	2.0%	374	64.2%	2.2%	320	60.4%	1.8%	237	89.8%	1.6%
Presque tous les jours	114	10.3%	1.9%	63	10.8%	2.3%	51	9.7%	1.6%	21	7.8%	1.1%
1 à 2 fois par semaine	48	4.3%	1.9%	17	2.9%	1.5%	32	6.0%	2.1%	5	1.8%	0.9%
1 à 3 fois par mois	12	1.1%	2.6%	6	1.1%	3.3%	6	1.1%	2.1%	2	0.6%	2.3%
Moins souvent	9	0.8%	1.2%	7	1.3%	2.0%	2	0.3%	0.4%	0	0.0%	0.0%
Jamais	5	0.5%	7.3%	5	0.9%	12.7%	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
Revenus du foyer												
Moins de 9 000 euros par an	33	2.9%	1.8%	14	2.4%	1.9%	19	3.5%	1.7%	4	1.5%	2.1%
De 9 000 à moins de 12 000 euros par an	69	6.2%	2.3%	46	7.9%	4.0%	23	4.4%	1.3%	6	2.1%	2.3%
De 12 000 à moins de 18 000 euros par an	132	11.8%	2.4%	55	9.5%	2.3%	77	14.5%	2.5%	11	4.3%	1.8%
De 18 000 à moins de 24 000 euros par an	182	16.3%	2.7%	92	15.7%	3.1%	90	17.0%	2.4%	33	12.4%	2.4%
De 24 000 à moins de 36 000 euros par an	280	25.1%	2.4%	124	21.3%	2.3%	155	29.3%	2.6%	60	22.6%	1.7%
De 36 000 à moins de 45 000 euros par an	144	13.0%	2.0%	90	15.4%	2.4%	55	10.3%	1.6%	34	12.9%	1.2%
De 45 000 à moins de 65 000 euros par an	129	11.6%	1.8%	78	13.4%	1.9%	51	9.5%	1.6%	58	21.8%	1.4%
65 000 euros et plus par an	62	5.6%	1.6%	39	6.7%	1.7%	23	4.3%	1.3%	34	12.8%	1.2%
Refus	52	4.6%	1.5%	28	4.8%	1.9%	23	4.4%	1.2%	18	7.0%	1.6%
Ne sait pas	32	2.8%	1.9%	17	2.9%	2.3%	15	2.8%	1.6%	7	2.5%	1.2%