

	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
ENSEMBLE	579	100.0%	1.1%	287	100.0%	1.2%	292	100.0%	1.1%	143	100.0%	0.8%
Sexe												
Homme	287	49.6%	1.2%	287	100.0%	1.2%	0	0.0%	0.0%	88	61.8%	1.0%
Femme	292	50.4%	1.1%	0	0.0%	0.0%	292	100.0%	1.1%	54	38.2%	0.6%
Age												
15 à 24 ans	37	6.4%	0.5%	17	6.1%	0.5%	19	6.6%	0.5%	12	8.2%	0.4%
25 à 34 ans	57	9.8%	0.7%	33	11.5%	0.9%	24	8.1%	0.6%	20	14.2%	0.6%
35 à 49 ans	144	24.8%	1.1%	75	26.0%	1.2%	69	23.6%	1.1%	50	35.1%	0.8%
50 à 59 ans	107	18.4%	1.2%	53	18.3%	1.2%	54	18.4%	1.2%	51	35.8%	1.3%
60 ans et plus	236	40.7%	1.5%	109	38.1%	1.6%	126	43.2%	1.4%	10	6.7%	0.9%
Individu												
Ménagères	273	47.1%	1.2%	0	0.0%	0.0%	273	93.4%	1.2%	48	33.6%	0.7%
Personne de référence	380	65.5%	1.3%	253	88.2%	1.2%	126	43.2%	1.6%	92	64.3%	1.1%
Responsable des achats	429	74.0%	1.2%	162	56.3%	1.2%	267	91.4%	1.2%	98	68.9%	0.9%
PCS Individu												
Agriculteurs	11	1.9%	2.2%	11	3.7%	3.1%	0	0.1%	0.2%	0	0.0%	0.0%
Petits patrons	15	2.6%	0.9%	10	3.6%	0.9%	5	1.6%	1.1%	12	8.4%	0.8%
Affaires et Cadres	38	6.5%	0.8%	25	8.8%	0.9%	13	4.4%	0.6%	31	21.7%	0.7%
Professions intermédiaires	79	13.6%	1.1%	48	16.7%	1.3%	31	10.5%	0.9%	67	46.7%	1.1%
Employés	92	15.8%	1.1%	17	6.0%	0.8%	75	25.5%	1.2%	17	11.6%	0.9%
Ouvriers	80	13.9%	1.3%	59	20.6%	1.2%	21	7.2%	1.7%	1	0.4%	0.2%
Retraités	175	30.3%	1.4%	92	32.1%	1.5%	83	28.5%	1.2%	1	0.4%	0.2%
Autres inactifs	89	15.4%	0.9%	25	8.5%	0.7%	65	22.2%	1.0%	16	10.9%	0.5%
PCS Personne de référence												
Agriculteurs	20	3.4%	2.6%	17	6.1%	4.4%	2	0.8%	0.6%	0	0.0%	0.0%
Petits patrons	28	4.8%	1.1%	11	4.0%	0.8%	16	5.5%	1.3%	28	19.3%	1.1%
Affaires et Cadres	46	7.9%	0.7%	28	9.9%	0.8%	17	5.9%	0.5%	46	31.9%	0.7%
Professions intermédiaires	70	12.0%	0.9%	48	16.9%	1.2%	21	7.3%	0.6%	70	48.8%	0.9%
Employés	45	7.8%	0.8%	19	6.8%	0.8%	26	8.7%	0.8%	0	0.0%	0.0%
Ouvriers	118	20.3%	1.2%	52	18.2%	1.0%	66	22.5%	1.5%	0	0.0%	0.0%
Retraités	201	34.7%	1.3%	104	36.3%	1.6%	97	33.2%	1.2%	0	0.0%	0.0%
Autres inactifs	53	9.2%	1.3%	6	2.0%	0.4%	47	16.2%	1.8%	0	0.0%	0.0%

	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
Taille du foyer												
1 personne	146	25.2%	1.5%	37	13.0%	0.9%	109	37.3%	1.9%	21	14.4%	1.1%
2 personnes	207	35.8%	1.1%	132	46.1%	1.5%	75	25.6%	0.8%	36	25.2%	0.9%
3 personnes	88	15.3%	1.0%	46	16.0%	1.0%	43	14.5%	1.0%	36	25.1%	0.9%
4 personnes	102	17.6%	1.1%	51	17.7%	1.1%	51	17.4%	1.1%	31	21.8%	0.7%
5 personnes et +	36	6.2%	0.7%	21	7.2%	0.8%	15	5.2%	0.5%	19	13.4%	0.7%
Présence d'enfants de moins de 15 ans												
Oui	121	21.0%	0.8%	69	24.1%	0.9%	52	17.9%	0.6%	52	36.2%	0.7%
Non	458	79.0%	1.3%	218	75.9%	1.2%	240	82.1%	1.3%	91	63.8%	0.9%
Habitat												
Communes rurales	173	29.9%	1.4%	97	33.8%	1.7%	76	26.1%	1.2%	30	21.4%	0.9%
Agglo. - 20 000 hab	184	31.8%	2.0%	84	29.1%	1.9%	100	34.4%	2.1%	32	22.7%	1.3%
Agglo. 20 000 à 100 000 hab	130	22.5%	1.9%	59	20.7%	1.8%	71	24.2%	1.9%	41	28.4%	2.0%
Agglo. + 100 000 hab	87	14.9%	0.6%	44	15.3%	0.6%	43	14.6%	0.5%	36	25.5%	0.6%
Agglo. Paris	5	0.9%	0.1%	3	1.2%	0.1%	2	0.7%	0.0%	3	2.0%	0.1%
Régions INSEE												
Ile de France	6	1.0%	0.1%	3	1.2%	0.1%	2	0.8%	0.0%	3	2.2%	0.1%
Champagne Ardennes	0	0.0%	0.0%	0	0.0%	0.0%	0	0.0%	0.0%	0	0.0%	0.0%
Picardie	0	0.1%	0.0%	0	0.0%	0.0%	0	0.1%	0.1%	0	0.1%	0.0%
Haute Normandie	2	0.4%	0.1%	1	0.5%	0.2%	1	0.3%	0.1%	1	0.7%	0.2%
Basse Normandie	0	0.0%	0.0%	0	0.0%	0.0%	0	0.0%	0.0%	0	0.1%	0.1%
Centre	3	0.5%	0.1%	3	0.9%	0.3%	0	0.0%	0.0%	3	1.8%	0.4%
Pays de Loire	15	2.7%	0.5%	5	1.6%	0.3%	11	3.7%	0.7%	8	5.7%	0.9%
Bretagne	547	94.4%	20.5%	273	95.1%	21.3%	274	93.8%	19.7%	126	88.4%	17.8%
Poitou Charentes	2	0.3%	0.1%	2	0.5%	0.2%	0	0.0%	0.0%	1	0.8%	0.3%
Aquitaine	3	0.5%	0.1%	0	0.0%	0.0%	3	1.0%	0.2%	0	0.0%	0.0%
Limousin	0	0.1%	0.1%	0	0.1%	0.1%	0	0.0%	0.0%	0	0.3%	0.2%
Provence Alpes Côte d'Azur. Corse	1	0.1%	0.0%	0	0.0%	0.0%	1	0.2%	0.0%	0	0.0%	0.0%
Habitudes de connection à Internet												
Tous les jours	344	59.3%	0.9%	192	67.0%	1.0%	151	51.8%	0.8%	122	85.4%	0.8%
Presque tous les jours	53	9.1%	1.0%	26	8.9%	1.0%	27	9.4%	0.9%	14	10.2%	0.9%
1 à 2 fois par semaine	43	7.4%	1.6%	17	6.0%	1.5%	25	8.7%	1.6%	3	2.1%	0.6%
1 à 3 fois par mois	3	0.5%	0.5%	0	0.0%	0.0%	3	0.9%	0.9%	0	0.1%	0.1%
Moins souvent	3	0.5%	0.5%	1	0.5%	0.5%	2	0.6%	0.6%	0	0.0%	0.0%

Le Télégramme

A.C.P.M. - ONE -



	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	3	0.6%	0.2%	1	0.5%	0.2%	2	0.7%	0.2%	0	0.0%	0.0%
De 9 000 à moins de 12 000 euros par an	15	2.6%	0.5%	5	1.7%	0.5%	10	3.4%	0.6%	1	0.7%	0.4%
De 12 000 à moins de 18 000 euros par an	59	10.1%	1.1%	21	7.2%	0.9%	38	13.0%	1.2%	4	2.9%	0.6%
De 18 000 à moins de 24 000 euros par an	96	16.6%	1.4%	51	17.8%	1.7%	45	15.4%	1.2%	13	8.8%	0.9%
De 24 000 à moins de 36 000 euros par an	146	25.3%	1.3%	61	21.1%	1.1%	86	29.3%	1.4%	32	22.5%	0.9%
De 36 000 à moins de 45 000 euros par an	109	18.8%	1.5%	67	23.2%	1.8%	42	14.3%	1.2%	37	25.8%	1.3%
De 45 000 à moins de 65 000 euros par an	66	11.4%	0.9%	46	16.1%	1.2%	20	6.8%	0.7%	36	24.9%	1.0%
65 000 euros et plus par an	24	4.1%	0.6%	18	6.2%	0.7%	6	1.9%	0.3%	13	8.8%	0.4%
Refus	58	10.0%	1.4%	15	5.2%	0.8%	43	14.7%	1.8%	6	4.2%	0.4%
Ne sait pas	4	0.6%	0.3%	3	1.0%	0.6%	1	0.3%	0.2%	2	1.4%	0.5%