

	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
ENSEMBLE	2024	100.0%	3.9%	1026	100.0%	4.1%	998	100.0%	3.7%	515	100.0%	2.9%
Sexe												
Homme	1026	50.7%	4.1%	1026	100.0%	4.1%	0	0.0%	0.0%	270	52.4%	2.9%
Femme	998	49.3%	3.7%	0	0.0%	0.0%	998	100.0%	3.7%	245	47.6%	2.8%
Age												
15 à 24 ans	157	7.8%	2.1%	79	7.7%	2.1%	78	7.8%	2.1%	63	12.3%	2.0%
25 à 34 ans	168	8.3%	2.2%	77	7.5%	2.1%	91	9.1%	2.3%	69	13.5%	2.2%
35 à 49 ans	399	19.7%	3.1%	229	22.3%	3.7%	170	17.0%	2.6%	179	34.9%	2.9%
50 à 59 ans	376	18.6%	4.4%	190	18.5%	4.5%	186	18.6%	4.2%	140	27.2%	3.9%
60 ans et plus	923	45.6%	5.7%	451	43.9%	6.2%	473	47.4%	5.3%	62	12.1%	3.9%
Individu												
Ménagères	903	44.6%	3.9%	0	0.0%	0.0%	903	90.5%	3.9%	212	41.2%	3.0%
Personne de référence	1144	56.5%	4.1%	893	87.1%	4.3%	251	25.1%	3.4%	274	53.3%	3.1%
Responsable des achats	1422	70.3%	4.0%	534	52.0%	4.1%	888	89.0%	3.9%	337	65.4%	3.0%
PCS Individu												
Agriculteurs	36	1.8%	6.9%	30	3.0%	9.5%	5	0.5%	2.7%	0	0.0%	0.2%
Petits patrons	73	3.6%	4.4%	52	5.1%	4.3%	20	2.0%	4.8%	62	12.0%	4.2%
Affaires et Cadres	132	6.5%	2.6%	79	7.7%	2.7%	53	5.3%	2.4%	109	21.1%	2.4%
Professions intermédiaires	240	11.8%	3.2%	112	10.9%	3.0%	127	12.8%	3.4%	195	38.0%	3.2%
Employés	299	14.8%	3.5%	89	8.7%	4.0%	211	21.1%	3.3%	48	9.4%	2.7%
Ouvriers	217	10.7%	3.4%	176	17.1%	3.4%	42	4.2%	3.2%	17	3.3%	3.9%
Retraités	762	37.7%	5.9%	394	38.4%	6.6%	368	36.9%	5.3%	5	1.0%	2.4%
Autres inactifs	265	13.1%	2.7%	93	9.1%	2.6%	172	17.2%	2.7%	78	15.2%	2.3%
PCS Personne de référence												
Agriculteurs	57	2.8%	7.4%	33	3.3%	9.2%	24	2.4%	5.8%	0	0.0%	0.0%
Petits patrons	94	4.7%	3.5%	58	5.6%	4.0%	37	3.7%	3.0%	94	18.3%	3.5%
Affaires et Cadres	167	8.3%	2.4%	88	8.6%	2.5%	79	7.9%	2.2%	167	32.5%	2.4%
Professions intermédiaires	253	12.5%	3.1%	124	12.1%	3.0%	129	13.0%	3.3%	253	49.2%	3.1%
Employés	187	9.3%	3.4%	87	8.5%	3.8%	100	10.0%	3.1%	0	0.0%	0.0%
Ouvriers	294	14.5%	3.0%	164	16.0%	3.2%	130	13.0%	2.9%	0	0.0%	0.0%
Retraités	849	41.9%	5.7%	409	39.9%	6.2%	439	44.0%	5.2%	0	0.0%	0.0%
Autres inactifs	122	6.0%	3.4%	62	6.1%	4.2%	60	6.0%	2.9%	0	0.0%	0.0%

Groupe Sud Ouest

A.C.P.M. - ONE -



	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
Taille du foyer												
1 personne	365	18.0%	3.7%	159	15.5%	3.7%	206	20.6%	3.7%	67	13.0%	2.8%
2 personnes	921	45.5%	5.0%	453	44.1%	5.1%	468	46.9%	5.0%	139	27.0%	3.3%
3 personnes	359	17.7%	3.9%	200	19.5%	4.2%	159	16.0%	3.5%	124	24.1%	3.1%
4 personnes	294	14.5%	3.1%	173	16.9%	3.7%	121	12.1%	2.6%	155	30.1%	3.3%
5 personnes et +	85	4.2%	1.5%	41	4.0%	1.6%	44	4.4%	1.4%	30	5.9%	1.1%
Présence d'enfants de moins de 15 ans												
Oui	414	20.5%	2.6%	206	20.1%	2.8%	208	20.8%	2.5%	200	38.9%	2.7%
Non	1609	79.5%	4.4%	820	79.9%	4.6%	790	79.2%	4.2%	314	61.1%	3.0%
Habitat												
Communes rurales	592	29.3%	4.9%	297	29.0%	5.2%	295	29.6%	4.7%	140	27.1%	4.2%
Agglo. - 20 000 hab	446	22.1%	5.0%	236	23.0%	5.5%	211	21.1%	4.5%	89	17.3%	3.2%
Agglo. 20 000 à 100 000 hab	365	18.0%	5.2%	183	17.8%	5.5%	182	18.3%	5.0%	102	19.9%	4.8%
Agglo. + 100 000 hab	598	29.5%	3.8%	298	29.1%	3.9%	300	30.0%	3.7%	175	34.0%	3.1%
Agglo. Paris	22	1.1%	0.3%	12	1.2%	0.3%	10	1.0%	0.2%	9	1.8%	0.2%
Régions INSEE												
Ile de France	28	1.4%	0.3%	13	1.2%	0.3%	15	1.5%	0.3%	10	1.9%	0.2%
Nord Pas de Calais	5	0.3%	0.2%	0	0.0%	0.0%	5	0.5%	0.3%	0	0.0%	0.0%
Alsace	1	0.1%	0.1%	1	0.1%	0.1%	0	0.0%	0.0%	1	0.2%	0.2%
Franche-Comté	0	0.0%	0.0%	0	0.0%	0.0%	0	0.0%	0.0%	0	0.0%	0.0%
Picardie	1	0.1%	0.1%	0	0.0%	0.0%	1	0.1%	0.2%	0	0.0%	0.0%
Bourgogne	0	0.0%	0.0%	0	0.0%	0.0%	0	0.0%	0.0%	0	0.0%	0.0%
Haute Normandie	0	0.0%	0.0%	0	0.0%	0.0%	0	0.0%	0.0%	0	0.0%	0.0%
Centre	2	0.1%	0.1%	0	0.0%	0.0%	1	0.1%	0.1%	2	0.3%	0.2%
Pays de Loire	4	0.2%	0.1%	2	0.2%	0.1%	2	0.2%	0.1%	0	0.0%	0.0%
Poitou Charentes	332	16.4%	22.2%	153	14.9%	21.5%	179	17.9%	23.0%	82	15.9%	19.9%
Aquitaine	825	40.7%	29.4%	417	40.7%	30.9%	407	40.8%	28.0%	212	41.3%	23.6%
Midi Pyrénées	134	6.6%	5.4%	65	6.3%	5.4%	69	6.9%	5.4%	32	6.3%	3.7%
Limousin	5	0.2%	0.8%	4	0.4%	1.4%	1	0.1%	0.2%	1	0.3%	0.8%
Auvergne	2	0.1%	0.2%	1	0.1%	0.1%	2	0.2%	0.3%	1	0.2%	0.4%
Rhône Alpes	7	0.3%	0.1%	3	0.3%	0.1%	3	0.3%	0.1%	3	0.6%	0.2%
Languedoc Roussillon	667	33.0%	28.6%	363	35.4%	32.9%	304	30.5%	24.7%	163	31.8%	22.2%
Provence Alpes Côte d'Azur. Corse	11	0.6%	0.3%	3	0.3%	0.2%	8	0.8%	0.3%	6	1.2%	0.4%

	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
Habitudes de connection à Internet												
Tous les jours	1563	77.2%	3.7%	814	79.3%	3.9%	749	75.0%	3.4%	451	87.7%	2.8%
Presque tous les jours	284	14.0%	4.7%	120	11.7%	4.3%	165	16.5%	4.9%	44	8.5%	3.2%
1 à 2 fois par semaine	150	7.4%	5.0%	75	7.3%	6.0%	76	7.6%	4.3%	14	2.7%	2.7%
1 à 3 fois par mois	18	0.9%	4.5%	9	0.9%	5.0%	9	0.9%	4.0%	5	1.0%	8.5%
Moins souvent	9	0.4%	7.9%	8	0.8%	22.3%	0	0.0%	0.3%	0	0.0%	0.7%
Revenus du foyer												
Moins de 9 000 euros par an	21	1.0%	1.5%	12	1.2%	2.0%	8	0.9%	1.1%	2	0.4%	1.0%
De 9 000 à moins de 12 000 euros par an	76	3.8%	3.8%	25	2.4%	3.2%	52	5.2%	4.2%	6	1.2%	2.4%
De 12 000 à moins de 18 000 euros par an	212	10.5%	4.2%	87	8.5%	4.2%	125	12.6%	4.2%	23	4.5%	2.9%
De 18 000 à moins de 24 000 euros par an	263	13.0%	3.8%	131	12.8%	4.4%	131	13.1%	3.3%	42	8.2%	2.8%
De 24 000 à moins de 36 000 euros par an	521	25.8%	4.2%	272	26.5%	4.8%	249	25.0%	3.8%	107	20.7%	3.0%
De 36 000 à moins de 45 000 euros par an	331	16.3%	4.3%	161	15.6%	4.1%	170	17.0%	4.5%	93	18.1%	3.2%
De 45 000 à moins de 65 000 euros par an	303	15.0%	3.9%	203	19.8%	4.7%	100	10.0%	2.9%	128	24.9%	3.3%
65 000 euros et plus par an	135	6.7%	3.1%	79	7.7%	3.1%	56	5.6%	3.2%	67	13.0%	2.3%
Refus	132	6.5%	3.7%	47	4.5%	3.1%	86	8.6%	4.2%	34	6.6%	2.6%
Ne sait pas	30	1.5%	1.9%	9	0.9%	1.3%	21	2.1%	2.5%	12	2.4%	1.9%