

	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
ENSEMBLE	668	100.0%	1.3%	324	100.0%	1.3%	343	100.0%	1.3%	168	100.0%	1.0%
Sexe												
Homme	324	48.6%	1.3%	324	100.0%	1.3%	0	0.0%	0.0%	91	54.1%	1.0%
Femme	343	51.4%	1.3%	0	0.0%	0.0%	343	100.0%	1.3%	77	45.9%	0.9%
Age												
15 à 24 ans	54	8.1%	0.7%	29	9.1%	0.8%	25	7.2%	0.7%	20	11.7%	0.6%
25 à 34 ans	77	11.5%	1.0%	42	12.9%	1.1%	35	10.1%	0.9%	26	15.4%	0.8%
35 à 49 ans	146	21.9%	1.2%	78	24.2%	1.3%	68	19.8%	1.1%	56	33.1%	0.9%
50 à 59 ans	146	21.9%	1.6%	84	25.8%	1.8%	63	18.2%	1.4%	53	31.7%	1.4%
60 ans et plus	245	36.6%	1.6%	91	28.0%	1.4%	154	44.7%	1.8%	14	8.1%	1.5%
Individu												
Ménagères	317	47.4%	1.4%	0	0.0%	0.0%	317	92.2%	1.4%	66	39.3%	0.9%
Personne de référence	369	55.2%	1.3%	278	85.7%	1.4%	91	26.4%	1.2%	91	54.1%	1.1%
Responsable des achats	488	73.1%	1.4%	179	55.2%	1.4%	309	90.0%	1.4%	108	64.4%	1.0%
PCS Individu												
Agriculteurs	3	0.4%	0.5%	3	0.8%	0.7%	0	0.0%	0.0%	0	0.0%	0.0%
Petits patrons	26	3.9%	1.6%	21	6.6%	1.9%	5	1.4%	1.0%	19	11.1%	1.3%
Affaires et Cadres	48	7.2%	0.9%	31	9.6%	1.1%	17	4.8%	0.8%	42	24.7%	0.9%
Professions intermédiaires	65	9.7%	0.9%	36	11.1%	1.1%	29	8.4%	0.8%	55	32.6%	1.0%
Employés	104	15.6%	1.3%	19	5.8%	0.9%	85	24.9%	1.4%	21	12.6%	1.1%
Ouvriers	90	13.5%	1.4%	76	23.4%	1.5%	15	4.2%	1.1%	0	0.0%	0.0%
Retraités	219	32.8%	1.7%	88	27.2%	1.5%	131	38.0%	2.0%	8	4.8%	3.0%
Autres inactifs	113	16.9%	1.1%	50	15.5%	1.3%	63	18.3%	1.0%	24	14.1%	0.7%
PCS Personne de référence												
Agriculteurs	12	1.7%	1.4%	2	0.7%	0.5%	9	2.7%	2.5%	0	0.0%	0.0%
Petits patrons	31	4.6%	1.2%	18	5.4%	1.3%	13	3.9%	1.0%	31	18.4%	1.2%
Affaires et Cadres	72	10.7%	1.0%	36	11.1%	1.0%	36	10.3%	1.0%	72	42.6%	1.0%
Professions intermédiaires	66	9.8%	0.9%	37	11.5%	1.0%	28	8.2%	0.8%	66	39.0%	0.9%
Employés	58	8.6%	1.1%	24	7.5%	1.1%	33	9.7%	1.1%	0	0.0%	0.0%
Ouvriers	130	19.4%	1.4%	78	24.0%	1.5%	52	15.1%	1.2%	0	0.0%	0.0%
Retraités	249	37.3%	1.7%	100	30.9%	1.5%	149	43.4%	1.9%	0	0.0%	0.0%
Autres inactifs	51	7.7%	1.3%	29	8.8%	1.8%	23	6.6%	0.9%	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	129	19.3%	1.3%	61	18.7%	1.4%	68	19.9%	1.2%	19	11.3%	1.0%
2 personnes	272	40.7%	1.5%	121	37.3%	1.4%	151	44.0%	1.6%	39	23.0%	0.9%
3 personnes	90	13.5%	1.0%	46	14.0%	1.0%	45	13.1%	1.0%	27	15.9%	0.7%
4 personnes	108	16.2%	1.2%	70	21.5%	1.5%	39	11.3%	0.8%	56	33.4%	1.2%
5 personnes et +	68	10.2%	1.3%	27	8.4%	1.0%	41	11.8%	1.5%	28	16.4%	1.0%
Présence d'enfants de moins de 15 ans												
Oui	195	29.2%	1.3%	104	32.0%	1.4%	91	26.6%	1.1%	88	52.3%	1.1%
Non	473	70.8%	1.3%	221	68.0%	1.3%	252	73.4%	1.3%	80	47.7%	0.8%
Habitat												
Communes rurales	167	25.0%	1.4%	88	27.2%	1.6%	79	22.9%	1.3%	52	30.8%	1.6%
Aggro. - 20 000 hab	227	33.9%	2.5%	110	33.9%	2.6%	117	34.0%	2.5%	44	26.3%	1.8%
Aggro. 20 000 à 100 000 hab	156	23.4%	2.3%	74	22.9%	2.3%	82	23.9%	2.2%	38	22.8%	2.1%
Aggro. + 100 000 hab	108	16.2%	0.7%	50	15.4%	0.7%	58	16.9%	0.7%	29	17.4%	0.5%
Aggro. Paris	10	1.5%	0.1%	2	0.6%	0.0%	8	2.3%	0.2%	5	2.7%	0.1%
Régions INSEE												
Ile de France	13	1.9%	0.1%	4	1.1%	0.1%	9	2.6%	0.2%	6	3.4%	0.1%
Nord Pas de Calais	1	0.1%	0.0%	1	0.3%	0.1%	0	0.0%	0.0%	0	0.0%	0.0%
Champagne Ardennes	0	0.1%	0.0%	0	0.1%	0.1%	0	0.0%	0.0%	0	0.0%	0.0%
Picardie	0	0.1%	0.0%	0	0.1%	0.1%	0	0.0%	0.0%	0	0.2%	0.1%
Haute Normandie	0	0.1%	0.0%	0	0.1%	0.1%	0	0.0%	0.0%	0	0.0%	0.0%
Basse Normandie	1	0.1%	0.1%	1	0.2%	0.1%	0	0.0%	0.0%	0	0.0%	0.0%
Centre	2	0.3%	0.1%	2	0.5%	0.2%	0	0.1%	0.0%	1	0.4%	0.1%
Pays de Loire	2	0.4%	0.1%	1	0.3%	0.1%	1	0.4%	0.1%	1	0.6%	0.1%
Bretagne	647	96.9%	24.5%	315	97.0%	24.8%	332	96.7%	24.2%	160	95.1%	20.8%
Poitou Charentes	1	0.1%	0.0%	1	0.2%	0.1%	0	0.0%	0.0%	0	0.0%	0.0%
Aquitaine	0	0.0%	0.0%	0	0.1%	0.0%	0	0.0%	0.0%	0	0.0%	0.0%
Rhône Alpes	1	0.1%	0.0%	0	0.0%	0.0%	1	0.2%	0.0%	1	0.4%	0.0%
Habitudes de connection à Internet												
Tous les jours	397	59.5%	1.2%	213	65.8%	1.3%	184	53.6%	1.1%	144	85.5%	1.0%
Presque tous les jours	69	10.3%	1.2%	28	8.6%	1.0%	41	11.9%	1.3%	20	11.8%	1.0%
1 à 2 fois par semaine	21	3.2%	0.8%	9	2.9%	0.8%	12	3.5%	0.8%	2	1.2%	0.3%
1 à 3 fois par mois	6	0.9%	1.1%	2	0.5%	0.8%	4	1.2%	1.3%	1	0.8%	1.8%
Moins souvent	19	2.8%	2.0%	8	2.5%	2.1%	11	3.1%	2.0%	0	0.0%	0.0%

	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	20	3.1%	1.1%	11	3.3%	1.5%	10	2.9%	0.9%	1	0.5%	0.5%
De 9 000 à moins de 12 000 euros par an	40	6.0%	1.4%	22	6.9%	1.9%	18	5.2%	1.0%	2	1.0%	0.7%
De 12 000 à moins de 18 000 euros par an	68	10.2%	1.1%	21	6.5%	0.9%	47	13.6%	1.4%	8	5.0%	1.3%
De 18 000 à moins de 24 000 euros par an	99	14.8%	1.4%	49	15.2%	1.6%	49	14.4%	1.3%	11	6.6%	0.8%
De 24 000 à moins de 36 000 euros par an	163	24.4%	1.5%	80	24.6%	1.5%	83	24.3%	1.5%	41	24.2%	1.2%
De 36 000 à moins de 45 000 euros par an	88	13.1%	1.3%	45	14.0%	1.2%	42	12.3%	1.3%	28	16.5%	0.9%
De 45 000 à moins de 65 000 euros par an	86	12.8%	1.3%	52	15.9%	1.4%	34	9.9%	1.1%	39	23.0%	1.0%
De 65 000 à moins de 80 000 euros par an	21	3.2%	1.1%	12	3.7%	1.1%	9	2.7%	1.1%	15	9.2%	1.2%
De 80 000 à moins de 115 000 euros par an	9	1.3%	0.7%	4	1.3%	0.6%	4	1.2%	0.9%	8	4.8%	0.9%
115 000 euros et plus par an	8	1.3%	1.6%	3	1.0%	1.1%	5	1.5%	2.2%	7	4.4%	1.6%
Refus	45	6.7%	1.3%	18	5.7%	1.2%	26	7.7%	1.3%	6	3.8%	0.5%
Ne sait pas	21	3.2%	1.1%	6	2.0%	0.8%	15	4.3%	1.4%	2	1.1%	0.2%