

LNM

	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
ENSEMBLE	153	100.0%	0.3%	70	100.0%	0.3%	82	100.0%	0.3%	34	100.0%	0.2%
Sexe												
Homme	70	46.0%	0.3%	70	100.0%	0.3%	0	0.0%	0.0%	17	50.3%	0.2%
Femme	82	54.0%	0.3%	0	0.0%	0.0%	82	100.0%	0.3%	17	49.7%	0.2%
Age												
15 à 24 ans	13	8.8%	0.2%	8	11.6%	0.2%	5	6.4%	0.1%	3	8.5%	0.1%
25 à 34 ans	18	11.5%	0.2%	9	12.9%	0.2%	9	10.4%	0.2%	11	33.2%	0.3%
35 à 49 ans	35	23.1%	0.3%	18	25.4%	0.3%	17	21.1%	0.3%	9	25.5%	0.1%
50 à 59 ans	27	17.7%	0.3%	14	19.5%	0.3%	13	16.2%	0.3%	7	19.5%	0.2%
60 ans et plus	59	38.9%	0.4%	22	30.6%	0.3%	38	45.9%	0.4%	5	13.3%	0.5%
Individu												
Ménagères	78	50.8%	0.3%	0	0.0%	0.0%	78	94.1%	0.3%	15	45.1%	0.2%
Personne de référence	82	53.8%	0.3%	59	84.4%	0.3%	23	27.7%	0.3%	19	56.5%	0.2%
Responsable des achats	116	76.2%	0.3%	41	57.9%	0.3%	76	91.8%	0.3%	23	66.5%	0.2%
PCS Individu												
Agriculteurs	6	4.3%	1.2%	5	6.7%	1.3%	2	2.2%	1.1%	0	0.0%	0.0%
Petits patrons	4	2.8%	0.3%	3	4.7%	0.3%	1	1.1%	0.2%	3	9.6%	0.2%
Affaires et Cadres	8	5.4%	0.2%	7	9.4%	0.2%	2	2.1%	0.1%	8	23.0%	0.2%
Professions intermédiaires	21	13.5%	0.3%	7	10.4%	0.2%	13	16.1%	0.4%	14	41.8%	0.3%
Employés	17	11.1%	0.2%	5	6.7%	0.2%	12	14.9%	0.2%	2	6.9%	0.1%
Ouvriers	25	16.3%	0.4%	19	26.9%	0.4%	6	7.3%	0.4%	2	6.0%	0.5%
Retraités	49	32.0%	0.4%	19	26.9%	0.3%	30	36.3%	0.5%	0	0.0%	0.0%
Autres inactifs	22	14.6%	0.2%	6	8.3%	0.2%	16	20.0%	0.3%	4	12.7%	0.1%
PCS Personne de référence												
Agriculteurs	7	4.8%	0.9%	3	4.9%	0.8%	4	4.7%	1.0%	0	0.0%	0.0%
Petits patrons	5	3.0%	0.2%	3	4.9%	0.3%	1	1.4%	0.1%	5	13.6%	0.2%
Affaires et Cadres	15	9.6%	0.2%	7	9.7%	0.2%	8	9.6%	0.2%	15	43.0%	0.2%
Professions intermédiaires	15	9.7%	0.2%	7	9.9%	0.2%	8	9.6%	0.2%	15	43.4%	0.2%
Employés	12	7.9%	0.2%	6	8.4%	0.3%	6	7.4%	0.2%	0	0.0%	0.0%
Ouvriers	31	20.5%	0.3%	18	24.9%	0.3%	14	16.8%	0.3%	0	0.0%	0.0%
Retraités	59	38.6%	0.4%	20	28.3%	0.3%	39	47.3%	0.5%	0	0.0%	0.0%
Autres inactifs	9	5.9%	0.2%	6	9.0%	0.4%	3	3.3%	0.1%	0	0.0%	0.0%

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	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
Taille du foyer												
1 personne	38	25.1%	0.4%	22	31.2%	0.5%	16	19.8%	0.3%	5	14.0%	0.3%
2 personnes	57	37.4%	0.3%	19	27.1%	0.2%	38	46.1%	0.4%	7	21.9%	0.2%
3 personnes	31	20.1%	0.3%	18	25.7%	0.4%	13	15.3%	0.3%	10	28.2%	0.2%
4 personnes	16	10.5%	0.2%	8	11.6%	0.2%	8	9.6%	0.2%	9	25.4%	0.2%
5 personnes et +	11	7.0%	0.2%	3	4.5%	0.1%	7	9.1%	0.3%	4	10.5%	0.1%
Présence d'enfants de moins de 15 ans												
Oui	39	25.6%	0.3%	18	26.0%	0.3%	21	25.2%	0.2%	16	45.8%	0.2%
Non	114	74.4%	0.3%	52	74.0%	0.3%	62	74.8%	0.3%	19	54.2%	0.2%
Habitat												
Communes rurales	82	53.8%	0.7%	39	55.7%	0.7%	43	52.2%	0.7%	12	36.4%	0.4%
Agglo. - 20 000 hab	14	9.2%	0.2%	7	9.8%	0.2%	7	8.8%	0.1%	4	12.7%	0.2%
Agglo. 20 000 à 100 000 hab	7	4.6%	0.1%	3	4.7%	0.1%	4	4.5%	0.1%	2	7.1%	0.1%
Agglo. + 100 000 hab	49	31.8%	0.3%	21	29.9%	0.3%	28	33.5%	0.3%	14	41.3%	0.2%
Agglo. Paris	1	0.6%	0.0%	0	0.0%	0.0%	1	1.1%	0.0%	1	2.6%	0.0%
Régions INSEE												
Ile de France	1	0.6%	0.0%	0	0.0%	0.0%	1	1.1%	0.0%	1	2.6%	0.0%
Centre	0	0.2%	0.0%	0	0.3%	0.0%	0	0.0%	0.0%	0	0.0%	0.0%
Pays de Loire	0	0.2%	0.0%	0	0.3%	0.0%	0	0.0%	0.0%	0	0.0%	0.0%
Poitou Charentes	146	95.5%	9.8%	67	95.2%	9.4%	79	95.8%	10.2%	31	92.2%	7.9%
Aquitaine	2	1.5%	0.1%	1	1.9%	0.1%	1	1.3%	0.1%	0	0.7%	0.0%
Midi Pyrénées	0	0.1%	0.0%	0	0.0%	0.0%	0	0.2%	0.0%	0	0.4%	0.0%
Limousin	2	1.3%	0.3%	2	2.2%	0.5%	0	0.5%	0.1%	0	1.1%	0.2%
Rhône Alpes	1	0.7%	0.0%	0	0.0%	0.0%	1	1.2%	0.0%	1	3.0%	0.1%
Habitudes de connexion à Internet												
Tous les jours	85	55.6%	0.3%	42	59.5%	0.2%	43	52.2%	0.3%	31	89.6%	0.2%
Presque tous les jours	12	7.9%	0.2%	8	10.7%	0.3%	5	5.5%	0.1%	2	6.9%	0.1%
1 à 2 fois par semaine	10	6.6%	0.4%	1	1.3%	0.1%	9	11.2%	0.7%	1	3.5%	0.2%
1 à 3 fois par mois	1	0.6%	0.2%	0	0.0%	0.0%	1	1.1%	0.3%	0	0.0%	0.0%
Moins souvent	2	1.5%	0.3%	2	3.3%	0.7%	0	0.0%	0.0%	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	15	9.5%	0.8%	9	13.1%	1.2%	5	6.5%	0.5%	2	4.9%	0.9%
De 9 000 à moins de 12 000 euros par an	15	10.0%	0.5%	4	5.2%	0.3%	12	14.1%	0.6%	0	0.0%	0.0%
De 12 000 à moins de 18 000 euros par an	21	13.5%	0.3%	12	17.3%	0.5%	8	10.2%	0.3%	4	10.7%	0.5%
De 18 000 à moins de 24 000 euros par an	23	14.8%	0.3%	12	17.1%	0.4%	11	12.9%	0.3%	4	10.7%	0.3%
De 24 000 à moins de 36 000 euros par an	26	17.0%	0.2%	8	11.0%	0.1%	18	22.1%	0.3%	4	11.7%	0.1%
De 36 000 à moins de 45 000 euros par an	18	11.5%	0.3%	7	10.4%	0.2%	10	12.5%	0.3%	8	22.9%	0.3%
De 45 000 à moins de 65 000 euros par an	14	8.9%	0.2%	9	13.0%	0.2%	5	5.5%	0.1%	7	21.7%	0.2%
De 65 000 à moins de 80 000 euros par an	5	3.5%	0.3%	3	4.1%	0.3%	2	3.0%	0.3%	4	12.6%	0.3%
De 80 000 à moins de 115 000 euros par an	1	0.4%	0.1%	1	0.9%	0.1%	0	0.0%	0.0%	1	1.8%	0.1%
115 000 euros et plus par an	1	0.5%	0.1%	1	1.1%	0.2%	0	0.0%	0.0%	0	0.0%	0.0%
Refus	12	7.9%	0.4%	4	6.3%	0.3%	8	9.2%	0.4%	1	1.5%	0.1%
Ne sait pas	4	2.5%	0.2%	0	0.6%	0.0%	3	4.1%	0.2%	1	1.5%	0.1%