

	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
ENSEMBLE	2467	100.0%	4.8%	1199	100.0%	4.8%	1268	100.0%	4.7%	646	100.0%	3.7%
Sexe												
Homme	1199	48.6%	4.8%	1199	100.0%	4.8%	0	0.0%	0.0%	336	52.0%	3.8%
Femme	1268	51.4%	4.7%	0	0.0%	0.0%	1268	100.0%	4.7%	310	48.0%	3.6%
Age												
15 à 24 ans	248	10.0%	3.4%	133	11.1%	3.6%	114	9.0%	3.2%	86	13.3%	2.7%
25 à 34 ans	227	9.2%	3.0%	123	10.2%	3.3%	104	8.2%	2.7%	91	14.0%	2.7%
35 à 49 ans	506	20.5%	4.0%	253	21.1%	4.1%	253	19.9%	4.0%	236	36.5%	3.8%
50 à 59 ans	457	18.5%	5.0%	232	19.4%	5.1%	224	17.7%	4.9%	181	28.0%	4.8%
60 ans et plus	1031	41.8%	6.8%	458	38.2%	6.9%	573	45.2%	6.7%	53	8.1%	5.4%
Individu												
Ménagères	1156	46.8%	5.0%	0	0.0%	0.0%	1156	91.1%	5.0%	272	42.0%	3.9%
Personne de référence	1430	58.0%	5.1%	1057	88.1%	5.2%	373	29.4%	4.8%	322	49.9%	3.9%
Responsable des achats	1740	70.5%	4.9%	613	51.1%	4.7%	1127	88.9%	5.0%	431	66.7%	3.9%
PCS Individu												
Agriculteurs	42	1.7%	8.1%	34	2.8%	9.2%	9	0.7%	5.5%	0	0.0%	0.0%
Petits patrons	68	2.7%	4.2%	48	4.0%	4.2%	20	1.6%	4.0%	65	10.1%	4.5%
Affaires et Cadres	149	6.1%	2.9%	89	7.4%	3.0%	61	4.8%	2.9%	134	20.7%	2.9%
Professions intermédiaires	311	12.6%	4.5%	159	13.2%	4.8%	153	12.0%	4.3%	252	38.9%	4.5%
Employés	327	13.3%	3.9%	82	6.8%	3.7%	245	19.3%	4.0%	78	12.0%	4.3%
Ouvriers	292	11.9%	4.6%	233	19.5%	4.6%	59	4.7%	4.4%	20	3.1%	4.7%
Retraités	887	36.0%	7.1%	435	36.3%	7.2%	452	35.6%	6.9%	15	2.3%	5.9%
Autres inactifs	390	15.8%	3.8%	120	10.0%	3.2%	270	21.3%	4.1%	83	12.9%	2.5%
PCS Personne de référence												
Agriculteurs	56	2.3%	6.9%	36	3.0%	8.9%	20	1.6%	4.9%	0	0.0%	0.0%
Petits patrons	113	4.6%	4.3%	53	4.4%	4.0%	60	4.7%	4.6%	113	17.6%	4.3%
Affaires et Cadres	201	8.2%	2.8%	109	9.1%	3.0%	92	7.3%	2.6%	201	31.2%	2.8%
Professions intermédiaires	331	13.4%	4.4%	174	14.5%	4.5%	158	12.4%	4.2%	331	51.3%	4.4%
Employés	203	8.2%	3.7%	88	7.4%	3.8%	114	9.0%	3.7%	0	0.0%	0.0%
Ouvriers	411	16.7%	4.3%	234	19.5%	4.6%	178	14.0%	4.0%	0	0.0%	0.0%
Retraités	975	39.5%	6.8%	450	37.6%	6.9%	524	41.3%	6.7%	0	0.0%	0.0%
Autres inactifs	176	7.1%	4.3%	54	4.5%	3.5%	122	9.6%	4.8%	0	0.0%	0.0%

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Taille du foyer												
1 personne	525	21.3%	5.3%	241	20.1%	5.4%	284	22.4%	5.1%	71	11.0%	4.1%
2 personnes	1064	43.1%	5.9%	506	42.2%	5.8%	557	43.9%	6.0%	174	27.0%	4.1%
3 personnes	289	11.7%	3.2%	147	12.3%	3.3%	142	11.2%	3.1%	132	20.4%	3.3%
4 personnes	375	15.2%	4.0%	208	17.4%	4.5%	167	13.1%	3.6%	173	26.8%	3.5%
5 personnes et +	214	8.7%	4.0%	96	8.0%	3.8%	119	9.3%	4.1%	96	14.8%	3.8%
Présence d'enfants de moins de 15 ans												
Oui	559	22.7%	3.6%	274	22.9%	3.8%	285	22.5%	3.4%	262	40.5%	3.4%
Non	1908	77.3%	5.3%	925	77.1%	5.2%	983	77.5%	5.3%	384	59.5%	4.0%
Habitat												
Communes rurales	864	35.0%	7.3%	433	36.1%	7.7%	431	34.0%	7.0%	176	27.3%	5.4%
Agglo. - 20 000 hab	708	28.7%	7.9%	325	27.1%	7.8%	383	30.2%	7.9%	176	27.2%	6.7%
Agglo. 20 000 à 100 000 hab	361	14.6%	5.2%	186	15.5%	5.5%	175	13.8%	4.9%	79	12.2%	4.4%
Agglo. + 100 000 hab	505	20.5%	3.3%	241	20.1%	3.2%	264	20.8%	3.3%	203	31.4%	3.5%
Agglo. Paris	29	1.2%	0.3%	14	1.2%	0.4%	15	1.2%	0.3%	12	1.9%	0.3%
Régions INSEE												
Ile de France	38	1.6%	0.4%	20	1.7%	0.5%	18	1.4%	0.4%	17	2.6%	0.4%
Nord Pas de Calais	2	0.1%	0.1%	0	0.0%	0.0%	2	0.2%	0.1%	1	0.1%	0.1%
Lorraine	2	0.1%	0.1%	1	0.1%	0.2%	0	0.0%	0.0%	0	0.0%	0.0%
Alsace	0	0.0%	0.0%	0	0.0%	0.0%	0	0.0%	0.0%	0	0.0%	0.0%
Franche-Comté	0	0.0%	0.0%	0	0.0%	0.0%	0	0.0%	0.1%	0	0.1%	0.2%
Champagne Ardennes	1	0.1%	0.1%	0	0.0%	0.0%	1	0.1%	0.2%	1	0.2%	0.4%
Picardie	3	0.1%	0.2%	1	0.1%	0.1%	2	0.1%	0.2%	3	0.4%	0.7%
Haute Normandie	10	0.4%	0.7%	5	0.4%	0.7%	5	0.4%	0.6%	4	0.6%	0.9%
Basse Normandie	406	16.5%	33.6%	190	15.8%	32.7%	216	17.1%	34.4%	89	13.8%	27.6%
Centre	11	0.4%	0.5%	7	0.6%	0.7%	4	0.3%	0.3%	5	0.7%	0.8%
Pays de Loire	968	39.2%	32.8%	448	37.3%	31.4%	520	41.0%	34.1%	257	39.8%	27.7%
Bretagne	1001	40.6%	37.6%	515	42.9%	40.2%	487	38.4%	35.3%	260	40.2%	32.1%
Poitou Charentes	18	0.7%	1.2%	7	0.6%	1.0%	11	0.9%	1.4%	5	0.8%	1.3%
Aquitaine	3	0.1%	0.1%	2	0.2%	0.2%	0	0.0%	0.0%	1	0.1%	0.1%
Midi Pyrénées	0	0.0%	0.0%	0	0.0%	0.0%	0	0.0%	0.0%	0	0.0%	0.0%
Limousin	1	0.0%	0.2%	0	0.0%	0.1%	1	0.1%	0.3%	1	0.2%	0.8%
Auvergne	1	0.0%	0.1%	1	0.1%	0.1%	0	0.0%	0.0%	1	0.1%	0.2%
Rhône Alpes	1	0.0%	0.0%	1	0.0%	0.0%	1	0.1%	0.0%	1	0.1%	0.0%
Languedoc Roussillon	0	0.0%	0.0%	0	0.0%	0.0%	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
Habitudes de connexion à Internet												
Tous les jours	1413	57.3%	4.2%	733	61.1%	4.3%	680	53.6%	4.0%	546	84.5%	3.7%
Presque tous les jours	246	10.0%	4.2%	104	8.7%	3.9%	141	11.1%	4.5%	65	10.1%	3.3%
1 à 2 fois par semaine	101	4.1%	4.1%	38	3.2%	3.5%	63	5.0%	4.5%	17	2.6%	3.2%
1 à 3 fois par mois	23	0.9%	4.6%	13	1.1%	6.4%	10	0.8%	3.4%	0	0.1%	0.8%
Moins souvent	38	1.6%	5.3%	17	1.4%	5.1%	21	1.7%	5.5%	0	0.0%	0.0%
Jamais	9	0.4%	10.7%	6	0.5%	9.9%	3	0.3%	12.4%	3	0.5%	49.4%
Revenus du foyer												
Moins de 9 000 euros par an	89	3.6%	4.7%	43	3.5%	5.4%	46	3.6%	4.1%	7	1.1%	4.0%
De 9 000 à moins de 12 000 euros par an	144	5.9%	4.9%	40	3.4%	3.7%	104	8.2%	5.6%	9	1.4%	3.7%
De 12 000 à moins de 18 000 euros par an	297	12.0%	5.0%	152	12.7%	5.8%	145	11.4%	4.4%	26	4.1%	3.8%
De 18 000 à moins de 24 000 euros par an	357	14.5%	5.4%	160	13.4%	5.3%	197	15.5%	5.5%	56	8.6%	4.0%
De 24 000 à moins de 36 000 euros par an	546	22.1%	5.0%	269	22.4%	5.2%	277	21.9%	4.8%	122	18.8%	3.7%
De 36 000 à moins de 45 000 euros par an	374	15.2%	5.3%	206	17.2%	5.6%	168	13.3%	5.0%	120	18.5%	4.1%
De 45 000 à moins de 65 000 euros par an	296	12.0%	4.1%	154	12.9%	4.0%	141	11.2%	4.3%	155	24.0%	3.9%
De 65 000 à moins de 80 000 euros par an	66	2.7%	3.4%	33	2.8%	3.0%	32	2.6%	3.7%	41	6.3%	3.1%
De 80 000 à moins de 115 000 euros par an	35	1.4%	2.8%	23	2.0%	3.2%	11	0.9%	2.2%	25	3.9%	2.7%
115 000 euros et plus par an	14	0.6%	2.3%	8	0.7%	2.2%	6	0.5%	2.5%	11	1.7%	2.3%
Refus	138	5.6%	4.5%	53	4.5%	4.1%	85	6.7%	4.7%	44	6.8%	4.3%
Ne sait pas	112	4.5%	4.8%	57	4.7%	5.8%	55	4.3%	4.0%	30	4.7%	3.3%