

	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
ENSEMBLE	335	100.0%	0.6%	162	100.0%	0.6%	173	100.0%	0.6%	50	100.0%	0.3%
Sexe												
Homme	162	48.2%	0.6%	162	100.0%	0.6%	0	0.0%	0.0%	24	47.8%	0.3%
Femme	173	51.8%	0.6%	0	0.0%	0.0%	173	100.0%	0.6%	26	52.2%	0.3%
Age												
15 à 24 ans	18	5.5%	0.3%	15	9.4%	0.4%	3	1.8%	0.1%	4	8.2%	0.1%
25 à 34 ans	34	10.0%	0.4%	20	12.7%	0.6%	13	7.6%	0.3%	13	25.4%	0.4%
35 à 49 ans	54	16.2%	0.4%	25	15.4%	0.4%	29	17.0%	0.5%	23	44.9%	0.4%
50 à 59 ans	79	23.5%	0.9%	17	10.4%	0.4%	62	35.8%	1.4%	9	18.5%	0.2%
60 ans et plus	150	44.7%	1.0%	84	52.1%	1.2%	65	37.8%	0.7%	2	3.1%	0.2%
Individu												
Ménagères	168	50.0%	0.7%	0	0.0%	0.0%	168	96.6%	0.7%	24	47.0%	0.3%
Personne de référence	204	60.8%	0.7%	141	87.0%	0.7%	63	36.3%	0.8%	23	45.9%	0.3%
Responsable des achats	256	76.5%	0.7%	89	54.8%	0.7%	168	96.7%	0.7%	37	73.2%	0.3%
PCS Individu												
Agriculteurs	4	1.1%	0.7%	2	1.2%	0.6%	2	1.0%	1.1%	0	0.0%	0.0%
Petits patrons	5	1.3%	0.3%	4	2.7%	0.4%	0	0.1%	0.0%	5	9.0%	0.3%
Affaires et Cadres	13	3.8%	0.3%	5	3.4%	0.2%	7	4.2%	0.3%	12	24.3%	0.3%
Professions intermédiaires	28	8.4%	0.4%	12	7.5%	0.3%	16	9.2%	0.4%	19	38.8%	0.3%
Employés	35	10.6%	0.4%	4	2.6%	0.2%	31	18.0%	0.5%	7	13.8%	0.4%
Ouvriers	56	16.6%	0.9%	38	23.6%	0.8%	18	10.2%	1.4%	3	5.8%	0.8%
Retraités	143	42.8%	1.1%	84	52.2%	1.4%	59	34.0%	0.9%	0	0.2%	0.0%
Autres inactifs	51	15.4%	0.5%	11	6.8%	0.3%	40	23.3%	0.6%	4	8.1%	0.1%
PCS Personne de référence												
Agriculteurs	6	1.7%	0.8%	2	1.1%	0.5%	4	2.3%	1.1%	0	0.0%	0.0%
Petits patrons	7	2.1%	0.3%	4	2.7%	0.3%	2	1.4%	0.2%	7	13.8%	0.3%
Affaires et Cadres	21	6.1%	0.3%	8	4.7%	0.2%	13	7.5%	0.4%	21	41.0%	0.3%
Professions intermédiaires	23	6.8%	0.3%	12	7.4%	0.3%	11	6.2%	0.3%	23	45.2%	0.3%
Employés	18	5.5%	0.3%	9	5.5%	0.4%	9	5.4%	0.3%	0	0.0%	0.0%
Ouvriers	68	20.4%	0.7%	38	23.5%	0.7%	30	17.5%	0.7%	0	0.0%	0.0%
Retraités	164	48.9%	1.1%	89	54.8%	1.3%	75	43.3%	0.9%	0	0.0%	0.0%
Autres inactifs	29	8.5%	0.7%	0	0.2%	0.0%	28	16.2%	1.1%	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	69	20.7%	0.7%	31	19.3%	0.7%	38	22.0%	0.7%	7	13.5%	0.3%
2 personnes	166	49.5%	0.9%	75	46.5%	0.9%	91	52.3%	1.0%	13	26.8%	0.3%
3 personnes	33	9.8%	0.4%	16	10.1%	0.3%	17	9.5%	0.4%	11	22.7%	0.3%
4 personnes	46	13.6%	0.5%	28	17.4%	0.6%	17	10.1%	0.4%	14	27.6%	0.3%
5 personnes et +	21	6.4%	0.4%	11	6.7%	0.4%	11	6.1%	0.4%	5	9.3%	0.2%
Présence d'enfants de moins de 15 ans												
Oui	67	20.0%	0.4%	34	21.3%	0.5%	32	18.7%	0.4%	24	48.5%	0.3%
Non	268	80.0%	0.7%	127	78.7%	0.7%	141	81.3%	0.7%	26	51.5%	0.3%
Habitat												
Communes rurales	116	34.7%	1.0%	61	37.5%	1.1%	56	32.1%	0.9%	15	30.2%	0.5%
Agglo. - 20 000 hab	103	30.9%	1.1%	57	35.5%	1.3%	46	26.6%	1.0%	16	32.4%	0.6%
Agglo. 20 000 à 100 000 hab	46	13.8%	0.7%	20	12.6%	0.6%	26	14.9%	0.7%	4	9.0%	0.2%
Agglo. + 100 000 hab	67	19.9%	0.4%	21	13.0%	0.3%	46	26.4%	0.6%	14	28.4%	0.3%
Agglo. Paris	2	0.7%	0.0%	2	1.4%	0.1%	0	0.0%	0.0%	0	0.0%	0.0%
Régions INSEE												
Ile de France	3	0.9%	0.0%	2	1.4%	0.0%	1	0.6%	0.0%	0	0.0%	0.0%
Picardie	0	0.1%	0.0%	0	0.3%	0.1%	0	0.0%	0.0%	0	0.9%	0.1%
Bourgogne	0	0.0%	0.0%	0	0.0%	0.0%	0	0.0%	0.0%	0	0.0%	0.0%
Centre	1	0.3%	0.0%	1	0.5%	0.1%	0	0.0%	0.0%	0	0.6%	0.0%
Pays de Loire	249	74.3%	8.3%	115	71.2%	8.0%	134	77.2%	8.7%	36	72.2%	4.1%
Bretagne	0	0.1%	0.0%	0	0.1%	0.0%	0	0.1%	0.0%	0	0.5%	0.0%
Poitou Charentes	78	23.3%	5.2%	42	25.8%	5.8%	36	20.9%	4.7%	11	21.8%	2.9%
Aquitaine	0	0.1%	0.0%	0	0.0%	0.0%	0	0.3%	0.0%	0	0.9%	0.1%
Rhône Alpes	2	0.5%	0.0%	0	0.0%	0.0%	2	0.9%	0.1%	2	3.1%	0.1%
Provence Alpes Côte d'Azur. Corse	1	0.3%	0.0%	1	0.6%	0.0%	0	0.0%	0.0%	0	0.0%	0.0%
Habitudes de connexion à Internet												
Tous les jours	173	51.7%	0.5%	88	54.3%	0.5%	85	49.3%	0.5%	46	91.7%	0.3%
Presque tous les jours	24	7.0%	0.4%	9	5.3%	0.3%	15	8.7%	0.5%	4	7.6%	0.2%
1 à 2 fois par semaine	24	7.1%	0.9%	9	5.5%	0.8%	15	8.6%	0.9%	0	0.7%	0.1%
1 à 3 fois par mois	1	0.2%	0.1%	1	0.4%	0.3%	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	34	10.2%	2.0%	9	5.5%	1.2%	25	14.5%	2.6%	0	0.6%	0.2%
De 9 000 à moins de 12 000 euros par an	2	0.6%	0.1%	2	0.9%	0.1%	0	0.3%	0.0%	1	2.1%	0.4%
De 12 000 à moins de 18 000 euros par an	73	21.9%	1.4%	45	27.8%	2.0%	28	16.4%	0.9%	1	1.6%	0.1%
De 18 000 à moins de 24 000 euros par an	57	17.0%	0.8%	25	15.4%	0.8%	32	18.5%	0.9%	5	10.1%	0.4%
De 24 000 à moins de 36 000 euros par an	71	21.2%	0.6%	37	23.1%	0.7%	34	19.4%	0.5%	13	24.9%	0.4%
De 36 000 à moins de 45 000 euros par an	35	10.4%	0.5%	15	9.3%	0.4%	20	11.4%	0.5%	7	13.6%	0.2%
De 45 000 à moins de 65 000 euros par an	30	8.9%	0.4%	19	11.6%	0.5%	11	6.4%	0.4%	13	26.6%	0.4%
65 000 euros et plus par an	12	3.5%	0.3%	3	1.8%	0.1%	9	5.1%	0.5%	7	14.7%	0.3%
Refus	18	5.5%	0.4%	4	2.8%	0.3%	14	8.0%	0.6%	3	5.5%	0.2%
Ne sait pas	3	0.8%	0.3%	3	1.7%	0.6%	0	0.0%	0.0%	0	0.4%	0.0%