

	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
ENSEMBLE	329	100.0%	0.6%	193	100.0%	0.8%	137	100.0%	0.5%	84	100.0%	0.5%
Sexe												
Homme	193	58.5%	0.8%	193	100.0%	0.8%	0	0.0%	0.0%	54	64.4%	0.6%
Femme	137	41.5%	0.5%	0	0.0%	0.0%	137	100.0%	0.5%	30	35.6%	0.3%
Age												
15 à 24 ans	37	11.3%	0.5%	23	12.1%	0.6%	14	10.1%	0.4%	21	24.4%	0.7%
25 à 34 ans	26	7.9%	0.3%	14	7.3%	0.4%	12	8.7%	0.3%	13	16.0%	0.4%
35 à 49 ans	78	23.6%	0.6%	52	26.8%	0.8%	26	18.9%	0.4%	35	42.2%	0.6%
50 à 59 ans	70	21.3%	0.8%	41	21.1%	0.9%	30	21.6%	0.6%	13	15.2%	0.3%
60 ans et plus	118	35.9%	0.8%	63	32.7%	1.0%	55	40.6%	0.7%	2	2.2%	0.2%
Individu												
Ménagères	120	36.5%	0.5%	0	0.0%	0.0%	120	87.8%	0.5%	23	27.1%	0.3%
Personne de référence	199	60.4%	0.7%	164	85.0%	0.8%	35	25.7%	0.4%	42	50.1%	0.5%
Responsable des achats	187	56.7%	0.5%	67	34.9%	0.5%	120	87.5%	0.5%	40	47.1%	0.4%
PCS Individu												
Agriculteurs	5	1.4%	0.9%	2	1.1%	0.5%	2	1.8%	1.8%	0	0.0%	0.0%
Petits patrons	6	1.8%	0.4%	6	3.0%	0.5%	0	0.0%	0.0%	6	6.9%	0.4%
Affaires et Cadres	16	4.9%	0.3%	14	7.4%	0.5%	2	1.3%	0.1%	15	17.9%	0.3%
Professions intermédiaires	41	12.6%	0.6%	22	11.2%	0.6%	20	14.5%	0.6%	35	41.4%	0.6%
Employés	35	10.7%	0.4%	4	2.1%	0.2%	31	22.8%	0.5%	8	8.9%	0.4%
Ouvriers	59	18.1%	0.9%	50	26.1%	1.0%	9	6.7%	0.7%	1	1.7%	0.4%
Retraités	111	33.8%	0.9%	54	28.1%	0.9%	57	41.7%	0.9%	0	0.0%	0.0%
Autres inactifs	56	16.9%	0.5%	40	20.9%	1.1%	15	11.2%	0.2%	20	23.2%	0.6%
PCS Personne de référence												
Agriculteurs	6	1.9%	0.8%	2	0.8%	0.3%	5	3.6%	1.3%	0	0.0%	0.0%
Petits patrons	19	5.7%	0.7%	12	6.0%	0.9%	7	5.4%	0.6%	19	22.5%	0.7%
Affaires et Cadres	26	7.8%	0.4%	17	8.6%	0.5%	9	6.7%	0.2%	26	30.5%	0.4%
Professions intermédiaires	40	12.0%	0.5%	26	13.5%	0.7%	13	9.8%	0.4%	40	47.0%	0.5%
Employés	15	4.6%	0.3%	5	2.7%	0.2%	10	7.2%	0.3%	0	0.0%	0.0%
Ouvriers	83	25.2%	0.9%	55	28.3%	1.1%	29	20.9%	0.7%	0	0.0%	0.0%
Retraités	117	35.4%	0.8%	55	28.5%	0.8%	62	45.0%	0.8%	0	0.0%	0.0%
Autres inactifs	24	7.4%	0.6%	22	11.6%	1.4%	2	1.5%	0.1%	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	55	16.6%	0.5%	25	13.0%	0.6%	30	21.7%	0.5%	7	8.5%	0.4%
2 personnes	123	37.4%	0.7%	70	36.6%	0.8%	53	38.5%	0.6%	10	11.8%	0.2%
3 personnes	68	20.6%	0.7%	47	24.4%	1.0%	21	15.1%	0.5%	17	19.9%	0.4%
4 personnes	49	14.8%	0.5%	28	14.3%	0.6%	21	15.4%	0.4%	25	30.1%	0.5%
5 personnes et +	35	10.7%	0.7%	23	11.7%	0.9%	13	9.2%	0.5%	25	29.7%	0.9%
Présence d'enfants de moins de 15 ans												
Oui	80	24.4%	0.5%	51	26.4%	0.7%	29	21.6%	0.4%	51	61.0%	0.7%
Non	249	75.6%	0.7%	142	73.6%	0.8%	107	78.4%	0.6%	33	39.0%	0.3%
Habitat												
Communes rurales	145	43.9%	1.2%	81	41.9%	1.4%	64	46.6%	1.0%	34	40.9%	1.1%
Agglo. - 20 000 hab	85	25.6%	0.9%	48	24.9%	1.1%	37	26.8%	0.8%	21	25.1%	0.8%
Agglo. 20 000 à 100 000 hab	40	12.3%	0.6%	29	15.3%	0.9%	11	8.1%	0.3%	5	5.7%	0.3%
Agglo. + 100 000 hab	59	18.1%	0.4%	34	17.9%	0.5%	25	18.3%	0.3%	23	27.8%	0.4%
Agglo. Paris	0	0.1%	0.0%	0	0.1%	0.0%	0	0.2%	0.0%	0	0.5%	0.0%
Régions INSEE												
Ile de France	0	0.1%	0.0%	0	0.1%	0.0%	0	0.2%	0.0%	0	0.5%	0.0%
Basse Normandie	0	0.1%	0.0%	0	0.1%	0.0%	0	0.0%	0.0%	0	0.0%	0.0%
Centre	4	1.1%	0.2%	2	0.9%	0.2%	2	1.3%	0.2%	1	1.1%	0.2%
Pays de Loire	250	75.8%	8.5%	144	75.0%	10.2%	105	76.9%	6.9%	62	73.8%	6.5%
Bretagne	2	0.5%	0.1%	2	0.8%	0.1%	0	0.0%	0.0%	1	0.9%	0.1%
Poitou Charentes	74	22.4%	5.0%	44	23.0%	6.2%	30	21.6%	3.8%	20	23.6%	5.0%
Midi Pyrénées	0	0.1%	0.0%	0	0.1%	0.0%	0	0.0%	0.0%	0	0.0%	0.0%
Habitudes de connection à Internet												
Tous les jours	176	53.5%	0.5%	94	48.6%	0.6%	82	60.3%	0.5%	73	86.9%	0.5%
Presque tous les jours	29	8.9%	0.5%	18	9.3%	0.6%	12	8.4%	0.4%	9	10.2%	0.4%
1 à 2 fois par semaine	12	3.7%	0.5%	6	3.1%	0.5%	6	4.5%	0.4%	1	0.9%	0.1%
1 à 3 fois par mois	1	0.3%	0.2%	0	0.0%	0.0%	1	0.7%	0.3%	1	1.2%	1.2%
Moins souvent	1	0.4%	0.1%	0	0.2%	0.1%	1	0.7%	0.2%	0	0.0%	0.0%
Jamais	3	1.0%	3.5%	3	1.8%	6.4%	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	6	1.9%	0.3%	4	1.9%	0.5%	3	1.8%	0.2%	1	1.0%	0.5%
De 9 000 à moins de 12 000 euros par an	30	9.1%	1.0%	14	7.1%	1.2%	16	12.0%	0.9%	0	0.4%	0.2%
De 12 000 à moins de 18 000 euros par an	54	16.4%	0.9%	29	14.9%	1.2%	25	18.4%	0.7%	4	5.3%	0.7%
De 18 000 à moins de 24 000 euros par an	49	14.8%	0.7%	30	15.7%	1.0%	19	13.6%	0.5%	3	3.8%	0.2%
De 24 000 à moins de 36 000 euros par an	73	22.2%	0.7%	49	25.4%	0.9%	24	17.6%	0.4%	20	23.7%	0.6%
De 36 000 à moins de 45 000 euros par an	50	15.2%	0.7%	25	12.7%	0.7%	26	18.7%	0.8%	17	20.4%	0.6%
De 45 000 à moins de 65 000 euros par an	30	9.2%	0.4%	18	9.6%	0.5%	12	8.6%	0.4%	23	27.9%	0.6%
De 65 000 à moins de 80 000 euros par an	6	1.8%	0.3%	5	2.7%	0.5%	1	0.5%	0.1%	1	1.4%	0.1%
De 80 000 à moins de 115 000 euros par an	4	1.3%	0.3%	3	1.5%	0.4%	1	1.1%	0.3%	4	5.1%	0.5%
115 000 euros et plus par an	0	0.1%	0.1%	0	0.2%	0.1%	0	0.0%	0.0%	0	0.4%	0.1%
Refus	17	5.0%	0.5%	9	4.7%	0.6%	8	5.5%	0.4%	5	6.2%	0.4%
Ne sait pas	10	3.0%	0.5%	7	3.6%	0.9%	3	2.1%	0.3%	4	4.3%	0.5%