

Avantages



Lecture Dernière Période

	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
ENSEMBLE	1625	100.0%	3.1%	203	100.0%	0.8%	1422	100.0%	5.3%	624	100.0%	3.6%
Sexe												
Homme	203	12.5%	0.8%	203	100.0%	0.8%	0	0.0%	0.0%	75	12.0%	0.9%
Femme	1422	87.5%	5.3%	0	0.0%	0.0%	1422	100.0%	5.3%	549	88.0%	6.4%
Age												
15 à 24 ans	60	3.7%	0.8%	12	6.1%	0.3%	48	3.4%	1.3%	39	6.2%	1.2%
25 à 34 ans	92	5.7%	1.2%	5	2.2%	0.1%	88	6.2%	2.3%	56	9.0%	1.7%
35 à 49 ans	406	25.0%	3.3%	52	25.3%	0.8%	354	24.9%	5.6%	235	37.6%	3.8%
50 à 59 ans	459	28.2%	5.0%	55	26.8%	1.2%	404	28.4%	8.8%	242	38.9%	6.4%
60 ans et plus	607	37.4%	4.0%	80	39.5%	1.2%	527	37.1%	6.2%	52	8.3%	5.3%
Individu												
Ménagères	1352	83.2%	5.8%	0	0.0%	0.0%	1352	95.1%	5.8%	517	82.9%	7.4%
Personne de référence	562	34.6%	2.0%	190	93.3%	0.9%	372	26.2%	4.8%	161	25.7%	2.0%
Responsable des achats	1432	88.1%	4.0%	105	51.9%	0.8%	1326	93.3%	5.8%	538	86.2%	4.9%
PCS Individu												
Agriculteurs	8	0.5%	1.4%	0	0.0%	0.0%	8	0.5%	4.9%	0	0.0%	0.0%
Petits patrons	49	3.0%	3.0%	8	4.1%	0.7%	40	2.8%	8.1%	40	6.4%	2.7%
Affaires et Cadres	175	10.8%	3.4%	33	16.3%	1.1%	142	10.0%	6.7%	156	25.0%	3.4%
Professions intermédiaires	255	15.7%	3.7%	29	14.3%	0.9%	225	15.9%	6.3%	192	30.8%	3.5%
Employés	335	20.6%	4.0%	8	3.8%	0.4%	327	23.0%	5.4%	107	17.1%	5.9%
Ouvriers	66	4.0%	1.0%	29	14.3%	0.6%	37	2.6%	2.7%	8	1.3%	2.0%
Retraités	506	31.1%	4.0%	76	37.6%	1.3%	429	30.2%	6.5%	24	3.9%	9.8%
Autres inactifs	233	14.3%	2.3%	19	9.5%	0.5%	214	15.0%	3.3%	97	15.5%	2.9%
PCS Personne de référence												
Agriculteurs	16	1.0%	2.0%	0	0.0%	0.0%	16	1.2%	4.1%	0	0.0%	0.0%
Petits patrons	100	6.1%	3.8%	14	7.0%	1.1%	85	6.0%	6.5%	100	16.0%	3.8%
Affaires et Cadres	287	17.7%	4.0%	32	15.7%	0.9%	255	18.0%	7.1%	287	46.1%	4.0%
Professions intermédiaires	237	14.6%	3.1%	29	14.2%	0.8%	208	14.6%	5.6%	237	38.0%	3.1%
Employés	167	10.3%	3.1%	9	4.3%	0.4%	158	11.1%	5.1%	0	0.0%	0.0%
Ouvriers	174	10.7%	1.8%	31	15.2%	0.6%	143	10.1%	3.2%	0	0.0%	0.0%
Retraités	571	35.1%	4.0%	77	37.7%	1.2%	494	34.7%	6.3%	0	0.0%	0.0%
Autres inactifs	73	4.5%	1.8%	12	5.9%	0.8%	61	4.3%	2.4%	0	0.0%	0.0%

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Taille du foyer												
1 personne	305	18.8%	3.1%	24	11.9%	0.5%	281	19.8%	5.1%	59	9.5%	3.4%
2 personnes	713	43.9%	4.0%	101	49.9%	1.2%	612	43.0%	6.6%	202	32.4%	4.7%
3 personnes	218	13.4%	2.4%	33	16.5%	0.7%	184	13.0%	4.0%	111	17.8%	2.8%
4 personnes	260	16.0%	2.8%	39	19.3%	0.8%	221	15.6%	4.7%	174	27.9%	3.5%
5 personnes et +	129	7.9%	2.4%	5	2.5%	0.2%	123	8.7%	4.3%	78	12.5%	3.1%
Présence d'enfants de moins de 15 ans												
Oui	409	25.2%	2.7%	49	24.0%	0.7%	361	25.4%	4.3%	258	41.4%	3.3%
Non	1215	74.8%	3.3%	154	76.0%	0.9%	1061	74.6%	5.7%	366	58.6%	3.8%
Habitat												
Communes rurales	344	21.2%	2.9%	36	17.9%	0.6%	308	21.6%	5.0%	94	15.0%	2.9%
Agglo. - 20 000 hab	277	17.0%	3.1%	26	13.0%	0.6%	250	17.6%	5.2%	111	17.8%	4.2%
Agglo. 20 000 à 100 000 hab	250	15.4%	3.6%	32	15.6%	0.9%	218	15.3%	6.1%	73	11.7%	4.1%
Agglo. + 100 000 hab	512	31.5%	3.3%	83	40.8%	1.1%	429	30.2%	5.4%	210	33.7%	3.7%
Agglo. Paris	242	14.9%	2.8%	26	12.8%	0.6%	216	15.2%	4.9%	136	21.8%	3.4%

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	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
Régions INSEE												
Ile de France	269	16.5%	2.8%	26	12.8%	0.6%	243	17.1%	4.9%	149	23.8%	3.4%
Nord Pas de Calais	94	5.8%	2.9%	23	11.2%	1.5%	72	5.0%	4.3%	37	5.9%	3.7%
Lorraine	52	3.2%	2.7%	13	6.3%	1.4%	39	2.8%	3.9%	19	3.1%	3.5%
Alsace	35	2.2%	2.3%	7	3.3%	0.9%	28	2.0%	3.6%	13	2.1%	2.6%
Franche-Comté	31	1.9%	3.3%	3	1.6%	0.7%	28	2.0%	5.7%	12	1.9%	4.6%
Champagne Ardennes	34	2.1%	3.1%	4	2.1%	0.8%	29	2.1%	5.2%	11	1.8%	3.7%
Picardie	45	2.8%	2.9%	5	2.3%	0.6%	40	2.8%	5.1%	17	2.8%	4.1%
Bourgogne	41	2.5%	3.0%	2	1.2%	0.4%	39	2.7%	5.5%	9	1.5%	2.8%
Haute Normandie	35	2.1%	2.3%	3	1.4%	0.4%	32	2.3%	4.1%	15	2.4%	3.2%
Basse Normandie	57	3.5%	4.7%	5	2.3%	0.8%	52	3.7%	8.3%	20	3.3%	6.3%
Centre	56	3.5%	2.7%	8	4.1%	0.8%	48	3.4%	4.4%	19	3.0%	3.2%
Pays de Loire	75	4.6%	2.5%	4	1.9%	0.3%	71	5.0%	4.7%	33	5.3%	3.5%
Bretagne	72	4.4%	2.7%	3	1.5%	0.2%	69	4.8%	5.0%	19	3.1%	2.4%
Poitou Charentes	59	3.6%	4.0%	7	3.5%	1.0%	52	3.6%	6.7%	20	3.3%	5.2%
Aquitaine	98	6.0%	3.6%	20	9.7%	1.5%	78	5.5%	5.4%	18	2.8%	2.1%
Midi Pyrénées	83	5.1%	3.4%	16	7.9%	1.4%	67	4.7%	5.3%	29	4.6%	3.6%
Limousin	24	1.4%	3.8%	4	1.8%	1.2%	20	1.4%	6.1%	7	1.1%	4.4%
Auvergne	38	2.3%	3.3%	2	1.2%	0.4%	35	2.5%	6.0%	9	1.5%	3.0%
Rhône Alpes	178	10.9%	3.4%	21	10.4%	0.8%	156	11.0%	5.8%	82	13.2%	4.4%
Languedoc Roussillon	74	4.6%	3.3%	13	6.2%	1.2%	61	4.3%	5.2%	23	3.6%	3.2%
Provence Alpes Côte d'Azur. Corse	176	10.9%	4.1%	15	7.5%	0.7%	161	11.3%	7.1%	62	9.9%	4.1%
Habitudes de connexion à Internet												
Tous les jours	1057	65.1%	3.1%	130	63.9%	0.8%	927	65.2%	5.5%	504	80.8%	3.4%
Presque tous les jours	243	15.0%	4.2%	29	14.4%	1.1%	214	15.1%	6.8%	83	13.4%	4.3%
1 à 2 fois par semaine	109	6.7%	4.4%	11	5.3%	1.0%	98	6.9%	7.0%	25	4.0%	4.7%
1 à 3 fois par mois	28	1.7%	5.6%	5	2.4%	2.4%	23	1.6%	7.7%	3	0.5%	5.3%
Moins souvent	35	2.2%	4.9%	4	2.0%	1.2%	31	2.2%	8.2%	0	0.0%	0.0%
Jamais	2	0.1%	2.5%	0	0.0%	0.0%	2	0.2%	8.6%	0	0.0%	0.0%

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	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
Revenus du foyer												
Moins de 9 000 euros par an	18	1.1%	1.0%	6	2.8%	0.7%	12	0.9%	1.1%	2	0.3%	1.0%
De 9 000 à moins de 12 000 euros par an	67	4.1%	2.3%	15	7.3%	1.4%	52	3.6%	2.8%	7	1.1%	2.7%
De 12 000 à moins de 18 000 euros par an	129	7.9%	2.2%	6	3.1%	0.2%	122	8.6%	3.8%	18	2.9%	2.6%
De 18 000 à moins de 24 000 euros par an	168	10.4%	2.6%	11	5.6%	0.4%	157	11.0%	4.4%	42	6.7%	3.0%
De 24 000 à moins de 36 000 euros par an	360	22.1%	3.3%	35	17.3%	0.7%	324	22.8%	5.6%	116	18.5%	3.5%
De 36 000 à moins de 45 000 euros par an	266	16.4%	3.8%	32	15.6%	0.9%	235	16.5%	7.0%	99	15.9%	3.4%
De 45 000 à moins de 65 000 euros par an	289	17.8%	4.0%	67	33.0%	1.7%	222	15.6%	6.7%	160	25.7%	4.0%
De 65 000 à moins de 80 000 euros par an	91	5.6%	4.7%	10	5.0%	0.9%	81	5.7%	9.4%	53	8.5%	4.1%
De 80 000 à moins de 115 000 euros par an	34	2.1%	2.8%	3	1.6%	0.4%	31	2.2%	6.2%	26	4.1%	2.7%
115 000 euros et plus par an	25	1.5%	4.2%	3	1.6%	0.9%	22	1.5%	9.3%	22	3.5%	4.6%
Refus	140	8.6%	4.5%	9	4.2%	0.7%	131	9.2%	7.3%	57	9.1%	5.6%
Ne sait pas	38	2.4%	1.6%	6	3.0%	0.6%	32	2.3%	2.4%	23	3.7%	2.5%