

# Mieux Vivre Votre Argent



## Lecture Dernière Période

	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
<b>ENSEMBLE</b>	831	100.0%	1.6%	487	100.0%	2.0%	344	100.0%	1.3%	330	100.0%	1.9%
<b>Sexe</b>												
<b>Homme</b>	487	58.6%	2.0%	487	100.0%	2.0%	0	0.0%	0.0%	189	57.4%	2.1%
<b>Femme</b>	344	41.4%	1.3%	0	0.0%	0.0%	344	100.0%	1.3%	141	42.6%	1.6%
<b>Age</b>												
<b>15 à 24 ans</b>	38	4.6%	0.5%	25	5.1%	0.7%	14	3.9%	0.4%	14	4.2%	0.4%
<b>25 à 34 ans</b>	55	6.6%	0.7%	39	8.0%	1.0%	16	4.7%	0.4%	34	10.2%	1.0%
<b>35 à 49 ans</b>	194	23.3%	1.5%	111	22.8%	1.8%	83	24.0%	1.3%	130	39.5%	2.1%
<b>50 à 59 ans</b>	201	24.2%	2.2%	117	23.9%	2.5%	84	24.5%	1.8%	116	35.3%	3.1%
<b>60 ans et plus</b>	343	41.3%	2.3%	196	40.2%	3.0%	148	42.9%	1.7%	36	10.8%	3.6%
<b>Individu</b>												
<b>Ménagères</b>	329	39.5%	1.4%	0	0.0%	0.0%	329	95.4%	1.4%	132	39.9%	1.9%
<b>Personne de référence</b>	510	61.4%	1.8%	452	92.7%	2.2%	59	17.0%	0.8%	192	58.3%	2.3%
<b>Responsable des achats</b>	548	65.9%	1.5%	240	49.2%	1.8%	308	89.6%	1.4%	213	64.7%	2.0%
<b>PCS Individu</b>												
<b>Agriculteurs</b>	6	0.7%	1.1%	4	0.8%	1.1%	1	0.4%	0.9%	0	0.0%	0.0%
<b>Petits patrons</b>	42	5.0%	2.6%	35	7.2%	3.1%	6	1.8%	1.3%	37	11.3%	2.6%
<b>Affaires et Cadres</b>	151	18.1%	3.0%	103	21.0%	3.4%	48	14.0%	2.3%	137	41.5%	3.0%
<b>Professions intermédiaires</b>	88	10.6%	1.3%	57	11.6%	1.7%	32	9.2%	0.9%	73	22.1%	1.3%
<b>Employés</b>	108	13.0%	1.3%	38	7.8%	1.7%	70	20.4%	1.1%	29	8.7%	1.6%
<b>Ouvriers</b>	39	4.7%	0.6%	39	8.0%	0.8%	0	0.0%	0.0%	0	0.0%	0.0%
<b>Retraités</b>	299	36.0%	2.4%	180	36.9%	3.0%	119	34.7%	1.8%	8	2.6%	3.4%
<b>Autres inactifs</b>	99	11.9%	1.0%	32	6.5%	0.9%	67	19.5%	1.0%	46	13.8%	1.4%
<b>PCS Personne de référence</b>												
<b>Agriculteurs</b>	6	0.7%	0.7%	5	1.0%	1.1%	1	0.4%	0.4%	0	0.0%	0.0%
<b>Petits patrons</b>	50	6.0%	1.9%	31	6.4%	2.4%	19	5.5%	1.4%	50	15.2%	1.9%
<b>Affaires et Cadres</b>	186	22.4%	2.6%	103	21.1%	2.8%	83	24.2%	2.3%	186	56.4%	2.6%
<b>Professions intermédiaires</b>	94	11.3%	1.2%	55	11.4%	1.4%	38	11.1%	1.0%	94	28.4%	1.2%
<b>Employés</b>	65	7.8%	1.2%	37	7.7%	1.6%	27	7.9%	0.9%	0	0.0%	0.0%
<b>Ouvriers</b>	63	7.6%	0.7%	44	9.0%	0.9%	19	5.6%	0.4%	0	0.0%	0.0%
<b>Retraités</b>	333	40.0%	2.3%	187	38.4%	2.8%	146	42.3%	1.9%	0	0.0%	0.0%
<b>Autres inactifs</b>	35	4.2%	0.9%	25	5.2%	1.6%	10	2.9%	0.4%	0	0.0%	0.0%

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	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
<b>Taille du foyer</b>												
<b>1 personne</b>	116	13.9%	1.2%	67	13.8%	1.5%	49	14.1%	0.9%	24	7.2%	1.4%
<b>2 personnes</b>	403	48.4%	2.2%	240	49.2%	2.8%	163	47.3%	1.8%	99	30.1%	2.3%
<b>3 personnes</b>	119	14.4%	1.3%	76	15.6%	1.7%	44	12.6%	0.9%	69	21.0%	1.8%
<b>4 personnes</b>	126	15.1%	1.3%	69	14.3%	1.5%	56	16.3%	1.2%	87	26.4%	1.8%
<b>5 personnes et +</b>	68	8.2%	1.3%	35	7.1%	1.4%	33	9.7%	1.2%	50	15.3%	2.0%
<b>Présence d'enfants de moins de 15 ans</b>												
<b>Oui</b>	182	21.9%	1.2%	110	22.6%	1.5%	72	20.8%	0.9%	138	41.9%	1.8%
<b>Non</b>	649	78.1%	1.8%	377	77.4%	2.1%	273	79.2%	1.5%	191	58.1%	2.0%
<b>Habitat</b>												
<b>Communes rurales</b>	160	19.2%	1.3%	95	19.4%	1.7%	65	18.9%	1.1%	61	18.6%	1.9%
<b>Agglo. - 20 000 hab</b>	132	15.8%	1.5%	90	18.4%	2.2%	42	12.2%	0.9%	42	12.7%	1.6%
<b>Agglo. 20 000 à 100 000 hab</b>	85	10.2%	1.2%	47	9.7%	1.4%	38	10.9%	1.1%	31	9.3%	1.7%
<b>Agglo. + 100 000 hab</b>	229	27.6%	1.5%	137	28.1%	1.8%	92	26.8%	1.2%	91	27.7%	1.6%
<b>Agglo. Paris</b>	226	27.2%	2.7%	119	24.4%	2.9%	107	31.2%	2.4%	104	31.6%	2.6%

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	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
<b>Régions INSEE</b>												
<b>Ile de France</b>	246	29.5%	2.6%	123	25.2%	2.7%	123	35.7%	2.5%	115	34.9%	2.6%
<b>Nord Pas de Calais</b>	49	5.9%	1.5%	32	6.5%	2.1%	17	5.0%	1.0%	18	5.5%	1.8%
<b>Lorraine</b>	21	2.5%	1.1%	17	3.5%	1.8%	4	1.2%	0.4%	9	2.7%	1.6%
<b>Alsace</b>	32	3.9%	2.1%	18	3.6%	2.4%	14	4.2%	1.8%	11	3.2%	2.1%
<b>Franche-Comté</b>	11	1.3%	1.1%	8	1.6%	1.6%	3	0.9%	0.7%	5	1.5%	1.9%
<b>Champagne Ardennes</b>	9	1.1%	0.8%	6	1.1%	1.1%	3	1.0%	0.6%	5	1.7%	1.8%
<b>Picardie</b>	16	1.9%	1.0%	10	2.1%	1.3%	6	1.7%	0.7%	6	1.7%	1.3%
<b>Bourgogne</b>	18	2.2%	1.3%	10	2.1%	1.5%	8	2.3%	1.1%	5	1.5%	1.5%
<b>Haute Normandie</b>	13	1.6%	0.9%	9	1.9%	1.3%	4	1.2%	0.5%	5	1.6%	1.1%
<b>Basse Normandie</b>	17	2.0%	1.4%	7	1.5%	1.3%	10	2.8%	1.5%	4	1.1%	1.1%
<b>Centre</b>	33	4.0%	1.6%	22	4.6%	2.2%	11	3.2%	1.0%	12	3.8%	2.1%
<b>Pays de Loire</b>	38	4.6%	1.3%	18	3.7%	1.3%	20	5.7%	1.3%	16	4.7%	1.7%
<b>Bretagne</b>	24	2.9%	0.9%	20	4.1%	1.6%	4	1.2%	0.3%	8	2.4%	1.0%
<b>Poitou Charentes</b>	28	3.4%	1.9%	18	3.6%	2.5%	11	3.1%	1.4%	9	2.8%	2.3%
<b>Aquitaine</b>	31	3.7%	1.1%	19	4.0%	1.5%	11	3.3%	0.8%	12	3.6%	1.4%
<b>Midi Pyrénées</b>	27	3.2%	1.1%	19	3.8%	1.6%	8	2.3%	0.6%	7	2.1%	0.9%
<b>Limousin</b>	11	1.3%	1.7%	5	1.1%	1.8%	5	1.6%	1.7%	2	0.6%	1.3%
<b>Auvergne</b>	17	2.0%	1.5%	10	2.1%	1.9%	7	1.9%	1.1%	2	0.6%	0.6%
<b>Rhône Alpes</b>	89	10.7%	1.7%	58	12.0%	2.3%	30	8.8%	1.1%	32	9.7%	1.7%
<b>Languedoc Roussillon</b>	32	3.9%	1.4%	19	3.9%	1.8%	14	3.9%	1.1%	17	5.2%	2.4%
<b>Provence Alpes Côte d'Azur. Corse</b>	70	8.4%	1.6%	39	8.0%	1.9%	31	9.0%	1.4%	30	9.2%	2.0%
<b>Habitudes de connexion à Internet</b>												
<b>Tous les jours</b>	616	74.1%	1.8%	368	75.6%	2.2%	248	72.0%	1.5%	287	87.0%	2.0%
<b>Presque tous les jours</b>	102	12.3%	1.8%	55	11.2%	2.0%	48	13.8%	1.5%	31	9.4%	1.6%
<b>1 à 2 fois par semaine</b>	46	5.5%	1.8%	29	5.9%	2.6%	18	5.1%	1.2%	8	2.4%	1.5%
<b>1 à 3 fois par mois</b>	9	1.1%	1.8%	2	0.4%	1.0%	7	2.1%	2.4%	1	0.4%	2.3%
<b>Moins souvent</b>	5	0.6%	0.7%	2	0.5%	0.7%	2	0.7%	0.6%	0	0.0%	0.0%
<b>Jamais</b>	1	0.1%	0.7%	0	0.0%	0.0%	1	0.2%	2.3%	0	0.0%	0.0%

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	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
<b>Revenus du foyer</b>												
Moins de 9 000 euros par an	17	2.1%	0.9%	13	2.6%	1.6%	5	1.3%	0.4%	1	0.2%	0.4%
De 9 000 à moins de 12 000 euros par an	19	2.3%	0.6%	16	3.4%	1.5%	3	0.8%	0.1%	1	0.3%	0.4%
De 12 000 à moins de 18 000 euros par an	22	2.6%	0.4%	15	3.2%	0.6%	6	1.9%	0.2%	8	2.3%	1.1%
De 18 000 à moins de 24 000 euros par an	65	7.9%	1.0%	36	7.3%	1.2%	30	8.6%	0.8%	7	2.1%	0.5%
De 24 000 à moins de 36 000 euros par an	134	16.1%	1.2%	81	16.6%	1.6%	53	15.3%	0.9%	53	16.2%	1.6%
De 36 000 à moins de 45 000 euros par an	100	12.0%	1.4%	58	11.8%	1.6%	42	12.3%	1.3%	25	7.5%	0.8%
De 45 000 à moins de 65 000 euros par an	200	24.0%	2.8%	124	25.5%	3.2%	75	21.9%	2.3%	91	27.5%	2.3%
De 65 000 à moins de 80 000 euros par an	67	8.1%	3.4%	32	6.6%	2.9%	35	10.2%	4.0%	37	11.1%	2.8%
De 80 000 à moins de 115 000 euros par an	67	8.1%	5.4%	44	9.0%	6.0%	23	6.8%	4.6%	42	12.7%	4.5%
115 000 euros et plus par an	57	6.9%	9.7%	35	7.2%	9.9%	22	6.3%	9.3%	36	10.8%	7.5%
Refus	66	7.9%	2.1%	26	5.3%	2.0%	40	11.6%	2.2%	19	5.9%	1.9%
Ne sait pas	17	2.1%	0.7%	7	1.4%	0.7%	10	3.0%	0.8%	11	3.4%	1.2%