

# Avantages

## Lecture Dernière Période

	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
<b>ENSEMBLE</b>	1597	100.0%	3.1%	212	100.0%	0.9%	1385	100.0%	5.1%	602	100.0%	3.5%
<b>Sexe</b>												
<b>Homme</b>	212	13.3%	0.9%	212	100.0%	0.9%	0	0.0%	0.0%	75	12.5%	0.9%
<b>Femme</b>	1385	86.7%	5.1%	0	0.0%	0.0%	1385	100.0%	5.1%	527	87.5%	6.1%
<b>Age</b>												
<b>15 à 24 ans</b>	54	3.4%	0.7%	12	5.7%	0.3%	42	3.0%	1.2%	28	4.6%	0.9%
<b>25 à 34 ans</b>	84	5.3%	1.1%	7	3.2%	0.2%	77	5.6%	2.0%	58	9.7%	1.8%
<b>35 à 49 ans</b>	387	24.2%	3.1%	51	24.1%	0.8%	336	24.3%	5.3%	229	38.1%	3.6%
<b>50 à 59 ans</b>	417	26.1%	4.5%	68	32.3%	1.5%	349	25.2%	7.5%	230	38.2%	6.0%
<b>60 ans et plus</b>	655	41.0%	4.2%	74	34.7%	1.1%	581	42.0%	6.7%	57	9.4%	6.5%
<b>Individu</b>												
<b>Ménagères</b>	1313	82.2%	5.6%	0	0.0%	0.0%	1313	94.8%	5.6%	497	82.6%	7.1%
<b>Personne de référence</b>	565	35.4%	2.0%	198	93.2%	1.0%	367	26.5%	4.6%	160	26.5%	1.9%
<b>Responsable des achats</b>	1399	87.6%	3.9%	124	58.5%	0.9%	1275	92.1%	5.6%	515	85.6%	4.7%
<b>PCS Individu</b>												
<b>Agriculteurs</b>	11	0.7%	2.1%	0	0.0%	0.0%	11	0.8%	6.6%	1	0.2%	8.3%
<b>Petits patrons</b>	55	3.5%	3.5%	16	7.5%	1.4%	39	2.8%	8.8%	47	7.8%	3.2%
<b>Affaires et Cadres</b>	172	10.7%	3.5%	35	16.6%	1.2%	136	9.8%	6.6%	158	26.2%	3.6%
<b>Professions intermédiaires</b>	244	15.2%	3.4%	25	12.0%	0.7%	218	15.8%	6.0%	194	32.2%	3.3%
<b>Employés</b>	295	18.5%	3.5%	11	5.0%	0.5%	285	20.5%	4.6%	83	13.7%	4.4%
<b>Ouvriers</b>	59	3.7%	0.9%	33	15.7%	0.7%	26	1.8%	1.9%	3	0.5%	0.8%
<b>Retraités</b>	551	34.5%	4.3%	74	34.8%	1.2%	477	34.4%	7.2%	28	4.7%	13.7%
<b>Autres inactifs</b>	211	13.2%	2.0%	18	8.4%	0.5%	193	14.0%	2.9%	89	14.7%	2.7%
<b>PCS Personne de référence</b>												
<b>Agriculteurs</b>	18	1.2%	2.4%	0	0.0%	0.0%	18	1.3%	5.4%	0	0.0%	0.0%
<b>Petits patrons</b>	76	4.7%	2.9%	16	7.5%	1.2%	60	4.3%	4.7%	76	12.6%	2.9%
<b>Affaires et Cadres</b>	280	17.5%	4.1%	34	16.0%	1.0%	246	17.8%	7.2%	280	46.6%	4.1%
<b>Professions intermédiaires</b>	246	15.4%	3.1%	25	11.9%	0.6%	220	15.9%	5.7%	246	40.8%	3.1%
<b>Employés</b>	150	9.4%	2.8%	14	6.4%	0.6%	136	9.8%	4.5%	0	0.0%	0.0%
<b>Ouvriers</b>	151	9.5%	1.6%	33	15.6%	0.7%	118	8.5%	2.7%	0	0.0%	0.0%
<b>Retraités</b>	605	37.9%	4.1%	77	36.2%	1.1%	528	38.1%	6.5%	0	0.0%	0.0%
<b>Autres inactifs</b>	71	4.4%	1.7%	13	6.3%	0.8%	58	4.2%	2.2%	0	0.0%	0.0%

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<b>Taille du foyer</b>												
<b>1 personne</b>	307	19.3%	3.1%	30	14.2%	0.7%	277	20.0%	4.9%	58	9.7%	3.2%
<b>2 personnes</b>	746	46.7%	4.1%	107	50.4%	1.2%	639	46.1%	6.8%	198	32.9%	4.8%
<b>3 personnes</b>	209	13.1%	2.3%	32	15.0%	0.7%	177	12.8%	3.9%	100	16.6%	2.6%
<b>4 personnes</b>	222	13.9%	2.4%	34	16.1%	0.7%	188	13.6%	4.0%	169	28.1%	3.4%
<b>5 personnes et +</b>	113	7.1%	2.0%	9	4.4%	0.3%	103	7.5%	3.7%	76	12.7%	3.0%
<b>Présence d'enfants de moins de 15 ans</b>												
<b>Oui</b>	356	22.3%	2.3%	49	23.2%	0.7%	306	22.1%	3.7%	235	39.0%	3.0%
<b>Non</b>	1242	77.7%	3.4%	163	76.8%	0.9%	1079	77.9%	5.7%	367	61.0%	3.8%
<b>Habitat</b>												
<b>Communes rurales</b>	318	19.9%	2.7%	32	15.2%	0.6%	286	20.6%	4.6%	78	12.9%	2.4%
<b>Agglo. - 20 000 hab</b>	273	17.1%	3.0%	29	13.8%	0.7%	243	17.6%	5.0%	107	17.7%	4.2%
<b>Agglo. 20 000 à 100 000 hab</b>	244	15.3%	3.5%	26	12.3%	0.8%	218	15.8%	6.1%	81	13.5%	4.4%
<b>Agglo. + 100 000 hab</b>	492	30.8%	3.2%	95	44.9%	1.3%	397	28.6%	5.0%	196	32.5%	3.4%
<b>Agglo. Paris</b>	270	16.9%	3.2%	29	13.8%	0.7%	241	17.4%	5.4%	140	23.3%	3.5%

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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>	306	19.2%	3.2%	34	16.1%	0.7%	272	19.6%	5.4%	151	25.1%	3.5%
<b>Nord Pas de Calais</b>	92	5.7%	2.8%	20	9.2%	1.3%	72	5.2%	4.3%	32	5.4%	3.3%
<b>Lorraine</b>	48	3.0%	2.5%	3	1.4%	0.3%	45	3.3%	4.6%	14	2.4%	2.7%
<b>Alsace</b>	42	2.7%	2.8%	5	2.3%	0.7%	38	2.7%	4.7%	18	2.9%	3.7%
<b>Franche-Comté</b>	34	2.1%	3.5%	7	3.4%	1.6%	26	1.9%	5.4%	9	1.5%	3.3%
<b>Champagne Ardennes</b>	35	2.2%	3.2%	6	2.6%	1.1%	29	2.1%	5.2%	12	2.0%	4.0%
<b>Picardie</b>	34	2.1%	2.2%	8	3.7%	1.1%	26	1.9%	3.3%	8	1.4%	1.9%
<b>Bourgogne</b>	33	2.1%	2.4%	4	1.7%	0.6%	29	2.1%	4.2%	13	2.1%	3.7%
<b>Haute Normandie</b>	31	1.9%	2.1%	2	0.7%	0.2%	29	2.1%	3.8%	10	1.7%	2.2%
<b>Basse Normandie</b>	40	2.5%	3.3%	2	1.2%	0.4%	38	2.7%	6.0%	19	3.2%	5.9%
<b>Centre</b>	55	3.5%	2.6%	10	4.5%	0.9%	46	3.3%	4.2%	19	3.2%	2.9%
<b>Pays de Loire</b>	63	4.0%	2.1%	5	2.2%	0.3%	58	4.2%	3.8%	35	5.9%	3.8%
<b>Bretagne</b>	54	3.4%	2.0%	3	1.4%	0.2%	51	3.7%	3.7%	22	3.7%	2.9%
<b>Poitou Charentes</b>	44	2.8%	3.0%	6	3.0%	0.9%	38	2.7%	4.9%	14	2.4%	3.9%
<b>Aquitaine</b>	124	7.8%	4.4%	25	11.6%	1.8%	100	7.2%	6.8%	25	4.1%	2.9%
<b>Midi Pyrénées</b>	88	5.5%	3.6%	15	7.1%	1.3%	73	5.3%	5.7%	27	4.4%	3.4%
<b>Limousin</b>	27	1.7%	4.4%	3	1.4%	1.0%	24	1.8%	7.5%	8	1.3%	4.9%
<b>Auvergne</b>	36	2.3%	3.2%	2	1.0%	0.4%	34	2.4%	5.8%	8	1.4%	2.6%
<b>Rhône Alpes</b>	176	11.0%	3.4%	21	9.9%	0.8%	155	11.2%	5.7%	77	12.7%	3.9%
<b>Languedoc Roussillon</b>	72	4.5%	3.1%	11	5.0%	1.0%	61	4.4%	5.1%	21	3.4%	3.0%
<b>Provence Alpes Côte d'Azur.</b>	161	10.1%	3.7%	22	10.6%	1.1%	139	10.0%	6.0%	59	9.8%	4.0%
<b>Corse</b>												
<b>Habitudes de connection à Internet</b>												
<b>Tous les jours</b>	1082	67.8%	3.1%	148	69.8%	0.9%	934	67.5%	5.4%	484	80.4%	3.3%
<b>Presque tous les jours</b>	221	13.8%	3.7%	30	14.0%	1.1%	191	13.8%	5.9%	76	12.6%	4.1%
<b>1 à 2 fois par semaine</b>	128	8.0%	5.0%	13	6.1%	1.2%	115	8.3%	7.7%	29	4.7%	5.4%
<b>1 à 3 fois par mois</b>	25	1.5%	5.1%	0	0.0%	0.0%	25	1.8%	8.5%	4	0.6%	5.6%
<b>Moins souvent</b>	12	0.8%	1.7%	2	1.1%	0.6%	10	0.7%	2.7%	0	0.0%	0.0%
<b>Jamais</b>	2	0.2%	3.5%	0	0.0%	0.0%	2	0.2%	8.2%	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>												
<b>Moins de 9 000 euros par an</b>	20	1.2%	1.1%	5	2.1%	0.6%	15	1.1%	1.4%	0	0.0%	0.1%
<b>De 9 000 à moins de 12 000 euros par an</b>	68	4.3%	2.3%	16	7.7%	1.4%	52	3.7%	2.8%	4	0.7%	1.8%
<b>De 12 000 à moins de 18 000 euros par an</b>	131	8.2%	2.4%	21	10.1%	0.9%	110	7.9%	3.5%	11	1.9%	1.8%
<b>De 18 000 à moins de 24 000 euros par an</b>	181	11.3%	2.7%	20	9.6%	0.7%	161	11.6%	4.2%	47	7.9%	3.5%
<b>De 24 000 à moins de 36 000 euros par an</b>	350	21.9%	3.1%	29	13.4%	0.5%	322	23.2%	5.3%	119	19.8%	3.4%
<b>De 36 000 à moins de 45 000 euros par an</b>	237	14.8%	3.3%	29	13.4%	0.8%	208	15.0%	6.0%	79	13.2%	2.7%
<b>De 45 000 à moins de 65 000 euros par an</b>	308	19.3%	4.2%	59	27.9%	1.5%	249	18.0%	7.7%	178	29.7%	4.4%
<b>65 000 euros et plus par an</b>	150	9.4%	3.8%	21	9.9%	0.9%	129	9.3%	7.6%	107	17.8%	3.9%
<b>Refus</b>	129	8.1%	3.8%	6	2.8%	0.4%	123	8.9%	6.4%	42	6.9%	3.7%
<b>Ne sait pas</b>	23	1.4%	1.4%	6	2.9%	0.8%	16	1.2%	1.8%	12	2.1%	2.1%