

Avantages

Lecture Dernière Période



	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
ENSEMBLE	1997	100.0%	3.8%	223	100.0%	0.9%	1774	100.0%	6.5%	541	100.0%	3.0%
Sexe												
Homme	223	11.2%	0.9%	223	100.0%	0.9%	0	0.0%	0.0%	66	12.3%	0.7%
Femme	1774	88.8%	6.5%	0	0.0%	0.0%	1774	100.0%	6.5%	475	87.7%	5.5%
Age												
15 à 24 ans	46	2.3%	0.6%	3	1.2%	0.1%	44	2.5%	1.2%	22	4.0%	0.7%
25 à 34 ans	111	5.5%	1.5%	7	3.1%	0.2%	104	5.8%	2.7%	42	7.7%	1.3%
35 à 49 ans	413	20.7%	3.3%	41	18.6%	0.7%	371	20.9%	5.8%	198	36.6%	3.2%
50 à 59 ans	466	23.3%	5.4%	55	24.7%	1.3%	411	23.2%	9.3%	212	39.1%	5.9%
60 ans et plus	961	48.1%	6.0%	117	52.4%	1.6%	844	47.6%	9.5%	68	12.5%	4.3%
Individu												
Ménagères	1709	85.6%	7.3%	0	0.0%	0.0%	1709	96.4%	7.3%	451	83.4%	6.4%
Personne de référence	790	39.5%	2.8%	216	96.6%	1.0%	574	32.4%	7.7%	184	34.0%	2.1%
Responsable des achats	1820	91.1%	5.1%	151	67.8%	1.2%	1668	94.1%	7.3%	484	89.5%	4.3%
PCS Individu												
Agriculteurs	24	1.2%	4.7%	0	0.0%	0.0%	24	1.4%	12.4%	2	0.3%	5.1%
Petits patrons	54	2.7%	3.3%	24	10.8%	2.0%	30	1.7%	7.2%	48	8.9%	3.2%
Affaires et Cadres	154	7.7%	3.0%	20	8.8%	0.7%	134	7.6%	6.2%	115	21.2%	2.5%
Professions intermédiaires	251	12.6%	3.4%	27	12.3%	0.7%	223	12.6%	6.0%	202	37.3%	3.3%
Employés	413	20.7%	4.8%	12	5.5%	0.5%	401	22.6%	6.4%	80	14.8%	4.5%
Ouvriers	84	4.2%	1.3%	26	11.6%	0.5%	58	3.3%	4.5%	7	1.3%	1.6%
Retraités	731	36.6%	5.7%	100	44.9%	1.7%	631	35.6%	9.1%	14	2.5%	6.2%
Autres inactifs	286	14.3%	2.9%	14	6.1%	0.4%	272	15.4%	4.3%	74	13.6%	2.2%
PCS Personne de référence												
Agriculteurs	35	1.8%	4.5%	0	0.1%	0.1%	35	2.0%	8.4%	0	0.0%	0.0%
Petits patrons	69	3.5%	2.6%	24	10.8%	1.7%	45	2.6%	3.7%	69	12.8%	2.6%
Affaires et Cadres	265	13.3%	3.8%	18	8.2%	0.5%	247	13.9%	7.0%	265	49.0%	3.8%
Professions intermédiaires	207	10.3%	2.5%	24	10.7%	0.6%	183	10.3%	4.7%	207	38.2%	2.5%
Employés	251	12.6%	4.5%	15	6.8%	0.7%	236	13.3%	7.3%	0	0.0%	0.0%
Ouvriers	207	10.4%	2.1%	26	11.7%	0.5%	181	10.2%	4.0%	0	0.0%	0.0%
Retraités	859	43.0%	5.7%	103	46.2%	1.6%	756	42.6%	9.0%	0	0.0%	0.0%
Autres inactifs	104	5.2%	2.9%	12	5.5%	0.8%	91	5.2%	4.5%	0	0.0%	0.0%

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Taille du foyer												
1 personne	492	24.7%	5.0%	29	12.9%	0.7%	463	26.1%	8.4%	96	17.8%	4.1%
2 personnes	877	43.9%	4.8%	112	50.3%	1.3%	765	43.1%	8.1%	152	28.1%	3.6%
3 personnes	273	13.7%	2.9%	39	17.5%	0.8%	234	13.2%	5.1%	120	22.2%	3.0%
4 personnes	261	13.1%	2.8%	26	11.8%	0.6%	235	13.2%	5.0%	133	24.5%	2.8%
5 personnes et +	93	4.7%	1.7%	16	7.4%	0.6%	76	4.3%	2.5%	40	7.5%	1.5%
Présence d'enfants de moins de 15 ans												
Oui	373	18.7%	2.4%	37	16.7%	0.5%	336	18.9%	4.0%	170	31.4%	2.3%
Non	1624	81.3%	4.4%	186	83.3%	1.0%	1438	81.1%	7.6%	371	68.6%	3.6%
Habitat												
Communes rurales	390	19.5%	3.3%	40	17.7%	0.7%	350	19.8%	5.6%	102	18.9%	3.1%
Agglo. - 20 000 hab	383	19.2%	4.3%	57	25.5%	1.3%	326	18.4%	7.0%	87	16.0%	3.2%
Agglo. 20 000 à 100 000 hab	339	17.0%	4.9%	32	14.2%	1.0%	307	17.3%	8.4%	80	14.8%	3.8%
Agglo. + 100 000 hab	602	30.1%	3.8%	62	27.6%	0.8%	540	30.5%	6.7%	179	33.0%	3.2%
Agglo. Paris	283	14.2%	3.2%	33	14.9%	0.8%	250	14.1%	5.4%	93	17.2%	2.3%

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	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
Régions INSEE												
Ile de France	327	16.4%	3.4%	48	21.6%	1.0%	278	15.7%	5.5%	99	18.3%	2.3%
Nord Pas de Calais	108	5.4%	3.3%	11	5.1%	0.7%	96	5.4%	5.8%	27	5.1%	2.7%
Lorraine	60	3.0%	3.1%	5	2.5%	0.6%	55	3.1%	5.6%	17	3.1%	3.2%
Alsace	58	2.9%	3.7%	1	0.5%	0.2%	57	3.2%	7.1%	7	1.4%	1.6%
Franche-Comté	34	1.7%	3.5%	3	1.4%	0.7%	30	1.7%	6.1%	12	2.3%	4.4%
Champagne Ardennes	23	1.1%	2.0%	2	1.0%	0.4%	20	1.1%	3.5%	5	0.9%	1.7%
Picardie	51	2.5%	3.3%	0	0.2%	0.1%	50	2.8%	6.3%	14	2.6%	3.2%
Bourgogne	55	2.8%	4.1%	5	2.1%	0.7%	51	2.9%	7.1%	13	2.3%	3.4%
Haute Normandie	71	3.5%	4.8%	12	5.3%	1.7%	59	3.3%	7.6%	29	5.4%	6.4%
Basse Normandie	35	1.8%	2.9%	5	2.4%	0.9%	30	1.7%	4.7%	13	2.5%	3.7%
Centre	69	3.5%	3.4%	8	3.7%	0.8%	61	3.4%	5.7%	25	4.5%	3.9%
Pays de Loire	126	6.3%	4.2%	7	3.0%	0.5%	119	6.7%	7.5%	26	4.8%	2.9%
Bretagne	119	6.0%	4.4%	19	8.3%	1.4%	101	5.7%	7.3%	26	4.8%	3.3%
Poitou Charentes	72	3.6%	4.8%	5	2.5%	0.8%	66	3.7%	8.5%	21	3.9%	5.1%
Aquitaine	93	4.7%	3.3%	13	5.8%	1.0%	80	4.5%	5.5%	25	4.5%	2.7%
Midi Pyrénées	128	6.4%	5.2%	17	7.7%	1.4%	111	6.2%	8.7%	36	6.6%	4.0%
Limousin	18	0.9%	3.0%	2	0.7%	0.5%	17	1.0%	5.2%	4	0.7%	2.1%
Auvergne	52	2.6%	4.5%	5	2.2%	0.9%	47	2.6%	7.9%	9	1.6%	2.9%
Rhône Alpes	202	10.1%	3.8%	23	10.4%	0.9%	178	10.0%	6.5%	68	12.6%	3.4%
Languedoc Roussillon	109	5.4%	4.6%	8	3.7%	0.7%	100	5.7%	8.2%	21	4.0%	2.9%
Provence Alpes Côte d'Azur. Corse	188	9.4%	4.3%	22	9.8%	1.1%	166	9.4%	7.2%	44	8.2%	2.9%
Habitudes de connexion à Internet												
Tous les jours	1533	76.8%	3.6%	166	74.2%	0.8%	1367	77.1%	6.2%	467	86.3%	2.9%
Presque tous les jours	302	15.1%	4.9%	40	18.1%	1.5%	262	14.7%	7.8%	45	8.4%	3.3%
1 à 2 fois par semaine	146	7.3%	4.8%	13	5.7%	1.0%	133	7.5%	7.5%	27	4.9%	5.2%
1 à 3 fois par mois	11	0.5%	2.7%	1	0.3%	0.4%	10	0.6%	4.7%	2	0.4%	3.9%
Moins souvent	5	0.3%	4.9%	4	1.7%	9.9%	2	0.1%	2.2%	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	39	1.9%	2.8%	2	1.0%	0.3%	37	2.1%	4.9%	1	0.2%	0.4%
De 9 000 à moins de 12 000 euros par an	57	2.9%	2.9%	5	2.3%	0.7%	52	2.9%	4.3%	4	0.7%	1.5%
De 12 000 à moins de 18 000 euros par an	196	9.8%	3.9%	9	4.1%	0.4%	187	10.5%	6.3%	20	3.7%	2.5%
De 18 000 à moins de 24 000 euros par an	246	12.3%	3.6%	16	7.2%	0.5%	230	13.0%	5.9%	44	8.0%	2.9%
De 24 000 à moins de 36 000 euros par an	549	27.5%	4.5%	53	23.8%	0.9%	496	27.9%	7.5%	116	21.5%	3.3%
De 36 000 à moins de 45 000 euros par an	321	16.1%	4.2%	53	24.0%	1.4%	267	15.1%	7.0%	90	16.6%	3.1%
De 45 000 à moins de 65 000 euros par an	292	14.6%	3.8%	45	20.2%	1.0%	247	13.9%	7.2%	121	22.3%	3.1%
65 000 euros et plus par an	146	7.3%	3.4%	32	14.2%	1.2%	114	6.4%	6.6%	91	16.9%	3.2%
Refus	129	6.5%	3.6%	8	3.4%	0.5%	122	6.9%	6.0%	40	7.3%	3.0%
Ne sait pas	23	1.1%	1.4%	0	0.0%	0.0%	23	1.3%	2.7%	15	2.8%	2.3%