

Avantages

Mensuel, Lecture Dernière Période

	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
Ensemble	1860	100.0%	3.7%	252	100.0%	1.0%	1609	100.0%	6.1%	645	100.0%	3.8%
Sexe												
Homme	252	13.5%	1.0%	252	100.0%	1.0%	0	-	100.0%	83	12.9%	0.9%
Femme	1609	86.5%	6.1%	0	-	100.0%	1609	100.0%	6.1%	562	87.1%	7.0%
Age												
15 à 24 ans	93	5.0%	1.3%	23	9.1%	0.6%	70	4.3%	1.9%	34	5.3%	1.1%
25 à 34 ans	119	6.4%	1.5%	7	2.8%	0.2%	112	6.9%	2.9%	75	11.5%	2.2%
35 à 49 ans	565	30.4%	4.4%	86	34.2%	1.4%	479	29.8%	7.4%	301	46.7%	5.0%
50 à 64 ans	674	36.2%	5.5%	93	36.8%	1.6%	581	36.1%	9.2%	224	34.7%	5.4%
65 ans et plus	410	22.1%	3.8%	43	17.2%	0.9%	367	22.8%	5.9%	11	1.7%	4.6%
Individu												
Ménagère	1523	81.9%	6.6%	0	-	100.0%	1523	94.7%	6.6%	528	81.9%	7.9%
Personne de Référence	665	35.7%	2.4%	229	91.2%	1.1%	435	27.1%	5.5%	164	25.4%	1.9%
Responsable des achats	1218	65.5%	5.1%	84	33.5%	1.1%	1134	70.5%	6.9%	462	71.6%	5.5%
PCS Individu												
Agriculteurs	22	1.2%	4.1%	4	1.6%	1.2%	18	1.1%	9.8%	2	0.3%	30.6%
Petits patrons	43	2.3%	2.7%	8	3.1%	0.7%	35	2.2%	7.9%	31	4.8%	2.2%
Affaires et Cadres	164	8.8%	3.5%	35	13.7%	1.2%	130	8.1%	7.4%	143	22.1%	3.3%
Professions intermédiaires	271	14.5%	4.0%	35	13.8%	1.0%	236	14.7%	7.4%	216	33.4%	3.9%
Employés	412	22.2%	4.9%	21	8.4%	1.1%	391	24.3%	6.1%	120	18.5%	6.7%
Ouvriers	115	6.2%	1.8%	53	21.2%	1.1%	62	3.8%	4.4%	12	1.9%	3.6%
Retraités	519	27.9%	4.2%	68	26.9%	1.1%	451	28.1%	7.1%	19	2.9%	8.5%
Autres inactifs	315	16.9%	3.1%	28	11.3%	0.8%	286	17.8%	4.2%	103	16.0%	3.3%
PCS Personne de Référence												
Agriculteurs	22	1.2%	2.9%	4	1.6%	1.1%	18	1.1%	4.5%	0	-	100.0%
Petits patrons	82	4.4%	3.3%	8	3.1%	0.6%	74	4.6%	6.4%	82	12.6%	3.3%
Affaires et Cadres	287	15.4%	4.3%	40	15.9%	1.2%	247	15.3%	7.5%	287	44.4%	4.3%
Professions intermédiaires	277	14.9%	3.7%	35	14.0%	0.9%	242	15.0%	6.7%	277	42.9%	3.7%
Employés	211	11.3%	3.9%	26	10.4%	1.2%	185	11.5%	5.8%	0	-	100.0%
Ouvriers	259	13.9%	2.7%	56	22.1%	1.1%	203	12.6%	4.4%	0	-	100.0%
Retraités	631	33.9%	4.4%	70	27.7%	1.1%	561	34.9%	7.1%	0	-	100.0%
Autres inactifs	92	5.0%	2.4%	13	5.1%	1.0%	79	4.9%	3.3%	0	-	100.0%

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Taille du Foyer												
1 personne	307	16.5%	3.3%	23	9.2%	0.6%	284	17.6%	5.4%	58	8.9%	3.3%
2 personnes	761	40.9%	4.3%	116	46.2%	1.3%	644	40.1%	7.1%	172	26.6%	4.1%
3 personnes	319	17.2%	3.4%	28	11.3%	0.6%	291	18.1%	6.2%	145	22.4%	3.9%
4 personnes	316	17.0%	3.4%	50	20.1%	1.1%	266	16.5%	5.7%	171	26.5%	3.7%
5 personnes et +	158	8.5%	3.0%	33	13.3%	1.4%	124	7.7%	4.5%	100	15.5%	4.0%
Présence d'enfants de moins de 15 ans												
Oui	553	29.7%	3.5%	88	35.1%	1.2%	465	28.9%	5.5%	302	46.9%	4.1%
Non	1307	70.3%	3.7%	163	64.9%	1.0%	1144	71.1%	6.3%	343	53.1%	3.7%
Habitat												
Communes rurales	443	23.8%	3.4%	66	26.3%	1.1%	377	23.4%	5.6%	157	24.3%	4.3%
Agglo. - 20 000 hab	292	15.7%	3.4%	34	13.5%	0.8%	258	16.0%	5.7%	93	14.4%	3.8%
Agglo. 20 000 à 100 000 hab	252	13.5%	3.8%	22	8.6%	0.7%	230	14.3%	6.6%	61	9.5%	3.1%
Agglo. + 100 000 hab	581	31.2%	4.0%	93	36.9%	1.3%	488	30.3%	6.5%	207	32.1%	4.2%
Agglo. Paris	293	15.7%	3.5%	37	14.7%	0.9%	256	15.9%	5.9%	127	19.7%	3.3%

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Région d'habitation												
Ile-de-France	324	17.4%	3.4%	44	17.5%	1.0%	280	17.4%	5.7%	135	21.0%	3.1%
Nord-Pas-de-Calais	85	4.5%	2.6%	20	8.0%	1.3%	64	4.0%	3.8%	33	5.2%	3.7%
Lorraine	70	3.7%	3.6%	9	3.4%	0.9%	61	3.8%	6.1%	25	3.9%	4.9%
Alsace	43	2.3%	2.8%	4	1.7%	0.6%	38	2.4%	4.9%	22	3.4%	4.2%
Franche-Comté	31	1.7%	3.2%	3	1.4%	0.8%	27	1.7%	5.6%	12	1.9%	5.0%
Champagne-Ardenne	41	2.2%	3.8%	9	3.4%	1.6%	33	2.0%	5.8%	23	3.6%	8.6%
Picardie	51	2.7%	3.3%	6	2.3%	0.8%	45	2.8%	5.7%	16	2.5%	3.6%
Bourgogne	46	2.5%	3.4%	6	2.5%	1.0%	39	2.5%	5.6%	14	2.1%	4.0%
Haute-Normandie	43	2.3%	2.9%	2	0.8%	0.3%	40	2.5%	5.2%	12	1.9%	2.7%
Basse-Normandie	29	1.6%	2.4%	3	1.1%	0.5%	26	1.6%	4.2%	6	0.9%	1.8%
Centre	77	4.1%	3.7%	14	5.5%	1.4%	63	3.9%	5.8%	30	4.6%	4.8%
Pays de la Loire	86	4.6%	3.0%	15	5.9%	1.1%	72	4.5%	4.9%	32	5.0%	3.7%
Bretagne	120	6.4%	4.6%	18	7.3%	1.5%	101	6.3%	7.5%	31	4.7%	4.0%
Poitou-Charentes	40	2.2%	2.8%	1	0.2%	0.1%	40	2.5%	5.2%	15	2.3%	3.8%
Aquitaine	139	7.5%	5.3%	25	9.9%	2.0%	114	7.1%	8.2%	35	5.4%	4.1%
Midi-Pyrénées	104	5.6%	4.4%	12	4.8%	1.1%	92	5.7%	7.5%	39	6.1%	5.0%
Limousin	24	1.3%	3.8%	1	0.3%	0.3%	23	1.4%	6.9%	8	1.2%	4.9%
Auvergne	45	2.4%	4.0%	5	2.0%	0.9%	40	2.5%	6.9%	12	1.8%	3.7%
Rhône-Alpes	194	10.4%	3.9%	24	9.4%	1.0%	170	10.6%	6.6%	64	9.9%	3.8%
Languedoc-Roussillon	67	3.6%	3.1%	6	2.5%	0.6%	61	3.8%	5.4%	28	4.4%	4.5%
Provence-Alpes-Côte-d'Azur-Corse	202	10.9%	4.7%	25	10.0%	1.2%	177	11.0%	7.8%	53	8.2%	3.8%
Habitudes de connexion Internet												
Tous les jours	1064	57.2%	3.9%	149	59.2%	1.1%	915	56.9%	6.9%	476	73.8%	3.8%
Presque tous les jours	254	13.7%	4.2%	34	13.6%	1.2%	220	13.7%	6.7%	101	15.6%	4.1%
1 à 2 fois par semaine	148	7.9%	4.6%	20	8.1%	1.4%	127	7.9%	7.2%	51	7.9%	5.7%
1 à 3 fois par mois	25	1.3%	2.9%	6	2.4%	1.6%	19	1.2%	4.0%	9	1.4%	4.6%
Moins souvent	39	2.1%	2.7%	4	1.5%	0.6%	35	2.2%	4.4%	2	0.4%	1.6%
Jamais	4	0.2%	1.8%	0	-	-	4	0.3%	4.1%	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	37	2.0%	1.5%	1	0.5%	0.1%	35	2.2%	2.4%	0	0.1%	0.2%
De 9 000 à moins de 12 000 euros par an	95	5.1%	2.9%	3	1.3%	0.3%	92	5.7%	4.2%	8	1.3%	3.1%
De 12 000 à moins de 18 000 euros par an	202	10.9%	3.0%	22	8.7%	0.7%	180	11.2%	4.7%	17	2.6%	2.1%
De 18 000 à moins de 24 000 euros par an	263	14.2%	3.6%	24	9.6%	0.7%	239	14.9%	6.1%	52	8.1%	3.3%
De 24 000 à moins de 36 000 euros par an	446	24.0%	4.0%	74	29.5%	1.3%	372	23.1%	6.7%	159	24.6%	4.4%
De 36 000 à moins de 45 000 euros par an	265	14.3%	4.2%	37	14.7%	1.1%	229	14.2%	7.7%	104	16.1%	3.7%
De 45 000 à moins de 65 000 euros par an	254	13.6%	4.5%	47	18.7%	1.5%	207	12.8%	8.3%	153	23.7%	4.4%
65 000 euros et plus	117	6.3%	4.1%	19	7.6%	1.1%	98	6.1%	8.8%	86	13.3%	3.8%
Refus	151	8.1%	4.0%	16	6.5%	1.1%	134	8.4%	6.1%	56	8.7%	4.4%
Ne sait pas	29	1.6%	1.9%	7	2.9%	1.1%	22	1.4%	2.6%	9	1.4%	1.6%