

# Avantages

Mensuel, Lecture Dernière Période



	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
<b>Ensemble</b>	1832	100.0%	3.6%	253	100.0%	1.0%	1579	100.0%	5.9%	747	100.0%	4.4%
<b>Sexe</b>												
<b>Homme</b>	253	13.8%	1.0%	253	100.0%	1.0%	0	-	-	83	11.1%	0.9%
<b>Femme</b>	1579	86.2%	5.9%	0	-	-	1579	100.0%	5.9%	664	88.9%	8.1%
<b>Age</b>												
<b>15 à 24 ans</b>	95	5.2%	1.3%	13	5.0%	0.3%	82	5.2%	2.2%	45	6.0%	1.4%
<b>25 à 34 ans</b>	131	7.1%	1.7%	5	2.1%	0.1%	125	7.9%	3.2%	82	11.0%	2.4%
<b>35 à 49 ans</b>	536	29.2%	4.2%	65	25.8%	1.0%	470	29.8%	7.3%	330	44.2%	5.4%
<b>50 à 64 ans</b>	663	36.2%	5.4%	96	37.9%	1.6%	567	35.9%	9.0%	278	37.2%	6.9%
<b>65 ans et plus</b>	408	22.2%	3.7%	74	29.1%	1.5%	334	21.1%	5.3%	12	1.6%	6.3%
<b>Individu</b>												
<b>Ménagère</b>	1497	81.7%	6.4%	0	-	-	1497	94.8%	6.4%	626	83.7%	9.2%
<b>Personne de Référence</b>	629	34.3%	2.2%	234	92.5%	1.2%	395	25.0%	5.0%	208	27.8%	2.5%
<b>Responsable des achats</b>	1590	86.8%	4.5%	124	48.9%	1.0%	1466	92.8%	6.4%	647	86.6%	6.0%
<b>PCS Individu</b>												
<b>Agriculteurs</b>	10	0.5%	1.8%	0	-	-	10	0.6%	4.8%	2	0.2%	7.2%
<b>Petits patrons</b>	69	3.8%	4.2%	6	2.2%	0.5%	64	4.0%	13.1%	51	6.8%	3.4%
<b>Affaires et Cadres</b>	201	11.0%	4.2%	38	15.0%	1.3%	163	10.4%	8.9%	175	23.4%	4.0%
<b>Professions intermédiaires</b>	304	16.6%	4.5%	39	15.4%	1.1%	265	16.8%	8.1%	250	33.4%	4.5%
<b>Employés</b>	368	20.1%	4.4%	15	6.0%	0.7%	353	22.4%	5.6%	122	16.3%	6.7%
<b>Ouvriers</b>	79	4.3%	1.2%	26	10.4%	0.5%	53	3.4%	3.6%	10	1.3%	2.3%
<b>Retraités</b>	505	27.6%	4.0%	109	43.0%	1.8%	396	25.1%	6.0%	26	3.4%	10.9%
<b>Autres inactifs</b>	295	16.1%	2.9%	20	8.0%	0.6%	275	17.4%	4.2%	113	15.2%	3.7%
<b>PCS Personne de Référence</b>												
<b>Agriculteurs</b>	24	1.3%	3.0%	0	-	-	24	1.5%	5.8%	0	-	-
<b>Petits patrons</b>	109	6.0%	4.1%	6	2.2%	0.4%	103	6.6%	8.2%	109	14.6%	4.1%
<b>Affaires et Cadres</b>	343	18.7%	5.0%	40	15.8%	1.2%	303	19.2%	9.0%	343	45.9%	5.0%
<b>Professions intermédiaires</b>	295	16.1%	3.9%	37	14.6%	0.9%	258	16.4%	7.2%	295	39.5%	3.9%
<b>Employés</b>	164	8.9%	3.1%	19	7.6%	0.9%	144	9.2%	4.7%	0	-	-
<b>Ouvriers</b>	203	11.1%	2.1%	24	9.4%	0.5%	180	11.4%	3.9%	0	-	-
<b>Retraités</b>	606	33.1%	4.1%	110	43.5%	1.6%	496	31.4%	6.2%	0	-	-
<b>Autres inactifs</b>	88	4.8%	2.3%	17	6.9%	1.2%	70	4.5%	2.9%	0	-	-

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<b>Taille du Foyer</b>												
<b>1 personne</b>	288	15.7%	3.1%	15	5.8%	0.4%	273	17.3%	5.1%	69	9.2%	4.0%
<b>2 personnes</b>	772	42.1%	4.3%	136	53.6%	1.5%	636	40.3%	6.9%	202	27.0%	4.7%
<b>3 personnes</b>	306	16.7%	3.3%	35	13.9%	0.8%	270	17.1%	5.7%	165	22.1%	4.3%
<b>4 personnes</b>	339	18.5%	3.7%	52	20.6%	1.1%	287	18.1%	6.2%	235	31.4%	5.1%
<b>5 personnes et +</b>	129	7.0%	2.5%	15	6.0%	0.6%	114	7.2%	4.1%	76	10.2%	3.1%
<b>Présence d'enfants de moins de 15 ans</b>												
<b>Oui</b>	527	28.8%	3.3%	65	25.5%	0.9%	463	29.3%	5.5%	342	45.8%	4.5%
<b>Non</b>	1305	71.2%	3.7%	189	74.5%	1.1%	1116	70.7%	6.1%	405	54.2%	4.4%
<b>Habitat</b>												
<b>Communes rurales</b>	350	19.1%	3.0%	43	16.9%	0.8%	307	19.5%	5.0%	130	17.4%	3.9%
<b>Agglo. - 20 000 hab</b>	321	17.5%	3.6%	40	15.9%	1.0%	280	17.8%	5.9%	102	13.6%	4.0%
<b>Agglo. 20 000 à 100 000 hab</b>	256	14.0%	3.7%	45	17.7%	1.3%	211	13.4%	6.2%	89	11.9%	4.5%
<b>Agglo. + 100 000 hab</b>	575	31.4%	3.8%	85	33.5%	1.2%	490	31.1%	6.2%	257	34.4%	4.9%
<b>Agglo. Paris</b>	331	18.1%	3.9%	41	16.1%	1.0%	290	18.4%	6.6%	170	22.7%	4.4%

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<b>Région d'habitation</b>												
Ile-de-France	364	19.9%	3.9%	47	18.7%	1.0%	317	20.1%	6.4%	181	24.2%	4.2%
Nord-Pas-de-Calais	115	6.3%	3.6%	19	7.5%	1.2%	96	6.1%	5.7%	42	5.6%	4.6%
Lorraine	58	3.2%	3.0%	9	3.5%	0.9%	49	3.1%	4.9%	32	4.2%	5.7%
Alsace	36	2.0%	2.4%	2	0.7%	0.2%	35	2.2%	4.4%	15	2.0%	3.1%
Franche-Comté	34	1.9%	3.6%	8	3.4%	1.8%	26	1.6%	5.3%	15	2.0%	5.7%
Champagne-Ardenne	28	1.5%	2.5%	5	2.0%	1.0%	23	1.4%	4.0%	13	1.7%	3.9%
Picardie	42	2.3%	2.7%	16	6.2%	2.1%	26	1.7%	3.3%	21	2.8%	4.8%
Bourgogne	37	2.0%	2.7%	1	0.4%	0.2%	36	2.3%	5.1%	12	1.6%	3.3%
Haute-Normandie	37	2.0%	2.5%	2	0.6%	0.2%	35	2.2%	4.6%	17	2.3%	4.1%
Basse-Normandie	34	1.9%	2.8%	3	1.3%	0.6%	31	2.0%	5.0%	17	2.3%	5.2%
Centre	63	3.4%	3.0%	8	3.3%	0.8%	54	3.4%	5.0%	31	4.1%	4.9%
Pays de la Loire	70	3.8%	2.4%	17	6.6%	1.2%	54	3.4%	3.6%	22	3.0%	2.7%
Bretagne	100	5.5%	3.8%	10	4.1%	0.8%	90	5.7%	6.6%	35	4.7%	4.5%
Poitou-Charentes	45	2.5%	3.1%	5	1.8%	0.6%	41	2.6%	5.3%	7	1.0%	2.0%
Aquitaine	99	5.4%	3.7%	3	1.2%	0.2%	96	6.1%	6.8%	45	6.0%	5.5%
Midi-Pyrénées	107	5.8%	4.5%	17	6.9%	1.5%	90	5.7%	7.2%	47	6.3%	5.8%
Limousin	28	1.5%	4.5%	3	1.2%	1.0%	25	1.6%	7.7%	8	1.1%	5.3%
Auvergne	38	2.1%	3.4%	3	1.3%	0.6%	35	2.2%	6.0%	11	1.4%	3.5%
Rhône-Alpes	179	9.8%	3.6%	27	10.5%	1.1%	153	9.7%	5.9%	87	11.7%	4.9%
Languedoc-Roussillon	105	5.7%	4.8%	15	6.0%	1.5%	89	5.7%	7.8%	28	3.8%	4.4%
Provence-Alpes-Côte-d'Azur-Corse	211	11.5%	4.9%	33	12.9%	1.6%	178	11.3%	7.8%	61	8.2%	4.3%
<b>Habitudes de connexion Internet</b>												
Tous les jours	1108	60.5%	4.0%	157	62.2%	1.1%	950	60.2%	7.0%	565	75.6%	4.4%
Presque tous les jours	241	13.2%	3.9%	30	11.7%	1.0%	211	13.4%	6.5%	112	15.0%	4.8%
1 à 2 fois par semaine	144	7.9%	4.5%	14	5.5%	0.9%	131	8.3%	7.3%	52	7.0%	5.6%
1 à 3 fois par mois	38	2.1%	4.5%	2	0.9%	0.7%	36	2.3%	7.0%	10	1.3%	6.6%
Moins souvent	31	1.7%	2.3%	2	0.9%	0.4%	29	1.8%	4.1%	4	0.5%	2.8%
Jamais	1	0.0%	0.4%	0	-	-	1	0.0%	1.0%	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	34	1.9%	1.6%	3	1.2%	0.4%	31	2.0%	2.4%	1	0.2%	0.7%
De 9 000 à moins de 12 000 euros par an	70	3.8%	2.1%	8	3.1%	0.7%	62	3.9%	2.9%	8	1.1%	3.3%
De 12 000 à moins de 18 000 euros par an	151	8.3%	2.3%	11	4.3%	0.4%	140	8.9%	3.7%	21	2.7%	2.7%
De 18 000 à moins de 24 000 euros par an	241	13.2%	3.2%	33	13.2%	0.9%	208	13.2%	5.3%	70	9.4%	4.4%
De 24 000 à moins de 36 000 euros par an	462	25.2%	4.0%	65	25.6%	1.2%	397	25.1%	6.6%	147	19.6%	3.9%
De 36 000 à moins de 45 000 euros par an	263	14.4%	4.0%	43	16.9%	1.2%	221	14.0%	7.5%	114	15.2%	3.8%
De 45 000 à moins de 65 000 euros par an	288	15.7%	4.8%	45	17.7%	1.3%	244	15.4%	9.3%	186	24.9%	5.2%
De 65 000 à moins de 80 000 euros par an	79	4.3%	5.2%	22	8.5%	2.4%	58	3.7%	9.3%	49	6.5%	4.4%
De 80 000 à moins de 115 000 euros par an	61	3.3%	6.3%	9	3.7%	1.6%	52	3.3%	13.6%	52	6.9%	6.5%
115 000 euros et plus par an	16	0.9%	3.5%	5	1.8%	1.7%	12	0.7%	6.3%	12	1.7%	3.2%
Refus	140	7.6%	4.3%	9	3.7%	0.7%	131	8.3%	7.0%	74	10.0%	6.5%
Ne sait pas	25	1.4%	1.8%	1	0.4%	0.1%	24	1.5%	3.0%	13	1.8%	2.8%