

Mieux Vivre Votre Argent

Mensuel, Lecture Dernière Période



| | Ensemble | | | Hommes | | | Femmes | | | FoyersCSP+ | | |
|-----------------------------------|----------|-----------|-------------|----------|-----------|-------------|----------|-----------|-------------|------------|-----------|-------------|
| | Milliers | Structure | Pénétration | Milliers | Structure | Pénétration | Milliers | Structure | Pénétration | Milliers | Structure | Pénétration |
| Ensemble | 970 | 100.0% | 1.9% | 578 | 100.0% | 2.4% | 392 | 100.0% | 1.5% | 368 | 100.0% | 2.2% |
| Sexe | | | | | | | | | | | | |
| Homme | 578 | 59.6% | 2.4% | 578 | 100.0% | 2.4% | 0 | - | - | 210 | 57.1% | 2.4% |
| Femme | 392 | 40.4% | 1.5% | 0 | - | - | 392 | 100.0% | 1.5% | 158 | 42.9% | 1.9% |
| Age | | | | | | | | | | | | |
| 15 à 24 ans | 26 | 2.7% | 0.4% | 17 | 3.0% | 0.5% | 9 | 2.3% | 0.2% | 13 | 3.5% | 0.4% |
| 25 à 34 ans | 77 | 7.9% | 1.0% | 40 | 6.9% | 1.0% | 37 | 9.5% | 1.0% | 39 | 10.6% | 1.1% |
| 35 à 49 ans | 234 | 24.1% | 1.8% | 128 | 22.1% | 2.0% | 106 | 27.1% | 1.7% | 155 | 42.2% | 2.5% |
| 50 à 64 ans | 331 | 34.2% | 2.7% | 195 | 33.6% | 3.3% | 137 | 35.0% | 2.2% | 148 | 40.3% | 3.7% |
| 65 ans et plus | 301 | 31.1% | 2.7% | 199 | 34.4% | 4.2% | 103 | 26.2% | 1.6% | 13 | 3.5% | 6.8% |
| Individu | | | | | | | | | | | | |
| Ménagère | 380 | 39.2% | 1.6% | 0 | - | - | 380 | 97.2% | 1.6% | 154 | 41.8% | 2.3% |
| Personne de Référence | 648 | 66.8% | 2.3% | 544 | 94.1% | 2.7% | 104 | 26.5% | 1.3% | 230 | 62.4% | 2.7% |
| Responsable des achats | 680 | 70.1% | 1.9% | 309 | 53.5% | 2.5% | 371 | 94.7% | 1.6% | 260 | 70.6% | 2.4% |
| PCS Individu | | | | | | | | | | | | |
| Agriculteurs | 21 | 2.1% | 3.8% | 13 | 2.2% | 3.9% | 8 | 2.0% | 3.7% | 4 | 1.2% | 17.2% |
| Petits patrons | 49 | 5.1% | 3.0% | 43 | 7.4% | 3.7% | 7 | 1.7% | 1.4% | 42 | 11.5% | 2.9% |
| Affaires et Cadres | 156 | 16.1% | 3.3% | 105 | 18.1% | 3.6% | 52 | 13.2% | 2.8% | 146 | 39.6% | 3.4% |
| Professions intermédiaires | 122 | 12.6% | 1.8% | 61 | 10.5% | 1.7% | 61 | 15.7% | 1.9% | 105 | 28.6% | 1.9% |
| Employés | 99 | 10.2% | 1.2% | 47 | 8.1% | 2.2% | 52 | 13.3% | 0.8% | 21 | 5.8% | 1.2% |
| Ouvriers | 64 | 6.6% | 1.0% | 46 | 8.0% | 0.9% | 17 | 4.4% | 1.2% | 10 | 2.6% | 2.2% |
| Retraités | 356 | 36.7% | 2.8% | 231 | 40.0% | 3.9% | 124 | 31.7% | 1.9% | 12 | 3.3% | 5.2% |
| Autres inactifs | 103 | 10.7% | 1.0% | 33 | 5.7% | 0.9% | 71 | 18.0% | 1.1% | 27 | 7.4% | 0.9% |
| PCS Personne de Référence | | | | | | | | | | | | |
| Agriculteurs | 22 | 2.3% | 2.7% | 13 | 2.2% | 3.3% | 9 | 2.3% | 2.2% | 0 | - | - |
| Petits patrons | 67 | 6.9% | 2.5% | 38 | 6.6% | 2.8% | 29 | 7.3% | 2.3% | 67 | 18.1% | 2.5% |
| Affaires et Cadres | 192 | 19.8% | 2.8% | 110 | 19.1% | 3.2% | 81 | 20.8% | 2.4% | 192 | 52.0% | 2.8% |
| Professions intermédiaires | 110 | 11.3% | 1.5% | 62 | 10.7% | 1.6% | 48 | 12.3% | 1.3% | 110 | 29.9% | 1.5% |
| Employés | 70 | 7.2% | 1.3% | 46 | 8.0% | 2.1% | 24 | 6.1% | 0.8% | 0 | - | - |
| Ouvriers | 82 | 8.5% | 0.9% | 48 | 8.3% | 1.0% | 34 | 8.7% | 0.7% | 0 | - | - |
| Retraités | 383 | 39.5% | 2.6% | 241 | 41.6% | 3.6% | 142 | 36.3% | 1.8% | 0 | - | - |
| Autres inactifs | 45 | 4.6% | 1.2% | 21 | 3.6% | 1.4% | 24 | 6.2% | 1.0% | 0 | - | - |

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|--|----------|-----------|-------------|----------|-----------|-------------|----------|-----------|-------------|------------|-----------|-------------|
| | Milliers | Structure | Pénétration | Milliers | Structure | Pénétration | Milliers | Structure | Pénétration | Milliers | Structure | Pénétration |
| Taille du Foyer | | | | | | | | | | | | |
| 1 personne | 162 | 16.7% | 1.7% | 97 | 16.8% | 2.4% | 65 | 16.5% | 1.2% | 48 | 13.0% | 2.8% |
| 2 personnes | 440 | 45.4% | 2.4% | 283 | 49.0% | 3.2% | 157 | 40.1% | 1.7% | 111 | 30.1% | 2.6% |
| 3 personnes | 170 | 17.5% | 1.8% | 103 | 17.9% | 2.3% | 66 | 16.9% | 1.4% | 70 | 18.9% | 1.8% |
| 4 personnes | 121 | 12.5% | 1.3% | 53 | 9.2% | 1.2% | 68 | 17.3% | 1.5% | 81 | 22.0% | 1.7% |
| 5 personnes et + | 77 | 8.0% | 1.5% | 41 | 7.1% | 1.7% | 36 | 9.3% | 1.3% | 59 | 15.9% | 2.4% |
| Présence d'enfants de moins de 15 ans | | | | | | | | | | | | |
| Oui | 239 | 24.6% | 1.5% | 125 | 21.6% | 1.7% | 114 | 29.0% | 1.3% | 146 | 39.6% | 1.9% |
| Non | 731 | 75.4% | 2.1% | 453 | 78.4% | 2.6% | 278 | 71.0% | 1.5% | 222 | 60.4% | 2.4% |
| Habitat | | | | | | | | | | | | |
| Communes rurales | 219 | 22.5% | 1.9% | 130 | 22.5% | 2.3% | 88 | 22.5% | 1.4% | 83 | 22.6% | 2.5% |
| Agglo. - 20 000 hab | 147 | 15.2% | 1.6% | 88 | 15.2% | 2.1% | 60 | 15.2% | 1.3% | 55 | 14.9% | 2.1% |
| Agglo. 20 000 à 100 000 hab | 132 | 13.7% | 1.9% | 80 | 13.9% | 2.3% | 52 | 13.3% | 1.5% | 39 | 10.6% | 2.0% |
| Agglo. + 100 000 hab | 285 | 29.4% | 1.9% | 184 | 31.7% | 2.5% | 101 | 25.9% | 1.3% | 100 | 27.3% | 1.9% |
| Agglo. Paris | 187 | 19.2% | 2.2% | 96 | 16.7% | 2.4% | 90 | 23.0% | 2.0% | 91 | 24.6% | 2.3% |

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| | Milliers | Structure | Pénétration | Milliers | Structure | Pénétration | Milliers | Structure | Pénétration | Milliers | Structure | Pénétration |
| Région d'habitation | | | | | | | | | | | | |
| Ile-de-France | 201 | 20.8% | 2.1% | 99 | 17.1% | 2.2% | 102 | 26.1% | 2.1% | 94 | 25.6% | 2.2% |
| Nord-Pas-de-Calais | 53 | 5.4% | 1.6% | 37 | 6.4% | 2.4% | 16 | 4.0% | 0.9% | 13 | 3.6% | 1.5% |
| Lorraine | 41 | 4.2% | 2.1% | 24 | 4.2% | 2.6% | 16 | 4.1% | 1.6% | 18 | 4.9% | 3.3% |
| Alsace | 20 | 2.1% | 1.3% | 8 | 1.4% | 1.1% | 12 | 3.0% | 1.5% | 6 | 1.5% | 1.1% |
| Franche-Comté | 23 | 2.4% | 2.4% | 18 | 3.2% | 4.0% | 5 | 1.2% | 0.9% | 10 | 2.7% | 3.7% |
| Champagne-Ardenne | 28 | 2.9% | 2.6% | 16 | 2.7% | 3.0% | 13 | 3.2% | 2.2% | 11 | 2.9% | 3.4% |
| Picardie | 31 | 3.2% | 2.0% | 21 | 3.7% | 2.9% | 9 | 2.4% | 1.2% | 16 | 4.5% | 3.8% |
| Bourgogne | 24 | 2.5% | 1.8% | 11 | 2.0% | 1.8% | 13 | 3.2% | 1.8% | 11 | 3.0% | 3.1% |
| Haute-Normandie | 29 | 3.0% | 2.0% | 17 | 3.0% | 2.4% | 12 | 3.1% | 1.5% | 8 | 2.1% | 1.8% |
| Basse-Normandie | 14 | 1.4% | 1.1% | 7 | 1.2% | 1.2% | 7 | 1.8% | 1.1% | 4 | 1.0% | 1.1% |
| Centre | 32 | 3.3% | 1.5% | 20 | 3.4% | 2.0% | 12 | 3.1% | 1.1% | 8 | 2.3% | 1.3% |
| Pays de la Loire | 50 | 5.2% | 1.7% | 33 | 5.7% | 2.4% | 17 | 4.4% | 1.2% | 10 | 2.8% | 1.3% |
| Bretagne | 41 | 4.2% | 1.6% | 32 | 5.5% | 2.6% | 9 | 2.4% | 0.7% | 15 | 4.1% | 1.9% |
| Poitou-Charentes | 25 | 2.6% | 1.7% | 14 | 2.4% | 2.0% | 11 | 2.7% | 1.4% | 8 | 2.1% | 2.1% |
| Aquitaine | 47 | 4.8% | 1.7% | 32 | 5.5% | 2.5% | 15 | 3.8% | 1.1% | 18 | 4.8% | 2.2% |
| Midi-Pyrénées | 51 | 5.2% | 2.1% | 31 | 5.3% | 2.6% | 20 | 5.1% | 1.6% | 19 | 5.1% | 2.4% |
| Limousin | 13 | 1.4% | 2.1% | 6 | 1.1% | 2.2% | 7 | 1.7% | 2.0% | 7 | 1.8% | 4.2% |
| Auvergne | 14 | 1.5% | 1.3% | 6 | 1.0% | 1.0% | 9 | 2.2% | 1.5% | 4 | 1.2% | 1.4% |
| Rhône-Alpes | 104 | 10.7% | 2.1% | 61 | 10.5% | 2.5% | 43 | 11.0% | 1.7% | 40 | 10.9% | 2.2% |
| Languedoc-Roussillon | 43 | 4.4% | 2.0% | 24 | 4.2% | 2.3% | 19 | 4.8% | 1.6% | 12 | 3.2% | 1.8% |
| Provence-Alpes-Côte-d'Azur-Corse | 87 | 8.9% | 2.0% | 61 | 10.6% | 3.0% | 26 | 6.6% | 1.1% | 36 | 9.8% | 2.5% |
| Habitudes de connexion Internet | | | | | | | | | | | | |
| Tous les jours | 593 | 61.1% | 2.2% | 353 | 61.1% | 2.5% | 240 | 61.2% | 1.8% | 294 | 79.7% | 2.3% |
| Presque tous les jours | 108 | 11.1% | 1.8% | 64 | 11.1% | 2.2% | 43 | 11.1% | 1.3% | 35 | 9.6% | 1.5% |
| 1 à 2 fois par semaine | 51 | 5.3% | 1.6% | 24 | 4.2% | 1.7% | 27 | 6.8% | 1.5% | 22 | 5.9% | 2.3% |
| 1 à 3 fois par mois | 5 | 0.5% | 0.5% | 5 | 0.8% | 1.4% | 0 | - | - | 2 | 0.6% | 1.5% |
| Moins souvent | 13 | 1.3% | 1.0% | 11 | 1.9% | 1.7% | 2 | 0.6% | 0.3% | 2 | 0.4% | 1.2% |
| Jamais | 4 | 0.4% | 3.0% | 2 | 0.3% | 2.2% | 2 | 0.6% | 4.2% | 0 | - | - |

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| Revenus du Foyer | | | | | | | | | | | | |
| Moins de 9 000 euros par an | 21 | 2.2% | 1.0% | 7 | 1.3% | 0.9% | 14 | 3.5% | 1.1% | 1 | 0.2% | 0.4% |
| De 9 000 à moins de 12 000 euros par an | 30 | 3.1% | 0.9% | 13 | 2.3% | 1.2% | 17 | 4.3% | 0.8% | 8 | 2.1% | 3.2% |
| De 12 000 à moins de 18 000 euros par an | 67 | 6.9% | 1.0% | 41 | 7.2% | 1.5% | 26 | 6.6% | 0.7% | 7 | 1.8% | 0.9% |
| De 18 000 à moins de 24 000 euros par an | 106 | 10.9% | 1.4% | 64 | 11.1% | 1.8% | 42 | 10.7% | 1.1% | 30 | 8.2% | 1.9% |
| De 24 000 à moins de 36 000 euros par an | 192 | 19.7% | 1.7% | 112 | 19.4% | 2.0% | 79 | 20.3% | 1.3% | 45 | 12.3% | 1.2% |
| De 36 000 à moins de 45 000 euros par an | 133 | 13.7% | 2.0% | 79 | 13.6% | 2.2% | 54 | 13.8% | 1.8% | 48 | 13.1% | 1.6% |
| De 45 000 à moins de 65 000 euros par an | 196 | 20.2% | 3.3% | 118 | 20.3% | 3.5% | 79 | 20.1% | 3.0% | 95 | 25.7% | 2.6% |
| De 65 000 à moins de 80 000 euros par an | 57 | 5.9% | 3.7% | 39 | 6.7% | 4.3% | 18 | 4.7% | 3.0% | 30 | 8.2% | 2.7% |
| De 80 000 à moins de 115 000 euros par an | 65 | 6.7% | 6.7% | 50 | 8.7% | 8.4% | 15 | 3.8% | 3.9% | 54 | 14.8% | 6.8% |
| 115 000 euros et plus par an | 25 | 2.6% | 5.5% | 19 | 3.4% | 7.1% | 6 | 1.4% | 3.0% | 18 | 4.8% | 4.6% |
| Refus | 62 | 6.3% | 1.9% | 32 | 5.5% | 2.4% | 30 | 7.6% | 1.6% | 26 | 7.1% | 2.3% |
| Ne sait pas | 16 | 1.6% | 1.1% | 3 | 0.5% | 0.5% | 12 | 3.2% | 1.5% | 6 | 1.6% | 1.2% |