

Avantages

Lecture Dernière Période



	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
ENSEMBLE	1863	100.0%	3.6%	280	100.0%	1.1%	1583	100.0%	5.9%	730	100.0%	4.2%
Sexe												
Homme	280	15.0%	1.1%	280	100.0%	1.1%	0	0.0%	0.0%	104	14.3%	1.2%
Femme	1583	85.0%	5.9%	0	0.0%	0.0%	1583	100.0%	5.9%	626	85.7%	7.5%
Age												
15 à 24 ans	80	4.3%	1.1%	15	5.3%	0.4%	65	4.1%	1.8%	39	5.4%	1.2%
25 à 34 ans	121	6.5%	1.6%	8	2.8%	0.2%	113	7.1%	2.9%	80	10.9%	2.3%
35 à 49 ans	543	29.2%	4.3%	80	28.7%	1.3%	463	29.3%	7.3%	313	42.9%	5.0%
50 à 59 ans	468	25.1%	5.2%	67	24.1%	1.5%	400	25.3%	8.9%	239	32.8%	6.5%
60 ans et plus	651	34.9%	4.4%	110	39.2%	1.7%	541	34.2%	6.5%	59	8.1%	8.2%
Individu												
Ménagères	1525	81.9%	6.5%	0	0.0%	0.0%	1525	96.4%	6.5%	596	81.6%	8.7%
Personne de référence	709	38.1%	2.5%	259	92.4%	1.3%	451	28.5%	5.7%	241	32.9%	2.8%
Responsable des achats	1626	87.3%	4.6%	135	48.2%	1.1%	1491	94.2%	6.5%	642	87.9%	5.9%
PCS Individu												
Agriculteurs	17	0.9%	3.2%	4	1.6%	1.2%	13	0.8%	7.5%	2	0.3%	9.4%
Petits patrons	50	2.7%	3.1%	11	3.9%	1.0%	40	2.5%	7.9%	38	5.2%	2.6%
Affaires et Cadres	192	10.3%	3.9%	38	13.5%	1.2%	154	9.7%	8.0%	165	22.5%	3.6%
Professions intermédiaires	332	17.8%	4.9%	53	19.1%	1.5%	279	17.6%	8.5%	281	38.5%	5.0%
Employés	383	20.6%	4.6%	18	6.3%	0.9%	366	23.1%	5.8%	110	15.1%	6.2%
Ouvriers	73	3.9%	1.1%	32	11.5%	0.7%	41	2.6%	2.8%	4	0.5%	0.9%
Retraités	537	28.8%	4.3%	104	37.0%	1.7%	434	27.4%	6.6%	27	3.7%	11.1%
Autres inactifs	278	14.9%	2.7%	20	7.2%	0.6%	258	16.3%	3.9%	103	14.1%	3.3%
PCS Personne de référence												
Agriculteurs	32	1.7%	4.0%	4	1.6%	1.1%	28	1.8%	7.1%	0	0.0%	0.0%
Petits patrons	104	5.6%	4.0%	11	3.9%	0.8%	93	5.9%	7.0%	104	14.2%	4.0%
Affaires et Cadres	325	17.4%	4.6%	39	13.9%	1.1%	286	18.1%	8.3%	325	44.5%	4.6%
Professions intermédiaires	302	16.2%	4.0%	55	19.6%	1.4%	247	15.6%	7.0%	302	41.3%	4.0%
Employés	187	10.0%	3.5%	23	8.2%	1.1%	164	10.3%	5.2%	0	0.0%	0.0%
Ouvriers	204	11.0%	2.2%	30	10.8%	0.6%	174	11.0%	3.9%	0	0.0%	0.0%
Retraités	622	33.4%	4.2%	104	37.3%	1.6%	517	32.7%	6.5%	0	0.0%	0.0%
Autres inactifs	88	4.7%	2.2%	13	4.8%	0.9%	74	4.7%	3.0%	0	0.0%	0.0%

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Taille du foyer												
1 personne	308	16.6%	3.2%	10	3.7%	0.3%	298	18.8%	5.4%	78	10.7%	4.2%
2 personnes	799	42.9%	4.4%	151	54.1%	1.7%	647	40.9%	7.0%	210	28.7%	5.1%
3 personnes	298	16.0%	3.2%	46	16.4%	1.0%	252	15.9%	5.5%	158	21.6%	4.1%
4 personnes	322	17.3%	3.5%	58	20.6%	1.3%	265	16.7%	5.7%	202	27.7%	4.2%
5 personnes et +	135	7.2%	2.5%	14	5.1%	0.6%	121	7.6%	4.3%	83	11.3%	3.2%
Présence d'enfants de moins de 15 ans												
Oui	519	27.9%	3.3%	71	25.2%	1.0%	448	28.3%	5.4%	318	43.5%	4.1%
Non	1344	72.1%	3.8%	209	74.8%	1.2%	1135	71.7%	6.2%	413	56.5%	4.4%
Habitat												
Communes rurales	337	18.1%	2.9%	42	14.9%	0.8%	295	18.6%	4.9%	100	13.6%	3.0%
Agglo. - 20 000 hab	367	19.7%	4.1%	36	12.8%	0.9%	331	20.9%	7.1%	131	17.9%	5.0%
Agglo. 20 000 à 100 000 hab	247	13.3%	3.5%	42	15.0%	1.2%	205	13.0%	5.9%	82	11.2%	4.0%
Agglo. + 100 000 hab	618	33.2%	4.0%	120	43.0%	1.6%	498	31.4%	6.2%	260	35.6%	4.9%
Agglo. Paris	294	15.8%	3.5%	40	14.3%	1.0%	254	16.0%	5.7%	158	21.6%	4.0%

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	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
Régions INSEE												
Ile de France	332	17.8%	3.5%	45	16.2%	1.0%	286	18.1%	5.8%	177	24.2%	4.0%
Nord Pas de Calais	100	5.4%	3.1%	18	6.4%	1.2%	82	5.2%	4.9%	32	4.4%	3.5%
Lorraine	62	3.3%	3.2%	7	2.3%	0.7%	55	3.5%	5.5%	27	3.7%	5.0%
Alsace	47	2.5%	3.1%	5	1.8%	0.7%	42	2.6%	5.4%	22	3.0%	4.3%
Franche-Comté	32	1.7%	3.4%	6	2.2%	1.3%	26	1.6%	5.3%	12	1.6%	4.5%
Champagne Ardennes	26	1.4%	2.4%	6	2.3%	1.2%	20	1.3%	3.6%	8	1.1%	2.6%
Picardie	42	2.2%	2.7%	13	4.5%	1.7%	29	1.8%	3.7%	20	2.8%	4.7%
Bourgogne	34	1.8%	2.5%	3	1.2%	0.5%	31	2.0%	4.4%	10	1.4%	2.6%
Haute Normandie	51	2.7%	3.4%	3	1.2%	0.5%	47	3.0%	6.1%	23	3.1%	5.1%
Basse Normandie	28	1.5%	2.3%	2	0.8%	0.4%	26	1.6%	4.1%	7	0.9%	2.1%
Centre	67	3.6%	3.2%	3	1.1%	0.3%	64	4.0%	5.9%	21	2.8%	3.3%
Pays de Loire	60	3.2%	2.1%	14	4.8%	1.0%	46	2.9%	3.1%	16	2.1%	1.8%
Bretagne	92	4.9%	3.5%	12	4.1%	0.9%	81	5.1%	5.9%	36	5.0%	4.7%
Poitou Charentes	47	2.5%	3.2%	5	1.8%	0.7%	42	2.7%	5.5%	11	1.5%	2.7%
Aquitaine	127	6.8%	4.7%	10	3.7%	0.8%	117	7.4%	8.2%	58	7.9%	6.9%
Midi Pyrénées	115	6.2%	4.8%	19	6.7%	1.6%	97	6.1%	7.8%	47	6.4%	5.8%
Limousin	28	1.5%	4.4%	4	1.3%	1.2%	24	1.5%	7.3%	7	0.9%	4.4%
Auvergne	49	2.6%	4.4%	10	3.8%	2.0%	38	2.4%	6.6%	13	1.7%	4.2%
Rhône Alpes	179	9.6%	3.5%	29	10.5%	1.2%	150	9.5%	5.7%	87	12.0%	4.6%
Languedoc Roussillon	110	5.9%	5.0%	19	6.9%	1.9%	90	5.7%	7.8%	33	4.5%	4.8%
Provence Alpes Côte d'Azur. Corse	235	12.6%	5.4%	46	16.3%	2.2%	189	11.9%	8.3%	66	9.0%	4.7%
Habitudes de connexion à Internet												
Tous les jours	1130	60.7%	4.0%	174	62.1%	1.2%	956	60.4%	6.8%	546	74.8%	4.1%
Presque tous les jours	240	12.9%	3.8%	37	13.3%	1.2%	203	12.8%	6.0%	97	13.3%	4.2%
1 à 2 fois par semaine	159	8.5%	5.0%	20	7.0%	1.4%	139	8.8%	7.7%	57	7.8%	6.2%
1 à 3 fois par mois	48	2.6%	5.4%	3	1.1%	0.8%	44	2.8%	9.2%	10	1.4%	6.1%
Moins souvent	26	1.4%	2.2%	1	0.4%	0.2%	25	1.6%	3.7%	3	0.5%	2.7%
Jamais	2	0.1%	1.3%	0	0.0%	0.0%	2	0.1%	2.5%	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	29	1.6%	1.4%	3	1.1%	0.4%	26	1.6%	2.1%	2	0.3%	1.0%
De 9 000 à moins de 12 000 euros par an	87	4.7%	2.6%	2	0.7%	0.2%	85	5.4%	4.0%	11	1.5%	4.0%
De 12 000 à moins de 18 000 euros par an	146	7.8%	2.3%	6	2.2%	0.2%	140	8.8%	3.8%	17	2.3%	2.3%
De 18 000 à moins de 24 000 euros par an	265	14.2%	3.7%	45	16.2%	1.3%	219	13.9%	5.8%	61	8.3%	4.0%
De 24 000 à moins de 36 000 euros par an	478	25.7%	4.1%	62	22.2%	1.1%	416	26.3%	7.0%	183	25.1%	4.9%
De 36 000 à moins de 45 000 euros par an	243	13.0%	3.6%	41	14.8%	1.1%	202	12.7%	6.5%	107	14.6%	3.5%
De 45 000 à moins de 65 000 euros par an	294	15.8%	4.7%	66	23.5%	1.9%	228	14.4%	8.3%	170	23.2%	4.6%
De 65 000 à moins de 80 000 euros par an	87	4.7%	5.3%	25	9.0%	2.6%	62	3.9%	9.2%	52	7.1%	4.4%
De 80 000 à moins de 115 000 euros par an	50	2.7%	5.2%	11	4.1%	2.0%	39	2.4%	9.8%	39	5.3%	5.1%
115 000 euros et plus par an	15	0.8%	3.3%	0	0.0%	0.0%	15	0.9%	8.6%	12	1.7%	3.0%
Refus	144	7.8%	4.6%	15	5.4%	1.2%	129	8.2%	7.0%	64	8.7%	5.5%
Ne sait pas	25	1.3%	1.6%	3	1.0%	0.4%	22	1.4%	2.3%	14	1.9%	2.4%