

Avantages

Lecture Dernière Période

	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
ENSEMBLE	1824	100.0%	3.5%	267	100.0%	1.1%	1557	100.0%	5.8%	710	100.0%	4.1%
Sexe												
Homme	267	14.6%	1.1%	267	100.0%	1.1%	0	0.0%	0.0%	82	11.6%	0.9%
Femme	1557	85.4%	5.8%	0	0.0%	0.0%	1557	100.0%	5.8%	627	88.4%	7.3%
Age												
15 à 24 ans	79	4.3%	1.1%	11	4.0%	0.3%	69	4.4%	1.9%	44	6.2%	1.4%
25 à 34 ans	115	6.3%	1.5%	17	6.3%	0.4%	98	6.3%	2.5%	70	9.9%	2.1%
35 à 49 ans	481	26.4%	3.8%	52	19.5%	0.8%	429	27.5%	6.8%	303	42.7%	4.9%
50 à 59 ans	500	27.4%	5.5%	61	22.9%	1.3%	438	28.2%	9.6%	229	32.3%	6.0%
60 ans et plus	650	35.6%	4.4%	126	47.4%	2.0%	523	33.6%	6.2%	64	9.0%	7.1%
Individu												
Ménagères	1447	79.3%	6.3%	0	0.0%	0.0%	1447	92.9%	6.3%	577	81.4%	8.2%
Personne de référence	657	36.0%	2.3%	255	95.7%	1.3%	402	25.8%	5.1%	200	28.2%	2.4%
Responsable des achats	1561	85.6%	4.4%	137	51.5%	1.1%	1424	91.4%	6.3%	588	82.8%	5.3%
PCS Individu												
Agriculteurs	13	0.7%	2.5%	7	2.4%	1.7%	7	0.4%	5.0%	1	0.1%	5.2%
Petits patrons	45	2.4%	2.7%	16	6.0%	1.4%	28	1.8%	5.9%	34	4.8%	2.4%
Affaires et Cadres	198	10.9%	3.9%	37	14.0%	1.3%	161	10.3%	7.6%	183	25.8%	4.0%
Professions intermédiaires	319	17.5%	4.6%	30	11.2%	0.9%	289	18.6%	8.4%	239	33.7%	4.3%
Employés	364	19.9%	4.4%	18	6.8%	0.9%	346	22.2%	5.6%	108	15.2%	5.8%
Ouvriers	65	3.5%	1.0%	27	10.1%	0.5%	38	2.4%	2.8%	13	1.8%	3.1%
Retraités	550	30.1%	4.4%	110	41.3%	1.9%	440	28.2%	6.6%	25	3.5%	9.2%
Autres inactifs	271	14.9%	2.6%	22	8.2%	0.6%	249	16.0%	3.8%	108	15.2%	3.4%
PCS Personne de référence												
Agriculteurs	26	1.4%	3.2%	7	2.4%	1.5%	19	1.2%	5.3%	0	0.0%	0.0%
Petits patrons	84	4.6%	3.2%	13	4.8%	1.0%	71	4.6%	5.5%	84	11.9%	3.2%
Affaires et Cadres	329	18.0%	4.6%	37	14.0%	1.1%	292	18.7%	8.0%	329	46.3%	4.6%
Professions intermédiaires	297	16.3%	3.9%	32	12.0%	0.8%	265	17.0%	7.2%	297	41.8%	3.9%
Employés	172	9.4%	3.2%	21	7.9%	0.9%	151	9.7%	4.8%	0	0.0%	0.0%
Ouvriers	155	8.5%	1.6%	28	10.3%	0.5%	128	8.2%	2.9%	0	0.0%	0.0%
Retraités	659	36.1%	4.6%	114	42.9%	1.8%	545	35.0%	7.0%	0	0.0%	0.0%
Autres inactifs	102	5.6%	2.5%	15	5.5%	0.9%	87	5.6%	3.5%	0	0.0%	0.0%

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Taille du foyer												
1 personne	322	17.7%	3.2%	20	7.5%	0.5%	302	19.4%	5.3%	86	12.1%	4.7%
2 personnes	795	43.6%	4.5%	149	56.0%	1.7%	645	41.4%	7.0%	211	29.7%	4.9%
3 personnes	283	15.5%	3.1%	57	21.5%	1.2%	226	14.5%	5.1%	144	20.3%	3.9%
4 personnes	288	15.8%	3.1%	36	13.4%	0.8%	253	16.2%	5.4%	191	27.0%	4.0%
5 personnes et +	136	7.4%	2.5%	4	1.7%	0.2%	131	8.4%	4.9%	78	10.9%	2.9%
Présence d'enfants de moins de 15 ans												
Oui	431	23.6%	2.8%	50	18.6%	0.7%	382	24.5%	4.7%	284	40.0%	3.7%
Non	1392	76.4%	3.9%	217	81.4%	1.3%	1175	75.5%	6.3%	426	60.0%	4.4%
Habitat												
Communes rurales	377	20.7%	3.2%	42	15.6%	0.7%	336	21.6%	5.5%	140	19.7%	4.3%
Agglo. - 20 000 hab	268	14.7%	3.0%	41	15.3%	1.0%	227	14.6%	4.9%	91	12.8%	3.6%
Agglo. 20 000 à 100 000 hab	256	14.0%	3.7%	46	17.4%	1.4%	210	13.5%	5.7%	84	11.9%	4.5%
Agglo. + 100 000 hab	627	34.4%	4.1%	89	33.2%	1.2%	538	34.6%	6.8%	231	32.6%	4.1%
Agglo. Paris	296	16.2%	3.5%	49	18.5%	1.2%	246	15.8%	5.5%	164	23.0%	4.0%

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Régions INSEE												
Ile de France	335	18.3%	3.5%	50	18.9%	1.1%	284	18.2%	5.7%	179	25.2%	4.0%
Nord Pas de Calais	99	5.4%	3.1%	11	4.1%	0.7%	88	5.6%	5.2%	39	5.5%	4.2%
Lorraine	51	2.8%	2.7%	12	4.4%	1.3%	40	2.5%	4.0%	23	3.2%	4.2%
Alsace	71	3.9%	4.7%	12	4.7%	1.7%	59	3.8%	7.5%	25	3.6%	5.5%
Franche-Comté	28	1.6%	3.0%	4	1.5%	0.8%	24	1.6%	5.0%	10	1.4%	3.8%
Champagne Ardennes	37	2.0%	3.4%	2	0.6%	0.3%	35	2.2%	6.2%	9	1.2%	3.0%
Picardie	40	2.2%	2.6%	2	0.9%	0.3%	37	2.4%	4.7%	8	1.1%	1.7%
Bourgogne	43	2.4%	3.2%	6	2.2%	0.9%	38	2.4%	5.3%	11	1.5%	2.9%
Haute Normandie	49	2.7%	3.3%	5	1.9%	0.7%	44	2.8%	5.6%	25	3.5%	5.5%
Basse Normandie	31	1.7%	2.5%	6	2.4%	1.1%	24	1.5%	3.8%	7	1.0%	2.0%
Centre	71	3.9%	3.4%	9	3.6%	0.9%	62	4.0%	5.7%	20	2.9%	3.3%
Pays de Loire	78	4.3%	2.7%	7	2.7%	0.5%	71	4.5%	4.7%	36	5.1%	3.8%
Bretagne	71	3.9%	2.7%	3	1.1%	0.2%	68	4.4%	5.0%	28	3.9%	3.6%
Poitou Charentes	60	3.3%	4.0%	7	2.6%	1.0%	53	3.4%	6.8%	13	1.9%	3.4%
Aquitaine	105	5.7%	3.8%	16	6.1%	1.2%	89	5.7%	6.2%	40	5.6%	4.6%
Midi Pyrénées	103	5.6%	4.3%	26	9.6%	2.2%	77	5.0%	6.2%	38	5.4%	4.8%
Limousin	24	1.3%	3.8%	3	1.0%	0.9%	21	1.4%	6.5%	9	1.3%	5.9%
Auvergne	50	2.7%	4.4%	7	2.8%	1.4%	42	2.7%	7.2%	12	1.6%	3.8%
Rhône Alpes	247	13.6%	4.8%	46	17.4%	1.9%	201	12.9%	7.6%	85	12.0%	4.7%
Languedoc Roussillon	76	4.2%	3.4%	11	4.3%	1.1%	65	4.2%	5.5%	28	3.9%	3.9%
Provence Alpes Côte d'Azur. Corse	156	8.6%	3.6%	20	7.3%	1.0%	137	8.8%	6.0%	66	9.3%	4.6%
Habitudes de connexion à Internet												
Tous les jours	1248	68.4%	3.9%	203	76.1%	1.2%	1045	67.1%	6.5%	578	81.4%	4.0%
Presque tous les jours	216	11.8%	3.7%	19	7.0%	0.7%	197	12.6%	6.4%	87	12.2%	4.4%
1 à 2 fois par semaine	112	6.1%	4.3%	7	2.6%	0.6%	105	6.7%	7.1%	31	4.4%	4.7%
1 à 3 fois par mois	44	2.4%	8.2%	6	2.3%	3.0%	38	2.4%	11.4%	10	1.3%	12.1%
Moins souvent	22	1.2%	2.4%	3	1.1%	0.8%	19	1.2%	3.6%	2	0.3%	2.9%
Jamais	1	0.1%	1.2%	0	0.0%	0.0%	1	0.1%	2.6%	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	27	1.5%	1.4%	3	1.2%	0.4%	24	1.5%	2.1%	0	0.0%	0.0%
De 9 000 à moins de 12 000 euros par an	42	2.3%	1.4%	3	1.0%	0.2%	39	2.5%	2.1%	10	1.4%	4.2%
De 12 000 à moins de 18 000 euros par an	163	9.0%	2.8%	16	6.0%	0.6%	148	9.5%	4.3%	30	4.2%	4.6%
De 18 000 à moins de 24 000 euros par an	238	13.1%	3.5%	20	7.5%	0.6%	218	14.0%	5.8%	56	7.9%	3.9%
De 24 000 à moins de 36 000 euros par an	429	23.5%	3.9%	69	25.7%	1.3%	360	23.1%	6.3%	129	18.2%	3.8%
De 36 000 à moins de 45 000 euros par an	294	16.1%	4.2%	58	21.6%	1.6%	236	15.2%	7.1%	115	16.2%	3.8%
De 45 000 à moins de 65 000 euros par an	293	16.1%	4.3%	51	19.0%	1.4%	242	15.6%	8.0%	158	22.3%	4.2%
De 65 000 à moins de 80 000 euros par an	88	4.8%	4.5%	12	4.4%	1.0%	76	4.9%	9.4%	60	8.5%	4.6%
De 80 000 à moins de 115 000 euros par an	63	3.5%	5.1%	17	6.6%	2.3%	46	2.9%	9.4%	50	7.1%	5.7%
115 000 euros et plus par an	27	1.5%	5.1%	5	2.0%	1.8%	21	1.4%	9.4%	25	3.6%	5.6%
Refus	116	6.4%	3.3%	7	2.8%	0.5%	109	7.0%	5.3%	56	7.8%	4.6%
Ne sait pas	44	2.4%	2.4%	6	2.2%	0.7%	38	2.5%	3.6%	19	2.7%	2.5%