

# Alternatives Economiques



## Lecture Dernière Période

	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
<b>ENSEMBLE</b>	800	100.0%	1.5%	468	100.0%	1.9%	332	100.0%	1.2%	456	100.0%	2.6%
<b>Sexe</b>												
<b>Homme</b>	468	58.5%	1.9%	468	100.0%	1.9%	0	0.0%	0.0%	263	57.7%	3.0%
<b>Femme</b>	332	41.5%	1.2%	0	0.0%	0.0%	332	100.0%	1.2%	193	42.3%	2.2%
<b>Age</b>												
<b>15 à 24 ans</b>	248	31.0%	3.4%	128	27.4%	3.5%	120	36.2%	3.3%	143	31.5%	4.6%
<b>25 à 34 ans</b>	114	14.2%	1.5%	81	17.4%	2.2%	33	9.8%	0.8%	61	13.4%	1.9%
<b>35 à 49 ans</b>	145	18.1%	1.2%	87	18.5%	1.4%	58	17.6%	0.9%	107	23.4%	1.7%
<b>50 à 59 ans</b>	164	20.6%	1.8%	92	19.6%	2.0%	73	21.9%	1.5%	125	27.4%	3.2%
<b>60 ans et plus</b>	128	16.0%	0.9%	80	17.1%	1.2%	48	14.6%	0.6%	20	4.3%	2.0%
<b>Individu</b>												
<b>Ménagères</b>	218	27.2%	0.9%	0	0.0%	0.0%	218	65.6%	0.9%	120	26.3%	1.7%
<b>Personne de référence</b>	396	49.6%	1.4%	326	69.7%	1.6%	70	21.1%	0.9%	208	45.7%	2.5%
<b>Responsable des achats</b>	449	56.2%	1.3%	234	50.0%	1.8%	215	64.8%	0.9%	233	51.1%	2.1%
<b>PCS Individu</b>												
<b>Agriculteurs</b>	6	0.7%	1.1%	3	0.7%	0.8%	3	0.8%	1.8%	2	0.5%	11.5%
<b>Petits patrons</b>	26	3.2%	1.6%	19	4.0%	1.7%	7	2.1%	1.3%	26	5.7%	1.8%
<b>Affaires et Cadres</b>	177	22.1%	3.5%	105	22.4%	3.6%	72	21.8%	3.3%	165	36.2%	3.6%
<b>Professions intermédiaires</b>	107	13.3%	1.5%	58	12.3%	1.7%	49	14.8%	1.4%	92	20.1%	1.6%
<b>Employés</b>	87	10.8%	1.0%	56	11.9%	2.6%	31	9.3%	0.5%	19	4.2%	1.1%
<b>Ouvriers</b>	26	3.3%	0.4%	26	5.6%	0.5%	0	0.0%	0.0%	2	0.4%	0.4%
<b>Retraités</b>	100	12.5%	0.8%	66	14.0%	1.1%	34	10.3%	0.5%	1	0.3%	0.5%
<b>Autres inactifs</b>	272	34.0%	2.6%	136	29.1%	3.6%	136	40.9%	2.1%	149	32.7%	4.6%
<b>PCS Personne de référence</b>												
<b>Agriculteurs</b>	9	1.1%	1.1%	5	1.1%	1.2%	4	1.1%	0.9%	0	0.0%	0.0%
<b>Petits patrons</b>	65	8.1%	2.5%	41	8.8%	3.2%	24	7.2%	1.8%	65	14.3%	2.5%
<b>Affaires et Cadres</b>	264	33.0%	3.6%	146	31.2%	4.1%	118	35.5%	3.2%	264	58.0%	3.6%
<b>Professions intermédiaires</b>	126	15.8%	1.7%	76	16.2%	1.9%	51	15.3%	1.4%	126	27.7%	1.7%
<b>Employés</b>	86	10.7%	1.6%	52	11.0%	2.2%	34	10.2%	1.1%	0	0.0%	0.0%
<b>Ouvriers</b>	68	8.5%	0.7%	33	7.1%	0.7%	35	10.4%	0.8%	0	0.0%	0.0%
<b>Retraités</b>	121	15.1%	0.8%	73	15.7%	1.1%	47	14.2%	0.6%	0	0.0%	0.0%
<b>Autres inactifs</b>	62	7.7%	1.5%	42	8.9%	2.6%	20	6.0%	0.8%	0	0.0%	0.0%

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<b>Taille du foyer</b>												
<b>1 personne</b>	97	12.1%	1.0%	48	10.2%	1.1%	49	14.7%	0.9%	37	8.0%	2.1%
<b>2 personnes</b>	224	28.0%	1.2%	144	30.8%	1.7%	79	23.9%	0.9%	92	20.3%	2.1%
<b>3 personnes</b>	167	20.9%	1.8%	89	19.0%	2.0%	78	23.5%	1.7%	98	21.6%	2.6%
<b>4 personnes</b>	190	23.8%	2.0%	105	22.5%	2.3%	85	25.6%	1.8%	152	33.3%	3.1%
<b>5 personnes et +</b>	123	15.3%	2.3%	81	17.4%	3.1%	41	12.4%	1.5%	77	16.8%	2.9%
<b>Présence d'enfants de moins de 15 ans</b>												
<b>Oui</b>	251	31.3%	1.6%	151	32.3%	2.1%	99	29.9%	1.2%	171	37.6%	2.2%
<b>Non</b>	550	68.7%	1.5%	317	67.7%	1.8%	233	70.1%	1.2%	284	62.4%	2.9%
<b>Habitat</b>												
<b>Communes rurales</b>	115	14.4%	1.0%	71	15.1%	1.3%	44	13.3%	0.7%	63	13.7%	1.9%
<b>Agglo. - 20 000 hab</b>	97	12.1%	1.1%	50	10.7%	1.2%	47	14.3%	1.0%	45	10.0%	1.8%
<b>Agglo. 20 000 à 100 000 hab</b>	81	10.1%	1.2%	47	10.1%	1.4%	34	10.1%	0.9%	44	9.6%	2.4%
<b>Agglo. + 100 000 hab</b>	283	35.4%	1.8%	171	36.5%	2.3%	112	33.9%	1.4%	162	35.6%	2.8%
<b>Agglo. Paris</b>	224	28.0%	2.6%	129	27.6%	3.2%	95	28.5%	2.1%	141	31.0%	3.5%

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	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
<b>Régions INSEE</b>												
Ile de France	243	30.4%	2.6%	141	30.2%	3.1%	102	30.8%	2.0%	154	33.9%	3.5%
Nord Pas de Calais	36	4.5%	1.1%	28	6.1%	1.9%	8	2.4%	0.5%	22	4.8%	2.3%
Lorraine	27	3.4%	1.4%	17	3.7%	1.9%	10	3.0%	1.0%	7	1.4%	1.2%
Alsace	11	1.4%	0.7%	9	1.8%	1.2%	3	0.8%	0.3%	6	1.3%	1.2%
Franche-Comté	21	2.6%	2.2%	11	2.3%	2.3%	10	3.1%	2.1%	8	1.7%	2.9%
Champagne Ardennes	11	1.3%	1.0%	7	1.5%	1.3%	4	1.2%	0.7%	6	1.4%	2.1%
Picardie	16	1.9%	1.0%	7	1.5%	1.0%	8	2.5%	1.1%	6	1.2%	1.3%
Bourgogne	11	1.4%	0.8%	9	2.0%	1.5%	1	0.4%	0.2%	3	0.6%	0.9%
Haute Normandie	19	2.4%	1.3%	14	3.1%	2.0%	5	1.4%	0.6%	15	3.2%	3.1%
Basse Normandie	15	1.9%	1.2%	8	1.8%	1.4%	7	2.0%	1.1%	7	1.6%	2.0%
Centre	23	2.8%	1.1%	18	3.8%	1.7%	5	1.5%	0.5%	10	2.2%	1.7%
Pays de Loire	35	4.4%	1.2%	25	5.3%	1.8%	10	3.1%	0.7%	16	3.6%	1.7%
Bretagne	36	4.5%	1.4%	19	4.0%	1.5%	17	5.2%	1.2%	18	3.9%	2.1%
Poitou Charentes	17	2.1%	1.1%	10	2.1%	1.4%	7	2.1%	0.9%	9	1.9%	2.1%
Aquitaine	34	4.3%	1.2%	17	3.7%	1.3%	17	5.1%	1.2%	20	4.3%	2.3%
Midi Pyrénées	40	4.9%	1.6%	23	5.0%	2.0%	16	4.8%	1.3%	21	4.6%	2.7%
Limousin	7	0.9%	1.2%	4	1.0%	1.5%	3	0.8%	0.8%	4	0.9%	2.6%
Auvergne	9	1.1%	0.8%	5	1.1%	1.0%	4	1.2%	0.7%	6	1.3%	2.0%
Rhône Alpes	103	12.9%	2.0%	48	10.3%	1.9%	55	16.5%	2.0%	63	13.9%	3.4%
Languedoc Roussillon	28	3.5%	1.3%	14	3.1%	1.3%	14	4.2%	1.2%	17	3.7%	2.3%
Provence Alpes Côte d'Azur. Corse	58	7.2%	1.3%	31	6.6%	1.5%	27	8.0%	1.2%	40	8.8%	2.7%
<b>Habitudes de connection à Internet</b>												
Tous les jours	680	85.0%	2.1%	397	84.9%	2.4%	283	85.1%	1.7%	402	88.3%	2.8%
Presque tous les jours	82	10.2%	1.4%	45	9.7%	1.7%	36	10.9%	1.1%	44	9.6%	2.3%
1 à 2 fois par semaine	20	2.5%	0.8%	9	2.0%	0.8%	10	3.1%	0.8%	8	1.8%	1.3%
1 à 3 fois par mois	1	0.1%	0.1%	1	0.1%	0.3%	0	0.0%	0.0%	1	0.1%	1.1%

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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	24	3.0%	1.3%	14	3.0%	1.7%	10	3.1%	1.0%	3	0.7%	2.4%
De 9 000 à moins de 12 000 euros par an	19	2.4%	0.7%	9	2.0%	0.9%	10	3.0%	0.6%	4	0.8%	1.4%
De 12 000 à moins de 18 000 euros par an	37	4.7%	0.6%	19	4.2%	0.7%	18	5.4%	0.5%	9	2.0%	1.3%
De 18 000 à moins de 24 000 euros par an	52	6.5%	0.8%	24	5.1%	0.8%	28	8.6%	0.8%	20	4.3%	1.5%
De 24 000 à moins de 36 000 euros par an	140	17.5%	1.3%	98	20.9%	1.8%	42	12.7%	0.7%	63	13.8%	1.9%
De 36 000 à moins de 45 000 euros par an	125	15.7%	1.8%	77	16.5%	2.1%	48	14.5%	1.5%	68	14.8%	2.2%
De 45 000 à moins de 65 000 euros par an	173	21.6%	2.5%	113	24.1%	3.1%	60	17.9%	1.8%	125	27.4%	3.3%
De 65 000 à moins de 80 000 euros par an	65	8.2%	3.3%	31	6.5%	2.7%	35	10.5%	4.2%	48	10.6%	3.7%
De 80 000 à moins de 115 000 euros par an	43	5.4%	3.5%	25	5.3%	3.3%	18	5.6%	3.6%	36	7.9%	3.9%
115 000 euros et plus par an	22	2.7%	3.7%	19	4.1%	5.2%	3	0.9%	1.2%	20	4.3%	3.9%
Refus	57	7.2%	1.7%	22	4.7%	1.6%	35	10.5%	1.8%	32	7.1%	3.0%
Ne sait pas	41	5.2%	1.8%	17	3.5%	1.7%	25	7.4%	1.9%	28	6.2%	3.0%