

# Alternatives Economiques



## Lecture Dernière Période

	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
<b>ENSEMBLE</b>	853	100.0%	1.6%	506	100.0%	2.0%	347	100.0%	1.3%	481	100.0%	2.8%
<b>Sexe</b>												
<b>Homme</b>	506	59.3%	2.0%	506	100.0%	2.0%	0	0.0%	0.0%	286	59.4%	3.2%
<b>Femme</b>	347	40.7%	1.3%	0	0.0%	0.0%	347	100.0%	1.3%	195	40.6%	2.3%
<b>Age</b>												
<b>15 à 24 ans</b>	278	32.6%	3.8%	154	30.5%	4.2%	124	35.7%	3.5%	175	36.4%	5.6%
<b>25 à 34 ans</b>	111	13.0%	1.5%	72	14.2%	1.9%	39	11.3%	1.0%	61	12.8%	1.8%
<b>35 à 49 ans</b>	167	19.6%	1.3%	103	20.3%	1.7%	65	18.6%	1.0%	113	23.4%	1.8%
<b>50 à 59 ans</b>	146	17.1%	1.6%	83	16.3%	1.8%	63	18.2%	1.4%	110	22.8%	2.9%
<b>60 ans et plus</b>	151	17.7%	1.0%	95	18.7%	1.4%	56	16.1%	0.7%	22	4.6%	2.2%
<b>Individu</b>												
<b>Ménagères</b>	213	24.9%	0.9%	0	0.0%	0.0%	213	61.2%	0.9%	114	23.7%	1.6%
<b>Personne de référence</b>	401	47.0%	1.4%	345	68.3%	1.7%	56	16.1%	0.7%	204	42.4%	2.5%
<b>Responsable des achats</b>	438	51.3%	1.2%	237	46.9%	1.8%	200	57.7%	0.9%	228	47.4%	2.1%
<b>PCS Individu</b>												
<b>Agriculteurs</b>	5	0.6%	0.9%	3	0.5%	0.7%	2	0.6%	1.4%	0	0.1%	4.4%
<b>Petits patrons</b>	12	1.4%	0.7%	11	2.2%	1.0%	1	0.4%	0.3%	11	2.4%	0.8%
<b>Affaires et Cadres</b>	175	20.5%	3.4%	100	19.8%	3.4%	75	21.5%	3.5%	157	32.6%	3.4%
<b>Professions intermédiaires</b>	129	15.1%	1.9%	82	16.2%	2.5%	48	13.7%	1.3%	112	23.4%	2.0%
<b>Employés</b>	90	10.5%	1.1%	52	10.3%	2.4%	38	10.9%	0.6%	22	4.5%	1.2%
<b>Ouvriers</b>	37	4.4%	0.6%	37	7.4%	0.7%	0	0.0%	0.0%	1	0.3%	0.3%
<b>Retraités</b>	124	14.5%	1.0%	80	15.7%	1.3%	45	12.8%	0.7%	2	0.5%	0.9%
<b>Autres inactifs</b>	281	32.9%	2.7%	141	28.0%	3.8%	139	40.1%	2.1%	175	36.4%	5.3%
<b>PCS Personne de référence</b>												
<b>Agriculteurs</b>	10	1.1%	1.2%	5	1.0%	1.2%	5	1.4%	1.2%	0	0.0%	0.0%
<b>Petits patrons</b>	66	7.7%	2.5%	38	7.4%	2.9%	28	8.1%	2.1%	66	13.7%	2.5%
<b>Affaires et Cadres</b>	261	30.6%	3.6%	149	29.5%	4.1%	112	32.1%	3.1%	261	54.2%	3.6%
<b>Professions intermédiaires</b>	155	18.1%	2.0%	99	19.6%	2.6%	56	16.0%	1.5%	155	32.2%	2.0%
<b>Employés</b>	79	9.3%	1.5%	53	10.4%	2.3%	26	7.6%	0.9%	0	0.0%	0.0%
<b>Ouvriers</b>	91	10.6%	1.0%	44	8.7%	0.9%	47	13.4%	1.1%	0	0.0%	0.0%
<b>Retraités</b>	150	17.6%	1.0%	90	17.7%	1.4%	60	17.3%	0.8%	0	0.0%	0.0%
<b>Autres inactifs</b>	43	5.0%	1.0%	28	5.6%	1.8%	14	4.1%	0.6%	0	0.0%	0.0%

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<b>Taille du foyer</b>												
<b>1 personne</b>	102	12.0%	1.0%	58	11.6%	1.3%	44	12.6%	0.8%	42	8.8%	2.4%
<b>2 personnes</b>	246	28.8%	1.4%	153	30.3%	1.8%	93	26.7%	1.0%	101	20.9%	2.4%
<b>3 personnes</b>	171	20.1%	1.9%	97	19.2%	2.2%	74	21.4%	1.6%	108	22.4%	2.7%
<b>4 personnes</b>	202	23.7%	2.2%	106	21.0%	2.3%	96	27.5%	2.0%	150	31.1%	3.0%
<b>5 personnes et +</b>	132	15.4%	2.5%	91	18.0%	3.7%	41	11.7%	1.4%	80	16.7%	3.2%
<b>Présence d'enfants de moins de 15 ans</b>												
<b>Oui</b>	256	30.0%	1.7%	158	31.3%	2.2%	98	28.1%	1.2%	170	35.3%	2.2%
<b>Non</b>	597	70.0%	1.6%	348	68.7%	2.0%	250	71.9%	1.3%	311	64.7%	3.2%
<b>Habitat</b>												
<b>Communes rurales</b>	128	15.0%	1.1%	72	14.2%	1.3%	56	16.1%	0.9%	60	12.5%	1.8%
<b>Agglo. - 20 000 hab</b>	101	11.9%	1.1%	58	11.5%	1.4%	43	12.4%	0.9%	58	12.1%	2.2%
<b>Agglo. 20 000 à 100 000 hab</b>	95	11.1%	1.4%	51	10.1%	1.5%	44	12.5%	1.2%	52	10.8%	2.9%
<b>Agglo. + 100 000 hab</b>	312	36.5%	2.0%	188	37.2%	2.5%	124	35.6%	1.6%	183	37.9%	3.2%
<b>Agglo. Paris</b>	217	25.5%	2.5%	136	26.9%	3.3%	81	23.4%	1.8%	128	26.6%	3.2%

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	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
<b>Régions INSEE</b>												
Ile de France	238	27.9%	2.5%	146	28.9%	3.2%	92	26.5%	1.8%	139	28.9%	3.2%
Nord Pas de Calais	43	5.1%	1.3%	30	5.8%	1.9%	14	3.9%	0.8%	28	5.9%	2.8%
Lorraine	16	1.8%	0.8%	11	2.2%	1.2%	5	1.3%	0.5%	9	1.9%	1.7%
Alsace	20	2.3%	1.3%	14	2.8%	1.9%	6	1.6%	0.7%	6	1.2%	1.1%
Franche-Comté	17	2.0%	1.7%	8	1.5%	1.6%	9	2.6%	1.9%	6	1.3%	2.4%
Champagne Ardennes	13	1.6%	1.2%	7	1.4%	1.3%	6	1.8%	1.1%	7	1.5%	2.5%
Picardie	17	2.0%	1.1%	5	1.0%	0.7%	12	3.5%	1.5%	9	1.9%	2.2%
Bourgogne	13	1.5%	0.9%	10	1.9%	1.5%	3	0.8%	0.4%	6	1.3%	1.9%
Haute Normandie	22	2.6%	1.5%	20	3.9%	2.8%	3	0.8%	0.4%	16	3.2%	3.3%
Basse Normandie	17	1.9%	1.4%	8	1.6%	1.4%	9	2.5%	1.4%	6	1.3%	1.9%
Centre	18	2.1%	0.9%	17	3.3%	1.7%	2	0.4%	0.1%	12	2.4%	2.0%
Pays de Loire	41	4.8%	1.4%	22	4.3%	1.5%	20	5.7%	1.3%	24	5.1%	2.6%
Bretagne	48	5.6%	1.8%	19	3.8%	1.5%	29	8.3%	2.1%	26	5.5%	3.3%
Poitou Charentes	18	2.1%	1.2%	8	1.5%	1.1%	10	2.9%	1.3%	9	1.8%	2.2%
Aquitaine	44	5.1%	1.6%	20	3.9%	1.5%	24	6.8%	1.6%	18	3.6%	2.1%
Midi Pyrénées	39	4.6%	1.6%	24	4.8%	2.1%	15	4.2%	1.2%	23	4.9%	2.9%
Limousin	5	0.6%	0.9%	5	1.0%	1.7%	1	0.2%	0.2%	3	0.7%	2.1%
Auvergne	12	1.4%	1.0%	8	1.5%	1.4%	4	1.2%	0.7%	6	1.3%	2.0%
Rhône Alpes	113	13.2%	2.2%	67	13.2%	2.7%	46	13.3%	1.7%	65	13.4%	3.4%
Languedoc Roussillon	42	4.9%	1.8%	28	5.6%	2.6%	14	3.9%	1.1%	27	5.7%	3.9%
Provence Alpes Côte d'Azur. Corse	57	6.7%	1.3%	31	6.0%	1.5%	27	7.7%	1.2%	35	7.2%	2.3%
<b>Habitudes de connexion à Internet</b>												
Tous les jours	716	83.9%	2.1%	428	84.6%	2.5%	288	83.0%	1.7%	415	86.3%	2.8%
Presque tous les jours	92	10.8%	1.6%	51	10.0%	1.9%	42	12.0%	1.3%	56	11.7%	2.9%
1 à 2 fois par semaine	14	1.7%	0.6%	8	1.6%	0.7%	7	1.9%	0.5%	4	0.9%	0.8%
1 à 3 fois par mois	3	0.4%	0.7%	2	0.4%	1.0%	1	0.4%	0.5%	2	0.4%	3.4%
Moins souvent	1	0.2%	0.2%	0	0.0%	0.0%	1	0.4%	0.4%	0	0.0%	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	18	2.1%	0.9%	11	2.1%	1.4%	7	2.0%	0.6%	0	0.0%	0.0%
De 9 000 à moins de 12 000 euros par an	20	2.3%	0.7%	16	3.1%	1.4%	4	1.1%	0.2%	0	0.1%	0.1%
De 12 000 à moins de 18 000 euros par an	27	3.2%	0.5%	13	2.6%	0.5%	14	4.1%	0.4%	14	2.9%	2.0%
De 18 000 à moins de 24 000 euros par an	55	6.5%	0.8%	27	5.3%	0.9%	28	8.2%	0.8%	29	6.0%	2.1%
De 24 000 à moins de 36 000 euros par an	166	19.5%	1.5%	107	21.2%	2.1%	59	16.9%	1.0%	74	15.3%	2.2%
De 36 000 à moins de 45 000 euros par an	142	16.6%	2.0%	86	17.1%	2.4%	55	15.9%	1.6%	68	14.1%	2.3%
De 45 000 à moins de 65 000 euros par an	193	22.7%	2.7%	125	24.7%	3.2%	69	19.8%	2.1%	135	28.1%	3.4%
De 65 000 à moins de 80 000 euros par an	73	8.6%	3.7%	42	8.4%	3.9%	31	9.0%	3.6%	56	11.6%	4.3%
De 80 000 à moins de 115 000 euros par an	36	4.2%	2.9%	20	4.0%	2.8%	15	4.4%	3.0%	31	6.5%	3.3%
115 000 euros et plus par an	22	2.6%	3.7%	18	3.5%	5.0%	4	1.3%	1.9%	19	3.9%	3.9%
Refus	44	5.1%	1.4%	19	3.7%	1.4%	25	7.3%	1.4%	22	4.6%	2.2%
Ne sait pas	57	6.7%	2.4%	22	4.3%	2.2%	35	10.2%	2.6%	34	7.0%	3.7%