

# Alternatives Economiques

Lecture Dernière Période



	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
<b>ENSEMBLE</b>	831	100.0%	1.6%	470	100.0%	1.9%	361	100.0%	1.3%	439	100.0%	2.5%
<b>Sexe</b>												
<b>Homme</b>	470	56.6%	1.9%	470	100.0%	1.9%	0	0.0%	0.0%	266	60.5%	3.0%
<b>Femme</b>	361	43.4%	1.3%	0	0.0%	0.0%	361	100.0%	1.3%	174	39.5%	2.0%
<b>Age</b>												
<b>15 à 24 ans</b>	245	29.4%	3.4%	127	26.9%	3.4%	118	32.7%	3.3%	134	30.6%	4.4%
<b>25 à 34 ans</b>	114	13.8%	1.5%	73	15.6%	2.0%	41	11.4%	1.1%	73	16.7%	2.3%
<b>35 à 49 ans</b>	189	22.8%	1.5%	105	22.4%	1.7%	84	23.3%	1.3%	128	29.1%	2.0%
<b>50 à 59 ans</b>	132	15.8%	1.4%	75	15.9%	1.6%	57	15.7%	1.2%	82	18.7%	2.1%
<b>60 ans et plus</b>	151	18.2%	1.0%	90	19.2%	1.3%	61	16.9%	0.7%	22	4.9%	2.5%
<b>Individu</b>												
<b>Ménagères</b>	239	28.7%	1.0%	0	0.0%	0.0%	239	66.2%	1.0%	111	25.2%	1.6%
<b>Personne de référence</b>	392	47.1%	1.4%	324	68.9%	1.6%	68	18.7%	0.9%	212	48.3%	2.5%
<b>Responsable des achats</b>	454	54.7%	1.3%	222	47.1%	1.7%	233	64.4%	1.0%	224	51.1%	2.0%
<b>PCS Individu</b>												
<b>Agriculteurs</b>	2	0.3%	0.5%	2	0.4%	0.5%	1	0.2%	0.5%	0	0.0%	0.0%
<b>Petits patrons</b>	18	2.1%	1.1%	14	3.0%	1.2%	4	1.0%	0.8%	15	3.5%	1.1%
<b>Affaires et Cadres</b>	178	21.4%	3.6%	95	20.3%	3.4%	82	22.8%	4.0%	153	34.7%	3.5%
<b>Professions intermédiaires</b>	134	16.1%	1.9%	90	19.1%	2.5%	44	12.3%	1.2%	120	27.4%	2.1%
<b>Employés</b>	94	11.3%	1.1%	42	8.9%	1.9%	52	14.4%	0.8%	19	4.3%	1.0%
<b>Ouvriers</b>	27	3.3%	0.4%	27	5.8%	0.5%	0	0.0%	0.0%	0	0.0%	0.0%
<b>Retraités</b>	129	15.5%	1.0%	77	16.4%	1.2%	52	14.3%	0.8%	1	0.3%	0.7%
<b>Autres inactifs</b>	250	30.0%	2.4%	123	26.2%	3.3%	126	35.0%	1.9%	130	29.7%	4.0%
<b>PCS Personne de référence</b>												
<b>Agriculteurs</b>	9	1.1%	1.2%	5	1.0%	1.2%	4	1.2%	1.2%	0	0.0%	0.0%
<b>Petits patrons</b>	48	5.8%	1.8%	25	5.4%	1.9%	23	6.3%	1.8%	48	10.9%	1.8%
<b>Affaires et Cadres</b>	228	27.4%	3.3%	136	28.9%	4.0%	92	25.4%	2.7%	228	51.8%	3.3%
<b>Professions intermédiaires</b>	164	19.7%	2.1%	105	22.2%	2.6%	59	16.4%	1.5%	164	37.3%	2.1%
<b>Employés</b>	74	8.9%	1.4%	42	8.9%	1.8%	32	8.9%	1.0%	0	0.0%	0.0%
<b>Ouvriers</b>	89	10.7%	0.9%	39	8.2%	0.8%	50	14.0%	1.1%	0	0.0%	0.0%
<b>Retraités</b>	174	21.0%	1.2%	95	20.3%	1.4%	79	21.9%	1.0%	0	0.0%	0.0%
<b>Autres inactifs</b>	45	5.5%	1.1%	24	5.1%	1.5%	22	6.0%	0.8%	0	0.0%	0.0%

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<b>Taille du foyer</b>												
<b>1 personne</b>	116	14.0%	1.2%	64	13.7%	1.5%	52	14.3%	0.9%	51	11.6%	2.8%
<b>2 personnes</b>	249	30.0%	1.4%	140	29.8%	1.6%	109	30.3%	1.2%	94	21.3%	2.3%
<b>3 personnes</b>	183	22.0%	2.0%	97	20.6%	2.1%	86	23.9%	1.9%	100	22.7%	2.6%
<b>4 personnes</b>	159	19.1%	1.7%	93	19.8%	2.0%	66	18.2%	1.4%	123	28.1%	2.5%
<b>5 personnes et +</b>	124	14.9%	2.3%	76	16.1%	2.8%	48	13.3%	1.7%	72	16.3%	2.8%
<b>Présence d'enfants de moins de 15 ans</b>												
<b>Oui</b>	244	29.4%	1.6%	146	31.1%	2.0%	98	27.2%	1.2%	169	38.4%	2.2%
<b>Non</b>	587	70.6%	1.6%	324	68.9%	1.8%	263	72.8%	1.4%	270	61.6%	2.8%
<b>Habitat</b>												
<b>Communes rurales</b>	130	15.6%	1.1%	69	14.6%	1.2%	61	16.9%	1.0%	54	12.4%	1.7%
<b>Agglo. - 20 000 hab</b>	107	12.9%	1.2%	70	14.9%	1.7%	37	10.2%	0.8%	66	15.1%	2.6%
<b>Agglo. 20 000 à 100 000 hab</b>	81	9.7%	1.2%	43	9.2%	1.3%	37	10.4%	1.0%	44	10.0%	2.4%
<b>Agglo. + 100 000 hab</b>	326	39.2%	2.1%	183	39.0%	2.4%	142	39.4%	1.8%	175	39.9%	3.1%
<b>Agglo. Paris</b>	188	22.6%	2.2%	105	22.3%	2.6%	83	23.1%	1.9%	99	22.6%	2.5%

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	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
<b>Régions INSEE</b>												
Ile de France	210	25.2%	2.2%	116	24.8%	2.5%	93	25.8%	1.9%	110	25.0%	2.5%
Nord Pas de Calais	42	5.1%	1.3%	26	5.6%	1.7%	16	4.4%	0.9%	22	5.1%	2.3%
Lorraine	15	1.8%	0.8%	6	1.3%	0.7%	8	2.3%	0.8%	7	1.6%	1.3%
Alsace	17	2.1%	1.1%	12	2.6%	1.6%	5	1.4%	0.7%	5	1.1%	1.0%
Franche-Comté	8	1.0%	0.8%	5	1.1%	1.1%	3	0.8%	0.6%	3	0.7%	1.1%
Champagne Ardennes	11	1.4%	1.1%	8	1.7%	1.5%	4	1.0%	0.6%	6	1.4%	2.0%
Picardie	16	1.9%	1.0%	3	0.6%	0.4%	13	3.6%	1.6%	7	1.6%	1.7%
Bourgogne	17	2.1%	1.3%	9	1.9%	1.4%	9	2.4%	1.2%	7	1.5%	1.9%
Haute Normandie	16	1.9%	1.1%	13	2.7%	1.8%	3	0.9%	0.4%	5	1.1%	1.1%
Basse Normandie	15	1.8%	1.2%	10	2.1%	1.7%	5	1.5%	0.8%	8	1.9%	2.6%
Centre	16	2.0%	0.8%	13	2.7%	1.3%	3	0.9%	0.3%	9	2.1%	1.4%
Pays de Loire	40	4.8%	1.4%	20	4.3%	1.4%	20	5.5%	1.3%	21	4.8%	2.2%
Bretagne	47	5.6%	1.7%	20	4.2%	1.5%	27	7.5%	1.9%	30	6.9%	4.0%
Poitou Charentes	24	2.8%	1.6%	16	3.3%	2.2%	8	2.2%	1.0%	6	1.5%	1.8%
Aquitaine	44	5.3%	1.6%	25	5.3%	1.9%	19	5.3%	1.3%	19	4.3%	2.2%
Midi Pyrénées	35	4.2%	1.4%	20	4.2%	1.7%	15	4.2%	1.2%	17	3.9%	2.2%
Limousin	5	0.6%	0.8%	3	0.7%	1.1%	2	0.4%	0.5%	2	0.5%	1.3%
Auvergne	13	1.5%	1.1%	7	1.5%	1.3%	6	1.7%	1.0%	6	1.4%	1.9%
Rhône Alpes	115	13.9%	2.2%	76	16.2%	3.0%	39	10.9%	1.4%	71	16.2%	3.7%
Languedoc Roussillon	48	5.7%	2.1%	23	4.9%	2.1%	25	6.8%	2.0%	27	6.2%	4.0%
Provence Alpes Côte d'Azur. Corse	77	9.3%	1.8%	39	8.2%	1.9%	38	10.6%	1.7%	49	11.3%	3.4%
<b>Habitudes de connexion à Internet</b>												
Tous les jours	708	85.1%	2.0%	407	86.6%	2.4%	300	83.2%	1.7%	391	89.1%	2.7%
Presque tous les jours	80	9.6%	1.3%	35	7.4%	1.3%	45	12.4%	1.4%	41	9.3%	2.2%
1 à 2 fois par semaine	14	1.6%	0.5%	9	1.9%	0.8%	5	1.3%	0.3%	3	0.6%	0.5%
1 à 3 fois par mois	3	0.4%	0.7%	1	0.2%	0.5%	2	0.6%	0.8%	1	0.3%	1.8%
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>												
<b>Moins de 9 000 euros par an</b>	21	2.6%	1.2%	12	2.6%	1.6%	9	2.6%	0.9%	1	0.2%	0.5%
<b>De 9 000 à moins de 12 000 euros par an</b>	20	2.4%	0.7%	19	4.0%	1.6%	2	0.4%	0.1%	5	1.1%	2.0%
<b>De 12 000 à moins de 18 000 euros par an</b>	30	3.6%	0.5%	12	2.6%	0.5%	18	5.0%	0.6%	9	2.1%	1.5%
<b>De 18 000 à moins de 24 000 euros par an</b>	78	9.4%	1.2%	33	7.1%	1.1%	45	12.5%	1.2%	34	7.7%	2.5%
<b>De 24 000 à moins de 36 000 euros par an</b>	159	19.2%	1.4%	82	17.5%	1.5%	77	21.3%	1.3%	83	18.9%	2.4%
<b>De 36 000 à moins de 45 000 euros par an</b>	121	14.5%	1.7%	73	15.4%	2.0%	48	13.3%	1.4%	59	13.5%	2.0%
<b>De 45 000 à moins de 65 000 euros par an</b>	181	21.8%	2.5%	113	24.0%	2.8%	68	18.8%	2.1%	115	26.1%	2.8%
<b>65 000 euros et plus par an</b>	118	14.2%	3.0%	78	16.6%	3.4%	40	11.2%	2.4%	81	18.5%	3.0%
<b>Refus</b>	55	6.6%	1.6%	21	4.6%	1.5%	33	9.2%	1.7%	28	6.3%	2.5%
<b>Ne sait pas</b>	47	5.6%	2.8%	26	5.5%	3.5%	21	5.7%	2.3%	24	5.6%	4.2%