

L'Expansion

Lecture Dernière Période



	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
ENSEMBLE	368	100.0%	0.7%	248	100.0%	1.0%	120	100.0%	0.4%	161	100.0%	0.9%
Sexe												
Homme	248	67.3%	1.0%	248	100.0%	1.0%	0	0.0%	0.0%	112	69.4%	1.3%
Femme	120	32.7%	0.4%	0	0.0%	0.0%	120	100.0%	0.4%	49	30.6%	0.6%
Age												
15 à 24 ans	20	5.4%	0.3%	12	4.9%	0.3%	8	6.4%	0.2%	7	4.2%	0.2%
25 à 34 ans	26	7.0%	0.3%	19	7.6%	0.5%	7	5.7%	0.2%	18	11.2%	0.6%
35 à 49 ans	88	24.0%	0.7%	59	23.7%	1.0%	30	24.6%	0.5%	58	36.3%	0.9%
50 à 59 ans	74	20.2%	0.8%	54	21.7%	1.2%	20	16.9%	0.5%	55	34.3%	1.5%
60 ans et plus	160	43.5%	1.0%	104	42.0%	1.5%	56	46.5%	0.6%	23	14.0%	2.2%
Individu												
Ménagères	110	30.0%	0.5%	0	0.0%	0.0%	110	91.6%	0.5%	47	29.3%	0.7%
Personne de référence	248	67.4%	0.9%	227	91.5%	1.1%	21	17.8%	0.3%	114	70.8%	1.3%
Responsable des achats	225	61.2%	0.6%	131	52.9%	1.0%	94	78.2%	0.4%	103	63.9%	0.9%
PCS Individu												
Agriculteurs	5	1.3%	0.9%	3	1.3%	1.0%	1	1.1%	0.8%	0	0.0%	0.0%
Petits patrons	28	7.5%	1.7%	26	10.6%	2.2%	1	1.2%	0.3%	28	17.2%	1.9%
Affaires et Cadres	73	19.9%	1.5%	58	23.4%	2.0%	16	12.9%	0.7%	70	43.4%	1.6%
Professions intermédiaires	42	11.4%	0.6%	29	11.6%	0.8%	13	11.0%	0.4%	36	22.3%	0.6%
Employés	14	3.9%	0.2%	6	2.4%	0.3%	9	7.1%	0.1%	3	2.1%	0.2%
Ouvriers	17	4.6%	0.3%	15	6.0%	0.3%	2	1.6%	0.1%	2	1.2%	0.5%
Retraités	131	35.7%	1.0%	88	35.4%	1.4%	44	36.2%	0.6%	3	2.0%	1.6%
Autres inactifs	58	15.7%	0.6%	23	9.2%	0.6%	35	28.9%	0.5%	19	11.8%	0.6%
PCS Personne de référence												
Agriculteurs	5	1.3%	0.6%	3	1.3%	0.8%	1	1.1%	0.4%	0	0.0%	0.0%
Petits patrons	45	12.3%	1.7%	26	10.6%	1.9%	19	15.7%	1.5%	45	28.1%	1.7%
Affaires et Cadres	78	21.2%	1.1%	58	23.3%	1.7%	21	17.1%	0.6%	78	48.6%	1.1%
Professions intermédiaires	37	10.2%	0.5%	28	11.2%	0.7%	10	8.1%	0.3%	37	23.3%	0.5%
Employés	20	5.5%	0.4%	8	3.1%	0.3%	12	10.3%	0.4%	0	0.0%	0.0%
Ouvriers	20	5.4%	0.2%	16	6.6%	0.3%	4	3.1%	0.1%	0	0.0%	0.0%
Retraités	144	39.1%	1.0%	94	37.8%	1.4%	50	41.7%	0.6%	0	0.0%	0.0%
Autres inactifs	19	5.1%	0.5%	15	6.1%	1.0%	4	2.9%	0.1%	0	0.0%	0.0%

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Taille du foyer												
1 personne	54	14.7%	0.5%	34	13.9%	0.8%	19	16.2%	0.3%	22	13.4%	1.1%
2 personnes	174	47.4%	1.0%	122	49.1%	1.4%	53	43.9%	0.6%	52	32.3%	1.3%
3 personnes	29	7.9%	0.3%	15	6.0%	0.3%	14	12.0%	0.3%	15	9.4%	0.4%
4 personnes	54	14.6%	0.6%	39	15.7%	0.9%	15	12.5%	0.3%	36	22.3%	0.8%
5 personnes et +	57	15.4%	1.0%	38	15.4%	1.4%	19	15.6%	0.7%	36	22.5%	1.4%
Présence d'enfants de moins de 15 ans												
Oui	97	26.4%	0.6%	67	26.9%	0.9%	31	25.5%	0.4%	66	40.7%	0.9%
Non	271	73.6%	0.7%	181	73.1%	1.0%	90	74.5%	0.5%	95	59.3%	1.0%
Habitat												
Communes rurales	51	13.9%	0.4%	28	11.4%	0.5%	23	19.0%	0.4%	17	10.8%	0.5%
Agglo. - 20 000 hab	40	10.9%	0.4%	31	12.7%	0.7%	9	7.2%	0.2%	22	13.4%	0.8%
Agglo. 20 000 à 100 000 hab	44	12.0%	0.6%	33	13.3%	1.0%	11	9.2%	0.3%	18	11.3%	0.9%
Agglo. + 100 000 hab	121	33.0%	0.8%	90	36.2%	1.2%	32	26.5%	0.4%	43	26.9%	0.8%
Agglo. Paris	111	30.3%	1.3%	66	26.4%	1.6%	46	38.1%	1.0%	61	37.6%	1.5%

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Régions INSEE												
Ile de France	115	31.2%	1.2%	69	27.8%	1.5%	46	38.1%	0.9%	63	39.2%	1.4%
Nord Pas de Calais	18	4.8%	0.5%	15	5.9%	1.0%	3	2.5%	0.2%	9	5.6%	0.9%
Lorraine	15	4.1%	0.8%	4	1.5%	0.4%	11	9.3%	1.1%	3	1.8%	0.5%
Alsace	8	2.1%	0.5%	8	3.2%	1.1%	0	0.0%	0.0%	2	1.2%	0.4%
Franche-Comté	8	2.0%	0.8%	6	2.4%	1.3%	2	1.3%	0.3%	1	0.4%	0.3%
Champagne Ardennes	7	1.9%	0.7%	6	2.4%	1.1%	1	0.9%	0.2%	1	0.8%	0.4%
Picardie	2	0.6%	0.2%	2	0.6%	0.2%	1	0.7%	0.1%	0	0.0%	0.0%
Bourgogne	5	1.4%	0.4%	5	1.9%	0.7%	0	0.3%	0.0%	2	1.2%	0.6%
Haute Normandie	4	1.2%	0.3%	4	1.8%	0.6%	0	0.0%	0.0%	2	1.1%	0.4%
Basse Normandie	4	1.2%	0.4%	4	1.5%	0.7%	1	0.5%	0.1%	1	0.6%	0.3%
Centre	16	4.4%	0.8%	14	5.5%	1.3%	2	2.0%	0.2%	11	7.0%	1.7%
Pays de Loire	19	5.2%	0.6%	16	6.6%	1.1%	3	2.5%	0.2%	2	1.3%	0.2%
Bretagne	17	4.6%	0.6%	11	4.2%	0.8%	6	5.4%	0.5%	8	5.0%	1.1%
Poitou Charentes	4	1.0%	0.2%	3	1.1%	0.4%	1	0.8%	0.1%	2	1.3%	0.6%
Aquitaine	12	3.3%	0.4%	6	2.6%	0.5%	6	4.9%	0.4%	7	4.5%	0.9%
Midi Pyrénées	17	4.5%	0.7%	12	4.9%	1.0%	4	3.7%	0.3%	9	5.7%	1.1%
Limousin	3	0.9%	0.6%	1	0.5%	0.4%	2	1.8%	0.7%	1	0.9%	0.8%
Auvergne	4	1.0%	0.3%	2	1.0%	0.4%	1	1.2%	0.2%	2	1.0%	0.5%
Rhône Alpes	31	8.5%	0.6%	25	10.2%	1.0%	6	4.9%	0.2%	16	9.7%	0.8%
Languedoc Roussillon	11	3.1%	0.5%	3	1.3%	0.3%	8	6.7%	0.7%	2	1.2%	0.3%
Provence Alpes Côte d'Azur. Corse	48	12.9%	1.1%	32	13.0%	1.6%	15	12.7%	0.7%	17	10.4%	1.1%
Habitudes de connexion à Internet												
Tous les jours	304	82.6%	0.8%	219	88.6%	1.2%	85	70.4%	0.5%	140	86.9%	0.9%
Presque tous les jours	25	6.8%	0.5%	11	4.4%	0.4%	14	11.7%	0.5%	8	4.8%	0.5%
1 à 2 fois par semaine	12	3.3%	0.4%	11	4.5%	1.0%	1	0.7%	0.1%	0	0.0%	0.0%
1 à 3 fois par mois	2	0.6%	0.5%	2	0.9%	1.0%	0	0.0%	0.0%	0	0.0%	0.1%
Moins souvent	13	3.6%	2.4%	0	0.0%	0.0%	13	11.1%	4.8%	13	8.3%	24.7%

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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	1	0.3%	0.1%	1	0.5%	0.2%	0	0.0%	0.0%	0	0.0%	0.0%
De 9 000 à moins de 12 000 euros par an	0	0.1%	0.0%	0	0.1%	0.0%	0	0.0%	0.0%	0	0.1%	0.1%
De 12 000 à moins de 18 000 euros par an	23	6.4%	0.4%	14	5.6%	0.6%	10	8.0%	0.3%	2	1.5%	0.4%
De 18 000 à moins de 24 000 euros par an	29	7.8%	0.4%	22	8.8%	0.7%	7	5.7%	0.2%	16	9.9%	1.1%
De 24 000 à moins de 36 000 euros par an	52	14.0%	0.4%	36	14.7%	0.7%	15	12.7%	0.2%	17	10.4%	0.5%
De 36 000 à moins de 45 000 euros par an	47	12.8%	0.6%	33	13.3%	0.9%	14	11.7%	0.4%	25	15.8%	0.9%
De 45 000 à moins de 65 000 euros par an	74	20.0%	1.1%	61	24.8%	1.6%	12	10.3%	0.4%	32	20.0%	0.9%
65 000 euros et plus par an	73	19.9%	1.7%	47	18.8%	1.9%	26	22.0%	1.5%	44	27.5%	1.5%
Refus	47	12.7%	1.1%	26	10.4%	1.5%	21	17.4%	0.9%	9	5.9%	0.6%
Ne sait pas	23	6.1%	2.1%	8	3.1%	1.6%	15	12.3%	2.5%	14	8.9%	3.7%