

L Expansion

Lecture Dernière Période



| | Ensemble | | | Hommes | | | Femmes | | | FoyersCSP+ | | |
|-----------------------------------|----------|-----------|-------------|----------|-----------|-------------|----------|-----------|-------------|------------|-----------|-------------|
| | Milliers | Structure | Pénétration | Milliers | Structure | Pénétration | Milliers | Structure | Pénétration | Milliers | Structure | Pénétration |
| ENSEMBLE | 513 | 100.0% | 1.0% | 321 | 100.0% | 1.3% | 192 | 100.0% | 0.7% | 267 | 100.0% | 1.5% |
| Sexe | | | | | | | | | | | | |
| Homme | 321 | 62.6% | 1.3% | 321 | 100.0% | 1.3% | 0 | 0.0% | 0.0% | 173 | 64.9% | 1.9% |
| Femme | 192 | 37.4% | 0.7% | 0 | 0.0% | 0.0% | 192 | 100.0% | 0.7% | 94 | 35.1% | 1.1% |
| Age | | | | | | | | | | | | |
| 15 à 24 ans | 39 | 7.6% | 0.5% | 15 | 4.6% | 0.4% | 24 | 12.6% | 0.7% | 20 | 7.5% | 0.6% |
| 25 à 34 ans | 48 | 9.3% | 0.6% | 31 | 9.7% | 0.8% | 17 | 8.6% | 0.4% | 38 | 14.4% | 1.1% |
| 35 à 49 ans | 121 | 23.5% | 1.0% | 78 | 24.4% | 1.3% | 42 | 22.1% | 0.7% | 91 | 33.9% | 1.4% |
| 50 à 59 ans | 105 | 20.5% | 1.2% | 69 | 21.5% | 1.5% | 36 | 18.7% | 0.8% | 88 | 32.9% | 2.4% |
| 60 ans et plus | 201 | 39.1% | 1.4% | 128 | 39.8% | 2.0% | 73 | 38.0% | 0.9% | 30 | 11.2% | 4.2% |
| Individu | | | | | | | | | | | | |
| Ménagères | 179 | 34.9% | 0.8% | 0 | 0.0% | 0.0% | 179 | 93.3% | 0.8% | 87 | 32.7% | 1.3% |
| Personne de référence | 329 | 64.1% | 1.2% | 289 | 90.0% | 1.4% | 40 | 20.8% | 0.5% | 184 | 68.9% | 2.1% |
| Responsable des achats | 349 | 68.0% | 1.0% | 171 | 53.3% | 1.4% | 177 | 92.5% | 0.8% | 185 | 69.2% | 1.7% |
| PCS Individu | | | | | | | | | | | | |
| Agriculteurs | 0 | 0.0% | 0.0% | 0 | 0.0% | 0.0% | 0 | 0.0% | 0.0% | 0 | 0.0% | 0.0% |
| Petits patrons | 28 | 5.4% | 1.7% | 20 | 6.3% | 1.8% | 7 | 3.9% | 1.5% | 22 | 8.1% | 1.5% |
| Affaires et Cadres | 149 | 28.9% | 3.0% | 111 | 34.6% | 3.6% | 37 | 19.5% | 2.0% | 142 | 53.0% | 3.1% |
| Professions intermédiaires | 70 | 13.6% | 1.0% | 44 | 13.8% | 1.3% | 26 | 13.3% | 0.8% | 68 | 25.3% | 1.2% |
| Employés | 36 | 7.1% | 0.4% | 12 | 3.7% | 0.6% | 24 | 12.7% | 0.4% | 13 | 4.8% | 0.7% |
| Ouvriers | 8 | 1.6% | 0.1% | 8 | 2.6% | 0.2% | 0 | 0.0% | 0.0% | 0 | 0.0% | 0.0% |
| Retraités | 175 | 34.2% | 1.4% | 107 | 33.4% | 1.8% | 68 | 35.4% | 1.0% | 9 | 3.4% | 3.7% |
| Autres inactifs | 47 | 9.2% | 0.5% | 18 | 5.6% | 0.5% | 29 | 15.2% | 0.4% | 14 | 5.4% | 0.5% |
| PCS Personne de référence | | | | | | | | | | | | |
| Agriculteurs | 1 | 0.2% | 0.2% | 0 | 0.2% | 0.1% | 1 | 0.4% | 0.2% | 0 | 0.0% | 0.0% |
| Petits patrons | 26 | 5.0% | 1.0% | 16 | 5.0% | 1.2% | 10 | 5.1% | 0.7% | 26 | 9.7% | 1.0% |
| Affaires et Cadres | 161 | 31.4% | 2.3% | 107 | 33.3% | 2.9% | 54 | 28.2% | 1.6% | 161 | 60.4% | 2.3% |
| Professions intermédiaires | 80 | 15.6% | 1.1% | 50 | 15.6% | 1.3% | 30 | 15.5% | 0.8% | 80 | 30.0% | 1.1% |
| Employés | 23 | 4.5% | 0.4% | 14 | 4.2% | 0.6% | 10 | 5.0% | 0.3% | 0 | 0.0% | 0.0% |
| Ouvriers | 23 | 4.5% | 0.2% | 10 | 3.1% | 0.2% | 13 | 6.8% | 0.3% | 0 | 0.0% | 0.0% |
| Retraités | 186 | 36.2% | 1.3% | 119 | 37.0% | 1.8% | 67 | 34.9% | 0.8% | 0 | 0.0% | 0.0% |
| Autres inactifs | 13 | 2.5% | 0.3% | 5 | 1.6% | 0.3% | 8 | 4.0% | 0.3% | 0 | 0.0% | 0.0% |

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| | Milliers | Structure | Pénétration | Milliers | Structure | Pénétration | Milliers | Structure | Pénétration | Milliers | Structure | Pénétration |
| Taille du foyer | | | | | | | | | | | | |
| 1 personne | 85 | 16.6% | 0.9% | 53 | 16.5% | 1.3% | 32 | 16.6% | 0.6% | 40 | 15.1% | 2.2% |
| 2 personnes | 225 | 43.9% | 1.3% | 139 | 43.2% | 1.6% | 86 | 45.0% | 0.9% | 69 | 25.7% | 1.7% |
| 3 personnes | 68 | 13.3% | 0.7% | 49 | 15.2% | 1.1% | 19 | 10.2% | 0.4% | 44 | 16.6% | 1.1% |
| 4 personnes | 77 | 15.1% | 0.8% | 49 | 15.3% | 1.1% | 28 | 14.7% | 0.6% | 64 | 23.9% | 1.3% |
| 5 personnes et + | 57 | 11.2% | 1.1% | 31 | 9.7% | 1.3% | 26 | 13.5% | 0.9% | 50 | 18.6% | 1.9% |
| Présence d'enfants de moins de 15 ans | | | | | | | | | | | | |
| Oui | 114 | 22.1% | 0.7% | 72 | 22.3% | 1.0% | 42 | 21.9% | 0.5% | 98 | 36.8% | 1.3% |
| Non | 400 | 77.9% | 1.1% | 250 | 77.7% | 1.4% | 150 | 78.1% | 0.8% | 169 | 63.2% | 1.8% |
| Habitat | | | | | | | | | | | | |
| Communes rurales | 66 | 12.9% | 0.6% | 39 | 12.2% | 0.7% | 27 | 13.9% | 0.4% | 33 | 12.4% | 1.0% |
| Agglo. - 20 000 hab | 67 | 13.0% | 0.8% | 44 | 13.8% | 1.1% | 22 | 11.6% | 0.5% | 24 | 9.1% | 0.9% |
| Agglo. 20 000 à 100 000 hab | 69 | 13.4% | 1.0% | 44 | 13.7% | 1.3% | 25 | 12.8% | 0.7% | 29 | 11.0% | 1.4% |
| Agglo. + 100 000 hab | 169 | 32.9% | 1.1% | 107 | 33.2% | 1.5% | 62 | 32.5% | 0.8% | 91 | 33.9% | 1.7% |
| Agglo. Paris | 143 | 27.8% | 1.7% | 87 | 27.0% | 2.2% | 56 | 29.2% | 1.3% | 90 | 33.6% | 2.3% |

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| | Milliers | Structure | Pénétration | Milliers | Structure | Pénétration | Milliers | Structure | Pénétration | Milliers | Structure | Pénétration |
| Régions INSEE | | | | | | | | | | | | |
| Ile de France | 147 | 28.6% | 1.5% | 89 | 27.8% | 2.0% | 57 | 29.9% | 1.2% | 91 | 34.1% | 2.1% |
| Nord Pas de Calais | 28 | 5.5% | 0.9% | 23 | 7.2% | 1.5% | 5 | 2.8% | 0.3% | 13 | 5.0% | 1.4% |
| Lorraine | 9 | 1.8% | 0.5% | 4 | 1.3% | 0.4% | 5 | 2.7% | 0.5% | 4 | 1.5% | 0.8% |
| Alsace | 12 | 2.4% | 0.8% | 9 | 2.9% | 1.3% | 3 | 1.5% | 0.4% | 5 | 2.0% | 1.0% |
| Franche-Comté | 7 | 1.4% | 0.7% | 1 | 0.4% | 0.3% | 6 | 3.0% | 1.2% | 6 | 2.1% | 2.1% |
| Champagne Ardennes | 14 | 2.7% | 1.3% | 11 | 3.3% | 2.1% | 3 | 1.7% | 0.6% | 5 | 1.7% | 1.5% |
| Picardie | 16 | 3.1% | 1.0% | 12 | 3.8% | 1.7% | 3 | 1.7% | 0.4% | 10 | 3.8% | 2.4% |
| Bourgogne | 10 | 1.9% | 0.7% | 8 | 2.6% | 1.3% | 1 | 0.8% | 0.2% | 4 | 1.4% | 1.0% |
| Haute Normandie | 18 | 3.6% | 1.2% | 8 | 2.6% | 1.2% | 10 | 5.2% | 1.3% | 5 | 2.0% | 1.2% |
| Basse Normandie | 7 | 1.4% | 0.6% | 6 | 1.8% | 1.0% | 2 | 0.8% | 0.3% | 4 | 1.4% | 1.1% |
| Centre | 13 | 2.5% | 0.6% | 10 | 3.2% | 1.0% | 2 | 1.1% | 0.2% | 7 | 2.7% | 1.2% |
| Pays de Loire | 30 | 5.9% | 1.0% | 17 | 5.3% | 1.2% | 13 | 7.0% | 0.9% | 13 | 4.8% | 1.5% |
| Bretagne | 16 | 3.2% | 0.6% | 14 | 4.3% | 1.1% | 3 | 1.3% | 0.2% | 5 | 1.8% | 0.6% |
| Poitou Charentes | 12 | 2.4% | 0.8% | 4 | 1.4% | 0.6% | 8 | 4.1% | 1.0% | 3 | 1.2% | 0.8% |
| Aquitaine | 27 | 5.2% | 1.0% | 16 | 5.1% | 1.3% | 10 | 5.3% | 0.7% | 19 | 7.0% | 2.3% |
| Midi Pyrénées | 22 | 4.3% | 0.9% | 8 | 2.6% | 0.7% | 14 | 7.3% | 1.1% | 8 | 2.9% | 1.0% |
| Limousin | 6 | 1.1% | 0.9% | 4 | 1.4% | 1.5% | 1 | 0.8% | 0.5% | 5 | 1.9% | 3.3% |
| Auvergne | 7 | 1.3% | 0.6% | 3 | 1.1% | 0.7% | 3 | 1.8% | 0.6% | 3 | 1.1% | 1.0% |
| Rhône Alpes | 58 | 11.2% | 1.1% | 36 | 11.3% | 1.5% | 21 | 11.2% | 0.8% | 32 | 11.8% | 1.7% |
| Languedoc Roussillon | 17 | 3.3% | 0.8% | 13 | 4.0% | 1.2% | 4 | 2.2% | 0.4% | 7 | 2.8% | 1.1% |
| Provence Alpes Côte d'Azur. Corse | 37 | 7.1% | 0.8% | 21 | 6.7% | 1.1% | 15 | 7.9% | 0.7% | 18 | 6.9% | 1.3% |
| Habitudes de connexion à Internet | | | | | | | | | | | | |
| Tous les jours | 376 | 73.3% | 1.3% | 230 | 71.6% | 1.6% | 146 | 76.1% | 1.0% | 232 | 87.1% | 1.7% |
| Presque tous les jours | 57 | 11.1% | 0.9% | 32 | 10.1% | 1.1% | 25 | 12.8% | 0.7% | 20 | 7.6% | 0.9% |
| 1 à 2 fois par semaine | 17 | 3.3% | 0.5% | 8 | 2.5% | 0.6% | 9 | 4.8% | 0.5% | 8 | 3.2% | 0.9% |
| 1 à 3 fois par mois | 15 | 3.0% | 1.7% | 10 | 3.0% | 2.4% | 6 | 2.9% | 1.2% | 6 | 2.1% | 3.5% |
| Moins souvent | 7 | 1.3% | 0.5% | 6 | 1.7% | 1.1% | 1 | 0.5% | 0.2% | 0 | 0.0% | 0.0% |
| Jamais | 3 | 0.5% | 2.0% | 2 | 0.7% | 3.7% | 0 | 0.2% | 0.6% | 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 | 7 | 1.4% | 0.4% | 5 | 1.6% | 0.6% | 2 | 1.2% | 0.2% | 0 | 0.0% | 0.0% |
| De 9 000 à moins de 12 000 euros par an | 1 | 0.2% | - | 0 | 0.0% | 0.0% | 1 | 0.6% | 0.1% | 0 | 0.0% | 0.0% |
| De 12 000 à moins de 18 000 euros par an | 17 | 3.3% | 0.3% | 11 | 3.5% | 0.4% | 5 | 2.9% | 0.1% | 2 | 0.7% | 0.2% |
| De 18 000 à moins de 24 000 euros par an | 51 | 9.9% | 0.7% | 27 | 8.4% | 0.8% | 24 | 12.4% | 0.6% | 17 | 6.6% | 1.2% |
| De 24 000 à moins de 36 000 euros par an | 101 | 19.6% | 0.9% | 54 | 16.7% | 1.0% | 47 | 24.4% | 0.8% | 49 | 18.3% | 1.3% |
| De 36 000 à moins de 45 000 euros par an | 52 | 10.2% | 0.8% | 36 | 11.2% | 1.0% | 16 | 8.4% | 0.5% | 22 | 8.2% | 0.7% |
| De 45 000 à moins de 65 000 euros par an | 108 | 21.1% | 1.7% | 74 | 22.9% | 2.1% | 35 | 18.1% | 1.3% | 58 | 21.6% | 1.6% |
| De 65 000 à moins de 80 000 euros par an | 52 | 10.1% | 3.2% | 37 | 11.4% | 3.8% | 15 | 7.8% | 2.2% | 37 | 13.9% | 3.2% |
| De 80 000 à moins de 115 000 euros par an | 43 | 8.3% | 4.5% | 33 | 10.4% | 6.0% | 9 | 4.8% | 2.4% | 31 | 11.5% | 4.0% |
| 115 000 euros et plus par an | 33 | 6.5% | 7.4% | 17 | 5.4% | 6.3% | 16 | 8.4% | 9.2% | 28 | 10.4% | 7.0% |
| Refus | 43 | 8.3% | 1.4% | 24 | 7.3% | 1.8% | 19 | 10.0% | 1.0% | 20 | 7.4% | 1.7% |
| Ne sait pas | 5 | 1.0% | 0.3% | 3 | 1.0% | 0.5% | 2 | 1.1% | 0.2% | 4 | 1.4% | 0.7% |