

Capital

Mensuel, Lecture Dernière Période

	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
Ensemble	1845	100.0%	3.6%	1041	100.0%	4.3%	804	100.0%	3.0%	895	100.0%	5.3%
Sexe												
Homme	1041	56.4%	4.3%	1041	100.0%	4.3%	0	-	100.0%	533	59.6%	6.1%
Femme	804	43.6%	3.0%	0	-	100.0%	804	100.0%	3.0%	362	40.4%	4.5%
Age												
15 à 24 ans	157	8.5%	2.1%	79	7.6%	2.1%	78	9.7%	2.1%	72	8.0%	2.4%
25 à 34 ans	292	15.8%	3.8%	185	17.7%	4.9%	108	13.4%	2.8%	171	19.1%	5.0%
35 à 49 ans	530	28.7%	4.2%	326	31.3%	5.2%	204	25.4%	3.2%	354	39.5%	5.9%
50 à 64 ans	555	30.1%	4.5%	297	28.5%	5.0%	258	32.0%	4.1%	272	30.4%	6.6%
65 ans et plus	311	16.9%	2.9%	155	14.9%	3.4%	156	19.5%	2.5%	26	2.9%	11.1%
Individu												
Ménagère	719	38.9%	3.1%	0	-	100.0%	719	89.4%	3.1%	317	35.5%	4.7%
Personne de Référence	1103	59.7%	3.9%	919	88.3%	4.6%	183	22.8%	2.3%	537	60.0%	6.4%
Responsable des achats	975	52.8%	4.0%	403	38.7%	5.3%	572	71.1%	3.5%	467	52.2%	5.6%
PCS Individu												
Agriculteurs	21	1.1%	4.0%	12	1.1%	3.4%	9	1.2%	5.1%	0	-	-
Petits patrons	109	5.9%	7.0%	81	7.8%	7.4%	28	3.4%	6.2%	103	11.6%	7.3%
Affaires et Cadres	382	20.7%	8.2%	271	26.0%	9.3%	110	13.7%	6.3%	356	39.8%	8.2%
Professions intermédiaires	297	16.1%	4.4%	167	16.0%	4.8%	130	16.2%	4.1%	257	28.7%	4.6%
Employés	265	14.3%	3.1%	97	9.4%	5.0%	167	20.8%	2.6%	56	6.3%	3.2%
Ouvriers	154	8.3%	2.4%	130	12.5%	2.6%	24	2.9%	1.7%	8	0.9%	2.4%
Retraités	382	20.7%	3.1%	193	18.5%	3.3%	189	23.5%	3.0%	24	2.7%	10.8%
Autres inactifs	237	12.8%	2.3%	90	8.7%	2.6%	147	18.2%	2.2%	90	10.1%	2.9%
PCS Personne de Référence												
Agriculteurs	26	1.4%	3.4%	11	1.1%	3.0%	15	1.9%	3.7%	0	-	100.0%
Petits patrons	129	7.0%	5.1%	78	7.5%	5.8%	50	6.2%	4.3%	129	14.4%	5.1%
Affaires et Cadres	491	26.6%	7.3%	282	27.1%	8.1%	209	26.0%	6.4%	491	54.9%	7.3%
Professions intermédiaires	276	14.9%	3.6%	173	16.6%	4.3%	103	12.8%	2.9%	276	30.8%	3.6%
Employés	179	9.7%	3.3%	94	9.1%	4.4%	85	10.6%	2.6%	0	-	100.0%
Ouvriers	205	11.1%	2.1%	136	13.0%	2.7%	70	8.7%	1.5%	0	-	100.0%
Retraités	459	24.9%	3.2%	220	21.2%	3.4%	239	29.7%	3.0%	0	-	100.0%
Autres inactifs	80	4.3%	2.1%	46	4.4%	3.4%	34	4.2%	1.4%	0	-	100.0%

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Taille du Foyer												
1 personne	265	14.4%	2.9%	144	13.9%	3.6%	121	15.1%	2.3%	86	9.6%	5.0%
2 personnes	681	36.9%	3.8%	397	38.1%	4.6%	284	35.4%	3.1%	238	26.6%	5.6%
3 personnes	314	17.0%	3.4%	169	16.2%	3.6%	145	18.0%	3.1%	179	19.9%	4.8%
4 personnes	406	22.0%	4.4%	236	22.6%	5.1%	170	21.2%	3.7%	283	31.6%	6.1%
5 personnes et +	179	9.7%	3.4%	95	9.2%	3.9%	84	10.4%	3.0%	110	12.2%	4.4%
Présence d'enfants de moins de 15 ans												
Oui	606	32.9%	3.9%	345	33.2%	4.7%	261	32.4%	3.1%	393	43.9%	5.3%
Non	1239	67.1%	3.5%	696	66.8%	4.1%	543	67.6%	3.0%	502	56.1%	5.3%
Habitat												
Communes rurales	390	21.1%	3.0%	221	21.2%	3.5%	169	21.0%	2.5%	158	17.7%	4.4%
Agglo. - 20 000 hab	273	14.8%	3.2%	165	15.9%	4.1%	107	13.4%	2.4%	117	13.1%	4.8%
Agglo. 20 000 à 100 000 hab	210	11.4%	3.2%	119	11.4%	3.7%	91	11.3%	2.6%	87	9.7%	4.4%
Agglo. + 100 000 hab	530	28.7%	3.7%	309	29.7%	4.5%	221	27.5%	2.9%	258	28.8%	5.3%
Agglo. Paris	442	24.0%	5.3%	227	21.8%	5.8%	215	26.8%	4.9%	275	30.7%	7.1%

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Région d'habitation												
Ile-de-France	478	25.9%	5.1%	253	24.3%	5.6%	224	27.9%	4.6%	298	33.3%	6.9%
Nord-Pas-de-Calais	83	4.5%	2.6%	32	3.1%	2.1%	51	6.4%	3.0%	34	3.7%	3.8%
Lorraine	57	3.1%	3.0%	37	3.5%	4.0%	20	2.5%	2.0%	20	2.3%	3.9%
Alsace	64	3.4%	4.2%	39	3.7%	5.3%	25	3.1%	3.2%	31	3.4%	5.9%
Franche-Comté	32	1.7%	3.3%	20	1.9%	4.4%	11	1.4%	2.3%	9	1.0%	3.7%
Champagne-Ardenne	39	2.1%	3.6%	24	2.3%	4.6%	15	1.8%	2.6%	15	1.7%	5.6%
Picardie	45	2.5%	3.0%	24	2.3%	3.3%	21	2.6%	2.6%	13	1.4%	2.8%
Bourgogne	37	2.0%	2.7%	16	1.5%	2.5%	21	2.6%	3.0%	18	2.0%	5.1%
Haute-Normandie	36	1.9%	2.4%	21	2.1%	3.0%	14	1.8%	1.8%	16	1.8%	3.7%
Basse-Normandie	35	1.9%	2.9%	17	1.6%	2.9%	18	2.2%	2.8%	19	2.1%	6.1%
Centre	86	4.6%	4.1%	45	4.3%	4.5%	41	5.1%	3.8%	42	4.7%	6.7%
Pays de la Loire	100	5.4%	3.5%	59	5.7%	4.3%	41	5.1%	2.8%	34	3.8%	3.8%
Bretagne	95	5.2%	3.7%	51	4.9%	4.1%	44	5.5%	3.3%	36	4.0%	4.7%
Poitou-Charentes	45	2.4%	3.1%	24	2.3%	3.4%	21	2.7%	2.8%	21	2.3%	5.4%
Aquitaine	99	5.3%	3.7%	61	5.8%	4.8%	38	4.7%	2.7%	51	5.7%	6.0%
Midi-Pyrénées	89	4.8%	3.8%	57	5.4%	4.9%	33	4.1%	2.7%	41	4.6%	5.2%
Limousin	24	1.3%	3.8%	10	1.0%	3.4%	13	1.6%	4.0%	10	1.1%	6.2%
Auvergne	29	1.6%	2.6%	19	1.8%	3.5%	10	1.2%	1.7%	16	1.8%	5.2%
Rhône-Alpes	179	9.7%	3.6%	109	10.4%	4.5%	70	8.8%	2.7%	91	10.2%	5.4%
Languedoc-Roussillon	57	3.1%	2.6%	38	3.7%	3.8%	18	2.3%	1.6%	27	3.1%	4.3%
Provence-Alpes-Côte-d'Azur-Corse	139	7.5%	3.2%	86	8.2%	4.2%	53	6.6%	2.3%	54	6.0%	3.8%
Habitudes de connexion Internet												
Tous les jours	1268	68.7%	4.7%	728	69.9%	5.3%	541	67.2%	4.1%	733	81.9%	5.8%
Presque tous les jours	197	10.7%	3.2%	110	10.5%	4.0%	87	10.8%	2.6%	89	10.0%	3.7%
1 à 2 fois par semaine	73	3.9%	2.3%	30	2.9%	2.1%	43	5.3%	2.4%	33	3.7%	3.7%
1 à 3 fois par mois	34	1.9%	4.0%	12	1.1%	2.9%	23	2.8%	4.9%	19	2.1%	10.1%
Moins souvent	37	2.0%	2.6%	15	1.5%	2.5%	22	2.7%	2.7%	4	0.5%	2.9%
Jamais	5	0.3%	2.1%	0	-	-	5	0.6%	4.7%	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	38	2.1%	1.6%	23	2.2%	2.4%	15	1.9%	1.0%	5	0.5%	2.4%
De 9 000 à moins de 12 000 euros par an	76	4.1%	2.3%	31	2.9%	2.8%	45	5.6%	2.1%	11	1.2%	3.8%
De 12 000 à moins de 18 000 euros par an	128	6.9%	1.9%	68	6.5%	2.3%	60	7.4%	1.6%	26	2.9%	3.2%
De 18 000 à moins de 24 000 euros par an	152	8.3%	2.1%	68	6.5%	2.0%	84	10.5%	2.2%	25	2.8%	1.6%
De 24 000 à moins de 36 000 euros par an	360	19.5%	3.3%	220	21.1%	4.0%	140	17.4%	2.5%	124	13.8%	3.4%
De 36 000 à moins de 45 000 euros par an	310	16.8%	5.0%	164	15.8%	5.0%	146	18.1%	4.9%	169	18.9%	6.0%
De 45 000 à moins de 65 000 euros par an	337	18.3%	6.0%	204	19.6%	6.5%	133	16.6%	5.3%	218	24.4%	6.3%
65 000 euros et plus	285	15.4%	9.9%	178	17.1%	10.2%	107	13.3%	9.5%	226	25.2%	10.1%
Refus	129	7.0%	3.4%	71	6.9%	4.6%	57	7.1%	2.6%	78	8.7%	6.0%
Ne sait pas	31	1.7%	2.1%	14	1.3%	2.1%	17	2.1%	2.0%	14	1.6%	2.6%