

# Capital

Lecture Dernière Période



	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
<b>ENSEMBLE</b>	1591	100.0%	3.1%	967	100.0%	3.9%	625	100.0%	2.3%	687	100.0%	3.9%
<b>Sexe</b>												
<b>Homme</b>	967	60.7%	3.9%	967	100.0%	3.9%	0	0.0%	0.0%	438	63.8%	4.9%
<b>Femme</b>	625	39.3%	2.3%	0	0.0%	0.0%	625	100.0%	2.3%	249	36.2%	2.9%
<b>Age</b>												
<b>15 à 24 ans</b>	149	9.4%	2.1%	99	10.3%	2.7%	50	8.0%	1.4%	67	9.7%	2.2%
<b>25 à 34 ans</b>	203	12.8%	2.7%	132	13.7%	3.6%	71	11.4%	1.8%	97	14.1%	3.0%
<b>35 à 49 ans</b>	444	27.9%	3.5%	275	28.5%	4.5%	168	26.9%	2.7%	283	41.2%	4.5%
<b>50 à 59 ans</b>	369	23.2%	4.1%	227	23.5%	5.0%	142	22.7%	3.2%	193	28.2%	5.1%
<b>60 ans et plus</b>	427	26.8%	2.7%	233	24.1%	3.4%	194	31.0%	2.2%	47	6.8%	4.7%
<b>Individu</b>												
<b>Ménagères</b>	560	35.2%	2.4%	0	0.0%	0.0%	560	89.6%	2.4%	222	32.3%	3.2%
<b>Personne de référence</b>	941	59.1%	3.3%	828	85.7%	4.0%	112	18.0%	1.4%	402	58.5%	4.7%
<b>Responsable des achats</b>	1063	66.8%	3.0%	531	54.9%	4.0%	532	85.1%	2.3%	424	61.8%	3.8%
<b>PCS Individu</b>												
<b>Agriculteurs</b>	30	1.9%	6.0%	18	1.9%	5.3%	12	1.9%	7.4%	1	0.1%	3.2%
<b>Petits patrons</b>	111	7.0%	6.9%	90	9.3%	7.6%	21	3.4%	4.9%	103	15.0%	7.2%
<b>Affaires et Cadres</b>	294	18.4%	6.0%	195	20.1%	6.9%	99	15.8%	4.7%	264	38.4%	6.0%
<b>Professions intermédiaires</b>	208	13.1%	2.9%	117	12.1%	3.2%	91	14.6%	2.5%	178	25.9%	3.0%
<b>Employés</b>	202	12.7%	2.4%	97	10.1%	4.3%	105	16.8%	1.7%	42	6.1%	2.3%
<b>Ouvriers</b>	175	11.0%	2.8%	171	17.7%	3.4%	3	0.6%	0.3%	9	1.4%	2.7%
<b>Retraités</b>	353	22.2%	2.8%	196	20.2%	3.2%	157	25.2%	2.3%	4	0.6%	2.1%
<b>Autres inactifs</b>	219	13.7%	2.1%	83	8.6%	2.3%	135	21.7%	2.0%	85	12.4%	2.6%
<b>PCS Personne de référence</b>												
<b>Agriculteurs</b>	34	2.1%	4.5%	20	2.1%	5.0%	14	2.3%	4.0%	0	0.0%	0.0%
<b>Petits patrons</b>	137	8.6%	5.2%	95	9.8%	6.9%	43	6.8%	3.4%	137	20.0%	5.2%
<b>Affaires et Cadres</b>	336	21.1%	4.9%	214	22.1%	6.3%	122	19.5%	3.5%	336	48.9%	4.9%
<b>Professions intermédiaires</b>	214	13.4%	2.7%	129	13.4%	3.2%	84	13.5%	2.2%	214	31.1%	2.7%
<b>Employés</b>	175	11.0%	3.2%	94	9.8%	4.0%	80	12.8%	2.6%	0	0.0%	0.0%
<b>Ouvriers</b>	247	15.6%	2.6%	185	19.1%	3.6%	63	10.0%	1.4%	0	0.0%	0.0%
<b>Retraités</b>	405	25.4%	2.7%	211	21.9%	3.2%	193	30.9%	2.4%	0	0.0%	0.0%
<b>Autres inactifs</b>	44	2.8%	1.1%	18	1.8%	1.2%	26	4.2%	1.0%	0	0.0%	0.0%

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<b>Taille du foyer</b>												
<b>1 personne</b>	187	11.8%	1.9%	108	11.2%	2.5%	79	12.7%	1.4%	74	10.7%	3.8%
<b>2 personnes</b>	562	35.3%	3.1%	294	30.4%	3.4%	269	43.0%	2.9%	136	19.9%	3.3%
<b>3 personnes</b>	281	17.7%	3.1%	198	20.5%	4.2%	83	13.3%	1.9%	146	21.2%	3.6%
<b>4 personnes</b>	326	20.5%	3.5%	219	22.7%	4.8%	107	17.1%	2.3%	218	31.8%	4.6%
<b>5 personnes et +</b>	235	14.8%	4.3%	148	15.3%	5.6%	87	13.9%	3.1%	113	16.5%	4.4%
<b>Présence d'enfants de moins de 15 ans</b>												
<b>Oui</b>	563	35.4%	3.6%	369	38.1%	5.0%	194	31.1%	2.3%	312	45.4%	4.1%
<b>Non</b>	1028	64.6%	2.8%	598	61.9%	3.4%	430	68.9%	2.3%	375	54.6%	3.9%
<b>Habitat</b>												
<b>Communes rurales</b>	215	13.5%	1.8%	131	13.6%	2.3%	84	13.5%	1.3%	80	11.6%	2.5%
<b>Agglo. - 20 000 hab</b>	254	16.0%	2.8%	157	16.2%	3.6%	98	15.6%	2.1%	91	13.3%	3.5%
<b>Agglo. 20 000 à 100 000 hab</b>	210	13.2%	3.0%	131	13.5%	3.9%	80	12.7%	2.2%	92	13.5%	4.6%
<b>Agglo. + 100 000 hab</b>	522	32.8%	3.4%	322	33.3%	4.3%	200	32.0%	2.5%	221	32.2%	3.9%
<b>Agglo. Paris</b>	390	24.5%	4.5%	226	23.4%	5.5%	164	26.2%	3.6%	203	29.5%	5.1%

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	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
<b>Régions INSEE</b>												
Ile de France	422	26.5%	4.4%	245	25.3%	5.3%	177	28.3%	3.5%	219	31.9%	5.0%
Nord Pas de Calais	93	5.9%	2.9%	55	5.6%	3.6%	39	6.2%	2.3%	41	6.0%	4.1%
Lorraine	75	4.7%	3.9%	48	5.0%	5.2%	27	4.3%	2.7%	24	3.5%	4.5%
Alsace	56	3.6%	3.7%	33	3.4%	4.4%	24	3.8%	3.0%	28	4.1%	6.4%
Franche-Comté	26	1.6%	2.7%	12	1.2%	2.5%	14	2.3%	2.9%	12	1.7%	4.7%
Champagne Ardennes	20	1.3%	1.8%	11	1.1%	2.0%	9	1.5%	1.7%	10	1.4%	3.5%
Picardie	23	1.5%	1.5%	16	1.6%	2.1%	7	1.2%	0.9%	9	1.3%	2.0%
Bourgogne	45	2.8%	3.3%	30	3.1%	4.6%	15	2.5%	2.2%	13	1.9%	3.8%
Haute Normandie	45	2.8%	3.0%	17	1.7%	2.3%	28	4.5%	3.6%	16	2.3%	3.6%
Basse Normandie	22	1.4%	1.8%	15	1.5%	2.6%	7	1.2%	1.2%	9	1.4%	2.6%
Centre	75	4.7%	3.6%	42	4.4%	4.2%	33	5.3%	3.0%	28	4.0%	4.2%
Pays de Loire	75	4.7%	2.5%	52	5.4%	3.6%	23	3.7%	1.5%	22	3.3%	2.5%
Bretagne	56	3.5%	2.1%	37	3.8%	2.9%	19	3.1%	1.4%	26	3.8%	3.7%
Poitou Charentes	37	2.3%	2.5%	19	2.0%	2.7%	17	2.8%	2.3%	15	2.2%	4.1%
Aquitaine	82	5.1%	2.9%	49	5.1%	3.7%	32	5.2%	2.2%	29	4.2%	3.5%
Midi Pyrénées	37	2.3%	1.5%	22	2.3%	1.8%	15	2.4%	1.2%	15	2.2%	1.9%
Limousin	19	1.2%	3.0%	7	0.8%	2.5%	11	1.8%	3.5%	5	0.8%	3.2%
Auvergne	27	1.7%	2.4%	13	1.4%	2.4%	14	2.3%	2.4%	12	1.8%	3.9%
Rhône Alpes	179	11.2%	3.4%	135	14.0%	5.4%	44	7.0%	1.6%	79	11.6%	4.1%
Languedoc Roussillon	54	3.4%	2.3%	32	3.3%	2.9%	22	3.5%	1.8%	19	2.8%	2.6%
Provence Alpes Côte d'Azur. Corse	123	7.7%	2.8%	77	8.0%	3.7%	45	7.2%	2.0%	54	7.9%	3.5%
<b>Habitudes de connexion à Internet</b>												
Tous les jours	1320	83.0%	3.6%	821	84.9%	4.5%	499	79.9%	2.7%	620	90.3%	4.1%
Presque tous les jours	132	8.3%	2.4%	74	7.7%	2.9%	58	9.2%	1.9%	34	4.9%	2.1%
1 à 2 fois par semaine	70	4.4%	2.6%	39	4.0%	3.4%	32	5.1%	2.0%	15	2.2%	2.9%
1 à 3 fois par mois	24	1.5%	4.8%	17	1.7%	7.2%	8	1.2%	2.8%	4	0.6%	4.9%
Moins souvent	18	1.1%	3.2%	3	0.4%	1.2%	15	2.3%	5.3%	13	1.9%	24.7%

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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>	28	1.8%	1.7%	14	1.5%	2.0%	14	2.2%	1.4%	1	0.1%	0.4%
<b>De 9 000 à moins de 12 000 euros par an</b>	26	1.7%	1.0%	10	1.0%	1.0%	16	2.6%	1.0%	1	0.1%	0.3%
<b>De 12 000 à moins de 18 000 euros par an</b>	78	4.9%	1.5%	41	4.3%	1.8%	37	5.9%	1.2%	7	1.0%	1.0%
<b>De 18 000 à moins de 24 000 euros par an</b>	114	7.2%	1.7%	64	6.7%	2.2%	50	8.0%	1.3%	39	5.6%	2.7%
<b>De 24 000 à moins de 36 000 euros par an</b>	342	21.5%	2.9%	189	19.5%	3.4%	153	24.6%	2.5%	102	14.9%	2.9%
<b>De 36 000 à moins de 45 000 euros par an</b>	230	14.5%	3.1%	139	14.4%	3.7%	91	14.6%	2.5%	114	16.6%	4.0%
<b>De 45 000 à moins de 65 000 euros par an</b>	296	18.6%	4.2%	203	21.0%	5.1%	93	14.9%	3.0%	163	23.7%	4.4%
<b>65 000 euros et plus par an</b>	265	16.6%	6.3%	185	19.1%	7.5%	80	12.7%	4.5%	194	28.3%	6.7%
<b>Refus</b>	171	10.8%	4.0%	99	10.2%	5.6%	72	11.6%	2.9%	44	6.5%	3.0%
<b>Ne sait pas</b>	41	2.6%	3.8%	23	2.3%	4.7%	18	2.9%	3.1%	23	3.4%	6.0%