

# Capital

Mensuel, Lecture Dernière Période



	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
<b>Ensemble</b>	1913	100.0%	3.7%	1079	100.0%	4.4%	834	100.0%	3.1%	928	100.0%	5.5%
<b>Sexe</b>												
<b>Homme</b>	1079	56.4%	4.4%	1079	100.0%	4.4%	0	-	-	512	55.1%	5.8%
<b>Femme</b>	834	43.6%	3.1%	0	-	-	834	100.0%	3.1%	417	44.9%	5.1%
<b>Age</b>												
<b>15 à 24 ans</b>	162	8.4%	2.2%	93	8.7%	2.5%	68	8.2%	1.9%	81	8.7%	2.6%
<b>25 à 34 ans</b>	251	13.1%	3.3%	151	14.0%	4.0%	99	11.9%	2.5%	146	15.7%	4.3%
<b>35 à 49 ans</b>	586	30.6%	4.6%	337	31.2%	5.4%	249	29.9%	3.9%	399	43.0%	6.5%
<b>50 à 64 ans</b>	588	30.7%	4.8%	309	28.7%	5.2%	279	33.4%	4.4%	291	31.3%	7.2%
<b>65 ans et plus</b>	327	17.1%	2.9%	188	17.5%	4.0%	138	16.6%	2.2%	12	1.3%	6.3%
<b>Individu</b>												
<b>Ménagère</b>	760	39.8%	3.2%	0	-	-	760	91.2%	3.2%	384	41.4%	5.6%
<b>Personne de Référence</b>	1113	58.2%	4.0%	941	87.2%	4.7%	171	20.5%	2.2%	519	55.9%	6.2%
<b>Responsable des achats</b>	1304	68.2%	3.7%	564	52.2%	4.5%	740	88.8%	3.2%	627	67.5%	5.8%
<b>PCS Individu</b>												
<b>Agriculteurs</b>	26	1.4%	4.9%	18	1.7%	5.4%	8	1.0%	4.1%	3	0.3%	11.1%
<b>Petits patrons</b>	113	5.9%	6.9%	76	7.0%	6.5%	37	4.5%	7.7%	97	10.5%	6.6%
<b>Affaires et Cadres</b>	365	19.1%	7.7%	236	21.9%	8.1%	129	15.5%	7.0%	346	37.3%	8.0%
<b>Professions intermédiaires</b>	315	16.5%	4.7%	175	16.2%	5.0%	140	16.8%	4.3%	284	30.6%	5.1%
<b>Employés</b>	252	13.2%	3.0%	90	8.3%	4.3%	162	19.4%	2.6%	74	7.9%	4.1%
<b>Ouvriers</b>	159	8.3%	2.5%	132	12.3%	2.7%	26	3.2%	1.8%	12	1.3%	2.9%
<b>Retraités</b>	403	21.1%	3.2%	234	21.7%	3.9%	169	20.3%	2.6%	10	1.0%	4.1%
<b>Autres inactifs</b>	280	14.6%	2.8%	118	11.0%	3.4%	161	19.3%	2.5%	103	11.1%	3.3%
<b>PCS Personne de Référence</b>												
<b>Agriculteurs</b>	32	1.7%	4.0%	19	1.8%	5.0%	13	1.5%	3.1%	0	-	-
<b>Petits patrons</b>	135	7.0%	5.1%	80	7.4%	5.8%	55	6.6%	4.4%	135	14.5%	5.1%
<b>Affaires et Cadres</b>	487	25.5%	7.1%	254	23.6%	7.3%	233	27.9%	6.9%	487	52.5%	7.1%
<b>Professions intermédiaires</b>	306	16.0%	4.1%	178	16.5%	4.5%	129	15.4%	3.6%	306	33.0%	4.1%
<b>Employés</b>	163	8.5%	3.1%	94	8.7%	4.2%	69	8.2%	2.2%	0	-	-
<b>Ouvriers</b>	197	10.3%	2.1%	132	12.2%	2.7%	65	7.8%	1.4%	0	-	-
<b>Retraités</b>	495	25.9%	3.4%	261	24.2%	3.9%	234	28.0%	2.9%	0	-	-
<b>Autres inactifs</b>	98	5.1%	2.5%	61	5.6%	4.1%	37	4.4%	1.5%	0	-	-

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<b>Taille du Foyer</b>												
<b>1 personne</b>	265	13.8%	2.8%	154	14.3%	3.8%	111	13.3%	2.1%	93	10.0%	5.3%
<b>2 personnes</b>	690	36.1%	3.8%	395	36.6%	4.5%	295	35.4%	3.2%	215	23.1%	5.0%
<b>3 personnes</b>	364	19.0%	3.9%	202	18.7%	4.4%	162	19.4%	3.4%	221	23.8%	5.8%
<b>4 personnes</b>	417	21.8%	4.5%	225	20.8%	4.9%	192	23.0%	4.2%	288	31.0%	6.2%
<b>5 personnes et +</b>	178	9.3%	3.4%	103	9.5%	4.2%	75	9.0%	2.7%	113	12.1%	4.6%
<b>Présence d'enfants de moins de 15 ans</b>												
<b>Oui</b>	638	33.4%	4.1%	365	33.8%	5.0%	273	32.8%	3.2%	440	47.4%	5.7%
<b>Non</b>	1275	66.6%	3.6%	714	66.2%	4.2%	561	67.2%	3.1%	488	52.6%	5.3%
<b>Habitat</b>												
<b>Communes rurales</b>	372	19.4%	3.2%	204	18.9%	3.7%	168	20.2%	2.7%	155	16.7%	4.6%
<b>Agglo. - 20 000 hab</b>	314	16.4%	3.5%	178	16.5%	4.2%	136	16.3%	2.9%	122	13.2%	4.8%
<b>Agglo. 20 000 à 100 000 hab</b>	221	11.6%	3.2%	143	13.3%	4.2%	78	9.4%	2.3%	88	9.5%	4.4%
<b>Agglo. + 100 000 hab</b>	579	30.3%	3.8%	331	30.7%	4.6%	248	29.7%	3.1%	283	30.5%	5.4%
<b>Agglo. Paris</b>	427	22.3%	5.1%	223	20.6%	5.6%	204	24.4%	4.6%	279	30.1%	7.2%

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	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
<b>Région d'habitation</b>												
Ile-de-France	485	25.4%	5.1%	259	24.0%	5.8%	225	27.0%	4.6%	306	33.0%	7.1%
Nord-Pas-de-Calais	89	4.7%	2.8%	55	5.1%	3.6%	34	4.1%	2.0%	41	4.4%	4.5%
Lorraine	66	3.5%	3.4%	43	4.0%	4.6%	23	2.8%	2.3%	29	3.2%	5.3%
Alsace	74	3.9%	4.9%	45	4.1%	6.1%	29	3.5%	3.7%	36	3.8%	7.3%
Franche-Comté	42	2.2%	4.4%	16	1.5%	3.5%	25	3.1%	5.2%	24	2.6%	9.1%
Champagne-Ardenne	43	2.2%	3.9%	29	2.7%	5.6%	14	1.7%	2.4%	22	2.4%	6.9%
Picardie	39	2.0%	2.6%	26	2.4%	3.5%	13	1.6%	1.7%	19	2.1%	4.4%
Bourgogne	42	2.2%	3.1%	18	1.7%	2.8%	24	2.9%	3.4%	21	2.2%	5.7%
Haute-Normandie	45	2.3%	3.0%	28	2.6%	3.9%	17	2.1%	2.2%	29	3.1%	6.7%
Basse-Normandie	37	1.9%	3.0%	16	1.5%	2.8%	20	2.4%	3.2%	18	2.0%	5.5%
Centre	64	3.4%	3.1%	31	2.9%	3.1%	34	4.0%	3.1%	31	3.3%	4.9%
Pays de la Loire	124	6.5%	4.3%	71	6.6%	5.2%	52	6.3%	3.5%	48	5.1%	5.8%
Bretagne	84	4.4%	3.2%	60	5.5%	4.8%	24	2.9%	1.8%	33	3.6%	4.3%
Poitou-Charentes	44	2.3%	3.0%	26	2.4%	3.7%	18	2.2%	2.4%	13	1.4%	3.5%
Aquitaine	91	4.7%	3.4%	58	5.4%	4.5%	33	4.0%	2.3%	32	3.5%	4.0%
Midi-Pyrénées	78	4.1%	3.2%	42	3.9%	3.7%	35	4.2%	2.8%	32	3.4%	4.0%
Limousin	23	1.2%	3.7%	12	1.1%	3.9%	12	1.4%	3.5%	7	0.8%	4.6%
Auvergne	37	2.0%	3.3%	18	1.6%	3.3%	20	2.4%	3.4%	9	1.0%	3.1%
Rhône-Alpes	204	10.7%	4.1%	113	10.5%	4.7%	91	10.9%	3.5%	88	9.4%	4.9%
Languedoc-Roussillon	61	3.2%	2.8%	35	3.2%	3.4%	26	3.1%	2.3%	21	2.3%	3.3%
Provence-Alpes-Côte-d'Azur-Corse	141	7.4%	3.3%	78	7.2%	3.8%	64	7.6%	2.8%	68	7.4%	4.8%
<b>Habitudes de connexion Internet</b>												
Tous les jours	1314	68.7%	4.8%	755	70.0%	5.4%	559	67.0%	4.1%	757	81.6%	5.9%
Presque tous les jours	211	11.0%	3.4%	105	9.7%	3.6%	106	12.7%	3.3%	97	10.5%	4.2%
1 à 2 fois par semaine	117	6.1%	3.6%	54	5.0%	3.7%	62	7.5%	3.5%	54	5.9%	5.8%
1 à 3 fois par mois	15	0.8%	1.7%	12	1.1%	3.5%	3	0.4%	0.6%	1	0.1%	0.7%
Moins souvent	28	1.5%	2.1%	20	1.9%	3.2%	8	1.0%	1.1%	4	0.5%	3.2%
Jamais	6	0.3%	4.2%	6	0.5%	6.8%	0	-	-	0	-	-

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	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
<b>Revenus du Foyer</b>												
Moins de 9 000 euros par an	37	1.9%	1.7%	17	1.5%	1.9%	20	2.4%	1.6%	7	0.7%	3.6%
De 9 000 à moins de 12 000 euros par an	46	2.4%	1.4%	29	2.7%	2.5%	17	2.0%	0.8%	9	1.0%	3.7%
De 12 000 à moins de 18 000 euros par an	117	6.1%	1.8%	56	5.2%	2.0%	61	7.3%	1.6%	12	1.3%	1.6%
De 18 000 à moins de 24 000 euros par an	197	10.3%	2.6%	110	10.2%	3.1%	87	10.5%	2.2%	55	5.9%	3.4%
De 24 000 à moins de 36 000 euros par an	397	20.7%	3.4%	217	20.1%	3.9%	179	21.5%	3.0%	151	16.2%	4.1%
De 36 000 à moins de 45 000 euros par an	297	15.5%	4.6%	202	18.8%	5.7%	95	11.4%	3.2%	152	16.3%	5.1%
De 45 000 à moins de 65 000 euros par an	359	18.8%	6.0%	202	18.7%	6.1%	157	18.8%	6.0%	212	22.9%	5.9%
De 65 000 à moins de 80 000 euros par an	121	6.3%	7.9%	68	6.3%	7.4%	53	6.3%	8.5%	90	9.7%	8.1%
De 80 000 à moins de 115 000 euros par an	107	5.6%	11.0%	68	6.3%	11.5%	39	4.7%	10.2%	98	10.5%	12.2%
115 000 euros et plus par an	57	3.0%	12.5%	28	2.6%	10.3%	29	3.5%	15.8%	53	5.7%	13.9%
Refus	149	7.8%	4.6%	66	6.1%	4.9%	83	9.9%	4.4%	80	8.7%	7.1%
Ne sait pas	29	1.5%	2.0%	16	1.4%	2.5%	14	1.7%	1.7%	10	1.1%	2.1%