

	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
ENSEMBLE	2263	100.0%	4.4%	1115	100.0%	4.5%	1148	100.0%	4.3%	586	100.0%	3.4%
Sexe												
Homme	1115	49.3%	4.5%	1115	100.0%	4.5%	0	0.0%	0.0%	322	55.0%	3.6%
Femme	1148	50.7%	4.3%	0	0.0%	0.0%	1148	100.0%	4.3%	264	45.0%	3.2%
Age												
15 à 24 ans	195	8.6%	2.6%	111	10.0%	3.0%	84	7.3%	2.3%	72	12.3%	2.3%
25 à 34 ans	200	8.8%	2.6%	111	10.0%	3.0%	89	7.7%	2.3%	82	14.0%	2.4%
35 à 49 ans	507	22.4%	4.0%	278	24.9%	4.5%	229	19.9%	3.6%	232	39.6%	3.7%
50 à 59 ans	452	20.0%	5.0%	231	20.7%	5.1%	222	19.3%	4.9%	176	30.1%	4.8%
60 ans et plus	909	40.1%	6.2%	384	34.4%	6.1%	525	45.7%	6.3%	23	4.0%	3.3%
Individu												
Ménagères	1066	47.1%	4.6%	0	0.0%	0.0%	1066	92.9%	4.6%	233	39.7%	3.4%
Personne de référence	1269	56.1%	4.5%	959	86.0%	4.7%	310	27.0%	3.9%	308	52.5%	3.6%
Responsable des achats	1605	70.9%	4.5%	568	51.0%	4.5%	1037	90.3%	4.5%	375	64.0%	3.4%
PCS Individu												
Agriculteurs	39	1.7%	7.3%	25	2.2%	6.9%	14	1.2%	8.2%	1	0.1%	2.6%
Petits patrons	81	3.6%	5.0%	54	4.9%	4.8%	26	2.3%	5.3%	77	13.1%	5.3%
Affaires et Cadres	123	5.4%	2.5%	83	7.5%	2.7%	40	3.5%	2.1%	108	18.4%	2.4%
Professions intermédiaires	253	11.2%	3.7%	156	14.0%	4.5%	97	8.5%	3.0%	206	35.1%	3.7%
Employés	351	15.5%	4.3%	93	8.4%	4.6%	258	22.5%	4.1%	89	15.1%	5.0%
Ouvriers	294	13.0%	4.6%	236	21.2%	4.8%	58	5.0%	3.9%	21	3.6%	4.8%
Retraités	803	35.5%	6.4%	373	33.5%	6.2%	429	37.4%	6.5%	12	2.1%	5.0%
Autres inactifs	319	14.1%	3.2%	94	8.4%	2.6%	225	19.6%	3.4%	73	12.5%	2.3%
PCS Personne de référence												
Agriculteurs	47	2.1%	5.8%	23	2.1%	5.5%	24	2.1%	6.1%	0	0.0%	0.0%
Petits patrons	145	6.4%	5.6%	63	5.6%	4.8%	83	7.2%	6.3%	145	24.8%	5.6%
Affaires et Cadres	159	7.0%	2.2%	86	7.7%	2.3%	73	6.4%	2.1%	159	27.1%	2.2%
Professions intermédiaires	282	12.5%	3.8%	174	15.6%	4.4%	108	9.4%	3.1%	282	48.1%	3.8%
Employés	186	8.2%	3.5%	100	8.9%	4.6%	87	7.5%	2.7%	0	0.0%	0.0%
Ouvriers	389	17.2%	4.2%	213	19.1%	4.4%	177	15.4%	4.0%	0	0.0%	0.0%
Retraités	903	39.9%	6.2%	402	36.0%	6.0%	501	43.6%	6.3%	0	0.0%	0.0%
Autres inactifs	152	6.7%	3.9%	56	5.0%	3.7%	96	8.3%	3.9%	0	0.0%	0.0%

	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
Taille du foyer												
1 personne	426	18.8%	4.4%	197	17.6%	4.7%	229	20.0%	4.2%	52	8.9%	2.8%
2 personnes	929	41.1%	5.2%	428	38.4%	4.9%	502	43.7%	5.5%	141	24.1%	3.4%
3 personnes	363	16.1%	4.0%	200	17.9%	4.4%	163	14.2%	3.6%	136	23.2%	3.5%
4 personnes	373	16.5%	4.1%	196	17.6%	4.3%	177	15.4%	3.8%	178	30.4%	3.7%
5 personnes et +	171	7.6%	3.2%	95	8.5%	3.8%	77	6.7%	2.7%	79	13.4%	3.1%
Présence d'enfants de moins de 15 ans												
Oui	578	25.6%	3.7%	313	28.1%	4.3%	266	23.1%	3.2%	268	45.8%	3.4%
Non	1685	74.4%	4.7%	802	71.9%	4.7%	882	76.9%	4.8%	318	54.2%	3.4%
Habitat												
Communes rurales	579	25.6%	5.0%	296	26.5%	5.4%	284	24.7%	4.7%	163	27.8%	4.9%
Agglo. - 20 000 hab	461	20.4%	5.2%	207	18.6%	4.9%	254	22.2%	5.4%	137	23.3%	5.2%
Agglo. 20 000 à 100 000 hab	392	17.3%	5.6%	192	17.2%	5.5%	200	17.5%	5.7%	68	11.6%	3.3%
Agglo. + 100 000 hab	819	36.2%	5.3%	414	37.2%	5.6%	405	35.3%	5.0%	215	36.7%	4.1%
Agglo. Paris	12	0.5%	0.1%	7	0.6%	0.2%	5	0.4%	0.1%	3	0.5%	0.1%

Groupe Bourgogne Rhône Alpes



LNM

	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
Régions INSEE												
Ile de France	12	0.5%	0.1%	7	0.6%	0.2%	5	0.4%	0.1%	3	0.6%	0.1%
Nord Pas de Calais	0	-	-	0	-	-	0	0.0%	0.0%	0	-	-
Lorraine	1	-	-	0	0.0%	0.0%	1	0.1%	0.1%	0	0.0%	0.0%
Alsace	0	0.0%	0.0%	0	0.0%	0.0%	0	0.0%	0.0%	0	0.0%	0.0%
Franche-Comté	89	3.9%	9.3%	43	3.9%	9.3%	46	4.0%	9.4%	21	3.5%	7.7%
Champagne Ardennes	2	0.1%	0.2%	2	0.1%	0.3%	1	0.1%	0.1%	1	0.2%	0.5%
Picardie	0	0.0%	0.0%	0	0.0%	0.0%	0	0.0%	0.0%	0	0.0%	0.0%
Bourgogne	391	17.3%	28.8%	194	17.4%	29.8%	197	17.1%	27.9%	93	15.8%	24.0%
Haute Normandie	0	-	-	0	-	-	0	0.0%	0.0%	0	0.1%	0.1%
Basse Normandie	0	0.0%	0.0%	0	0.0%	0.0%	0	0.0%	0.0%	0	0.0%	0.0%
Centre	0	0.0%	0.0%	0	0.0%	0.0%	0	0.0%	0.0%	0	0.0%	0.0%
Pays de Loire	0	0.0%	0.0%	0	0.0%	0.0%	0	0.0%	0.0%	0	0.0%	0.0%
Bretagne	0	0.0%	0.0%	0	0.0%	0.0%	0	0.0%	0.0%	0	0.0%	0.0%
Poitou Charentes	0	0.0%	0.0%	0	0.0%	0.0%	0	0.0%	0.0%	0	0.0%	0.0%
Aquitaine	0	0.0%	0.0%	0	0.0%	0.0%	0	0.0%	0.0%	0	0.0%	0.0%
Midi Pyrénées	1	-	-	1	0.1%	0.1%	0	0.0%	0.0%	0	0.0%	0.0%
Limousin	0	-	-	0	0.0%	0.0%	0	-	-	0	0.0%	0.0%
Auvergne	51	2.2%	4.5%	28	2.5%	5.2%	23	2.0%	3.9%	12	2.1%	4.1%
Rhône Alpes	1601	70.8%	31.5%	773	69.3%	31.6%	828	72.1%	31.4%	424	72.3%	22.4%
Languedoc Roussillon	3	0.1%	0.1%	2	0.2%	0.2%	1	0.1%	0.1%	2	0.3%	0.2%
Provence Alpes Côte d'Azur. Corse	113	5.0%	2.6%	65	5.9%	3.2%	47	4.1%	2.1%	30	5.1%	2.2%
Habitudes de connexion à Internet												
Tous les jours	1066	47.1%	3.7%	568	51.0%	3.9%	498	43.3%	3.5%	445	75.9%	3.3%
Presque tous les jours	253	11.2%	4.0%	131	11.8%	4.3%	122	10.6%	3.6%	74	12.7%	3.2%
1 à 2 fois par semaine	174	7.7%	5.5%	58	5.2%	4.2%	116	10.1%	6.4%	30	5.2%	3.3%
1 à 3 fois par mois	37	1.6%	4.2%	18	1.6%	4.6%	19	1.7%	3.9%	3	0.6%	2.0%
Moins souvent	49	2.1%	4.0%	24	2.2%	4.5%	25	2.1%	3.5%	5	0.8%	3.8%
Jamais	4	0.2%	3.0%	1	0.1%	2.3%	3	0.2%	3.7%	1	0.1%	3.8%

LNM

	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
Revenus du foyer												
Moins de 9 000 euros par an	77	3.4%	3.8%	29	2.6%	3.6%	48	4.2%	3.9%	10	1.7%	5.4%
De 9 000 à moins de 12 000 euros par an	154	6.8%	4.6%	59	5.3%	5.0%	95	8.3%	4.4%	13	2.3%	4.8%
De 12 000 à moins de 18 000 euros par an	308	13.6%	4.8%	126	11.3%	4.7%	182	15.8%	4.9%	25	4.3%	3.4%
De 18 000 à moins de 24 000 euros par an	308	13.6%	4.3%	153	13.7%	4.5%	155	13.5%	4.1%	40	6.8%	2.6%
De 24 000 à moins de 36 000 euros par an	569	25.1%	4.9%	299	26.8%	5.3%	270	23.5%	4.5%	156	26.6%	4.2%
De 36 000 à moins de 45 000 euros par an	307	13.6%	4.6%	175	15.7%	4.8%	133	11.6%	4.3%	112	19.2%	3.7%
De 45 000 à moins de 65 000 euros par an	247	10.9%	3.9%	136	12.2%	3.9%	111	9.7%	4.0%	119	20.3%	3.2%
De 65 000 à moins de 80 000 euros par an	64	2.8%	3.9%	46	4.1%	4.8%	18	1.5%	2.6%	38	6.5%	3.3%
De 80 000 à moins de 115 000 euros par an	15	0.7%	1.6%	9	0.8%	1.6%	6	0.5%	1.5%	13	2.3%	1.7%
115 000 euros et plus par an	7	0.3%	1.6%	6	0.5%	2.2%	1	0.1%	0.7%	7	1.1%	1.7%
Refus	141	6.2%	4.5%	56	5.0%	4.3%	85	7.4%	4.6%	45	7.7%	3.9%
Ne sait pas	65	2.9%	4.1%	21	1.8%	3.2%	44	3.8%	4.7%	8	1.3%	1.3%