

| | Ensemble | | | Hommes | | | Femmes | | | FoyersCSP+ | | |
|----------------------------------|----------|-----------|-------------|----------|-----------|-------------|----------|-----------|-------------|------------|-----------|-------------|
| | Milliers | Structure | Pénétration | Milliers | Structure | Pénétration | Milliers | Structure | Pénétration | Milliers | Structure | Pénétration |
| ENSEMBLE | 2039 | 100.0% | 3.9% | 1107 | 100.0% | 4.5% | 931 | 100.0% | 3.5% | 901 | 100.0% | 5.2% |
| Sexe | | | | | | | | | | | | |
| Homme | 1107 | 54.3% | 4.5% | 1107 | 100.0% | 4.5% | 0 | 0.0% | 0.0% | 507 | 56.3% | 5.8% |
| Femme | 931 | 45.7% | 3.5% | 0 | 0.0% | 0.0% | 931 | 100.0% | 3.5% | 394 | 43.7% | 4.5% |
| Age | | | | | | | | | | | | |
| 15 à 24 ans | 221 | 10.9% | 3.0% | 140 | 12.7% | 3.8% | 81 | 8.7% | 2.3% | 122 | 13.5% | 3.9% |
| 25 à 34 ans | 241 | 11.8% | 3.2% | 140 | 12.6% | 3.7% | 102 | 10.9% | 2.6% | 131 | 14.5% | 4.0% |
| 35 à 49 ans | 467 | 22.9% | 3.7% | 260 | 23.4% | 4.2% | 208 | 22.3% | 3.3% | 292 | 32.4% | 4.8% |
| 50 à 59 ans | 418 | 20.5% | 4.5% | 218 | 19.7% | 4.7% | 200 | 21.5% | 4.3% | 270 | 29.9% | 6.9% |
| 60 ans et plus | 691 | 33.9% | 4.6% | 350 | 31.6% | 5.3% | 341 | 36.6% | 4.0% | 87 | 9.6% | 8.8% |
| Individu | | | | | | | | | | | | |
| Ménagères | 825 | 40.5% | 3.6% | 0 | 0.0% | 0.0% | 825 | 88.6% | 3.6% | 341 | 37.8% | 4.8% |
| Personne de référence | 1164 | 57.1% | 4.2% | 945 | 85.3% | 4.7% | 220 | 23.6% | 2.8% | 476 | 52.8% | 5.8% |
| Responsable des achats | 1405 | 68.9% | 4.0% | 593 | 53.5% | 4.6% | 813 | 87.3% | 3.6% | 584 | 64.8% | 5.3% |
| PCS Individu | | | | | | | | | | | | |
| Agriculteurs | 11 | 0.5% | 2.1% | 8 | 0.8% | 2.2% | 3 | 0.3% | 1.8% | 0 | 0.0% | 0.0% |
| Petits patrons | 105 | 5.1% | 6.4% | 76 | 6.8% | 6.8% | 29 | 3.1% | 5.6% | 98 | 10.9% | 6.8% |
| Affaires et Cadres | 359 | 17.6% | 7.0% | 219 | 19.8% | 7.5% | 140 | 15.0% | 6.5% | 337 | 37.4% | 7.3% |
| Professions intermédiaires | 271 | 13.3% | 3.9% | 147 | 13.3% | 4.3% | 125 | 13.4% | 3.6% | 221 | 24.6% | 3.9% |
| Employés | 266 | 13.0% | 3.2% | 101 | 9.1% | 4.7% | 165 | 17.7% | 2.7% | 69 | 7.6% | 3.8% |
| Ouvriers | 134 | 6.6% | 2.1% | 111 | 10.0% | 2.2% | 23 | 2.4% | 1.6% | 16 | 1.8% | 3.9% |
| Retraités | 540 | 26.5% | 4.3% | 296 | 26.7% | 5.0% | 244 | 26.2% | 3.7% | 21 | 2.3% | 8.5% |
| Autres inactifs | 353 | 17.3% | 3.4% | 150 | 13.5% | 3.9% | 204 | 21.9% | 3.1% | 138 | 15.3% | 4.2% |
| PCS Personne de référence | | | | | | | | | | | | |
| Agriculteurs | 20 | 1.0% | 2.4% | 9 | 0.9% | 2.3% | 10 | 1.1% | 2.6% | 0 | 0.0% | 0.0% |
| Petits patrons | 148 | 7.2% | 5.6% | 95 | 8.5% | 7.3% | 53 | 5.7% | 4.0% | 148 | 16.4% | 5.6% |
| Affaires et Cadres | 473 | 23.2% | 6.5% | 250 | 22.6% | 7.0% | 222 | 23.9% | 6.1% | 473 | 52.5% | 6.5% |
| Professions intermédiaires | 281 | 13.8% | 3.7% | 163 | 14.7% | 4.2% | 118 | 12.7% | 3.2% | 281 | 31.2% | 3.7% |
| Employés | 183 | 9.0% | 3.4% | 88 | 7.9% | 3.8% | 95 | 10.3% | 3.1% | 0 | 0.0% | 0.0% |
| Ouvriers | 177 | 8.7% | 1.9% | 108 | 9.8% | 2.1% | 69 | 7.5% | 1.6% | 0 | 0.0% | 0.0% |
| Retraités | 634 | 31.1% | 4.4% | 318 | 28.7% | 4.8% | 315 | 33.9% | 4.0% | 0 | 0.0% | 0.0% |
| Autres inactifs | 123 | 6.0% | 3.0% | 76 | 6.9% | 4.8% | 47 | 5.0% | 1.9% | 0 | 0.0% | 0.0% |

Lecture Dernière Période

| | Ensemble | | | Hommes | | | Femmes | | | FoyersCSP+ | | |
|----------------------------------------------|----------|-----------|-------------|----------|-----------|-------------|----------|-----------|-------------|------------|-----------|-------------|
| | Milliers | Structure | Pénétration | Milliers | Structure | Pénétration | Milliers | Structure | Pénétration | Milliers | Structure | Pénétration |
| Taille du foyer | | | | | | | | | | | | |
| 1 personne | 321 | 15.8% | 3.2% | 174 | 15.7% | 4.0% | 147 | 15.8% | 2.6% | 76 | 8.4% | 4.4% |
| 2 personnes | 839 | 41.1% | 4.7% | 416 | 37.5% | 4.8% | 423 | 45.5% | 4.6% | 258 | 28.7% | 5.9% |
| 3 personnes | 338 | 16.6% | 3.7% | 193 | 17.5% | 4.3% | 145 | 15.5% | 3.2% | 207 | 23.0% | 5.4% |
| 4 personnes | 340 | 16.7% | 3.6% | 202 | 18.3% | 4.4% | 138 | 14.8% | 2.9% | 234 | 26.0% | 4.8% |
| 5 personnes et + | 200 | 9.8% | 3.7% | 122 | 11.1% | 4.7% | 78 | 8.4% | 2.8% | 125 | 13.9% | 4.8% |
| Présence d'enfants de moins de 15 ans | | | | | | | | | | | | |
| Oui | 554 | 27.2% | 3.6% | 315 | 28.4% | 4.4% | 239 | 25.7% | 2.9% | 357 | 39.6% | 4.6% |
| Non | 1485 | 72.8% | 4.1% | 793 | 71.6% | 4.5% | 692 | 74.3% | 3.7% | 544 | 60.4% | 5.6% |
| Habitat | | | | | | | | | | | | |
| Communes rurales | 269 | 13.2% | 2.3% | 160 | 14.4% | 2.9% | 110 | 11.8% | 1.8% | 109 | 12.1% | 3.3% |
| Agglo. - 20 000 hab | 288 | 14.1% | 3.2% | 166 | 15.0% | 3.9% | 122 | 13.1% | 2.6% | 117 | 12.9% | 4.5% |
| Agglo. 20 000 à 100 000 hab | 212 | 10.4% | 3.1% | 111 | 10.0% | 3.3% | 101 | 10.9% | 2.8% | 72 | 8.0% | 4.0% |
| Agglo. + 100 000 hab | 736 | 36.1% | 4.8% | 394 | 35.6% | 5.3% | 341 | 36.7% | 4.3% | 340 | 37.8% | 6.0% |
| Agglo. Paris | 534 | 26.2% | 6.3% | 276 | 24.9% | 6.8% | 258 | 27.7% | 5.8% | 263 | 29.2% | 6.6% |

Lecture Dernière Période

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|------------------------------------------|----------|-----------|-------------|----------|-----------|-------------|----------|-----------|-------------|------------|-----------|-------------|
| | Milliers | Structure | Pénétration | Milliers | Structure | Pénétration | Milliers | Structure | Pénétration | Milliers | Structure | Pénétration |
| Régions INSEE | | | | | | | | | | | | |
| Ile de France | 570 | 27.9% | 6.0% | 302 | 27.3% | 6.6% | 267 | 28.7% | 5.4% | 277 | 30.7% | 6.3% |
| Nord Pas de Calais | 79 | 3.9% | 2.5% | 55 | 5.0% | 3.6% | 24 | 2.6% | 1.4% | 35 | 3.9% | 3.7% |
| Lorraine | 65 | 3.2% | 3.4% | 38 | 3.5% | 4.1% | 26 | 2.8% | 2.7% | 19 | 2.2% | 3.5% |
| Alsace | 54 | 2.7% | 3.6% | 28 | 2.5% | 3.8% | 26 | 2.8% | 3.3% | 26 | 2.9% | 5.4% |
| Franche-Comté | 33 | 1.6% | 3.4% | 17 | 1.5% | 3.7% | 16 | 1.7% | 3.2% | 14 | 1.5% | 5.3% |
| Champagne Ardennes | 34 | 1.7% | 3.1% | 18 | 1.6% | 3.5% | 16 | 1.7% | 2.8% | 11 | 1.2% | 3.7% |
| Picardie | 41 | 2.0% | 2.6% | 20 | 1.8% | 2.7% | 21 | 2.2% | 2.6% | 17 | 1.9% | 4.0% |
| Bourgogne | 54 | 2.7% | 4.0% | 35 | 3.2% | 5.4% | 19 | 2.1% | 2.7% | 22 | 2.5% | 6.5% |
| Haute Normandie | 71 | 3.5% | 4.8% | 43 | 3.8% | 6.0% | 28 | 3.0% | 3.6% | 41 | 4.5% | 8.7% |
| Basse Normandie | 27 | 1.3% | 2.3% | 17 | 1.5% | 2.9% | 11 | 1.1% | 1.7% | 13 | 1.4% | 3.6% |
| Centre | 62 | 3.0% | 3.0% | 35 | 3.2% | 3.5% | 27 | 2.9% | 2.5% | 27 | 3.0% | 4.7% |
| Pays de Loire | 89 | 4.4% | 3.0% | 44 | 4.0% | 3.1% | 45 | 4.9% | 3.0% | 45 | 5.0% | 4.7% |
| Bretagne | 96 | 4.7% | 3.6% | 51 | 4.6% | 4.0% | 45 | 4.8% | 3.3% | 47 | 5.2% | 5.6% |
| Poitou Charentes | 59 | 2.9% | 4.0% | 31 | 2.8% | 4.4% | 28 | 3.0% | 3.6% | 20 | 2.2% | 4.8% |
| Aquitaine | 94 | 4.6% | 3.4% | 45 | 4.1% | 3.4% | 49 | 5.2% | 3.4% | 41 | 4.5% | 4.7% |
| Midi Pyrénées | 85 | 4.2% | 3.5% | 54 | 4.9% | 4.6% | 31 | 3.3% | 2.4% | 41 | 4.6% | 5.2% |
| Limousin | 21 | 1.0% | 3.5% | 12 | 1.1% | 4.1% | 9 | 1.0% | 2.9% | 4 | 0.4% | 2.4% |
| Auvergne | 36 | 1.8% | 3.2% | 16 | 1.4% | 2.9% | 20 | 2.2% | 3.5% | 17 | 1.9% | 5.8% |
| Rhône Alpes | 180 | 8.8% | 3.5% | 103 | 9.3% | 4.1% | 77 | 8.2% | 2.9% | 82 | 9.1% | 4.5% |
| Languedoc Roussillon | 110 | 5.4% | 4.8% | 56 | 5.1% | 5.2% | 54 | 5.8% | 4.5% | 51 | 5.7% | 6.9% |
| Provence Alpes Côte d'Azur. Corse | 179 | 8.8% | 4.1% | 86 | 7.8% | 4.2% | 93 | 10.0% | 4.0% | 52 | 5.7% | 3.5% |
| Habitudes de connexion à Internet | | | | | | | | | | | | |
| Tous les jours | 1544 | 75.7% | 4.7% | 856 | 77.3% | 5.2% | 688 | 73.8% | 4.1% | 790 | 87.6% | 5.4% |
| Presque tous les jours | 200 | 9.8% | 3.4% | 101 | 9.1% | 3.7% | 99 | 10.7% | 3.1% | 81 | 9.0% | 4.2% |
| 1 à 2 fois par semaine | 95 | 4.7% | 3.7% | 60 | 5.4% | 5.2% | 35 | 3.8% | 2.5% | 25 | 2.8% | 4.0% |
| 1 à 3 fois par mois | 13 | 0.6% | 2.5% | 3 | 0.2% | 1.3% | 10 | 1.1% | 3.3% | 1 | 0.1% | 1.3% |
| Moins souvent | 18 | 0.9% | 2.2% | 5 | 0.4% | 1.4% | 13 | 1.4% | 2.8% | 0 | 0.0% | 0.0% |
| Jamais | 2 | 0.1% | 1.9% | 2 | 0.2% | 2.8% | 0 | 0.0% | 0.0% | 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 | 49 | 2.4% | 2.6% | 29 | 2.6% | 3.7% | 20 | 2.2% | 1.9% | 6 | 0.7% | 4.3% |
| De 9 000 à moins de 12 000 euros par an | 64 | 3.2% | 2.3% | 35 | 3.1% | 3.3% | 30 | 3.2% | 1.7% | 9 | 1.0% | 3.4% |
| De 12 000 à moins de 18 000 euros par an | 130 | 6.4% | 2.1% | 75 | 6.8% | 2.9% | 55 | 6.0% | 1.6% | 30 | 3.3% | 4.0% |
| De 18 000 à moins de 24 000 euros par an | 159 | 7.8% | 2.4% | 83 | 7.5% | 2.7% | 75 | 8.1% | 2.1% | 56 | 6.2% | 4.1% |
| De 24 000 à moins de 36 000 euros par an | 396 | 19.4% | 3.6% | 197 | 17.8% | 3.7% | 199 | 21.4% | 3.5% | 132 | 14.6% | 3.9% |
| De 36 000 à moins de 45 000 euros par an | 290 | 14.2% | 4.1% | 169 | 15.2% | 4.5% | 121 | 13.0% | 3.7% | 141 | 15.6% | 4.6% |
| De 45 000 à moins de 65 000 euros par an | 400 | 19.6% | 5.8% | 222 | 20.1% | 6.1% | 177 | 19.0% | 5.4% | 176 | 19.5% | 4.6% |
| De 65 000 à moins de 80 000 euros par an | 148 | 7.3% | 7.5% | 92 | 8.3% | 8.2% | 55 | 5.9% | 6.6% | 91 | 10.1% | 7.0% |
| De 80 000 à moins de 115 000 euros par an | 110 | 5.4% | 8.8% | 54 | 4.9% | 7.3% | 55 | 6.0% | 10.9% | 85 | 9.5% | 9.3% |
| 115 000 euros et plus par an | 64 | 3.1% | 10.7% | 43 | 3.9% | 11.7% | 21 | 2.3% | 9.2% | 63 | 7.0% | 12.4% |
| Refus | 155 | 7.6% | 4.6% | 74 | 6.7% | 5.3% | 81 | 8.7% | 4.1% | 78 | 8.7% | 7.3% |
| Ne sait pas | 74 | 3.6% | 3.2% | 33 | 3.0% | 3.5% | 40 | 4.3% | 3.0% | 35 | 3.9% | 3.8% |