

| | Ensemble | | | Hommes | | | Femmes | | | FoyersCSP+ | | |
|-----------------------------------|----------|-----------|-------------|----------|-----------|-------------|----------|-----------|-------------|------------|-----------|-------------|
| | Milliers | Structure | Pénétration | Milliers | Structure | Pénétration | Milliers | Structure | Pénétration | Milliers | Structure | Pénétration |
| ENSEMBLE | 1903 | 100.0% | 3.7% | 853 | 100.0% | 3.4% | 1049 | 100.0% | 3.9% | 441 | 100.0% | 2.5% |
| Sexe | | | | | | | | | | | | |
| Homme | 853 | 44.8% | 3.4% | 853 | 100.0% | 3.4% | 0 | 0.0% | 0.0% | 236 | 53.5% | 2.7% |
| Femme | 1049 | 55.2% | 3.9% | 0 | 0.0% | 0.0% | 1049 | 100.0% | 3.9% | 205 | 46.5% | 2.4% |
| Age | | | | | | | | | | | | |
| 15 à 24 ans | 237 | 12.4% | 3.3% | 114 | 13.4% | 3.1% | 123 | 11.7% | 3.4% | 68 | 15.3% | 2.1% |
| 25 à 34 ans | 308 | 16.2% | 4.0% | 124 | 14.6% | 3.3% | 184 | 17.5% | 4.7% | 100 | 22.6% | 3.0% |
| 35 à 49 ans | 443 | 23.3% | 3.5% | 239 | 28.0% | 3.9% | 203 | 19.4% | 3.2% | 169 | 38.3% | 2.8% |
| 50 à 59 ans | 391 | 20.5% | 4.2% | 180 | 21.0% | 3.8% | 211 | 20.1% | 4.5% | 88 | 19.9% | 2.2% |
| 60 ans et plus | 524 | 27.5% | 3.5% | 196 | 23.0% | 3.0% | 328 | 31.3% | 3.9% | 17 | 3.9% | 1.7% |
| Individu | | | | | | | | | | | | |
| Ménagères | 906 | 47.6% | 3.9% | 0 | 0.0% | 0.0% | 906 | 86.3% | 3.9% | 174 | 39.4% | 2.5% |
| Personne de référence | 1039 | 54.6% | 3.7% | 689 | 80.7% | 3.4% | 350 | 33.3% | 4.5% | 229 | 52.0% | 2.8% |
| Responsable des achats | 1368 | 71.9% | 3.8% | 469 | 55.0% | 3.7% | 899 | 85.6% | 3.9% | 285 | 64.7% | 2.6% |
| PCS Individu | | | | | | | | | | | | |
| Agriculteurs | 14 | 0.7% | 2.6% | 10 | 1.2% | 2.7% | 3 | 0.3% | 2.3% | 0 | 0.0% | 0.0% |
| Petits patrons | 55 | 2.9% | 3.4% | 44 | 5.2% | 4.0% | 11 | 1.1% | 2.1% | 49 | 11.1% | 3.4% |
| Affaires et Cadres | 84 | 4.4% | 1.6% | 44 | 5.2% | 1.5% | 39 | 3.8% | 1.8% | 70 | 16.0% | 1.5% |
| Professions intermédiaires | 227 | 12.0% | 3.3% | 117 | 13.7% | 3.4% | 111 | 10.5% | 3.2% | 167 | 38.0% | 3.0% |
| Employés | 397 | 20.9% | 4.8% | 85 | 10.0% | 3.9% | 312 | 29.7% | 5.1% | 73 | 16.5% | 4.0% |
| Ouvriers | 316 | 16.6% | 4.9% | 238 | 27.9% | 4.7% | 78 | 7.4% | 5.7% | 22 | 5.1% | 5.5% |
| Retraités | 438 | 23.0% | 3.5% | 186 | 21.8% | 3.1% | 253 | 24.1% | 3.8% | 5 | 1.0% | 1.8% |
| Autres inactifs | 372 | 19.5% | 3.6% | 129 | 15.1% | 3.4% | 243 | 23.1% | 3.7% | 54 | 12.3% | 1.7% |
| PCS Personne de référence | | | | | | | | | | | | |
| Agriculteurs | 26 | 1.4% | 3.2% | 17 | 2.0% | 4.1% | 8 | 0.8% | 2.1% | 0 | 0.0% | 0.0% |
| Petits patrons | 83 | 4.4% | 3.2% | 47 | 5.5% | 3.6% | 37 | 3.5% | 2.8% | 83 | 18.9% | 3.2% |
| Affaires et Cadres | 122 | 6.4% | 1.7% | 62 | 7.2% | 1.7% | 60 | 5.7% | 1.6% | 122 | 27.7% | 1.7% |
| Professions intermédiaires | 235 | 12.4% | 3.1% | 127 | 14.9% | 3.3% | 108 | 10.3% | 3.0% | 235 | 53.4% | 3.1% |
| Employés | 249 | 13.1% | 4.6% | 94 | 11.0% | 4.0% | 155 | 14.8% | 5.0% | 0 | 0.0% | 0.0% |
| Ouvriers | 498 | 26.2% | 5.2% | 234 | 27.4% | 4.6% | 264 | 25.2% | 5.9% | 0 | 0.0% | 0.0% |
| Retraités | 531 | 27.9% | 3.7% | 216 | 25.3% | 3.3% | 315 | 30.0% | 4.0% | 0 | 0.0% | 0.0% |
| Autres inactifs | 158 | 8.3% | 3.9% | 57 | 6.6% | 3.5% | 102 | 9.7% | 4.1% | 0 | 0.0% | 0.0% |

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| | Milliers | Structure | Pénétration | Milliers | Structure | Pénétration | Milliers | Structure | Pénétration | Milliers | Structure | Pénétration |
| Taille du foyer | | | | | | | | | | | | |
| 1 personne | 416 | 21.9% | 4.2% | 157 | 18.4% | 3.6% | 259 | 24.7% | 4.6% | 44 | 10.0% | 2.5% |
| 2 personnes | 616 | 32.4% | 3.4% | 290 | 34.0% | 3.3% | 326 | 31.0% | 3.5% | 108 | 24.5% | 2.5% |
| 3 personnes | 344 | 18.1% | 3.8% | 169 | 19.9% | 3.7% | 175 | 16.7% | 3.8% | 101 | 23.0% | 2.7% |
| 4 personnes | 331 | 17.4% | 3.5% | 154 | 18.0% | 3.4% | 177 | 16.9% | 3.7% | 117 | 26.5% | 2.4% |
| 5 personnes et + | 195 | 10.3% | 3.6% | 83 | 9.7% | 3.2% | 112 | 10.7% | 4.1% | 71 | 16.0% | 2.7% |
| Présence d'enfants de moins de 15 ans | | | | | | | | | | | | |
| Oui | 532 | 28.0% | 3.4% | 230 | 27.0% | 3.2% | 302 | 28.7% | 3.6% | 209 | 47.4% | 2.7% |
| Non | 1371 | 72.0% | 3.8% | 623 | 73.0% | 3.5% | 748 | 71.3% | 4.0% | 232 | 52.6% | 2.4% |
| Habitat | | | | | | | | | | | | |
| Communes rurales | 467 | 24.6% | 3.9% | 226 | 26.5% | 4.0% | 241 | 23.0% | 3.9% | 106 | 24.1% | 3.2% |
| Agglo. - 20 000 hab | 359 | 18.9% | 4.0% | 174 | 20.4% | 4.1% | 185 | 17.6% | 3.9% | 77 | 17.5% | 3.0% |
| Agglo. 20 000 à 100 000 hab | 283 | 14.9% | 4.1% | 123 | 14.4% | 3.7% | 160 | 15.3% | 4.4% | 36 | 8.1% | 2.0% |
| Agglo. + 100 000 hab | 519 | 27.3% | 3.4% | 216 | 25.3% | 2.9% | 304 | 28.9% | 3.8% | 122 | 27.6% | 2.1% |
| Agglo. Paris | 274 | 14.4% | 3.2% | 115 | 13.5% | 2.8% | 159 | 15.2% | 3.6% | 100 | 22.7% | 2.5% |

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| | Milliers | Structure | Pénétration | Milliers | Structure | Pénétration | Milliers | Structure | Pénétration | Milliers | Structure | Pénétration |
| Régions INSEE | | | | | | | | | | | | |
| Ile de France | 305 | 16.0% | 3.2% | 126 | 14.7% | 2.8% | 180 | 17.1% | 3.6% | 104 | 23.5% | 2.4% |
| Nord Pas de Calais | 166 | 8.7% | 5.1% | 68 | 7.9% | 4.4% | 98 | 9.3% | 5.8% | 29 | 6.7% | 3.1% |
| Lorraine | 43 | 2.3% | 2.2% | 29 | 3.4% | 3.1% | 14 | 1.4% | 1.4% | 11 | 2.5% | 2.0% |
| Alsace | 12 | 0.6% | 0.8% | 5 | 0.6% | 0.7% | 7 | 0.6% | 0.8% | 1 | 0.2% | 0.2% |
| Franche-Comté | 35 | 1.8% | 3.7% | 13 | 1.5% | 2.8% | 22 | 2.1% | 4.5% | 7 | 1.6% | 2.8% |
| Champagne Ardennes | 41 | 2.2% | 3.8% | 20 | 2.3% | 3.8% | 22 | 2.1% | 3.9% | 9 | 2.0% | 3.0% |
| Picardie | 99 | 5.2% | 6.5% | 38 | 4.5% | 5.1% | 61 | 5.8% | 7.7% | 13 | 3.0% | 3.1% |
| Bourgogne | 47 | 2.5% | 3.5% | 18 | 2.1% | 2.8% | 29 | 2.8% | 4.2% | 4 | 0.9% | 1.1% |
| Haute Normandie | 142 | 7.5% | 9.6% | 65 | 7.6% | 9.1% | 77 | 7.4% | 9.9% | 34 | 7.7% | 7.2% |
| Basse Normandie | 54 | 2.8% | 4.5% | 33 | 3.8% | 5.6% | 21 | 2.0% | 3.4% | 22 | 4.9% | 6.1% |
| Centre | 115 | 6.1% | 5.5% | 47 | 5.5% | 4.7% | 68 | 6.5% | 6.3% | 23 | 5.3% | 4.0% |
| Pays de Loire | 136 | 7.1% | 4.6% | 65 | 7.6% | 4.5% | 71 | 6.8% | 4.6% | 44 | 9.9% | 4.6% |
| Bretagne | 81 | 4.2% | 3.0% | 52 | 6.1% | 4.1% | 29 | 2.7% | 2.1% | 12 | 2.7% | 1.4% |
| Poitou Charentes | 64 | 3.4% | 4.3% | 32 | 3.8% | 4.5% | 32 | 3.1% | 4.2% | 13 | 3.0% | 3.2% |
| Aquitaine | 90 | 4.7% | 3.3% | 35 | 4.1% | 2.7% | 55 | 5.2% | 3.8% | 24 | 5.5% | 2.8% |
| Midi Pyrénées | 67 | 3.5% | 2.7% | 34 | 4.0% | 2.9% | 33 | 3.1% | 2.6% | 13 | 3.0% | 1.7% |
| Limousin | 36 | 1.9% | 5.9% | 21 | 2.5% | 7.1% | 15 | 1.5% | 4.8% | 3 | 0.6% | 1.8% |
| Auvergne | 70 | 3.7% | 6.2% | 26 | 3.0% | 4.7% | 45 | 4.3% | 7.6% | 6 | 1.4% | 2.0% |
| Rhône Alpes | 155 | 8.1% | 3.0% | 58 | 6.8% | 2.3% | 96 | 9.2% | 3.6% | 35 | 7.9% | 1.9% |
| Languedoc Roussillon | 47 | 2.5% | 2.1% | 22 | 2.5% | 2.0% | 25 | 2.4% | 2.1% | 9 | 2.1% | 1.3% |
| Provence Alpes Côte d'Azur. Corse | 97 | 5.1% | 2.2% | 47 | 5.5% | 2.3% | 50 | 4.7% | 2.2% | 25 | 5.6% | 1.7% |
| Habitudes de connexion à Internet | | | | | | | | | | | | |
| Tous les jours | 1097 | 57.7% | 3.3% | 497 | 58.2% | 3.0% | 600 | 57.2% | 3.6% | 342 | 77.7% | 2.4% |
| Presque tous les jours | 208 | 10.9% | 3.5% | 100 | 11.7% | 3.6% | 108 | 10.3% | 3.4% | 53 | 12.1% | 2.8% |
| 1 à 2 fois par semaine | 120 | 6.3% | 4.7% | 66 | 7.7% | 5.7% | 54 | 5.1% | 3.9% | 29 | 6.6% | 4.6% |
| 1 à 3 fois par mois | 26 | 1.4% | 5.0% | 8 | 0.9% | 3.8% | 18 | 1.7% | 5.8% | 5 | 1.2% | 8.8% |
| Moins souvent | 49 | 2.6% | 5.9% | 18 | 2.1% | 4.9% | 31 | 3.0% | 6.7% | 4 | 1.0% | 5.4% |
| Jamais | 14 | 0.7% | 11.0% | 0 | 0.0% | 0.0% | 14 | 1.3% | 35.3% | 2 | 0.4% | 18.6% |

Lecture Dernière Période

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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 | 84 | 4.4% | 4.5% | 27 | 3.2% | 3.4% | 57 | 5.4% | 5.3% | 4 | 0.9% | 2.9% |
| De 9 000 à moins de 12 000 euros par an | 135 | 7.1% | 4.7% | 43 | 5.0% | 4.0% | 92 | 8.7% | 5.1% | 16 | 3.5% | 6.0% |
| De 12 000 à moins de 18 000 euros par an | 326 | 17.1% | 5.3% | 139 | 16.2% | 5.3% | 187 | 17.8% | 5.4% | 29 | 6.5% | 3.9% |
| De 18 000 à moins de 24 000 euros par an | 289 | 15.2% | 4.4% | 134 | 15.7% | 4.4% | 155 | 14.8% | 4.4% | 55 | 12.5% | 4.0% |
| De 24 000 à moins de 36 000 euros par an | 441 | 23.2% | 4.0% | 207 | 24.3% | 3.9% | 234 | 22.3% | 4.1% | 102 | 23.2% | 3.0% |
| De 36 000 à moins de 45 000 euros par an | 215 | 11.3% | 3.1% | 106 | 12.5% | 2.8% | 109 | 10.4% | 3.3% | 76 | 17.3% | 2.5% |
| De 45 000 à moins de 65 000 euros par an | 170 | 8.9% | 2.5% | 75 | 8.8% | 2.1% | 95 | 9.0% | 2.9% | 77 | 17.4% | 2.0% |
| De 65 000 à moins de 80 000 euros par an | 26 | 1.4% | 1.3% | 18 | 2.1% | 1.6% | 8 | 0.8% | 1.0% | 14 | 3.2% | 1.1% |
| De 80 000 à moins de 115 000 euros par an | 11 | 0.6% | 0.9% | 6 | 0.7% | 0.8% | 5 | 0.5% | 1.0% | 10 | 2.3% | 1.1% |
| 115 000 euros et plus par an | 10 | 0.5% | 1.7% | 6 | 0.7% | 1.7% | 4 | 0.4% | 1.6% | 10 | 2.3% | 2.0% |
| Refus | 121 | 6.4% | 3.6% | 56 | 6.6% | 4.0% | 65 | 6.2% | 3.3% | 18 | 4.1% | 1.7% |
| Ne sait pas | 75 | 3.9% | 3.3% | 35 | 4.1% | 3.7% | 40 | 3.8% | 3.0% | 30 | 6.7% | 3.2% |