

| | Ensemble | | | Hommes | | | Femmes | | | FoyersCSP+ | | |
|-----------------------------------|----------|-----------|-------------|----------|-----------|-------------|----------|-----------|-------------|------------|-----------|-------------|
| | Milliers | Structure | Pénétration | Milliers | Structure | Pénétration | Milliers | Structure | Pénétration | Milliers | Structure | Pénétration |
| ENSEMBLE | 1097 | 100.0% | 2.1% | 681 | 100.0% | 2.7% | 416 | 100.0% | 1.5% | 409 | 100.0% | 2.3% |
| Sexe | | | | | | | | | | | | |
| Homme | 681 | 62.1% | 2.7% | 681 | 100.0% | 2.7% | 0 | 0.0% | 0.0% | 276 | 67.4% | 3.1% |
| Femme | 416 | 37.9% | 1.5% | 0 | 0.0% | 0.0% | 416 | 100.0% | 1.5% | 133 | 32.6% | 1.5% |
| Age | | | | | | | | | | | | |
| 15 à 24 ans | 87 | 7.9% | 1.2% | 62 | 9.1% | 1.7% | 25 | 6.0% | 0.7% | 54 | 13.2% | 1.7% |
| 25 à 34 ans | 95 | 8.6% | 1.2% | 56 | 8.3% | 1.5% | 38 | 9.2% | 1.0% | 59 | 14.5% | 1.8% |
| 35 à 49 ans | 205 | 18.7% | 1.6% | 151 | 22.1% | 2.4% | 54 | 12.9% | 0.9% | 143 | 35.1% | 2.3% |
| 50 à 59 ans | 248 | 22.6% | 2.7% | 158 | 23.2% | 3.4% | 90 | 21.5% | 1.9% | 117 | 28.7% | 3.1% |
| 60 ans et plus | 463 | 42.2% | 3.1% | 253 | 37.2% | 3.8% | 210 | 50.4% | 2.5% | 35 | 8.5% | 3.6% |
| Individu | | | | | | | | | | | | |
| Ménagères | 383 | 34.9% | 1.6% | 0 | 0.0% | 0.0% | 383 | 92.1% | 1.6% | 114 | 27.9% | 1.6% |
| Personne de référence | 717 | 65.4% | 2.6% | 588 | 86.4% | 2.9% | 129 | 31.1% | 1.7% | 259 | 63.4% | 3.2% |
| Responsable des achats | 757 | 69.0% | 2.1% | 388 | 57.0% | 3.0% | 369 | 88.8% | 1.6% | 265 | 64.9% | 2.4% |
| PCS Individu | | | | | | | | | | | | |
| Agriculteurs | 4 | 0.3% | 0.7% | 2 | 0.4% | 0.7% | 1 | 0.3% | 0.9% | 0 | 0.0% | 0.0% |
| Petits patrons | 25 | 2.3% | 1.5% | 21 | 3.0% | 1.8% | 4 | 1.0% | 0.9% | 22 | 5.4% | 1.5% |
| Affaires et Cadres | 180 | 16.4% | 3.5% | 113 | 16.6% | 3.8% | 67 | 16.1% | 3.2% | 157 | 38.5% | 3.4% |
| Professions intermédiaires | 162 | 14.8% | 2.3% | 119 | 17.5% | 3.6% | 43 | 10.3% | 1.2% | 144 | 35.2% | 2.6% |
| Employés | 93 | 8.5% | 1.1% | 49 | 7.2% | 2.2% | 44 | 10.7% | 0.7% | 24 | 5.9% | 1.3% |
| Ouvriers | 65 | 5.9% | 1.0% | 60 | 8.9% | 1.2% | 4 | 1.0% | 0.3% | 1 | 0.3% | 0.3% |
| Retraités | 420 | 38.3% | 3.3% | 239 | 35.1% | 4.0% | 182 | 43.6% | 2.8% | 9 | 2.2% | 3.6% |
| Autres inactifs | 148 | 13.5% | 1.4% | 77 | 11.4% | 2.1% | 71 | 17.0% | 1.1% | 51 | 12.5% | 1.5% |
| PCS Personne de référence | | | | | | | | | | | | |
| Agriculteurs | 9 | 0.8% | 1.1% | 7 | 1.0% | 1.6% | 2 | 0.5% | 0.5% | 0 | 0.0% | 0.0% |
| Petits patrons | 44 | 4.0% | 1.7% | 39 | 5.7% | 2.9% | 5 | 1.2% | 0.4% | 44 | 10.7% | 1.7% |
| Affaires et Cadres | 184 | 16.8% | 2.5% | 109 | 16.0% | 3.0% | 75 | 18.1% | 2.1% | 184 | 45.1% | 2.5% |
| Professions intermédiaires | 181 | 16.5% | 2.4% | 128 | 18.8% | 3.3% | 53 | 12.7% | 1.4% | 181 | 44.2% | 2.4% |
| Employés | 79 | 7.2% | 1.5% | 44 | 6.4% | 1.9% | 35 | 8.4% | 1.1% | 0 | 0.0% | 0.0% |
| Ouvriers | 87 | 7.9% | 0.9% | 64 | 9.4% | 1.3% | 23 | 5.5% | 0.5% | 0 | 0.0% | 0.0% |
| Retraités | 460 | 41.9% | 3.2% | 260 | 38.3% | 4.0% | 199 | 47.9% | 2.5% | 0 | 0.0% | 0.0% |
| Autres inactifs | 54 | 4.9% | 1.3% | 30 | 4.4% | 1.9% | 24 | 5.8% | 0.9% | 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 | 233 | 21.2% | 2.3% | 131 | 19.2% | 2.9% | 102 | 24.5% | 1.8% | 56 | 13.8% | 3.2% |
| 2 personnes | 473 | 43.1% | 2.6% | 268 | 39.3% | 3.1% | 205 | 49.2% | 2.2% | 108 | 26.4% | 2.5% |
| 3 personnes | 171 | 15.6% | 1.9% | 117 | 17.2% | 2.6% | 53 | 12.8% | 1.2% | 100 | 24.4% | 2.5% |
| 4 personnes | 164 | 14.9% | 1.8% | 125 | 18.4% | 2.7% | 38 | 9.2% | 0.8% | 113 | 27.5% | 2.3% |
| 5 personnes et + | 57 | 5.2% | 1.1% | 39 | 5.8% | 1.6% | 18 | 4.2% | 0.6% | 32 | 7.9% | 1.3% |
| Présence d'enfants de moins de 15 ans | | | | | | | | | | | | |
| Oui | 205 | 18.7% | 1.3% | 148 | 21.8% | 2.1% | 57 | 13.7% | 0.7% | 149 | 36.4% | 1.9% |
| Non | 891 | 81.3% | 2.5% | 532 | 78.2% | 3.0% | 359 | 86.3% | 1.9% | 260 | 63.6% | 2.7% |
| Habitat | | | | | | | | | | | | |
| Communes rurales | 195 | 17.8% | 1.6% | 122 | 17.9% | 2.2% | 73 | 17.6% | 1.2% | 60 | 14.6% | 1.8% |
| Agglo. - 20 000 hab | 181 | 16.5% | 2.0% | 124 | 18.3% | 3.0% | 56 | 13.6% | 1.2% | 58 | 14.2% | 2.2% |
| Agglo. 20 000 à 100 000 hab | 149 | 13.6% | 2.1% | 82 | 12.0% | 2.4% | 67 | 16.2% | 1.9% | 50 | 12.4% | 2.8% |
| Agglo. + 100 000 hab | 351 | 32.0% | 2.3% | 216 | 31.7% | 2.9% | 135 | 32.6% | 1.7% | 130 | 31.8% | 2.3% |
| Agglo. Paris | 220 | 20.1% | 2.6% | 137 | 20.1% | 3.3% | 84 | 20.1% | 1.9% | 110 | 27.0% | 2.7% |

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| | Milliers | Structure | Pénétration | Milliers | Structure | Pénétration | Milliers | Structure | Pénétration | Milliers | Structure | Pénétration |
| Régions INSEE | | | | | | | | | | | | |
| Ile de France | 245 | 22.4% | 2.6% | 154 | 22.7% | 3.4% | 91 | 21.9% | 1.8% | 123 | 30.2% | 2.8% |
| Nord Pas de Calais | 38 | 3.5% | 1.2% | 21 | 3.1% | 1.4% | 17 | 4.0% | 1.0% | 17 | 4.2% | 1.7% |
| Lorraine | 56 | 5.1% | 2.9% | 47 | 6.9% | 5.0% | 9 | 2.3% | 0.9% | 16 | 3.8% | 2.8% |
| Alsace | 36 | 3.3% | 2.3% | 22 | 3.2% | 3.0% | 14 | 3.3% | 1.7% | 18 | 4.5% | 3.7% |
| Franche-Comté | 25 | 2.3% | 2.6% | 16 | 2.4% | 3.5% | 9 | 2.1% | 1.8% | 4 | 0.9% | 1.5% |
| Champagne Ardennes | 15 | 1.4% | 1.4% | 9 | 1.4% | 1.8% | 6 | 1.4% | 1.0% | 5 | 1.1% | 1.6% |
| Picardie | 19 | 1.7% | 1.2% | 9 | 1.3% | 1.2% | 10 | 2.4% | 1.3% | 6 | 1.4% | 1.3% |
| Bourgogne | 34 | 3.1% | 2.5% | 21 | 3.0% | 3.2% | 14 | 3.3% | 2.0% | 5 | 1.2% | 1.4% |
| Haute Normandie | 16 | 1.4% | 1.1% | 8 | 1.2% | 1.1% | 8 | 1.8% | 1.0% | 8 | 1.9% | 1.7% |
| Basse Normandie | 17 | 1.5% | 1.4% | 7 | 1.1% | 1.3% | 9 | 2.3% | 1.5% | 8 | 1.9% | 2.5% |
| Centre | 39 | 3.6% | 1.9% | 31 | 4.6% | 3.1% | 8 | 1.9% | 0.7% | 13 | 3.3% | 2.3% |
| Pays de Loire | 41 | 3.7% | 1.4% | 18 | 2.6% | 1.2% | 23 | 5.6% | 1.5% | 13 | 3.2% | 1.4% |
| Bretagne | 47 | 4.3% | 1.8% | 24 | 3.5% | 1.9% | 23 | 5.6% | 1.7% | 18 | 4.3% | 2.2% |
| Poitou Charentes | 34 | 3.1% | 2.3% | 28 | 4.2% | 4.0% | 6 | 1.3% | 0.7% | 6 | 1.6% | 1.6% |
| Aquitaine | 82 | 7.5% | 3.0% | 46 | 6.8% | 3.5% | 36 | 8.7% | 2.5% | 23 | 5.7% | 2.7% |
| Midi Pyrénées | 63 | 5.8% | 2.6% | 43 | 6.3% | 3.6% | 20 | 4.9% | 1.6% | 24 | 5.9% | 3.0% |
| Limousin | 17 | 1.5% | 2.7% | 11 | 1.6% | 3.7% | 6 | 1.4% | 1.8% | 4 | 1.1% | 2.8% |
| Auvergne | 19 | 1.7% | 1.7% | 12 | 1.7% | 2.1% | 7 | 1.7% | 1.2% | 7 | 1.7% | 2.3% |
| Rhône Alpes | 86 | 7.8% | 1.7% | 60 | 8.9% | 2.4% | 26 | 6.2% | 1.0% | 33 | 8.2% | 1.8% |
| Languedoc Roussillon | 86 | 7.8% | 3.8% | 47 | 6.9% | 4.4% | 39 | 9.3% | 3.3% | 31 | 7.5% | 4.3% |
| Provence Alpes Côte d'Azur. Corse | 81 | 7.4% | 1.9% | 45 | 6.6% | 2.2% | 36 | 8.7% | 1.6% | 26 | 6.3% | 1.7% |
| Habitudes de connexion à Internet | | | | | | | | | | | | |
| Tous les jours | 781 | 71.2% | 2.3% | 485 | 71.3% | 2.9% | 295 | 71.0% | 1.7% | 362 | 88.6% | 2.5% |
| Presque tous les jours | 114 | 10.4% | 2.0% | 68 | 10.0% | 2.5% | 46 | 11.0% | 1.5% | 32 | 7.9% | 1.7% |
| 1 à 2 fois par semaine | 53 | 4.9% | 2.1% | 30 | 4.4% | 2.8% | 23 | 5.6% | 1.7% | 7 | 1.7% | 1.3% |
| 1 à 3 fois par mois | 8 | 0.8% | 1.7% | 6 | 0.9% | 2.9% | 3 | 0.6% | 0.9% | 2 | 0.5% | 3.8% |
| Moins souvent | 1 | 0.1% | 0.1% | 0 | 0.0% | 0.0% | 1 | 0.2% | 0.2% | 1 | 0.1% | 1.0% |
| Jamais | 0 | 0.0% | 0.3% | 0 | 0.0% | 0.0% | 0 | 0.1% | 1.1% | 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 | 20 | 1.8% | 1.1% | 14 | 2.0% | 1.8% | 6 | 1.5% | 0.6% | 4 | 0.9% | 2.0% |
| De 9 000 à moins de 12 000 euros par an | 31 | 2.8% | 1.0% | 10 | 1.5% | 0.9% | 21 | 5.0% | 1.1% | 3 | 0.7% | 1.2% |
| De 12 000 à moins de 18 000 euros par an | 75 | 6.9% | 1.3% | 43 | 6.4% | 1.6% | 32 | 7.7% | 1.0% | 11 | 2.7% | 1.6% |
| De 18 000 à moins de 24 000 euros par an | 118 | 10.7% | 1.8% | 77 | 11.3% | 2.5% | 41 | 9.9% | 1.2% | 32 | 7.7% | 2.3% |
| De 24 000 à moins de 36 000 euros par an | 223 | 20.4% | 2.0% | 143 | 21.0% | 2.8% | 80 | 19.2% | 1.4% | 65 | 16.0% | 2.0% |
| De 36 000 à moins de 45 000 euros par an | 181 | 16.5% | 2.6% | 122 | 18.0% | 3.3% | 59 | 14.2% | 1.8% | 73 | 17.8% | 2.5% |
| De 45 000 à moins de 65 000 euros par an | 219 | 20.0% | 3.0% | 148 | 21.8% | 3.8% | 71 | 17.0% | 2.1% | 118 | 28.8% | 2.9% |
| De 65 000 à moins de 80 000 euros par an | 73 | 6.7% | 3.7% | 40 | 5.9% | 3.7% | 34 | 8.1% | 3.9% | 38 | 9.4% | 3.0% |
| De 80 000 à moins de 115 000 euros par an | 36 | 3.3% | 2.9% | 23 | 3.3% | 3.1% | 14 | 3.3% | 2.7% | 23 | 5.7% | 2.5% |
| 115 000 euros et plus par an | 14 | 1.3% | 2.4% | 10 | 1.4% | 2.7% | 4 | 1.1% | 1.9% | 12 | 2.8% | 2.4% |
| Refus | 79 | 7.2% | 2.5% | 37 | 5.4% | 2.8% | 42 | 10.0% | 2.3% | 21 | 5.1% | 2.0% |
| Ne sait pas | 27 | 2.4% | 1.1% | 14 | 2.0% | 1.4% | 13 | 3.1% | 0.9% | 9 | 2.3% | 1.0% |