

| | Ensemble | | | Hommes | | | Femmes | | | FoyersCSP+ | | |
|-----------------------------------|----------|-----------|-------------|----------|-----------|-------------|----------|-----------|-------------|------------|-----------|-------------|
| | Milliers | Structure | Pénétration | Milliers | Structure | Pénétration | Milliers | Structure | Pénétration | Milliers | Structure | Pénétration |
| ENSEMBLE | 1041 | 100.0% | 2.0% | 144 | 100.0% | 0.6% | 897 | 100.0% | 3.3% | 467 | 100.0% | 2.7% |
| Sexe | | | | | | | | | | | | |
| Homme | 144 | 13.8% | 0.6% | 144 | 100.0% | 0.6% | 0 | 0.0% | 0.0% | 38 | 8.1% | 0.4% |
| Femme | 897 | 86.2% | 3.3% | 0 | 0.0% | 0.0% | 897 | 100.0% | 3.3% | 429 | 91.9% | 5.0% |
| Age | | | | | | | | | | | | |
| 15 à 24 ans | 299 | 28.8% | 4.1% | 12 | 8.6% | 0.3% | 287 | 32.0% | 8.0% | 133 | 28.4% | 4.3% |
| 25 à 34 ans | 292 | 28.0% | 3.8% | 32 | 22.5% | 0.9% | 260 | 28.9% | 6.7% | 137 | 29.4% | 4.2% |
| 35 à 49 ans | 249 | 23.9% | 2.0% | 40 | 27.8% | 0.6% | 209 | 23.3% | 3.3% | 142 | 30.3% | 2.2% |
| 50 à 59 ans | 121 | 11.6% | 1.3% | 47 | 32.6% | 1.0% | 74 | 8.2% | 1.6% | 49 | 10.4% | 1.3% |
| 60 ans et plus | 80 | 7.7% | 0.5% | 12 | 8.5% | 0.2% | 68 | 7.5% | 0.8% | 7 | 1.5% | 0.8% |
| Individu | | | | | | | | | | | | |
| Ménagères | 604 | 58.1% | 2.6% | 0 | 0.0% | 0.0% | 604 | 67.4% | 2.6% | 285 | 60.9% | 4.0% |
| Personne de référence | 319 | 30.6% | 1.1% | 124 | 86.1% | 0.6% | 195 | 21.7% | 2.5% | 99 | 21.2% | 1.2% |
| Responsable des achats | 688 | 66.1% | 1.9% | 71 | 49.2% | 0.5% | 618 | 68.9% | 2.7% | 292 | 62.5% | 2.7% |
| PCS Individu | | | | | | | | | | | | |
| Agriculteurs | 2 | 0.2% | 0.4% | 2 | 1.5% | 0.6% | 0 | 0.0% | 0.0% | 0 | 0.0% | 0.0% |
| Petits patrons | 27 | 2.5% | 1.7% | 3 | 2.0% | 0.2% | 24 | 2.6% | 5.3% | 22 | 4.7% | 1.5% |
| Affaires et Cadres | 124 | 11.9% | 2.5% | 17 | 12.2% | 0.6% | 107 | 11.9% | 5.2% | 107 | 23.0% | 2.4% |
| Professions intermédiaires | 173 | 16.6% | 2.4% | 15 | 10.7% | 0.4% | 158 | 17.6% | 4.3% | 128 | 27.4% | 2.2% |
| Employés | 216 | 20.8% | 2.6% | 18 | 12.6% | 0.8% | 198 | 22.1% | 3.2% | 67 | 14.3% | 3.6% |
| Ouvriers | 84 | 8.0% | 1.3% | 43 | 30.0% | 0.9% | 41 | 4.5% | 3.1% | 3 | 0.7% | 0.9% |
| Retraités | 55 | 5.3% | 0.4% | 14 | 9.7% | 0.2% | 41 | 4.6% | 0.6% | 0 | 0.0% | 0.0% |
| Autres inactifs | 360 | 34.6% | 3.5% | 31 | 21.4% | 0.8% | 330 | 36.7% | 4.9% | 140 | 30.0% | 4.3% |
| PCS Personne de référence | | | | | | | | | | | | |
| Agriculteurs | 12 | 1.2% | 1.6% | 2 | 1.5% | 0.5% | 10 | 1.1% | 3.0% | 0 | 0.0% | 0.0% |
| Petits patrons | 77 | 7.4% | 2.9% | 4 | 2.8% | 0.3% | 73 | 8.1% | 5.7% | 77 | 16.5% | 2.9% |
| Affaires et Cadres | 202 | 19.4% | 3.0% | 17 | 11.8% | 0.5% | 185 | 20.7% | 5.4% | 202 | 43.3% | 3.0% |
| Professions intermédiaires | 188 | 18.1% | 2.4% | 17 | 11.8% | 0.4% | 171 | 19.1% | 4.4% | 188 | 40.2% | 2.4% |
| Employés | 125 | 12.0% | 2.3% | 22 | 15.0% | 0.9% | 104 | 11.5% | 3.4% | 0 | 0.0% | 0.0% |
| Ouvriers | 218 | 20.9% | 2.3% | 47 | 33.0% | 0.9% | 170 | 19.0% | 3.9% | 0 | 0.0% | 0.0% |
| Retraités | 94 | 9.0% | 0.6% | 16 | 11.1% | 0.2% | 78 | 8.7% | 1.0% | 0 | 0.0% | 0.0% |
| Autres inactifs | 125 | 12.0% | 3.0% | 19 | 13.0% | 1.2% | 106 | 11.8% | 4.0% | 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 | 129 | 12.4% | 1.3% | 19 | 13.0% | 0.4% | 110 | 12.3% | 1.9% | 40 | 8.6% | 2.2% |
| 2 personnes | 275 | 26.4% | 1.5% | 38 | 26.8% | 0.4% | 237 | 26.4% | 2.5% | 112 | 24.0% | 2.7% |
| 3 personnes | 280 | 26.9% | 3.0% | 46 | 32.2% | 1.0% | 234 | 26.1% | 5.1% | 126 | 26.9% | 3.2% |
| 4 personnes | 226 | 21.7% | 2.4% | 17 | 11.9% | 0.4% | 209 | 23.2% | 4.5% | 115 | 24.6% | 2.3% |
| 5 personnes et + | 131 | 12.6% | 2.4% | 23 | 16.0% | 0.9% | 108 | 12.0% | 3.9% | 74 | 15.9% | 2.9% |
| Présence d'enfants de moins de 15 ans | | | | | | | | | | | | |
| Oui | 378 | 36.3% | 2.4% | 56 | 39.3% | 0.8% | 321 | 35.8% | 3.9% | 186 | 39.8% | 2.4% |
| Non | 663 | 63.7% | 1.8% | 87 | 60.7% | 0.5% | 576 | 64.2% | 3.0% | 281 | 60.2% | 2.9% |
| Habitat | | | | | | | | | | | | |
| Communes rurales | 153 | 14.7% | 1.3% | 19 | 13.1% | 0.3% | 134 | 15.0% | 2.2% | 49 | 10.5% | 1.5% |
| Agglo. - 20 000 hab | 100 | 9.6% | 1.1% | 13 | 9.3% | 0.3% | 87 | 9.7% | 1.8% | 37 | 8.0% | 1.5% |
| Agglo. 20 000 à 100 000 hab | 126 | 12.1% | 1.8% | 38 | 26.3% | 1.1% | 88 | 9.9% | 2.5% | 45 | 9.6% | 2.4% |
| Agglo. + 100 000 hab | 393 | 37.8% | 2.5% | 40 | 27.6% | 0.5% | 353 | 39.4% | 4.4% | 158 | 33.7% | 2.8% |
| Agglo. Paris | 268 | 25.8% | 3.1% | 34 | 23.8% | 0.8% | 234 | 26.1% | 5.2% | 178 | 38.2% | 4.5% |

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|------------------------------------------|----------|-----------|-------------|----------|-----------|-------------|----------|-----------|-------------|------------|-----------|-------------|
| | Milliers | Structure | Pénétration | Milliers | Structure | Pénétration | Milliers | Structure | Pénétration | Milliers | Structure | Pénétration |
| Régions INSEE | | | | | | | | | | | | |
| Ile de France | 280 | 26.9% | 2.9% | 34 | 23.8% | 0.7% | 246 | 27.4% | 4.9% | 184 | 39.5% | 4.2% |
| Nord Pas de Calais | 60 | 5.7% | 1.8% | 11 | 7.8% | 0.7% | 49 | 5.4% | 2.9% | 26 | 5.5% | 2.6% |
| Lorraine | 23 | 2.3% | 1.2% | 3 | 2.0% | 0.3% | 20 | 2.3% | 2.1% | 16 | 3.4% | 3.0% |
| Alsace | 21 | 2.0% | 1.4% | 6 | 4.0% | 0.8% | 15 | 1.7% | 1.9% | 6 | 1.3% | 1.2% |
| Franche-Comté | 14 | 1.4% | 1.5% | 4 | 3.1% | 1.0% | 10 | 1.1% | 2.0% | 3 | 0.7% | 1.3% |
| Champagne Ardennes | 31 | 3.0% | 2.9% | 1 | 1.0% | 0.3% | 30 | 3.3% | 5.3% | 15 | 3.3% | 5.2% |
| Picardie | 30 | 2.9% | 2.0% | 7 | 4.7% | 0.9% | 24 | 2.6% | 3.0% | 2 | 0.5% | 0.6% |
| Bourgogne | 26 | 2.5% | 1.9% | 1 | 0.5% | 0.1% | 25 | 2.8% | 3.5% | 10 | 2.2% | 3.1% |
| Haute Normandie | 20 | 1.9% | 1.3% | 4 | 3.1% | 0.6% | 15 | 1.7% | 2.0% | 10 | 2.2% | 2.2% |
| Basse Normandie | 18 | 1.8% | 1.5% | 1 | 0.4% | 0.1% | 18 | 2.0% | 2.8% | 12 | 2.5% | 3.7% |
| Centre | 32 | 3.1% | 1.5% | 3 | 2.3% | 0.3% | 29 | 3.2% | 2.7% | 17 | 3.5% | 2.5% |
| Pays de Loire | 23 | 2.2% | 0.8% | 3 | 2.4% | 0.2% | 20 | 2.2% | 1.3% | 8 | 1.6% | 0.8% |
| Bretagne | 47 | 4.5% | 1.7% | 3 | 2.1% | 0.2% | 44 | 4.9% | 3.2% | 10 | 2.2% | 1.4% |
| Poitou Charentes | 28 | 2.7% | 1.9% | 5 | 3.5% | 0.7% | 23 | 2.5% | 2.9% | 6 | 1.4% | 1.7% |
| Aquitaine | 66 | 6.3% | 2.4% | 12 | 8.6% | 0.9% | 53 | 5.9% | 3.6% | 14 | 2.9% | 1.6% |
| Midi Pyrénées | 47 | 4.5% | 1.9% | 3 | 1.8% | 0.2% | 44 | 4.9% | 3.5% | 17 | 3.7% | 2.2% |
| Limousin | 7 | 0.7% | 1.2% | 0 | 0.0% | 0.0% | 7 | 0.8% | 2.3% | 3 | 0.7% | 2.1% |
| Auvergne | 11 | 1.1% | 1.0% | 1 | 0.7% | 0.2% | 10 | 1.1% | 1.7% | 5 | 1.2% | 1.7% |
| Rhône Alpes | 82 | 7.9% | 1.6% | 14 | 9.6% | 0.5% | 68 | 7.6% | 2.5% | 19 | 4.1% | 1.0% |
| Languedoc Roussillon | 47 | 4.5% | 2.1% | 3 | 1.9% | 0.3% | 45 | 5.0% | 3.7% | 21 | 4.6% | 3.1% |
| Provence Alpes Côte d'Azur. Corse | 127 | 12.2% | 2.9% | 24 | 16.7% | 1.2% | 103 | 11.5% | 4.5% | 61 | 13.0% | 4.2% |
| Habitudes de connexion à Internet | | | | | | | | | | | | |
| Tous les jours | 815 | 78.3% | 2.3% | 86 | 60.2% | 0.5% | 729 | 81.2% | 4.2% | 430 | 92.0% | 2.9% |
| Presque tous les jours | 78 | 7.5% | 1.3% | 6 | 3.9% | 0.2% | 72 | 8.1% | 2.3% | 19 | 4.1% | 1.0% |
| 1 à 2 fois par semaine | 69 | 6.6% | 2.7% | 30 | 20.7% | 2.7% | 39 | 4.4% | 2.6% | 4 | 0.8% | 0.7% |
| 1 à 3 fois par mois | 7 | 0.7% | 1.5% | 2 | 1.5% | 1.1% | 5 | 0.5% | 1.7% | 5 | 1.1% | 7.7% |
| Moins souvent | 18 | 1.8% | 2.6% | 4 | 3.0% | 1.2% | 14 | 1.6% | 3.9% | 9 | 2.0% | 19.5% |

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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 | 41 | 3.9% | 2.2% | 2 | 1.6% | 0.3% | 38 | 4.3% | 3.5% | 2 | 0.4% | 1.1% |
| De 9 000 à moins de 12 000 euros par an | 52 | 5.0% | 1.8% | 6 | 4.3% | 0.5% | 46 | 5.1% | 2.5% | 4 | 0.9% | 1.8% |
| De 12 000 à moins de 18 000 euros par an | 100 | 9.6% | 1.8% | 8 | 5.5% | 0.3% | 92 | 10.2% | 2.9% | 19 | 4.1% | 3.1% |
| De 18 000 à moins de 24 000 euros par an | 116 | 11.2% | 1.7% | 14 | 9.7% | 0.5% | 103 | 11.4% | 2.7% | 38 | 8.2% | 2.9% |
| De 24 000 à moins de 36 000 euros par an | 197 | 19.0% | 1.7% | 55 | 38.3% | 1.0% | 142 | 15.9% | 2.4% | 83 | 17.7% | 2.4% |
| De 36 000 à moins de 45 000 euros par an | 140 | 13.4% | 2.0% | 17 | 11.8% | 0.5% | 123 | 13.7% | 3.6% | 71 | 15.2% | 2.4% |
| De 45 000 à moins de 65 000 euros par an | 163 | 15.7% | 2.2% | 16 | 11.4% | 0.4% | 147 | 16.4% | 4.5% | 114 | 24.4% | 2.8% |
| 65 000 euros et plus par an | 115 | 11.0% | 2.9% | 9 | 6.5% | 0.4% | 105 | 11.7% | 6.2% | 80 | 17.0% | 2.9% |
| Refus | 64 | 6.2% | 1.9% | 13 | 9.4% | 0.9% | 51 | 5.7% | 2.6% | 30 | 6.5% | 2.7% |
| Ne sait pas | 53 | 5.1% | 3.2% | 2 | 1.6% | 0.3% | 50 | 5.6% | 5.5% | 25 | 5.5% | 4.4% |