

| | Ensemble | | | Hommes | | | Femmes | | | FoyersCSP+ | | |
|-----------------------------------|----------|-----------|-------------|----------|-----------|-------------|----------|-----------|-------------|------------|-----------|-------------|
| | Milliers | Structure | Pénétration | Milliers | Structure | Pénétration | Milliers | Structure | Pénétration | Milliers | Structure | Pénétration |
| ENSEMBLE | 540 | 100.0% | 1.0% | 247 | 100.0% | 1.0% | 293 | 100.0% | 1.1% | 318 | 100.0% | 1.8% |
| Sexe | | | | | | | | | | | | |
| Homme | 247 | 45.8% | 1.0% | 247 | 100.0% | 1.0% | 0 | 0.0% | 0.0% | 141 | 44.5% | 1.6% |
| Femme | 293 | 54.2% | 1.1% | 0 | 0.0% | 0.0% | 293 | 100.0% | 1.1% | 177 | 55.5% | 2.1% |
| Age | | | | | | | | | | | | |
| 15 à 24 ans | 79 | 14.7% | 1.1% | 38 | 15.2% | 1.0% | 42 | 14.3% | 1.2% | 37 | 11.7% | 1.2% |
| 25 à 34 ans | 71 | 13.2% | 0.9% | 36 | 14.6% | 1.0% | 35 | 12.0% | 0.9% | 47 | 14.9% | 1.5% |
| 35 à 49 ans | 165 | 30.6% | 1.3% | 69 | 27.9% | 1.1% | 96 | 32.9% | 1.5% | 130 | 40.9% | 2.1% |
| 50 à 59 ans | 122 | 22.6% | 1.3% | 72 | 29.3% | 1.6% | 49 | 16.9% | 1.1% | 81 | 25.6% | 2.1% |
| 60 ans et plus | 102 | 19.0% | 0.7% | 32 | 13.0% | 0.5% | 70 | 24.0% | 0.8% | 22 | 6.8% | 2.5% |
| Individu | | | | | | | | | | | | |
| Ménagères | 263 | 48.7% | 1.1% | 0 | 0.0% | 0.0% | 263 | 89.8% | 1.1% | 160 | 50.4% | 2.3% |
| Personne de référence | 286 | 52.9% | 1.0% | 202 | 81.7% | 1.0% | 84 | 28.6% | 1.1% | 158 | 49.8% | 1.9% |
| Responsable des achats | 386 | 71.6% | 1.1% | 145 | 58.9% | 1.1% | 241 | 82.3% | 1.1% | 220 | 69.3% | 2.0% |
| PCS Individu | | | | | | | | | | | | |
| Agriculteurs | 5 | 1.0% | 1.1% | 5 | 1.9% | 1.3% | 1 | 0.2% | 0.4% | 0 | 0.0% | 0.0% |
| Petits patrons | 48 | 8.9% | 3.0% | 34 | 13.6% | 2.9% | 14 | 5.0% | 3.2% | 46 | 14.4% | 3.2% |
| Affaires et Cadres | 127 | 23.6% | 2.6% | 62 | 25.0% | 2.2% | 65 | 22.3% | 3.2% | 115 | 36.1% | 2.6% |
| Professions intermédiaires | 101 | 18.7% | 1.4% | 35 | 14.2% | 1.0% | 66 | 22.4% | 1.8% | 89 | 28.0% | 1.5% |
| Employés | 48 | 8.8% | 0.6% | 26 | 10.5% | 1.2% | 22 | 7.5% | 0.4% | 10 | 3.1% | 0.5% |
| Ouvriers | 29 | 5.4% | 0.5% | 25 | 10.0% | 0.5% | 5 | 1.5% | 0.3% | 0 | 0.0% | 0.0% |
| Retraités | 68 | 12.7% | 0.5% | 25 | 10.1% | 0.4% | 43 | 14.8% | 0.7% | 7 | 2.3% | 3.5% |
| Autres inactifs | 113 | 20.9% | 1.1% | 36 | 14.7% | 1.0% | 77 | 26.2% | 1.1% | 51 | 16.1% | 1.6% |
| PCS Personne de référence | | | | | | | | | | | | |
| Agriculteurs | 5 | 1.0% | 0.7% | 5 | 1.9% | 1.1% | 1 | 0.2% | 0.2% | 0 | 0.0% | 0.0% |
| Petits patrons | 71 | 13.1% | 2.7% | 34 | 13.8% | 2.5% | 37 | 12.6% | 2.9% | 71 | 22.3% | 2.7% |
| Affaires et Cadres | 160 | 29.7% | 2.3% | 66 | 26.7% | 1.9% | 94 | 32.2% | 2.8% | 160 | 50.4% | 2.3% |
| Professions intermédiaires | 87 | 16.1% | 1.1% | 41 | 16.7% | 1.0% | 46 | 15.6% | 1.2% | 87 | 27.3% | 1.1% |
| Employés | 53 | 9.8% | 1.0% | 28 | 11.4% | 1.2% | 25 | 8.5% | 0.8% | 0 | 0.0% | 0.0% |
| Ouvriers | 49 | 9.1% | 0.5% | 23 | 9.3% | 0.5% | 26 | 8.9% | 0.6% | 0 | 0.0% | 0.0% |
| Retraités | 74 | 13.7% | 0.5% | 29 | 11.6% | 0.4% | 45 | 15.4% | 0.6% | 0 | 0.0% | 0.0% |
| Autres inactifs | 41 | 7.6% | 1.0% | 22 | 8.7% | 1.4% | 19 | 6.6% | 0.7% | 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 | 107 | 19.8% | 1.1% | 44 | 18.0% | 1.0% | 63 | 21.4% | 1.1% | 35 | 11.1% | 1.9% |
| 2 personnes | 168 | 31.2% | 0.9% | 87 | 35.3% | 1.0% | 81 | 27.7% | 0.9% | 89 | 28.0% | 2.2% |
| 3 personnes | 78 | 14.4% | 0.8% | 35 | 14.2% | 0.8% | 42 | 14.5% | 0.9% | 61 | 19.1% | 1.6% |
| 4 personnes | 120 | 22.2% | 1.3% | 59 | 24.1% | 1.3% | 60 | 20.6% | 1.3% | 90 | 28.4% | 1.8% |
| 5 personnes et + | 67 | 12.4% | 1.2% | 21 | 8.4% | 0.8% | 46 | 15.8% | 1.6% | 43 | 13.4% | 1.7% |
| Présence d'enfants de moins de 15 ans | | | | | | | | | | | | |
| Oui | 199 | 37.0% | 1.3% | 80 | 32.5% | 1.1% | 119 | 40.7% | 1.5% | 143 | 45.0% | 1.8% |
| Non | 340 | 63.0% | 0.9% | 167 | 67.5% | 0.9% | 173 | 59.3% | 0.9% | 175 | 55.0% | 1.8% |
| Habitat | | | | | | | | | | | | |
| Communes rurales | 78 | 14.5% | 0.7% | 34 | 13.9% | 0.6% | 44 | 15.1% | 0.7% | 28 | 8.8% | 0.8% |
| Agglo. - 20 000 hab | 44 | 8.2% | 0.5% | 15 | 6.1% | 0.4% | 29 | 10.1% | 0.6% | 29 | 9.2% | 1.1% |
| Agglo. 20 000 à 100 000 hab | 43 | 8.0% | 0.6% | 24 | 9.5% | 0.7% | 19 | 6.6% | 0.5% | 19 | 6.0% | 1.0% |
| Agglo. + 100 000 hab | 173 | 32.1% | 1.1% | 94 | 38.1% | 1.3% | 79 | 26.9% | 1.0% | 109 | 34.2% | 1.9% |
| Agglo. Paris | 201 | 37.2% | 2.3% | 80 | 32.4% | 2.0% | 121 | 41.3% | 2.7% | 133 | 41.8% | 3.4% |

| | Ensemble | | | Hommes | | | Femmes | | | FoyersCSP+ | | |
|--|----------|-----------|-------------|----------|-----------|-------------|----------|-----------|-------------|------------|-----------|-------------|
| | Milliers | Structure | Pénétration | Milliers | Structure | Pénétration | Milliers | Structure | Pénétration | Milliers | Structure | Pénétration |
| Régions INSEE | | | | | | | | | | | | |
| Ile de France | 210 | 38.9% | 2.2% | 85 | 34.3% | 1.9% | 125 | 42.8% | 2.5% | 140 | 44.1% | 3.2% |
| Nord Pas de Calais | 14 | 2.6% | 0.4% | 6 | 2.3% | 0.4% | 8 | 2.9% | 0.5% | 6 | 1.8% | 0.6% |
| Lorraine | 10 | 1.9% | 0.5% | 7 | 3.0% | 0.8% | 3 | 0.9% | 0.3% | 4 | 1.2% | 0.7% |
| Alsace | 13 | 2.5% | 0.9% | 8 | 3.1% | 1.0% | 6 | 1.9% | 0.7% | 8 | 2.5% | 1.7% |
| Franche-Comté | 9 | 1.7% | 1.0% | 7 | 3.0% | 1.6% | 2 | 0.7% | 0.4% | 8 | 2.6% | 3.0% |
| Champagne Ardennes | 12 | 2.2% | 1.1% | 8 | 3.3% | 1.6% | 4 | 1.3% | 0.7% | 6 | 1.8% | 1.9% |
| Picardie | 6 | 1.2% | 0.4% | 6 | 2.6% | 0.9% | 0 | 0.0% | 0.0% | 3 | 0.9% | 0.7% |
| Bourgogne | 11 | 2.1% | 0.8% | 7 | 2.7% | 1.0% | 4 | 1.5% | 0.6% | 4 | 1.3% | 1.2% |
| Haute Normandie | 11 | 2.0% | 0.7% | 7 | 2.8% | 1.0% | 4 | 1.3% | 0.5% | 5 | 1.4% | 1.0% |
| Basse Normandie | 9 | 1.7% | 0.8% | 4 | 1.5% | 0.6% | 6 | 1.9% | 0.9% | 6 | 1.9% | 1.9% |
| Centre | 8 | 1.5% | 0.4% | 2 | 1.0% | 0.2% | 5 | 1.8% | 0.5% | 4 | 1.4% | 0.7% |
| Pays de Loire | 17 | 3.1% | 0.6% | 11 | 4.6% | 0.8% | 5 | 1.8% | 0.4% | 8 | 2.5% | 0.8% |
| Bretagne | 23 | 4.2% | 0.8% | 6 | 2.4% | 0.5% | 17 | 5.7% | 1.2% | 14 | 4.5% | 1.9% |
| Poitou Charentes | 22 | 4.0% | 1.5% | 7 | 3.0% | 1.0% | 14 | 4.9% | 1.9% | 7 | 2.2% | 1.9% |
| Aquitaine | 34 | 6.3% | 1.2% | 16 | 6.3% | 1.2% | 19 | 6.3% | 1.3% | 21 | 6.5% | 2.5% |
| Midi Pyrénées | 25 | 4.6% | 1.0% | 13 | 5.4% | 1.1% | 11 | 3.9% | 0.9% | 13 | 4.1% | 1.6% |
| Limousin | 3 | 0.6% | 0.6% | 1 | 0.3% | 0.2% | 3 | 1.0% | 0.9% | 2 | 0.6% | 1.3% |
| Auvergne | 5 | 0.9% | 0.4% | 1 | 0.5% | 0.2% | 4 | 1.3% | 0.6% | 2 | 0.6% | 0.6% |
| Rhône Alpes | 23 | 4.2% | 0.4% | 13 | 5.4% | 0.5% | 9 | 3.2% | 0.3% | 16 | 5.0% | 0.8% |
| Languedoc Roussillon | 26 | 4.8% | 1.1% | 15 | 6.1% | 1.4% | 11 | 3.7% | 0.9% | 19 | 5.9% | 2.7% |
| Provence Alpes Côte d'Azur. Corse | 48 | 8.9% | 1.1% | 16 | 6.4% | 0.8% | 33 | 11.1% | 1.4% | 23 | 7.2% | 1.6% |
| Habitudes de connexion à Internet | | | | | | | | | | | | |
| Tous les jours | 435 | 80.5% | 1.3% | 200 | 81.1% | 1.2% | 234 | 80.0% | 1.3% | 280 | 88.1% | 1.9% |
| Presque tous les jours | 38 | 7.0% | 0.6% | 19 | 7.6% | 0.7% | 19 | 6.5% | 0.6% | 18 | 5.5% | 0.9% |
| 1 à 2 fois par semaine | 25 | 4.7% | 1.0% | 13 | 5.2% | 1.2% | 12 | 4.2% | 0.8% | 9 | 3.0% | 1.8% |
| 1 à 3 fois par mois | 5 | 1.0% | 1.1% | 1 | 0.2% | 0.3% | 5 | 1.6% | 1.6% | 0 | 0.0% | 0.0% |
| Moins souvent | 9 | 1.7% | 1.3% | 0 | 0.0% | 0.0% | 9 | 3.2% | 2.6% | 9 | 2.9% | 19.5% |

Lecture Dernière Période

| | 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 | 22 | 4.1% | 1.2% | 10 | 4.1% | 1.3% | 12 | 4.1% | 1.1% | 6 | 1.9% | 3.0% |
| De 9 000 à moins de 12 000 euros par an | 14 | 2.5% | 0.5% | 9 | 3.6% | 0.8% | 5 | 1.6% | 0.3% | 1 | 0.4% | 0.6% |
| De 12 000 à moins de 18 000 euros par an | 41 | 7.5% | 0.7% | 24 | 9.5% | 1.0% | 17 | 5.8% | 0.5% | 18 | 5.6% | 2.8% |
| De 18 000 à moins de 24 000 euros par an | 31 | 5.8% | 0.5% | 13 | 5.3% | 0.4% | 18 | 6.3% | 0.5% | 16 | 5.0% | 1.2% |
| De 24 000 à moins de 36 000 euros par an | 96 | 17.8% | 0.8% | 46 | 18.4% | 0.8% | 50 | 17.2% | 0.8% | 37 | 11.7% | 1.1% |
| De 36 000 à moins de 45 000 euros par an | 61 | 11.3% | 0.8% | 26 | 10.6% | 0.7% | 35 | 11.8% | 1.0% | 34 | 10.8% | 1.2% |
| De 45 000 à moins de 65 000 euros par an | 121 | 22.5% | 1.7% | 60 | 24.2% | 1.5% | 62 | 21.1% | 1.9% | 91 | 28.5% | 2.2% |
| 65 000 euros et plus par an | 110 | 20.4% | 2.8% | 46 | 18.7% | 2.0% | 64 | 21.9% | 3.8% | 81 | 25.5% | 3.0% |
| Refus | 29 | 5.4% | 0.9% | 12 | 4.9% | 0.8% | 17 | 5.8% | 0.9% | 19 | 6.1% | 1.7% |
| Ne sait pas | 14 | 2.7% | 0.9% | 2 | 0.7% | 0.2% | 13 | 4.4% | 1.4% | 14 | 4.6% | 2.5% |