

| | Ensemble | | | Hommes | | | Femmes | | | FoyersCSP+ | | |
|-----------------------------------|----------|-----------|-------------|----------|-----------|-------------|----------|-----------|-------------|------------|-----------|-------------|
| | Milliers | Structure | Pénétration | Milliers | Structure | Pénétration | Milliers | Structure | Pénétration | Milliers | Structure | Pénétration |
| ENSEMBLE | 17387 | 100.0% | 33.4% | 8786 | 100.0% | 35.2% | 8601 | 100.0% | 31.7% | 4255 | 100.0% | 24.5% |
| Sexe | | | | | | | | | | | | |
| Homme | 8786 | 50.5% | 35.2% | 8786 | 100.0% | 35.2% | 0 | 0.0% | 0.0% | 2317 | 54.5% | 26.4% |
| Femme | 8601 | 49.5% | 31.7% | 0 | 0.0% | 0.0% | 8601 | 100.0% | 31.7% | 1938 | 45.5% | 22.6% |
| Age | | | | | | | | | | | | |
| 15 à 24 ans | 1352 | 7.8% | 18.5% | 703 | 8.0% | 19.0% | 649 | 7.6% | 18.0% | 498 | 11.7% | 16.3% |
| 25 à 34 ans | 1828 | 10.5% | 24.1% | 1002 | 11.4% | 27.0% | 825 | 9.6% | 21.3% | 673 | 15.8% | 20.7% |
| 35 à 49 ans | 3589 | 20.6% | 28.8% | 1960 | 22.3% | 31.8% | 1629 | 18.9% | 25.8% | 1561 | 36.7% | 24.7% |
| 50 à 59 ans | 3361 | 19.3% | 36.3% | 1731 | 19.7% | 37.6% | 1629 | 18.9% | 35.0% | 1213 | 28.5% | 31.4% |
| 60 ans et plus | 7259 | 41.7% | 47.0% | 3390 | 38.6% | 49.9% | 3868 | 45.0% | 44.6% | 309 | 7.3% | 35.4% |
| Individu | | | | | | | | | | | | |
| Ménagères | 7783 | 44.8% | 33.2% | 0 | 0.0% | 0.0% | 7783 | 90.5% | 33.2% | 1670 | 39.3% | 23.7% |
| Personne de référence | 10233 | 58.9% | 36.0% | 7726 | 87.9% | 37.7% | 2506 | 29.1% | 31.5% | 2301 | 54.1% | 27.5% |
| Responsable des achats | 12310 | 70.8% | 34.2% | 4691 | 53.4% | 35.7% | 7619 | 88.6% | 33.3% | 2787 | 65.5% | 25.3% |
| PCS Individu | | | | | | | | | | | | |
| Agriculteurs | 264 | 1.5% | 52.7% | 187 | 2.1% | 54.6% | 77 | 0.9% | 48.4% | 7 | 0.2% | 53.0% |
| Petits patrons | 475 | 2.7% | 29.6% | 351 | 4.0% | 30.5% | 123 | 1.4% | 27.4% | 418 | 9.8% | 28.9% |
| Affaires et Cadres | 1123 | 6.5% | 22.9% | 699 | 8.0% | 24.6% | 424 | 4.9% | 20.6% | 986 | 23.2% | 22.4% |
| Professions intermédiaires | 2025 | 11.6% | 28.2% | 1085 | 12.4% | 30.8% | 940 | 10.9% | 25.7% | 1613 | 37.9% | 27.7% |
| Employés | 2636 | 15.2% | 31.6% | 792 | 9.0% | 35.8% | 1844 | 21.4% | 30.1% | 498 | 11.7% | 26.8% |
| Ouvriers | 2102 | 12.1% | 33.2% | 1690 | 19.2% | 33.8% | 412 | 4.8% | 30.9% | 78 | 1.8% | 22.5% |
| Retraités | 6175 | 35.5% | 48.3% | 3136 | 35.7% | 50.9% | 3040 | 35.3% | 45.9% | 69 | 1.6% | 33.3% |
| Autres inactifs | 2587 | 14.9% | 24.8% | 846 | 9.6% | 22.7% | 1741 | 20.2% | 26.0% | 586 | 13.8% | 18.0% |
| PCS Personne de référence | | | | | | | | | | | | |
| Agriculteurs | 346 | 2.0% | 45.9% | 207 | 2.4% | 50.3% | 139 | 1.6% | 40.5% | 0 | 0.0% | 0.0% |
| Petits patrons | 734 | 4.2% | 28.0% | 388 | 4.4% | 28.9% | 347 | 4.0% | 27.1% | 734 | 17.3% | 28.0% |
| Affaires et Cadres | 1413 | 8.1% | 20.7% | 779 | 8.9% | 22.7% | 634 | 7.4% | 18.6% | 1413 | 33.2% | 20.7% |
| Professions intermédiaires | 2108 | 12.1% | 26.7% | 1151 | 13.1% | 28.7% | 957 | 11.1% | 24.7% | 2108 | 49.5% | 26.7% |
| Employés | 1586 | 9.1% | 29.2% | 781 | 8.9% | 32.9% | 805 | 9.4% | 26.4% | 0 | 0.0% | 0.0% |
| Ouvriers | 2876 | 16.5% | 30.3% | 1652 | 18.8% | 32.5% | 1224 | 14.2% | 27.8% | 0 | 0.0% | 0.0% |
| Retraités | 7033 | 40.4% | 47.3% | 3331 | 37.9% | 49.5% | 3703 | 43.0% | 45.5% | 0 | 0.0% | 0.0% |
| Autres inactifs | 1292 | 7.4% | 30.7% | 499 | 5.7% | 31.4% | 794 | 9.2% | 30.3% | 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 | 3473 | 20.0% | 34.6% | 1583 | 18.0% | 36.1% | 1890 | 22.0% | 33.4% | 468 | 11.0% | 25.7% |
| 2 personnes | 7364 | 42.4% | 40.8% | 3669 | 41.8% | 42.4% | 3695 | 43.0% | 39.2% | 1083 | 25.5% | 26.2% |
| 3 personnes | 2679 | 15.4% | 29.1% | 1444 | 16.4% | 31.1% | 1235 | 14.4% | 27.0% | 1015 | 23.9% | 26.0% |
| 4 personnes | 2474 | 14.2% | 26.7% | 1339 | 15.2% | 29.2% | 1135 | 13.2% | 24.3% | 1125 | 26.4% | 22.9% |
| 5 personnes et + | 1397 | 8.0% | 25.4% | 751 | 8.5% | 27.8% | 646 | 7.5% | 23.1% | 563 | 13.2% | 22.0% |
| Présence d'enfants de moins de 15 ans | | | | | | | | | | | | |
| Oui | 4063 | 23.4% | 26.1% | 2178 | 24.8% | 29.5% | 1885 | 21.9% | 23.0% | 1774 | 41.7% | 22.9% |
| Non | 13324 | 76.6% | 36.5% | 6608 | 75.2% | 37.6% | 6716 | 78.1% | 35.5% | 2481 | 58.3% | 25.8% |
| Habitat | | | | | | | | | | | | |
| Communes rurales | 4701 | 27.0% | 39.4% | 2302 | 26.2% | 40.4% | 2400 | 27.9% | 38.5% | 923 | 21.7% | 28.1% |
| Agglo. - 20 000 hab | 3547 | 20.4% | 39.2% | 1733 | 19.7% | 41.0% | 1814 | 21.1% | 37.5% | 768 | 18.1% | 30.2% |
| Agglo. 20 000 à 100 000 hab | 2863 | 16.5% | 41.0% | 1454 | 16.5% | 42.9% | 1410 | 16.4% | 39.2% | 599 | 14.1% | 32.2% |
| Agglo. + 100 000 hab | 4897 | 28.2% | 31.6% | 2538 | 28.9% | 33.7% | 2359 | 27.4% | 29.5% | 1436 | 33.8% | 25.2% |
| Agglo. Paris | 1378 | 7.9% | 16.1% | 760 | 8.7% | 18.5% | 618 | 7.2% | 13.8% | 528 | 12.4% | 13.3% |

| | Ensemble | | | Hommes | | | Femmes | | | FoyersCSP+ | | |
|--|----------|-----------|-------------|----------|-----------|-------------|----------|-----------|-------------|------------|-----------|-------------|
| | Milliers | Structure | Pénétration | Milliers | Structure | Pénétration | Milliers | Structure | Pénétration | Milliers | Structure | Pénétration |
| Régions INSEE | | | | | | | | | | | | |
| Ile de France | 1576 | 9.1% | 16.4% | 862 | 9.8% | 18.8% | 714 | 8.3% | 14.2% | 589 | 13.9% | 13.6% |
| Nord Pas de Calais | 1113 | 6.4% | 34.5% | 596 | 6.8% | 38.8% | 517 | 6.0% | 30.5% | 281 | 6.6% | 28.8% |
| Lorraine | 827 | 4.8% | 43.1% | 403 | 4.6% | 43.4% | 424 | 4.9% | 42.8% | 174 | 4.1% | 32.8% |
| Alsace | 698 | 4.0% | 45.5% | 348 | 4.0% | 46.9% | 350 | 4.1% | 44.2% | 171 | 4.0% | 35.8% |
| Franche-Comté | 373 | 2.1% | 39.0% | 184 | 2.1% | 39.6% | 188 | 2.2% | 38.5% | 79 | 1.9% | 29.3% |
| Champagne Ardennes | 475 | 2.7% | 43.5% | 237 | 2.7% | 45.0% | 238 | 2.8% | 42.1% | 102 | 2.4% | 34.6% |
| Picardie | 526 | 3.0% | 34.1% | 276 | 3.1% | 36.9% | 251 | 2.9% | 31.4% | 120 | 2.8% | 28.4% |
| Bourgogne | 586 | 3.4% | 43.2% | 283 | 3.2% | 43.4% | 303 | 3.5% | 43.1% | 106 | 2.5% | 31.3% |
| Haute Normandie | 327 | 1.9% | 22.0% | 170 | 1.9% | 23.9% | 157 | 1.8% | 20.2% | 74 | 1.7% | 16.4% |
| Basse Normandie | 439 | 2.5% | 36.2% | 217 | 2.5% | 37.3% | 222 | 2.6% | 35.2% | 93 | 2.2% | 28.5% |
| Centre | 762 | 4.4% | 36.3% | 374 | 4.3% | 37.0% | 388 | 4.5% | 35.6% | 155 | 3.7% | 23.9% |
| Pays de Loire | 1327 | 7.6% | 44.6% | 611 | 7.0% | 42.5% | 716 | 8.3% | 46.5% | 308 | 7.2% | 33.0% |
| Bretagne | 1440 | 8.3% | 53.7% | 705 | 8.0% | 54.6% | 735 | 8.5% | 52.9% | 342 | 8.0% | 45.2% |
| Poitou Charentes | 650 | 3.7% | 43.6% | 328 | 3.7% | 45.8% | 321 | 3.7% | 41.5% | 143 | 3.4% | 39.2% |
| Aquitaine | 1056 | 6.1% | 37.9% | 537 | 6.1% | 40.4% | 519 | 6.0% | 35.5% | 241 | 5.7% | 28.5% |
| Midi Pyrénées | 749 | 4.3% | 30.3% | 398 | 4.5% | 33.3% | 352 | 4.1% | 27.5% | 175 | 4.1% | 22.2% |
| Limousin | 296 | 1.7% | 48.1% | 140 | 1.6% | 47.6% | 156 | 1.8% | 48.6% | 55 | 1.3% | 33.8% |
| Auvergne | 531 | 3.1% | 46.9% | 257 | 2.9% | 47.3% | 274 | 3.2% | 46.6% | 101 | 2.4% | 31.1% |
| Rhône Alpes | 1463 | 8.4% | 28.0% | 769 | 8.8% | 30.6% | 694 | 8.1% | 25.6% | 381 | 9.0% | 19.6% |
| Languedoc Roussillon | 776 | 4.5% | 33.8% | 377 | 4.3% | 34.7% | 399 | 4.6% | 33.1% | 180 | 4.2% | 26.0% |
| Provence Alpes Côte d'Azur. Corse | 1397 | 8.0% | 32.0% | 714 | 8.1% | 34.5% | 682 | 7.9% | 29.7% | 385 | 9.0% | 26.4% |
| Habitudes de connexion à Internet | | | | | | | | | | | | |
| Tous les jours | 10275 | 59.1% | 29.6% | 5506 | 62.7% | 31.8% | 4769 | 55.4% | 27.5% | 3591 | 84.4% | 24.4% |
| Presque tous les jours | 1895 | 10.9% | 31.9% | 925 | 10.5% | 33.8% | 971 | 11.3% | 30.2% | 435 | 10.2% | 23.5% |
| 1 à 2 fois par semaine | 922 | 5.3% | 35.8% | 419 | 4.8% | 38.5% | 504 | 5.9% | 33.8% | 129 | 3.0% | 24.5% |
| 1 à 3 fois par mois | 178 | 1.0% | 37.0% | 72 | 0.8% | 37.2% | 107 | 1.2% | 36.9% | 26 | 0.6% | 38.5% |
| Moins souvent | 264 | 1.5% | 36.6% | 141 | 1.6% | 38.8% | 124 | 1.4% | 34.3% | 16 | 0.4% | 34.4% |
| Jamais | 31 | 0.2% | 44.7% | 17 | 0.2% | 43.3% | 14 | 0.2% | 46.6% | 0 | 0.0% | 5.3% |

| | 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 | 524 | 3.0% | 28.6% | 230 | 2.6% | 30.6% | 294 | 3.4% | 27.2% | 54 | 1.3% | 27.8% |
| De 9 000 à moins de 12 000 euros par an | 1034 | 5.9% | 34.7% | 415 | 4.7% | 36.2% | 619 | 7.2% | 33.7% | 68 | 1.6% | 28.5% |
| De 12 000 à moins de 18 000 euros par an | 2102 | 12.1% | 37.9% | 950 | 10.8% | 39.1% | 1151 | 13.4% | 36.9% | 167 | 3.9% | 26.6% |
| De 18 000 à moins de 24 000 euros par an | 2474 | 14.2% | 36.5% | 1172 | 13.3% | 39.4% | 1302 | 15.1% | 34.2% | 355 | 8.3% | 26.4% |
| De 24 000 à moins de 36 000 euros par an | 3985 | 22.9% | 34.9% | 2037 | 23.2% | 37.7% | 1948 | 22.6% | 32.3% | 928 | 21.8% | 26.5% |
| De 36 000 à moins de 45 000 euros par an | 2463 | 14.2% | 34.4% | 1366 | 15.5% | 36.7% | 1097 | 12.8% | 31.8% | 790 | 18.6% | 26.8% |
| De 45 000 à moins de 65 000 euros par an | 2277 | 13.1% | 31.1% | 1343 | 15.3% | 32.9% | 934 | 10.9% | 28.7% | 983 | 23.1% | 24.2% |
| 65 000 euros et plus par an | 966 | 5.6% | 24.4% | 596 | 6.8% | 26.3% | 370 | 4.3% | 21.9% | 589 | 13.9% | 21.7% |
| Refus | 1076 | 6.2% | 31.7% | 470 | 5.3% | 32.3% | 607 | 7.1% | 31.3% | 226 | 5.3% | 20.1% |
| Ne sait pas | 487 | 2.8% | 29.4% | 208 | 2.4% | 28.3% | 279 | 3.2% | 30.3% | 94 | 2.2% | 16.2% |