

| | Ensemble | | | Hommes | | | Femmes | | | FoyersCSP+ | | |
|----------------------------------|----------|-----------|-------------|----------|-----------|-------------|----------|-----------|-------------|------------|-----------|-------------|
| | Milliers | Structure | Pénétration | Milliers | Structure | Pénétration | Milliers | Structure | Pénétration | Milliers | Structure | Pénétration |
| ENSEMBLE | 1077 | 100.0% | 2.1% | 527 | 100.0% | 2.1% | 549 | 100.0% | 2.0% | 320 | 100.0% | 1.8% |
| Sexe | | | | | | | | | | | | |
| Homme | 527 | 49.0% | 2.1% | 527 | 100.0% | 2.1% | 0 | 0.0% | 0.0% | 184 | 57.4% | 2.1% |
| Femme | 549 | 51.0% | 2.0% | 0 | 0.0% | 0.0% | 549 | 100.0% | 2.0% | 137 | 42.6% | 1.6% |
| Age | | | | | | | | | | | | |
| 15 à 24 ans | 54 | 5.0% | 0.7% | 31 | 5.9% | 0.8% | 23 | 4.2% | 0.6% | 32 | 9.9% | 1.0% |
| 25 à 34 ans | 54 | 5.0% | 0.7% | 33 | 6.2% | 0.9% | 21 | 3.8% | 0.5% | 26 | 8.2% | 0.8% |
| 35 à 49 ans | 183 | 17.0% | 1.5% | 105 | 20.0% | 1.7% | 77 | 14.1% | 1.2% | 106 | 33.2% | 1.7% |
| 50 à 59 ans | 269 | 25.0% | 3.0% | 139 | 26.3% | 3.1% | 130 | 23.7% | 2.9% | 114 | 35.5% | 3.0% |
| 60 ans et plus | 517 | 48.0% | 3.3% | 219 | 41.6% | 3.2% | 297 | 54.2% | 3.4% | 43 | 13.3% | 4.2% |
| Individu | | | | | | | | | | | | |
| Ménagères | 514 | 47.7% | 2.2% | 0 | 0.0% | 0.0% | 514 | 93.6% | 2.2% | 122 | 38.2% | 1.7% |
| Personne de référence | 668 | 62.0% | 2.4% | 485 | 91.9% | 2.4% | 183 | 33.4% | 2.3% | 189 | 59.1% | 2.2% |
| Responsable des achats | 847 | 78.7% | 2.4% | 345 | 65.4% | 2.6% | 502 | 91.4% | 2.2% | 233 | 72.8% | 2.1% |
| PCS Individu | | | | | | | | | | | | |
| Agriculteurs | 3 | 0.3% | 0.6% | 1 | 0.2% | 0.3% | 2 | 0.4% | 1.2% | 0 | 0.0% | 0.0% |
| Petits patrons | 41 | 3.8% | 2.6% | 23 | 4.4% | 2.0% | 18 | 3.2% | 4.0% | 37 | 11.5% | 2.6% |
| Affaires et Cadres | 122 | 11.4% | 2.5% | 86 | 16.2% | 3.0% | 37 | 6.7% | 1.8% | 115 | 35.8% | 2.6% |
| Professions intermédiaires | 94 | 8.7% | 1.3% | 57 | 10.7% | 1.6% | 38 | 6.8% | 1.0% | 86 | 26.9% | 1.5% |
| Employés | 156 | 14.5% | 1.9% | 50 | 9.5% | 2.2% | 106 | 19.3% | 1.7% | 30 | 9.3% | 1.6% |
| Ouvriers | 91 | 8.4% | 1.4% | 79 | 15.0% | 1.6% | 12 | 2.1% | 0.9% | 1 | 0.2% | 0.2% |
| Retraités | 397 | 36.9% | 3.1% | 186 | 35.2% | 3.1% | 211 | 38.5% | 3.1% | 4 | 1.2% | 1.8% |
| Autres inactifs | 173 | 16.1% | 1.7% | 47 | 8.9% | 1.3% | 126 | 23.0% | 1.9% | 49 | 15.2% | 1.5% |
| PCS Personne de référence | | | | | | | | | | | | |
| Agriculteurs | 7 | 0.6% | 0.9% | 1 | 0.2% | 0.2% | 6 | 1.1% | 1.7% | 0 | 0.0% | 0.0% |
| Petits patrons | 47 | 4.4% | 1.8% | 23 | 4.3% | 1.6% | 25 | 4.5% | 2.0% | 47 | 14.7% | 1.8% |
| Affaires et Cadres | 171 | 15.9% | 2.5% | 102 | 19.3% | 3.0% | 70 | 12.7% | 2.0% | 171 | 53.5% | 2.5% |
| Professions intermédiaires | 102 | 9.5% | 1.3% | 60 | 11.3% | 1.5% | 42 | 7.7% | 1.1% | 102 | 31.8% | 1.3% |
| Employés | 99 | 9.2% | 1.8% | 46 | 8.7% | 1.9% | 53 | 9.6% | 1.7% | 0 | 0.0% | 0.0% |
| Ouvriers | 103 | 9.6% | 1.1% | 73 | 13.9% | 1.4% | 29 | 5.3% | 0.7% | 0 | 0.0% | 0.0% |
| Retraités | 448 | 41.6% | 3.0% | 195 | 37.0% | 2.9% | 253 | 46.1% | 3.1% | 0 | 0.0% | 0.0% |
| Autres inactifs | 100 | 9.3% | 2.4% | 29 | 5.4% | 1.9% | 71 | 13.0% | 2.8% | 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 | 263 | 24.4% | 2.6% | 110 | 20.8% | 2.5% | 153 | 27.8% | 2.7% | 38 | 11.7% | 1.9% |
| 2 personnes | 489 | 45.4% | 2.7% | 229 | 43.3% | 2.6% | 260 | 47.3% | 2.8% | 98 | 30.7% | 2.4% |
| 3 personnes | 138 | 12.8% | 1.5% | 70 | 13.3% | 1.5% | 68 | 12.4% | 1.5% | 70 | 21.8% | 1.7% |
| 4 personnes | 123 | 11.4% | 1.3% | 77 | 14.6% | 1.7% | 46 | 8.4% | 1.0% | 75 | 23.4% | 1.6% |
| 5 personnes et + | 64 | 5.9% | 1.2% | 42 | 7.9% | 1.6% | 22 | 4.0% | 0.8% | 40 | 12.3% | 1.5% |
| Présence d'enfants de moins de 15 ans | | | | | | | | | | | | |
| Oui | 190 | 17.6% | 1.2% | 115 | 21.8% | 1.6% | 75 | 13.6% | 0.9% | 109 | 33.9% | 1.4% |
| Non | 887 | 82.4% | 2.4% | 412 | 78.2% | 2.4% | 474 | 86.4% | 2.5% | 212 | 66.1% | 2.2% |
| Habitat | | | | | | | | | | | | |
| Communes rurales | 144 | 13.3% | 1.2% | 58 | 11.1% | 1.0% | 85 | 15.5% | 1.4% | 24 | 7.6% | 0.8% |
| Agglo. - 20 000 hab | 164 | 15.2% | 1.8% | 71 | 13.4% | 1.6% | 93 | 17.0% | 2.0% | 33 | 10.3% | 1.3% |
| Agglo. 20 000 à 100 000 hab | 121 | 11.2% | 1.7% | 53 | 10.0% | 1.6% | 68 | 12.4% | 1.9% | 23 | 7.2% | 1.1% |
| Agglo. + 100 000 hab | 308 | 28.6% | 2.0% | 144 | 27.4% | 1.9% | 163 | 29.8% | 2.0% | 88 | 27.3% | 1.6% |
| Agglo. Paris | 340 | 31.6% | 4.0% | 201 | 38.2% | 4.9% | 139 | 25.3% | 3.1% | 153 | 47.7% | 3.8% |

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| | Milliers | Structure | Pénétration | Milliers | Structure | Pénétration | Milliers | Structure | Pénétration | Milliers | Structure | Pénétration |
| Régions INSEE | | | | | | | | | | | | |
| Ile de France | 358 | 33.2% | 3.7% | 211 | 39.9% | 4.6% | 147 | 26.8% | 2.9% | 164 | 51.2% | 3.8% |
| Nord Pas de Calais | 25 | 2.3% | 0.8% | 22 | 4.2% | 1.4% | 3 | 0.5% | 0.2% | 8 | 2.6% | 0.8% |
| Lorraine | 29 | 2.7% | 1.5% | 9 | 1.8% | 1.0% | 20 | 3.6% | 2.0% | 0 | 0.0% | 0.0% |
| Alsace | 23 | 2.2% | 1.5% | 7 | 1.3% | 1.0% | 16 | 2.9% | 2.0% | 7 | 2.1% | 1.5% |
| Franche-Comté | 20 | 1.9% | 2.1% | 2 | 0.4% | 0.4% | 18 | 3.4% | 3.7% | 4 | 1.3% | 1.6% |
| Champagne Ardennes | 24 | 2.3% | 2.2% | 13 | 2.5% | 2.5% | 11 | 2.1% | 2.0% | 5 | 1.5% | 1.7% |
| Picardie | 13 | 1.2% | 0.8% | 6 | 1.2% | 0.8% | 6 | 1.2% | 0.8% | 6 | 1.8% | 1.3% |
| Bourgogne | 54 | 5.0% | 3.9% | 23 | 4.4% | 3.6% | 30 | 5.5% | 4.3% | 7 | 2.3% | 2.2% |
| Haute Normandie | 22 | 2.1% | 1.5% | 11 | 2.1% | 1.6% | 11 | 2.0% | 1.4% | 4 | 1.2% | 0.8% |
| Basse Normandie | 17 | 1.6% | 1.4% | 11 | 2.0% | 1.9% | 7 | 1.2% | 1.1% | 6 | 2.0% | 1.8% |
| Centre | 44 | 4.1% | 2.1% | 24 | 4.6% | 2.4% | 20 | 3.6% | 1.8% | 12 | 3.6% | 1.7% |
| Pays de Loire | 44 | 4.1% | 1.5% | 15 | 2.9% | 1.1% | 29 | 5.2% | 1.9% | 7 | 2.1% | 0.7% |
| Bretagne | 46 | 4.3% | 1.7% | 11 | 2.1% | 0.9% | 35 | 6.4% | 2.5% | 9 | 2.7% | 1.2% |
| Poitou Charentes | 26 | 2.4% | 1.8% | 13 | 2.4% | 1.8% | 14 | 2.5% | 1.8% | 5 | 1.6% | 1.4% |
| Aquitaine | 77 | 7.1% | 2.7% | 35 | 6.7% | 2.7% | 41 | 7.5% | 2.8% | 13 | 3.9% | 1.5% |
| Midi Pyrénées | 40 | 3.7% | 1.6% | 18 | 3.5% | 1.5% | 22 | 3.9% | 1.7% | 13 | 4.1% | 1.6% |
| Limousin | 11 | 1.0% | 1.8% | 5 | 1.0% | 1.8% | 6 | 1.1% | 1.8% | 1 | 0.4% | 0.8% |
| Auvergne | 21 | 1.9% | 1.8% | 7 | 1.4% | 1.3% | 13 | 2.4% | 2.2% | 2 | 0.7% | 0.7% |
| Rhône Alpes | 80 | 7.4% | 1.5% | 35 | 6.7% | 1.4% | 45 | 8.2% | 1.7% | 24 | 7.4% | 1.2% |
| Languedoc Roussillon | 36 | 3.3% | 1.6% | 14 | 2.7% | 1.3% | 21 | 3.9% | 1.8% | 3 | 1.0% | 0.4% |
| Provence Alpes Côte d'Azur. Corse | 66 | 6.1% | 1.5% | 33 | 6.2% | 1.6% | 33 | 6.1% | 1.4% | 21 | 6.5% | 1.4% |
| Habitudes de connexion à Internet | | | | | | | | | | | | |
| Tous les jours | 751 | 69.8% | 2.0% | 410 | 77.8% | 2.2% | 341 | 62.1% | 1.8% | 296 | 92.2% | 2.0% |
| Presque tous les jours | 113 | 10.5% | 2.0% | 45 | 8.5% | 1.8% | 68 | 12.4% | 2.2% | 17 | 5.2% | 1.0% |
| 1 à 2 fois par semaine | 70 | 6.5% | 2.6% | 12 | 2.3% | 1.1% | 58 | 10.6% | 3.7% | 3 | 1.1% | 0.7% |
| 1 à 3 fois par mois | 7 | 0.6% | 1.4% | 4 | 0.8% | 1.9% | 3 | 0.5% | 0.9% | 2 | 0.7% | 2.9% |
| Moins souvent | 9 | 0.8% | 1.6% | 4 | 0.7% | 1.3% | 5 | 1.0% | 1.9% | 2 | 0.8% | 4.6% |

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| Revenus du foyer | | | | | | | | | | | | |
| Moins de 9 000 euros par an | 28 | 2.6% | 1.7% | 5 | 1.0% | 0.7% | 23 | 4.3% | 2.5% | 0 | 0.0% | 0.0% |
| De 9 000 à moins de 12 000 euros par an | 47 | 4.4% | 1.7% | 30 | 5.7% | 2.9% | 17 | 3.0% | 1.0% | 3 | 0.8% | 1.0% |
| De 12 000 à moins de 18 000 euros par an | 101 | 9.4% | 1.9% | 49 | 9.3% | 2.2% | 52 | 9.4% | 1.7% | 5 | 1.7% | 0.8% |
| De 18 000 à moins de 24 000 euros par an | 109 | 10.1% | 1.6% | 37 | 7.0% | 1.3% | 72 | 13.1% | 1.9% | 20 | 6.2% | 1.4% |
| De 24 000 à moins de 36 000 euros par an | 216 | 20.0% | 1.8% | 97 | 18.3% | 1.7% | 119 | 21.7% | 1.9% | 39 | 12.0% | 1.1% |
| De 36 000 à moins de 45 000 euros par an | 130 | 12.1% | 1.8% | 65 | 12.4% | 1.7% | 65 | 11.8% | 1.8% | 46 | 14.4% | 1.6% |
| De 45 000 à moins de 65 000 euros par an | 157 | 14.6% | 2.2% | 101 | 19.2% | 2.6% | 56 | 10.3% | 1.8% | 61 | 18.9% | 1.6% |
| 65 000 euros et plus par an | 179 | 16.6% | 4.2% | 109 | 20.7% | 4.4% | 69 | 12.6% | 3.9% | 101 | 31.6% | 3.5% |
| Refus | 93 | 8.6% | 2.2% | 28 | 5.4% | 1.6% | 65 | 11.8% | 2.6% | 43 | 13.3% | 2.9% |
| Ne sait pas | 17 | 1.5% | 1.5% | 6 | 1.1% | 1.2% | 11 | 2.0% | 1.9% | 3 | 0.9% | 0.8% |