

| | Ensemble | | | Hommes | | | Femmes | | | FoyersCSP+ | | |
|-----------------------------------|----------|-----------|-------------|----------|-----------|-------------|----------|-----------|-------------|------------|-----------|-------------|
| | Milliers | Structure | Pénétration | Milliers | Structure | Pénétration | Milliers | Structure | Pénétration | Milliers | Structure | Pénétration |
| ENSEMBLE | 210 | 100.0% | 0.4% | 129 | 100.0% | 0.5% | 81 | 100.0% | 0.3% | 58 | 100.0% | 0.3% |
| Sexe | | | | | | | | | | | | |
| Homme | 129 | 61.4% | 0.5% | 129 | 100.0% | 0.5% | 0 | 0.0% | 0.0% | 41 | 70.6% | 0.5% |
| Femme | 81 | 38.6% | 0.3% | 0 | 0.0% | 0.0% | 81 | 100.0% | 0.3% | 17 | 29.4% | 0.2% |
| Age | | | | | | | | | | | | |
| 15 à 24 ans | 11 | 5.2% | 0.1% | 10 | 8.0% | 0.3% | 1 | 0.7% | 0.0% | 7 | 11.7% | 0.2% |
| 25 à 34 ans | 28 | 13.1% | 0.4% | 15 | 11.8% | 0.4% | 12 | 15.2% | 0.3% | 6 | 9.8% | 0.2% |
| 35 à 49 ans | 45 | 21.3% | 0.4% | 26 | 20.3% | 0.4% | 18 | 22.8% | 0.3% | 20 | 35.2% | 0.3% |
| 50 à 59 ans | 47 | 22.3% | 0.5% | 30 | 23.1% | 0.7% | 17 | 20.9% | 0.4% | 16 | 28.1% | 0.4% |
| 60 ans et plus | 80 | 38.2% | 0.5% | 47 | 36.8% | 0.7% | 33 | 40.4% | 0.4% | 9 | 15.2% | 0.9% |
| Individu | | | | | | | | | | | | |
| Ménagères | 74 | 35.3% | 0.3% | 0 | 0.0% | 0.0% | 74 | 91.3% | 0.3% | 14 | 24.3% | 0.2% |
| Personne de référence | 141 | 67.3% | 0.5% | 116 | 90.3% | 0.6% | 25 | 30.8% | 0.3% | 36 | 62.5% | 0.4% |
| Responsable des achats | 138 | 66.0% | 0.4% | 61 | 47.7% | 0.5% | 77 | 95.2% | 0.3% | 30 | 51.6% | 0.3% |
| PCS Individu | | | | | | | | | | | | |
| Agriculteurs | 6 | 2.9% | 1.2% | 3 | 2.1% | 0.8% | 3 | 4.2% | 2.1% | 0 | 0.0% | 0.0% |
| Petits patrons | 3 | 1.6% | 0.2% | 3 | 2.1% | 0.2% | 1 | 0.8% | 0.1% | 3 | 5.8% | 0.2% |
| Affaires et Cadres | 23 | 11.1% | 0.5% | 20 | 15.3% | 0.7% | 4 | 4.4% | 0.2% | 21 | 36.9% | 0.5% |
| Professions intermédiaires | 27 | 12.8% | 0.4% | 14 | 11.2% | 0.4% | 12 | 15.3% | 0.3% | 21 | 36.1% | 0.4% |
| Employés | 35 | 16.7% | 0.4% | 8 | 6.4% | 0.4% | 27 | 33.0% | 0.4% | 4 | 7.6% | 0.2% |
| Ouvriers | 36 | 17.3% | 0.6% | 34 | 26.7% | 0.7% | 2 | 2.3% | 0.1% | 4 | 7.5% | 1.2% |
| Retraités | 66 | 31.7% | 0.5% | 41 | 31.8% | 0.7% | 26 | 31.5% | 0.4% | 1 | 2.4% | 0.7% |
| Autres inactifs | 13 | 6.0% | 0.1% | 6 | 4.4% | 0.2% | 7 | 8.6% | 0.1% | 2 | 3.7% | 0.1% |
| PCS Personne de référence | | | | | | | | | | | | |
| Agriculteurs | 3 | 1.3% | 0.4% | 3 | 2.1% | 0.7% | 0 | 0.0% | 0.0% | 0 | 0.0% | 0.0% |
| Petits patrons | 8 | 3.9% | 0.3% | 4 | 2.9% | 0.3% | 4 | 5.5% | 0.4% | 8 | 14.1% | 0.3% |
| Affaires et Cadres | 27 | 13.0% | 0.4% | 23 | 17.9% | 0.7% | 4 | 5.2% | 0.1% | 27 | 47.1% | 0.4% |
| Professions intermédiaires | 22 | 10.7% | 0.3% | 14 | 11.0% | 0.3% | 8 | 10.3% | 0.2% | 22 | 38.8% | 0.3% |
| Employés | 15 | 7.2% | 0.3% | 8 | 6.5% | 0.4% | 7 | 8.3% | 0.2% | 0 | 0.0% | 0.0% |
| Ouvriers | 49 | 23.4% | 0.5% | 32 | 25.0% | 0.6% | 17 | 20.8% | 0.4% | 0 | 0.0% | 0.0% |
| Retraités | 84 | 40.0% | 0.6% | 44 | 33.8% | 0.7% | 40 | 49.7% | 0.5% | 0 | 0.0% | 0.0% |
| Autres inactifs | 1 | 0.6% | 0.0% | 1 | 1.0% | 0.1% | 0 | 0.1% | 0.0% | 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 | 39 | 18.8% | 0.4% | 19 | 14.7% | 0.4% | 21 | 25.4% | 0.4% | 4 | 6.1% | 0.2% |
| 2 personnes | 86 | 41.1% | 0.5% | 61 | 47.7% | 0.7% | 25 | 30.5% | 0.3% | 19 | 32.4% | 0.5% |
| 3 personnes | 39 | 18.7% | 0.4% | 24 | 18.3% | 0.5% | 16 | 19.3% | 0.3% | 8 | 14.7% | 0.2% |
| 4 personnes | 28 | 13.5% | 0.3% | 12 | 9.7% | 0.3% | 16 | 19.7% | 0.3% | 14 | 24.4% | 0.3% |
| 5 personnes et + | 17 | 7.9% | 0.3% | 12 | 9.6% | 0.5% | 4 | 5.2% | 0.1% | 13 | 22.5% | 0.5% |
| Présence d'enfants de moins de 15 ans | | | | | | | | | | | | |
| Oui | 50 | 23.7% | 0.3% | 34 | 26.3% | 0.5% | 16 | 19.6% | 0.2% | 23 | 40.1% | 0.3% |
| Non | 160 | 76.3% | 0.4% | 95 | 73.7% | 0.5% | 65 | 80.4% | 0.3% | 35 | 59.9% | 0.4% |
| Habitat | | | | | | | | | | | | |
| Communes rurales | 38 | 18.2% | 0.3% | 23 | 17.9% | 0.4% | 15 | 18.7% | 0.2% | 12 | 21.3% | 0.4% |
| Agglo. - 20 000 hab | 59 | 28.0% | 0.6% | 35 | 26.9% | 0.8% | 24 | 29.8% | 0.5% | 7 | 12.6% | 0.3% |
| Agglo. 20 000 à 100 000 hab | 42 | 19.8% | 0.6% | 25 | 19.7% | 0.8% | 16 | 19.9% | 0.4% | 13 | 22.4% | 0.6% |
| Agglo. + 100 000 hab | 71 | 34.0% | 0.5% | 46 | 35.5% | 0.6% | 26 | 31.5% | 0.3% | 25 | 43.7% | 0.5% |
| Régions INSEE | | | | | | | | | | | | |
| Nord Pas de Calais | 1 | 0.4% | 0.0% | 1 | 0.6% | 0.0% | 0 | 0.0% | 0.0% | 0 | 0.0% | 0.0% |
| Lorraine | 1 | 0.3% | 0.0% | 0 | 0.2% | 0.0% | 0 | 0.5% | 0.0% | 0 | 0.4% | 0.0% |
| Alsace | 205 | 97.8% | 13.4% | 126 | 97.8% | 16.9% | 79 | 97.9% | 10.0% | 56 | 97.1% | 12.7% |
| Franche-Comté | 1 | 0.6% | 0.1% | 1 | 0.5% | 0.1% | 1 | 0.8% | 0.1% | 0 | 0.8% | 0.2% |
| Champagne Ardennes | 0 | 0.0% | 0.0% | 0 | 0.1% | 0.0% | 0 | 0.0% | 0.0% | 0 | 0.0% | 0.0% |
| Bourgogne | 0 | 0.2% | 0.0% | 0 | 0.0% | 0.0% | 0 | 0.5% | 0.1% | 0 | 0.0% | 0.0% |
| Pays de Loire | 0 | 0.1% | 0.0% | 0 | 0.0% | 0.0% | 0 | 0.3% | 0.0% | 0 | 0.0% | 0.0% |
| Poitou Charentes | 0 | 0.0% | 0.0% | 0 | 0.1% | 0.0% | 0 | 0.0% | 0.0% | 0 | 0.2% | 0.0% |
| Rhône Alpes | 0 | 0.2% | 0.0% | 0 | 0.3% | 0.0% | 0 | 0.0% | 0.0% | 0 | 0.7% | 0.0% |
| Languedoc Roussillon | 0 | 0.0% | 0.0% | 0 | 0.1% | 0.0% | 0 | 0.0% | 0.0% | 0 | 0.2% | 0.0% |
| Provence Alpes Côte d'Azur. Corse | 0 | 0.2% | 0.0% | 0 | 0.3% | 0.0% | 0 | 0.0% | 0.0% | 0 | 0.7% | 0.0% |
| Habitudes de connexion à Internet | | | | | | | | | | | | |
| Tous les jours | 138 | 65.6% | 0.4% | 84 | 65.2% | 0.5% | 54 | 66.2% | 0.3% | 48 | 83.3% | 0.3% |
| Presque tous les jours | 25 | 12.1% | 0.5% | 21 | 16.0% | 0.8% | 5 | 5.9% | 0.2% | 8 | 13.4% | 0.5% |
| 1 à 2 fois par semaine | 15 | 7.0% | 0.5% | 2 | 1.9% | 0.2% | 12 | 15.0% | 0.8% | 1 | 2.2% | 0.2% |
| 1 à 3 fois par mois | 1 | 0.3% | 0.1% | 1 | 0.5% | 0.3% | 0 | 0.0% | 0.0% | 1 | 1.1% | 0.8% |

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| Revenus du foyer | | | | | | | | | | | | |
| Moins de 9 000 euros par an | 5 | 2.2% | 0.3% | 3 | 2.5% | 0.4% | 1 | 1.8% | 0.2% | 1 | 1.5% | 0.5% |
| De 9 000 à moins de 12 000 euros par an | 12 | 5.7% | 0.4% | 5 | 4.0% | 0.5% | 7 | 8.4% | 0.4% | 0 | 0.0% | 0.0% |
| De 12 000 à moins de 18 000 euros par an | 26 | 12.2% | 0.5% | 10 | 7.6% | 0.4% | 16 | 19.5% | 0.5% | 1 | 1.1% | 0.1% |
| De 18 000 à moins de 24 000 euros par an | 24 | 11.5% | 0.4% | 19 | 14.6% | 0.6% | 5 | 6.6% | 0.1% | 3 | 5.9% | 0.2% |
| De 24 000 à moins de 36 000 euros par an | 41 | 19.5% | 0.3% | 28 | 21.9% | 0.5% | 13 | 15.7% | 0.2% | 14 | 23.4% | 0.4% |
| De 36 000 à moins de 45 000 euros par an | 51 | 24.1% | 0.7% | 29 | 22.9% | 0.8% | 21 | 26.1% | 0.6% | 11 | 18.9% | 0.4% |
| De 45 000 à moins de 65 000 euros par an | 15 | 7.3% | 0.2% | 10 | 7.7% | 0.3% | 5 | 6.7% | 0.2% | 7 | 11.6% | 0.2% |
| 65 000 euros et plus par an | 21 | 10.2% | 0.5% | 15 | 11.3% | 0.6% | 7 | 8.3% | 0.4% | 14 | 24.2% | 0.5% |
| Refus | 14 | 6.7% | 0.3% | 8 | 6.6% | 0.5% | 6 | 6.9% | 0.2% | 8 | 13.4% | 0.5% |
| Ne sait pas | 1 | 0.6% | 0.1% | 1 | 0.9% | 0.2% | 0 | 0.0% | 0.0% | 0 | 0.0% | 0.0% |