

| | Ensemble | | | Hommes | | | Femmes | | | FoyersCSP+ | | |
|-----------------------------------|----------|-----------|-------------|----------|-----------|-------------|----------|-----------|-------------|------------|-----------|-------------|
| | Milliers | Structure | Pénétration | Milliers | Structure | Pénétration | Milliers | Structure | Pénétration | Milliers | Structure | Pénétration |
| ENSEMBLE | 2283 | 100.0% | 4.4% | 1240 | 100.0% | 4.9% | 1043 | 100.0% | 3.8% | 825 | 100.0% | 4.6% |
| Sexe | | | | | | | | | | | | |
| Homme | 1240 | 54.3% | 4.9% | 1240 | 100.0% | 4.9% | 0 | 0.0% | 0.0% | 513 | 62.2% | 5.6% |
| Femme | 1043 | 45.7% | 3.8% | 0 | 0.0% | 0.0% | 1043 | 100.0% | 3.8% | 312 | 37.8% | 3.6% |
| Age | | | | | | | | | | | | |
| 15 à 24 ans | 191 | 8.4% | 2.6% | 105 | 8.5% | 2.8% | 86 | 8.2% | 2.3% | 113 | 13.7% | 3.5% |
| 25 à 34 ans | 318 | 13.9% | 4.2% | 187 | 15.1% | 5.0% | 130 | 12.5% | 3.3% | 146 | 17.7% | 4.6% |
| 35 à 49 ans | 435 | 19.1% | 3.4% | 224 | 18.0% | 3.6% | 212 | 20.3% | 3.3% | 274 | 33.2% | 4.4% |
| 50 à 59 ans | 254 | 11.1% | 2.9% | 129 | 10.4% | 3.1% | 125 | 12.0% | 2.8% | 137 | 16.6% | 3.8% |
| 60 ans et plus | 1085 | 47.5% | 6.7% | 594 | 47.9% | 8.2% | 491 | 47.0% | 5.5% | 155 | 18.8% | 9.7% |
| Individu | | | | | | | | | | | | |
| Ménagères | 936 | 41.0% | 4.0% | 0 | 0.0% | 0.0% | 936 | 89.8% | 4.0% | 261 | 31.6% | 3.7% |
| Personne de référence | 1367 | 59.9% | 4.9% | 1069 | 86.2% | 5.2% | 298 | 28.6% | 4.0% | 479 | 58.1% | 5.4% |
| Responsable des achats | 1599 | 70.0% | 4.5% | 671 | 54.1% | 5.2% | 928 | 89.0% | 4.1% | 506 | 61.3% | 4.5% |
| PCS Individu | | | | | | | | | | | | |
| Agriculteurs | 12 | 0.5% | 2.2% | 5 | 0.4% | 1.6% | 6 | 0.6% | 3.2% | 0 | 0.0% | 0.0% |
| Petits patrons | 112 | 4.9% | 6.9% | 92 | 7.4% | 7.6% | 20 | 1.9% | 4.7% | 111 | 13.5% | 7.5% |
| Affaires et Cadres | 337 | 14.8% | 6.7% | 229 | 18.5% | 7.9% | 108 | 10.3% | 5.0% | 305 | 37.0% | 6.8% |
| Professions intermédiaires | 232 | 10.2% | 3.1% | 128 | 10.3% | 3.5% | 104 | 10.0% | 2.8% | 208 | 25.2% | 3.4% |
| Employés | 229 | 10.0% | 2.7% | 101 | 8.1% | 4.5% | 129 | 12.3% | 2.0% | 50 | 6.1% | 2.8% |
| Ouvriers | 112 | 4.9% | 1.7% | 93 | 7.5% | 1.8% | 19 | 1.9% | 1.5% | 11 | 1.3% | 2.4% |
| Retraités | 844 | 37.0% | 6.5% | 459 | 37.0% | 7.7% | 385 | 36.9% | 5.6% | 9 | 1.1% | 4.1% |
| Autres inactifs | 405 | 17.7% | 4.1% | 133 | 10.7% | 3.7% | 272 | 26.1% | 4.3% | 130 | 15.8% | 3.9% |
| PCS Personne de référence | | | | | | | | | | | | |
| Agriculteurs | 15 | 0.7% | 2.0% | 5 | 0.4% | 1.5% | 10 | 0.9% | 2.4% | 0 | 0.0% | 0.0% |
| Petits patrons | 144 | 6.3% | 5.4% | 113 | 9.1% | 7.8% | 30 | 2.9% | 2.5% | 144 | 17.4% | 5.4% |
| Affaires et Cadres | 436 | 19.1% | 6.2% | 258 | 20.8% | 7.3% | 178 | 17.1% | 5.0% | 436 | 52.9% | 6.2% |
| Professions intermédiaires | 245 | 10.7% | 3.0% | 142 | 11.5% | 3.4% | 103 | 9.9% | 2.6% | 245 | 29.7% | 3.0% |
| Employés | 161 | 7.1% | 2.9% | 72 | 5.8% | 3.1% | 89 | 8.5% | 2.7% | 0 | 0.0% | 0.0% |
| Ouvriers | 182 | 8.0% | 1.9% | 114 | 9.2% | 2.2% | 67 | 6.5% | 1.5% | 0 | 0.0% | 0.0% |
| Retraités | 957 | 41.9% | 6.4% | 479 | 38.6% | 7.2% | 479 | 45.9% | 5.7% | 0 | 0.0% | 0.0% |
| Autres inactifs | 142 | 6.2% | 4.0% | 56 | 4.5% | 3.8% | 86 | 8.3% | 4.2% | 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 | 470 | 20.6% | 4.8% | 226 | 18.2% | 5.3% | 243 | 23.3% | 4.4% | 135 | 16.3% | 5.7% |
| 2 personnes | 991 | 43.4% | 5.4% | 538 | 43.4% | 6.1% | 452 | 43.4% | 4.8% | 200 | 24.3% | 4.8% |
| 3 personnes | 284 | 12.4% | 3.0% | 176 | 14.2% | 3.7% | 108 | 10.3% | 2.3% | 150 | 18.2% | 3.8% |
| 4 personnes | 329 | 14.4% | 3.5% | 207 | 16.7% | 4.4% | 122 | 11.7% | 2.6% | 221 | 26.8% | 4.7% |
| 5 personnes et + | 210 | 9.2% | 3.7% | 93 | 7.5% | 3.6% | 117 | 11.2% | 3.9% | 119 | 14.5% | 4.5% |
| Présence d'enfants de moins de 15 ans | | | | | | | | | | | | |
| Oui | 516 | 22.6% | 3.3% | 265 | 21.4% | 3.7% | 251 | 24.1% | 3.0% | 313 | 37.9% | 4.2% |
| Non | 1767 | 77.4% | 4.8% | 975 | 78.6% | 5.5% | 792 | 75.9% | 4.2% | 512 | 62.1% | 5.0% |
| Habitat | | | | | | | | | | | | |
| Communes rurales | 324 | 14.2% | 2.7% | 187 | 15.1% | 3.3% | 137 | 13.2% | 2.2% | 104 | 12.6% | 3.1% |
| Agglo. - 20 000 hab | 280 | 12.3% | 3.1% | 163 | 13.2% | 3.8% | 116 | 11.2% | 2.5% | 60 | 7.3% | 2.2% |
| Agglo. 20 000 à 100 000 hab | 280 | 12.3% | 4.0% | 167 | 13.4% | 5.0% | 113 | 10.9% | 3.1% | 74 | 9.0% | 3.5% |
| Agglo. + 100 000 hab | 766 | 33.5% | 4.9% | 412 | 33.2% | 5.4% | 353 | 33.9% | 4.4% | 267 | 32.3% | 4.8% |
| Agglo. Paris | 633 | 27.7% | 7.2% | 311 | 25.1% | 7.5% | 322 | 30.9% | 7.0% | 320 | 38.8% | 8.0% |

| | Ensemble | | | Hommes | | | Femmes | | | FoyersCSP+ | | |
|--|----------|-----------|-------------|----------|-----------|-------------|----------|-----------|-------------|------------|-----------|-------------|
| | Milliers | Structure | Pénétration | Milliers | Structure | Pénétration | Milliers | Structure | Pénétration | Milliers | Structure | Pénétration |
| Régions INSEE | | | | | | | | | | | | |
| Ile de France | 678 | 29.7% | 7.0% | 337 | 27.1% | 7.3% | 341 | 32.7% | 6.7% | 326 | 39.6% | 7.4% |
| Nord Pas de Calais | 100 | 4.4% | 3.1% | 42 | 3.4% | 2.7% | 58 | 5.6% | 3.5% | 41 | 5.0% | 4.1% |
| Lorraine | 68 | 3.0% | 3.5% | 48 | 3.9% | 5.1% | 20 | 1.9% | 2.0% | 20 | 2.5% | 3.9% |
| Alsace | 43 | 1.9% | 2.7% | 14 | 1.1% | 1.9% | 29 | 2.7% | 3.6% | 18 | 2.2% | 4.0% |
| Franche-Comté | 22 | 1.0% | 2.3% | 10 | 0.8% | 2.2% | 12 | 1.1% | 2.4% | 3 | 0.3% | 1.0% |
| Champagne Ardennes | 39 | 1.7% | 3.5% | 26 | 2.1% | 5.0% | 13 | 1.2% | 2.2% | 7 | 0.9% | 2.5% |
| Picardie | 43 | 1.9% | 2.8% | 28 | 2.3% | 3.8% | 15 | 1.4% | 1.9% | 9 | 1.1% | 2.1% |
| Bourgogne | 54 | 2.4% | 3.9% | 29 | 2.3% | 4.4% | 25 | 2.4% | 3.5% | 12 | 1.5% | 3.2% |
| Haute Normandie | 57 | 2.5% | 3.8% | 34 | 2.7% | 4.8% | 23 | 2.2% | 2.9% | 13 | 1.6% | 2.8% |
| Basse Normandie | 26 | 1.1% | 2.1% | 14 | 1.1% | 2.4% | 12 | 1.2% | 1.9% | 11 | 1.3% | 3.1% |
| Centre | 89 | 3.9% | 4.3% | 59 | 4.8% | 6.0% | 30 | 2.9% | 2.8% | 26 | 3.1% | 4.1% |
| Pays de Loire | 95 | 4.2% | 3.1% | 64 | 5.1% | 4.4% | 31 | 3.0% | 2.0% | 28 | 3.4% | 3.1% |
| Bretagne | 66 | 2.9% | 2.4% | 31 | 2.5% | 2.4% | 34 | 3.3% | 2.5% | 14 | 1.7% | 1.8% |
| Poitou Charentes | 54 | 2.4% | 3.7% | 30 | 2.4% | 4.2% | 24 | 2.3% | 3.1% | 15 | 1.8% | 3.6% |
| Aquitaine | 115 | 5.0% | 4.1% | 59 | 4.7% | 4.4% | 56 | 5.4% | 3.9% | 37 | 4.5% | 4.1% |
| Midi Pyrénées | 100 | 4.4% | 4.0% | 56 | 4.5% | 4.7% | 43 | 4.2% | 3.4% | 26 | 3.2% | 3.0% |
| Limousin | 19 | 0.8% | 3.0% | 12 | 1.0% | 4.1% | 6 | 0.6% | 1.9% | 4 | 0.5% | 2.4% |
| Auvergne | 66 | 2.9% | 5.7% | 36 | 2.9% | 6.5% | 30 | 2.9% | 5.1% | 18 | 2.1% | 5.9% |
| Rhône Alpes | 240 | 10.5% | 4.5% | 149 | 12.0% | 5.8% | 91 | 8.7% | 3.3% | 105 | 12.8% | 5.3% |
| Languedoc Roussillon | 102 | 4.5% | 4.4% | 53 | 4.3% | 4.8% | 49 | 4.7% | 4.0% | 28 | 3.3% | 3.8% |
| Provence Alpes Côte d'Azur. Corse | 208 | 9.1% | 4.7% | 108 | 8.7% | 5.2% | 100 | 9.6% | 4.3% | 63 | 7.6% | 4.1% |
| Habitudes de connexion à Internet | | | | | | | | | | | | |
| Tous les jours | 1978 | 86.6% | 4.6% | 1104 | 89.0% | 5.3% | 874 | 83.8% | 4.0% | 775 | 93.9% | 4.9% |
| Presque tous les jours | 208 | 9.1% | 3.4% | 96 | 7.7% | 3.5% | 112 | 10.8% | 3.4% | 37 | 4.5% | 2.7% |
| 1 à 2 fois par semaine | 70 | 3.1% | 2.3% | 22 | 1.8% | 1.7% | 48 | 4.6% | 2.7% | 12 | 1.4% | 2.3% |
| 1 à 3 fois par mois | 19 | 0.8% | 4.8% | 11 | 0.9% | 6.2% | 8 | 0.7% | 3.7% | 0 | 0.0% | 0.0% |
| Moins souvent | 8 | 0.3% | 7.0% | 7 | 0.6% | 19.2% | 0 | 0.0% | 0.6% | 1 | 0.2% | 6.4% |

| | 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 | 50 | 2.2% | 3.6% | 22 | 1.8% | 3.5% | 27 | 2.6% | 3.7% | 5 | 0.7% | 2.6% |
| De 9 000 à moins de 12 000 euros par an | 63 | 2.7% | 3.1% | 20 | 1.6% | 2.6% | 42 | 4.1% | 3.5% | 11 | 1.3% | 4.4% |
| De 12 000 à moins de 18 000 euros par an | 130 | 5.7% | 2.6% | 59 | 4.8% | 2.9% | 71 | 6.8% | 2.4% | 36 | 4.3% | 4.5% |
| De 18 000 à moins de 24 000 euros par an | 233 | 10.2% | 3.4% | 88 | 7.1% | 3.0% | 146 | 14.0% | 3.7% | 53 | 6.4% | 3.5% |
| De 24 000 à moins de 36 000 euros par an | 404 | 17.7% | 3.3% | 224 | 18.0% | 3.9% | 180 | 17.3% | 2.7% | 91 | 11.0% | 2.6% |
| De 36 000 à moins de 45 000 euros par an | 284 | 12.4% | 3.7% | 151 | 12.1% | 3.9% | 133 | 12.8% | 3.5% | 86 | 10.4% | 3.0% |
| De 45 000 à moins de 65 000 euros par an | 486 | 21.3% | 6.3% | 286 | 23.1% | 6.6% | 200 | 19.2% | 5.8% | 195 | 23.7% | 5.1% |
| 65 000 euros et plus par an | 417 | 18.3% | 9.7% | 280 | 22.6% | 11.0% | 137 | 13.1% | 7.9% | 275 | 33.3% | 9.5% |
| Refus | 171 | 7.5% | 4.8% | 85 | 6.9% | 5.6% | 85 | 8.2% | 4.2% | 53 | 6.4% | 4.0% |
| Ne sait pas | 45 | 2.0% | 2.9% | 25 | 2.0% | 3.4% | 20 | 1.9% | 2.4% | 20 | 2.4% | 3.0% |