

| | Ensemble | | | Hommes | | | Femmes | | | FoyersCSP+ | | |
|-----------------------------------|----------|-----------|-------------|----------|-----------|-------------|----------|-----------|-------------|------------|-----------|-------------|
| | Milliers | Structure | Pénétration | Milliers | Structure | Pénétration | Milliers | Structure | Pénétration | Milliers | Structure | Pénétration |
| ENSEMBLE | 1030 | 100.0% | 2.0% | 456 | 100.0% | 1.8% | 574 | 100.0% | 2.1% | 228 | 100.0% | 1.3% |
| Sexe | | | | | | | | | | | | |
| Homme | 456 | 44.3% | 1.8% | 456 | 100.0% | 1.8% | 0 | 0.0% | 0.0% | 104 | 45.8% | 1.1% |
| Femme | 574 | 55.7% | 2.1% | 0 | 0.0% | 0.0% | 574 | 100.0% | 2.1% | 123 | 54.2% | 1.4% |
| Age | | | | | | | | | | | | |
| 15 à 24 ans | 197 | 19.1% | 2.7% | 96 | 21.1% | 2.6% | 101 | 17.6% | 2.8% | 79 | 34.8% | 2.5% |
| 25 à 34 ans | 198 | 19.2% | 2.6% | 76 | 16.7% | 2.0% | 121 | 21.1% | 3.1% | 48 | 21.2% | 1.5% |
| 35 à 49 ans | 233 | 22.6% | 1.8% | 114 | 25.0% | 1.8% | 119 | 20.8% | 1.9% | 58 | 25.4% | 0.9% |
| 50 à 59 ans | 114 | 11.1% | 1.3% | 55 | 12.2% | 1.3% | 59 | 10.3% | 1.3% | 28 | 12.3% | 0.8% |
| 60 ans et plus | 288 | 28.0% | 1.8% | 114 | 25.1% | 1.6% | 174 | 30.3% | 2.0% | 14 | 6.3% | 0.9% |
| Individu | | | | | | | | | | | | |
| Ménagères | 451 | 43.8% | 1.9% | 0 | 0.0% | 0.0% | 451 | 78.6% | 1.9% | 83 | 36.5% | 1.2% |
| Personne de référence | 481 | 46.7% | 1.7% | 344 | 75.4% | 1.7% | 137 | 23.9% | 1.9% | 86 | 37.9% | 1.0% |
| Responsable des achats | 687 | 66.7% | 1.9% | 219 | 48.0% | 1.7% | 468 | 81.5% | 2.0% | 118 | 51.7% | 1.0% |
| PCS Individu | | | | | | | | | | | | |
| Agriculteurs | 13 | 1.3% | 2.6% | 7 | 1.4% | 2.0% | 7 | 1.2% | 3.6% | 0 | 0.0% | 0.0% |
| Petits patrons | 28 | 2.7% | 1.7% | 14 | 3.1% | 1.2% | 14 | 2.4% | 3.3% | 24 | 10.6% | 1.6% |
| Affaires et Cadres | 37 | 3.6% | 0.7% | 18 | 3.9% | 0.6% | 19 | 3.3% | 0.9% | 31 | 13.4% | 0.7% |
| Professions intermédiaires | 100 | 9.7% | 1.3% | 48 | 10.6% | 1.3% | 51 | 8.9% | 1.4% | 67 | 29.2% | 1.1% |
| Employés | 210 | 20.4% | 2.5% | 54 | 11.9% | 2.4% | 156 | 27.1% | 2.5% | 19 | 8.4% | 1.1% |
| Ouvriers | 178 | 17.2% | 2.8% | 138 | 30.3% | 2.7% | 39 | 6.9% | 3.0% | 18 | 7.7% | 4.0% |
| Retraités | 233 | 22.6% | 1.8% | 87 | 19.1% | 1.5% | 145 | 25.3% | 2.1% | 0 | 0.0% | 0.0% |
| Autres inactifs | 232 | 22.5% | 2.3% | 90 | 19.6% | 2.5% | 142 | 24.8% | 2.3% | 70 | 30.7% | 2.1% |
| PCS Personne de référence | | | | | | | | | | | | |
| Agriculteurs | 18 | 1.8% | 2.4% | 7 | 1.4% | 1.8% | 12 | 2.1% | 2.9% | 0 | 0.0% | 0.0% |
| Petits patrons | 41 | 4.0% | 1.5% | 17 | 3.7% | 1.2% | 25 | 4.3% | 2.0% | 41 | 18.2% | 1.5% |
| Affaires et Cadres | 52 | 5.0% | 0.7% | 36 | 7.8% | 1.0% | 16 | 2.8% | 0.5% | 52 | 22.7% | 0.7% |
| Professions intermédiaires | 135 | 13.1% | 1.7% | 52 | 11.4% | 1.2% | 83 | 14.4% | 2.1% | 135 | 59.1% | 1.7% |
| Employés | 136 | 13.2% | 2.4% | 56 | 12.4% | 2.4% | 79 | 13.8% | 2.4% | 0 | 0.0% | 0.0% |
| Ouvriers | 270 | 26.2% | 2.8% | 136 | 29.9% | 2.6% | 134 | 23.3% | 3.0% | 0 | 0.0% | 0.0% |
| Retraités | 281 | 27.3% | 1.9% | 101 | 22.2% | 1.5% | 180 | 31.3% | 2.1% | 0 | 0.0% | 0.0% |
| Autres inactifs | 97 | 9.4% | 2.7% | 51 | 11.2% | 3.4% | 46 | 8.0% | 2.3% | 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 | 132 | 12.8% | 1.3% | 47 | 10.4% | 1.1% | 84 | 14.7% | 1.5% | 29 | 12.6% | 1.2% |
| 2 personnes | 339 | 32.9% | 1.9% | 163 | 35.7% | 1.8% | 177 | 30.7% | 1.9% | 41 | 17.8% | 1.0% |
| 3 personnes | 241 | 23.4% | 2.6% | 109 | 23.9% | 2.3% | 132 | 23.0% | 2.9% | 49 | 21.4% | 1.2% |
| 4 personnes | 168 | 16.3% | 1.8% | 75 | 16.5% | 1.6% | 93 | 16.2% | 2.0% | 56 | 24.4% | 1.2% |
| 5 personnes et + | 150 | 14.6% | 2.7% | 62 | 13.6% | 2.4% | 88 | 15.4% | 2.9% | 54 | 23.8% | 2.1% |
| Présence d'enfants de moins de 15 ans | | | | | | | | | | | | |
| Oui | 360 | 35.0% | 2.3% | 144 | 31.6% | 2.0% | 216 | 37.7% | 2.6% | 91 | 39.9% | 1.2% |
| Non | 670 | 65.0% | 1.8% | 312 | 68.4% | 1.7% | 358 | 62.3% | 1.9% | 137 | 60.1% | 1.3% |
| Habitat | | | | | | | | | | | | |
| Communes rurales | 276 | 26.8% | 2.3% | 116 | 25.3% | 2.0% | 160 | 27.9% | 2.6% | 51 | 22.5% | 1.5% |
| Agglo. - 20 000 hab | 177 | 17.2% | 2.0% | 84 | 18.4% | 1.9% | 93 | 16.1% | 2.0% | 41 | 18.0% | 1.5% |
| Agglo. 20 000 à 100 000 hab | 146 | 14.2% | 2.1% | 59 | 12.9% | 1.8% | 87 | 15.2% | 2.4% | 26 | 11.2% | 1.2% |
| Agglo. + 100 000 hab | 306 | 29.7% | 1.9% | 163 | 35.8% | 2.1% | 142 | 24.8% | 1.8% | 87 | 38.2% | 1.6% |
| Agglo. Paris | 126 | 12.2% | 1.4% | 34 | 7.5% | 0.8% | 91 | 15.9% | 2.0% | 23 | 10.1% | 0.6% |

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| Régions INSEE | | | | | | | | | | | | |
| Ile de France | 153 | 14.8% | 1.6% | 40 | 8.9% | 0.9% | 112 | 19.6% | 2.2% | 28 | 12.3% | 0.6% |
| Nord Pas de Calais | 83 | 8.1% | 2.6% | 46 | 10.1% | 3.0% | 37 | 6.5% | 2.2% | 32 | 14.0% | 3.2% |
| Lorraine | 45 | 4.4% | 2.4% | 24 | 5.2% | 2.5% | 21 | 3.7% | 2.2% | 3 | 1.4% | 0.6% |
| Alsace | 17 | 1.6% | 1.1% | 13 | 2.8% | 1.7% | 4 | 0.7% | 0.5% | 3 | 1.4% | 0.7% |
| Franche-Comté | 30 | 2.9% | 3.1% | 13 | 2.8% | 2.7% | 17 | 3.0% | 3.4% | 4 | 1.8% | 1.4% |
| Champagne Ardennes | 20 | 1.9% | 1.8% | 10 | 2.2% | 1.9% | 10 | 1.7% | 1.7% | 4 | 1.8% | 1.4% |
| Picardie | 37 | 3.6% | 2.4% | 29 | 6.5% | 3.9% | 8 | 1.3% | 0.9% | 10 | 4.2% | 2.2% |
| Bourgogne | 34 | 3.3% | 2.5% | 20 | 4.3% | 3.0% | 15 | 2.6% | 2.0% | 4 | 1.8% | 1.1% |
| Haute Normandie | 42 | 4.1% | 2.8% | 16 | 3.5% | 2.3% | 26 | 4.5% | 3.3% | 7 | 3.2% | 1.6% |
| Basse Normandie | 38 | 3.7% | 3.2% | 18 | 3.8% | 3.1% | 21 | 3.7% | 3.3% | 6 | 2.5% | 1.6% |
| Centre | 40 | 3.9% | 2.0% | 17 | 3.7% | 1.7% | 23 | 4.1% | 2.2% | 6 | 2.6% | 0.9% |
| Pays de Loire | 60 | 5.8% | 2.0% | 33 | 7.2% | 2.3% | 27 | 4.7% | 1.7% | 15 | 6.7% | 1.7% |
| Bretagne | 77 | 7.5% | 2.9% | 34 | 7.4% | 2.6% | 44 | 7.6% | 3.2% | 20 | 8.7% | 2.5% |
| Poitou Charentes | 41 | 3.9% | 2.7% | 18 | 3.9% | 2.5% | 23 | 3.9% | 2.9% | 7 | 3.2% | 1.8% |
| Aquitaine | 50 | 4.9% | 1.8% | 29 | 6.4% | 2.2% | 21 | 3.7% | 1.5% | 11 | 4.7% | 1.2% |
| Midi Pyrénées | 26 | 2.5% | 1.0% | 9 | 2.0% | 0.7% | 17 | 2.9% | 1.3% | 5 | 2.4% | 0.6% |
| Limousin | 21 | 2.0% | 3.3% | 11 | 2.4% | 3.7% | 10 | 1.7% | 3.0% | 2 | 0.7% | 1.0% |
| Auvergne | 20 | 1.9% | 1.7% | 6 | 1.3% | 1.1% | 14 | 2.4% | 2.3% | 4 | 1.7% | 1.3% |
| Rhône Alpes | 83 | 8.1% | 1.6% | 25 | 5.5% | 1.0% | 58 | 10.1% | 2.1% | 19 | 8.5% | 1.0% |
| Languedoc Roussillon | 37 | 3.6% | 1.6% | 18 | 3.9% | 1.6% | 19 | 3.3% | 1.6% | 18 | 7.8% | 2.4% |
| Provence Alpes Côte d'Azur. Corse | 76 | 7.4% | 1.7% | 28 | 6.2% | 1.4% | 48 | 8.3% | 2.1% | 20 | 8.6% | 1.3% |
| Habitudes de connexion à Internet | | | | | | | | | | | | |
| Tous les jours | 821 | 79.7% | 1.9% | 390 | 85.5% | 1.9% | 431 | 75.1% | 2.0% | 206 | 90.6% | 1.3% |
| Presque tous les jours | 145 | 14.0% | 2.4% | 31 | 6.7% | 1.1% | 114 | 19.9% | 3.4% | 20 | 8.6% | 1.4% |
| 1 à 2 fois par semaine | 48 | 4.7% | 1.6% | 24 | 5.2% | 1.9% | 24 | 4.2% | 1.4% | 2 | 0.8% | 0.4% |
| 1 à 3 fois par mois | 12 | 1.2% | 3.0% | 8 | 1.8% | 4.4% | 4 | 0.7% | 1.8% | 0 | 0.0% | 0.0% |
| Moins souvent | 5 | 0.5% | 4.3% | 4 | 0.8% | 9.9% | 1 | 0.2% | 1.3% | 0 | 0.0% | 0.0% |

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| Revenus du foyer | | | | | | | | | | | | |
| Moins de 9 000 euros par an | 26 | 2.6% | 1.9% | 10 | 2.2% | 1.6% | 16 | 2.9% | 2.2% | 5 | 2.2% | 2.4% |
| De 9 000 à moins de 12 000 euros par an | 62 | 6.0% | 3.1% | 29 | 6.4% | 3.8% | 33 | 5.7% | 2.7% | 3 | 1.3% | 1.2% |
| De 12 000 à moins de 18 000 euros par an | 157 | 15.2% | 3.1% | 62 | 13.5% | 3.0% | 95 | 16.6% | 3.2% | 8 | 3.7% | 1.1% |
| De 18 000 à moins de 24 000 euros par an | 127 | 12.3% | 1.8% | 59 | 12.9% | 2.0% | 68 | 11.8% | 1.7% | 27 | 11.9% | 1.8% |
| De 24 000 à moins de 36 000 euros par an | 252 | 24.5% | 2.0% | 99 | 21.7% | 1.7% | 153 | 26.7% | 2.3% | 48 | 21.0% | 1.4% |
| De 36 000 à moins de 45 000 euros par an | 132 | 12.8% | 1.7% | 58 | 12.6% | 1.5% | 75 | 13.0% | 2.0% | 44 | 19.4% | 1.5% |
| De 45 000 à moins de 65 000 euros par an | 105 | 10.2% | 1.4% | 65 | 14.2% | 1.5% | 40 | 6.9% | 1.2% | 29 | 12.7% | 0.8% |
| 65 000 euros et plus par an | 39 | 3.7% | 0.9% | 28 | 6.1% | 1.1% | 11 | 1.9% | 0.6% | 21 | 9.0% | 0.7% |
| Refus | 94 | 9.2% | 2.7% | 35 | 7.7% | 2.3% | 59 | 10.3% | 2.9% | 24 | 10.5% | 1.8% |
| Ne sait pas | 37 | 3.6% | 2.3% | 12 | 2.7% | 1.7% | 24 | 4.2% | 2.9% | 19 | 8.2% | 2.8% |