

| | Ensemble | | | Hommes | | | Femmes | | | FoyersCSP+ | | |
|-----------------------------------|----------|-----------|-------------|----------|-----------|-------------|----------|-----------|-------------|------------|-----------|-------------|
| | Milliers | Structure | Pénétration | Milliers | Structure | Pénétration | Milliers | Structure | Pénétration | Milliers | Structure | Pénétration |
| Ensemble | 2017 | 100.0% | 4.0% | 441 | 100.0% | 1.8% | 1576 | 100.0% | 5.9% | 910 | 100.0% | 5.4% |
| Sexe | | | | | | | | | | | | |
| Homme | 441 | 21.9% | 1.8% | 441 | 100.0% | 1.8% | 0 | - | 100.0% | 213 | 23.4% | 2.4% |
| Femme | 1576 | 78.1% | 5.9% | 0 | - | 100.0% | 1576 | 100.0% | 5.9% | 697 | 76.6% | 8.7% |
| Age | | | | | | | | | | | | |
| 15 à 24 ans | 375 | 18.6% | 5.1% | 45 | 10.1% | 1.2% | 330 | 21.0% | 9.0% | 173 | 19.0% | 5.8% |
| 25 à 34 ans | 268 | 13.3% | 3.5% | 65 | 14.8% | 1.7% | 203 | 12.8% | 5.2% | 141 | 15.5% | 4.1% |
| 35 à 49 ans | 599 | 29.7% | 4.7% | 151 | 34.2% | 2.4% | 448 | 28.4% | 6.9% | 355 | 39.0% | 5.9% |
| 50 à 64 ans | 464 | 23.0% | 3.8% | 106 | 24.0% | 1.8% | 358 | 22.7% | 5.7% | 221 | 24.3% | 5.4% |
| 65 ans et plus | 312 | 15.5% | 2.9% | 75 | 16.9% | 1.6% | 237 | 15.1% | 3.8% | 20 | 2.2% | 8.5% |
| Individu | | | | | | | | | | | | |
| Ménagère | 1260 | 62.4% | 5.4% | 0 | - | 100.0% | 1260 | 79.9% | 5.4% | 543 | 59.7% | 8.1% |
| Personne de Référence | 818 | 40.6% | 2.9% | 386 | 87.5% | 1.9% | 432 | 27.4% | 5.5% | 311 | 34.2% | 3.7% |
| Responsable des achats | 1085 | 53.8% | 4.5% | 161 | 36.5% | 2.1% | 925 | 58.7% | 5.6% | 517 | 56.8% | 6.2% |
| PCS Individu | | | | | | | | | | | | |
| Agriculteurs | 27 | 1.3% | 5.1% | 9 | 2.0% | 2.5% | 18 | 1.2% | 10.0% | 0 | - | - |
| Petits patrons | 67 | 3.3% | 4.3% | 38 | 8.6% | 3.4% | 29 | 1.9% | 6.6% | 58 | 6.3% | 4.1% |
| Affaires et Cadres | 313 | 15.5% | 6.7% | 100 | 22.8% | 3.4% | 212 | 13.5% | 12.2% | 288 | 31.7% | 6.7% |
| Professions intermédiaires | 254 | 12.6% | 3.8% | 50 | 11.3% | 1.4% | 204 | 12.9% | 6.4% | 201 | 22.1% | 3.6% |
| Employés | 339 | 16.8% | 4.0% | 38 | 8.6% | 1.9% | 301 | 19.1% | 4.7% | 78 | 8.6% | 4.4% |
| Ouvriers | 139 | 6.9% | 2.2% | 76 | 17.2% | 1.5% | 63 | 4.0% | 4.5% | 22 | 2.4% | 6.5% |
| Retraités | 369 | 18.3% | 3.0% | 84 | 18.9% | 1.4% | 286 | 18.1% | 4.5% | 22 | 2.4% | 9.9% |
| Autres inactifs | 509 | 25.2% | 5.0% | 47 | 10.7% | 1.3% | 462 | 29.3% | 6.9% | 241 | 26.5% | 7.7% |
| PCS Personne de Référence | | | | | | | | | | | | |
| Agriculteurs | 33 | 1.6% | 4.2% | 9 | 2.0% | 2.3% | 24 | 1.5% | 6.0% | 0 | - | 100.0% |
| Petits patrons | 123 | 6.1% | 4.9% | 39 | 8.8% | 2.9% | 84 | 5.3% | 7.3% | 123 | 13.5% | 4.9% |
| Affaires et Cadres | 500 | 24.8% | 7.4% | 117 | 26.4% | 3.4% | 383 | 24.3% | 11.7% | 500 | 54.9% | 7.4% |
| Professions intermédiaires | 288 | 14.3% | 3.8% | 58 | 13.2% | 1.5% | 230 | 14.6% | 6.4% | 288 | 31.6% | 3.8% |
| Employés | 264 | 13.1% | 4.9% | 36 | 8.2% | 1.7% | 228 | 14.5% | 7.1% | 0 | - | 100.0% |
| Ouvriers | 286 | 14.2% | 2.9% | 84 | 19.1% | 1.7% | 202 | 12.8% | 4.4% | 0 | - | 100.0% |
| Retraités | 413 | 20.5% | 2.9% | 84 | 19.1% | 1.3% | 329 | 20.8% | 4.2% | 0 | - | 100.0% |
| Autres inactifs | 111 | 5.5% | 3.0% | 14 | 3.2% | 1.0% | 97 | 6.2% | 4.0% | 0 | - | 100.0% |

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| | Milliers | Structure | Pénétration | Milliers | Structure | Pénétration | Milliers | Structure | Pénétration | Milliers | Structure | Pénétration |
| Taille du Foyer | | | | | | | | | | | | |
| 1 personne | 324 | 16.1% | 3.5% | 42 | 9.6% | 1.1% | 282 | 17.9% | 5.3% | 82 | 9.0% | 4.7% |
| 2 personnes | 624 | 30.9% | 3.5% | 165 | 37.4% | 1.9% | 459 | 29.1% | 5.0% | 199 | 21.8% | 4.7% |
| 3 personnes | 353 | 17.5% | 3.8% | 75 | 17.0% | 1.6% | 277 | 17.6% | 5.9% | 191 | 21.0% | 5.1% |
| 4 personnes | 444 | 22.0% | 4.8% | 96 | 21.7% | 2.1% | 349 | 22.1% | 7.5% | 253 | 27.8% | 5.5% |
| 5 personnes et + | 272 | 13.5% | 5.2% | 63 | 14.3% | 2.6% | 209 | 13.3% | 7.5% | 185 | 20.4% | 7.4% |
| Présence d'enfants de moins de 15 ans | | | | | | | | | | | | |
| Oui | 747 | 37.0% | 4.8% | 176 | 40.0% | 2.4% | 571 | 36.2% | 6.8% | 446 | 49.0% | 6.0% |
| Non | 1270 | 63.0% | 3.6% | 265 | 60.0% | 1.6% | 1006 | 63.8% | 5.6% | 464 | 51.0% | 4.9% |
| Habitat | | | | | | | | | | | | |
| Communes rurales | 307 | 15.2% | 2.4% | 74 | 16.9% | 1.2% | 232 | 14.7% | 3.5% | 112 | 12.3% | 3.1% |
| Agglo. - 20 000 hab | 222 | 11.0% | 2.6% | 58 | 13.1% | 1.4% | 165 | 10.4% | 3.7% | 78 | 8.6% | 3.2% |
| Agglo. 20 000 à 100 000 hab | 251 | 12.5% | 3.8% | 54 | 12.1% | 1.7% | 198 | 12.5% | 5.7% | 102 | 11.2% | 5.2% |
| Agglo. + 100 000 hab | 650 | 32.2% | 4.5% | 123 | 28.0% | 1.8% | 527 | 33.4% | 7.0% | 273 | 30.0% | 5.6% |
| Agglo. Paris | 587 | 29.1% | 7.1% | 132 | 30.0% | 3.4% | 454 | 28.8% | 10.4% | 346 | 38.0% | 8.9% |

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| Région d'habitation | | | | | | | | | | | | |
| Ile-de-France | 622 | 30.9% | 6.6% | 142 | 32.2% | 3.2% | 480 | 30.5% | 9.7% | 364 | 40.0% | 8.4% |
| Nord-Pas-de-Calais | 79 | 3.9% | 2.5% | 23 | 5.2% | 1.5% | 57 | 3.6% | 3.4% | 35 | 3.8% | 3.9% |
| Lorraine | 41 | 2.0% | 2.1% | 7 | 1.6% | 0.8% | 34 | 2.1% | 3.4% | 9 | 1.0% | 1.8% |
| Alsace | 57 | 2.8% | 3.8% | 8 | 1.9% | 1.1% | 49 | 3.1% | 6.3% | 29 | 3.1% | 5.5% |
| Franche-Comté | 28 | 1.4% | 3.0% | 6 | 1.3% | 1.2% | 23 | 1.4% | 4.7% | 11 | 1.2% | 4.6% |
| Champagne-Ardenne | 33 | 1.6% | 3.1% | 7 | 1.6% | 1.3% | 26 | 1.7% | 4.7% | 11 | 1.2% | 4.2% |
| Picardie | 39 | 1.9% | 2.6% | 9 | 2.0% | 1.2% | 31 | 1.9% | 3.9% | 17 | 1.8% | 3.7% |
| Bourgogne | 38 | 1.9% | 2.8% | 7 | 1.6% | 1.1% | 31 | 1.9% | 4.3% | 11 | 1.2% | 3.1% |
| Haute-Normandie | 42 | 2.1% | 2.9% | 10 | 2.2% | 1.4% | 33 | 2.1% | 4.3% | 16 | 1.8% | 3.6% |
| Basse-Normandie | 23 | 1.1% | 1.9% | 7 | 1.7% | 1.3% | 16 | 1.0% | 2.5% | 9 | 1.0% | 2.8% |
| Centre | 72 | 3.6% | 3.5% | 16 | 3.6% | 1.6% | 57 | 3.6% | 5.3% | 27 | 3.0% | 4.3% |
| Pays de la Loire | 74 | 3.7% | 2.6% | 16 | 3.5% | 1.1% | 59 | 3.7% | 4.0% | 28 | 3.0% | 3.1% |
| Bretagne | 68 | 3.4% | 2.6% | 13 | 2.8% | 1.0% | 56 | 3.5% | 4.1% | 21 | 2.3% | 2.7% |
| Poitou-Charentes | 42 | 2.1% | 2.9% | 4 | 1.0% | 0.6% | 38 | 2.4% | 5.0% | 21 | 2.4% | 5.6% |
| Aquitaine | 96 | 4.8% | 3.6% | 18 | 4.0% | 1.4% | 78 | 5.0% | 5.6% | 36 | 3.9% | 4.2% |
| Midi-Pyrénées | 103 | 5.1% | 4.3% | 20 | 4.6% | 1.8% | 83 | 5.2% | 6.7% | 38 | 4.2% | 4.8% |
| Limousin | 21 | 1.1% | 3.4% | 6 | 1.4% | 2.0% | 15 | 1.0% | 4.7% | 5 | 0.5% | 3.0% |
| Auvergne | 41 | 2.0% | 3.7% | 15 | 3.3% | 2.7% | 27 | 1.7% | 4.6% | 13 | 1.4% | 4.2% |
| Rhône-Alpes | 161 | 8.0% | 3.2% | 39 | 8.9% | 1.6% | 122 | 7.7% | 4.7% | 69 | 7.6% | 4.1% |
| Languedoc-Roussillon | 86 | 4.2% | 4.0% | 17 | 3.8% | 1.6% | 69 | 4.4% | 6.1% | 33 | 3.6% | 5.2% |
| Provence-Alpes-Côte-d'Azur-Corse | 247 | 12.3% | 5.7% | 53 | 12.0% | 2.6% | 194 | 12.3% | 8.5% | 109 | 12.0% | 7.7% |
| Habitudes de connexion Internet | | | | | | | | | | | | |
| Tous les jours | 1250 | 61.9% | 4.6% | 299 | 67.8% | 2.2% | 951 | 60.3% | 7.2% | 682 | 74.9% | 5.4% |
| Presque tous les jours | 278 | 13.8% | 4.6% | 35 | 7.9% | 1.3% | 244 | 15.4% | 7.4% | 152 | 16.7% | 6.2% |
| 1 à 2 fois par semaine | 111 | 5.5% | 3.5% | 21 | 4.7% | 1.5% | 90 | 5.7% | 5.0% | 44 | 4.8% | 4.9% |
| 1 à 3 fois par mois | 38 | 1.9% | 4.4% | 8 | 1.7% | 1.9% | 31 | 1.9% | 6.6% | 11 | 1.2% | 5.9% |
| Moins souvent | 33 | 1.6% | 2.3% | 12 | 2.7% | 1.9% | 21 | 1.3% | 2.5% | 5 | 0.6% | 3.5% |
| Jamais | 8 | 0.4% | 3.1% | 0 | - | - | 8 | 0.5% | 7.1% | 1 | 0.1% | 2.7% |

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| Revenus du Foyer | | | | | | | | | | | | |
| Moins de 9 000 euros par an | 79 | 3.9% | 3.2% | 15 | 3.5% | 1.6% | 63 | 4.0% | 4.3% | 8 | 0.8% | 4.0% |
| De 9 000 à moins de 12 000 euros par an | 96 | 4.8% | 2.9% | 12 | 2.8% | 1.1% | 84 | 5.3% | 3.8% | 14 | 1.5% | 4.9% |
| De 12 000 à moins de 18 000 euros par an | 175 | 8.7% | 2.6% | 45 | 10.3% | 1.5% | 130 | 8.2% | 3.4% | 25 | 2.8% | 3.1% |
| De 18 000 à moins de 24 000 euros par an | 259 | 12.8% | 3.6% | 38 | 8.7% | 1.1% | 221 | 14.0% | 5.7% | 67 | 7.4% | 4.3% |
| De 24 000 à moins de 36 000 euros par an | 406 | 20.1% | 3.7% | 104 | 23.6% | 1.9% | 302 | 19.2% | 5.5% | 151 | 16.6% | 4.2% |
| De 36 000 à moins de 45 000 euros par an | 239 | 11.8% | 3.8% | 48 | 10.8% | 1.5% | 191 | 12.1% | 6.4% | 115 | 12.6% | 4.1% |
| De 45 000 à moins de 65 000 euros par an | 300 | 14.9% | 5.3% | 72 | 16.3% | 2.3% | 228 | 14.5% | 9.2% | 212 | 23.3% | 6.1% |
| 65 000 euros et plus | 246 | 12.2% | 8.6% | 87 | 19.7% | 5.0% | 159 | 10.1% | 14.1% | 219 | 24.0% | 9.8% |
| Refus | 164 | 8.1% | 4.4% | 13 | 2.9% | 0.8% | 151 | 9.6% | 6.9% | 77 | 8.5% | 6.0% |
| Ne sait pas | 53 | 2.6% | 3.5% | 6 | 1.3% | 0.9% | 48 | 3.0% | 5.6% | 24 | 2.6% | 4.4% |