

| | Ensemble | | | Hommes | | | Femmes | | | FoyersCSP+ | | |
|-----------------------------------|----------|-----------|-------------|----------|-----------|-------------|----------|-----------|-------------|------------|-----------|-------------|
| | Milliers | Structure | Pénétration | Milliers | Structure | Pénétration | Milliers | Structure | Pénétration | Milliers | Structure | Pénétration |
| Ensemble | 2429 | 100.0% | 4.8% | 1178 | 100.0% | 4.8% | 1251 | 100.0% | 4.7% | 1307 | 100.0% | 7.8% |
| Sexe | | | | | | | | | | | | |
| Homme | 1178 | 48.5% | 4.8% | 1178 | 100.0% | 4.8% | 0 | - | 100.0% | 682 | 52.2% | 7.8% |
| Femme | 1251 | 51.5% | 4.7% | 0 | - | 100.0% | 1251 | 100.0% | 4.7% | 625 | 47.8% | 7.8% |
| Age | | | | | | | | | | | | |
| 15 à 24 ans | 261 | 10.8% | 3.5% | 127 | 10.8% | 3.4% | 134 | 10.7% | 3.7% | 178 | 13.6% | 6.0% |
| 25 à 34 ans | 188 | 7.7% | 2.4% | 103 | 8.7% | 2.7% | 85 | 6.8% | 2.2% | 143 | 10.9% | 4.2% |
| 35 à 49 ans | 572 | 23.5% | 4.5% | 312 | 26.4% | 5.0% | 260 | 20.8% | 4.0% | 439 | 33.6% | 7.3% |
| 50 à 64 ans | 798 | 32.9% | 6.5% | 374 | 31.7% | 6.3% | 424 | 33.9% | 6.7% | 493 | 37.7% | 12.0% |
| 65 ans et plus | 610 | 25.1% | 5.7% | 263 | 22.3% | 5.7% | 347 | 27.7% | 5.6% | 54 | 4.1% | 22.8% |
| Individu | | | | | | | | | | | | |
| Ménagère | 1117 | 46.0% | 4.8% | 0 | - | 100.0% | 1117 | 89.3% | 4.8% | 539 | 41.3% | 8.1% |
| Personne de Référence | 1395 | 57.4% | 5.0% | 1015 | 86.2% | 5.0% | 380 | 30.4% | 4.8% | 730 | 55.8% | 8.6% |
| Responsable des achats | 1202 | 49.5% | 5.0% | 428 | 36.3% | 5.6% | 774 | 61.9% | 4.7% | 650 | 49.7% | 7.8% |
| PCS Individu | | | | | | | | | | | | |
| Agriculteurs | 14 | 0.6% | 2.7% | 4 | 0.3% | 1.1% | 10 | 0.8% | 5.6% | 1 | 0.1% | 17.4% |
| Petits patrons | 84 | 3.5% | 5.4% | 55 | 4.6% | 4.9% | 30 | 2.4% | 6.8% | 80 | 6.2% | 5.7% |
| Affaires et Cadres | 609 | 25.1% | 13.1% | 361 | 30.6% | 12.4% | 248 | 19.8% | 14.2% | 570 | 43.6% | 13.2% |
| Professions intermédiaires | 425 | 17.5% | 6.4% | 168 | 14.3% | 4.8% | 257 | 20.6% | 8.1% | 378 | 29.0% | 6.8% |
| Employés | 171 | 7.1% | 2.0% | 62 | 5.3% | 3.2% | 109 | 8.7% | 1.7% | 35 | 2.7% | 2.0% |
| Ouvriers | 76 | 3.1% | 1.2% | 68 | 5.8% | 1.3% | 8 | 0.6% | 0.5% | 4 | 0.3% | 1.2% |
| Retraités | 682 | 28.1% | 5.5% | 319 | 27.1% | 5.4% | 363 | 29.0% | 5.7% | 30 | 2.3% | 13.5% |
| Autres inactifs | 368 | 15.1% | 3.6% | 142 | 12.1% | 4.0% | 226 | 18.1% | 3.4% | 208 | 15.9% | 6.6% |
| PCS Personne de Référence | | | | | | | | | | | | |
| Agriculteurs | 19 | 0.8% | 2.5% | 6 | 0.5% | 1.6% | 13 | 1.1% | 3.3% | 0 | - | 100.0% |
| Petits patrons | 117 | 4.8% | 4.7% | 63 | 5.3% | 4.7% | 54 | 4.3% | 4.7% | 117 | 8.9% | 4.7% |
| Affaires et Cadres | 775 | 31.9% | 11.5% | 418 | 35.4% | 12.0% | 357 | 28.6% | 10.9% | 775 | 59.3% | 11.5% |
| Professions intermédiaires | 415 | 17.1% | 5.5% | 201 | 17.1% | 5.1% | 214 | 17.1% | 6.0% | 415 | 31.8% | 5.5% |
| Employés | 117 | 4.8% | 2.2% | 57 | 4.8% | 2.7% | 59 | 4.7% | 1.9% | 0 | - | 100.0% |
| Ouvriers | 128 | 5.3% | 1.3% | 66 | 5.6% | 1.3% | 62 | 5.0% | 1.3% | 0 | - | 100.0% |
| Retraités | 761 | 31.3% | 5.3% | 338 | 28.7% | 5.2% | 423 | 33.8% | 5.4% | 0 | - | 100.0% |
| Autres inactifs | 97 | 4.0% | 2.6% | 30 | 2.5% | 2.2% | 68 | 5.4% | 2.8% | 0 | - | 100.0% |

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| | Milliers | Structure | Pénétration | Milliers | Structure | Pénétration | Milliers | Structure | Pénétration | Milliers | Structure | Pénétration |
| Taille du Foyer | | | | | | | | | | | | |
| 1 personne | 415 | 17.1% | 4.5% | 139 | 11.8% | 3.5% | 276 | 22.1% | 5.2% | 157 | 12.0% | 9.1% |
| 2 personnes | 1014 | 41.8% | 5.7% | 513 | 43.5% | 5.9% | 501 | 40.1% | 5.5% | 385 | 29.5% | 9.1% |
| 3 personnes | 380 | 15.7% | 4.1% | 201 | 17.1% | 4.3% | 179 | 14.3% | 3.8% | 276 | 21.1% | 7.4% |
| 4 personnes | 413 | 17.0% | 4.5% | 214 | 18.1% | 4.6% | 199 | 15.9% | 4.3% | 317 | 24.3% | 6.9% |
| 5 personnes et + | 207 | 8.5% | 3.9% | 111 | 9.5% | 4.5% | 95 | 7.6% | 3.4% | 172 | 13.1% | 6.9% |
| Présence d'enfants de moins de 15 ans | | | | | | | | | | | | |
| Oui | 629 | 25.9% | 4.0% | 329 | 27.9% | 4.5% | 300 | 24.0% | 3.6% | 512 | 39.1% | 6.9% |
| Non | 1800 | 74.1% | 5.1% | 849 | 72.1% | 5.0% | 951 | 76.0% | 5.3% | 795 | 60.9% | 8.5% |
| Habitat | | | | | | | | | | | | |
| Communes rurales | 359 | 14.8% | 2.8% | 180 | 15.3% | 2.9% | 179 | 14.3% | 2.7% | 173 | 13.2% | 4.8% |
| Agglo. - 20 000 hab | 273 | 11.2% | 3.2% | 143 | 12.2% | 3.5% | 130 | 10.4% | 2.9% | 119 | 9.1% | 4.8% |
| Agglo. 20 000 à 100 000 hab | 218 | 9.0% | 3.3% | 100 | 8.5% | 3.1% | 118 | 9.4% | 3.4% | 121 | 9.2% | 6.1% |
| Agglo. + 100 000 hab | 747 | 30.8% | 5.2% | 361 | 30.7% | 5.3% | 386 | 30.8% | 5.1% | 407 | 31.2% | 8.3% |
| Agglo. Paris | 832 | 34.2% | 10.0% | 393 | 33.4% | 10.0% | 438 | 35.0% | 10.0% | 486 | 37.2% | 12.6% |

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| Région d'habitation | | | | | | | | | | | | |
| Ile-de-France | 873 | 35.9% | 9.3% | 414 | 35.1% | 9.2% | 459 | 36.7% | 9.3% | 510 | 39.0% | 11.8% |
| Nord-Pas-de-Calais | 71 | 2.9% | 2.2% | 33 | 2.8% | 2.2% | 38 | 3.0% | 2.3% | 47 | 3.6% | 5.3% |
| Lorraine | 48 | 2.0% | 2.5% | 28 | 2.4% | 3.1% | 20 | 1.6% | 2.0% | 19 | 1.4% | 3.6% |
| Alsace | 38 | 1.6% | 2.5% | 21 | 1.8% | 2.9% | 17 | 1.4% | 2.2% | 22 | 1.7% | 4.2% |
| Franche-Comté | 36 | 1.5% | 3.8% | 20 | 1.7% | 4.3% | 16 | 1.3% | 3.3% | 18 | 1.3% | 7.2% |
| Champagne-Ardenne | 25 | 1.0% | 2.3% | 17 | 1.5% | 3.3% | 8 | 0.6% | 1.3% | 14 | 1.1% | 5.3% |
| Picardie | 31 | 1.3% | 2.0% | 23 | 2.0% | 3.1% | 8 | 0.6% | 1.0% | 21 | 1.6% | 4.7% |
| Bourgogne | 47 | 1.9% | 3.4% | 17 | 1.5% | 2.7% | 29 | 2.3% | 4.1% | 20 | 1.5% | 5.9% |
| Haute-Normandie | 29 | 1.2% | 2.0% | 12 | 1.0% | 1.7% | 17 | 1.4% | 2.2% | 18 | 1.4% | 4.0% |
| Basse-Normandie | 38 | 1.6% | 3.2% | 14 | 1.2% | 2.5% | 24 | 1.9% | 3.8% | 21 | 1.6% | 6.7% |
| Centre | 75 | 3.1% | 3.6% | 38 | 3.2% | 3.8% | 37 | 3.0% | 3.4% | 39 | 2.9% | 6.2% |
| Pays de la Loire | 122 | 5.0% | 4.3% | 74 | 6.3% | 5.4% | 48 | 3.9% | 3.3% | 62 | 4.7% | 7.1% |
| Bretagne | 90 | 3.7% | 3.5% | 40 | 3.4% | 3.3% | 49 | 3.9% | 3.7% | 40 | 3.0% | 5.2% |
| Poitou-Charentes | 69 | 2.8% | 4.7% | 34 | 2.9% | 4.9% | 35 | 2.8% | 4.6% | 34 | 2.6% | 8.8% |
| Aquitaine | 109 | 4.5% | 4.1% | 61 | 5.1% | 4.8% | 48 | 3.8% | 3.4% | 53 | 4.1% | 6.3% |
| Midi-Pyrénées | 136 | 5.6% | 5.7% | 63 | 5.4% | 5.5% | 73 | 5.8% | 5.9% | 79 | 6.1% | 10.1% |
| Limousin | 18 | 0.7% | 2.9% | 9 | 0.8% | 3.0% | 9 | 0.7% | 2.8% | 10 | 0.7% | 6.1% |
| Auvergne | 40 | 1.7% | 3.6% | 15 | 1.3% | 2.8% | 25 | 2.0% | 4.3% | 25 | 1.9% | 8.0% |
| Rhône-Alpes | 248 | 10.2% | 5.0% | 118 | 10.0% | 4.9% | 130 | 10.4% | 5.0% | 115 | 8.8% | 6.8% |
| Languedoc-Roussillon | 88 | 3.6% | 4.1% | 38 | 3.2% | 3.7% | 50 | 4.0% | 4.4% | 50 | 3.9% | 8.0% |
| Provence-Alpes-Côte-d'Azur-Corse | 197 | 8.1% | 4.6% | 87 | 7.4% | 4.3% | 110 | 8.8% | 4.8% | 90 | 6.9% | 6.4% |
| Habitudes de connexion Internet | | | | | | | | | | | | |
| Tous les jours | 1679 | 69.1% | 6.2% | 894 | 75.9% | 6.5% | 784 | 62.7% | 6.0% | 1053 | 80.6% | 8.3% |
| Presque tous les jours | 333 | 13.7% | 5.5% | 133 | 11.3% | 4.8% | 200 | 16.0% | 6.1% | 174 | 13.3% | 7.1% |
| 1 à 2 fois par semaine | 113 | 4.7% | 3.5% | 40 | 3.4% | 2.9% | 73 | 5.8% | 4.1% | 49 | 3.7% | 5.5% |
| 1 à 3 fois par mois | 29 | 1.2% | 3.4% | 13 | 1.1% | 3.4% | 16 | 1.2% | 3.4% | 6 | 0.5% | 3.3% |
| Moins souvent | 31 | 1.3% | 2.2% | 9 | 0.8% | 1.4% | 22 | 1.8% | 2.7% | 8 | 0.6% | 5.0% |
| Jamais | 5 | 0.2% | 2.0% | 2 | 0.2% | 1.4% | 3 | 0.2% | 2.8% | 1 | 0.1% | 4.9% |

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| Revenus du Foyer | | | | | | | | | | | | |
| Moins de 9 000 euros par an | 61 | 2.5% | 2.5% | 16 | 1.3% | 1.7% | 45 | 3.6% | 3.0% | 15 | 1.1% | 7.6% |
| De 9 000 à moins de 12 000 euros par an | 58 | 2.4% | 1.8% | 16 | 1.4% | 1.5% | 42 | 3.3% | 1.9% | 11 | 0.8% | 3.9% |
| De 12 000 à moins de 18 000 euros par an | 118 | 4.8% | 1.7% | 53 | 4.5% | 1.8% | 65 | 5.2% | 1.7% | 37 | 2.8% | 4.5% |
| De 18 000 à moins de 24 000 euros par an | 199 | 8.2% | 2.7% | 89 | 7.5% | 2.6% | 111 | 8.8% | 2.8% | 76 | 5.8% | 4.8% |
| De 24 000 à moins de 36 000 euros par an | 453 | 18.6% | 4.1% | 170 | 14.4% | 3.1% | 283 | 22.6% | 5.1% | 236 | 18.0% | 6.5% |
| De 36 000 à moins de 45 000 euros par an | 389 | 16.0% | 6.2% | 197 | 16.7% | 6.0% | 192 | 15.3% | 6.4% | 205 | 15.7% | 7.3% |
| De 45 000 à moins de 65 000 euros par an | 551 | 22.7% | 9.8% | 306 | 26.0% | 9.7% | 245 | 19.6% | 9.8% | 316 | 24.2% | 9.2% |
| 65 000 euros et plus | 394 | 16.2% | 13.8% | 257 | 21.8% | 14.8% | 137 | 10.9% | 12.2% | 312 | 23.9% | 13.9% |
| Refus | 155 | 6.4% | 4.1% | 52 | 4.4% | 3.3% | 103 | 8.3% | 4.7% | 70 | 5.4% | 5.4% |
| Ne sait pas | 52 | 2.1% | 3.4% | 22 | 1.9% | 3.3% | 30 | 2.4% | 3.5% | 30 | 2.3% | 5.5% |