

| | Ensemble | | | Hommes | | | Femmes | | | FoyersCSP+ | | |
|-----------------------------------|----------|-----------|-------------|----------|-----------|-------------|----------|-----------|-------------|------------|-----------|-------------|
| | Milliers | Structure | Pénétration | Milliers | Structure | Pénétration | Milliers | Structure | Pénétration | Milliers | Structure | Pénétration |
| Ensemble | 508 | 100.0% | 1.0% | 363 | 100.0% | 1.5% | 145 | 100.0% | 0.5% | 235 | 100.0% | 1.4% |
| Sexe | | | | | | | | | | | | |
| Homme | 363 | 71.4% | 1.5% | 363 | 100.0% | 1.5% | 0 | - | 100.0% | 178 | 76.0% | 2.0% |
| Femme | 145 | 28.6% | 0.5% | 0 | - | 100.0% | 145 | 100.0% | 0.5% | 56 | 24.0% | 0.7% |
| Age | | | | | | | | | | | | |
| 15 à 24 ans | 14 | 2.7% | 0.2% | 10 | 2.7% | 0.3% | 4 | 2.8% | 0.1% | 5 | 2.1% | 0.2% |
| 25 à 34 ans | 68 | 13.4% | 0.9% | 41 | 11.3% | 1.1% | 27 | 18.6% | 0.7% | 38 | 16.3% | 1.1% |
| 35 à 49 ans | 124 | 24.4% | 1.0% | 94 | 26.0% | 1.5% | 30 | 20.4% | 0.5% | 90 | 38.4% | 1.5% |
| 50 à 64 ans | 179 | 35.1% | 1.5% | 121 | 33.2% | 2.0% | 58 | 40.0% | 0.9% | 95 | 40.5% | 2.3% |
| 65 ans et plus | 124 | 24.4% | 1.1% | 97 | 26.8% | 2.1% | 27 | 18.3% | 0.4% | 6 | 2.6% | 2.6% |
| Individu | | | | | | | | | | | | |
| Ménagère | 136 | 26.7% | 0.6% | 0 | - | 100.0% | 136 | 93.3% | 0.6% | 55 | 23.6% | 0.8% |
| Personne de Référence | 357 | 70.3% | 1.3% | 330 | 90.8% | 1.6% | 28 | 19.0% | 0.4% | 172 | 73.1% | 2.0% |
| Responsable des achats | 218 | 43.0% | 0.9% | 111 | 30.7% | 1.5% | 107 | 73.6% | 0.6% | 102 | 43.3% | 1.2% |
| PCS Individu | | | | | | | | | | | | |
| Agriculteurs | 4 | 0.8% | 0.7% | 4 | 1.1% | 1.1% | 0 | - | - | 0 | - | - |
| Petits patrons | 44 | 8.6% | 2.8% | 35 | 9.7% | 3.2% | 8 | 5.8% | 1.9% | 42 | 17.7% | 2.9% |
| Affaires et Cadres | 116 | 22.8% | 2.5% | 90 | 24.7% | 3.1% | 26 | 18.0% | 1.5% | 105 | 44.7% | 2.4% |
| Professions intermédiaires | 74 | 14.6% | 1.1% | 55 | 15.2% | 1.6% | 19 | 12.9% | 0.6% | 66 | 28.0% | 1.2% |
| Employés | 59 | 11.6% | 0.7% | 22 | 6.2% | 1.1% | 37 | 25.2% | 0.6% | 11 | 4.5% | 0.6% |
| Ouvriers | 29 | 5.7% | 0.5% | 28 | 7.8% | 0.6% | 1 | 0.6% | 0.1% | 0 | - | - |
| Retraités | 143 | 28.2% | 1.2% | 110 | 30.4% | 1.9% | 33 | 22.8% | 0.5% | 4 | 1.8% | 2.0% |
| Autres inactifs | 39 | 7.7% | 0.4% | 18 | 4.9% | 0.5% | 21 | 14.6% | 0.3% | 8 | 3.3% | 0.2% |
| PCS Personne de Référence | | | | | | | | | | | | |
| Agriculteurs | 7 | 1.3% | 0.9% | 4 | 1.2% | 1.2% | 2 | 1.6% | 0.6% | 0 | - | 100.0% |
| Petits patrons | 40 | 7.9% | 1.6% | 34 | 9.5% | 2.6% | 6 | 4.1% | 0.5% | 40 | 17.2% | 1.6% |
| Affaires et Cadres | 121 | 23.8% | 1.8% | 85 | 23.4% | 2.4% | 36 | 24.9% | 1.1% | 121 | 51.6% | 1.8% |
| Professions intermédiaires | 73 | 14.4% | 1.0% | 59 | 16.3% | 1.5% | 14 | 9.7% | 0.4% | 73 | 31.3% | 1.0% |
| Employés | 41 | 8.0% | 0.8% | 18 | 5.1% | 0.9% | 22 | 15.3% | 0.7% | 0 | - | 100.0% |
| Ouvriers | 49 | 9.6% | 0.5% | 32 | 8.8% | 0.6% | 17 | 11.7% | 0.4% | 0 | - | 100.0% |
| Retraités | 161 | 31.7% | 1.1% | 120 | 33.0% | 1.8% | 41 | 28.5% | 0.5% | 0 | - | 100.0% |
| Autres inactifs | 16 | 3.2% | 0.4% | 10 | 2.8% | 0.8% | 6 | 4.1% | 0.2% | 0 | - | 100.0% |

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| | Milliers | Structure | Pénétration | Milliers | Structure | Pénétration | Milliers | Structure | Pénétration | Milliers | Structure | Pénétration |
| Taille du Foyer | | | | | | | | | | | | |
| 1 personne | 93 | 18.3% | 1.0% | 78 | 21.6% | 2.0% | 15 | 10.1% | 0.3% | 32 | 13.5% | 1.8% |
| 2 personnes | 223 | 43.9% | 1.3% | 154 | 42.3% | 1.8% | 70 | 48.0% | 0.8% | 71 | 30.4% | 1.7% |
| 3 personnes | 71 | 14.0% | 0.8% | 46 | 12.7% | 1.0% | 25 | 17.2% | 0.5% | 38 | 16.4% | 1.0% |
| 4 personnes | 78 | 15.3% | 0.8% | 50 | 13.8% | 1.1% | 28 | 19.3% | 0.6% | 61 | 26.1% | 1.3% |
| 5 personnes et + | 43 | 8.4% | 0.8% | 35 | 9.6% | 1.4% | 8 | 5.4% | 0.3% | 32 | 13.6% | 1.3% |
| Présence d'enfants de moins de 15 ans | | | | | | | | | | | | |
| Oui | 124 | 24.4% | 0.8% | 84 | 23.1% | 1.1% | 40 | 27.7% | 0.5% | 88 | 37.3% | 1.2% |
| Non | 384 | 75.6% | 1.1% | 279 | 76.9% | 1.6% | 105 | 72.3% | 0.6% | 147 | 62.7% | 1.6% |
| Habitat | | | | | | | | | | | | |
| Communes rurales | 96 | 18.9% | 0.7% | 68 | 18.7% | 1.1% | 28 | 19.3% | 0.4% | 42 | 17.9% | 1.2% |
| Agglo. - 20 000 hab | 69 | 13.5% | 0.8% | 47 | 12.9% | 1.2% | 22 | 15.0% | 0.5% | 36 | 15.3% | 1.5% |
| Agglo. 20 000 à 100 000 hab | 66 | 13.0% | 1.0% | 46 | 12.6% | 1.4% | 20 | 14.0% | 0.6% | 30 | 12.6% | 1.5% |
| Agglo. + 100 000 hab | 136 | 26.8% | 0.9% | 96 | 26.5% | 1.4% | 40 | 27.5% | 0.5% | 56 | 24.0% | 1.1% |
| Agglo. Paris | 142 | 27.9% | 1.7% | 107 | 29.4% | 2.7% | 35 | 24.2% | 0.8% | 71 | 30.2% | 1.8% |

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| | Milliers | Structure | Pénétration | Milliers | Structure | Pénétration | Milliers | Structure | Pénétration | Milliers | Structure | Pénétration |
| Région d'habitation | | | | | | | | | | | | |
| Ile-de-France | 147 | 28.9% | 1.6% | 108 | 29.8% | 2.4% | 39 | 26.6% | 0.8% | 74 | 31.7% | 1.7% |
| Nord-Pas-de-Calais | 19 | 3.8% | 0.6% | 11 | 3.1% | 0.7% | 8 | 5.6% | 0.5% | 10 | 4.4% | 1.2% |
| Lorraine | 22 | 4.2% | 1.1% | 14 | 3.9% | 1.5% | 7 | 4.9% | 0.7% | 11 | 4.8% | 2.1% |
| Alsace | 20 | 3.9% | 1.3% | 12 | 3.4% | 1.7% | 8 | 5.2% | 1.0% | 10 | 4.2% | 1.9% |
| Franche-Comté | 5 | 1.1% | 0.6% | 4 | 1.1% | 0.9% | 1 | 1.0% | 0.3% | 2 | 0.7% | 0.7% |
| Champagne-Ardenne | 8 | 1.6% | 0.8% | 7 | 1.9% | 1.3% | 2 | 1.1% | 0.3% | 2 | 0.9% | 0.8% |
| Picardie | 16 | 3.2% | 1.1% | 8 | 2.2% | 1.1% | 8 | 5.6% | 1.0% | 3 | 1.3% | 0.7% |
| Bourgogne | 7 | 1.5% | 0.5% | 6 | 1.6% | 0.9% | 2 | 1.2% | 0.2% | 1 | 0.4% | 0.3% |
| Haute-Normandie | 5 | 1.0% | 0.3% | 2 | 0.4% | 0.2% | 3 | 2.4% | 0.4% | 3 | 1.4% | 0.8% |
| Basse-Normandie | 5 | 0.9% | 0.4% | 5 | 1.2% | 0.8% | 0 | - | - | 2 | 1.0% | 0.7% |
| Centre | 17 | 3.4% | 0.8% | 12 | 3.3% | 1.2% | 5 | 3.6% | 0.5% | 4 | 1.6% | 0.6% |
| Pays de la Loire | 18 | 3.6% | 0.6% | 13 | 3.5% | 0.9% | 6 | 3.9% | 0.4% | 11 | 4.7% | 1.3% |
| Bretagne | 19 | 3.8% | 0.7% | 16 | 4.3% | 1.3% | 4 | 2.6% | 0.3% | 12 | 4.9% | 1.5% |
| Poitou-Charentes | 11 | 2.1% | 0.7% | 10 | 2.7% | 1.4% | 1 | 0.5% | 0.1% | 9 | 3.9% | 2.4% |
| Aquitaine | 21 | 4.1% | 0.8% | 12 | 3.3% | 0.9% | 9 | 6.3% | 0.7% | 15 | 6.5% | 1.8% |
| Midi-Pyrénées | 28 | 5.5% | 1.2% | 17 | 4.8% | 1.5% | 10 | 7.2% | 0.8% | 11 | 4.9% | 1.5% |
| Limousin | 5 | 1.0% | 0.8% | 4 | 1.0% | 1.2% | 1 | 0.9% | 0.4% | 2 | 0.6% | 0.9% |
| Auvergne | 10 | 1.9% | 0.9% | 7 | 1.8% | 1.2% | 3 | 2.1% | 0.5% | 2 | 1.0% | 0.7% |
| Rhône-Alpes | 52 | 10.2% | 1.0% | 44 | 12.1% | 1.8% | 8 | 5.4% | 0.3% | 22 | 9.2% | 1.3% |
| Languedoc-Roussillon | 17 | 3.3% | 0.8% | 16 | 4.5% | 1.6% | 1 | 0.4% | 0.1% | 9 | 3.7% | 1.4% |
| Provence-Alpes-Côte-d'Azur-Corse | 56 | 11.1% | 1.3% | 37 | 10.1% | 1.8% | 20 | 13.5% | 0.9% | 19 | 8.1% | 1.3% |
| Habitudes de connexion Internet | | | | | | | | | | | | |
| Tous les jours | 365 | 71.9% | 1.4% | 257 | 70.9% | 1.9% | 108 | 74.5% | 0.8% | 193 | 82.2% | 1.5% |
| Presque tous les jours | 42 | 8.2% | 0.7% | 28 | 7.6% | 1.0% | 14 | 9.8% | 0.4% | 17 | 7.2% | 0.7% |
| 1 à 2 fois par semaine | 33 | 6.5% | 1.0% | 20 | 5.5% | 1.4% | 13 | 9.1% | 0.7% | 17 | 7.1% | 1.9% |
| 1 à 3 fois par mois | 9 | 1.7% | 1.0% | 3 | 0.7% | 0.7% | 6 | 4.2% | 1.3% | 3 | 1.3% | 1.6% |
| Moins souvent | 7 | 1.3% | 0.5% | 7 | 1.9% | 1.1% | 0 | - | - | 5 | 2.2% | 3.5% |
| Jamais | 0 | - | - | 0 | - | - | 0 | - | - | 0 | - | - |

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| | Milliers | Structure | Pénétration | Milliers | Structure | Pénétration | Milliers | Structure | Pénétration | Milliers | Structure | Pénétration |
| Revenus du Foyer | | | | | | | | | | | | |
| Moins de 9 000 euros par an | 16 | 3.1% | 0.6% | 10 | 2.7% | 1.0% | 6 | 3.9% | 0.4% | 0 | - | - |
| De 9 000 à moins de 12 000 euros par an | 23 | 4.5% | 0.7% | 11 | 2.9% | 1.0% | 12 | 8.5% | 0.6% | 1 | 0.4% | 0.3% |
| De 12 000 à moins de 18 000 euros par an | 26 | 5.2% | 0.4% | 24 | 6.7% | 0.8% | 2 | 1.5% | 0.1% | 7 | 3.2% | 0.9% |
| De 18 000 à moins de 24 000 euros par an | 35 | 6.8% | 0.5% | 25 | 6.8% | 0.7% | 10 | 6.7% | 0.3% | 4 | 1.7% | 0.3% |
| De 24 000 à moins de 36 000 euros par an | 83 | 16.2% | 0.7% | 62 | 17.0% | 1.1% | 21 | 14.4% | 0.4% | 28 | 11.8% | 0.8% |
| De 36 000 à moins de 45 000 euros par an | 72 | 14.2% | 1.2% | 51 | 14.1% | 1.6% | 21 | 14.6% | 0.7% | 42 | 18.0% | 1.5% |
| De 45 000 à moins de 65 000 euros par an | 100 | 19.6% | 1.8% | 80 | 22.1% | 2.5% | 19 | 13.3% | 0.8% | 52 | 22.3% | 1.5% |
| 65 000 euros et plus | 102 | 20.0% | 3.6% | 71 | 19.5% | 4.1% | 31 | 21.3% | 2.8% | 75 | 32.2% | 3.4% |
| Refus | 46 | 9.0% | 1.2% | 23 | 6.5% | 1.5% | 22 | 15.3% | 1.0% | 24 | 10.4% | 1.9% |
| Ne sait pas | 7 | 1.3% | 0.5% | 6 | 1.6% | 0.9% | 1 | 0.6% | 0.1% | 0 | - | - |