

| | Ensemble | | | Hommes | | | Femmes | | | FoyersCSP+ | | |
|-----------------------------------|----------|-----------|-------------|----------|-----------|-------------|----------|-----------|-------------|------------|-----------|-------------|
| | Milliers | Structure | Pénétration | Milliers | Structure | Pénétration | Milliers | Structure | Pénétration | Milliers | Structure | Pénétration |
| Ensemble | 2127 | 100.0% | 4.2% | 1695 | 100.0% | 7.0% | 432 | 100.0% | 1.6% | 821 | 100.0% | 4.9% |
| Sexe | | | | | | | | | | | | |
| Homme | 1695 | 79.7% | 7.0% | 1695 | 100.0% | 7.0% | 0 | - | 100.0% | 666 | 81.2% | 7.6% |
| Femme | 432 | 20.3% | 1.6% | 0 | - | 100.0% | 432 | 100.0% | 1.6% | 155 | 18.8% | 1.9% |
| Age | | | | | | | | | | | | |
| 15 à 24 ans | 286 | 13.4% | 3.9% | 233 | 13.7% | 6.3% | 53 | 12.2% | 1.4% | 132 | 16.1% | 4.4% |
| 25 à 34 ans | 348 | 16.4% | 4.5% | 281 | 16.6% | 7.4% | 68 | 15.6% | 1.7% | 155 | 18.9% | 4.5% |
| 35 à 49 ans | 653 | 30.7% | 5.1% | 519 | 30.6% | 8.3% | 134 | 31.1% | 2.1% | 317 | 38.6% | 5.2% |
| 50 à 64 ans | 590 | 27.8% | 4.8% | 474 | 27.9% | 8.0% | 117 | 27.0% | 1.8% | 211 | 25.7% | 5.1% |
| 65 ans et plus | 250 | 11.7% | 2.3% | 189 | 11.1% | 4.1% | 61 | 14.1% | 1.0% | 6 | 0.7% | 2.6% |
| Individu | | | | | | | | | | | | |
| Ménagère | 396 | 18.6% | 1.7% | 0 | - | 100.0% | 396 | 91.6% | 1.7% | 140 | 17.0% | 2.1% |
| Personne de Référence | 1526 | 71.7% | 5.4% | 1422 | 83.9% | 7.0% | 105 | 24.2% | 1.3% | 560 | 68.2% | 6.6% |
| Responsable des achats | 859 | 40.4% | 3.6% | 535 | 31.6% | 7.0% | 324 | 75.0% | 2.0% | 321 | 39.0% | 3.8% |
| PCS Individu | | | | | | | | | | | | |
| Agriculteurs | 22 | 1.1% | 4.2% | 21 | 1.2% | 6.0% | 1 | 0.3% | 0.8% | 0 | - | - |
| Petits patrons | 108 | 5.1% | 7.0% | 93 | 5.5% | 8.4% | 15 | 3.6% | 3.5% | 103 | 12.6% | 7.3% |
| Affaires et Cadres | 216 | 10.2% | 4.6% | 202 | 11.9% | 6.9% | 15 | 3.4% | 0.8% | 208 | 25.4% | 4.8% |
| Professions intermédiaires | 343 | 16.1% | 5.1% | 276 | 16.3% | 7.9% | 68 | 15.6% | 2.1% | 321 | 39.1% | 5.7% |
| Employés | 289 | 13.6% | 3.4% | 163 | 9.6% | 8.4% | 126 | 29.2% | 2.0% | 44 | 5.4% | 2.5% |
| Ouvriers | 521 | 24.5% | 8.1% | 479 | 28.3% | 9.5% | 42 | 9.7% | 3.0% | 38 | 4.6% | 11.0% |
| Retraités | 370 | 17.4% | 3.0% | 289 | 17.1% | 4.9% | 80 | 18.6% | 1.3% | 3 | 0.4% | 1.5% |
| Autres inactifs | 256 | 12.0% | 2.5% | 172 | 10.1% | 4.9% | 85 | 19.6% | 1.3% | 103 | 12.6% | 3.3% |
| PCS Personne de Référence | | | | | | | | | | | | |
| Agriculteurs | 23 | 1.1% | 3.0% | 21 | 1.2% | 5.5% | 3 | 0.6% | 0.6% | 0 | - | 100.0% |
| Petits patrons | 142 | 6.7% | 5.7% | 116 | 6.9% | 8.6% | 25 | 5.8% | 2.2% | 142 | 17.2% | 5.7% |
| Affaires et Cadres | 296 | 13.9% | 4.4% | 242 | 14.3% | 7.0% | 54 | 12.5% | 1.6% | 296 | 36.0% | 4.4% |
| Professions intermédiaires | 384 | 18.0% | 5.1% | 308 | 18.2% | 7.8% | 75 | 17.4% | 2.1% | 384 | 46.8% | 5.1% |
| Employés | 231 | 10.9% | 4.3% | 171 | 10.1% | 7.9% | 61 | 14.1% | 1.9% | 0 | - | 100.0% |
| Ouvriers | 539 | 25.4% | 5.6% | 446 | 26.3% | 8.8% | 93 | 21.6% | 2.0% | 0 | - | 100.0% |
| Retraités | 432 | 20.3% | 3.0% | 332 | 19.6% | 5.1% | 100 | 23.2% | 1.3% | 0 | - | 100.0% |
| Autres inactifs | 80 | 3.8% | 2.1% | 59 | 3.5% | 4.4% | 21 | 4.8% | 0.9% | 0 | - | 100.0% |

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| | Milliers | Structure | Pénétration | Milliers | Structure | Pénétration | Milliers | Structure | Pénétration | Milliers | Structure | Pénétration |
| Taille du Foyer | | | | | | | | | | | | |
| 1 personne | 247 | 11.6% | 2.7% | 202 | 11.9% | 5.1% | 45 | 10.4% | 0.9% | 58 | 7.1% | 3.4% |
| 2 personnes | 701 | 32.9% | 3.9% | 548 | 32.3% | 6.3% | 153 | 35.3% | 1.7% | 202 | 24.6% | 4.8% |
| 3 personnes | 430 | 20.2% | 4.6% | 341 | 20.1% | 7.4% | 89 | 20.6% | 1.9% | 190 | 23.2% | 5.1% |
| 4 personnes | 499 | 23.5% | 5.4% | 425 | 25.0% | 9.2% | 75 | 17.3% | 1.6% | 273 | 33.2% | 5.9% |
| 5 personnes et + | 250 | 11.8% | 4.8% | 179 | 10.6% | 7.3% | 71 | 16.5% | 2.5% | 97 | 11.9% | 3.9% |
| Présence d'enfants de moins de 15 ans | | | | | | | | | | | | |
| Oui | 779 | 36.6% | 5.0% | 622 | 36.7% | 8.5% | 157 | 36.4% | 1.9% | 361 | 44.0% | 4.9% |
| Non | 1348 | 63.4% | 3.8% | 1073 | 63.3% | 6.3% | 275 | 63.6% | 1.5% | 460 | 56.0% | 4.9% |
| Habitat | | | | | | | | | | | | |
| Communes rurales | 536 | 25.2% | 4.2% | 428 | 25.2% | 6.9% | 108 | 25.0% | 1.6% | 201 | 24.5% | 5.6% |
| Agglo. - 20 000 hab | 440 | 20.7% | 5.1% | 334 | 19.7% | 8.2% | 105 | 24.4% | 2.3% | 176 | 21.4% | 7.1% |
| Agglo. 20 000 à 100 000 hab | 312 | 14.6% | 4.7% | 246 | 14.5% | 7.7% | 66 | 15.2% | 1.9% | 98 | 11.9% | 5.0% |
| Agglo. + 100 000 hab | 548 | 25.8% | 3.8% | 432 | 25.5% | 6.3% | 116 | 26.8% | 1.5% | 197 | 23.9% | 4.0% |
| Agglo. Paris | 292 | 13.7% | 3.5% | 255 | 15.1% | 6.5% | 37 | 8.6% | 0.8% | 150 | 18.2% | 3.9% |

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| Région d'habitation | | | | | | | | | | | | |
| Ile-de-France | 342 | 16.1% | 3.6% | 294 | 17.3% | 6.6% | 48 | 11.1% | 1.0% | 174 | 21.2% | 4.0% |
| Nord-Pas-de-Calais | 115 | 5.4% | 3.6% | 92 | 5.4% | 6.0% | 23 | 5.3% | 1.4% | 27 | 3.3% | 3.1% |
| Lorraine | 89 | 4.2% | 4.6% | 72 | 4.2% | 7.7% | 17 | 4.0% | 1.7% | 32 | 4.0% | 6.2% |
| Alsace | 90 | 4.3% | 6.0% | 77 | 4.5% | 10.5% | 14 | 3.2% | 1.8% | 34 | 4.1% | 6.5% |
| Franche-Comté | 53 | 2.5% | 5.6% | 46 | 2.7% | 9.9% | 8 | 1.8% | 1.6% | 16 | 1.9% | 6.5% |
| Champagne-Ardenne | 52 | 2.5% | 4.8% | 38 | 2.3% | 7.3% | 14 | 3.2% | 2.4% | 18 | 2.2% | 6.7% |
| Picardie | 91 | 4.3% | 6.0% | 71 | 4.2% | 9.6% | 20 | 4.7% | 2.6% | 26 | 3.1% | 5.8% |
| Bourgogne | 76 | 3.6% | 5.6% | 54 | 3.2% | 8.3% | 22 | 5.2% | 3.2% | 21 | 2.6% | 6.2% |
| Haute-Normandie | 46 | 2.2% | 3.1% | 38 | 2.2% | 5.4% | 8 | 1.9% | 1.1% | 24 | 2.9% | 5.3% |
| Basse-Normandie | 37 | 1.7% | 3.1% | 29 | 1.7% | 5.1% | 8 | 1.7% | 1.2% | 13 | 1.6% | 4.2% |
| Centre | 92 | 4.3% | 4.4% | 66 | 3.9% | 6.6% | 26 | 6.0% | 2.4% | 29 | 3.5% | 4.6% |
| Pays de la Loire | 121 | 5.7% | 4.2% | 96 | 5.6% | 7.0% | 25 | 5.8% | 1.7% | 43 | 5.2% | 4.9% |
| Bretagne | 111 | 5.2% | 4.3% | 81 | 4.8% | 6.5% | 30 | 6.9% | 2.2% | 40 | 4.8% | 5.2% |
| Poitou-Charentes | 51 | 2.4% | 3.5% | 36 | 2.1% | 5.2% | 15 | 3.4% | 1.9% | 20 | 2.4% | 5.1% |
| Aquitaine | 105 | 5.0% | 4.0% | 82 | 4.9% | 6.6% | 23 | 5.3% | 1.7% | 37 | 4.5% | 4.3% |
| Midi-Pyrénées | 101 | 4.8% | 4.3% | 85 | 5.0% | 7.4% | 17 | 3.9% | 1.4% | 52 | 6.4% | 6.6% |
| Limousin | 31 | 1.4% | 4.9% | 26 | 1.5% | 8.6% | 5 | 1.1% | 1.4% | 9 | 1.1% | 5.9% |
| Auvergne | 51 | 2.4% | 4.5% | 37 | 2.2% | 6.9% | 13 | 3.1% | 2.3% | 16 | 1.9% | 5.1% |
| Rhône-Alpes | 207 | 9.7% | 4.2% | 165 | 9.7% | 6.9% | 42 | 9.6% | 1.6% | 82 | 10.0% | 4.8% |
| Languedoc-Roussillon | 75 | 3.5% | 3.5% | 61 | 3.6% | 6.0% | 13 | 3.1% | 1.2% | 30 | 3.7% | 4.7% |
| Provence-Alpes-Côte-d'Azur-Corse | 190 | 9.0% | 4.4% | 149 | 8.8% | 7.3% | 42 | 9.6% | 1.8% | 78 | 9.5% | 5.6% |
| Habitudes de connexion Internet | | | | | | | | | | | | |
| Tous les jours | 1216 | 57.2% | 4.5% | 994 | 58.7% | 7.2% | 222 | 51.3% | 1.7% | 639 | 77.8% | 5.0% |
| Presque tous les jours | 278 | 13.1% | 4.6% | 227 | 13.4% | 8.2% | 51 | 11.7% | 1.5% | 104 | 12.7% | 4.3% |
| 1 à 2 fois par semaine | 142 | 6.7% | 4.4% | 117 | 6.9% | 8.3% | 25 | 5.7% | 1.4% | 46 | 5.6% | 5.1% |
| 1 à 3 fois par mois | 34 | 1.6% | 4.0% | 20 | 1.2% | 5.1% | 14 | 3.3% | 3.0% | 9 | 1.1% | 4.6% |
| Moins souvent | 96 | 4.5% | 6.7% | 59 | 3.5% | 9.5% | 38 | 8.7% | 4.6% | 15 | 1.8% | 9.8% |
| Jamais | 17 | 0.8% | 7.0% | 16 | 0.9% | 11.5% | 1 | 0.3% | 1.2% | 2 | 0.2% | 6.9% |

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| Revenus du Foyer | | | | | | | | | | | | |
| Moins de 9 000 euros par an | 37 | 1.8% | 1.5% | 27 | 1.6% | 2.8% | 10 | 2.3% | 0.7% | 2 | 0.3% | 1.1% |
| De 9 000 à moins de 12 000 euros par an | 71 | 3.3% | 2.2% | 42 | 2.5% | 3.9% | 28 | 6.6% | 1.3% | 7 | 0.9% | 2.6% |
| De 12 000 à moins de 18 000 euros par an | 242 | 11.4% | 3.6% | 182 | 10.7% | 6.1% | 60 | 14.0% | 1.6% | 36 | 4.3% | 4.4% |
| De 18 000 à moins de 24 000 euros par an | 327 | 15.4% | 4.5% | 263 | 15.5% | 7.8% | 64 | 14.8% | 1.6% | 64 | 7.8% | 4.1% |
| De 24 000 à moins de 36 000 euros par an | 503 | 23.6% | 4.6% | 404 | 23.9% | 7.3% | 98 | 22.7% | 1.8% | 181 | 22.0% | 5.0% |
| De 36 000 à moins de 45 000 euros par an | 268 | 12.6% | 4.3% | 215 | 12.7% | 6.6% | 52 | 12.1% | 1.8% | 125 | 15.2% | 4.4% |
| De 45 000 à moins de 65 000 euros par an | 305 | 14.3% | 5.4% | 247 | 14.5% | 7.8% | 59 | 13.6% | 2.4% | 205 | 25.0% | 5.9% |
| 65 000 euros et plus | 185 | 8.7% | 6.5% | 160 | 9.4% | 9.2% | 25 | 5.8% | 2.2% | 133 | 16.2% | 6.0% |
| Refus | 114 | 5.4% | 3.0% | 97 | 5.7% | 6.3% | 17 | 3.9% | 0.8% | 38 | 4.6% | 3.0% |
| Ne sait pas | 76 | 3.6% | 5.0% | 57 | 3.4% | 8.6% | 19 | 4.3% | 2.2% | 30 | 3.6% | 5.4% |