

| | Ensemble | | | Hommes | | | Femmes | | | FoyersCSP+ | | |
|-----------------------------------|----------|-----------|-------------|----------|-----------|-------------|----------|-----------|-------------|------------|-----------|-------------|
| | Milliers | Structure | Pénétration | Milliers | Structure | Pénétration | Milliers | Structure | Pénétration | Milliers | Structure | Pénétration |
| Ensemble | 2095 | 100.0% | 4.1% | 279 | 100.0% | 1.1% | 1816 | 100.0% | 6.8% | 626 | 100.0% | 3.7% |
| Sexe | | | | | | | | | | | | |
| Homme | 279 | 13.3% | 1.1% | 279 | 100.0% | 1.1% | 0 | - | 100.0% | 94 | 15.0% | 1.1% |
| Femme | 1816 | 86.7% | 6.8% | 0 | - | 100.0% | 1816 | 100.0% | 6.8% | 532 | 85.0% | 6.6% |
| Age | | | | | | | | | | | | |
| 15 à 24 ans | 76 | 3.6% | 1.0% | 11 | 4.0% | 0.3% | 65 | 3.6% | 1.8% | 26 | 4.2% | 0.9% |
| 25 à 34 ans | 152 | 7.3% | 2.0% | 31 | 10.9% | 0.8% | 122 | 6.7% | 3.1% | 73 | 11.7% | 2.1% |
| 35 à 49 ans | 577 | 27.5% | 4.5% | 75 | 27.0% | 1.2% | 501 | 27.6% | 7.8% | 279 | 44.6% | 4.6% |
| 50 à 64 ans | 779 | 37.2% | 6.4% | 105 | 37.8% | 1.8% | 674 | 37.1% | 10.6% | 240 | 38.3% | 5.8% |
| 65 ans et plus | 511 | 24.4% | 4.7% | 56 | 20.3% | 1.2% | 454 | 25.0% | 7.3% | 8 | 1.2% | 3.2% |
| Individu | | | | | | | | | | | | |
| Ménagère | 1742 | 83.2% | 7.5% | 0 | - | 100.0% | 1742 | 95.9% | 7.5% | 509 | 81.3% | 7.6% |
| Personne de Référence | 821 | 39.2% | 2.9% | 267 | 95.6% | 1.3% | 554 | 30.5% | 7.1% | 180 | 28.7% | 2.1% |
| Responsable des achats | 1359 | 64.9% | 5.6% | 91 | 32.7% | 1.2% | 1268 | 69.8% | 7.7% | 447 | 71.5% | 5.4% |
| PCS Individu | | | | | | | | | | | | |
| Agriculteurs | 12 | 0.6% | 2.2% | 8 | 2.9% | 2.3% | 4 | 0.2% | 2.1% | 0 | 0.1% | 5.3% |
| Petits patrons | 53 | 2.5% | 3.4% | 23 | 8.3% | 2.1% | 30 | 1.7% | 6.8% | 40 | 6.3% | 2.8% |
| Affaires et Cadres | 126 | 6.0% | 2.7% | 27 | 9.7% | 0.9% | 99 | 5.5% | 5.7% | 108 | 17.3% | 2.5% |
| Professions intermédiaires | 286 | 13.6% | 4.3% | 37 | 13.3% | 1.1% | 248 | 13.7% | 7.8% | 219 | 35.0% | 3.9% |
| Employés | 482 | 23.0% | 5.7% | 22 | 8.0% | 1.1% | 460 | 25.3% | 7.1% | 126 | 20.1% | 7.1% |
| Ouvriers | 129 | 6.2% | 2.0% | 56 | 20.2% | 1.1% | 72 | 4.0% | 5.2% | 8 | 1.2% | 2.2% |
| Retraités | 635 | 30.3% | 5.2% | 85 | 30.5% | 1.4% | 550 | 30.3% | 8.6% | 18 | 2.8% | 7.9% |
| Autres inactifs | 372 | 17.8% | 3.6% | 20 | 7.0% | 0.6% | 353 | 19.4% | 5.2% | 108 | 17.2% | 3.4% |
| PCS Personne de Référence | | | | | | | | | | | | |
| Agriculteurs | 28 | 1.4% | 3.6% | 8 | 2.9% | 2.1% | 20 | 1.1% | 5.1% | 0 | - | 100.0% |
| Petits patrons | 93 | 4.4% | 3.7% | 26 | 9.2% | 1.9% | 68 | 3.7% | 5.8% | 93 | 14.9% | 3.7% |
| Affaires et Cadres | 255 | 12.2% | 3.8% | 28 | 10.2% | 0.8% | 227 | 12.5% | 6.9% | 255 | 40.8% | 3.8% |
| Professions intermédiaires | 278 | 13.2% | 3.7% | 40 | 14.4% | 1.0% | 238 | 13.1% | 6.6% | 278 | 44.4% | 3.7% |
| Employés | 230 | 11.0% | 4.3% | 22 | 7.9% | 1.0% | 208 | 11.5% | 6.5% | 0 | - | 100.0% |
| Ouvriers | 307 | 14.7% | 3.2% | 54 | 19.4% | 1.1% | 253 | 13.9% | 5.5% | 0 | - | 100.0% |
| Retraités | 779 | 37.2% | 5.4% | 86 | 31.0% | 1.3% | 693 | 38.1% | 8.8% | 0 | - | 100.0% |
| Autres inactifs | 125 | 5.9% | 3.3% | 15 | 5.2% | 1.1% | 110 | 6.1% | 4.6% | 0 | - | 100.0% |

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| | Milliers | Structure | Pénétration | Milliers | Structure | Pénétration | Milliers | Structure | Pénétration | Milliers | Structure | Pénétration |
| Taille du Foyer | | | | | | | | | | | | |
| 1 personne | 378 | 18.0% | 4.1% | 21 | 7.6% | 0.5% | 357 | 19.6% | 6.7% | 56 | 8.9% | 3.2% |
| 2 personnes | 880 | 42.0% | 5.0% | 148 | 52.9% | 1.7% | 732 | 40.3% | 8.0% | 175 | 27.9% | 4.1% |
| 3 personnes | 365 | 17.4% | 3.9% | 44 | 15.7% | 0.9% | 321 | 17.7% | 6.8% | 137 | 21.9% | 3.7% |
| 4 personnes | 330 | 15.7% | 3.6% | 49 | 17.4% | 1.0% | 281 | 15.5% | 6.1% | 171 | 27.3% | 3.7% |
| 5 personnes et + | 143 | 6.8% | 2.7% | 18 | 6.3% | 0.7% | 125 | 6.9% | 4.5% | 87 | 13.9% | 3.5% |
| Présence d'enfants de moins de 15 ans | | | | | | | | | | | | |
| Oui | 585 | 27.9% | 3.7% | 75 | 26.7% | 1.0% | 511 | 28.1% | 6.1% | 289 | 46.2% | 3.9% |
| Non | 1510 | 72.1% | 4.3% | 204 | 73.3% | 1.2% | 1305 | 71.9% | 7.2% | 336 | 53.8% | 3.6% |
| Habitat | | | | | | | | | | | | |
| Communes rurales | 536 | 25.6% | 4.2% | 76 | 27.1% | 1.2% | 460 | 25.3% | 6.9% | 161 | 25.8% | 4.5% |
| Agglo. - 20 000 hab | 395 | 18.9% | 4.6% | 85 | 30.3% | 2.1% | 311 | 17.1% | 6.9% | 113 | 18.0% | 4.6% |
| Agglo. 20 000 à 100 000 hab | 295 | 14.1% | 4.4% | 28 | 9.9% | 0.9% | 267 | 14.7% | 7.7% | 68 | 10.8% | 3.4% |
| Agglo. + 100 000 hab | 645 | 30.8% | 4.5% | 76 | 27.1% | 1.1% | 570 | 31.4% | 7.6% | 176 | 28.2% | 3.6% |
| Agglo. Paris | 224 | 10.7% | 2.7% | 15 | 5.5% | 0.4% | 208 | 11.5% | 4.8% | 108 | 17.2% | 2.8% |

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| Région d'habitation | | | | | | | | | | | | |
| Ile-de-France | 251 | 12.0% | 2.7% | 21 | 7.5% | 0.5% | 230 | 12.7% | 4.7% | 118 | 18.8% | 2.7% |
| Nord-Pas-de-Calais | 148 | 7.0% | 4.6% | 18 | 6.4% | 1.2% | 130 | 7.1% | 7.7% | 42 | 6.7% | 4.7% |
| Lorraine | 89 | 4.3% | 4.6% | 9 | 3.1% | 0.9% | 81 | 4.4% | 8.1% | 28 | 4.5% | 5.4% |
| Alsace | 55 | 2.6% | 3.7% | 5 | 1.7% | 0.6% | 51 | 2.8% | 6.5% | 18 | 2.9% | 3.5% |
| Franche-Comté | 45 | 2.2% | 4.8% | 2 | 0.9% | 0.5% | 43 | 2.4% | 8.8% | 13 | 2.1% | 5.4% |
| Champagne-Ardenne | 47 | 2.3% | 4.3% | 9 | 3.2% | 1.7% | 38 | 2.1% | 6.8% | 15 | 2.4% | 5.5% |
| Picardie | 53 | 2.5% | 3.4% | 14 | 4.9% | 1.8% | 39 | 2.1% | 4.9% | 14 | 2.3% | 3.2% |
| Bourgogne | 67 | 3.2% | 5.0% | 10 | 3.5% | 1.5% | 58 | 3.2% | 8.1% | 16 | 2.5% | 4.6% |
| Haute-Normandie | 64 | 3.1% | 4.3% | 5 | 1.8% | 0.7% | 59 | 3.2% | 7.6% | 20 | 3.1% | 4.3% |
| Basse-Normandie | 43 | 2.0% | 3.5% | 12 | 4.5% | 2.2% | 30 | 1.7% | 4.8% | 7 | 1.2% | 2.4% |
| Centre | 91 | 4.3% | 4.4% | 17 | 6.0% | 1.7% | 74 | 4.1% | 6.9% | 30 | 4.8% | 4.8% |
| Pays de la Loire | 111 | 5.3% | 3.9% | 17 | 6.0% | 1.2% | 94 | 5.2% | 6.4% | 38 | 6.1% | 4.3% |
| Bretagne | 108 | 5.2% | 4.2% | 13 | 4.8% | 1.1% | 95 | 5.2% | 7.1% | 20 | 3.2% | 2.6% |
| Poitou-Charentes | 81 | 3.9% | 5.6% | 14 | 5.2% | 2.1% | 67 | 3.7% | 8.8% | 27 | 4.3% | 7.0% |
| Aquitaine | 159 | 7.6% | 6.0% | 29 | 10.2% | 2.3% | 131 | 7.2% | 9.4% | 41 | 6.5% | 4.8% |
| Midi-Pyrénées | 124 | 5.9% | 5.2% | 20 | 7.3% | 1.8% | 104 | 5.7% | 8.5% | 40 | 6.3% | 5.0% |
| Limousin | 25 | 1.2% | 4.0% | 4 | 1.3% | 1.2% | 22 | 1.2% | 6.7% | 7 | 1.1% | 4.3% |
| Auvergne | 66 | 3.2% | 5.9% | 8 | 2.8% | 1.4% | 58 | 3.2% | 10.0% | 13 | 2.0% | 4.0% |
| Rhône-Alpes | 195 | 9.3% | 3.9% | 19 | 6.9% | 0.8% | 176 | 9.7% | 6.8% | 47 | 7.5% | 2.8% |
| Languedoc-Roussillon | 76 | 3.6% | 3.5% | 14 | 5.1% | 1.4% | 62 | 3.4% | 5.4% | 22 | 3.5% | 3.5% |
| Provence-Alpes-Côte-d'Azur-Corse | 195 | 9.3% | 4.5% | 20 | 7.1% | 1.0% | 175 | 9.6% | 7.7% | 50 | 7.9% | 3.5% |
| Habitudes de connexion Internet | | | | | | | | | | | | |
| Tous les jours | 1036 | 49.4% | 3.8% | 144 | 51.8% | 1.0% | 891 | 49.1% | 6.8% | 446 | 71.2% | 3.5% |
| Presque tous les jours | 270 | 12.9% | 4.4% | 32 | 11.5% | 1.2% | 238 | 13.1% | 7.2% | 106 | 16.9% | 4.4% |
| 1 à 2 fois par semaine | 161 | 7.7% | 5.0% | 38 | 13.8% | 2.7% | 122 | 6.7% | 6.9% | 42 | 6.7% | 4.7% |
| 1 à 3 fois par mois | 40 | 1.9% | 4.7% | 7 | 2.5% | 1.7% | 33 | 1.8% | 7.1% | 12 | 1.9% | 6.3% |
| Moins souvent | 45 | 2.1% | 3.1% | 0 | 0.2% | 0.1% | 44 | 2.4% | 5.4% | 2 | 0.4% | 1.6% |
| Jamais | 13 | 0.6% | 5.1% | 2 | 0.7% | 1.4% | 11 | 0.6% | 9.8% | 0 | - | - |

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| Revenus du Foyer | | | | | | | | | | | | |
| Moins de 9 000 euros par an | 67 | 3.2% | 2.7% | 12 | 4.4% | 1.3% | 55 | 3.0% | 3.7% | 3 | 0.5% | 1.5% |
| De 9 000 à moins de 12 000 euros par an | 158 | 7.5% | 4.8% | 3 | 1.1% | 0.3% | 155 | 8.5% | 7.1% | 5 | 0.8% | 1.9% |
| De 12 000 à moins de 18 000 euros par an | 254 | 12.1% | 3.7% | 34 | 12.0% | 1.1% | 221 | 12.2% | 5.8% | 18 | 2.9% | 2.3% |
| De 18 000 à moins de 24 000 euros par an | 356 | 17.0% | 4.9% | 34 | 12.2% | 1.0% | 322 | 17.7% | 8.3% | 70 | 11.1% | 4.4% |
| De 24 000 à moins de 36 000 euros par an | 497 | 23.7% | 4.5% | 66 | 23.5% | 1.2% | 431 | 23.7% | 7.8% | 167 | 26.7% | 4.6% |
| De 36 000 à moins de 45 000 euros par an | 258 | 12.3% | 4.1% | 41 | 14.8% | 1.3% | 217 | 11.9% | 7.3% | 94 | 15.0% | 3.3% |
| De 45 000 à moins de 65 000 euros par an | 224 | 10.7% | 4.0% | 47 | 16.9% | 1.5% | 176 | 9.7% | 7.1% | 135 | 21.6% | 3.9% |
| 65 000 euros et plus | 98 | 4.7% | 3.4% | 20 | 7.0% | 1.1% | 78 | 4.3% | 7.0% | 71 | 11.4% | 3.2% |
| Refus | 156 | 7.5% | 4.2% | 18 | 6.3% | 1.1% | 139 | 7.6% | 6.3% | 50 | 8.0% | 3.9% |
| Ne sait pas | 27 | 1.3% | 1.8% | 5 | 1.7% | 0.7% | 23 | 1.2% | 2.7% | 13 | 2.1% | 2.4% |