

Système D

Mensuel, Lecture Dernière Période

| | Ensemble | | | Hommes | | | Femmes | | | FoyersCSP+ | | |
|-----------------------------------|----------|-----------|-------------|----------|-----------|-------------|----------|-----------|-------------|------------|-----------|-------------|
| | Milliers | Structure | Pénétration | Milliers | Structure | Pénétration | Milliers | Structure | Pénétration | Milliers | Structure | Pénétration |
| Ensemble | 1243 | 100.0% | 2.4% | 738 | 100.0% | 3.0% | 505 | 100.0% | 1.9% | 434 | 100.0% | 2.6% |
| Sexe | | | | | | | | | | | | |
| Homme | 738 | 59.4% | 3.0% | 738 | 100.0% | 3.0% | 0 | - | 100.0% | 269 | 61.9% | 3.1% |
| Femme | 505 | 40.6% | 1.9% | 0 | - | 100.0% | 505 | 100.0% | 1.9% | 165 | 38.1% | 2.1% |
| Age | | | | | | | | | | | | |
| 15 à 24 ans | 73 | 5.9% | 1.0% | 40 | 5.4% | 1.1% | 33 | 6.6% | 0.9% | 18 | 4.1% | 0.6% |
| 25 à 34 ans | 170 | 13.7% | 2.2% | 88 | 11.9% | 2.3% | 82 | 16.2% | 2.1% | 84 | 19.4% | 2.5% |
| 35 à 49 ans | 424 | 34.1% | 3.3% | 238 | 32.3% | 3.8% | 185 | 36.7% | 2.9% | 207 | 47.8% | 3.4% |
| 50 à 64 ans | 409 | 32.9% | 3.3% | 264 | 35.7% | 4.4% | 145 | 28.8% | 2.3% | 121 | 27.9% | 2.9% |
| 65 ans et plus | 168 | 13.5% | 1.6% | 109 | 14.8% | 2.4% | 59 | 11.7% | 1.0% | 3 | 0.8% | 1.4% |
| Individu | | | | | | | | | | | | |
| Ménagère | 471 | 37.9% | 2.0% | 0 | - | 100.0% | 471 | 93.2% | 2.0% | 157 | 36.2% | 2.3% |
| Personne de Référence | 779 | 62.6% | 2.8% | 678 | 91.9% | 3.4% | 100 | 19.9% | 1.3% | 290 | 66.9% | 3.4% |
| Responsable des achats | 611 | 49.2% | 2.5% | 255 | 34.5% | 3.3% | 357 | 70.6% | 2.2% | 221 | 51.0% | 2.7% |
| PCS Individu | | | | | | | | | | | | |
| Agriculteurs | 16 | 1.3% | 3.0% | 5 | 0.7% | 1.4% | 11 | 2.2% | 6.2% | 0 | - | - |
| Petits patrons | 52 | 4.2% | 3.4% | 42 | 5.7% | 3.8% | 10 | 2.1% | 2.3% | 46 | 10.7% | 3.3% |
| Affaires et Cadres | 130 | 10.4% | 2.8% | 84 | 11.4% | 2.9% | 45 | 9.0% | 2.6% | 116 | 26.7% | 2.7% |
| Professions intermédiaires | 220 | 17.7% | 3.3% | 139 | 18.8% | 4.0% | 81 | 16.1% | 2.5% | 192 | 44.4% | 3.4% |
| Employés | 190 | 15.3% | 2.3% | 63 | 8.5% | 3.2% | 127 | 25.2% | 2.0% | 27 | 6.3% | 1.5% |
| Ouvriers | 219 | 17.6% | 3.4% | 170 | 23.0% | 3.4% | 49 | 9.7% | 3.5% | 22 | 5.0% | 6.3% |
| Retraités | 257 | 20.6% | 2.1% | 174 | 23.6% | 3.0% | 82 | 16.3% | 1.3% | 7 | 1.6% | 3.2% |
| Autres inactifs | 160 | 12.8% | 1.6% | 61 | 8.3% | 1.7% | 98 | 19.4% | 1.5% | 23 | 5.3% | 0.7% |
| PCS Personne de Référence | | | | | | | | | | | | |
| Agriculteurs | 17 | 1.3% | 2.1% | 7 | 1.0% | 1.9% | 9 | 1.9% | 2.4% | 0 | - | 100.0% |
| Petits patrons | 62 | 5.0% | 2.5% | 45 | 6.1% | 3.4% | 17 | 3.3% | 1.4% | 62 | 14.3% | 2.5% |
| Affaires et Cadres | 140 | 11.3% | 2.1% | 82 | 11.1% | 2.4% | 58 | 11.5% | 1.8% | 140 | 32.3% | 2.1% |
| Professions intermédiaires | 232 | 18.6% | 3.1% | 141 | 19.1% | 3.5% | 91 | 17.9% | 2.5% | 232 | 53.4% | 3.1% |
| Employés | 135 | 10.8% | 2.5% | 62 | 8.4% | 2.9% | 73 | 14.4% | 2.3% | 0 | - | 100.0% |
| Ouvriers | 267 | 21.5% | 2.8% | 159 | 21.6% | 3.1% | 108 | 21.4% | 2.3% | 0 | - | 100.0% |
| Retraités | 303 | 24.4% | 2.1% | 193 | 26.1% | 2.9% | 110 | 21.8% | 1.4% | 0 | - | 100.0% |
| Autres inactifs | 88 | 7.1% | 2.3% | 48 | 6.6% | 3.6% | 40 | 7.8% | 1.6% | 0 | - | 100.0% |

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| | Milliers | Structure | Pénétration | Milliers | Structure | Pénétration | Milliers | Structure | Pénétration | Milliers | Structure | Pénétration |
| Taille du Foyer | | | | | | | | | | | | |
| 1 personne | 160 | 12.8% | 1.7% | 101 | 13.7% | 2.6% | 58 | 11.6% | 1.1% | 36 | 8.3% | 2.1% |
| 2 personnes | 450 | 36.2% | 2.5% | 281 | 38.0% | 3.2% | 170 | 33.6% | 1.9% | 111 | 25.6% | 2.6% |
| 3 personnes | 233 | 18.7% | 2.5% | 125 | 17.0% | 2.7% | 108 | 21.3% | 2.3% | 95 | 21.9% | 2.6% |
| 4 personnes | 263 | 21.2% | 2.8% | 158 | 21.4% | 3.4% | 105 | 20.8% | 2.3% | 129 | 29.8% | 2.8% |
| 5 personnes et + | 137 | 11.0% | 2.6% | 73 | 9.9% | 3.0% | 64 | 12.6% | 2.3% | 62 | 14.4% | 2.5% |
| Présence d'enfants de moins de 15 ans | | | | | | | | | | | | |
| Oui | 471 | 37.9% | 3.0% | 264 | 35.7% | 3.6% | 208 | 41.2% | 2.5% | 221 | 51.1% | 3.0% |
| Non | 772 | 62.1% | 2.2% | 475 | 64.3% | 2.8% | 297 | 58.8% | 1.6% | 212 | 48.9% | 2.3% |
| Habitat | | | | | | | | | | | | |
| Communes rurales | 428 | 34.5% | 3.3% | 270 | 36.5% | 4.3% | 159 | 31.5% | 2.4% | 166 | 38.4% | 4.6% |
| Agglo. - 20 000 hab | 244 | 19.6% | 2.8% | 135 | 18.3% | 3.3% | 109 | 21.5% | 2.4% | 77 | 17.9% | 3.1% |
| Agglo. 20 000 à 100 000 hab | 171 | 13.7% | 2.6% | 94 | 12.7% | 2.9% | 77 | 15.2% | 2.2% | 55 | 12.7% | 2.8% |
| Agglo. + 100 000 hab | 270 | 21.7% | 1.9% | 172 | 23.3% | 2.5% | 98 | 19.4% | 1.3% | 94 | 21.6% | 1.9% |
| Agglo. Paris | 130 | 10.4% | 1.6% | 67 | 9.1% | 1.7% | 63 | 12.4% | 1.4% | 41 | 9.4% | 1.1% |

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| | Milliers | Structure | Pénétration | Milliers | Structure | Pénétration | Milliers | Structure | Pénétration | Milliers | Structure | Pénétration |
| Région d'habitation | | | | | | | | | | | | |
| Ile-de-France | 167 | 13.4% | 1.8% | 87 | 11.8% | 1.9% | 79 | 15.7% | 1.6% | 55 | 12.7% | 1.3% |
| Nord-Pas-de-Calais | 72 | 5.8% | 2.2% | 48 | 6.5% | 3.2% | 24 | 4.7% | 1.4% | 13 | 2.9% | 1.4% |
| Lorraine | 54 | 4.4% | 2.8% | 32 | 4.4% | 3.5% | 22 | 4.4% | 2.2% | 15 | 3.3% | 2.8% |
| Alsace | 44 | 3.5% | 2.9% | 25 | 3.4% | 3.4% | 18 | 3.6% | 2.4% | 13 | 3.0% | 2.5% |
| Franche-Comté | 25 | 2.0% | 2.7% | 15 | 2.0% | 3.2% | 10 | 2.1% | 2.1% | 9 | 2.2% | 3.8% |
| Champagne-Ardenne | 38 | 3.0% | 3.4% | 22 | 2.9% | 4.1% | 16 | 3.1% | 2.8% | 8 | 1.9% | 3.1% |
| Picardie | 44 | 3.5% | 2.9% | 32 | 4.3% | 4.3% | 12 | 2.4% | 1.5% | 18 | 4.0% | 4.0% |
| Bourgogne | 25 | 2.0% | 1.9% | 14 | 1.8% | 2.1% | 12 | 2.3% | 1.7% | 5 | 1.1% | 1.4% |
| Haute-Normandie | 33 | 2.6% | 2.2% | 14 | 1.9% | 2.0% | 19 | 3.7% | 2.4% | 25 | 5.8% | 5.6% |
| Basse-Normandie | 32 | 2.6% | 2.7% | 25 | 3.3% | 4.3% | 7 | 1.5% | 1.2% | 12 | 2.7% | 3.8% |
| Centre | 66 | 5.3% | 3.2% | 41 | 5.6% | 4.1% | 24 | 4.8% | 2.3% | 26 | 5.9% | 4.1% |
| Pays de la Loire | 84 | 6.8% | 3.0% | 56 | 7.5% | 4.1% | 28 | 5.6% | 1.9% | 24 | 5.6% | 2.8% |
| Bretagne | 78 | 6.3% | 3.0% | 34 | 4.6% | 2.7% | 45 | 8.8% | 3.3% | 25 | 5.9% | 3.3% |
| Poitou-Charentes | 36 | 2.9% | 2.5% | 18 | 2.5% | 2.6% | 18 | 3.5% | 2.3% | 14 | 3.2% | 3.6% |
| Aquitaine | 96 | 7.7% | 3.6% | 62 | 8.5% | 5.0% | 33 | 6.6% | 2.4% | 21 | 5.0% | 2.5% |
| Midi-Pyrénées | 77 | 6.2% | 3.2% | 50 | 6.8% | 4.4% | 27 | 5.3% | 2.2% | 40 | 9.3% | 5.2% |
| Limousin | 22 | 1.8% | 3.5% | 15 | 2.1% | 5.1% | 7 | 1.4% | 2.1% | 7 | 1.7% | 4.5% |
| Auvergne | 37 | 3.0% | 3.3% | 16 | 2.2% | 3.0% | 21 | 4.1% | 3.5% | 14 | 3.3% | 4.6% |
| Rhône-Alpes | 112 | 9.0% | 2.2% | 61 | 8.2% | 2.5% | 51 | 10.1% | 2.0% | 48 | 11.0% | 2.8% |
| Languedoc-Roussillon | 35 | 2.8% | 1.6% | 21 | 2.8% | 2.0% | 14 | 2.8% | 1.3% | 14 | 3.3% | 2.3% |
| Provence-Alpes-Côte-d'Azur-Corse | 68 | 5.4% | 1.6% | 50 | 6.8% | 2.5% | 17 | 3.4% | 0.8% | 27 | 6.2% | 1.9% |
| Habitudes de connexion Internet | | | | | | | | | | | | |
| Tous les jours | 734 | 59.0% | 2.7% | 417 | 56.4% | 3.0% | 317 | 62.8% | 2.4% | 352 | 81.2% | 2.8% |
| Presque tous les jours | 145 | 11.7% | 2.4% | 90 | 12.1% | 3.2% | 55 | 11.0% | 1.7% | 44 | 10.1% | 1.8% |
| 1 à 2 fois par semaine | 98 | 7.9% | 3.1% | 67 | 9.1% | 4.7% | 31 | 6.1% | 1.7% | 20 | 4.6% | 2.3% |
| 1 à 3 fois par mois | 29 | 2.3% | 3.4% | 17 | 2.3% | 4.4% | 12 | 2.4% | 2.6% | 9 | 2.0% | 4.5% |
| Moins souvent | 27 | 2.2% | 1.9% | 12 | 1.6% | 1.9% | 16 | 3.1% | 1.9% | 3 | 0.8% | 2.3% |
| Jamais | 12 | 1.0% | 4.8% | 8 | 1.1% | 6.1% | 3 | 0.7% | 3.2% | 2 | 0.5% | 6.9% |

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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 | 36 | 2.9% | 1.5% | 26 | 3.5% | 2.7% | 10 | 2.0% | 0.7% | 6 | 1.3% | 3.0% |
| De 9 000 à moins de 12 000 euros par an | 58 | 4.7% | 1.8% | 30 | 4.0% | 2.7% | 29 | 5.7% | 1.3% | 9 | 2.0% | 3.1% |
| De 12 000 à moins de 18 000 euros par an | 153 | 12.3% | 2.2% | 74 | 10.1% | 2.5% | 78 | 15.5% | 2.1% | 11 | 2.6% | 1.4% |
| De 18 000 à moins de 24 000 euros par an | 178 | 14.3% | 2.4% | 98 | 13.2% | 2.9% | 80 | 15.9% | 2.1% | 52 | 11.9% | 3.3% |
| De 24 000 à moins de 36 000 euros par an | 322 | 25.9% | 2.9% | 222 | 30.1% | 4.0% | 100 | 19.7% | 1.8% | 90 | 20.8% | 2.5% |
| De 36 000 à moins de 45 000 euros par an | 212 | 17.0% | 3.4% | 124 | 16.7% | 3.8% | 88 | 17.5% | 3.0% | 106 | 24.3% | 3.7% |
| De 45 000 à moins de 65 000 euros par an | 146 | 11.8% | 2.6% | 97 | 13.2% | 3.1% | 49 | 9.8% | 2.0% | 93 | 21.5% | 2.7% |
| 65 000 euros et plus | 53 | 4.3% | 1.9% | 27 | 3.7% | 1.6% | 26 | 5.2% | 2.3% | 42 | 9.7% | 1.9% |
| Refus | 69 | 5.5% | 1.8% | 27 | 3.6% | 1.7% | 42 | 8.4% | 1.9% | 25 | 5.7% | 1.9% |
| Ne sait pas | 16 | 1.3% | 1.1% | 14 | 1.9% | 2.1% | 2 | 0.4% | 0.2% | 1 | 0.2% | 0.2% |