

| | Ensemble | | | Hommes | | | Femmes | | | FoyersCSP+ | | |
|-----------------------------------|----------|-----------|-------------|----------|-----------|-------------|----------|-----------|-------------|------------|-----------|-------------|
| | Milliers | Structure | Pénétration | Milliers | Structure | Pénétration | Milliers | Structure | Pénétration | Milliers | Structure | Pénétration |
| Ensemble | 358 | 100.0% | 0.7% | 180 | 100.0% | 0.7% | 179 | 100.0% | 0.7% | 80 | 100.0% | 0.5% |
| Sexe | | | | | | | | | | | | |
| Homme | 180 | 50.1% | 0.7% | 180 | 100.0% | 0.7% | 0 | - | - | 47 | 58.5% | 0.5% |
| Femme | 179 | 49.9% | 0.7% | 0 | - | - | 179 | 100.0% | 0.7% | 33 | 41.5% | 0.4% |
| Age | | | | | | | | | | | | |
| 15 à 24 ans | 47 | 13.0% | 0.6% | 28 | 15.4% | 0.7% | 19 | 10.6% | 0.5% | 14 | 17.9% | 0.5% |
| 25 à 34 ans | 27 | 7.4% | 0.3% | 14 | 7.8% | 0.4% | 13 | 7.1% | 0.3% | 12 | 14.5% | 0.3% |
| 35 à 49 ans | 74 | 20.6% | 0.6% | 35 | 19.5% | 0.6% | 39 | 21.8% | 0.6% | 27 | 33.8% | 0.4% |
| 50 à 64 ans | 100 | 27.9% | 0.8% | 57 | 31.7% | 1.0% | 43 | 24.1% | 0.7% | 27 | 33.9% | 0.7% |
| 65 ans et plus | 111 | 31.0% | 1.0% | 46 | 25.7% | 1.0% | 65 | 36.4% | 1.0% | 0 | - | - |
| Individu | | | | | | | | | | | | |
| Ménagère | 160 | 44.6% | 0.7% | 0 | - | - | 160 | 89.3% | 0.7% | 30 | 37.8% | 0.4% |
| Personne de Référence | 207 | 57.6% | 0.7% | 155 | 86.2% | 0.8% | 52 | 29.0% | 0.7% | 42 | 52.0% | 0.5% |
| Responsable des achats | 251 | 69.9% | 0.7% | 91 | 50.8% | 0.7% | 159 | 89.1% | 0.7% | 53 | 65.8% | 0.5% |
| PCS Individu | | | | | | | | | | | | |
| Agriculteurs | 7 | 2.0% | 1.3% | 6 | 3.2% | 1.7% | 1 | 0.8% | 0.7% | 0 | - | - |
| Petits patrons | 7 | 2.1% | 0.4% | 7 | 3.7% | 0.6% | 1 | 0.4% | 0.1% | 7 | 9.2% | 0.5% |
| Affaires et Cadres | 11 | 3.1% | 0.2% | 11 | 6.1% | 0.4% | 0 | 0.2% | 0.0% | 11 | 14.1% | 0.3% |
| Professions intermédiaires | 41 | 11.6% | 0.6% | 25 | 13.8% | 0.7% | 17 | 9.3% | 0.5% | 30 | 38.0% | 0.5% |
| Employés | 57 | 15.9% | 0.7% | 11 | 5.9% | 0.5% | 46 | 25.9% | 0.7% | 18 | 22.0% | 1.0% |
| Ouvriers | 52 | 14.4% | 0.8% | 42 | 23.4% | 0.8% | 10 | 5.5% | 0.7% | 1 | 1.4% | 0.3% |
| Retraités | 132 | 36.8% | 1.0% | 58 | 32.4% | 1.0% | 74 | 41.2% | 1.1% | 0 | 0.2% | 0.1% |
| Autres inactifs | 51 | 14.1% | 0.5% | 21 | 11.5% | 0.6% | 30 | 16.8% | 0.5% | 12 | 15.2% | 0.4% |
| PCS Personne de Référence | | | | | | | | | | | | |
| Agriculteurs | 14 | 4.0% | 1.8% | 6 | 3.3% | 1.6% | 8 | 4.6% | 2.0% | 0 | - | - |
| Petits patrons | 13 | 3.5% | 0.5% | 9 | 4.7% | 0.6% | 4 | 2.2% | 0.3% | 13 | 15.6% | 0.5% |
| Affaires et Cadres | 28 | 7.9% | 0.4% | 16 | 8.7% | 0.5% | 13 | 7.0% | 0.4% | 28 | 35.3% | 0.4% |
| Professions intermédiaires | 39 | 11.0% | 0.5% | 23 | 12.6% | 0.6% | 17 | 9.3% | 0.5% | 39 | 49.1% | 0.5% |
| Employés | 26 | 7.3% | 0.5% | 12 | 6.8% | 0.5% | 14 | 7.8% | 0.5% | 0 | - | - |
| Ouvriers | 73 | 20.3% | 0.8% | 47 | 26.1% | 1.0% | 26 | 14.5% | 0.6% | 0 | - | - |
| Retraités | 151 | 42.1% | 1.0% | 61 | 33.7% | 0.9% | 90 | 50.4% | 1.1% | 0 | - | - |
| Autres inactifs | 14 | 4.0% | 0.4% | 7 | 3.9% | 0.5% | 7 | 4.0% | 0.3% | 0 | - | - |

| | Ensemble | | | Hommes | | | Femmes | | | FoyersCSP+ | | |
|--|----------|-----------|-------------|----------|-----------|-------------|----------|-----------|-------------|------------|-----------|-------------|
| | Milliers | Structure | Pénétration | Milliers | Structure | Pénétration | Milliers | Structure | Pénétration | Milliers | Structure | Pénétration |
| Taille du Foyer | | | | | | | | | | | | |
| 1 personne | 75 | 21.0% | 0.8% | 38 | 21.2% | 0.9% | 37 | 20.7% | 0.7% | 12 | 15.3% | 0.7% |
| 2 personnes | 153 | 42.6% | 0.8% | 77 | 43.1% | 0.9% | 75 | 42.1% | 0.8% | 23 | 28.5% | 0.5% |
| 3 personnes | 43 | 11.9% | 0.5% | 25 | 13.7% | 0.5% | 18 | 10.2% | 0.4% | 8 | 9.8% | 0.2% |
| 4 personnes | 53 | 14.7% | 0.6% | 25 | 14.0% | 0.6% | 27 | 15.4% | 0.6% | 27 | 33.8% | 0.6% |
| 5 personnes et + | 35 | 9.8% | 0.7% | 14 | 8.0% | 0.6% | 21 | 11.6% | 0.7% | 10 | 12.7% | 0.4% |
| Présence d'enfants de moins de 15 ans | | | | | | | | | | | | |
| Oui | 88 | 24.6% | 0.6% | 40 | 22.4% | 0.6% | 48 | 26.7% | 0.6% | 34 | 41.9% | 0.4% |
| Non | 270 | 75.4% | 0.8% | 139 | 77.6% | 0.8% | 131 | 73.3% | 0.7% | 47 | 58.1% | 0.5% |
| Habitat | | | | | | | | | | | | |
| Communes rurales | 139 | 38.7% | 1.2% | 66 | 36.6% | 1.2% | 73 | 40.7% | 1.2% | 27 | 33.8% | 0.8% |
| Agglo. - 20 000 hab | 107 | 29.9% | 1.2% | 48 | 26.9% | 1.1% | 59 | 33.0% | 1.3% | 19 | 23.5% | 0.7% |
| Agglo. 20 000 à 100 000 hab | 41 | 11.3% | 0.6% | 24 | 13.2% | 0.7% | 17 | 9.4% | 0.5% | 12 | 14.4% | 0.6% |
| Agglo. + 100 000 hab | 69 | 19.1% | 0.5% | 39 | 21.5% | 0.5% | 30 | 16.8% | 0.4% | 23 | 28.3% | 0.4% |
| Agglo. Paris | 3 | 0.9% | 0.0% | 3 | 1.8% | 0.1% | 0 | - | - | 0 | - | - |

| | Ensemble | | | Hommes | | | Femmes | | | FoyersCSP+ | | |
|--|----------|-----------|-------------|----------|-----------|-------------|----------|-----------|-------------|------------|-----------|-------------|
| | Milliers | Structure | Pénétration | Milliers | Structure | Pénétration | Milliers | Structure | Pénétration | Milliers | Structure | Pénétration |
| Région d'habitation | | | | | | | | | | | | |
| Ile-de-France | 3 | 0.9% | 0.0% | 3 | 1.8% | 0.1% | 0 | - | - | 0 | - | - |
| Nord-Pas-de-Calais | 0 | - | - | 0 | - | - | 0 | - | - | 0 | - | - |
| Lorraine | 0 | 0.1% | 0.0% | 0 | - | - | 0 | 0.2% | 0.0% | 0 | - | - |
| Alsace | 0 | - | - | 0 | - | - | 0 | - | - | 0 | - | - |
| Franche-Comté | 0 | - | - | 0 | - | - | 0 | - | - | 0 | - | - |
| Champagne-Ardenne | 0 | - | - | 0 | - | - | 0 | - | - | 0 | - | - |
| Picardie | 0 | - | - | 0 | - | - | 0 | - | - | 0 | - | - |
| Bourgogne | 0 | - | - | 0 | - | - | 0 | - | - | 0 | - | - |
| Haute-Normandie | 0 | - | - | 0 | - | - | 0 | - | - | 0 | - | - |
| Basse-Normandie | 0 | 0.1% | 0.0% | 0 | 0.2% | 0.1% | 0 | 0.1% | 0.0% | 0 | - | - |
| Centre | 3 | 0.9% | 0.2% | 1 | 0.8% | 0.1% | 2 | 1.0% | 0.2% | 1 | 1.3% | 0.2% |
| Pays de la Loire | 276 | 76.9% | 9.6% | 140 | 77.9% | 10.1% | 136 | 76.0% | 9.1% | 61 | 76.0% | 7.4% |
| Bretagne | 0 | - | - | 0 | - | - | 0 | - | - | 0 | - | - |
| Poitou-Charentes | 74 | 20.6% | 5.0% | 35 | 19.2% | 4.9% | 39 | 21.9% | 5.1% | 17 | 20.7% | 4.5% |
| Aquitaine | 0 | - | - | 0 | - | - | 0 | - | - | 0 | - | - |
| Midi-Pyrénées | 0 | 0.0% | 0.0% | 0 | 0.1% | 0.0% | 0 | - | - | 0 | - | - |
| Limousin | 0 | - | - | 0 | - | - | 0 | - | - | 0 | - | - |
| Auvergne | 0 | - | - | 0 | - | - | 0 | - | - | 0 | - | - |
| Rhône-Alpes | 0 | - | - | 0 | - | - | 0 | - | - | 0 | - | - |
| Languedoc-Roussillon | 0 | - | - | 0 | - | - | 0 | - | - | 0 | - | - |
| Provence-Alpes-Côte-d'Azur-Corse | 2 | 0.5% | 0.0% | 0 | - | - | 2 | 0.9% | 0.1% | 2 | 2.0% | 0.1% |
| Habitudes de connexion Internet | | | | | | | | | | | | |
| Tous les jours | 174 | 48.7% | 0.6% | 91 | 50.5% | 0.6% | 84 | 46.8% | 0.6% | 65 | 80.9% | 0.5% |
| Presque tous les jours | 25 | 7.0% | 0.4% | 10 | 5.4% | 0.3% | 15 | 8.7% | 0.5% | 5 | 6.4% | 0.2% |
| 1 à 2 fois par semaine | 23 | 6.4% | 0.7% | 16 | 8.8% | 1.1% | 7 | 3.9% | 0.4% | 4 | 5.5% | 0.5% |
| 1 à 3 fois par mois | 5 | 1.3% | 0.6% | 5 | 2.5% | 1.3% | 0 | 0.2% | 0.1% | 0 | - | - |
| Moins souvent | 11 | 3.1% | 0.8% | 3 | 1.9% | 0.5% | 8 | 4.3% | 1.1% | 0 | - | - |
| Jamais | 8 | 2.2% | 5.8% | 3 | 1.4% | 3.0% | 5 | 2.9% | 10.2% | 0 | - | - |

| | Ensemble | | | Hommes | | | Femmes | | | FoyersCSP+ | | |
|---|----------|-----------|-------------|----------|-----------|-------------|----------|-----------|-------------|------------|-----------|-------------|
| | Milliers | Structure | Pénétration | Milliers | Structure | Pénétration | Milliers | Structure | Pénétration | Milliers | Structure | Pénétration |
| Revenus du Foyer | | | | | | | | | | | | |
| Moins de 9 000 euros par an | 21 | 5.8% | 1.0% | 10 | 5.8% | 1.2% | 11 | 5.9% | 0.8% | 1 | 1.4% | 0.6% |
| De 9 000 à moins de 12 000 euros par an | 23 | 6.3% | 0.7% | 7 | 4.2% | 0.7% | 15 | 8.5% | 0.7% | 1 | 0.7% | 0.2% |
| De 12 000 à moins de 18 000 euros par an | 62 | 17.4% | 1.0% | 24 | 13.3% | 0.9% | 38 | 21.4% | 1.0% | 2 | 2.8% | 0.3% |
| De 18 000 à moins de 24 000 euros par an | 67 | 18.7% | 0.9% | 31 | 17.4% | 0.9% | 36 | 20.0% | 0.9% | 10 | 12.7% | 0.6% |
| De 24 000 à moins de 36 000 euros par an | 80 | 22.4% | 0.7% | 48 | 27.0% | 0.9% | 32 | 17.8% | 0.5% | 16 | 20.0% | 0.4% |
| De 36 000 à moins de 45 000 euros par an | 39 | 10.8% | 0.6% | 27 | 15.3% | 0.8% | 11 | 6.4% | 0.4% | 16 | 20.0% | 0.5% |
| De 45 000 à moins de 65 000 euros par an | 27 | 7.5% | 0.4% | 13 | 7.4% | 0.4% | 13 | 7.5% | 0.5% | 21 | 26.4% | 0.6% |
| De 65 000 à moins de 80 000 euros par an | 6 | 1.7% | 0.4% | 4 | 2.4% | 0.5% | 2 | 1.1% | 0.3% | 3 | 4.1% | 0.3% |
| De 80 000 à moins de 115 000 euros par an | 3 | 0.9% | 0.3% | 1 | 0.8% | 0.2% | 2 | 1.0% | 0.5% | 2 | 2.9% | 0.3% |
| 115 000 euros et plus par an | 2 | 0.5% | 0.4% | 2 | 0.9% | 0.6% | 0 | 0.1% | 0.1% | 2 | 2.3% | 0.5% |
| Refus | 18 | 5.1% | 0.6% | 6 | 3.2% | 0.4% | 13 | 7.0% | 0.7% | 4 | 4.9% | 0.3% |
| Ne sait pas | 10 | 2.8% | 0.7% | 4 | 2.5% | 0.7% | 6 | 3.2% | 0.7% | 2 | 1.9% | 0.3% |