

| | Ensemble | | | Hommes | | | Femmes | | | FoyersCSP+ | | |
|-----------------------------------|----------|-----------|-------------|----------|-----------|-------------|----------|-----------|-------------|------------|-----------|-------------|
| | Milliers | Structure | Pénétration | Milliers | Structure | Pénétration | Milliers | Structure | Pénétration | Milliers | Structure | Pénétration |
| ENSEMBLE | 2445 | 100.0% | 4.8% | 609 | 100.0% | 2.5% | 1836 | 100.0% | 6.9% | 798 | 100.0% | 4.6% |
| Sexe | | | | | | | | | | | | |
| Homme | 609 | 24.9% | 2.5% | 609 | 100.0% | 2.5% | 0 | 0.0% | 0.0% | 206 | 25.9% | 2.3% |
| Femme | 1836 | 75.1% | 6.9% | 0 | 0.0% | 0.0% | 1836 | 100.0% | 6.9% | 591 | 74.1% | 7.1% |
| Age | | | | | | | | | | | | |
| 15 à 24 ans | 895 | 36.6% | 12.1% | 201 | 33.0% | 5.4% | 694 | 37.8% | 19.0% | 317 | 39.7% | 10.1% |
| 25 à 34 ans | 660 | 27.0% | 8.6% | 177 | 29.0% | 4.7% | 483 | 26.3% | 12.4% | 196 | 24.5% | 5.7% |
| 35 à 49 ans | 576 | 23.5% | 4.6% | 145 | 23.8% | 2.3% | 431 | 23.5% | 6.8% | 210 | 26.3% | 3.3% |
| 50 à 59 ans | 194 | 7.9% | 2.2% | 60 | 9.9% | 1.3% | 134 | 7.3% | 3.0% | 64 | 8.0% | 1.7% |
| 60 ans et plus | 120 | 4.9% | 0.8% | 26 | 4.3% | 0.4% | 94 | 5.1% | 1.1% | 12 | 1.5% | 1.6% |
| Individu | | | | | | | | | | | | |
| Ménagères | 1212 | 49.6% | 5.2% | 0 | 0.0% | 0.0% | 1212 | 66.0% | 5.2% | 360 | 45.1% | 5.2% |
| Personne de référence | 745 | 30.5% | 2.7% | 395 | 64.9% | 2.0% | 350 | 19.1% | 4.4% | 185 | 23.2% | 2.2% |
| Responsable des achats | 1545 | 63.2% | 4.3% | 296 | 48.7% | 2.3% | 1248 | 68.0% | 5.4% | 437 | 54.7% | 4.0% |
| PCS Individu | | | | | | | | | | | | |
| Agriculteurs | 13 | 0.5% | 2.5% | 5 | 0.8% | 1.3% | 8 | 0.5% | 5.0% | 0 | 0.0% | 0.0% |
| Petits patrons | 52 | 2.1% | 3.2% | 26 | 4.2% | 2.3% | 26 | 1.4% | 5.2% | 40 | 5.1% | 2.8% |
| Affaires et Cadres | 106 | 4.3% | 2.1% | 36 | 5.8% | 1.2% | 70 | 3.8% | 3.7% | 87 | 11.0% | 1.9% |
| Professions intermédiaires | 268 | 11.0% | 4.0% | 89 | 14.6% | 2.5% | 179 | 9.8% | 5.5% | 180 | 22.5% | 3.2% |
| Employés | 751 | 30.7% | 9.1% | 92 | 15.2% | 4.6% | 659 | 35.9% | 10.5% | 173 | 21.7% | 9.7% |
| Ouvriers | 330 | 13.5% | 5.2% | 202 | 33.2% | 4.1% | 128 | 7.0% | 8.7% | 17 | 2.2% | 3.9% |
| Retraités | 87 | 3.6% | 0.7% | 23 | 3.8% | 0.4% | 64 | 3.5% | 1.0% | 8 | 1.1% | 3.5% |
| Autres inactifs | 837 | 34.2% | 8.3% | 136 | 22.4% | 3.8% | 701 | 38.2% | 10.7% | 291 | 36.5% | 9.3% |
| PCS Personne de référence | | | | | | | | | | | | |
| Agriculteurs | 31 | 1.3% | 3.9% | 10 | 1.6% | 2.4% | 21 | 1.2% | 5.4% | 0 | 0.0% | 0.0% |
| Petits patrons | 135 | 5.5% | 5.2% | 27 | 4.4% | 2.1% | 108 | 5.9% | 8.2% | 135 | 17.0% | 5.2% |
| Affaires et Cadres | 259 | 10.6% | 3.6% | 56 | 9.2% | 1.5% | 203 | 11.0% | 5.9% | 259 | 32.4% | 3.6% |
| Professions intermédiaires | 404 | 16.5% | 5.4% | 123 | 20.2% | 3.1% | 280 | 15.3% | 7.9% | 404 | 50.6% | 5.4% |
| Employés | 465 | 19.0% | 8.7% | 116 | 19.1% | 5.3% | 349 | 19.0% | 11.0% | 0 | 0.0% | 0.0% |
| Ouvriers | 752 | 30.7% | 8.1% | 204 | 33.4% | 4.2% | 548 | 29.8% | 12.4% | 0 | 0.0% | 0.0% |
| Retraités | 189 | 7.7% | 1.3% | 40 | 6.5% | 0.6% | 149 | 8.1% | 1.9% | 0 | 0.0% | 0.0% |
| Autres inactifs | 211 | 8.6% | 5.4% | 33 | 5.5% | 2.2% | 177 | 9.7% | 7.3% | 0 | 0.0% | 0.0% |

Public

Lecture Dernière Période

| | Ensemble | | | Hommes | | | Femmes | | | FoyersCSP+ | | |
|--|----------|-----------|-------------|----------|-----------|-------------|----------|-----------|-------------|------------|-----------|-------------|
| | Milliers | Structure | Pénétration | Milliers | Structure | Pénétration | Milliers | Structure | Pénétration | Milliers | Structure | Pénétration |
| Taille du foyer | | | | | | | | | | | | |
| 1 personne | 215 | 8.8% | 2.2% | 48 | 7.9% | 1.2% | 167 | 9.1% | 3.0% | 45 | 5.7% | 2.4% |
| 2 personnes | 510 | 20.9% | 2.8% | 134 | 22.1% | 1.5% | 375 | 20.4% | 4.1% | 144 | 18.0% | 3.5% |
| 3 personnes | 610 | 24.9% | 6.6% | 173 | 28.4% | 3.8% | 437 | 23.8% | 9.5% | 173 | 21.7% | 4.5% |
| 4 personnes | 682 | 27.9% | 7.4% | 175 | 28.8% | 3.9% | 507 | 27.6% | 10.9% | 272 | 34.1% | 5.6% |
| 5 personnes et + | 427 | 17.5% | 8.1% | 78 | 12.9% | 3.2% | 349 | 19.0% | 12.4% | 163 | 20.5% | 6.4% |
| Présence d'enfants de moins de 15 ans | | | | | | | | | | | | |
| Oui | 1145 | 46.8% | 7.3% | 277 | 45.5% | 3.8% | 868 | 47.3% | 10.4% | 399 | 50.1% | 5.1% |
| Non | 1300 | 53.2% | 3.6% | 332 | 54.5% | 1.9% | 968 | 52.7% | 5.3% | 398 | 49.9% | 4.2% |
| Habitat | | | | | | | | | | | | |
| Communes rurales | 423 | 17.3% | 3.6% | 98 | 16.1% | 1.8% | 324 | 17.7% | 5.3% | 121 | 15.2% | 3.6% |
| Agglo. - 20 000 hab | 417 | 17.1% | 4.7% | 101 | 16.7% | 2.4% | 316 | 17.2% | 6.7% | 129 | 16.2% | 4.9% |
| Agglo. 20 000 à 100 000 hab | 351 | 14.4% | 5.0% | 100 | 16.4% | 2.9% | 251 | 13.7% | 7.2% | 98 | 12.2% | 4.7% |
| Agglo. + 100 000 hab | 724 | 29.6% | 4.7% | 187 | 30.7% | 2.5% | 538 | 29.3% | 6.7% | 252 | 31.6% | 4.7% |
| Agglo. Paris | 530 | 21.7% | 6.3% | 123 | 20.2% | 3.0% | 407 | 22.2% | 9.2% | 197 | 24.8% | 5.1% |

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| | Milliers | Structure | Pénétration | Milliers | Structure | Pénétration | Milliers | Structure | Pénétration | Milliers | Structure | Pénétration |
| Régions INSEE | | | | | | | | | | | | |
| Ile de France | 586 | 24.0% | 6.2% | 144 | 23.7% | 3.2% | 442 | 24.0% | 8.9% | 223 | 28.0% | 5.1% |
| Nord Pas de Calais | 140 | 5.7% | 4.4% | 34 | 5.6% | 2.3% | 106 | 5.8% | 6.3% | 31 | 3.9% | 3.4% |
| Lorraine | 95 | 3.9% | 4.9% | 25 | 4.1% | 2.7% | 70 | 3.8% | 7.0% | 21 | 2.6% | 3.9% |
| Alsace | 71 | 2.9% | 4.7% | 23 | 3.8% | 3.2% | 48 | 2.6% | 6.1% | 25 | 3.2% | 5.0% |
| Franche-Comté | 41 | 1.7% | 4.3% | 13 | 2.1% | 2.7% | 28 | 1.5% | 5.7% | 13 | 1.6% | 4.8% |
| Champagne Ardennes | 53 | 2.2% | 4.9% | 14 | 2.4% | 2.7% | 39 | 2.1% | 7.0% | 13 | 1.6% | 4.2% |
| Picardie | 92 | 3.8% | 6.0% | 18 | 2.9% | 2.4% | 74 | 4.0% | 9.4% | 23 | 2.8% | 5.2% |
| Bourgogne | 59 | 2.4% | 4.3% | 18 | 3.0% | 2.8% | 40 | 2.2% | 5.7% | 15 | 1.9% | 3.9% |
| Haute Normandie | 74 | 3.0% | 5.0% | 18 | 3.0% | 2.6% | 56 | 3.0% | 7.2% | 21 | 2.7% | 4.8% |
| Basse Normandie | 48 | 1.9% | 3.9% | 9 | 1.4% | 1.5% | 39 | 2.1% | 6.2% | 17 | 2.1% | 5.2% |
| Centre | 107 | 4.4% | 5.1% | 38 | 6.2% | 3.8% | 69 | 3.8% | 6.4% | 33 | 4.1% | 5.3% |
| Pays de Loire | 105 | 4.3% | 3.6% | 34 | 5.5% | 2.4% | 71 | 3.9% | 4.7% | 33 | 4.2% | 3.9% |
| Bretagne | 88 | 3.6% | 3.3% | 14 | 2.3% | 1.1% | 74 | 4.0% | 5.4% | 20 | 2.6% | 2.6% |
| Poitou Charentes | 72 | 2.9% | 4.9% | 23 | 3.8% | 3.3% | 49 | 2.7% | 6.4% | 22 | 2.8% | 5.6% |
| Aquitaine | 138 | 5.6% | 5.1% | 39 | 6.4% | 3.0% | 99 | 5.4% | 7.0% | 44 | 5.5% | 5.3% |
| Midi Pyrénées | 108 | 4.4% | 4.5% | 29 | 4.7% | 2.5% | 79 | 4.3% | 6.4% | 31 | 3.9% | 3.8% |
| Limousin | 17 | 0.7% | 2.7% | 1 | 0.2% | 0.4% | 16 | 0.9% | 4.8% | 8 | 1.0% | 5.3% |
| Auvergne | 41 | 1.7% | 3.7% | 10 | 1.6% | 1.8% | 31 | 1.7% | 5.4% | 11 | 1.4% | 3.6% |
| Rhône Alpes | 211 | 8.6% | 4.2% | 39 | 6.3% | 1.6% | 173 | 9.4% | 6.6% | 85 | 10.7% | 4.5% |
| Languedoc Roussillon | 98 | 4.0% | 4.5% | 18 | 2.9% | 1.7% | 81 | 4.4% | 7.0% | 32 | 4.0% | 4.7% |
| Provence Alpes Côte d'Azur. Corse | 202 | 8.3% | 4.7% | 50 | 8.2% | 2.4% | 152 | 8.3% | 6.7% | 78 | 9.7% | 5.5% |
| Habitudes de connexion à Internet | | | | | | | | | | | | |
| Tous les jours | 1651 | 67.5% | 5.8% | 451 | 74.0% | 3.1% | 1201 | 65.4% | 8.5% | 645 | 80.8% | 4.8% |
| Presque tous les jours | 350 | 14.3% | 5.5% | 74 | 12.1% | 2.4% | 276 | 15.0% | 8.2% | 81 | 10.2% | 3.5% |
| 1 à 2 fois par semaine | 158 | 6.5% | 5.0% | 30 | 4.8% | 2.1% | 129 | 7.0% | 7.1% | 39 | 4.8% | 4.2% |
| 1 à 3 fois par mois | 21 | 0.9% | 2.4% | 0 | 0.0% | 0.0% | 21 | 1.1% | 4.3% | 5 | 0.7% | 3.2% |
| Moins souvent | 61 | 2.5% | 5.0% | 7 | 1.2% | 1.4% | 54 | 2.9% | 7.8% | 11 | 1.4% | 9.2% |
| Jamais | 1 | - | 0.5% | 0 | 0.0% | 0.0% | 1 | - | 0.9% | 1 | 0.1% | 3.8% |

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Lecture Dernière Période

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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 | 97 | 4.0% | 4.7% | 21 | 3.5% | 2.6% | 76 | 4.1% | 6.1% | 8 | 1.0% | 4.6% |
| De 9 000 à moins de 12 000 euros par an | 179 | 7.3% | 5.4% | 20 | 3.3% | 1.7% | 159 | 8.7% | 7.4% | 13 | 1.6% | 4.6% |
| De 12 000 à moins de 18 000 euros par an | 345 | 14.1% | 5.4% | 71 | 11.7% | 2.7% | 273 | 14.9% | 7.3% | 41 | 5.2% | 5.6% |
| De 18 000 à moins de 24 000 euros par an | 342 | 14.0% | 4.7% | 86 | 14.1% | 2.5% | 256 | 13.9% | 6.7% | 74 | 9.2% | 4.9% |
| De 24 000 à moins de 36 000 euros par an | 566 | 23.1% | 4.9% | 144 | 23.6% | 2.6% | 422 | 23.0% | 7.1% | 194 | 24.3% | 5.2% |
| De 36 000 à moins de 45 000 euros par an | 325 | 13.3% | 4.8% | 110 | 18.1% | 3.0% | 215 | 11.7% | 7.0% | 141 | 17.7% | 4.6% |
| De 45 000 à moins de 65 000 euros par an | 238 | 9.8% | 3.8% | 66 | 10.8% | 1.9% | 172 | 9.4% | 6.3% | 146 | 18.3% | 4.0% |
| De 65 000 à moins de 80 000 euros par an | 64 | 2.6% | 3.9% | 23 | 3.7% | 2.3% | 41 | 2.2% | 6.1% | 47 | 5.9% | 4.0% |
| De 80 000 à moins de 115 000 euros par an | 20 | 0.8% | 2.1% | 8 | 1.3% | 1.4% | 12 | 0.6% | 3.0% | 14 | 1.8% | 1.8% |
| 115 000 euros et plus par an | 8 | 0.3% | 1.8% | 1 | 0.2% | 0.5% | 7 | 0.4% | 4.0% | 8 | 0.9% | 1.9% |
| Refus | 160 | 6.5% | 5.1% | 44 | 7.3% | 3.4% | 116 | 6.3% | 6.3% | 67 | 8.4% | 5.8% |
| Ne sait pas | 102 | 4.2% | 6.5% | 14 | 2.3% | 2.2% | 87 | 4.8% | 9.3% | 45 | 5.6% | 7.8% |