

| | Ensemble | | | Hommes | | | Femmes | | | FoyersCSP+ | | |
|-----------------------------------|----------|-----------|-------------|----------|-----------|-------------|----------|-----------|-------------|------------|-----------|-------------|
| | Milliers | Structure | Pénétration | Milliers | Structure | Pénétration | Milliers | Structure | Pénétration | Milliers | Structure | Pénétration |
| ENSEMBLE | 552 | 100.0% | 1.1% | 454 | 100.0% | 1.9% | 98 | 100.0% | 0.4% | 206 | 100.0% | 1.2% |
| Sexe | | | | | | | | | | | | |
| Homme | 454 | 82.3% | 1.9% | 454 | 100.0% | 1.9% | 0 | 0.0% | 0.0% | 167 | 81.1% | 1.9% |
| Femme | 98 | 17.7% | 0.4% | 0 | 0.0% | 0.0% | 98 | 100.0% | 0.4% | 39 | 18.9% | 0.5% |
| Age | | | | | | | | | | | | |
| 15 à 24 ans | 58 | 10.4% | 0.8% | 51 | 11.3% | 1.4% | 6 | 6.2% | 0.2% | 28 | 13.4% | 0.9% |
| 25 à 34 ans | 72 | 13.1% | 0.9% | 62 | 13.7% | 1.7% | 10 | 10.1% | 0.3% | 27 | 12.9% | 0.8% |
| 35 à 49 ans | 180 | 32.5% | 1.4% | 151 | 33.2% | 2.4% | 29 | 29.4% | 0.5% | 87 | 42.2% | 1.4% |
| 50 à 59 ans | 116 | 20.9% | 1.3% | 92 | 20.2% | 2.0% | 24 | 24.1% | 0.5% | 58 | 28.3% | 1.6% |
| 60 ans et plus | 127 | 23.0% | 0.9% | 98 | 21.5% | 1.5% | 30 | 30.1% | 0.4% | 6 | 3.1% | 0.9% |
| Individu | | | | | | | | | | | | |
| Ménagères | 90 | 16.3% | 0.4% | 0 | 0.0% | 0.0% | 90 | 91.7% | 0.4% | 36 | 17.2% | 0.5% |
| Personne de référence | 385 | 69.7% | 1.4% | 378 | 83.2% | 1.9% | 7 | 7.1% | 0.1% | 143 | 69.2% | 1.7% |
| Responsable des achats | 321 | 58.1% | 0.9% | 235 | 51.8% | 1.9% | 85 | 87.2% | 0.4% | 117 | 56.8% | 1.1% |
| PCS Individu | | | | | | | | | | | | |
| Agriculteurs | 4 | 0.8% | 0.8% | 4 | 1.0% | 1.2% | 0 | 0.0% | 0.0% | 0 | 0.0% | 0.0% |
| Petits patrons | 22 | 4.0% | 1.4% | 22 | 4.7% | 1.9% | 1 | 0.7% | 0.1% | 19 | 9.2% | 1.3% |
| Affaires et Cadres | 57 | 10.3% | 1.1% | 47 | 10.4% | 1.5% | 10 | 10.2% | 0.5% | 55 | 26.6% | 1.2% |
| Professions intermédiaires | 101 | 18.4% | 1.5% | 86 | 18.9% | 2.5% | 16 | 15.9% | 0.5% | 87 | 42.1% | 1.5% |
| Employés | 87 | 15.7% | 1.1% | 52 | 11.4% | 2.6% | 35 | 35.9% | 0.6% | 19 | 9.4% | 1.1% |
| Ouvriers | 89 | 16.2% | 1.4% | 89 | 19.6% | 1.8% | 0 | 0.4% | - | 1 | 0.4% | 0.2% |
| Retraités | 122 | 22.1% | 1.0% | 97 | 21.4% | 1.6% | 25 | 25.5% | 0.4% | 0 | 0.0% | 0.0% |
| Autres inactifs | 69 | 12.5% | 0.7% | 58 | 12.7% | 1.6% | 11 | 11.4% | 0.2% | 25 | 12.2% | 0.8% |
| PCS Personne de référence | | | | | | | | | | | | |
| Agriculteurs | 12 | 2.1% | 1.4% | 6 | 1.3% | 1.4% | 6 | 6.0% | 1.5% | 0 | 0.0% | 0.0% |
| Petits patrons | 26 | 4.8% | 1.0% | 20 | 4.5% | 1.6% | 6 | 6.2% | 0.5% | 26 | 12.8% | 1.0% |
| Affaires et Cadres | 73 | 13.1% | 1.0% | 57 | 12.6% | 1.6% | 16 | 15.8% | 0.5% | 73 | 35.2% | 1.0% |
| Professions intermédiaires | 107 | 19.4% | 1.4% | 90 | 19.8% | 2.3% | 17 | 17.7% | 0.5% | 107 | 52.0% | 1.4% |
| Employés | 68 | 12.3% | 1.3% | 60 | 13.2% | 2.7% | 8 | 8.3% | 0.3% | 0 | 0.0% | 0.0% |
| Ouvriers | 93 | 16.8% | 1.0% | 82 | 18.0% | 1.7% | 11 | 11.0% | 0.2% | 0 | 0.0% | 0.0% |
| Retraités | 147 | 26.7% | 1.0% | 114 | 25.0% | 1.7% | 34 | 34.5% | 0.4% | 0 | 0.0% | 0.0% |
| Autres inactifs | 26 | 4.8% | 0.7% | 26 | 5.7% | 1.7% | 0 | 0.5% | - | 0 | 0.0% | 0.0% |

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| | Milliers | Structure | Pénétration | Milliers | Structure | Pénétration | Milliers | Structure | Pénétration | Milliers | Structure | Pénétration |
| Taille du foyer | | | | | | | | | | | | |
| 1 personne | 74 | 13.5% | 0.8% | 70 | 15.4% | 1.7% | 4 | 4.6% | 0.1% | 23 | 11.1% | 1.2% |
| 2 personnes | 179 | 32.3% | 1.0% | 134 | 29.5% | 1.5% | 45 | 45.4% | 0.5% | 38 | 18.3% | 0.9% |
| 3 personnes | 121 | 21.8% | 1.3% | 107 | 23.5% | 2.3% | 14 | 14.1% | 0.3% | 52 | 25.3% | 1.3% |
| 4 personnes | 124 | 22.4% | 1.3% | 97 | 21.3% | 2.1% | 27 | 27.6% | 0.6% | 68 | 32.8% | 1.4% |
| 5 personnes et + | 55 | 9.9% | 1.0% | 47 | 10.3% | 1.9% | 8 | 8.2% | 0.3% | 26 | 12.4% | 1.0% |
| Présence d'enfants de moins de 15 ans | | | | | | | | | | | | |
| Oui | 181 | 32.9% | 1.2% | 155 | 34.0% | 2.1% | 27 | 27.4% | 0.3% | 91 | 44.0% | 1.2% |
| Non | 371 | 67.1% | 1.0% | 300 | 66.0% | 1.7% | 71 | 72.6% | 0.4% | 115 | 56.0% | 1.2% |
| Habitat | | | | | | | | | | | | |
| Communes rurales | 130 | 23.6% | 1.1% | 113 | 24.8% | 2.0% | 18 | 17.9% | 0.3% | 54 | 26.1% | 1.6% |
| Agglo. - 20 000 hab | 110 | 20.0% | 1.2% | 88 | 19.4% | 2.1% | 22 | 22.6% | 0.5% | 35 | 16.8% | 1.3% |
| Agglo. 20 000 à 100 000 hab | 108 | 19.5% | 1.5% | 95 | 20.9% | 2.7% | 13 | 13.1% | 0.4% | 29 | 14.3% | 1.4% |
| Agglo. + 100 000 hab | 152 | 27.6% | 1.0% | 119 | 26.2% | 1.6% | 33 | 34.2% | 0.4% | 58 | 28.2% | 1.1% |
| Agglo. Paris | 52 | 9.4% | 0.6% | 40 | 8.7% | 1.0% | 12 | 12.2% | 0.3% | 30 | 14.6% | 0.8% |

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| Régions INSEE | | | | | | | | | | | | |
| Ile de France | 69 | 12.4% | 0.7% | 57 | 12.5% | 1.3% | 12 | 12.2% | 0.2% | 38 | 18.4% | 0.9% |
| Nord Pas de Calais | 8 | 1.4% | 0.2% | 8 | 1.7% | 0.5% | 0 | 0.0% | 0.0% | 5 | 2.4% | 0.5% |
| Lorraine | 0 | 0.0% | 0.0% | 0 | 0.0% | 0.0% | 0 | 0.0% | 0.0% | 0 | 0.0% | 0.0% |
| Alsace | 1 | 0.1% | - | 0 | 0.0% | 0.0% | 1 | 0.7% | 0.1% | 0 | 0.0% | 0.0% |
| Franche-Comté | 1 | 0.2% | 0.1% | 1 | 0.2% | 0.2% | 0 | 0.0% | 0.0% | 1 | 0.2% | 0.2% |
| Champagne Ardennes | 3 | 0.5% | 0.3% | 3 | 0.6% | 0.6% | 0 | 0.0% | 0.0% | 2 | 1.1% | 0.8% |
| Picardie | 0 | 0.0% | 0.0% | 0 | 0.0% | 0.0% | 0 | 0.0% | 0.0% | 0 | 0.0% | 0.0% |
| Bourgogne | 16 | 3.0% | 1.2% | 16 | 3.6% | 2.5% | 0 | 0.0% | 0.0% | 5 | 2.5% | 1.3% |
| Haute Normandie | 3 | 0.6% | 0.2% | 2 | 0.4% | 0.2% | 2 | 1.8% | 0.2% | 2 | 0.8% | 0.4% |
| Basse Normandie | 3 | 0.6% | 0.3% | 2 | 0.5% | 0.4% | 1 | 1.1% | 0.2% | 1 | 0.5% | 0.3% |
| Centre | 9 | 1.6% | 0.4% | 7 | 1.5% | 0.7% | 2 | 2.0% | 0.2% | 0 | 0.0% | 0.0% |
| Pays de Loire | 6 | 1.0% | 0.2% | 6 | 1.2% | 0.4% | 0 | 0.0% | 0.0% | 2 | 1.1% | 0.3% |
| Bretagne | 13 | 2.4% | 0.5% | 13 | 2.9% | 1.0% | 0 | 0.0% | 0.0% | 5 | 2.4% | 0.6% |
| Poitou Charentes | 21 | 3.7% | 1.4% | 17 | 3.7% | 2.4% | 4 | 3.8% | 0.5% | 5 | 2.7% | 1.4% |
| Aquitaine | 87 | 15.7% | 3.2% | 74 | 16.3% | 5.7% | 12 | 12.8% | 0.9% | 31 | 15.2% | 3.8% |
| Midi Pyrénées | 111 | 20.1% | 4.6% | 78 | 17.2% | 6.7% | 33 | 33.4% | 2.6% | 45 | 21.9% | 5.6% |
| Limousin | 25 | 4.5% | 4.0% | 21 | 4.6% | 7.0% | 4 | 3.9% | 1.2% | 8 | 3.7% | 4.9% |
| Auvergne | 35 | 6.4% | 3.2% | 30 | 6.6% | 5.6% | 5 | 5.4% | 0.9% | 12 | 6.0% | 4.1% |
| Rhône Alpes | 57 | 10.3% | 1.1% | 48 | 10.6% | 2.0% | 9 | 8.9% | 0.3% | 13 | 6.3% | 0.7% |
| Languedoc Roussillon | 44 | 7.9% | 2.0% | 38 | 8.4% | 3.7% | 5 | 5.4% | 0.5% | 16 | 7.9% | 2.4% |
| Provence Alpes Côte d'Azur. Corse | 42 | 7.5% | 1.0% | 33 | 7.3% | 1.6% | 9 | 8.9% | 0.4% | 14 | 6.9% | 1.0% |
| Habitudes de connexion à Internet | | | | | | | | | | | | |
| Tous les jours | 332 | 60.2% | 1.2% | 267 | 58.8% | 1.8% | 66 | 66.9% | 0.5% | 150 | 72.8% | 1.1% |
| Presque tous les jours | 76 | 13.8% | 1.2% | 69 | 15.2% | 2.3% | 7 | 7.3% | 0.2% | 29 | 14.0% | 1.2% |
| 1 à 2 fois par semaine | 42 | 7.6% | 1.3% | 31 | 6.8% | 2.3% | 11 | 11.3% | 0.6% | 16 | 7.5% | 1.7% |
| 1 à 3 fois par mois | 7 | 1.2% | 0.8% | 3 | 0.7% | 0.8% | 3 | 3.4% | 0.7% | 2 | 1.2% | 1.5% |
| Moins souvent | 6 | 1.2% | 0.5% | 6 | 1.2% | 1.1% | 1 | 0.8% | 0.1% | 1 | 0.3% | 0.6% |
| Jamais | 4 | 0.8% | 3.2% | 4 | 0.9% | 6.7% | 0 | 0.0% | 0.0% | 0 | 0.0% | 0.0% |

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| Revenus du foyer | | | | | | | | | | | | |
| Moins de 9 000 euros par an | 8 | 1.5% | 0.4% | 8 | 1.7% | 1.0% | 0 | 0.5% | - | 3 | 1.4% | 1.6% |
| De 9 000 à moins de 12 000 euros par an | 14 | 2.5% | 0.4% | 9 | 1.9% | 0.7% | 5 | 5.1% | 0.2% | 3 | 1.5% | 1.1% |
| De 12 000 à moins de 18 000 euros par an | 44 | 7.9% | 0.7% | 38 | 8.3% | 1.4% | 6 | 5.9% | 0.2% | 2 | 1.2% | 0.3% |
| De 18 000 à moins de 24 000 euros par an | 81 | 14.6% | 1.1% | 72 | 15.8% | 2.1% | 9 | 9.1% | 0.2% | 21 | 10.1% | 1.4% |
| De 24 000 à moins de 36 000 euros par an | 138 | 24.9% | 1.2% | 111 | 24.3% | 2.0% | 27 | 27.5% | 0.5% | 52 | 25.2% | 1.4% |
| De 36 000 à moins de 45 000 euros par an | 100 | 18.1% | 1.5% | 77 | 17.1% | 2.1% | 22 | 22.9% | 0.7% | 28 | 13.7% | 0.9% |
| De 45 000 à moins de 65 000 euros par an | 92 | 16.7% | 1.5% | 78 | 17.2% | 2.2% | 14 | 14.2% | 0.5% | 50 | 24.3% | 1.4% |
| De 65 000 à moins de 80 000 euros par an | 21 | 3.8% | 1.3% | 14 | 3.2% | 1.5% | 6 | 6.6% | 0.9% | 16 | 7.8% | 1.4% |
| De 80 000 à moins de 115 000 euros par an | 18 | 3.3% | 1.9% | 16 | 3.6% | 2.9% | 2 | 1.8% | 0.4% | 13 | 6.5% | 1.8% |
| 115 000 euros et plus par an | 3 | 0.5% | 0.6% | 3 | 0.6% | 1.0% | 0 | 0.0% | 0.0% | 2 | 0.8% | 0.4% |
| Refus | 27 | 4.8% | 0.8% | 21 | 4.6% | 1.6% | 6 | 6.1% | 0.3% | 12 | 5.6% | 1.0% |
| Ne sait pas | 8 | 1.4% | 0.5% | 7 | 1.6% | 1.1% | 0 | 0.4% | - | 4 | 1.9% | 0.7% |