

| | Ensemble | | | Hommes | | | Femmes | | | FoyersCSP+ | | |
|-----------------------------------|----------|-----------|-------------|----------|-----------|-------------|----------|-----------|-------------|------------|-----------|-------------|
| | Milliers | Structure | Pénétration | Milliers | Structure | Pénétration | Milliers | Structure | Pénétration | Milliers | Structure | Pénétration |
| ENSEMBLE | 1006 | 100.0% | 2.0% | 128 | 100.0% | 0.5% | 878 | 100.0% | 3.3% | 383 | 100.0% | 2.2% |
| Sexe | | | | | | | | | | | | |
| Homme | 128 | 12.7% | 0.5% | 128 | 100.0% | 0.5% | 0 | 0.0% | 0.0% | 60 | 15.6% | 0.7% |
| Femme | 878 | 87.3% | 3.3% | 0 | 0.0% | 0.0% | 878 | 100.0% | 3.3% | 323 | 84.4% | 3.8% |
| Age | | | | | | | | | | | | |
| 15 à 24 ans | 143 | 14.2% | 2.0% | 8 | 6.6% | 0.2% | 134 | 15.3% | 3.7% | 32 | 8.4% | 1.0% |
| 25 à 34 ans | 419 | 41.7% | 5.5% | 42 | 32.6% | 1.1% | 378 | 43.0% | 9.7% | 180 | 47.1% | 5.4% |
| 35 à 49 ans | 324 | 32.2% | 2.6% | 67 | 52.2% | 1.1% | 258 | 29.3% | 4.1% | 142 | 37.1% | 2.3% |
| 50 à 59 ans | 87 | 8.6% | 0.9% | 9 | 6.9% | 0.2% | 78 | 8.9% | 1.7% | 26 | 6.7% | 0.7% |
| 60 ans et plus | 33 | 3.3% | 0.2% | 2 | 1.7% | 0.0% | 30 | 3.5% | 0.4% | 3 | 0.8% | 0.3% |
| Individu | | | | | | | | | | | | |
| Ménagères | 790 | 78.5% | 3.4% | 0 | 0.0% | 0.0% | 790 | 90.0% | 3.4% | 298 | 77.9% | 4.2% |
| Personne de référence | 280 | 27.8% | 1.0% | 123 | 95.9% | 0.6% | 157 | 17.9% | 2.0% | 89 | 23.1% | 1.1% |
| Responsable des achats | 819 | 81.5% | 2.3% | 77 | 60.3% | 0.6% | 742 | 84.6% | 3.3% | 309 | 80.7% | 2.8% |
| PCS Individu | | | | | | | | | | | | |
| Petits patrons | 20 | 1.9% | 1.2% | 6 | 4.5% | 0.5% | 14 | 1.6% | 2.9% | 17 | 4.4% | 1.2% |
| Affaires et Cadres | 93 | 9.2% | 1.8% | 20 | 15.9% | 0.7% | 73 | 8.3% | 3.4% | 84 | 21.9% | 1.8% |
| Professions intermédiaires | 195 | 19.4% | 2.8% | 33 | 26.1% | 1.0% | 162 | 18.4% | 4.7% | 130 | 33.9% | 2.3% |
| Employés | 398 | 39.6% | 4.8% | 21 | 16.1% | 1.0% | 377 | 43.0% | 6.1% | 98 | 25.6% | 5.3% |
| Ouvriers | 85 | 8.5% | 1.3% | 34 | 26.4% | 0.7% | 52 | 5.9% | 3.8% | 13 | 3.3% | 3.1% |
| Retraités | 29 | 2.9% | 0.2% | 2 | 1.7% | 0.0% | 27 | 3.0% | 0.4% | 3 | 0.9% | 1.2% |
| Autres inactifs | 186 | 18.5% | 1.8% | 12 | 9.3% | 0.3% | 174 | 19.8% | 2.7% | 38 | 10.0% | 1.2% |
| PCS Personne de référence | | | | | | | | | | | | |
| Agriculteurs | 9 | 0.9% | 1.1% | 0 | 0.0% | 0.0% | 9 | 1.1% | 2.6% | 0 | 0.0% | 0.0% |
| Petits patrons | 74 | 7.3% | 2.8% | 6 | 4.5% | 0.4% | 68 | 7.8% | 5.3% | 74 | 19.3% | 2.8% |
| Affaires et Cadres | 122 | 12.1% | 1.7% | 20 | 16.0% | 0.6% | 101 | 11.5% | 2.8% | 122 | 31.8% | 1.7% |
| Professions intermédiaires | 187 | 18.6% | 2.5% | 33 | 26.0% | 0.9% | 154 | 17.5% | 4.2% | 187 | 48.9% | 2.5% |
| Employés | 206 | 20.5% | 3.8% | 19 | 15.2% | 0.9% | 187 | 21.3% | 5.9% | 0 | 0.0% | 0.0% |
| Ouvriers | 283 | 28.1% | 3.0% | 35 | 27.4% | 0.7% | 248 | 28.3% | 5.7% | 0 | 0.0% | 0.0% |
| Retraités | 51 | 5.0% | 0.4% | 2 | 1.9% | 0.0% | 48 | 5.5% | 0.6% | 0 | 0.0% | 0.0% |
| Autres inactifs | 73 | 7.3% | 1.8% | 11 | 8.9% | 0.7% | 62 | 7.1% | 2.5% | 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 | 69 | 6.8% | 0.7% | 15 | 11.4% | 0.3% | 54 | 6.2% | 0.9% | 5 | 1.2% | 0.2% |
| 2 personnes | 150 | 14.9% | 0.8% | 10 | 7.4% | 0.1% | 141 | 16.0% | 1.5% | 47 | 12.2% | 1.1% |
| 3 personnes | 268 | 26.6% | 2.9% | 45 | 35.1% | 1.0% | 223 | 25.4% | 5.0% | 109 | 28.4% | 2.9% |
| 4 personnes | 302 | 30.0% | 3.3% | 29 | 22.5% | 0.6% | 273 | 31.1% | 5.8% | 151 | 39.6% | 3.2% |
| 5 personnes et + | 217 | 21.6% | 4.1% | 30 | 23.6% | 1.1% | 187 | 21.3% | 6.9% | 72 | 18.7% | 2.7% |
| Présence d'enfants de moins de 15 ans | | | | | | | | | | | | |
| Oui | 747 | 74.3% | 4.8% | 101 | 79.0% | 1.4% | 646 | 73.6% | 8.0% | 317 | 82.7% | 4.1% |
| Non | 259 | 25.7% | 0.7% | 27 | 21.0% | 0.2% | 232 | 26.4% | 1.2% | 66 | 17.3% | 0.7% |
| Habitat | | | | | | | | | | | | |
| Communes rurales | 242 | 24.0% | 2.1% | 26 | 20.3% | 0.5% | 216 | 24.6% | 3.5% | 90 | 23.4% | 2.8% |
| Agglo. - 20 000 hab | 159 | 15.8% | 1.8% | 17 | 13.3% | 0.4% | 142 | 16.2% | 3.1% | 66 | 17.3% | 2.6% |
| Agglo. 20 000 à 100 000 hab | 129 | 12.8% | 1.9% | 18 | 14.4% | 0.6% | 110 | 12.5% | 3.0% | 38 | 10.1% | 2.1% |
| Agglo. + 100 000 hab | 289 | 28.8% | 1.9% | 41 | 31.9% | 0.5% | 248 | 28.3% | 3.1% | 98 | 25.5% | 1.7% |
| Agglo. Paris | 187 | 18.6% | 2.2% | 26 | 20.1% | 0.6% | 161 | 18.4% | 3.6% | 91 | 23.7% | 2.2% |

Lecture Dernière Période

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| | Milliers | Structure | Pénétration | Milliers | Structure | Pénétration | Milliers | Structure | Pénétration | Milliers | Structure | Pénétration |
| Régions INSEE | | | | | | | | | | | | |
| Ile de France | 209 | 20.8% | 2.2% | 26 | 20.1% | 0.6% | 184 | 20.9% | 3.7% | 108 | 28.2% | 2.4% |
| Nord Pas de Calais | 104 | 10.3% | 3.2% | 12 | 9.3% | 0.8% | 92 | 10.5% | 5.5% | 27 | 7.0% | 2.9% |
| Lorraine | 26 | 2.6% | 1.3% | 4 | 3.3% | 0.5% | 22 | 2.5% | 2.2% | 9 | 2.2% | 1.6% |
| Alsace | 37 | 3.7% | 2.5% | 1 | 1.0% | 0.2% | 36 | 4.1% | 4.6% | 5 | 1.4% | 1.2% |
| Franche-Comté | 19 | 1.9% | 2.0% | 4 | 3.0% | 0.8% | 15 | 1.7% | 3.1% | 4 | 1.0% | 1.5% |
| Champagne Ardennes | 25 | 2.5% | 2.3% | 6 | 4.4% | 1.1% | 19 | 2.2% | 3.5% | 8 | 2.1% | 2.7% |
| Picardie | 32 | 3.2% | 2.1% | 5 | 3.7% | 0.6% | 27 | 3.1% | 3.4% | 8 | 2.1% | 1.8% |
| Bourgogne | 27 | 2.7% | 2.0% | 4 | 3.3% | 0.7% | 23 | 2.6% | 3.2% | 10 | 2.6% | 2.7% |
| Haute Normandie | 39 | 3.9% | 2.7% | 5 | 4.0% | 0.7% | 34 | 3.9% | 4.4% | 11 | 3.0% | 2.5% |
| Basse Normandie | 20 | 2.0% | 1.7% | 2 | 1.3% | 0.3% | 19 | 2.1% | 3.0% | 7 | 1.8% | 2.0% |
| Centre | 22 | 2.1% | 1.0% | 2 | 1.2% | 0.2% | 20 | 2.3% | 1.9% | 12 | 3.2% | 1.9% |
| Pays de Loire | 54 | 5.3% | 1.8% | 8 | 6.5% | 0.6% | 46 | 5.2% | 3.0% | 25 | 6.5% | 2.6% |
| Bretagne | 39 | 3.9% | 1.5% | 7 | 5.4% | 0.5% | 32 | 3.7% | 2.4% | 13 | 3.3% | 1.6% |
| Poitou Charentes | 27 | 2.7% | 1.8% | 5 | 3.9% | 0.7% | 22 | 2.5% | 2.9% | 13 | 3.3% | 3.2% |
| Aquitaine | 38 | 3.8% | 1.4% | 3 | 2.0% | 0.2% | 36 | 4.1% | 2.5% | 18 | 4.7% | 2.1% |
| Midi Pyrénées | 32 | 3.2% | 1.3% | 4 | 3.3% | 0.4% | 28 | 3.2% | 2.2% | 9 | 2.3% | 1.1% |
| Limousin | 13 | 1.3% | 2.1% | 4 | 3.1% | 1.3% | 9 | 1.0% | 2.8% | 6 | 1.5% | 3.7% |
| Auvergne | 28 | 2.7% | 2.4% | 5 | 3.7% | 0.9% | 23 | 2.6% | 3.9% | 12 | 3.1% | 3.8% |
| Rhône Alpes | 88 | 8.7% | 1.7% | 15 | 12.1% | 0.6% | 72 | 8.2% | 2.7% | 32 | 8.2% | 1.7% |
| Languedoc Roussillon | 44 | 4.4% | 2.0% | 1 | 1.0% | 0.1% | 43 | 4.9% | 3.6% | 18 | 4.8% | 2.6% |
| Provence Alpes Côte d'Azur. Corse | 82 | 8.2% | 1.9% | 6 | 4.4% | 0.3% | 76 | 8.7% | 3.4% | 29 | 7.7% | 2.1% |
| Habitudes de connexion à Internet | | | | | | | | | | | | |
| Tous les jours | 736 | 73.2% | 2.3% | 86 | 67.3% | 0.5% | 650 | 74.1% | 4.0% | 306 | 80.0% | 2.1% |
| Presque tous les jours | 122 | 12.1% | 2.1% | 14 | 11.1% | 0.5% | 108 | 12.3% | 3.5% | 52 | 13.6% | 2.6% |
| 1 à 2 fois par semaine | 79 | 7.9% | 3.0% | 19 | 15.0% | 1.7% | 60 | 6.8% | 4.0% | 14 | 3.6% | 2.1% |
| 1 à 3 fois par mois | 10 | 1.0% | 1.9% | 0 | 0.0% | 0.0% | 10 | 1.2% | 3.1% | 2 | 0.6% | 3.1% |
| Moins souvent | 13 | 1.2% | 1.4% | 0 | 0.0% | 0.0% | 13 | 1.4% | 2.3% | 2 | 0.6% | 3.0% |

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| Revenus du foyer | | | | | | | | | | | | |
| Moins de 9 000 euros par an | 24 | 2.4% | 1.3% | 3 | 2.7% | 0.5% | 21 | 2.4% | 1.8% | 1 | 0.3% | 0.7% |
| De 9 000 à moins de 12 000 euros par an | 62 | 6.1% | 2.1% | 4 | 2.8% | 0.3% | 58 | 6.6% | 3.2% | 9 | 2.3% | 3.7% |
| De 12 000 à moins de 18 000 euros par an | 127 | 12.6% | 2.1% | 15 | 11.5% | 0.6% | 112 | 12.8% | 3.3% | 21 | 5.6% | 3.3% |
| De 18 000 à moins de 24 000 euros par an | 158 | 15.7% | 2.3% | 17 | 13.4% | 0.5% | 141 | 16.1% | 3.8% | 28 | 7.2% | 1.9% |
| De 24 000 à moins de 36 000 euros par an | 260 | 25.9% | 2.4% | 27 | 20.8% | 0.5% | 234 | 26.6% | 4.1% | 110 | 28.9% | 3.2% |
| De 36 000 à moins de 45 000 euros par an | 166 | 16.5% | 2.4% | 31 | 24.5% | 0.9% | 134 | 15.3% | 4.1% | 92 | 24.1% | 3.0% |
| De 45 000 à moins de 65 000 euros par an | 100 | 10.0% | 1.5% | 13 | 9.9% | 0.3% | 88 | 10.0% | 2.9% | 59 | 15.4% | 1.6% |
| De 65 000 à moins de 80 000 euros par an | 21 | 2.1% | 1.1% | 4 | 3.1% | 0.3% | 17 | 2.0% | 2.1% | 20 | 5.2% | 1.5% |
| De 80 000 à moins de 115 000 euros par an | 10 | 1.0% | 0.8% | 0 | 0.0% | 0.0% | 10 | 1.2% | 2.1% | 10 | 2.7% | 1.2% |
| 115 000 euros et plus par an | 6 | 0.6% | 1.2% | 2 | 1.7% | 0.8% | 4 | 0.5% | 1.8% | 6 | 1.6% | 1.4% |
| Refus | 50 | 5.0% | 1.4% | 10 | 8.0% | 0.7% | 40 | 4.6% | 1.9% | 14 | 3.7% | 1.2% |
| Ne sait pas | 20 | 2.0% | 1.1% | 2 | 1.6% | 0.3% | 18 | 2.1% | 1.7% | 11 | 3.0% | 1.5% |