

Lecture Dernière Période

| | Ensemble | | | Hommes | | | Femmes | | | FoyersCSP+ | | |
|-----------------------------------|----------|-----------|-------------|----------|-----------|-------------|----------|-----------|-------------|------------|-----------|-------------|
| | Milliers | Structure | Pénétration | Milliers | Structure | Pénétration | Milliers | Structure | Pénétration | Milliers | Structure | Pénétration |
| ENSEMBLE | 4291 | 100.0% | 8.3% | 2015 | 100.0% | 8.1% | 2277 | 100.0% | 8.4% | 985 | 100.0% | 5.6% |
| Sexe | | | | | | | | | | | | |
| Homme | 2015 | 47.0% | 8.1% | 2015 | 100.0% | 8.1% | 0 | 0.0% | 0.0% | 461 | 46.8% | 5.2% |
| Femme | 2277 | 53.0% | 8.4% | 0 | 0.0% | 0.0% | 2277 | 100.0% | 8.4% | 524 | 53.2% | 6.1% |
| Age | | | | | | | | | | | | |
| 15 à 24 ans | 718 | 16.7% | 9.9% | 337 | 16.7% | 9.2% | 380 | 16.7% | 10.6% | 252 | 25.6% | 8.0% |
| 25 à 34 ans | 509 | 11.9% | 6.7% | 263 | 13.1% | 7.0% | 245 | 10.8% | 6.3% | 157 | 15.9% | 4.7% |
| 35 à 49 ans | 851 | 19.8% | 6.8% | 397 | 19.7% | 6.4% | 454 | 19.9% | 7.2% | 303 | 30.7% | 4.9% |
| 50 à 59 ans | 875 | 20.4% | 9.5% | 449 | 22.3% | 9.8% | 426 | 18.7% | 9.2% | 225 | 22.9% | 5.9% |
| 60 ans et plus | 1340 | 31.2% | 8.8% | 568 | 28.2% | 8.6% | 771 | 33.9% | 9.0% | 48 | 4.9% | 4.9% |
| Individu | | | | | | | | | | | | |
| Ménagères | 1902 | 44.3% | 8.2% | 0 | 0.0% | 0.0% | 1902 | 83.6% | 8.2% | 365 | 37.1% | 5.2% |
| Personne de référence | 2396 | 55.8% | 8.5% | 1604 | 79.6% | 7.9% | 792 | 34.8% | 10.3% | 419 | 42.5% | 5.1% |
| Responsable des achats | 2931 | 68.3% | 8.2% | 1040 | 51.6% | 8.0% | 1891 | 83.1% | 8.3% | 542 | 55.0% | 5.0% |
| PCS Individu | | | | | | | | | | | | |
| Agriculteurs | 44 | 1.0% | 8.5% | 37 | 1.8% | 9.9% | 8 | 0.3% | 5.0% | 0 | 0.0% | 0.0% |
| Petits patrons | 77 | 1.8% | 4.7% | 53 | 2.7% | 4.7% | 24 | 1.0% | 4.8% | 65 | 6.6% | 4.4% |
| Affaires et Cadres | 206 | 4.8% | 4.0% | 134 | 6.6% | 4.5% | 72 | 3.2% | 3.4% | 181 | 18.4% | 3.9% |
| Professions intermédiaires | 406 | 9.5% | 5.9% | 197 | 9.8% | 5.9% | 209 | 9.2% | 5.8% | 321 | 32.6% | 5.8% |
| Employés | 741 | 17.3% | 8.9% | 150 | 7.4% | 6.9% | 591 | 25.9% | 9.7% | 139 | 14.1% | 7.7% |
| Ouvriers | 662 | 15.4% | 10.3% | 494 | 24.5% | 9.7% | 168 | 7.4% | 12.5% | 22 | 2.2% | 5.1% |
| Retraités | 1119 | 26.1% | 8.9% | 521 | 25.8% | 8.7% | 598 | 26.3% | 9.1% | 14 | 1.4% | 5.6% |
| Autres inactifs | 1036 | 24.1% | 10.1% | 429 | 21.3% | 11.5% | 607 | 26.7% | 9.2% | 244 | 24.7% | 7.3% |
| PCS Personne de référence | | | | | | | | | | | | |
| Agriculteurs | 68 | 1.6% | 8.4% | 38 | 1.9% | 9.4% | 30 | 1.3% | 7.4% | 0 | 0.0% | 0.0% |
| Petits patrons | 162 | 3.8% | 6.1% | 67 | 3.3% | 5.1% | 94 | 4.2% | 7.2% | 162 | 16.4% | 6.1% |
| Affaires et Cadres | 341 | 8.0% | 4.7% | 159 | 7.9% | 4.3% | 183 | 8.0% | 5.1% | 341 | 34.7% | 4.7% |
| Professions intermédiaires | 482 | 11.2% | 6.4% | 235 | 11.7% | 6.1% | 247 | 10.9% | 6.6% | 482 | 48.9% | 6.4% |
| Employés | 527 | 12.3% | 9.7% | 218 | 10.8% | 9.4% | 308 | 13.5% | 10.0% | 0 | 0.0% | 0.0% |
| Ouvriers | 930 | 21.7% | 9.8% | 493 | 24.5% | 9.6% | 437 | 19.2% | 9.9% | 0 | 0.0% | 0.0% |
| Retraités | 1287 | 30.0% | 8.9% | 582 | 28.9% | 8.9% | 705 | 31.0% | 9.0% | 0 | 0.0% | 0.0% |
| Autres inactifs | 494 | 11.5% | 12.0% | 222 | 11.0% | 14.3% | 272 | 12.0% | 10.7% | 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 | 1052 | 24.5% | 10.5% | 460 | 22.8% | 10.3% | 592 | 26.0% | 10.7% | 99 | 10.1% | 5.7% |
| 2 personnes | 1413 | 32.9% | 7.9% | 684 | 33.9% | 7.9% | 729 | 32.0% | 7.9% | 234 | 23.7% | 5.5% |
| 3 personnes | 738 | 17.2% | 8.1% | 362 | 18.0% | 8.1% | 376 | 16.5% | 8.1% | 229 | 23.2% | 5.8% |
| 4 personnes | 674 | 15.7% | 7.2% | 311 | 15.4% | 6.7% | 363 | 15.9% | 7.8% | 264 | 26.7% | 5.3% |
| 5 personnes et + | 415 | 9.7% | 7.7% | 198 | 9.8% | 8.0% | 216 | 9.5% | 7.5% | 160 | 16.2% | 6.3% |
| Présence d'enfants de moins de 15 ans | | | | | | | | | | | | |
| Oui | 1104 | 25.7% | 7.1% | 513 | 25.5% | 7.2% | 591 | 26.0% | 7.1% | 401 | 40.7% | 5.2% |
| Non | 3188 | 74.3% | 8.8% | 1502 | 74.5% | 8.5% | 1686 | 74.0% | 9.0% | 584 | 59.3% | 6.0% |
| Habitat | | | | | | | | | | | | |
| Communes rurales | 1145 | 26.7% | 9.7% | 554 | 27.5% | 9.8% | 591 | 25.9% | 9.5% | 218 | 22.1% | 6.6% |
| Agglo. - 20 000 hab | 778 | 18.1% | 8.6% | 344 | 17.1% | 8.3% | 434 | 19.1% | 9.0% | 156 | 15.8% | 5.9% |
| Agglo. 20 000 à 100 000 hab | 668 | 15.6% | 9.6% | 321 | 15.9% | 9.5% | 347 | 15.3% | 9.7% | 108 | 10.9% | 6.0% |
| Agglo. + 100 000 hab | 1243 | 29.0% | 8.1% | 596 | 29.6% | 7.9% | 647 | 28.4% | 8.2% | 327 | 33.2% | 5.7% |
| Agglo. Paris | 457 | 10.7% | 5.4% | 199 | 9.9% | 4.9% | 258 | 11.3% | 5.8% | 177 | 18.0% | 4.4% |

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| | Milliers | Structure | Pénétration | Milliers | Structure | Pénétration | Milliers | Structure | Pénétration | Milliers | Structure | Pénétration |
| Régions INSEE | | | | | | | | | | | | |
| Ile de France | 557 | 13.0% | 5.8% | 252 | 12.5% | 5.5% | 305 | 13.4% | 6.1% | 192 | 19.5% | 4.4% |
| Nord Pas de Calais | 330 | 7.7% | 10.3% | 180 | 9.0% | 11.8% | 150 | 6.6% | 8.9% | 71 | 7.2% | 7.2% |
| Lorraine | 137 | 3.2% | 7.1% | 66 | 3.3% | 7.1% | 70 | 3.1% | 7.1% | 38 | 3.9% | 6.9% |
| Alsace | 58 | 1.3% | 3.8% | 24 | 1.2% | 3.3% | 34 | 1.5% | 4.3% | 13 | 1.3% | 2.6% |
| Franche-Comté | 108 | 2.5% | 11.4% | 44 | 2.2% | 9.6% | 64 | 2.8% | 13.1% | 22 | 2.2% | 8.3% |
| Champagne Ardennes | 123 | 2.9% | 11.3% | 55 | 2.7% | 10.4% | 68 | 3.0% | 12.1% | 33 | 3.3% | 11.0% |
| Picardie | 210 | 4.9% | 13.7% | 100 | 5.0% | 13.5% | 110 | 4.8% | 13.9% | 36 | 3.6% | 8.5% |
| Bourgogne | 149 | 3.5% | 11.0% | 75 | 3.7% | 11.6% | 74 | 3.3% | 10.6% | 22 | 2.2% | 6.4% |
| Haute Normandie | 165 | 3.8% | 11.1% | 81 | 4.0% | 11.4% | 84 | 3.7% | 10.8% | 27 | 2.8% | 5.8% |
| Basse Normandie | 134 | 3.1% | 11.1% | 70 | 3.5% | 12.1% | 64 | 2.8% | 10.2% | 33 | 3.4% | 10.3% |
| Centre | 210 | 4.9% | 10.0% | 110 | 5.5% | 11.0% | 100 | 4.4% | 9.2% | 34 | 3.5% | 5.9% |
| Pays de Loire | 250 | 5.8% | 8.5% | 109 | 5.4% | 7.7% | 141 | 6.2% | 9.2% | 66 | 6.7% | 7.1% |
| Bretagne | 151 | 3.5% | 5.7% | 82 | 4.1% | 6.4% | 70 | 3.1% | 5.0% | 41 | 4.1% | 5.0% |
| Poitou Charentes | 127 | 3.0% | 8.5% | 60 | 3.0% | 8.4% | 67 | 2.9% | 8.7% | 19 | 2.0% | 4.9% |
| Aquitaine | 264 | 6.1% | 9.6% | 106 | 5.3% | 8.1% | 157 | 6.9% | 10.9% | 51 | 5.2% | 6.0% |
| Midi Pyrénées | 237 | 5.5% | 9.7% | 101 | 5.0% | 8.6% | 136 | 6.0% | 10.8% | 45 | 4.6% | 5.7% |
| Limousin | 68 | 1.6% | 11.0% | 31 | 1.6% | 10.6% | 37 | 1.6% | 11.3% | 11 | 1.1% | 6.8% |
| Auvergne | 110 | 2.6% | 9.7% | 46 | 2.3% | 8.4% | 64 | 2.8% | 10.9% | 20 | 2.1% | 6.5% |
| Rhône Alpes | 369 | 8.6% | 7.1% | 177 | 8.8% | 7.1% | 192 | 8.4% | 7.2% | 89 | 9.1% | 4.8% |
| Languedoc Roussillon | 217 | 5.0% | 9.6% | 101 | 5.0% | 9.4% | 116 | 5.1% | 9.7% | 42 | 4.2% | 5.9% |
| Provence Alpes Côte d'Azur. Corse | 319 | 7.4% | 7.3% | 145 | 7.2% | 7.0% | 174 | 7.6% | 7.6% | 79 | 8.0% | 5.3% |
| Habitudes de connexion à Internet | | | | | | | | | | | | |
| Tous les jours | 2386 | 55.6% | 7.0% | 1165 | 57.8% | 6.9% | 1221 | 53.6% | 7.2% | 789 | 80.1% | 5.4% |
| Presque tous les jours | 544 | 12.7% | 9.3% | 246 | 12.2% | 9.1% | 298 | 13.1% | 9.5% | 120 | 12.2% | 6.2% |
| 1 à 2 fois par semaine | 228 | 5.3% | 9.2% | 82 | 4.1% | 7.6% | 146 | 6.4% | 10.4% | 49 | 5.0% | 9.1% |
| 1 à 3 fois par mois | 63 | 1.5% | 12.6% | 22 | 1.1% | 10.8% | 41 | 1.8% | 13.9% | 8 | 0.8% | 13.8% |
| Moins souvent | 95 | 2.2% | 13.1% | 46 | 2.3% | 13.6% | 49 | 2.1% | 12.6% | 5 | 0.5% | 7.9% |
| Jamais | 8 | 0.2% | 9.6% | 7 | 0.3% | 11.1% | 2 | 0.1% | 6.0% | 2 | 0.2% | 25.1% |

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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 | 223 | 5.2% | 11.7% | 93 | 4.6% | 11.8% | 130 | 5.7% | 11.7% | 11 | 1.1% | 6.0% |
| De 9 000 à moins de 12 000 euros par an | 459 | 10.7% | 15.5% | 178 | 8.8% | 16.2% | 281 | 12.3% | 15.1% | 24 | 2.5% | 9.8% |
| De 12 000 à moins de 18 000 euros par an | 681 | 15.9% | 11.6% | 309 | 15.4% | 11.8% | 372 | 16.3% | 11.4% | 60 | 6.1% | 8.6% |
| De 18 000 à moins de 24 000 euros par an | 625 | 14.6% | 9.5% | 307 | 15.2% | 10.1% | 318 | 14.0% | 9.0% | 84 | 8.5% | 6.1% |
| De 24 000 à moins de 36 000 euros par an | 934 | 21.8% | 8.5% | 433 | 21.5% | 8.3% | 501 | 22.0% | 8.7% | 237 | 24.1% | 7.2% |
| De 36 000 à moins de 45 000 euros par an | 476 | 11.1% | 6.8% | 261 | 13.0% | 7.1% | 215 | 9.5% | 6.4% | 159 | 16.2% | 5.4% |
| De 45 000 à moins de 65 000 euros par an | 372 | 8.7% | 5.2% | 191 | 9.5% | 4.9% | 181 | 7.9% | 5.5% | 194 | 19.7% | 4.8% |
| De 65 000 à moins de 80 000 euros par an | 69 | 1.6% | 3.5% | 41 | 2.0% | 3.7% | 28 | 1.2% | 3.2% | 37 | 3.8% | 2.9% |
| De 80 000 à moins de 115 000 euros par an | 57 | 1.3% | 4.6% | 29 | 1.4% | 4.0% | 28 | 1.2% | 5.5% | 45 | 4.5% | 4.8% |
| 115 000 euros et plus par an | 18 | 0.4% | 3.0% | 10 | 0.5% | 2.9% | 7 | 0.3% | 3.2% | 17 | 1.7% | 3.5% |
| Refus | 205 | 4.8% | 6.6% | 88 | 4.3% | 6.7% | 117 | 5.1% | 6.5% | 49 | 4.9% | 4.8% |
| Ne sait pas | 173 | 4.0% | 7.4% | 75 | 3.7% | 7.7% | 98 | 4.3% | 7.2% | 68 | 6.9% | 7.4% |