

| | Ensemble | | | Hommes | | | Femmes | | | FoyersCSP+ | | |
|----------------------------------|----------|-----------|-------------|----------|-----------|-------------|----------|-----------|-------------|------------|-----------|-------------|
| | Milliers | Structure | Pénétration | Milliers | Structure | Pénétration | Milliers | Structure | Pénétration | Milliers | Structure | Pénétration |
| ENSEMBLE | 6830 | 100.0% | 13.2% | 3442 | 100.0% | 13.9% | 3387 | 100.0% | 12.6% | 1820 | 100.0% | 10.4% |
| Sexe | | | | | | | | | | | | |
| Homme | 3442 | 50.4% | 13.9% | 3442 | 100.0% | 13.9% | 0 | 0.0% | 0.0% | 979 | 53.8% | 11.1% |
| Femme | 3387 | 49.6% | 12.6% | 0 | 0.0% | 0.0% | 3387 | 100.0% | 12.6% | 842 | 46.2% | 9.8% |
| Age | | | | | | | | | | | | |
| 15 à 24 ans | 572 | 8.4% | 7.9% | 332 | 9.6% | 9.0% | 240 | 7.1% | 6.7% | 200 | 11.0% | 6.4% |
| 25 à 34 ans | 767 | 11.2% | 10.1% | 395 | 11.5% | 10.6% | 372 | 11.0% | 9.5% | 295 | 16.2% | 8.8% |
| 35 à 49 ans | 1625 | 23.8% | 13.0% | 847 | 24.6% | 13.7% | 778 | 23.0% | 12.3% | 652 | 35.8% | 10.5% |
| 50 à 59 ans | 1532 | 22.4% | 16.6% | 783 | 22.8% | 17.1% | 748 | 22.1% | 16.2% | 533 | 29.3% | 14.0% |
| 60 ans et plus | 2334 | 34.2% | 15.4% | 1085 | 31.5% | 16.4% | 1250 | 36.9% | 14.6% | 141 | 7.7% | 14.4% |
| Individu | | | | | | | | | | | | |
| Ménagères | 3117 | 45.6% | 13.4% | 0 | 0.0% | 0.0% | 3117 | 92.0% | 13.4% | 752 | 41.3% | 10.7% |
| Personne de référence | 3874 | 56.7% | 13.8% | 2995 | 87.0% | 14.7% | 879 | 25.9% | 11.4% | 962 | 52.9% | 11.7% |
| Responsable des achats | 4911 | 71.9% | 13.7% | 1812 | 52.6% | 14.0% | 3098 | 91.5% | 13.6% | 1216 | 66.8% | 11.1% |
| PCS Individu | | | | | | | | | | | | |
| Agriculteurs | 124 | 1.8% | 23.7% | 92 | 2.7% | 25.1% | 32 | 0.9% | 20.4% | 0 | 0.0% | 0.0% |
| Petits patrons | 223 | 3.3% | 13.7% | 155 | 4.5% | 13.7% | 68 | 2.0% | 13.6% | 197 | 10.8% | 13.5% |
| Affaires et Cadres | 489 | 7.2% | 9.6% | 284 | 8.2% | 9.5% | 205 | 6.1% | 9.7% | 443 | 24.3% | 9.6% |
| Professions intermédiaires | 846 | 12.4% | 12.3% | 455 | 13.2% | 13.7% | 391 | 11.6% | 10.9% | 657 | 36.1% | 11.9% |
| Employés | 1150 | 16.8% | 13.9% | 302 | 8.8% | 13.8% | 848 | 25.0% | 13.9% | 222 | 12.2% | 12.2% |
| Ouvriers | 1011 | 14.8% | 15.7% | 815 | 23.7% | 16.0% | 196 | 5.8% | 14.7% | 43 | 2.3% | 10.0% |
| Retraités | 2022 | 29.6% | 16.1% | 990 | 28.8% | 16.5% | 1032 | 30.5% | 15.7% | 27 | 1.5% | 10.9% |
| Autres inactifs | 965 | 14.1% | 9.4% | 350 | 10.2% | 9.4% | 615 | 18.2% | 9.4% | 232 | 12.8% | 7.0% |
| PCS Personne de référence | | | | | | | | | | | | |
| Agriculteurs | 203 | 3.0% | 24.9% | 93 | 2.7% | 22.8% | 110 | 3.2% | 27.0% | 0 | 0.0% | 0.0% |
| Petits patrons | 329 | 4.8% | 12.5% | 172 | 5.0% | 13.1% | 157 | 4.6% | 11.9% | 329 | 18.1% | 12.5% |
| Affaires et Cadres | 632 | 9.3% | 8.7% | 327 | 9.5% | 8.9% | 305 | 9.0% | 8.5% | 632 | 34.7% | 8.7% |
| Professions intermédiaires | 859 | 12.6% | 11.4% | 480 | 13.9% | 12.5% | 380 | 11.2% | 10.2% | 859 | 47.2% | 11.4% |
| Employés | 673 | 9.9% | 12.4% | 324 | 9.4% | 14.0% | 349 | 10.3% | 11.3% | 0 | 0.0% | 0.0% |
| Ouvriers | 1436 | 21.0% | 15.1% | 782 | 22.7% | 15.3% | 654 | 19.3% | 14.8% | 0 | 0.0% | 0.0% |
| Retraités | 2261 | 33.1% | 15.7% | 1061 | 30.8% | 16.2% | 1200 | 35.4% | 15.3% | 0 | 0.0% | 0.0% |
| Autres inactifs | 435 | 6.4% | 10.6% | 203 | 5.9% | 13.0% | 233 | 6.9% | 9.1% | 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 | 1252 | 18.3% | 12.5% | 621 | 18.0% | 13.9% | 631 | 18.6% | 11.4% | 152 | 8.3% | 8.7% |
| 2 personnes | 2721 | 39.8% | 15.2% | 1326 | 38.5% | 15.3% | 1394 | 41.2% | 15.1% | 528 | 29.0% | 12.4% |
| 3 personnes | 1078 | 15.8% | 11.8% | 570 | 16.6% | 12.7% | 508 | 15.0% | 11.0% | 375 | 20.6% | 9.5% |
| 4 personnes | 1149 | 16.8% | 12.3% | 605 | 17.6% | 13.0% | 544 | 16.1% | 11.6% | 494 | 27.2% | 10.0% |
| 5 personnes et + | 629 | 9.2% | 11.7% | 319 | 9.3% | 12.8% | 310 | 9.2% | 10.8% | 272 | 14.9% | 10.8% |
| Présence d'enfants de moins de 15 ans | | | | | | | | | | | | |
| Oui | 1854 | 27.1% | 12.0% | 919 | 26.7% | 12.9% | 935 | 27.6% | 11.2% | 796 | 43.7% | 10.3% |
| Non | 4976 | 72.9% | 13.7% | 2523 | 73.3% | 14.3% | 2453 | 72.4% | 13.2% | 1024 | 56.3% | 10.5% |
| Habitat | | | | | | | | | | | | |
| Communes rurales | 2420 | 35.4% | 20.4% | 1201 | 34.9% | 21.3% | 1218 | 36.0% | 19.7% | 570 | 31.3% | 17.4% |
| Agglo. - 20 000 hab | 1546 | 22.6% | 17.2% | 737 | 21.4% | 17.7% | 809 | 23.9% | 16.7% | 376 | 20.7% | 14.3% |
| Agglo. 20 000 à 100 000 hab | 1252 | 18.3% | 18.0% | 658 | 19.1% | 19.4% | 595 | 17.6% | 16.7% | 289 | 15.9% | 16.1% |
| Agglo. + 100 000 hab | 1135 | 16.6% | 7.4% | 606 | 17.6% | 8.1% | 529 | 15.6% | 6.7% | 406 | 22.3% | 7.1% |
| Agglo. Paris | 477 | 7.0% | 5.6% | 240 | 7.0% | 5.9% | 237 | 7.0% | 5.3% | 179 | 9.8% | 4.4% |

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| Régions INSEE | | | | | | | | | | | | |
| Ile de France | 695 | 10.2% | 7.3% | 336 | 9.8% | 7.4% | 359 | 10.6% | 7.2% | 221 | 12.1% | 5.0% |
| Nord Pas de Calais | 688 | 10.1% | 21.4% | 380 | 11.0% | 24.8% | 309 | 9.1% | 18.3% | 165 | 9.0% | 16.6% |
| Lorraine | 117 | 1.7% | 6.1% | 56 | 1.6% | 6.0% | 61 | 1.8% | 6.2% | 46 | 2.6% | 8.5% |
| Alsace | 56 | 0.8% | 3.7% | 16 | 0.5% | 2.1% | 40 | 1.2% | 5.1% | 15 | 0.8% | 3.1% |
| Franche-Comté | 127 | 1.9% | 13.3% | 65 | 1.9% | 14.1% | 61 | 1.8% | 12.5% | 34 | 1.9% | 13.0% |
| Champagne Ardennes | 50 | 0.7% | 4.6% | 27 | 0.8% | 5.2% | 23 | 0.7% | 4.0% | 12 | 0.7% | 4.2% |
| Picardie | 409 | 6.0% | 26.7% | 213 | 6.2% | 28.6% | 197 | 5.8% | 24.8% | 90 | 4.9% | 21.2% |
| Bourgogne | 123 | 1.8% | 9.1% | 62 | 1.8% | 9.6% | 60 | 1.8% | 8.6% | 30 | 1.7% | 8.9% |
| Haute Normandie | 517 | 7.6% | 34.8% | 251 | 7.3% | 35.3% | 267 | 7.9% | 34.4% | 124 | 6.8% | 26.4% |
| Basse Normandie | 548 | 8.0% | 45.4% | 273 | 7.9% | 47.1% | 275 | 8.1% | 43.7% | 115 | 6.3% | 35.7% |
| Centre | 239 | 3.5% | 11.4% | 118 | 3.4% | 11.7% | 120 | 3.6% | 11.1% | 48 | 2.6% | 8.1% |
| Pays de Loire | 484 | 7.1% | 16.4% | 235 | 6.8% | 16.5% | 249 | 7.4% | 16.3% | 103 | 5.7% | 11.1% |
| Bretagne | 463 | 6.8% | 17.4% | 237 | 6.9% | 18.5% | 226 | 6.7% | 16.4% | 146 | 8.0% | 18.0% |
| Poitou Charentes | 155 | 2.3% | 10.4% | 72 | 2.1% | 10.2% | 83 | 2.4% | 10.7% | 36 | 2.0% | 9.1% |
| Aquitaine | 336 | 4.9% | 12.2% | 181 | 5.3% | 13.8% | 155 | 4.6% | 10.7% | 91 | 5.0% | 10.7% |
| Midi Pyrénées | 407 | 6.0% | 16.6% | 202 | 5.9% | 17.1% | 205 | 6.0% | 16.2% | 112 | 6.2% | 14.1% |
| Limousin | 60 | 0.9% | 9.7% | 34 | 1.0% | 11.5% | 26 | 0.8% | 8.1% | 16 | 0.9% | 10.1% |
| Auvergne | 182 | 2.7% | 16.1% | 91 | 2.7% | 16.9% | 91 | 2.7% | 15.5% | 36 | 2.0% | 11.6% |
| Rhône Alpes | 760 | 11.1% | 14.7% | 379 | 11.0% | 15.2% | 380 | 11.2% | 14.2% | 218 | 12.0% | 11.6% |
| Languedoc Roussillon | 269 | 3.9% | 11.9% | 139 | 4.1% | 13.0% | 129 | 3.8% | 10.9% | 101 | 5.5% | 14.3% |
| Provence Alpes Côte d'Azur. Corse | 145 | 2.1% | 3.3% | 74 | 2.1% | 3.6% | 72 | 2.1% | 3.1% | 61 | 3.4% | 4.1% |
| Habitudes de connexion à Internet | | | | | | | | | | | | |
| Tous les jours | 4112 | 60.2% | 12.1% | 2141 | 62.2% | 12.7% | 1971 | 58.2% | 11.6% | 1510 | 83.0% | 10.3% |
| Presque tous les jours | 724 | 10.6% | 12.4% | 357 | 10.4% | 13.2% | 367 | 10.8% | 11.7% | 178 | 9.8% | 9.1% |
| 1 à 2 fois par semaine | 378 | 5.5% | 15.2% | 166 | 4.8% | 15.3% | 213 | 6.3% | 15.1% | 61 | 3.4% | 11.4% |
| 1 à 3 fois par mois | 101 | 1.5% | 20.1% | 32 | 0.9% | 15.9% | 68 | 2.0% | 23.0% | 18 | 1.0% | 30.4% |
| Moins souvent | 103 | 1.5% | 14.3% | 52 | 1.5% | 15.2% | 52 | 1.5% | 13.5% | 6 | 0.3% | 10.9% |
| Jamais | 16 | 0.2% | 17.8% | 9 | 0.3% | 14.5% | 7 | 0.2% | 25.8% | 4 | 0.2% | 61.1% |

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| Revenus du foyer | | | | | | | | | | | | |
| Moins de 9 000 euros par an | 246 | 3.6% | 12.9% | 108 | 3.1% | 13.7% | 138 | 4.1% | 12.4% | 12 | 0.7% | 6.7% |
| De 9 000 à moins de 12 000 euros par an | 391 | 5.7% | 13.2% | 152 | 4.4% | 13.8% | 240 | 7.1% | 12.9% | 32 | 1.8% | 13.2% |
| De 12 000 à moins de 18 000 euros par an | 866 | 12.7% | 14.7% | 407 | 11.8% | 15.5% | 459 | 13.5% | 14.1% | 60 | 3.3% | 8.7% |
| De 18 000 à moins de 24 000 euros par an | 909 | 13.3% | 13.8% | 473 | 13.8% | 15.6% | 436 | 12.9% | 12.3% | 159 | 8.7% | 11.5% |
| De 24 000 à moins de 36 000 euros par an | 1578 | 23.1% | 14.4% | 752 | 21.8% | 14.5% | 826 | 24.4% | 14.3% | 378 | 20.8% | 11.4% |
| De 36 000 à moins de 45 000 euros par an | 953 | 14.0% | 13.6% | 530 | 15.4% | 14.4% | 423 | 12.5% | 12.6% | 322 | 17.7% | 10.9% |
| De 45 000 à moins de 65 000 euros par an | 862 | 12.6% | 12.0% | 494 | 14.3% | 12.7% | 368 | 10.9% | 11.2% | 443 | 24.3% | 11.0% |
| De 65 000 à moins de 80 000 euros par an | 189 | 2.8% | 9.6% | 108 | 3.2% | 9.9% | 80 | 2.4% | 9.3% | 124 | 6.8% | 9.6% |
| De 80 000 à moins de 115 000 euros par an | 129 | 1.9% | 10.4% | 90 | 2.6% | 12.3% | 39 | 1.2% | 7.7% | 89 | 4.9% | 9.5% |
| 115 000 euros et plus par an | 67 | 1.0% | 11.3% | 33 | 1.0% | 9.4% | 33 | 1.0% | 14.2% | 47 | 2.6% | 10.0% |
| Refus | 396 | 5.8% | 12.8% | 185 | 5.4% | 14.2% | 210 | 6.2% | 11.7% | 105 | 5.8% | 10.3% |
| Ne sait pas | 244 | 3.6% | 10.4% | 109 | 3.2% | 11.1% | 135 | 4.0% | 9.9% | 48 | 2.6% | 5.2% |