

| | Ensemble | | | Hommes | | | Femmes | | | FoyersCSP+ | | |
|-----------------------------------|----------|-----------|-------------|----------|-----------|-------------|----------|-----------|-------------|------------|-----------|-------------|
| | Milliers | Structure | Pénétration | Milliers | Structure | Pénétration | Milliers | Structure | Pénétration | Milliers | Structure | Pénétration |
| Ensemble | 1481 | 100.0% | 2.9% | 472 | 100.0% | 1.9% | 1009 | 100.0% | 3.8% | 240 | 100.0% | 1.4% |
| Sexe | | | | | | | | | | | | |
| Homme | 472 | 31.9% | 1.9% | 472 | 100.0% | 1.9% | 0 | - | - | 85 | 35.6% | 1.0% |
| Femme | 1009 | 68.1% | 3.8% | 0 | - | - | 1009 | 100.0% | 3.8% | 155 | 64.4% | 1.9% |
| Age | | | | | | | | | | | | |
| 15 à 24 ans | 110 | 7.5% | 1.5% | 48 | 10.2% | 1.3% | 62 | 6.2% | 1.7% | 42 | 17.5% | 1.3% |
| 25 à 34 ans | 127 | 8.6% | 1.7% | 48 | 10.2% | 1.3% | 79 | 7.9% | 2.0% | 24 | 9.8% | 0.7% |
| 35 à 49 ans | 359 | 24.2% | 2.8% | 100 | 21.2% | 1.6% | 259 | 25.6% | 4.0% | 101 | 42.1% | 1.6% |
| 50 à 64 ans | 465 | 31.4% | 3.8% | 181 | 38.3% | 3.1% | 284 | 28.2% | 4.5% | 72 | 30.1% | 1.8% |
| 65 ans et plus | 420 | 28.4% | 3.8% | 95 | 20.2% | 2.0% | 325 | 32.2% | 5.1% | 1 | 0.5% | 0.6% |
| Individu | | | | | | | | | | | | |
| Ménagère | 947 | 63.9% | 4.0% | 0 | - | - | 947 | 93.8% | 4.0% | 138 | 57.3% | 2.0% |
| Personne de Référence | 782 | 52.8% | 2.8% | 398 | 84.3% | 2.0% | 383 | 38.0% | 4.8% | 88 | 36.4% | 1.0% |
| Responsable des achats | 1186 | 80.0% | 3.3% | 263 | 55.7% | 2.1% | 923 | 91.4% | 4.0% | 166 | 69.1% | 1.6% |
| PCS Individu | | | | | | | | | | | | |
| Agriculteurs | 7 | 0.5% | 1.4% | 3 | 0.6% | 0.8% | 5 | 0.5% | 2.3% | 0 | - | - |
| Petits patrons | 30 | 2.0% | 1.8% | 20 | 4.1% | 1.7% | 10 | 1.0% | 2.1% | 25 | 10.4% | 1.7% |
| Affaires et Cadres | 30 | 2.0% | 0.6% | 19 | 4.0% | 0.6% | 11 | 1.1% | 0.6% | 25 | 10.6% | 0.6% |
| Professions intermédiaires | 90 | 6.1% | 1.3% | 39 | 8.2% | 1.1% | 52 | 5.1% | 1.6% | 67 | 27.9% | 1.2% |
| Employés | 316 | 21.3% | 3.8% | 49 | 10.4% | 2.4% | 267 | 26.4% | 4.2% | 53 | 21.8% | 2.9% |
| Ouvriers | 230 | 15.5% | 3.6% | 155 | 32.7% | 3.1% | 75 | 7.5% | 5.1% | 15 | 6.2% | 3.5% |
| Retraités | 477 | 32.2% | 3.8% | 129 | 27.4% | 2.2% | 348 | 34.5% | 5.3% | 4 | 1.8% | 1.9% |
| Autres inactifs | 300 | 20.3% | 3.0% | 59 | 12.6% | 1.7% | 241 | 23.9% | 3.7% | 51 | 21.2% | 1.6% |
| PCS Personne de Référence | | | | | | | | | | | | |
| Agriculteurs | 14 | 1.0% | 1.8% | 3 | 0.6% | 0.7% | 12 | 1.1% | 2.8% | 0 | - | - |
| Petits patrons | 47 | 3.2% | 1.8% | 22 | 4.7% | 1.6% | 25 | 2.5% | 2.0% | 47 | 19.7% | 1.8% |
| Affaires et Cadres | 74 | 5.0% | 1.1% | 20 | 4.3% | 0.6% | 53 | 5.3% | 1.6% | 74 | 30.6% | 1.1% |
| Professions intermédiaires | 119 | 8.1% | 1.6% | 43 | 9.1% | 1.1% | 76 | 7.6% | 2.1% | 119 | 49.7% | 1.6% |
| Employés | 188 | 12.7% | 3.6% | 55 | 11.7% | 2.5% | 133 | 13.2% | 4.4% | 0 | - | - |
| Ouvriers | 344 | 23.2% | 3.6% | 148 | 31.3% | 3.0% | 196 | 19.4% | 4.3% | 0 | - | - |
| Retraités | 548 | 37.0% | 3.7% | 137 | 29.1% | 2.1% | 411 | 40.7% | 5.1% | 0 | - | - |
| Autres inactifs | 147 | 9.9% | 3.8% | 43 | 9.2% | 2.9% | 103 | 10.2% | 4.3% | 0 | - | - |

| | Ensemble | | | Hommes | | | Femmes | | | FoyersCSP+ | | |
|--|----------|-----------|-------------|----------|-----------|-------------|----------|-----------|-------------|------------|-----------|-------------|
| | Milliers | Structure | Pénétration | Milliers | Structure | Pénétration | Milliers | Structure | Pénétration | Milliers | Structure | Pénétration |
| Taille du Foyer | | | | | | | | | | | | |
| 1 personne | 370 | 25.0% | 3.9% | 83 | 17.6% | 2.0% | 287 | 28.4% | 5.4% | 17 | 7.0% | 1.0% |
| 2 personnes | 604 | 40.8% | 3.4% | 211 | 44.7% | 2.4% | 393 | 38.9% | 4.3% | 85 | 35.4% | 2.0% |
| 3 personnes | 220 | 14.8% | 2.4% | 73 | 15.5% | 1.6% | 147 | 14.5% | 3.1% | 46 | 19.0% | 1.2% |
| 4 personnes | 191 | 12.9% | 2.1% | 65 | 13.7% | 1.4% | 126 | 12.5% | 2.7% | 52 | 21.5% | 1.1% |
| 5 personnes et + | 97 | 6.6% | 1.9% | 40 | 8.5% | 1.6% | 57 | 5.6% | 2.0% | 41 | 17.0% | 1.7% |
| Présence d'enfants de moins de 15 ans | | | | | | | | | | | | |
| Oui | 335 | 22.6% | 2.1% | 110 | 23.3% | 1.5% | 225 | 22.3% | 2.7% | 103 | 43.0% | 1.3% |
| Non | 1146 | 77.4% | 3.2% | 362 | 76.7% | 2.1% | 784 | 77.7% | 4.3% | 137 | 57.0% | 1.5% |
| Habitat | | | | | | | | | | | | |
| Communes rurales | 342 | 23.1% | 2.9% | 101 | 21.5% | 1.8% | 241 | 23.9% | 3.9% | 61 | 25.5% | 1.8% |
| Agglo. - 20 000 hab | 274 | 18.5% | 3.1% | 79 | 16.6% | 1.9% | 195 | 19.3% | 4.1% | 31 | 13.0% | 1.2% |
| Agglo. 20 000 à 100 000 hab | 292 | 19.7% | 4.3% | 103 | 21.8% | 3.0% | 189 | 18.7% | 5.5% | 49 | 20.5% | 2.5% |
| Agglo. + 100 000 hab | 429 | 29.0% | 2.8% | 135 | 28.5% | 1.9% | 294 | 29.2% | 3.7% | 64 | 26.6% | 1.2% |
| Agglo. Paris | 145 | 9.8% | 1.7% | 55 | 11.6% | 1.4% | 90 | 8.9% | 2.0% | 34 | 14.4% | 0.9% |

| | Ensemble | | | Hommes | | | Femmes | | | FoyersCSP+ | | |
|--|----------|-----------|-------------|----------|-----------|-------------|----------|-----------|-------------|------------|-----------|-------------|
| | Milliers | Structure | Pénétration | Milliers | Structure | Pénétration | Milliers | Structure | Pénétration | Milliers | Structure | Pénétration |
| Région d'habitation | | | | | | | | | | | | |
| Ile-de-France | 171 | 11.5% | 1.8% | 61 | 12.9% | 1.3% | 110 | 10.9% | 2.2% | 41 | 17.1% | 0.9% |
| Nord-Pas-de-Calais | 120 | 8.1% | 3.7% | 47 | 9.9% | 3.1% | 73 | 7.2% | 4.3% | 19 | 8.0% | 2.1% |
| Lorraine | 90 | 6.1% | 4.7% | 32 | 6.8% | 3.4% | 58 | 5.8% | 5.8% | 26 | 10.8% | 4.7% |
| Alsace | 35 | 2.4% | 2.3% | 16 | 3.3% | 2.1% | 20 | 2.0% | 2.5% | 9 | 3.6% | 1.8% |
| Franche-Comté | 23 | 1.6% | 2.4% | 8 | 1.6% | 1.7% | 15 | 1.5% | 3.1% | 2 | 0.7% | 0.6% |
| Champagne-Ardenne | 43 | 2.9% | 3.9% | 17 | 3.7% | 3.3% | 25 | 2.5% | 4.5% | 12 | 5.0% | 3.7% |
| Picardie | 54 | 3.6% | 3.5% | 15 | 3.2% | 2.0% | 39 | 3.8% | 4.9% | 4 | 1.8% | 1.0% |
| Bourgogne | 51 | 3.4% | 3.7% | 19 | 4.0% | 2.9% | 32 | 3.1% | 4.5% | 11 | 4.6% | 3.1% |
| Haute-Normandie | 58 | 3.9% | 3.9% | 23 | 4.9% | 3.3% | 35 | 3.4% | 4.5% | 9 | 3.7% | 2.1% |
| Basse-Normandie | 50 | 3.4% | 4.2% | 16 | 3.4% | 2.8% | 34 | 3.4% | 5.5% | 8 | 3.5% | 2.5% |
| Centre | 79 | 5.3% | 3.8% | 25 | 5.3% | 2.5% | 54 | 5.3% | 5.0% | 11 | 4.7% | 1.8% |
| Pays de la Loire | 77 | 5.2% | 2.7% | 31 | 6.7% | 2.3% | 46 | 4.5% | 3.1% | 14 | 5.6% | 1.6% |
| Bretagne | 65 | 4.4% | 2.5% | 13 | 2.7% | 1.0% | 52 | 5.1% | 3.8% | 5 | 2.0% | 0.6% |
| Poitou-Charentes | 55 | 3.7% | 3.7% | 23 | 4.9% | 3.3% | 32 | 3.2% | 4.2% | 9 | 3.6% | 2.3% |
| Aquitaine | 77 | 5.2% | 2.9% | 17 | 3.5% | 1.3% | 60 | 6.0% | 4.3% | 12 | 4.9% | 1.5% |
| Midi-Pyrénées | 63 | 4.2% | 2.6% | 13 | 2.8% | 1.1% | 50 | 4.9% | 4.0% | 9 | 3.9% | 1.2% |
| Limousin | 15 | 1.0% | 2.4% | 3 | 0.6% | 1.0% | 12 | 1.2% | 3.7% | 1 | 0.5% | 0.7% |
| Auvergne | 36 | 2.5% | 3.2% | 5 | 1.0% | 0.9% | 32 | 3.1% | 5.4% | 3 | 1.1% | 0.8% |
| Rhône-Alpes | 127 | 8.6% | 2.5% | 48 | 10.1% | 2.0% | 79 | 7.9% | 3.1% | 10 | 4.0% | 0.5% |
| Languedoc-Roussillon | 83 | 5.6% | 3.8% | 15 | 3.2% | 1.5% | 68 | 6.8% | 6.0% | 5 | 2.1% | 0.8% |
| Provence-Alpes-Côte-d'Azur-Corse | 110 | 7.4% | 2.5% | 26 | 5.5% | 1.3% | 84 | 8.3% | 3.7% | 21 | 8.7% | 1.5% |
| Habitudes de connexion Internet | | | | | | | | | | | | |
| Tous les jours | 615 | 41.5% | 2.2% | 235 | 49.8% | 1.7% | 380 | 37.7% | 2.8% | 187 | 77.7% | 1.4% |
| Presque tous les jours | 124 | 8.4% | 2.0% | 32 | 6.7% | 1.1% | 92 | 9.1% | 2.8% | 15 | 6.4% | 0.7% |
| 1 à 2 fois par semaine | 86 | 5.8% | 2.6% | 21 | 4.4% | 1.4% | 65 | 6.4% | 3.6% | 15 | 6.1% | 1.6% |
| 1 à 3 fois par mois | 25 | 1.7% | 3.0% | 5 | 1.0% | 1.4% | 20 | 2.0% | 4.0% | 1 | 0.5% | 0.7% |
| Moins souvent | 57 | 3.8% | 4.3% | 11 | 2.4% | 1.8% | 45 | 4.5% | 6.5% | 8 | 3.4% | 6.0% |
| Jamais | 8 | 0.6% | 6.0% | 4 | 0.9% | 5.3% | 4 | 0.4% | 7.3% | 0 | - | - |

| | Ensemble | | | Hommes | | | Femmes | | | FoyersCSP+ | | |
|---|----------|-----------|-------------|----------|-----------|-------------|----------|-----------|-------------|------------|-----------|-------------|
| | Milliers | Structure | Pénétration | Milliers | Structure | Pénétration | Milliers | Structure | Pénétration | Milliers | Structure | Pénétration |
| Revenus du Foyer | | | | | | | | | | | | |
| Moins de 9 000 euros par an | 107 | 7.2% | 5.0% | 27 | 5.8% | 3.2% | 79 | 7.9% | 6.2% | 14 | 5.7% | 7.4% |
| De 9 000 à moins de 12 000 euros par an | 164 | 11.0% | 4.9% | 39 | 8.3% | 3.4% | 125 | 12.3% | 5.7% | 4 | 1.8% | 1.8% |
| De 12 000 à moins de 18 000 euros par an | 242 | 16.3% | 3.7% | 67 | 14.3% | 2.5% | 175 | 17.3% | 4.6% | 9 | 3.9% | 1.2% |
| De 18 000 à moins de 24 000 euros par an | 257 | 17.4% | 3.4% | 84 | 17.7% | 2.4% | 173 | 17.2% | 4.4% | 37 | 15.4% | 2.3% |
| De 24 000 à moins de 36 000 euros par an | 357 | 24.1% | 3.1% | 135 | 28.7% | 2.4% | 221 | 21.9% | 3.7% | 67 | 28.1% | 1.8% |
| De 36 000 à moins de 45 000 euros par an | 133 | 9.0% | 2.0% | 45 | 9.5% | 1.3% | 89 | 8.8% | 3.0% | 32 | 13.2% | 1.1% |
| De 45 000 à moins de 65 000 euros par an | 86 | 5.8% | 1.4% | 33 | 7.1% | 1.0% | 53 | 5.2% | 2.0% | 38 | 15.8% | 1.1% |
| De 65 000 à moins de 80 000 euros par an | 24 | 1.6% | 1.6% | 7 | 1.4% | 0.7% | 18 | 1.7% | 2.8% | 17 | 7.1% | 1.5% |
| De 80 000 à moins de 115 000 euros par an | 4 | 0.3% | 0.4% | 4 | 0.9% | 0.7% | 0 | - | - | 2 | 0.7% | 0.2% |
| 115 000 euros et plus par an | 1 | 0.1% | 0.3% | 0 | - | - | 1 | 0.1% | 0.7% | 1 | 0.6% | 0.4% |
| Refus | 68 | 4.6% | 2.1% | 20 | 4.2% | 1.5% | 48 | 4.7% | 2.5% | 13 | 5.4% | 1.1% |
| Ne sait pas | 38 | 2.6% | 2.7% | 11 | 2.2% | 1.7% | 28 | 2.8% | 3.4% | 6 | 2.3% | 1.2% |