

| | Ensemble | | | Hommes | | | Femmes | | | FoyersCSP+ | | |
|-----------------------------------|----------|-----------|-------------|----------|-----------|-------------|----------|-----------|-------------|------------|-----------|-------------|
| | Milliers | Structure | Pénétration | Milliers | Structure | Pénétration | Milliers | Structure | Pénétration | Milliers | Structure | Pénétration |
| Ensemble | 2105 | 100.0% | 4.1% | 1122 | 100.0% | 4.6% | 983 | 100.0% | 3.7% | 815 | 100.0% | 4.8% |
| Sexe | | | | | | | | | | | | |
| Homme | 1122 | 53.3% | 4.6% | 1122 | 100.0% | 4.6% | 0 | - | - | 454 | 55.7% | 5.2% |
| Femme | 983 | 46.7% | 3.7% | 0 | - | - | 983 | 100.0% | 3.7% | 361 | 44.3% | 4.4% |
| Age | | | | | | | | | | | | |
| 15 à 24 ans | 237 | 11.3% | 3.2% | 138 | 12.3% | 3.7% | 99 | 10.0% | 2.7% | 137 | 16.8% | 4.4% |
| 25 à 34 ans | 199 | 9.5% | 2.6% | 120 | 10.7% | 3.2% | 79 | 8.0% | 2.0% | 105 | 12.8% | 3.1% |
| 35 à 49 ans | 382 | 18.1% | 3.0% | 214 | 19.1% | 3.4% | 168 | 17.0% | 2.6% | 250 | 30.6% | 4.1% |
| 50 à 64 ans | 565 | 26.8% | 4.6% | 301 | 26.8% | 5.1% | 264 | 26.8% | 4.2% | 296 | 36.3% | 7.3% |
| 65 ans et plus | 723 | 34.3% | 6.5% | 348 | 31.0% | 7.3% | 375 | 38.1% | 5.9% | 28 | 3.4% | 15.0% |
| Individu | | | | | | | | | | | | |
| Ménagère | 877 | 41.7% | 3.7% | 0 | - | - | 877 | 89.2% | 3.7% | 296 | 36.3% | 4.4% |
| Personne de Référence | 1216 | 57.8% | 4.3% | 942 | 83.9% | 4.7% | 275 | 27.9% | 3.5% | 428 | 52.5% | 5.1% |
| Responsable des achats | 1454 | 69.0% | 4.1% | 604 | 53.8% | 4.9% | 850 | 86.5% | 3.7% | 507 | 62.2% | 4.7% |
| PCS Individu | | | | | | | | | | | | |
| Agriculteurs | 13 | 0.6% | 2.3% | 9 | 0.8% | 2.8% | 3 | 0.3% | 1.6% | 0 | - | - |
| Petits patrons | 91 | 4.3% | 5.5% | 59 | 5.3% | 5.1% | 32 | 3.3% | 6.6% | 84 | 10.3% | 5.7% |
| Affaires et Cadres | 321 | 15.2% | 6.7% | 215 | 19.2% | 7.4% | 106 | 10.7% | 5.7% | 302 | 37.1% | 7.0% |
| Professions intermédiaires | 220 | 10.5% | 3.3% | 125 | 11.1% | 3.6% | 95 | 9.7% | 2.9% | 193 | 23.7% | 3.5% |
| Employés | 194 | 9.2% | 2.3% | 76 | 6.7% | 3.6% | 119 | 12.1% | 1.9% | 43 | 5.2% | 2.4% |
| Ouvriers | 130 | 6.2% | 2.0% | 118 | 10.5% | 2.4% | 12 | 1.2% | 0.8% | 18 | 2.2% | 4.3% |
| Retraités | 763 | 36.2% | 6.1% | 405 | 36.1% | 6.7% | 358 | 36.4% | 5.4% | 18 | 2.2% | 7.7% |
| Autres inactifs | 374 | 17.8% | 3.7% | 115 | 10.3% | 3.3% | 259 | 26.3% | 4.0% | 156 | 19.2% | 5.1% |
| PCS Personne de Référence | | | | | | | | | | | | |
| Agriculteurs | 15 | 0.7% | 1.9% | 9 | 0.8% | 2.3% | 6 | 0.7% | 1.6% | 0 | - | - |
| Petits patrons | 125 | 6.0% | 4.8% | 73 | 6.5% | 5.3% | 52 | 5.3% | 4.2% | 125 | 15.4% | 4.8% |
| Affaires et Cadres | 462 | 21.9% | 6.7% | 247 | 22.0% | 7.1% | 215 | 21.8% | 6.4% | 462 | 56.7% | 6.7% |
| Professions intermédiaires | 228 | 10.8% | 3.0% | 134 | 11.9% | 3.4% | 94 | 9.5% | 2.6% | 228 | 27.9% | 3.0% |
| Employés | 131 | 6.2% | 2.5% | 73 | 6.5% | 3.3% | 58 | 5.9% | 1.9% | 0 | - | - |
| Ouvriers | 156 | 7.4% | 1.6% | 109 | 9.7% | 2.2% | 46 | 4.7% | 1.0% | 0 | - | - |
| Retraités | 873 | 41.5% | 5.9% | 433 | 38.6% | 6.5% | 440 | 44.8% | 5.5% | 0 | - | - |
| Autres inactifs | 115 | 5.5% | 3.0% | 44 | 3.9% | 3.0% | 71 | 7.3% | 3.0% | 0 | - | - |

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| | Milliers | Structure | Pénétration | Milliers | Structure | Pénétration | Milliers | Structure | Pénétration | Milliers | Structure | Pénétration |
| Taille du Foyer | | | | | | | | | | | | |
| 1 personne | 404 | 19.2% | 4.3% | 181 | 16.1% | 4.5% | 223 | 22.7% | 4.2% | 105 | 12.8% | 6.0% |
| 2 personnes | 901 | 42.8% | 5.0% | 488 | 43.5% | 5.5% | 413 | 42.0% | 4.5% | 217 | 26.6% | 5.0% |
| 3 personnes | 303 | 14.4% | 3.3% | 167 | 14.9% | 3.6% | 137 | 13.9% | 2.9% | 165 | 20.2% | 4.3% |
| 4 personnes | 291 | 13.8% | 3.2% | 176 | 15.7% | 3.9% | 115 | 11.7% | 2.5% | 193 | 23.7% | 4.2% |
| 5 personnes et + | 205 | 9.8% | 3.9% | 110 | 9.8% | 4.5% | 95 | 9.7% | 3.4% | 135 | 16.6% | 5.5% |
| Présence d'enfants de moins de 15 ans | | | | | | | | | | | | |
| Oui | 435 | 20.7% | 2.8% | 252 | 22.4% | 3.5% | 183 | 18.6% | 2.2% | 288 | 35.4% | 3.8% |
| Non | 1670 | 79.3% | 4.7% | 870 | 77.6% | 5.1% | 800 | 81.4% | 4.4% | 527 | 64.6% | 5.7% |
| Habitat | | | | | | | | | | | | |
| Communes rurales | 300 | 14.2% | 2.6% | 172 | 15.3% | 3.1% | 128 | 13.0% | 2.1% | 100 | 12.2% | 3.0% |
| Agglo. - 20 000 hab | 318 | 15.1% | 3.6% | 197 | 17.6% | 4.7% | 120 | 12.2% | 2.5% | 91 | 11.1% | 3.5% |
| Agglo. 20 000 à 100 000 hab | 258 | 12.2% | 3.8% | 139 | 12.4% | 4.0% | 119 | 12.1% | 3.5% | 78 | 9.6% | 3.9% |
| Agglo. + 100 000 hab | 673 | 32.0% | 4.4% | 346 | 30.8% | 4.8% | 327 | 33.3% | 4.1% | 243 | 29.8% | 4.7% |
| Agglo. Paris | 557 | 26.5% | 6.6% | 268 | 23.9% | 6.7% | 289 | 29.4% | 6.5% | 304 | 37.3% | 7.8% |

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| Région d'habitation | | | | | | | | | | | | |
| Ile-de-France | 597 | 28.4% | 6.3% | 297 | 26.5% | 6.6% | 300 | 30.5% | 6.1% | 321 | 39.3% | 7.4% |
| Nord-Pas-de-Calais | 89 | 4.2% | 2.8% | 40 | 3.6% | 2.6% | 49 | 5.0% | 2.9% | 33 | 4.1% | 3.7% |
| Lorraine | 52 | 2.5% | 2.7% | 25 | 2.3% | 2.7% | 27 | 2.7% | 2.7% | 8 | 1.0% | 1.5% |
| Alsace | 58 | 2.8% | 3.8% | 34 | 3.0% | 4.6% | 24 | 2.5% | 3.1% | 19 | 2.3% | 3.9% |
| Franche-Comté | 28 | 1.3% | 2.9% | 19 | 1.7% | 4.2% | 9 | 0.9% | 1.8% | 8 | 1.0% | 3.0% |
| Champagne-Ardenne | 39 | 1.9% | 3.6% | 27 | 2.4% | 5.1% | 12 | 1.2% | 2.1% | 13 | 1.6% | 4.0% |
| Picardie | 44 | 2.1% | 2.8% | 20 | 1.8% | 2.7% | 24 | 2.4% | 3.0% | 12 | 1.5% | 2.8% |
| Bourgogne | 38 | 1.8% | 2.8% | 21 | 1.8% | 3.1% | 17 | 1.7% | 2.4% | 5 | 0.6% | 1.4% |
| Haute-Normandie | 51 | 2.4% | 3.4% | 30 | 2.6% | 4.2% | 21 | 2.2% | 2.7% | 9 | 1.1% | 2.2% |
| Basse-Normandie | 32 | 1.5% | 2.6% | 18 | 1.6% | 3.1% | 14 | 1.4% | 2.2% | 8 | 0.9% | 2.3% |
| Centre | 84 | 4.0% | 4.0% | 42 | 3.8% | 4.2% | 42 | 4.3% | 3.9% | 35 | 4.3% | 5.5% |
| Pays de la Loire | 116 | 5.5% | 4.0% | 60 | 5.3% | 4.3% | 57 | 5.7% | 3.8% | 35 | 4.3% | 4.2% |
| Bretagne | 95 | 4.5% | 3.7% | 61 | 5.4% | 4.9% | 34 | 3.5% | 2.5% | 44 | 5.4% | 5.7% |
| Poitou-Charentes | 52 | 2.5% | 3.5% | 29 | 2.6% | 4.1% | 23 | 2.3% | 3.0% | 16 | 1.9% | 4.2% |
| Aquitaine | 87 | 4.1% | 3.2% | 64 | 5.7% | 5.1% | 22 | 2.3% | 1.6% | 41 | 5.0% | 5.0% |
| Midi-Pyrénées | 101 | 4.8% | 4.2% | 58 | 5.1% | 5.0% | 43 | 4.4% | 3.5% | 40 | 4.9% | 5.0% |
| Limousin | 34 | 1.6% | 5.4% | 16 | 1.4% | 5.4% | 18 | 1.8% | 5.3% | 4 | 0.5% | 2.6% |
| Auvergne | 36 | 1.7% | 3.2% | 12 | 1.1% | 2.3% | 23 | 2.4% | 4.0% | 10 | 1.2% | 3.4% |
| Rhône-Alpes | 174 | 8.3% | 3.5% | 80 | 7.2% | 3.3% | 94 | 9.6% | 3.6% | 56 | 6.9% | 3.1% |
| Languedoc-Roussillon | 91 | 4.3% | 4.2% | 64 | 5.7% | 6.2% | 27 | 2.8% | 2.4% | 27 | 3.3% | 4.1% |
| Provence-Alpes-Côte-d'Azur-Corse | 208 | 9.9% | 4.8% | 106 | 9.4% | 5.2% | 103 | 10.4% | 4.5% | 72 | 8.8% | 5.0% |
| Habitudes de connexion Internet | | | | | | | | | | | | |
| Tous les jours | 1265 | 60.1% | 4.6% | 712 | 63.5% | 5.1% | 553 | 56.2% | 4.1% | 648 | 79.5% | 5.0% |
| Presque tous les jours | 237 | 11.2% | 3.9% | 101 | 9.0% | 3.5% | 136 | 13.9% | 4.2% | 87 | 10.7% | 3.8% |
| 1 à 2 fois par semaine | 116 | 5.5% | 3.6% | 55 | 4.9% | 3.8% | 61 | 6.2% | 3.4% | 42 | 5.1% | 4.5% |
| 1 à 3 fois par mois | 23 | 1.1% | 2.7% | 6 | 0.5% | 1.8% | 17 | 1.7% | 3.4% | 8 | 1.0% | 5.3% |
| Moins souvent | 55 | 2.6% | 4.1% | 34 | 3.0% | 5.3% | 22 | 2.2% | 3.1% | 9 | 1.1% | 6.9% |
| Jamais | 5 | 0.3% | 3.9% | 4 | 0.4% | 5.1% | 1 | 0.1% | 1.9% | 0 | - | - |

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| Revenus du Foyer | | | | | | | | | | | | |
| Moins de 9 000 euros par an | 50 | 2.4% | 2.3% | 30 | 2.7% | 3.5% | 20 | 2.1% | 1.6% | 1 | 0.1% | 0.3% |
| De 9 000 à moins de 12 000 euros par an | 87 | 4.1% | 2.6% | 43 | 3.9% | 3.8% | 44 | 4.5% | 2.0% | 12 | 1.5% | 5.0% |
| De 12 000 à moins de 18 000 euros par an | 187 | 8.9% | 2.9% | 75 | 6.7% | 2.7% | 112 | 11.4% | 3.0% | 20 | 2.4% | 2.6% |
| De 18 000 à moins de 24 000 euros par an | 200 | 9.5% | 2.7% | 101 | 9.0% | 2.9% | 99 | 10.1% | 2.5% | 46 | 5.7% | 2.9% |
| De 24 000 à moins de 36 000 euros par an | 428 | 20.3% | 3.7% | 204 | 18.1% | 3.7% | 225 | 22.8% | 3.7% | 137 | 16.8% | 3.7% |
| De 36 000 à moins de 45 000 euros par an | 269 | 12.8% | 4.1% | 180 | 16.1% | 5.1% | 88 | 9.0% | 3.0% | 83 | 10.2% | 2.8% |
| De 45 000 à moins de 65 000 euros par an | 350 | 16.6% | 5.9% | 195 | 17.4% | 5.8% | 155 | 15.8% | 5.9% | 165 | 20.3% | 4.6% |
| De 65 000 à moins de 80 000 euros par an | 125 | 5.9% | 8.1% | 78 | 7.0% | 8.5% | 46 | 4.7% | 7.5% | 85 | 10.4% | 7.6% |
| De 80 000 à moins de 115 000 euros par an | 125 | 5.9% | 12.8% | 78 | 7.0% | 13.2% | 47 | 4.7% | 12.3% | 101 | 12.4% | 12.7% |
| 115 000 euros et plus par an | 81 | 3.9% | 17.7% | 50 | 4.5% | 18.3% | 31 | 3.2% | 16.9% | 69 | 8.4% | 18.0% |
| Refus | 147 | 7.0% | 4.6% | 66 | 5.9% | 4.9% | 81 | 8.3% | 4.3% | 64 | 7.8% | 5.6% |
| Ne sait pas | 56 | 2.7% | 3.9% | 22 | 2.0% | 3.6% | 34 | 3.5% | 4.1% | 32 | 4.0% | 6.8% |