

| | Ensemble | | | Hommes | | | Femmes | | | FoyersCSP+ | | |
|-----------------------------------|----------|-----------|-------------|----------|-----------|-------------|----------|-----------|-------------|------------|-----------|-------------|
| | Milliers | Structure | Pénétration | Milliers | Structure | Pénétration | Milliers | Structure | Pénétration | Milliers | Structure | Pénétration |
| Ensemble | 1108 | 100.0% | 2.2% | 493 | 100.0% | 2.0% | 615 | 100.0% | 2.3% | 302 | 100.0% | 1.8% |
| Sexe | | | | | | | | | | | | |
| Homme | 493 | 44.5% | 2.0% | 493 | 100.0% | 2.0% | 0 | - | - | 156 | 51.8% | 1.8% |
| Femme | 615 | 55.5% | 2.3% | 0 | - | - | 615 | 100.0% | 2.3% | 146 | 48.2% | 1.8% |
| Age | | | | | | | | | | | | |
| 15 à 24 ans | 260 | 23.5% | 3.5% | 111 | 22.5% | 3.0% | 150 | 24.3% | 4.1% | 89 | 29.4% | 2.8% |
| 25 à 34 ans | 158 | 14.3% | 2.1% | 83 | 16.9% | 2.2% | 75 | 12.2% | 1.9% | 50 | 16.7% | 1.5% |
| 35 à 49 ans | 265 | 23.9% | 2.1% | 128 | 26.0% | 2.0% | 137 | 22.3% | 2.1% | 90 | 29.9% | 1.5% |
| 50 à 64 ans | 250 | 22.5% | 2.0% | 113 | 22.9% | 1.9% | 137 | 22.2% | 2.2% | 67 | 22.2% | 1.7% |
| 65 ans et plus | 175 | 15.8% | 1.6% | 58 | 11.8% | 1.2% | 116 | 18.9% | 1.8% | 5 | 1.8% | 2.9% |
| Individu | | | | | | | | | | | | |
| Ménagère | 501 | 45.2% | 2.1% | 0 | - | - | 501 | 81.4% | 2.1% | 102 | 33.6% | 1.5% |
| Personne de Référence | 580 | 52.4% | 2.1% | 375 | 76.1% | 1.9% | 205 | 33.3% | 2.6% | 128 | 42.4% | 1.5% |
| Responsable des achats | 759 | 68.5% | 2.1% | 257 | 52.2% | 2.1% | 502 | 81.6% | 2.2% | 173 | 57.4% | 1.6% |
| PCS Individu | | | | | | | | | | | | |
| Agriculteurs | 6 | 0.5% | 1.1% | 4 | 0.8% | 1.2% | 2 | 0.3% | 0.9% | 0 | - | - |
| Petits patrons | 26 | 2.3% | 1.6% | 21 | 4.2% | 1.8% | 5 | 0.9% | 1.1% | 22 | 7.4% | 1.5% |
| Affaires et Cadres | 73 | 6.6% | 1.5% | 42 | 8.4% | 1.4% | 31 | 5.1% | 1.7% | 61 | 20.2% | 1.4% |
| Professions intermédiaires | 104 | 9.4% | 1.5% | 62 | 12.6% | 1.8% | 43 | 6.9% | 1.3% | 87 | 28.9% | 1.6% |
| Employés | 226 | 20.4% | 2.7% | 55 | 11.2% | 2.7% | 171 | 27.7% | 2.7% | 37 | 12.3% | 2.1% |
| Ouvriers | 204 | 18.4% | 3.2% | 153 | 31.2% | 3.1% | 51 | 8.2% | 3.4% | 10 | 3.4% | 2.4% |
| Retraités | 203 | 18.4% | 1.6% | 78 | 15.8% | 1.3% | 125 | 20.4% | 1.9% | 9 | 2.8% | 3.6% |
| Autres inactifs | 265 | 23.9% | 2.6% | 78 | 15.8% | 2.2% | 187 | 30.5% | 2.9% | 76 | 25.1% | 2.4% |
| PCS Personne de Référence | | | | | | | | | | | | |
| Agriculteurs | 11 | 1.0% | 1.4% | 4 | 0.8% | 1.0% | 7 | 1.2% | 1.8% | 0 | - | - |
| Petits patrons | 47 | 4.3% | 1.8% | 28 | 5.7% | 2.0% | 19 | 3.1% | 1.5% | 47 | 15.7% | 1.8% |
| Affaires et Cadres | 107 | 9.7% | 1.6% | 52 | 10.5% | 1.5% | 56 | 9.1% | 1.7% | 107 | 35.6% | 1.6% |
| Professions intermédiaires | 147 | 13.3% | 2.0% | 77 | 15.6% | 2.0% | 71 | 11.5% | 2.0% | 147 | 48.8% | 2.0% |
| Employés | 149 | 13.4% | 2.8% | 59 | 12.0% | 2.6% | 89 | 14.5% | 2.9% | 0 | - | - |
| Ouvriers | 295 | 26.6% | 3.1% | 150 | 30.4% | 3.1% | 145 | 23.6% | 3.2% | 0 | - | - |
| Retraités | 252 | 22.7% | 1.7% | 90 | 18.3% | 1.4% | 162 | 26.3% | 2.0% | 0 | - | - |
| Autres inactifs | 99 | 8.9% | 2.5% | 33 | 6.7% | 2.2% | 66 | 10.7% | 2.7% | 0 | - | - |

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| | Milliers | Structure | Pénétration | Milliers | Structure | Pénétration | Milliers | Structure | Pénétration | Milliers | Structure | Pénétration |
| Taille du Foyer | | | | | | | | | | | | |
| 1 personne | 178 | 16.1% | 1.9% | 70 | 14.3% | 1.7% | 108 | 17.6% | 2.0% | 15 | 5.0% | 0.9% |
| 2 personnes | 379 | 34.2% | 2.1% | 160 | 32.5% | 1.8% | 219 | 35.6% | 2.4% | 88 | 29.0% | 2.0% |
| 3 personnes | 210 | 19.0% | 2.3% | 102 | 20.7% | 2.2% | 108 | 17.6% | 2.3% | 59 | 19.6% | 1.6% |
| 4 personnes | 213 | 19.2% | 2.3% | 86 | 17.4% | 1.9% | 127 | 20.6% | 2.8% | 88 | 29.0% | 1.9% |
| 5 personnes et + | 128 | 11.6% | 2.4% | 75 | 15.2% | 3.0% | 53 | 8.6% | 1.9% | 52 | 17.4% | 2.1% |
| Présence d'enfants de moins de 15 ans | | | | | | | | | | | | |
| Oui | 388 | 35.0% | 2.5% | 171 | 34.8% | 2.4% | 216 | 35.1% | 2.6% | 133 | 44.2% | 1.7% |
| Non | 720 | 65.0% | 2.0% | 321 | 65.2% | 1.9% | 399 | 64.9% | 2.2% | 168 | 55.8% | 1.8% |
| Habitat | | | | | | | | | | | | |
| Communes rurales | 227 | 20.4% | 1.9% | 93 | 18.8% | 1.7% | 134 | 21.8% | 2.2% | 65 | 21.5% | 1.9% |
| Agglo. - 20 000 hab | 219 | 19.7% | 2.4% | 105 | 21.4% | 2.5% | 113 | 18.4% | 2.4% | 59 | 19.4% | 2.3% |
| Agglo. 20 000 à 100 000 hab | 190 | 17.1% | 2.8% | 105 | 21.4% | 3.1% | 85 | 13.7% | 2.5% | 39 | 13.0% | 2.0% |
| Agglo. + 100 000 hab | 287 | 25.9% | 1.9% | 103 | 20.9% | 1.4% | 184 | 29.9% | 2.3% | 78 | 25.7% | 1.5% |
| Agglo. Paris | 185 | 16.7% | 2.2% | 86 | 17.6% | 2.2% | 99 | 16.1% | 2.2% | 62 | 20.4% | 1.6% |

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| | Milliers | Structure | Pénétration | Milliers | Structure | Pénétration | Milliers | Structure | Pénétration | Milliers | Structure | Pénétration |
| Région d'habitation | | | | | | | | | | | | |
| Ile-de-France | 200 | 18.0% | 2.1% | 93 | 18.9% | 2.1% | 107 | 17.4% | 2.2% | 68 | 22.4% | 1.6% |
| Nord-Pas-de-Calais | 87 | 7.9% | 2.7% | 42 | 8.6% | 2.8% | 45 | 7.3% | 2.7% | 16 | 5.2% | 1.7% |
| Lorraine | 39 | 3.5% | 2.0% | 23 | 4.6% | 2.4% | 17 | 2.7% | 1.6% | 13 | 4.2% | 2.3% |
| Alsace | 21 | 1.9% | 1.4% | 11 | 2.3% | 1.6% | 10 | 1.6% | 1.3% | 6 | 2.1% | 1.3% |
| Franche-Comté | 14 | 1.3% | 1.5% | 7 | 1.4% | 1.5% | 7 | 1.2% | 1.5% | 4 | 1.2% | 1.4% |
| Champagne-Ardenne | 26 | 2.3% | 2.4% | 9 | 1.9% | 1.8% | 16 | 2.7% | 2.9% | 7 | 2.3% | 2.1% |
| Picardie | 33 | 3.0% | 2.2% | 11 | 2.2% | 1.5% | 22 | 3.6% | 2.8% | 4 | 1.4% | 0.9% |
| Bourgogne | 37 | 3.4% | 2.7% | 18 | 3.7% | 2.8% | 19 | 3.1% | 2.7% | 3 | 1.0% | 0.8% |
| Haute-Normandie | 24 | 2.1% | 1.6% | 11 | 2.2% | 1.5% | 13 | 2.1% | 1.7% | 9 | 3.1% | 2.2% |
| Basse-Normandie | 33 | 3.0% | 2.7% | 18 | 3.7% | 3.1% | 15 | 2.4% | 2.4% | 7 | 2.4% | 2.2% |
| Centre | 56 | 5.0% | 2.7% | 26 | 5.2% | 2.6% | 30 | 4.9% | 2.8% | 12 | 3.8% | 1.8% |
| Pays de la Loire | 72 | 6.5% | 2.5% | 45 | 9.1% | 3.3% | 27 | 4.4% | 1.8% | 30 | 9.8% | 3.6% |
| Bretagne | 53 | 4.7% | 2.0% | 18 | 3.6% | 1.4% | 35 | 5.7% | 2.6% | 15 | 5.0% | 2.0% |
| Poitou-Charentes | 42 | 3.8% | 2.9% | 13 | 2.7% | 1.9% | 29 | 4.7% | 3.8% | 5 | 1.6% | 1.3% |
| Aquitaine | 50 | 4.5% | 1.9% | 26 | 5.3% | 2.1% | 24 | 3.9% | 1.7% | 13 | 4.3% | 1.6% |
| Midi-Pyrénées | 36 | 3.2% | 1.5% | 13 | 2.6% | 1.1% | 23 | 3.8% | 1.9% | 15 | 4.8% | 1.8% |
| Limousin | 12 | 1.0% | 1.8% | 7 | 1.3% | 2.2% | 5 | 0.8% | 1.5% | 1 | 0.5% | 0.9% |
| Auvergne | 36 | 3.2% | 3.2% | 11 | 2.2% | 2.0% | 25 | 4.0% | 4.2% | 10 | 3.4% | 3.5% |
| Rhône-Alpes | 106 | 9.5% | 2.1% | 42 | 8.6% | 1.7% | 63 | 10.3% | 2.4% | 29 | 9.6% | 1.6% |
| Languedoc-Roussillon | 59 | 5.4% | 2.7% | 19 | 3.8% | 1.8% | 41 | 6.6% | 3.6% | 16 | 5.4% | 2.5% |
| Provence-Alpes-Côte-d'Azur-Corse | 73 | 6.5% | 1.7% | 30 | 6.1% | 1.5% | 42 | 6.9% | 1.9% | 20 | 6.5% | 1.4% |
| Habitudes de connexion Internet | | | | | | | | | | | | |
| Tous les jours | 565 | 51.0% | 2.1% | 265 | 53.8% | 1.9% | 300 | 48.8% | 2.2% | 214 | 70.9% | 1.7% |
| Presque tous les jours | 156 | 14.0% | 2.5% | 67 | 13.6% | 2.3% | 89 | 14.4% | 2.7% | 52 | 17.3% | 2.2% |
| 1 à 2 fois par semaine | 91 | 8.2% | 2.8% | 54 | 10.9% | 3.7% | 37 | 6.1% | 2.1% | 21 | 6.8% | 2.2% |
| 1 à 3 fois par mois | 28 | 2.5% | 3.3% | 8 | 1.6% | 2.3% | 20 | 3.2% | 3.9% | 2 | 0.7% | 1.4% |
| Moins souvent | 37 | 3.3% | 2.7% | 19 | 3.8% | 2.9% | 18 | 2.9% | 2.6% | 4 | 1.4% | 3.2% |
| Jamais | 0 | - | - | 0 | - | - | 0 | - | - | 0 | - | - |

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| Revenus du Foyer | | | | | | | | | | | | |
| Moins de 9 000 euros par an | 62 | 5.6% | 2.9% | 27 | 5.4% | 3.1% | 35 | 5.8% | 2.8% | 6 | 2.0% | 3.2% |
| De 9 000 à moins de 12 000 euros par an | 118 | 10.7% | 3.6% | 34 | 6.8% | 3.0% | 85 | 13.8% | 3.9% | 2 | 0.6% | 0.8% |
| De 12 000 à moins de 18 000 euros par an | 179 | 16.2% | 2.8% | 66 | 13.4% | 2.4% | 113 | 18.4% | 3.0% | 19 | 6.4% | 2.5% |
| De 18 000 à moins de 24 000 euros par an | 141 | 12.8% | 1.9% | 69 | 14.0% | 2.0% | 72 | 11.7% | 1.8% | 26 | 8.5% | 1.6% |
| De 24 000 à moins de 36 000 euros par an | 223 | 20.2% | 1.9% | 96 | 19.4% | 1.7% | 128 | 20.8% | 2.1% | 62 | 20.4% | 1.7% |
| De 36 000 à moins de 45 000 euros par an | 122 | 11.0% | 1.9% | 66 | 13.3% | 1.8% | 56 | 9.1% | 1.9% | 58 | 19.2% | 1.9% |
| De 45 000 à moins de 65 000 euros par an | 118 | 10.6% | 2.0% | 64 | 13.0% | 1.9% | 54 | 8.7% | 2.0% | 76 | 25.1% | 2.1% |
| De 65 000 à moins de 80 000 euros par an | 32 | 2.9% | 2.1% | 19 | 3.8% | 2.1% | 13 | 2.1% | 2.1% | 24 | 8.1% | 2.2% |
| De 80 000 à moins de 115 000 euros par an | 11 | 1.0% | 1.2% | 10 | 2.0% | 1.6% | 2 | 0.3% | 0.4% | 9 | 3.0% | 1.1% |
| 115 000 euros et plus par an | 4 | 0.4% | 0.9% | 1 | 0.2% | 0.3% | 3 | 0.5% | 1.6% | 4 | 1.3% | 1.0% |
| Refus | 61 | 5.5% | 1.9% | 20 | 4.1% | 1.5% | 41 | 6.6% | 2.2% | 13 | 4.3% | 1.1% |
| Ne sait pas | 36 | 3.2% | 2.5% | 22 | 4.5% | 3.6% | 13 | 2.1% | 1.6% | 4 | 1.2% | 0.7% |