

| | Ensemble | | | Hommes | | | Femmes | | | FoyersCSP+ | | |
|-----------------------------------|----------|-----------|-------------|----------|-----------|-------------|----------|-----------|-------------|------------|-----------|-------------|
| | Milliers | Structure | Pénétration | Milliers | Structure | Pénétration | Milliers | Structure | Pénétration | Milliers | Structure | Pénétration |
| Ensemble | 1523 | 100.0% | 3.0% | 219 | 100.0% | 0.9% | 1304 | 100.0% | 4.9% | 694 | 100.0% | 4.1% |
| Sexe | | | | | | | | | | | | |
| Homme | 219 | 14.4% | 0.9% | 219 | 100.0% | 0.9% | 0 | - | - | 97 | 14.0% | 1.1% |
| Femme | 1304 | 85.6% | 4.9% | 0 | - | - | 1304 | 100.0% | 4.9% | 597 | 86.0% | 7.3% |
| Age | | | | | | | | | | | | |
| 15 à 24 ans | 612 | 40.2% | 8.3% | 45 | 20.7% | 1.2% | 567 | 43.5% | 15.5% | 298 | 42.9% | 9.5% |
| 25 à 34 ans | 390 | 25.6% | 5.1% | 51 | 23.2% | 1.3% | 339 | 26.0% | 8.7% | 177 | 25.5% | 5.2% |
| 35 à 49 ans | 338 | 22.2% | 2.7% | 64 | 29.3% | 1.0% | 274 | 21.0% | 4.3% | 159 | 22.9% | 2.6% |
| 50 à 64 ans | 145 | 9.5% | 1.2% | 48 | 22.0% | 0.8% | 97 | 7.4% | 1.5% | 60 | 8.7% | 1.5% |
| 65 ans et plus | 37 | 2.5% | 0.3% | 10 | 4.8% | 0.2% | 27 | 2.1% | 0.4% | 0 | - | - |
| Individu | | | | | | | | | | | | |
| Ménagère | 817 | 53.6% | 3.5% | 0 | - | - | 817 | 62.7% | 3.5% | 343 | 49.4% | 5.0% |
| Personne de Référence | 471 | 31.0% | 1.7% | 176 | 80.3% | 0.9% | 296 | 22.7% | 3.7% | 155 | 22.4% | 1.8% |
| Responsable des achats | 983 | 64.6% | 2.8% | 139 | 63.6% | 1.1% | 844 | 64.7% | 3.7% | 396 | 57.0% | 3.7% |
| PCS Individu | | | | | | | | | | | | |
| Agriculteurs | 5 | 0.3% | 0.9% | 0 | - | - | 5 | 0.4% | 2.3% | 0 | - | - |
| Petits patrons | 49 | 3.2% | 2.9% | 16 | 7.4% | 1.4% | 32 | 2.5% | 6.6% | 38 | 5.5% | 2.6% |
| Affaires et Cadres | 121 | 7.9% | 2.5% | 24 | 11.2% | 0.8% | 96 | 7.4% | 5.2% | 102 | 14.7% | 2.4% |
| Professions intermédiaires | 231 | 15.2% | 3.4% | 44 | 20.1% | 1.3% | 187 | 14.4% | 5.7% | 182 | 26.2% | 3.3% |
| Employés | 389 | 25.5% | 4.6% | 31 | 14.3% | 1.5% | 357 | 27.4% | 5.7% | 107 | 15.3% | 5.9% |
| Ouvriers | 117 | 7.7% | 1.8% | 42 | 19.0% | 0.8% | 76 | 5.8% | 5.1% | 4 | 0.5% | 0.9% |
| Retraités | 47 | 3.1% | 0.4% | 17 | 7.7% | 0.3% | 30 | 2.3% | 0.5% | 1 | 0.2% | 0.5% |
| Autres inactifs | 565 | 37.1% | 5.6% | 44 | 20.3% | 1.3% | 520 | 39.9% | 8.0% | 260 | 37.4% | 8.4% |
| PCS Personne de Référence | | | | | | | | | | | | |
| Agriculteurs | 14 | 0.9% | 1.7% | 0 | - | - | 14 | 1.1% | 3.4% | 0 | - | - |
| Petits patrons | 99 | 6.5% | 3.8% | 17 | 7.7% | 1.2% | 82 | 6.3% | 6.5% | 99 | 14.2% | 3.8% |
| Affaires et Cadres | 285 | 18.7% | 4.2% | 38 | 17.2% | 1.1% | 247 | 18.9% | 7.4% | 285 | 41.0% | 4.2% |
| Professions intermédiaires | 311 | 20.4% | 4.2% | 43 | 19.4% | 1.1% | 269 | 20.6% | 7.5% | 311 | 44.8% | 4.2% |
| Employés | 262 | 17.2% | 4.9% | 37 | 16.8% | 1.6% | 225 | 17.3% | 7.4% | 0 | - | - |
| Ouvriers | 307 | 20.2% | 3.2% | 42 | 19.4% | 0.9% | 265 | 20.3% | 5.8% | 0 | - | - |
| Retraités | 103 | 6.7% | 0.7% | 28 | 12.8% | 0.4% | 74 | 5.7% | 0.9% | 0 | - | - |
| Autres inactifs | 143 | 9.4% | 3.7% | 15 | 6.7% | 1.0% | 128 | 9.8% | 5.3% | 0 | - | - |

| | Ensemble | | | Hommes | | | Femmes | | | FoyersCSP+ | | |
|--|----------|-----------|-------------|----------|-----------|-------------|----------|-----------|-------------|------------|-----------|-------------|
| | Milliers | Structure | Pénétration | Milliers | Structure | Pénétration | Milliers | Structure | Pénétration | Milliers | Structure | Pénétration |
| Taille du Foyer | | | | | | | | | | | | |
| 1 personne | 181 | 11.9% | 1.9% | 43 | 19.8% | 1.1% | 137 | 10.5% | 2.6% | 59 | 8.4% | 3.4% |
| 2 personnes | 350 | 23.0% | 1.9% | 64 | 29.2% | 0.7% | 286 | 22.0% | 3.1% | 147 | 21.2% | 3.4% |
| 3 personnes | 346 | 22.7% | 3.7% | 38 | 17.2% | 0.8% | 309 | 23.7% | 6.5% | 161 | 23.1% | 4.2% |
| 4 personnes | 356 | 23.4% | 3.9% | 39 | 17.7% | 0.8% | 317 | 24.3% | 6.9% | 183 | 26.4% | 3.9% |
| 5 personnes et + | 290 | 19.0% | 5.5% | 35 | 16.1% | 1.4% | 254 | 19.5% | 9.1% | 145 | 20.9% | 5.9% |
| Présence d'enfants de moins de 15 ans | | | | | | | | | | | | |
| Oui | 649 | 42.6% | 4.1% | 73 | 33.4% | 1.0% | 575 | 44.1% | 6.8% | 299 | 43.1% | 3.9% |
| Non | 874 | 57.4% | 2.5% | 146 | 66.6% | 0.8% | 728 | 55.9% | 4.0% | 395 | 56.9% | 4.3% |
| Habitat | | | | | | | | | | | | |
| Communes rurales | 183 | 12.0% | 1.6% | 32 | 14.5% | 0.6% | 151 | 11.6% | 2.5% | 69 | 10.0% | 2.1% |
| Agglo. - 20 000 hab | 192 | 12.6% | 2.2% | 30 | 13.8% | 0.7% | 162 | 12.4% | 3.4% | 77 | 11.0% | 3.0% |
| Agglo. 20 000 à 100 000 hab | 196 | 12.9% | 2.9% | 31 | 14.4% | 0.9% | 164 | 12.6% | 4.8% | 79 | 11.4% | 4.0% |
| Agglo. + 100 000 hab | 555 | 36.5% | 3.7% | 70 | 31.8% | 1.0% | 486 | 37.2% | 6.1% | 260 | 37.4% | 5.0% |
| Agglo. Paris | 396 | 26.0% | 4.7% | 56 | 25.6% | 1.4% | 340 | 26.1% | 7.7% | 209 | 30.2% | 5.4% |

| | Ensemble | | | Hommes | | | Femmes | | | FoyersCSP+ | | |
|--|----------|-----------|-------------|----------|-----------|-------------|----------|-----------|-------------|------------|-----------|-------------|
| | Milliers | Structure | Pénétration | Milliers | Structure | Pénétration | Milliers | Structure | Pénétration | Milliers | Structure | Pénétration |
| Région d'habitation | | | | | | | | | | | | |
| Ile-de-France | 417 | 27.4% | 4.4% | 61 | 28.0% | 1.4% | 356 | 27.3% | 7.2% | 221 | 31.9% | 5.1% |
| Nord-Pas-de-Calais | 67 | 4.4% | 2.1% | 8 | 3.6% | 0.5% | 59 | 4.5% | 3.5% | 18 | 2.6% | 2.0% |
| Lorraine | 52 | 3.4% | 2.7% | 11 | 5.0% | 1.2% | 41 | 3.2% | 4.1% | 25 | 3.6% | 4.5% |
| Alsace | 49 | 3.2% | 3.2% | 12 | 5.5% | 1.6% | 37 | 2.9% | 4.8% | 19 | 2.7% | 3.8% |
| Franche-Comté | 21 | 1.4% | 2.2% | 2 | 1.1% | 0.5% | 19 | 1.4% | 3.8% | 13 | 1.8% | 4.8% |
| Champagne-Ardenne | 36 | 2.4% | 3.3% | 9 | 4.0% | 1.7% | 28 | 2.1% | 4.9% | 13 | 1.9% | 4.1% |
| Picardie | 40 | 2.6% | 2.6% | 2 | 1.1% | 0.3% | 37 | 2.9% | 4.7% | 15 | 2.2% | 3.5% |
| Bourgogne | 24 | 1.6% | 1.7% | 0 | 0.1% | 0.0% | 23 | 1.8% | 3.3% | 11 | 1.6% | 3.0% |
| Haute-Normandie | 32 | 2.1% | 2.2% | 0 | - | - | 32 | 2.5% | 4.2% | 16 | 2.3% | 3.8% |
| Basse-Normandie | 23 | 1.5% | 1.9% | 4 | 1.7% | 0.7% | 19 | 1.5% | 3.0% | 11 | 1.6% | 3.3% |
| Centre | 44 | 2.9% | 2.1% | 11 | 5.2% | 1.1% | 33 | 2.5% | 3.0% | 22 | 3.2% | 3.5% |
| Pays de la Loire | 80 | 5.3% | 2.8% | 16 | 7.1% | 1.1% | 65 | 5.0% | 4.3% | 46 | 6.6% | 5.6% |
| Bretagne | 58 | 3.8% | 2.2% | 10 | 4.7% | 0.8% | 48 | 3.7% | 3.5% | 23 | 3.4% | 3.0% |
| Poitou-Charentes | 38 | 2.5% | 2.6% | 5 | 2.4% | 0.8% | 33 | 2.5% | 4.3% | 10 | 1.5% | 2.8% |
| Aquitaine | 54 | 3.5% | 2.0% | 5 | 2.3% | 0.4% | 49 | 3.7% | 3.4% | 32 | 4.6% | 4.0% |
| Midi-Pyrénées | 78 | 5.1% | 3.3% | 6 | 2.8% | 0.5% | 72 | 5.5% | 5.8% | 39 | 5.6% | 4.8% |
| Limousin | 6 | 0.4% | 0.9% | 1 | 0.5% | 0.4% | 5 | 0.4% | 1.4% | 4 | 0.5% | 2.4% |
| Auvergne | 17 | 1.1% | 1.5% | 2 | 1.0% | 0.4% | 14 | 1.1% | 2.5% | 5 | 0.7% | 1.5% |
| Rhône-Alpes | 145 | 9.5% | 2.9% | 14 | 6.2% | 0.6% | 131 | 10.1% | 5.0% | 45 | 6.5% | 2.5% |
| Languedoc-Roussillon | 67 | 4.4% | 3.1% | 10 | 4.5% | 1.0% | 57 | 4.3% | 5.0% | 26 | 3.8% | 4.1% |
| Provence-Alpes-Côte-d'Azur-Corse | 175 | 11.5% | 4.1% | 29 | 13.1% | 1.4% | 146 | 11.2% | 6.4% | 80 | 11.5% | 5.6% |
| Habitudes de connexion Internet | | | | | | | | | | | | |
| Tous les jours | 1065 | 70.0% | 3.9% | 153 | 69.8% | 1.1% | 912 | 70.0% | 6.7% | 556 | 80.0% | 4.3% |
| Presque tous les jours | 214 | 14.0% | 3.5% | 16 | 7.5% | 0.6% | 197 | 15.1% | 6.1% | 95 | 13.6% | 4.1% |
| 1 à 2 fois par semaine | 76 | 5.0% | 2.3% | 14 | 6.3% | 0.9% | 62 | 4.7% | 3.5% | 20 | 2.9% | 2.1% |
| 1 à 3 fois par mois | 22 | 1.5% | 2.6% | 0 | - | - | 22 | 1.7% | 4.4% | 4 | 0.6% | 2.7% |
| Moins souvent | 26 | 1.7% | 1.9% | 5 | 2.4% | 0.8% | 21 | 1.6% | 2.9% | 4 | 0.6% | 2.9% |
| Jamais | 0 | - | - | 0 | - | - | 0 | - | - | 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 | 65 | 4.3% | 3.0% | 16 | 7.3% | 1.9% | 49 | 3.8% | 3.8% | 1 | 0.2% | 0.7% |
| De 9 000 à moins de 12 000 euros par an | 101 | 6.6% | 3.0% | 11 | 5.2% | 1.0% | 90 | 6.9% | 4.1% | 5 | 0.7% | 2.0% |
| De 12 000 à moins de 18 000 euros par an | 209 | 13.8% | 3.2% | 17 | 7.6% | 0.6% | 193 | 14.8% | 5.1% | 52 | 7.6% | 6.9% |
| De 18 000 à moins de 24 000 euros par an | 185 | 12.1% | 2.5% | 18 | 8.1% | 0.5% | 167 | 12.8% | 4.2% | 63 | 9.0% | 3.9% |
| De 24 000 à moins de 36 000 euros par an | 303 | 19.9% | 2.6% | 54 | 24.7% | 1.0% | 249 | 19.1% | 4.1% | 130 | 18.7% | 3.5% |
| De 36 000 à moins de 45 000 euros par an | 221 | 14.5% | 3.4% | 42 | 19.4% | 1.2% | 178 | 13.7% | 6.1% | 140 | 20.1% | 4.7% |
| De 45 000 à moins de 65 000 euros par an | 185 | 12.1% | 3.1% | 25 | 11.3% | 0.7% | 160 | 12.2% | 6.1% | 137 | 19.7% | 3.8% |
| De 65 000 à moins de 80 000 euros par an | 57 | 3.7% | 3.7% | 12 | 5.5% | 1.3% | 45 | 3.5% | 7.3% | 49 | 7.0% | 4.4% |
| De 80 000 à moins de 115 000 euros par an | 24 | 1.6% | 2.4% | 2 | 1.1% | 0.4% | 21 | 1.6% | 5.6% | 21 | 3.1% | 2.7% |
| 115 000 euros et plus par an | 18 | 1.2% | 3.9% | 2 | 0.8% | 0.7% | 16 | 1.2% | 8.8% | 18 | 2.6% | 4.7% |
| Refus | 98 | 6.5% | 3.1% | 16 | 7.1% | 1.2% | 83 | 6.3% | 4.4% | 48 | 6.9% | 4.2% |
| Ne sait pas | 56 | 3.7% | 3.9% | 4 | 1.9% | 0.7% | 52 | 4.0% | 6.4% | 31 | 4.4% | 6.4% |