

| | Ensemble | | | Hommes | | | Femmes | | | FoyersCSP+ | | |
|-----------------------------------|----------|-----------|-------------|----------|-----------|-------------|----------|-----------|-------------|------------|-----------|-------------|
| | Milliers | Structure | Pénétration | Milliers | Structure | Pénétration | Milliers | Structure | Pénétration | Milliers | Structure | Pénétration |
| Ensemble | 2508 | 100.0% | 4.9% | 848 | 100.0% | 3.5% | 1660 | 100.0% | 6.2% | 1020 | 100.0% | 6.0% |
| Sexe | | | | | | | | | | | | |
| Homme | 848 | 33.8% | 3.5% | 848 | 100.0% | 3.5% | 0 | - | - | 405 | 39.7% | 4.6% |
| Femme | 1660 | 66.2% | 6.2% | 0 | - | - | 1660 | 100.0% | 6.2% | 615 | 60.3% | 7.5% |
| Age | | | | | | | | | | | | |
| 15 à 24 ans | 477 | 19.0% | 6.5% | 166 | 19.6% | 4.5% | 311 | 18.7% | 8.5% | 199 | 19.5% | 6.3% |
| 25 à 34 ans | 538 | 21.4% | 7.0% | 195 | 23.0% | 5.1% | 343 | 20.7% | 8.8% | 247 | 24.2% | 7.2% |
| 35 à 49 ans | 717 | 28.6% | 5.7% | 255 | 30.1% | 4.1% | 462 | 27.9% | 7.2% | 363 | 35.6% | 5.9% |
| 50 à 64 ans | 535 | 21.3% | 4.4% | 175 | 20.7% | 3.0% | 360 | 21.7% | 5.7% | 202 | 19.8% | 5.0% |
| 65 ans et plus | 241 | 9.6% | 2.2% | 57 | 6.7% | 1.2% | 184 | 11.1% | 2.9% | 9 | 0.9% | 4.9% |
| Individu | | | | | | | | | | | | |
| Ménagère | 1420 | 56.6% | 6.1% | 0 | - | - | 1420 | 85.6% | 6.1% | 527 | 51.6% | 7.7% |
| Personne de Référence | 1038 | 41.4% | 3.7% | 673 | 79.4% | 3.3% | 365 | 22.0% | 4.6% | 414 | 40.6% | 4.9% |
| Responsable des achats | 1841 | 73.4% | 5.2% | 430 | 50.7% | 3.5% | 1411 | 85.0% | 6.1% | 728 | 71.3% | 6.8% |
| PCS Individu | | | | | | | | | | | | |
| Agriculteurs | 26 | 1.0% | 4.8% | 14 | 1.6% | 4.1% | 12 | 0.7% | 5.9% | 8 | 0.8% | 32.1% |
| Petits patrons | 116 | 4.6% | 7.1% | 65 | 7.7% | 5.6% | 51 | 3.1% | 10.5% | 99 | 9.7% | 6.7% |
| Affaires et Cadres | 259 | 10.3% | 5.4% | 129 | 15.3% | 4.4% | 130 | 7.8% | 7.1% | 228 | 22.4% | 5.3% |
| Professions intermédiaires | 402 | 16.0% | 6.0% | 155 | 18.3% | 4.4% | 247 | 14.9% | 7.6% | 317 | 31.1% | 5.7% |
| Employés | 628 | 25.0% | 7.5% | 113 | 13.3% | 5.4% | 514 | 31.0% | 8.2% | 170 | 16.7% | 9.4% |
| Ouvriers | 316 | 12.6% | 4.9% | 192 | 22.6% | 3.8% | 124 | 7.5% | 8.3% | 14 | 1.4% | 3.3% |
| Retraités | 297 | 11.8% | 2.4% | 71 | 8.3% | 1.2% | 226 | 13.6% | 3.4% | 9 | 0.9% | 3.9% |
| Autres inactifs | 464 | 18.5% | 4.6% | 109 | 12.9% | 3.1% | 355 | 21.4% | 5.4% | 175 | 17.1% | 5.6% |
| PCS Personne de Référence | | | | | | | | | | | | |
| Agriculteurs | 55 | 2.2% | 7.0% | 22 | 2.5% | 5.6% | 34 | 2.0% | 8.3% | 0 | - | - |
| Petits patrons | 205 | 8.2% | 7.8% | 81 | 9.6% | 5.9% | 124 | 7.5% | 9.9% | 205 | 20.1% | 7.8% |
| Affaires et Cadres | 369 | 14.7% | 5.4% | 148 | 17.4% | 4.2% | 221 | 13.3% | 6.6% | 369 | 36.2% | 5.4% |
| Professions intermédiaires | 446 | 17.8% | 6.0% | 177 | 20.8% | 4.5% | 270 | 16.3% | 7.5% | 446 | 43.8% | 6.0% |
| Employés | 335 | 13.3% | 6.3% | 110 | 13.0% | 4.9% | 225 | 13.5% | 7.3% | 0 | - | - |
| Ouvriers | 558 | 22.3% | 5.9% | 185 | 21.8% | 3.8% | 373 | 22.5% | 8.1% | 0 | - | - |
| Retraités | 412 | 16.4% | 2.8% | 94 | 11.1% | 1.4% | 319 | 19.2% | 4.0% | 0 | - | - |
| Autres inactifs | 127 | 5.1% | 3.3% | 32 | 3.8% | 2.2% | 95 | 5.7% | 3.9% | 0 | - | - |

Marmiton

Trimestriel, Lecture Dernière Période



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|--|----------|-----------|-------------|----------|-----------|-------------|----------|-----------|-------------|------------|-----------|-------------|
| | Milliers | Structure | Pénétration | Milliers | Structure | Pénétration | Milliers | Structure | Pénétration | Milliers | Structure | Pénétration |
| Taille du Foyer | | | | | | | | | | | | |
| 1 personne | 349 | 13.9% | 3.7% | 118 | 13.9% | 2.9% | 231 | 13.9% | 4.3% | 101 | 9.9% | 5.8% |
| 2 personnes | 783 | 31.2% | 4.3% | 249 | 29.4% | 2.8% | 534 | 32.2% | 5.8% | 273 | 26.8% | 6.3% |
| 3 personnes | 520 | 20.7% | 5.6% | 214 | 25.2% | 4.7% | 306 | 18.4% | 6.5% | 222 | 21.8% | 5.8% |
| 4 personnes | 520 | 20.7% | 5.7% | 160 | 18.9% | 3.5% | 360 | 21.7% | 7.8% | 266 | 26.1% | 5.7% |
| 5 personnes et + | 336 | 13.4% | 6.4% | 106 | 12.5% | 4.3% | 230 | 13.8% | 8.3% | 158 | 15.5% | 6.4% |
| Présence d'enfants de moins de 15 ans | | | | | | | | | | | | |
| Oui | 996 | 39.7% | 6.3% | 343 | 40.5% | 4.7% | 653 | 39.4% | 7.7% | 478 | 46.8% | 6.2% |
| Non | 1511 | 60.3% | 4.3% | 505 | 59.5% | 2.9% | 1007 | 60.6% | 5.5% | 543 | 53.2% | 5.8% |
| Habitat | | | | | | | | | | | | |
| Communes rurales | 622 | 24.8% | 5.3% | 192 | 22.7% | 3.5% | 430 | 25.9% | 7.0% | 215 | 21.1% | 6.5% |
| Agglo. - 20 000 hab | 459 | 18.3% | 5.1% | 161 | 19.0% | 3.8% | 297 | 17.9% | 6.3% | 168 | 16.5% | 6.6% |
| Agglo. 20 000 à 100 000 hab | 341 | 13.6% | 5.0% | 121 | 14.2% | 3.5% | 220 | 13.3% | 6.5% | 129 | 12.6% | 6.4% |
| Agglo. + 100 000 hab | 695 | 27.7% | 4.6% | 237 | 27.9% | 3.3% | 459 | 27.6% | 5.8% | 293 | 28.8% | 5.6% |
| Agglo. Paris | 391 | 15.6% | 4.6% | 137 | 16.1% | 3.4% | 254 | 15.3% | 5.7% | 214 | 21.0% | 5.5% |

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| | Milliers | Structure | Pénétration | Milliers | Structure | Pénétration | Milliers | Structure | Pénétration | Milliers | Structure | Pénétration |
| Région d'habitation | | | | | | | | | | | | |
| Ile-de-France | 438 | 17.5% | 4.6% | 149 | 17.6% | 3.3% | 289 | 17.4% | 5.8% | 232 | 22.8% | 5.4% |
| Nord-Pas-de-Calais | 111 | 4.4% | 3.5% | 34 | 4.0% | 2.2% | 77 | 4.7% | 4.6% | 37 | 3.6% | 4.1% |
| Lorraine | 70 | 2.8% | 3.6% | 35 | 4.1% | 3.7% | 35 | 2.1% | 3.5% | 26 | 2.5% | 4.7% |
| Alsace | 60 | 2.4% | 3.9% | 29 | 3.4% | 3.9% | 31 | 1.9% | 3.9% | 20 | 2.0% | 4.1% |
| Franche-Comté | 47 | 1.9% | 4.9% | 13 | 1.6% | 2.9% | 33 | 2.0% | 6.8% | 21 | 2.0% | 7.8% |
| Champagne-Ardenne | 46 | 1.8% | 4.2% | 14 | 1.7% | 2.7% | 31 | 1.9% | 5.5% | 17 | 1.7% | 5.4% |
| Picardie | 85 | 3.4% | 5.5% | 25 | 3.0% | 3.4% | 60 | 3.6% | 7.6% | 29 | 2.8% | 6.6% |
| Bourgogne | 57 | 2.3% | 4.2% | 15 | 1.8% | 2.4% | 42 | 2.5% | 5.9% | 18 | 1.8% | 5.1% |
| Haute-Normandie | 106 | 4.2% | 7.1% | 35 | 4.1% | 4.9% | 71 | 4.3% | 9.2% | 35 | 3.4% | 8.2% |
| Basse-Normandie | 76 | 3.0% | 6.3% | 32 | 3.8% | 5.6% | 44 | 2.6% | 7.0% | 24 | 2.3% | 7.1% |
| Centre | 136 | 5.4% | 6.6% | 51 | 6.0% | 5.1% | 86 | 5.2% | 7.9% | 68 | 6.7% | 10.8% |
| Pays de la Loire | 161 | 6.4% | 5.6% | 62 | 7.3% | 4.5% | 99 | 5.9% | 6.6% | 50 | 4.9% | 6.0% |
| Bretagne | 164 | 6.5% | 6.3% | 63 | 7.4% | 5.0% | 101 | 6.1% | 7.4% | 78 | 7.6% | 10.0% |
| Poitou-Charentes | 78 | 3.1% | 5.3% | 20 | 2.4% | 2.8% | 58 | 3.5% | 7.5% | 23 | 2.3% | 6.2% |
| Aquitaine | 119 | 4.7% | 4.4% | 31 | 3.6% | 2.4% | 88 | 5.3% | 6.3% | 64 | 6.3% | 7.9% |
| Midi-Pyrénées | 107 | 4.3% | 4.5% | 32 | 3.8% | 2.8% | 75 | 4.5% | 6.0% | 48 | 4.7% | 6.0% |
| Limousin | 43 | 1.7% | 6.8% | 23 | 2.7% | 7.7% | 20 | 1.2% | 6.0% | 15 | 1.5% | 9.4% |
| Auvergne | 56 | 2.2% | 5.0% | 16 | 1.9% | 2.9% | 40 | 2.4% | 6.8% | 17 | 1.7% | 5.8% |
| Rhône-Alpes | 239 | 9.5% | 4.8% | 73 | 8.6% | 3.0% | 166 | 10.0% | 6.4% | 96 | 9.4% | 5.3% |
| Languedoc-Roussillon | 85 | 3.4% | 3.9% | 21 | 2.5% | 2.1% | 64 | 3.9% | 5.6% | 27 | 2.7% | 4.2% |
| Provence-Alpes-Côte-d'Azur-Corse | 225 | 9.0% | 5.2% | 74 | 8.8% | 3.6% | 151 | 9.1% | 6.6% | 75 | 7.4% | 5.2% |
| Habitudes de connexion Internet | | | | | | | | | | | | |
| Tous les jours | 1691 | 67.4% | 6.1% | 639 | 75.4% | 4.6% | 1052 | 63.3% | 7.8% | 789 | 77.4% | 6.1% |
| Presque tous les jours | 349 | 13.9% | 5.7% | 91 | 10.8% | 3.2% | 257 | 15.5% | 7.9% | 152 | 14.9% | 6.5% |
| 1 à 2 fois par semaine | 169 | 6.7% | 5.2% | 53 | 6.3% | 3.7% | 116 | 7.0% | 6.5% | 43 | 4.2% | 4.6% |
| 1 à 3 fois par mois | 34 | 1.4% | 4.1% | 6 | 0.7% | 1.7% | 29 | 1.7% | 5.6% | 5 | 0.4% | 3.0% |
| Moins souvent | 48 | 1.9% | 3.6% | 6 | 0.7% | 0.9% | 43 | 2.6% | 6.1% | 8 | 0.8% | 6.2% |
| Jamais | 4 | 0.2% | 3.3% | 4 | 0.4% | 4.3% | 1 | 0.0% | 1.5% | 4 | 0.4% | 29.7% |

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| | Milliers | Structure | Pénétration | Milliers | Structure | Pénétration | Milliers | Structure | Pénétration | Milliers | Structure | Pénétration |
| Revenus du Foyer | | | | | | | | | | | | |
| Moins de 9 000 euros par an | 54 | 2.2% | 2.5% | 25 | 3.0% | 2.9% | 29 | 1.8% | 2.3% | 9 | 0.9% | 5.1% |
| De 9 000 à moins de 12 000 euros par an | 111 | 4.4% | 3.3% | 21 | 2.4% | 1.8% | 90 | 5.4% | 4.1% | 14 | 1.4% | 5.8% |
| De 12 000 à moins de 18 000 euros par an | 271 | 10.8% | 4.2% | 80 | 9.5% | 2.9% | 191 | 11.5% | 5.1% | 53 | 5.2% | 6.9% |
| De 18 000 à moins de 24 000 euros par an | 397 | 15.8% | 5.3% | 118 | 14.0% | 3.4% | 278 | 16.8% | 7.1% | 111 | 10.9% | 7.0% |
| De 24 000 à moins de 36 000 euros par an | 616 | 24.6% | 5.3% | 188 | 22.2% | 3.4% | 428 | 25.8% | 7.1% | 215 | 21.0% | 5.8% |
| De 36 000 à moins de 45 000 euros par an | 335 | 13.4% | 5.1% | 135 | 15.9% | 3.8% | 200 | 12.0% | 6.8% | 178 | 17.5% | 6.0% |
| De 45 000 à moins de 65 000 euros par an | 318 | 12.7% | 5.3% | 132 | 15.6% | 4.0% | 185 | 11.2% | 7.1% | 216 | 21.2% | 6.0% |
| De 65 000 à moins de 80 000 euros par an | 75 | 3.0% | 4.9% | 26 | 3.0% | 2.8% | 49 | 2.9% | 7.9% | 57 | 5.6% | 5.1% |
| De 80 000 à moins de 115 000 euros par an | 52 | 2.1% | 5.3% | 30 | 3.6% | 5.1% | 21 | 1.3% | 5.6% | 44 | 4.3% | 5.5% |
| 115 000 euros et plus par an | 12 | 0.5% | 2.7% | 9 | 1.0% | 3.2% | 3 | 0.2% | 1.8% | 12 | 1.2% | 3.2% |
| Refus | 190 | 7.6% | 5.9% | 53 | 6.2% | 4.0% | 138 | 8.3% | 7.3% | 82 | 8.1% | 7.2% |
| Ne sait pas | 76 | 3.0% | 5.3% | 30 | 3.5% | 4.7% | 47 | 2.8% | 5.7% | 28 | 2.7% | 5.8% |