

| | Ensemble | | | Hommes | | | Femmes | | | FoyersCSP+ | | |
|-----------------------------------|----------|-----------|-------------|----------|-----------|-------------|----------|-----------|-------------|------------|-----------|-------------|
| | Milliers | Structure | Pénétration | Milliers | Structure | Pénétration | Milliers | Structure | Pénétration | Milliers | Structure | Pénétration |
| Ensemble | 2804 | 100.0% | 5.5% | 1530 | 100.0% | 6.3% | 1275 | 100.0% | 4.8% | 1103 | 100.0% | 6.5% |
| Sexe | | | | | | | | | | | | |
| Homme | 1530 | 54.5% | 6.3% | 1530 | 100.0% | 6.3% | 0 | - | - | 640 | 58.0% | 7.3% |
| Femme | 1275 | 45.5% | 4.8% | 0 | - | - | 1275 | 100.0% | 4.8% | 463 | 42.0% | 5.7% |
| Age | | | | | | | | | | | | |
| 15 à 24 ans | 602 | 21.5% | 8.1% | 312 | 20.4% | 8.4% | 290 | 22.8% | 7.9% | 240 | 21.7% | 7.6% |
| 25 à 34 ans | 560 | 20.0% | 7.3% | 311 | 20.4% | 8.2% | 249 | 19.5% | 6.4% | 231 | 20.9% | 6.8% |
| 35 à 49 ans | 800 | 28.5% | 6.3% | 466 | 30.5% | 7.5% | 334 | 26.2% | 5.2% | 363 | 32.9% | 5.9% |
| 50 à 64 ans | 575 | 20.5% | 4.7% | 319 | 20.9% | 5.4% | 256 | 20.1% | 4.0% | 253 | 22.9% | 6.2% |
| 65 ans et plus | 267 | 9.5% | 2.4% | 121 | 7.9% | 2.5% | 146 | 11.4% | 2.3% | 17 | 1.5% | 8.9% |
| Individu | | | | | | | | | | | | |
| Ménagère | 1005 | 35.8% | 4.3% | 0 | - | - | 1005 | 78.9% | 4.3% | 358 | 32.4% | 5.3% |
| Personne de Référence | 1627 | 58.0% | 5.8% | 1191 | 77.9% | 5.9% | 436 | 34.2% | 5.5% | 608 | 55.1% | 7.2% |
| Responsable des achats | 1894 | 67.5% | 5.3% | 869 | 56.8% | 7.0% | 1025 | 80.4% | 4.5% | 694 | 62.9% | 6.5% |
| PCS Individu | | | | | | | | | | | | |
| Agriculteurs | 0 | - | - | 0 | - | - | 0 | - | - | 0 | - | - |
| Petits patrons | 89 | 3.2% | 5.4% | 78 | 5.1% | 6.7% | 11 | 0.8% | 2.2% | 79 | 7.2% | 5.4% |
| Affaires et Cadres | 359 | 12.8% | 7.5% | 231 | 15.1% | 7.9% | 128 | 10.0% | 6.9% | 318 | 28.8% | 7.4% |
| Professions intermédiaires | 473 | 16.9% | 7.0% | 270 | 17.6% | 7.7% | 204 | 16.0% | 6.3% | 382 | 34.7% | 6.8% |
| Employés | 628 | 22.4% | 7.5% | 229 | 14.9% | 11.0% | 400 | 31.4% | 6.4% | 104 | 9.4% | 5.7% |
| Ouvriers | 379 | 13.5% | 5.9% | 304 | 19.8% | 6.1% | 76 | 5.9% | 5.1% | 19 | 1.7% | 4.4% |
| Retraités | 314 | 11.2% | 2.5% | 152 | 9.9% | 2.5% | 162 | 12.7% | 2.5% | 13 | 1.1% | 5.4% |
| Autres inactifs | 562 | 20.0% | 5.6% | 267 | 17.4% | 7.6% | 295 | 23.1% | 4.5% | 189 | 17.1% | 6.1% |
| PCS Personne de Référence | | | | | | | | | | | | |
| Agriculteurs | 7 | 0.3% | 0.9% | 3 | 0.2% | 0.8% | 4 | 0.3% | 1.1% | 0 | - | - |
| Petits patrons | 132 | 4.7% | 5.0% | 87 | 5.7% | 6.3% | 46 | 3.6% | 3.6% | 132 | 12.0% | 5.0% |
| Affaires et Cadres | 469 | 16.7% | 6.9% | 275 | 18.0% | 7.9% | 194 | 15.2% | 5.8% | 469 | 42.5% | 6.9% |
| Professions intermédiaires | 502 | 17.9% | 6.7% | 279 | 18.2% | 7.1% | 223 | 17.5% | 6.2% | 502 | 45.5% | 6.7% |
| Employés | 521 | 18.6% | 9.8% | 238 | 15.6% | 10.6% | 283 | 22.2% | 9.3% | 0 | - | - |
| Ouvriers | 535 | 19.1% | 5.6% | 327 | 21.4% | 6.7% | 208 | 16.3% | 4.5% | 0 | - | - |
| Retraités | 416 | 14.8% | 2.8% | 198 | 12.9% | 3.0% | 219 | 17.2% | 2.7% | 0 | - | - |
| Autres inactifs | 221 | 7.9% | 5.7% | 124 | 8.1% | 8.4% | 97 | 7.6% | 4.0% | 0 | - | - |

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| | Milliers | Structure | Pénétration | Milliers | Structure | Pénétration | Milliers | Structure | Pénétration | Milliers | Structure | Pénétration |
| Taille du Foyer | | | | | | | | | | | | |
| 1 personne | 500 | 17.8% | 5.3% | 253 | 16.5% | 6.2% | 247 | 19.4% | 4.6% | 134 | 12.2% | 7.7% |
| 2 personnes | 782 | 27.9% | 4.3% | 448 | 29.3% | 5.1% | 334 | 26.2% | 3.6% | 291 | 26.4% | 6.8% |
| 3 personnes | 599 | 21.4% | 6.4% | 305 | 19.9% | 6.7% | 295 | 23.1% | 6.2% | 259 | 23.5% | 6.8% |
| 4 personnes | 529 | 18.9% | 5.8% | 296 | 19.4% | 6.5% | 233 | 18.2% | 5.0% | 257 | 23.3% | 5.5% |
| 5 personnes et + | 394 | 14.1% | 7.5% | 228 | 14.9% | 9.2% | 167 | 13.1% | 6.0% | 162 | 14.6% | 6.5% |
| Présence d'enfants de moins de 15 ans | | | | | | | | | | | | |
| Oui | 968 | 34.5% | 6.2% | 533 | 34.8% | 7.3% | 436 | 34.2% | 5.1% | 439 | 39.8% | 5.7% |
| Non | 1836 | 65.5% | 5.2% | 997 | 65.2% | 5.8% | 839 | 65.8% | 4.6% | 664 | 60.2% | 7.1% |
| Habitat | | | | | | | | | | | | |
| Communes rurales | 120 | 4.3% | 1.0% | 76 | 5.0% | 1.4% | 44 | 3.4% | 0.7% | 50 | 4.5% | 1.5% |
| Agglo. - 20 000 hab | 142 | 5.0% | 1.6% | 98 | 6.4% | 2.3% | 44 | 3.4% | 0.9% | 64 | 5.8% | 2.5% |
| Agglo. 20 000 à 100 000 hab | 89 | 3.2% | 1.3% | 70 | 4.6% | 2.0% | 19 | 1.5% | 0.6% | 46 | 4.2% | 2.3% |
| Agglo. + 100 000 hab | 1058 | 37.7% | 7.0% | 567 | 37.1% | 7.8% | 491 | 38.5% | 6.2% | 363 | 32.9% | 7.0% |
| Agglo. Paris | 1396 | 49.8% | 16.6% | 719 | 47.0% | 17.9% | 677 | 53.1% | 15.3% | 579 | 52.5% | 15.0% |

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| Région d'habitation | | | | | | | | | | | | |
| Ile-de-France | 1471 | 52.5% | 15.6% | 773 | 50.6% | 17.2% | 698 | 54.7% | 14.1% | 616 | 55.8% | 14.2% |
| Nord-Pas-de-Calais | 170 | 6.1% | 5.3% | 90 | 5.9% | 5.9% | 81 | 6.3% | 4.8% | 65 | 5.9% | 7.1% |
| Lorraine | 50 | 1.8% | 2.6% | 26 | 1.7% | 2.8% | 24 | 1.8% | 2.4% | 25 | 2.3% | 4.6% |
| Alsace | 57 | 2.0% | 3.7% | 40 | 2.6% | 5.4% | 17 | 1.3% | 2.2% | 18 | 1.6% | 3.7% |
| Franche-Comté | 1 | 0.0% | 0.1% | 0 | 0.0% | 0.0% | 1 | 0.1% | 0.1% | 1 | 0.0% | 0.2% |
| Champagne-Ardenne | 7 | 0.2% | 0.6% | 4 | 0.2% | 0.7% | 3 | 0.3% | 0.6% | 4 | 0.4% | 1.2% |
| Picardie | 22 | 0.8% | 1.5% | 17 | 1.1% | 2.2% | 6 | 0.4% | 0.7% | 12 | 1.0% | 2.7% |
| Bourgogne | 5 | 0.2% | 0.4% | 4 | 0.3% | 0.6% | 1 | 0.1% | 0.2% | 3 | 0.2% | 0.7% |
| Haute-Normandie | 10 | 0.3% | 0.7% | 2 | 0.1% | 0.3% | 8 | 0.6% | 1.0% | 1 | 0.1% | 0.2% |
| Basse-Normandie | 4 | 0.2% | 0.4% | 4 | 0.3% | 0.7% | 0 | 0.0% | 0.0% | 2 | 0.2% | 0.6% |
| Centre | 25 | 0.9% | 1.2% | 16 | 1.0% | 1.6% | 9 | 0.7% | 0.9% | 13 | 1.1% | 2.0% |
| Pays de la Loire | 78 | 2.8% | 2.7% | 42 | 2.8% | 3.1% | 36 | 2.8% | 2.4% | 30 | 2.7% | 3.6% |
| Bretagne | 69 | 2.5% | 2.7% | 33 | 2.2% | 2.7% | 36 | 2.8% | 2.7% | 22 | 2.0% | 2.9% |
| Poitou-Charentes | 1 | 0.0% | 0.1% | 1 | 0.1% | 0.1% | 0 | 0.0% | 0.1% | 0 | 0.0% | 0.0% |
| Aquitaine | 79 | 2.8% | 2.9% | 56 | 3.7% | 4.4% | 22 | 1.7% | 1.6% | 22 | 2.0% | 2.8% |
| Midi-Pyrénées | 148 | 5.3% | 6.2% | 87 | 5.7% | 7.6% | 61 | 4.8% | 4.9% | 55 | 5.0% | 6.8% |
| Limousin | 1 | 0.0% | 0.1% | 0 | 0.0% | 0.1% | 1 | 0.0% | 0.2% | 0 | 0.0% | 0.1% |
| Auvergne | 2 | 0.1% | 0.2% | 2 | 0.1% | 0.4% | 0 | 0.0% | 0.0% | 1 | 0.1% | 0.4% |
| Rhône-Alpes | 251 | 9.0% | 5.0% | 135 | 8.8% | 5.6% | 117 | 9.1% | 4.5% | 93 | 8.5% | 5.2% |
| Languedoc-Roussillon | 29 | 1.0% | 1.3% | 20 | 1.3% | 2.0% | 9 | 0.7% | 0.8% | 11 | 1.0% | 1.7% |
| Provence-Alpes-Côte-d'Azur-Corse | 324 | 11.5% | 7.5% | 177 | 11.6% | 8.7% | 147 | 11.5% | 6.4% | 110 | 9.9% | 7.7% |
| Habitudes de connexion Internet | | | | | | | | | | | | |
| Tous les jours | 1838 | 65.6% | 6.7% | 1036 | 67.7% | 7.4% | 802 | 62.9% | 5.9% | 888 | 80.5% | 6.9% |
| Presque tous les jours | 342 | 12.2% | 5.6% | 175 | 11.4% | 6.1% | 167 | 13.1% | 5.1% | 134 | 12.1% | 5.7% |
| 1 à 2 fois par semaine | 175 | 6.3% | 5.4% | 86 | 5.6% | 5.9% | 89 | 7.0% | 5.0% | 53 | 4.8% | 5.6% |
| 1 à 3 fois par mois | 44 | 1.6% | 5.2% | 17 | 1.1% | 5.2% | 27 | 2.1% | 5.3% | 5 | 0.4% | 3.1% |
| Moins souvent | 50 | 1.8% | 3.7% | 22 | 1.5% | 3.5% | 27 | 2.1% | 3.9% | 3 | 0.3% | 2.1% |
| Jamais | 3 | 0.1% | 2.4% | 3 | 0.2% | 3.5% | 0 | 0.0% | 0.6% | 0 | - | - |

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| Revenus du Foyer | | | | | | | | | | | | |
| Moins de 9 000 euros par an | 131 | 4.7% | 6.1% | 63 | 4.1% | 7.3% | 68 | 5.3% | 5.3% | 9 | 0.9% | 5.1% |
| De 9 000 à moins de 12 000 euros par an | 127 | 4.5% | 3.8% | 63 | 4.1% | 5.6% | 64 | 5.0% | 2.9% | 11 | 1.0% | 4.4% |
| De 12 000 à moins de 18 000 euros par an | 342 | 12.2% | 5.3% | 152 | 9.9% | 5.5% | 190 | 14.9% | 5.0% | 50 | 4.5% | 6.6% |
| De 18 000 à moins de 24 000 euros par an | 377 | 13.4% | 5.0% | 210 | 13.8% | 6.0% | 166 | 13.1% | 4.2% | 110 | 10.0% | 6.9% |
| De 24 000 à moins de 36 000 euros par an | 591 | 21.1% | 5.1% | 336 | 22.0% | 6.1% | 255 | 20.0% | 4.2% | 211 | 19.2% | 5.7% |
| De 36 000 à moins de 45 000 euros par an | 402 | 14.3% | 6.2% | 225 | 14.7% | 6.3% | 176 | 13.8% | 6.0% | 194 | 17.6% | 6.5% |
| De 45 000 à moins de 65 000 euros par an | 387 | 13.8% | 6.5% | 227 | 14.8% | 6.8% | 160 | 12.6% | 6.1% | 242 | 21.9% | 6.8% |
| De 65 000 à moins de 80 000 euros par an | 119 | 4.2% | 7.7% | 79 | 5.2% | 8.7% | 39 | 3.1% | 6.4% | 100 | 9.0% | 8.9% |
| De 80 000 à moins de 115 000 euros par an | 79 | 2.8% | 8.1% | 56 | 3.7% | 9.5% | 23 | 1.8% | 6.0% | 72 | 6.5% | 9.0% |
| 115 000 euros et plus par an | 14 | 0.5% | 3.2% | 9 | 0.6% | 3.4% | 5 | 0.4% | 2.8% | 9 | 0.8% | 2.3% |
| Refus | 151 | 5.4% | 4.7% | 73 | 4.8% | 5.4% | 78 | 6.2% | 4.2% | 71 | 6.4% | 6.2% |
| Ne sait pas | 84 | 3.0% | 5.8% | 35 | 2.3% | 5.6% | 48 | 3.8% | 5.9% | 25 | 2.3% | 5.2% |