

| | Ensemble | | | Hommes | | | Femmes | | | FoyersCSP+ | | |
|-----------------------------------|----------|-----------|-------------|----------|-----------|-------------|----------|-----------|-------------|------------|-----------|-------------|
| | Milliers | Structure | Pénétration | Milliers | Structure | Pénétration | Milliers | Structure | Pénétration | Milliers | Structure | Pénétration |
| Ensemble | 1584 | 100.0% | 3.1% | 801 | 100.0% | 3.3% | 784 | 100.0% | 2.9% | 720 | 100.0% | 4.2% |
| Sexe | | | | | | | | | | | | |
| Homme | 801 | 50.5% | 3.3% | 801 | 100.0% | 3.3% | 0 | - | - | 395 | 54.9% | 4.5% |
| Femme | 784 | 49.5% | 2.9% | 0 | - | - | 784 | 100.0% | 2.9% | 325 | 45.1% | 4.0% |
| Age | | | | | | | | | | | | |
| 15 à 24 ans | 398 | 25.1% | 5.4% | 182 | 22.7% | 4.9% | 216 | 27.5% | 5.9% | 177 | 24.6% | 5.6% |
| 25 à 34 ans | 353 | 22.3% | 4.6% | 188 | 23.5% | 5.0% | 165 | 21.0% | 4.2% | 160 | 22.2% | 4.7% |
| 35 à 49 ans | 455 | 28.7% | 3.6% | 243 | 30.3% | 3.9% | 212 | 27.1% | 3.3% | 238 | 33.1% | 3.9% |
| 50 à 64 ans | 278 | 17.6% | 2.3% | 154 | 19.2% | 2.6% | 124 | 15.9% | 2.0% | 137 | 19.0% | 3.4% |
| 65 ans et plus | 100 | 6.3% | 0.9% | 34 | 4.2% | 0.7% | 66 | 8.4% | 1.0% | 8 | 1.1% | 4.2% |
| Individu | | | | | | | | | | | | |
| Ménagère | 589 | 37.2% | 2.5% | 0 | - | - | 589 | 75.2% | 2.5% | 240 | 33.3% | 3.5% |
| Personne de Référence | 816 | 51.5% | 2.9% | 572 | 71.4% | 2.8% | 245 | 31.2% | 3.1% | 370 | 51.4% | 4.4% |
| Responsable des achats | 1022 | 64.5% | 2.9% | 429 | 53.6% | 3.5% | 592 | 75.6% | 2.6% | 438 | 60.8% | 4.1% |
| PCS Individu | | | | | | | | | | | | |
| Agriculteurs | 0 | - | - | 0 | - | - | 0 | - | - | 0 | - | - |
| Petits patrons | 40 | 2.5% | 2.4% | 38 | 4.7% | 3.2% | 2 | 0.3% | 0.4% | 32 | 4.5% | 2.2% |
| Affaires et Cadres | 271 | 17.1% | 5.7% | 161 | 20.0% | 5.5% | 111 | 14.1% | 6.0% | 242 | 33.5% | 5.6% |
| Professions intermédiaires | 276 | 17.4% | 4.1% | 156 | 19.5% | 4.5% | 120 | 15.3% | 3.7% | 227 | 31.4% | 4.1% |
| Employés | 383 | 24.2% | 4.6% | 125 | 15.7% | 6.0% | 258 | 32.9% | 4.1% | 60 | 8.3% | 3.3% |
| Ouvriers | 164 | 10.4% | 2.5% | 132 | 16.5% | 2.7% | 32 | 4.1% | 2.2% | 12 | 1.6% | 2.7% |
| Retraités | 116 | 7.3% | 0.9% | 47 | 5.8% | 0.8% | 69 | 8.8% | 1.1% | 9 | 1.3% | 4.0% |
| Autres inactifs | 334 | 21.1% | 3.3% | 142 | 17.8% | 4.1% | 192 | 24.4% | 2.9% | 139 | 19.3% | 4.5% |
| PCS Personne de Référence | | | | | | | | | | | | |
| Agriculteurs | 0 | 0.0% | 0.0% | 0 | 0.0% | 0.1% | 0 | - | - | 0 | - | - |
| Petits patrons | 68 | 4.3% | 2.6% | 37 | 4.6% | 2.7% | 31 | 4.0% | 2.5% | 68 | 9.4% | 2.6% |
| Affaires et Cadres | 363 | 22.9% | 5.3% | 193 | 24.1% | 5.5% | 171 | 21.8% | 5.1% | 363 | 50.4% | 5.3% |
| Professions intermédiaires | 290 | 18.3% | 3.9% | 166 | 20.7% | 4.2% | 124 | 15.8% | 3.5% | 290 | 40.2% | 3.9% |
| Employés | 315 | 19.9% | 5.9% | 131 | 16.3% | 5.8% | 184 | 23.5% | 6.0% | 0 | - | - |
| Ouvriers | 269 | 17.0% | 2.8% | 156 | 19.4% | 3.2% | 113 | 14.5% | 2.5% | 0 | - | - |
| Retraités | 179 | 11.3% | 1.2% | 80 | 10.0% | 1.2% | 99 | 12.7% | 1.2% | 0 | - | - |
| Autres inactifs | 100 | 6.3% | 2.6% | 39 | 4.8% | 2.6% | 62 | 7.9% | 2.6% | 0 | - | - |

| | Ensemble | | | Hommes | | | Femmes | | | FoyersCSP+ | | |
|--|----------|-----------|-------------|----------|-----------|-------------|----------|-----------|-------------|------------|-----------|-------------|
| | Milliers | Structure | Pénétration | Milliers | Structure | Pénétration | Milliers | Structure | Pénétration | Milliers | Structure | Pénétration |
| Taille du Foyer | | | | | | | | | | | | |
| 1 personne | 236 | 14.9% | 2.5% | 102 | 12.8% | 2.5% | 134 | 17.0% | 2.5% | 89 | 12.3% | 5.1% |
| 2 personnes | 434 | 27.4% | 2.4% | 209 | 26.1% | 2.4% | 225 | 28.7% | 2.4% | 189 | 26.2% | 4.4% |
| 3 personnes | 366 | 23.1% | 3.9% | 189 | 23.6% | 4.1% | 177 | 22.6% | 3.8% | 189 | 26.2% | 5.0% |
| 4 personnes | 309 | 19.5% | 3.4% | 172 | 21.5% | 3.8% | 136 | 17.4% | 3.0% | 147 | 20.5% | 3.2% |
| 5 personnes et + | 240 | 15.1% | 4.6% | 128 | 16.0% | 5.2% | 112 | 14.3% | 4.0% | 106 | 14.8% | 4.3% |
| Présence d'enfants de moins de 15 ans | | | | | | | | | | | | |
| Oui | 555 | 35.0% | 3.5% | 295 | 36.9% | 4.1% | 259 | 33.1% | 3.1% | 274 | 38.0% | 3.6% |
| Non | 1030 | 65.0% | 2.9% | 505 | 63.1% | 2.9% | 524 | 66.9% | 2.9% | 447 | 62.0% | 4.8% |
| Habitat | | | | | | | | | | | | |
| Communes rurales | 38 | 2.4% | 0.3% | 27 | 3.3% | 0.5% | 12 | 1.5% | 0.2% | 16 | 2.3% | 0.5% |
| Agglo. - 20 000 hab | 40 | 2.5% | 0.4% | 29 | 3.6% | 0.7% | 11 | 1.4% | 0.2% | 19 | 2.6% | 0.7% |
| Agglo. 20 000 à 100 000 hab | 41 | 2.6% | 0.6% | 28 | 3.5% | 0.8% | 13 | 1.7% | 0.4% | 26 | 3.6% | 1.3% |
| Agglo. + 100 000 hab | 47 | 3.0% | 0.3% | 22 | 2.8% | 0.3% | 25 | 3.1% | 0.3% | 21 | 2.9% | 0.4% |
| Agglo. Paris | 1418 | 89.5% | 16.8% | 695 | 86.7% | 17.3% | 723 | 92.3% | 16.4% | 638 | 88.5% | 16.5% |

| | Ensemble | | | Hommes | | | Femmes | | | FoyersCSP+ | | |
|--|----------|-----------|-------------|----------|-----------|-------------|----------|-----------|-------------|------------|-----------|-------------|
| | Milliers | Structure | Pénétration | Milliers | Structure | Pénétration | Milliers | Structure | Pénétration | Milliers | Structure | Pénétration |
| Région d'habitation | | | | | | | | | | | | |
| Ile-de-France | 1495 | 94.3% | 15.8% | 748 | 93.4% | 16.6% | 747 | 95.3% | 15.1% | 681 | 94.5% | 15.8% |
| Nord-Pas-de-Calais | 9 | 0.6% | 0.3% | 7 | 0.8% | 0.4% | 2 | 0.3% | 0.1% | 5 | 0.7% | 0.6% |
| Lorraine | 2 | 0.1% | 0.1% | 2 | 0.2% | 0.2% | 1 | 0.1% | 0.1% | 2 | 0.3% | 0.4% |
| Alsace | 4 | 0.3% | 0.3% | 3 | 0.4% | 0.4% | 2 | 0.2% | 0.2% | 2 | 0.2% | 0.4% |
| Franche-Comté | 1 | 0.0% | 0.1% | 0 | 0.1% | 0.1% | 0 | 0.0% | 0.0% | 0 | - | - |
| Champagne-Ardenne | 1 | 0.1% | 0.1% | 0 | 0.0% | 0.0% | 1 | 0.1% | 0.2% | 0 | 0.0% | 0.0% |
| Picardie | 11 | 0.7% | 0.7% | 11 | 1.3% | 1.4% | 1 | 0.1% | 0.1% | 5 | 0.6% | 1.1% |
| Bourgogne | 3 | 0.2% | 0.2% | 2 | 0.3% | 0.4% | 1 | 0.1% | 0.1% | 1 | 0.2% | 0.3% |
| Haute-Normandie | 7 | 0.4% | 0.4% | 4 | 0.5% | 0.6% | 2 | 0.3% | 0.3% | 4 | 0.5% | 0.8% |
| Basse-Normandie | 5 | 0.3% | 0.4% | 3 | 0.3% | 0.5% | 2 | 0.2% | 0.3% | 0 | - | - |
| Centre | 11 | 0.7% | 0.5% | 9 | 1.1% | 0.9% | 2 | 0.3% | 0.2% | 7 | 1.0% | 1.2% |
| Pays de la Loire | 4 | 0.3% | 0.1% | 2 | 0.3% | 0.2% | 2 | 0.2% | 0.1% | 4 | 0.5% | 0.5% |
| Bretagne | 4 | 0.3% | 0.2% | 0 | - | - | 4 | 0.5% | 0.3% | 0 | - | - |
| Poitou-Charentes | 0 | 0.0% | 0.0% | 0 | - | - | 0 | 0.0% | 0.0% | 0 | - | - |
| Aquitaine | 2 | 0.1% | 0.1% | 2 | 0.2% | 0.1% | 0 | - | - | 0 | - | - |
| Midi-Pyrénées | 7 | 0.4% | 0.3% | 1 | 0.1% | 0.1% | 6 | 0.7% | 0.5% | 2 | 0.2% | 0.2% |
| Limousin | 0 | 0.0% | 0.1% | 0 | - | - | 0 | 0.1% | 0.1% | 0 | - | - |
| Auvergne | 0 | - | - | 0 | - | - | 0 | - | - | 0 | - | - |
| Rhône-Alpes | 6 | 0.4% | 0.1% | 3 | 0.4% | 0.1% | 3 | 0.3% | 0.1% | 3 | 0.5% | 0.2% |
| Languedoc-Roussillon | 6 | 0.4% | 0.3% | 3 | 0.4% | 0.3% | 4 | 0.4% | 0.3% | 1 | 0.2% | 0.2% |
| Provence-Alpes-Côte-d'Azur-Corse | 6 | 0.4% | 0.1% | 2 | 0.2% | 0.1% | 4 | 0.5% | 0.2% | 3 | 0.5% | 0.2% |
| Habitudes de connexion Internet | | | | | | | | | | | | |
| Tous les jours | 1115 | 70.4% | 4.0% | 581 | 72.6% | 4.1% | 534 | 68.1% | 3.9% | 593 | 82.2% | 4.6% |
| Presque tous les jours | 188 | 11.9% | 3.1% | 102 | 12.8% | 3.5% | 86 | 10.9% | 2.6% | 82 | 11.4% | 3.5% |
| 1 à 2 fois par semaine | 97 | 6.1% | 3.0% | 46 | 5.7% | 3.2% | 51 | 6.5% | 2.9% | 25 | 3.5% | 2.7% |
| 1 à 3 fois par mois | 22 | 1.4% | 2.6% | 5 | 0.6% | 1.4% | 18 | 2.3% | 3.5% | 6 | 0.8% | 4.0% |
| Moins souvent | 22 | 1.4% | 1.6% | 8 | 1.0% | 1.3% | 14 | 1.8% | 2.0% | 2 | 0.3% | 1.4% |
| Jamais | 1 | 0.1% | 0.6% | 1 | 0.1% | 1.0% | 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 | 58 | 3.7% | 2.7% | 23 | 2.9% | 2.7% | 36 | 4.5% | 2.8% | 8 | 1.1% | 4.4% |
| De 9 000 à moins de 12 000 euros par an | 42 | 2.7% | 1.3% | 22 | 2.7% | 1.9% | 21 | 2.6% | 0.9% | 2 | 0.3% | 0.7% |
| De 12 000 à moins de 18 000 euros par an | 163 | 10.3% | 2.5% | 65 | 8.1% | 2.4% | 98 | 12.5% | 2.6% | 28 | 3.8% | 3.6% |
| De 18 000 à moins de 24 000 euros par an | 192 | 12.1% | 2.6% | 100 | 12.4% | 2.8% | 93 | 11.8% | 2.4% | 58 | 8.0% | 3.6% |
| De 24 000 à moins de 36 000 euros par an | 317 | 20.0% | 2.7% | 163 | 20.4% | 3.0% | 153 | 19.6% | 2.5% | 118 | 16.3% | 3.2% |
| De 36 000 à moins de 45 000 euros par an | 238 | 15.0% | 3.7% | 119 | 14.9% | 3.3% | 119 | 15.1% | 4.0% | 126 | 17.4% | 4.2% |
| De 45 000 à moins de 65 000 euros par an | 258 | 16.3% | 4.3% | 154 | 19.2% | 4.6% | 104 | 13.3% | 4.0% | 163 | 22.6% | 4.6% |
| De 65 000 à moins de 80 000 euros par an | 79 | 5.0% | 5.2% | 46 | 5.7% | 5.0% | 34 | 4.3% | 5.4% | 70 | 9.8% | 6.3% |
| De 80 000 à moins de 115 000 euros par an | 57 | 3.6% | 5.8% | 36 | 4.5% | 6.1% | 20 | 2.6% | 5.3% | 50 | 7.0% | 6.3% |
| 115 000 euros et plus par an | 21 | 1.3% | 4.6% | 13 | 1.6% | 4.7% | 8 | 1.1% | 4.5% | 16 | 2.2% | 4.2% |
| Refus | 103 | 6.5% | 3.2% | 38 | 4.7% | 2.8% | 65 | 8.3% | 3.4% | 60 | 8.3% | 5.3% |
| Ne sait pas | 56 | 3.5% | 3.9% | 22 | 2.8% | 3.6% | 34 | 4.3% | 4.1% | 22 | 3.1% | 4.7% |