

| | Ensemble | | | Hommes | | | Femmes | | | FoyersCSP+ | | |
|-----------------------------------|----------|-----------|-------------|----------|-----------|-------------|----------|-----------|-------------|------------|-----------|-------------|
| | Milliers | Structure | Pénétration | Milliers | Structure | Pénétration | Milliers | Structure | Pénétration | Milliers | Structure | Pénétration |
| ENSEMBLE | 1135 | 100.0% | 2.2% | 132 | 100.0% | 0.5% | 1003 | 100.0% | 3.8% | 616 | 100.0% | 3.6% |
| Sexe | | | | | | | | | | | | |
| Homme | 132 | 11.6% | 0.5% | 132 | 100.0% | 0.5% | 0 | 0.0% | 0.0% | 75 | 12.2% | 0.8% |
| Femme | 1003 | 88.4% | 3.8% | 0 | 0.0% | 0.0% | 1003 | 100.0% | 3.8% | 541 | 87.8% | 6.5% |
| Age | | | | | | | | | | | | |
| 15 à 24 ans | 339 | 29.9% | 4.6% | 21 | 16.0% | 0.6% | 318 | 31.7% | 8.7% | 181 | 29.4% | 5.8% |
| 25 à 34 ans | 274 | 24.2% | 3.6% | 33 | 25.2% | 0.9% | 241 | 24.0% | 6.2% | 159 | 25.8% | 4.7% |
| 35 à 49 ans | 288 | 25.4% | 2.3% | 28 | 21.4% | 0.5% | 260 | 25.9% | 4.1% | 176 | 28.5% | 2.8% |
| 50 à 59 ans | 135 | 11.9% | 1.5% | 18 | 14.1% | 0.4% | 116 | 11.6% | 2.6% | 76 | 12.4% | 2.1% |
| 60 ans et plus | 99 | 8.7% | 0.7% | 31 | 23.3% | 0.5% | 68 | 6.8% | 0.8% | 24 | 3.9% | 3.3% |
| Individu | | | | | | | | | | | | |
| Ménagères | 740 | 65.2% | 3.2% | 0 | 0.0% | 0.0% | 740 | 73.7% | 3.2% | 392 | 63.6% | 5.7% |
| Personne de référence | 374 | 33.0% | 1.3% | 101 | 76.5% | 0.5% | 273 | 27.3% | 3.5% | 177 | 28.7% | 2.1% |
| Responsable des achats | 809 | 71.3% | 2.3% | 70 | 53.0% | 0.5% | 739 | 73.7% | 3.2% | 421 | 68.4% | 3.8% |
| PCS Individu | | | | | | | | | | | | |
| Agriculteurs | 0 | - | 0.1% | 0 | 0.0% | 0.0% | 0 | - | 0.2% | 0 | 0.0% | 0.0% |
| Petits patrons | 42 | 3.7% | 2.6% | 14 | 10.7% | 1.3% | 28 | 2.7% | 5.5% | 31 | 5.0% | 2.1% |
| Affaires et Cadres | 135 | 11.9% | 2.7% | 26 | 19.9% | 0.9% | 109 | 10.9% | 5.7% | 120 | 19.4% | 2.6% |
| Professions intermédiaires | 223 | 19.7% | 3.3% | 35 | 26.5% | 1.0% | 188 | 18.8% | 5.8% | 192 | 31.2% | 3.4% |
| Employés | 309 | 27.2% | 3.7% | 3 | 2.5% | 0.2% | 305 | 30.4% | 4.9% | 117 | 18.9% | 6.6% |
| Ouvriers | 50 | 4.4% | 0.8% | 16 | 11.8% | 0.3% | 34 | 3.4% | 2.3% | 4 | 0.7% | 1.0% |
| Retraités | 81 | 7.2% | 0.6% | 20 | 15.3% | 0.3% | 61 | 6.1% | 0.9% | 11 | 1.9% | 4.7% |
| Autres inactifs | 294 | 25.9% | 2.9% | 17 | 13.3% | 0.5% | 277 | 27.6% | 4.2% | 141 | 22.9% | 4.5% |
| PCS Personne de référence | | | | | | | | | | | | |
| Agriculteurs | 6 | 0.5% | 0.7% | 0 | 0.0% | 0.0% | 6 | 0.6% | 1.5% | 0 | 0.0% | 0.0% |
| Petits patrons | 94 | 8.2% | 3.6% | 13 | 9.5% | 1.0% | 81 | 8.1% | 6.1% | 94 | 15.2% | 3.6% |
| Affaires et Cadres | 248 | 21.8% | 3.5% | 27 | 20.7% | 0.7% | 220 | 22.0% | 6.4% | 248 | 40.2% | 3.5% |
| Professions intermédiaires | 274 | 24.2% | 3.7% | 35 | 26.9% | 0.9% | 239 | 23.8% | 6.7% | 274 | 44.6% | 3.7% |
| Employés | 153 | 13.5% | 2.9% | 4 | 2.7% | 0.2% | 150 | 14.9% | 4.7% | 0 | 0.0% | 0.0% |
| Ouvriers | 173 | 15.2% | 1.9% | 19 | 14.1% | 0.4% | 154 | 15.4% | 3.5% | 0 | 0.0% | 0.0% |
| Retraités | 107 | 9.4% | 0.7% | 20 | 15.3% | 0.3% | 87 | 8.7% | 1.1% | 0 | 0.0% | 0.0% |
| Autres inactifs | 80 | 7.0% | 2.0% | 14 | 10.7% | 0.9% | 65 | 6.5% | 2.7% | 0 | 0.0% | 0.0% |

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| | Milliers | Structure | Pénétration | Milliers | Structure | Pénétration | Milliers | Structure | Pénétration | Milliers | Structure | Pénétration |
| Taille du foyer | | | | | | | | | | | | |
| 1 personne | 188 | 16.6% | 2.0% | 16 | 12.5% | 0.4% | 172 | 17.1% | 3.1% | 83 | 13.5% | 4.5% |
| 2 personnes | 259 | 22.8% | 1.4% | 42 | 32.1% | 0.5% | 216 | 21.6% | 2.4% | 114 | 18.5% | 2.8% |
| 3 personnes | 239 | 21.1% | 2.6% | 28 | 21.6% | 0.6% | 211 | 21.0% | 4.6% | 134 | 21.8% | 3.4% |
| 4 personnes | 276 | 24.3% | 3.0% | 30 | 23.0% | 0.7% | 245 | 24.5% | 5.3% | 192 | 31.1% | 4.0% |
| 5 personnes et + | 173 | 15.2% | 3.3% | 14 | 10.8% | 0.6% | 159 | 15.8% | 5.6% | 94 | 15.2% | 3.6% |
| Présence d'enfants de moins de 15 ans | | | | | | | | | | | | |
| Oui | 406 | 35.8% | 2.6% | 36 | 27.0% | 0.5% | 370 | 36.9% | 4.4% | 251 | 40.8% | 3.2% |
| Non | 729 | 64.2% | 2.0% | 96 | 73.0% | 0.6% | 633 | 63.1% | 3.4% | 365 | 59.2% | 3.9% |
| Habitat | | | | | | | | | | | | |
| Communes rurales | 173 | 15.3% | 1.5% | 21 | 15.7% | 0.4% | 152 | 15.2% | 2.5% | 81 | 13.2% | 2.4% |
| Agglo. - 20 000 hab | 152 | 13.4% | 1.7% | 22 | 17.0% | 0.5% | 130 | 13.0% | 2.8% | 77 | 12.5% | 2.9% |
| Agglo. 20 000 à 100 000 hab | 112 | 9.9% | 1.6% | 13 | 9.6% | 0.4% | 100 | 9.9% | 2.9% | 48 | 7.9% | 2.4% |
| Agglo. + 100 000 hab | 407 | 35.9% | 2.6% | 44 | 33.4% | 0.6% | 363 | 36.2% | 4.5% | 220 | 35.8% | 4.1% |
| Agglo. Paris | 290 | 25.6% | 3.4% | 32 | 24.2% | 0.8% | 258 | 25.7% | 5.8% | 189 | 30.7% | 4.8% |

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| Régions INSEE | | | | | | | | | | | | |
| Ile de France | 305 | 26.9% | 3.2% | 37 | 28.2% | 0.8% | 268 | 26.7% | 5.4% | 200 | 32.4% | 4.5% |
| Nord Pas de Calais | 34 | 3.0% | 1.1% | 4 | 3.0% | 0.3% | 30 | 3.0% | 1.8% | 10 | 1.6% | 1.1% |
| Lorraine | 34 | 3.0% | 1.8% | 3 | 2.3% | 0.3% | 31 | 3.1% | 3.1% | 17 | 2.8% | 3.2% |
| Alsace | 39 | 3.4% | 2.6% | 3 | 2.1% | 0.4% | 36 | 3.6% | 4.6% | 19 | 3.1% | 3.8% |
| Franche-Comté | 17 | 1.5% | 1.8% | 2 | 1.2% | 0.3% | 16 | 1.6% | 3.2% | 9 | 1.4% | 3.3% |
| Champagne Ardennes | 16 | 1.4% | 1.5% | 3 | 2.0% | 0.5% | 14 | 1.4% | 2.4% | 5 | 0.7% | 1.5% |
| Picardie | 29 | 2.6% | 1.9% | 6 | 4.3% | 0.8% | 23 | 2.3% | 3.0% | 15 | 2.5% | 3.5% |
| Bourgogne | 18 | 1.6% | 1.3% | 0 | 0.0% | 0.0% | 18 | 1.8% | 2.5% | 6 | 1.0% | 1.7% |
| Haute Normandie | 20 | 1.7% | 1.3% | 0 | 0.0% | 0.0% | 20 | 2.0% | 2.6% | 10 | 1.7% | 2.3% |
| Basse Normandie | 19 | 1.6% | 1.5% | 1 | 0.7% | 0.2% | 18 | 1.8% | 2.8% | 8 | 1.4% | 2.6% |
| Centre | 36 | 3.1% | 1.7% | 5 | 3.9% | 0.5% | 31 | 3.0% | 2.8% | 21 | 3.4% | 3.4% |
| Pays de Loire | 51 | 4.5% | 1.8% | 9 | 6.8% | 0.6% | 42 | 4.2% | 2.8% | 26 | 4.2% | 3.1% |
| Bretagne | 53 | 4.6% | 2.0% | 8 | 6.2% | 0.6% | 45 | 4.4% | 3.3% | 36 | 5.9% | 4.7% |
| Poitou Charentes | 28 | 2.5% | 1.9% | 6 | 4.7% | 0.9% | 22 | 2.2% | 2.9% | 6 | 0.9% | 1.4% |
| Aquitaine | 58 | 5.1% | 2.1% | 4 | 2.8% | 0.3% | 54 | 5.4% | 3.8% | 34 | 5.6% | 4.1% |
| Midi Pyrénées | 68 | 6.0% | 2.8% | 8 | 5.8% | 0.7% | 60 | 6.0% | 4.8% | 32 | 5.2% | 4.0% |
| Limousin | 11 | 1.0% | 1.8% | 1 | 0.5% | 0.2% | 10 | 1.0% | 3.2% | 5 | 0.8% | 3.4% |
| Auvergne | 13 | 1.2% | 1.2% | 3 | 2.1% | 0.5% | 10 | 1.0% | 1.8% | 6 | 1.1% | 2.1% |
| Rhône Alpes | 124 | 10.9% | 2.4% | 14 | 10.7% | 0.6% | 110 | 11.0% | 4.2% | 73 | 11.8% | 3.8% |
| Languedoc Roussillon | 43 | 3.8% | 1.9% | 3 | 2.1% | 0.3% | 40 | 4.0% | 3.5% | 23 | 3.8% | 3.4% |
| Provence Alpes Côte d'Azur. Corse | 119 | 10.5% | 2.8% | 14 | 10.7% | 0.7% | 105 | 10.5% | 4.6% | 53 | 8.6% | 3.8% |
| Habitudes de connexion à Internet | | | | | | | | | | | | |
| Tous les jours | 815 | 71.8% | 2.9% | 89 | 67.8% | 0.6% | 726 | 72.4% | 5.1% | 485 | 78.8% | 3.6% |
| Presque tous les jours | 159 | 14.0% | 2.5% | 17 | 13.1% | 0.6% | 142 | 14.2% | 4.2% | 82 | 13.2% | 3.5% |
| 1 à 2 fois par semaine | 55 | 4.8% | 1.7% | 8 | 6.3% | 0.6% | 46 | 4.6% | 2.6% | 12 | 1.9% | 1.3% |
| 1 à 3 fois par mois | 16 | 1.4% | 1.8% | 0 | 0.0% | 0.0% | 16 | 1.5% | 3.2% | 9 | 1.5% | 5.6% |
| Moins souvent | 29 | 2.6% | 2.4% | 1 | 0.9% | 0.2% | 28 | 2.8% | 4.1% | 11 | 1.8% | 9.0% |
| Jamais | 0 | 0.0% | 0.0% | 0 | 0.0% | 0.0% | 0 | 0.0% | 0.0% | 0 | 0.0% | 0.0% |

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| Revenus du foyer | | | | | | | | | | | | |
| Moins de 9 000 euros par an | 35 | 3.1% | 1.7% | 4 | 3.2% | 0.5% | 31 | 3.1% | 2.5% | 5 | 0.8% | 2.7% |
| De 9 000 à moins de 12 000 euros par an | 67 | 5.9% | 2.0% | 13 | 10.0% | 1.1% | 54 | 5.4% | 2.5% | 14 | 2.2% | 5.0% |
| De 12 000 à moins de 18 000 euros par an | 101 | 8.9% | 1.6% | 4 | 2.9% | 0.1% | 98 | 9.7% | 2.6% | 23 | 3.7% | 3.1% |
| De 18 000 à moins de 24 000 euros par an | 131 | 11.5% | 1.8% | 14 | 10.8% | 0.4% | 117 | 11.6% | 3.1% | 61 | 10.0% | 4.1% |
| De 24 000 à moins de 36 000 euros par an | 235 | 20.7% | 2.0% | 23 | 17.3% | 0.4% | 212 | 21.2% | 3.6% | 131 | 21.2% | 3.5% |
| De 36 000 à moins de 45 000 euros par an | 186 | 16.4% | 2.8% | 21 | 15.6% | 0.6% | 166 | 16.5% | 5.4% | 121 | 19.6% | 3.9% |
| De 45 000 à moins de 65 000 euros par an | 169 | 14.9% | 2.7% | 25 | 18.9% | 0.7% | 144 | 14.4% | 5.3% | 128 | 20.8% | 3.5% |
| De 65 000 à moins de 80 000 euros par an | 47 | 4.2% | 2.9% | 12 | 9.3% | 1.3% | 35 | 3.5% | 5.2% | 34 | 5.6% | 3.0% |
| De 80 000 à moins de 115 000 euros par an | 17 | 1.5% | 1.7% | 2 | 1.3% | 0.3% | 15 | 1.5% | 3.8% | 16 | 2.6% | 2.1% |
| 115 000 euros et plus par an | 18 | 1.5% | 3.9% | 2 | 1.6% | 0.7% | 16 | 1.5% | 8.9% | 18 | 2.9% | 4.4% |
| Refus | 68 | 6.0% | 2.2% | 8 | 6.0% | 0.6% | 61 | 6.0% | 3.3% | 39 | 6.4% | 3.4% |
| Ne sait pas | 59 | 5.2% | 3.8% | 4 | 3.3% | 0.7% | 55 | 5.5% | 5.9% | 26 | 4.2% | 4.6% |