

| | Ensemble | | | Hommes | | | Femmes | | | FoyersCSP+ | | |
|-----------------------------------|----------|-----------|-------------|----------|-----------|-------------|----------|-----------|-------------|------------|-----------|-------------|
| | Milliers | Structure | Pénétration | Milliers | Structure | Pénétration | Milliers | Structure | Pénétration | Milliers | Structure | Pénétration |
| ENSEMBLE | 484 | 100.0% | 0.9% | 405 | 100.0% | 1.6% | 79 | 100.0% | 0.3% | 185 | 100.0% | 1.1% |
| Sexe | | | | | | | | | | | | |
| Homme | 405 | 83.6% | 1.6% | 405 | 100.0% | 1.6% | 0 | 0.0% | 0.0% | 161 | 87.1% | 1.8% |
| Femme | 79 | 16.4% | 0.3% | 0 | 0.0% | 0.0% | 79 | 100.0% | 0.3% | 24 | 12.9% | 0.3% |
| Age | | | | | | | | | | | | |
| 15 à 24 ans | 110 | 22.8% | 1.5% | 86 | 21.3% | 2.3% | 24 | 30.3% | 0.7% | 35 | 19.2% | 1.1% |
| 25 à 34 ans | 166 | 34.2% | 2.2% | 143 | 35.4% | 3.8% | 23 | 28.5% | 0.6% | 62 | 33.7% | 1.8% |
| 35 à 49 ans | 157 | 32.5% | 1.2% | 134 | 33.0% | 2.1% | 24 | 29.7% | 0.4% | 72 | 38.6% | 1.1% |
| 50 à 59 ans | 32 | 6.7% | 0.4% | 26 | 6.5% | 0.6% | 6 | 7.6% | 0.1% | 12 | 6.3% | 0.3% |
| 60 ans et plus | 19 | 3.8% | 0.1% | 15 | 3.8% | 0.2% | 3 | 3.9% | - | 4 | 2.1% | 0.5% |
| Individu | | | | | | | | | | | | |
| Ménagères | 61 | 12.6% | 0.3% | 0 | 0.0% | 0.0% | 61 | 77.2% | 0.3% | 23 | 12.6% | 0.3% |
| Personne de référence | 312 | 64.4% | 1.1% | 292 | 72.1% | 1.4% | 20 | 25.1% | 0.3% | 125 | 67.4% | 1.5% |
| Responsable des achats | 291 | 60.0% | 0.8% | 227 | 56.2% | 1.8% | 63 | 79.6% | 0.3% | 103 | 55.5% | 0.9% |
| PCS Individu | | | | | | | | | | | | |
| Agriculteurs | 0 | 0.0% | 0.0% | 0 | 0.0% | 0.0% | 0 | 0.0% | 0.0% | 0 | 0.0% | 0.0% |
| Petits patrons | 23 | 4.7% | 1.4% | 21 | 5.2% | 1.9% | 2 | 2.3% | 0.4% | 16 | 8.5% | 1.1% |
| Affaires et Cadres | 39 | 8.0% | 0.8% | 30 | 7.4% | 1.0% | 9 | 11.2% | 0.5% | 36 | 19.3% | 0.8% |
| Professions intermédiaires | 96 | 19.9% | 1.4% | 84 | 20.8% | 2.4% | 12 | 15.4% | 0.4% | 85 | 46.0% | 1.5% |
| Employés | 107 | 22.0% | 1.3% | 80 | 19.6% | 4.0% | 27 | 34.2% | 0.4% | 9 | 5.1% | 0.5% |
| Ouvriers | 126 | 26.1% | 2.0% | 120 | 29.6% | 2.4% | 6 | 8.2% | 0.4% | 8 | 4.1% | 1.7% |
| Retraités | 15 | 3.1% | 0.1% | 15 | 3.6% | 0.2% | 0 | 0.4% | - | 4 | 1.9% | 1.4% |
| Autres inactifs | 78 | 16.2% | 0.8% | 56 | 13.8% | 1.6% | 23 | 28.4% | 0.3% | 28 | 15.1% | 0.9% |
| PCS Personne de référence | | | | | | | | | | | | |
| Agriculteurs | 0 | 0.1% | - | 0 | 0.1% | 0.1% | 0 | 0.0% | 0.0% | 0 | 0.0% | 0.0% |
| Petits patrons | 30 | 6.1% | 1.1% | 25 | 6.2% | 1.9% | 5 | 5.9% | 0.4% | 30 | 16.1% | 1.1% |
| Affaires et Cadres | 52 | 10.8% | 0.7% | 41 | 10.1% | 1.1% | 11 | 14.2% | 0.3% | 52 | 28.3% | 0.7% |
| Professions intermédiaires | 103 | 21.3% | 1.4% | 95 | 23.5% | 2.4% | 8 | 10.0% | 0.2% | 103 | 55.7% | 1.4% |
| Employés | 100 | 20.6% | 1.9% | 83 | 20.4% | 3.8% | 17 | 21.7% | 0.5% | 0 | 0.0% | 0.0% |
| Ouvriers | 134 | 27.6% | 1.4% | 109 | 27.0% | 2.2% | 24 | 30.8% | 0.6% | 0 | 0.0% | 0.0% |
| Retraités | 32 | 6.7% | 0.2% | 24 | 5.9% | 0.4% | 8 | 10.7% | 0.1% | 0 | 0.0% | 0.0% |
| Autres inactifs | 33 | 6.8% | 0.8% | 27 | 6.8% | 1.8% | 5 | 6.7% | 0.2% | 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 | 74 | 15.3% | 0.8% | 64 | 15.8% | 1.5% | 10 | 13.1% | 0.2% | 27 | 14.4% | 1.4% |
| 2 personnes | 128 | 26.5% | 0.7% | 110 | 27.1% | 1.2% | 19 | 23.8% | 0.2% | 45 | 24.2% | 1.1% |
| 3 personnes | 119 | 24.7% | 1.3% | 108 | 26.7% | 2.4% | 11 | 14.1% | 0.2% | 42 | 22.9% | 1.1% |
| 4 personnes | 102 | 21.1% | 1.1% | 90 | 22.2% | 2.0% | 12 | 15.0% | 0.3% | 48 | 26.2% | 1.0% |
| 5 personnes et + | 60 | 12.4% | 1.1% | 33 | 8.2% | 1.3% | 27 | 34.0% | 1.0% | 23 | 12.3% | 0.9% |
| Présence d'enfants de moins de 15 ans | | | | | | | | | | | | |
| Oui | 190 | 39.3% | 1.2% | 152 | 37.5% | 2.1% | 39 | 48.8% | 0.5% | 78 | 42.0% | 1.0% |
| Non | 294 | 60.7% | 0.8% | 253 | 62.5% | 1.5% | 41 | 51.2% | 0.2% | 107 | 58.0% | 1.1% |
| Habitat | | | | | | | | | | | | |
| Communes rurales | 99 | 20.4% | 0.9% | 84 | 20.7% | 1.5% | 15 | 18.5% | 0.2% | 30 | 16.5% | 0.9% |
| Agglo. - 20 000 hab | 75 | 15.4% | 0.8% | 59 | 14.5% | 1.4% | 16 | 20.4% | 0.3% | 32 | 17.4% | 1.2% |
| Agglo. 20 000 à 100 000 hab | 66 | 13.7% | 1.0% | 50 | 12.4% | 1.4% | 16 | 20.2% | 0.5% | 24 | 12.9% | 1.2% |
| Agglo. + 100 000 hab | 146 | 30.2% | 1.0% | 128 | 31.7% | 1.7% | 18 | 22.8% | 0.2% | 57 | 30.9% | 1.1% |
| Agglo. Paris | 98 | 20.3% | 1.2% | 84 | 20.7% | 2.1% | 14 | 18.1% | 0.3% | 41 | 22.3% | 1.1% |

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| | Milliers | Structure | Pénétration | Milliers | Structure | Pénétration | Milliers | Structure | Pénétration | Milliers | Structure | Pénétration |
| Régions INSEE | | | | | | | | | | | | |
| Ile de France | 109 | 22.4% | 1.1% | 91 | 22.5% | 2.0% | 18 | 22.2% | 0.4% | 49 | 26.6% | 1.1% |
| Nord Pas de Calais | 29 | 6.0% | 0.9% | 24 | 5.8% | 1.6% | 5 | 6.7% | 0.3% | 10 | 5.5% | 1.1% |
| Lorraine | 36 | 7.5% | 1.9% | 35 | 8.6% | 3.7% | 1 | 1.6% | 0.1% | 11 | 5.9% | 2.0% |
| Alsace | 18 | 3.6% | 1.2% | 11 | 2.7% | 1.5% | 7 | 8.5% | 0.9% | 11 | 5.8% | 2.1% |
| Franche-Comté | 5 | 1.1% | 0.6% | 5 | 1.3% | 1.1% | 0 | 0.0% | 0.0% | 2 | 1.0% | 0.7% |
| Champagne Ardennes | 14 | 3.0% | 1.3% | 14 | 3.4% | 2.6% | 1 | 0.9% | 0.1% | 5 | 2.5% | 1.5% |
| Picardie | 15 | 3.0% | 1.0% | 13 | 3.3% | 1.8% | 1 | 1.4% | 0.1% | 4 | 2.0% | 0.9% |
| Bourgogne | 11 | 2.3% | 0.8% | 10 | 2.5% | 1.5% | 1 | 1.3% | 0.1% | 2 | 1.3% | 0.6% |
| Haute Normandie | 14 | 2.9% | 0.9% | 14 | 3.5% | 2.0% | 0 | 0.0% | 0.0% | 3 | 1.8% | 0.7% |
| Basse Normandie | 2 | 0.4% | 0.2% | 2 | 0.5% | 0.4% | 0 | 0.0% | 0.0% | 1 | 0.5% | 0.3% |
| Centre | 20 | 4.2% | 1.0% | 17 | 4.2% | 1.7% | 3 | 4.0% | 0.3% | 3 | 1.6% | 0.5% |
| Pays de Loire | 20 | 4.0% | 0.7% | 14 | 3.5% | 1.0% | 5 | 6.8% | 0.4% | 4 | 2.3% | 0.5% |
| Bretagne | 15 | 3.0% | 0.6% | 11 | 2.8% | 0.9% | 3 | 3.9% | 0.2% | 4 | 2.2% | 0.5% |
| Poitou Charentes | 14 | 3.0% | 1.0% | 11 | 2.7% | 1.5% | 4 | 4.6% | 0.5% | 5 | 2.7% | 1.3% |
| Aquitaine | 29 | 6.0% | 1.1% | 26 | 6.5% | 2.0% | 3 | 3.7% | 0.2% | 16 | 8.5% | 1.9% |
| Midi Pyrénées | 17 | 3.6% | 0.7% | 16 | 4.0% | 1.4% | 1 | 1.2% | 0.1% | 7 | 3.7% | 0.9% |
| Limousin | 2 | 0.5% | 0.4% | 1 | 0.3% | 0.4% | 1 | 1.5% | 0.4% | 1 | 0.7% | 0.9% |
| Auvergne | 7 | 1.5% | 0.6% | 5 | 1.2% | 0.9% | 2 | 3.1% | 0.4% | 3 | 1.8% | 1.1% |
| Rhône Alpes | 37 | 7.6% | 0.7% | 25 | 6.2% | 1.0% | 12 | 14.9% | 0.4% | 14 | 7.5% | 0.7% |
| Languedoc Roussillon | 25 | 5.3% | 1.2% | 25 | 6.1% | 2.4% | 1 | 0.9% | 0.1% | 15 | 8.0% | 2.2% |
| Provence Alpes Côte d'Azur. Corse | 44 | 9.2% | 1.0% | 34 | 8.5% | 1.7% | 10 | 12.6% | 0.4% | 15 | 8.1% | 1.1% |
| Habitudes de connexion à Internet | | | | | | | | | | | | |
| Tous les jours | 349 | 72.2% | 1.2% | 302 | 74.5% | 2.1% | 48 | 60.2% | 0.3% | 143 | 77.4% | 1.1% |
| Presque tous les jours | 66 | 13.7% | 1.0% | 52 | 12.9% | 1.7% | 14 | 17.4% | 0.4% | 18 | 9.6% | 0.8% |
| 1 à 2 fois par semaine | 21 | 4.4% | 0.7% | 12 | 3.0% | 0.9% | 9 | 11.8% | 0.5% | 7 | 4.0% | 0.8% |
| 1 à 3 fois par mois | 6 | 1.2% | 0.7% | 3 | 0.6% | 0.7% | 3 | 4.0% | 0.7% | 3 | 1.7% | 2.0% |
| Moins souvent | 8 | 1.8% | 0.7% | 4 | 1.1% | 0.8% | 4 | 5.3% | 0.6% | 1 | 0.3% | 0.4% |
| 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 | 23 | 4.8% | 1.1% | 19 | 4.6% | 2.3% | 4 | 5.6% | 0.4% | 3 | 1.5% | 1.5% |
| De 9 000 à moins de 12 000 euros par an | 11 | 2.2% | 0.3% | 5 | 1.2% | 0.4% | 6 | 7.3% | 0.3% | 0 | 0.0% | 0.0% |
| De 12 000 à moins de 18 000 euros par an | 44 | 9.1% | 0.7% | 35 | 8.7% | 1.3% | 9 | 11.1% | 0.2% | 11 | 5.9% | 1.5% |
| De 18 000 à moins de 24 000 euros par an | 66 | 13.5% | 0.9% | 57 | 14.0% | 1.7% | 9 | 11.0% | 0.2% | 22 | 12.0% | 1.5% |
| De 24 000 à moins de 36 000 euros par an | 144 | 29.8% | 1.3% | 124 | 30.6% | 2.2% | 20 | 25.6% | 0.3% | 42 | 22.9% | 1.1% |
| De 36 000 à moins de 45 000 euros par an | 67 | 13.7% | 1.0% | 57 | 14.0% | 1.6% | 10 | 12.4% | 0.3% | 33 | 17.8% | 1.1% |
| De 45 000 à moins de 65 000 euros par an | 71 | 14.7% | 1.1% | 64 | 15.8% | 1.8% | 7 | 9.0% | 0.3% | 40 | 21.4% | 1.1% |
| De 65 000 à moins de 80 000 euros par an | 13 | 2.6% | 0.8% | 9 | 2.1% | 0.9% | 4 | 5.0% | 0.6% | 11 | 5.8% | 0.9% |
| De 80 000 à moins de 115 000 euros par an | 10 | 2.0% | 1.0% | 10 | 2.4% | 1.7% | 0 | 0.0% | 0.0% | 10 | 5.3% | 1.3% |
| 115 000 euros et plus par an | 1 | 0.2% | 0.2% | 1 | 0.2% | 0.3% | 0 | 0.0% | 0.0% | 1 | 0.5% | 0.2% |
| Refus | 15 | 3.0% | 0.5% | 14 | 3.4% | 1.1% | 1 | 1.1% | - | 4 | 2.0% | 0.3% |
| Ne sait pas | 21 | 4.3% | 1.3% | 11 | 2.8% | 1.8% | 9 | 11.9% | 1.0% | 9 | 4.8% | 1.6% |