

| | Ensemble | | | Hommes | | | Femmes | | | FoyersCSP+ | | |
|-----------------------------------|----------|-----------|-------------|----------|-----------|-------------|----------|-----------|-------------|------------|-----------|-------------|
| | Milliers | Structure | Pénétration | Milliers | Structure | Pénétration | Milliers | Structure | Pénétration | Milliers | Structure | Pénétration |
| ENSEMBLE | 1910 | 100.0% | 3.7% | 1154 | 100.0% | 4.7% | 756 | 100.0% | 2.8% | 936 | 100.0% | 5.4% |
| Sexe | | | | | | | | | | | | |
| Homme | 1154 | 60.4% | 4.7% | 1154 | 100.0% | 4.7% | 0 | 0.0% | 0.0% | 608 | 65.0% | 6.8% |
| Femme | 756 | 39.6% | 2.8% | 0 | 0.0% | 0.0% | 756 | 100.0% | 2.8% | 328 | 35.0% | 3.9% |
| Age | | | | | | | | | | | | |
| 15 à 24 ans | 451 | 23.6% | 6.1% | 274 | 23.8% | 7.4% | 177 | 23.5% | 4.9% | 228 | 24.4% | 7.3% |
| 25 à 34 ans | 272 | 14.2% | 3.6% | 184 | 15.9% | 4.9% | 88 | 11.7% | 2.3% | 168 | 17.9% | 4.9% |
| 35 à 49 ans | 379 | 19.8% | 3.0% | 253 | 21.9% | 4.1% | 126 | 16.7% | 2.0% | 260 | 27.8% | 4.1% |
| 50 à 59 ans | 290 | 15.2% | 3.2% | 165 | 14.3% | 3.7% | 125 | 16.5% | 2.8% | 202 | 21.6% | 5.5% |
| 60 ans et plus | 517 | 27.1% | 3.5% | 277 | 24.0% | 4.4% | 240 | 31.7% | 2.9% | 77 | 8.3% | 10.8% |
| Individu | | | | | | | | | | | | |
| Ménagères | 602 | 31.5% | 2.6% | 0 | 0.0% | 0.0% | 602 | 79.6% | 2.6% | 250 | 26.6% | 3.6% |
| Personne de référence | 1077 | 56.4% | 3.8% | 858 | 74.4% | 4.2% | 219 | 29.0% | 2.8% | 523 | 55.9% | 6.1% |
| Responsable des achats | 1194 | 62.5% | 3.4% | 598 | 51.8% | 4.7% | 596 | 78.9% | 2.6% | 553 | 59.0% | 5.1% |
| PCS Individu | | | | | | | | | | | | |
| Agriculteurs | 5 | 0.3% | 0.9% | 4 | 0.4% | 1.2% | 1 | 0.1% | 0.3% | 0 | 0.0% | 0.0% |
| Petits patrons | 60 | 3.1% | 3.7% | 49 | 4.3% | 4.4% | 11 | 1.4% | 2.1% | 55 | 5.9% | 3.8% |
| Affaires et Cadres | 432 | 22.6% | 8.7% | 302 | 26.2% | 9.9% | 130 | 17.2% | 6.8% | 399 | 42.6% | 8.8% |
| Professions intermédiaires | 233 | 12.2% | 3.4% | 145 | 12.6% | 4.1% | 88 | 11.7% | 2.7% | 206 | 22.0% | 3.7% |
| Employés | 185 | 9.7% | 2.2% | 87 | 7.6% | 4.4% | 97 | 12.9% | 1.6% | 31 | 3.3% | 1.7% |
| Ouvriers | 83 | 4.4% | 1.3% | 76 | 6.6% | 1.6% | 7 | 0.9% | 0.5% | 7 | 0.8% | 1.6% |
| Retraités | 428 | 22.4% | 3.4% | 238 | 20.6% | 3.9% | 190 | 25.2% | 2.9% | 19 | 2.1% | 7.9% |
| Autres inactifs | 483 | 25.3% | 4.8% | 252 | 21.8% | 7.1% | 231 | 30.6% | 3.5% | 219 | 23.3% | 7.0% |
| PCS Personne de référence | | | | | | | | | | | | |
| Agriculteurs | 18 | 0.9% | 2.2% | 12 | 1.1% | 3.0% | 5 | 0.7% | 1.4% | 0 | 0.0% | 0.0% |
| Petits patrons | 93 | 4.8% | 3.5% | 62 | 5.4% | 4.8% | 30 | 4.0% | 2.3% | 93 | 9.9% | 3.5% |
| Affaires et Cadres | 546 | 28.6% | 7.7% | 362 | 31.4% | 9.9% | 183 | 24.3% | 5.3% | 546 | 58.3% | 7.7% |
| Professions intermédiaires | 298 | 15.6% | 4.0% | 184 | 15.9% | 4.6% | 114 | 15.1% | 3.2% | 298 | 31.8% | 4.0% |
| Employés | 152 | 7.9% | 2.8% | 87 | 7.6% | 4.0% | 64 | 8.5% | 2.0% | 0 | 0.0% | 0.0% |
| Ouvriers | 155 | 8.1% | 1.7% | 101 | 8.7% | 2.1% | 54 | 7.1% | 1.2% | 0 | 0.0% | 0.0% |
| Retraités | 500 | 26.2% | 3.4% | 275 | 23.8% | 4.1% | 226 | 29.8% | 2.8% | 0 | 0.0% | 0.0% |
| Autres inactifs | 149 | 7.8% | 3.8% | 70 | 6.1% | 4.7% | 79 | 10.4% | 3.2% | 0 | 0.0% | 0.0% |

| | Ensemble | | | Hommes | | | Femmes | | | FoyersCSP+ | | |
|--|----------|-----------|-------------|----------|-----------|-------------|----------|-----------|-------------|------------|-----------|-------------|
| | Milliers | Structure | Pénétration | Milliers | Structure | Pénétration | Milliers | Structure | Pénétration | Milliers | Structure | Pénétration |
| Taille du foyer | | | | | | | | | | | | |
| 1 personne | 336 | 17.6% | 3.5% | 170 | 14.7% | 4.1% | 167 | 22.0% | 3.0% | 128 | 13.7% | 6.9% |
| 2 personnes | 693 | 36.3% | 3.9% | 416 | 36.0% | 4.7% | 277 | 36.7% | 3.0% | 260 | 27.7% | 6.3% |
| 3 personnes | 335 | 17.5% | 3.7% | 215 | 18.7% | 4.7% | 120 | 15.8% | 2.6% | 183 | 19.5% | 4.7% |
| 4 personnes | 340 | 17.8% | 3.7% | 221 | 19.2% | 4.9% | 119 | 15.7% | 2.6% | 241 | 25.8% | 5.0% |
| 5 personnes et + | 205 | 10.8% | 3.9% | 132 | 11.4% | 5.3% | 74 | 9.7% | 2.6% | 125 | 13.3% | 4.9% |
| Présence d'enfants de moins de 15 ans | | | | | | | | | | | | |
| Oui | 501 | 26.2% | 3.2% | 329 | 28.5% | 4.5% | 172 | 22.7% | 2.1% | 332 | 35.5% | 4.3% |
| Non | 1409 | 73.8% | 4.0% | 825 | 71.5% | 4.8% | 585 | 77.3% | 3.2% | 604 | 64.5% | 6.4% |
| Habitat | | | | | | | | | | | | |
| Communes rurales | 230 | 12.0% | 2.0% | 137 | 11.9% | 2.5% | 93 | 12.3% | 1.5% | 93 | 10.0% | 2.8% |
| Agglo. - 20 000 hab | 196 | 10.3% | 2.2% | 113 | 9.8% | 2.7% | 84 | 11.1% | 1.8% | 96 | 10.2% | 3.6% |
| Agglo. 20 000 à 100 000 hab | 208 | 10.9% | 3.0% | 139 | 12.0% | 4.0% | 70 | 9.2% | 2.0% | 99 | 10.5% | 4.8% |
| Agglo. + 100 000 hab | 615 | 32.2% | 4.0% | 371 | 32.1% | 5.0% | 244 | 32.3% | 3.0% | 270 | 28.8% | 5.1% |
| Agglo. Paris | 661 | 34.6% | 7.8% | 395 | 34.2% | 9.8% | 266 | 35.1% | 6.0% | 379 | 40.5% | 9.7% |

| | Ensemble | | | Hommes | | | Femmes | | | FoyersCSP+ | | |
|--|----------|-----------|-------------|----------|-----------|-------------|----------|-----------|-------------|------------|-----------|-------------|
| | Milliers | Structure | Pénétration | Milliers | Structure | Pénétration | Milliers | Structure | Pénétration | Milliers | Structure | Pénétration |
| Régions INSEE | | | | | | | | | | | | |
| Ile de France | 703 | 36.8% | 7.4% | 422 | 36.6% | 9.4% | 281 | 37.1% | 5.7% | 407 | 43.4% | 9.2% |
| Nord Pas de Calais | 74 | 3.9% | 2.3% | 50 | 4.3% | 3.3% | 25 | 3.3% | 1.5% | 37 | 3.9% | 4.0% |
| Lorraine | 69 | 3.6% | 3.6% | 46 | 4.0% | 4.9% | 23 | 3.0% | 2.3% | 23 | 2.5% | 4.4% |
| Alsace | 51 | 2.7% | 3.4% | 29 | 2.5% | 4.0% | 22 | 2.9% | 2.8% | 28 | 2.9% | 5.4% |
| Franche-Comté | 22 | 1.2% | 2.3% | 14 | 1.2% | 3.1% | 8 | 1.1% | 1.6% | 10 | 1.0% | 3.7% |
| Champagne Ardennes | 24 | 1.2% | 2.2% | 13 | 1.1% | 2.5% | 11 | 1.4% | 1.9% | 9 | 1.0% | 3.0% |
| Picardie | 32 | 1.7% | 2.1% | 22 | 1.9% | 3.0% | 10 | 1.3% | 1.3% | 14 | 1.5% | 3.3% |
| Bourgogne | 35 | 1.8% | 2.6% | 17 | 1.5% | 2.7% | 18 | 2.3% | 2.5% | 18 | 2.0% | 4.8% |
| Haute Normandie | 33 | 1.7% | 2.2% | 20 | 1.8% | 2.9% | 13 | 1.7% | 1.6% | 18 | 1.9% | 4.1% |
| Basse Normandie | 24 | 1.3% | 2.0% | 14 | 1.2% | 2.4% | 10 | 1.3% | 1.6% | 7 | 0.7% | 2.1% |
| Centre | 63 | 3.3% | 3.0% | 35 | 3.1% | 3.5% | 28 | 3.7% | 2.6% | 25 | 2.6% | 4.0% |
| Pays de Loire | 90 | 4.7% | 3.1% | 48 | 4.1% | 3.4% | 42 | 5.6% | 2.8% | 37 | 4.0% | 4.3% |
| Bretagne | 55 | 2.9% | 2.1% | 33 | 2.8% | 2.6% | 23 | 3.0% | 1.6% | 31 | 3.3% | 4.0% |
| Poitou Charentes | 39 | 2.1% | 2.7% | 24 | 2.1% | 3.4% | 16 | 2.1% | 2.0% | 18 | 1.9% | 4.5% |
| Aquitaine | 77 | 4.0% | 2.8% | 50 | 4.4% | 3.9% | 27 | 3.6% | 1.9% | 35 | 3.7% | 4.2% |
| Midi Pyrénées | 60 | 3.1% | 2.5% | 32 | 2.8% | 2.8% | 28 | 3.6% | 2.2% | 19 | 2.0% | 2.4% |
| Limousin | 18 | 1.0% | 2.9% | 12 | 1.1% | 4.1% | 6 | 0.8% | 1.8% | 12 | 1.3% | 8.0% |
| Auvergne | 28 | 1.5% | 2.5% | 17 | 1.5% | 3.2% | 11 | 1.4% | 1.9% | 9 | 0.9% | 2.9% |
| Rhône Alpes | 159 | 8.3% | 3.1% | 103 | 8.9% | 4.2% | 57 | 7.5% | 2.2% | 70 | 7.5% | 3.7% |
| Languedoc Roussillon | 84 | 4.4% | 3.8% | 49 | 4.2% | 4.7% | 36 | 4.7% | 3.1% | 41 | 4.4% | 6.0% |
| Provence Alpes Côte d'Azur. Corse | 168 | 8.8% | 3.9% | 103 | 9.0% | 5.1% | 65 | 8.5% | 2.8% | 69 | 7.4% | 4.9% |
| Habitudes de connexion à Internet | | | | | | | | | | | | |
| Tous les jours | 1462 | 76.6% | 5.1% | 911 | 79.0% | 6.3% | 551 | 72.9% | 3.9% | 806 | 86.0% | 6.0% |
| Presque tous les jours | 201 | 10.5% | 3.1% | 115 | 9.9% | 3.8% | 87 | 11.5% | 2.6% | 89 | 9.5% | 3.8% |
| 1 à 2 fois par semaine | 87 | 4.6% | 2.7% | 46 | 4.0% | 3.4% | 41 | 5.4% | 2.2% | 29 | 3.1% | 3.2% |
| 1 à 3 fois par mois | 16 | 0.8% | 1.8% | 7 | 0.6% | 1.8% | 9 | 1.2% | 1.8% | 0 | 0.1% | 0.3% |
| Moins souvent | 23 | 1.2% | 1.9% | 12 | 1.0% | 2.3% | 11 | 1.4% | 1.5% | 3 | 0.3% | 2.5% |
| Jamais | 1 | 0.1% | 0.9% | 0 | - | 0.8% | 1 | 0.1% | 0.9% | 0 | 0.0% | 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 | 59 | 3.1% | 2.9% | 33 | 2.8% | 4.0% | 27 | 3.5% | 2.2% | 4 | 0.4% | 2.3% |
| De 9 000 à moins de 12 000 euros par an | 69 | 3.6% | 2.1% | 34 | 3.0% | 2.9% | 35 | 4.7% | 1.6% | 14 | 1.5% | 5.2% |
| De 12 000 à moins de 18 000 euros par an | 104 | 5.4% | 1.6% | 49 | 4.2% | 1.8% | 55 | 7.3% | 1.5% | 17 | 1.9% | 2.4% |
| De 18 000 à moins de 24 000 euros par an | 144 | 7.6% | 2.0% | 88 | 7.6% | 2.6% | 56 | 7.4% | 1.5% | 52 | 5.6% | 3.5% |
| De 24 000 à moins de 36 000 euros par an | 353 | 18.5% | 3.1% | 198 | 17.2% | 3.5% | 154 | 20.4% | 2.6% | 154 | 16.4% | 4.1% |
| De 36 000 à moins de 45 000 euros par an | 267 | 14.0% | 4.0% | 176 | 15.3% | 4.9% | 91 | 12.0% | 2.9% | 140 | 15.0% | 4.6% |
| De 45 000 à moins de 65 000 euros par an | 419 | 21.9% | 6.7% | 274 | 23.8% | 7.7% | 145 | 19.2% | 5.3% | 242 | 25.9% | 6.6% |
| De 65 000 à moins de 80 000 euros par an | 132 | 6.9% | 8.1% | 99 | 8.6% | 10.2% | 34 | 4.4% | 5.0% | 80 | 8.6% | 6.9% |
| De 80 000 à moins de 115 000 euros par an | 118 | 6.2% | 12.3% | 75 | 6.5% | 13.4% | 42 | 5.6% | 10.7% | 87 | 9.3% | 11.4% |
| 115 000 euros et plus par an | 57 | 3.0% | 12.7% | 42 | 3.7% | 15.4% | 15 | 2.0% | 8.5% | 47 | 5.0% | 11.8% |
| Refus | 129 | 6.7% | 4.1% | 63 | 5.5% | 4.9% | 65 | 8.6% | 3.5% | 64 | 6.9% | 5.6% |
| Ne sait pas | 60 | 3.1% | 3.8% | 23 | 2.0% | 3.5% | 37 | 4.9% | 4.0% | 33 | 3.5% | 5.8% |