

Lecture Dernière Période

| | Ensemble | | | Hommes | | | Femmes | | | FoyersCSP+ | | |
|----------------------------------|----------|-----------|-------------|----------|-----------|-------------|----------|-----------|-------------|------------|-----------|-------------|
| | Milliers | Structure | Pénétration | Milliers | Structure | Pénétration | Milliers | Structure | Pénétration | Milliers | Structure | Pénétration |
| ENSEMBLE | 3636 | 100.0% | 7.1% | 1358 | 100.0% | 5.5% | 2278 | 100.0% | 8.5% | 1127 | 100.0% | 6.5% |
| Sexe | | | | | | | | | | | | |
| Homme | 1358 | 37.4% | 5.5% | 1358 | 100.0% | 5.5% | 0 | 0.0% | 0.0% | 410 | 36.4% | 4.7% |
| Femme | 2278 | 62.6% | 8.5% | 0 | 0.0% | 0.0% | 2278 | 100.0% | 8.5% | 717 | 63.6% | 8.3% |
| Age | | | | | | | | | | | | |
| 15 à 24 ans | 250 | 6.9% | 3.4% | 132 | 9.7% | 3.6% | 118 | 5.2% | 3.3% | 120 | 10.6% | 3.8% |
| 25 à 34 ans | 274 | 7.5% | 3.6% | 100 | 7.3% | 2.7% | 174 | 7.6% | 4.5% | 117 | 10.4% | 3.5% |
| 35 à 49 ans | 824 | 22.7% | 6.6% | 298 | 22.0% | 4.8% | 526 | 23.1% | 8.3% | 447 | 39.7% | 7.2% |
| 50 à 59 ans | 739 | 20.3% | 8.1% | 283 | 20.9% | 6.2% | 456 | 20.0% | 9.9% | 324 | 28.7% | 8.5% |
| 60 ans et plus | 1549 | 42.6% | 10.4% | 545 | 40.1% | 8.4% | 1004 | 44.1% | 12.0% | 120 | 10.6% | 13.3% |
| Individu | | | | | | | | | | | | |
| Ménagères | 2128 | 58.5% | 9.2% | 0 | 0.0% | 0.0% | 2128 | 93.4% | 9.2% | 642 | 56.9% | 9.1% |
| Personne de référence | 1917 | 52.7% | 6.8% | 1186 | 87.3% | 5.9% | 731 | 32.1% | 9.3% | 469 | 41.6% | 5.7% |
| Responsable des achats | 2791 | 76.8% | 7.9% | 734 | 54.1% | 5.8% | 2057 | 90.3% | 9.0% | 809 | 71.8% | 7.4% |
| PCS Individu | | | | | | | | | | | | |
| Agriculteurs | 18 | 0.5% | 3.4% | 13 | 1.0% | 3.5% | 5 | 0.2% | 3.4% | 0 | 0.0% | 0.0% |
| Petits patrons | 152 | 4.2% | 9.4% | 87 | 6.4% | 7.7% | 65 | 2.8% | 13.4% | 137 | 12.2% | 9.6% |
| Affaires et Cadres | 354 | 9.7% | 7.0% | 175 | 12.9% | 5.9% | 180 | 7.9% | 8.4% | 316 | 28.0% | 6.9% |
| Professions intermédiaires | 380 | 10.5% | 5.5% | 110 | 8.1% | 3.2% | 270 | 11.8% | 7.8% | 304 | 26.9% | 5.4% |
| Employés | 616 | 16.9% | 7.5% | 117 | 8.6% | 5.7% | 498 | 21.9% | 8.1% | 147 | 13.0% | 8.0% |
| Ouvriers | 309 | 8.5% | 4.8% | 242 | 17.8% | 4.8% | 66 | 2.9% | 4.9% | 26 | 2.3% | 6.4% |
| Retraités | 1255 | 34.5% | 10.0% | 476 | 35.0% | 8.1% | 779 | 34.2% | 11.8% | 37 | 3.3% | 13.8% |
| Autres inactifs | 552 | 15.2% | 5.4% | 137 | 10.1% | 3.6% | 415 | 18.2% | 6.4% | 161 | 14.3% | 5.0% |
| PCS Personne de référence | | | | | | | | | | | | |
| Agriculteurs | 34 | 0.9% | 4.1% | 14 | 1.0% | 3.1% | 20 | 0.9% | 5.4% | 0 | 0.0% | 0.0% |
| Petits patrons | 211 | 5.8% | 8.0% | 91 | 6.7% | 6.9% | 119 | 5.2% | 9.2% | 211 | 18.7% | 8.0% |
| Affaires et Cadres | 557 | 15.3% | 7.7% | 200 | 14.7% | 5.6% | 357 | 15.7% | 9.8% | 557 | 49.4% | 7.7% |
| Professions intermédiaires | 359 | 9.9% | 4.8% | 119 | 8.7% | 3.1% | 241 | 10.6% | 6.6% | 359 | 31.9% | 4.8% |
| Employés | 351 | 9.7% | 6.5% | 114 | 8.4% | 5.1% | 237 | 10.4% | 7.5% | 0 | 0.0% | 0.0% |
| Ouvriers | 470 | 12.9% | 5.0% | 242 | 17.8% | 4.7% | 228 | 10.0% | 5.2% | 0 | 0.0% | 0.0% |
| Retraités | 1416 | 38.9% | 9.9% | 511 | 37.6% | 7.8% | 904 | 39.7% | 11.5% | 0 | 0.0% | 0.0% |
| Autres inactifs | 239 | 6.6% | 5.8% | 67 | 4.9% | 4.3% | 171 | 7.5% | 6.8% | 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 | 797 | 21.9% | 8.0% | 208 | 15.3% | 4.9% | 588 | 25.8% | 10.3% | 104 | 9.3% | 5.7% |
| 2 personnes | 1479 | 40.7% | 8.3% | 607 | 44.7% | 7.0% | 871 | 38.2% | 9.5% | 320 | 28.4% | 7.4% |
| 3 personnes | 510 | 14.0% | 5.6% | 246 | 18.1% | 5.3% | 263 | 11.6% | 5.9% | 225 | 20.0% | 6.0% |
| 4 personnes | 563 | 15.5% | 6.1% | 182 | 13.4% | 4.0% | 381 | 16.7% | 8.1% | 318 | 28.2% | 6.7% |
| 5 personnes et + | 289 | 7.9% | 5.4% | 114 | 8.4% | 4.3% | 174 | 7.6% | 6.5% | 159 | 14.1% | 5.9% |
| Présence d'enfants de moins de 15 ans | | | | | | | | | | | | |
| Oui | 872 | 24.0% | 5.7% | 326 | 24.0% | 4.4% | 546 | 24.0% | 6.8% | 484 | 42.9% | 6.3% |
| Non | 2764 | 76.0% | 7.7% | 1032 | 76.0% | 6.0% | 1732 | 76.0% | 9.2% | 643 | 57.1% | 6.7% |
| Habitat | | | | | | | | | | | | |
| Communes rurales | 642 | 17.7% | 5.5% | 246 | 18.1% | 4.4% | 396 | 17.4% | 6.5% | 160 | 14.2% | 4.9% |
| Agglo. - 20 000 hab | 549 | 15.1% | 6.1% | 215 | 15.8% | 5.0% | 334 | 14.6% | 7.2% | 159 | 14.1% | 6.3% |
| Agglo. 20 000 à 100 000 hab | 474 | 13.0% | 6.8% | 161 | 11.9% | 4.9% | 313 | 13.7% | 8.5% | 123 | 10.9% | 6.6% |
| Agglo. + 100 000 hab | 1186 | 32.6% | 7.7% | 462 | 34.0% | 6.2% | 724 | 31.8% | 9.1% | 360 | 31.9% | 6.3% |
| Agglo. Paris | 786 | 21.6% | 9.2% | 274 | 20.2% | 6.8% | 512 | 22.5% | 11.5% | 326 | 28.9% | 8.0% |

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| | Milliers | Structure | Pénétration | Milliers | Structure | Pénétration | Milliers | Structure | Pénétration | Milliers | Structure | Pénétration |
| Régions INSEE | | | | | | | | | | | | |
| Ile de France | 852 | 23.4% | 8.9% | 300 | 22.1% | 6.6% | 552 | 24.2% | 11.1% | 353 | 31.3% | 8.0% |
| Nord Pas de Calais | 153 | 4.2% | 4.8% | 70 | 5.1% | 4.6% | 84 | 3.7% | 5.0% | 40 | 3.6% | 4.3% |
| Lorraine | 101 | 2.8% | 5.2% | 46 | 3.4% | 4.9% | 55 | 2.4% | 5.5% | 24 | 2.1% | 4.4% |
| Alsace | 111 | 3.0% | 7.3% | 45 | 3.3% | 6.1% | 66 | 2.9% | 8.4% | 39 | 3.5% | 8.5% |
| Franche-Comté | 59 | 1.6% | 6.2% | 25 | 1.9% | 5.4% | 34 | 1.5% | 7.0% | 11 | 0.9% | 4.0% |
| Champagne Ardennes | 94 | 2.6% | 8.7% | 28 | 2.0% | 5.3% | 66 | 2.9% | 11.8% | 21 | 1.8% | 7.1% |
| Picardie | 79 | 2.2% | 5.2% | 37 | 2.7% | 5.0% | 42 | 1.8% | 5.3% | 25 | 2.2% | 5.7% |
| Bourgogne | 95 | 2.6% | 7.0% | 35 | 2.6% | 5.4% | 60 | 2.6% | 8.5% | 22 | 2.0% | 6.0% |
| Haute Normandie | 74 | 2.0% | 5.0% | 30 | 2.2% | 4.3% | 44 | 1.9% | 5.7% | 20 | 1.8% | 4.3% |
| Basse Normandie | 79 | 2.2% | 6.5% | 22 | 1.6% | 3.7% | 57 | 2.5% | 9.1% | 14 | 1.2% | 4.0% |
| Centre | 157 | 4.3% | 7.5% | 58 | 4.3% | 5.8% | 99 | 4.3% | 9.1% | 45 | 4.0% | 7.2% |
| Pays de Loire | 193 | 5.3% | 6.6% | 70 | 5.1% | 4.9% | 123 | 5.4% | 8.2% | 67 | 5.9% | 7.0% |
| Bretagne | 164 | 4.5% | 6.2% | 65 | 4.8% | 5.1% | 99 | 4.3% | 7.2% | 36 | 3.2% | 4.7% |
| Poitou Charentes | 110 | 3.0% | 7.4% | 40 | 2.9% | 5.6% | 70 | 3.1% | 9.0% | 25 | 2.2% | 6.3% |
| Aquitaine | 205 | 5.6% | 7.5% | 69 | 5.1% | 5.3% | 136 | 5.9% | 9.5% | 59 | 5.2% | 6.8% |
| Midi Pyrénées | 159 | 4.4% | 6.6% | 56 | 4.1% | 4.8% | 103 | 4.5% | 8.2% | 50 | 4.5% | 6.2% |
| Limousin | 52 | 1.4% | 8.3% | 12 | 0.8% | 3.9% | 40 | 1.8% | 12.4% | 11 | 1.0% | 7.3% |
| Auvergne | 60 | 1.6% | 5.3% | 19 | 1.4% | 3.5% | 41 | 1.8% | 7.0% | 17 | 1.5% | 5.5% |
| Rhône Alpes | 388 | 10.7% | 7.6% | 168 | 12.4% | 6.8% | 220 | 9.7% | 8.3% | 117 | 10.4% | 6.4% |
| Languedoc Roussillon | 118 | 3.2% | 5.3% | 41 | 3.0% | 3.8% | 77 | 3.4% | 6.6% | 46 | 4.1% | 6.5% |
| Provence Alpes Côte d'Azur. Corse | 335 | 9.2% | 7.7% | 124 | 9.1% | 6.1% | 211 | 9.3% | 9.2% | 86 | 7.6% | 6.1% |
| Habitudes de connexion à Internet | | | | | | | | | | | | |
| Tous les jours | 2207 | 60.7% | 6.8% | 849 | 62.5% | 5.2% | 1358 | 59.6% | 8.4% | 920 | 81.6% | 6.4% |
| Presque tous les jours | 417 | 11.5% | 7.1% | 175 | 12.9% | 6.3% | 242 | 10.6% | 7.8% | 143 | 12.6% | 7.1% |
| 1 à 2 fois par semaine | 184 | 5.1% | 7.0% | 63 | 4.6% | 5.6% | 121 | 5.3% | 8.1% | 33 | 2.9% | 4.9% |
| 1 à 3 fois par mois | 45 | 1.2% | 8.4% | 15 | 1.1% | 7.5% | 30 | 1.3% | 9.0% | 7 | 0.6% | 8.8% |
| Moins souvent | 79 | 2.2% | 8.6% | 16 | 1.2% | 4.2% | 63 | 2.8% | 11.7% | 4 | 0.4% | 5.4% |
| Jamais | 5 | 0.1% | 5.2% | 2 | 0.1% | 3.1% | 3 | 0.2% | 7.7% | 1 | 0.1% | 18.2% |

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| | Milliers | Structure | Pénétration | Milliers | Structure | Pénétration | Milliers | Structure | Pénétration | Milliers | Structure | Pénétration |
| Revenus du foyer | | | | | | | | | | | | |
| Moins de 9 000 euros par an | 88 | 2.4% | 4.7% | 26 | 1.9% | 3.6% | 62 | 2.7% | 5.5% | 13 | 1.1% | 7.7% |
| De 9 000 à moins de 12 000 euros par an | 144 | 3.9% | 4.8% | 48 | 3.5% | 4.1% | 96 | 4.2% | 5.3% | 13 | 1.2% | 5.7% |
| De 12 000 à moins de 18 000 euros par an | 368 | 10.1% | 6.2% | 130 | 9.6% | 5.3% | 238 | 10.4% | 6.9% | 32 | 2.9% | 4.9% |
| De 18 000 à moins de 24 000 euros par an | 440 | 12.1% | 6.4% | 163 | 12.0% | 5.2% | 277 | 12.1% | 7.4% | 78 | 6.9% | 5.4% |
| De 24 000 à moins de 36 000 euros par an | 738 | 20.3% | 6.7% | 291 | 21.4% | 5.4% | 447 | 19.6% | 7.8% | 174 | 15.5% | 5.1% |
| De 36 000 à moins de 45 000 euros par an | 524 | 14.4% | 7.5% | 174 | 12.8% | 4.8% | 350 | 15.4% | 10.6% | 188 | 16.7% | 6.2% |
| De 45 000 à moins de 65 000 euros par an | 509 | 14.0% | 7.6% | 213 | 15.7% | 5.8% | 296 | 13.0% | 9.7% | 239 | 21.2% | 6.3% |
| De 65 000 à moins de 80 000 euros par an | 202 | 5.6% | 10.4% | 94 | 6.9% | 8.3% | 108 | 4.7% | 13.3% | 121 | 10.7% | 9.3% |
| De 80 000 à moins de 115 000 euros par an | 149 | 4.1% | 12.1% | 70 | 5.2% | 9.4% | 79 | 3.5% | 16.3% | 97 | 8.6% | 10.9% |
| 115 000 euros et plus par an | 73 | 2.0% | 14.0% | 29 | 2.1% | 9.9% | 44 | 1.9% | 19.4% | 69 | 6.1% | 15.3% |
| Refus | 294 | 8.1% | 8.3% | 87 | 6.4% | 5.8% | 207 | 9.1% | 10.0% | 64 | 5.6% | 5.3% |
| Ne sait pas | 108 | 3.0% | 5.9% | 33 | 2.4% | 4.1% | 76 | 3.3% | 7.2% | 40 | 3.6% | 5.2% |