

| | Ensemble | | | Hommes | | | Femmes | | | FoyersCSP+ | | |
|-----------------------------------|----------|-----------|-------------|----------|-----------|-------------|----------|-----------|-------------|------------|-----------|-------------|
| | Milliers | Structure | Pénétration | Milliers | Structure | Pénétration | Milliers | Structure | Pénétration | Milliers | Structure | Pénétration |
| ENSEMBLE | 2138 | 100.0% | 4.2% | 1700 | 100.0% | 6.9% | 438 | 100.0% | 1.6% | 765 | 100.0% | 4.4% |
| Sexe | | | | | | | | | | | | |
| Homme | 1700 | 79.5% | 6.9% | 1700 | 100.0% | 6.9% | 0 | 0.0% | 0.0% | 619 | 80.9% | 7.1% |
| Femme | 438 | 20.5% | 1.6% | 0 | 0.0% | 0.0% | 438 | 100.0% | 1.6% | 146 | 19.1% | 1.7% |
| Age | | | | | | | | | | | | |
| 15 à 24 ans | 441 | 20.6% | 6.0% | 354 | 20.8% | 9.6% | 86 | 19.7% | 2.4% | 187 | 24.5% | 5.9% |
| 25 à 34 ans | 355 | 16.6% | 4.6% | 289 | 17.0% | 7.7% | 66 | 15.0% | 1.7% | 142 | 18.6% | 4.3% |
| 35 à 49 ans | 513 | 24.0% | 4.1% | 420 | 24.7% | 6.8% | 92 | 21.1% | 1.5% | 239 | 31.3% | 3.9% |
| 50 à 59 ans | 447 | 20.9% | 4.9% | 366 | 21.5% | 8.0% | 81 | 18.5% | 1.8% | 165 | 21.5% | 4.3% |
| 60 ans et plus | 383 | 17.9% | 2.6% | 271 | 15.9% | 4.2% | 112 | 25.6% | 1.3% | 31 | 4.1% | 3.5% |
| Individu | | | | | | | | | | | | |
| Ménagères | 356 | 16.7% | 1.5% | 0 | 0.0% | 0.0% | 356 | 81.4% | 1.5% | 113 | 14.8% | 1.6% |
| Personne de référence | 1380 | 64.5% | 4.9% | 1302 | 76.5% | 6.5% | 79 | 17.9% | 1.0% | 469 | 61.3% | 5.6% |
| Responsable des achats | 1151 | 53.8% | 3.2% | 793 | 46.6% | 6.3% | 357 | 81.7% | 1.6% | 372 | 48.7% | 3.4% |
| PCS Individu | | | | | | | | | | | | |
| Agriculteurs | 11 | 0.5% | 2.0% | 11 | 0.6% | 2.8% | 0 | 0.0% | 0.0% | 0 | 0.0% | 0.0% |
| Petits patrons | 80 | 3.7% | 4.9% | 78 | 4.6% | 6.8% | 2 | 0.4% | 0.3% | 79 | 10.3% | 5.5% |
| Affaires et Cadres | 212 | 9.9% | 4.2% | 173 | 10.2% | 5.9% | 39 | 8.8% | 1.8% | 199 | 26.0% | 4.3% |
| Professions intermédiaires | 298 | 13.9% | 4.3% | 245 | 14.4% | 7.2% | 53 | 12.1% | 1.5% | 264 | 34.5% | 4.7% |
| Employés | 245 | 11.4% | 3.0% | 134 | 7.9% | 6.5% | 111 | 25.3% | 1.8% | 39 | 5.1% | 2.1% |
| Ouvriers | 517 | 24.2% | 8.1% | 488 | 28.7% | 9.7% | 29 | 6.7% | 2.2% | 42 | 5.5% | 10.2% |
| Retraités | 346 | 16.2% | 2.8% | 250 | 14.7% | 4.3% | 95 | 21.8% | 1.4% | 3 | 0.4% | 1.2% |
| Autres inactifs | 430 | 20.1% | 4.2% | 321 | 18.9% | 8.5% | 109 | 25.0% | 1.7% | 140 | 18.3% | 4.4% |
| PCS Personne de référence | | | | | | | | | | | | |
| Agriculteurs | 17 | 0.8% | 2.1% | 17 | 1.0% | 3.7% | 0 | 0.0% | 0.0% | 0 | 0.0% | 0.0% |
| Petits patrons | 111 | 5.2% | 4.2% | 90 | 5.3% | 6.8% | 21 | 4.8% | 1.6% | 111 | 14.5% | 4.2% |
| Affaires et Cadres | 280 | 13.1% | 3.9% | 230 | 13.5% | 6.5% | 51 | 11.6% | 1.4% | 280 | 36.6% | 3.9% |
| Professions intermédiaires | 374 | 17.5% | 5.0% | 299 | 17.6% | 7.7% | 75 | 17.0% | 2.0% | 374 | 48.8% | 5.0% |
| Employés | 212 | 9.9% | 3.9% | 158 | 9.3% | 7.1% | 54 | 12.3% | 1.7% | 0 | 0.0% | 0.0% |
| Ouvriers | 588 | 27.5% | 6.2% | 500 | 29.4% | 9.7% | 88 | 20.1% | 2.0% | 0 | 0.0% | 0.0% |
| Retraités | 403 | 18.9% | 2.8% | 293 | 17.2% | 4.5% | 110 | 25.2% | 1.4% | 0 | 0.0% | 0.0% |
| Autres inactifs | 153 | 7.1% | 3.7% | 113 | 6.7% | 7.2% | 39 | 9.0% | 1.6% | 0 | 0.0% | 0.0% |

Lecture Dernière Période

| | Ensemble | | | Hommes | | | Femmes | | | FoyersCSP+ | | |
|--|----------|-----------|-------------|----------|-----------|-------------|----------|-----------|-------------|------------|-----------|-------------|
| | Milliers | Structure | Pénétration | Milliers | Structure | Pénétration | Milliers | Structure | Pénétration | Milliers | Structure | Pénétration |
| Taille du foyer | | | | | | | | | | | | |
| 1 personne | 301 | 14.1% | 3.0% | 237 | 13.9% | 5.6% | 64 | 14.6% | 1.1% | 64 | 8.4% | 3.5% |
| 2 personnes | 643 | 30.0% | 3.6% | 479 | 28.2% | 5.5% | 163 | 37.3% | 1.8% | 172 | 22.5% | 4.0% |
| 3 personnes | 474 | 22.2% | 5.2% | 398 | 23.4% | 8.6% | 75 | 17.2% | 1.7% | 185 | 24.2% | 5.0% |
| 4 personnes | 487 | 22.8% | 5.2% | 386 | 22.7% | 8.5% | 101 | 23.1% | 2.1% | 240 | 31.4% | 5.0% |
| 5 personnes et + | 235 | 11.0% | 4.4% | 201 | 11.8% | 7.6% | 34 | 7.7% | 1.3% | 103 | 13.5% | 3.8% |
| Présence d'enfants de moins de 15 ans | | | | | | | | | | | | |
| Oui | 730 | 34.2% | 4.7% | 603 | 35.5% | 8.2% | 127 | 29.0% | 1.6% | 350 | 45.7% | 4.5% |
| Non | 1408 | 65.8% | 3.9% | 1097 | 64.5% | 6.3% | 311 | 71.0% | 1.7% | 415 | 54.3% | 4.3% |
| Habitat | | | | | | | | | | | | |
| Communes rurales | 534 | 25.0% | 4.5% | 430 | 25.3% | 7.6% | 104 | 23.8% | 1.7% | 176 | 23.0% | 5.4% |
| Agglo. - 20 000 hab | 395 | 18.5% | 4.4% | 318 | 18.7% | 7.4% | 77 | 17.6% | 1.7% | 141 | 18.4% | 5.6% |
| Agglo. 20 000 à 100 000 hab | 227 | 10.6% | 3.3% | 186 | 10.9% | 5.7% | 40 | 9.2% | 1.1% | 73 | 9.6% | 3.9% |
| Agglo. + 100 000 hab | 707 | 33.1% | 4.6% | 556 | 32.7% | 7.5% | 151 | 34.4% | 1.9% | 246 | 32.2% | 4.3% |
| Agglo. Paris | 275 | 12.9% | 3.2% | 210 | 12.4% | 5.2% | 65 | 14.9% | 1.5% | 128 | 16.8% | 3.2% |

| | Ensemble | | | Hommes | | | Femmes | | | FoyersCSP+ | | |
|--|----------|-----------|-------------|----------|-----------|-------------|----------|-----------|-------------|------------|-----------|-------------|
| | Milliers | Structure | Pénétration | Milliers | Structure | Pénétration | Milliers | Structure | Pénétration | Milliers | Structure | Pénétration |
| Régions INSEE | | | | | | | | | | | | |
| Ile de France | 316 | 14.8% | 3.3% | 239 | 14.0% | 5.3% | 78 | 17.7% | 1.6% | 148 | 19.3% | 3.3% |
| Nord Pas de Calais | 105 | 4.9% | 3.3% | 74 | 4.3% | 4.8% | 31 | 7.2% | 1.9% | 43 | 5.6% | 4.6% |
| Lorraine | 124 | 5.8% | 6.5% | 108 | 6.4% | 11.6% | 16 | 3.7% | 1.6% | 45 | 5.8% | 8.3% |
| Alsace | 46 | 2.2% | 3.0% | 39 | 2.3% | 5.3% | 7 | 1.7% | 1.0% | 21 | 2.7% | 4.5% |
| Franche-Comté | 38 | 1.8% | 4.0% | 33 | 1.9% | 7.1% | 5 | 1.1% | 1.0% | 14 | 1.8% | 5.2% |
| Champagne Ardennes | 46 | 2.2% | 4.3% | 40 | 2.3% | 7.6% | 7 | 1.5% | 1.2% | 13 | 1.7% | 4.6% |
| Picardie | 62 | 2.9% | 4.1% | 50 | 2.9% | 6.7% | 13 | 2.9% | 1.6% | 30 | 3.9% | 6.7% |
| Bourgogne | 46 | 2.1% | 3.4% | 37 | 2.2% | 5.6% | 9 | 2.1% | 1.3% | 18 | 2.4% | 5.0% |
| Haute Normandie | 69 | 3.2% | 4.6% | 53 | 3.1% | 7.6% | 15 | 3.5% | 2.0% | 17 | 2.2% | 3.7% |
| Basse Normandie | 45 | 2.1% | 3.7% | 38 | 2.3% | 6.6% | 7 | 1.5% | 1.1% | 7 | 0.9% | 2.0% |
| Centre | 91 | 4.3% | 4.4% | 73 | 4.3% | 7.3% | 18 | 4.0% | 1.6% | 28 | 3.7% | 4.5% |
| Pays de Loire | 125 | 5.9% | 4.3% | 105 | 6.2% | 7.4% | 21 | 4.8% | 1.4% | 34 | 4.5% | 3.6% |
| Bretagne | 100 | 4.7% | 3.8% | 83 | 4.9% | 6.5% | 17 | 3.9% | 1.2% | 26 | 3.4% | 3.4% |
| Poitou Charentes | 61 | 2.9% | 4.1% | 52 | 3.1% | 7.3% | 9 | 2.1% | 1.2% | 25 | 3.3% | 6.4% |
| Aquitaine | 118 | 5.5% | 4.3% | 102 | 6.0% | 7.9% | 16 | 3.6% | 1.1% | 40 | 5.2% | 4.6% |
| Midi Pyrénées | 106 | 4.9% | 4.4% | 76 | 4.5% | 6.5% | 30 | 6.8% | 2.4% | 36 | 4.7% | 4.5% |
| Limousin | 25 | 1.2% | 4.0% | 21 | 1.2% | 7.1% | 4 | 0.9% | 1.2% | 4 | 0.5% | 2.7% |
| Auvergne | 65 | 3.0% | 5.7% | 50 | 2.9% | 9.2% | 15 | 3.5% | 2.6% | 19 | 2.5% | 6.2% |
| Rhône Alpes | 244 | 11.4% | 4.8% | 201 | 11.8% | 8.1% | 44 | 10.0% | 1.7% | 91 | 11.9% | 5.0% |
| Languedoc Roussillon | 88 | 4.1% | 4.0% | 67 | 3.9% | 6.3% | 21 | 4.9% | 1.8% | 21 | 2.8% | 3.0% |
| Provence Alpes Côte d'Azur. Corse | 216 | 10.1% | 5.0% | 161 | 9.5% | 7.9% | 55 | 12.6% | 2.4% | 85 | 11.1% | 6.0% |
| Habitudes de connexion à Internet | | | | | | | | | | | | |
| Tous les jours | 1441 | 67.4% | 4.4% | 1170 | 68.8% | 7.2% | 271 | 61.9% | 1.7% | 613 | 80.2% | 4.3% |
| Presque tous les jours | 307 | 14.3% | 5.2% | 241 | 14.1% | 8.6% | 66 | 15.1% | 2.1% | 86 | 11.3% | 4.3% |
| 1 à 2 fois par semaine | 113 | 5.3% | 4.3% | 88 | 5.2% | 7.8% | 24 | 5.6% | 1.6% | 37 | 4.9% | 5.6% |
| 1 à 3 fois par mois | 27 | 1.2% | 5.0% | 16 | 0.9% | 7.8% | 11 | 2.4% | 3.2% | 0 | 0.0% | 0.0% |
| Moins souvent | 43 | 2.0% | 4.7% | 27 | 1.6% | 7.0% | 16 | 3.8% | 3.1% | 6 | 0.8% | 8.0% |
| Jamais | 9 | 0.4% | 9.0% | 9 | 0.5% | 16.5% | 0 | 0.0% | 0.0% | 0 | 0.0% | 0.0% |

Lecture Dernière Période

| | 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 | 50 | 2.3% | 2.7% | 31 | 1.8% | 4.3% | 19 | 4.3% | 1.7% | 11 | 1.4% | 6.4% |
| De 9 000 à moins de 12 000 euros par an | 93 | 4.3% | 3.1% | 76 | 4.5% | 6.6% | 17 | 3.8% | 0.9% | 7 | 0.9% | 2.9% |
| De 12 000 à moins de 18 000 euros par an | 172 | 8.0% | 2.9% | 127 | 7.5% | 5.1% | 45 | 10.2% | 1.3% | 31 | 4.0% | 4.7% |
| De 18 000 à moins de 24 000 euros par an | 254 | 11.9% | 3.7% | 205 | 12.0% | 6.6% | 49 | 11.1% | 1.3% | 47 | 6.1% | 3.2% |
| De 24 000 à moins de 36 000 euros par an | 480 | 22.4% | 4.3% | 370 | 21.8% | 6.9% | 110 | 25.0% | 1.9% | 138 | 18.1% | 4.0% |
| De 36 000 à moins de 45 000 euros par an | 335 | 15.7% | 4.8% | 258 | 15.2% | 7.0% | 78 | 17.7% | 2.4% | 127 | 16.5% | 4.2% |
| De 45 000 à moins de 65 000 euros par an | 353 | 16.5% | 5.2% | 300 | 17.7% | 8.1% | 53 | 12.1% | 1.7% | 176 | 23.1% | 4.7% |
| De 65 000 à moins de 80 000 euros par an | 90 | 4.2% | 4.6% | 76 | 4.4% | 6.7% | 15 | 3.4% | 1.8% | 63 | 8.2% | 4.8% |
| De 80 000 à moins de 115 000 euros par an | 84 | 3.9% | 6.8% | 73 | 4.3% | 9.8% | 11 | 2.4% | 2.2% | 58 | 7.6% | 6.6% |
| 115 000 euros et plus par an | 27 | 1.2% | 5.1% | 22 | 1.3% | 7.4% | 5 | 1.0% | 2.0% | 21 | 2.8% | 4.7% |
| Refus | 118 | 5.5% | 3.3% | 95 | 5.6% | 6.3% | 23 | 5.2% | 1.1% | 46 | 6.1% | 3.8% |
| Ne sait pas | 84 | 3.9% | 4.5% | 68 | 4.0% | 8.5% | 16 | 3.7% | 1.5% | 40 | 5.3% | 5.2% |