

| | Ensemble | | | Hommes | | | Femmes | | | Foyers CSP+ | | |
|-----------------------------------|----------|-----------|-------------|----------|-----------|-------------|----------|-----------|-------------|-------------|-----------|-------------|
| | Milliers | Structure | Pénétration | Milliers | Structure | Pénétration | Milliers | Structure | Pénétration | Milliers | Structure | Pénétration |
| Ensemble | 1 937 | 100.0% | 3.7% | 282 | 100.0% | 1.1% | 1 654 | 100.0% | 6.1% | 676 | 100.0% | 3.8% |
| Sexe | | | | | | | | | | | | |
| Femme | 1 654 | 85.0% | 6.0% | - | - | - | 1 654 | 100.0% | 6.0% | 568 | 84.0% | 6.0% |
| Homme | 282 | 14.0% | 1.0% | 282 | 100.0% | 1.0% | - | - | - | 108 | 16.0% | 1.0% |
| Age | | | | | | | | | | | | |
| 15 à 24 ans | 59 | 3.0% | 0.0% | 5 | 1.0% | 0.0% | 54 | 3.0% | 1.0% | 25 | 3.0% | 0.0% |
| 25 à 34 ans | 229 | 11.0% | 3.0% | 25 | 8.0% | 0.0% | 204 | 12.0% | 5.0% | 88 | 13.0% | 2.0% |
| 35 à 49 ans | 533 | 27.0% | 4.0% | 90 | 31.0% | 1.0% | 442 | 26.0% | 6.0% | 302 | 44.0% | 4.0% |
| 50 à 59 ans | 434 | 22.0% | 5.0% | 60 | 21.0% | 1.0% | 374 | 22.0% | 8.0% | 197 | 29.0% | 5.0% |
| 60 ans et plus | 682 | 35.0% | 4.0% | 102 | 36.0% | 1.0% | 580 | 35.0% | 6.0% | 65 | 9.0% | 4.0% |
| Individu | | | | | | | | | | | | |
| Ménagères | 1 569 | 81.0% | 6.0% | - | - | - | 1 569 | 94.0% | 6.0% | 544 | 80.0% | 7.0% |
| Personne de référence | 755 | 39.0% | 2.0% | 261 | 92.0% | 1.0% | 494 | 29.0% | 6.0% | 211 | 31.0% | 2.0% |
| Responsable des achats | 1 662 | 85.0% | 4.0% | 142 | 50.0% | 1.0% | 1 520 | 91.0% | 6.0% | 566 | 83.0% | 5.0% |
| Pcs individu | | | | | | | | | | | | |
| Affaires et cadres | 206 | 10.0% | 4.0% | 39 | 13.0% | 1.0% | 168 | 10.0% | 7.0% | 185 | 27.0% | 4.0% |
| Agriculteurs | 24 | 1.0% | 4.0% | 3 | 0.0% | 0.0% | 21 | 1.0% | 10.0% | 1 | 0.0% | 3.0% |
| Autres inactifs | 302 | 15.0% | 3.0% | 31 | 10.0% | 0.0% | 271 | 16.0% | 4.0% | 97 | 14.0% | 2.0% |
| Employés | 412 | 21.0% | 4.0% | 19 | 6.0% | 0.0% | 393 | 23.0% | 6.0% | 97 | 14.0% | 5.0% |
| Ouvriers | 129 | 6.0% | 2.0% | 59 | 21.0% | 1.0% | 70 | 4.0% | 5.0% | 11 | 1.0% | 2.0% |
| Petits patrons | 55 | 2.0% | 3.0% | 9 | 3.0% | 0.0% | 46 | 2.0% | 10.0% | 37 | 5.0% | 2.0% |
| Professions intermédiaires | 296 | 15.0% | 4.0% | 52 | 18.0% | 1.0% | 244 | 14.0% | 6.0% | 229 | 33.0% | 3.0% |
| Retraités | 513 | 26.0% | 4.0% | 71 | 25.0% | 1.0% | 442 | 26.0% | 6.0% | 19 | 2.0% | 8.0% |
| Pcs personne de référence | | | | | | | | | | | | |
| Affaires et cadres | 293 | 15.0% | 4.0% | 42 | 14.0% | 1.0% | 252 | 15.0% | 7.0% | 293 | 43.0% | 4.0% |
| Agriculteurs | 47 | 2.0% | 6.0% | 3 | 1.0% | 0.0% | 44 | 2.0% | 10.0% | - | - | - |
| Autres inactifs | 111 | 5.0% | 3.0% | 21 | 7.0% | 1.0% | 90 | 5.0% | 4.0% | - | - | - |
| Employés | 234 | 12.0% | 4.0% | 15 | 5.0% | 0.0% | 219 | 13.0% | 6.0% | - | - | - |
| Ouvriers | 268 | 13.0% | 2.0% | 58 | 20.0% | 1.0% | 210 | 12.0% | 4.0% | - | - | - |
| Petits patrons | 104 | 5.0% | 3.0% | 9 | 3.0% | 0.0% | 95 | 5.0% | 7.0% | 104 | 15.0% | 3.0% |
| Professions intermédiaires | 278 | 14.0% | 3.0% | 57 | 20.0% | 1.0% | 221 | 13.0% | 5.0% | 278 | 41.0% | 3.0% |
| Retraités | 600 | 31.0% | 4.0% | 77 | 27.0% | 1.0% | 524 | 31.0% | 6.0% | - | - | - |



| | Ensemble | | | Hommes | | | Femmes | | | Foyers CSP+ | | |
|--|----------|-----------|-------------|----------|-----------|-------------|----------|-----------|-------------|-------------|-----------|-------------|
| | Milliers | Structure | Pénétration | Milliers | Structure | Pénétration | Milliers | Structure | Pénétration | Milliers | Structure | Pénétration |
| Ensemble | 1 937 | 100.0% | 3.7% | 282 | 100.0% | 1.1% | 1 654 | 100.0% | 6.1% | 676 | 100.0% | 3.8% |
| Taille du foyer | | | | | | | | | | | | |
| 1 personne | 398 | 20.0% | 4.0% | 35 | 12.0% | 0.0% | 362 | 21.0% | 6.0% | 81 | 12.0% | 3.0% |
| 2 personnes | 763 | 39.0% | 4.0% | 135 | 47.0% | 1.0% | 628 | 38.0% | 6.0% | 182 | 27.0% | 4.0% |
| 3 personnes | 290 | 14.0% | 3.0% | 46 | 16.0% | 1.0% | 243 | 14.0% | 5.0% | 155 | 22.0% | 3.0% |
| 4 personnes | 304 | 15.0% | 3.0% | 45 | 16.0% | 1.0% | 258 | 15.0% | 5.0% | 152 | 22.0% | 3.0% |
| 5 personnes et + | 183 | 9.0% | 3.0% | 21 | 7.0% | 0.0% | 162 | 9.0% | 5.0% | 106 | 15.0% | 4.0% |
| Présence d'enfants de moins de 15 ans | | | | | | | | | | | | |
| Non | 1 325 | 68.0% | 3.0% | 188 | 66.0% | 1.0% | 1 137 | 68.0% | 6.0% | 360 | 53.0% | 3.0% |
| Oui | 612 | 31.0% | 3.0% | 94 | 33.0% | 1.0% | 518 | 31.0% | 6.0% | 316 | 46.0% | 4.0% |
| Habitat | | | | | | | | | | | | |
| Agglo. + 100 000 hab | 592 | 30.0% | 3.0% | 84 | 29.0% | 1.0% | 509 | 30.0% | 6.0% | 218 | 32.0% | 3.0% |
| Agglo. 20 000 à 100 000 hab | 294 | 15.0% | 4.0% | 38 | 13.0% | 1.0% | 256 | 15.0% | 7.0% | 107 | 15.0% | 5.0% |
| Agglo. - 20 000 hab | 352 | 18.0% | 3.0% | 42 | 14.0% | 1.0% | 310 | 18.0% | 6.0% | 92 | 13.0% | 3.0% |
| Agglo. paris | 265 | 13.0% | 3.0% | 48 | 16.0% | 1.0% | 217 | 13.0% | 4.0% | 135 | 19.0% | 3.0% |
| Communes rurales | 433 | 22.0% | 3.0% | 71 | 25.0% | 1.0% | 362 | 21.0% | 5.0% | 124 | 18.0% | 3.0% |

| | Ensemble | | | Hommes | | | Femmes | | | Foyers CSP+ | | |
|---|----------|-----------|-------------|----------|-----------|-------------|----------|-----------|-------------|-------------|-----------|-------------|
| | Milliers | Structure | Pénétration | Milliers | Structure | Pénétration | Milliers | Structure | Pénétration | Milliers | Structure | Pénétration |
| Ensemble | 1 937 | 100.0% | 3.7% | 282 | 100.0% | 1.1% | 1 654 | 100.0% | 6.1% | 676 | 100.0% | 3.8% |
| Régions insee | | | | | | | | | | | | |
| Alsace | 53 | 2.0% | 3.0% | 12 | 4.0% | 1.0% | 41 | 2.0% | 5.0% | 14 | 2.0% | 3.0% |
| Aquitaine | 105 | 5.0% | 3.0% | 20 | 6.0% | 1.0% | 85 | 5.0% | 5.0% | 48 | 7.0% | 5.0% |
| Auvergne | 41 | 2.0% | 3.0% | 4 | 1.0% | 0.0% | 37 | 2.0% | 6.0% | 12 | 1.0% | 4.0% |
| Basse normandie | 39 | 2.0% | 3.0% | 5 | 1.0% | 0.0% | 35 | 2.0% | 5.0% | 15 | 2.0% | 4.0% |
| Bourgogne | 64 | 3.0% | 4.0% | 11 | 3.0% | 1.0% | 53 | 3.0% | 7.0% | 18 | 2.0% | 4.0% |
| Bretagne | 165 | 8.0% | 6.0% | 30 | 10.0% | 2.0% | 135 | 8.0% | 9.0% | 41 | 6.0% | 5.0% |
| Centre | 57 | 2.0% | 2.0% | 6 | 2.0% | 0.0% | 51 | 3.0% | 4.0% | 20 | 3.0% | 3.0% |
| Champagne ardennes | 41 | 2.0% | 3.0% | 8 | 2.0% | 1.0% | 33 | 2.0% | 5.0% | 7 | 1.0% | 2.0% |
| Franche-comté | 40 | 2.0% | 4.0% | 7 | 2.0% | 1.0% | 33 | 2.0% | 6.0% | 10 | 1.0% | 3.0% |
| Haute normandie | 39 | 2.0% | 2.0% | 2 | 0.0% | 0.0% | 37 | 2.0% | 4.0% | 14 | 2.0% | 3.0% |
| Ile de france | 317 | 16.0% | 3.0% | 56 | 19.0% | 1.0% | 261 | 15.0% | 5.0% | 148 | 22.0% | 3.0% |
| Languedoc roussillon | 87 | 4.0% | 3.0% | 9 | 3.0% | 0.0% | 78 | 4.0% | 6.0% | 22 | 3.0% | 3.0% |
| Limousin | 25 | 1.0% | 4.0% | 7 | 2.0% | 2.0% | 18 | 1.0% | 5.0% | 6 | 0.0% | 3.0% |
| Lorraine | 75 | 3.0% | 3.0% | 19 | 6.0% | 2.0% | 57 | 3.0% | 5.0% | 18 | 2.0% | 3.0% |
| Midi pyrénées | 78 | 4.0% | 3.0% | 3 | 1.0% | 0.0% | 75 | 4.0% | 5.0% | 31 | 4.0% | 3.0% |
| Nord pas de calais | 113 | 5.0% | 3.0% | 23 | 8.0% | 1.0% | 90 | 5.0% | 5.0% | 30 | 4.0% | 2.0% |
| Pays de loire | 138 | 7.0% | 4.0% | 14 | 4.0% | 0.0% | 124 | 7.0% | 7.0% | 43 | 6.0% | 4.0% |
| Picardie | 42 | 2.0% | 2.0% | 8 | 2.0% | 1.0% | 34 | 2.0% | 4.0% | 16 | 2.0% | 3.0% |
| Poitou charentes | 70 | 3.0% | 4.0% | 5 | 1.0% | 0.0% | 65 | 3.0% | 8.0% | 22 | 3.0% | 5.0% |
| Provence alpes côte d'azur, corse | 184 | 9.0% | 4.0% | 21 | 7.0% | 1.0% | 163 | 9.0% | 7.0% | 69 | 10.0% | 4.0% |
| Rhône alpes | 164 | 8.0% | 3.0% | 12 | 4.0% | 0.0% | 152 | 9.0% | 5.0% | 71 | 10.0% | 3.0% |
| Habitudes de connection à internet | | | | | | | | | | | | |
| 1 à 2 fois par semaine | 132 | 6.0% | 4.0% | 4 | 1.0% | 0.0% | 128 | 7.0% | 7.0% | 11 | 1.0% | 2.0% |
| 1 à 3 fois par mois | 13 | 0.0% | 3.0% | 6 | 2.0% | 3.0% | 7 | 0.0% | 3.0% | - | - | - |
| Moins souvent | 4 | 0.0% | 3.0% | 4 | 1.0% | 9.0% | 0 | 0.0% | 0.0% | - | - | - |
| Presque tous les jours | 192 | 9.0% | 3.0% | 29 | 10.0% | 1.0% | 163 | 9.0% | 4.0% | 67 | 9.0% | 4.0% |
| Tous les jours | 1 596 | 82.0% | 3.0% | 239 | 84.0% | 1.0% | 1 356 | 82.0% | 6.0% | 598 | 88.0% | 3.0% |



| | Ensemble | | | Hommes | | | Femmes | | | Foyers CSP+ | | |
|---|----------|-----------|-------------|----------|-----------|-------------|----------|-----------|-------------|-------------|-----------|-------------|
| | Milliers | Structure | Pénétration | Milliers | Structure | Pénétration | Milliers | Structure | Pénétration | Milliers | Structure | Pénétration |
| Ensemble | 1 937 | 100.0% | 3.7% | 282 | 100.0% | 1.1% | 1 654 | 100.0% | 6.1% | 676 | 100.0% | 3.8% |
| Revenus du foyer | | | | | | | | | | | | |
| 65 000 euros et plus par an | 158 | 8.0% | 3.0% | 25 | 9.0% | 1.0% | 133 | 8.0% | 7.0% | 123 | 18.0% | 4.0% |
| De 12 000 à moins de 18 000 euros par an | 187 | 9.0% | 3.0% | 9 | 3.0% | 0.0% | 178 | 10.0% | 6.0% | 23 | 3.0% | 3.0% |
| De 18 000 à moins de 24 000 euros par an | 240 | 12.0% | 3.0% | 49 | 17.0% | 1.0% | 191 | 11.0% | 4.0% | 51 | 7.0% | 3.0% |
| De 24 000 à moins de 36 000 euros par an | 494 | 25.0% | 4.0% | 83 | 29.0% | 1.0% | 411 | 24.0% | 6.0% | 141 | 20.0% | 4.0% |
| De 36 000 à moins de 45 000 euros par an | 304 | 15.0% | 4.0% | 42 | 15.0% | 1.0% | 262 | 15.0% | 6.0% | 116 | 17.0% | 4.0% |
| De 45 000 à moins de 65 000 euros par an | 291 | 15.0% | 3.0% | 41 | 14.0% | 1.0% | 250 | 15.0% | 7.0% | 159 | 23.0% | 4.0% |
| De 9 000 à moins de 12 000 euros par an | 85 | 4.0% | 4.0% | 15 | 5.0% | 2.0% | 70 | 4.0% | 5.0% | 12 | 1.0% | 4.0% |
| Moins de 9 000 euros par an | 39 | 2.0% | 2.0% | 5 | 1.0% | 0.0% | 34 | 2.0% | 4.0% | 1 | 0.0% | 0.0% |
| Ne sait pas | 14 | 0.0% | 0.0% | - | - | - | 14 | 0.0% | 1.0% | 5 | 0.0% | 0.0% |
| Refus | 125 | 6.0% | 3.0% | 13 | 4.0% | 0.0% | 112 | 6.0% | 5.0% | 44 | 6.0% | 3.0% |