

LNM

| | Ensemble | | | Hommes | | | Femmes | | | FoyersCSP+ | | |
|----------------------------------|----------|-----------|-------------|----------|-----------|-------------|----------|-----------|-------------|------------|-----------|-------------|
| | Milliers | Structure | Pénétration | Milliers | Structure | Pénétration | Milliers | Structure | Pénétration | Milliers | Structure | Pénétration |
| ENSEMBLE | 339 | 100.0% | 0.7% | 176 | 100.0% | 0.7% | 163 | 100.0% | 0.6% | 65 | 100.0% | 0.4% |
| Sexe | | | | | | | | | | | | |
| Homme | 176 | 51.9% | 0.7% | 176 | 100.0% | 0.7% | 0 | 0.0% | 0.0% | 30 | 46.8% | 0.3% |
| Femme | 163 | 48.1% | 0.6% | 0 | 0.0% | 0.0% | 163 | 100.0% | 0.6% | 35 | 53.2% | 0.4% |
| Age | | | | | | | | | | | | |
| 15 à 24 ans | 14 | 4.2% | 0.2% | 5 | 3.1% | 0.1% | 9 | 5.4% | 0.2% | 6 | 9.0% | 0.2% |
| 25 à 34 ans | 36 | 10.6% | 0.5% | 18 | 10.2% | 0.5% | 18 | 11.1% | 0.5% | 10 | 15.2% | 0.3% |
| 35 à 49 ans | 69 | 20.3% | 0.6% | 38 | 21.7% | 0.6% | 31 | 18.9% | 0.5% | 34 | 52.9% | 0.5% |
| 50 à 59 ans | 65 | 19.2% | 0.7% | 28 | 16.0% | 0.6% | 37 | 22.7% | 0.8% | 12 | 18.6% | 0.3% |
| 60 ans et plus | 154 | 45.6% | 1.0% | 86 | 49.0% | 1.3% | 68 | 41.9% | 0.8% | 3 | 4.4% | 0.3% |
| Individu | | | | | | | | | | | | |
| Ménagères | 157 | 46.3% | 0.7% | 0 | 0.0% | 0.0% | 157 | 96.1% | 0.7% | 33 | 50.2% | 0.5% |
| Personne de référence | 217 | 64.1% | 0.8% | 169 | 96.1% | 0.8% | 48 | 29.6% | 0.6% | 33 | 50.7% | 0.4% |
| Responsable des achats | 245 | 72.2% | 0.7% | 97 | 55.3% | 0.7% | 147 | 90.4% | 0.6% | 46 | 70.7% | 0.4% |
| PCS Individu | | | | | | | | | | | | |
| Agriculteurs | 7 | 2.0% | 1.3% | 4 | 2.3% | 1.2% | 3 | 1.7% | 1.7% | 0 | 0.0% | 0.0% |
| Petits patrons | 7 | 2.1% | 0.4% | 6 | 3.3% | 0.5% | 1 | 0.7% | 0.3% | 7 | 10.7% | 0.5% |
| Affaires et Cadres | 14 | 4.1% | 0.3% | 6 | 3.3% | 0.2% | 8 | 5.0% | 0.4% | 12 | 17.8% | 0.3% |
| Professions intermédiaires | 32 | 9.4% | 0.4% | 16 | 9.3% | 0.5% | 15 | 9.4% | 0.4% | 28 | 42.4% | 0.5% |
| Employés | 36 | 10.5% | 0.4% | 7 | 4.1% | 0.3% | 28 | 17.4% | 0.5% | 8 | 13.1% | 0.5% |
| Ouvriers | 73 | 21.4% | 1.1% | 47 | 26.6% | 0.9% | 26 | 15.9% | 1.9% | 4 | 5.8% | 1.1% |
| Retraités | 144 | 42.4% | 1.1% | 86 | 48.8% | 1.4% | 58 | 35.5% | 0.9% | 2 | 2.4% | 0.7% |
| Autres inactifs | 28 | 8.2% | 0.3% | 4 | 2.3% | 0.1% | 24 | 14.5% | 0.4% | 5 | 7.8% | 0.2% |
| PCS Personne de référence | | | | | | | | | | | | |
| Agriculteurs | 11 | 3.2% | 1.4% | 4 | 2.0% | 0.9% | 7 | 4.4% | 2.1% | 0 | 0.0% | 0.0% |
| Petits patrons | 10 | 2.9% | 0.4% | 6 | 3.3% | 0.4% | 4 | 2.4% | 0.3% | 10 | 15.0% | 0.4% |
| Affaires et Cadres | 22 | 6.6% | 0.3% | 8 | 4.5% | 0.2% | 15 | 8.9% | 0.4% | 22 | 34.5% | 0.3% |
| Professions intermédiaires | 33 | 9.7% | 0.4% | 17 | 9.5% | 0.4% | 16 | 9.9% | 0.4% | 33 | 50.5% | 0.4% |
| Employés | 14 | 4.2% | 0.3% | 8 | 4.4% | 0.3% | 6 | 3.9% | 0.2% | 0 | 0.0% | 0.0% |
| Ouvriers | 77 | 22.6% | 0.8% | 46 | 26.4% | 0.9% | 30 | 18.6% | 0.7% | 0 | 0.0% | 0.0% |
| Retraités | 146 | 43.2% | 1.0% | 87 | 49.7% | 1.3% | 59 | 36.3% | 0.7% | 0 | 0.0% | 0.0% |
| Autres inactifs | 26 | 7.6% | 0.6% | 0 | 0.2% | 0.0% | 25 | 15.6% | 1.0% | 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 | 65 | 19.1% | 0.6% | 35 | 19.9% | 0.8% | 30 | 18.3% | 0.5% | 6 | 9.3% | 0.3% |
| 2 personnes | 172 | 50.8% | 1.0% | 85 | 48.2% | 1.0% | 87 | 53.5% | 0.9% | 17 | 26.1% | 0.4% |
| 3 personnes | 40 | 11.7% | 0.4% | 23 | 12.8% | 0.5% | 17 | 10.6% | 0.4% | 14 | 21.5% | 0.4% |
| 4 personnes | 37 | 10.9% | 0.4% | 23 | 13.1% | 0.5% | 14 | 8.5% | 0.3% | 16 | 24.8% | 0.3% |
| 5 personnes et + | 25 | 7.5% | 0.5% | 11 | 6.0% | 0.4% | 15 | 9.1% | 0.5% | 12 | 18.3% | 0.5% |
| Présence d'enfants de moins de 15 ans | | | | | | | | | | | | |
| Oui | 75 | 22.1% | 0.5% | 36 | 20.6% | 0.5% | 39 | 23.7% | 0.5% | 30 | 46.5% | 0.4% |
| Non | 264 | 77.9% | 0.7% | 140 | 79.4% | 0.8% | 124 | 76.3% | 0.7% | 35 | 53.5% | 0.4% |
| Habitat | | | | | | | | | | | | |
| Communes rurales | 135 | 39.8% | 1.1% | 75 | 42.7% | 1.3% | 60 | 36.6% | 1.0% | 19 | 29.9% | 0.6% |
| Agglo. - 20 000 hab | 104 | 30.8% | 1.2% | 52 | 29.4% | 1.2% | 53 | 32.4% | 1.1% | 24 | 36.9% | 0.9% |
| Agglo. 20 000 à 100 000 hab | 38 | 11.1% | 0.5% | 23 | 12.9% | 0.7% | 15 | 9.1% | 0.4% | 6 | 8.6% | 0.3% |
| Agglo. + 100 000 hab | 59 | 17.3% | 0.4% | 23 | 13.2% | 0.3% | 36 | 21.8% | 0.4% | 16 | 24.2% | 0.3% |
| Agglo. Paris | 3 | 1.0% | 0.0% | 3 | 1.8% | 0.1% | 0 | 0.1% | 0.0% | 0 | 0.5% | 0.0% |
| Régions INSEE | | | | | | | | | | | | |
| Ile de France | 3 | 1.0% | 0.0% | 3 | 1.8% | 0.1% | 0 | 0.1% | 0.0% | 0 | 0.5% | 0.0% |
| Champagne Ardennes | 0 | 0.1% | 0.0% | 0 | 0.1% | 0.0% | 0 | 0.0% | 0.0% | 0 | 0.0% | 0.0% |
| Basse Normandie | 0 | 0.1% | 0.0% | 0 | 0.1% | 0.0% | 0 | 0.0% | 0.0% | 0 | 0.0% | 0.0% |
| Pays de Loire | 256 | 75.7% | 8.6% | 130 | 74.2% | 9.1% | 126 | 77.4% | 8.2% | 46 | 71.4% | 5.0% |
| Bretagne | 0 | 0.1% | 0.0% | 0 | 0.1% | 0.0% | 0 | 0.0% | 0.0% | 0 | 0.4% | 0.0% |
| Poitou Charentes | 77 | 22.8% | 5.2% | 41 | 23.3% | 5.7% | 36 | 22.2% | 4.7% | 17 | 26.2% | 4.7% |
| Aquitaine | 1 | 0.3% | 0.0% | 1 | 0.4% | 0.0% | 0 | 0.2% | 0.0% | 1 | 1.6% | 0.1% |
| Limousin | 0 | 0.0% | 0.0% | 0 | 0.0% | 0.0% | 0 | 0.0% | 0.0% | 0 | 0.0% | 0.0% |
| Habitudes de connexion à Internet | | | | | | | | | | | | |
| Tous les jours | 170 | 50.2% | 0.5% | 80 | 45.7% | 0.5% | 90 | 55.1% | 0.5% | 58 | 90.0% | 0.4% |
| Presque tous les jours | 36 | 10.6% | 0.6% | 19 | 11.0% | 0.7% | 16 | 10.1% | 0.5% | 6 | 9.9% | 0.3% |
| 1 à 2 fois par semaine | 7 | 2.2% | 0.3% | 1 | 0.9% | 0.1% | 6 | 3.6% | 0.4% | 0 | 0.1% | 0.0% |
| 1 à 3 fois par mois | 1 | 0.4% | 0.3% | 1 | 0.8% | 0.8% | 0 | 0.0% | 0.0% | 0 | 0.0% | 0.0% |
| Moins souvent | 2 | 0.7% | 0.3% | 2 | 1.3% | 0.6% | 0 | 0.1% | 0.0% | 0 | 0.0% | 0.0% |

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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 | 24 | 7.1% | 1.3% | 5 | 2.8% | 0.6% | 19 | 11.8% | 1.8% | 1 | 1.5% | 0.5% |
| De 9 000 à moins de 12 000 euros par an | 24 | 7.0% | 0.8% | 9 | 5.0% | 0.8% | 15 | 9.1% | 0.8% | 0 | 0.0% | 0.0% |
| De 12 000 à moins de 18 000 euros par an | 71 | 21.0% | 1.3% | 41 | 23.3% | 1.7% | 30 | 18.5% | 1.0% | 1 | 1.4% | 0.1% |
| De 18 000 à moins de 24 000 euros par an | 58 | 17.2% | 0.9% | 38 | 21.5% | 1.3% | 20 | 12.6% | 0.5% | 12 | 18.6% | 0.9% |
| De 24 000 à moins de 36 000 euros par an | 66 | 19.4% | 0.6% | 35 | 20.1% | 0.7% | 30 | 18.6% | 0.5% | 11 | 16.5% | 0.3% |
| De 36 000 à moins de 45 000 euros par an | 30 | 8.9% | 0.4% | 17 | 9.5% | 0.4% | 13 | 8.1% | 0.4% | 14 | 21.9% | 0.5% |
| De 45 000 à moins de 65 000 euros par an | 27 | 7.8% | 0.4% | 15 | 8.6% | 0.4% | 11 | 7.0% | 0.3% | 15 | 23.3% | 0.4% |
| 65 000 euros et plus par an | 11 | 3.4% | 0.3% | 4 | 2.2% | 0.2% | 8 | 4.7% | 0.5% | 7 | 10.7% | 0.3% |
| Refus | 21 | 6.3% | 0.6% | 11 | 6.0% | 0.7% | 11 | 6.6% | 0.6% | 3 | 4.5% | 0.3% |
| Ne sait pas | 7 | 2.0% | 0.4% | 2 | 1.0% | 0.2% | 5 | 3.1% | 0.5% | 1 | 1.6% | 0.2% |