

LNM

| | Ensemble | | | Hommes | | | Femmes | | | FoyersCSP+ | | |
|-----------------------------------|----------|-----------|-------------|----------|-----------|-------------|----------|-----------|-------------|------------|-----------|-------------|
| | Milliers | Structure | Pénétration | Milliers | Structure | Pénétration | Milliers | Structure | Pénétration | Milliers | Structure | Pénétration |
| ENSEMBLE | 187 | 100.0% | 0.4% | 102 | 100.0% | 0.4% | 85 | 100.0% | 0.3% | 44 | 100.0% | 0.3% |
| Sexe | | | | | | | | | | | | |
| Homme | 102 | 54.6% | 0.4% | 102 | 100.0% | 0.4% | 0 | 0.0% | 0.0% | 24 | 54.8% | 0.3% |
| Femme | 85 | 45.4% | 0.3% | 0 | 0.0% | 0.0% | 85 | 100.0% | 0.3% | 20 | 45.2% | 0.2% |
| Age | | | | | | | | | | | | |
| 15 à 24 ans | 19 | 10.0% | 0.3% | 12 | 12.0% | 0.3% | 6 | 7.6% | 0.2% | 4 | 9.8% | 0.1% |
| 25 à 34 ans | 20 | 10.8% | 0.3% | 10 | 9.5% | 0.3% | 10 | 12.3% | 0.3% | 5 | 10.6% | 0.1% |
| 35 à 49 ans | 49 | 26.0% | 0.4% | 28 | 27.1% | 0.4% | 21 | 24.7% | 0.3% | 17 | 37.5% | 0.3% |
| 50 à 59 ans | 36 | 19.1% | 0.4% | 25 | 24.4% | 0.6% | 11 | 12.6% | 0.2% | 14 | 32.7% | 0.4% |
| 60 ans et plus | 64 | 34.2% | 0.4% | 28 | 27.0% | 0.4% | 36 | 42.7% | 0.4% | 4 | 9.4% | 0.6% |
| Individu | | | | | | | | | | | | |
| Ménagères | 80 | 43.0% | 0.3% | 0 | 0.0% | 0.0% | 80 | 94.7% | 0.3% | 16 | 37.3% | 0.2% |
| Personne de référence | 110 | 59.0% | 0.4% | 81 | 79.1% | 0.4% | 30 | 34.8% | 0.4% | 27 | 61.5% | 0.3% |
| Responsable des achats | 134 | 71.8% | 0.4% | 56 | 54.5% | 0.4% | 79 | 92.7% | 0.3% | 28 | 63.6% | 0.3% |
| PCS Individu | | | | | | | | | | | | |
| Agriculteurs | 2 | 1.2% | 0.4% | 2 | 2.1% | 0.6% | 0 | 0.0% | 0.0% | 0 | 0.0% | 0.0% |
| Petits patrons | 8 | 4.5% | 0.5% | 8 | 8.3% | 0.8% | 0 | 0.0% | 0.0% | 7 | 15.2% | 0.5% |
| Affaires et Cadres | 14 | 7.6% | 0.3% | 11 | 10.3% | 0.3% | 4 | 4.3% | 0.2% | 11 | 24.9% | 0.2% |
| Professions intermédiaires | 18 | 9.8% | 0.3% | 8 | 7.9% | 0.2% | 10 | 12.1% | 0.3% | 14 | 32.8% | 0.3% |
| Employés | 36 | 19.5% | 0.4% | 15 | 14.3% | 0.7% | 22 | 25.8% | 0.3% | 4 | 8.9% | 0.2% |
| Ouvriers | 29 | 15.5% | 0.5% | 24 | 23.7% | 0.5% | 5 | 5.6% | 0.3% | 3 | 6.6% | 0.7% |
| Retraités | 56 | 30.2% | 0.4% | 27 | 26.2% | 0.4% | 30 | 35.0% | 0.5% | 0 | 0.9% | 0.2% |
| Autres inactifs | 22 | 11.6% | 0.2% | 7 | 7.0% | 0.2% | 15 | 17.2% | 0.2% | 5 | 10.7% | 0.2% |
| PCS Personne de référence | | | | | | | | | | | | |
| Agriculteurs | 2 | 1.2% | 0.3% | 2 | 2.1% | 0.5% | 0 | 0.0% | 0.0% | 0 | 0.0% | 0.0% |
| Petits patrons | 10 | 5.2% | 0.4% | 7 | 6.6% | 0.5% | 3 | 3.6% | 0.2% | 10 | 22.2% | 0.4% |
| Affaires et Cadres | 17 | 9.3% | 0.2% | 10 | 9.4% | 0.3% | 8 | 9.2% | 0.2% | 17 | 39.4% | 0.2% |
| Professions intermédiaires | 17 | 9.1% | 0.2% | 8 | 7.7% | 0.2% | 9 | 10.7% | 0.3% | 17 | 38.4% | 0.2% |
| Employés | 20 | 10.8% | 0.4% | 7 | 6.6% | 0.3% | 13 | 15.9% | 0.4% | 0 | 0.0% | 0.0% |
| Ouvriers | 42 | 22.3% | 0.4% | 28 | 27.6% | 0.6% | 13 | 15.8% | 0.3% | 0 | 0.0% | 0.0% |
| Retraités | 70 | 37.2% | 0.5% | 34 | 33.7% | 0.5% | 35 | 41.5% | 0.4% | 0 | 0.0% | 0.0% |
| Autres inactifs | 9 | 4.9% | 0.2% | 6 | 6.3% | 0.4% | 3 | 3.2% | 0.1% | 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 | 34 | 18.4% | 0.4% | 16 | 16.0% | 0.4% | 18 | 21.3% | 0.3% | 5 | 12.4% | 0.3% |
| 2 personnes | 79 | 42.0% | 0.4% | 42 | 41.5% | 0.5% | 36 | 42.6% | 0.4% | 15 | 33.7% | 0.4% |
| 3 personnes | 33 | 17.5% | 0.4% | 23 | 22.4% | 0.5% | 10 | 11.5% | 0.2% | 4 | 10.2% | 0.1% |
| 4 personnes | 35 | 18.9% | 0.4% | 16 | 15.3% | 0.3% | 20 | 23.3% | 0.4% | 18 | 41.3% | 0.4% |
| 5 personnes et + | 6 | 3.2% | 0.1% | 5 | 4.8% | 0.2% | 1 | 1.3% | - | 1 | 2.4% | - |
| Présence d'enfants de moins de 15 ans | | | | | | | | | | | | |
| Oui | 53 | 28.2% | 0.3% | 27 | 26.1% | 0.4% | 26 | 30.8% | 0.3% | 20 | 45.1% | 0.3% |
| Non | 134 | 71.8% | 0.4% | 75 | 73.9% | 0.4% | 59 | 69.2% | 0.3% | 24 | 54.9% | 0.3% |
| Habitat | | | | | | | | | | | | |
| Communes rurales | 63 | 33.8% | 0.5% | 42 | 41.0% | 0.8% | 21 | 25.2% | 0.4% | 10 | 23.0% | 0.3% |
| Agglo. - 20 000 hab | 39 | 20.8% | 0.4% | 21 | 20.6% | 0.5% | 18 | 21.0% | 0.4% | 8 | 17.6% | 0.3% |
| Agglo. 20 000 à 100 000 hab | 5 | 2.8% | 0.1% | 2 | 1.9% | 0.1% | 3 | 3.9% | 0.1% | 2 | 4.5% | 0.1% |
| Agglo. + 100 000 hab | 79 | 42.5% | 0.5% | 37 | 36.4% | 0.5% | 42 | 50.0% | 0.5% | 24 | 54.6% | 0.5% |
| Agglo. Paris | 0 | 0.1% | - | 0 | 0.1% | - | 0 | 0.0% | 0.0% | 0 | 0.3% | - |

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| | Milliers | Structure | Pénétration | Milliers | Structure | Pénétration | Milliers | Structure | Pénétration | Milliers | Structure | Pénétration |
| Régions INSEE | | | | | | | | | | | | |
| Ile de France | 0 | 0.1% | - | 0 | 0.1% | - | 0 | 0.0% | 0.0% | 0 | 0.3% | - |
| Nord Pas de Calais | 0 | 0.0% | 0.0% | 0 | 0.0% | 0.0% | 0 | 0.0% | 0.0% | 0 | 0.0% | 0.0% |
| Lorraine | 0 | 0.0% | 0.0% | 0 | 0.0% | 0.0% | 0 | 0.0% | 0.0% | 0 | 0.0% | 0.0% |
| Alsace | 0 | 0.0% | 0.0% | 0 | 0.0% | 0.0% | 0 | 0.0% | 0.0% | 0 | 0.0% | 0.0% |
| Franche-Comté | 0 | 0.0% | 0.0% | 0 | 0.0% | 0.0% | 0 | 0.0% | 0.0% | 0 | 0.0% | 0.0% |
| Champagne Ardennes | 0 | 0.0% | 0.0% | 0 | 0.0% | 0.0% | 0 | 0.0% | 0.0% | 0 | 0.0% | 0.0% |
| Picardie | 0 | 0.0% | 0.0% | 0 | 0.0% | 0.0% | 0 | 0.0% | 0.0% | 0 | 0.0% | 0.0% |
| Bourgogne | 0 | 0.0% | 0.0% | 0 | 0.0% | 0.0% | 0 | 0.0% | 0.0% | 0 | 0.0% | 0.0% |
| Haute Normandie | 0 | 0.0% | 0.0% | 0 | 0.0% | 0.0% | 0 | 0.0% | 0.0% | 0 | 0.0% | 0.0% |
| Basse Normandie | 0 | 0.0% | 0.0% | 0 | 0.0% | 0.0% | 0 | 0.0% | 0.0% | 0 | 0.0% | 0.0% |
| Centre | 0 | 0.0% | 0.0% | 0 | 0.0% | 0.0% | 0 | 0.0% | 0.0% | 0 | 0.0% | 0.0% |
| Pays de Loire | 0 | 0.0% | 0.0% | 0 | 0.0% | 0.0% | 0 | 0.0% | 0.0% | 0 | 0.0% | 0.0% |
| Bretagne | 0 | 0.0% | 0.0% | 0 | 0.0% | 0.0% | 0 | 0.0% | 0.0% | 0 | 0.0% | 0.0% |
| Poitou Charentes | 1 | 0.4% | 0.1% | 1 | 0.8% | 0.1% | 0 | 0.0% | 0.0% | 1 | 1.8% | 0.2% |
| Aquitaine | 173 | 92.7% | 6.4% | 96 | 94.1% | 7.4% | 77 | 91.1% | 5.4% | 39 | 88.7% | 4.7% |
| Midi Pyrénées | 12 | 6.6% | 0.5% | 5 | 5.0% | 0.4% | 7 | 8.5% | 0.6% | 4 | 9.1% | 0.5% |
| Limousin | 0 | 0.0% | 0.0% | 0 | 0.0% | 0.0% | 0 | 0.0% | 0.0% | 0 | 0.0% | 0.0% |
| Auvergne | 0 | 0.0% | 0.0% | 0 | 0.0% | 0.0% | 0 | 0.0% | 0.0% | 0 | 0.0% | 0.0% |
| Rhône Alpes | 0 | 0.0% | 0.0% | 0 | 0.0% | 0.0% | 0 | 0.0% | 0.0% | 0 | 0.0% | 0.0% |
| Languedoc Roussillon | 0 | 0.0% | 0.0% | 0 | 0.0% | 0.0% | 0 | 0.0% | 0.0% | 0 | 0.0% | 0.0% |
| Provence Alpes Côte d'Azur. Corse | 0 | 0.2% | - | 0 | 0.0% | 0.0% | 0 | 0.4% | - | 0 | 0.0% | 0.0% |
| Habitudes de connexion à Internet | | | | | | | | | | | | |
| Tous les jours | 93 | 49.8% | 0.3% | 49 | 48.4% | 0.3% | 44 | 51.5% | 0.3% | 32 | 72.6% | 0.2% |
| Presque tous les jours | 27 | 14.5% | 0.4% | 18 | 17.7% | 0.6% | 9 | 10.6% | 0.3% | 7 | 16.4% | 0.3% |
| 1 à 2 fois par semaine | 12 | 6.3% | 0.4% | 6 | 5.6% | 0.4% | 6 | 7.1% | 0.3% | 5 | 11.0% | 0.5% |
| 1 à 3 fois par mois | 2 | 1.2% | 0.3% | 0 | 0.0% | 0.0% | 2 | 2.6% | 0.5% | 0 | 0.0% | 0.0% |
| Moins souvent | 6 | 3.1% | 0.5% | 5 | 4.8% | 0.9% | 1 | 1.1% | 0.1% | 0 | 0.0% | 0.0% |
| Jamais | 1 | 0.7% | 1.0% | 0 | 0.0% | 0.0% | 1 | 1.6% | 2.0% | 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 | 10 | 5.2% | 0.5% | 5 | 4.9% | 0.6% | 5 | 5.6% | 0.4% | 0 | 0.0% | 0.0% |
| De 9 000 à moins de 12 000 euros par an | 10 | 5.4% | 0.3% | 10 | 9.8% | 0.9% | 0 | 0.0% | 0.0% | 0 | 0.0% | 0.0% |
| De 12 000 à moins de 18 000 euros par an | 16 | 8.7% | 0.3% | 8 | 7.6% | 0.3% | 9 | 10.0% | 0.2% | 1 | 2.4% | 0.1% |
| De 18 000 à moins de 24 000 euros par an | 26 | 13.9% | 0.4% | 7 | 6.4% | 0.2% | 19 | 23.0% | 0.5% | 4 | 9.4% | 0.3% |
| De 24 000 à moins de 36 000 euros par an | 59 | 31.7% | 0.5% | 31 | 30.2% | 0.6% | 28 | 33.4% | 0.5% | 12 | 26.1% | 0.3% |
| De 36 000 à moins de 45 000 euros par an | 21 | 11.5% | 0.3% | 12 | 12.2% | 0.3% | 9 | 10.6% | 0.3% | 6 | 13.5% | 0.2% |
| De 45 000 à moins de 65 000 euros par an | 15 | 8.3% | 0.2% | 13 | 12.4% | 0.4% | 3 | 3.3% | 0.1% | 8 | 17.6% | 0.2% |
| De 65 000 à moins de 80 000 euros par an | 9 | 4.8% | 0.6% | 5 | 4.8% | 0.5% | 4 | 4.9% | 0.6% | 6 | 12.5% | 0.5% |
| De 80 000 à moins de 115 000 euros par an | 2 | 1.2% | 0.2% | 2 | 1.8% | 0.3% | 0 | 0.4% | 0.1% | 2 | 4.9% | 0.3% |
| 115 000 euros et plus par an | 0 | 0.0% | 0.0% | 0 | 0.0% | 0.0% | 0 | 0.0% | 0.0% | 0 | 0.0% | 0.0% |
| Refus | 8 | 4.1% | 0.2% | 3 | 2.8% | 0.2% | 5 | 5.7% | 0.3% | 3 | 6.4% | 0.2% |
| Ne sait pas | 10 | 5.2% | 0.6% | 7 | 7.0% | 1.1% | 3 | 3.0% | 0.3% | 3 | 7.3% | 0.6% |