Adoption of Digital Tools for Local Food Shopping: A Typology

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Abstract:

Like other distribution sectors, local producers and retailers have embraced digital technology to develop digital tools for marketing their local food products. However, the use of these tools by consumers remains modest. Academic literature has yet to explore the role of digital technology in the purchase of these products, and the factors influencing acceptance and resistance to digital tools in this context remain largely unknown. Furthermore, existing research adopts exploratory and qualitative methodologies, focusing mainly on short food supply chains. In response to these limitations, this research adopts an ambivalence perspective and examines the tensions between acceptance and resistance to digital tools in the context of purchasing local food products. A questionnaire survey was conducted among 424 French consumers, regardless of their preferred supply chain. The study identified four factors of acceptance/resistance that structure this relationship: perceived usefulness, autonomy, social connection, and personalization. A typological analysis was then conducted, revealing the existence of four distinct consumer profiles based on their relationship with digital technology: ambivalent users, tech-phobic critics of digital technology, distant but connected users, and disconnected idealists. From a management perspective, we offer local producers and distributors concrete suggestions for adapting their digitalization strategy to the consumer profiles identified.

Keywords:

Local food products; Digital tools; Ambivalence; Resistance; Acceptance; Typology

1. Introduction

In recent years, a growing number of professional and academic articles have contributed to shaping a dominant, techno-optimistic narrative according to which digitalization is the solution for the retail sector of tomorrow (Grewal et al., 2013; Hagberg et al., 2016). The integration of digital technologies into the consumer shopping experience has thus emerged as a strategy favored by many retailers to reinvent both this experience and retail as a whole (Bèzes, 2019; Szocs et al., 2023). However, while successes in technological innovation are widely reported, retailers' failures tend to be downplayed or even ignored (Collin-Lachaud et al., 2022).

Like other distribution sectors**,** local producers are regularly developing new technologies and digital services for their customers (Chang and Meyerhoefer, 2021; Darrot et al., 2020; Nemes et al., 2021; Schreiber et al., 2022). However, consumer adoption of digital tools remains uncertain. While some consumers see these devices as an opportunity to optimize their purchases of local food products, others express concerns, citing difficulties in use, the loss of human interaction, or a lack of sensory stimulation (Rogeon, 2025; Van Parys et al., 2025). The Dyal Connect barometer[1] shows that the proportion of consumers buying local food products online increased from 28% in 2019 to 42% in 2020, before declining to 35% in 2021, illustrating a cyclical adoption pattern rather than a sustained transformation of purchasing practices.

This fluctuation raises questions about the diversity of consumer profiles and highlights the need for a better understanding of the mechanisms underlying the adoption and rejection of these digital solutions. In light of these considerations, this research addresses two questions: What are the consumer profiles regarding the adoption of digital tools for purchasing local food products? What factors facilitate or hinder the adoption of these tools?

To provide answers, a questionnaire survey was conducted among a sample of 424 individuals representative of the French population. A typological analysis identified four consumer profiles: ambivalent users, technophobes who are critical of digital technology, distant but connected users, and disconnected idealists. These results enrich the marketing literature on the ambiguous relationship between consumers and digital tools, on the one hand (Mick and Fournier, 1998; Rogeon, 2025), and on local food purchases, on the other (Hyland et al., 2024; Merle et al., 2016; Merle and Piotrowski, 2012).

2. Theoretical framework : Ambivalence as a Means of Better Understanding Acceptance versus Resistance to Digital Tools

Ambivalence refers to the coexistence of both positive and negative reactions that an individual may experience toward a person, product, or phenomenon (Otnes et al., 1997). Interest in this concept has gradually led to a clarification of the conditions under which an attitude can be described as ambivalent. Two criteria are generally used: similarity and intensity. The similarity criterion assumes that positive and negative reactions are of comparable strength, while the intensity criterion requires that both types of reactions be experienced with a certain level of intensity (Conner et Sparks, 2002).

Applying the concept of ambivalence to the study of consumers' relationships with an object has allowed the distinction of several forms of ambivalence. On the one hand, ambivalence

[1] Le baromètre Dyal CONNECT - DYAL Connect

can be inter-attribute: various characteristics of a digital tool may be perceived positively or negatively (Audrezet et al., 2016). On the other hand, it can be intra-attribute, occurring when the same characteristic is perceived both positively and negatively. For example, Flacandji et Vlad (2020) show that the use of cell phones during a shopping experience is simultaneously perceived as promoting new forms of interaction and as posing a threat to the quality of human interaction.

The relationship between consumers and technology provides fertile ground for the study of ambivalence (Ardelet et al., 2017; Mick and Fournier, 1998). This research has highlighted the underlying tensions in the use of digital tools, revealing the simultaneous existence of factors driving acceptance and resistance.Johnson et al. (2008) explore this ambivalence in the context of self-service technologies, testing a model based on the distinction between factors of acceptance (satisfiers) and factors of resistance (dissatisfiers). Three attributes of technologies are identified as sources of ambivalence: control versus chaos, satisfaction of needs versus creation of needs, and freedom versus enslavement.

More recently, Riegger et al. (2021) identify four factors of acceptance and resistance to smart technologies in stores that are inherently contradictory and give rise to ambivalent attitudes: useful yet complex, sources of control but also of exploitation, enabling new forms of interaction while contributing to the dehumanization of relationships, and allowing for the personalization of products or services while posing potential privacy risks. Closer to our topic, Rogeon (2025) identifies attributes of Digitalized Short Food Supply Chains that are likely to both encourage and discourage their use: simplification versus complexity of purchases; freedom versus servitude; engagement versus disengagement with the producer; and interaction versus social isolation.

Through the lens of ambivalence, several factors influencing acceptance or resistance to digital tools have thus been highlighted. In line with this work, our research focuses on four of the most frequently studied oppositions: (1) Usefulness (simplification versus complexity of purchases), (2) Power (freedom of purchase versus technological dependence), (3) Social ties (renewed interactions versus dehumanization of relationships), and (4) Personal data (personalization of the offer and shopping experience versus privacy concerns).

3. Methodology

3.1. Data Collection and Measurement Scales

A questionnaire was administered online in March 2022, with the support of the Panelabs panelist, to a sample of 424 people representative of the French population in terms of gender, age, and region.

The questionnaire began with a definition of local food products: “A local food product is a product manufactured within a short distance of your place of residence,” followed by a screening question about the purchase of these products. Only respondents who reported purchasing these products were allowed to continue with the questionnaire. The second part focused on the use of digital tools for purchasing local food products (websites, online stores, drive-throughs, social networks, blogs, mobile apps, etc.). An initial binary question determined whether respondents used these tools, followed by a question on frequency of use. The third part measured factors of acceptance or resistance to digital tools. We followed the methodological procedure of Johnson et al. (2008) and Park et Zhang (2022), formulating three items for each factor on a 5-point Likert scale. The items were adapted to the specific

context of purchasing local food products. The final part collected respondents' socio-demographic characteristics. The measurement instruments are presented in detail in Appendix 1.

3.2. Validation of Measurement Scales

After reliability and validity analysis (Skewness < |1.5| and Kurtosis < |1|), the acceptability and resistance factors scales for digital tools were subjected to factor analysis using SPSS software (Appendix 2). As the Cronbach's alpha values for all constructs in the final analysis ranged from 0.766 to 0.868, the internal consistency of each construct was guaranteed. The correlations of these scales are presented in Appendix 3.

3.3. Typological Analyses

To establish consumer profiles, a typological analysis was conducted based on behavioral variables and factors influencing acceptance and resistance to digital tools. The analysis followed a four-stage procedure in accordance with the methodological protocol of Gourmelen et al. (2024). First, an ascending hierarchical classification using Ward's algorithm was performed to determine the optimal number of groups. This phase relied on both behavioral variables (use and frequency) and factors of acceptance and resistance to digital tools. The method was replicated four times: once on the full sample and three times on random subsamples of 141 respondents. The resulting dendrograms revealed a stable four-group structure, particularly evident in the absence of sudden variations in the fusion index (Appendix 4). Secondly, a non-hierarchical method (K-means) was used to assign individuals to these four groups. Thirdly, an analysis of variance (ANOVA) was conducted to verify the significant impact of the groups on the active variables ($p < 0.001$) (Appendix 5). Finally, in the fourth step, we examined whether the other measured variables were affected by membership in the previously formed groups. "Dummy" socio-demographic variables were added to facilitate the interpretation of the typology. The two-tailed test of equality for column proportions was used to assess the significance of differences between the groups for each variable. This test is based on the following principle: two modalities with different indices (e.g., a, b, c) on the same line indicate a statistically significant difference ($p < 0.05$).

4. Results: A Typology of Four Profiles of Digital Tool User

The typological analysis identifies four consumer profiles based on their use of digital tools for purchasing local food products. Each profile is characterized by a specific profile name**.** Appendix 6 presents the variables measured for the four clusters, as well as for the total sample. For each item indicated in bold, the difference for the corresponding group is significant compared to the others ($p < 0.05$).

4.1. Group 1: Ambivalent Users (N =125, 29.5 % of the sample)

This group represents the largest segment, characterized by moderate use of digital technology for local food shopping. Members of this segment strongly acknowledge the benefits of digital tools, particularly regarding freedom (4.41/5) and the simplification of local food shopping (4.11/5). They also perceive product and service personalization (3.69/5) and renewed interactions with producers and other consumers (3.36/5) positively. However, this favorable view is counterbalanced by a strong awareness of the limitations of digital technology, including concerns about increasing shopping complexity (4.13/5), technological dependence (4.01/5), and privacy (3.75/5). This dual perspective reflects an ambivalent

stance. From a socio-demographic perspective, this profile is balanced in terms of gender, exhibits notable diversity in age and education level, and is characterized by a relatively high socio-economic status (upper socio-professional categories and medium to high incomes).

4.2. Group 2: Digital-Critical Technophobes (N=87; 20.5% of the sample)

This is the smallest segment, comprising consumers who make limited use of digital tools (1.46/4), with their mistrust reflected in a low perception of benefits and a high perception of drawbacks. Simplified shopping (2.71/5), freedom of purchase (2.66/5), and product and service personalization (2.70/5) are rated low. Conversely, concerns are prominent, particularly regarding the dehumanization of relationships (3.23/5), increasing shopping complexity (3.50/5), and privacy risks (3.38/5). The dominant attitude is one of rejection, characterized by a critical stance and minimal use of digital tools. From a socio-demographic perspective, this profile is slightly underrepresented among older adults, retirees, high-income earners, and residents of the Paris region. Conversely, a significant proportion of this segment has a relatively low level of education, perhaps reflecting a digital divide that reinforces their distance from connected practices.

4.3. Group 3: Distant but Connected Users (N=114; 26.9% of the sample)

This segment comprises individuals reporting the highest level of digital tool use (2.07/4), although their overall relationship with these tools remains distant. Their perception of benefits is moderate: simplification of purchases (2.92/5), product and service personalization (2.94/5), and freedom of purchase (3.31/5) are not highly valued. These consumers are the least likely among all segments to associate digital tools with renewed interactions with producers and other consumers (2.06/5). Paradoxically, the disadvantages are also minimally perceived, with very low scores for dehumanization of relationships (2.05/5) and privacy concerns (2.18/5). This segment mainly consists of relatively young individuals with low to medium incomes. The profile reflects a functional and pragmatic use of digital tools, without strong support or opposition, indicating a relatively neutral stance.

4.4. Group 4: Disconnected Idealists (N=98; 23.1% of the sample)

This group comprises individuals with the lowest level of digital tool use (1.43/4). Paradoxically, members of this group strongly perceive the advantages of digital tools: freedom (4.17/5), simplified shopping (4.01/5), and especially personalization (4.25/5) and renewed interactions with producers and other consumers (4.49/5). Conversely, the disadvantages are perceived as minor: for example, increased shopping complexity (2.63/5) and technological dependence (2.34/5) are of little concern. This idealized yet disconnected view of digital technology is likely due to indirect knowledge, acquired through others' experiences or media discourse. From a socio-demographic perspective, this profile mainly comprises older adults, often retired, with a relatively low level of education. Their non-use of digital tools stems not from rejection, but from a sustained distance from technology.

5. Discussion and conclusion

5.1. Summary of results and theoretical contributions

Typological analyses highlight the diversity of attitudes toward digital tools in the purchase of local food products by identifying four distinct consumer profiles. "Ambivalent users" combine recognition of benefits with pronounced concerns. "Digital-critical technophobes"

generally reject digital technology. “Distant but connected users” employ digital tools pragmatically, without strong opinions. Finally, “disconnected idealists” appreciate digital tools despite not using them.

The first theoretical contribution of this study is to enrich our understanding of consumers’ ambiguous relationship with digital tools (Ardelet et al., 2017; Mick and Fournier, 1998), particularly in the context of local food purchases (Rogeon, 2025; Van Parys et al., 2025). Through the lens of ambivalence, we demonstrate that four factors of acceptance and resistance structure this relationship: perceived usefulness (simplification versus complexity of purchases), autonomy (freedom of purchase versus technological dependence), social connection (renewed interactions versus dehumanization of relationships), and personalization (personalization of offerings versus privacy concerns). Consumers appreciate certain technological attributes while simultaneously exhibiting notable resistance, particularly among “ambivalent users” (Appendix 6).

The second contribution is grounded in the distinction between ambivalence and indifference, a conceptual differentiation frequently mentioned but rarely empirically confirmed (Audrezet et al., 2016). By comparing “ambivalent users” and “distant but connected users,” our typology provides a concrete example that helps distinguish these two attitudes, which are often conflated (Audrezet et al., 2016). On the one hand, some users adopt a reflective stance, fully aware of both the benefits and risks (Group 1). On the other hand, some consumers engage with digital tools more passively (Group 3), their behavior potentially driven by habit or the ubiquity of technology (Mani and Chouk, 2019).

Finally, the third contribution lies in distinguishing between attitudes and usage behaviors. “Digital-critical technophobes” exhibit a negative attitude that translates into active rejection, whereas “disconnected idealists” express positive judgments without acting on them. Groups 1 (ambivalent) and 3 (indifferent) are more likely to use digital tools for their local food purchases. This dissociation between attitude and usage confirms an asymmetry in the processing of negative versus positive perceptions (Nasr et al., 2025), consistent with the negativity bias (Chen and Lurie, 2013): resistance factors lead to rejection, whereas acceptance factors do not necessarily result in technological adoption.

5.2. Limitations and Future Research Directions

This research has several limitations that also suggest avenues for future investigation. First, we adopted a non-compartmentalized approach to digital tools rather than focusing on a specific technology. Although this approach is justified, it constitutes a limitation, as it does not provide detailed insights into consumers’ relationships with a particular technology. Future studies could replicate this research by (1) focusing on a specific technology, whether emerging (e.g., virtual reality stores), widely used (e.g., m-commerce), or context-specific (e.g., farm drive-throughs), or (2) measuring behaviors related to multiple digital tools separately using a larger sample.

A second limitation of this research concerns the local purchase of food products based on a geographical definition. While the geographical criterion we employed offers the advantage of providing an objective definition of local food products, it does not account for the purchasing channel. As Merle et Piotrowski (2012), note, it can be challenging to disentangle consumers’ motivation to buy local food from their motivation to use a particular purchasing

channel. Most research on local purchasing has focused on food channels described as “short” (Abid et al., 2020; Mosadegh Sedghy et al., 2024). Future research could therefore explore how different purchasing channel configurations – short versus long – interact with consumers’ perceptions of digital tools.

Finally, a third limitation is that digital tool usage behaviors were assessed using self-reported measures, which can be prone to inaccuracies. To address this limitation, subsequent studies could involve participants from the four identified groups and collect actual usage data over a defined period.

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Appendix 1. Measurement Scales

Acceptance Factors for Digital Tools		**Resistance Factors to Digital Tools**	
Construct	Item	Construct	Item
		Utility	
Purchase Simplification	SIM1 If I use digital tools, I feel like I save time when purchasing local food products SIM2 I feel that using digital tools facilitates my local food product purchases SIM3 If I use digital tools, I feel like I provide less effort to buy local food products	**Purchase Complexification**	COM1 If I use digital tools, I feel like I waste time when purchasing local food products COM2 I feel that using digital tools complexifies my local food product purchases COM3 I feel that using digital tools complicates local food product purchases
Main references used : Adapa et al. (2020) ; Johnson et al. (2008) ; Park et Zhang (2022)			
		Social Connection	
Renewed Interactions	INT1 If I use digital tools to buy local food products, I feel like I can communicate more with sellers or other consumers	**Relationship Dehumanization**	DESH1 If I use digital tools to buy local food products, I feel like I lose human contact with sellers or other consumers
	INT2 If I use digital tools to buy local food products, I feel more connected and closer to others		DESH2 If I use digital tools to buy local food products, I feel more isolated from others
	INT3 If I use digital tools to buy local food products, I feel that shopping is more social and collective		DESH3 If I use digital tools to buy local food products, I feel that shopping is more solitary
Main references used : Fernandes et al. (2021) ; Johnson et al. (2008) ; Koh and Yuen (2024)			
		Power	
Purchase Freedom	LIB1 If I use digital tools, I feel free to buy local food products when I want LIB2 If I use digital tools, I feel free to buy local food products from where I want	**Technological Dependence**	DEP1 If I use digital tools, I feel more restricted in my choices when buying local food products DEP2 If I use digital tools, I feel that certain choices are imposed when buying local food products

Acceptance Factors for Digital Tools		Resistance Factors to Digital Tools	
Construct	Item	Construct	Item
	LIB3 If I use digital tools, I feel free to buy local food products from whom I want		DEP3 If I use digital tools, I feel like I have less freedom in my choices when buying local food products
Main references used : Chimborazo-Azogue et al. (2022) ; Johnson et al. (2008) ; Kaatz (2020) ; Mani et Chouk (2018)			
		Personal Data	
Personalization	PER1 If I use digital tools to buy local food products, I feel like I receive offers and information that will interest me	**Privacy Concerns**	VP1 If I use digital tools to buy local food products, I feel like my actions risk being tracked and my personal information collected
	PER2 If I use digital tools to buy local food products, I feel like I receive information adapted to my preferences		VP2 If I use digital tools to buy local food products, I feel like this violates my privacy
	PER3 If I use digital tools to buy local food products, I feel like I get personalized offers		VP3 If I use digital tools to buy local food products, I feel like I expose myself to numerous commercial messages
Main references used : Cheah et al. (2022) ; Hayes et al. (2021) ; Mani et Chouk (2019) ; Park et Zhang (2022)			
Construct	**Item**		
Use or Rejection	Have you ever used digital tools (websites, online stores, drives, social networks, blogs, mobile applications, etc.) to buy local food products? [Yes]; [No]		
Frequency of Use	How often do you use digital tools to buy local food products? [More than once per month]; [Once or less than once per month]; [It happened only once]		
Gender	[Female]; [Male]; [Other]		
Age	Age :		
Education Level	What is the level of your highest diploma? [No diploma]; [CAP, BEP or other diploma of the same level]; [Baccalauréat]; [Bac+2]; [Bac+3]; [Bac+5]; [Bac+8]		
Socio-professional Category	[Various categories listed including farmer, artisan, merchant, business owner, executive, intermediate profession, employee, worker, retiree, job seeker, homemaker, student]		
Income	What is the net income level after tax and per month of your household? [less than 2000€]; [2000€ to 3000€]; [3000€ to 4000€]; [4000€ to 6000€]; [more than 6000€]		

Acceptance Factors for Digital Tools		**Resistance Factors to Digital Tools**	
Construct	Item	Construct	Item
Region	In which region do you live? [Ile-de-France]; [Nord-Ouest]; [Nord-Est]; [Sud-Ouest]; [Sud-Est]		

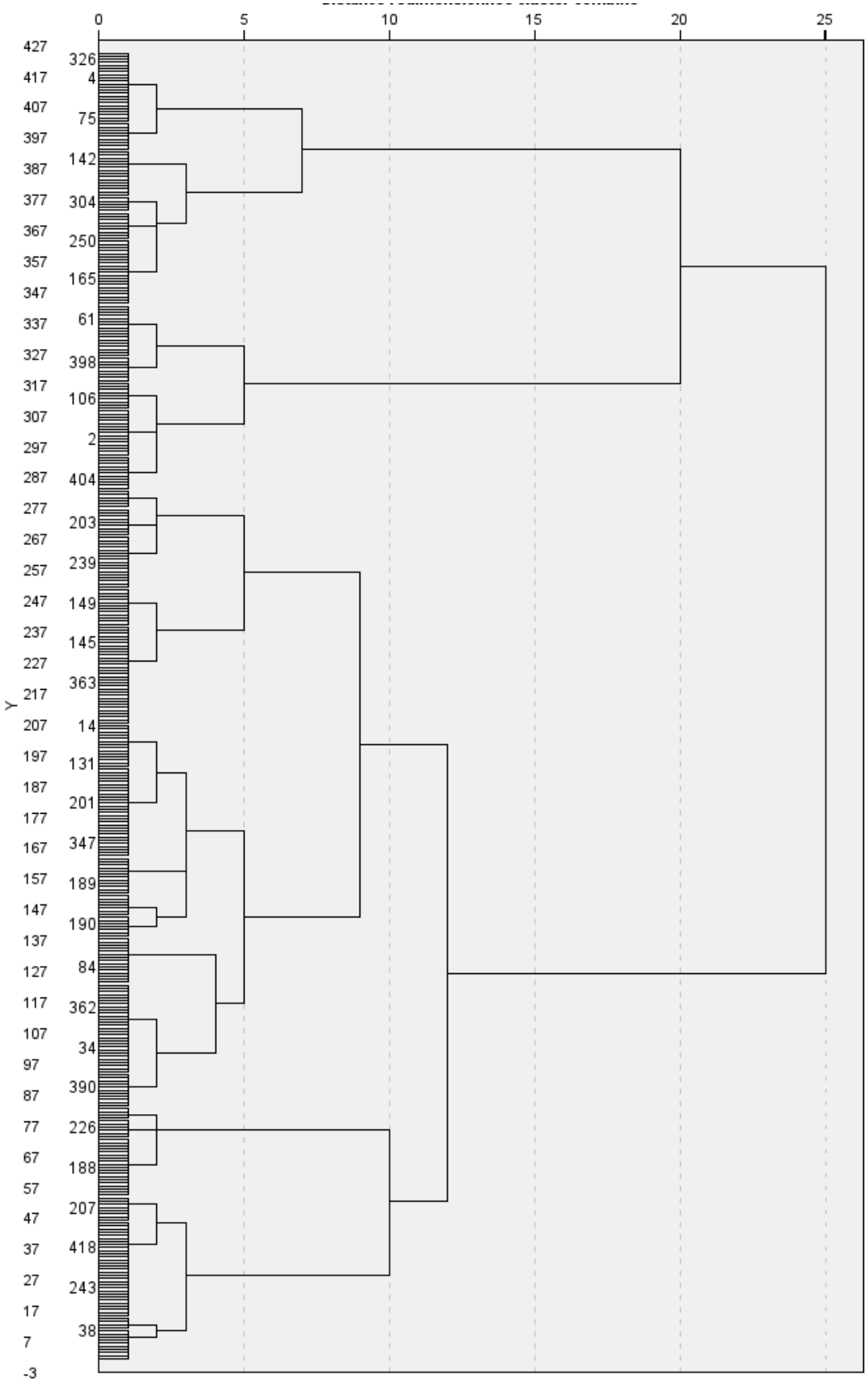
Appendix 2. Confirmatory Factor Analysis

Construct	**Item**	***Loading* (ACP)**	**Cronbach's Alpha**	**Mean (Standard Deviation)**
Purchase simplification	SIM1	0,699	0,780	3,59 (1,3)
	SIM2	0,811		3,49 (1,27)
	SIM3	0,703		3,37 (1,25)
Purchase freedom	LIB1	0,710	0,826	3,70 (1,28)
	LIB2	0,808		3,70 (1,25)
	LIB3	0,835		3,69 (1,23)
Renewed interactions	INT1	0,795	0,855	3,22 (1,44)
	INT2	0,835		3,11 (1,37)
	INT3	0,814		3,05 (1,46)
Offer and shopping experience personalization	PER1	0,797	0,811	3,43 (1,26)
	PER2	0,804		3,38 (1,23)
	PER3	0,701		3,43 (1,23)
Purchase complexification	COM1	0,745	0,766	3,41 (1,31)
	COM2	0,801		3,18 (1,26)
	COM3	0,626		3,34 (1,20)
Technological dependence	DESH1	0,770	0,781	3,20 (1,26)
	DESH2	0,863		3,14 (1,25)
	DESH3	0,868		3,14 (1,27)
Relationship dehumanization	ISO1	0,751	0,801	2,45 (1,29)
	ISO2	0,801		2,86 (1,29)
	ISO3	0,719		2,60 (1,3)
Privacy concerns	VP1	0,769	0,812	2,88 (1,31)
	VP2	0,832		3,20 (1,24)
	VP3	0,708		2,60 (1,22)

Appendix 3. Correlation Matrix

Construct	Correlations							
	1	2	3	4	5	6	8	9
Purchase simplification								
Renewed interactions	0,386***							
Purchase freedom	0,521***	0,318***						
Personalization	0,421***	0,508***	0,403***					
Purchase complexification	0,134**	-0,021	0,137**	-0,023				
Relationship dehumanization	0,085	-0,009	-0,015	0,021	0,374***			
Technological dependence	0,11*	-0,085	0,122*	-0,092	0,569***	0,373***		
Privacy concerns	0,109*	0,008	0,086	-0,058	0,492***	0,413***	0,518***	

Appendix 4. Dendrogram on the total sample



Appendix 5. ANOVA Analyses

ANOVA						
	Cluster		Error			
	Mean Square	df	Mean Square	df	F	Sig.
USE	12,529	3	,793	420	15,801	<,001
ut	54,489	3	,747	420	72,897	<,001
lib	65,195	3	,707	420	92,260	<,001
int	112,160	3	,787	420	142,555	<,001
inut	52,310	3	,630	420	83,049	<,001
ass	62,520	3	,667	420	93,711	<,001
iso	42,235	3	,901	420	46,853	<,001
per	49,218	3	,769	420	64,030	<,001
vp	72,930	3	,639	420	114,157	<,001

Appendix 6. A 4-Profile Typology

Segment and segment size		Group 1 N=125 (29,5%)	Group 2 N=87 (20,5%)	Group 3 N=114 (26,9%)	Group 4 N=98 (23,1%)	Total N=424 (100%)
Active variables of the typology				**Mean**		
Digital tool usage/rejection behavior		2,02	1,46	2,07	1,43	1.78
Purchase simplification		4,11	2,71	2,92	4,01	3.48
Purchase freedom		4,41	2,66	3,31	4,17	3.70
Renewed interactions		3,36	2,67	2,06	4,49	3.13
Personalization		3,69	2,70	2,94	4,25	3.42
Purchase complexification		4,13	3,50	2,85	2,63	3.31
Technological dependence		4,01	3,47	2,71	2,34	3.16
Relationship dehumanization		3,15	3,23	2,05	2,15	2.64
Privacy concerns		3,75	3,38	2,18	2,20	2.89
"Dummy" variables				**Number**		
Gender	Male	67_a	43_a	62_a	51_a	223
	Female	58_a	44_a	52_a	47_a	201
Age	25 years or less	16_a	5_a	15_a	5_a	41
	26-40 years	28_a	13_a	30_a	13_a	84
	41-60 years	48_a	38_a	33_a	29_a	148
	61 years or more	33_a	$\mathbf{31_{a,b}}$	36_a	$\mathbf{51_b}$	151
Education	No diploma	1_a	2_a	3_a	2_a	8
	CAP, BEP or other diplomas of same level	17_a	$\mathbf{19_{a,b}}$	17_a	$\mathbf{30_b}$	83
	Baccalauréat	27_a	25_a	23_a	21_a	96
	Bac+2	28_a	15_a	27_a	26_a	96
	Bac+3	27_a	11_a	20_a	11_a	69
	Bac+5	$\mathbf{22_{a,b}}$	$\mathbf{14_{a,b}}$	$\mathbf{23_b}$	6_a	65
	Bac+8	3_a	1_a	1_a	2_a	7
Socio-professional Category	Farmer	0_a	0_a	1_a	0_a	1
	Artisan	2_a	0_a	0_a	2_a	4
	Merchant	1_a	0_a	1_a	2_a	4
	Business owner	3_a	0_a	2_a	2_a	7
	Executive and higher intellectual profession	19_a	11_a	17_a	8_a	55
	Intermediate profession	20_a	13_a	11_a	16_a	60
	Employee	28_a	25_a	28_a	13_a	94
	Worker	1_a	3_a	4_a	5_a	13
	Retiree	34_a	$\mathbf{29_{a,b}}$	32_a	$\mathbf{45_b}$	140
	Job seeker	5_a	0_a	4_a	1_a	10
	Homemaker	4_a	3_a	6_a	3_a	16
	Student, high school student	8_a	3_a	8_a	1_a	20

Income	€2000 or less	30_{a}	24_{a}	38_{a}	26_{a}	118
	€2000 to €2999	28_{a}	21_{a}	32_{a}	24_{a}	105
	€3000 to €3999	$\mathbf{32_{a, b}}$	$\mathbf{29_{b}}$	19_{a}	$\mathbf{25_{a, b}}$	105
	€4000 to €5999	30_{a}	11_{a}	17_{a}	19_{a}	77
	€6000 or more	5_{a}	2_{a}	8_{a}	4_{a}	19
Région	Ile-de-France	21_{a}	12_{a}	20_{a}	20_{a}	73
	Nord-Ouest	34_{a}	19_{a}	24_{a}	22_{a}	99
	Nord-Est	31_{a}	21_{a}	27_{a}	21_{a}	100
	Sud-Ouest	$\mathbf{14_{a, b}}$	$\mathbf{14_{b}}$	$\mathbf{12_{a, b}}$	2_{a}	42
	Sud-Est	25_{a}	21_{a}	31_{a}	33_{a}	110