

	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
<b>ENSEMBLE</b>	1076	100.0%	2.1%	176	100.0%	0.7%	900	100.0%	3.3%	478	100.0%	2.7%
<b>Sexe</b>												
<b>Homme</b>	176	16.4%	0.7%	176	100.0%	0.7%	0	0.0%	0.0%	87	18.1%	1.0%
<b>Femme</b>	900	83.6%	3.3%	0	0.0%	0.0%	900	100.0%	3.3%	391	81.9%	4.5%
<b>Age</b>												
<b>15 à 24 ans</b>	101	9.4%	1.4%	12	6.8%	0.3%	89	9.9%	2.5%	44	9.2%	1.4%
<b>25 à 34 ans</b>	158	14.7%	2.1%	31	17.5%	0.8%	127	14.1%	3.3%	83	17.4%	2.5%
<b>35 à 49 ans</b>	305	28.3%	2.4%	47	26.6%	0.8%	258	28.7%	4.1%	200	41.9%	3.3%
<b>50 à 59 ans</b>	239	22.2%	2.6%	58	32.9%	1.2%	181	20.1%	3.9%	116	24.3%	3.0%
<b>60 ans et plus</b>	274	25.4%	1.8%	29	16.3%	0.4%	245	27.2%	2.9%	34	7.1%	3.4%
<b>Individu</b>												
<b>Ménagères</b>	791	73.5%	3.4%	0	0.0%	0.0%	791	87.9%	3.4%	348	72.8%	4.9%
<b>Personne de référence</b>	373	34.6%	1.3%	160	90.7%	0.8%	213	23.7%	2.7%	125	26.1%	1.5%
<b>Responsable des achats</b>	893	83.0%	2.5%	105	59.5%	0.8%	788	87.6%	3.5%	384	80.4%	3.5%
<b>PCS Individu</b>												
<b>Agriculteurs</b>	12	1.1%	2.3%	5	2.7%	1.3%	7	0.8%	4.8%	0	0.0%	0.0%
<b>Petits patrons</b>	45	4.2%	2.7%	20	11.6%	1.8%	24	2.7%	4.7%	44	9.2%	3.1%
<b>Affaires et Cadres</b>	163	15.1%	3.2%	31	17.9%	1.1%	132	14.6%	6.1%	147	30.7%	3.2%
<b>Professions intermédiaires</b>	168	15.6%	2.4%	29	16.4%	0.8%	139	15.4%	4.0%	124	26.0%	2.2%
<b>Employés</b>	206	19.1%	2.5%	16	8.9%	0.7%	190	21.1%	3.1%	63	13.2%	3.4%
<b>Ouvriers</b>	62	5.8%	1.0%	20	11.2%	0.4%	43	4.7%	3.1%	11	2.3%	2.7%
<b>Retraités</b>	215	20.0%	1.7%	27	15.1%	0.4%	188	20.9%	2.8%	13	2.8%	5.3%
<b>Autres inactifs</b>	206	19.1%	2.0%	29	16.2%	0.8%	177	19.7%	2.7%	75	15.8%	2.3%
<b>PCS Personne de référence</b>												
<b>Agriculteurs</b>	16	1.5%	1.9%	5	2.9%	1.2%	11	1.2%	2.7%	0	0.0%	0.0%
<b>Petits patrons</b>	88	8.2%	3.3%	20	11.6%	1.6%	68	7.6%	5.1%	88	18.5%	3.3%
<b>Affaires et Cadres</b>	250	23.3%	3.5%	38	21.7%	1.1%	212	23.6%	5.8%	250	52.4%	3.5%
<b>Professions intermédiaires</b>	139	12.9%	1.8%	28	16.0%	0.7%	111	12.4%	3.0%	139	29.1%	1.8%
<b>Employés</b>	115	10.7%	2.1%	14	7.9%	0.6%	101	11.2%	3.3%	0	0.0%	0.0%
<b>Ouvriers</b>	123	11.5%	1.3%	20	11.1%	0.4%	104	11.5%	2.3%	0	0.0%	0.0%
<b>Retraités</b>	257	23.9%	1.8%	30	17.3%	0.5%	227	25.2%	2.9%	0	0.0%	0.0%
<b>Autres inactifs</b>	87	8.1%	2.1%	21	11.7%	1.3%	67	7.4%	2.7%	0	0.0%	0.0%

	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
<b>Taille du foyer</b>												
<b>1 personne</b>	158	14.7%	1.6%	22	12.5%	0.5%	136	15.1%	2.4%	30	6.3%	1.7%
<b>2 personnes</b>	425	39.5%	2.4%	60	34.3%	0.7%	365	40.5%	4.0%	130	27.3%	3.0%
<b>3 personnes</b>	198	18.4%	2.2%	45	25.5%	1.0%	153	17.0%	3.3%	123	25.8%	3.2%
<b>4 personnes</b>	194	18.0%	2.1%	31	17.3%	0.7%	164	18.2%	3.4%	124	25.9%	2.5%
<b>5 personnes et +</b>	101	9.4%	1.9%	18	10.3%	0.7%	83	9.2%	3.0%	71	14.8%	2.7%
<b>Présence d'enfants de moins de 15 ans</b>												
<b>Oui</b>	332	30.9%	2.2%	53	30.0%	0.7%	279	31.0%	3.4%	221	46.3%	2.9%
<b>Non</b>	744	69.1%	2.0%	123	70.0%	0.7%	621	69.0%	3.3%	257	53.7%	2.6%
<b>Habitat</b>												
<b>Communes rurales</b>	174	16.2%	1.5%	26	14.8%	0.5%	148	16.5%	2.4%	65	13.5%	1.9%
<b>Agglo. - 20 000 hab</b>	124	11.5%	1.4%	9	5.3%	0.2%	114	12.7%	2.4%	41	8.5%	1.6%
<b>Agglo. 20 000 à 100 000 hab</b>	146	13.6%	2.1%	27	15.4%	0.8%	119	13.2%	3.3%	51	10.8%	2.8%
<b>Agglo. + 100 000 hab</b>	356	33.0%	2.3%	47	27.0%	0.6%	308	34.2%	3.9%	173	36.2%	3.0%
<b>Agglo. Paris</b>	276	25.7%	3.2%	66	37.5%	1.6%	210	23.4%	4.7%	148	31.0%	3.7%

# Elle à Table



## Lecture Dernière Période

	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
<b>Régions INSEE</b>												
<b>Ile de France</b>	291	27.0%	3.0%	67	38.1%	1.5%	224	24.8%	4.5%	160	33.4%	3.7%
<b>Nord Pas de Calais</b>	32	3.0%	1.0%	1	0.8%	0.1%	31	3.4%	1.8%	12	2.5%	1.3%
<b>Lorraine</b>	36	3.4%	1.9%	7	3.7%	0.7%	30	3.3%	3.0%	18	3.8%	3.2%
<b>Alsace</b>	24	2.3%	1.6%	4	2.3%	0.6%	20	2.3%	2.6%	11	2.4%	2.3%
<b>Franche-Comté</b>	14	1.3%	1.5%	1	0.6%	0.2%	13	1.5%	2.7%	8	1.8%	3.2%
<b>Champagne Ardennes</b>	23	2.2%	2.1%	2	0.9%	0.3%	22	2.4%	3.8%	6	1.2%	2.0%
<b>Picardie</b>	22	2.1%	1.4%	1	0.8%	0.2%	21	2.3%	2.6%	8	1.7%	1.9%
<b>Bourgogne</b>	27	2.5%	2.0%	5	3.1%	0.8%	21	2.4%	3.0%	8	1.7%	2.3%
<b>Haute Normandie</b>	25	2.3%	1.7%	5	2.9%	0.7%	20	2.2%	2.5%	18	3.7%	3.8%
<b>Basse Normandie</b>	25	2.3%	2.0%	6	3.3%	1.0%	19	2.1%	3.0%	8	1.7%	2.3%
<b>Centre</b>	29	2.7%	1.4%	5	2.6%	0.5%	24	2.7%	2.3%	11	2.2%	1.8%
<b>Pays de Loire</b>	24	2.2%	0.8%	2	1.3%	0.2%	22	2.4%	1.4%	10	2.1%	1.1%
<b>Bretagne</b>	47	4.4%	1.8%	3	2.0%	0.3%	44	4.9%	3.2%	18	3.9%	2.2%
<b>Poitou Charentes</b>	26	2.4%	1.7%	2	1.0%	0.2%	24	2.6%	3.1%	9	1.9%	2.1%
<b>Aquitaine</b>	65	6.0%	2.4%	14	8.2%	1.1%	50	5.6%	3.5%	24	4.9%	2.7%
<b>Midi Pyrénées</b>	53	4.9%	2.2%	11	6.5%	1.0%	42	4.6%	3.3%	23	4.8%	2.9%
<b>Limousin</b>	11	1.1%	1.9%	3	1.8%	1.1%	8	0.9%	2.6%	3	0.6%	1.8%
<b>Auvergne</b>	16	1.4%	1.4%	3	1.7%	0.5%	13	1.4%	2.1%	1	0.3%	0.5%
<b>Rhône Alpes</b>	124	11.5%	2.4%	12	7.1%	0.5%	112	12.4%	4.2%	68	14.3%	3.7%
<b>Languedoc Roussillon</b>	50	4.7%	2.2%	4	2.3%	0.4%	46	5.1%	3.9%	13	2.6%	1.7%
<b>Provence Alpes Côte d'Azur. Corse</b>	112	10.5%	2.6%	16	9.1%	0.8%	97	10.7%	4.2%	41	8.6%	2.8%
<b>Habitudes de connexion à Internet</b>												
<b>Tous les jours</b>	779	72.4%	2.4%	135	76.7%	0.8%	644	71.5%	3.9%	399	83.4%	2.7%
<b>Presque tous les jours</b>	133	12.4%	2.3%	16	9.2%	0.6%	117	13.0%	3.7%	62	13.1%	3.2%
<b>1 à 2 fois par semaine</b>	43	4.0%	1.7%	7	3.8%	0.6%	36	4.0%	2.6%	15	3.2%	2.4%
<b>1 à 3 fois par mois</b>	6	0.6%	1.2%	0	0.0%	0.0%	6	0.7%	2.0%	0	0.0%	0.0%
<b>Moins souvent</b>	8	0.7%	0.9%	0	0.0%	0.0%	8	0.8%	1.6%	0	0.0%	0.0%

# Elle à Table



## Lecture Dernière Période

	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
<b>Revenus du foyer</b>												
Moins de 9 000 euros par an	29	2.7%	1.6%	1	0.7%	0.2%	28	3.1%	2.6%	1	0.1%	0.5%
De 9 000 à moins de 12 000 euros par an	41	3.9%	1.5%	7	4.0%	0.7%	34	3.8%	1.9%	4	0.8%	1.6%
De 12 000 à moins de 18 000 euros par an	91	8.5%	1.5%	11	6.1%	0.4%	80	8.9%	2.3%	23	4.7%	3.1%
De 18 000 à moins de 24 000 euros par an	109	10.1%	1.7%	6	3.6%	0.2%	103	11.4%	2.9%	29	6.1%	2.2%
De 24 000 à moins de 36 000 euros par an	220	20.5%	2.0%	44	24.9%	0.8%	177	19.6%	3.1%	70	14.6%	2.1%
De 36 000 à moins de 45 000 euros par an	127	11.8%	1.8%	32	18.1%	0.9%	95	10.6%	2.9%	54	11.3%	1.8%
De 45 000 à moins de 65 000 euros par an	209	19.4%	3.0%	37	21.0%	1.0%	172	19.1%	5.3%	123	25.8%	3.2%
De 65 000 à moins de 80 000 euros par an	65	6.0%	3.3%	12	6.8%	1.1%	53	5.8%	6.3%	56	11.7%	4.3%
De 80 000 à moins de 115 000 euros par an	42	3.9%	3.4%	6	3.1%	0.7%	37	4.1%	7.2%	34	7.1%	3.7%
115 000 euros et plus par an	36	3.3%	6.0%	8	4.6%	2.2%	28	3.1%	12.1%	32	6.7%	6.3%
Refus	73	6.8%	2.2%	9	5.3%	0.7%	63	7.0%	3.2%	27	5.7%	2.5%
Ne sait pas	34	3.2%	1.5%	3	1.8%	0.3%	31	3.4%	2.3%	26	5.4%	2.7%