

	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
<b>ENSEMBLE</b>	1088	100.0%	2.1%	190	100.0%	0.8%	898	100.0%	3.3%	494	100.0%	2.8%
<b>Sexe</b>												
<b>Homme</b>	190	17.5%	0.8%	190	100.0%	0.8%	0	0.0%	0.0%	88	17.8%	1.0%
<b>Femme</b>	898	82.5%	3.3%	0	0.0%	0.0%	898	100.0%	3.3%	406	82.2%	4.7%
<b>Age</b>												
<b>15 à 24 ans</b>	105	9.7%	1.4%	18	9.4%	0.5%	88	9.8%	2.4%	44	9.0%	1.4%
<b>25 à 34 ans</b>	140	12.9%	1.8%	16	8.2%	0.4%	124	13.8%	3.2%	72	14.5%	2.2%
<b>35 à 49 ans</b>	317	29.2%	2.5%	62	32.7%	1.0%	255	28.4%	4.0%	215	43.6%	3.5%
<b>50 à 59 ans</b>	253	23.3%	2.8%	61	32.1%	1.3%	192	21.4%	4.2%	119	24.1%	3.1%
<b>60 ans et plus</b>	272	25.0%	1.8%	33	17.6%	0.5%	239	26.6%	2.8%	43	8.8%	4.4%
<b>Individu</b>												
<b>Ménagères</b>	789	72.5%	3.4%	0	0.0%	0.0%	789	87.9%	3.4%	359	72.8%	5.1%
<b>Personne de référence</b>	402	37.0%	1.4%	165	86.8%	0.8%	237	26.4%	3.1%	150	30.4%	1.8%
<b>Responsable des achats</b>	916	84.2%	2.6%	124	65.4%	1.0%	792	88.2%	3.5%	403	81.7%	3.7%
<b>PCS Individu</b>												
<b>Agriculteurs</b>	5	0.5%	1.0%	2	0.9%	0.5%	3	0.4%	2.2%	0	0.0%	0.0%
<b>Petits patrons</b>	39	3.6%	2.4%	12	6.1%	1.0%	28	3.1%	5.6%	36	7.3%	2.5%
<b>Affaires et Cadres</b>	186	17.1%	3.6%	45	23.9%	1.5%	140	15.6%	6.6%	170	34.5%	3.7%
<b>Professions intermédiaires</b>	161	14.8%	2.3%	32	17.0%	1.0%	128	14.3%	3.6%	130	26.4%	2.4%
<b>Employés</b>	211	19.4%	2.5%	24	12.5%	1.1%	187	20.9%	3.1%	51	10.4%	2.8%
<b>Ouvriers</b>	57	5.2%	0.9%	19	10.3%	0.4%	38	4.2%	2.8%	6	1.2%	1.4%
<b>Retraités</b>	181	16.6%	1.4%	22	11.6%	0.4%	159	17.7%	2.4%	9	1.7%	3.4%
<b>Autres inactifs</b>	248	22.8%	2.4%	34	17.8%	0.9%	214	23.8%	3.3%	91	18.5%	2.8%
<b>PCS Personne de référence</b>												
<b>Agriculteurs</b>	4	0.4%	0.5%	2	1.1%	0.5%	2	0.2%	0.5%	0	0.0%	0.0%
<b>Petits patrons</b>	68	6.2%	2.6%	12	6.1%	0.9%	56	6.3%	4.3%	68	13.8%	2.6%
<b>Affaires et Cadres</b>	257	23.6%	3.6%	48	25.1%	1.3%	210	23.3%	5.9%	257	52.1%	3.6%
<b>Professions intermédiaires</b>	169	15.5%	2.2%	29	15.2%	0.8%	140	15.6%	3.7%	169	34.1%	2.2%
<b>Employés</b>	122	11.2%	2.3%	27	14.0%	1.1%	95	10.6%	3.1%	0	0.0%	0.0%
<b>Ouvriers</b>	123	11.3%	1.3%	21	10.9%	0.4%	102	11.4%	2.3%	0	0.0%	0.0%
<b>Retraités</b>	238	21.9%	1.7%	23	12.2%	0.4%	215	24.0%	2.7%	0	0.0%	0.0%
<b>Autres inactifs</b>	107	9.8%	2.6%	29	15.4%	1.9%	77	8.6%	3.0%	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>Taille du foyer</b>												
<b>1 personne</b>	180	16.6%	1.8%	23	12.1%	0.5%	157	17.5%	2.8%	49	9.9%	2.8%
<b>2 personnes</b>	387	35.6%	2.2%	64	33.5%	0.7%	323	36.0%	3.5%	124	25.1%	2.9%
<b>3 personnes</b>	171	15.7%	1.9%	29	15.4%	0.7%	141	15.7%	3.1%	116	23.5%	2.9%
<b>4 personnes</b>	227	20.9%	2.4%	44	23.3%	1.0%	183	20.4%	3.9%	144	29.2%	2.9%
<b>5 personnes et +</b>	123	11.3%	2.3%	30	15.7%	1.2%	93	10.4%	3.2%	61	12.3%	2.4%
<b>Présence d'enfants de moins de 15 ans</b>												
<b>Oui</b>	365	33.5%	2.4%	68	35.6%	0.9%	297	33.1%	3.6%	232	47.0%	3.0%
<b>Non</b>	723	66.5%	2.0%	123	64.4%	0.7%	601	66.9%	3.2%	262	53.0%	2.7%
<b>Habitat</b>												
<b>Communes rurales</b>	196	18.0%	1.7%	26	13.6%	0.5%	170	18.9%	2.7%	64	12.9%	1.9%
<b>Agglo. - 20 000 hab</b>	117	10.8%	1.3%	14	7.1%	0.3%	104	11.6%	2.1%	44	8.8%	1.7%
<b>Agglo. 20 000 à 100 000 hab</b>	116	10.6%	1.7%	26	13.5%	0.8%	90	10.0%	2.5%	48	9.8%	2.7%
<b>Agglo. + 100 000 hab</b>	360	33.1%	2.3%	65	34.3%	0.9%	295	32.8%	3.7%	163	33.0%	2.9%
<b>Agglo. Paris</b>	299	27.5%	3.5%	60	31.4%	1.5%	239	26.7%	5.4%	175	35.5%	4.3%

# 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>	312	28.7%	3.3%	60	31.8%	1.3%	252	28.1%	5.0%	187	37.8%	4.3%
<b>Nord Pas de Calais</b>	29	2.6%	0.9%	2	1.3%	0.2%	26	2.9%	1.6%	9	1.8%	0.9%
<b>Lorraine</b>	27	2.5%	1.4%	7	3.9%	0.8%	20	2.2%	2.0%	19	3.8%	3.4%
<b>Alsace</b>	31	2.8%	2.0%	6	3.3%	0.8%	25	2.7%	3.1%	9	1.9%	1.9%
<b>Franche-Comté</b>	13	1.2%	1.3%	1	0.4%	0.2%	12	1.3%	2.4%	3	0.7%	1.3%
<b>Champagne Ardennes</b>	14	1.3%	1.3%	1	0.8%	0.3%	13	1.4%	2.3%	5	1.0%	1.7%
<b>Picardie</b>	29	2.6%	1.9%	5	2.5%	0.6%	24	2.7%	3.0%	12	2.3%	2.7%
<b>Bourgogne</b>	35	3.2%	2.6%	5	2.8%	0.8%	30	3.3%	4.2%	7	1.4%	2.0%
<b>Haute Normandie</b>	29	2.7%	1.9%	12	6.3%	1.7%	17	1.9%	2.2%	11	2.2%	2.3%
<b>Basse Normandie</b>	27	2.5%	2.2%	7	3.4%	1.1%	20	2.2%	3.2%	14	2.9%	4.5%
<b>Centre</b>	33	3.0%	1.6%	3	1.7%	0.3%	29	3.3%	2.7%	18	3.6%	3.0%
<b>Pays de Loire</b>	38	3.5%	1.3%	2	1.2%	0.2%	35	4.0%	2.3%	15	3.1%	1.6%
<b>Bretagne</b>	45	4.1%	1.7%	5	2.8%	0.4%	40	4.4%	2.9%	15	3.0%	1.8%
<b>Poitou Charentes</b>	34	3.1%	2.3%	7	3.9%	1.0%	26	2.9%	3.4%	11	2.2%	2.7%
<b>Aquitaine</b>	71	6.5%	2.6%	18	9.3%	1.3%	53	5.9%	3.7%	20	4.0%	2.3%
<b>Midi Pyrénées</b>	50	4.6%	2.1%	6	3.4%	0.6%	44	4.9%	3.5%	23	4.6%	2.8%
<b>Limousin</b>	14	1.2%	2.2%	1	0.7%	0.5%	12	1.4%	3.8%	5	1.0%	3.0%
<b>Auvergne</b>	19	1.7%	1.7%	1	0.7%	0.2%	18	2.0%	3.0%	3	0.7%	1.1%
<b>Rhône Alpes</b>	102	9.3%	2.0%	14	7.4%	0.6%	87	9.7%	3.3%	59	11.9%	3.1%
<b>Languedoc Roussillon</b>	30	2.7%	1.3%	2	1.0%	0.2%	28	3.1%	2.3%	6	1.2%	0.9%
<b>Provence Alpes Côte d'Azur. Corse</b>	109	10.0%	2.5%	22	11.3%	1.0%	87	9.7%	3.8%	44	9.0%	3.0%
<b>Habitudes de connexion à Internet</b>												
<b>Tous les jours</b>	819	75.3%	2.4%	146	76.6%	0.9%	674	75.1%	4.0%	423	85.6%	2.9%
<b>Presque tous les jours</b>	125	11.5%	2.1%	14	7.6%	0.5%	110	12.3%	3.5%	54	11.0%	2.8%
<b>1 à 2 fois par semaine</b>	44	4.0%	1.8%	6	3.2%	0.6%	38	4.2%	2.7%	13	2.7%	2.5%
<b>1 à 3 fois par mois</b>	9	0.9%	1.9%	1	0.7%	0.7%	8	0.9%	2.7%	1	0.2%	1.9%
<b>Moins souvent</b>	9	0.8%	1.2%	0	0.0%	0.0%	9	1.0%	2.3%	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	36	3.3%	1.9%	8	4.5%	1.1%	28	3.1%	2.5%	10	2.0%	5.4%
De 9 000 à moins de 12 000 euros par an	48	4.4%	1.6%	5	2.5%	0.4%	43	4.8%	2.3%	7	1.4%	2.9%
De 12 000 à moins de 18 000 euros par an	108	10.0%	1.8%	23	12.0%	0.9%	85	9.5%	2.6%	18	3.6%	2.6%
De 18 000 à moins de 24 000 euros par an	141	13.0%	2.1%	12	6.2%	0.4%	129	14.4%	3.6%	33	6.7%	2.4%
De 24 000 à moins de 36 000 euros par an	169	15.5%	1.5%	39	20.7%	0.8%	129	14.4%	2.2%	57	11.6%	1.7%
De 36 000 à moins de 45 000 euros par an	129	11.8%	1.8%	23	12.3%	0.6%	105	11.7%	3.1%	57	11.5%	1.9%
De 45 000 à moins de 65 000 euros par an	177	16.2%	2.5%	35	18.2%	0.9%	142	15.8%	4.3%	121	24.4%	3.0%
De 65 000 à moins de 80 000 euros par an	56	5.1%	2.9%	14	7.4%	1.3%	42	4.7%	4.8%	42	8.5%	3.2%
De 80 000 à moins de 115 000 euros par an	64	5.9%	5.2%	13	6.9%	1.8%	51	5.7%	10.1%	54	10.9%	5.8%
115 000 euros et plus par an	52	4.7%	8.7%	7	3.6%	1.9%	45	5.0%	19.2%	38	7.6%	8.0%
Refus	79	7.3%	2.6%	7	3.7%	0.5%	72	8.0%	4.0%	36	7.3%	3.5%
Ne sait pas	30	2.8%	1.3%	4	2.1%	0.4%	26	2.9%	1.9%	21	4.3%	2.3%