

| | Ensemble | | | Hommes | | | Femmes | | | FoyersCSP+ | | |
|-----------------------------------|----------|-----------|-------------|----------|-----------|-------------|----------|-----------|-------------|------------|-----------|-------------|
| | Milliers | Structure | Pénétration | Milliers | Structure | Pénétration | Milliers | Structure | Pénétration | Milliers | Structure | Pénétration |
| ENSEMBLE | 925 | 100.0% | 1.8% | 264 | 100.0% | 1.1% | 661 | 100.0% | 2.4% | 311 | 100.0% | 1.8% |
| Sexe | | | | | | | | | | | | |
| Homme | 264 | 28.5% | 1.1% | 264 | 100.0% | 1.1% | 0 | 0.0% | 0.0% | 78 | 25.0% | 0.9% |
| Femme | 661 | 71.5% | 2.4% | 0 | 0.0% | 0.0% | 661 | 100.0% | 2.4% | 234 | 75.0% | 2.7% |
| Age | | | | | | | | | | | | |
| 15 à 24 ans | 143 | 15.5% | 2.0% | 36 | 13.7% | 1.0% | 107 | 16.2% | 3.0% | 50 | 16.1% | 1.6% |
| 25 à 34 ans | 176 | 19.1% | 2.3% | 53 | 20.1% | 1.4% | 123 | 18.7% | 3.2% | 59 | 18.8% | 1.8% |
| 35 à 49 ans | 297 | 32.1% | 2.4% | 69 | 26.1% | 1.1% | 228 | 34.5% | 3.6% | 142 | 45.6% | 2.2% |
| 50 à 59 ans | 160 | 17.2% | 1.8% | 67 | 25.3% | 1.5% | 93 | 14.0% | 2.1% | 49 | 15.8% | 1.3% |
| 60 ans et plus | 149 | 16.1% | 0.9% | 39 | 14.8% | 0.6% | 110 | 16.7% | 1.2% | 11 | 3.7% | 1.1% |
| Individu | | | | | | | | | | | | |
| Ménagères | 568 | 61.5% | 2.4% | 0 | 0.0% | 0.0% | 568 | 86.0% | 2.4% | 213 | 68.3% | 3.0% |
| Personne de référence | 350 | 37.9% | 1.2% | 227 | 85.8% | 1.1% | 124 | 18.7% | 1.6% | 81 | 26.1% | 1.0% |
| Responsable des achats | 696 | 75.3% | 1.9% | 160 | 60.5% | 1.2% | 536 | 81.1% | 2.3% | 220 | 70.6% | 2.0% |
| PCS Individu | | | | | | | | | | | | |
| Agriculteurs | 13 | 1.4% | 2.6% | 7 | 2.7% | 2.1% | 6 | 0.9% | 3.6% | 1 | 0.3% | 3.1% |
| Petits patrons | 8 | 0.9% | 0.5% | 1 | 0.4% | 0.1% | 7 | 1.0% | 1.6% | 7 | 2.3% | 0.5% |
| Affaires et Cadres | 47 | 5.1% | 1.0% | 17 | 6.3% | 0.6% | 31 | 4.7% | 1.5% | 45 | 14.3% | 1.0% |
| Professions intermédiaires | 157 | 16.9% | 2.2% | 39 | 14.8% | 1.1% | 117 | 17.8% | 3.3% | 106 | 34.0% | 1.8% |
| Employés | 184 | 19.9% | 2.2% | 25 | 9.7% | 1.1% | 158 | 24.0% | 2.6% | 51 | 16.4% | 2.8% |
| Ouvriers | 131 | 14.2% | 2.1% | 90 | 34.2% | 1.8% | 41 | 6.2% | 3.2% | 22 | 7.1% | 6.2% |
| Retraités | 118 | 12.7% | 0.9% | 31 | 11.7% | 0.5% | 87 | 13.1% | 1.3% | 3 | 1.0% | 1.5% |
| Autres inactifs | 267 | 28.9% | 2.6% | 54 | 20.3% | 1.5% | 214 | 32.3% | 3.2% | 77 | 24.6% | 2.3% |
| PCS Personne de référence | | | | | | | | | | | | |
| Agriculteurs | 20 | 2.2% | 2.7% | 7 | 2.7% | 1.8% | 13 | 2.0% | 3.8% | 0 | 0.0% | 0.0% |
| Petits patrons | 50 | 5.4% | 1.9% | 9 | 3.5% | 0.7% | 41 | 6.2% | 3.3% | 50 | 16.1% | 1.9% |
| Affaires et Cadres | 109 | 11.8% | 1.6% | 25 | 9.7% | 0.7% | 84 | 12.7% | 2.4% | 109 | 35.1% | 1.6% |
| Professions intermédiaires | 152 | 16.4% | 1.9% | 43 | 16.3% | 1.1% | 109 | 16.5% | 2.9% | 152 | 48.9% | 1.9% |
| Employés | 115 | 12.5% | 2.1% | 33 | 12.4% | 1.4% | 82 | 12.5% | 2.7% | 0 | 0.0% | 0.0% |
| Ouvriers | 219 | 23.7% | 2.3% | 86 | 32.6% | 1.7% | 133 | 20.2% | 3.0% | 0 | 0.0% | 0.0% |
| Retraités | 146 | 15.8% | 1.0% | 33 | 12.5% | 0.5% | 113 | 17.1% | 1.4% | 0 | 0.0% | 0.0% |
| Autres inactifs | 112 | 12.2% | 2.8% | 27 | 10.4% | 1.8% | 85 | 12.9% | 3.3% | 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 | 122 | 13.1% | 1.2% | 48 | 18.2% | 1.1% | 74 | 11.1% | 1.3% | 15 | 4.9% | 0.8% |
| 2 personnes | 248 | 26.8% | 1.4% | 90 | 34.2% | 1.0% | 158 | 23.9% | 1.7% | 73 | 23.4% | 1.8% |
| 3 personnes | 168 | 18.2% | 1.8% | 47 | 18.0% | 1.0% | 120 | 18.2% | 2.7% | 69 | 22.2% | 1.7% |
| 4 personnes | 249 | 26.9% | 2.7% | 49 | 18.6% | 1.1% | 200 | 30.2% | 4.2% | 106 | 34.1% | 2.2% |
| 5 personnes et + | 139 | 15.0% | 2.5% | 29 | 11.0% | 1.1% | 109 | 16.6% | 3.9% | 48 | 15.5% | 1.9% |
| Présence d'enfants de moins de 15 ans | | | | | | | | | | | | |
| Oui | 404 | 43.7% | 2.6% | 76 | 28.7% | 1.0% | 328 | 49.7% | 3.9% | 169 | 54.3% | 2.2% |
| Non | 521 | 56.3% | 1.4% | 188 | 71.3% | 1.1% | 333 | 50.3% | 1.8% | 142 | 45.7% | 1.5% |
| Habitat | | | | | | | | | | | | |
| Communes rurales | 235 | 25.4% | 2.0% | 85 | 32.3% | 1.5% | 150 | 22.6% | 2.4% | 69 | 22.0% | 2.1% |
| Agglo. - 20 000 hab | 188 | 20.4% | 2.1% | 46 | 17.4% | 1.1% | 142 | 21.6% | 3.0% | 60 | 19.4% | 2.3% |
| Agglo. 20 000 à 100 000 hab | 128 | 13.8% | 1.8% | 39 | 14.8% | 1.2% | 88 | 13.4% | 2.4% | 35 | 11.4% | 1.7% |
| Agglo. + 100 000 hab | 246 | 26.6% | 1.6% | 65 | 24.7% | 0.9% | 181 | 27.4% | 2.3% | 79 | 25.3% | 1.4% |
| Agglo. Paris | 128 | 13.8% | 1.5% | 28 | 10.8% | 0.7% | 99 | 15.0% | 2.2% | 68 | 22.0% | 1.7% |

Gourmand

Lecture Dernière Période



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|--|----------|-----------|-------------|----------|-----------|-------------|----------|-----------|-------------|------------|-----------|-------------|
| | Milliers | Structure | Pénétration | Milliers | Structure | Pénétration | Milliers | Structure | Pénétration | Milliers | Structure | Pénétration |
| Régions INSEE | | | | | | | | | | | | |
| Ile de France | 153 | 16.6% | 1.6% | 36 | 13.6% | 0.8% | 117 | 17.7% | 2.3% | 79 | 25.5% | 1.8% |
| Nord Pas de Calais | 85 | 9.2% | 2.6% | 24 | 8.9% | 1.5% | 61 | 9.3% | 3.6% | 8 | 2.5% | 0.8% |
| Lorraine | 30 | 3.3% | 1.6% | 12 | 4.4% | 1.3% | 19 | 2.8% | 1.9% | 13 | 4.2% | 2.4% |
| Alsace | 40 | 4.4% | 2.6% | 26 | 9.8% | 3.5% | 15 | 2.2% | 1.8% | 5 | 1.7% | 1.2% |
| Franche-Comté | 10 | 1.1% | 1.1% | 0 | 0.1% | 0.1% | 10 | 1.5% | 2.0% | 2 | 0.7% | 0.8% |
| Champagne Ardennes | 14 | 1.5% | 1.3% | 4 | 1.6% | 0.8% | 10 | 1.5% | 1.8% | 5 | 1.6% | 1.8% |
| Picardie | 31 | 3.4% | 2.0% | 6 | 2.2% | 0.8% | 26 | 3.9% | 3.2% | 12 | 4.0% | 2.8% |
| Bourgogne | 30 | 3.2% | 2.2% | 5 | 2.0% | 0.8% | 24 | 3.7% | 3.5% | 12 | 3.8% | 3.5% |
| Haute Normandie | 13 | 1.4% | 0.9% | 1 | 0.5% | 0.2% | 12 | 1.8% | 1.5% | 3 | 0.9% | 0.7% |
| Basse Normandie | 26 | 2.8% | 2.1% | 9 | 3.2% | 1.5% | 17 | 2.6% | 2.7% | 6 | 1.8% | 1.6% |
| Centre | 52 | 5.7% | 2.5% | 22 | 8.3% | 2.2% | 31 | 4.6% | 2.8% | 16 | 5.1% | 2.4% |
| Pays de Loire | 36 | 3.9% | 1.2% | 12 | 4.7% | 0.9% | 23 | 3.5% | 1.5% | 20 | 6.3% | 2.2% |
| Bretagne | 32 | 3.5% | 1.2% | 9 | 3.3% | 0.7% | 23 | 3.5% | 1.7% | 7 | 2.3% | 1.0% |
| Poitou Charentes | 28 | 3.0% | 1.9% | 8 | 2.9% | 1.1% | 20 | 3.1% | 2.6% | 8 | 2.5% | 2.1% |
| Aquitaine | 54 | 5.9% | 2.0% | 16 | 5.9% | 1.2% | 39 | 5.9% | 2.7% | 5 | 1.7% | 0.7% |
| Midi Pyrénées | 54 | 5.8% | 2.2% | 19 | 7.0% | 1.6% | 35 | 5.3% | 2.7% | 11 | 3.5% | 1.4% |
| Limousin | 10 | 1.1% | 1.6% | 4 | 1.6% | 1.5% | 6 | 0.9% | 1.7% | 3 | 1.1% | 2.1% |
| Auvergne | 11 | 1.2% | 1.0% | 1 | 0.6% | 0.3% | 9 | 1.4% | 1.6% | 5 | 1.6% | 1.6% |
| Rhône Alpes | 103 | 11.2% | 2.0% | 29 | 10.9% | 1.1% | 74 | 11.2% | 2.7% | 50 | 16.2% | 2.6% |
| Languedoc Roussillon | 35 | 3.8% | 1.5% | 8 | 2.9% | 0.7% | 27 | 4.1% | 2.3% | 15 | 4.9% | 2.1% |
| Provence Alpes Côte d'Azur. Corse | 77 | 8.3% | 1.8% | 15 | 5.5% | 0.7% | 62 | 9.5% | 2.7% | 25 | 7.9% | 1.6% |
| Habitudes de connexion à Internet | | | | | | | | | | | | |
| Tous les jours | 636 | 68.8% | 1.7% | 163 | 61.7% | 0.9% | 474 | 71.7% | 2.5% | 228 | 73.1% | 1.5% |
| Presque tous les jours | 119 | 12.9% | 2.1% | 38 | 14.2% | 1.5% | 82 | 12.3% | 2.7% | 34 | 10.8% | 2.1% |
| 1 à 2 fois par semaine | 100 | 10.8% | 3.6% | 28 | 10.4% | 2.4% | 72 | 10.9% | 4.6% | 26 | 8.3% | 5.0% |
| 1 à 3 fois par mois | 12 | 1.3% | 2.4% | 2 | 0.6% | 0.7% | 11 | 1.6% | 3.9% | 8 | 2.7% | 10.0% |
| Moins souvent | 31 | 3.4% | 5.5% | 16 | 6.1% | 5.6% | 15 | 2.3% | 5.4% | 13 | 4.3% | 24.7% |

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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 | 14 | 1.5% | 0.8% | 0 | 0.0% | 0.0% | 14 | 2.1% | 1.4% | 0 | 0.0% | 0.0% |
| De 9 000 à moins de 12 000 euros par an | 89 | 9.6% | 3.3% | 35 | 13.3% | 3.4% | 54 | 8.2% | 3.3% | 8 | 2.7% | 3.3% |
| De 12 000 à moins de 18 000 euros par an | 78 | 8.4% | 1.5% | 34 | 12.9% | 1.5% | 44 | 6.7% | 1.4% | 8 | 2.7% | 1.2% |
| De 18 000 à moins de 24 000 euros par an | 120 | 12.9% | 1.8% | 36 | 13.5% | 1.2% | 84 | 12.7% | 2.2% | 31 | 9.9% | 2.2% |
| De 24 000 à moins de 36 000 euros par an | 228 | 24.7% | 2.0% | 54 | 20.4% | 1.0% | 174 | 26.4% | 2.8% | 69 | 22.0% | 2.0% |
| De 36 000 à moins de 45 000 euros par an | 137 | 14.8% | 1.9% | 44 | 16.7% | 1.2% | 93 | 14.1% | 2.6% | 58 | 18.5% | 2.0% |
| De 45 000 à moins de 65 000 euros par an | 86 | 9.3% | 1.2% | 20 | 7.4% | 0.5% | 67 | 10.1% | 2.2% | 50 | 16.0% | 1.3% |
| 65 000 euros et plus par an | 47 | 5.1% | 1.1% | 19 | 7.4% | 0.8% | 28 | 4.2% | 1.6% | 34 | 11.1% | 1.2% |
| Refus | 96 | 10.3% | 2.3% | 21 | 7.9% | 1.2% | 75 | 11.3% | 3.0% | 35 | 11.3% | 2.4% |
| Ne sait pas | 30 | 3.2% | 2.8% | 2 | 0.6% | 0.3% | 28 | 4.3% | 4.9% | 18 | 5.8% | 4.6% |