

# Elle à Table

Bimestriel, Lecture Dernière Période

|                                   | Ensemble |           |             | Hommes   |           |             | Femmes   |           |             | FoyersCSP+ |           |             |
|-----------------------------------|----------|-----------|-------------|----------|-----------|-------------|----------|-----------|-------------|------------|-----------|-------------|
|                                   | Milliers | Structure | Pénétration | Milliers | Structure | Pénétration | Milliers | Structure | Pénétration | Milliers   | Structure | Pénétration |
| <b>Ensemble</b>                   | 1170     | 100.0%    | 2.3%        | 226      | 100.0%    | 0.9%        | 944      | 100.0%    | 3.6%        | 583        | 100.0%    | 3.5%        |
| <b>Sexe</b>                       |          |           |             |          |           |             |          |           |             |            |           |             |
| <b>Homme</b>                      | 226      | 19.3%     | 0.9%        | 226      | 100.0%    | 0.9%        | 0        | -         | 100.0%      | 116        | 20.0%     | 1.3%        |
| <b>Femme</b>                      | 944      | 80.7%     | 3.6%        | 0        | -         | 100.0%      | 944      | 100.0%    | 3.6%        | 466        | 80.0%     | 5.8%        |
| <b>Age</b>                        |          |           |             |          |           |             |          |           |             |            |           |             |
| <b>15 à 24 ans</b>                | 134      | 11.4%     | 1.8%        | 12       | 5.3%      | 0.3%        | 122      | 12.9%     | 3.3%        | 86         | 14.8%     | 2.9%        |
| <b>25 à 34 ans</b>                | 170      | 14.5%     | 2.2%        | 36       | 16.0%     | 1.0%        | 134      | 14.2%     | 3.4%        | 110        | 18.9%     | 3.2%        |
| <b>35 à 49 ans</b>                | 366      | 31.3%     | 2.9%        | 72       | 32.0%     | 1.2%        | 293      | 31.1%     | 4.5%        | 226        | 38.8%     | 3.7%        |
| <b>50 à 64 ans</b>                | 337      | 28.8%     | 2.7%        | 79       | 35.0%     | 1.3%        | 258      | 27.3%     | 4.1%        | 157        | 27.0%     | 3.8%        |
| <b>65 ans et plus</b>             | 164      | 14.0%     | 1.5%        | 27       | 11.8%     | 0.6%        | 137      | 14.5%     | 2.2%        | 3          | 0.6%      | 1.4%        |
| <b>Individu</b>                   |          |           |             |          |           |             |          |           |             |            |           |             |
| <b>Ménagère</b>                   | 812      | 69.4%     | 3.5%        | 0        | -         | 100.0%      | 812      | 86.1%     | 3.5%        | 379        | 65.0%     | 5.7%        |
| <b>Personne de Référence</b>      | 440      | 37.6%     | 1.6%        | 203      | 89.9%     | 1.0%        | 237      | 25.1%     | 3.0%        | 161        | 27.7%     | 1.9%        |
| <b>Responsable des achats</b>     | 751      | 64.1%     | 3.1%        | 101      | 44.6%     | 1.3%        | 650      | 68.8%     | 3.9%        | 409        | 70.2%     | 4.9%        |
| <b>PCS Individu</b>               |          |           |             |          |           |             |          |           |             |            |           |             |
| <b>Agriculteurs</b>               | 10       | 0.9%      | 1.9%        | 5        | 2.3%      | 1.5%        | 5        | 0.5%      | 2.8%        | 0          | -         | -           |
| <b>Petits patrons</b>             | 43       | 3.7%      | 2.8%        | 21       | 9.1%      | 1.9%        | 22       | 2.3%      | 5.0%        | 37         | 6.4%      | 2.6%        |
| <b>Affaires et Cadres</b>         | 201      | 17.1%     | 4.3%        | 62       | 27.6%     | 2.1%        | 138      | 14.6%     | 7.9%        | 186        | 31.9%     | 4.3%        |
| <b>Professions intermédiaires</b> | 150      | 12.8%     | 2.2%        | 26       | 11.4%     | 0.7%        | 124      | 13.2%     | 3.9%        | 128        | 21.9%     | 2.3%        |
| <b>Employés</b>                   | 217      | 18.6%     | 2.6%        | 18       | 8.1%      | 0.9%        | 199      | 21.1%     | 3.1%        | 74         | 12.7%     | 4.2%        |
| <b>Ouvriers</b>                   | 72       | 6.1%      | 1.1%        | 30       | 13.1%     | 0.6%        | 42       | 4.5%      | 3.0%        | 15         | 2.6%      | 4.4%        |
| <b>Retraités</b>                  | 201      | 17.2%     | 1.6%        | 38       | 16.7%     | 0.6%        | 163      | 17.3%     | 2.5%        | 9          | 1.5%      | 3.9%        |
| <b>Autres inactifs</b>            | 277      | 23.6%     | 2.7%        | 26       | 11.7%     | 0.7%        | 250      | 26.5%     | 3.7%        | 133        | 22.9%     | 4.2%        |
| <b>PCS Personne de Référence</b>  |          |           |             |          |           |             |          |           |             |            |           |             |
| <b>Agriculteurs</b>               | 20       | 1.7%      | 2.5%        | 5        | 2.3%      | 1.4%        | 15       | 1.5%      | 3.6%        | 0          | -         | 100.0%      |
| <b>Petits patrons</b>             | 83       | 7.1%      | 3.3%        | 21       | 9.1%      | 1.5%        | 62       | 6.6%      | 5.4%        | 83         | 14.3%     | 3.3%        |
| <b>Affaires et Cadres</b>         | 322      | 27.5%     | 4.8%        | 69       | 30.4%     | 2.0%        | 253      | 26.8%     | 7.7%        | 322        | 55.2%     | 4.8%        |
| <b>Professions intermédiaires</b> | 178      | 15.2%     | 2.4%        | 27       | 11.8%     | 0.7%        | 151      | 16.0%     | 4.2%        | 178        | 30.5%     | 2.4%        |
| <b>Employés</b>                   | 100      | 8.5%      | 1.9%        | 18       | 8.1%      | 0.9%        | 81       | 8.6%      | 2.5%        | 0          | -         | 100.0%      |
| <b>Ouvriers</b>                   | 149      | 12.7%     | 1.5%        | 32       | 14.2%     | 0.6%        | 116      | 12.3%     | 2.5%        | 0          | -         | 100.0%      |
| <b>Retraités</b>                  | 235      | 20.1%     | 1.6%        | 40       | 17.6%     | 0.6%        | 196      | 20.7%     | 2.5%        | 0          | -         | 100.0%      |
| <b>Autres inactifs</b>            | 84       | 7.2%      | 2.2%        | 15       | 6.5%      | 1.1%        | 70       | 7.4%      | 2.9%        | 0          | -         | 100.0%      |

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|  | 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      | 13.5%     | 1.7%        | 28       | 12.4%     | 0.7%        | 130      | 13.8%     | 2.5%        | 38         | 6.5%      | 2.2%        |
| <b>2 personnes</b>                           | 404      | 34.6%     | 2.3%        | 90       | 39.9%     | 1.0%        | 314      | 33.3%     | 3.5%        | 158        | 27.2%     | 3.7%        |
| <b>3 personnes</b>                           | 209      | 17.9%     | 2.2%        | 39       | 17.0%     | 0.8%        | 171      | 18.1%     | 3.6%        | 126        | 21.6%     | 3.4%        |
| <b>4 personnes</b>                           | 248      | 21.2%     | 2.7%        | 36       | 15.9%     | 0.8%        | 212      | 22.5%     | 4.6%        | 156        | 26.9%     | 3.4%        |
| <b>5 personnes et +</b>                      | 150      | 12.8%     | 2.9%        | 33       | 14.8%     | 1.4%        | 117      | 12.4%     | 4.2%        | 104        | 17.8%     | 4.1%        |
| <b>Présence d'enfants de moins de 15 ans</b> |          |           |             |          |           |             |          |           |             |            |           |             |
| <b>Oui</b>                                   | 442      | 37.8%     | 2.8%        | 93       | 40.9%     | 1.3%        | 349      | 37.0%     | 4.1%        | 290        | 49.7%     | 3.9%        |
| <b>Non</b>                                   | 728      | 62.2%     | 2.1%        | 134      | 59.1%     | 0.8%        | 595      | 63.0%     | 3.3%        | 293        | 50.3%     | 3.1%        |
| <b>Habitat</b>                               |          |           |             |          |           |             |          |           |             |            |           |             |
| <b>Communes rurales</b>                      | 199      | 17.0%     | 1.5%        | 34       | 15.1%     | 0.5%        | 165      | 17.5%     | 2.5%        | 73         | 12.6%     | 2.0%        |
| <b>Agglo. - 20 000 hab</b>                   | 149      | 12.8%     | 1.7%        | 25       | 11.0%     | 0.6%        | 124      | 13.2%     | 2.8%        | 66         | 11.2%     | 2.7%        |
| <b>Agglo. 20 000 à 100 000 hab</b>           | 137      | 11.7%     | 2.1%        | 22       | 9.9%      | 0.7%        | 114      | 12.1%     | 3.3%        | 47         | 8.1%      | 2.4%        |
| <b>Agglo. + 100 000 hab</b>                  | 365      | 31.2%     | 2.5%        | 63       | 28.0%     | 0.9%        | 302      | 32.0%     | 4.0%        | 176        | 30.2%     | 3.6%        |
| <b>Agglo. Paris</b>                          | 320      | 27.3%     | 3.8%        | 82       | 36.0%     | 2.1%        | 238      | 25.3%     | 5.5%        | 221        | 37.9%     | 5.7%        |

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|  | Milliers | Structure | Pénétration | Milliers | Structure | Pénétration | Milliers | Structure | Pénétration | Milliers   | Structure | Pénétration |
| <b>Région d'habitation</b>             |          |           |             |          |           |             |          |           |             |            |           |             |
| Ile-de-France                          | 337      | 28.8%     | 3.6%        | 85       | 37.4%     | 1.9%        | 252      | 26.7%     | 5.1%        | 228        | 39.1%     | 5.3%        |
| Nord-Pas-de-Calais                     | 42       | 3.6%      | 1.3%        | 9        | 4.0%      | 0.6%        | 33       | 3.5%      | 2.0%        | 16         | 2.8%      | 1.8%        |
| Lorraine                               | 35       | 3.0%      | 1.8%        | 10       | 4.6%      | 1.1%        | 24       | 2.6%      | 2.4%        | 22         | 3.7%      | 4.2%        |
| Alsace                                 | 35       | 3.0%      | 2.3%        | 2        | 0.7%      | 0.2%        | 33       | 3.5%      | 4.3%        | 14         | 2.5%      | 2.8%        |
| Franche-Comté                          | 17       | 1.4%      | 1.8%        | 4        | 1.6%      | 0.8%        | 13       | 1.4%      | 2.7%        | 5          | 0.9%      | 2.2%        |
| Champagne-Ardenne                      | 24       | 2.0%      | 2.2%        | 2        | 0.9%      | 0.4%        | 22       | 2.3%      | 3.9%        | 10         | 1.8%      | 3.9%        |
| Picardie                               | 40       | 3.4%      | 2.6%        | 12       | 5.5%      | 1.7%        | 28       | 2.9%      | 3.5%        | 13         | 2.3%      | 3.0%        |
| Bourgogne                              | 25       | 2.1%      | 1.8%        | 2        | 0.7%      | 0.3%        | 23       | 2.4%      | 3.2%        | 9          | 1.5%      | 2.5%        |
| Haute-Normandie                        | 21       | 1.8%      | 1.4%        | 2        | 1.0%      | 0.3%        | 18       | 2.0%      | 2.4%        | 7          | 1.2%      | 1.6%        |
| Basse-Normandie                        | 13       | 1.1%      | 1.1%        | 2        | 0.7%      | 0.3%        | 11       | 1.2%      | 1.8%        | 3          | 0.5%      | 1.0%        |
| Centre                                 | 45       | 3.8%      | 2.2%        | 0        | 0.2%      | 0.0%        | 44       | 4.7%      | 4.1%        | 25         | 4.3%      | 4.0%        |
| Pays de la Loire                       | 59       | 5.0%      | 2.1%        | 6        | 2.4%      | 0.4%        | 53       | 5.6%      | 3.6%        | 30         | 5.1%      | 3.4%        |
| Bretagne                               | 36       | 3.0%      | 1.4%        | 11       | 4.9%      | 0.9%        | 25       | 2.6%      | 1.8%        | 14         | 2.3%      | 1.8%        |
| Poitou-Charentes                       | 26       | 2.2%      | 1.8%        | 4        | 1.8%      | 0.6%        | 22       | 2.3%      | 2.9%        | 6          | 1.1%      | 1.7%        |
| Aquitaine                              | 46       | 3.9%      | 1.7%        | 14       | 6.2%      | 1.1%        | 32       | 3.4%      | 2.3%        | 17         | 3.0%      | 2.1%        |
| Midi-Pyrénées                          | 43       | 3.7%      | 1.8%        | 12       | 5.1%      | 1.0%        | 32       | 3.3%      | 2.6%        | 10         | 1.7%      | 1.2%        |
| Limousin                               | 8        | 0.7%      | 1.3%        | 1        | 0.6%      | 0.5%        | 6        | 0.7%      | 2.0%        | 3          | 0.5%      | 1.9%        |
| Auvergne                               | 20       | 1.7%      | 1.8%        | 1        | 0.6%      | 0.3%        | 19       | 2.0%      | 3.2%        | 8          | 1.3%      | 2.4%        |
| Rhône-Alpes                            | 123      | 10.5%     | 2.5%        | 12       | 5.5%      | 0.5%        | 111      | 11.7%     | 4.3%        | 66         | 11.4%     | 3.9%        |
| Languedoc-Roussillon                   | 44       | 3.8%      | 2.1%        | 6        | 2.8%      | 0.6%        | 38       | 4.0%      | 3.3%        | 18         | 3.1%      | 2.8%        |
| Provence-Alpes-Côte-d'Azur-Corse       | 133      | 11.4%     | 3.1%        | 29       | 12.7%     | 1.4%        | 105      | 11.1%     | 4.6%        | 57         | 9.8%      | 4.1%        |
| <b>Habitudes de connexion Internet</b> |          |           |             |          |           |             |          |           |             |            |           |             |
| Tous les jours                         | 747      | 63.8%     | 2.8%        | 163      | 72.1%     | 1.2%        | 584      | 61.8%     | 4.4%        | 450        | 77.3%     | 3.5%        |
| Presque tous les jours                 | 161      | 13.8%     | 2.7%        | 19       | 8.5%      | 0.7%        | 142      | 15.0%     | 4.3%        | 95         | 16.3%     | 3.9%        |
| 1 à 2 fois par semaine                 | 75       | 6.4%      | 2.3%        | 11       | 4.8%      | 0.8%        | 64       | 6.8%      | 3.6%        | 21         | 3.5%      | 2.3%        |
| 1 à 3 fois par mois                    | 20       | 1.7%      | 2.3%        | 1        | 0.6%      | 0.4%        | 18       | 1.9%      | 4.0%        | 2          | 0.3%      | 0.9%        |
| Moins souvent                          | 10       | 0.9%      | 0.7%        | 2        | 1.1%      | 0.4%        | 8        | 0.8%      | 1.0%        | 5          | 0.9%      | 3.6%        |
| Jamais                                 | 5        | 0.4%      | 1.9%        | 0        | -         | -           | 5        | 0.5%      | 4.4%        | 1          | 0.1%      | 2.7%        |

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|--|----------|-----------|-------------|----------|-----------|-------------|----------|-----------|-------------|------------|-----------|-------------|
|  | Milliers | Structure | Pénétration | Milliers | Structure | Pénétration | Milliers | Structure | Pénétration | Milliers   | Structure | Pénétration |
| <b>Revenus du Foyer</b>                  |          |           |             |          |           |             |          |           |             |            |           |             |
| Moins de 9 000 euros par an              | 51       | 4.4%      | 2.1%        | 11       | 4.9%      | 1.2%        | 40       | 4.2%      | 2.7%        | 4          | 0.7%      | 2.1%        |
| De 9 000 à moins de 12 000 euros par an  | 50       | 4.3%      | 1.5%        | 13       | 5.9%      | 1.2%        | 37       | 3.9%      | 1.7%        | 6          | 1.0%      | 2.0%        |
| De 12 000 à moins de 18 000 euros par an | 89       | 7.6%      | 1.3%        | 28       | 12.6%     | 0.9%        | 61       | 6.4%      | 1.6%        | 11         | 1.9%      | 1.4%        |
| De 18 000 à moins de 24 000 euros par an | 137      | 11.7%     | 1.9%        | 13       | 6.0%      | 0.4%        | 124      | 13.1%     | 3.2%        | 44         | 7.5%      | 2.8%        |
| De 24 000 à moins de 36 000 euros par an | 247      | 21.1%     | 2.2%        | 50       | 22.0%     | 0.9%        | 197      | 20.9%     | 3.6%        | 110        | 18.8%     | 3.0%        |
| De 36 000 à moins de 45 000 euros par an | 123      | 10.5%     | 2.0%        | 14       | 6.3%      | 0.4%        | 109      | 11.6%     | 3.7%        | 64         | 11.0%     | 2.3%        |
| De 45 000 à moins de 65 000 euros par an | 175      | 14.9%     | 3.1%        | 37       | 16.3%     | 1.2%        | 138      | 14.6%     | 5.5%        | 129        | 22.1%     | 3.7%        |
| 65 000 euros et plus                     | 145      | 12.4%     | 5.1%        | 46       | 20.2%     | 2.6%        | 99       | 10.5%     | 8.8%        | 129        | 22.1%     | 5.8%        |
| Refus                                    | 108      | 9.2%      | 2.9%        | 10       | 4.4%      | 0.6%        | 98       | 10.4%     | 4.4%        | 57         | 9.8%      | 4.4%        |
| Ne sait pas                              | 45       | 3.8%      | 3.0%        | 3        | 1.5%      | 0.5%        | 41       | 4.4%      | 4.9%        | 29         | 5.0%      | 5.4%        |