

Elle à Table

Bimestriel, Lecture Dernière Période



| | Ensemble | | | Hommes | | | Femmes | | | FoyersCSP+ | | |
|-----------------------------------|----------|-----------|-------------|----------|-----------|-------------|----------|-----------|-------------|------------|-----------|-------------|
| | Milliers | Structure | Pénétration | Milliers | Structure | Pénétration | Milliers | Structure | Pénétration | Milliers | Structure | Pénétration |
| Ensemble | 1138 | 100.0% | 2.2% | 229 | 100.0% | 0.9% | 909 | 100.0% | 3.4% | 538 | 100.0% | 3.2% |
| Sexe | | | | | | | | | | | | |
| Homme | 229 | 20.1% | 0.9% | 229 | 100.0% | 0.9% | 0 | - | - | 104 | 19.3% | 1.2% |
| Femme | 909 | 79.9% | 3.4% | 0 | - | - | 909 | 100.0% | 3.4% | 434 | 80.7% | 5.3% |
| Age | | | | | | | | | | | | |
| 15 à 24 ans | 130 | 11.5% | 1.8% | 16 | 7.2% | 0.4% | 114 | 12.5% | 3.1% | 73 | 13.6% | 2.4% |
| 25 à 34 ans | 154 | 13.5% | 2.0% | 29 | 12.5% | 0.8% | 125 | 13.8% | 3.2% | 77 | 14.4% | 2.3% |
| 35 à 49 ans | 345 | 30.3% | 2.7% | 65 | 28.2% | 1.0% | 280 | 30.8% | 4.4% | 224 | 41.6% | 3.7% |
| 50 à 64 ans | 336 | 29.6% | 2.7% | 72 | 31.6% | 1.2% | 264 | 29.1% | 4.2% | 154 | 28.6% | 3.7% |
| 65 ans et plus | 172 | 15.2% | 1.6% | 47 | 20.5% | 1.0% | 126 | 13.8% | 2.0% | 10 | 1.8% | 4.2% |
| Individu | | | | | | | | | | | | |
| Ménagère | 795 | 69.9% | 3.4% | 0 | - | - | 795 | 87.5% | 3.4% | 367 | 68.3% | 5.4% |
| Personne de Référence | 425 | 37.4% | 1.5% | 209 | 91.5% | 1.0% | 216 | 23.8% | 2.7% | 143 | 26.5% | 1.7% |
| Responsable des achats | 928 | 81.5% | 2.6% | 132 | 57.7% | 1.1% | 796 | 87.5% | 3.5% | 427 | 79.3% | 4.0% |
| PCS Individu | | | | | | | | | | | | |
| Agriculteurs | 11 | 1.0% | 2.1% | 3 | 1.3% | 0.9% | 8 | 0.9% | 4.2% | 0 | - | - |
| Petits patrons | 35 | 3.0% | 2.1% | 18 | 7.8% | 1.5% | 17 | 1.8% | 3.6% | 31 | 5.8% | 2.1% |
| Affaires et Cadres | 180 | 15.9% | 3.8% | 51 | 22.1% | 1.7% | 130 | 14.3% | 7.2% | 164 | 30.4% | 3.7% |
| Professions intermédiaires | 144 | 12.6% | 2.1% | 29 | 12.7% | 0.8% | 115 | 12.6% | 3.5% | 110 | 20.5% | 2.0% |
| Employés | 216 | 18.9% | 2.6% | 21 | 9.2% | 1.0% | 195 | 21.4% | 3.1% | 74 | 13.8% | 4.1% |
| Ouvriers | 76 | 6.7% | 1.2% | 34 | 15.1% | 0.7% | 42 | 4.6% | 3.0% | 8 | 1.6% | 2.3% |
| Retraités | 199 | 17.5% | 1.6% | 49 | 21.6% | 0.8% | 150 | 16.5% | 2.3% | 17 | 3.1% | 6.7% |
| Autres inactifs | 277 | 24.3% | 2.8% | 23 | 10.2% | 0.7% | 253 | 27.9% | 3.9% | 133 | 24.8% | 4.3% |
| PCS Personne de Référence | | | | | | | | | | | | |
| Agriculteurs | 16 | 1.4% | 2.1% | 3 | 1.3% | 0.8% | 13 | 1.5% | 3.2% | 0 | - | - |
| Petits patrons | 79 | 7.0% | 3.0% | 18 | 7.8% | 1.2% | 62 | 6.8% | 5.2% | 79 | 14.7% | 3.0% |
| Affaires et Cadres | 309 | 27.2% | 4.5% | 56 | 24.3% | 1.6% | 254 | 27.9% | 7.5% | 309 | 57.5% | 4.5% |
| Professions intermédiaires | 149 | 13.1% | 2.0% | 30 | 13.2% | 0.8% | 119 | 13.1% | 3.3% | 149 | 27.8% | 2.0% |
| Employés | 104 | 9.1% | 2.0% | 21 | 9.2% | 0.9% | 83 | 9.1% | 2.7% | 0 | - | - |
| Ouvriers | 163 | 14.4% | 1.7% | 35 | 15.1% | 0.7% | 129 | 14.2% | 2.9% | 0 | - | - |
| Retraités | 224 | 19.7% | 1.5% | 49 | 21.6% | 0.7% | 175 | 19.2% | 2.2% | 0 | - | - |
| Autres inactifs | 92 | 8.1% | 2.4% | 17 | 7.4% | 1.2% | 75 | 8.3% | 3.1% | 0 | - | - |

Elle à Table

Bimestriel, Lecture Dernière Période



| | Ensemble | | | Hommes | | | Femmes | | | FoyersCSP+ | | |
|--|----------|-----------|-------------|----------|-----------|-------------|----------|-----------|-------------|------------|-----------|-------------|
| | Milliers | Structure | Pénétration | Milliers | Structure | Pénétration | Milliers | Structure | Pénétration | Milliers | Structure | Pénétration |
| Taille du Foyer | | | | | | | | | | | | |
| 1 personne | 173 | 15.2% | 1.8% | 38 | 16.8% | 1.0% | 135 | 14.8% | 2.5% | 44 | 8.2% | 2.6% |
| 2 personnes | 383 | 33.7% | 2.1% | 84 | 36.8% | 1.0% | 299 | 32.9% | 3.3% | 144 | 26.8% | 3.3% |
| 3 personnes | 212 | 18.6% | 2.3% | 40 | 17.4% | 0.9% | 172 | 18.9% | 3.7% | 107 | 19.8% | 2.9% |
| 4 personnes | 247 | 21.7% | 2.7% | 40 | 17.3% | 0.9% | 208 | 22.8% | 4.5% | 170 | 31.6% | 3.7% |
| 5 personnes et + | 123 | 10.8% | 2.3% | 27 | 11.7% | 1.1% | 96 | 10.6% | 3.4% | 73 | 13.5% | 2.9% |
| Présence d'enfants de moins de 15 ans | | | | | | | | | | | | |
| Oui | 400 | 35.2% | 2.6% | 90 | 39.3% | 1.2% | 310 | 34.1% | 3.7% | 266 | 49.4% | 3.5% |
| Non | 738 | 64.8% | 2.1% | 139 | 60.7% | 0.8% | 599 | 65.9% | 3.3% | 272 | 50.6% | 2.9% |
| Habitat | | | | | | | | | | | | |
| Communes rurales | 179 | 15.7% | 1.5% | 28 | 12.1% | 0.5% | 151 | 16.7% | 2.5% | 78 | 14.4% | 2.3% |
| Agglo. - 20 000 hab | 155 | 13.6% | 1.7% | 25 | 11.2% | 0.6% | 129 | 14.2% | 2.8% | 67 | 12.5% | 2.6% |
| Agglo. 20 000 à 100 000 hab | 156 | 13.7% | 2.3% | 25 | 11.1% | 0.8% | 130 | 14.4% | 3.7% | 44 | 8.1% | 2.2% |
| Agglo. + 100 000 hab | 380 | 33.4% | 2.5% | 82 | 36.1% | 1.1% | 297 | 32.7% | 3.7% | 183 | 34.1% | 3.6% |
| Agglo. Paris | 269 | 23.6% | 3.2% | 68 | 29.6% | 1.7% | 201 | 22.1% | 4.5% | 166 | 30.9% | 4.3% |

Elle à Table

Bimestriel, Lecture Dernière Période



| | Ensemble | | | Hommes | | | Femmes | | | FoyersCSP+ | | |
|--|----------|-----------|-------------|----------|-----------|-------------|----------|-----------|-------------|------------|-----------|-------------|
| | Milliers | Structure | Pénétration | Milliers | Structure | Pénétration | Milliers | Structure | Pénétration | Milliers | Structure | Pénétration |
| Région d'habitation | | | | | | | | | | | | |
| Ile-de-France | 282 | 24.8% | 3.0% | 69 | 30.1% | 1.5% | 213 | 23.4% | 4.3% | 173 | 32.1% | 4.0% |
| Nord-Pas-de-Calais | 42 | 3.7% | 1.3% | 17 | 7.3% | 1.1% | 25 | 2.8% | 1.5% | 12 | 2.2% | 1.3% |
| Lorraine | 34 | 3.0% | 1.8% | 3 | 1.4% | 0.3% | 31 | 3.4% | 3.1% | 20 | 3.7% | 3.6% |
| Alsace | 45 | 3.9% | 3.0% | 8 | 3.4% | 1.1% | 37 | 4.1% | 4.7% | 16 | 2.9% | 3.2% |
| Franche-Comté | 19 | 1.7% | 2.0% | 8 | 3.5% | 1.7% | 11 | 1.2% | 2.3% | 7 | 1.2% | 2.6% |
| Champagne-Ardenne | 22 | 1.9% | 2.0% | 2 | 0.8% | 0.3% | 20 | 2.2% | 3.5% | 11 | 2.0% | 3.6% |
| Picardie | 35 | 3.1% | 2.3% | 7 | 3.3% | 1.0% | 28 | 3.0% | 3.5% | 10 | 1.9% | 2.3% |
| Bourgogne | 32 | 2.8% | 2.4% | 5 | 2.0% | 0.7% | 28 | 3.0% | 3.9% | 7 | 1.3% | 2.0% |
| Haute-Normandie | 27 | 2.4% | 1.9% | 5 | 2.3% | 0.7% | 22 | 2.4% | 2.9% | 9 | 1.6% | 2.0% |
| Basse-Normandie | 22 | 1.9% | 1.8% | 0 | - | - | 22 | 2.4% | 3.5% | 14 | 2.6% | 4.2% |
| Centre | 45 | 3.9% | 2.1% | 5 | 2.4% | 0.5% | 39 | 4.3% | 3.6% | 28 | 5.1% | 4.3% |
| Pays de la Loire | 42 | 3.7% | 1.5% | 2 | 0.8% | 0.1% | 41 | 4.5% | 2.7% | 19 | 3.6% | 2.3% |
| Bretagne | 39 | 3.4% | 1.5% | 11 | 4.9% | 0.9% | 27 | 3.0% | 2.0% | 14 | 2.6% | 1.8% |
| Poitou-Charentes | 29 | 2.6% | 2.0% | 6 | 2.7% | 0.9% | 23 | 2.6% | 3.0% | 7 | 1.2% | 1.7% |
| Aquitaine | 60 | 5.3% | 2.2% | 16 | 6.9% | 1.2% | 44 | 4.8% | 3.1% | 31 | 5.8% | 3.8% |
| Midi-Pyrénées | 44 | 3.8% | 1.8% | 6 | 2.4% | 0.5% | 38 | 4.2% | 3.1% | 16 | 2.9% | 2.0% |
| Limousin | 8 | 0.7% | 1.3% | 3 | 1.1% | 0.9% | 6 | 0.6% | 1.8% | 6 | 1.1% | 3.6% |
| Auvergne | 18 | 1.5% | 1.6% | 3 | 1.2% | 0.5% | 15 | 1.6% | 2.5% | 5 | 1.0% | 1.7% |
| Rhône-Alpes | 111 | 9.8% | 2.2% | 16 | 6.9% | 0.7% | 96 | 10.5% | 3.7% | 65 | 12.1% | 3.8% |
| Languedoc-Roussillon | 53 | 4.7% | 2.5% | 11 | 4.9% | 1.1% | 42 | 4.7% | 3.7% | 14 | 2.7% | 2.3% |
| Provence-Alpes-Côte-d'Azur-Corse | 128 | 11.3% | 3.0% | 26 | 11.6% | 1.3% | 102 | 11.2% | 4.5% | 55 | 10.3% | 3.8% |
| Habitudes de connexion Internet | | | | | | | | | | | | |
| Tous les jours | 709 | 62.4% | 2.6% | 159 | 69.4% | 1.1% | 551 | 60.6% | 4.1% | 395 | 73.5% | 3.1% |
| Presque tous les jours | 174 | 15.3% | 2.9% | 18 | 8.1% | 0.6% | 156 | 17.1% | 4.9% | 100 | 18.5% | 4.1% |
| 1 à 2 fois par semaine | 74 | 6.5% | 2.3% | 17 | 7.5% | 1.2% | 57 | 6.3% | 3.2% | 19 | 3.5% | 2.1% |
| 1 à 3 fois par mois | 13 | 1.2% | 1.5% | 0 | - | - | 13 | 1.5% | 2.7% | 1 | 0.3% | 0.7% |
| Moins souvent | 12 | 1.1% | 0.9% | 2 | 0.8% | 0.3% | 10 | 1.1% | 1.4% | 4 | 0.8% | 3.3% |
| Jamais | 4 | 0.4% | 2.0% | 3 | 1.4% | 2.5% | 1 | 0.1% | 1.3% | 4 | 0.7% | 18.0% |

Elle à Table

Bimestriel, Lecture Dernière Période



| | Ensemble | | | Hommes | | | Femmes | | | FoyersCSP+ | | |
|---|----------|-----------|-------------|----------|-----------|-------------|----------|-----------|-------------|------------|-----------|-------------|
| | Milliers | Structure | Pénétration | Milliers | Structure | Pénétration | Milliers | Structure | Pénétration | Milliers | Structure | Pénétration |
| Revenus du Foyer | | | | | | | | | | | | |
| Moins de 9 000 euros par an | 37 | 3.2% | 1.6% | 6 | 2.8% | 0.7% | 30 | 3.3% | 2.2% | 2 | 0.4% | 1.0% |
| De 9 000 à moins de 12 000 euros par an | 57 | 5.0% | 1.8% | 19 | 8.3% | 1.7% | 39 | 4.2% | 1.8% | 1 | 0.3% | 0.6% |
| De 12 000 à moins de 18 000 euros par an | 90 | 7.9% | 1.3% | 10 | 4.5% | 0.3% | 79 | 8.7% | 2.1% | 12 | 2.2% | 1.5% |
| De 18 000 à moins de 24 000 euros par an | 121 | 10.7% | 1.7% | 24 | 10.7% | 0.7% | 97 | 10.7% | 2.5% | 42 | 7.9% | 2.6% |
| De 24 000 à moins de 36 000 euros par an | 236 | 20.7% | 2.1% | 47 | 20.4% | 0.8% | 189 | 20.8% | 3.3% | 97 | 18.1% | 2.6% |
| De 36 000 à moins de 45 000 euros par an | 136 | 11.9% | 2.1% | 21 | 9.1% | 0.6% | 115 | 12.7% | 3.9% | 62 | 11.6% | 2.2% |
| De 45 000 à moins de 65 000 euros par an | 154 | 13.5% | 2.7% | 39 | 16.9% | 1.2% | 115 | 12.6% | 4.5% | 99 | 18.5% | 2.8% |
| De 65 000 à moins de 80 000 euros par an | 66 | 5.8% | 4.3% | 17 | 7.3% | 1.8% | 49 | 5.4% | 8.2% | 49 | 9.2% | 4.5% |
| De 80 000 à moins de 115 000 euros par an | 64 | 5.7% | 6.4% | 15 | 6.5% | 2.4% | 50 | 5.5% | 12.3% | 55 | 10.3% | 6.8% |
| 115 000 euros et plus par an | 38 | 3.3% | 7.7% | 16 | 6.8% | 5.6% | 22 | 2.5% | 10.5% | 37 | 6.8% | 8.8% |
| Refus | 93 | 8.2% | 2.8% | 13 | 5.5% | 0.9% | 80 | 8.8% | 4.1% | 51 | 9.4% | 4.5% |
| Ne sait pas | 46 | 4.1% | 2.9% | 3 | 1.3% | 0.4% | 43 | 4.7% | 4.8% | 29 | 5.4% | 5.3% |