

Gala Gourmand

Bimestriel, Lecture Dernière Période



| | Ensemble | | | Hommes | | | Femmes | | | FoyersCSP+ | | |
|-----------------------------------|----------|-----------|-------------|----------|-----------|-------------|----------|-----------|-------------|------------|-----------|-------------|
| | Milliers | Structure | Pénétration | Milliers | Structure | Pénétration | Milliers | Structure | Pénétration | Milliers | Structure | Pénétration |
| Ensemble | 380 | 100.0% | 0.7% | 94 | 100.0% | 0.4% | 286 | 100.0% | 1.1% | 79 | 100.0% | 0.5% |
| Sexe | | | | | | | | | | | | |
| Homme | 94 | 24.8% | 0.4% | 94 | 100.0% | 0.4% | 0 | - | - | 10 | 12.6% | 0.1% |
| Femme | 286 | 75.2% | 1.1% | 0 | - | - | 286 | 100.0% | 1.1% | 69 | 87.4% | 0.8% |
| Age | | | | | | | | | | | | |
| 15 à 24 ans | 41 | 10.7% | 0.6% | 12 | 12.5% | 0.3% | 29 | 10.1% | 0.8% | 17 | 21.3% | 0.5% |
| 25 à 34 ans | 50 | 13.2% | 0.7% | 16 | 16.5% | 0.4% | 35 | 12.2% | 0.9% | 11 | 13.8% | 0.3% |
| 35 à 49 ans | 82 | 21.7% | 0.7% | 19 | 20.2% | 0.3% | 63 | 22.2% | 1.0% | 26 | 32.8% | 0.4% |
| 50 à 64 ans | 137 | 36.1% | 1.1% | 36 | 37.8% | 0.6% | 102 | 35.6% | 1.6% | 22 | 28.0% | 0.5% |
| 65 ans et plus | 69 | 18.2% | 0.6% | 12 | 13.0% | 0.3% | 57 | 20.0% | 0.9% | 3 | 4.1% | 1.4% |
| Individu | | | | | | | | | | | | |
| Ménagère | 268 | 70.5% | 1.1% | 0 | - | - | 268 | 93.8% | 1.1% | 57 | 72.3% | 0.8% |
| Personne de Référence | 173 | 45.4% | 0.6% | 82 | 86.9% | 0.4% | 91 | 31.7% | 1.1% | 18 | 23.0% | 0.2% |
| Responsable des achats | 334 | 88.0% | 1.0% | 67 | 71.5% | 0.6% | 267 | 93.4% | 1.2% | 63 | 80.3% | 0.6% |
| PCS Individu | | | | | | | | | | | | |
| Agriculteurs | 14 | 3.7% | 2.6% | 6 | 6.6% | 1.9% | 8 | 2.7% | 3.9% | 0 | - | - |
| Petits patrons | 5 | 1.4% | 0.3% | 1 | 0.7% | 0.1% | 5 | 1.6% | 1.0% | 4 | 4.7% | 0.2% |
| Affaires et Cadres | 13 | 3.4% | 0.3% | 2 | 1.8% | 0.1% | 11 | 3.9% | 0.6% | 10 | 13.1% | 0.2% |
| Professions intermédiaires | 33 | 8.7% | 0.5% | 7 | 7.0% | 0.2% | 27 | 9.3% | 0.8% | 20 | 26.0% | 0.4% |
| Employés | 81 | 21.2% | 1.0% | 10 | 10.1% | 0.5% | 71 | 24.9% | 1.1% | 12 | 15.5% | 0.7% |
| Ouvriers | 72 | 18.8% | 1.1% | 41 | 43.5% | 0.8% | 31 | 10.7% | 2.2% | 2 | 3.0% | 0.6% |
| Retraités | 89 | 23.3% | 0.7% | 23 | 24.4% | 0.4% | 66 | 23.0% | 1.0% | 4 | 5.6% | 1.8% |
| Autres inactifs | 74 | 19.5% | 0.7% | 6 | 6.0% | 0.2% | 68 | 23.9% | 1.0% | 25 | 32.1% | 0.8% |
| PCS Personne de Référence | | | | | | | | | | | | |
| Agriculteurs | 14 | 3.6% | 1.7% | 6 | 6.6% | 1.6% | 7 | 2.6% | 1.8% | 0 | - | - |
| Petits patrons | 15 | 3.9% | 0.6% | 2 | 2.5% | 0.2% | 12 | 4.4% | 1.0% | 15 | 18.8% | 0.6% |
| Affaires et Cadres | 20 | 5.3% | 0.3% | 3 | 2.8% | 0.1% | 18 | 6.1% | 0.5% | 20 | 25.6% | 0.3% |
| Professions intermédiaires | 44 | 11.5% | 0.6% | 5 | 5.2% | 0.1% | 39 | 13.6% | 1.1% | 44 | 55.6% | 0.6% |
| Employés | 39 | 10.2% | 0.7% | 11 | 11.1% | 0.5% | 28 | 9.9% | 0.9% | 0 | - | - |
| Ouvriers | 97 | 25.6% | 1.0% | 36 | 38.1% | 0.7% | 61 | 21.5% | 1.4% | 0 | - | - |
| Retraités | 110 | 28.9% | 0.7% | 23 | 24.4% | 0.3% | 87 | 30.4% | 1.1% | 0 | - | - |
| Autres inactifs | 41 | 10.9% | 1.1% | 9 | 9.3% | 0.6% | 33 | 11.4% | 1.3% | 0 | - | - |

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|--|----------|-----------|-------------|----------|-----------|-------------|----------|-----------|-------------|------------|-----------|-------------|
| | Milliers | Structure | Pénétration | Milliers | Structure | Pénétration | Milliers | Structure | Pénétration | Milliers | Structure | Pénétration |
| Taille du Foyer | | | | | | | | | | | | |
| 1 personne | 90 | 23.8% | 1.0% | 24 | 25.9% | 0.6% | 66 | 23.1% | 1.2% | 10 | 12.9% | 0.6% |
| 2 personnes | 134 | 35.3% | 0.7% | 34 | 36.5% | 0.4% | 100 | 34.8% | 1.1% | 17 | 22.1% | 0.4% |
| 3 personnes | 68 | 17.8% | 0.7% | 18 | 19.0% | 0.4% | 50 | 17.4% | 1.1% | 14 | 17.8% | 0.4% |
| 4 personnes | 57 | 15.0% | 0.6% | 13 | 13.3% | 0.3% | 45 | 15.6% | 1.0% | 25 | 31.6% | 0.5% |
| 5 personnes et + | 31 | 8.1% | 0.6% | 5 | 5.3% | 0.2% | 26 | 9.1% | 0.9% | 12 | 15.6% | 0.5% |
| Présence d'enfants de moins de 15 ans | | | | | | | | | | | | |
| Oui | 103 | 27.2% | 0.7% | 24 | 25.5% | 0.3% | 79 | 27.8% | 0.9% | 37 | 47.1% | 0.5% |
| Non | 277 | 72.8% | 0.8% | 70 | 74.5% | 0.4% | 206 | 72.2% | 1.1% | 42 | 52.9% | 0.4% |
| Habitat | | | | | | | | | | | | |
| Communes rurales | 82 | 21.5% | 0.7% | 16 | 17.3% | 0.3% | 65 | 22.9% | 1.1% | 13 | 17.1% | 0.4% |
| Agglo. - 20 000 hab | 75 | 19.7% | 0.8% | 10 | 10.9% | 0.2% | 64 | 22.6% | 1.4% | 21 | 26.4% | 0.8% |
| Agglo. 20 000 à 100 000 hab | 73 | 19.3% | 1.1% | 13 | 13.7% | 0.4% | 60 | 21.2% | 1.7% | 10 | 13.1% | 0.5% |
| Agglo. + 100 000 hab | 108 | 28.5% | 0.7% | 29 | 31.1% | 0.4% | 79 | 27.7% | 1.0% | 21 | 26.5% | 0.4% |
| Agglo. Paris | 42 | 11.0% | 0.5% | 26 | 27.1% | 0.6% | 16 | 5.7% | 0.4% | 13 | 17.0% | 0.3% |

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| | Milliers | Structure | Pénétration | Milliers | Structure | Pénétration | Milliers | Structure | Pénétration | Milliers | Structure | Pénétration |
| Région d'habitation | | | | | | | | | | | | |
| Ile-de-France | 45 | 11.9% | 0.5% | 26 | 27.1% | 0.6% | 20 | 6.9% | 0.4% | 14 | 17.9% | 0.3% |
| Nord-Pas-de-Calais | 25 | 6.5% | 0.8% | 7 | 7.2% | 0.4% | 18 | 6.3% | 1.1% | 3 | 4.4% | 0.4% |
| Lorraine | 15 | 4.0% | 0.8% | 1 | 1.4% | 0.1% | 14 | 4.9% | 1.4% | 6 | 7.2% | 1.0% |
| Alsace | 11 | 2.9% | 0.7% | 1 | 1.1% | 0.1% | 10 | 3.5% | 1.3% | 2 | 3.1% | 0.5% |
| Franche-Comté | 4 | 1.0% | 0.4% | 0 | - | - | 4 | 1.4% | 0.8% | 0 | 0.2% | 0.1% |
| Champagne-Ardenne | 5 | 1.4% | 0.5% | 0 | 0.5% | 0.1% | 5 | 1.7% | 0.8% | 2 | 2.8% | 0.7% |
| Picardie | 15 | 4.0% | 1.0% | 2 | 2.4% | 0.3% | 13 | 4.6% | 1.7% | 6 | 7.2% | 1.3% |
| Bourgogne | 20 | 5.2% | 1.5% | 9 | 9.1% | 1.3% | 11 | 3.9% | 1.6% | 3 | 4.0% | 0.9% |
| Haute-Normandie | 4 | 1.0% | 0.3% | 0 | - | - | 4 | 1.4% | 0.5% | 3 | 4.0% | 0.7% |
| Basse-Normandie | 10 | 2.6% | 0.8% | 0 | - | - | 10 | 3.5% | 1.6% | 0 | - | - |
| Centre | 22 | 5.7% | 1.0% | 5 | 5.4% | 0.5% | 17 | 5.8% | 1.5% | 12 | 15.1% | 1.9% |
| Pays de la Loire | 17 | 4.4% | 0.6% | 5 | 4.9% | 0.3% | 12 | 4.2% | 0.8% | 1 | 1.6% | 0.2% |
| Bretagne | 24 | 6.3% | 0.9% | 5 | 5.3% | 0.4% | 19 | 6.6% | 1.4% | 0 | - | - |
| Poitou-Charentes | 16 | 4.2% | 1.1% | 0 | - | - | 16 | 5.6% | 2.1% | 0 | - | - |
| Aquitaine | 11 | 2.9% | 0.4% | 2 | 2.2% | 0.2% | 9 | 3.1% | 0.6% | 0 | 0.6% | 0.1% |
| Midi-Pyrénées | 17 | 4.4% | 0.7% | 5 | 5.8% | 0.5% | 11 | 4.0% | 0.9% | 3 | 3.5% | 0.4% |
| Limousin | 3 | 0.7% | 0.4% | 0 | 0.5% | 0.2% | 2 | 0.8% | 0.7% | 2 | 2.2% | 1.1% |
| Auvergne | 12 | 3.1% | 1.0% | 1 | 1.4% | 0.2% | 10 | 3.7% | 1.8% | 5 | 5.9% | 1.5% |
| Rhône-Alpes | 31 | 8.3% | 0.6% | 3 | 3.5% | 0.1% | 28 | 9.9% | 1.1% | 8 | 9.7% | 0.4% |
| Languedoc-Roussillon | 18 | 4.7% | 0.8% | 3 | 3.5% | 0.3% | 15 | 5.1% | 1.3% | 0 | - | - |
| Provence-Alpes-Côte-d'Azur-Corse | 56 | 14.8% | 1.3% | 18 | 18.8% | 0.9% | 39 | 13.5% | 1.7% | 8 | 10.6% | 0.6% |
| Habitudes de connexion Internet | | | | | | | | | | | | |
| Tous les jours | 165 | 43.4% | 0.6% | 38 | 39.9% | 0.3% | 127 | 44.6% | 0.9% | 52 | 66.3% | 0.4% |
| Presque tous les jours | 38 | 10.0% | 0.6% | 10 | 10.5% | 0.3% | 28 | 9.9% | 0.9% | 15 | 19.0% | 0.6% |
| 1 à 2 fois par semaine | 40 | 10.5% | 1.2% | 9 | 9.5% | 0.6% | 31 | 10.8% | 1.7% | 5 | 5.9% | 0.5% |
| 1 à 3 fois par mois | 6 | 1.7% | 0.7% | 0 | - | - | 6 | 2.2% | 1.3% | 0 | - | - |
| Moins souvent | 17 | 4.6% | 1.3% | 5 | 5.8% | 0.9% | 12 | 4.2% | 1.6% | 1 | 1.4% | 0.9% |
| Jamais | 3 | 0.7% | 1.3% | 0 | - | - | 3 | 1.0% | 3.5% | 0 | - | - |

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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 | 24 | 6.2% | 1.0% | 8 | 8.3% | 0.8% | 16 | 5.6% | 1.1% | 0 | - | - |
| De 9 000 à moins de 12 000 euros par an | 43 | 11.2% | 1.3% | 9 | 9.6% | 0.8% | 33 | 11.7% | 1.5% | 3 | 3.6% | 1.2% |
| De 12 000 à moins de 18 000 euros par an | 77 | 20.2% | 1.1% | 23 | 24.4% | 0.8% | 54 | 18.9% | 1.4% | 11 | 14.1% | 1.4% |
| De 18 000 à moins de 24 000 euros par an | 57 | 14.9% | 0.8% | 12 | 12.6% | 0.3% | 45 | 15.7% | 1.2% | 10 | 12.1% | 0.6% |
| De 24 000 à moins de 36 000 euros par an | 72 | 18.9% | 0.6% | 21 | 22.0% | 0.4% | 51 | 17.8% | 0.9% | 11 | 14.3% | 0.3% |
| De 36 000 à moins de 45 000 euros par an | 36 | 9.4% | 0.6% | 5 | 5.6% | 0.2% | 31 | 10.7% | 1.0% | 10 | 13.1% | 0.4% |
| De 45 000 à moins de 65 000 euros par an | 20 | 5.2% | 0.3% | 4 | 4.5% | 0.1% | 15 | 5.4% | 0.6% | 11 | 14.1% | 0.3% |
| De 65 000 à moins de 80 000 euros par an | 6 | 1.6% | 0.4% | 4 | 4.5% | 0.4% | 2 | 0.7% | 0.3% | 1 | 1.0% | 0.1% |
| De 80 000 à moins de 115 000 euros par an | 5 | 1.4% | 0.5% | 1 | 1.2% | 0.2% | 4 | 1.5% | 1.0% | 5 | 6.7% | 0.7% |
| 115 000 euros et plus par an | 4 | 1.0% | 0.8% | 0 | - | - | 4 | 1.3% | 1.8% | 2 | 3.1% | 0.6% |
| Refus | 23 | 6.0% | 0.7% | 5 | 5.2% | 0.4% | 18 | 6.2% | 0.9% | 7 | 9.5% | 0.7% |
| Ne sait pas | 15 | 3.9% | 0.9% | 2 | 2.0% | 0.3% | 13 | 4.6% | 1.4% | 7 | 8.3% | 1.2% |