

# 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>                   | 1131     | 100.0%    | 2.2%        | 217      | 100.0%    | 0.9%        | 914      | 100.0%    | 3.4%        | 531        | 100.0%    | 3.1%        |
| <b>Sexe</b>                       |          |           |             |          |           |             |          |           |             |            |           |             |
| <b>Homme</b>                      | 217      | 19.2%     | 0.9%        | 217      | 100.0%    | 0.9%        | 0        | -         | -           | 100        | 18.9%     | 1.1%        |
| <b>Femme</b>                      | 914      | 80.8%     | 3.4%        | 0        | -         | -           | 914      | 100.0%    | 3.4%        | 431        | 81.1%     | 5.3%        |
| <b>Age</b>                        |          |           |             |          |           |             |          |           |             |            |           |             |
| <b>15 à 24 ans</b>                | 113      | 10.0%     | 1.5%        | 18       | 8.3%      | 0.5%        | 95       | 10.4%     | 2.6%        | 63         | 11.8%     | 2.0%        |
| <b>25 à 34 ans</b>                | 149      | 13.2%     | 1.9%        | 25       | 11.6%     | 0.7%        | 124      | 13.6%     | 3.2%        | 70         | 13.2%     | 2.1%        |
| <b>35 à 49 ans</b>                | 346      | 30.6%     | 2.7%        | 72       | 33.4%     | 1.2%        | 274      | 29.9%     | 4.3%        | 239        | 44.9%     | 3.9%        |
| <b>50 à 64 ans</b>                | 345      | 30.5%     | 2.8%        | 57       | 26.5%     | 1.0%        | 288      | 31.5%     | 4.5%        | 146        | 27.5%     | 3.6%        |
| <b>65 ans et plus</b>             | 178      | 15.7%     | 1.6%        | 44       | 20.2%     | 0.9%        | 134      | 14.7%     | 2.1%        | 14         | 2.6%      | 7.5%        |
| <b>Individu</b>                   |          |           |             |          |           |             |          |           |             |            |           |             |
| <b>Ménagère</b>                   | 832      | 73.6%     | 3.5%        | 0        | -         | -           | 832      | 91.0%     | 3.5%        | 387        | 72.8%     | 5.7%        |
| <b>Personne de Référence</b>      | 420      | 37.2%     | 1.5%        | 195      | 89.8%     | 1.0%        | 225      | 24.7%     | 2.9%        | 147        | 27.7%     | 1.8%        |
| <b>Responsable des achats</b>     | 960      | 84.9%     | 2.7%        | 143      | 65.8%     | 1.1%        | 817      | 89.4%     | 3.6%        | 446        | 83.9%     | 4.2%        |
| <b>PCS Individu</b>               |          |           |             |          |           |             |          |           |             |            |           |             |
| <b>Agriculteurs</b>               | 8        | 0.7%      | 1.4%        | 0        | -         | -           | 8        | 0.8%      | 3.8%        | 2          | 0.3%      | 7.2%        |
| <b>Petits patrons</b>             | 51       | 4.5%      | 3.1%        | 18       | 8.2%      | 1.5%        | 33       | 3.6%      | 6.8%        | 41         | 7.7%      | 2.8%        |
| <b>Affaires et Cadres</b>         | 170      | 15.0%     | 3.6%        | 49       | 22.6%     | 1.7%        | 121      | 13.2%     | 6.6%        | 163        | 30.7%     | 3.8%        |
| <b>Professions intermédiaires</b> | 160      | 14.2%     | 2.4%        | 30       | 14.0%     | 0.9%        | 130      | 14.2%     | 4.0%        | 131        | 24.6%     | 2.3%        |
| <b>Employés</b>                   | 205      | 18.1%     | 2.4%        | 15       | 6.9%      | 0.7%        | 190      | 20.8%     | 3.0%        | 53         | 10.0%     | 3.0%        |
| <b>Ouvriers</b>                   | 81       | 7.2%      | 1.3%        | 38       | 17.5%     | 0.8%        | 43       | 4.7%      | 2.9%        | 11         | 2.0%      | 2.5%        |
| <b>Retraités</b>                  | 203      | 17.9%     | 1.6%        | 46       | 21.2%     | 0.8%        | 157      | 17.1%     | 2.4%        | 16         | 2.9%      | 6.6%        |
| <b>Autres inactifs</b>            | 254      | 22.4%     | 2.5%        | 21       | 9.6%      | 0.6%        | 233      | 25.5%     | 3.6%        | 115        | 21.7%     | 3.7%        |
| <b>PCS Personne de Référence</b>  |          |           |             |          |           |             |          |           |             |            |           |             |
| <b>Agriculteurs</b>               | 14       | 1.2%      | 1.8%        | 0        | -         | -           | 14       | 1.5%      | 3.4%        | 0          | -         | -           |
| <b>Petits patrons</b>             | 82       | 7.3%      | 3.1%        | 15       | 6.9%      | 1.1%        | 67       | 7.4%      | 5.4%        | 82         | 15.4%     | 3.1%        |
| <b>Affaires et Cadres</b>         | 306      | 27.0%     | 4.5%        | 54       | 25.0%     | 1.6%        | 251      | 27.5%     | 7.5%        | 306        | 57.5%     | 4.5%        |
| <b>Professions intermédiaires</b> | 144      | 12.7%     | 1.9%        | 31       | 14.4%     | 0.8%        | 112      | 12.3%     | 3.1%        | 144        | 27.0%     | 1.9%        |
| <b>Employés</b>                   | 120      | 10.6%     | 2.3%        | 15       | 6.9%      | 0.7%        | 105      | 11.5%     | 3.4%        | 0          | -         | -           |
| <b>Ouvriers</b>                   | 142      | 12.5%     | 1.5%        | 41       | 19.0%     | 0.8%        | 101      | 11.0%     | 2.2%        | 0          | -         | -           |
| <b>Retraités</b>                  | 236      | 20.9%     | 1.6%        | 49       | 22.8%     | 0.7%        | 187      | 20.5%     | 2.3%        | 0          | -         | -           |
| <b>Autres inactifs</b>            | 87       | 7.7%      | 2.2%        | 11       | 5.0%      | 0.7%        | 77       | 8.4%      | 3.2%        | 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>                            | 181      | 16.0%     | 1.9%        | 31       | 14.5%     | 0.8%        | 149      | 16.3%     | 2.8%        | 47         | 8.8%      | 2.7%        |
| <b>2 personnes</b>                           | 396      | 35.0%     | 2.2%        | 79       | 36.6%     | 0.9%        | 317      | 34.7%     | 3.4%        | 139        | 26.1%     | 3.2%        |
| <b>3 personnes</b>                           | 189      | 16.7%     | 2.0%        | 40       | 18.6%     | 0.9%        | 148      | 16.2%     | 3.1%        | 98         | 18.4%     | 2.6%        |
| <b>4 personnes</b>                           | 245      | 21.6%     | 2.7%        | 47       | 21.6%     | 1.0%        | 198      | 21.6%     | 4.3%        | 175        | 33.0%     | 3.8%        |
| <b>5 personnes et +</b>                      | 121      | 10.7%     | 2.3%        | 19       | 8.7%      | 0.8%        | 102      | 11.1%     | 3.7%        | 72         | 13.6%     | 2.9%        |
| <b>Présence d'enfants de moins de 15 ans</b> |          |           |             |          |           |             |          |           |             |            |           |             |
| <b>Oui</b>                                   | 390      | 34.5%     | 2.5%        | 87       | 40.0%     | 1.2%        | 303      | 33.2%     | 3.6%        | 257        | 48.3%     | 3.3%        |
| <b>Non</b>                                   | 740      | 65.5%     | 2.1%        | 130      | 60.0%     | 0.8%        | 610      | 66.8%     | 3.4%        | 275        | 51.7%     | 3.0%        |
| <b>Habitat</b>                               |          |           |             |          |           |             |          |           |             |            |           |             |
| <b>Communes rurales</b>                      | 195      | 17.2%     | 1.7%        | 28       | 12.9%     | 0.5%        | 167      | 18.2%     | 2.7%        | 77         | 14.5%     | 2.3%        |
| <b>Agglo. - 20 000 hab</b>                   | 146      | 12.9%     | 1.6%        | 36       | 16.5%     | 0.8%        | 110      | 12.0%     | 2.3%        | 52         | 9.8%      | 2.0%        |
| <b>Agglo. 20 000 à 100 000 hab</b>           | 156      | 13.8%     | 2.3%        | 22       | 10.0%     | 0.6%        | 134      | 14.7%     | 3.9%        | 53         | 10.0%     | 2.7%        |
| <b>Agglo. + 100 000 hab</b>                  | 346      | 30.6%     | 2.3%        | 72       | 33.0%     | 1.0%        | 274      | 30.0%     | 3.5%        | 171        | 32.1%     | 3.3%        |
| <b>Agglo. Paris</b>                          | 289      | 25.5%     | 3.4%        | 60       | 27.6%     | 1.5%        | 229      | 25.0%     | 5.2%        | 178        | 33.5%     | 4.6%        |

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|  | Milliers | Structure | Pénétration | Milliers | Structure | Pénétration | Milliers | Structure | Pénétration | Milliers   | Structure | Pénétration |
| <b>Région d'habitation</b>             |          |           |             |          |           |             |          |           |             |            |           |             |
| Ile-de-France                          | 308      | 27.3%     | 3.3%        | 64       | 29.7%     | 1.4%        | 244      | 26.7%     | 4.9%        | 189        | 35.7%     | 4.4%        |
| Nord-Pas-de-Calais                     | 39       | 3.5%      | 1.2%        | 11       | 5.3%      | 0.8%        | 28       | 3.1%      | 1.7%        | 21         | 3.9%      | 2.3%        |
| Lorraine                               | 33       | 2.9%      | 1.7%        | 3        | 1.6%      | 0.4%        | 29       | 3.2%      | 2.9%        | 22         | 4.2%      | 4.1%        |
| Alsace                                 | 35       | 3.1%      | 2.3%        | 8        | 3.8%      | 1.1%        | 27       | 2.9%      | 3.4%        | 15         | 2.9%      | 3.1%        |
| Franche-Comté                          | 21       | 1.9%      | 2.2%        | 7        | 3.1%      | 1.4%        | 14       | 1.6%      | 3.0%        | 7          | 1.2%      | 2.5%        |
| Champagne-Ardenne                      | 24       | 2.1%      | 2.2%        | 7        | 3.2%      | 1.3%        | 17       | 1.8%      | 3.0%        | 12         | 2.2%      | 3.6%        |
| Picardie                               | 32       | 2.8%      | 2.1%        | 6        | 2.8%      | 0.8%        | 26       | 2.9%      | 3.3%        | 11         | 2.0%      | 2.4%        |
| Bourgogne                              | 24       | 2.2%      | 1.8%        | 3        | 1.6%      | 0.5%        | 21       | 2.3%      | 3.0%        | 7          | 1.3%      | 1.9%        |
| Haute-Normandie                        | 28       | 2.5%      | 1.9%        | 5        | 2.4%      | 0.8%        | 23       | 2.5%      | 3.0%        | 8          | 1.5%      | 1.9%        |
| Basse-Normandie                        | 35       | 3.1%      | 2.9%        | 5        | 2.2%      | 0.8%        | 30       | 3.3%      | 4.8%        | 17         | 3.1%      | 5.0%        |
| Centre                                 | 41       | 3.6%      | 2.0%        | 12       | 5.4%      | 1.2%        | 29       | 3.2%      | 2.7%        | 17         | 3.2%      | 2.7%        |
| Pays de la Loire                       | 33       | 3.0%      | 1.2%        | 7        | 3.1%      | 0.5%        | 27       | 2.9%      | 1.8%        | 18         | 3.4%      | 2.2%        |
| Bretagne                               | 37       | 3.2%      | 1.4%        | 4        | 1.9%      | 0.3%        | 33       | 3.6%      | 2.4%        | 12         | 2.3%      | 1.5%        |
| Poitou-Charentes                       | 29       | 2.5%      | 2.0%        | 5        | 2.2%      | 0.7%        | 24       | 2.6%      | 3.2%        | 7          | 1.3%      | 1.9%        |
| Aquitaine                              | 64       | 5.6%      | 2.4%        | 11       | 5.1%      | 0.9%        | 52       | 5.7%      | 3.7%        | 32         | 6.0%      | 3.9%        |
| Midi-Pyrénées                          | 42       | 3.7%      | 1.7%        | 14       | 6.3%      | 1.2%        | 28       | 3.1%      | 2.3%        | 20         | 3.7%      | 2.5%        |
| Limousin                               | 12       | 1.0%      | 1.8%        | 3        | 1.4%      | 1.0%        | 9        | 0.9%      | 2.6%        | 5          | 1.0%      | 3.3%        |
| Auvergne                               | 22       | 2.0%      | 2.0%        | 2        | 0.8%      | 0.3%        | 20       | 2.2%      | 3.5%        | 9          | 1.7%      | 3.1%        |
| Rhône-Alpes                            | 87       | 7.7%      | 1.7%        | 14       | 6.6%      | 0.6%        | 72       | 7.9%      | 2.8%        | 40         | 7.5%      | 2.2%        |
| Languedoc-Roussillon                   | 60       | 5.3%      | 2.7%        | 10       | 4.8%      | 1.0%        | 49       | 5.4%      | 4.3%        | 10         | 1.8%      | 1.5%        |
| Provence-Alpes-Côte-d'Azur-Corse       | 125      | 11.1%     | 2.9%        | 15       | 6.7%      | 0.7%        | 111      | 12.1%     | 4.9%        | 54         | 10.1%     | 3.7%        |
| <b>Habitudes de connexion Internet</b> |          |           |             |          |           |             |          |           |             |            |           |             |
| Tous les jours                         | 719      | 63.6%     | 2.6%        | 148      | 68.3%     | 1.1%        | 571      | 62.5%     | 4.2%        | 409        | 77.0%     | 3.2%        |
| Presque tous les jours                 | 164      | 14.5%     | 2.7%        | 18       | 8.2%      | 0.6%        | 146      | 16.0%     | 4.5%        | 80         | 15.1%     | 3.4%        |
| 1 à 2 fois par semaine                 | 70       | 6.2%      | 2.2%        | 14       | 6.6%      | 1.0%        | 56       | 6.1%      | 3.1%        | 19         | 3.6%      | 2.0%        |
| 1 à 3 fois par mois                    | 16       | 1.4%      | 1.8%        | 0        | -         | -           | 16       | 1.7%      | 3.0%        | 3          | 0.5%      | 1.7%        |
| Moins souvent                          | 18       | 1.6%      | 1.4%        | 2        | 0.9%      | 0.3%        | 16       | 1.8%      | 2.3%        | 8          | 1.5%      | 5.7%        |
| Jamais                                 | 4        | 0.4%      | 3.1%        | 3        | 1.4%      | 3.7%        | 1        | 0.1%      | 2.2%        | 3          | 0.6%      | 20.6%       |

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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               | 30       | 2.7%      | 1.4%        | 7        | 3.1%      | 0.8%        | 24       | 2.6%      | 1.8%        | 5          | 1.0%      | 2.8%        |
| De 9 000 à moins de 12 000 euros par an   | 59       | 5.2%      | 1.8%        | 16       | 7.4%      | 1.4%        | 43       | 4.7%      | 1.9%        | 2          | 0.4%      | 0.9%        |
| De 12 000 à moins de 18 000 euros par an  | 94       | 8.3%      | 1.4%        | 5        | 2.5%      | 0.2%        | 88       | 9.6%      | 2.3%        | 11         | 2.0%      | 1.4%        |
| De 18 000 à moins de 24 000 euros par an  | 114      | 10.1%     | 1.5%        | 24       | 11.1%     | 0.7%        | 90       | 9.8%      | 2.3%        | 36         | 6.8%      | 2.3%        |
| De 24 000 à moins de 36 000 euros par an  | 235      | 20.8%     | 2.0%        | 42       | 19.5%     | 0.8%        | 193      | 21.1%     | 3.2%        | 94         | 17.7%     | 2.5%        |
| De 36 000 à moins de 45 000 euros par an  | 145      | 12.8%     | 2.2%        | 21       | 9.8%      | 0.6%        | 123      | 13.5%     | 4.2%        | 76         | 14.4%     | 2.6%        |
| De 45 000 à moins de 65 000 euros par an  | 158      | 14.0%     | 2.6%        | 37       | 17.1%     | 1.1%        | 121      | 13.2%     | 4.6%        | 87         | 16.4%     | 2.4%        |
| De 65 000 à moins de 80 000 euros par an  | 69       | 6.1%      | 4.5%        | 15       | 6.7%      | 1.6%        | 54       | 5.9%      | 8.7%        | 56         | 10.5%     | 5.0%        |
| De 80 000 à moins de 115 000 euros par an | 60       | 5.3%      | 6.2%        | 12       | 5.8%      | 2.1%        | 48       | 5.2%      | 12.6%       | 56         | 10.6%     | 7.0%        |
| 115 000 euros et plus par an              | 41       | 3.6%      | 9.0%        | 13       | 6.0%      | 4.7%        | 28       | 3.1%      | 15.3%       | 40         | 7.4%      | 10.3%       |
| Refus                                     | 104      | 9.2%      | 3.2%        | 22       | 10.0%     | 1.6%        | 82       | 9.0%      | 4.4%        | 54         | 10.1%     | 4.7%        |
| Ne sait pas                               | 22       | 2.0%      | 1.5%        | 2        | 1.0%      | 0.4%        | 20       | 2.2%      | 2.4%        | 15         | 2.7%      | 3.0%        |