

# Elle à Table

Lecture Dernière Période



CUMUL 2012/2013

	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
<b>ENSEMBLE</b>	1134	100.0%	2.2%	216	100.0%	0.9%	918	100.0%	3.4%	562	100.0%	3.3%
<b>Sexe</b>												
<b>Homme</b>	216	19.1%	0.9%	216	100.0%	0.9%	0	0.0%	0.0%	126	22.5%	1.4%
<b>Femme</b>	918	80.9%	3.4%	0	0.0%	0.0%	918	100.0%	3.4%	436	77.5%	5.2%
<b>Age</b>												
<b>15 à 24 ans</b>	133	11.7%	1.8%	18	8.2%	0.5%	115	12.6%	3.2%	73	13.0%	2.3%
<b>25 à 34 ans</b>	170	15.0%	2.2%	29	13.4%	0.8%	141	15.3%	3.6%	93	16.5%	2.7%
<b>35 à 49 ans</b>	319	28.2%	2.5%	73	33.6%	1.2%	247	26.9%	3.9%	228	40.6%	3.6%
<b>50 à 59 ans</b>	243	21.4%	2.7%	49	22.6%	1.1%	194	21.1%	4.3%	124	22.1%	3.4%
<b>60 ans et plus</b>	269	23.7%	1.8%	48	22.3%	0.8%	221	24.1%	2.7%	44	7.8%	6.1%
<b>Individu</b>												
<b>Ménagères</b>	831	73.3%	3.6%	0	0.0%	0.0%	831	90.5%	3.6%	387	68.9%	5.6%
<b>Personne de référence</b>	407	35.9%	1.5%	186	86.2%	0.9%	221	24.1%	2.8%	177	31.5%	2.1%
<b>Responsable des achats</b>	946	83.5%	2.7%	137	63.5%	1.1%	809	88.2%	3.5%	461	82.1%	4.2%
<b>PCS Individu</b>												
<b>Agriculteurs</b>	4	0.3%	0.7%	1	0.6%	0.4%	3	0.3%	1.5%	2	0.4%	9.4%
<b>Petits patrons</b>	67	5.9%	4.1%	36	16.7%	3.2%	31	3.4%	6.2%	56	9.9%	3.8%
<b>Affaires et Cadres</b>	190	16.8%	3.8%	59	27.1%	1.9%	132	14.3%	6.8%	178	31.7%	3.9%
<b>Professions intermédiaires</b>	165	14.6%	2.4%	26	11.8%	0.7%	140	15.2%	4.3%	139	24.8%	2.5%
<b>Employés</b>	197	17.4%	2.4%	7	3.0%	0.3%	190	20.8%	3.0%	66	11.7%	3.7%
<b>Ouvriers</b>	66	5.8%	1.0%	26	11.9%	0.5%	40	4.4%	2.7%	7	1.2%	1.5%
<b>Retraités</b>	194	17.1%	1.5%	34	15.5%	0.6%	160	17.5%	2.4%	10	1.7%	4.0%
<b>Autres inactifs</b>	250	22.1%	2.5%	29	13.4%	0.8%	222	24.1%	3.4%	104	18.5%	3.3%
<b>PCS Personne de référence</b>												
<b>Agriculteurs</b>	14	1.2%	1.7%	1	0.6%	0.3%	12	1.3%	3.1%	0	0.0%	0.0%
<b>Petits patrons</b>	90	7.9%	3.4%	34	15.7%	2.6%	56	6.1%	4.2%	90	16.0%	3.4%
<b>Affaires et Cadres</b>	308	27.2%	4.3%	64	29.7%	1.8%	244	26.6%	7.1%	308	54.9%	4.3%
<b>Professions intermédiaires</b>	163	14.4%	2.2%	28	12.9%	0.7%	135	14.8%	3.8%	163	29.1%	2.2%
<b>Employés</b>	92	8.1%	1.7%	7	3.0%	0.3%	86	9.3%	2.7%	0	0.0%	0.0%
<b>Ouvriers</b>	134	11.8%	1.4%	27	12.4%	0.6%	107	11.7%	2.4%	0	0.0%	0.0%
<b>Retraités</b>	238	21.0%	1.6%	39	18.0%	0.6%	199	21.6%	2.5%	0	0.0%	0.0%
<b>Autres inactifs</b>	94	8.3%	2.4%	16	7.6%	1.1%	78	8.5%	3.2%	0	0.0%	0.0%

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	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
<b>Taille du foyer</b>												
<b>1 personne</b>	171	15.1%	1.8%	21	9.8%	0.5%	150	16.4%	2.7%	46	8.2%	2.5%
<b>2 personnes</b>	404	35.6%	2.2%	79	36.4%	0.9%	325	35.4%	3.5%	149	26.6%	3.6%
<b>3 personnes</b>	194	17.1%	2.1%	41	19.0%	0.9%	153	16.7%	3.3%	109	19.4%	2.8%
<b>4 personnes</b>	216	19.0%	2.4%	51	23.6%	1.1%	164	17.9%	3.5%	151	26.9%	3.1%
<b>5 personnes et +</b>	149	13.1%	2.8%	24	11.2%	1.0%	125	13.6%	4.4%	106	18.9%	4.1%
<b>Présence d'enfants de moins de 15 ans</b>												
<b>Oui</b>	384	33.9%	2.5%	75	34.7%	1.0%	309	33.7%	3.7%	236	42.0%	3.0%
<b>Non</b>	749	66.1%	2.1%	141	65.3%	0.8%	608	66.3%	3.3%	325	58.0%	3.4%
<b>Habitat</b>												
<b>Communes rurales</b>	196	17.3%	1.7%	36	16.7%	0.7%	160	17.5%	2.6%	60	10.7%	1.8%
<b>Agglo. - 20 000 hab</b>	158	14.0%	1.8%	36	16.8%	0.9%	122	13.3%	2.6%	67	12.0%	2.6%
<b>Agglo. 20 000 à 100 000 hab</b>	137	12.1%	2.0%	15	6.9%	0.4%	122	13.3%	3.5%	60	10.7%	2.9%
<b>Agglo. + 100 000 hab</b>	317	28.0%	2.1%	52	24.0%	0.7%	265	28.9%	3.3%	167	29.7%	3.1%
<b>Agglo. Paris</b>	325	28.7%	3.8%	77	35.7%	1.9%	248	27.0%	5.6%	208	36.9%	5.3%

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	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
<b>Régions INSEE</b>												
<b>Ile de France</b>	348	30.7%	3.7%	85	39.3%	1.9%	263	28.7%	5.3%	226	40.3%	5.1%
<b>Nord Pas de Calais</b>	41	3.7%	1.3%	6	2.8%	0.4%	36	3.9%	2.1%	23	4.1%	2.5%
<b>Lorraine</b>	30	2.7%	1.6%	4	1.8%	0.4%	27	2.9%	2.7%	16	2.9%	3.1%
<b>Alsace</b>	18	1.5%	1.2%	2	1.0%	0.3%	15	1.7%	2.0%	12	2.1%	2.4%
<b>Franche-Comté</b>	17	1.5%	1.8%	2	0.9%	0.4%	15	1.7%	3.2%	5	1.0%	2.0%
<b>Champagne Ardennes</b>	25	2.2%	2.4%	11	5.0%	2.1%	15	1.6%	2.6%	9	1.5%	2.8%
<b>Picardie</b>	25	2.2%	1.7%	1	0.5%	0.1%	24	2.7%	3.1%	12	2.1%	2.8%
<b>Bourgogne</b>	23	2.1%	1.7%	8	3.7%	1.2%	15	1.7%	2.2%	8	1.4%	2.1%
<b>Haute Normandie</b>	23	2.1%	1.6%	5	2.2%	0.7%	19	2.0%	2.4%	5	0.9%	1.1%
<b>Basse Normandie</b>	20	1.8%	1.7%	8	3.6%	1.4%	12	1.4%	2.0%	5	0.9%	1.6%
<b>Centre</b>	42	3.7%	2.0%	8	3.8%	0.8%	34	3.7%	3.1%	11	1.9%	1.7%
<b>Pays de Loire</b>	48	4.3%	1.7%	11	4.9%	0.8%	38	4.1%	2.5%	18	3.1%	2.1%
<b>Bretagne</b>	46	4.1%	1.8%	7	3.3%	0.6%	39	4.3%	2.9%	17	2.9%	2.1%
<b>Poitou Charentes</b>	31	2.8%	2.1%	3	1.3%	0.4%	29	3.1%	3.7%	6	1.0%	1.5%
<b>Aquitaine</b>	72	6.3%	2.6%	14	6.4%	1.1%	58	6.3%	4.1%	43	7.6%	5.1%
<b>Midi Pyrénées</b>	50	4.4%	2.1%	10	4.6%	0.9%	40	4.3%	3.2%	22	3.9%	2.7%
<b>Limousin</b>	12	1.1%	1.9%	2	1.1%	0.8%	10	1.0%	2.9%	5	0.9%	3.1%
<b>Auvergne</b>	27	2.4%	2.4%	3	1.5%	0.6%	24	2.6%	4.0%	7	1.2%	2.3%
<b>Rhône Alpes</b>	88	7.7%	1.7%	10	4.6%	0.4%	78	8.5%	3.0%	47	8.4%	2.5%
<b>Languedoc Roussillon</b>	46	4.1%	2.1%	3	1.5%	0.3%	43	4.7%	3.7%	16	2.8%	2.3%
<b>Provence Alpes Côte d'Azur. Corse</b>	98	8.7%	2.3%	14	6.2%	0.7%	85	9.2%	3.7%	50	8.9%	3.6%
<b>Habitudes de connexion à Internet</b>												
<b>Tous les jours</b>	813	71.7%	2.8%	157	72.6%	1.1%	656	71.5%	4.6%	467	83.1%	3.5%
<b>Presque tous les jours</b>	135	11.9%	2.1%	23	10.5%	0.8%	112	12.2%	3.3%	55	9.8%	2.4%
<b>1 à 2 fois par semaine</b>	55	4.9%	1.7%	11	4.9%	0.8%	45	4.9%	2.5%	13	2.3%	1.4%
<b>1 à 3 fois par mois</b>	15	1.3%	1.7%	0	0.0%	0.0%	15	1.6%	3.0%	3	0.5%	1.7%
<b>Moins souvent</b>	17	1.5%	1.4%	1	0.6%	0.2%	15	1.7%	2.2%	13	2.2%	10.2%
<b>Jamais</b>	1	0.1%	0.5%	0	0.0%	0.0%	1	0.1%	0.9%	0	0.0%	0.0%

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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	36	3.2%	1.7%	15	6.9%	1.8%	21	2.3%	1.7%	9	1.6%	5.0%
De 9 000 à moins de 12 000 euros par an	45	3.9%	1.3%	5	2.5%	0.5%	39	4.3%	1.8%	4	0.7%	1.5%
De 12 000 à moins de 18 000 euros par an	107	9.4%	1.7%	25	11.5%	0.9%	82	9.0%	2.2%	8	1.5%	1.1%
De 18 000 à moins de 24 000 euros par an	107	9.4%	1.5%	21	9.6%	0.6%	86	9.4%	2.3%	25	4.4%	1.6%
De 24 000 à moins de 36 000 euros par an	228	20.1%	2.0%	31	14.2%	0.5%	197	21.5%	3.3%	90	16.1%	2.4%
De 36 000 à moins de 45 000 euros par an	163	14.4%	2.4%	26	11.9%	0.7%	137	15.0%	4.5%	97	17.2%	3.1%
De 45 000 à moins de 65 000 euros par an	170	15.0%	2.7%	29	13.4%	0.8%	141	15.3%	5.1%	118	21.0%	3.2%
De 65 000 à moins de 80 000 euros par an	62	5.5%	3.8%	14	6.7%	1.5%	47	5.2%	7.0%	53	9.4%	4.5%
De 80 000 à moins de 115 000 euros par an	58	5.1%	6.1%	19	8.8%	3.4%	39	4.3%	9.9%	55	9.8%	7.2%
115 000 euros et plus par an	40	3.5%	8.9%	9	4.4%	3.4%	30	3.3%	17.5%	39	7.0%	9.8%
Refus	95	8.4%	3.0%	19	8.6%	1.4%	77	8.4%	4.2%	51	9.1%	4.4%
Ne sait pas	23	2.1%	1.5%	3	1.5%	0.5%	20	2.2%	2.2%	12	2.2%	2.2%