

Média Cuisine

Mensuel, Lecture Dernière Période

	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
Ensemble	4282	100.0%	8.4%	1028	100.0%	4.2%	3254	100.0%	12.3%	1355	100.0%	8.1%
Sexe												
Homme	1028	24.0%	4.2%	1028	100.0%	4.2%	0	-	100.0%	336	24.8%	3.8%
Femme	3254	76.0%	12.3%	0	-	100.0%	3254	100.0%	12.3%	1020	75.2%	12.7%
Age												
15 à 24 ans	417	9.7%	5.6%	110	10.7%	3.0%	307	9.4%	8.4%	162	11.9%	5.4%
25 à 34 ans	545	12.7%	7.1%	122	11.8%	3.2%	423	13.0%	10.8%	218	16.1%	6.4%
35 à 49 ans	1333	31.1%	10.5%	312	30.4%	5.0%	1021	31.4%	15.8%	579	42.7%	9.6%
50 à 64 ans	1338	31.2%	10.9%	356	34.6%	6.0%	982	30.2%	15.5%	370	27.3%	9.0%
65 ans et plus	648	15.1%	6.0%	129	12.5%	2.8%	520	16.0%	8.4%	27	2.0%	11.2%
Individu												
Ménagère	2965	69.3%	12.8%	0	-	100.0%	2965	91.1%	12.8%	899	66.4%	13.4%
Personne de Référence	1723	40.2%	6.1%	887	86.3%	4.4%	836	25.7%	10.7%	424	31.3%	5.0%
Responsable des achats	2720	63.5%	11.3%	390	37.9%	5.1%	2330	71.6%	14.2%	926	68.4%	11.1%
PCS Individu												
Agriculteurs	40	0.9%	7.6%	11	1.0%	3.1%	29	0.9%	16.2%	2	0.2%	35.9%
Petits patrons	126	2.9%	8.1%	55	5.4%	5.0%	71	2.2%	16.0%	100	7.4%	7.1%
Affaires et Cadres	261	6.1%	5.6%	95	9.2%	3.2%	166	5.1%	9.6%	219	16.1%	5.1%
Professions intermédiaires	566	13.2%	8.5%	146	14.2%	4.2%	419	12.9%	13.1%	441	32.5%	7.9%
Employés	1039	24.3%	12.4%	112	10.9%	5.7%	927	28.5%	14.4%	240	17.7%	13.5%
Ouvriers	468	10.9%	7.3%	247	24.0%	4.9%	221	6.8%	15.9%	55	4.1%	16.1%
Retraités	873	20.4%	7.1%	230	22.3%	3.9%	643	19.8%	10.1%	32	2.4%	14.6%
Autres inactifs	909	21.2%	8.8%	133	12.9%	3.8%	776	23.9%	11.5%	266	19.6%	8.5%
PCS Personne de Référence												
Agriculteurs	68	1.6%	8.7%	12	1.2%	3.2%	56	1.7%	13.9%	0	-	100.0%
Petits patrons	213	5.0%	8.5%	66	6.4%	4.9%	147	4.5%	12.7%	213	15.7%	8.5%
Affaires et Cadres	493	11.5%	7.3%	108	10.5%	3.1%	385	11.8%	11.8%	493	36.4%	7.3%
Professions intermédiaires	649	15.2%	8.6%	161	15.7%	4.1%	488	15.0%	13.6%	649	47.9%	8.6%
Employés	562	13.1%	10.5%	115	11.2%	5.3%	447	13.7%	13.9%	0	-	100.0%
Ouvriers	843	19.7%	8.7%	229	22.2%	4.5%	615	18.9%	13.3%	0	-	100.0%
Retraités	1083	25.3%	7.5%	264	25.7%	4.0%	819	25.2%	10.4%	0	-	100.0%
Autres inactifs	370	8.6%	9.8%	72	7.1%	5.3%	298	9.1%	12.3%	0	-	100.0%

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Taille du Foyer												
1 personne	591	13.8%	6.4%	134	13.0%	3.4%	457	14.1%	8.7%	103	7.6%	6.0%
2 personnes	1570	36.7%	8.8%	385	37.5%	4.5%	1185	36.4%	13.0%	339	25.0%	8.0%
3 personnes	805	18.8%	8.6%	190	18.4%	4.1%	616	18.9%	13.0%	265	19.5%	7.1%
4 personnes	871	20.4%	9.4%	208	20.2%	4.5%	664	20.4%	14.3%	427	31.5%	9.3%
5 personnes et +	444	10.4%	8.5%	112	10.9%	4.6%	332	10.2%	11.9%	222	16.4%	8.9%
Présence d'enfants de moins de 15 ans												
Oui	1485	34.7%	9.4%	345	33.5%	4.7%	1140	35.0%	13.5%	629	46.4%	8.5%
Non	2796	65.3%	8.0%	683	66.5%	4.0%	2113	65.0%	11.7%	727	53.6%	7.7%
Habitat												
Communes rurales	1118	26.1%	8.7%	270	26.3%	4.3%	848	26.1%	12.7%	331	24.4%	9.2%
Agglo. - 20 000 hab	797	18.6%	9.3%	187	18.2%	4.6%	609	18.7%	13.5%	252	18.6%	10.2%
Agglo. 20 000 à 100 000 hab	587	13.7%	8.8%	131	12.7%	4.1%	456	14.0%	13.2%	175	12.9%	8.9%
Agglo. + 100 000 hab	1209	28.2%	8.4%	308	29.9%	4.5%	901	27.7%	12.0%	374	27.6%	7.6%
Agglo. Paris	571	13.3%	6.9%	132	12.9%	3.4%	438	13.5%	10.0%	222	16.4%	5.7%

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Région d'habitation												
Ile-de-France	656	15.3%	7.0%	162	15.7%	3.6%	495	15.2%	10.0%	264	19.5%	6.1%
Nord-Pas-de-Calais	282	6.6%	8.8%	60	5.8%	3.9%	222	6.8%	13.2%	74	5.4%	8.3%
Lorraine	200	4.7%	10.3%	41	4.0%	4.4%	159	4.9%	15.9%	59	4.3%	11.3%
Alsace	119	2.8%	7.9%	36	3.5%	4.9%	83	2.6%	10.7%	48	3.6%	9.3%
Franche-Comté	76	1.8%	8.0%	16	1.6%	3.5%	59	1.8%	12.2%	15	1.1%	6.1%
Champagne-Ardenne	98	2.3%	9.0%	23	2.2%	4.3%	76	2.3%	13.4%	25	1.8%	9.1%
Picardie	160	3.7%	10.4%	49	4.8%	6.7%	110	3.4%	14.0%	52	3.8%	11.7%
Bourgogne	116	2.7%	8.6%	30	2.9%	4.6%	86	2.7%	12.2%	29	2.2%	8.6%
Haute-Normandie	123	2.9%	8.3%	25	2.4%	3.6%	98	3.0%	12.6%	39	2.9%	8.8%
Basse-Normandie	98	2.3%	8.2%	24	2.3%	4.1%	75	2.3%	11.9%	21	1.5%	6.5%
Centre	156	3.7%	7.5%	33	3.3%	3.4%	123	3.8%	11.4%	44	3.3%	7.1%
Pays de la Loire	238	5.6%	8.3%	72	7.0%	5.2%	166	5.1%	11.2%	76	5.6%	8.7%
Bretagne	173	4.0%	6.7%	35	3.4%	2.8%	138	4.2%	10.2%	43	3.2%	5.7%
Poitou-Charentes	136	3.2%	9.3%	28	2.7%	4.0%	108	3.3%	14.1%	36	2.7%	9.5%
Aquitaine	230	5.4%	8.7%	60	5.8%	4.8%	170	5.2%	12.2%	72	5.3%	8.5%
Midi-Pyrénées	225	5.3%	9.5%	71	6.9%	6.2%	154	4.7%	12.5%	76	5.6%	9.7%
Limousin	71	1.7%	11.3%	19	1.8%	6.2%	52	1.6%	15.9%	17	1.2%	10.5%
Auvergne	88	2.1%	7.8%	15	1.5%	2.9%	73	2.2%	12.4%	29	2.1%	9.2%
Rhône-Alpes	424	9.9%	8.5%	89	8.6%	3.7%	335	10.3%	13.0%	145	10.7%	8.5%
Languedoc-Roussillon	167	3.9%	7.8%	50	4.9%	4.9%	117	3.6%	10.3%	74	5.5%	11.7%
Provence-Alpes-Côte-d'Azur-Corse	447	10.4%	10.4%	92	8.9%	4.5%	355	10.9%	15.6%	118	8.7%	8.4%
Habitudes de connexion Internet												
Tous les jours	2270	53.0%	8.4%	609	59.2%	4.4%	1661	51.1%	12.6%	960	70.9%	7.6%
Presque tous les jours	571	13.3%	9.4%	133	12.9%	4.8%	438	13.5%	13.3%	212	15.6%	8.7%
1 à 2 fois par semaine	374	8.7%	11.7%	79	7.7%	5.6%	294	9.0%	16.5%	95	7.0%	10.6%
1 à 3 fois par mois	96	2.2%	11.2%	25	2.4%	6.4%	71	2.2%	15.3%	23	1.7%	12.2%
Moins souvent	126	2.9%	8.8%	24	2.4%	3.9%	101	3.1%	12.5%	14	1.0%	9.1%
Jamais	13	0.3%	5.3%	8	0.7%	5.5%	6	0.2%	5.1%	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	213	5.0%	8.7%	31	3.0%	3.3%	182	5.6%	12.3%	8	0.6%	4.2%
De 9 000 à moins de 12 000 euros par an	267	6.2%	8.2%	40	3.9%	3.7%	227	7.0%	10.4%	21	1.6%	7.7%
De 12 000 à moins de 18 000 euros par an	537	12.5%	7.9%	132	12.8%	4.4%	405	12.5%	10.6%	75	5.6%	9.3%
De 18 000 à moins de 24 000 euros par an	658	15.4%	9.1%	126	12.2%	3.7%	533	16.4%	13.7%	137	10.1%	8.7%
De 24 000 à moins de 36 000 euros par an	970	22.7%	8.8%	266	25.9%	4.8%	704	21.6%	12.7%	299	22.1%	8.3%
De 36 000 à moins de 45 000 euros par an	554	13.0%	8.9%	144	14.1%	4.4%	410	12.6%	13.8%	226	16.6%	8.0%
De 45 000 à moins de 65 000 euros par an	486	11.3%	8.6%	142	13.8%	4.5%	343	10.6%	13.8%	276	20.4%	8.0%
65 000 euros et plus	195	4.6%	6.8%	69	6.7%	4.0%	126	3.9%	11.2%	157	11.5%	7.0%
Refus	323	7.6%	8.6%	52	5.1%	3.3%	272	8.3%	12.4%	130	9.6%	10.1%
Ne sait pas	77	1.8%	5.1%	25	2.4%	3.7%	52	1.6%	6.2%	26	1.9%	4.7%