

# Télé Loisirs Guide Cuisine

Mensuel, Lecture Dernière Période

	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
<b>Ensemble</b>	1025	100.0%	2.0%	325	100.0%	1.3%	700	100.0%	2.6%	299	100.0%	1.8%
<b>Sexe</b>												
<b>Homme</b>	325	31.7%	1.3%	325	100.0%	1.3%	0	-	100.0%	85	28.3%	1.0%
<b>Femme</b>	700	68.3%	2.6%	0	-	100.0%	700	100.0%	2.6%	214	71.7%	2.7%
<b>Age</b>												
<b>15 à 24 ans</b>	143	13.9%	1.9%	58	17.9%	1.6%	85	12.1%	2.3%	44	14.8%	1.5%
<b>25 à 34 ans</b>	155	15.1%	2.0%	44	13.4%	1.2%	111	15.9%	2.9%	62	20.6%	1.8%
<b>35 à 49 ans</b>	317	30.9%	2.5%	89	27.3%	1.4%	228	32.6%	3.5%	114	38.0%	1.9%
<b>50 à 64 ans</b>	325	31.7%	2.6%	99	30.4%	1.7%	226	32.3%	3.6%	79	26.3%	1.9%
<b>65 ans et plus</b>	85	8.3%	0.8%	36	11.0%	0.8%	49	7.1%	0.8%	1	0.3%	0.3%
<b>Individu</b>												
<b>Ménagère</b>	621	60.7%	2.7%	0	-	100.0%	621	88.8%	2.7%	176	58.9%	2.6%
<b>Personne de Référence</b>	455	44.4%	1.6%	261	80.4%	1.3%	194	27.7%	2.5%	98	32.9%	1.2%
<b>Responsable des achats</b>	605	59.0%	2.5%	127	39.0%	1.7%	478	68.4%	2.9%	188	62.7%	2.3%
<b>PCS Individu</b>												
<b>Agriculteurs</b>	13	1.3%	2.5%	5	1.7%	1.5%	8	1.2%	4.4%	0	-	-
<b>Petits patrons</b>	40	3.9%	2.6%	22	6.6%	1.9%	18	2.6%	4.1%	30	10.1%	2.1%
<b>Affaires et Cadres</b>	43	4.2%	0.9%	20	6.2%	0.7%	23	3.3%	1.3%	36	12.0%	0.8%
<b>Professions intermédiaires</b>	117	11.4%	1.7%	29	8.9%	0.8%	88	12.6%	2.8%	87	29.0%	1.6%
<b>Employés</b>	250	24.4%	3.0%	36	11.2%	1.9%	213	30.5%	3.3%	64	21.4%	3.6%
<b>Ouvriers</b>	189	18.5%	2.9%	108	33.3%	2.1%	81	11.6%	5.8%	17	5.5%	4.8%
<b>Retraités</b>	138	13.5%	1.1%	50	15.4%	0.8%	88	12.6%	1.4%	2	0.7%	0.9%
<b>Autres inactifs</b>	234	22.8%	2.3%	54	16.7%	1.5%	179	25.6%	2.7%	64	21.3%	2.0%
<b>PCS Personne de Référence</b>												
<b>Agriculteurs</b>	11	1.1%	1.5%	7	2.0%	1.8%	5	0.7%	1.2%	0	-	100.0%
<b>Petits patrons</b>	66	6.4%	2.6%	26	8.1%	2.0%	39	5.6%	3.4%	66	22.0%	2.6%
<b>Affaires et Cadres</b>	82	8.0%	1.2%	23	7.2%	0.7%	59	8.4%	1.8%	82	27.5%	1.2%
<b>Professions intermédiaires</b>	151	14.7%	2.0%	35	10.7%	0.9%	116	16.6%	3.2%	151	50.5%	2.0%
<b>Employés</b>	155	15.2%	2.9%	37	11.5%	1.7%	118	16.9%	3.7%	0	-	100.0%
<b>Ouvriers</b>	281	27.4%	2.9%	100	30.7%	2.0%	181	25.9%	3.9%	0	-	100.0%
<b>Retraités</b>	189	18.5%	1.3%	69	21.2%	1.1%	120	17.2%	1.5%	0	-	100.0%
<b>Autres inactifs</b>	89	8.7%	2.4%	28	8.5%	2.0%	61	8.7%	2.5%	0	-	100.0%

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<b>Taille du Foyer</b>												
<b>1 personne</b>	138	13.5%	1.5%	52	15.8%	1.3%	86	12.4%	1.6%	18	6.2%	1.1%
<b>2 personnes</b>	304	29.7%	1.7%	104	32.1%	1.2%	200	28.6%	2.2%	58	19.4%	1.4%
<b>3 personnes</b>	208	20.3%	2.2%	50	15.4%	1.1%	158	22.5%	3.3%	63	21.1%	1.7%
<b>4 personnes</b>	239	23.4%	2.6%	67	20.6%	1.4%	172	24.6%	3.7%	93	31.1%	2.0%
<b>5 personnes et +</b>	136	13.2%	2.6%	52	16.1%	2.1%	83	11.9%	3.0%	66	22.2%	2.6%
<b>Présence d'enfants de moins de 15 ans</b>												
<b>Oui</b>	389	38.0%	2.5%	122	37.5%	1.7%	267	38.2%	3.2%	141	47.1%	1.9%
<b>Non</b>	636	62.0%	1.8%	203	62.5%	1.2%	432	61.8%	2.4%	158	52.9%	1.7%
<b>Habitat</b>												
<b>Communes rurales</b>	266	25.9%	2.1%	89	27.5%	1.4%	176	25.2%	2.6%	64	21.5%	1.8%
<b>Agglo. - 20 000 hab</b>	196	19.1%	2.3%	63	19.3%	1.5%	133	19.0%	3.0%	63	21.1%	2.6%
<b>Agglo. 20 000 à 100 000 hab</b>	108	10.5%	1.6%	29	9.1%	0.9%	79	11.2%	2.3%	23	7.9%	1.2%
<b>Agglo. + 100 000 hab</b>	294	28.7%	2.0%	90	27.6%	1.3%	205	29.2%	2.7%	106	35.6%	2.2%
<b>Agglo. Paris</b>	161	15.7%	1.9%	54	16.5%	1.4%	107	15.3%	2.5%	42	14.1%	1.1%

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	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
<b>Région d'habitation</b>												
Ile-de-France	185	18.1%	2.0%	63	19.3%	1.4%	122	17.5%	2.5%	55	18.3%	1.3%
Nord-Pas-de-Calais	81	7.9%	2.5%	14	4.3%	0.9%	67	9.6%	4.0%	21	7.0%	2.3%
Lorraine	45	4.4%	2.3%	6	1.9%	0.7%	39	5.5%	3.9%	13	4.4%	2.5%
Alsace	21	2.0%	1.4%	8	2.4%	1.1%	13	1.9%	1.7%	12	4.0%	2.3%
Franche-Comté	21	2.1%	2.2%	7	2.2%	1.6%	14	2.0%	2.8%	7	2.2%	2.7%
Champagne-Ardenne	19	1.9%	1.8%	3	1.0%	0.6%	16	2.3%	2.8%	5	1.8%	1.9%
Picardie	34	3.3%	2.2%	16	5.0%	2.2%	18	2.5%	2.2%	8	2.8%	1.9%
Bourgogne	24	2.3%	1.7%	8	2.5%	1.3%	15	2.2%	2.1%	8	2.7%	2.3%
Haute-Normandie	31	3.0%	2.1%	2	0.5%	0.2%	29	4.1%	3.8%	13	4.4%	3.0%
Basse-Normandie	20	1.9%	1.6%	7	2.0%	1.1%	13	1.9%	2.1%	5	1.7%	1.6%
Centre	30	2.9%	1.4%	3	1.1%	0.3%	26	3.7%	2.4%	9	3.0%	1.5%
Pays de la Loire	52	5.1%	1.8%	29	9.0%	2.1%	23	3.3%	1.6%	18	6.1%	2.1%
Bretagne	40	3.9%	1.6%	12	3.6%	0.9%	28	4.1%	2.1%	2	0.8%	0.3%
Poitou-Charentes	33	3.2%	2.3%	10	3.1%	1.4%	23	3.3%	3.1%	9	3.1%	2.4%
Aquitaine	66	6.5%	2.5%	28	8.7%	2.3%	38	5.4%	2.7%	15	5.0%	1.7%
Midi-Pyrénées	50	4.9%	2.1%	18	5.6%	1.6%	32	4.5%	2.6%	15	5.0%	1.9%
Limousin	7	0.7%	1.2%	4	1.2%	1.2%	4	0.5%	1.1%	0	0.1%	0.3%
Auvergne	18	1.7%	1.6%	4	1.2%	0.7%	14	2.0%	2.3%	4	1.3%	1.2%
Rhône-Alpes	115	11.2%	2.3%	34	10.5%	1.4%	81	11.6%	3.1%	34	11.5%	2.0%
Languedoc-Roussillon	37	3.6%	1.7%	19	5.8%	1.9%	18	2.6%	1.6%	19	6.3%	3.0%
Provence-Alpes-Côte-d'Azur-Corse	97	9.5%	2.2%	29	9.1%	1.5%	67	9.6%	3.0%	26	8.6%	1.8%
<b>Habitudes de connexion Internet</b>												
Tous les jours	500	48.8%	1.9%	170	52.4%	1.2%	330	47.2%	2.5%	200	66.9%	1.6%
Presque tous les jours	150	14.6%	2.5%	43	13.3%	1.6%	107	15.3%	3.2%	62	20.8%	2.6%
1 à 2 fois par semaine	103	10.0%	3.2%	34	10.4%	2.4%	69	9.9%	3.9%	15	5.0%	1.7%
1 à 3 fois par mois	26	2.5%	3.0%	12	3.8%	3.1%	13	1.9%	2.9%	6	2.0%	3.1%
Moins souvent	39	3.8%	2.7%	13	3.9%	2.0%	26	3.8%	3.2%	5	1.8%	3.5%
Jamais	2	0.2%	0.8%	2	0.6%	1.4%	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	70	6.8%	2.9%	19	5.7%	1.9%	51	7.3%	3.4%	5	1.8%	2.8%
De 9 000 à moins de 12 000 euros par an	77	7.5%	2.4%	12	3.7%	1.1%	65	9.3%	3.0%	3	0.9%	1.0%
De 12 000 à moins de 18 000 euros par an	187	18.3%	2.8%	69	21.2%	2.3%	118	16.9%	3.1%	30	10.0%	3.7%
De 18 000 à moins de 24 000 euros par an	163	15.9%	2.2%	35	10.9%	1.0%	127	18.2%	3.3%	33	11.2%	2.1%
De 24 000 à moins de 36 000 euros par an	238	23.2%	2.2%	91	28.1%	1.7%	147	21.0%	2.7%	85	28.3%	2.3%
De 36 000 à moins de 45 000 euros par an	98	9.6%	1.6%	29	8.9%	0.9%	70	10.0%	2.3%	39	13.1%	1.4%
De 45 000 à moins de 65 000 euros par an	98	9.6%	1.7%	31	9.6%	1.0%	67	9.5%	2.7%	54	18.0%	1.6%
65 000 euros et plus	31	3.0%	1.1%	19	5.9%	1.1%	12	1.7%	1.1%	25	8.4%	1.1%
Refus	46	4.5%	1.2%	9	2.8%	0.6%	37	5.3%	1.7%	23	7.6%	1.8%
Ne sait pas	16	1.6%	1.1%	11	3.4%	1.7%	5	0.8%	0.6%	2	0.7%	0.4%