

Maxi Cuisine

Bimestriel, Lecture Dernière Période

	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
Ensemble	1401	100.0%	2.8%	266	100.0%	1.1%	1135	100.0%	4.3%	402	100.0%	2.4%
Sexe												
Homme	266	19.0%	1.1%	266	100.0%	1.1%	0	-	100.0%	61	15.1%	0.7%
Femme	1135	81.0%	4.3%	0	-	100.0%	1135	100.0%	4.3%	342	84.9%	4.3%
Age												
15 à 24 ans	96	6.8%	1.3%	27	10.1%	0.7%	69	6.1%	1.9%	33	8.2%	1.1%
25 à 34 ans	166	11.9%	2.2%	40	15.0%	1.1%	127	11.2%	3.2%	65	16.2%	1.9%
35 à 49 ans	477	34.0%	3.7%	75	28.1%	1.2%	402	35.4%	6.2%	194	48.2%	3.2%
50 à 64 ans	450	32.1%	3.7%	82	31.0%	1.4%	367	32.4%	5.8%	110	27.3%	2.7%
65 ans et plus	212	15.1%	2.0%	42	15.8%	0.9%	170	15.0%	2.8%	0	0.1%	0.2%
Individu												
Ménagère	1076	76.8%	4.6%	0	-	100.0%	1076	94.8%	4.6%	315	78.2%	4.7%
Personne de Référence	536	38.3%	1.9%	237	89.2%	1.2%	299	26.3%	3.8%	93	23.1%	1.1%
Responsable des achats	944	67.4%	3.9%	87	32.9%	1.1%	857	75.5%	5.2%	294	73.2%	3.5%
PCS Individu												
Agriculteurs	15	1.1%	2.9%	7	2.5%	1.9%	9	0.8%	4.9%	0	0.1%	3.3%
Petits patrons	34	2.4%	2.2%	12	4.5%	1.1%	22	2.0%	5.1%	23	5.8%	1.6%
Affaires et Cadres	77	5.5%	1.7%	12	4.7%	0.4%	65	5.7%	3.7%	62	15.5%	1.4%
Professions intermédiaires	163	11.6%	2.4%	27	10.2%	0.8%	136	11.9%	4.2%	121	30.0%	2.2%
Employés	364	26.0%	4.3%	22	8.4%	1.1%	342	30.1%	5.3%	91	22.7%	5.2%
Ouvriers	168	12.0%	2.6%	88	33.1%	1.7%	80	7.0%	5.7%	14	3.4%	4.0%
Retraités	283	20.2%	2.3%	67	25.2%	1.1%	216	19.1%	3.4%	9	2.2%	3.9%
Autres inactifs	295	21.1%	2.9%	30	11.4%	0.9%	265	23.4%	3.9%	82	20.3%	2.6%
PCS Personne de Référence												
Agriculteurs	25	1.8%	3.2%	4	1.7%	1.2%	21	1.8%	5.2%	0	-	100.0%
Petits patrons	56	4.0%	2.2%	15	5.7%	1.1%	41	3.6%	3.5%	56	13.9%	2.2%
Affaires et Cadres	127	9.1%	1.9%	11	4.2%	0.3%	116	10.2%	3.5%	127	31.6%	1.9%
Professions intermédiaires	219	15.6%	2.9%	34	13.0%	0.9%	185	16.3%	5.1%	219	54.5%	2.9%
Employés	198	14.1%	3.7%	23	8.8%	1.1%	174	15.4%	5.4%	0	-	100.0%
Ouvriers	315	22.5%	3.2%	83	31.2%	1.6%	232	20.5%	5.0%	0	-	100.0%
Retraités	360	25.7%	2.5%	74	27.7%	1.1%	286	25.2%	3.6%	0	-	100.0%
Autres inactifs	101	7.2%	2.7%	21	7.7%	1.5%	80	7.1%	3.3%	0	-	100.0%

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	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
Taille du Foyer												
1 personne	195	14.0%	2.1%	40	15.2%	1.0%	155	13.7%	2.9%	29	7.2%	1.7%
2 personnes	508	36.2%	2.9%	99	37.4%	1.2%	408	36.0%	4.5%	98	24.4%	2.3%
3 personnes	260	18.6%	2.8%	34	12.8%	0.7%	226	19.9%	4.8%	84	20.8%	2.3%
4 personnes	284	20.2%	3.1%	54	20.3%	1.2%	229	20.2%	4.9%	131	32.7%	2.8%
5 personnes et +	154	11.0%	2.9%	38	14.3%	1.5%	116	10.2%	4.2%	60	15.0%	2.4%
Présence d'enfants de moins de 15 ans												
Oui	497	35.5%	3.2%	95	35.9%	1.3%	402	35.4%	4.8%	188	46.6%	2.5%
Non	904	64.5%	2.6%	170	64.1%	1.0%	733	64.6%	4.0%	215	53.4%	2.3%
Habitat												
Communes rurales	397	28.4%	3.1%	70	26.5%	1.1%	327	28.8%	4.9%	105	26.1%	2.9%
Agglo. - 20 000 hab	284	20.3%	3.3%	66	24.7%	1.6%	219	19.3%	4.9%	77	19.2%	3.1%
Agglo. 20 000 à 100 000 hab	180	12.8%	2.7%	31	11.7%	1.0%	149	13.1%	4.3%	48	12.1%	2.5%
Agglo. + 100 000 hab	396	28.3%	2.7%	73	27.5%	1.1%	323	28.5%	4.3%	124	30.7%	2.5%
Agglo. Paris	143	10.2%	1.7%	26	9.7%	0.7%	117	10.3%	2.7%	48	11.9%	1.2%

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	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
Région d'habitation												
Ile-de-France	177	12.6%	1.9%	30	11.2%	0.7%	147	12.9%	3.0%	56	14.0%	1.3%
Nord-Pas-de-Calais	100	7.1%	3.1%	16	6.1%	1.1%	84	7.4%	5.0%	27	6.7%	3.0%
Lorraine	93	6.7%	4.8%	11	4.2%	1.2%	82	7.3%	8.2%	33	8.1%	6.3%
Alsace	40	2.8%	2.6%	8	2.9%	1.1%	32	2.8%	4.1%	9	2.3%	1.8%
Franche-Comté	20	1.4%	2.1%	1	0.4%	0.3%	18	1.6%	3.8%	6	1.5%	2.4%
Champagne-Ardenne	29	2.1%	2.7%	8	3.0%	1.5%	21	1.9%	3.8%	7	1.7%	2.6%
Picardie	55	3.9%	3.6%	12	4.5%	1.6%	43	3.8%	5.4%	17	4.3%	3.9%
Bourgogne	42	3.0%	3.1%	9	3.3%	1.4%	33	2.9%	4.6%	9	2.3%	2.7%
Haute-Normandie	41	2.9%	2.8%	12	4.5%	1.7%	29	2.6%	3.8%	12	3.1%	2.8%
Basse-Normandie	28	2.0%	2.3%	7	2.5%	1.1%	21	1.9%	3.4%	13	3.1%	4.0%
Centre	66	4.7%	3.2%	9	3.4%	0.9%	57	5.0%	5.2%	17	4.3%	2.8%
Pays de la Loire	73	5.2%	2.6%	22	8.4%	1.6%	51	4.5%	3.4%	15	3.7%	1.7%
Bretagne	55	4.0%	2.1%	9	3.3%	0.7%	47	4.1%	3.5%	12	3.0%	1.6%
Poitou-Charentes	47	3.3%	3.2%	9	3.2%	1.2%	38	3.3%	5.0%	14	3.6%	3.7%
Aquitaine	85	6.1%	3.2%	17	6.4%	1.4%	68	6.0%	4.9%	16	4.0%	1.9%
Midi-Pyrénées	66	4.7%	2.8%	11	4.0%	0.9%	55	4.9%	4.5%	22	5.4%	2.8%
Limousin	20	1.4%	3.1%	4	1.4%	1.3%	16	1.4%	4.8%	4	1.0%	2.6%
Auvergne	33	2.4%	3.0%	5	1.8%	0.9%	28	2.5%	4.9%	12	2.9%	3.7%
Rhône-Alpes	174	12.4%	3.5%	31	11.8%	1.3%	142	12.5%	5.5%	48	11.9%	2.8%
Languedoc-Roussillon	47	3.3%	2.2%	17	6.6%	1.7%	29	2.6%	2.6%	25	6.3%	4.0%
Provence-Alpes-Côte-d'Azur-Corse	112	8.0%	2.6%	19	7.1%	0.9%	93	8.2%	4.1%	27	6.7%	1.9%
Habitudes de connexion Internet												
Tous les jours	671	47.9%	2.5%	127	47.8%	0.9%	544	47.9%	4.1%	265	65.9%	2.1%
Presque tous les jours	202	14.4%	3.3%	21	8.0%	0.8%	181	15.9%	5.5%	70	17.5%	2.9%
1 à 2 fois par semaine	138	9.9%	4.3%	24	9.0%	1.7%	114	10.1%	6.4%	38	9.4%	4.2%
1 à 3 fois par mois	51	3.7%	6.0%	20	7.7%	5.2%	31	2.7%	6.7%	13	3.3%	6.9%
Moins souvent	41	2.9%	2.9%	8	2.8%	1.2%	34	3.0%	4.1%	11	2.8%	7.6%
Jamais	1	0.0%	0.3%	0	-	-	1	0.1%	0.6%	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	72	5.1%	2.9%	16	5.8%	1.6%	56	5.0%	3.8%	0	-	-
De 9 000 à moins de 12 000 euros par an	88	6.3%	2.7%	9	3.3%	0.8%	79	7.0%	3.6%	8	1.9%	2.7%
De 12 000 à moins de 18 000 euros par an	199	14.2%	2.9%	48	18.0%	1.6%	151	13.3%	4.0%	18	4.5%	2.2%
De 18 000 à moins de 24 000 euros par an	222	15.9%	3.1%	41	15.3%	1.2%	182	16.0%	4.7%	43	10.6%	2.7%
De 24 000 à moins de 36 000 euros par an	335	23.9%	3.0%	77	28.9%	1.4%	258	22.7%	4.7%	113	28.2%	3.1%
De 36 000 à moins de 45 000 euros par an	165	11.8%	2.6%	32	12.1%	1.0%	133	11.7%	4.5%	68	17.0%	2.4%
De 45 000 à moins de 65 000 euros par an	167	11.9%	3.0%	24	9.1%	0.8%	143	12.6%	5.7%	93	23.2%	2.7%
65 000 euros et plus	44	3.2%	1.5%	7	2.6%	0.4%	37	3.3%	3.3%	35	8.6%	1.5%
Refus	91	6.5%	2.4%	11	4.1%	0.7%	80	7.0%	3.6%	23	5.6%	1.8%
Ne sait pas	17	1.2%	1.1%	2	0.7%	0.3%	15	1.3%	1.8%	2	0.4%	0.3%