

	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
Ensemble	5758	100.0%	11.3%	2058	100.0%	8.5%	3700	100.0%	13.9%	2455	100.0%	14.6%
Sexe												
Homme	2058	35.7%	8.5%	2058	100.0%	8.5%	0	-	100.0%	906	36.9%	10.3%
Femme	3700	64.3%	13.9%	0	-	100.0%	3700	100.0%	13.9%	1549	63.1%	19.3%
Age												
15 à 24 ans	671	11.7%	9.1%	190	9.2%	5.1%	481	13.0%	13.1%	299	12.2%	10.0%
25 à 34 ans	1123	19.5%	14.6%	397	19.3%	10.5%	726	19.6%	18.6%	520	21.2%	15.2%
35 à 49 ans	1963	34.1%	15.4%	747	36.3%	11.9%	1217	32.9%	18.9%	1077	43.9%	17.8%
50 à 64 ans	1425	24.7%	11.6%	510	24.8%	8.6%	915	24.7%	14.5%	545	22.2%	13.2%
65 ans et plus	575	10.0%	5.3%	214	10.4%	4.7%	361	9.8%	5.8%	14	0.6%	5.9%
Individu												
Ménagère	3291	57.2%	14.2%	0	-	100.0%	3291	89.0%	14.2%	1356	55.2%	20.3%
Personne de Référence	2692	46.8%	9.6%	1877	91.2%	9.3%	815	22.0%	10.4%	1041	42.4%	12.3%
Responsable des achats	3423	59.4%	14.2%	799	38.8%	10.5%	2624	70.9%	15.9%	1522	62.0%	18.3%
PCS Individu												
Agriculteurs	26	0.4%	4.8%	16	0.8%	4.5%	10	0.3%	5.4%	2	0.1%	30.6%
Petits patrons	195	3.4%	12.6%	124	6.0%	11.2%	71	1.9%	16.0%	172	7.0%	12.2%
Affaires et Cadres	605	10.5%	13.0%	296	14.4%	10.2%	308	8.3%	17.7%	553	22.5%	12.8%
Professions intermédiaires	1084	18.8%	16.2%	413	20.1%	11.8%	671	18.1%	21.0%	879	35.8%	15.7%
Employés	1433	24.9%	17.0%	264	12.9%	13.5%	1169	31.6%	18.1%	357	14.6%	20.1%
Ouvriers	627	10.9%	9.7%	459	22.3%	9.1%	168	4.5%	12.1%	54	2.2%	15.9%
Retraités	857	14.9%	7.0%	340	16.5%	5.8%	517	14.0%	8.1%	28	1.1%	12.5%
Autres inactifs	932	16.2%	9.1%	145	7.1%	4.1%	786	21.3%	11.7%	410	16.7%	13.0%
PCS Personne de Référence												
Agriculteurs	43	0.8%	5.5%	16	0.8%	4.1%	28	0.7%	6.8%	0	-	100.0%
Petits patrons	306	5.3%	12.2%	130	6.3%	9.7%	176	4.8%	15.2%	306	12.5%	12.2%
Affaires et Cadres	992	17.2%	14.7%	334	16.2%	9.6%	658	17.8%	20.1%	992	40.4%	14.7%
Professions intermédiaires	1157	20.1%	15.3%	442	21.5%	11.1%	715	19.3%	19.9%	1157	47.1%	15.3%
Employés	833	14.5%	15.5%	254	12.3%	11.8%	579	15.6%	18.0%	0	-	100.0%
Ouvriers	1135	19.7%	11.7%	455	22.1%	8.9%	680	18.4%	14.8%	0	-	100.0%
Retraités	1053	18.3%	7.3%	370	18.0%	5.6%	683	18.5%	8.7%	0	-	100.0%
Autres inactifs	238	4.1%	6.3%	57	2.8%	4.2%	181	4.9%	7.5%	0	-	100.0%

Ikea Family Live

Trimestriel, Lecture Dernière Période

	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
Taille du Foyer												
1 personne	657	11.4%	7.1%	229	11.1%	5.8%	428	11.6%	8.1%	168	6.8%	9.7%
2 personnes	1694	29.4%	9.5%	624	30.3%	7.2%	1070	28.9%	11.8%	533	21.7%	12.6%
3 personnes	1219	21.2%	13.0%	404	19.6%	8.7%	815	22.0%	17.3%	548	22.3%	14.7%
4 personnes	1427	24.8%	15.4%	547	26.6%	11.8%	879	23.8%	19.0%	765	31.2%	16.6%
5 personnes et +	761	13.2%	14.5%	254	12.4%	10.4%	506	13.7%	18.1%	442	18.0%	17.6%
Présence d'enfants de moins de 15 ans												
Oui	2577	44.8%	16.4%	913	44.4%	12.5%	1664	45.0%	19.7%	1326	54.0%	17.8%
Non	3181	55.2%	9.1%	1145	55.6%	6.7%	2036	55.0%	11.2%	1129	46.0%	12.0%
Habitat												
Communes rurales	1195	20.7%	9.3%	423	20.6%	6.8%	771	20.8%	11.6%	433	17.6%	12.0%
Agglo. - 20 000 hab	891	15.5%	10.4%	321	15.6%	7.9%	571	15.4%	12.7%	406	16.5%	16.5%
Agglo. 20 000 à 100 000 hab	648	11.3%	9.7%	218	10.6%	6.8%	430	11.6%	12.4%	284	11.6%	14.5%
Agglo. + 100 000 hab	1926	33.4%	13.4%	724	35.2%	10.5%	1202	32.5%	16.0%	817	33.3%	16.7%
Agglo. Paris	1098	19.1%	13.2%	372	18.1%	9.4%	726	19.6%	16.6%	515	21.0%	13.3%

	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
Région d'habitation												
Ile-de-France	1249	21.7%	13.3%	436	21.2%	9.7%	813	22.0%	16.5%	608	24.8%	14.1%
Nord-Pas-de-Calais	441	7.7%	13.8%	159	7.7%	10.4%	282	7.6%	16.8%	175	7.1%	19.6%
Lorraine	204	3.5%	10.5%	64	3.1%	6.8%	140	3.8%	14.0%	66	2.7%	12.6%
Alsace	149	2.6%	9.9%	64	3.1%	8.8%	84	2.3%	10.8%	59	2.4%	11.3%
Franche-Comté	70	1.2%	7.4%	28	1.4%	6.2%	42	1.1%	8.6%	26	1.0%	10.4%
Champagne-Ardenne	166	2.9%	15.3%	65	3.2%	12.4%	101	2.7%	17.9%	56	2.3%	20.6%
Picardie	136	2.4%	8.9%	42	2.1%	5.7%	93	2.5%	11.8%	52	2.1%	11.8%
Bourgogne	144	2.5%	10.6%	54	2.6%	8.3%	90	2.4%	12.7%	47	1.9%	13.9%
Haute-Normandie	173	3.0%	11.7%	47	2.3%	6.7%	126	3.4%	16.4%	84	3.4%	18.6%
Basse-Normandie	89	1.5%	7.4%	40	2.0%	7.0%	49	1.3%	7.8%	22	0.9%	7.1%
Centre	225	3.9%	10.8%	73	3.6%	7.3%	152	4.1%	14.1%	103	4.2%	16.4%
Pays de la Loire	290	5.0%	10.2%	99	4.8%	7.2%	192	5.2%	13.0%	125	5.1%	14.3%
Bretagne	311	5.4%	12.0%	128	6.2%	10.3%	183	4.9%	13.6%	138	5.6%	18.1%
Poitou-Charentes	79	1.4%	5.4%	28	1.4%	4.0%	51	1.4%	6.6%	38	1.6%	9.9%
Aquitaine	254	4.4%	9.6%	89	4.3%	7.1%	164	4.4%	11.8%	102	4.2%	12.0%
Midi-Pyrénées	242	4.2%	10.2%	91	4.4%	8.0%	150	4.1%	12.2%	110	4.5%	14.0%
Limousin	27	0.5%	4.3%	7	0.4%	2.5%	19	0.5%	5.9%	9	0.4%	5.9%
Auvergne	86	1.5%	7.6%	24	1.2%	4.4%	62	1.7%	10.6%	30	1.2%	9.5%
Rhône-Alpes	576	10.0%	11.6%	226	11.0%	9.4%	351	9.5%	13.6%	256	10.4%	15.1%
Languedoc-Roussillon	243	4.2%	11.3%	81	3.9%	7.9%	162	4.4%	14.3%	113	4.6%	17.9%
Provence-Alpes-Côte-d'Azur-Corse	604	10.5%	14.0%	211	10.3%	10.4%	393	10.6%	17.2%	236	9.6%	16.8%
Habitudes de connexion Internet												
Tous les jours	3703	64.3%	13.7%	1390	67.6%	10.1%	2313	62.5%	17.6%	1871	76.2%	14.7%
Presque tous les jours	796	13.8%	13.1%	243	11.8%	8.7%	553	15.0%	16.8%	346	14.1%	14.2%
1 à 2 fois par semaine	386	6.7%	12.1%	126	6.1%	8.9%	260	7.0%	14.6%	136	5.5%	15.2%
1 à 3 fois par mois	96	1.7%	11.2%	30	1.4%	7.5%	66	1.8%	14.3%	20	0.8%	10.4%
Moins souvent	155	2.7%	10.8%	40	1.9%	6.4%	115	3.1%	14.2%	33	1.3%	22.1%
Jamais	28	0.5%	11.4%	10	0.5%	7.4%	18	0.5%	16.5%	7	0.3%	24.5%

Ikea Family Live

Trimestriel, Lecture Dernière Période

	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
Revenus du Foyer												
Moins de 9 000 euros par an	151	2.6%	6.2%	41	2.0%	4.3%	110	3.0%	7.4%	25	1.0%	12.8%
De 9 000 à moins de 12 000 euros par an	267	4.6%	8.2%	62	3.0%	5.7%	205	5.5%	9.4%	41	1.7%	14.9%
De 12 000 à moins de 18 000 euros par an	559	9.7%	8.2%	187	9.1%	6.2%	372	10.1%	9.8%	101	4.1%	12.4%
De 18 000 à moins de 24 000 euros par an	817	14.2%	11.2%	264	12.8%	7.8%	552	14.9%	14.2%	245	10.0%	15.5%
De 24 000 à moins de 36 000 euros par an	1394	24.2%	12.6%	495	24.1%	9.0%	899	24.3%	16.2%	538	21.9%	14.9%
De 36 000 à moins de 45 000 euros par an	919	16.0%	14.7%	362	17.6%	11.0%	556	15.0%	18.7%	472	19.2%	16.7%
De 45 000 à moins de 65 000 euros par an	816	14.2%	14.4%	375	18.2%	11.9%	441	11.9%	17.7%	543	22.1%	15.7%
65 000 euros et plus	345	6.0%	12.0%	150	7.3%	8.6%	195	5.3%	17.3%	267	10.9%	11.9%
Refus	379	6.6%	10.1%	94	4.6%	6.1%	285	7.7%	13.0%	185	7.5%	14.4%
Ne sait pas	110	1.9%	7.3%	28	1.3%	4.2%	82	2.2%	9.8%	38	1.6%	7.0%