

Live par IKEA Family

Trimestriel, Lecture Dernière Période



	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
Ensemble	4127	100.0%	8.1%	1451	100.0%	5.9%	2676	100.0%	10.0%	1789	100.0%	10.5%
Sexe												
Homme	1451	35.2%	5.9%	1451	100.0%	5.9%	0	-	-	606	33.9%	6.9%
Femme	2676	64.8%	10.0%	0	-	-	2676	100.0%	10.0%	1183	66.1%	14.5%
Age												
15 à 24 ans	472	11.4%	6.4%	121	8.4%	3.2%	351	13.1%	9.6%	211	11.8%	6.9%
25 à 34 ans	829	20.1%	10.8%	288	19.8%	7.6%	542	20.2%	13.8%	365	20.4%	10.6%
35 à 49 ans	1399	33.9%	11.1%	534	36.8%	8.6%	865	32.3%	13.5%	818	45.7%	13.4%
50 à 64 ans	1039	25.2%	8.5%	372	25.7%	6.3%	667	24.9%	10.5%	375	21.0%	9.1%
65 ans et plus	387	9.4%	3.5%	135	9.3%	2.8%	252	9.4%	4.0%	19	1.1%	8.3%
Individu												
Ménagère	2392	58.0%	10.2%	0	-	-	2392	89.4%	10.2%	1041	58.2%	15.2%
Personne de Référence	1876	45.5%	6.6%	1309	90.2%	6.4%	567	21.2%	7.2%	700	39.1%	8.3%
Responsable des achats	3131	75.9%	8.9%	776	53.5%	6.4%	2355	88.0%	10.2%	1340	74.9%	12.6%
PCS Individu												
Agriculteurs	35	0.8%	6.5%	23	1.6%	6.9%	12	0.4%	5.9%	2	0.1%	11.0%
Petits patrons	146	3.5%	8.8%	95	6.6%	8.1%	50	1.9%	10.7%	130	7.3%	8.7%
Affaires et Cadres	452	10.9%	9.5%	213	14.7%	7.2%	239	8.9%	13.2%	402	22.5%	9.1%
Professions intermédiaires	766	18.6%	11.4%	259	17.9%	7.5%	507	19.0%	15.4%	618	34.5%	11.1%
Employés	1028	24.9%	12.3%	202	13.9%	10.0%	826	30.9%	13.0%	286	16.0%	15.7%
Ouvriers	455	11.0%	7.0%	333	23.0%	6.6%	122	4.5%	8.7%	20	1.1%	5.4%
Retraités	610	14.8%	4.9%	226	15.6%	3.8%	384	14.3%	5.8%	30	1.7%	11.8%
Autres inactifs	635	15.4%	6.3%	99	6.8%	2.8%	537	20.1%	8.2%	301	16.8%	9.8%
PCS Personne de Référence												
Agriculteurs	44	1.1%	5.5%	23	1.6%	6.0%	22	0.8%	5.1%	0	-	-
Petits patrons	249	6.0%	9.5%	102	7.0%	7.1%	147	5.5%	12.3%	249	13.9%	9.5%
Affaires et Cadres	740	17.9%	10.8%	228	15.7%	6.6%	512	19.1%	15.1%	740	41.4%	10.8%
Professions intermédiaires	800	19.4%	10.7%	276	19.0%	7.1%	524	19.6%	14.6%	800	44.7%	10.7%
Employés	587	14.2%	11.1%	195	13.4%	8.8%	392	14.7%	12.8%	0	-	-
Ouvriers	798	19.3%	8.4%	334	23.0%	6.7%	464	17.4%	10.3%	0	-	-
Retraités	762	18.5%	5.2%	250	17.3%	3.8%	512	19.1%	6.4%	0	-	-
Autres inactifs	146	3.5%	3.8%	43	3.0%	3.0%	103	3.8%	4.2%	0	-	-

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Taille du Foyer												
1 personne	450	10.9%	4.8%	133	9.1%	3.3%	318	11.9%	5.9%	111	6.2%	6.5%
2 personnes	1210	29.3%	6.7%	453	31.2%	5.1%	757	28.3%	8.2%	394	22.0%	9.0%
3 personnes	895	21.7%	9.6%	291	20.0%	6.3%	605	22.6%	12.9%	403	22.5%	10.9%
4 personnes	984	23.8%	10.7%	393	27.1%	8.6%	591	22.1%	12.8%	538	30.1%	11.6%
5 personnes et +	587	14.2%	11.2%	182	12.5%	7.4%	405	15.2%	14.4%	342	19.1%	13.7%
Présence d'enfants de moins de 15 ans												
Oui	1881	45.6%	12.0%	655	45.1%	9.1%	1227	45.8%	14.5%	986	55.1%	13.0%
Non	2245	54.4%	6.3%	796	54.9%	4.6%	1449	54.2%	8.0%	803	44.9%	8.5%
Habitat												
Communes rurales	806	19.5%	6.9%	277	19.1%	4.9%	528	19.7%	8.7%	317	17.7%	9.4%
Agglo. - 20 000 hab	657	15.9%	7.4%	231	15.9%	5.4%	426	15.9%	9.1%	267	14.9%	10.4%
Agglo. 20 000 à 100 000 hab	423	10.2%	6.2%	139	9.6%	4.1%	284	10.6%	8.2%	183	10.3%	9.2%
Agglo. + 100 000 hab	1446	35.0%	9.5%	517	35.6%	7.1%	929	34.7%	11.6%	624	34.9%	12.1%
Agglo. Paris	796	19.3%	9.4%	287	19.8%	7.2%	509	19.0%	11.5%	397	22.2%	10.2%

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Région d'habitation												
Ile-de-France	889	21.5%	9.4%	324	22.3%	7.2%	565	21.1%	11.4%	446	25.0%	10.3%
Nord-Pas-de-Calais	287	6.9%	8.9%	98	6.7%	6.4%	189	7.1%	11.2%	118	6.6%	12.9%
Lorraine	151	3.6%	7.8%	55	3.8%	5.9%	95	3.6%	9.5%	61	3.4%	10.9%
Alsace	105	2.5%	6.9%	39	2.7%	5.3%	66	2.5%	8.5%	35	1.9%	7.0%
Franche-Comté	41	1.0%	4.3%	18	1.2%	3.8%	24	0.9%	4.8%	17	1.0%	6.7%
Champagne-Ardenne	122	3.0%	11.2%	46	3.1%	8.7%	76	2.9%	13.5%	45	2.5%	14.9%
Picardie	91	2.2%	5.9%	31	2.1%	4.2%	60	2.2%	7.6%	35	2.0%	7.9%
Bourgogne	112	2.7%	8.2%	39	2.7%	6.0%	73	2.7%	10.3%	39	2.2%	10.9%
Haute-Normandie	142	3.4%	9.6%	46	3.2%	6.6%	96	3.6%	12.4%	66	3.7%	15.2%
Basse-Normandie	103	2.5%	8.5%	42	2.9%	7.3%	61	2.3%	9.7%	26	1.4%	7.7%
Centre	142	3.4%	6.8%	40	2.8%	4.0%	102	3.8%	9.4%	63	3.5%	9.9%
Pays de la Loire	235	5.7%	8.2%	89	6.2%	6.5%	146	5.5%	9.8%	106	5.9%	12.9%
Bretagne	214	5.2%	8.2%	80	5.5%	6.4%	133	5.0%	9.8%	86	4.8%	10.9%
Poitou-Charentes	68	1.7%	4.6%	26	1.8%	3.7%	42	1.6%	5.5%	35	2.0%	8.9%
Aquitaine	180	4.4%	6.7%	45	3.1%	3.6%	135	5.0%	9.6%	79	4.4%	9.6%
Midi-Pyrénées	160	3.9%	6.7%	62	4.3%	5.4%	97	3.6%	7.9%	75	4.2%	9.5%
Limousin	19	0.4%	2.9%	7	0.4%	2.2%	12	0.4%	3.7%	7	0.4%	4.4%
Auvergne	58	1.4%	5.1%	18	1.2%	3.3%	39	1.5%	6.7%	14	0.8%	4.5%
Rhône-Alpes	451	10.9%	9.0%	171	11.8%	7.1%	280	10.5%	10.8%	189	10.6%	10.9%
Languedoc-Roussillon	155	3.8%	7.2%	47	3.2%	4.5%	109	4.1%	9.5%	61	3.4%	9.6%
Provence-Alpes-Côte-d'Azur-Corse	403	9.8%	9.3%	127	8.8%	6.2%	276	10.3%	12.1%	184	10.3%	12.7%
Habitudes de connexion Internet												
Tous les jours	2733	66.2%	9.9%	969	66.8%	6.9%	1764	65.9%	13.0%	1382	77.3%	10.7%
Presque tous les jours	546	13.2%	9.0%	172	11.8%	5.9%	374	14.0%	11.8%	258	14.4%	10.6%
1 à 2 fois par semaine	259	6.3%	8.0%	93	6.4%	6.5%	165	6.2%	9.2%	85	4.7%	9.4%
1 à 3 fois par mois	67	1.6%	7.7%	22	1.5%	5.8%	45	1.7%	9.2%	16	0.9%	8.2%
Moins souvent	110	2.7%	8.3%	41	2.8%	7.0%	69	2.6%	9.4%	21	1.2%	16.3%
Jamais	6	0.2%	3.0%	0	-	-	6	0.2%	8.0%	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	90	2.2%	3.9%	22	1.5%	2.3%	69	2.6%	4.9%	18	1.0%	8.9%
De 9 000 à moins de 12 000 euros par an	155	3.8%	4.8%	45	3.1%	4.1%	110	4.1%	5.1%	24	1.4%	9.8%
De 12 000 à moins de 18 000 euros par an	399	9.7%	5.9%	112	7.8%	3.8%	286	10.7%	7.5%	71	4.0%	8.6%
De 18 000 à moins de 24 000 euros par an	579	14.0%	7.9%	212	14.6%	6.1%	366	13.7%	9.5%	156	8.7%	9.7%
De 24 000 à moins de 36 000 euros par an	1041	25.2%	9.2%	382	26.4%	6.9%	659	24.6%	11.4%	420	23.5%	11.2%
De 36 000 à moins de 45 000 euros par an	676	16.4%	10.6%	246	16.9%	7.2%	430	16.1%	14.4%	350	19.6%	12.3%
De 45 000 à moins de 65 000 euros par an	587	14.2%	10.2%	253	17.4%	7.9%	334	12.5%	13.0%	375	21.0%	10.7%
De 65 000 à moins de 80 000 euros par an	143	3.5%	9.2%	59	4.0%	6.1%	84	3.2%	14.1%	102	5.7%	9.3%
De 80 000 à moins de 115 000 euros par an	95	2.3%	9.4%	37	2.6%	6.1%	58	2.2%	14.3%	75	4.2%	9.2%
115 000 euros et plus par an	49	1.2%	10.0%	18	1.2%	6.4%	31	1.2%	14.7%	42	2.4%	10.2%
Refus	219	5.3%	6.6%	50	3.5%	3.7%	169	6.3%	8.6%	114	6.4%	10.0%
Ne sait pas	94	2.3%	5.9%	15	1.0%	2.3%	79	2.9%	8.7%	40	2.3%	7.4%