

# Maxi Cuisine

Bimestriel, Lecture Dernière Période



	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
<b>Ensemble</b>	1543	100.0%	3.0%	259	100.0%	1.1%	1284	100.0%	4.8%	440	100.0%	2.6%
<b>Sexe</b>												
<b>Homme</b>	259	16.8%	1.1%	259	100.0%	1.1%	0	-	-	74	16.7%	0.8%
<b>Femme</b>	1284	83.2%	4.8%	0	-	-	1284	100.0%	4.8%	367	83.3%	4.5%
<b>Age</b>												
<b>15 à 24 ans</b>	75	4.9%	1.0%	33	12.9%	0.9%	42	3.2%	1.1%	22	5.0%	0.7%
<b>25 à 34 ans</b>	180	11.7%	2.3%	36	14.0%	1.0%	144	11.2%	3.7%	71	16.2%	2.1%
<b>35 à 49 ans</b>	483	31.3%	3.8%	65	25.2%	1.0%	417	32.5%	6.5%	207	46.9%	3.4%
<b>50 à 64 ans</b>	563	36.5%	4.6%	85	32.7%	1.4%	478	37.3%	7.6%	140	31.7%	3.4%
<b>65 ans et plus</b>	242	15.7%	2.2%	40	15.2%	0.8%	203	15.8%	3.2%	1	0.1%	0.3%
<b>Individu</b>												
<b>Ménagère</b>	1219	79.0%	5.2%	0	-	-	1219	94.9%	5.2%	350	79.4%	5.1%
<b>Personne de Référence</b>	567	36.7%	2.0%	226	87.1%	1.1%	341	26.5%	4.3%	115	26.1%	1.4%
<b>Responsable des achats</b>	1375	89.1%	3.9%	148	57.0%	1.2%	1227	95.6%	5.3%	387	87.9%	3.6%
<b>PCS Individu</b>												
<b>Agriculteurs</b>	16	1.0%	2.9%	1	0.5%	0.4%	14	1.1%	7.0%	0	-	-
<b>Petits patrons</b>	43	2.8%	2.6%	16	6.1%	1.4%	27	2.1%	5.6%	34	7.7%	2.3%
<b>Affaires et Cadres</b>	98	6.3%	2.1%	18	6.9%	0.6%	80	6.2%	4.4%	74	16.8%	1.7%
<b>Professions intermédiaires</b>	202	13.1%	3.0%	36	14.0%	1.0%	165	12.9%	5.1%	138	31.4%	2.5%
<b>Employés</b>	393	25.5%	4.7%	26	10.1%	1.3%	367	28.6%	5.8%	105	23.9%	5.8%
<b>Ouvriers</b>	164	10.6%	2.5%	61	23.7%	1.2%	102	8.0%	6.9%	8	1.7%	1.8%
<b>Retraités</b>	338	21.9%	2.7%	63	24.1%	1.0%	276	21.5%	4.2%	12	2.8%	5.2%
<b>Autres inactifs</b>	290	18.8%	2.9%	38	14.7%	1.1%	252	19.6%	3.9%	69	15.8%	2.2%
<b>PCS Personne de Référence</b>												
<b>Agriculteurs</b>	28	1.8%	3.6%	1	0.5%	0.3%	27	2.1%	6.6%	0	-	-
<b>Petits patrons</b>	81	5.3%	3.1%	18	6.9%	1.3%	63	4.9%	5.1%	81	18.5%	3.1%
<b>Affaires et Cadres</b>	149	9.6%	2.2%	20	7.8%	0.6%	129	10.0%	3.8%	149	33.8%	2.2%
<b>Professions intermédiaires</b>	210	13.6%	2.8%	35	13.7%	0.9%	175	13.6%	4.9%	210	47.7%	2.8%
<b>Employés</b>	207	13.4%	3.9%	40	15.5%	1.8%	167	13.0%	5.4%	0	-	-
<b>Ouvriers</b>	313	20.3%	3.3%	58	22.5%	1.2%	255	19.8%	5.6%	0	-	-
<b>Retraités</b>	425	27.6%	2.9%	64	24.6%	1.0%	362	28.2%	4.5%	0	-	-
<b>Autres inactifs</b>	129	8.3%	3.3%	22	8.5%	1.5%	107	8.3%	4.4%	0	-	-

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<b>Taille du Foyer</b>												
<b>1 personne</b>	232	15.1%	2.5%	36	13.8%	0.9%	197	15.3%	3.7%	26	5.9%	1.5%
<b>2 personnes</b>	604	39.1%	3.4%	96	37.2%	1.1%	508	39.5%	5.5%	119	26.9%	2.8%
<b>3 personnes</b>	282	18.2%	3.0%	56	21.5%	1.2%	226	17.6%	4.8%	117	26.6%	3.1%
<b>4 personnes</b>	301	19.5%	3.3%	45	17.4%	1.0%	256	20.0%	5.6%	126	28.7%	2.7%
<b>5 personnes et +</b>	124	8.0%	2.4%	27	10.3%	1.1%	97	7.6%	3.5%	52	11.9%	2.1%
<b>Présence d'enfants de moins de 15 ans</b>												
<b>Oui</b>	506	32.8%	3.2%	104	40.2%	1.4%	401	31.2%	4.7%	221	50.2%	2.9%
<b>Non</b>	1038	67.2%	2.9%	155	59.8%	0.9%	883	68.8%	4.9%	219	49.8%	2.4%
<b>Habitat</b>												
<b>Communes rurales</b>	428	27.7%	3.7%	60	23.1%	1.1%	367	28.6%	6.0%	106	24.1%	3.2%
<b>Agglo. - 20 000 hab</b>	328	21.2%	3.7%	55	21.3%	1.3%	272	21.2%	5.8%	85	19.4%	3.3%
<b>Agglo. 20 000 à 100 000 hab</b>	236	15.3%	3.5%	52	20.0%	1.5%	184	14.4%	5.4%	64	14.5%	3.2%
<b>Agglo. + 100 000 hab</b>	389	25.2%	2.6%	64	24.7%	0.9%	325	25.3%	4.1%	119	27.1%	2.3%
<b>Agglo. Paris</b>	163	10.5%	1.9%	28	10.8%	0.7%	135	10.5%	3.0%	66	14.9%	1.7%

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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	12.0%	2.0%	32	12.4%	0.7%	152	11.9%	3.1%	76	17.2%	1.8%
Nord-Pas-de-Calais	114	7.4%	3.6%	23	9.0%	1.5%	91	7.1%	5.4%	25	5.6%	2.7%
Lorraine	91	5.9%	4.7%	22	8.4%	2.3%	69	5.4%	6.9%	29	6.5%	5.2%
Alsace	60	3.9%	4.0%	8	3.2%	1.1%	52	4.0%	6.6%	7	1.5%	1.4%
Franche-Comté	25	1.6%	2.7%	4	1.7%	1.0%	21	1.6%	4.3%	3	0.8%	1.3%
Champagne-Ardenne	39	2.5%	3.5%	5	2.1%	1.0%	33	2.6%	5.9%	8	1.9%	2.6%
Picardie	76	4.9%	4.9%	11	4.1%	1.4%	65	5.1%	8.2%	22	4.9%	5.0%
Bourgogne	51	3.3%	3.7%	10	3.7%	1.5%	41	3.2%	5.9%	16	3.7%	4.5%
Haute-Normandie	49	3.2%	3.3%	4	1.6%	0.6%	45	3.5%	5.9%	16	3.6%	3.8%
Basse-Normandie	54	3.5%	4.5%	9	3.6%	1.6%	44	3.4%	7.0%	15	3.5%	4.6%
Centre	88	5.7%	4.2%	12	4.8%	1.2%	76	5.9%	7.0%	32	7.4%	5.2%
Pays de la Loire	74	4.8%	2.6%	16	6.1%	1.1%	59	4.6%	3.9%	12	2.6%	1.4%
Bretagne	66	4.3%	2.5%	11	4.0%	0.8%	55	4.3%	4.1%	23	5.2%	2.9%
Poitou-Charentes	46	3.0%	3.1%	6	2.2%	0.8%	40	3.1%	5.2%	8	1.7%	2.1%
Aquitaine	78	5.1%	2.9%	8	3.2%	0.7%	70	5.5%	5.0%	35	7.9%	4.3%
Midi-Pyrénées	66	4.3%	2.8%	15	5.6%	1.3%	51	4.0%	4.1%	14	3.2%	1.8%
Limousin	22	1.4%	3.5%	3	1.2%	1.1%	19	1.4%	5.7%	6	1.4%	4.0%
Auvergne	47	3.1%	4.2%	6	2.2%	1.0%	42	3.2%	7.1%	12	2.7%	4.0%
Rhône-Alpes	128	8.3%	2.5%	24	9.2%	1.0%	104	8.1%	4.0%	43	9.8%	2.4%
Languedoc-Roussillon	61	3.9%	2.8%	15	5.7%	1.4%	46	3.6%	4.0%	9	2.0%	1.3%
Provence-Alpes-Côte-d'Azur-Corse	124	8.0%	2.9%	15	5.9%	0.8%	108	8.4%	4.7%	29	6.6%	2.0%
<b>Habitudes de connexion Internet</b>												
Tous les jours	739	47.9%	2.7%	149	57.6%	1.1%	589	45.9%	4.4%	292	66.3%	2.3%
Presque tous les jours	195	12.7%	3.2%	15	5.8%	0.5%	180	14.0%	5.5%	73	16.6%	3.1%
1 à 2 fois par semaine	130	8.4%	4.0%	16	6.0%	1.1%	115	8.9%	6.4%	40	9.2%	4.3%
1 à 3 fois par mois	38	2.5%	4.5%	2	0.7%	0.6%	36	2.8%	7.1%	10	2.3%	6.8%
Moins souvent	59	3.9%	4.4%	4	1.5%	0.6%	56	4.3%	7.9%	8	1.9%	6.2%
Jamais	10	0.6%	7.2%	0	-	-	10	0.8%	18.7%	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	69	4.5%	3.2%	16	6.0%	1.8%	53	4.2%	4.2%	3	0.8%	1.9%
De 9 000 à moins de 12 000 euros par an	126	8.1%	3.8%	28	10.7%	2.5%	98	7.6%	4.5%	7	1.6%	2.8%
De 12 000 à moins de 18 000 euros par an	224	14.5%	3.4%	39	15.1%	1.4%	185	14.4%	4.9%	30	6.9%	4.0%
De 18 000 à moins de 24 000 euros par an	239	15.5%	3.2%	38	14.6%	1.1%	201	15.7%	5.1%	45	10.2%	2.8%
De 24 000 à moins de 36 000 euros par an	370	24.0%	3.2%	55	21.3%	1.0%	315	24.5%	5.2%	97	22.1%	2.6%
De 36 000 à moins de 45 000 euros par an	197	12.8%	3.0%	35	13.6%	1.0%	162	12.6%	5.5%	92	20.8%	3.1%
De 45 000 à moins de 65 000 euros par an	142	9.2%	2.4%	22	8.5%	0.7%	120	9.3%	4.6%	74	16.8%	2.1%
De 65 000 à moins de 80 000 euros par an	30	2.0%	2.0%	5	2.1%	0.6%	25	1.9%	4.0%	24	5.4%	2.1%
De 80 000 à moins de 115 000 euros par an	13	0.9%	1.4%	5	1.8%	0.8%	9	0.7%	2.3%	9	2.1%	1.2%
115 000 euros et plus par an	2	0.1%	0.4%	0	0.1%	0.1%	2	0.1%	0.9%	1	0.2%	0.3%
Refus	107	6.9%	3.3%	14	5.3%	1.0%	93	7.3%	5.0%	45	10.3%	4.0%
Ne sait pas	24	1.5%	1.6%	2	0.8%	0.3%	22	1.7%	2.7%	12	2.7%	2.5%