

Média Cuisine

Mensuel, Lecture Dernière Période



	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
Ensemble	4259	100.0%	8.3%	969	100.0%	4.0%	3289	100.0%	12.3%	1380	100.0%	8.1%
Sexe												
Homme	969	22.8%	4.0%	969	100.0%	4.0%	0	-	-	313	22.7%	3.6%
Femme	3289	77.2%	12.3%	0	-	-	3289	100.0%	12.3%	1067	77.3%	13.0%
Age												
15 à 24 ans	421	9.9%	5.7%	120	12.4%	3.2%	300	9.1%	8.2%	166	12.0%	5.4%
25 à 34 ans	470	11.0%	6.1%	111	11.4%	2.9%	359	10.9%	9.2%	178	12.9%	5.2%
35 à 49 ans	1312	30.8%	10.4%	281	29.0%	4.5%	1030	31.3%	16.1%	606	43.9%	9.9%
50 à 64 ans	1367	32.1%	11.1%	324	33.4%	5.5%	1043	31.7%	16.5%	407	29.5%	9.9%
65 ans et plus	690	16.2%	6.2%	133	13.8%	2.8%	557	16.9%	8.8%	23	1.6%	9.7%
Individu												
Ménagère	3001	70.5%	12.8%	0	-	-	3001	91.2%	12.8%	949	68.8%	13.9%
Personne de Référence	1635	38.4%	5.8%	824	85.1%	4.1%	811	24.7%	10.3%	402	29.1%	4.7%
Responsable des achats	3506	82.3%	10.0%	515	53.2%	4.2%	2991	90.9%	13.0%	1094	79.3%	10.3%
PCS Individu												
Agriculteurs	47	1.1%	8.8%	11	1.2%	3.4%	36	1.1%	17.8%	5	0.4%	27.8%
Petits patrons	107	2.5%	6.5%	38	4.0%	3.3%	68	2.1%	14.6%	82	5.9%	5.5%
Affaires et Cadres	316	7.4%	6.6%	108	11.1%	3.6%	208	6.3%	11.5%	272	19.7%	6.2%
Professions intermédiaires	573	13.4%	8.5%	135	14.0%	3.9%	438	13.3%	13.3%	424	30.7%	7.6%
Employés	996	23.4%	11.9%	97	10.0%	4.8%	899	27.3%	14.1%	243	17.6%	13.3%
Ouvriers	461	10.8%	7.1%	213	22.0%	4.2%	247	7.5%	17.7%	30	2.2%	8.2%
Retraités	910	21.4%	7.2%	224	23.1%	3.7%	685	20.8%	10.4%	43	3.1%	17.3%
Autres inactifs	850	20.0%	8.5%	142	14.7%	4.1%	708	21.5%	10.8%	281	20.4%	9.2%
PCS Personne de Référence												
Agriculteurs	74	1.7%	9.2%	12	1.2%	3.1%	62	1.9%	14.8%	0	-	-
Petits patrons	220	5.2%	8.3%	58	6.0%	4.1%	161	4.9%	13.5%	220	15.9%	8.3%
Affaires et Cadres	529	12.4%	7.7%	114	11.8%	3.3%	414	12.6%	12.2%	529	38.3%	7.7%
Professions intermédiaires	631	14.8%	8.4%	140	14.5%	3.6%	491	14.9%	13.7%	631	45.8%	8.4%
Employés	502	11.8%	9.5%	107	11.1%	4.8%	395	12.0%	12.8%	0	-	-
Ouvriers	816	19.1%	8.6%	198	20.4%	4.0%	618	18.8%	13.7%	0	-	-
Retraités	1144	26.9%	7.8%	254	26.2%	3.8%	890	27.1%	11.1%	0	-	-
Autres inactifs	343	8.1%	8.8%	86	8.9%	5.9%	257	7.8%	10.5%	0	-	-

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Taille du Foyer												
1 personne	616	14.5%	6.5%	136	14.0%	3.4%	480	14.6%	8.9%	106	7.7%	6.2%
2 personnes	1563	36.7%	8.7%	351	36.2%	4.0%	1212	36.9%	13.2%	340	24.6%	7.7%
3 personnes	808	19.0%	8.7%	197	20.4%	4.3%	610	18.6%	13.0%	277	20.1%	7.5%
4 personnes	842	19.8%	9.2%	197	20.3%	4.3%	645	19.6%	14.0%	448	32.4%	9.7%
5 personnes et +	430	10.1%	8.2%	88	9.1%	3.6%	341	10.4%	12.2%	209	15.1%	8.4%
Présence d'enfants de moins de 15 ans												
Oui	1394	32.7%	8.9%	317	32.7%	4.4%	1077	32.7%	12.7%	633	45.9%	8.4%
Non	2865	67.3%	8.1%	653	67.3%	3.8%	2212	67.3%	12.2%	747	54.1%	7.9%
Habitat												
Communes rurales	1031	24.2%	8.8%	226	23.4%	4.0%	805	24.5%	13.2%	298	21.6%	8.8%
Agglo. - 20 000 hab	813	19.1%	9.1%	195	20.2%	4.6%	617	18.8%	13.3%	262	19.0%	10.2%
Agglo. 20 000 à 100 000 hab	571	13.4%	8.4%	137	14.1%	4.1%	434	13.2%	12.5%	172	12.5%	8.6%
Agglo. + 100 000 hab	1298	30.5%	8.5%	303	31.3%	4.2%	995	30.2%	12.5%	411	29.8%	8.0%
Agglo. Paris	545	12.8%	6.5%	107	11.0%	2.7%	438	13.3%	9.9%	238	17.2%	6.1%

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Région d'habitation												
Ile-de-France	636	14.9%	6.7%	135	13.9%	3.0%	501	15.2%	10.1%	280	20.3%	6.5%
Nord-Pas-de-Calais	295	6.9%	9.2%	61	6.3%	4.0%	234	7.1%	13.8%	93	6.8%	10.2%
Lorraine	220	5.2%	11.4%	52	5.4%	5.6%	168	5.1%	16.8%	78	5.6%	13.8%
Alsace	120	2.8%	7.9%	31	3.2%	4.2%	89	2.7%	11.4%	29	2.1%	5.7%
Franche-Comté	82	1.9%	8.6%	20	2.1%	4.4%	62	1.9%	12.6%	21	1.5%	8.1%
Champagne-Ardenne	98	2.3%	9.0%	20	2.1%	3.9%	77	2.4%	13.7%	33	2.4%	10.9%
Picardie	152	3.6%	9.9%	49	5.0%	6.6%	103	3.1%	13.0%	58	4.2%	12.8%
Bourgogne	119	2.8%	8.8%	30	3.1%	4.5%	90	2.7%	12.7%	32	2.3%	9.1%
Haute-Normandie	103	2.4%	7.0%	20	2.0%	2.8%	84	2.5%	10.8%	34	2.5%	7.8%
Basse-Normandie	97	2.3%	8.1%	19	1.9%	3.2%	79	2.4%	12.5%	27	2.0%	8.1%
Centre	179	4.2%	8.6%	35	3.6%	3.5%	144	4.4%	13.3%	60	4.4%	9.4%
Pays de la Loire	243	5.7%	8.5%	66	6.8%	4.7%	178	5.4%	12.0%	60	4.4%	7.3%
Bretagne	172	4.0%	6.6%	42	4.3%	3.4%	130	4.0%	9.6%	45	3.2%	5.7%
Poitou-Charentes	143	3.4%	9.8%	26	2.7%	3.7%	117	3.6%	15.3%	29	2.1%	7.4%
Aquitaine	218	5.1%	8.1%	55	5.6%	4.3%	163	5.0%	11.6%	75	5.4%	9.1%
Midi-Pyrénées	226	5.3%	9.4%	50	5.1%	4.3%	176	5.4%	14.2%	71	5.1%	9.0%
Limousin	58	1.4%	9.3%	15	1.6%	5.1%	43	1.3%	13.1%	13	0.9%	8.0%
Auvergne	99	2.3%	8.8%	12	1.3%	2.2%	87	2.6%	14.8%	31	2.3%	10.3%
Rhône-Alpes	412	9.7%	8.2%	103	10.6%	4.2%	309	9.4%	11.9%	124	9.0%	7.1%
Languedoc-Roussillon	189	4.4%	8.7%	46	4.7%	4.5%	143	4.3%	12.5%	80	5.8%	12.6%
Provence-Alpes-Côte-d'Azur-Corse	397	9.3%	9.2%	83	8.6%	4.1%	314	9.6%	13.8%	108	7.8%	7.5%
Habitudes de connexion Internet												
Tous les jours	2296	53.9%	8.3%	565	58.3%	4.0%	1731	52.6%	12.7%	1019	73.9%	7.9%
Presque tous les jours	578	13.6%	9.5%	147	15.2%	5.0%	430	13.1%	13.6%	205	14.9%	8.5%
1 à 2 fois par semaine	373	8.8%	11.6%	75	7.8%	5.3%	298	9.0%	16.6%	96	7.0%	10.7%
1 à 3 fois par mois	83	1.9%	9.5%	12	1.3%	3.3%	70	2.1%	14.3%	21	1.5%	10.9%
Moins souvent	131	3.1%	9.9%	41	4.2%	6.9%	90	2.7%	12.3%	10	0.7%	7.7%
Jamais	22	0.5%	10.5%	2	0.2%	1.4%	20	0.6%	25.8%	0	-	-

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Revenus du Foyer												
Moins de 9 000 euros par an	183	4.3%	7.9%	37	3.8%	4.0%	146	4.4%	10.4%	9	0.6%	4.4%
De 9 000 à moins de 12 000 euros par an	304	7.1%	9.3%	55	5.6%	5.0%	250	7.6%	11.5%	22	1.6%	8.8%
De 12 000 à moins de 18 000 euros par an	526	12.4%	7.8%	113	11.7%	3.9%	413	12.6%	10.8%	75	5.4%	9.1%
De 18 000 à moins de 24 000 euros par an	608	14.3%	8.3%	128	13.2%	3.7%	480	14.6%	12.5%	132	9.6%	8.2%
De 24 000 à moins de 36 000 euros par an	935	22.0%	8.3%	248	25.6%	4.5%	687	20.9%	11.9%	287	20.8%	7.7%
De 36 000 à moins de 45 000 euros par an	603	14.2%	9.4%	147	15.2%	4.3%	456	13.9%	15.3%	239	17.3%	8.4%
De 45 000 à moins de 65 000 euros par an	502	11.8%	8.7%	124	12.8%	3.9%	379	11.5%	14.7%	297	21.5%	8.5%
De 65 000 à moins de 80 000 euros par an	98	2.3%	6.3%	26	2.7%	2.7%	72	2.2%	12.1%	69	5.0%	6.3%
De 80 000 à moins de 115 000 euros par an	83	1.9%	8.2%	32	3.3%	5.3%	51	1.5%	12.5%	70	5.1%	8.5%
115 000 euros et plus par an	36	0.8%	7.3%	8	0.8%	2.8%	28	0.9%	13.3%	29	2.1%	7.1%
Refus	281	6.6%	8.5%	30	3.1%	2.2%	250	7.6%	12.8%	109	7.9%	9.6%
Ne sait pas	99	2.3%	6.2%	22	2.2%	3.2%	77	2.3%	8.5%	43	3.1%	7.8%