

Média Cuisine

Mensuel, Lecture Dernière Période



	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
Ensemble	4236	100.0%	8.3%	978	100.0%	4.0%	3257	100.0%	12.2%	1369	100.0%	8.1%
Sexe												
Homme	978	23.1%	4.0%	978	100.0%	4.0%	0	-	-	296	21.6%	3.4%
Femme	3257	76.9%	12.2%	0	-	-	3257	100.0%	12.2%	1073	78.4%	13.1%
Age												
15 à 24 ans	365	8.6%	4.9%	91	9.3%	2.4%	274	8.4%	7.5%	135	9.9%	4.3%
25 à 34 ans	496	11.7%	6.4%	113	11.6%	3.0%	383	11.7%	9.8%	188	13.7%	5.5%
35 à 49 ans	1350	31.9%	10.7%	306	31.3%	4.9%	1044	32.1%	16.3%	630	46.1%	10.2%
50 à 64 ans	1365	32.2%	11.1%	330	33.8%	5.6%	1034	31.8%	16.3%	407	29.7%	10.0%
65 ans et plus	660	15.6%	5.9%	138	14.1%	2.9%	522	16.0%	8.2%	8	0.6%	4.2%
Individu												
Ménagère	2994	70.7%	12.8%	0	-	-	2994	91.9%	12.8%	970	70.9%	14.3%
Personne de Référence	1587	37.5%	5.6%	848	86.7%	4.2%	739	22.7%	9.4%	382	27.9%	4.5%
Responsable des achats	3480	82.2%	9.8%	520	53.1%	4.2%	2961	90.9%	12.9%	1104	80.6%	10.3%
PCS Individu												
Agriculteurs	36	0.9%	6.7%	11	1.1%	3.3%	25	0.8%	12.2%	5	0.3%	18.3%
Petits patrons	99	2.3%	6.0%	36	3.7%	3.1%	63	1.9%	12.9%	73	5.4%	5.0%
Affaires et Cadres	303	7.2%	6.4%	98	10.0%	3.4%	205	6.3%	11.2%	250	18.3%	5.8%
Professions intermédiaires	574	13.5%	8.5%	143	14.6%	4.1%	430	13.2%	13.2%	429	31.4%	7.7%
Employés	1017	24.0%	12.1%	97	9.9%	4.6%	920	28.2%	14.6%	262	19.1%	14.5%
Ouvriers	470	11.1%	7.3%	237	24.3%	4.8%	232	7.1%	15.6%	39	2.8%	9.1%
Retraités	874	20.6%	6.9%	216	22.1%	3.6%	658	20.2%	10.0%	31	2.2%	13.0%
Autres inactifs	864	20.4%	8.6%	140	14.3%	4.0%	724	22.2%	11.1%	280	20.5%	9.1%
PCS Personne de Référence												
Agriculteurs	66	1.6%	8.3%	10	1.0%	2.6%	56	1.7%	13.8%	0	-	-
Petits patrons	233	5.5%	8.8%	45	4.6%	3.3%	188	5.8%	14.9%	233	17.0%	8.8%
Affaires et Cadres	505	11.9%	7.4%	102	10.4%	2.9%	403	12.4%	12.0%	505	36.9%	7.4%
Professions intermédiaires	631	14.9%	8.4%	149	15.2%	3.8%	482	14.8%	13.5%	631	46.1%	8.4%
Employés	493	11.6%	9.3%	117	11.9%	5.2%	376	11.6%	12.3%	0	-	-
Ouvriers	880	20.8%	9.3%	225	23.0%	4.6%	655	20.1%	14.3%	0	-	-
Retraités	1109	26.2%	7.5%	234	23.9%	3.5%	875	26.9%	10.9%	0	-	-
Autres inactifs	319	7.5%	8.2%	97	9.9%	6.5%	222	6.8%	9.2%	0	-	-

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Taille du Foyer												
1 personne	557	13.2%	5.9%	120	12.2%	3.0%	438	13.4%	8.2%	82	6.0%	4.7%
2 personnes	1530	36.1%	8.5%	366	37.4%	4.2%	1164	35.7%	12.6%	350	25.5%	8.1%
3 personnes	858	20.3%	9.2%	217	22.1%	4.7%	641	19.7%	13.6%	304	22.2%	8.0%
4 personnes	829	19.6%	9.0%	173	17.7%	3.8%	655	20.1%	14.2%	420	30.7%	9.0%
5 personnes et +	463	10.9%	8.8%	104	10.6%	4.2%	359	11.0%	12.9%	213	15.6%	8.6%
Présence d'enfants de moins de 15 ans												
Oui	1433	33.8%	9.1%	320	32.8%	4.4%	1112	34.1%	13.1%	653	47.7%	8.5%
Non	2803	66.2%	7.9%	658	67.2%	3.8%	2145	65.9%	11.8%	716	52.3%	7.7%
Habitat												
Communes rurales	1089	25.7%	9.3%	236	24.1%	4.2%	854	26.2%	13.9%	303	22.2%	9.1%
Agglo. - 20 000 hab	841	19.9%	9.4%	194	19.8%	4.6%	647	19.9%	13.7%	248	18.1%	9.7%
Agglo. 20 000 à 100 000 hab	586	13.8%	8.6%	154	15.7%	4.5%	432	13.3%	12.7%	189	13.8%	9.5%
Agglo. + 100 000 hab	1219	28.8%	8.0%	295	30.2%	4.1%	923	28.3%	11.6%	403	29.4%	7.8%
Agglo. Paris	502	11.8%	5.9%	100	10.2%	2.5%	402	12.3%	9.1%	225	16.4%	5.8%

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Région d'habitation												
Ile-de-France	600	14.2%	6.3%	128	13.0%	2.8%	472	14.5%	9.5%	253	18.5%	5.9%
Nord-Pas-de-Calais	280	6.6%	8.7%	67	6.8%	4.4%	213	6.5%	12.6%	89	6.5%	9.8%
Lorraine	221	5.2%	11.4%	58	5.9%	6.2%	163	5.0%	16.3%	81	6.0%	14.8%
Alsace	155	3.7%	10.2%	29	3.0%	4.0%	125	3.9%	16.0%	52	3.8%	10.7%
Franche-Comté	93	2.2%	9.8%	20	2.1%	4.3%	73	2.2%	14.9%	27	2.0%	10.3%
Champagne-Ardenne	95	2.2%	8.7%	23	2.3%	4.4%	72	2.2%	12.8%	36	2.6%	11.1%
Picardie	152	3.6%	9.9%	40	4.1%	5.4%	112	3.4%	14.1%	39	2.9%	9.1%
Bourgogne	107	2.5%	7.8%	22	2.3%	3.4%	84	2.6%	11.9%	41	3.0%	11.4%
Haute-Normandie	130	3.1%	8.8%	23	2.3%	3.2%	107	3.3%	13.9%	33	2.4%	7.9%
Basse-Normandie	113	2.7%	9.4%	34	3.5%	5.8%	80	2.4%	12.7%	33	2.4%	10.0%
Centre	203	4.8%	9.8%	36	3.7%	3.6%	167	5.1%	15.5%	73	5.3%	11.5%
Pays de la Loire	232	5.5%	8.1%	72	7.3%	5.2%	161	4.9%	10.8%	67	4.9%	8.1%
Bretagne	171	4.0%	6.6%	39	4.0%	3.1%	132	4.0%	9.7%	54	3.9%	6.9%
Poitou-Charentes	149	3.5%	10.1%	27	2.8%	3.8%	121	3.7%	15.9%	21	1.6%	5.7%
Aquitaine	224	5.3%	8.3%	44	4.5%	3.4%	180	5.5%	12.8%	78	5.7%	9.7%
Midi-Pyrénées	188	4.4%	7.9%	35	3.5%	3.0%	154	4.7%	12.4%	53	3.8%	6.5%
Limousin	54	1.3%	8.6%	14	1.4%	4.6%	41	1.2%	12.4%	13	1.0%	8.6%
Auvergne	106	2.5%	9.4%	19	2.0%	3.6%	87	2.7%	14.8%	37	2.7%	12.3%
Rhône-Alpes	417	9.8%	8.3%	124	12.7%	5.1%	292	9.0%	11.2%	123	9.0%	6.9%
Languedoc-Roussillon	184	4.4%	8.5%	48	4.9%	4.7%	136	4.2%	11.9%	61	4.5%	9.4%
Provence-Alpes-Côte-d'Azur-Corse	362	8.5%	8.4%	77	7.8%	3.8%	285	8.8%	12.5%	103	7.5%	7.2%
Habitudes de connexion Internet												
Tous les jours	2282	53.9%	8.3%	573	58.5%	4.1%	1709	52.5%	12.6%	970	70.9%	7.5%
Presque tous les jours	609	14.4%	9.9%	133	13.6%	4.6%	477	14.6%	14.7%	211	15.4%	9.1%
1 à 2 fois par semaine	355	8.4%	11.0%	69	7.1%	4.8%	286	8.8%	16.0%	113	8.2%	12.0%
1 à 3 fois par mois	79	1.9%	9.4%	8	0.8%	2.3%	72	2.2%	14.0%	24	1.8%	16.1%
Moins souvent	128	3.0%	9.6%	41	4.2%	6.5%	87	2.7%	12.4%	12	0.9%	8.9%
Jamais	17	0.4%	12.5%	0	-	-	17	0.5%	32.7%	0	-	-

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Revenus du Foyer												
Moins de 9 000 euros par an	164	3.9%	7.7%	48	4.9%	5.5%	116	3.6%	9.1%	16	1.2%	8.7%
De 9 000 à moins de 12 000 euros par an	288	6.8%	8.7%	56	5.7%	4.9%	232	7.1%	10.6%	15	1.1%	6.1%
De 12 000 à moins de 18 000 euros par an	490	11.6%	7.5%	92	9.4%	3.4%	398	12.2%	10.6%	67	4.9%	8.7%
De 18 000 à moins de 24 000 euros par an	596	14.1%	8.0%	135	13.8%	3.8%	461	14.1%	11.7%	128	9.3%	8.0%
De 24 000 à moins de 36 000 euros par an	1002	23.6%	8.7%	233	23.8%	4.2%	769	23.6%	12.7%	306	22.3%	8.2%
De 36 000 à moins de 45 000 euros par an	642	15.2%	9.9%	171	17.5%	4.8%	472	14.5%	16.0%	261	19.1%	8.8%
De 45 000 à moins de 65 000 euros par an	483	11.4%	8.1%	122	12.5%	3.7%	361	11.1%	13.7%	274	20.0%	7.7%
De 65 000 à moins de 80 000 euros par an	118	2.8%	7.7%	34	3.5%	3.7%	84	2.6%	13.6%	79	5.8%	7.1%
De 80 000 à moins de 115 000 euros par an	64	1.5%	6.6%	19	1.9%	3.1%	45	1.4%	11.9%	52	3.8%	6.6%
115 000 euros et plus par an	24	0.6%	5.3%	6	0.6%	2.0%	19	0.6%	10.2%	22	1.6%	5.8%
Refus	278	6.6%	8.6%	44	4.5%	3.3%	234	7.2%	12.5%	111	8.1%	9.7%
Ne sait pas	87	2.1%	6.0%	20	2.0%	3.2%	67	2.1%	8.2%	38	2.8%	7.9%