

	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
<b>ENSEMBLE</b>	1469	100.0%	2.8%	542	100.0%	2.2%	928	100.0%	3.4%	391	100.0%	2.2%
<b>Sexe</b>												
<b>Homme</b>	542	36.9%	2.2%	542	100.0%	2.2%	0	0.0%	0.0%	147	37.5%	1.7%
<b>Femme</b>	928	63.1%	3.4%	0	0.0%	0.0%	928	100.0%	3.4%	245	62.5%	2.8%
<b>Age</b>												
<b>15 à 24 ans</b>	39	2.6%	0.5%	20	3.6%	0.5%	19	2.1%	0.5%	12	3.2%	0.4%
<b>25 à 34 ans</b>	112	7.6%	1.5%	37	6.8%	1.0%	75	8.1%	1.9%	36	9.3%	1.1%
<b>35 à 49 ans</b>	381	25.9%	3.1%	149	27.4%	2.4%	232	25.0%	3.7%	165	42.1%	2.7%
<b>50 à 59 ans</b>	459	31.3%	4.9%	173	31.9%	3.7%	287	30.9%	6.1%	140	35.9%	3.6%
<b>60 ans et plus</b>	478	32.6%	3.2%	164	30.2%	2.5%	315	33.9%	3.7%	37	9.5%	3.8%
<b>Individu</b>												
<b>Ménagères</b>	896	61.0%	3.9%	0	0.0%	0.0%	896	96.6%	3.9%	238	60.7%	3.4%
<b>Personne de référence</b>	766	52.1%	2.7%	507	93.6%	2.5%	258	27.9%	3.3%	176	44.9%	2.1%
<b>Responsable des achats</b>	1193	81.2%	3.4%	314	58.0%	2.5%	879	94.8%	3.9%	313	80.0%	2.9%
<b>PCS Individu</b>												
<b>Agriculteurs</b>	17	1.1%	3.2%	7	1.2%	1.8%	10	1.1%	6.6%	0	0.0%	0.0%
<b>Petits patrons</b>	39	2.6%	2.4%	23	4.3%	2.1%	16	1.7%	3.0%	30	7.6%	2.1%
<b>Affaires et Cadres</b>	80	5.5%	1.6%	36	6.7%	1.2%	44	4.8%	2.0%	71	18.1%	1.5%
<b>Professions intermédiaires</b>	215	14.6%	3.1%	84	15.4%	2.4%	131	14.2%	3.8%	178	45.4%	3.2%
<b>Employés</b>	281	19.1%	3.4%	47	8.7%	2.2%	233	25.2%	3.8%	54	13.8%	2.9%
<b>Ouvriers</b>	193	13.2%	3.0%	126	23.3%	2.5%	67	7.2%	4.9%	8	2.1%	2.0%
<b>Retraités</b>	423	28.8%	3.4%	161	29.8%	2.7%	262	28.3%	3.9%	17	4.2%	6.7%
<b>Autres inactifs</b>	221	15.0%	2.1%	57	10.5%	1.5%	164	17.7%	2.5%	34	8.8%	1.1%
<b>PCS Personne de référence</b>												
<b>Agriculteurs</b>	36	2.5%	4.4%	7	1.3%	1.7%	29	3.1%	7.2%	0	0.0%	0.0%
<b>Petits patrons</b>	69	4.7%	2.6%	25	4.7%	1.9%	44	4.7%	3.3%	69	17.6%	2.6%
<b>Affaires et Cadres</b>	134	9.1%	1.9%	37	6.8%	1.0%	98	10.5%	2.7%	134	34.3%	1.9%
<b>Professions intermédiaires</b>	188	12.8%	2.5%	85	15.7%	2.2%	103	11.1%	2.8%	188	48.1%	2.5%
<b>Employés</b>	147	10.0%	2.7%	44	8.1%	1.9%	103	11.1%	3.3%	0	0.0%	0.0%
<b>Ouvriers</b>	283	19.2%	3.0%	127	23.5%	2.5%	155	16.8%	3.5%	0	0.0%	0.0%
<b>Retraités</b>	466	31.7%	3.2%	166	30.7%	2.5%	300	32.3%	3.8%	0	0.0%	0.0%
<b>Autres inactifs</b>	146	10.0%	3.6%	50	9.3%	3.1%	96	10.4%	3.8%	0	0.0%	0.0%

	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
<b>Taille du foyer</b>												
<b>1 personne</b>	272	18.5%	2.7%	85	15.8%	2.0%	186	20.1%	3.3%	27	7.0%	1.6%
<b>2 personnes</b>	587	40.0%	3.3%	213	39.4%	2.4%	374	40.3%	4.1%	119	30.4%	2.7%
<b>3 personnes</b>	230	15.7%	2.5%	91	16.8%	2.0%	139	15.0%	3.0%	80	20.4%	2.1%
<b>4 personnes</b>	249	16.9%	2.7%	114	21.0%	2.5%	135	14.5%	2.8%	105	26.8%	2.1%
<b>5 personnes et +</b>	131	8.9%	2.4%	38	7.0%	1.4%	93	10.1%	3.4%	61	15.5%	2.3%
<b>Présence d'enfants de moins de 15 ans</b>												
<b>Oui</b>	426	29.0%	2.8%	164	30.2%	2.3%	262	28.3%	3.2%	182	46.5%	2.4%
<b>Non</b>	1043	71.0%	2.9%	378	69.8%	2.1%	665	71.7%	3.6%	209	53.5%	2.2%
<b>Habitat</b>												
<b>Communes rurales</b>	518	35.3%	4.4%	188	34.7%	3.4%	330	35.6%	5.3%	137	35.0%	4.1%
<b>Agglo. - 20 000 hab</b>	289	19.7%	3.2%	113	20.9%	2.6%	176	19.0%	3.7%	72	18.3%	2.8%
<b>Agglo. 20 000 à 100 000 hab</b>	186	12.6%	2.7%	60	11.0%	1.8%	126	13.6%	3.5%	40	10.2%	2.2%
<b>Agglo. + 100 000 hab</b>	355	24.1%	2.3%	139	25.7%	1.9%	216	23.3%	2.7%	107	27.3%	1.9%
<b>Agglo. Paris</b>	121	8.2%	1.4%	42	7.7%	1.0%	80	8.6%	1.8%	36	9.2%	0.9%

# Détente Jardin



## Lecture Dernière Période

	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
<b>Régions INSEE</b>												
Ile de France	167	11.4%	1.7%	58	10.7%	1.3%	109	11.7%	2.2%	47	12.1%	1.1%
Nord Pas de Calais	71	4.9%	2.2%	19	3.5%	1.2%	52	5.7%	3.1%	16	4.0%	1.6%
Lorraine	53	3.6%	2.8%	29	5.3%	3.1%	24	2.6%	2.5%	11	2.9%	2.0%
Alsace	49	3.3%	3.2%	17	3.2%	2.4%	31	3.4%	4.0%	11	2.8%	2.3%
Franche-Comté	31	2.1%	3.3%	15	2.7%	3.2%	16	1.8%	3.4%	9	2.3%	3.4%
Champagne Ardennes	56	3.8%	5.2%	21	3.9%	4.0%	35	3.8%	6.2%	12	2.9%	4.0%
Picardie	60	4.1%	3.9%	17	3.2%	2.3%	42	4.6%	5.3%	15	3.9%	3.5%
Bourgogne	42	2.9%	3.1%	18	3.4%	2.8%	24	2.6%	3.4%	9	2.3%	2.6%
Haute Normandie	40	2.7%	2.7%	16	3.0%	2.3%	24	2.5%	3.0%	12	3.2%	2.7%
Basse Normandie	56	3.8%	4.6%	31	5.7%	5.4%	25	2.7%	3.9%	14	3.6%	3.9%
Centre	75	5.1%	3.6%	23	4.3%	2.3%	51	5.5%	4.7%	29	7.5%	4.9%
Pays de Loire	84	5.7%	2.8%	43	7.9%	3.0%	41	4.4%	2.7%	36	9.2%	3.8%
Bretagne	81	5.5%	3.1%	19	3.5%	1.5%	62	6.7%	4.5%	15	3.9%	1.8%
Poitou Charentes	74	5.1%	5.0%	21	3.9%	3.0%	53	5.7%	6.9%	22	5.7%	5.4%
Aquitaine	68	4.6%	2.5%	22	4.0%	1.7%	46	4.9%	3.2%	19	4.8%	2.1%
Midi Pyrénées	100	6.8%	4.1%	38	6.9%	3.2%	62	6.7%	4.9%	28	7.3%	3.6%
Limousin	28	1.9%	4.5%	8	1.5%	2.8%	19	2.1%	6.0%	6	1.5%	4.0%
Auvergne	61	4.2%	5.4%	15	2.7%	2.7%	47	5.0%	7.9%	9	2.4%	3.2%
Rhône Alpes	116	7.9%	2.2%	48	8.8%	1.9%	68	7.3%	2.5%	32	8.2%	1.7%
Languedoc Roussillon	57	3.9%	2.5%	23	4.2%	2.1%	34	3.7%	2.9%	9	2.4%	1.3%
Provence Alpes Côte d'Azur. Corse	101	6.9%	2.3%	40	7.4%	2.0%	61	6.6%	2.7%	28	7.2%	1.9%
<b>Habitudes de connexion à Internet</b>												
Tous les jours	785	53.4%	2.4%	305	56.3%	1.8%	479	51.7%	2.9%	290	74.0%	2.0%
Presque tous les jours	224	15.2%	3.8%	70	13.0%	2.6%	153	16.5%	4.9%	56	14.3%	2.9%
1 à 2 fois par semaine	123	8.4%	4.8%	53	9.9%	4.6%	69	7.5%	5.0%	30	7.6%	4.7%
1 à 3 fois par mois	22	1.5%	4.2%	2	0.4%	1.2%	19	2.1%	6.1%	2	0.4%	3.0%
Moins souvent	33	2.3%	4.1%	3	0.6%	0.9%	30	3.3%	6.5%	2	0.4%	1.9%
Jamais	4	0.3%	3.3%	2	0.4%	2.8%	2	0.2%	4.5%	0	0.0%	0.0%

# Détente Jardin



## Lecture Dernière Période

	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
<b>Revenus du foyer</b>												
Moins de 9 000 euros par an	55	3.7%	2.9%	20	3.8%	2.6%	34	3.7%	3.2%	2	0.6%	1.6%
De 9 000 à moins de 12 000 euros par an	69	4.7%	2.4%	22	4.0%	2.1%	48	5.1%	2.7%	3	0.7%	1.1%
De 12 000 à moins de 18 000 euros par an	193	13.1%	3.2%	59	10.9%	2.3%	134	14.4%	3.8%	17	4.4%	2.3%
De 18 000 à moins de 24 000 euros par an	183	12.4%	2.8%	57	10.6%	1.9%	126	13.5%	3.6%	24	6.2%	1.8%
De 24 000 à moins de 36 000 euros par an	387	26.3%	3.5%	155	28.6%	2.9%	232	25.0%	4.1%	100	25.6%	3.0%
De 36 000 à moins de 45 000 euros par an	211	14.4%	3.0%	102	18.8%	2.7%	109	11.8%	3.3%	71	18.2%	2.3%
De 45 000 à moins de 65 000 euros par an	207	14.1%	3.0%	77	14.1%	2.1%	131	14.1%	4.0%	109	27.8%	2.8%
De 65 000 à moins de 80 000 euros par an	39	2.7%	2.0%	20	3.6%	1.7%	20	2.2%	2.4%	21	5.4%	1.6%
De 80 000 à moins de 115 000 euros par an	22	1.5%	1.8%	7	1.2%	0.9%	16	1.7%	3.1%	19	4.8%	2.1%
115 000 euros et plus par an	7	0.5%	1.1%	3	0.6%	0.9%	3	0.4%	1.5%	5	1.4%	1.1%
Refus	72	4.9%	2.1%	12	2.3%	0.9%	60	6.4%	3.0%	14	3.7%	1.3%
Ne sait pas	25	1.7%	1.1%	8	1.5%	0.8%	17	1.8%	1.2%	5	1.3%	0.5%