

# Mon Jardin & ma Maison



## Lecture Dernière Période

	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
<b>ENSEMBLE</b>	1540	100.0%	3.0%	473	100.0%	1.9%	1067	100.0%	4.0%	444	100.0%	2.5%
<b>Sexe</b>												
<b>Homme</b>	473	30.7%	1.9%	473	100.0%	1.9%	0	0.0%	0.0%	126	28.4%	1.4%
<b>Femme</b>	1067	69.3%	4.0%	0	0.0%	0.0%	1067	100.0%	4.0%	318	71.6%	3.7%
<b>Age</b>												
<b>15 à 24 ans</b>	42	2.7%	0.6%	8	1.8%	0.2%	33	3.1%	0.9%	18	4.0%	0.6%
<b>25 à 34 ans</b>	92	6.0%	1.2%	27	5.7%	0.7%	65	6.1%	1.7%	48	10.7%	1.4%
<b>35 à 49 ans</b>	311	20.2%	2.5%	108	22.9%	1.8%	203	19.0%	3.2%	151	33.9%	2.4%
<b>50 à 59 ans</b>	442	28.7%	4.8%	147	31.0%	3.2%	295	27.7%	6.4%	170	38.2%	4.5%
<b>60 ans et plus</b>	653	42.4%	4.3%	183	38.6%	2.8%	470	44.1%	5.5%	58	13.1%	5.9%
<b>Individu</b>												
<b>Ménagères</b>	1029	66.8%	4.4%	0	0.0%	0.0%	1029	96.4%	4.4%	308	69.4%	4.4%
<b>Personne de référence</b>	736	47.8%	2.6%	443	93.5%	2.2%	293	27.5%	3.8%	170	38.4%	2.1%
<b>Responsable des achats</b>	1296	84.1%	3.6%	285	60.3%	2.2%	1011	94.7%	4.4%	369	83.1%	3.4%
<b>PCS Individu</b>												
<b>Agriculteurs</b>	15	1.0%	2.8%	4	0.9%	1.2%	11	1.0%	6.7%	0	0.0%	0.0%
<b>Petits patrons</b>	45	2.9%	2.8%	22	4.6%	1.9%	23	2.2%	4.7%	36	8.1%	2.4%
<b>Affaires et Cadres</b>	119	7.7%	2.3%	41	8.8%	1.4%	77	7.2%	3.6%	103	23.2%	2.2%
<b>Professions intermédiaires</b>	200	13.0%	2.9%	63	13.3%	1.9%	138	12.9%	3.9%	151	33.9%	2.7%
<b>Employés</b>	248	16.1%	3.0%	41	8.7%	1.9%	207	19.4%	3.4%	62	13.9%	3.4%
<b>Ouvriers</b>	127	8.3%	2.0%	86	18.1%	1.7%	42	3.9%	3.1%	11	2.5%	2.7%
<b>Retraités</b>	540	35.1%	4.3%	166	35.1%	2.8%	374	35.1%	5.7%	16	3.7%	6.6%
<b>Autres inactifs</b>	246	16.0%	2.4%	50	10.6%	1.3%	195	18.3%	3.0%	65	14.7%	2.0%
<b>PCS Personne de référence</b>												
<b>Agriculteurs</b>	28	1.8%	3.5%	4	0.9%	1.0%	24	2.3%	6.0%	0	0.0%	0.0%
<b>Petits patrons</b>	94	6.1%	3.5%	17	3.6%	1.3%	76	7.2%	5.8%	94	21.1%	3.5%
<b>Affaires et Cadres</b>	163	10.6%	2.2%	44	9.4%	1.2%	119	11.1%	3.3%	163	36.7%	2.2%
<b>Professions intermédiaires</b>	187	12.2%	2.5%	65	13.7%	1.7%	123	11.5%	3.3%	187	42.2%	2.5%
<b>Employés</b>	135	8.8%	2.5%	39	8.3%	1.7%	96	9.0%	3.1%	0	0.0%	0.0%
<b>Ouvriers</b>	197	12.8%	2.1%	80	16.9%	1.6%	117	11.0%	2.7%	0	0.0%	0.0%
<b>Retraités</b>	599	38.9%	4.2%	172	36.4%	2.6%	427	40.0%	5.4%	0	0.0%	0.0%
<b>Autres inactifs</b>	136	8.8%	3.3%	51	10.8%	3.3%	85	8.0%	3.3%	0	0.0%	0.0%

# Mon Jardin & ma Maison



## Lecture Dernière Période

	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>	298	19.4%	3.0%	67	14.3%	1.5%	231	21.6%	4.2%	55	12.3%	3.2%
<b>2 personnes</b>	737	47.9%	4.1%	237	50.1%	2.7%	500	46.9%	5.4%	152	34.2%	3.6%
<b>3 personnes</b>	186	12.1%	2.0%	67	14.2%	1.5%	119	11.2%	2.6%	96	21.6%	2.4%
<b>4 personnes</b>	207	13.5%	2.2%	59	12.4%	1.3%	149	13.9%	3.2%	98	22.0%	2.0%
<b>5 personnes et +</b>	111	7.2%	2.1%	43	9.0%	1.7%	69	6.4%	2.4%	44	9.9%	1.7%
<b>Présence d'enfants de moins de 15 ans</b>												
<b>Oui</b>	321	20.8%	2.1%	107	22.6%	1.5%	214	20.0%	2.6%	147	33.0%	1.9%
<b>Non</b>	1220	79.2%	3.4%	366	77.4%	2.1%	854	80.0%	4.6%	297	67.0%	3.1%
<b>Habitat</b>												
<b>Communes rurales</b>	524	34.0%	4.4%	178	37.7%	3.2%	346	32.4%	5.6%	135	30.4%	4.1%
<b>Agglo. - 20 000 hab</b>	277	18.0%	3.1%	86	18.1%	2.1%	191	17.9%	4.0%	67	15.1%	2.6%
<b>Agglo. 20 000 à 100 000 hab</b>	199	12.9%	2.9%	45	9.6%	1.3%	153	14.4%	4.3%	51	11.4%	2.8%
<b>Agglo. + 100 000 hab</b>	346	22.5%	2.2%	91	19.2%	1.2%	255	23.9%	3.2%	122	27.5%	2.1%
<b>Agglo. Paris</b>	194	12.6%	2.3%	73	15.4%	1.8%	122	11.4%	2.7%	69	15.6%	1.7%

# Mon Jardin & ma Maison



## 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	226	14.7%	2.4%	85	18.0%	1.9%	141	13.2%	2.8%	74	16.7%	1.7%
Nord Pas de Calais	60	3.9%	1.9%	28	5.8%	1.8%	32	3.0%	1.9%	14	3.3%	1.5%
Lorraine	43	2.8%	2.2%	13	2.8%	1.4%	30	2.8%	3.0%	14	3.1%	2.5%
Alsace	46	3.0%	3.0%	13	2.7%	1.8%	33	3.1%	4.1%	9	2.1%	1.9%
Franche-Comté	31	2.0%	3.3%	9	2.0%	2.0%	22	2.0%	4.5%	8	1.8%	3.0%
Champagne Ardennes	50	3.3%	4.6%	17	3.6%	3.2%	33	3.1%	5.9%	11	2.5%	3.7%
Picardie	48	3.1%	3.1%	21	4.4%	2.8%	27	2.5%	3.4%	10	2.3%	2.5%
Bourgogne	51	3.3%	3.8%	15	3.1%	2.3%	36	3.4%	5.2%	12	2.7%	3.6%
Haute Normandie	29	1.9%	1.9%	13	2.7%	1.8%	16	1.5%	2.0%	7	1.6%	1.5%
Basse Normandie	38	2.5%	3.2%	10	2.2%	1.8%	28	2.6%	4.4%	10	2.2%	3.0%
Centre	80	5.2%	3.8%	29	6.1%	2.9%	51	4.8%	4.7%	24	5.5%	4.1%
Pays de Loire	103	6.7%	3.5%	34	7.2%	2.4%	69	6.4%	4.5%	31	6.9%	3.3%
Bretagne	118	7.7%	4.5%	20	4.3%	1.6%	98	9.2%	7.1%	43	9.6%	5.3%
Poitou Charentes	58	3.8%	3.9%	9	2.0%	1.3%	49	4.5%	6.3%	16	3.7%	4.1%
Aquitaine	102	6.6%	3.7%	25	5.2%	1.9%	78	7.3%	5.4%	18	4.1%	2.1%
Midi Pyrénées	77	5.0%	3.1%	21	4.5%	1.8%	55	5.2%	4.4%	26	5.9%	3.3%
Limousin	23	1.5%	3.7%	7	1.6%	2.5%	15	1.4%	4.7%	8	1.7%	4.9%
Auvergne	48	3.1%	4.2%	7	1.5%	1.3%	41	3.8%	6.9%	4	0.9%	1.3%
Rhône Alpes	113	7.4%	2.2%	42	8.9%	1.7%	71	6.7%	2.7%	31	7.1%	1.7%
Languedoc Roussillon	65	4.2%	2.9%	24	5.1%	2.2%	41	3.9%	3.5%	15	3.4%	2.2%
Provence Alpes Côte d'Azur. Corse	131	8.5%	3.0%	30	6.4%	1.5%	101	9.4%	4.4%	57	12.9%	3.8%
<b>Habitudes de connexion à Internet</b>												
Tous les jours	913	59.2%	2.7%	288	60.8%	1.7%	625	58.6%	3.7%	347	78.1%	2.4%
Presque tous les jours	220	14.3%	3.8%	51	10.7%	1.9%	170	15.9%	5.4%	62	14.0%	3.2%
1 à 2 fois par semaine	107	6.9%	4.3%	38	8.0%	3.5%	69	6.4%	4.9%	26	5.9%	4.9%
1 à 3 fois par mois	21	1.4%	4.2%	6	1.3%	3.0%	15	1.4%	5.1%	3	0.6%	4.3%
Moins souvent	30	2.0%	4.1%	0	0.0%	0.0%	30	2.8%	7.8%	0	0.0%	0.0%
Jamais	8	0.5%	9.5%	8	1.8%	13.5%	0	0.0%	0.0%	3	0.7%	49.4%

# Mon Jardin & ma Maison



## 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	64	4.1%	3.4%	26	5.5%	3.3%	38	3.5%	3.4%	2	0.4%	0.9%
De 9 000 à moins de 12 000 euros par an	65	4.2%	2.2%	12	2.4%	1.0%	53	5.0%	2.9%	6	1.5%	2.6%
De 12 000 à moins de 18 000 euros par an	134	8.7%	2.3%	34	7.3%	1.3%	99	9.3%	3.0%	9	1.9%	1.2%
De 18 000 à moins de 24 000 euros par an	221	14.3%	3.4%	66	13.9%	2.2%	155	14.5%	4.4%	49	11.0%	3.5%
De 24 000 à moins de 36 000 euros par an	378	24.5%	3.4%	115	24.4%	2.2%	263	24.6%	4.6%	89	20.0%	2.7%
De 36 000 à moins de 45 000 euros par an	214	13.9%	3.0%	70	14.7%	1.9%	144	13.5%	4.3%	70	15.8%	2.4%
De 45 000 à moins de 65 000 euros par an	214	13.9%	3.0%	82	17.3%	2.1%	132	12.3%	4.0%	99	22.3%	2.5%
De 65 000 à moins de 80 000 euros par an	70	4.5%	3.5%	20	4.2%	1.8%	50	4.7%	5.8%	39	8.8%	3.0%
De 80 000 à moins de 115 000 euros par an	23	1.5%	1.8%	10	2.2%	1.4%	13	1.2%	2.5%	18	4.0%	1.9%
115 000 euros et plus par an	15	1.0%	2.5%	9	1.9%	2.5%	6	0.6%	2.6%	10	2.3%	2.2%
Refus	100	6.5%	3.2%	16	3.4%	1.2%	84	7.8%	4.7%	37	8.4%	3.7%
Ne sait pas	45	3.0%	1.9%	13	2.9%	1.4%	32	3.0%	2.3%	16	3.6%	1.7%