

Maisons Côté Sud

Bimestriel, Lecture Dernière Période

| | Ensemble | | | Hommes | | | Femmes | | | FoyersCSP+ | | |
|-----------------------------------|----------|-----------|-------------|----------|-----------|-------------|----------|-----------|-------------|------------|-----------|-------------|
| | Milliers | Structure | Pénétration | Milliers | Structure | Pénétration | Milliers | Structure | Pénétration | Milliers | Structure | Pénétration |
| Ensemble | 1004 | 100.0% | 2.0% | 305 | 100.0% | 1.3% | 699 | 100.0% | 2.6% | 541 | 100.0% | 3.2% |
| Sexe | | | | | | | | | | | | |
| Homme | 305 | 30.4% | 1.3% | 305 | 100.0% | 1.3% | 0 | - | 100.0% | 188 | 34.8% | 2.1% |
| Femme | 699 | 69.6% | 2.6% | 0 | - | 100.0% | 699 | 100.0% | 2.6% | 353 | 65.2% | 4.4% |
| Age | | | | | | | | | | | | |
| 15 à 24 ans | 52 | 5.2% | 0.7% | 13 | 4.2% | 0.3% | 39 | 5.6% | 1.1% | 32 | 5.9% | 1.1% |
| 25 à 34 ans | 126 | 12.6% | 1.6% | 41 | 13.6% | 1.1% | 85 | 12.1% | 2.2% | 73 | 13.5% | 2.1% |
| 35 à 49 ans | 359 | 35.7% | 2.8% | 122 | 39.9% | 1.9% | 237 | 33.9% | 3.7% | 254 | 47.0% | 4.2% |
| 50 à 64 ans | 320 | 31.8% | 2.6% | 94 | 30.7% | 1.6% | 226 | 32.3% | 3.6% | 174 | 32.2% | 4.2% |
| 65 ans et plus | 148 | 14.7% | 1.4% | 35 | 11.5% | 0.8% | 112 | 16.1% | 1.8% | 8 | 1.4% | 3.3% |
| Individu | | | | | | | | | | | | |
| Ménagère | 654 | 65.1% | 2.8% | 0 | - | 100.0% | 654 | 93.6% | 2.8% | 322 | 59.5% | 4.8% |
| Personne de Référence | 457 | 45.5% | 1.6% | 274 | 89.6% | 1.4% | 183 | 26.2% | 2.3% | 230 | 42.4% | 2.7% |
| Responsable des achats | 580 | 57.7% | 2.4% | 110 | 36.1% | 1.4% | 470 | 67.2% | 2.9% | 331 | 61.3% | 4.0% |
| PCS Individu | | | | | | | | | | | | |
| Agriculteurs | 15 | 1.5% | 2.9% | 8 | 2.6% | 2.3% | 7 | 1.1% | 4.0% | 0 | - | - |
| Petits patrons | 62 | 6.2% | 4.0% | 37 | 12.1% | 3.3% | 25 | 3.6% | 5.7% | 57 | 10.5% | 4.0% |
| Affaires et Cadres | 210 | 20.9% | 4.5% | 85 | 27.8% | 2.9% | 125 | 17.9% | 7.2% | 194 | 35.9% | 4.5% |
| Professions intermédiaires | 179 | 17.9% | 2.7% | 60 | 19.7% | 1.7% | 119 | 17.1% | 3.7% | 151 | 27.8% | 2.7% |
| Employés | 156 | 15.5% | 1.9% | 13 | 4.2% | 0.7% | 143 | 20.5% | 2.2% | 60 | 11.0% | 3.4% |
| Ouvriers | 45 | 4.5% | 0.7% | 33 | 10.8% | 0.7% | 12 | 1.8% | 0.9% | 3 | 0.5% | 0.8% |
| Retraités | 179 | 17.8% | 1.5% | 43 | 14.1% | 0.7% | 136 | 19.5% | 2.1% | 8 | 1.5% | 3.6% |
| Autres inactifs | 158 | 15.7% | 1.5% | 27 | 8.8% | 0.8% | 131 | 18.7% | 1.9% | 69 | 12.8% | 2.2% |
| PCS Personne de Référence | | | | | | | | | | | | |
| Agriculteurs | 23 | 2.3% | 3.0% | 9 | 3.0% | 2.4% | 14 | 2.0% | 3.6% | 0 | - | 100.0% |
| Petits patrons | 93 | 9.3% | 3.7% | 33 | 10.9% | 2.5% | 60 | 8.6% | 5.2% | 93 | 17.3% | 3.7% |
| Affaires et Cadres | 283 | 28.2% | 4.2% | 95 | 31.1% | 2.7% | 188 | 26.9% | 5.7% | 283 | 52.3% | 4.2% |
| Professions intermédiaires | 165 | 16.4% | 2.2% | 60 | 19.6% | 1.5% | 105 | 15.0% | 2.9% | 165 | 30.4% | 2.2% |
| Employés | 77 | 7.7% | 1.4% | 12 | 3.9% | 0.6% | 65 | 9.3% | 2.0% | 0 | - | 100.0% |
| Ouvriers | 108 | 10.7% | 1.1% | 38 | 12.4% | 0.7% | 70 | 10.0% | 1.5% | 0 | - | 100.0% |
| Retraités | 211 | 21.1% | 1.5% | 49 | 15.9% | 0.7% | 163 | 23.3% | 2.1% | 0 | - | 100.0% |
| Autres inactifs | 43 | 4.3% | 1.2% | 10 | 3.2% | 0.7% | 34 | 4.8% | 1.4% | 0 | - | 100.0% |

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|--|----------|-----------|-------------|----------|-----------|-------------|----------|-----------|-------------|------------|-----------|-------------|
| | Milliers | Structure | Pénétration | Milliers | Structure | Pénétration | Milliers | Structure | Pénétration | Milliers | Structure | Pénétration |
| Taille du Foyer | | | | | | | | | | | | |
| 1 personne | 153 | 15.2% | 1.7% | 39 | 12.7% | 1.0% | 114 | 16.3% | 2.2% | 54 | 9.9% | 3.1% |
| 2 personnes | 355 | 35.3% | 2.0% | 116 | 38.1% | 1.3% | 238 | 34.1% | 2.6% | 147 | 27.2% | 3.5% |
| 3 personnes | 193 | 19.2% | 2.1% | 48 | 15.7% | 1.0% | 145 | 20.8% | 3.1% | 115 | 21.3% | 3.1% |
| 4 personnes | 213 | 21.2% | 2.3% | 67 | 21.8% | 1.4% | 147 | 21.0% | 3.2% | 154 | 28.4% | 3.3% |
| 5 personnes et + | 90 | 9.0% | 1.7% | 36 | 11.7% | 1.5% | 55 | 7.8% | 2.0% | 72 | 13.3% | 2.9% |
| Présence d'enfants de moins de 15 ans | | | | | | | | | | | | |
| Oui | 351 | 35.0% | 2.2% | 112 | 36.7% | 1.5% | 239 | 34.2% | 2.8% | 252 | 46.6% | 3.4% |
| Non | 653 | 65.0% | 1.9% | 193 | 63.3% | 1.1% | 460 | 65.8% | 2.5% | 289 | 53.4% | 3.1% |
| Habitat | | | | | | | | | | | | |
| Communes rurales | 180 | 17.9% | 1.4% | 66 | 21.5% | 1.1% | 114 | 16.3% | 1.7% | 97 | 17.9% | 2.7% |
| Agglo. - 20 000 hab | 157 | 15.6% | 1.8% | 43 | 14.0% | 1.0% | 114 | 16.3% | 2.5% | 75 | 13.8% | 3.0% |
| Agglo. 20 000 à 100 000 hab | 130 | 12.9% | 1.9% | 35 | 11.6% | 1.1% | 94 | 13.5% | 2.7% | 57 | 10.5% | 2.9% |
| Agglo. + 100 000 hab | 358 | 35.7% | 2.5% | 103 | 33.8% | 1.5% | 255 | 36.5% | 3.4% | 188 | 34.7% | 3.8% |
| Agglo. Paris | 180 | 17.9% | 2.2% | 59 | 19.2% | 1.5% | 121 | 17.3% | 2.8% | 125 | 23.1% | 3.2% |

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| | Milliers | Structure | Pénétration | Milliers | Structure | Pénétration | Milliers | Structure | Pénétration | Milliers | Structure | Pénétration |
| Région d'habitation | | | | | | | | | | | | |
| Ile-de-France | 202 | 20.1% | 2.1% | 70 | 22.8% | 1.6% | 132 | 18.9% | 2.7% | 136 | 25.1% | 3.1% |
| Nord-Pas-de-Calais | 25 | 2.5% | 0.8% | 7 | 2.2% | 0.4% | 18 | 2.6% | 1.1% | 14 | 2.7% | 1.6% |
| Lorraine | 13 | 1.3% | 0.7% | 2 | 0.5% | 0.2% | 12 | 1.7% | 1.2% | 5 | 1.0% | 1.0% |
| Alsace | 13 | 1.3% | 0.9% | 5 | 1.5% | 0.6% | 9 | 1.3% | 1.1% | 10 | 1.9% | 1.9% |
| Franche-Comté | 11 | 1.0% | 1.1% | 1 | 0.4% | 0.3% | 9 | 1.3% | 1.9% | 9 | 1.6% | 3.5% |
| Champagne-Ardenne | 5 | 0.5% | 0.4% | 1 | 0.2% | 0.1% | 4 | 0.6% | 0.7% | 2 | 0.5% | 0.9% |
| Picardie | 11 | 1.1% | 0.7% | 4 | 1.3% | 0.5% | 7 | 1.0% | 0.9% | 8 | 1.4% | 1.7% |
| Bourgogne | 11 | 1.1% | 0.8% | 3 | 1.1% | 0.5% | 8 | 1.1% | 1.1% | 6 | 1.0% | 1.6% |
| Haute-Normandie | 12 | 1.2% | 0.8% | 3 | 1.1% | 0.5% | 8 | 1.2% | 1.1% | 8 | 1.5% | 1.8% |
| Basse-Normandie | 6 | 0.6% | 0.5% | 2 | 0.8% | 0.4% | 3 | 0.5% | 0.5% | 2 | 0.4% | 0.8% |
| Centre | 18 | 1.8% | 0.9% | 6 | 2.0% | 0.6% | 12 | 1.7% | 1.1% | 9 | 1.6% | 1.4% |
| Pays de la Loire | 32 | 3.2% | 1.1% | 14 | 4.7% | 1.0% | 18 | 2.6% | 1.2% | 21 | 3.9% | 2.4% |
| Bretagne | 40 | 4.0% | 1.6% | 10 | 3.3% | 0.8% | 30 | 4.3% | 2.2% | 8 | 1.5% | 1.1% |
| Poitou-Charentes | 26 | 2.6% | 1.8% | 12 | 3.8% | 1.7% | 14 | 2.0% | 1.9% | 11 | 2.0% | 2.8% |
| Aquitaine | 51 | 5.1% | 1.9% | 23 | 7.5% | 1.8% | 28 | 4.0% | 2.0% | 30 | 5.5% | 3.5% |
| Midi-Pyrénées | 58 | 5.8% | 2.5% | 10 | 3.2% | 0.9% | 48 | 6.9% | 3.9% | 27 | 5.0% | 3.4% |
| Limousin | 5 | 0.5% | 0.8% | 1 | 0.2% | 0.2% | 4 | 0.6% | 1.3% | 2 | 0.3% | 1.1% |
| Auvergne | 14 | 1.4% | 1.3% | 2 | 0.7% | 0.4% | 12 | 1.7% | 2.1% | 7 | 1.3% | 2.3% |
| Rhône-Alpes | 122 | 12.2% | 2.5% | 47 | 15.4% | 2.0% | 75 | 10.8% | 2.9% | 63 | 11.7% | 3.7% |
| Languedoc-Roussillon | 81 | 8.1% | 3.8% | 23 | 7.5% | 2.3% | 58 | 8.4% | 5.2% | 41 | 7.6% | 6.5% |
| Provence-Alpes-Côte-d'Azur-Corse | 247 | 24.5% | 5.7% | 60 | 19.7% | 3.0% | 187 | 26.7% | 8.2% | 122 | 22.6% | 8.7% |
| Habitudes de connexion Internet | | | | | | | | | | | | |
| Tous les jours | 649 | 64.6% | 2.4% | 214 | 69.9% | 1.6% | 435 | 62.3% | 3.3% | 424 | 78.4% | 3.3% |
| Presque tous les jours | 113 | 11.2% | 1.9% | 29 | 9.7% | 1.1% | 83 | 11.9% | 2.5% | 51 | 9.3% | 2.1% |
| 1 à 2 fois par semaine | 76 | 7.6% | 2.4% | 20 | 6.5% | 1.4% | 56 | 8.0% | 3.2% | 37 | 6.8% | 4.1% |
| 1 à 3 fois par mois | 18 | 1.8% | 2.1% | 3 | 0.9% | 0.7% | 16 | 2.2% | 3.4% | 9 | 1.6% | 4.5% |
| Moins souvent | 29 | 2.9% | 2.1% | 7 | 2.3% | 1.2% | 22 | 3.2% | 2.7% | 6 | 1.2% | 4.3% |
| Jamais | 0 | - | - | 0 | - | - | 0 | - | - | 0 | - | - |

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| | Milliers | Structure | Pénétration | Milliers | Structure | Pénétration | Milliers | Structure | Pénétration | Milliers | Structure | Pénétration |
| Revenus du Foyer | | | | | | | | | | | | |
| Moins de 9 000 euros par an | 23 | 2.3% | 0.9% | 11 | 3.6% | 1.1% | 12 | 1.7% | 0.8% | 7 | 1.3% | 3.5% |
| De 9 000 à moins de 12 000 euros par an | 39 | 3.8% | 1.2% | 7 | 2.2% | 0.6% | 32 | 4.6% | 1.5% | 8 | 1.5% | 3.0% |
| De 12 000 à moins de 18 000 euros par an | 85 | 8.4% | 1.2% | 21 | 7.0% | 0.7% | 63 | 9.0% | 1.7% | 21 | 3.9% | 2.6% |
| De 18 000 à moins de 24 000 euros par an | 87 | 8.6% | 1.2% | 14 | 4.5% | 0.4% | 73 | 10.5% | 1.9% | 23 | 4.3% | 1.5% |
| De 24 000 à moins de 36 000 euros par an | 227 | 22.6% | 2.1% | 71 | 23.2% | 1.3% | 156 | 22.3% | 2.8% | 118 | 21.8% | 3.3% |
| De 36 000 à moins de 45 000 euros par an | 140 | 13.9% | 2.2% | 32 | 10.4% | 1.0% | 108 | 15.5% | 3.6% | 79 | 14.6% | 2.8% |
| De 45 000 à moins de 65 000 euros par an | 178 | 17.7% | 3.1% | 74 | 24.2% | 2.3% | 104 | 14.9% | 4.2% | 128 | 23.6% | 3.7% |
| 65 000 euros et plus | 133 | 13.3% | 4.7% | 54 | 17.6% | 3.1% | 80 | 11.4% | 7.1% | 108 | 19.9% | 4.8% |
| Refus | 79 | 7.8% | 2.1% | 21 | 7.0% | 1.4% | 57 | 8.2% | 2.6% | 39 | 7.2% | 3.0% |
| Ne sait pas | 15 | 1.5% | 1.0% | 1 | 0.4% | 0.2% | 14 | 2.0% | 1.7% | 10 | 1.8% | 1.8% |