

# Détente Jardin

## Lecture Dernière Période



	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
<b>ENSEMBLE</b>	1430	100.0%	2.8%	544	100.0%	2.2%	886	100.0%	3.3%	352	100.0%	2.0%
<b>Sexe</b>												
<b>Homme</b>	544	38.0%	2.2%	544	100.0%	2.2%	0	0.0%	0.0%	129	36.7%	1.5%
<b>Femme</b>	886	62.0%	3.3%	0	0.0%	0.0%	886	100.0%	3.3%	223	63.3%	2.6%
<b>Age</b>												
<b>15 à 24 ans</b>	46	3.2%	0.6%	26	4.9%	0.7%	20	2.2%	0.6%	15	4.4%	0.5%
<b>25 à 34 ans</b>	107	7.5%	1.4%	34	6.2%	0.9%	74	8.3%	1.9%	39	11.0%	1.2%
<b>35 à 49 ans</b>	361	25.2%	2.9%	143	26.4%	2.3%	217	24.5%	3.4%	145	41.1%	2.3%
<b>50 à 59 ans</b>	429	30.0%	4.7%	168	30.9%	3.7%	260	29.4%	5.7%	117	33.3%	3.1%
<b>60 ans et plus</b>	487	34.0%	3.2%	172	31.7%	2.6%	315	35.5%	3.7%	36	10.2%	3.7%
<b>Individu</b>												
<b>Ménagères</b>	848	59.3%	3.7%	0	0.0%	0.0%	848	95.8%	3.7%	213	60.6%	3.0%
<b>Personne de référence</b>	733	51.3%	2.6%	506	93.0%	2.5%	227	25.7%	2.9%	149	42.5%	1.8%
<b>Responsable des achats</b>	1165	81.5%	3.3%	329	60.5%	2.5%	836	94.4%	3.7%	285	81.1%	2.6%
<b>PCS Individu</b>												
<b>Agriculteurs</b>	13	0.9%	2.4%	4	0.8%	1.2%	8	0.9%	5.3%	0	0.0%	0.0%
<b>Petits patrons</b>	44	3.1%	2.7%	22	4.0%	1.9%	22	2.5%	4.4%	34	9.8%	2.3%
<b>Affaires et Cadres</b>	79	5.5%	1.6%	31	5.7%	1.0%	48	5.5%	2.3%	67	19.2%	1.5%
<b>Professions intermédiaires</b>	205	14.3%	3.0%	71	13.0%	2.1%	134	15.1%	3.7%	148	42.2%	2.7%
<b>Employés</b>	260	18.2%	3.1%	44	8.1%	2.0%	216	24.4%	3.5%	54	15.2%	3.0%
<b>Ouvriers</b>	210	14.7%	3.3%	153	28.1%	3.0%	57	6.4%	4.2%	7	1.9%	1.6%
<b>Retraités</b>	413	28.9%	3.3%	158	29.1%	2.6%	254	28.7%	3.9%	8	2.3%	3.3%
<b>Autres inactifs</b>	207	14.5%	2.0%	61	11.2%	1.6%	146	16.5%	2.2%	33	9.3%	1.0%
<b>PCS Personne de référence</b>												
<b>Agriculteurs</b>	31	2.2%	3.8%	4	0.7%	0.9%	27	3.1%	6.7%	0	0.0%	0.0%
<b>Petits patrons</b>	72	5.0%	2.7%	24	4.4%	1.8%	48	5.4%	3.6%	72	20.5%	2.7%
<b>Affaires et Cadres</b>	127	8.9%	1.8%	35	6.4%	0.9%	93	10.5%	2.6%	127	36.2%	1.8%
<b>Professions intermédiaires</b>	152	10.7%	2.0%	71	13.0%	1.8%	82	9.2%	2.2%	152	43.3%	2.0%
<b>Employés</b>	153	10.7%	2.8%	47	8.6%	2.0%	106	11.9%	3.4%	0	0.0%	0.0%
<b>Ouvriers</b>	300	21.0%	3.1%	148	27.1%	2.9%	152	17.2%	3.5%	0	0.0%	0.0%
<b>Retraités</b>	468	32.7%	3.2%	167	30.6%	2.5%	301	34.0%	3.8%	0	0.0%	0.0%
<b>Autres inactifs</b>	128	8.9%	3.1%	50	9.2%	3.2%	77	8.7%	3.0%	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>Taille du foyer</b>												
<b>1 personne</b>	259	18.1%	2.6%	98	18.0%	2.2%	161	18.2%	2.9%	26	7.4%	1.5%
<b>2 personnes</b>	607	42.5%	3.4%	236	43.4%	2.7%	371	41.9%	4.0%	112	31.8%	2.6%
<b>3 personnes</b>	171	12.0%	1.9%	63	11.6%	1.4%	108	12.2%	2.3%	63	18.0%	1.6%
<b>4 personnes</b>	244	17.1%	2.6%	102	18.7%	2.2%	143	16.1%	3.1%	100	28.4%	2.0%
<b>5 personnes et +</b>	148	10.4%	2.8%	45	8.3%	1.8%	103	11.6%	3.6%	51	14.4%	2.0%
<b>Présence d'enfants de moins de 15 ans</b>												
<b>Oui</b>	411	28.8%	2.7%	151	27.8%	2.1%	260	29.3%	3.1%	153	43.5%	2.0%
<b>Non</b>	1019	71.2%	2.8%	392	72.2%	2.2%	626	70.7%	3.4%	199	56.5%	2.0%
<b>Habitat</b>												
<b>Communes rurales</b>	552	38.6%	4.7%	201	37.0%	3.6%	351	39.6%	5.7%	128	36.3%	3.9%
<b>Agglo. - 20 000 hab</b>	293	20.5%	3.3%	127	23.3%	3.0%	166	18.8%	3.4%	61	17.3%	2.3%
<b>Agglo. 20 000 à 100 000 hab</b>	174	12.2%	2.5%	57	10.5%	1.7%	118	13.3%	3.3%	37	10.5%	2.1%
<b>Agglo. + 100 000 hab</b>	300	21.0%	1.9%	109	20.0%	1.4%	191	21.5%	2.4%	98	27.8%	1.7%
<b>Agglo. Paris</b>	111	7.8%	1.3%	50	9.2%	1.2%	61	6.9%	1.4%	29	8.2%	0.7%

# 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	150	10.5%	1.6%	61	11.3%	1.3%	89	10.0%	1.8%	34	9.6%	0.8%
Nord Pas de Calais	66	4.6%	2.1%	27	4.9%	1.8%	39	4.4%	2.3%	13	3.7%	1.3%
Lorraine	51	3.5%	2.6%	26	4.7%	2.7%	25	2.8%	2.5%	10	2.7%	1.8%
Alsace	41	2.8%	2.7%	16	3.0%	2.2%	24	2.7%	3.1%	8	2.4%	1.7%
Franche-Comté	29	2.0%	3.0%	13	2.3%	2.7%	16	1.8%	3.3%	12	3.3%	4.4%
Champagne Ardennes	57	4.0%	5.3%	24	4.5%	4.6%	33	3.7%	5.8%	12	3.3%	3.9%
Picardie	64	4.4%	4.1%	23	4.3%	3.1%	40	4.5%	5.1%	19	5.3%	4.4%
Bourgogne	52	3.7%	3.9%	17	3.2%	2.6%	35	4.0%	5.0%	10	2.9%	3.0%
Haute Normandie	41	2.9%	2.8%	22	4.1%	3.1%	19	2.1%	2.4%	7	2.1%	1.6%
Basse Normandie	38	2.6%	3.1%	24	4.5%	4.2%	13	1.5%	2.1%	10	2.9%	3.1%
Centre	69	4.8%	3.3%	21	3.8%	2.1%	48	5.5%	4.5%	25	7.1%	4.2%
Pays de Loire	101	7.1%	3.4%	40	7.4%	2.8%	61	6.9%	4.0%	25	7.2%	2.7%
Bretagne	82	5.7%	3.1%	21	3.8%	1.6%	61	6.9%	4.4%	14	4.1%	1.8%
Poitou Charentes	67	4.7%	4.5%	22	4.0%	3.1%	45	5.1%	5.9%	19	5.5%	4.9%
Aquitaine	75	5.3%	2.7%	30	5.5%	2.3%	45	5.1%	3.2%	15	4.4%	1.8%
Midi Pyrénées	90	6.3%	3.7%	28	5.1%	2.4%	63	7.1%	5.0%	30	8.6%	3.8%
Limousin	28	1.9%	4.5%	13	2.4%	4.4%	15	1.7%	4.6%	4	1.2%	2.5%
Auvergne	54	3.8%	4.8%	9	1.7%	1.7%	45	5.0%	7.6%	6	1.7%	1.9%
Rhône Alpes	129	9.0%	2.5%	52	9.5%	2.1%	77	8.7%	2.9%	39	11.1%	2.1%
Languedoc Roussillon	52	3.7%	2.3%	24	4.4%	2.2%	29	3.2%	2.4%	9	2.5%	1.2%
Provence Alpes Côte d'Azur. Corse	94	6.6%	2.2%	31	5.7%	1.5%	63	7.1%	2.7%	31	8.7%	2.0%
<b>Habitudes de connexion à Internet</b>												
Tous les jours	841	58.8%	2.5%	315	57.9%	1.9%	526	59.4%	3.1%	273	77.7%	1.9%
Presque tous les jours	171	12.0%	2.9%	53	9.7%	1.9%	119	13.4%	3.8%	51	14.4%	2.6%
1 à 2 fois par semaine	109	7.6%	4.4%	47	8.7%	4.4%	62	7.0%	4.4%	15	4.2%	2.7%
1 à 3 fois par mois	22	1.6%	4.4%	6	1.2%	3.1%	16	1.8%	5.3%	0	0.0%	0.0%
Moins souvent	31	2.2%	4.3%	4	0.8%	1.2%	27	3.0%	6.9%	1	0.4%	2.3%
Jamais	3	0.2%	3.6%	1	0.1%	1.2%	2	0.3%	9.3%	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	59	4.1%	3.1%	22	4.0%	2.8%	37	4.2%	3.3%	0	0.0%	0.0%
De 9 000 à moins de 12 000 euros par an	69	4.9%	2.3%	19	3.6%	1.8%	50	5.6%	2.7%	0	0.1%	0.1%
De 12 000 à moins de 18 000 euros par an	192	13.4%	3.3%	83	15.2%	3.1%	109	12.3%	3.4%	12	3.4%	1.7%
De 18 000 à moins de 24 000 euros par an	195	13.7%	3.0%	76	14.0%	2.5%	119	13.4%	3.4%	26	7.5%	1.9%
De 24 000 à moins de 36 000 euros par an	373	26.1%	3.4%	145	26.7%	2.8%	228	25.7%	3.9%	94	26.6%	2.8%
De 36 000 à moins de 45 000 euros par an	195	13.6%	2.8%	81	14.9%	2.2%	114	12.8%	3.4%	60	17.1%	2.0%
De 45 000 à moins de 65 000 euros par an	169	11.8%	2.3%	58	10.7%	1.5%	111	12.5%	3.4%	81	23.1%	2.0%
De 65 000 à moins de 80 000 euros par an	46	3.2%	2.3%	23	4.2%	2.1%	23	2.6%	2.7%	24	6.9%	1.9%
De 80 000 à moins de 115 000 euros par an	23	1.6%	1.9%	6	1.0%	0.8%	18	2.0%	3.5%	21	5.9%	2.2%
115 000 euros et plus par an	10	0.7%	1.7%	3	0.6%	0.9%	7	0.8%	2.9%	8	2.2%	1.6%
Refus	74	5.1%	2.4%	13	2.3%	1.0%	61	6.9%	3.4%	18	5.0%	1.7%
Ne sait pas	25	1.7%	1.0%	15	2.7%	1.5%	10	1.1%	0.7%	7	2.1%	0.8%