

# Maisons Côté Sud

Bimestriel, Lecture Dernière Période



|                                   | Ensemble |           |             | Hommes   |           |             | Femmes   |           |             | FoyersCSP+ |           |             |
|-----------------------------------|----------|-----------|-------------|----------|-----------|-------------|----------|-----------|-------------|------------|-----------|-------------|
|                                   | Milliers | Structure | Pénétration | Milliers | Structure | Pénétration | Milliers | Structure | Pénétration | Milliers   | Structure | Pénétration |
| <b>Ensemble</b>                   | 970      | 100.0%    | 1.9%        | 274      | 100.0%    | 1.1%        | 695      | 100.0%    | 2.6%        | 487        | 100.0%    | 2.9%        |
| <b>Sexe</b>                       |          |           |             |          |           |             |          |           |             |            |           |             |
| <b>Homme</b>                      | 274      | 28.3%     | 1.1%        | 274      | 100.0%    | 1.1%        | 0        | -         | -           | 162        | 33.3%     | 1.8%        |
| <b>Femme</b>                      | 695      | 71.7%     | 2.6%        | 0        | -         | -           | 695      | 100.0%    | 2.6%        | 325        | 66.7%     | 4.0%        |
| <b>Age</b>                        |          |           |             |          |           |             |          |           |             |            |           |             |
| <b>15 à 24 ans</b>                | 44       | 4.6%      | 0.6%        | 9        | 3.4%      | 0.2%        | 35       | 5.1%      | 1.0%        | 33         | 6.9%      | 1.1%        |
| <b>25 à 34 ans</b>                | 124      | 12.7%     | 1.6%        | 38       | 14.0%     | 1.0%        | 85       | 12.3%     | 2.2%        | 66         | 13.5%     | 1.9%        |
| <b>35 à 49 ans</b>                | 325      | 33.5%     | 2.6%        | 104      | 37.8%     | 1.7%        | 222      | 31.9%     | 3.5%        | 210        | 43.1%     | 3.4%        |
| <b>50 à 64 ans</b>                | 331      | 34.2%     | 2.7%        | 82       | 30.0%     | 1.4%        | 249      | 35.8%     | 3.9%        | 170        | 34.9%     | 4.1%        |
| <b>65 ans et plus</b>             | 145      | 15.0%     | 1.3%        | 41       | 14.8%     | 0.9%        | 104      | 15.0%     | 1.6%        | 8          | 1.6%      | 3.4%        |
| <b>Individu</b>                   |          |           |             |          |           |             |          |           |             |            |           |             |
| <b>Ménagère</b>                   | 647      | 66.7%     | 2.8%        | 0        | -         | -           | 647      | 93.1%     | 2.8%        | 298        | 61.2%     | 4.4%        |
| <b>Personne de Référence</b>      | 432      | 44.5%     | 1.5%        | 257      | 93.5%     | 1.3%        | 175      | 25.2%     | 2.2%        | 210        | 43.0%     | 2.5%        |
| <b>Responsable des achats</b>     | 774      | 79.8%     | 2.2%        | 143      | 51.9%     | 1.2%        | 631      | 90.8%     | 2.7%        | 381        | 78.2%     | 3.6%        |
| <b>PCS Individu</b>               |          |           |             |          |           |             |          |           |             |            |           |             |
| <b>Agriculteurs</b>               | 26       | 2.7%      | 4.9%        | 12       | 4.3%      | 3.6%        | 14       | 2.1%      | 7.2%        | 0          | -         | -           |
| <b>Petits patrons</b>             | 67       | 6.9%      | 4.1%        | 34       | 12.3%     | 2.9%        | 33       | 4.8%      | 7.1%        | 55         | 11.4%     | 3.7%        |
| <b>Affaires et Cadres</b>         | 177      | 18.3%     | 3.7%        | 70       | 25.4%     | 2.4%        | 107      | 15.4%     | 5.9%        | 166        | 34.0%     | 3.8%        |
| <b>Professions intermédiaires</b> | 157      | 16.2%     | 2.3%        | 50       | 18.3%     | 1.5%        | 106      | 15.3%     | 3.2%        | 137        | 28.0%     | 2.5%        |
| <b>Employés</b>                   | 154      | 15.9%     | 1.8%        | 17       | 6.3%      | 0.9%        | 137      | 19.7%     | 2.2%        | 44         | 9.0%      | 2.4%        |
| <b>Ouvriers</b>                   | 55       | 5.7%      | 0.9%        | 32       | 11.5%     | 0.6%        | 23       | 3.4%      | 1.7%        | 5          | 1.0%      | 1.3%        |
| <b>Retraités</b>                  | 182      | 18.7%     | 1.4%        | 45       | 16.4%     | 0.8%        | 136      | 19.6%     | 2.1%        | 9          | 1.9%      | 3.7%        |
| <b>Autres inactifs</b>            | 152      | 15.7%     | 1.5%        | 15       | 5.4%      | 0.4%        | 137      | 19.7%     | 2.1%        | 71         | 14.7%     | 2.3%        |
| <b>PCS Personne de Référence</b>  |          |           |             |          |           |             |          |           |             |            |           |             |
| <b>Agriculteurs</b>               | 31       | 3.2%      | 3.9%        | 12       | 4.3%      | 3.2%        | 19       | 2.7%      | 4.5%        | 0          | -         | -           |
| <b>Petits patrons</b>             | 89       | 9.2%      | 3.4%        | 33       | 12.0%     | 2.3%        | 56       | 8.0%      | 4.7%        | 89         | 18.3%     | 3.4%        |
| <b>Affaires et Cadres</b>         | 256      | 26.4%     | 3.7%        | 76       | 27.6%     | 2.2%        | 180      | 25.9%     | 5.3%        | 256        | 52.6%     | 3.7%        |
| <b>Professions intermédiaires</b> | 142      | 14.6%     | 1.9%        | 53       | 19.4%     | 1.4%        | 89       | 12.8%     | 2.5%        | 142        | 29.1%     | 1.9%        |
| <b>Employés</b>                   | 95       | 9.8%      | 1.8%        | 17       | 6.3%      | 0.8%        | 78       | 11.2%     | 2.5%        | 0          | -         | -           |
| <b>Ouvriers</b>                   | 105      | 10.9%     | 1.1%        | 30       | 11.0%     | 0.6%        | 75       | 10.8%     | 1.7%        | 0          | -         | -           |
| <b>Retraités</b>                  | 221      | 22.8%     | 1.5%        | 47       | 17.1%     | 0.7%        | 174      | 25.0%     | 2.2%        | 0          | -         | -           |
| <b>Autres inactifs</b>            | 30       | 3.1%      | 0.8%        | 6        | 2.1%      | 0.4%        | 24       | 3.5%      | 1.0%        | 0          | -         | -           |

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|--|----------|-----------|-------------|----------|-----------|-------------|----------|-----------|-------------|------------|-----------|-------------|
|  | Milliers | Structure | Pénétration | Milliers | Structure | Pénétration | Milliers | Structure | Pénétration | Milliers   | Structure | Pénétration |
| <b>Taille du Foyer</b>                       |          |           |             |          |           |             |          |           |             |            |           |             |
| <b>1 personne</b>                            | 165      | 17.0%     | 1.8%        | 51       | 18.5%     | 1.3%        | 115      | 16.5%     | 2.1%        | 64         | 13.1%     | 3.7%        |
| <b>2 personnes</b>                           | 352      | 36.3%     | 2.0%        | 100      | 36.4%     | 1.1%        | 253      | 36.3%     | 2.8%        | 132        | 27.1%     | 3.0%        |
| <b>3 personnes</b>                           | 168      | 17.3%     | 1.8%        | 45       | 16.4%     | 1.0%        | 123      | 17.7%     | 2.6%        | 91         | 18.7%     | 2.5%        |
| <b>4 personnes</b>                           | 193      | 19.9%     | 2.1%        | 52       | 18.9%     | 1.1%        | 141      | 20.3%     | 3.1%        | 132        | 27.1%     | 2.9%        |
| <b>5 personnes et +</b>                      | 91       | 9.4%      | 1.7%        | 27       | 9.8%      | 1.1%        | 64       | 9.2%      | 2.3%        | 68         | 14.0%     | 2.7%        |
| <b>Présence d'enfants de moins de 15 ans</b> |          |           |             |          |           |             |          |           |             |            |           |             |
| <b>Oui</b>                                   | 332      | 34.2%     | 2.1%        | 98       | 35.7%     | 1.4%        | 234      | 33.6%     | 2.8%        | 220        | 45.1%     | 2.9%        |
| <b>Non</b>                                   | 638      | 65.8%     | 1.8%        | 177      | 64.3%     | 1.0%        | 462      | 66.4%     | 2.5%        | 267        | 54.9%     | 2.8%        |
| <b>Habitat</b>                               |          |           |             |          |           |             |          |           |             |            |           |             |
| <b>Communes rurales</b>                      | 177      | 18.3%     | 1.5%        | 55       | 19.9%     | 1.0%        | 123      | 17.6%     | 2.0%        | 88         | 18.0%     | 2.6%        |
| <b>Agglo. - 20 000 hab</b>                   | 164      | 16.9%     | 1.8%        | 44       | 16.0%     | 1.0%        | 120      | 17.2%     | 2.6%        | 64         | 13.2%     | 2.5%        |
| <b>Agglo. 20 000 à 100 000 hab</b>           | 113      | 11.6%     | 1.6%        | 35       | 12.7%     | 1.0%        | 78       | 11.2%     | 2.2%        | 53         | 10.8%     | 2.6%        |
| <b>Agglo. + 100 000 hab</b>                  | 328      | 33.8%     | 2.2%        | 90       | 32.8%     | 1.2%        | 238      | 34.2%     | 3.0%        | 166        | 34.0%     | 3.2%        |
| <b>Agglo. Paris</b>                          | 188      | 19.4%     | 2.2%        | 51       | 18.6%     | 1.3%        | 137      | 19.7%     | 3.1%        | 117        | 23.9%     | 3.0%        |

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|  | Milliers | Structure | Pénétration | Milliers | Structure | Pénétration | Milliers | Structure | Pénétration | Milliers   | Structure | Pénétration |
| <b>Région d'habitation</b>             |          |           |             |          |           |             |          |           |             |            |           |             |
| Ile-de-France                          | 207      | 21.4%     | 2.2%        | 56       | 20.4%     | 1.2%        | 151      | 21.7%     | 3.1%        | 125        | 25.7%     | 2.9%        |
| Nord-Pas-de-Calais                     | 27       | 2.8%      | 0.8%        | 8        | 2.9%      | 0.5%        | 19       | 2.7%      | 1.1%        | 13         | 2.7%      | 1.4%        |
| Lorraine                               | 16       | 1.6%      | 0.8%        | 2        | 0.6%      | 0.2%        | 14       | 2.0%      | 1.4%        | 10         | 2.0%      | 1.7%        |
| Alsace                                 | 10       | 1.0%      | 0.6%        | 4        | 1.4%      | 0.5%        | 6        | 0.8%      | 0.8%        | 6          | 1.2%      | 1.2%        |
| Franche-Comté                          | 7        | 0.7%      | 0.7%        | 2        | 0.6%      | 0.4%        | 5        | 0.8%      | 1.1%        | 3          | 0.7%      | 1.3%        |
| Champagne-Ardenne                      | 7        | 0.7%      | 0.6%        | 3        | 1.0%      | 0.5%        | 4        | 0.6%      | 0.8%        | 2          | 0.5%      | 0.8%        |
| Picardie                               | 9        | 0.9%      | 0.6%        | 4        | 1.3%      | 0.5%        | 6        | 0.8%      | 0.7%        | 6          | 1.3%      | 1.4%        |
| Bourgogne                              | 12       | 1.2%      | 0.8%        | 1        | 0.5%      | 0.2%        | 10       | 1.5%      | 1.4%        | 5          | 1.0%      | 1.4%        |
| Haute-Normandie                        | 10       | 1.1%      | 0.7%        | 2        | 0.8%      | 0.3%        | 8        | 1.2%      | 1.0%        | 9          | 1.9%      | 2.1%        |
| Basse-Normandie                        | 8        | 0.8%      | 0.7%        | 0        | -         | -           | 8        | 1.1%      | 1.3%        | 3          | 0.6%      | 0.9%        |
| Centre                                 | 26       | 2.7%      | 1.3%        | 9        | 3.4%      | 0.9%        | 17       | 2.5%      | 1.6%        | 17         | 3.6%      | 2.7%        |
| Pays de la Loire                       | 31       | 3.2%      | 1.1%        | 12       | 4.3%      | 0.8%        | 19       | 2.8%      | 1.3%        | 14         | 3.0%      | 1.8%        |
| Bretagne                               | 32       | 3.3%      | 1.2%        | 5        | 1.9%      | 0.4%        | 27       | 3.8%      | 2.0%        | 7          | 1.4%      | 0.9%        |
| Poitou-Charentes                       | 21       | 2.1%      | 1.4%        | 13       | 4.9%      | 1.9%        | 7        | 1.0%      | 0.9%        | 8          | 1.6%      | 1.9%        |
| Aquitaine                              | 53       | 5.5%      | 2.0%        | 21       | 7.5%      | 1.6%        | 32       | 4.7%      | 2.3%        | 26         | 5.4%      | 3.2%        |
| Midi-Pyrénées                          | 55       | 5.6%      | 2.3%        | 17       | 6.3%      | 1.5%        | 38       | 5.4%      | 3.0%        | 25         | 5.2%      | 3.2%        |
| Limousin                               | 10       | 1.0%      | 1.6%        | 2        | 0.6%      | 0.5%        | 8        | 1.2%      | 2.5%        | 5          | 1.0%      | 3.0%        |
| Auvergne                               | 17       | 1.7%      | 1.5%        | 5        | 1.9%      | 1.0%        | 11       | 1.6%      | 1.9%        | 7          | 1.4%      | 2.2%        |
| Rhône-Alpes                            | 94       | 9.7%      | 1.9%        | 25       | 9.0%      | 1.0%        | 69       | 9.9%      | 2.7%        | 55         | 11.3%     | 3.2%        |
| Languedoc-Roussillon                   | 99       | 10.2%     | 4.6%        | 28       | 10.3%     | 2.7%        | 71       | 10.2%     | 6.2%        | 38         | 7.8%      | 6.0%        |
| Provence-Alpes-Côte-d'Azur-Corse       | 220      | 22.7%     | 5.1%        | 56       | 20.5%     | 2.8%        | 164      | 23.6%     | 7.2%        | 102        | 21.0%     | 7.1%        |
| <b>Habitudes de connexion Internet</b> |          |           |             |          |           |             |          |           |             |            |           |             |
| Tous les jours                         | 653      | 67.4%     | 2.4%        | 195      | 70.9%     | 1.4%        | 459      | 66.0%     | 3.4%        | 382        | 78.4%     | 3.0%        |
| Presque tous les jours                 | 111      | 11.5%     | 1.8%        | 27       | 9.8%      | 0.9%        | 84       | 12.1%     | 2.7%        | 57         | 11.7%     | 2.3%        |
| 1 à 2 fois par semaine                 | 60       | 6.1%      | 1.8%        | 12       | 4.4%      | 0.8%        | 48       | 6.9%      | 2.7%        | 25         | 5.0%      | 2.7%        |
| 1 à 3 fois par mois                    | 17       | 1.7%      | 2.0%        | 2        | 0.9%      | 0.6%        | 15       | 2.1%      | 2.9%        | 6          | 1.3%      | 3.3%        |
| Moins souvent                          | 19       | 1.9%      | 1.4%        | 2        | 0.8%      | 0.4%        | 16       | 2.4%      | 2.2%        | 2          | 0.4%      | 1.4%        |
| Jamais                                 | 7        | 0.7%      | 3.5%        | 4        | 1.4%      | 2.9%        | 3        | 0.5%      | 4.5%        | 3          | 0.7%      | 15.7%       |

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|---|----------|-----------|-------------|----------|-----------|-------------|----------|-----------|-------------|------------|-----------|-------------|
|   | Milliers | Structure | Pénétration | Milliers | Structure | Pénétration | Milliers | Structure | Pénétration | Milliers   | Structure | Pénétration |
| <b>Revenus du Foyer</b>                   |          |           |             |          |           |             |          |           |             |            |           |             |
| Moins de 9 000 euros par an               | 37       | 3.8%      | 1.6%        | 11       | 4.1%      | 1.2%        | 26       | 3.7%      | 1.8%        | 5          | 1.1%      | 2.8%        |
| De 9 000 à moins de 12 000 euros par an   | 35       | 3.6%      | 1.1%        | 7        | 2.5%      | 0.6%        | 28       | 4.1%      | 1.3%        | 6          | 1.3%      | 2.5%        |
| De 12 000 à moins de 18 000 euros par an  | 73       | 7.6%      | 1.1%        | 16       | 6.0%      | 0.6%        | 57       | 8.2%      | 1.5%        | 19         | 4.0%      | 2.4%        |
| De 18 000 à moins de 24 000 euros par an  | 106      | 11.0%     | 1.4%        | 26       | 9.6%      | 0.8%        | 80       | 11.5%     | 2.1%        | 34         | 6.9%      | 2.1%        |
| De 24 000 à moins de 36 000 euros par an  | 196      | 20.2%     | 1.7%        | 57       | 20.7%     | 1.0%        | 139      | 19.9%     | 2.4%        | 86         | 17.7%     | 2.3%        |
| De 36 000 à moins de 45 000 euros par an  | 128      | 13.2%     | 2.0%        | 46       | 16.7%     | 1.3%        | 82       | 11.8%     | 2.8%        | 66         | 13.6%     | 2.3%        |
| De 45 000 à moins de 65 000 euros par an  | 168      | 17.3%     | 2.9%        | 51       | 18.7%     | 1.6%        | 117      | 16.8%     | 4.5%        | 114        | 23.4%     | 3.3%        |
| De 65 000 à moins de 80 000 euros par an  | 44       | 4.6%      | 2.9%        | 10       | 3.7%      | 1.1%        | 34       | 4.9%      | 5.7%        | 33         | 6.8%      | 3.0%        |
| De 80 000 à moins de 115 000 euros par an | 50       | 5.1%      | 4.9%        | 18       | 6.5%      | 2.9%        | 32       | 4.6%      | 7.9%        | 35         | 7.1%      | 4.3%        |
| 115 000 euros et plus par an              | 30       | 3.1%      | 6.1%        | 12       | 4.4%      | 4.4%        | 18       | 2.5%      | 8.3%        | 27         | 5.6%      | 6.6%        |
| Refus                                     | 81       | 8.3%      | 2.4%        | 18       | 6.6%      | 1.3%        | 63       | 9.0%      | 3.2%        | 45         | 9.2%      | 3.9%        |
| Ne sait pas                               | 22       | 2.3%      | 1.4%        | 1        | 0.5%      | 0.2%        | 21       | 3.0%      | 2.3%        | 16         | 3.3%      | 2.9%        |