

	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
ENSEMBLE	1764	100.0%	3.4%	572	100.0%	2.3%	1192	100.0%	4.5%	570	100.0%	3.3%
Sexe												
Homme	572	32.4%	2.3%	572	100.0%	2.3%	0	0.0%	0.0%	179	31.4%	2.0%
Femme	1192	67.6%	4.5%	0	0.0%	0.0%	1192	100.0%	4.5%	391	68.6%	4.7%
Age												
15 à 24 ans	40	2.3%	0.5%	17	3.0%	0.5%	23	1.9%	0.6%	18	3.1%	0.6%
25 à 34 ans	164	9.3%	2.1%	55	9.7%	1.5%	109	9.1%	2.8%	65	11.4%	1.9%
35 à 49 ans	432	24.5%	3.4%	140	24.4%	2.2%	292	24.5%	4.6%	246	43.1%	3.9%
50 à 59 ans	417	23.7%	4.6%	129	22.5%	2.9%	288	24.2%	6.4%	183	32.1%	5.0%
60 ans et plus	710	40.3%	4.8%	231	40.3%	3.6%	480	40.2%	5.8%	58	10.3%	8.1%
Individu												
Ménagères	1157	65.6%	4.9%	0	0.0%	0.0%	1157	97.1%	4.9%	379	66.5%	5.5%
Personne de référence	884	50.1%	3.1%	546	95.5%	2.7%	337	28.3%	4.3%	239	42.0%	2.8%
Responsable des achats	1447	82.1%	4.1%	320	55.9%	2.5%	1128	94.6%	4.9%	467	81.9%	4.3%
PCS Individu												
Agriculteurs	24	1.4%	4.5%	12	2.0%	3.2%	13	1.1%	7.5%	0	0.0%	0.0%
Petits patrons	68	3.8%	4.2%	34	5.9%	3.0%	34	2.9%	6.8%	62	10.9%	4.3%
Affaires et Cadres	167	9.4%	3.3%	62	10.9%	2.0%	104	8.8%	5.4%	149	26.1%	3.3%
Professions intermédiaires	220	12.5%	3.3%	77	13.5%	2.2%	143	12.0%	4.4%	175	30.8%	3.1%
Employés	298	16.9%	3.6%	39	6.9%	2.0%	258	21.7%	4.1%	87	15.3%	4.9%
Ouvriers	160	9.1%	2.5%	93	16.2%	1.9%	68	5.7%	4.6%	22	3.8%	4.9%
Retraités	632	35.9%	5.0%	226	39.5%	3.7%	406	34.1%	6.2%	25	4.3%	10.0%
Autres inactifs	194	11.0%	1.9%	29	5.1%	0.8%	165	13.8%	2.5%	50	8.8%	1.6%
PCS Personne de référence												
Agriculteurs	38	2.1%	4.6%	13	2.2%	3.0%	25	2.1%	6.4%	0	0.0%	0.0%
Petits patrons	112	6.3%	4.3%	34	6.0%	2.6%	78	6.5%	5.9%	112	19.6%	4.3%
Affaires et Cadres	236	13.4%	3.3%	68	11.9%	1.9%	168	14.1%	4.9%	236	41.5%	3.3%
Professions intermédiaires	222	12.6%	3.0%	77	13.4%	1.9%	145	12.2%	4.1%	222	38.9%	3.0%
Employés	148	8.4%	2.8%	43	7.5%	2.0%	105	8.8%	3.3%	0	0.0%	0.0%
Ouvriers	242	13.7%	2.6%	85	14.9%	1.7%	157	13.1%	3.5%	0	0.0%	0.0%
Retraités	677	38.4%	4.6%	231	40.4%	3.5%	446	37.4%	5.6%	0	0.0%	0.0%
Autres inactifs	90	5.1%	2.3%	22	3.8%	1.4%	68	5.7%	2.8%	0	0.0%	0.0%

	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
Taille du foyer												
1 personne	316	17.9%	3.3%	90	15.7%	2.2%	226	19.0%	4.1%	63	11.0%	3.4%
2 personnes	789	44.7%	4.4%	269	47.1%	3.1%	519	43.6%	5.7%	189	33.2%	4.6%
3 personnes	233	13.2%	2.5%	75	13.2%	1.6%	158	13.2%	3.4%	104	18.3%	2.7%
4 personnes	274	15.6%	3.0%	97	17.0%	2.1%	177	14.9%	3.8%	139	24.4%	2.9%
5 personnes et +	152	8.6%	2.9%	41	7.1%	1.6%	112	9.4%	4.0%	75	13.1%	2.9%
Présence d'enfants de moins de 15 ans												
Oui	460	26.1%	2.9%	149	26.0%	2.0%	312	26.2%	3.7%	231	40.5%	3.0%
Non	1303	73.9%	3.7%	423	74.0%	2.5%	880	73.8%	4.8%	339	59.5%	3.6%
Habitat												
Communes rurales	551	31.3%	4.8%	168	29.4%	3.0%	383	32.2%	6.3%	157	27.5%	4.7%
Agglo. - 20 000 hab	341	19.3%	3.8%	96	16.8%	2.3%	244	20.5%	5.2%	96	16.8%	3.6%
Agglo. 20 000 à 100 000 hab	254	14.4%	3.6%	86	15.0%	2.5%	168	14.1%	4.8%	72	12.7%	3.5%
Agglo. + 100 000 hab	420	23.8%	2.7%	161	28.2%	2.2%	258	21.7%	3.2%	169	29.6%	3.2%
Agglo. Paris	198	11.2%	2.3%	60	10.5%	1.5%	138	11.6%	3.1%	76	13.3%	1.9%

Mon Jardin & Ma Maison

Lecture Dernière Période



	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
Régions INSEE												
Ile de France	234	13.3%	2.5%	73	12.8%	1.6%	161	13.5%	3.2%	87	15.3%	2.0%
Nord Pas de Calais	106	6.0%	3.3%	44	7.7%	2.9%	62	5.2%	3.7%	32	5.6%	3.4%
Lorraine	37	2.1%	1.9%	13	2.4%	1.4%	24	2.0%	2.4%	12	2.1%	2.2%
Alsace	48	2.7%	3.2%	11	1.9%	1.5%	37	3.1%	4.8%	9	1.6%	1.8%
Franche-Comté	19	1.1%	2.0%	5	0.9%	1.1%	14	1.2%	2.8%	6	1.0%	2.1%
Champagne Ardennes	27	1.5%	2.5%	12	2.1%	2.3%	15	1.3%	2.7%	7	1.2%	2.3%
Picardie	59	3.4%	3.9%	19	3.4%	2.6%	40	3.4%	5.1%	20	3.5%	4.6%
Bourgogne	50	2.8%	3.7%	12	2.1%	1.8%	38	3.2%	5.4%	11	1.9%	2.7%
Haute Normandie	57	3.2%	3.8%	20	3.6%	2.9%	36	3.0%	4.7%	24	4.2%	5.4%
Basse Normandie	64	3.6%	5.3%	18	3.2%	3.1%	46	3.9%	7.4%	18	3.1%	5.5%
Centre	93	5.3%	4.5%	30	5.2%	3.0%	64	5.3%	5.9%	38	6.6%	6.0%
Pays de Loire	112	6.4%	3.9%	40	7.0%	2.9%	72	6.0%	4.8%	36	6.3%	4.2%
Bretagne	103	5.8%	3.9%	26	4.5%	2.0%	77	6.5%	5.7%	31	5.4%	4.0%
Poitou Charentes	77	4.4%	5.2%	23	4.0%	3.3%	54	4.5%	7.0%	14	2.4%	3.5%
Aquitaine	125	7.1%	4.6%	35	6.2%	2.7%	90	7.5%	6.3%	40	6.9%	4.8%
Midi Pyrénées	100	5.7%	4.1%	24	4.2%	2.0%	76	6.4%	6.1%	33	5.7%	4.1%
Limousin	24	1.3%	3.8%	7	1.3%	2.5%	16	1.4%	5.0%	8	1.4%	5.2%
Auvergne	45	2.5%	4.0%	12	2.0%	2.2%	33	2.8%	5.7%	16	2.9%	5.4%
Rhône Alpes	165	9.3%	3.2%	52	9.0%	2.1%	113	9.5%	4.3%	67	11.7%	3.5%
Languedoc Roussillon	70	4.0%	3.2%	31	5.5%	3.0%	38	3.2%	3.3%	12	2.1%	1.7%
Provence Alpes Côte d'Azur. Corse	149	8.4%	3.5%	64	11.2%	3.2%	85	7.1%	3.7%	52	9.1%	3.7%
Habitudes de connexion à Internet												
Tous les jours	956	54.2%	3.3%	334	58.4%	2.3%	623	52.2%	4.4%	401	70.4%	3.0%
Presque tous les jours	231	13.1%	3.6%	64	11.1%	2.1%	167	14.0%	5.0%	83	14.6%	3.6%
1 à 2 fois par semaine	157	8.9%	4.9%	39	6.8%	2.8%	118	9.9%	6.5%	54	9.5%	5.9%
1 à 3 fois par mois	22	1.3%	2.6%	4	0.6%	0.9%	19	1.6%	3.9%	8	1.4%	4.9%
Moins souvent	29	1.7%	2.4%	6	1.1%	1.1%	23	2.0%	3.3%	4	0.6%	2.8%
Jamais	3	0.2%	2.3%	0	0.1%	0.7%	3	0.2%	3.6%	0	0.0%	0.0%

	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
Revenus du foyer												
Moins de 9 000 euros par an	53	3.0%	2.6%	20	3.4%	2.4%	34	2.8%	2.7%	3	0.5%	1.7%
De 9 000 à moins de 12 000 euros par an	91	5.2%	2.7%	15	2.5%	1.2%	77	6.4%	3.6%	7	1.2%	2.5%
De 12 000 à moins de 18 000 euros par an	190	10.7%	3.0%	45	7.8%	1.7%	145	12.2%	3.9%	11	1.9%	1.5%
De 18 000 à moins de 24 000 euros par an	231	13.1%	3.2%	80	14.1%	2.4%	151	12.7%	4.0%	40	7.1%	2.7%
De 24 000 à moins de 36 000 euros par an	468	26.5%	4.0%	151	26.4%	2.7%	316	26.6%	5.3%	153	26.9%	4.1%
De 36 000 à moins de 45 000 euros par an	232	13.2%	3.5%	82	14.4%	2.3%	150	12.6%	4.9%	97	17.0%	3.2%
De 45 000 à moins de 65 000 euros par an	225	12.8%	3.6%	84	14.7%	2.4%	141	11.8%	5.1%	119	20.8%	3.2%
De 65 000 à moins de 80 000 euros par an	72	4.1%	4.4%	24	4.3%	2.5%	47	4.0%	7.0%	39	6.8%	3.3%
De 80 000 à moins de 115 000 euros par an	28	1.6%	2.9%	11	1.9%	1.9%	17	1.4%	4.3%	23	4.0%	3.0%
115 000 euros et plus par an	21	1.2%	4.7%	8	1.4%	2.9%	13	1.1%	7.6%	18	3.2%	4.6%
Refus	121	6.9%	3.9%	41	7.2%	3.2%	80	6.7%	4.3%	47	8.3%	4.1%
Ne sait pas	32	1.8%	2.0%	11	1.9%	1.7%	21	1.7%	2.2%	13	2.3%	2.3%