

# Du Côté de Chez Vous. le magazine des magasins Leroy Merlin



Lecture Dernière Période

	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
<b>ENSEMBLE</b>	2979	100.0%	5.8%	1250	100.0%	5.0%	1730	100.0%	6.4%	1204	100.0%	6.9%
<b>Sexe</b>												
<b>Homme</b>	1250	41.9%	5.0%	1250	100.0%	5.0%	0	0.0%	0.0%	498	41.4%	5.7%
<b>Femme</b>	1730	58.1%	6.4%	0	0.0%	0.0%	1730	100.0%	6.4%	706	58.6%	8.2%
<b>Age</b>												
<b>15 à 24 ans</b>	261	8.8%	3.6%	80	6.4%	2.2%	181	10.5%	5.0%	106	8.8%	3.4%
<b>25 à 34 ans</b>	467	15.7%	6.1%	212	17.0%	5.7%	255	14.7%	6.5%	230	19.1%	7.0%
<b>35 à 49 ans</b>	926	31.1%	7.4%	410	32.8%	6.6%	516	29.8%	8.2%	541	44.9%	8.8%
<b>50 à 59 ans</b>	528	17.7%	5.6%	240	19.2%	5.1%	288	16.7%	6.2%	259	21.5%	6.6%
<b>60 ans et plus</b>	798	26.8%	5.3%	309	24.7%	4.7%	489	28.3%	5.8%	68	5.6%	6.9%
<b>Individu</b>												
<b>Ménagères</b>	1535	51.5%	6.6%	0	0.0%	0.0%	1535	88.7%	6.6%	631	52.4%	8.9%
<b>Personne de référence</b>	1446	48.5%	5.2%	1128	90.3%	5.6%	317	18.4%	4.1%	535	44.4%	6.5%
<b>Responsable des achats</b>	2110	70.8%	5.9%	581	46.5%	4.6%	1528	88.4%	6.7%	828	68.7%	7.6%
<b>PCS Individu</b>												
<b>Agriculteurs</b>	32	1.1%	6.0%	22	1.7%	5.8%	10	0.6%	6.5%	0	0.0%	0.0%
<b>Petits patrons</b>	113	3.8%	6.9%	65	5.2%	5.9%	48	2.7%	9.1%	101	8.4%	7.0%
<b>Affaires et Cadres</b>	371	12.5%	7.3%	187	14.9%	6.4%	184	10.7%	8.5%	330	27.4%	7.1%
<b>Professions intermédiaires</b>	561	18.8%	8.1%	240	19.2%	7.0%	321	18.6%	9.3%	445	37.0%	7.9%
<b>Employés</b>	450	15.1%	5.4%	81	6.5%	3.7%	369	21.3%	6.0%	122	10.1%	6.7%
<b>Ouvriers</b>	373	12.5%	5.8%	284	22.7%	5.6%	89	5.2%	6.5%	43	3.6%	10.5%
<b>Retraités</b>	694	23.3%	5.5%	300	24.0%	5.1%	394	22.8%	5.9%	20	1.7%	8.1%
<b>Autres inactifs</b>	385	12.9%	3.7%	71	5.7%	1.9%	315	18.2%	4.8%	143	11.9%	4.4%
<b>PCS Personne de référence</b>												
<b>Agriculteurs</b>	38	1.3%	4.6%	16	1.3%	3.8%	22	1.3%	5.4%	0	0.0%	0.0%
<b>Petits patrons</b>	166	5.6%	6.3%	65	5.2%	5.0%	101	5.8%	7.6%	166	13.8%	6.3%
<b>Affaires et Cadres</b>	501	16.8%	6.9%	193	15.5%	5.4%	308	17.8%	8.4%	501	41.6%	6.9%
<b>Professions intermédiaires</b>	537	18.0%	7.1%	240	19.2%	6.1%	297	17.2%	8.1%	537	44.6%	7.1%
<b>Employés</b>	316	10.6%	5.8%	100	8.0%	4.3%	216	12.5%	7.0%	0	0.0%	0.0%
<b>Ouvriers</b>	538	18.1%	5.6%	282	22.5%	5.5%	256	14.8%	5.8%	0	0.0%	0.0%
<b>Retraités</b>	774	26.0%	5.4%	317	25.4%	4.8%	457	26.4%	5.8%	0	0.0%	0.0%
<b>Autres inactifs</b>	110	3.7%	2.7%	37	3.0%	2.3%	72	4.2%	2.9%	0	0.0%	0.0%

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<b>Taille du foyer</b>												
<b>1 personne</b>	342	11.5%	3.4%	119	9.5%	2.7%	223	12.9%	3.9%	65	5.4%	3.7%
<b>2 personnes</b>	1087	36.5%	6.1%	459	36.8%	5.3%	628	36.3%	6.8%	293	24.3%	6.7%
<b>3 personnes</b>	544	18.3%	6.0%	257	20.5%	5.7%	287	16.6%	6.3%	266	22.1%	6.9%
<b>4 personnes</b>	689	23.1%	7.4%	279	22.3%	6.1%	410	23.7%	8.6%	407	33.8%	8.3%
<b>5 personnes et +</b>	318	10.7%	5.9%	136	10.9%	5.2%	182	10.5%	6.6%	174	14.4%	6.6%
<b>Présence d'enfants de moins de 15 ans</b>												
<b>Oui</b>	1137	38.2%	7.4%	510	40.8%	7.1%	628	36.3%	7.6%	639	53.1%	8.3%
<b>Non</b>	1842	61.8%	5.1%	740	59.2%	4.2%	1102	63.7%	5.9%	565	46.9%	5.8%
<b>Habitat</b>												
<b>Communes rurales</b>	671	22.5%	5.7%	306	24.5%	5.5%	365	21.1%	5.9%	267	22.2%	8.0%
<b>Agglo. - 20 000 hab</b>	534	17.9%	5.9%	232	18.6%	5.4%	302	17.5%	6.4%	188	15.6%	7.3%
<b>Agglo. 20 000 à 100 000 hab</b>	277	9.3%	4.0%	109	8.7%	3.3%	168	9.7%	4.7%	104	8.7%	5.8%
<b>Agglo. + 100 000 hab</b>	1100	36.9%	7.1%	446	35.7%	6.0%	654	37.8%	8.2%	475	39.5%	8.3%
<b>Agglo. Paris</b>	398	13.3%	4.7%	157	12.5%	3.9%	241	13.9%	5.4%	169	14.0%	4.2%

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	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
<b>Régions INSEE</b>												
Ile de France	485	16.3%	5.1%	199	15.9%	4.4%	286	16.6%	5.7%	203	16.8%	4.6%
Nord Pas de Calais	313	10.5%	9.7%	128	10.3%	8.4%	184	10.7%	10.9%	123	10.2%	12.9%
Lorraine	95	3.2%	5.0%	55	4.4%	5.9%	40	2.3%	4.1%	31	2.6%	5.5%
Alsace	82	2.7%	5.4%	45	3.6%	6.1%	37	2.1%	4.7%	26	2.2%	5.4%
Franche-Comté	64	2.2%	6.8%	32	2.6%	6.9%	32	1.9%	6.6%	19	1.6%	7.2%
Champagne Ardennes	68	2.3%	6.3%	24	1.9%	4.5%	45	2.6%	7.9%	19	1.6%	6.6%
Picardie	98	3.3%	6.4%	40	3.2%	5.4%	58	3.4%	7.3%	36	3.0%	8.3%
Bourgogne	36	1.2%	2.7%	13	1.1%	2.0%	23	1.3%	3.3%	22	1.8%	6.3%
Haute Normandie	96	3.2%	6.5%	32	2.6%	4.5%	64	3.7%	8.2%	55	4.6%	11.8%
Basse Normandie	91	3.1%	7.5%	53	4.2%	9.2%	38	2.2%	6.0%	36	3.0%	10.0%
Centre	160	5.4%	7.6%	73	5.8%	7.2%	87	5.0%	8.0%	61	5.1%	10.3%
Pays de Loire	187	6.3%	6.3%	88	7.1%	6.2%	99	5.7%	6.5%	88	7.3%	9.3%
Bretagne	163	5.5%	6.1%	61	4.9%	4.8%	102	5.9%	7.4%	62	5.1%	7.5%
Poitou Charentes	103	3.5%	7.0%	55	4.4%	7.7%	49	2.8%	6.3%	35	2.9%	8.5%
Aquitaine	172	5.8%	6.2%	63	5.0%	4.8%	110	6.3%	7.6%	82	6.8%	9.4%
Midi Pyrénées	82	2.7%	3.4%	35	2.8%	3.0%	47	2.7%	3.7%	41	3.4%	5.3%
Limousin	22	0.7%	3.6%	9	0.7%	3.1%	13	0.7%	4.0%	6	0.5%	3.7%
Auvergne	36	1.2%	3.2%	16	1.3%	2.9%	20	1.2%	3.5%	10	0.8%	3.4%
Rhône Alpes	216	7.2%	4.2%	72	5.8%	2.9%	143	8.3%	5.3%	91	7.5%	4.9%
Languedoc Roussillon	103	3.5%	4.6%	42	3.4%	3.9%	61	3.6%	5.2%	49	4.1%	6.6%
Provence Alpes Côte d'Azur. Corse	305	10.3%	7.0%	115	9.2%	5.6%	191	11.0%	8.3%	111	9.2%	7.5%
<b>Habitudes de connexion à Internet</b>												
Tous les jours	1978	66.4%	6.0%	831	66.5%	5.0%	1148	66.4%	6.9%	996	82.7%	6.8%
Presque tous les jours	411	13.8%	7.0%	148	11.8%	5.4%	263	15.2%	8.3%	134	11.2%	6.9%
1 à 2 fois par semaine	186	6.3%	7.3%	88	7.1%	7.6%	98	5.7%	7.1%	48	4.0%	7.6%
1 à 3 fois par mois	30	1.0%	5.9%	1	0.1%	0.3%	30	1.7%	9.4%	4	0.3%	6.5%
Moins souvent	44	1.5%	5.4%	23	1.8%	6.3%	22	1.3%	4.6%	2	0.1%	2.0%
Jamais	10	0.3%	8.1%	9	0.7%	9.8%	2	0.1%	4.6%	2	0.1%	18.6%

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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	76	2.6%	4.1%	27	2.2%	3.4%	49	2.8%	4.6%	12	1.0%	8.3%
De 9 000 à moins de 12 000 euros par an	96	3.2%	3.4%	31	2.5%	2.9%	66	3.8%	3.7%	17	1.4%	6.6%
De 12 000 à moins de 18 000 euros par an	241	8.1%	4.0%	78	6.3%	3.0%	163	9.4%	4.7%	24	2.0%	3.3%
De 18 000 à moins de 24 000 euros par an	306	10.3%	4.6%	115	9.2%	3.8%	191	11.0%	5.4%	85	7.1%	6.3%
De 24 000 à moins de 36 000 euros par an	625	21.0%	5.7%	263	21.1%	5.0%	361	20.9%	6.3%	213	17.7%	6.3%
De 36 000 à moins de 45 000 euros par an	574	19.3%	8.2%	277	22.1%	7.4%	298	17.2%	9.1%	262	21.8%	8.6%
De 45 000 à moins de 65 000 euros par an	568	19.1%	8.3%	244	19.6%	6.8%	324	18.7%	9.9%	335	27.8%	8.8%
De 65 000 à moins de 80 000 euros par an	167	5.6%	8.5%	92	7.4%	8.2%	75	4.3%	9.0%	98	8.1%	7.5%
De 80 000 à moins de 115 000 euros par an	76	2.6%	6.1%	31	2.4%	4.1%	46	2.6%	9.0%	53	4.4%	5.8%
115 000 euros et plus par an	20	0.7%	3.3%	12	1.0%	3.3%	8	0.4%	3.4%	20	1.6%	3.8%
Refus	154	5.2%	4.6%	59	4.7%	4.2%	95	5.5%	4.9%	59	4.9%	5.5%
Ne sait pas	76	2.5%	3.3%	20	1.6%	2.1%	56	3.2%	4.2%	26	2.1%	2.8%