

# Campagne Décoration

## Lecture Dernière Période

	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
<b>ENSEMBLE</b>	699	100.0%	1.3%	161	100.0%	0.6%	538	100.0%	2.0%	252	100.0%	1.5%
<b>Sexe</b>												
<b>Homme</b>	161	23.1%	0.6%	161	100.0%	0.6%	0	0.0%	0.0%	56	22.3%	0.6%
<b>Femme</b>	538	76.9%	2.0%	0	0.0%	0.0%	538	100.0%	2.0%	195	77.7%	2.3%
<b>Age</b>												
<b>15 à 24 ans</b>	26	3.8%	0.4%	10	6.4%	0.3%	16	3.0%	0.4%	13	5.1%	0.4%
<b>25 à 34 ans</b>	77	11.0%	1.0%	22	13.5%	0.6%	55	10.3%	1.4%	39	15.4%	1.2%
<b>35 à 49 ans</b>	153	21.9%	1.2%	25	15.7%	0.4%	128	23.8%	2.0%	87	34.7%	1.4%
<b>50 à 59 ans</b>	211	30.2%	2.3%	69	42.6%	1.5%	142	26.4%	3.1%	85	33.7%	2.2%
<b>60 ans et plus</b>	232	33.2%	1.5%	35	21.8%	0.5%	197	36.6%	2.3%	28	11.1%	3.2%
<b>Individu</b>												
<b>Ménagères</b>	525	75.1%	2.2%	0	0.0%	0.0%	525	97.7%	2.2%	190	75.4%	2.7%
<b>Personne de référence</b>	258	37.0%	0.9%	145	89.7%	0.7%	114	21.1%	1.4%	85	33.6%	1.0%
<b>Responsable des achats</b>	590	84.3%	1.6%	85	52.9%	0.7%	504	93.8%	2.2%	203	80.9%	1.8%
<b>PCS Individu</b>												
<b>Agriculteurs</b>	20	2.9%	4.0%	6	3.9%	1.8%	14	2.6%	8.8%	0	0.0%	0.0%
<b>Petits patrons</b>	26	3.7%	1.6%	14	8.4%	1.2%	12	2.3%	2.7%	20	8.0%	1.4%
<b>Affaires et Cadres</b>	75	10.8%	1.5%	12	7.6%	0.4%	63	11.7%	3.1%	65	25.9%	1.5%
<b>Professions intermédiaires</b>	124	17.8%	1.7%	29	18.2%	0.8%	95	17.6%	2.6%	92	36.7%	1.6%
<b>Employés</b>	116	16.5%	1.4%	5	2.9%	0.2%	111	20.6%	1.8%	36	14.3%	1.9%
<b>Ouvriers</b>	47	6.7%	0.7%	31	19.1%	0.6%	16	2.9%	1.2%	6	2.3%	1.7%
<b>Retraités</b>	188	27.0%	1.5%	30	18.5%	0.5%	159	29.5%	2.4%	9	3.5%	4.3%
<b>Autres inactifs</b>	103	14.7%	1.0%	34	21.4%	0.9%	68	12.7%	1.0%	23	9.2%	0.7%
<b>PCS Personne de référence</b>												
<b>Agriculteurs</b>	24	3.4%	3.2%	6	3.9%	1.5%	18	3.3%	5.2%	0	0.0%	0.0%
<b>Petits patrons</b>	40	5.7%	1.5%	15	9.5%	1.1%	24	4.5%	1.9%	40	15.8%	1.5%
<b>Affaires et Cadres</b>	105	15.0%	1.5%	15	9.1%	0.4%	90	16.8%	2.6%	105	41.7%	1.5%
<b>Professions intermédiaires</b>	107	15.3%	1.4%	26	16.2%	0.7%	81	15.0%	2.1%	107	42.5%	1.4%
<b>Employés</b>	38	5.5%	0.7%	10	6.3%	0.4%	28	5.2%	0.9%	0	0.0%	0.0%
<b>Ouvriers</b>	113	16.2%	1.2%	30	18.6%	0.6%	83	15.5%	1.9%	0	0.0%	0.0%
<b>Retraités</b>	219	31.3%	1.5%	32	19.8%	0.5%	187	34.8%	2.3%	0	0.0%	0.0%
<b>Autres inactifs</b>	53	7.6%	1.3%	27	16.6%	1.7%	26	4.8%	1.0%	0	0.0%	0.0%

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<b>Taille du foyer</b>												
<b>1 personne</b>	107	15.3%	1.1%	18	11.0%	0.4%	89	16.6%	1.6%	27	10.7%	1.5%
<b>2 personnes</b>	281	40.2%	1.6%	53	32.7%	0.6%	229	42.5%	2.4%	68	27.1%	1.7%
<b>3 personnes</b>	91	13.0%	1.0%	27	16.9%	0.6%	64	11.9%	1.4%	49	19.4%	1.2%
<b>4 personnes</b>	122	17.4%	1.3%	35	21.7%	0.8%	87	16.1%	1.9%	64	25.3%	1.3%
<b>5 personnes et +</b>	98	14.0%	1.8%	28	17.6%	1.1%	69	12.9%	2.5%	44	17.5%	1.7%
<b>Présence d'enfants de moins de 15 ans</b>												
<b>Oui</b>	210	30.1%	1.3%	48	29.8%	0.7%	162	30.1%	2.0%	107	42.7%	1.4%
<b>Non</b>	489	69.9%	1.3%	113	70.2%	0.6%	376	69.9%	2.0%	144	57.3%	1.5%
<b>Habitat</b>												
<b>Communes rurales</b>	233	33.4%	2.0%	49	30.1%	0.9%	185	34.3%	3.0%	83	32.8%	2.5%
<b>Agglo. - 20 000 hab</b>	125	17.9%	1.4%	33	20.4%	0.8%	92	17.1%	1.9%	42	16.7%	1.6%
<b>Agglo. 20 000 à 100 000 hab</b>	102	14.6%	1.5%	24	15.0%	0.7%	78	14.5%	2.2%	30	12.1%	1.6%
<b>Agglo. + 100 000 hab</b>	144	20.6%	0.9%	21	13.2%	0.3%	123	22.9%	1.5%	55	21.7%	1.0%
<b>Agglo. Paris</b>	95	13.5%	1.1%	34	21.3%	0.8%	60	11.2%	1.4%	42	16.7%	1.1%

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	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
<b>Régions INSEE</b>												
Ile de France	127	18.1%	1.3%	51	31.6%	1.1%	76	14.1%	1.5%	58	23.0%	1.3%
Nord Pas de Calais	34	4.9%	1.1%	8	5.2%	0.5%	26	4.9%	1.5%	13	5.0%	1.3%
Lorraine	13	1.8%	0.7%	3	1.7%	0.3%	10	1.9%	1.0%	4	1.6%	0.8%
Alsace	18	2.5%	1.2%	5	3.0%	0.6%	13	2.4%	1.6%	8	3.4%	1.8%
Franche-Comté	12	1.7%	1.3%	3	1.6%	0.5%	10	1.8%	2.0%	5	2.0%	1.8%
Champagne Ardennes	18	2.6%	1.6%	1	0.6%	0.2%	17	3.1%	3.0%	8	3.2%	2.7%
Picardie	24	3.5%	1.6%	8	5.2%	1.1%	16	3.0%	2.0%	8	3.1%	1.9%
Bourgogne	21	3.0%	1.5%	4	2.3%	0.6%	17	3.2%	2.5%	6	2.3%	1.7%
Haute Normandie	26	3.7%	1.8%	5	2.8%	0.6%	22	4.0%	2.8%	6	2.3%	1.3%
Basse Normandie	16	2.3%	1.3%	6	3.7%	1.0%	10	1.9%	1.6%	4	1.8%	1.4%
Centre	33	4.8%	1.6%	3	2.1%	0.3%	30	5.6%	2.8%	16	6.5%	2.5%
Pays de Loire	44	6.3%	1.5%	17	10.5%	1.2%	27	5.0%	1.8%	12	4.8%	1.3%
Bretagne	33	4.7%	1.2%	5	3.0%	0.4%	28	5.3%	2.0%	22	8.7%	2.9%
Poitou Charentes	36	5.1%	2.4%	7	4.4%	1.0%	28	5.3%	3.7%	12	5.0%	3.4%
Aquitaine	64	9.1%	2.3%	4	2.6%	0.3%	59	11.1%	4.1%	14	5.4%	1.6%
Midi Pyrénées	24	3.5%	1.0%	6	3.6%	0.5%	18	3.4%	1.4%	12	4.8%	1.5%
Limousin	18	2.5%	2.9%	2	1.4%	0.8%	15	2.8%	4.7%	3	1.3%	2.0%
Auvergne	10	1.5%	0.9%	1	0.6%	0.2%	9	1.7%	1.6%	3	1.4%	1.1%
Rhône Alpes	42	6.1%	0.8%	7	4.5%	0.3%	35	6.5%	1.3%	9	3.4%	0.4%
Languedoc Roussillon	23	3.3%	1.0%	5	3.2%	0.5%	18	3.3%	1.5%	7	2.7%	1.0%
Provence Alpes Côte d'Azur. Corse	63	9.0%	1.4%	11	6.5%	0.5%	52	9.8%	2.3%	21	8.5%	1.5%
<b>Habitudes de connection à Internet</b>												
Tous les jours	469	67.2%	1.4%	90	55.5%	0.5%	380	70.6%	2.2%	192	76.3%	1.3%
Presque tous les jours	95	13.5%	1.6%	27	16.6%	1.0%	68	12.6%	2.1%	36	14.4%	2.0%
1 à 2 fois par semaine	53	7.5%	2.0%	19	11.9%	1.8%	33	6.2%	2.2%	14	5.6%	2.7%
1 à 3 fois par mois	12	1.7%	2.5%	2	1.2%	1.0%	10	1.9%	3.5%	2	0.8%	3.1%
Moins souvent	4	0.6%	0.6%	0	0.0%	0.0%	4	0.8%	1.2%	3	1.3%	7.1%

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	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
<b>Revenus du foyer</b>												
<b>Moins de 9 000 euros par an</b>	10	1.4%	0.5%	3	2.0%	0.4%	7	1.3%	0.6%	2	0.6%	0.8%
<b>De 9 000 à moins de 12 000 euros par an</b>	17	2.4%	0.6%	2	1.1%	0.2%	15	2.8%	0.8%	2	0.7%	0.8%
<b>De 12 000 à moins de 18 000 euros par an</b>	76	10.9%	1.4%	32	19.8%	1.3%	44	8.3%	1.4%	4	1.8%	0.7%
<b>De 18 000 à moins de 24 000 euros par an</b>	76	10.9%	1.1%	21	12.8%	0.7%	55	10.3%	1.5%	24	9.7%	1.8%
<b>De 24 000 à moins de 36 000 euros par an</b>	164	23.4%	1.4%	30	18.7%	0.6%	133	24.8%	2.2%	45	18.0%	1.3%
<b>De 36 000 à moins de 45 000 euros par an</b>	123	17.5%	1.7%	22	13.6%	0.6%	101	18.7%	2.9%	54	21.6%	1.8%
<b>De 45 000 à moins de 65 000 euros par an</b>	119	17.0%	1.6%	31	19.2%	0.8%	88	16.4%	2.7%	56	22.3%	1.4%
<b>65 000 euros et plus par an</b>	66	9.4%	1.7%	14	8.5%	0.6%	52	9.7%	3.1%	46	18.2%	1.7%
<b>Refus</b>	42	6.0%	1.2%	5	3.3%	0.4%	37	6.8%	1.9%	13	5.2%	1.2%
<b>Ne sait pas</b>	7	0.9%	0.4%	2	1.1%	0.2%	5	0.9%	0.5%	5	1.8%	0.8%