

# Elle Décoration

## Lecture Dernière Période



	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
<b>ENSEMBLE</b>	2168	100.0%	4.2%	388	100.0%	1.6%	1780	100.0%	6.6%	899	100.0%	5.2%
<b>Sexe</b>												
<b>Homme</b>	388	17.9%	1.6%	388	100.0%	1.6%	0	0.0%	0.0%	181	20.1%	2.0%
<b>Femme</b>	1780	82.1%	6.6%	0	0.0%	0.0%	1780	100.0%	6.6%	719	79.9%	8.4%
<b>Age</b>												
<b>15 à 24 ans</b>	193	8.9%	2.7%	29	7.6%	0.8%	164	9.2%	4.6%	99	11.0%	3.2%
<b>25 à 34 ans</b>	251	11.6%	3.3%	26	6.8%	0.7%	225	12.6%	5.8%	93	10.3%	2.9%
<b>35 à 49 ans</b>	557	25.7%	4.5%	105	27.1%	1.7%	451	25.3%	7.1%	381	42.4%	6.0%
<b>50 à 59 ans</b>	479	22.1%	5.3%	120	30.9%	2.7%	359	20.2%	8.0%	246	27.3%	6.5%
<b>60 ans et plus</b>	688	31.7%	4.4%	107	27.6%	1.6%	581	32.6%	6.5%	81	9.0%	8.1%
<b>Individu</b>												
<b>Ménagères</b>	1611	74.3%	6.9%	0	0.0%	0.0%	1611	90.5%	6.9%	642	71.3%	9.2%
<b>Personne de référence</b>	799	36.9%	2.8%	355	91.4%	1.7%	444	25.0%	5.6%	305	33.9%	3.6%
<b>Responsable des achats</b>	1796	82.8%	5.0%	247	63.5%	1.9%	1549	87.0%	6.8%	688	76.5%	6.2%
<b>PCS Individu</b>												
<b>Agriculteurs</b>	15	0.7%	2.9%	5	1.2%	1.4%	10	0.6%	6.1%	1	0.2%	5.5%
<b>Petits patrons</b>	108	5.0%	6.7%	42	10.8%	3.6%	66	3.7%	15.3%	82	9.1%	5.7%
<b>Affaires et Cadres</b>	294	13.5%	6.0%	76	19.7%	2.7%	217	12.2%	10.4%	268	29.8%	6.1%
<b>Professions intermédiaires</b>	320	14.8%	4.4%	54	13.8%	1.5%	267	15.0%	7.4%	261	29.0%	4.4%
<b>Employés</b>	362	16.7%	4.3%	29	7.6%	1.3%	332	18.7%	5.4%	93	10.3%	5.1%
<b>Ouvriers</b>	98	4.5%	1.5%	40	10.2%	0.8%	58	3.3%	4.6%	13	1.5%	3.7%
<b>Retraités</b>	532	24.6%	4.2%	81	20.8%	1.3%	452	25.4%	6.7%	17	1.9%	8.2%
<b>Autres inactifs</b>	439	20.3%	4.3%	62	15.9%	1.7%	378	21.2%	5.6%	164	18.3%	5.0%
<b>PCS Personne de référence</b>												
<b>Agriculteurs</b>	30	1.4%	3.9%	5	1.2%	1.2%	25	1.4%	7.0%	0	0.0%	0.0%
<b>Petits patrons</b>	162	7.5%	6.2%	43	11.0%	3.1%	120	6.7%	9.7%	162	18.0%	6.2%
<b>Affaires et Cadres</b>	445	20.5%	6.5%	85	21.9%	2.5%	360	20.3%	10.4%	445	49.5%	6.5%
<b>Professions intermédiaires</b>	292	13.4%	3.7%	53	13.7%	1.3%	238	13.4%	6.2%	292	32.4%	3.7%
<b>Employés</b>	197	9.1%	3.6%	34	8.8%	1.4%	163	9.2%	5.3%	0	0.0%	0.0%
<b>Ouvriers</b>	243	11.2%	2.6%	47	12.1%	0.9%	197	11.0%	4.4%	0	0.0%	0.0%
<b>Retraités</b>	634	29.3%	4.3%	82	21.0%	1.2%	553	31.1%	6.7%	0	0.0%	0.0%
<b>Autres inactifs</b>	164	7.6%	4.0%	40	10.4%	2.7%	124	6.9%	4.8%	0	0.0%	0.0%

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<b>Taille du foyer</b>												
<b>1 personne</b>	362	16.7%	3.6%	55	14.2%	1.3%	307	17.2%	5.4%	90	10.1%	4.6%
<b>2 personnes</b>	894	41.2%	4.9%	164	42.3%	1.9%	730	41.0%	7.8%	268	29.8%	6.5%
<b>3 personnes</b>	315	14.5%	3.4%	46	11.9%	1.0%	269	15.1%	6.0%	189	21.1%	4.7%
<b>4 personnes</b>	369	17.0%	4.0%	88	22.7%	1.9%	281	15.8%	5.9%	237	26.4%	5.0%
<b>5 personnes et +</b>	228	10.5%	4.2%	35	8.9%	1.3%	193	10.8%	6.8%	114	12.7%	4.5%
<b>Présence d'enfants de moins de 15 ans</b>												
<b>Oui</b>	695	32.0%	4.4%	128	32.9%	1.7%	567	31.9%	6.8%	420	46.7%	5.5%
<b>Non</b>	1474	68.0%	4.1%	261	67.1%	1.5%	1213	68.1%	6.5%	479	53.3%	4.9%
<b>Habitat</b>												
<b>Communes rurales</b>	389	17.9%	3.2%	63	16.2%	1.1%	326	18.3%	5.2%	108	12.0%	3.4%
<b>Agglo. - 20 000 hab</b>	336	15.5%	3.7%	63	16.2%	1.5%	273	15.4%	5.8%	142	15.8%	5.5%
<b>Agglo. 20 000 à 100 000 hab</b>	254	11.7%	3.6%	60	15.3%	1.8%	194	10.9%	5.3%	85	9.4%	4.2%
<b>Agglo. + 100 000 hab</b>	722	33.3%	4.7%	118	30.4%	1.6%	604	33.9%	7.5%	318	35.4%	5.7%
<b>Agglo. Paris</b>	468	21.6%	5.5%	85	21.9%	2.1%	383	21.5%	8.5%	246	27.4%	6.2%

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<b>Régions INSEE</b>												
Ile de France	517	23.9%	5.4%	95	24.6%	2.1%	422	23.7%	8.4%	260	28.9%	6.0%
Nord Pas de Calais	103	4.8%	3.2%	13	3.4%	0.9%	90	5.1%	5.3%	36	4.0%	3.6%
Lorraine	78	3.6%	4.1%	9	2.4%	1.0%	69	3.9%	7.0%	25	2.7%	4.6%
Alsace	75	3.5%	4.9%	13	3.2%	1.7%	63	3.5%	7.9%	21	2.3%	4.8%
Franche-Comté	30	1.4%	3.1%	4	1.0%	0.8%	26	1.5%	5.3%	8	0.9%	3.1%
Champagne Ardennes	28	1.3%	2.6%	3	0.7%	0.5%	25	1.4%	4.4%	11	1.2%	3.9%
Picardie	57	2.6%	3.7%	16	4.1%	2.2%	41	2.3%	5.1%	12	1.3%	2.7%
Bourgogne	54	2.5%	4.0%	5	1.2%	0.7%	49	2.8%	6.9%	17	1.8%	4.9%
Haute Normandie	56	2.6%	3.7%	11	2.7%	1.5%	45	2.5%	5.8%	25	2.8%	5.5%
Basse Normandie	43	2.0%	3.6%	14	3.6%	2.4%	29	1.6%	4.6%	22	2.5%	6.3%
Centre	62	2.8%	2.9%	6	1.6%	0.6%	56	3.1%	5.1%	27	3.1%	4.1%
Pays de Loire	89	4.1%	3.0%	14	3.6%	1.0%	75	4.2%	4.8%	39	4.4%	4.4%
Bretagne	108	5.0%	4.0%	17	4.5%	1.4%	90	5.1%	6.5%	39	4.3%	5.5%
Poitou Charentes	44	2.0%	2.9%	4	1.1%	0.6%	39	2.2%	5.1%	10	1.2%	2.8%
Aquitaine	126	5.8%	4.5%	33	8.6%	2.5%	93	5.2%	6.3%	44	4.8%	5.2%
Midi Pyrénées	100	4.6%	4.0%	21	5.5%	1.8%	78	4.4%	6.1%	49	5.4%	6.0%
Limousin	23	1.1%	3.8%	7	1.8%	2.4%	16	0.9%	5.0%	6	0.6%	3.5%
Auvergne	45	2.1%	3.9%	6	1.5%	1.1%	39	2.2%	6.6%	16	1.8%	5.2%
Rhône Alpes	179	8.3%	3.4%	35	8.9%	1.4%	144	8.1%	5.3%	80	8.9%	4.2%
Languedoc Roussillon	105	4.9%	4.6%	24	6.2%	2.2%	81	4.6%	6.7%	46	5.1%	6.2%
Provence Alpes Côte d'Azur. Corse	247	11.4%	5.6%	37	9.6%	1.8%	209	11.8%	9.1%	108	12.0%	7.0%
<b>Habitudes de connexion à Internet</b>												
Tous les jours	1701	78.5%	4.6%	293	75.3%	1.6%	1408	79.1%	7.5%	781	86.8%	5.2%
Presque tous les jours	190	8.8%	3.4%	22	5.8%	0.9%	167	9.4%	5.5%	65	7.2%	4.1%
1 à 2 fois par semaine	141	6.5%	5.2%	40	10.2%	3.4%	102	5.7%	6.4%	30	3.3%	5.8%
1 à 3 fois par mois	12	0.6%	2.5%	3	0.7%	1.2%	10	0.5%	3.5%	2	0.2%	2.4%
Moins souvent	31	1.4%	5.5%	5	1.3%	1.8%	26	1.5%	9.3%	16	1.8%	29.3%
Jamais	1	0.1%	2.0%	1	0.4%	2.8%	0	0.0%	0.0%	0	0.0%	0.0%

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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>	20	0.9%	1.2%	4	0.9%	0.5%	16	0.9%	1.7%	2	0.3%	1.3%
<b>De 9 000 à moins de 12 000 euros par an</b>	85	3.9%	3.1%	30	7.7%	2.9%	55	3.1%	3.3%	12	1.3%	4.8%
<b>De 12 000 à moins de 18 000 euros par an</b>	187	8.6%	3.5%	27	7.1%	1.2%	160	9.0%	5.1%	25	2.8%	3.7%
<b>De 18 000 à moins de 24 000 euros par an</b>	239	11.0%	3.6%	38	9.7%	1.3%	201	11.3%	5.3%	72	8.0%	5.1%
<b>De 24 000 à moins de 36 000 euros par an</b>	416	19.2%	3.6%	68	17.5%	1.2%	348	19.6%	5.7%	126	14.0%	3.6%
<b>De 36 000 à moins de 45 000 euros par an</b>	312	14.4%	4.2%	42	10.7%	1.1%	270	15.2%	7.5%	134	14.9%	4.7%
<b>De 45 000 à moins de 65 000 euros par an</b>	359	16.6%	5.1%	66	16.9%	1.7%	293	16.5%	9.6%	196	21.8%	5.3%
<b>65 000 euros et plus par an</b>	314	14.5%	7.4%	77	19.8%	3.1%	237	13.3%	13.4%	236	26.3%	8.2%
<b>Refus</b>	200	9.2%	4.7%	36	9.2%	2.0%	164	9.2%	6.7%	73	8.1%	4.9%
<b>Ne sait pas</b>	36	1.7%	3.4%	1	0.4%	0.3%	35	2.0%	6.0%	23	2.5%	5.8%