

Elle Décoration

Lecture Dernière Période



	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
ENSEMBLE	2253	100.0%	4.3%	361	100.0%	1.4%	1892	100.0%	6.9%	874	100.0%	4.9%
Sexe												
Homme	361	16.0%	1.4%	361	100.0%	1.4%	0	0.0%	0.0%	185	21.2%	2.0%
Femme	1892	84.0%	6.9%	0	0.0%	0.0%	1892	100.0%	6.9%	689	78.8%	7.9%
Age												
15 à 24 ans	175	7.8%	2.4%	23	6.5%	0.6%	152	8.0%	4.2%	84	9.6%	2.6%
25 à 34 ans	255	11.3%	3.3%	11	3.0%	0.3%	244	12.9%	6.3%	85	9.7%	2.6%
35 à 49 ans	562	24.9%	4.4%	104	28.8%	1.7%	458	24.2%	7.1%	367	42.0%	5.9%
50 à 59 ans	440	19.5%	5.1%	89	24.8%	2.1%	351	18.5%	7.9%	233	26.7%	6.5%
60 ans et plus	821	36.4%	5.1%	133	37.0%	1.8%	687	36.3%	7.7%	105	12.0%	6.6%
Individu												
Ménagères	1707	75.8%	7.3%	0	0.0%	0.0%	1707	90.2%	7.3%	611	69.9%	8.6%
Personne de référence	862	38.2%	3.1%	323	89.4%	1.6%	539	28.5%	7.3%	304	34.7%	3.4%
Responsable des achats	1871	83.0%	5.2%	218	60.4%	1.7%	1653	87.4%	7.2%	663	75.9%	5.9%
PCS Individu												
Agriculteurs	11	0.5%	2.1%	1	0.3%	0.4%	10	0.5%	5.0%	0	0.1%	1.4%
Petits patrons	96	4.3%	5.9%	41	11.5%	3.4%	55	2.9%	13.1%	78	8.9%	5.3%
Affaires et Cadres	298	13.2%	5.9%	76	21.0%	2.6%	222	11.8%	10.3%	266	30.4%	5.9%
Professions intermédiaires	305	13.5%	4.1%	54	14.8%	1.5%	251	13.3%	6.8%	247	28.2%	4.1%
Employés	398	17.7%	4.6%	13	3.6%	0.6%	385	20.3%	6.1%	102	11.7%	5.7%
Ouvriers	129	5.7%	2.0%	53	14.6%	1.0%	76	4.0%	5.9%	21	2.4%	4.7%
Retraités	570	25.3%	4.4%	76	21.1%	1.3%	494	26.1%	7.2%	12	1.3%	5.3%
Autres inactifs	446	19.8%	4.5%	47	13.1%	1.3%	399	21.1%	6.3%	149	17.0%	4.5%
PCS Personne de référence												
Agriculteurs	36	1.6%	4.7%	2	0.5%	0.5%	34	1.8%	8.4%	0	0.0%	0.0%
Petits patrons	175	7.8%	6.5%	43	11.8%	2.9%	132	7.0%	10.8%	175	20.0%	6.5%
Affaires et Cadres	410	18.2%	5.8%	87	24.1%	2.5%	323	17.1%	9.1%	410	46.9%	5.8%
Professions intermédiaires	290	12.9%	3.6%	56	15.5%	1.3%	234	12.4%	6.0%	290	33.2%	3.6%
Employés	219	9.7%	3.9%	19	5.3%	0.8%	200	10.6%	6.1%	0	0.0%	0.0%
Ouvriers	295	13.1%	3.0%	54	15.1%	1.1%	241	12.7%	5.3%	0	0.0%	0.0%
Retraités	690	30.6%	4.6%	77	21.4%	1.2%	613	32.4%	7.3%	0	0.0%	0.0%
Autres inactifs	138	6.1%	3.9%	23	6.5%	1.6%	115	6.1%	5.6%	0	0.0%	0.0%

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Taille du foyer												
1 personne	433	19.2%	4.4%	45	12.3%	1.0%	389	20.5%	7.0%	89	10.2%	3.8%
2 personnes	857	38.1%	4.7%	150	41.6%	1.7%	707	37.4%	7.5%	245	28.0%	5.8%
3 personnes	357	15.8%	3.8%	71	19.8%	1.5%	285	15.1%	6.2%	194	22.2%	4.9%
4 personnes	347	15.4%	3.7%	79	21.8%	1.7%	268	14.2%	5.7%	221	25.3%	4.7%
5 personnes et +	259	11.5%	4.6%	16	4.5%	0.6%	243	12.8%	8.0%	126	14.4%	4.8%
Présence d'enfants de moins de 15 ans												
Oui	692	30.7%	4.4%	109	30.1%	1.5%	584	30.9%	6.9%	387	44.2%	5.1%
Non	1560	69.3%	4.2%	252	69.9%	1.4%	1308	69.1%	6.9%	487	55.8%	4.7%
Habitat												
Communes rurales	349	15.5%	2.9%	57	15.7%	1.0%	292	15.4%	4.7%	103	11.8%	3.1%
Agglo. - 20 000 hab	418	18.5%	4.7%	61	16.8%	1.4%	357	18.9%	7.7%	126	14.4%	4.6%
Agglo. 20 000 à 100 000 hab	304	13.5%	4.4%	66	18.2%	2.0%	239	12.6%	6.5%	107	12.3%	5.0%
Agglo. + 100 000 hab	739	32.8%	4.7%	103	28.7%	1.4%	635	33.6%	7.8%	301	34.4%	5.4%
Agglo. Paris	443	19.7%	5.0%	74	20.6%	1.8%	369	19.5%	8.0%	237	27.1%	5.9%

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Régions INSEE												
Ile de France	501	22.2%	5.1%	80	22.1%	1.7%	421	22.2%	8.2%	248	28.4%	5.6%
Nord Pas de Calais	133	5.9%	4.1%	8	2.1%	0.5%	125	6.6%	7.5%	39	4.5%	3.9%
Lorraine	80	3.5%	4.2%	8	2.2%	0.9%	72	3.8%	7.3%	22	2.5%	4.1%
Alsace	70	3.1%	4.5%	11	3.0%	1.4%	59	3.1%	7.4%	18	2.1%	4.0%
Franche-Comté	33	1.5%	3.4%	3	0.8%	0.6%	30	1.6%	6.1%	14	1.6%	4.9%
Champagne Ardennes	33	1.5%	3.0%	7	1.9%	1.3%	26	1.4%	4.5%	9	1.1%	3.2%
Picardie	50	2.2%	3.3%	9	2.6%	1.2%	41	2.2%	5.1%	23	2.6%	5.1%
Bourgogne	59	2.6%	4.3%	8	2.1%	1.2%	51	2.7%	7.2%	21	2.4%	5.5%
Haute Normandie	49	2.2%	3.3%	4	1.2%	0.6%	45	2.4%	5.8%	18	2.1%	4.0%
Basse Normandie	43	1.9%	3.6%	6	1.8%	1.1%	37	1.9%	5.7%	21	2.4%	5.9%
Centre	65	2.9%	3.1%	15	4.3%	1.6%	49	2.6%	4.6%	18	2.0%	2.8%
Pays de Loire	120	5.3%	4.0%	13	3.6%	0.9%	107	5.7%	6.8%	39	4.5%	4.4%
Bretagne	136	6.1%	5.1%	33	9.1%	2.5%	103	5.5%	7.5%	36	4.1%	4.6%
Poitou Charentes	60	2.7%	4.0%	7	1.9%	1.0%	53	2.8%	6.8%	15	1.7%	3.7%
Aquitaine	119	5.3%	4.3%	19	5.2%	1.4%	100	5.3%	6.9%	44	5.0%	4.9%
Midi Pyrénées	121	5.4%	4.9%	26	7.2%	2.2%	95	5.0%	7.4%	48	5.4%	5.4%
Limousin	25	1.1%	3.9%	11	2.9%	3.5%	14	0.7%	4.3%	6	0.7%	3.5%
Auvergne	43	1.9%	3.7%	5	1.4%	0.9%	38	2.0%	6.3%	10	1.2%	3.5%
Rhône Alpes	212	9.4%	4.0%	29	8.1%	1.1%	183	9.7%	6.6%	95	10.9%	4.8%
Languedoc Roussillon	83	3.7%	3.6%	13	3.6%	1.2%	70	3.7%	5.7%	23	2.6%	3.1%
Provence Alpes Côte d'Azur. Corse	218	9.7%	5.0%	46	12.8%	2.2%	172	9.1%	7.4%	106	12.2%	6.9%
Habitudes de connexion à Internet												
Tous les jours	1847	82.0%	4.3%	289	80.1%	1.4%	1558	82.4%	7.1%	768	87.9%	4.8%
Presque tous les jours	235	10.4%	3.8%	37	10.3%	1.3%	198	10.4%	5.9%	79	9.1%	5.7%
1 à 2 fois par semaine	151	6.7%	5.0%	26	7.2%	2.1%	124	6.6%	7.0%	25	2.8%	4.8%
1 à 3 fois par mois	15	0.7%	3.8%	5	1.4%	2.7%	10	0.5%	4.7%	2	0.2%	3.5%
Moins souvent	6	0.3%	5.2%	4	1.0%	9.9%	2	0.1%	2.7%	0	0.0%	0.0%

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Revenus du foyer												
Moins de 9 000 euros par an	53	2.3%	3.9%	10	2.9%	1.7%	42	2.2%	5.7%	9	1.0%	4.3%
De 9 000 à moins de 12 000 euros par an	81	3.6%	4.1%	17	4.8%	2.3%	63	3.3%	5.2%	7	0.8%	2.8%
De 12 000 à moins de 18 000 euros par an	174	7.7%	3.5%	14	3.8%	0.7%	160	8.5%	5.4%	15	1.7%	1.9%
De 18 000 à moins de 24 000 euros par an	280	12.4%	4.1%	33	9.1%	1.1%	247	13.1%	6.3%	65	7.4%	4.3%
De 24 000 à moins de 36 000 euros par an	487	21.6%	3.9%	62	17.1%	1.1%	425	22.5%	6.4%	152	17.4%	4.3%
De 36 000 à moins de 45 000 euros par an	336	14.9%	4.4%	52	14.4%	1.3%	284	15.0%	7.5%	138	15.8%	4.8%
De 45 000 à moins de 65 000 euros par an	319	14.2%	4.1%	48	13.3%	1.1%	271	14.3%	7.9%	165	18.9%	4.3%
65 000 euros et plus par an	300	13.3%	7.0%	78	21.7%	3.1%	222	11.7%	12.8%	227	26.0%	7.9%
Refus	175	7.8%	4.9%	44	12.1%	2.9%	131	6.9%	6.5%	77	8.8%	5.8%
Ne sait pas	48	2.1%	3.1%	2	0.7%	0.3%	46	2.4%	5.5%	19	2.2%	2.9%