

# Art & Décoration

## Lecture Dernière Période



|                                   | Ensemble |           |             | Hommes   |           |             | Femmes   |           |             | FoyersCSP+ |           |             |
|-----------------------------------|----------|-----------|-------------|----------|-----------|-------------|----------|-----------|-------------|------------|-----------|-------------|
|                                   | Milliers | Structure | Pénétration | Milliers | Structure | Pénétration | Milliers | Structure | Pénétration | Milliers   | Structure | Pénétration |
| <b>ENSEMBLE</b>                   | 2935     | 100.0%    | 5.6%        | 910      | 100.0%    | 3.6%        | 2025     | 100.0%    | 7.4%        | 1045       | 100.0%    | 5.9%        |
| <b>Sexe</b>                       |          |           |             |          |           |             |          |           |             |            |           |             |
| <b>Homme</b>                      | 910      | 31.0%     | 3.6%        | 910      | 100.0%    | 3.6%        | 0        | 0.0%      | 0.0%        | 353        | 33.8%     | 3.9%        |
| <b>Femme</b>                      | 2025     | 69.0%     | 7.4%        | 0        | 0.0%      | 0.0%        | 2025     | 100.0%    | 7.4%        | 692        | 66.2%     | 8.0%        |
| <b>Age</b>                        |          |           |             |          |           |             |          |           |             |            |           |             |
| <b>15 à 24 ans</b>                | 123      | 4.2%      | 1.7%        | 47       | 5.1%      | 1.3%        | 76       | 3.7%      | 2.1%        | 54         | 5.1%      | 1.7%        |
| <b>25 à 34 ans</b>                | 293      | 10.0%     | 3.8%        | 91       | 10.0%     | 2.4%        | 202      | 10.0%     | 5.2%        | 118        | 11.3%     | 3.7%        |
| <b>35 à 49 ans</b>                | 739      | 25.2%     | 5.8%        | 266      | 29.2%     | 4.3%        | 474      | 23.4%     | 7.4%        | 443        | 42.4%     | 7.1%        |
| <b>50 à 59 ans</b>                | 656      | 22.4%     | 7.6%        | 212      | 23.3%     | 5.1%        | 444      | 21.9%     | 10.0%       | 320        | 30.6%     | 8.9%        |
| <b>60 ans et plus</b>             | 1123     | 38.3%     | 7.0%        | 294      | 32.3%     | 4.1%        | 829      | 40.9%     | 9.3%        | 110        | 10.6%     | 6.9%        |
| <b>Individu</b>                   |          |           |             |          |           |             |          |           |             |            |           |             |
| <b>Ménagères</b>                  | 1900     | 64.7%     | 8.1%        | 0        | 0.0%      | 0.0%        | 1900     | 93.9%     | 8.1%        | 645        | 61.8%     | 9.1%        |
| <b>Personne de référence</b>      | 1428     | 48.6%     | 5.1%        | 834      | 91.6%     | 4.1%        | 594      | 29.3%     | 8.0%        | 477        | 45.7%     | 5.4%        |
| <b>Responsable des achats</b>     | 2320     | 79.1%     | 6.5%        | 453      | 49.8%     | 3.5%        | 1867     | 92.2%     | 8.2%        | 799        | 76.5%     | 7.1%        |
| <b>PCS Individu</b>               |          |           |             |          |           |             |          |           |             |            |           |             |
| <b>Agriculteurs</b>               | 45       | 1.5%      | 8.7%        | 7        | 0.8%      | 2.1%        | 38       | 1.9%      | 19.5%       | 3          | 0.3%      | 7.9%        |
| <b>Petits patrons</b>             | 106      | 3.6%      | 6.5%        | 58       | 6.4%      | 4.8%        | 48       | 2.4%      | 11.3%       | 90         | 8.6%      | 6.1%        |
| <b>Affaires et Cadres</b>         | 330      | 11.3%     | 6.6%        | 108      | 11.9%     | 3.7%        | 222      | 11.0%     | 10.3%       | 294        | 28.1%     | 6.5%        |
| <b>Professions intermédiaires</b> | 453      | 15.4%     | 6.1%        | 173      | 19.0%     | 4.7%        | 279      | 13.8%     | 7.5%        | 385        | 36.8%     | 6.3%        |
| <b>Employés</b>                   | 463      | 15.8%     | 5.4%        | 63       | 6.9%      | 2.8%        | 400      | 19.8%     | 6.3%        | 119        | 11.4%     | 6.7%        |
| <b>Ouvriers</b>                   | 280      | 9.5%      | 4.3%        | 186      | 20.5%     | 3.6%        | 93       | 4.6%      | 7.1%        | 24         | 2.3%      | 5.3%        |
| <b>Retraités</b>                  | 833      | 28.4%     | 6.5%        | 212      | 23.3%     | 3.5%        | 621      | 30.7%     | 9.0%        | 27         | 2.6%      | 12.2%       |
| <b>Autres inactifs</b>            | 425      | 14.5%     | 4.3%        | 102      | 11.2%     | 2.8%        | 323      | 15.9%     | 5.1%        | 104        | 10.0%     | 3.1%        |
| <b>PCS Personne de référence</b>  |          |           |             |          |           |             |          |           |             |            |           |             |
| <b>Agriculteurs</b>               | 78       | 2.6%      | 10.0%       | 12       | 1.3%      | 3.4%        | 65       | 3.2%      | 15.9%       | 0          | 0.0%      | 0.0%        |
| <b>Petits patrons</b>             | 169      | 5.7%      | 6.3%        | 63       | 7.0%      | 4.4%        | 105      | 5.2%      | 8.6%        | 169        | 16.1%     | 6.3%        |
| <b>Affaires et Cadres</b>         | 390      | 13.3%     | 5.5%        | 113      | 12.5%     | 3.2%        | 277      | 13.7%     | 7.8%        | 390        | 37.3%     | 5.5%        |
| <b>Professions intermédiaires</b> | 486      | 16.6%     | 6.0%        | 177      | 19.4%     | 4.2%        | 309      | 15.3%     | 7.9%        | 486        | 46.5%     | 6.0%        |
| <b>Employés</b>                   | 261      | 8.9%      | 4.7%        | 65       | 7.2%      | 2.8%        | 196      | 9.7%      | 6.0%        | 0          | 0.0%      | 0.0%        |
| <b>Ouvriers</b>                   | 403      | 13.7%     | 4.2%        | 189      | 20.8%     | 3.7%        | 215      | 10.6%     | 4.7%        | 0          | 0.0%      | 0.0%        |
| <b>Retraités</b>                  | 955      | 32.6%     | 6.4%        | 226      | 24.8%     | 3.4%        | 729      | 36.0%     | 8.7%        | 0          | 0.0%      | 0.0%        |
| <b>Autres inactifs</b>            | 192      | 6.5%      | 5.4%        | 65       | 7.1%      | 4.3%        | 128      | 6.3%      | 6.2%        | 0          | 0.0%      | 0.0%        |

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|  | Ensemble |           |             | Hommes   |           |             | Femmes   |           |             | FoyersCSP+ |           |             |
|--|----------|-----------|-------------|----------|-----------|-------------|----------|-----------|-------------|------------|-----------|-------------|
|  | Milliers | Structure | Pénétration | Milliers | Structure | Pénétration | Milliers | Structure | Pénétration | Milliers   | Structure | Pénétration |
| <b>Taille du foyer</b>                       |          |           |             |          |           |             |          |           |             |            |           |             |
| <b>1 personne</b>                            | 560      | 19.1%     | 5.7%        | 112      | 12.3%     | 2.6%        | 448      | 22.1%     | 8.1%        | 130        | 12.5%     | 5.5%        |
| <b>2 personnes</b>                           | 1188     | 40.5%     | 6.5%        | 378      | 41.6%     | 4.3%        | 810      | 40.0%     | 8.6%        | 291        | 27.9%     | 6.9%        |
| <b>3 personnes</b>                           | 418      | 14.2%     | 4.5%        | 144      | 15.8%     | 3.1%        | 274      | 13.6%     | 5.9%        | 214        | 20.5%     | 5.4%        |
| <b>4 personnes</b>                           | 469      | 16.0%     | 5.0%        | 168      | 18.4%     | 3.6%        | 301      | 14.9%     | 6.4%        | 263        | 25.1%     | 5.6%        |
| <b>5 personnes et +</b>                      | 300      | 10.2%     | 5.4%        | 109      | 11.9%     | 4.2%        | 191      | 9.4%      | 6.3%        | 146        | 14.0%     | 5.5%        |
| <b>Présence d'enfants de moins de 15 ans</b> |          |           |             |          |           |             |          |           |             |            |           |             |
| <b>Oui</b>                                   | 852      | 29.0%     | 5.4%        | 298      | 32.7%     | 4.1%        | 554      | 27.4%     | 6.6%        | 481        | 46.0%     | 6.4%        |
| <b>Non</b>                                   | 2083     | 71.0%     | 5.7%        | 613      | 67.3%     | 3.4%        | 1470     | 72.6%     | 7.8%        | 564        | 54.0%     | 5.5%        |
| <b>Habitat</b>                               |          |           |             |          |           |             |          |           |             |            |           |             |
| <b>Communes rurales</b>                      | 721      | 24.6%     | 6.0%        | 255      | 28.1%     | 4.5%        | 465      | 23.0%     | 7.4%        | 218        | 20.8%     | 6.5%        |
| <b>Agglo. - 20 000 hab</b>                   | 547      | 18.6%     | 6.1%        | 165      | 18.1%     | 3.8%        | 382      | 18.9%     | 8.2%        | 167        | 16.0%     | 6.1%        |
| <b>Agglo. 20 000 à 100 000 hab</b>           | 409      | 13.9%     | 5.9%        | 126      | 13.9%     | 3.8%        | 283      | 14.0%     | 7.7%        | 150        | 14.4%     | 7.1%        |
| <b>Agglo. + 100 000 hab</b>                  | 864      | 29.4%     | 5.5%        | 230      | 25.2%     | 3.0%        | 634      | 31.3%     | 7.8%        | 324        | 31.0%     | 5.8%        |
| <b>Agglo. Paris</b>                          | 394      | 13.4%     | 4.5%        | 134      | 14.7%     | 3.2%        | 260      | 12.9%     | 5.6%        | 186        | 17.8%     | 4.6%        |

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|  | Milliers | Structure | Pénétration | Milliers | Structure | Pénétration | Milliers | Structure | Pénétration | Milliers   | Structure | Pénétration |
| <b>Régions INSEE</b>                     |          |           |             |          |           |             |          |           |             |            |           |             |
| Ile de France                            | 482      | 16.4%     | 5.0%        | 155      | 17.0%     | 3.3%        | 327      | 16.2%     | 6.4%        | 205        | 19.6%     | 4.7%        |
| Nord Pas de Calais                       | 198      | 6.8%      | 6.2%        | 50       | 5.5%      | 3.2%        | 148      | 7.3%      | 8.9%        | 67         | 6.4%      | 6.6%        |
| Lorraine                                 | 119      | 4.0%      | 6.2%        | 43       | 4.7%      | 4.6%        | 76       | 3.7%      | 7.7%        | 28         | 2.7%      | 5.3%        |
| Alsace                                   | 73       | 2.5%      | 4.7%        | 32       | 3.5%      | 4.2%        | 41       | 2.0%      | 5.1%        | 18         | 1.7%      | 3.9%        |
| Franche-Comté                            | 40       | 1.4%      | 4.2%        | 13       | 1.5%      | 2.9%        | 27       | 1.3%      | 5.4%        | 14         | 1.3%      | 5.0%        |
| Champagne Ardennes                       | 63       | 2.2%      | 5.7%        | 25       | 2.8%      | 4.8%        | 38       | 1.9%      | 6.6%        | 24         | 2.3%      | 8.2%        |
| Picardie                                 | 73       | 2.5%      | 4.7%        | 28       | 3.1%      | 3.8%        | 45       | 2.2%      | 5.6%        | 24         | 2.3%      | 5.4%        |
| Bourgogne                                | 100      | 3.4%      | 7.3%        | 32       | 3.5%      | 4.9%        | 68       | 3.3%      | 9.4%        | 26         | 2.5%      | 6.8%        |
| Haute Normandie                          | 72       | 2.5%      | 4.9%        | 20       | 2.2%      | 2.8%        | 52       | 2.6%      | 6.7%        | 33         | 3.1%      | 7.1%        |
| Basse Normandie                          | 55       | 1.9%      | 4.6%        | 22       | 2.4%      | 3.9%        | 33       | 1.6%      | 5.2%        | 25         | 2.4%      | 6.9%        |
| Centre                                   | 157      | 5.3%      | 7.6%        | 50       | 5.5%      | 5.1%        | 107      | 5.3%      | 10.0%       | 46         | 4.4%      | 7.3%        |
| Pays de Loire                            | 172      | 5.9%      | 5.7%        | 34       | 3.8%      | 2.4%        | 137      | 6.8%      | 8.7%        | 67         | 6.4%      | 7.5%        |
| Bretagne                                 | 158      | 5.4%      | 5.9%        | 55       | 6.1%      | 4.3%        | 103      | 5.1%      | 7.4%        | 47         | 4.5%      | 6.0%        |
| Poitou Charentes                         | 103      | 3.5%      | 6.9%        | 33       | 3.7%      | 4.7%        | 69       | 3.4%      | 8.9%        | 37         | 3.5%      | 9.0%        |
| Aquitaine                                | 170      | 5.8%      | 6.1%        | 70       | 7.7%      | 5.2%        | 101      | 5.0%      | 6.9%        | 52         | 5.0%      | 5.8%        |
| Midi Pyrénées                            | 153      | 5.2%      | 6.2%        | 44       | 4.8%      | 3.6%        | 109      | 5.4%      | 8.5%        | 62         | 5.9%      | 7.0%        |
| Limousin                                 | 51       | 1.7%      | 8.2%        | 17       | 1.8%      | 5.6%        | 34       | 1.7%      | 10.5%       | 19         | 1.8%      | 11.0%       |
| Auvergne                                 | 83       | 2.8%      | 7.2%        | 21       | 2.3%      | 3.8%        | 62       | 3.0%      | 10.3%       | 20         | 1.9%      | 6.8%        |
| Rhône Alpes                              | 239      | 8.1%      | 4.5%        | 71       | 7.8%      | 2.8%        | 168      | 8.3%      | 6.1%        | 97         | 9.3%      | 4.9%        |
| Languedoc Roussillon                     | 119      | 4.0%      | 5.1%        | 28       | 3.1%      | 2.6%        | 90       | 4.5%      | 7.4%        | 42         | 4.0%      | 5.7%        |
| Provence Alpes Côte d'Azur.<br>Corse     | 255      | 8.7%      | 5.8%        | 65       | 7.1%      | 3.1%        | 190      | 9.4%      | 8.2%        | 92         | 8.8%      | 6.0%        |
| <b>Habitudes de connexion à Internet</b> |          |           |             |          |           |             |          |           |             |            |           |             |
| Tous les jours                           | 2322     | 79.1%     | 5.4%        | 731      | 80.3%     | 3.5%        | 1591     | 78.6%     | 7.3%        | 906        | 86.7%     | 5.7%        |
| Presque tous les jours                   | 390      | 13.3%     | 6.4%        | 123      | 13.5%     | 4.5%        | 267      | 13.2%     | 8.0%        | 98         | 9.4%      | 7.1%        |
| 1 à 2 fois par semaine                   | 190      | 6.5%      | 6.3%        | 46       | 5.0%      | 3.6%        | 144      | 7.1%      | 8.2%        | 34         | 3.3%      | 6.6%        |
| 1 à 3 fois par mois                      | 29       | 1.0%      | 7.3%        | 11       | 1.2%      | 5.7%        | 19       | 0.9%      | 8.7%        | 6          | 0.6%      | 10.8%       |
| Moins souvent                            | 4        | 0.1%      | 3.2%        | 0        | 0.0%      | 0.0%        | 4        | 0.2%      | 4.9%        | 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>                  |          |           |             |          |           |             |          |           |             |            |           |             |
| Moins de 9 000 euros par an              | 41       | 1.4%      | 3.0%        | 13       | 1.4%      | 2.0%        | 28       | 1.4%      | 3.8%        | 1          | 0.1%      | 0.5%        |
| De 9 000 à moins de 12 000 euros par an  | 88       | 3.0%      | 4.4%        | 24       | 2.6%      | 3.1%        | 64       | 3.2%      | 5.2%        | 7          | 0.7%      | 2.9%        |
| De 12 000 à moins de 18 000 euros par an | 228      | 7.8%      | 4.5%        | 59       | 6.5%      | 2.9%        | 169      | 8.3%      | 5.7%        | 36         | 3.5%      | 4.7%        |
| De 18 000 à moins de 24 000 euros par an | 367      | 12.5%     | 5.3%        | 95       | 10.4%     | 3.2%        | 272      | 13.5%     | 6.9%        | 88         | 8.4%      | 5.9%        |
| De 24 000 à moins de 36 000 euros par an | 690      | 23.5%     | 5.6%        | 204      | 22.4%     | 3.6%        | 486      | 24.0%     | 7.4%        | 207        | 19.8%     | 5.9%        |
| De 36 000 à moins de 45 000 euros par an | 504      | 17.2%     | 6.6%        | 156      | 17.2%     | 4.0%        | 348      | 17.2%     | 9.1%        | 205        | 19.6%     | 7.1%        |
| De 45 000 à moins de 65 000 euros par an | 498      | 17.0%     | 6.4%        | 191      | 21.0%     | 4.4%        | 307      | 15.2%     | 8.9%        | 225        | 21.6%     | 5.9%        |
| 65 000 euros et plus par an              | 307      | 10.5%     | 7.2%        | 111      | 12.2%     | 4.4%        | 195      | 9.6%      | 11.3%       | 202        | 19.4%     | 7.0%        |
| Refus                                    | 172      | 5.9%      | 4.8%        | 51       | 5.6%      | 3.4%        | 121      | 6.0%      | 6.0%        | 57         | 5.5%      | 4.3%        |
| Ne sait pas                              | 40       | 1.4%      | 2.5%        | 6        | 0.7%      | 0.8%        | 34       | 1.7%      | 4.0%        | 15         | 1.5%      | 2.3%        |