

Art et Décoration

Bimestriel, Lecture Dernière Période

	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
Ensemble	3215	100.0%	6.3%	1080	100.0%	4.4%	2135	100.0%	8.0%	1383	100.0%	8.2%
Sexe												
Homme	1080	33.6%	4.4%	1080	100.0%	4.4%	0	-	100.0%	490	35.4%	5.6%
Femme	2135	66.4%	8.0%	0	-	100.0%	2135	100.0%	8.0%	893	64.6%	11.1%
Age												
15 à 24 ans	207	6.5%	2.8%	72	6.7%	1.9%	135	6.3%	3.7%	98	7.1%	3.3%
25 à 34 ans	334	10.4%	4.3%	132	12.2%	3.5%	202	9.5%	5.2%	169	12.2%	4.9%
35 à 49 ans	1092	34.0%	8.6%	366	33.9%	5.8%	726	34.0%	11.3%	659	47.7%	10.9%
50 à 64 ans	1090	33.9%	8.9%	373	34.5%	6.3%	717	33.6%	11.3%	440	31.8%	10.7%
65 ans et plus	492	15.3%	4.6%	136	12.6%	3.0%	355	16.6%	5.7%	16	1.2%	6.9%
Individu												
Ménagère	2008	62.5%	8.7%	0	-	100.0%	2008	94.0%	8.7%	830	60.0%	12.4%
Personne de Référence	1496	46.5%	5.3%	990	91.7%	4.9%	506	23.7%	6.4%	578	41.8%	6.8%
Responsable des achats	1878	58.4%	7.8%	341	31.6%	4.5%	1537	72.0%	9.3%	871	63.0%	10.5%
PCS Individu												
Agriculteurs	35	1.1%	6.5%	12	1.2%	3.6%	22	1.0%	12.2%	0	-	-
Petits patrons	154	4.8%	10.0%	90	8.4%	8.2%	64	3.0%	14.5%	135	9.8%	9.5%
Affaires et Cadres	373	11.6%	8.0%	175	16.2%	6.0%	199	9.3%	11.4%	346	25.0%	8.0%
Professions intermédiaires	522	16.2%	7.8%	195	18.1%	5.6%	327	15.3%	10.2%	440	31.8%	7.9%
Employés	613	19.1%	7.3%	70	6.5%	3.6%	543	25.4%	8.4%	211	15.2%	11.9%
Ouvriers	321	10.0%	5.0%	217	20.1%	4.3%	104	4.9%	7.5%	29	2.1%	8.5%
Retraités	684	21.3%	5.6%	233	21.6%	3.9%	451	21.1%	7.1%	26	1.9%	11.9%
Autres inactifs	512	15.9%	5.0%	87	8.1%	2.5%	425	19.9%	6.3%	196	14.2%	6.2%
PCS Personne de Référence												
Agriculteurs	56	1.7%	7.2%	14	1.3%	3.8%	42	2.0%	10.4%	0	-	100.0%
Petits patrons	227	7.1%	9.1%	93	8.7%	6.9%	134	6.3%	11.6%	227	16.4%	9.1%
Affaires et Cadres	582	18.1%	8.6%	190	17.6%	5.5%	393	18.4%	12.0%	582	42.1%	8.6%
Professions intermédiaires	573	17.8%	7.6%	207	19.1%	5.2%	366	17.2%	10.2%	573	41.4%	7.6%
Employés	289	9.0%	5.4%	68	6.3%	3.2%	220	10.3%	6.9%	0	-	100.0%
Ouvriers	502	15.6%	5.2%	217	20.1%	4.3%	285	13.3%	6.2%	0	-	100.0%
Retraités	827	25.7%	5.7%	243	22.5%	3.7%	585	27.4%	7.4%	0	-	100.0%
Autres inactifs	159	4.9%	4.2%	48	4.4%	3.5%	111	5.2%	4.6%	0	-	100.0%

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	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
Taille du Foyer												
1 personne	454	14.1%	4.9%	144	13.4%	3.6%	310	14.5%	5.9%	118	8.5%	6.8%
2 personnes	1183	36.8%	6.7%	384	35.6%	4.4%	799	37.4%	8.8%	333	24.1%	7.9%
3 personnes	596	18.5%	6.4%	200	18.6%	4.3%	396	18.5%	8.4%	313	22.7%	8.4%
4 personnes	635	19.8%	6.9%	223	20.7%	4.8%	412	19.3%	8.9%	394	28.5%	8.6%
5 personnes et +	346	10.8%	6.6%	127	11.8%	5.2%	219	10.3%	7.8%	224	16.2%	8.9%
Présence d'enfants de moins de 15 ans												
Oui	1148	35.7%	7.3%	402	37.3%	5.5%	746	34.9%	8.9%	685	49.6%	9.2%
Non	2067	64.3%	5.9%	677	62.7%	4.0%	1389	65.1%	7.7%	697	50.4%	7.4%
Habitat												
Communes rurales	885	27.5%	6.9%	301	27.9%	4.8%	584	27.3%	8.8%	353	25.5%	9.8%
Agglo. - 20 000 hab	590	18.3%	6.9%	189	17.5%	4.6%	401	18.8%	8.9%	235	17.0%	9.6%
Agglo. 20 000 à 100 000 hab	462	14.4%	6.9%	167	15.4%	5.2%	296	13.8%	8.5%	180	13.0%	9.1%
Agglo. + 100 000 hab	840	26.1%	5.8%	291	26.9%	4.2%	549	25.7%	7.3%	363	26.2%	7.4%
Agglo. Paris	438	13.6%	5.3%	132	12.3%	3.4%	306	14.3%	7.0%	252	18.2%	6.5%

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	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
Région d'habitation												
Ile-de-France	532	16.6%	5.7%	173	16.0%	3.9%	359	16.8%	7.3%	303	21.9%	7.0%
Nord-Pas-de-Calais	173	5.4%	5.4%	69	6.4%	4.5%	104	4.9%	6.2%	63	4.6%	7.1%
Lorraine	96	3.0%	5.0%	28	2.6%	3.0%	69	3.2%	6.9%	37	2.7%	7.2%
Alsace	92	2.9%	6.1%	30	2.8%	4.1%	62	2.9%	8.0%	59	4.3%	11.5%
Franche-Comté	64	2.0%	6.7%	20	1.9%	4.4%	43	2.0%	8.9%	21	1.5%	8.4%
Champagne-Ardenne	68	2.1%	6.3%	25	2.3%	4.7%	43	2.0%	7.7%	21	1.5%	7.7%
Picardie	96	3.0%	6.3%	38	3.5%	5.1%	58	2.7%	7.4%	35	2.5%	7.9%
Bourgogne	96	3.0%	7.0%	35	3.2%	5.3%	61	2.8%	8.6%	26	1.9%	7.7%
Haute-Normandie	90	2.8%	6.1%	33	3.0%	4.7%	57	2.7%	7.4%	43	3.1%	9.5%
Basse-Normandie	58	1.8%	4.8%	30	2.7%	5.2%	28	1.3%	4.5%	26	1.9%	8.2%
Centre	152	4.7%	7.3%	58	5.4%	5.8%	94	4.4%	8.7%	72	5.2%	11.4%
Pays de la Loire	173	5.4%	6.1%	60	5.5%	4.3%	113	5.3%	7.6%	77	5.6%	8.8%
Bretagne	166	5.2%	6.4%	54	5.0%	4.4%	112	5.3%	8.3%	52	3.7%	6.8%
Poitou-Charentes	114	3.5%	7.8%	30	2.8%	4.3%	84	3.9%	11.0%	50	3.6%	13.0%
Aquitaine	206	6.4%	7.8%	69	6.4%	5.5%	137	6.4%	9.8%	75	5.4%	8.8%
Midi-Pyrénées	179	5.6%	7.5%	62	5.7%	5.4%	118	5.5%	9.6%	72	5.2%	9.2%
Limousin	50	1.5%	7.9%	12	1.2%	4.1%	37	1.7%	11.3%	14	1.0%	8.5%
Auvergne	68	2.1%	6.1%	22	2.1%	4.2%	46	2.1%	7.8%	30	2.2%	9.6%
Rhône-Alpes	304	9.5%	6.1%	97	9.0%	4.0%	207	9.7%	8.0%	142	10.3%	8.4%
Languedoc-Roussillon	147	4.6%	6.8%	48	4.5%	4.7%	99	4.6%	8.7%	53	3.8%	8.4%
Provence-Alpes-Côte-d'Azur-Corse	290	9.0%	6.7%	86	8.0%	4.3%	204	9.5%	8.9%	113	8.2%	8.1%
Habitudes de connexion Internet												
Tous les jours	1841	57.2%	6.8%	633	58.6%	4.6%	1208	56.6%	9.2%	1013	73.3%	8.0%
Presque tous les jours	430	13.4%	7.1%	133	12.3%	4.8%	297	13.9%	9.0%	198	14.3%	8.1%
1 à 2 fois par semaine	253	7.9%	7.9%	80	7.4%	5.7%	173	8.1%	9.7%	98	7.1%	10.9%
1 à 3 fois par mois	73	2.3%	8.5%	28	2.6%	7.2%	45	2.1%	9.6%	24	1.8%	12.8%
Moins souvent	119	3.7%	8.3%	38	3.5%	6.2%	81	3.8%	10.0%	12	0.9%	8.0%
Jamais	16	0.5%	6.4%	8	0.8%	5.9%	8	0.4%	7.1%	3	0.2%	10.8%

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	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
Revenus du Foyer												
Moins de 9 000 euros par an	108	3.4%	4.4%	38	3.5%	4.0%	70	3.3%	4.7%	11	0.8%	5.9%
De 9 000 à moins de 12 000 euros par an	137	4.2%	4.2%	33	3.1%	3.1%	103	4.8%	4.7%	24	1.7%	8.5%
De 12 000 à moins de 18 000 euros par an	305	9.5%	4.5%	87	8.0%	2.9%	218	10.2%	5.7%	57	4.1%	7.0%
De 18 000 à moins de 24 000 euros par an	424	13.2%	5.8%	132	12.2%	3.9%	292	13.7%	7.5%	115	8.3%	7.3%
De 24 000 à moins de 36 000 euros par an	724	22.5%	6.6%	245	22.7%	4.4%	479	22.4%	8.7%	281	20.3%	7.8%
De 36 000 à moins de 45 000 euros par an	453	14.1%	7.2%	160	14.9%	4.9%	293	13.7%	9.8%	219	15.9%	7.8%
De 45 000 à moins de 65 000 euros par an	502	15.6%	8.9%	209	19.4%	6.6%	292	13.7%	11.7%	309	22.3%	9.0%
65 000 euros et plus	283	8.8%	9.9%	106	9.9%	6.1%	177	8.3%	15.7%	232	16.8%	10.4%
Refus	235	7.3%	6.3%	55	5.1%	3.5%	180	8.4%	8.2%	109	7.9%	8.5%
Ne sait pas	45	1.4%	3.0%	13	1.2%	2.0%	31	1.5%	3.7%	25	1.8%	4.6%