

# Campagne Décoration

Bimestriel, Lecture Dernière Période

	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
<b>Ensemble</b>	692	100.0%	1.4%	151	100.0%	0.6%	540	100.0%	2.0%	266	100.0%	1.6%
<b>Sexe</b>												
<b>Homme</b>	151	21.9%	0.6%	151	100.0%	0.6%	0	-	100.0%	55	20.7%	0.6%
<b>Femme</b>	540	78.1%	2.0%	0	-	100.0%	540	100.0%	2.0%	211	79.3%	2.6%
<b>Age</b>												
<b>15 à 24 ans</b>	29	4.2%	0.4%	7	4.3%	0.2%	22	4.2%	0.6%	11	4.1%	0.4%
<b>25 à 34 ans</b>	69	9.9%	0.9%	10	6.6%	0.3%	59	10.8%	1.5%	34	12.6%	1.0%
<b>35 à 49 ans</b>	200	28.9%	1.6%	53	35.1%	0.8%	147	27.2%	2.3%	114	42.9%	1.9%
<b>50 à 64 ans</b>	279	40.3%	2.3%	66	43.4%	1.1%	213	39.5%	3.4%	104	39.2%	2.5%
<b>65 ans et plus</b>	115	16.6%	1.1%	16	10.5%	0.3%	99	18.3%	1.6%	3	1.2%	1.4%
<b>Individu</b>												
<b>Ménagère</b>	513	74.2%	2.2%	0	-	100.0%	513	95.0%	2.2%	200	75.3%	3.0%
<b>Personne de Référence</b>	291	42.0%	1.0%	141	93.1%	0.7%	150	27.7%	1.9%	92	34.6%	1.1%
<b>Responsable des achats</b>	415	60.0%	1.7%	50	32.8%	0.7%	365	67.7%	2.2%	185	69.5%	2.2%
<b>PCS Individu</b>												
<b>Agriculteurs</b>	13	1.9%	2.5%	7	4.4%	1.9%	7	1.3%	3.7%	0	-	-
<b>Petits patrons</b>	38	5.4%	2.4%	22	14.6%	2.0%	15	2.9%	3.5%	34	12.7%	2.4%
<b>Affaires et Cadres</b>	65	9.5%	1.4%	11	7.3%	0.4%	54	10.0%	3.1%	60	22.5%	1.4%
<b>Professions intermédiaires</b>	90	13.0%	1.3%	19	12.8%	0.6%	71	13.1%	2.2%	74	27.7%	1.3%
<b>Employés</b>	136	19.7%	1.6%	15	9.8%	0.8%	121	22.5%	1.9%	40	15.1%	2.3%
<b>Ouvriers</b>	58	8.3%	0.9%	37	24.7%	0.7%	20	3.7%	1.4%	0	-	-
<b>Retraités</b>	164	23.8%	1.3%	30	19.8%	0.5%	134	24.9%	2.1%	8	3.1%	3.7%
<b>Autres inactifs</b>	127	18.4%	1.2%	10	6.6%	0.3%	117	21.7%	1.7%	50	18.9%	1.6%
<b>PCS Personne de Référence</b>												
<b>Agriculteurs</b>	24	3.5%	3.1%	7	4.4%	1.8%	18	3.3%	4.4%	0	-	100.0%
<b>Petits patrons</b>	47	6.8%	1.9%	22	14.6%	1.6%	25	4.6%	2.2%	47	17.7%	1.9%
<b>Affaires et Cadres</b>	128	18.4%	1.9%	12	7.9%	0.3%	116	21.4%	3.5%	128	47.9%	1.9%
<b>Professions intermédiaires</b>	91	13.2%	1.2%	21	13.9%	0.5%	70	13.0%	2.0%	91	34.3%	1.2%
<b>Employés</b>	71	10.2%	1.3%	12	7.8%	0.5%	59	10.9%	1.8%	0	-	100.0%
<b>Ouvriers</b>	105	15.2%	1.1%	41	27.1%	0.8%	64	11.9%	1.4%	0	-	100.0%
<b>Retraités</b>	194	28.1%	1.3%	34	22.2%	0.5%	161	29.7%	2.0%	0	-	100.0%
<b>Autres inactifs</b>	31	4.5%	0.8%	3	2.2%	0.2%	27	5.1%	1.1%	0	-	100.0%

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<b>Taille du Foyer</b>												
<b>1 personne</b>	127	18.4%	1.4%	23	15.3%	0.6%	104	19.3%	2.0%	31	11.8%	1.8%
<b>2 personnes</b>	262	37.8%	1.5%	62	40.8%	0.7%	200	37.0%	2.2%	74	27.6%	1.7%
<b>3 personnes</b>	111	16.0%	1.2%	26	17.4%	0.6%	84	15.6%	1.8%	38	14.2%	1.0%
<b>4 personnes</b>	126	18.2%	1.4%	25	16.3%	0.5%	101	18.8%	2.2%	79	29.7%	1.7%
<b>5 personnes et +</b>	66	9.5%	1.3%	16	10.3%	0.6%	50	9.3%	1.8%	44	16.7%	1.8%
<b>Présence d'enfants de moins de 15 ans</b>												
<b>Oui</b>	217	31.4%	1.4%	46	30.7%	0.6%	170	31.6%	2.0%	128	48.2%	1.7%
<b>Non</b>	475	68.6%	1.4%	105	69.3%	0.6%	370	68.4%	2.0%	138	51.8%	1.5%
<b>Habitat</b>												
<b>Communes rurales</b>	215	31.0%	1.7%	51	33.6%	0.8%	164	30.3%	2.5%	80	30.0%	2.2%
<b>Agglo. - 20 000 hab</b>	119	17.3%	1.4%	29	19.2%	0.7%	90	16.7%	2.0%	44	16.5%	1.8%
<b>Agglo. 20 000 à 100 000 hab</b>	94	13.6%	1.4%	16	10.8%	0.5%	78	14.3%	2.2%	34	12.6%	1.7%
<b>Agglo. + 100 000 hab</b>	169	24.4%	1.2%	38	24.9%	0.5%	131	24.3%	1.7%	55	20.9%	1.1%
<b>Agglo. Paris</b>	95	13.7%	1.1%	17	11.5%	0.4%	77	14.3%	1.8%	53	20.1%	1.4%

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	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
<b>Région d'habitation</b>												
Ile-de-France	114	16.5%	1.2%	17	11.5%	0.4%	97	17.9%	2.0%	67	25.2%	1.5%
Nord-Pas-de-Calais	54	7.8%	1.7%	14	9.5%	0.9%	40	7.4%	2.4%	18	6.7%	2.0%
Lorraine	13	1.9%	0.7%	0	-	-	13	2.4%	1.3%	3	1.0%	0.5%
Alsace	3	0.4%	0.2%	2	1.3%	0.3%	1	0.1%	0.1%	3	1.1%	0.5%
Franche-Comté	11	1.6%	1.2%	1	0.7%	0.2%	10	1.9%	2.1%	4	1.6%	1.7%
Champagne-Ardenne	12	1.7%	1.1%	1	0.5%	0.2%	11	2.1%	2.0%	7	2.8%	2.7%
Picardie	33	4.8%	2.2%	9	6.2%	1.3%	24	4.5%	3.0%	10	3.8%	2.3%
Bourgogne	23	3.3%	1.7%	4	2.3%	0.5%	20	3.6%	2.8%	6	2.2%	1.7%
Haute-Normandie	15	2.2%	1.0%	4	2.3%	0.5%	12	2.2%	1.5%	7	2.6%	1.6%
Basse-Normandie	12	1.7%	1.0%	5	3.2%	0.8%	7	1.3%	1.1%	3	1.3%	1.1%
Centre	52	7.5%	2.5%	10	6.9%	1.0%	41	7.7%	3.8%	21	7.9%	3.4%
Pays de la Loire	36	5.1%	1.2%	11	7.2%	0.8%	25	4.6%	1.7%	11	4.2%	1.3%
Bretagne	29	4.2%	1.1%	9	5.9%	0.7%	20	3.7%	1.5%	6	2.3%	0.8%
Poitou-Charentes	28	4.0%	1.9%	6	4.0%	0.9%	22	4.1%	2.9%	13	5.0%	3.5%
Aquitaine	43	6.2%	1.6%	12	8.2%	1.0%	31	5.6%	2.2%	16	6.1%	1.9%
Midi-Pyrénées	33	4.8%	1.4%	6	4.2%	0.6%	27	5.0%	2.2%	10	3.8%	1.3%
Limousin	13	1.9%	2.1%	2	1.5%	0.8%	11	2.0%	3.4%	4	1.5%	2.6%
Auvergne	17	2.5%	1.5%	2	1.3%	0.4%	15	2.8%	2.6%	3	1.3%	1.1%
Rhône-Alpes	84	12.1%	1.7%	29	19.2%	1.2%	54	10.1%	2.1%	34	12.9%	2.0%
Languedoc-Roussillon	21	3.0%	1.0%	3	1.8%	0.3%	18	3.4%	1.6%	5	1.8%	0.7%
Provence-Alpes-Côte-d'Azur-Corse	45	6.5%	1.0%	3	2.3%	0.2%	42	7.7%	1.8%	14	5.1%	1.0%
<b>Habitudes de connexion Internet</b>												
Tous les jours	386	55.9%	1.4%	78	51.8%	0.6%	308	57.0%	2.3%	203	76.4%	1.6%
Presque tous les jours	79	11.4%	1.3%	10	6.9%	0.4%	68	12.6%	2.1%	34	12.7%	1.4%
1 à 2 fois par semaine	72	10.4%	2.2%	15	10.0%	1.1%	57	10.5%	3.2%	21	7.8%	2.3%
1 à 3 fois par mois	23	3.3%	2.6%	7	4.7%	1.8%	15	2.9%	3.3%	4	1.5%	2.1%
Moins souvent	13	1.8%	0.9%	3	1.7%	0.4%	10	1.9%	1.3%	0	-	-
Jamais	2	0.3%	1.0%	2	1.6%	1.7%	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	25	3.6%	1.0%	8	5.6%	0.9%	16	3.0%	1.1%	3	1.1%	1.5%
De 9 000 à moins de 12 000 euros par an	43	6.2%	1.3%	6	3.8%	0.5%	37	6.9%	1.7%	5	1.9%	1.9%
De 12 000 à moins de 18 000 euros par an	59	8.5%	0.9%	16	10.8%	0.5%	42	7.8%	1.1%	10	3.7%	1.2%
De 18 000 à moins de 24 000 euros par an	88	12.7%	1.2%	20	13.1%	0.6%	68	12.6%	1.7%	19	7.3%	1.2%
De 24 000 à moins de 36 000 euros par an	182	26.3%	1.6%	48	31.9%	0.9%	134	24.8%	2.4%	60	22.5%	1.7%
De 36 000 à moins de 45 000 euros par an	82	11.8%	1.3%	19	12.8%	0.6%	62	11.5%	2.1%	37	14.0%	1.3%
De 45 000 à moins de 65 000 euros par an	77	11.1%	1.4%	8	5.4%	0.3%	69	12.7%	2.8%	45	16.8%	1.3%
65 000 euros et plus	71	10.3%	2.5%	13	8.7%	0.8%	58	10.7%	5.1%	60	22.4%	2.7%
Refus	51	7.3%	1.4%	4	2.6%	0.3%	47	8.7%	2.1%	25	9.3%	1.9%
Ne sait pas	15	2.2%	1.0%	8	5.2%	1.2%	7	1.3%	0.9%	2	0.9%	0.4%