

Art & Décoration



Lecture Dernière Période

| | Ensemble | | | Hommes | | | Femmes | | | FoyersCSP+ | | |
|-----------------------------------|----------|-----------|-------------|----------|-----------|-------------|----------|-----------|-------------|------------|-----------|-------------|
| | Milliers | Structure | Pénétration | Milliers | Structure | Pénétration | Milliers | Structure | Pénétration | Milliers | Structure | Pénétration |
| ENSEMBLE | 2799 | 100.0% | 5.4% | 880 | 100.0% | 3.5% | 1919 | 100.0% | 7.1% | 1088 | 100.0% | 6.2% |
| Sexe | | | | | | | | | | | | |
| Homme | 880 | 31.4% | 3.5% | 880 | 100.0% | 3.5% | 0 | 0.0% | 0.0% | 357 | 32.8% | 4.1% |
| Femme | 1919 | 68.6% | 7.1% | 0 | 0.0% | 0.0% | 1919 | 100.0% | 7.1% | 731 | 67.2% | 8.4% |
| Age | | | | | | | | | | | | |
| 15 à 24 ans | 145 | 5.2% | 2.0% | 53 | 6.1% | 1.5% | 91 | 4.8% | 2.5% | 70 | 6.5% | 2.2% |
| 25 à 34 ans | 270 | 9.6% | 3.5% | 79 | 9.0% | 2.1% | 190 | 9.9% | 4.9% | 130 | 12.0% | 4.0% |
| 35 à 49 ans | 788 | 28.2% | 6.3% | 287 | 32.7% | 4.7% | 501 | 26.1% | 7.9% | 430 | 39.6% | 7.0% |
| 50 à 59 ans | 821 | 29.3% | 8.8% | 259 | 29.5% | 5.6% | 562 | 29.3% | 12.0% | 385 | 35.4% | 9.9% |
| 60 ans et plus | 775 | 27.7% | 5.2% | 200 | 22.8% | 3.1% | 575 | 30.0% | 6.8% | 72 | 6.6% | 7.3% |
| Individu | | | | | | | | | | | | |
| Ménagères | 1806 | 64.5% | 7.8% | 0 | 0.0% | 0.0% | 1806 | 94.1% | 7.8% | 679 | 62.4% | 9.6% |
| Personne de référence | 1325 | 47.3% | 4.7% | 792 | 90.1% | 3.9% | 532 | 27.7% | 6.9% | 441 | 40.5% | 5.4% |
| Responsable des achats | 2241 | 80.1% | 6.3% | 495 | 56.3% | 3.9% | 1746 | 91.0% | 7.6% | 842 | 77.4% | 7.7% |
| PCS Individu | | | | | | | | | | | | |
| Agriculteurs | 20 | 0.7% | 3.9% | 11 | 1.2% | 2.9% | 9 | 0.5% | 6.2% | 1 | 0.1% | 7.1% |
| Petits patrons | 132 | 4.7% | 8.1% | 76 | 8.7% | 6.9% | 56 | 2.9% | 10.7% | 114 | 10.5% | 7.9% |
| Affaires et Cadres | 324 | 11.6% | 6.4% | 127 | 14.4% | 4.3% | 198 | 10.3% | 9.1% | 283 | 26.0% | 6.1% |
| Professions intermédiaires | 449 | 16.0% | 6.5% | 146 | 16.6% | 4.3% | 303 | 15.8% | 8.7% | 362 | 33.3% | 6.5% |
| Employés | 544 | 19.4% | 6.6% | 81 | 9.2% | 3.7% | 463 | 24.1% | 7.5% | 132 | 12.1% | 7.2% |
| Ouvriers | 229 | 8.2% | 3.6% | 153 | 17.4% | 3.0% | 76 | 3.9% | 5.5% | 17 | 1.6% | 4.2% |
| Retraités | 643 | 23.0% | 5.1% | 184 | 20.9% | 3.1% | 459 | 23.9% | 6.9% | 26 | 2.3% | 10.3% |
| Autres inactifs | 458 | 16.4% | 4.5% | 102 | 11.6% | 2.7% | 356 | 18.5% | 5.5% | 154 | 14.1% | 4.7% |
| PCS Personne de référence | | | | | | | | | | | | |
| Agriculteurs | 41 | 1.5% | 5.1% | 11 | 1.2% | 2.6% | 30 | 1.6% | 7.6% | 0 | 0.0% | 0.0% |
| Petits patrons | 200 | 7.1% | 7.6% | 72 | 8.2% | 5.6% | 128 | 6.6% | 9.5% | 200 | 18.4% | 7.6% |
| Affaires et Cadres | 488 | 17.4% | 6.7% | 138 | 15.7% | 3.8% | 350 | 18.3% | 9.6% | 488 | 44.9% | 6.7% |
| Professions intermédiaires | 400 | 14.3% | 5.3% | 147 | 16.7% | 3.8% | 253 | 13.2% | 6.9% | 400 | 36.8% | 5.3% |
| Employés | 318 | 11.4% | 5.9% | 75 | 8.6% | 3.2% | 243 | 12.7% | 7.9% | 0 | 0.0% | 0.0% |
| Ouvriers | 389 | 13.9% | 4.1% | 158 | 18.0% | 3.1% | 231 | 12.0% | 5.2% | 0 | 0.0% | 0.0% |
| Retraités | 758 | 27.1% | 5.3% | 208 | 23.6% | 3.2% | 550 | 28.7% | 7.0% | 0 | 0.0% | 0.0% |
| Autres inactifs | 204 | 7.3% | 5.0% | 70 | 8.0% | 4.4% | 133 | 7.0% | 5.3% | 0 | 0.0% | 0.0% |

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| | Milliers | Structure | Pénétration | Milliers | Structure | Pénétration | Milliers | Structure | Pénétration | Milliers | Structure | Pénétration |
| Taille du foyer | | | | | | | | | | | | |
| 1 personne | 498 | 17.8% | 5.0% | 119 | 13.5% | 2.7% | 379 | 19.7% | 6.7% | 100 | 9.2% | 5.8% |
| 2 personnes | 1074 | 38.4% | 6.0% | 352 | 40.0% | 4.0% | 722 | 37.6% | 7.9% | 320 | 29.4% | 7.3% |
| 3 personnes | 477 | 17.0% | 5.2% | 161 | 18.3% | 3.6% | 316 | 16.5% | 6.9% | 230 | 21.1% | 6.0% |
| 4 personnes | 490 | 17.5% | 5.3% | 168 | 19.1% | 3.7% | 322 | 16.8% | 6.7% | 281 | 25.8% | 5.7% |
| 5 personnes et + | 260 | 9.3% | 4.8% | 80 | 9.1% | 3.1% | 180 | 9.4% | 6.6% | 157 | 14.4% | 6.0% |
| Présence d'enfants de moins de 15 ans | | | | | | | | | | | | |
| Oui | 834 | 29.8% | 5.4% | 279 | 31.7% | 3.9% | 555 | 28.9% | 6.7% | 477 | 43.8% | 6.2% |
| Non | 1965 | 70.2% | 5.4% | 601 | 68.3% | 3.4% | 1364 | 71.1% | 7.3% | 611 | 56.2% | 6.3% |
| Habitat | | | | | | | | | | | | |
| Communes rurales | 658 | 23.5% | 5.6% | 218 | 24.7% | 3.9% | 440 | 22.9% | 7.1% | 228 | 20.9% | 6.8% |
| Agglo. - 20 000 hab | 448 | 16.0% | 5.0% | 137 | 15.5% | 3.2% | 311 | 16.2% | 6.6% | 152 | 13.9% | 5.9% |
| Agglo. 20 000 à 100 000 hab | 384 | 13.7% | 5.5% | 113 | 12.8% | 3.4% | 271 | 14.1% | 7.5% | 131 | 12.1% | 7.3% |
| Agglo. + 100 000 hab | 871 | 31.1% | 5.7% | 270 | 30.7% | 3.6% | 601 | 31.3% | 7.6% | 358 | 32.9% | 6.3% |
| Agglo. Paris | 438 | 15.7% | 5.1% | 142 | 16.2% | 3.5% | 296 | 15.4% | 6.6% | 219 | 20.2% | 5.5% |

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| | Milliers | Structure | Pénétration | Milliers | Structure | Pénétration | Milliers | Structure | Pénétration | Milliers | Structure | Pénétration |
| Régions INSEE | | | | | | | | | | | | |
| Ile de France | 506 | 18.1% | 5.3% | 168 | 19.1% | 3.7% | 338 | 17.6% | 6.8% | 238 | 21.9% | 5.4% |
| Nord Pas de Calais | 142 | 5.1% | 4.4% | 50 | 5.7% | 3.3% | 92 | 4.8% | 5.5% | 58 | 5.3% | 6.1% |
| Lorraine | 106 | 3.8% | 5.5% | 36 | 4.1% | 3.8% | 71 | 3.7% | 7.1% | 26 | 2.4% | 4.7% |
| Alsace | 58 | 2.1% | 3.8% | 15 | 1.7% | 2.1% | 43 | 2.2% | 5.5% | 29 | 2.7% | 6.0% |
| Franche-Comté | 43 | 1.5% | 4.5% | 14 | 1.6% | 3.1% | 28 | 1.5% | 5.8% | 18 | 1.6% | 6.8% |
| Champagne Ardennes | 70 | 2.5% | 6.4% | 25 | 2.9% | 4.8% | 44 | 2.3% | 7.9% | 20 | 1.9% | 7.1% |
| Picardie | 79 | 2.8% | 5.1% | 25 | 2.8% | 3.3% | 54 | 2.8% | 6.8% | 37 | 3.4% | 8.6% |
| Bourgogne | 58 | 2.1% | 4.3% | 19 | 2.2% | 3.0% | 38 | 2.0% | 5.5% | 20 | 1.8% | 5.7% |
| Haute Normandie | 62 | 2.2% | 4.2% | 20 | 2.3% | 2.8% | 43 | 2.2% | 5.5% | 25 | 2.3% | 5.4% |
| Basse Normandie | 81 | 2.9% | 6.7% | 31 | 3.5% | 5.4% | 50 | 2.6% | 7.9% | 22 | 2.0% | 6.2% |
| Centre | 144 | 5.2% | 6.9% | 49 | 5.6% | 4.9% | 95 | 5.0% | 8.8% | 46 | 4.3% | 7.8% |
| Pays de Loire | 162 | 5.8% | 5.5% | 50 | 5.7% | 3.5% | 112 | 5.8% | 7.3% | 78 | 7.1% | 8.2% |
| Bretagne | 163 | 5.8% | 6.1% | 55 | 6.2% | 4.3% | 108 | 5.6% | 7.9% | 58 | 5.3% | 6.9% |
| Poitou Charentes | 101 | 3.6% | 6.8% | 21 | 2.4% | 3.0% | 80 | 4.1% | 10.3% | 34 | 3.1% | 8.2% |
| Aquitaine | 166 | 5.9% | 6.0% | 65 | 7.4% | 4.9% | 101 | 5.3% | 7.0% | 61 | 5.6% | 7.0% |
| Midi Pyrénées | 141 | 5.0% | 5.8% | 50 | 5.7% | 4.2% | 91 | 4.7% | 7.2% | 48 | 4.4% | 6.1% |
| Limousin | 46 | 1.6% | 7.4% | 16 | 1.8% | 5.5% | 30 | 1.5% | 9.2% | 11 | 1.0% | 7.3% |
| Auvergne | 81 | 2.9% | 7.1% | 21 | 2.4% | 3.9% | 59 | 3.1% | 10.1% | 30 | 2.8% | 10.2% |
| Rhône Alpes | 273 | 9.7% | 5.3% | 81 | 9.2% | 3.3% | 192 | 10.0% | 7.1% | 94 | 8.7% | 5.1% |
| Languedoc Roussillon | 103 | 3.7% | 4.5% | 21 | 2.4% | 1.9% | 82 | 4.3% | 6.9% | 46 | 4.2% | 6.2% |
| Provence Alpes Côte d'Azur. Corse | 215 | 7.7% | 5.0% | 47 | 5.3% | 2.3% | 169 | 8.8% | 7.4% | 89 | 8.2% | 6.0% |
| Habitudes de connexion à Internet | | | | | | | | | | | | |
| Tous les jours | 1795 | 64.1% | 5.4% | 595 | 67.6% | 3.6% | 1200 | 62.5% | 7.2% | 904 | 83.1% | 6.2% |
| Presque tous les jours | 348 | 12.4% | 5.9% | 88 | 10.0% | 3.2% | 260 | 13.5% | 8.2% | 103 | 9.5% | 5.3% |
| 1 à 2 fois par semaine | 189 | 6.8% | 7.4% | 72 | 8.2% | 6.2% | 117 | 6.1% | 8.5% | 53 | 4.9% | 8.4% |
| 1 à 3 fois par mois | 49 | 1.8% | 9.5% | 13 | 1.5% | 6.6% | 36 | 1.9% | 11.4% | 6 | 0.6% | 10.8% |
| Moins souvent | 63 | 2.2% | 7.6% | 18 | 2.1% | 5.2% | 44 | 2.3% | 9.5% | 3 | 0.3% | 4.0% |
| Jamais | 5 | 0.2% | 4.1% | 3 | 0.4% | 3.9% | 2 | 0.1% | 4.6% | 5 | 0.5% | 53.9% |

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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 | 69 | 2.5% | 3.7% | 22 | 2.6% | 2.8% | 47 | 2.5% | 4.4% | 8 | 0.8% | 6.0% |
| De 9 000 à moins de 12 000 euros par an | 111 | 4.0% | 3.9% | 24 | 2.7% | 2.3% | 88 | 4.6% | 4.9% | 13 | 1.2% | 4.9% |
| De 12 000 à moins de 18 000 euros par an | 291 | 10.4% | 4.8% | 67 | 7.6% | 2.6% | 224 | 11.7% | 6.4% | 44 | 4.1% | 6.0% |
| De 18 000 à moins de 24 000 euros par an | 339 | 12.1% | 5.2% | 107 | 12.2% | 3.5% | 232 | 12.1% | 6.6% | 78 | 7.2% | 5.7% |
| De 24 000 à moins de 36 000 euros par an | 620 | 22.2% | 5.6% | 227 | 25.8% | 4.3% | 393 | 20.5% | 6.9% | 208 | 19.1% | 6.2% |
| De 36 000 à moins de 45 000 euros par an | 369 | 13.2% | 5.3% | 108 | 12.3% | 2.9% | 261 | 13.6% | 8.0% | 172 | 15.8% | 5.7% |
| De 45 000 à moins de 65 000 euros par an | 458 | 16.3% | 6.7% | 164 | 18.6% | 4.5% | 294 | 15.3% | 9.0% | 265 | 24.3% | 6.9% |
| De 65 000 à moins de 80 000 euros par an | 148 | 5.3% | 7.6% | 60 | 6.9% | 5.4% | 88 | 4.6% | 10.6% | 88 | 8.1% | 6.8% |
| De 80 000 à moins de 115 000 euros par an | 107 | 3.8% | 8.6% | 37 | 4.2% | 5.0% | 70 | 3.7% | 13.8% | 78 | 7.2% | 8.5% |
| 115 000 euros et plus par an | 52 | 1.9% | 8.8% | 21 | 2.4% | 5.7% | 31 | 1.6% | 13.7% | 43 | 3.9% | 8.4% |
| Refus | 158 | 5.6% | 4.7% | 33 | 3.7% | 2.3% | 125 | 6.5% | 6.4% | 59 | 5.4% | 5.5% |
| Ne sait pas | 74 | 2.7% | 3.3% | 8 | 0.9% | 0.8% | 66 | 3.5% | 5.0% | 31 | 2.9% | 3.4% |