

# Campagne Décoration

## Lecture Dernière Période

	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
<b>ENSEMBLE</b>	769	100.0%	1.5%	174	100.0%	0.7%	596	100.0%	2.2%	297	100.0%	1.7%
<b>Sexe</b>												
<b>Homme</b>	174	22.6%	0.7%	174	100.0%	0.7%	0	0.0%	0.0%	55	18.5%	0.6%
<b>Femme</b>	596	77.4%	2.2%	0	0.0%	0.0%	596	100.0%	2.2%	242	81.5%	2.8%
<b>Age</b>												
<b>15 à 24 ans</b>	27	3.5%	0.4%	4	2.3%	0.1%	23	3.8%	0.6%	14	4.8%	0.5%
<b>25 à 34 ans</b>	69	8.9%	0.9%	19	11.2%	0.5%	49	8.3%	1.3%	35	11.9%	1.1%
<b>35 à 49 ans</b>	204	26.5%	1.6%	44	25.2%	0.7%	160	26.8%	2.5%	102	34.5%	1.7%
<b>50 à 59 ans</b>	239	31.1%	2.6%	63	36.4%	1.4%	176	29.6%	3.8%	115	38.7%	2.9%
<b>60 ans et plus</b>	231	30.0%	1.5%	43	24.9%	0.7%	188	31.5%	2.2%	30	10.0%	3.0%
<b>Individu</b>												
<b>Ménagères</b>	562	73.1%	2.4%	0	0.0%	0.0%	562	94.4%	2.4%	225	75.8%	3.2%
<b>Personne de référence</b>	329	42.7%	1.2%	159	91.6%	0.8%	170	28.5%	2.2%	94	31.7%	1.1%
<b>Responsable des achats</b>	666	86.5%	1.9%	106	61.0%	0.8%	560	94.0%	2.5%	253	85.3%	2.3%
<b>PCS Individu</b>												
<b>Agriculteurs</b>	6	0.8%	1.1%	1	0.5%	0.2%	5	0.8%	3.2%	0	0.0%	0.0%
<b>Petits patrons</b>	42	5.4%	2.6%	15	8.5%	1.3%	27	4.5%	5.2%	30	10.0%	2.1%
<b>Affaires et Cadres</b>	71	9.3%	1.4%	20	11.5%	0.7%	51	8.6%	2.4%	58	19.6%	1.3%
<b>Professions intermédiaires</b>	113	14.6%	1.6%	22	12.6%	0.6%	91	15.2%	2.6%	100	33.8%	1.8%
<b>Employés</b>	147	19.1%	1.8%	11	6.1%	0.5%	137	23.0%	2.2%	45	15.2%	2.5%
<b>Ouvriers</b>	59	7.7%	0.9%	37	21.1%	0.7%	23	3.8%	1.6%	0	0.0%	0.0%
<b>Retraités</b>	187	24.3%	1.5%	41	23.5%	0.7%	146	24.5%	2.2%	8	2.7%	3.3%
<b>Autres inactifs</b>	144	18.7%	1.4%	28	16.2%	0.7%	116	19.5%	1.8%	56	18.8%	1.7%
<b>PCS Personne de référence</b>												
<b>Agriculteurs</b>	12	1.5%	1.4%	1	0.5%	0.2%	11	1.8%	2.7%	0	0.0%	0.0%
<b>Petits patrons</b>	64	8.3%	2.4%	11	6.3%	0.8%	53	8.9%	4.0%	64	21.5%	2.4%
<b>Affaires et Cadres</b>	130	16.9%	1.8%	20	11.7%	0.6%	110	18.4%	3.0%	130	43.7%	1.8%
<b>Professions intermédiaires</b>	103	13.4%	1.4%	24	13.7%	0.6%	80	13.4%	2.2%	103	34.8%	1.4%
<b>Employés</b>	91	11.9%	1.7%	14	8.3%	0.6%	77	12.9%	2.5%	0	0.0%	0.0%
<b>Ouvriers</b>	107	13.9%	1.1%	37	21.4%	0.7%	69	11.7%	1.6%	0	0.0%	0.0%
<b>Retraités</b>	211	27.5%	1.5%	41	23.5%	0.6%	171	28.7%	2.2%	0	0.0%	0.0%
<b>Autres inactifs</b>	51	6.6%	1.2%	25	14.6%	1.6%	26	4.3%	1.0%	0	0.0%	0.0%

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	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
<b>Taille du foyer</b>												
<b>1 personne</b>	132	17.1%	1.3%	22	12.8%	0.5%	109	18.4%	1.9%	28	9.4%	1.6%
<b>2 personnes</b>	321	41.7%	1.8%	67	38.7%	0.8%	254	42.6%	2.8%	96	32.4%	2.2%
<b>3 personnes</b>	126	16.3%	1.4%	43	24.6%	0.9%	83	13.9%	1.8%	62	21.0%	1.6%
<b>4 personnes</b>	106	13.7%	1.1%	26	15.2%	0.6%	79	13.3%	1.7%	62	20.9%	1.3%
<b>5 personnes et +</b>	86	11.1%	1.6%	15	8.6%	0.6%	71	11.9%	2.6%	49	16.3%	1.9%
<b>Présence d'enfants de moins de 15 ans</b>												
<b>Oui</b>	222	28.9%	1.4%	58	33.1%	0.8%	165	27.7%	2.0%	118	39.8%	1.5%
<b>Non</b>	547	71.1%	1.5%	116	66.9%	0.7%	431	72.3%	2.3%	179	60.2%	1.8%
<b>Habitat</b>												
<b>Communes rurales</b>	247	32.1%	2.1%	68	39.3%	1.2%	179	30.0%	2.9%	80	27.1%	2.4%
<b>Agglo. - 20 000 hab</b>	106	13.8%	1.2%	27	15.6%	0.6%	79	13.2%	1.7%	47	15.8%	1.8%
<b>Agglo. 20 000 à 100 000 hab</b>	114	14.9%	1.6%	15	8.6%	0.4%	99	16.7%	2.8%	39	13.1%	2.2%
<b>Agglo. + 100 000 hab</b>	198	25.8%	1.3%	45	25.7%	0.6%	154	25.8%	1.9%	95	32.0%	1.7%
<b>Agglo. Paris</b>	103	13.4%	1.2%	19	10.7%	0.5%	85	14.2%	1.9%	36	12.0%	0.9%

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	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
<b>Régions INSEE</b>												
<b>Ile de France</b>	109	14.2%	1.1%	19	10.7%	0.4%	90	15.2%	1.8%	40	13.3%	0.9%
<b>Nord Pas de Calais</b>	39	5.0%	1.2%	10	5.9%	0.7%	28	4.8%	1.7%	12	4.0%	1.3%
<b>Lorraine</b>	27	3.5%	1.4%	16	8.9%	1.7%	12	2.0%	1.2%	6	2.1%	1.1%
<b>Alsace</b>	16	2.1%	1.1%	4	2.2%	0.5%	12	2.1%	1.6%	4	1.3%	0.8%
<b>Franche-Comté</b>	14	1.8%	1.5%	4	2.3%	0.9%	10	1.7%	2.0%	4	1.5%	1.7%
<b>Champagne Ardennes</b>	17	2.2%	1.6%	2	1.3%	0.4%	15	2.5%	2.6%	5	1.8%	1.8%
<b>Picardie</b>	23	3.0%	1.5%	3	2.0%	0.5%	19	3.3%	2.4%	13	4.5%	3.1%
<b>Bourgogne</b>	15	1.9%	1.1%	1	0.6%	0.2%	14	2.3%	2.0%	6	1.9%	1.7%
<b>Haute Normandie</b>	23	3.0%	1.6%	7	3.9%	1.0%	16	2.8%	2.1%	9	3.0%	1.9%
<b>Basse Normandie</b>	27	3.5%	2.2%	11	6.2%	1.9%	16	2.7%	2.6%	8	2.9%	2.4%
<b>Centre</b>	59	7.6%	2.8%	14	8.1%	1.4%	45	7.5%	4.1%	23	7.9%	4.0%
<b>Pays de Loire</b>	33	4.3%	1.1%	10	5.9%	0.7%	22	3.8%	1.5%	18	6.1%	1.9%
<b>Bretagne</b>	58	7.6%	2.2%	8	4.3%	0.6%	51	8.5%	3.7%	23	7.7%	2.8%
<b>Poitou Charentes</b>	35	4.6%	2.4%	8	4.6%	1.1%	27	4.6%	3.5%	9	3.1%	2.3%
<b>Aquitaine</b>	52	6.8%	1.9%	18	10.1%	1.3%	35	5.9%	2.4%	19	6.3%	2.1%
<b>Midi Pyrénées</b>	35	4.5%	1.4%	10	6.0%	0.9%	25	4.1%	1.9%	10	3.5%	1.3%
<b>Limousin</b>	15	2.0%	2.5%	3	1.7%	1.0%	12	2.1%	3.8%	7	2.5%	5.0%
<b>Auvergne</b>	18	2.4%	1.6%	6	3.3%	1.1%	12	2.1%	2.1%	5	1.8%	1.8%
<b>Rhône Alpes</b>	68	8.8%	1.3%	6	3.4%	0.2%	62	10.4%	2.3%	33	11.2%	1.8%
<b>Languedoc Roussillon</b>	25	3.3%	1.1%	4	2.4%	0.4%	21	3.5%	1.8%	9	3.1%	1.2%
<b>Provence Alpes Côte d'Azur.</b>	60	7.8%	1.4%	11	6.1%	0.5%	50	8.3%	2.2%	32	10.6%	2.1%
<b>Corse</b>												
<b>Habitudes de connection à Internet</b>												
<b>Tous les jours</b>	477	62.0%	1.4%	98	56.7%	0.6%	378	63.5%	2.3%	227	76.3%	1.6%
<b>Presque tous les jours</b>	107	13.9%	1.8%	24	13.9%	0.9%	83	13.9%	2.6%	38	12.7%	1.9%
<b>1 à 2 fois par semaine</b>	69	9.0%	2.7%	16	9.4%	1.4%	53	8.8%	3.8%	25	8.4%	4.0%
<b>1 à 3 fois par mois</b>	11	1.4%	2.1%	5	2.7%	2.3%	6	1.1%	2.0%	4	1.4%	7.0%
<b>Moins souvent</b>	14	1.8%	1.7%	0	0.0%	0.0%	14	2.4%	3.0%	4	1.2%	4.6%
<b>Jamais</b>	1	0.1%	0.7%	1	0.5%	1.0%	0	0.0%	0.0%	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>												
<b>Moins de 9 000 euros par an</b>	18	2.4%	1.0%	5	2.6%	0.6%	14	2.3%	1.3%	2	0.7%	1.5%
<b>De 9 000 à moins de 12 000 euros par an</b>	38	4.9%	1.3%	11	6.4%	1.0%	27	4.5%	1.5%	4	1.4%	1.6%
<b>De 12 000 à moins de 18 000 euros par an</b>	76	9.8%	1.2%	15	8.8%	0.6%	60	10.1%	1.7%	11	3.6%	1.4%
<b>De 18 000 à moins de 24 000 euros par an</b>	89	11.6%	1.4%	24	13.8%	0.8%	65	10.9%	1.8%	30	10.3%	2.2%
<b>De 24 000 à moins de 36 000 euros par an</b>	169	22.0%	1.5%	33	19.1%	0.6%	136	22.8%	2.4%	54	18.1%	1.6%
<b>De 36 000 à moins de 45 000 euros par an</b>	92	12.0%	1.3%	17	9.8%	0.5%	75	12.6%	2.3%	41	13.8%	1.3%
<b>De 45 000 à moins de 65 000 euros par an</b>	147	19.1%	2.1%	37	21.4%	1.0%	110	18.5%	3.4%	78	26.2%	2.0%
<b>De 65 000 à moins de 80 000 euros par an</b>	46	6.0%	2.4%	16	9.2%	1.4%	30	5.1%	3.6%	24	8.1%	1.9%
<b>De 80 000 à moins de 115 000 euros par an</b>	24	3.2%	1.9%	7	4.0%	0.9%	17	2.9%	3.4%	19	6.4%	2.1%
<b>115 000 euros et plus par an</b>	12	1.6%	2.1%	8	4.6%	2.1%	4	0.7%	1.9%	12	3.9%	2.3%
<b>Refus</b>	44	5.8%	1.3%	1	0.4%	0.0%	44	7.4%	2.2%	15	5.2%	1.4%
<b>Ne sait pas</b>	13	1.6%	0.6%	0	0.0%	0.0%	13	2.1%	0.9%	7	2.4%	0.8%