

# Du Côté de Chez Vous. le magazine des magasins Leroy Merlin



## Lecture Dernière Période

	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
<b>ENSEMBLE</b>	2967	100.0%	5.7%	1278	100.0%	5.2%	1690	100.0%	6.3%	1125	100.0%	6.4%
<b>Sexe</b>												
<b>Homme</b>	1278	43.1%	5.2%	1278	100.0%	5.2%	0	0.0%	0.0%	456	40.5%	5.2%
<b>Femme</b>	1690	56.9%	6.3%	0	0.0%	0.0%	1690	100.0%	6.3%	669	59.5%	7.8%
<b>Age</b>												
<b>15 à 24 ans</b>	273	9.2%	3.8%	80	6.2%	2.2%	193	11.4%	5.4%	104	9.3%	3.3%
<b>25 à 34 ans</b>	417	14.0%	5.5%	200	15.7%	5.4%	217	12.8%	5.6%	182	16.2%	5.5%
<b>35 à 49 ans</b>	953	32.1%	7.6%	430	33.7%	7.0%	523	30.9%	8.3%	538	47.9%	8.7%
<b>50 à 59 ans</b>	584	19.7%	6.3%	277	21.7%	6.0%	306	18.1%	6.7%	251	22.3%	6.6%
<b>60 ans et plus</b>	740	25.0%	4.9%	290	22.7%	4.4%	450	26.6%	5.3%	50	4.4%	5.1%
<b>Individu</b>												
<b>Ménagères</b>	1494	50.3%	6.4%	0	0.0%	0.0%	1494	88.4%	6.4%	588	52.3%	8.4%
<b>Personne de référence</b>	1472	49.6%	5.3%	1168	91.4%	5.8%	303	18.0%	3.9%	488	43.4%	5.9%
<b>Responsable des achats</b>	2142	72.2%	6.0%	641	50.2%	4.9%	1500	88.8%	6.6%	786	69.9%	7.2%
<b>PCS Individu</b>												
<b>Agriculteurs</b>	32	1.1%	6.1%	17	1.3%	4.6%	15	0.9%	9.6%	0	0.0%	0.0%
<b>Petits patrons</b>	85	2.9%	5.2%	53	4.1%	4.7%	33	1.9%	6.5%	79	7.1%	5.4%
<b>Affaires et Cadres</b>	346	11.7%	6.8%	184	14.4%	6.2%	163	9.6%	7.7%	317	28.2%	6.8%
<b>Professions intermédiaires</b>	500	16.8%	7.3%	204	15.9%	6.1%	296	17.5%	8.3%	399	35.4%	7.2%
<b>Employés</b>	514	17.3%	6.2%	106	8.3%	4.9%	408	24.1%	6.7%	131	11.6%	7.2%
<b>Ouvriers</b>	389	13.1%	6.1%	311	24.3%	6.1%	78	4.6%	5.8%	17	1.5%	3.9%
<b>Retraités</b>	655	22.1%	5.2%	282	22.1%	4.7%	373	22.1%	5.7%	20	1.8%	8.1%
<b>Autres inactifs</b>	446	15.0%	4.3%	122	9.5%	3.3%	324	19.2%	4.9%	162	14.4%	4.9%
<b>PCS Personne de référence</b>												
<b>Agriculteurs</b>	37	1.2%	4.5%	12	0.9%	2.8%	25	1.5%	6.3%	0	0.0%	0.0%
<b>Petits patrons</b>	163	5.5%	6.2%	52	4.1%	4.0%	111	6.6%	8.4%	163	14.5%	6.2%
<b>Affaires et Cadres</b>	476	16.0%	6.6%	197	15.4%	5.4%	279	16.5%	7.8%	476	42.3%	6.6%
<b>Professions intermédiaires</b>	485	16.4%	6.4%	206	16.2%	5.4%	279	16.5%	7.5%	485	43.2%	6.4%
<b>Employés</b>	304	10.2%	5.6%	118	9.2%	5.1%	186	11.0%	6.0%	0	0.0%	0.0%
<b>Ouvriers</b>	606	20.4%	6.4%	316	24.7%	6.2%	290	17.2%	6.6%	0	0.0%	0.0%
<b>Retraités</b>	745	25.1%	5.2%	304	23.8%	4.6%	441	26.1%	5.6%	0	0.0%	0.0%
<b>Autres inactifs</b>	151	5.1%	3.7%	73	5.7%	4.7%	78	4.6%	3.1%	0	0.0%	0.0%

# Du Côté de Chez Vous. le magazine des magasins Leroy Merlin



## Lecture Dernière Période

	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>	318	10.7%	3.2%	127	10.0%	2.8%	191	11.3%	3.5%	53	4.7%	3.1%
<b>2 personnes</b>	1027	34.6%	5.7%	428	33.5%	4.9%	599	35.5%	6.5%	216	19.2%	5.1%
<b>3 personnes</b>	550	18.5%	6.0%	259	20.2%	5.8%	292	17.3%	6.3%	290	25.7%	7.3%
<b>4 personnes</b>	697	23.5%	7.5%	302	23.6%	6.5%	395	23.3%	8.4%	397	35.3%	8.0%
<b>5 personnes et +</b>	375	12.6%	7.0%	162	12.7%	6.5%	213	12.6%	7.4%	169	15.0%	6.7%
<b>Présence d'enfants de moins de 15 ans</b>												
<b>Oui</b>	1184	39.9%	7.7%	537	42.0%	7.5%	648	38.3%	7.8%	633	56.3%	8.2%
<b>Non</b>	1783	60.1%	4.9%	741	58.0%	4.2%	1042	61.7%	5.6%	492	43.7%	5.1%
<b>Habitat</b>												
<b>Communes rurales</b>	673	22.7%	5.7%	320	25.0%	5.7%	354	20.9%	5.7%	227	20.2%	6.9%
<b>Agglo. - 20 000 hab</b>	545	18.4%	6.1%	239	18.7%	5.7%	306	18.1%	6.3%	174	15.5%	6.6%
<b>Agglo. 20 000 à 100 000 hab</b>	297	10.0%	4.3%	116	9.1%	3.4%	180	10.7%	5.0%	99	8.8%	5.5%
<b>Agglo. + 100 000 hab</b>	1006	33.9%	6.5%	413	32.4%	5.5%	593	35.1%	7.5%	430	38.2%	7.5%
<b>Agglo. Paris</b>	447	15.0%	5.2%	189	14.8%	4.6%	257	15.2%	5.8%	195	17.3%	4.8%

# Du Côté de Chez Vous. le magazine des magasins Leroy Merlin



## Lecture Dernière Période

	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
<b>Régions INSEE</b>												
<b>Ile de France</b>	533	17.9%	5.6%	238	18.6%	5.2%	295	17.5%	5.9%	219	19.5%	5.0%
<b>Nord Pas de Calais</b>	326	11.0%	10.1%	136	10.7%	8.9%	189	11.2%	11.2%	113	10.1%	11.4%
<b>Lorraine</b>	89	3.0%	4.6%	41	3.2%	4.4%	47	2.8%	4.8%	31	2.7%	5.6%
<b>Alsace</b>	92	3.1%	6.0%	44	3.5%	6.0%	47	2.8%	6.0%	26	2.3%	5.3%
<b>Franche-Comté</b>	63	2.1%	6.7%	32	2.5%	6.9%	31	1.9%	6.4%	19	1.7%	7.3%
<b>Champagne Ardennes</b>	64	2.2%	5.9%	31	2.4%	5.9%	33	2.0%	5.9%	20	1.8%	6.7%
<b>Picardie</b>	87	2.9%	5.6%	39	3.1%	5.2%	48	2.8%	6.0%	29	2.6%	6.8%
<b>Bourgogne</b>	38	1.3%	2.8%	11	0.8%	1.6%	27	1.6%	3.8%	14	1.2%	4.1%
<b>Haute Normandie</b>	99	3.3%	6.7%	44	3.4%	6.1%	55	3.3%	7.1%	44	3.9%	9.5%
<b>Basse Normandie</b>	79	2.7%	6.6%	43	3.4%	7.4%	36	2.2%	5.8%	29	2.6%	9.0%
<b>Centre</b>	157	5.3%	7.5%	70	5.4%	6.9%	88	5.2%	8.1%	51	4.6%	8.8%
<b>Pays de Loire</b>	199	6.7%	6.8%	90	7.0%	6.3%	110	6.5%	7.2%	86	7.7%	9.3%
<b>Bretagne</b>	126	4.3%	4.8%	41	3.2%	3.2%	86	5.1%	6.2%	44	3.9%	5.4%
<b>Poitou Charentes</b>	91	3.1%	6.1%	51	4.0%	7.2%	40	2.4%	5.2%	36	3.2%	9.1%
<b>Aquitaine</b>	167	5.6%	6.1%	69	5.4%	5.3%	98	5.8%	6.8%	61	5.4%	7.1%
<b>Midi Pyrénées</b>	91	3.1%	3.7%	36	2.8%	3.1%	55	3.2%	4.3%	44	3.9%	5.5%
<b>Limousin</b>	24	0.8%	3.9%	10	0.8%	3.4%	14	0.8%	4.4%	8	0.7%	4.9%
<b>Auvergne</b>	54	1.8%	4.8%	26	2.0%	4.8%	28	1.6%	4.7%	11	1.0%	3.6%
<b>Rhône Alpes</b>	202	6.8%	3.9%	86	6.8%	3.5%	116	6.9%	4.3%	73	6.4%	3.9%
<b>Languedoc Roussillon</b>	130	4.4%	5.7%	56	4.4%	5.3%	73	4.3%	6.2%	60	5.3%	8.5%
<b>Provence Alpes Côte d'Azur. Corse</b>	256	8.6%	5.9%	84	6.6%	4.1%	172	10.2%	7.5%	106	9.5%	7.1%
<b>Habitudes de connexion à Internet</b>												
<b>Tous les jours</b>	2044	68.9%	6.0%	854	66.8%	5.1%	1191	70.5%	7.0%	928	82.5%	6.3%
<b>Presque tous les jours</b>	420	14.1%	7.2%	160	12.5%	5.9%	259	15.4%	8.3%	147	13.1%	7.5%
<b>1 à 2 fois par semaine</b>	152	5.1%	6.1%	77	6.0%	7.1%	75	4.4%	5.3%	36	3.2%	6.7%
<b>1 à 3 fois par mois</b>	37	1.3%	7.4%	11	0.9%	5.5%	26	1.5%	8.8%	1	0.1%	1.7%
<b>Moins souvent</b>	31	1.0%	4.3%	17	1.3%	4.9%	14	0.8%	3.7%	0	0.0%	0.0%
<b>Jamais</b>	10	0.3%	11.5%	7	0.5%	10.6%	4	0.2%	13.6%	2	0.1%	25.1%

# Du Côté de Chez Vous. le magazine des magasins Leroy Merlin



Lecture Dernière Période

	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
<b>Revenus du foyer</b>												
Moins de 9 000 euros par an	72	2.4%	3.8%	29	2.3%	3.7%	43	2.5%	3.9%	10	0.9%	5.5%
De 9 000 à moins de 12 000 euros par an	127	4.3%	4.3%	54	4.2%	4.9%	74	4.4%	4.0%	13	1.2%	5.4%
De 12 000 à moins de 18 000 euros par an	201	6.8%	3.4%	82	6.4%	3.1%	120	7.1%	3.7%	21	1.9%	3.0%
De 18 000 à moins de 24 000 euros par an	346	11.7%	5.3%	127	9.9%	4.2%	219	13.0%	6.2%	76	6.7%	5.5%
De 24 000 à moins de 36 000 euros par an	610	20.6%	5.6%	258	20.2%	5.0%	352	20.9%	6.1%	176	15.6%	5.3%
De 36 000 à moins de 45 000 euros par an	567	19.1%	8.1%	257	20.1%	7.0%	310	18.4%	9.2%	227	20.2%	7.7%
De 45 000 à moins de 65 000 euros par an	555	18.7%	7.7%	259	20.2%	6.6%	296	17.5%	9.0%	332	29.6%	8.3%
De 65 000 à moins de 80 000 euros par an	141	4.7%	7.2%	75	5.8%	6.8%	66	3.9%	7.6%	99	8.8%	7.6%
De 80 000 à moins de 115 000 euros par an	93	3.1%	7.5%	35	2.7%	4.8%	58	3.4%	11.5%	70	6.2%	7.5%
115 000 euros et plus par an	21	0.7%	3.5%	11	0.8%	3.0%	10	0.6%	4.3%	18	1.6%	3.9%
Refus	145	4.9%	4.7%	59	4.6%	4.5%	86	5.1%	4.8%	56	5.0%	5.5%
Ne sait pas	89	3.0%	3.8%	34	2.7%	3.5%	55	3.3%	4.1%	27	2.4%	2.9%