

	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
<b>ENSEMBLE</b>	2089	100.0%	4.0%	407	100.0%	1.6%	1682	100.0%	6.2%	881	100.0%	5.0%
<b>Sexe</b>												
<b>Homme</b>	407	19.5%	1.6%	407	100.0%	1.6%	0	0.0%	0.0%	168	19.1%	1.9%
<b>Femme</b>	1682	80.5%	6.2%	0	0.0%	0.0%	1682	100.0%	6.2%	713	80.9%	8.3%
<b>Age</b>												
<b>15 à 24 ans</b>	191	9.2%	2.6%	36	8.9%	1.0%	155	9.2%	4.3%	76	8.6%	2.4%
<b>25 à 34 ans</b>	220	10.6%	2.9%	49	12.0%	1.3%	172	10.2%	4.4%	96	11.0%	2.9%
<b>35 à 49 ans</b>	630	30.2%	5.0%	122	30.0%	2.0%	508	30.2%	8.0%	365	41.5%	5.9%
<b>50 à 59 ans</b>	506	24.2%	5.5%	120	29.6%	2.6%	386	22.9%	8.4%	264	30.0%	6.9%
<b>60 ans et plus</b>	541	25.9%	3.6%	79	19.4%	1.2%	462	27.5%	5.4%	79	9.0%	8.1%
<b>Individu</b>												
<b>Ménagères</b>	1519	72.7%	6.5%	0	0.0%	0.0%	1519	90.3%	6.5%	644	73.1%	9.2%
<b>Personne de référence</b>	789	37.7%	2.8%	355	87.4%	1.8%	433	25.7%	5.6%	275	31.2%	3.3%
<b>Responsable des achats</b>	1710	81.9%	4.8%	229	56.3%	1.8%	1481	88.0%	6.5%	713	80.9%	6.5%
<b>PCS Individu</b>												
<b>Agriculteurs</b>	20	1.0%	3.9%	7	1.8%	1.9%	13	0.8%	8.5%	1	0.1%	5.7%
<b>Petits patrons</b>	95	4.5%	5.8%	41	10.2%	3.7%	53	3.2%	10.7%	86	9.8%	5.9%
<b>Affaires et Cadres</b>	301	14.4%	5.9%	89	21.8%	3.0%	212	12.6%	10.0%	277	31.4%	6.0%
<b>Professions intermédiaires</b>	315	15.1%	4.6%	39	9.6%	1.2%	276	16.4%	7.7%	230	26.1%	4.1%
<b>Employés</b>	377	18.0%	4.5%	35	8.7%	1.6%	341	20.3%	5.6%	107	12.2%	5.9%
<b>Ouvriers</b>	155	7.4%	2.4%	78	19.2%	1.5%	77	4.6%	5.8%	8	0.9%	1.8%
<b>Retraités</b>	395	18.9%	3.1%	58	14.4%	1.0%	337	20.0%	5.1%	23	2.6%	9.3%
<b>Autres inactifs</b>	431	20.7%	4.2%	58	14.4%	1.6%	373	22.2%	5.7%	149	16.9%	4.5%
<b>PCS Personne de référence</b>												
<b>Agriculteurs</b>	26	1.2%	3.1%	3	0.6%	0.6%	23	1.4%	5.7%	0	0.0%	0.0%
<b>Petits patrons</b>	171	8.2%	6.5%	43	10.5%	3.2%	128	7.6%	9.7%	171	19.4%	6.5%
<b>Affaires et Cadres</b>	453	21.7%	6.2%	91	22.4%	2.5%	362	21.5%	10.1%	453	51.4%	6.2%
<b>Professions intermédiaires</b>	257	12.3%	3.4%	34	8.4%	0.9%	223	13.2%	6.0%	257	29.2%	3.4%
<b>Employés</b>	213	10.2%	3.9%	37	9.0%	1.6%	177	10.5%	5.7%	0	0.0%	0.0%
<b>Ouvriers</b>	321	15.4%	3.4%	93	22.9%	1.8%	228	13.6%	5.2%	0	0.0%	0.0%
<b>Retraités</b>	473	22.6%	3.3%	62	15.2%	0.9%	411	24.4%	5.2%	0	0.0%	0.0%
<b>Autres inactifs</b>	176	8.4%	4.3%	45	11.0%	2.9%	131	7.8%	5.1%	0	0.0%	0.0%

# Elle Décoration

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>	341	16.3%	3.4%	50	12.4%	1.1%	290	17.3%	5.3%	76	8.7%	4.4%
<b>2 personnes</b>	737	35.3%	4.1%	133	32.6%	1.5%	605	35.9%	6.5%	228	25.9%	5.3%
<b>3 personnes</b>	374	17.9%	4.1%	97	23.8%	2.2%	277	16.5%	6.0%	222	25.2%	5.6%
<b>4 personnes</b>	394	18.9%	4.2%	78	19.2%	1.7%	316	18.8%	6.8%	228	25.9%	4.6%
<b>5 personnes et +</b>	243	11.6%	4.5%	49	12.1%	2.0%	194	11.5%	6.7%	127	14.4%	5.0%
<b>Présence d'enfants de moins de 15 ans</b>												
<b>Oui</b>	700	33.5%	4.5%	151	37.0%	2.1%	549	32.7%	6.6%	412	46.8%	5.3%
<b>Non</b>	1389	66.5%	3.8%	256	63.0%	1.5%	1133	67.3%	6.1%	469	53.2%	4.8%
<b>Habitat</b>												
<b>Communes rurales</b>	371	17.8%	3.1%	72	17.6%	1.3%	299	17.8%	4.8%	119	13.5%	3.6%
<b>Agglo. - 20 000 hab</b>	284	13.6%	3.2%	55	13.6%	1.3%	228	13.6%	4.7%	96	10.9%	3.7%
<b>Agglo. 20 000 à 100 000 hab</b>	296	14.2%	4.3%	42	10.2%	1.2%	254	15.1%	7.1%	101	11.5%	5.6%
<b>Agglo. + 100 000 hab</b>	712	34.1%	4.6%	140	34.3%	1.9%	573	34.0%	7.2%	322	36.6%	5.6%
<b>Agglo. Paris</b>	426	20.4%	5.0%	99	24.2%	2.4%	328	19.5%	7.4%	242	27.5%	6.0%

# Elle Décoration

## 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>	457	21.9%	4.8%	103	25.4%	2.3%	354	21.0%	7.1%	257	29.2%	5.9%
<b>Nord Pas de Calais</b>	81	3.9%	2.5%	8	2.0%	0.5%	73	4.3%	4.3%	38	4.3%	3.8%
<b>Lorraine</b>	44	2.1%	2.3%	11	2.8%	1.2%	33	1.9%	3.3%	20	2.3%	3.7%
<b>Alsace</b>	60	2.9%	4.0%	22	5.4%	3.0%	38	2.3%	4.8%	40	4.6%	8.1%
<b>Franche-Comté</b>	28	1.3%	2.9%	5	1.1%	1.0%	23	1.4%	4.7%	7	0.7%	2.5%
<b>Champagne Ardennes</b>	39	1.8%	3.6%	7	1.8%	1.4%	31	1.9%	5.5%	11	1.3%	3.8%
<b>Picardie</b>	59	2.8%	3.8%	5	1.3%	0.7%	54	3.2%	6.8%	19	2.2%	4.6%
<b>Bourgogne</b>	46	2.2%	3.4%	10	2.5%	1.5%	36	2.1%	5.1%	9	1.1%	2.7%
<b>Haute Normandie</b>	62	3.0%	4.1%	13	3.3%	1.9%	48	2.9%	6.2%	17	1.9%	3.6%
<b>Basse Normandie</b>	46	2.2%	3.8%	13	3.1%	2.2%	33	2.0%	5.3%	16	1.8%	4.9%
<b>Centre</b>	69	3.3%	3.3%	13	3.2%	1.3%	56	3.4%	5.2%	26	2.9%	4.4%
<b>Pays de Loire</b>	114	5.5%	3.9%	20	5.0%	1.4%	94	5.6%	6.2%	43	4.9%	4.6%
<b>Bretagne</b>	129	6.2%	4.9%	17	4.3%	1.4%	112	6.7%	8.1%	48	5.5%	6.0%
<b>Poitou Charentes</b>	73	3.5%	4.9%	14	3.3%	1.9%	60	3.6%	7.8%	22	2.5%	5.5%
<b>Aquitaine</b>	125	6.0%	4.5%	25	6.3%	1.9%	100	5.9%	6.9%	55	6.3%	6.5%
<b>Midi Pyrénées</b>	89	4.2%	3.6%	16	4.0%	1.4%	72	4.3%	5.7%	37	4.2%	4.6%
<b>Limousin</b>	23	1.1%	3.8%	8	2.0%	2.7%	15	0.9%	4.8%	7	0.8%	4.5%
<b>Auvergne</b>	39	1.9%	3.4%	5	1.3%	1.0%	33	2.0%	5.7%	9	1.0%	2.9%
<b>Rhône Alpes</b>	222	10.6%	4.3%	29	7.1%	1.2%	193	11.5%	7.2%	87	9.9%	4.6%
<b>Languedoc Roussillon</b>	65	3.1%	2.9%	12	3.0%	1.1%	52	3.1%	4.4%	23	2.6%	3.2%
<b>Provence Alpes Côte d'Azur. Corse</b>	220	10.5%	5.1%	48	11.9%	2.3%	171	10.2%	7.5%	89	10.1%	5.9%
<b>Habitudes de connexion à Internet</b>												
<b>Tous les jours</b>	1437	68.8%	4.2%	284	69.7%	1.7%	1153	68.6%	6.8%	722	82.0%	4.9%
<b>Presque tous les jours</b>	280	13.4%	4.8%	47	11.6%	1.7%	233	13.9%	7.4%	100	11.4%	5.1%
<b>1 à 2 fois par semaine</b>	138	6.6%	5.5%	19	4.8%	1.8%	118	7.0%	8.4%	44	5.1%	8.3%
<b>1 à 3 fois par mois</b>	17	0.8%	3.5%	3	0.8%	1.7%	14	0.8%	4.7%	0	0.0%	0.0%
<b>Moins souvent</b>	37	1.8%	5.1%	2	0.5%	0.6%	35	2.1%	9.1%	1	0.1%	0.9%
<b>Jamais</b>	5	0.3%	6.0%	5	1.3%	8.6%	0	0.0%	0.0%	0	0.0%	0.0%

# Elle Décoration

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	86	4.1%	4.5%	13	3.2%	1.6%	73	4.3%	6.6%	16	1.9%	8.8%
De 9 000 à moins de 12 000 euros par an	85	4.1%	2.9%	12	2.9%	1.1%	74	4.4%	4.0%	12	1.4%	5.0%
De 12 000 à moins de 18 000 euros par an	195	9.4%	3.3%	49	12.2%	1.9%	146	8.7%	4.5%	38	4.3%	5.5%
De 18 000 à moins de 24 000 euros par an	227	10.9%	3.5%	34	8.4%	1.1%	193	11.5%	5.4%	53	6.0%	3.8%
De 24 000 à moins de 36 000 euros par an	398	19.1%	3.6%	64	15.6%	1.2%	334	19.9%	5.8%	143	16.2%	4.3%
De 36 000 à moins de 45 000 euros par an	254	12.1%	3.6%	52	12.9%	1.4%	201	12.0%	6.0%	116	13.2%	3.9%
De 45 000 à moins de 65 000 euros par an	357	17.1%	5.0%	84	20.7%	2.2%	273	16.2%	8.3%	207	23.5%	5.2%
De 65 000 à moins de 80 000 euros par an	106	5.1%	5.4%	29	7.0%	2.6%	77	4.6%	8.9%	70	7.9%	5.4%
De 80 000 à moins de 115 000 euros par an	120	5.8%	9.7%	26	6.4%	3.6%	94	5.6%	18.6%	91	10.3%	9.7%
115 000 euros et plus par an	61	2.9%	10.4%	14	3.5%	4.0%	47	2.8%	20.2%	50	5.7%	10.5%
Refus	117	5.6%	3.8%	17	4.2%	1.3%	100	6.0%	5.6%	47	5.3%	4.6%
Ne sait pas	82	3.9%	3.5%	12	3.0%	1.3%	69	4.1%	5.1%	37	4.2%	4.0%