

Art et Décoration

Bimestriel, Lecture Dernière Période



	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
Ensemble	3488	100.0%	6.8%	1158	100.0%	4.7%	2330	100.0%	8.7%	1342	100.0%	7.9%
Sexe												
Homme	1158	33.2%	4.7%	1158	100.0%	4.7%	0	-	-	475	35.4%	5.4%
Femme	2330	66.8%	8.7%	0	-	-	2330	100.0%	8.7%	866	64.6%	10.6%
Age												
15 à 24 ans	159	4.6%	2.2%	53	4.6%	1.4%	107	4.6%	2.9%	77	5.8%	2.5%
25 à 34 ans	374	10.7%	4.9%	127	10.9%	3.3%	248	10.6%	6.3%	171	12.7%	5.0%
35 à 49 ans	1177	33.7%	9.3%	394	34.0%	6.3%	783	33.6%	12.2%	656	48.9%	10.7%
50 à 64 ans	1126	32.3%	9.2%	410	35.4%	6.9%	716	30.7%	11.3%	410	30.6%	10.1%
65 ans et plus	651	18.7%	5.9%	175	15.1%	3.7%	477	20.5%	7.5%	27	2.0%	14.5%
Individu												
Ménagère	2228	63.9%	9.5%	0	-	-	2228	95.6%	9.5%	828	61.7%	12.2%
Personne de Référence	1686	48.3%	6.0%	1060	91.5%	5.2%	627	26.9%	7.9%	588	43.8%	7.0%
Responsable des achats	2782	79.8%	7.9%	595	51.4%	4.8%	2187	93.9%	9.5%	1030	76.8%	9.6%
PCS Individu												
Agriculteurs	67	1.9%	12.5%	29	2.5%	8.8%	38	1.6%	18.5%	5	0.4%	21.7%
Petits patrons	217	6.2%	13.1%	131	11.3%	11.2%	86	3.7%	17.6%	183	13.6%	12.4%
Affaires et Cadres	386	11.1%	8.1%	163	14.1%	5.6%	223	9.6%	12.1%	345	25.7%	8.0%
Professions intermédiaires	515	14.8%	7.6%	167	14.5%	4.8%	347	14.9%	10.7%	423	31.6%	7.6%
Employés	615	17.6%	7.3%	92	8.0%	4.4%	523	22.4%	8.3%	153	11.4%	8.5%
Ouvriers	315	9.0%	4.9%	216	18.6%	4.3%	100	4.3%	6.7%	24	1.8%	5.7%
Retraités	796	22.8%	6.3%	244	21.0%	4.1%	553	23.7%	8.4%	36	2.7%	15.4%
Autres inactifs	577	16.5%	5.8%	116	10.0%	3.3%	460	19.8%	7.1%	172	12.8%	5.6%
PCS Personne de Référence												
Agriculteurs	89	2.6%	11.2%	27	2.3%	6.9%	63	2.7%	15.2%	0	-	-
Petits patrons	296	8.5%	11.2%	126	10.9%	9.1%	170	7.3%	13.6%	296	22.1%	11.2%
Affaires et Cadres	548	15.7%	8.0%	172	14.8%	4.9%	376	16.1%	11.2%	548	40.8%	8.0%
Professions intermédiaires	498	14.3%	6.7%	178	15.4%	4.5%	320	13.7%	9.0%	498	37.1%	6.7%
Employés	345	9.9%	6.5%	99	8.5%	4.4%	246	10.6%	8.0%	0	-	-
Ouvriers	517	14.8%	5.5%	201	17.3%	4.1%	316	13.6%	6.9%	0	-	-
Retraités	957	27.4%	6.5%	267	23.0%	4.0%	690	29.6%	8.6%	0	-	-
Autres inactifs	237	6.8%	6.1%	90	7.7%	6.0%	148	6.3%	6.1%	0	-	-

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Taille du Foyer												
1 personne	513	14.7%	5.5%	132	11.4%	3.2%	381	16.4%	7.1%	108	8.1%	6.2%
2 personnes	1313	37.6%	7.3%	444	38.3%	5.0%	869	37.3%	9.4%	365	27.2%	8.5%
3 personnes	615	17.6%	6.6%	219	18.9%	4.8%	397	17.0%	8.4%	263	19.6%	6.9%
4 personnes	682	19.5%	7.4%	241	20.8%	5.3%	441	18.9%	9.6%	406	30.3%	8.7%
5 personnes et +	364	10.4%	6.9%	123	10.6%	5.0%	242	10.4%	8.7%	199	14.9%	8.1%
Présence d'enfants de moins de 15 ans												
Oui	1237	35.5%	7.9%	418	36.1%	5.7%	819	35.2%	9.7%	701	52.2%	9.1%
Non	2251	64.5%	6.4%	740	63.9%	4.3%	1511	64.8%	8.3%	641	47.8%	6.9%
Habitat												
Communes rurales	964	27.6%	8.2%	303	26.2%	5.5%	661	28.4%	10.7%	323	24.0%	9.7%
Agglo. - 20 000 hab	612	17.5%	6.8%	205	17.7%	4.9%	407	17.5%	8.6%	190	14.2%	7.4%
Agglo. 20 000 à 100 000 hab	491	14.1%	7.2%	154	13.3%	4.5%	337	14.5%	9.9%	186	13.8%	9.3%
Agglo. + 100 000 hab	992	28.5%	6.5%	367	31.7%	5.1%	625	26.8%	7.9%	424	31.6%	8.2%
Agglo. Paris	428	12.3%	5.1%	129	11.2%	3.2%	299	12.8%	6.8%	219	16.3%	5.7%

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Région d'habitation												
Ile-de-France	509	14.6%	5.4%	167	14.4%	3.7%	342	14.7%	6.9%	260	19.4%	6.0%
Nord-Pas-de-Calais	167	4.8%	5.2%	52	4.5%	3.4%	116	5.0%	6.8%	58	4.3%	6.3%
Lorraine	121	3.5%	6.2%	37	3.2%	4.0%	83	3.6%	8.3%	54	4.0%	9.8%
Alsace	69	2.0%	4.6%	29	2.5%	3.9%	40	1.7%	5.2%	26	1.9%	5.2%
Franche-Comté	59	1.7%	6.2%	22	1.9%	4.6%	37	1.6%	7.6%	20	1.5%	7.6%
Champagne-Ardenne	79	2.3%	7.3%	37	3.2%	7.0%	42	1.8%	7.5%	31	2.3%	9.5%
Picardie	96	2.7%	6.2%	34	3.0%	4.6%	61	2.6%	7.8%	33	2.5%	7.7%
Bourgogne	100	2.9%	7.4%	28	2.4%	4.3%	72	3.1%	10.2%	36	2.7%	10.0%
Haute-Normandie	94	2.7%	6.3%	30	2.6%	4.3%	63	2.7%	8.2%	35	2.6%	8.3%
Basse-Normandie	102	2.9%	8.4%	30	2.6%	5.2%	72	3.1%	11.4%	27	2.0%	8.2%
Centre	175	5.0%	8.4%	54	4.6%	5.4%	122	5.2%	11.3%	73	5.5%	11.6%
Pays de la Loire	207	5.9%	7.2%	84	7.2%	6.1%	123	5.3%	8.3%	79	5.9%	9.6%
Bretagne	159	4.6%	6.1%	49	4.2%	3.9%	111	4.8%	8.2%	49	3.6%	6.3%
Poitou-Charentes	123	3.5%	8.4%	47	4.0%	6.6%	76	3.3%	10.0%	36	2.7%	9.7%
Aquitaine	202	5.8%	7.5%	51	4.4%	4.0%	151	6.5%	10.7%	86	6.4%	10.6%
Midi-Pyrénées	180	5.2%	7.5%	53	4.6%	4.6%	127	5.5%	10.3%	65	4.8%	8.0%
Limousin	61	1.8%	9.7%	18	1.5%	5.9%	44	1.9%	13.3%	23	1.7%	14.4%
Auvergne	95	2.7%	8.4%	27	2.4%	5.1%	68	2.9%	11.5%	28	2.1%	9.3%
Rhône-Alpes	387	11.1%	7.7%	138	11.9%	5.7%	248	10.7%	9.5%	140	10.5%	7.8%
Languedoc-Roussillon	183	5.2%	8.4%	61	5.2%	5.9%	122	5.3%	10.7%	58	4.3%	8.9%
Provence-Alpes-Côte-d'Azur-Corse	320	9.2%	7.4%	113	9.7%	5.5%	207	8.9%	9.1%	125	9.3%	8.7%
Habitudes de connexion Internet												
Tous les jours	1927	55.2%	7.0%	678	58.5%	4.8%	1249	53.6%	9.2%	978	72.9%	7.6%
Presque tous les jours	460	13.2%	7.5%	125	10.8%	4.3%	336	14.4%	10.3%	181	13.5%	7.8%
1 à 2 fois par semaine	258	7.4%	8.0%	76	6.5%	5.2%	182	7.8%	10.2%	97	7.2%	10.3%
1 à 3 fois par mois	48	1.4%	5.7%	15	1.3%	4.3%	34	1.4%	6.6%	11	0.8%	7.5%
Moins souvent	96	2.7%	7.2%	36	3.1%	5.6%	60	2.6%	8.5%	11	0.8%	8.0%
Jamais	13	0.4%	9.4%	8	0.7%	9.1%	5	0.2%	10.1%	7	0.5%	44.9%

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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	118	3.4%	5.5%	19	1.7%	2.2%	99	4.2%	7.7%	12	0.9%	6.7%
De 9 000 à moins de 12 000 euros par an	202	5.8%	6.1%	46	4.0%	4.1%	155	6.7%	7.1%	34	2.5%	13.7%
De 12 000 à moins de 18 000 euros par an	340	9.8%	5.2%	97	8.4%	3.5%	243	10.4%	6.5%	55	4.1%	7.1%
De 18 000 à moins de 24 000 euros par an	429	12.3%	5.7%	136	11.7%	3.8%	293	12.6%	7.5%	104	7.8%	6.6%
De 24 000 à moins de 36 000 euros par an	813	23.3%	7.0%	274	23.7%	5.0%	539	23.1%	8.9%	281	20.9%	7.5%
De 36 000 à moins de 45 000 euros par an	510	14.6%	7.8%	208	18.0%	5.8%	302	13.0%	10.3%	248	18.5%	8.3%
De 45 000 à moins de 65 000 euros par an	516	14.8%	8.7%	193	16.7%	5.8%	322	13.8%	12.3%	293	21.8%	8.2%
De 65 000 à moins de 80 000 euros par an	140	4.0%	9.1%	64	5.5%	7.0%	76	3.3%	12.3%	105	7.8%	9.4%
De 80 000 à moins de 115 000 euros par an	61	1.7%	6.2%	22	1.9%	3.7%	38	1.6%	10.1%	52	3.9%	6.6%
115 000 euros et plus par an	45	1.3%	9.8%	14	1.2%	5.0%	31	1.3%	17.0%	40	3.0%	10.4%
Refus	255	7.3%	7.9%	68	5.9%	5.1%	186	8.0%	9.9%	95	7.1%	8.3%
Ne sait pas	60	1.7%	4.1%	16	1.4%	2.6%	44	1.9%	5.4%	23	1.7%	4.9%