

	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
<b>ENSEMBLE</b>	2154	100.0%	4.2%	417	100.0%	1.7%	1736	100.0%	6.5%	980	100.0%	5.7%
<b>Sexe</b>												
<b>Homme</b>	417	19.4%	1.7%	417	100.0%	1.7%	0	0.0%	0.0%	218	22.3%	2.4%
<b>Femme</b>	1736	80.6%	6.5%	0	0.0%	0.0%	1736	100.0%	6.5%	762	77.7%	9.2%
<b>Age</b>												
<b>15 à 24 ans</b>	222	10.3%	3.0%	31	7.4%	0.8%	191	11.0%	5.2%	107	10.9%	3.4%
<b>25 à 34 ans</b>	275	12.8%	3.6%	55	13.1%	1.5%	220	12.7%	5.6%	150	15.3%	4.4%
<b>35 à 49 ans</b>	630	29.3%	5.0%	130	31.2%	2.1%	500	28.8%	7.9%	425	43.3%	6.8%
<b>50 à 59 ans</b>	468	21.7%	5.2%	106	25.4%	2.3%	363	20.9%	8.1%	232	23.7%	6.3%
<b>60 ans et plus</b>	558	25.9%	3.8%	96	23.0%	1.5%	462	26.6%	5.6%	66	6.8%	9.2%
<b>Individu</b>												
<b>Ménagères</b>	1569	72.9%	6.7%	0	0.0%	0.0%	1569	90.4%	6.7%	675	68.8%	9.8%
<b>Personne de référence</b>	836	38.8%	3.0%	358	85.9%	1.8%	478	27.5%	6.1%	339	34.5%	3.9%
<b>Responsable des achats</b>	1766	82.0%	5.0%	231	55.4%	1.8%	1535	88.4%	6.7%	789	80.4%	7.2%
<b>PCS Individu</b>												
<b>Agriculteurs</b>	17	0.8%	3.1%	3	0.8%	0.9%	14	0.8%	8.0%	0	0.0%	0.0%
<b>Petits patrons</b>	110	5.1%	6.8%	34	8.2%	3.0%	76	4.4%	15.1%	93	9.4%	6.4%
<b>Affaires et Cadres</b>	310	14.4%	6.2%	100	23.9%	3.3%	211	12.1%	11.0%	279	28.5%	6.2%
<b>Professions intermédiaires</b>	313	14.5%	4.6%	67	16.0%	1.9%	246	14.2%	7.5%	266	27.1%	4.7%
<b>Employés</b>	388	18.0%	4.7%	27	6.5%	1.3%	361	20.8%	5.8%	100	10.2%	5.6%
<b>Ouvriers</b>	125	5.8%	2.0%	63	15.1%	1.3%	62	3.6%	4.2%	19	1.9%	4.2%
<b>Retraités</b>	455	21.1%	3.6%	84	20.1%	1.4%	371	21.4%	5.6%	25	2.5%	10.1%
<b>Autres inactifs</b>	436	20.2%	4.3%	40	9.5%	1.1%	396	22.8%	6.1%	199	20.3%	6.3%
<b>PCS Personne de référence</b>												
<b>Agriculteurs</b>	35	1.6%	4.4%	4	1.0%	1.0%	31	1.8%	7.9%	0	0.0%	0.0%
<b>Petits patrons</b>	168	7.8%	6.4%	32	7.8%	2.5%	136	7.8%	10.3%	168	17.2%	6.4%
<b>Affaires et Cadres</b>	496	23.0%	7.0%	107	25.7%	2.9%	389	22.4%	11.3%	496	50.6%	7.0%
<b>Professions intermédiaires</b>	316	14.7%	4.2%	78	18.8%	2.0%	238	13.7%	6.7%	316	32.2%	4.2%
<b>Employés</b>	213	9.9%	4.0%	33	7.8%	1.5%	181	10.4%	5.7%	0	0.0%	0.0%
<b>Ouvriers</b>	252	11.7%	2.7%	46	11.1%	0.9%	206	11.9%	4.6%	0	0.0%	0.0%
<b>Retraités</b>	550	25.5%	3.8%	89	21.4%	1.3%	461	26.5%	5.8%	0	0.0%	0.0%
<b>Autres inactifs</b>	122	5.7%	3.1%	27	6.5%	1.8%	95	5.5%	3.9%	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>	336	15.6%	3.5%	47	11.3%	1.1%	289	16.6%	5.3%	91	9.3%	4.9%
<b>2 personnes</b>	776	36.0%	4.3%	166	39.7%	1.9%	610	35.2%	6.6%	275	28.0%	6.7%
<b>3 personnes</b>	420	19.5%	4.6%	79	18.9%	1.7%	342	19.7%	7.4%	218	22.3%	5.6%
<b>4 personnes</b>	394	18.3%	4.3%	87	20.8%	1.9%	307	17.7%	6.6%	242	24.7%	5.0%
<b>5 personnes et +</b>	227	10.5%	4.3%	39	9.3%	1.6%	188	10.8%	6.7%	154	15.7%	6.0%
<b>Présence d'enfants de moins de 15 ans</b>												
<b>Oui</b>	703	32.7%	4.5%	133	31.9%	1.8%	570	32.8%	6.8%	446	45.5%	5.7%
<b>Non</b>	1450	67.3%	4.1%	284	68.1%	1.6%	1166	67.2%	6.3%	535	54.5%	5.7%
<b>Habitat</b>												
<b>Communes rurales</b>	408	18.9%	3.5%	77	18.4%	1.4%	331	19.1%	5.4%	145	14.8%	4.4%
<b>Agglo. - 20 000 hab</b>	331	15.3%	3.7%	54	12.9%	1.3%	277	15.9%	5.9%	127	13.0%	4.8%
<b>Agglo. 20 000 à 100 000 hab</b>	280	13.0%	4.0%	37	8.9%	1.1%	243	14.0%	6.9%	102	10.4%	4.9%
<b>Agglo. + 100 000 hab</b>	630	29.2%	4.1%	122	29.2%	1.7%	508	29.2%	6.3%	308	31.4%	5.8%
<b>Agglo. Paris</b>	506	23.5%	6.0%	128	30.6%	3.2%	378	21.8%	8.5%	298	30.4%	7.6%

	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>	548	25.5%	5.8%	140	33.4%	3.1%	409	23.5%	8.2%	316	32.2%	7.2%
<b>Nord Pas de Calais</b>	92	4.3%	2.9%	17	4.0%	1.1%	75	4.3%	4.5%	43	4.4%	4.6%
<b>Lorraine</b>	63	2.9%	3.3%	3	0.6%	0.3%	60	3.5%	6.1%	27	2.7%	5.0%
<b>Alsace</b>	63	2.9%	4.2%	15	3.6%	2.0%	48	2.8%	6.1%	33	3.3%	6.4%
<b>Franche-Comté</b>	27	1.3%	2.9%	2	0.5%	0.4%	25	1.5%	5.2%	10	1.0%	3.7%
<b>Champagne Ardennes</b>	33	1.6%	3.1%	2	0.5%	0.4%	31	1.8%	5.6%	7	0.7%	2.3%
<b>Picardie</b>	53	2.4%	3.4%	10	2.4%	1.3%	43	2.5%	5.4%	16	1.7%	3.8%
<b>Bourgogne</b>	44	2.0%	3.2%	15	3.6%	2.3%	29	1.7%	4.1%	18	1.9%	4.8%
<b>Haute Normandie</b>	41	1.9%	2.8%	4	0.8%	0.5%	37	2.2%	4.9%	18	1.8%	4.0%
<b>Basse Normandie</b>	48	2.2%	3.9%	11	2.6%	1.9%	37	2.1%	5.8%	13	1.3%	4.0%
<b>Centre</b>	80	3.7%	3.8%	11	2.6%	1.1%	69	4.0%	6.4%	31	3.2%	5.1%
<b>Pays de Loire</b>	94	4.4%	3.2%	21	5.1%	1.5%	73	4.2%	4.9%	47	4.8%	5.5%
<b>Bretagne</b>	84	3.9%	3.2%	6	1.5%	0.5%	78	4.5%	5.7%	36	3.7%	4.7%
<b>Poitou Charentes</b>	67	3.1%	4.5%	16	3.8%	2.2%	51	2.9%	6.7%	20	2.1%	5.1%
<b>Aquitaine</b>	131	6.1%	4.8%	23	5.6%	1.8%	107	6.2%	7.5%	61	6.2%	7.4%
<b>Midi Pyrénées</b>	108	5.0%	4.5%	16	3.8%	1.4%	92	5.3%	7.4%	45	4.6%	5.6%
<b>Limousin</b>	20	0.9%	3.1%	6	1.3%	1.9%	14	0.8%	4.3%	9	0.9%	5.9%
<b>Auvergne</b>	46	2.1%	4.1%	2	0.4%	0.3%	44	2.6%	7.6%	16	1.7%	5.4%
<b>Rhône Alpes</b>	195	9.0%	3.8%	44	10.5%	1.8%	151	8.7%	5.7%	83	8.4%	4.4%
<b>Languedoc Roussillon</b>	105	4.9%	4.8%	15	3.7%	1.5%	89	5.2%	7.7%	39	4.0%	5.7%
<b>Provence Alpes Côte d'Azur. Corse</b>	213	9.9%	4.9%	40	9.6%	2.0%	172	9.9%	7.6%	93	9.4%	6.6%
<b>Habitudes de connexion à Internet</b>												
<b>Tous les jours</b>	1361	63.2%	4.8%	271	64.9%	1.9%	1091	62.8%	7.7%	765	78.1%	5.7%
<b>Presque tous les jours</b>	301	14.0%	4.7%	55	13.1%	1.8%	247	14.2%	7.3%	125	12.7%	5.4%
<b>1 à 2 fois par semaine</b>	137	6.4%	4.3%	19	4.5%	1.4%	118	6.8%	6.5%	47	4.8%	5.1%
<b>1 à 3 fois par mois</b>	45	2.1%	5.1%	3	0.8%	0.8%	42	2.4%	8.6%	7	0.7%	4.0%
<b>Moins souvent</b>	38	1.7%	3.1%	8	1.8%	1.4%	30	1.7%	4.3%	15	1.5%	11.8%
<b>Jamais</b>	2	0.1%	1.4%	0	0.0%	0.0%	2	0.1%	2.7%	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	67	3.1%	3.2%	9	2.2%	1.1%	57	3.3%	4.6%	15	1.5%	8.1%
De 9 000 à moins de 12 000 euros par an	91	4.2%	2.7%	22	5.2%	1.8%	69	4.0%	3.2%	17	1.8%	6.3%
De 12 000 à moins de 18 000 euros par an	231	10.7%	3.6%	37	8.8%	1.4%	194	11.2%	5.2%	30	3.0%	4.0%
De 18 000 à moins de 24 000 euros par an	219	10.2%	3.0%	31	7.3%	0.9%	188	10.8%	4.9%	55	5.6%	3.7%
De 24 000 à moins de 36 000 euros par an	473	22.0%	4.1%	90	21.5%	1.6%	383	22.1%	6.4%	189	19.3%	5.1%
De 36 000 à moins de 45 000 euros par an	289	13.4%	4.3%	62	14.8%	1.7%	227	13.1%	7.4%	161	16.4%	5.2%
De 45 000 à moins de 65 000 euros par an	327	15.2%	5.2%	63	15.1%	1.8%	264	15.2%	9.6%	202	20.6%	5.5%
De 65 000 à moins de 80 000 euros par an	107	4.9%	6.5%	27	6.4%	2.8%	80	4.6%	11.8%	75	7.7%	6.4%
De 80 000 à moins de 115 000 euros par an	78	3.6%	8.2%	21	5.1%	3.8%	57	3.3%	14.4%	69	7.0%	9.0%
115 000 euros et plus par an	59	2.8%	13.2%	20	4.7%	7.1%	40	2.3%	22.9%	58	5.9%	14.5%
Refus	163	7.6%	5.2%	36	8.7%	2.8%	127	7.3%	6.9%	83	8.4%	7.2%
Ne sait pas	50	2.3%	3.2%	1	0.2%	0.1%	49	2.8%	5.3%	27	2.7%	4.7%