

Votre Beauté

Lecture Dernière Période



	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
ENSEMBLE	510	100.0%	1.0%	63	100.0%	0.3%	448	100.0%	1.7%	130	100.0%	0.7%
Sexe												
Homme	63	12.3%	0.3%	63	100.0%	0.3%	0	0.0%	0.0%	8	5.9%	0.1%
Femme	448	87.7%	1.7%	0	0.0%	0.0%	448	100.0%	1.7%	123	94.1%	1.4%
Age												
15 à 24 ans	44	8.6%	0.6%	4	6.9%	0.1%	40	8.9%	1.1%	19	14.7%	0.6%
25 à 34 ans	48	9.4%	0.6%	8	12.6%	0.2%	40	9.0%	1.0%	9	6.9%	0.3%
35 à 49 ans	120	23.5%	1.0%	15	24.4%	0.2%	105	23.4%	1.7%	42	32.4%	0.7%
50 à 59 ans	149	29.2%	1.6%	30	47.7%	0.7%	119	26.6%	2.6%	48	37.1%	1.3%
60 ans et plus	149	29.3%	1.0%	5	8.5%	0.1%	144	32.2%	1.7%	12	8.9%	1.2%
Individu												
Ménagères	389	76.2%	1.7%	0	0.0%	0.0%	389	86.8%	1.7%	104	79.4%	1.5%
Personne de référence	218	42.7%	0.8%	50	79.1%	0.2%	168	37.6%	2.2%	30	22.9%	0.4%
Responsable des achats	436	85.4%	1.2%	43	68.5%	0.3%	393	87.8%	1.7%	104	79.7%	1.0%
PCS Individu												
Agriculteurs	1	0.3%	0.3%	0	0.0%	0.0%	1	0.3%	0.9%	0	0.0%	0.0%
Petits patrons	11	2.2%	0.7%	1	1.9%	0.1%	10	2.3%	2.0%	6	4.5%	0.4%
Affaires et Cadres	20	3.9%	0.4%	2	3.4%	0.1%	18	4.0%	0.8%	16	12.2%	0.3%
Professions intermédiaires	54	10.7%	0.8%	8	13.0%	0.2%	46	10.3%	1.3%	39	29.7%	0.7%
Employés	119	23.3%	1.4%	7	11.3%	0.3%	112	25.0%	1.8%	28	21.3%	1.5%
Ouvriers	36	7.0%	0.6%	17	27.4%	0.3%	19	4.1%	1.4%	5	3.7%	1.1%
Retraités	125	24.6%	1.0%	8	13.2%	0.1%	117	26.2%	1.8%	6	4.4%	2.3%
Autres inactifs	143	28.0%	1.4%	19	29.8%	0.5%	124	27.8%	1.9%	32	24.2%	0.9%
PCS Personne de référence												
Agriculteurs	1	0.1%	0.1%	0	0.0%	0.0%	1	0.1%	0.1%	0	0.0%	0.0%
Petits patrons	17	3.2%	0.6%	2	3.2%	0.1%	15	3.2%	1.1%	17	12.7%	0.6%
Affaires et Cadres	52	10.1%	0.7%	2	3.6%	0.1%	50	11.1%	1.4%	52	39.7%	0.7%
Professions intermédiaires	62	12.2%	0.8%	3	5.5%	0.1%	59	13.1%	1.6%	62	47.7%	0.8%
Employés	74	14.4%	1.4%	10	15.4%	0.4%	64	14.3%	2.1%	0	0.0%	0.0%
Ouvriers	77	15.1%	0.8%	22	35.4%	0.4%	55	12.3%	1.2%	0	0.0%	0.0%
Retraités	136	26.6%	0.9%	6	9.4%	0.1%	130	29.1%	1.7%	0	0.0%	0.0%
Autres inactifs	93	18.1%	2.3%	17	27.6%	1.1%	75	16.8%	3.0%	0	0.0%	0.0%

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Taille du foyer												
1 personne	125	24.4%	1.2%	13	20.6%	0.3%	112	24.9%	2.0%	16	12.5%	0.9%
2 personnes	190	37.2%	1.1%	13	21.1%	0.2%	177	39.4%	1.9%	45	34.6%	1.1%
3 personnes	80	15.8%	0.9%	8	12.8%	0.2%	72	16.2%	1.6%	37	28.1%	0.9%
4 personnes	60	11.7%	0.6%	7	11.2%	0.2%	53	11.8%	1.1%	20	15.4%	0.4%
5 personnes et +	56	10.9%	1.0%	21	34.3%	0.9%	34	7.7%	1.2%	12	9.3%	0.5%
Présence d'enfants de moins de 15 ans												
Oui	128	25.0%	0.8%	24	38.0%	0.3%	104	23.2%	1.3%	33	25.5%	0.4%
Non	383	75.0%	1.1%	39	62.0%	0.2%	344	76.8%	1.8%	97	74.5%	1.0%
Habitat												
Communes rurales	70	13.7%	0.6%	14	23.1%	0.3%	56	12.4%	0.9%	12	9.5%	0.4%
Agglo. - 20 000 hab	74	14.4%	0.8%	8	13.3%	0.2%	65	14.6%	1.4%	15	11.4%	0.6%
Agglo. 20 000 à 100 000 hab	78	15.3%	1.1%	3	5.0%	0.1%	75	16.8%	2.1%	14	11.1%	0.8%
Agglo. + 100 000 hab	172	33.7%	1.1%	10	16.5%	0.1%	162	36.1%	2.0%	51	38.8%	0.9%
Agglo. Paris	116	22.8%	1.4%	26	42.1%	0.6%	90	20.1%	2.0%	38	29.2%	0.9%

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Régions INSEE												
Ile de France	126	24.7%	1.3%	26	42.1%	0.6%	100	22.2%	2.0%	38	29.2%	0.9%
Nord Pas de Calais	31	6.0%	1.0%	4	5.8%	0.2%	27	6.1%	1.6%	8	5.9%	0.8%
Lorraine	11	2.2%	0.6%	1	2.0%	0.1%	10	2.2%	1.0%	5	4.2%	1.0%
Alsace	11	2.1%	0.7%	3	5.2%	0.4%	8	1.7%	1.0%	2	1.5%	0.4%
Franche-Comté	11	2.1%	1.1%	1	1.1%	0.2%	10	2.2%	2.1%	4	3.0%	1.5%
Champagne Ardennes	17	3.3%	1.5%	0	0.0%	0.0%	17	3.8%	3.0%	4	3.4%	1.5%
Picardie	19	3.7%	1.2%	1	2.2%	0.2%	18	3.9%	2.2%	3	2.2%	0.7%
Bourgogne	1	0.3%	0.1%	0	0.0%	0.0%	1	0.3%	0.2%	0	0.0%	0.0%
Haute Normandie	11	2.2%	0.7%	0	0.0%	0.0%	11	2.5%	1.4%	0	0.0%	0.0%
Basse Normandie	17	3.4%	1.4%	3	4.6%	0.5%	14	3.2%	2.3%	1	0.6%	0.2%
Centre	25	4.9%	1.2%	1	1.3%	0.1%	24	5.4%	2.2%	7	5.5%	1.2%
Pays de Loire	26	5.1%	0.9%	3	4.5%	0.2%	23	5.2%	1.5%	5	3.7%	0.5%
Bretagne	19	3.7%	0.7%	2	3.9%	0.2%	16	3.6%	1.2%	3	2.6%	0.4%
Poitou Charentes	7	1.4%	0.5%	2	3.0%	0.3%	5	1.2%	0.7%	4	3.3%	1.1%
Aquitaine	18	3.5%	0.6%	1	1.6%	0.1%	17	3.7%	1.2%	2	1.8%	0.3%
Midi Pyrénées	20	3.8%	0.8%	2	3.2%	0.2%	18	3.9%	1.4%	8	5.8%	0.9%
Limousin	9	1.7%	1.4%	0	0.0%	0.0%	9	1.9%	2.6%	3	2.0%	1.6%
Auvergne	7	1.3%	0.6%	0	0.6%	0.1%	6	1.4%	1.0%	0	0.3%	0.1%
Rhône Alpes	62	12.1%	1.2%	7	11.4%	0.3%	54	12.2%	2.0%	14	10.5%	0.7%
Languedoc Roussillon	18	3.6%	0.8%	4	6.2%	0.4%	14	3.2%	1.2%	2	1.3%	0.2%
Provence Alpes Côte d'Azur. Corse	47	9.1%	1.1%	1	1.1%	0.0%	46	10.2%	2.0%	18	13.5%	1.2%
Habitudes de connexion à Internet												
Tous les jours	281	55.1%	0.8%	27	42.5%	0.2%	254	56.8%	1.5%	100	77.0%	0.7%
Presque tous les jours	70	13.8%	1.2%	3	5.6%	0.1%	67	14.9%	2.1%	23	17.8%	1.2%
1 à 2 fois par semaine	46	9.0%	1.8%	10	15.7%	0.9%	36	8.1%	2.6%	5	3.5%	0.9%
1 à 3 fois par mois	3	0.5%	0.5%	0	0.0%	0.0%	3	0.6%	0.9%	1	0.8%	1.7%
Moins souvent	9	1.7%	1.2%	0	0.0%	0.0%	9	1.9%	2.3%	0	0.0%	0.0%

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Revenus du foyer												
Moins de 9 000 euros par an	28	5.4%	1.5%	3	4.7%	0.4%	25	5.5%	2.2%	0	0.3%	0.2%
De 9 000 à moins de 12 000 euros par an	49	9.6%	1.7%	4	5.8%	0.3%	45	10.2%	2.4%	6	4.3%	2.3%
De 12 000 à moins de 18 000 euros par an	79	15.5%	1.3%	21	32.9%	0.8%	59	13.1%	1.8%	2	1.2%	0.2%
De 18 000 à moins de 24 000 euros par an	62	12.2%	0.9%	10	16.4%	0.3%	52	11.6%	1.5%	7	5.0%	0.5%
De 24 000 à moins de 36 000 euros par an	97	19.1%	0.9%	10	15.6%	0.2%	88	19.6%	1.5%	33	25.1%	1.0%
De 36 000 à moins de 45 000 euros par an	56	11.0%	0.8%	5	8.8%	0.1%	51	11.3%	1.5%	16	12.6%	0.6%
De 45 000 à moins de 65 000 euros par an	50	9.8%	0.7%	2	3.9%	0.1%	48	10.7%	1.4%	27	20.6%	0.7%
De 65 000 à moins de 80 000 euros par an	16	3.1%	0.8%	5	7.6%	0.4%	11	2.5%	1.3%	9	6.5%	0.7%
De 80 000 à moins de 115 000 euros par an	16	3.1%	1.3%	2	2.7%	0.2%	14	3.2%	2.8%	13	10.2%	1.4%
115 000 euros et plus par an	8	1.5%	1.3%	0	0.0%	0.0%	8	1.7%	3.2%	4	2.9%	0.8%
Refus	18	3.5%	0.6%	0	0.0%	0.0%	18	4.0%	1.0%	8	5.8%	0.7%
Ne sait pas	31	6.0%	1.3%	1	1.7%	0.1%	30	6.6%	2.2%	7	5.5%	0.8%