

Votre Beauté



Lecture Dernière Période

	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
ENSEMBLE	557	100.0%	1.1%	49	100.0%	0.2%	508	100.0%	1.9%	137	100.0%	0.8%
Sexe												
Homme	49	8.8%	0.2%	49	100.0%	0.2%	0	0.0%	0.0%	14	10.0%	0.2%
Femme	508	91.2%	1.9%	0	0.0%	0.0%	508	100.0%	1.9%	124	90.0%	1.4%
Age												
15 à 24 ans	60	10.8%	0.8%	2	4.7%	0.1%	58	11.4%	1.6%	18	13.1%	0.6%
25 à 34 ans	57	10.3%	0.8%	8	15.7%	0.2%	50	9.8%	1.3%	20	14.4%	0.6%
35 à 49 ans	143	25.7%	1.1%	23	47.5%	0.4%	120	23.6%	1.9%	46	33.6%	0.8%
50 à 59 ans	123	22.1%	1.3%	8	15.6%	0.2%	115	22.7%	2.5%	42	30.4%	1.1%
60 ans et plus	173	31.2%	1.2%	8	16.4%	0.1%	165	32.6%	2.0%	12	8.5%	1.2%
Individu												
Ménagères	442	79.4%	1.9%	0	0.0%	0.0%	442	87.1%	1.9%	106	77.0%	1.5%
Personne de référence	223	40.1%	0.8%	44	90.2%	0.2%	179	35.2%	2.3%	34	24.7%	0.4%
Responsable des achats	475	85.3%	1.3%	36	73.8%	0.3%	438	86.4%	1.9%	106	77.2%	1.0%
PCS Individu												
Agriculteurs	2	0.3%	0.3%	0	0.0%	0.0%	2	0.3%	1.1%	0	0.0%	0.0%
Petits patrons	17	3.1%	1.1%	5	10.5%	0.5%	12	2.4%	2.3%	12	8.9%	0.8%
Affaires et Cadres	23	4.2%	0.5%	3	6.5%	0.1%	20	3.9%	0.9%	20	14.6%	0.4%
Professions intermédiaires	44	8.0%	0.6%	7	13.3%	0.2%	38	7.5%	1.1%	38	27.6%	0.7%
Employés	145	26.0%	1.7%	7	15.0%	0.3%	138	27.1%	2.2%	31	22.9%	1.7%
Ouvriers	58	10.4%	0.9%	13	25.9%	0.3%	45	9.0%	3.3%	2	1.3%	0.4%
Retraités	117	21.0%	0.9%	8	16.4%	0.1%	109	21.5%	1.6%	2	1.6%	0.9%
Autres inactifs	150	27.0%	1.5%	6	12.4%	0.2%	144	28.4%	2.2%	32	23.2%	1.0%
PCS Personne de référence												
Agriculteurs	2	0.3%	0.2%	0	0.0%	0.0%	2	0.3%	0.4%	0	0.0%	0.0%
Petits patrons	22	4.0%	0.8%	6	11.6%	0.4%	16	3.2%	1.2%	22	16.1%	0.8%
Affaires et Cadres	55	9.9%	0.8%	4	8.3%	0.1%	51	10.0%	1.4%	55	40.0%	0.8%
Professions intermédiaires	60	10.8%	0.8%	4	7.9%	0.1%	56	11.1%	1.5%	60	43.9%	0.8%
Employés	80	14.4%	1.5%	7	15.0%	0.3%	73	14.4%	2.4%	0	0.0%	0.0%
Ouvriers	93	16.6%	1.0%	13	25.9%	0.3%	80	15.7%	1.8%	0	0.0%	0.0%
Retraités	148	26.6%	1.0%	10	21.1%	0.2%	138	27.2%	1.8%	0	0.0%	0.0%
Autres inactifs	97	17.3%	2.4%	5	10.2%	0.3%	92	18.0%	3.7%	0	0.0%	0.0%

	Ensemble			Hommes			Femmes			FoyersCSP+		
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Taille du foyer												
1 personne	136	24.4%	1.4%	12	24.0%	0.3%	124	24.4%	2.2%	19	13.7%	1.1%
2 personnes	190	34.2%	1.1%	8	16.0%	0.1%	182	35.9%	2.0%	40	29.1%	0.9%
3 personnes	100	17.9%	1.1%	17	34.3%	0.4%	83	16.3%	1.8%	37	26.7%	1.0%
4 personnes	74	13.3%	0.8%	7	14.9%	0.2%	67	13.1%	1.4%	23	16.4%	0.5%
5 personnes et +	57	10.3%	1.1%	5	10.8%	0.2%	52	10.2%	1.9%	19	14.1%	0.7%
Présence d'enfants de moins de 15 ans												
Oui	154	27.6%	1.0%	17	35.0%	0.2%	137	26.9%	1.7%	48	34.8%	0.6%
Non	403	72.4%	1.1%	32	65.0%	0.2%	371	73.1%	2.0%	90	65.2%	0.9%
Habitat												
Communes rurales	73	13.2%	0.6%	2	3.4%	0.0%	72	14.1%	1.2%	15	11.2%	0.5%
Agglo. - 20 000 hab	97	17.4%	1.1%	6	12.1%	0.1%	91	18.0%	1.9%	23	16.9%	0.9%
Agglo. 20 000 à 100 000 hab	79	14.2%	1.1%	8	15.8%	0.2%	71	14.1%	2.0%	13	9.6%	0.7%
Agglo. + 100 000 hab	183	32.9%	1.2%	19	39.6%	0.3%	164	32.2%	2.1%	45	32.9%	0.8%
Agglo. Paris	124	22.3%	1.5%	14	29.2%	0.4%	110	21.6%	2.5%	40	29.4%	1.0%

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	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
Régions INSEE												
Ile de France	143	25.8%	1.5%	16	33.0%	0.4%	127	25.1%	2.5%	46	33.7%	1.1%
Nord Pas de Calais	20	3.7%	0.6%	2	4.2%	0.1%	18	3.6%	1.1%	6	4.4%	0.6%
Lorraine	25	4.5%	1.3%	1	2.5%	0.1%	24	4.7%	2.4%	8	5.8%	1.4%
Alsace	9	1.6%	0.6%	5	10.7%	0.7%	3	0.7%	0.4%	0	0.0%	0.0%
Franche-Comté	19	3.3%	1.9%	3	6.9%	0.7%	15	3.0%	3.1%	8	5.6%	2.9%
Champagne Ardennes	15	2.7%	1.4%	0	0.0%	0.0%	15	2.9%	2.6%	2	1.7%	0.8%
Picardie	17	3.0%	1.1%	0	0.0%	0.0%	17	3.3%	2.1%	3	1.9%	0.6%
Bourgogne	2	0.3%	0.1%	0	0.0%	0.0%	2	0.4%	0.3%	0	0.3%	0.1%
Haute Normandie	7	1.2%	0.5%	0	0.0%	0.0%	7	1.3%	0.9%	0	0.0%	0.0%
Basse Normandie	20	3.6%	1.7%	0	0.0%	0.0%	20	4.0%	3.2%	0	0.0%	0.0%
Centre	29	5.2%	1.4%	1	1.2%	0.1%	28	5.5%	2.6%	6	4.7%	1.1%
Pays de Loire	27	4.8%	0.9%	2	3.4%	0.1%	25	5.0%	1.7%	3	2.5%	0.4%
Bretagne	20	3.6%	0.7%	3	5.1%	0.2%	17	3.4%	1.3%	3	2.1%	0.3%
Poitou Charentes	1	0.2%	0.1%	0	0.0%	0.0%	1	0.2%	0.2%	1	0.6%	0.2%
Aquitaine	34	6.2%	1.2%	2	4.9%	0.2%	32	6.3%	2.2%	6	4.1%	0.6%
Midi Pyrénées	28	5.0%	1.1%	0	0.9%	0.0%	28	5.4%	2.2%	7	5.2%	0.9%
Limousin	6	1.1%	1.0%	0	0.0%	0.0%	6	1.2%	1.9%	1	0.4%	0.3%
Auvergne	9	1.6%	0.8%	2	3.2%	0.3%	7	1.4%	1.2%	4	3.0%	1.4%
Rhône Alpes	49	8.9%	1.0%	10	20.7%	0.4%	39	7.7%	1.5%	13	9.1%	0.7%
Languedoc Roussillon	16	2.9%	0.7%	2	3.4%	0.2%	15	2.9%	1.2%	2	1.5%	0.3%
Provence Alpes Côte d'Azur. Corse	60	10.8%	1.4%	0	0.0%	0.0%	60	11.9%	2.6%	18	13.3%	1.2%
Habitudes de connexion à Internet												
Tous les jours	297	53.4%	0.9%	34	68.4%	0.2%	264	51.9%	1.6%	105	76.3%	0.7%
Presque tous les jours	76	13.7%	1.3%	5	10.2%	0.2%	71	14.0%	2.3%	20	14.6%	1.0%
1 à 2 fois par semaine	41	7.3%	1.6%	6	12.8%	0.5%	34	6.8%	2.5%	11	8.4%	1.8%
1 à 3 fois par mois	5	1.0%	1.1%	0	0.0%	0.0%	5	1.1%	1.7%	0	0.0%	0.0%
Moins souvent	12	2.2%	1.5%	0	0.0%	0.0%	12	2.4%	2.6%	0	0.0%	0.0%

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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	49	8.8%	2.6%	3	7.0%	0.4%	46	9.0%	4.3%	3	2.4%	2.4%
De 9 000 à moins de 12 000 euros par an	52	9.4%	1.8%	2	4.2%	0.2%	50	9.9%	2.8%	5	3.5%	1.9%
De 12 000 à moins de 18 000 euros par an	82	14.6%	1.3%	8	16.0%	0.3%	74	14.5%	2.1%	9	6.7%	1.2%
De 18 000 à moins de 24 000 euros par an	64	11.5%	1.0%	5	10.8%	0.2%	58	11.5%	1.7%	6	4.7%	0.5%
De 24 000 à moins de 36 000 euros par an	86	15.4%	0.8%	11	21.8%	0.2%	75	14.7%	1.3%	22	16.1%	0.7%
De 36 000 à moins de 45 000 euros par an	56	10.1%	0.8%	4	8.5%	0.1%	52	10.3%	1.6%	14	10.0%	0.4%
De 45 000 à moins de 65 000 euros par an	45	8.0%	0.6%	4	7.7%	0.1%	41	8.0%	1.3%	19	13.9%	0.5%
De 65 000 à moins de 80 000 euros par an	15	2.6%	0.7%	4	8.0%	0.3%	11	2.1%	1.3%	9	6.7%	0.7%
De 80 000 à moins de 115 000 euros par an	12	2.1%	1.0%	5	10.9%	0.7%	7	1.3%	1.3%	9	6.7%	1.0%
115 000 euros et plus par an	16	2.8%	2.6%	1	2.3%	0.3%	15	2.9%	6.3%	12	8.6%	2.3%
Refus	43	7.8%	1.3%	0	0.0%	0.0%	43	8.5%	2.2%	13	9.3%	1.2%
Ne sait pas	38	6.9%	1.7%	1	2.9%	0.1%	37	7.3%	2.8%	16	11.5%	1.7%