

# Votre Beauté

Lecture Dernière Période



	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
<b>ENSEMBLE</b>	614	100.0%	1.2%	91	100.0%	0.4%	523	100.0%	2.0%	178	100.0%	1.0%
<b>Sexe</b>												
<b>Homme</b>	91	14.8%	0.4%	91	100.0%	0.4%	0	0.0%	0.0%	29	16.1%	0.3%
<b>Femme</b>	523	85.2%	2.0%	0	0.0%	0.0%	523	100.0%	2.0%	149	83.9%	1.8%
<b>Age</b>												
<b>15 à 24 ans</b>	78	12.6%	1.1%	11	11.8%	0.3%	67	12.8%	1.8%	18	10.2%	0.6%
<b>25 à 34 ans</b>	66	10.7%	0.9%	13	14.2%	0.3%	53	10.1%	1.4%	39	21.8%	1.1%
<b>35 à 49 ans</b>	146	23.7%	1.2%	20	22.0%	0.3%	126	24.0%	2.0%	48	27.1%	0.8%
<b>50 à 59 ans</b>	140	22.8%	1.6%	17	18.9%	0.4%	123	23.5%	2.7%	49	27.4%	1.3%
<b>60 ans et plus</b>	185	30.2%	1.3%	30	33.1%	0.5%	155	29.6%	1.9%	24	13.5%	3.3%
<b>Individu</b>												
<b>Ménagères</b>	465	75.8%	2.0%	0	0.0%	0.0%	465	89.0%	2.0%	128	72.1%	1.9%
<b>Personne de référence</b>	272	44.4%	1.0%	77	84.2%	0.4%	196	37.4%	2.5%	63	35.3%	0.7%
<b>Responsable des achats</b>	512	83.4%	1.4%	62	68.6%	0.5%	450	86.0%	2.0%	147	82.5%	1.3%
<b>PCS Individu</b>												
<b>Agriculteurs</b>	1	0.2%	0.3%	0	0.0%	0.0%	1	0.3%	0.8%	0	0.0%	0.0%
<b>Petits patrons</b>	24	4.0%	1.5%	5	5.7%	0.5%	19	3.7%	3.8%	23	13.2%	1.6%
<b>Affaires et Cadres</b>	37	6.1%	0.8%	9	9.9%	0.3%	28	5.4%	1.5%	31	17.2%	0.7%
<b>Professions intermédiaires</b>	58	9.4%	0.9%	13	14.7%	0.4%	45	8.5%	1.4%	46	26.1%	0.8%
<b>Employés</b>	147	24.0%	1.8%	6	7.0%	0.3%	141	26.9%	2.3%	36	20.1%	2.0%
<b>Ouvriers</b>	60	9.8%	0.9%	16	17.3%	0.3%	45	8.5%	3.0%	2	1.2%	0.5%
<b>Retraités</b>	146	23.8%	1.2%	27	29.7%	0.4%	119	22.8%	1.8%	6	3.2%	2.3%
<b>Autres inactifs</b>	139	22.7%	1.4%	14	15.7%	0.4%	125	23.9%	1.9%	34	19.0%	1.1%
<b>PCS Personne de référence</b>												
<b>Agriculteurs</b>	2	0.3%	0.2%	0	0.0%	0.0%	2	0.4%	0.5%	0	0.0%	0.0%
<b>Petits patrons</b>	33	5.4%	1.3%	5	5.7%	0.4%	28	5.3%	2.1%	33	18.6%	1.3%
<b>Affaires et Cadres</b>	75	12.3%	1.1%	9	9.9%	0.2%	66	12.7%	1.9%	75	42.5%	1.1%
<b>Professions intermédiaires</b>	69	11.3%	0.9%	14	15.8%	0.4%	55	10.5%	1.5%	69	38.9%	0.9%
<b>Employés</b>	97	15.8%	1.8%	9	10.3%	0.4%	87	16.7%	2.8%	0	0.0%	0.0%
<b>Ouvriers</b>	114	18.6%	1.2%	15	16.8%	0.3%	99	18.9%	2.2%	0	0.0%	0.0%
<b>Retraités</b>	172	28.1%	1.2%	27	30.3%	0.4%	145	27.7%	1.8%	0	0.0%	0.0%
<b>Autres inactifs</b>	51	8.3%	1.3%	10	11.2%	0.7%	41	7.8%	1.7%	0	0.0%	0.0%

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<b>Taille du foyer</b>												
<b>1 personne</b>	123	20.0%	1.3%	13	14.1%	0.3%	110	21.0%	2.0%	21	12.1%	1.2%
<b>2 personnes</b>	220	35.8%	1.2%	35	38.3%	0.4%	185	35.4%	2.0%	57	32.2%	1.4%
<b>3 personnes</b>	132	21.5%	1.4%	25	27.5%	0.5%	107	20.4%	2.3%	42	23.9%	1.1%
<b>4 personnes</b>	75	12.2%	0.8%	10	10.6%	0.2%	65	12.5%	1.4%	35	19.4%	0.7%
<b>5 personnes et +</b>	65	10.5%	1.2%	9	9.6%	0.4%	56	10.7%	2.0%	22	12.4%	0.9%
<b>Présence d'enfants de moins de 15 ans</b>												
<b>Oui</b>	169	27.5%	1.1%	25	28.0%	0.3%	144	27.4%	1.7%	63	35.6%	0.8%
<b>Non</b>	445	72.5%	1.2%	65	72.0%	0.4%	380	72.6%	2.1%	114	64.4%	1.2%
<b>Habitat</b>												
<b>Communes rurales</b>	76	12.4%	0.7%	12	12.7%	0.2%	65	12.4%	1.1%	10	5.5%	0.3%
<b>Agglo. - 20 000 hab</b>	107	17.3%	1.2%	8	8.6%	0.2%	99	18.9%	2.1%	28	15.8%	1.1%
<b>Agglo. 20 000 à 100 000 hab</b>	89	14.5%	1.3%	16	17.6%	0.5%	73	14.0%	2.1%	16	9.2%	0.8%
<b>Agglo. + 100 000 hab</b>	186	30.3%	1.2%	28	30.6%	0.4%	158	30.3%	2.0%	59	33.2%	1.1%
<b>Agglo. Paris</b>	156	25.4%	1.8%	28	30.5%	0.7%	128	24.5%	2.9%	64	36.2%	1.6%

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<b>Régions INSEE</b>												
Ile de France	170	27.7%	1.8%	31	33.8%	0.7%	139	26.6%	2.8%	70	39.5%	1.6%
Nord Pas de Calais	17	2.7%	0.5%	6	6.8%	0.4%	11	2.0%	0.6%	4	2.3%	0.4%
Lorraine	33	5.3%	1.7%	2	2.4%	0.2%	30	5.8%	3.1%	10	5.7%	1.9%
Alsace	38	6.2%	2.5%	9	9.9%	1.2%	29	5.6%	3.7%	5	2.5%	0.9%
Franche-Comté	9	1.5%	1.0%	0	0.0%	0.0%	9	1.8%	1.9%	0	0.3%	0.2%
Champagne Ardennes	16	2.5%	1.4%	5	5.4%	0.9%	11	2.0%	1.9%	3	1.6%	0.9%
Picardie	17	2.8%	1.1%	1	1.1%	0.1%	16	3.1%	2.1%	4	2.5%	1.0%
Bourgogne	7	1.1%	0.5%	0	0.0%	0.0%	7	1.3%	1.0%	3	1.6%	0.8%
Haute Normandie	4	0.7%	0.3%	0	0.0%	0.0%	4	0.8%	0.5%	0	0.0%	0.0%
Basse Normandie	11	1.9%	0.9%	1	0.6%	0.1%	11	2.1%	1.7%	0	0.0%	0.0%
Centre	18	3.0%	0.9%	0	0.0%	0.0%	18	3.5%	1.7%	3	1.7%	0.5%
Pays de Loire	25	4.0%	0.8%	4	4.9%	0.3%	20	3.8%	1.3%	6	3.2%	0.7%
Bretagne	16	2.7%	0.6%	0	0.0%	0.0%	16	3.1%	1.2%	6	3.3%	0.8%
Poitou Charentes	14	2.2%	0.9%	2	2.2%	0.3%	12	2.3%	1.5%	0	0.0%	0.0%
Aquitaine	23	3.7%	0.8%	0	0.0%	0.0%	23	4.4%	1.6%	7	3.7%	0.8%
Midi Pyrénées	36	5.8%	1.5%	5	5.5%	0.4%	31	5.9%	2.5%	14	7.6%	1.7%
Limousin	2	0.3%	0.3%	0	0.3%	0.1%	2	0.3%	0.5%	0	0.2%	0.2%
Auvergne	14	2.3%	1.3%	0	0.2%	-	14	2.7%	2.4%	1	0.4%	0.2%
Rhône Alpes	54	8.9%	1.1%	7	8.1%	0.3%	47	9.0%	1.8%	15	8.4%	0.8%
Languedoc Roussillon	30	4.9%	1.4%	9	9.6%	0.8%	22	4.1%	1.9%	8	4.7%	1.2%
Provence Alpes Côte d'Azur. Corse	59	9.6%	1.4%	8	9.2%	0.4%	51	9.7%	2.2%	19	10.8%	1.4%
<b>Habitudes de connexion à Internet</b>												
Tous les jours	322	52.4%	1.1%	41	45.6%	0.3%	280	53.6%	2.0%	127	71.8%	1.0%
Presque tous les jours	96	15.7%	1.5%	9	9.7%	0.3%	88	16.8%	2.6%	22	12.6%	1.0%
1 à 2 fois par semaine	57	9.2%	1.8%	12	13.7%	0.9%	44	8.5%	2.4%	17	9.5%	1.8%
1 à 3 fois par mois	15	2.4%	1.7%	2	1.9%	0.4%	13	2.5%	2.7%	0	0.0%	0.0%
Moins souvent	14	2.2%	1.1%	0	0.0%	0.0%	14	2.6%	2.0%	2	1.4%	2.0%
Jamais	5	0.9%	4.2%	0	0.0%	0.0%	5	1.0%	7.9%	0	0.0%	0.0%

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	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
<b>Revenus du foyer</b>												
Moins de 9 000 euros par an	39	6.4%	1.9%	12	12.8%	1.4%	28	5.3%	2.2%	3	1.6%	1.6%
De 9 000 à moins de 12 000 euros par an	37	6.0%	1.1%	6	6.1%	0.5%	31	5.9%	1.4%	4	2.4%	1.5%
De 12 000 à moins de 18 000 euros par an	83	13.4%	1.3%	7	7.6%	0.3%	76	14.5%	2.0%	9	5.3%	1.3%
De 18 000 à moins de 24 000 euros par an	120	19.6%	1.7%	21	23.3%	0.6%	99	19.0%	2.6%	23	12.9%	1.5%
De 24 000 à moins de 36 000 euros par an	138	22.5%	1.2%	22	24.5%	0.4%	116	22.2%	2.0%	40	22.6%	1.1%
De 36 000 à moins de 45 000 euros par an	60	9.8%	0.9%	8	8.4%	0.2%	53	10.1%	1.7%	24	13.3%	0.8%
De 45 000 à moins de 65 000 euros par an	64	10.5%	1.0%	6	6.2%	0.2%	59	11.2%	2.1%	34	18.9%	0.9%
De 65 000 à moins de 80 000 euros par an	13	2.1%	0.8%	8	9.2%	0.9%	5	0.9%	0.7%	7	4.0%	0.6%
De 80 000 à moins de 115 000 euros par an	13	2.1%	1.4%	0	0.3%	0.1%	13	2.5%	3.3%	9	5.3%	1.2%
115 000 euros et plus par an	5	0.8%	1.1%	1	1.3%	0.4%	4	0.7%	2.2%	5	2.8%	1.3%
Refus	30	5.0%	1.0%	0	0.2%	-	30	5.8%	1.6%	15	8.4%	1.3%
Ne sait pas	11	1.7%	0.7%	0	0.0%	0.0%	11	2.0%	1.1%	5	2.6%	0.8%