

# Femme Actuelle

Hebdomadaire, Lecture Dernière Période

	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
<b>Ensemble</b>	4994	100.0%	9.8%	1278	100.0%	5.3%	3716	100.0%	14.0%	1270	100.0%	7.6%
<b>Sexe</b>												
<b>Homme</b>	1278	25.6%	5.3%	1278	100.0%	5.3%	0	-	100.0%	327	25.7%	3.7%
<b>Femme</b>	3716	74.4%	14.0%	0	-	100.0%	3716	100.0%	14.0%	943	74.3%	11.8%
<b>Age</b>												
<b>15 à 24 ans</b>	361	7.2%	4.9%	92	7.2%	2.5%	270	7.3%	7.4%	125	9.8%	4.2%
<b>25 à 34 ans</b>	436	8.7%	5.7%	101	7.9%	2.7%	335	9.0%	8.6%	149	11.7%	4.4%
<b>35 à 49 ans</b>	1307	26.2%	10.3%	282	22.1%	4.5%	1025	27.6%	15.9%	546	43.0%	9.0%
<b>50 à 64 ans</b>	1571	31.5%	12.8%	409	32.0%	6.9%	1162	31.3%	18.4%	431	33.9%	10.5%
<b>65 ans et plus</b>	1318	26.4%	12.2%	394	30.8%	8.6%	924	24.9%	14.9%	19	1.5%	7.9%
<b>Individu</b>												
<b>Ménagère</b>	3386	67.8%	14.6%	0	-	100.0%	3386	91.1%	14.6%	835	65.7%	12.5%
<b>Personne de Référence</b>	2266	45.4%	8.1%	1150	90.0%	5.7%	1116	30.0%	14.2%	430	33.9%	5.1%
<b>Responsable des achats</b>	2931	58.7%	12.2%	457	35.8%	6.0%	2474	66.6%	15.0%	833	65.6%	10.0%
<b>PCS Individu</b>												
<b>Agriculteurs</b>	37	0.7%	6.9%	15	1.2%	4.4%	21	0.6%	11.7%	2	0.2%	30.6%
<b>Petits patrons</b>	115	2.3%	7.5%	59	4.6%	5.3%	57	1.5%	12.9%	91	7.2%	6.5%
<b>Affaires et Cadres</b>	242	4.8%	5.2%	84	6.6%	2.9%	158	4.3%	9.1%	202	15.9%	4.7%
<b>Professions intermédiaires</b>	543	10.9%	8.1%	150	11.7%	4.3%	393	10.6%	12.3%	416	32.8%	7.4%
<b>Employés</b>	1125	22.5%	13.4%	96	7.5%	4.9%	1029	27.7%	16.0%	265	20.8%	14.9%
<b>Ouvriers</b>	442	8.9%	6.9%	242	19.0%	4.8%	200	5.4%	14.4%	31	2.5%	9.1%
<b>Retraités</b>	1588	31.8%	12.9%	521	40.7%	8.8%	1068	28.7%	16.7%	23	1.8%	10.2%
<b>Autres inactifs</b>	901	18.0%	8.8%	112	8.7%	3.2%	789	21.2%	11.7%	240	18.9%	7.6%
<b>PCS Personne de Référence</b>												
<b>Agriculteurs</b>	52	1.0%	6.6%	15	1.2%	3.9%	37	1.0%	9.2%	0	-	100.0%
<b>Petits patrons</b>	233	4.7%	9.3%	63	5.0%	4.7%	169	4.6%	14.6%	233	18.3%	9.3%
<b>Affaires et Cadres</b>	439	8.8%	6.5%	91	7.1%	2.6%	348	9.4%	10.6%	439	34.6%	6.5%
<b>Professions intermédiaires</b>	598	12.0%	7.9%	172	13.5%	4.3%	426	11.5%	11.9%	598	47.1%	7.9%
<b>Employés</b>	584	11.7%	10.9%	94	7.4%	4.4%	490	13.2%	15.3%	0	-	100.0%
<b>Ouvriers</b>	869	17.4%	9.0%	246	19.2%	4.8%	623	16.8%	13.5%	0	-	100.0%
<b>Retraités</b>	1905	38.2%	13.2%	535	41.8%	8.2%	1371	36.9%	17.4%	0	-	100.0%
<b>Autres inactifs</b>	314	6.3%	8.3%	62	4.8%	4.6%	252	6.8%	10.4%	0	-	100.0%

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	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
<b>Taille du Foyer</b>												
<b>1 personne</b>	840	16.8%	9.1%	104	8.1%	2.6%	736	19.8%	13.9%	98	7.7%	5.6%
<b>2 personnes</b>	2089	41.8%	11.8%	669	52.3%	7.7%	1421	38.2%	15.6%	347	27.3%	8.2%
<b>3 personnes</b>	838	16.8%	9.0%	194	15.2%	4.2%	644	17.3%	13.6%	274	21.6%	7.4%
<b>4 personnes</b>	820	16.4%	8.8%	207	16.2%	4.5%	613	16.5%	13.2%	353	27.8%	7.6%
<b>5 personnes et +</b>	407	8.2%	7.8%	105	8.2%	4.3%	302	8.1%	10.8%	198	15.6%	7.9%
<b>Présence d'enfants de moins de 15 ans</b>												
<b>Oui</b>	1367	27.4%	8.7%	327	25.6%	4.5%	1041	28.0%	12.4%	553	43.5%	7.4%
<b>Non</b>	3627	72.6%	10.3%	952	74.4%	5.6%	2675	72.0%	14.8%	717	56.5%	7.6%
<b>Habitat</b>												
<b>Communes rurales</b>	1282	25.7%	9.9%	306	23.9%	4.9%	976	26.3%	14.6%	317	25.0%	8.8%
<b>Agglo. - 20 000 hab</b>	917	18.4%	10.7%	255	19.9%	6.3%	662	17.8%	14.7%	218	17.1%	8.8%
<b>Agglo. 20 000 à 100 000 hab</b>	723	14.5%	10.8%	193	15.1%	6.0%	530	14.3%	15.3%	165	13.0%	8.4%
<b>Agglo. + 100 000 hab</b>	1426	28.5%	9.9%	362	28.3%	5.3%	1064	28.6%	14.1%	358	28.2%	7.3%
<b>Agglo. Paris</b>	647	13.0%	7.8%	163	12.7%	4.1%	484	13.0%	11.1%	212	16.7%	5.5%

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	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
<b>Région d'habitation</b>												
Ile-de-France	754	15.1%	8.0%	188	14.7%	4.2%	566	15.2%	11.5%	251	19.8%	5.8%
Nord-Pas-de-Calais	282	5.7%	8.8%	83	6.5%	5.4%	200	5.4%	11.9%	61	4.8%	6.9%
Lorraine	216	4.3%	11.2%	41	3.2%	4.4%	175	4.7%	17.5%	45	3.5%	8.6%
Alsace	183	3.7%	12.1%	46	3.6%	6.2%	138	3.7%	17.7%	58	4.6%	11.2%
Franche-Comté	117	2.3%	12.3%	32	2.5%	7.0%	84	2.3%	17.3%	25	2.0%	10.4%
Champagne-Ardenne	106	2.1%	9.8%	26	2.0%	5.0%	80	2.2%	14.2%	22	1.8%	8.3%
Picardie	147	2.9%	9.6%	45	3.6%	6.2%	102	2.7%	12.9%	31	2.5%	7.1%
Bourgogne	142	2.8%	10.4%	44	3.5%	6.9%	97	2.6%	13.7%	26	2.0%	7.5%
Haute-Normandie	172	3.4%	11.7%	41	3.2%	5.8%	131	3.5%	17.0%	41	3.2%	9.1%
Basse-Normandie	134	2.7%	11.1%	35	2.7%	6.0%	99	2.7%	15.8%	24	1.9%	7.6%
Centre	198	4.0%	9.5%	53	4.2%	5.3%	145	3.9%	13.4%	39	3.1%	6.3%
Pays de la Loire	267	5.3%	9.4%	78	6.1%	5.7%	189	5.1%	12.8%	58	4.6%	6.6%
Bretagne	235	4.7%	9.1%	62	4.9%	5.0%	172	4.6%	12.8%	60	4.7%	7.8%
Poitou-Charentes	137	2.7%	9.4%	33	2.6%	4.8%	104	2.8%	13.6%	37	2.9%	9.6%
Aquitaine	342	6.9%	12.9%	95	7.4%	7.5%	248	6.7%	17.7%	66	5.2%	7.8%
Midi-Pyrénées	227	4.5%	9.5%	54	4.2%	4.7%	173	4.7%	14.0%	67	5.3%	8.6%
Limousin	81	1.6%	12.9%	24	1.9%	8.0%	57	1.5%	17.3%	11	0.9%	7.1%
Auvergne	115	2.3%	10.3%	32	2.5%	6.0%	83	2.2%	14.2%	24	1.9%	7.6%
Rhône-Alpes	479	9.6%	9.6%	104	8.1%	4.3%	375	10.1%	14.6%	130	10.2%	7.7%
Languedoc-Roussillon	196	3.9%	9.1%	41	3.2%	4.0%	155	4.2%	13.7%	58	4.6%	9.2%
Provence-Alpes-Côte-d'Azur-Corse	465	9.3%	10.8%	122	9.5%	6.0%	343	9.2%	15.0%	134	10.6%	9.5%
<b>Habitudes de connexion Internet</b>												
Tous les jours	2455	49.2%	9.1%	636	49.8%	4.6%	1819	49.0%	13.8%	899	70.8%	7.1%
Presque tous les jours	629	12.6%	10.4%	151	11.8%	5.4%	478	12.9%	14.5%	192	15.2%	7.9%
1 à 2 fois par semaine	355	7.1%	11.1%	103	8.1%	7.3%	252	6.8%	14.1%	105	8.3%	11.7%
1 à 3 fois par mois	98	2.0%	11.4%	23	1.8%	5.9%	74	2.0%	16.1%	14	1.1%	7.4%
Moins souvent	105	2.1%	7.3%	28	2.2%	4.5%	77	2.1%	9.5%	10	0.8%	7.0%
Jamais	32	0.6%	12.8%	10	0.8%	7.4%	21	0.6%	19.6%	5	0.4%	16.4%

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	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	200	4.0%	8.2%	39	3.1%	4.1%	161	4.3%	10.9%	16	1.2%	8.1%
De 9 000 à moins de 12 000 euros par an	273	5.5%	8.4%	29	2.3%	2.7%	244	6.6%	11.2%	22	1.7%	7.9%
De 12 000 à moins de 18 000 euros par an	686	13.7%	10.1%	145	11.3%	4.8%	541	14.6%	14.2%	63	5.0%	7.8%
De 18 000 à moins de 24 000 euros par an	833	16.7%	11.5%	194	15.2%	5.7%	639	17.2%	16.4%	118	9.3%	7.5%
De 24 000 à moins de 36 000 euros par an	1161	23.2%	10.5%	327	25.6%	5.9%	833	22.4%	15.1%	295	23.2%	8.2%
De 36 000 à moins de 45 000 euros par an	619	12.4%	9.9%	224	17.5%	6.8%	395	10.6%	13.3%	199	15.6%	7.0%
De 45 000 à moins de 65 000 euros par an	526	10.5%	9.3%	159	12.4%	5.0%	367	9.9%	14.7%	287	22.6%	8.3%
65 000 euros et plus	189	3.8%	6.6%	71	5.5%	4.1%	118	3.2%	10.5%	138	10.8%	6.1%
Refus	421	8.4%	11.2%	72	5.6%	4.6%	349	9.4%	15.9%	111	8.7%	8.6%
Ne sait pas	86	1.7%	5.7%	19	1.5%	2.8%	68	1.8%	8.0%	22	1.7%	4.1%