

# Version Femina

Hebdomadaire, Lecture Dernière Période

	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
<b>Ensemble</b>	8258	100.0%	16.2%	2960	100.0%	12.2%	5298	100.0%	20.0%	2048	100.0%	12.2%
<b>Sexe</b>												
<b>Homme</b>	2960	35.8%	12.2%	2960	100.0%	12.2%	0	-	100.0%	760	37.1%	8.6%
<b>Femme</b>	5298	64.2%	20.0%	0	-	100.0%	5298	100.0%	20.0%	1287	62.9%	16.0%
<b>Age</b>												
<b>15 à 24 ans</b>	516	6.2%	7.0%	123	4.1%	3.3%	393	7.4%	10.7%	225	11.0%	7.5%
<b>25 à 34 ans</b>	679	8.2%	8.8%	207	7.0%	5.5%	472	8.9%	12.1%	266	13.0%	7.8%
<b>35 à 49 ans</b>	1707	20.7%	13.4%	605	20.4%	9.6%	1102	20.8%	17.1%	787	38.4%	13.0%
<b>50 à 64 ans</b>	2548	30.9%	20.8%	950	32.1%	16.0%	1598	30.2%	25.2%	721	35.2%	17.5%
<b>65 ans et plus</b>	2809	34.0%	26.0%	1076	36.3%	23.4%	1733	32.7%	28.0%	48	2.4%	20.4%
<b>Individu</b>												
<b>Ménagère</b>	4842	58.6%	20.9%	0	-	100.0%	4842	91.4%	20.9%	1117	54.5%	16.7%
<b>Personne de Référence</b>	4233	51.3%	15.1%	2733	92.3%	13.5%	1500	28.3%	19.1%	871	42.6%	10.3%
<b>Responsable des achats</b>	4469	54.1%	18.5%	971	32.8%	12.7%	3498	66.0%	21.3%	1201	58.6%	14.4%
<b>PCS Individu</b>												
<b>Agriculteurs</b>	99	1.2%	18.7%	50	1.7%	14.3%	49	0.9%	27.0%	0	-	-
<b>Petits patrons</b>	230	2.8%	14.8%	130	4.4%	11.8%	99	1.9%	22.5%	210	10.2%	14.8%
<b>Affaires et Cadres</b>	459	5.6%	9.8%	215	7.3%	7.4%	244	4.6%	14.0%	403	19.7%	9.3%
<b>Professions intermédiaires</b>	881	10.7%	13.2%	356	12.0%	10.2%	524	9.9%	16.4%	694	33.9%	12.4%
<b>Employés</b>	1433	17.4%	17.0%	198	6.7%	10.1%	1236	23.3%	19.2%	326	15.9%	18.4%
<b>Ouvriers</b>	696	8.4%	10.8%	491	16.6%	9.7%	205	3.9%	14.7%	45	2.2%	13.2%
<b>Retraités</b>	3155	38.2%	25.7%	1335	45.1%	22.6%	1820	34.4%	28.5%	45	2.2%	20.5%
<b>Autres inactifs</b>	1306	15.8%	12.7%	185	6.3%	5.2%	1121	21.2%	16.6%	325	15.9%	10.3%
<b>PCS Personne de Référence</b>												
<b>Agriculteurs</b>	137	1.7%	17.5%	42	1.4%	11.1%	94	1.8%	23.5%	0	-	100.0%
<b>Petits patrons</b>	358	4.3%	14.3%	142	4.8%	10.5%	216	4.1%	18.7%	358	17.5%	14.3%
<b>Affaires et Cadres</b>	738	8.9%	11.0%	250	8.4%	7.2%	489	9.2%	14.9%	738	36.1%	11.0%
<b>Professions intermédiaires</b>	952	11.5%	12.6%	369	12.5%	9.3%	582	11.0%	16.2%	952	46.5%	12.6%
<b>Employés</b>	705	8.5%	13.2%	192	6.5%	8.9%	514	9.7%	16.0%	0	-	100.0%
<b>Ouvriers</b>	1207	14.6%	12.4%	471	15.9%	9.2%	736	13.9%	16.0%	0	-	100.0%
<b>Retraités</b>	3677	44.5%	25.5%	1383	46.7%	21.1%	2294	43.3%	29.1%	0	-	100.0%
<b>Autres inactifs</b>	486	5.9%	12.9%	113	3.8%	8.3%	373	7.0%	15.5%	0	-	100.0%

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<b>Taille du Foyer</b>												
<b>1 personne</b>	1522	18.4%	16.5%	436	14.7%	11.0%	1086	20.5%	20.6%	168	8.2%	9.7%
<b>2 personnes</b>	3707	44.9%	20.9%	1445	48.8%	16.7%	2262	42.7%	24.8%	590	28.8%	13.9%
<b>3 personnes</b>	1330	16.1%	14.2%	493	16.7%	10.7%	837	15.8%	17.7%	465	22.7%	12.5%
<b>4 personnes</b>	1137	13.8%	12.3%	391	13.2%	8.4%	746	14.1%	16.1%	557	27.2%	12.1%
<b>5 personnes et +</b>	562	6.8%	10.7%	195	6.6%	8.0%	367	6.9%	13.1%	269	13.1%	10.7%
<b>Présence d'enfants de moins de 15 ans</b>												
<b>Oui</b>	1731	21.0%	11.0%	580	19.6%	7.9%	1151	21.7%	13.7%	805	39.3%	10.8%
<b>Non</b>	6527	79.0%	18.6%	2381	80.4%	14.0%	4147	78.3%	22.9%	1243	60.7%	13.2%
<b>Habitat</b>												
<b>Communes rurales</b>	2230	27.0%	17.3%	764	25.8%	12.3%	1465	27.7%	22.0%	487	23.8%	13.5%
<b>Agglo. - 20 000 hab</b>	1550	18.8%	18.1%	568	19.2%	13.9%	982	18.5%	21.8%	338	16.5%	13.7%
<b>Agglo. 20 000 à 100 000 hab</b>	1351	16.4%	20.3%	459	15.5%	14.4%	892	16.8%	25.7%	336	16.4%	17.1%
<b>Agglo. + 100 000 hab</b>	2897	35.1%	20.1%	1060	35.8%	15.4%	1838	34.7%	24.4%	774	37.8%	15.8%
<b>Agglo. Paris</b>	231	2.8%	2.8%	109	3.7%	2.8%	121	2.3%	2.8%	113	5.5%	2.9%

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	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
<b>Région d'habitation</b>												
Ile-de-France	245	3.0%	2.6%	118	4.0%	2.6%	127	2.4%	2.6%	117	5.7%	2.7%
Nord-Pas-de-Calais	858	10.4%	26.8%	291	9.8%	19.1%	567	10.7%	33.7%	206	10.1%	23.2%
Lorraine	349	4.2%	18.1%	113	3.8%	12.2%	236	4.5%	23.6%	80	3.9%	15.4%
Alsace	593	7.2%	39.3%	223	7.5%	30.5%	370	7.0%	47.5%	179	8.7%	34.5%
Franche-Comté	304	3.7%	32.0%	102	3.4%	22.1%	202	3.8%	41.5%	58	2.8%	23.8%
Champagne-Ardenne	249	3.0%	22.8%	82	2.8%	15.6%	167	3.2%	29.6%	46	2.2%	16.9%
Picardie	192	2.3%	12.6%	66	2.2%	8.9%	126	2.4%	16.0%	40	1.9%	8.9%
Bourgogne	313	3.8%	23.0%	109	3.7%	16.8%	204	3.8%	28.8%	55	2.7%	16.0%
Haute-Normandie	244	3.0%	16.6%	69	2.3%	9.8%	176	3.3%	22.8%	54	2.6%	12.0%
Basse-Normandie	3	0.0%	0.3%	1	0.0%	0.2%	2	0.0%	0.3%	0	0.0%	0.1%
Centre	29	0.3%	1.4%	11	0.4%	1.1%	18	0.3%	1.6%	7	0.3%	1.1%
Pays de la Loire	53	0.6%	1.8%	12	0.4%	0.9%	41	0.8%	2.8%	13	0.6%	1.5%
Bretagne	331	4.0%	12.8%	113	3.8%	9.1%	219	4.1%	16.3%	77	3.8%	10.1%
Poitou-Charentes	77	0.9%	5.2%	23	0.8%	3.3%	53	1.0%	7.0%	14	0.7%	3.7%
Aquitaine	614	7.4%	23.2%	273	9.2%	21.7%	342	6.4%	24.5%	184	9.0%	21.7%
Midi-Pyrénées	502	6.1%	21.1%	172	5.8%	15.0%	331	6.2%	26.9%	130	6.4%	16.6%
Limousin	109	1.3%	17.3%	42	1.4%	14.0%	67	1.3%	20.3%	22	1.1%	13.9%
Auvergne	314	3.8%	27.9%	124	4.2%	23.0%	190	3.6%	32.4%	67	3.3%	21.4%
Rhône-Alpes	1289	15.6%	25.9%	452	15.3%	18.9%	837	15.8%	32.4%	284	13.9%	16.7%
Languedoc-Roussillon	582	7.0%	27.0%	205	6.9%	20.1%	377	7.1%	33.3%	136	6.6%	21.5%
Provence-Alpes-Côte-d'Azur-Corse	1009	12.2%	23.4%	361	12.2%	17.8%	648	12.2%	28.4%	278	13.6%	19.8%
<b>Habitudes de connexion Internet</b>												
Tous les jours	3423	41.5%	12.7%	1242	42.0%	9.0%	2181	41.2%	16.6%	1372	67.0%	10.8%
Presque tous les jours	868	10.5%	14.3%	267	9.0%	9.6%	601	11.3%	18.2%	335	16.4%	13.8%
1 à 2 fois par semaine	529	6.4%	16.5%	177	6.0%	12.5%	352	6.6%	19.8%	175	8.6%	19.6%
1 à 3 fois par mois	155	1.9%	18.1%	58	2.0%	14.8%	96	1.8%	20.8%	38	1.8%	19.7%
Moins souvent	252	3.1%	17.6%	89	3.0%	14.3%	164	3.1%	20.2%	23	1.1%	15.1%
Jamais	63	0.8%	25.7%	32	1.1%	22.8%	32	0.6%	29.5%	11	0.5%	37.7%

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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	283	3.4%	11.6%	82	2.8%	8.6%	201	3.8%	13.6%	22	1.1%	11.2%
De 9 000 à moins de 12 000 euros par an	550	6.7%	16.9%	90	3.0%	8.3%	460	8.7%	21.1%	38	1.8%	13.7%
De 12 000 à moins de 18 000 euros par an	1212	14.7%	17.8%	390	13.2%	13.0%	822	15.5%	21.6%	84	4.1%	10.3%
De 18 000 à moins de 24 000 euros par an	1305	15.8%	17.9%	462	15.6%	13.7%	843	15.9%	21.7%	207	10.1%	13.1%
De 24 000 à moins de 36 000 euros par an	1867	22.6%	16.9%	736	24.9%	13.4%	1131	21.3%	20.4%	427	20.9%	11.8%
De 36 000 à moins de 45 000 euros par an	982	11.9%	15.7%	416	14.1%	12.7%	566	10.7%	19.0%	347	17.0%	12.3%
De 45 000 à moins de 65 000 euros par an	862	10.4%	15.3%	368	12.4%	11.7%	494	9.3%	19.8%	440	21.5%	12.8%
65 000 euros et plus	376	4.6%	13.1%	175	5.9%	10.0%	201	3.8%	17.9%	286	14.0%	12.8%
Refus	627	7.6%	16.7%	196	6.6%	12.6%	431	8.1%	19.6%	151	7.4%	11.7%
Ne sait pas	194	2.4%	12.9%	46	1.5%	6.9%	148	2.8%	17.6%	46	2.3%	8.5%