

# 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>	8109	100.0%	15.9%	2902	100.0%	11.9%	5207	100.0%	19.5%	1956	100.0%	11.5%
<b>Sexe</b>												
<b>Homme</b>	2902	35.8%	11.9%	2902	100.0%	11.9%	0	-	-	691	35.3%	7.9%
<b>Femme</b>	5207	64.2%	19.5%	0	-	-	5207	100.0%	19.5%	1265	64.7%	15.5%
<b>Age</b>												
<b>15 à 24 ans</b>	509	6.3%	6.9%	120	4.1%	3.2%	390	7.5%	10.6%	225	11.5%	7.3%
<b>25 à 34 ans</b>	686	8.5%	8.9%	216	7.5%	5.7%	470	9.0%	12.0%	254	13.0%	7.4%
<b>35 à 49 ans</b>	1642	20.3%	13.0%	559	19.3%	9.0%	1083	20.8%	16.9%	702	35.9%	11.5%
<b>50 à 64 ans</b>	2501	30.8%	20.4%	893	30.8%	15.1%	1608	30.9%	25.4%	734	37.5%	17.8%
<b>65 ans et plus</b>	2770	34.2%	25.0%	1114	38.4%	23.4%	1656	31.8%	26.1%	41	2.1%	17.5%
<b>Individu</b>												
<b>Ménagère</b>	4773	58.9%	20.4%	0	-	-	4773	91.7%	20.4%	1102	56.3%	16.1%
<b>Personne de Référence</b>	4176	51.5%	14.8%	2662	91.7%	13.1%	1514	29.1%	19.1%	793	40.5%	9.4%
<b>Responsable des achats</b>	6191	76.3%	17.6%	1470	50.6%	12.1%	4721	90.7%	20.5%	1389	71.0%	13.0%
<b>PCS Individu</b>												
<b>Agriculteurs</b>	88	1.1%	16.4%	37	1.3%	10.9%	51	1.0%	25.5%	0	-	-
<b>Petits patrons</b>	242	3.0%	14.7%	149	5.1%	12.6%	93	1.8%	19.9%	204	10.4%	13.6%
<b>Affaires et Cadres</b>	437	5.4%	9.2%	205	7.1%	6.9%	232	4.5%	12.9%	385	19.7%	8.8%
<b>Professions intermédiaires</b>	806	9.9%	12.0%	303	10.4%	8.8%	503	9.7%	15.3%	626	32.0%	11.3%
<b>Employés</b>	1375	17.0%	16.4%	184	6.3%	9.1%	1191	22.9%	18.7%	326	16.6%	17.9%
<b>Ouvriers</b>	753	9.3%	11.6%	517	17.8%	10.2%	236	4.5%	16.9%	41	2.1%	11.0%
<b>Retraités</b>	3121	38.5%	24.8%	1350	46.5%	22.5%	1771	34.0%	26.9%	49	2.5%	19.4%
<b>Autres inactifs</b>	1288	15.9%	12.9%	159	5.5%	4.6%	1129	21.7%	17.2%	326	16.7%	10.6%
<b>PCS Personne de Référence</b>												
<b>Agriculteurs</b>	138	1.7%	17.3%	36	1.2%	9.5%	102	2.0%	24.4%	0	-	-
<b>Petits patrons</b>	368	4.5%	14.0%	148	5.1%	10.3%	220	4.2%	18.4%	368	18.8%	14.0%
<b>Affaires et Cadres</b>	714	8.8%	10.4%	229	7.9%	6.6%	485	9.3%	14.3%	714	36.5%	10.4%
<b>Professions intermédiaires</b>	875	10.8%	11.7%	315	10.8%	8.1%	560	10.8%	15.6%	875	44.7%	11.7%
<b>Employés</b>	664	8.2%	12.5%	191	6.6%	8.6%	473	9.1%	15.4%	0	-	-
<b>Ouvriers</b>	1237	15.3%	13.1%	484	16.7%	9.8%	752	14.5%	16.7%	0	-	-
<b>Retraités</b>	3573	44.1%	24.3%	1396	48.1%	21.0%	2177	41.8%	27.1%	0	-	-
<b>Autres inactifs</b>	541	6.7%	13.9%	104	3.6%	7.1%	437	8.4%	17.9%	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>	1572	19.4%	16.7%	443	15.3%	11.0%	1130	21.7%	21.0%	166	8.5%	9.6%
<b>2 personnes</b>	3627	44.7%	20.2%	1459	50.3%	16.5%	2168	41.6%	23.6%	603	30.8%	13.7%
<b>3 personnes</b>	1327	16.4%	14.3%	482	16.6%	10.5%	844	16.2%	18.0%	438	22.4%	11.8%
<b>4 personnes</b>	1070	13.2%	11.7%	378	13.0%	8.3%	692	13.3%	15.0%	518	26.5%	11.2%
<b>5 personnes et +</b>	513	6.3%	9.8%	140	4.8%	5.7%	373	7.2%	13.3%	231	11.8%	9.3%
<b>Présence d'enfants de moins de 15 ans</b>												
<b>Oui</b>	1641	20.2%	10.5%	512	17.7%	7.1%	1129	21.7%	13.3%	737	37.7%	9.7%
<b>Non</b>	6467	79.8%	18.2%	2390	82.3%	13.8%	4078	78.3%	22.4%	1220	62.3%	13.0%
<b>Habitat</b>												
<b>Communes rurales</b>	2008	24.8%	17.1%	691	23.8%	12.3%	1317	25.3%	21.6%	447	22.9%	13.2%
<b>Agglo. - 20 000 hab</b>	1583	19.5%	17.8%	569	19.6%	13.4%	1014	19.5%	21.8%	297	15.2%	11.6%
<b>Agglo. 20 000 à 100 000 hab</b>	1350	16.6%	19.7%	461	15.9%	13.7%	889	17.1%	25.5%	327	16.7%	16.4%
<b>Agglo. + 100 000 hab</b>	2925	36.1%	19.2%	1077	37.1%	14.9%	1849	35.5%	23.2%	780	39.9%	15.2%
<b>Agglo. Paris</b>	243	3.0%	2.9%	105	3.6%	2.6%	139	2.7%	3.1%	104	5.3%	2.7%

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<b>Région d'habitation</b>												
Ile-de-France	270	3.3%	2.9%	123	4.2%	2.7%	148	2.8%	3.0%	115	5.9%	2.7%
Nord-Pas-de-Calais	842	10.4%	26.2%	289	10.0%	19.0%	553	10.6%	32.8%	183	9.3%	19.9%
Lorraine	347	4.3%	17.9%	121	4.2%	12.9%	227	4.4%	22.6%	81	4.2%	14.4%
Alsace	555	6.8%	36.6%	224	7.7%	30.6%	331	6.4%	42.3%	134	6.9%	26.8%
Franche-Comté	294	3.6%	30.9%	100	3.5%	21.6%	193	3.7%	39.6%	59	3.0%	23.3%
Champagne-Ardenne	218	2.7%	20.0%	70	2.4%	13.4%	148	2.8%	26.2%	46	2.3%	15.1%
Picardie	186	2.3%	12.1%	60	2.1%	8.1%	126	2.4%	15.9%	42	2.1%	9.2%
Bourgogne	315	3.9%	23.1%	105	3.6%	16.1%	210	4.0%	29.6%	63	3.2%	17.8%
Haute-Normandie	233	2.9%	15.8%	70	2.4%	9.9%	163	3.1%	21.1%	50	2.6%	11.6%
Basse-Normandie	1	0.0%	0.0%	1	0.0%	0.1%	0	-	-	0	-	-
Centre	33	0.4%	1.6%	13	0.4%	1.3%	20	0.4%	1.9%	9	0.5%	1.4%
Pays de la Loire	49	0.6%	1.7%	9	0.3%	0.6%	40	0.8%	2.7%	6	0.3%	0.8%
Bretagne	353	4.4%	13.5%	123	4.3%	9.9%	229	4.4%	16.9%	83	4.3%	10.6%
Poitou-Charentes	91	1.1%	6.2%	31	1.1%	4.4%	60	1.1%	7.8%	21	1.1%	5.4%
Aquitaine	611	7.5%	22.8%	240	8.3%	18.9%	371	7.1%	26.4%	174	8.9%	21.1%
Midi-Pyrénées	490	6.0%	20.5%	161	5.6%	14.0%	329	6.3%	26.5%	130	6.7%	16.5%
Limousin	99	1.2%	15.7%	36	1.2%	11.9%	63	1.2%	19.3%	12	0.6%	7.7%
Auvergne	294	3.6%	26.1%	107	3.7%	19.9%	186	3.6%	31.8%	56	2.9%	18.4%
Rhône-Alpes	1235	15.2%	24.6%	463	15.9%	19.2%	773	14.8%	29.7%	284	14.5%	16.4%
Languedoc-Roussillon	566	7.0%	26.0%	199	6.9%	19.4%	366	7.0%	32.1%	116	5.9%	18.3%
Provence-Alpes-Côte-d'Azur-Corse	1026	12.7%	23.7%	355	12.2%	17.4%	671	12.9%	29.4%	291	14.9%	20.1%
<b>Habitudes de connexion Internet</b>												
Tous les jours	3439	42.4%	12.4%	1205	41.5%	8.6%	2234	42.9%	16.4%	1362	69.6%	10.6%
Presque tous les jours	826	10.2%	13.6%	297	10.2%	10.2%	530	10.2%	16.8%	275	14.1%	11.3%
1 à 2 fois par semaine	545	6.7%	16.9%	192	6.6%	13.4%	353	6.8%	19.7%	160	8.2%	17.8%
1 à 3 fois par mois	170	2.1%	19.6%	72	2.5%	19.3%	97	1.9%	19.8%	32	1.6%	16.5%
Moins souvent	245	3.0%	18.5%	89	3.1%	15.0%	156	3.0%	21.4%	20	1.0%	16.1%
Jamais	45	0.6%	21.6%	28	1.0%	21.3%	17	0.3%	22.2%	10	0.5%	47.2%

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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	284	3.5%	12.2%	74	2.5%	7.9%	210	4.0%	15.0%	18	0.9%	9.1%
De 9 000 à moins de 12 000 euros par an	559	6.9%	17.1%	130	4.5%	11.8%	429	8.2%	19.8%	28	1.5%	11.5%
De 12 000 à moins de 18 000 euros par an	1230	15.2%	18.2%	389	13.4%	13.3%	841	16.2%	22.1%	93	4.7%	11.3%
De 18 000 à moins de 24 000 euros par an	1240	15.3%	16.9%	455	15.7%	13.1%	784	15.1%	20.4%	188	9.6%	11.7%
De 24 000 à moins de 36 000 euros par an	1855	22.9%	16.4%	704	24.2%	12.7%	1151	22.1%	19.9%	425	21.7%	11.4%
De 36 000 à moins de 45 000 euros par an	977	12.0%	15.3%	407	14.0%	11.9%	570	10.9%	19.1%	332	17.0%	11.7%
De 45 000 à moins de 65 000 euros par an	810	10.0%	14.1%	349	12.0%	11.0%	461	8.9%	17.9%	425	21.7%	12.2%
De 65 000 à moins de 80 000 euros par an	171	2.1%	11.1%	77	2.7%	8.1%	94	1.8%	15.7%	118	6.0%	10.8%
De 80 000 à moins de 115 000 euros par an	126	1.6%	12.5%	71	2.5%	11.8%	55	1.1%	13.6%	100	5.1%	12.3%
115 000 euros et plus par an	65	0.8%	13.2%	35	1.2%	12.7%	29	0.6%	13.8%	48	2.5%	11.6%
Refus	558	6.9%	16.8%	165	5.7%	12.3%	392	7.5%	20.0%	126	6.5%	11.1%
Ne sait pas	234	2.9%	14.8%	45	1.5%	6.6%	190	3.6%	20.9%	53	2.7%	9.7%