

# 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>	8114	100.0%	15.9%	2863	100.0%	11.7%	5251	100.0%	19.7%	1910	100.0%	11.3%
<b>Sexe</b>												
<b>Homme</b>	2863	35.3%	11.7%	2863	100.0%	11.7%	0	-	-	653	34.2%	7.4%
<b>Femme</b>	5251	64.7%	19.7%	0	-	-	5251	100.0%	19.7%	1257	65.8%	15.3%
<b>Age</b>												
<b>15 à 24 ans</b>	525	6.5%	7.1%	119	4.2%	3.2%	406	7.7%	11.1%	213	11.2%	6.8%
<b>25 à 34 ans</b>	674	8.3%	8.8%	213	7.4%	5.6%	462	8.8%	11.8%	241	12.6%	7.1%
<b>35 à 49 ans</b>	1628	20.1%	12.9%	517	18.0%	8.3%	1112	21.2%	17.3%	695	36.4%	11.3%
<b>50 à 64 ans</b>	2456	30.3%	20.0%	914	31.9%	15.4%	1542	29.4%	24.4%	728	38.1%	18.0%
<b>65 ans et plus</b>	2830	34.9%	25.5%	1101	38.4%	23.1%	1730	32.9%	27.3%	32	1.7%	17.2%
<b>Individu</b>												
<b>Ménagère</b>	4817	59.4%	20.5%	0	-	-	4817	91.7%	20.5%	1099	57.5%	16.1%
<b>Personne de Référence</b>	4095	50.5%	14.6%	2589	90.4%	12.8%	1505	28.7%	19.0%	749	39.2%	8.9%
<b>Responsable des achats</b>	6241	76.9%	17.6%	1489	52.0%	12.0%	4752	90.5%	20.7%	1375	72.0%	12.8%
<b>PCS Individu</b>												
<b>Agriculteurs</b>	92	1.1%	17.2%	43	1.5%	12.9%	50	0.9%	24.2%	4	0.2%	14.5%
<b>Petits patrons</b>	235	2.9%	14.2%	129	4.5%	11.1%	106	2.0%	21.8%	192	10.1%	13.1%
<b>Affaires et Cadres</b>	425	5.2%	8.9%	200	7.0%	6.9%	225	4.3%	12.3%	358	18.7%	8.3%
<b>Professions intermédiaires</b>	768	9.5%	11.4%	293	10.2%	8.4%	474	9.0%	14.6%	607	31.8%	10.9%
<b>Employés</b>	1343	16.5%	16.0%	178	6.2%	8.5%	1164	22.2%	18.5%	322	16.8%	17.8%
<b>Ouvriers</b>	775	9.5%	12.0%	489	17.1%	9.8%	286	5.4%	19.3%	53	2.8%	12.5%
<b>Retraités</b>	3144	38.7%	25.0%	1343	46.9%	22.4%	1801	34.3%	27.4%	61	3.2%	25.8%
<b>Autres inactifs</b>	1333	16.4%	13.3%	189	6.6%	5.4%	1144	21.8%	17.5%	314	16.4%	10.2%
<b>PCS Personne de Référence</b>												
<b>Agriculteurs</b>	145	1.8%	18.2%	47	1.6%	12.0%	99	1.9%	24.1%	0	-	-
<b>Petits patrons</b>	402	5.0%	15.3%	129	4.5%	9.4%	273	5.2%	21.8%	402	21.1%	15.3%
<b>Affaires et Cadres</b>	660	8.1%	9.6%	218	7.6%	6.3%	441	8.4%	13.1%	660	34.5%	9.6%
<b>Professions intermédiaires</b>	848	10.4%	11.3%	306	10.7%	7.8%	542	10.3%	15.2%	848	44.4%	11.3%
<b>Employés</b>	673	8.3%	12.7%	188	6.5%	8.4%	485	9.2%	15.8%	0	-	-
<b>Ouvriers</b>	1252	15.4%	13.2%	450	15.7%	9.2%	802	15.3%	17.5%	0	-	-
<b>Retraités</b>	3560	43.9%	24.2%	1398	48.8%	20.9%	2162	41.2%	27.0%	0	-	-
<b>Autres inactifs</b>	574	7.1%	14.8%	128	4.5%	8.6%	446	8.5%	18.5%	0	-	-

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<b>Taille du Foyer</b>												
<b>1 personne</b>	1565	19.3%	16.7%	449	15.7%	11.1%	1116	21.2%	20.9%	146	7.6%	8.4%
<b>2 personnes</b>	3631	44.7%	20.2%	1478	51.6%	16.8%	2153	41.0%	23.4%	594	31.1%	13.8%
<b>3 personnes</b>	1280	15.8%	13.8%	433	15.1%	9.5%	847	16.1%	18.0%	435	22.8%	11.4%
<b>4 personnes</b>	1163	14.3%	12.7%	371	13.0%	8.1%	792	15.1%	17.2%	541	28.4%	11.6%
<b>5 personnes et +</b>	475	5.9%	9.1%	132	4.6%	5.3%	343	6.5%	12.3%	194	10.1%	7.8%
<b>Présence d'enfants de moins de 15 ans</b>												
<b>Oui</b>	1698	20.9%	10.8%	503	17.6%	6.9%	1195	22.8%	14.1%	743	38.9%	9.7%
<b>Non</b>	6416	79.1%	18.1%	2360	82.4%	13.7%	4056	77.2%	22.3%	1166	61.1%	12.5%
<b>Habitat</b>												
<b>Communes rurales</b>	2034	25.1%	17.4%	704	24.6%	12.7%	1330	25.3%	21.6%	427	22.4%	12.8%
<b>Agglo. - 20 000 hab</b>	1597	19.7%	17.9%	539	18.8%	12.8%	1058	20.1%	22.4%	352	18.4%	13.7%
<b>Agglo. 20 000 à 100 000 hab</b>	1338	16.5%	19.5%	498	17.4%	14.5%	840	16.0%	24.7%	297	15.5%	14.8%
<b>Agglo. + 100 000 hab</b>	2913	35.9%	19.2%	1059	37.0%	14.6%	1854	35.3%	23.3%	749	39.2%	14.4%
<b>Agglo. Paris</b>	231	2.9%	2.7%	63	2.2%	1.6%	169	3.2%	3.8%	85	4.4%	2.2%

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	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
<b>Région d'habitation</b>												
Ile-de-France	259	3.2%	2.7%	81	2.8%	1.8%	178	3.4%	3.6%	95	5.0%	2.2%
Nord-Pas-de-Calais	856	10.5%	26.6%	298	10.4%	19.6%	558	10.6%	33.0%	175	9.2%	19.2%
Lorraine	360	4.4%	18.6%	137	4.8%	14.7%	223	4.2%	22.2%	77	4.0%	14.0%
Alsace	548	6.8%	36.2%	215	7.5%	29.3%	333	6.4%	42.6%	122	6.4%	24.8%
Franche-Comté	264	3.3%	27.7%	91	3.2%	19.6%	173	3.3%	35.4%	57	3.0%	21.7%
Champagne-Ardenne	235	2.9%	21.5%	75	2.6%	14.3%	160	3.0%	28.3%	46	2.4%	14.4%
Picardie	204	2.5%	13.3%	73	2.5%	9.8%	131	2.5%	16.6%	35	1.8%	8.0%
Bourgogne	292	3.6%	21.5%	88	3.1%	13.4%	204	3.9%	28.9%	63	3.3%	17.4%
Haute-Normandie	252	3.1%	17.0%	77	2.7%	10.9%	175	3.3%	22.6%	46	2.4%	10.8%
Basse-Normandie	2	0.0%	0.2%	0	0.0%	0.1%	2	0.0%	0.3%	0	0.0%	0.1%
Centre	37	0.5%	1.8%	13	0.4%	1.3%	24	0.5%	2.2%	14	0.7%	2.2%
Pays de la Loire	45	0.6%	1.6%	15	0.5%	1.1%	30	0.6%	2.0%	9	0.5%	1.1%
Bretagne	367	4.5%	14.1%	125	4.4%	10.0%	243	4.6%	17.9%	92	4.8%	11.8%
Poitou-Charentes	91	1.1%	6.2%	34	1.2%	4.8%	57	1.1%	7.5%	17	0.9%	4.7%
Aquitaine	595	7.3%	22.2%	200	7.0%	15.7%	394	7.5%	28.0%	172	9.0%	21.3%
Midi-Pyrénées	504	6.2%	21.0%	182	6.3%	15.7%	322	6.1%	26.0%	146	7.7%	18.1%
Limousin	101	1.2%	16.1%	32	1.1%	10.5%	70	1.3%	21.2%	12	0.6%	7.8%
Auvergne	303	3.7%	27.0%	107	3.7%	19.9%	196	3.7%	33.5%	61	3.2%	20.2%
Rhône-Alpes	1207	14.9%	24.0%	459	16.0%	19.0%	747	14.2%	28.7%	294	15.4%	16.4%
Languedoc-Roussillon	532	6.6%	24.5%	189	6.6%	18.4%	343	6.5%	30.0%	112	5.9%	17.3%
Provence-Alpes-Côte-d'Azur-Corse	1060	13.1%	24.5%	372	13.0%	18.3%	688	13.1%	30.1%	265	13.9%	18.5%
<b>Habitudes de connexion Internet</b>												
Tous les jours	3408	42.0%	12.4%	1183	41.3%	8.4%	2225	42.4%	16.4%	1343	70.3%	10.4%
Presque tous les jours	828	10.2%	13.5%	266	9.3%	9.2%	561	10.7%	17.3%	259	13.6%	11.1%
1 à 2 fois par semaine	569	7.0%	17.6%	174	6.1%	11.9%	395	7.5%	22.2%	150	7.8%	15.9%
1 à 3 fois par mois	149	1.8%	17.6%	55	1.9%	16.4%	94	1.8%	18.4%	22	1.1%	14.5%
Moins souvent	239	2.9%	17.8%	91	3.2%	14.3%	148	2.8%	21.0%	26	1.4%	19.4%
Jamais	31	0.4%	22.5%	20	0.7%	24.1%	10	0.2%	20.0%	4	0.2%	28.5%

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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	272	3.4%	12.7%	64	2.2%	7.4%	208	4.0%	16.3%	18	0.9%	9.8%
De 9 000 à moins de 12 000 euros par an	611	7.5%	18.4%	153	5.3%	13.5%	459	8.7%	21.0%	33	1.7%	13.2%
De 12 000 à moins de 18 000 euros par an	1162	14.3%	17.8%	377	13.2%	13.7%	784	14.9%	20.8%	85	4.5%	11.2%
De 18 000 à moins de 24 000 euros par an	1321	16.3%	17.7%	497	17.4%	14.1%	824	15.7%	20.9%	190	9.9%	11.9%
De 24 000 à moins de 36 000 euros par an	1909	23.5%	16.5%	675	23.6%	12.2%	1234	23.5%	20.4%	442	23.1%	11.9%
De 36 000 à moins de 45 000 euros par an	968	11.9%	14.9%	383	13.4%	10.8%	585	11.1%	19.9%	319	16.7%	10.7%
De 45 000 à moins de 65 000 euros par an	827	10.2%	13.9%	355	12.4%	10.7%	472	9.0%	18.0%	413	21.6%	11.6%
De 65 000 à moins de 80 000 euros par an	164	2.0%	10.7%	67	2.3%	7.3%	98	1.9%	15.8%	98	5.1%	8.8%
De 80 000 à moins de 115 000 euros par an	94	1.2%	9.6%	57	2.0%	9.7%	36	0.7%	9.6%	77	4.1%	9.7%
115 000 euros et plus par an	54	0.7%	11.9%	35	1.2%	12.7%	20	0.4%	10.7%	39	2.0%	10.2%
Refus	564	6.9%	17.5%	167	5.8%	12.5%	397	7.6%	21.2%	154	8.1%	13.5%
Ne sait pas	166	2.0%	11.5%	32	1.1%	5.2%	134	2.5%	16.3%	42	2.2%	8.8%