

# 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>	4967	100.0%	9.7%	1226	100.0%	5.0%	3742	100.0%	14.0%	1312	100.0%	7.7%
<b>Sexe</b>												
<b>Homme</b>	1226	24.7%	5.0%	1226	100.0%	5.0%	0	-	-	300	22.8%	3.4%
<b>Femme</b>	3742	75.3%	14.0%	0	-	-	3742	100.0%	14.0%	1012	77.2%	12.4%
<b>Age</b>												
<b>15 à 24 ans</b>	371	7.5%	5.0%	73	6.0%	2.0%	298	8.0%	8.1%	117	8.9%	3.8%
<b>25 à 34 ans</b>	449	9.0%	5.8%	92	7.5%	2.4%	358	9.6%	9.1%	167	12.8%	4.9%
<b>35 à 49 ans</b>	1278	25.7%	10.1%	275	22.5%	4.4%	1003	26.8%	15.6%	568	43.3%	9.3%
<b>50 à 64 ans</b>	1534	30.9%	12.5%	381	31.1%	6.4%	1153	30.8%	18.2%	429	32.7%	10.4%
<b>65 ans et plus</b>	1335	26.9%	12.0%	404	33.0%	8.5%	931	24.9%	14.7%	30	2.3%	13.0%
<b>Individu</b>												
<b>Ménagère</b>	3404	68.5%	14.5%	0	-	-	3404	91.0%	14.5%	906	69.1%	13.3%
<b>Personne de Référence</b>	2236	45.0%	7.9%	1120	91.4%	5.5%	1116	29.8%	14.1%	428	32.6%	5.0%
<b>Responsable des achats</b>	3943	79.4%	11.2%	548	44.7%	4.5%	3395	90.7%	14.8%	1022	77.9%	9.6%
<b>PCS Individu</b>												
<b>Agriculteurs</b>	33	0.7%	6.2%	13	1.1%	4.0%	20	0.5%	10.0%	2	0.2%	11.0%
<b>Petits patrons</b>	143	2.9%	8.6%	55	4.5%	4.7%	88	2.3%	18.7%	104	7.9%	7.0%
<b>Affaires et Cadres</b>	253	5.1%	5.3%	93	7.6%	3.1%	161	4.3%	8.9%	214	16.3%	4.9%
<b>Professions intermédiaires</b>	549	11.1%	8.2%	129	10.5%	3.7%	420	11.2%	12.8%	425	32.4%	7.7%
<b>Employés</b>	1126	22.7%	13.4%	99	8.0%	4.9%	1027	27.5%	16.2%	281	21.5%	15.4%
<b>Ouvriers</b>	423	8.5%	6.5%	205	16.7%	4.0%	218	5.8%	15.6%	29	2.2%	7.9%
<b>Retraités</b>	1579	31.8%	12.6%	525	42.8%	8.8%	1054	28.2%	16.0%	41	3.1%	16.5%
<b>Autres inactifs</b>	861	17.3%	8.6%	107	8.7%	3.1%	754	20.2%	11.5%	215	16.4%	7.0%
<b>PCS Personne de Référence</b>												
<b>Agriculteurs</b>	65	1.3%	8.2%	13	1.1%	3.5%	52	1.4%	12.4%	0	-	-
<b>Petits patrons</b>	235	4.7%	8.9%	60	4.9%	4.2%	175	4.7%	14.7%	235	17.9%	8.9%
<b>Affaires et Cadres</b>	485	9.8%	7.1%	98	8.0%	2.8%	387	10.3%	11.4%	485	37.0%	7.1%
<b>Professions intermédiaires</b>	591	11.9%	7.9%	142	11.6%	3.6%	450	12.0%	12.5%	591	45.1%	7.9%
<b>Employés</b>	550	11.1%	10.4%	101	8.2%	4.5%	450	12.0%	14.6%	0	-	-
<b>Ouvriers</b>	802	16.1%	8.5%	200	16.3%	4.0%	601	16.1%	13.4%	0	-	-
<b>Retraités</b>	1874	37.7%	12.8%	524	42.7%	7.9%	1350	36.1%	16.8%	0	-	-
<b>Autres inactifs</b>	365	7.3%	9.4%	88	7.2%	6.0%	277	7.4%	11.3%	0	-	-

# Femme Actuelle

Hebdomadaire, Lecture Dernière Période



	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
<b>Taille du Foyer</b>												
<b>1 personne</b>	861	17.3%	9.2%	111	9.1%	2.8%	750	20.0%	13.9%	99	7.5%	5.7%
<b>2 personnes</b>	2064	41.5%	11.5%	651	53.1%	7.4%	1413	37.8%	15.4%	372	28.3%	8.4%
<b>3 personnes</b>	838	16.9%	9.0%	179	14.6%	3.9%	659	17.6%	14.1%	287	21.9%	7.7%
<b>4 personnes</b>	815	16.4%	8.9%	206	16.8%	4.5%	610	16.3%	13.2%	368	28.1%	8.0%
<b>5 personnes et +</b>	390	7.8%	7.4%	79	6.5%	3.3%	310	8.3%	11.0%	187	14.2%	7.5%
<b>Présence d'enfants de moins de 15 ans</b>												
<b>Oui</b>	1321	26.6%	8.4%	290	23.6%	4.0%	1031	27.6%	12.2%	573	43.6%	7.6%
<b>Non</b>	3647	73.4%	10.3%	936	76.4%	5.4%	2711	72.4%	14.9%	739	56.4%	7.9%
<b>Habitat</b>												
<b>Communes rurales</b>	1115	22.4%	9.5%	266	21.7%	4.7%	849	22.7%	13.9%	284	21.7%	8.4%
<b>Agglo. - 20 000 hab</b>	933	18.8%	10.5%	265	21.7%	6.2%	668	17.8%	14.3%	229	17.5%	8.9%
<b>Agglo. 20 000 à 100 000 hab</b>	681	13.7%	9.9%	179	14.6%	5.3%	502	13.4%	14.4%	172	13.1%	8.7%
<b>Agglo. + 100 000 hab</b>	1575	31.7%	10.3%	372	30.3%	5.1%	1203	32.1%	15.1%	391	29.8%	7.6%
<b>Agglo. Paris</b>	664	13.4%	7.9%	144	11.7%	3.6%	521	13.9%	11.7%	235	17.9%	6.1%

# Femme Actuelle

Hebdomadaire, Lecture Dernière Période



	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
<b>Région d'habitation</b>												
Ile-de-France	765	15.4%	8.1%	173	14.1%	3.8%	591	15.8%	11.9%	275	20.9%	6.4%
Nord-Pas-de-Calais	318	6.4%	9.9%	82	6.7%	5.4%	237	6.3%	14.0%	64	4.9%	7.0%
Lorraine	234	4.7%	12.1%	51	4.2%	5.5%	183	4.9%	18.2%	61	4.6%	10.7%
Alsace	192	3.9%	12.7%	57	4.7%	7.8%	134	3.6%	17.2%	47	3.6%	9.4%
Franche-Comté	101	2.0%	10.7%	24	2.0%	5.2%	77	2.1%	15.9%	21	1.6%	8.3%
Champagne-Ardenne	103	2.1%	9.5%	25	2.1%	4.8%	78	2.1%	13.8%	24	1.8%	8.0%
Picardie	130	2.6%	8.5%	37	3.0%	5.0%	93	2.5%	11.7%	36	2.7%	7.9%
Bourgogne	135	2.7%	9.9%	38	3.1%	5.9%	97	2.6%	13.7%	26	2.0%	7.4%
Haute-Normandie	164	3.3%	11.1%	31	2.6%	4.4%	132	3.5%	17.1%	38	2.9%	8.8%
Basse-Normandie	125	2.5%	10.4%	34	2.8%	5.9%	91	2.4%	14.5%	26	2.0%	7.9%
Centre	205	4.1%	9.9%	43	3.5%	4.3%	162	4.3%	15.0%	43	3.3%	6.8%
Pays de la Loire	256	5.2%	8.9%	77	6.3%	5.6%	179	4.8%	12.1%	54	4.1%	6.6%
Bretagne	251	5.1%	9.6%	44	3.6%	3.5%	207	5.5%	15.3%	67	5.1%	8.5%
Poitou-Charentes	132	2.7%	9.0%	33	2.7%	4.7%	99	2.6%	13.0%	35	2.6%	8.8%
Aquitaine	289	5.8%	10.8%	72	5.9%	5.7%	217	5.8%	15.4%	77	5.9%	9.4%
Midi-Pyrénées	210	4.2%	8.8%	50	4.1%	4.3%	160	4.3%	12.9%	61	4.7%	7.8%
Limousin	74	1.5%	11.7%	22	1.8%	7.5%	51	1.4%	15.6%	10	0.8%	6.3%
Auvergne	113	2.3%	10.1%	25	2.0%	4.6%	88	2.4%	15.1%	29	2.2%	9.4%
Rhône-Alpes	478	9.6%	9.5%	124	10.1%	5.1%	354	9.5%	13.6%	113	8.6%	6.5%
Languedoc-Roussillon	242	4.9%	11.1%	72	5.9%	7.0%	170	4.5%	14.9%	68	5.2%	10.7%
Provence-Alpes-Côte-d'Azur-Corse	450	9.1%	10.4%	109	8.9%	5.4%	340	9.1%	14.9%	136	10.4%	9.4%
<b>Habitudes de connexion Internet</b>												
Tous les jours	2397	48.3%	8.7%	608	49.6%	4.3%	1790	47.8%	13.2%	920	70.1%	7.1%
Presque tous les jours	608	12.2%	10.0%	160	13.0%	5.5%	448	12.0%	14.2%	209	16.0%	8.6%
1 à 2 fois par semaine	360	7.3%	11.2%	87	7.1%	6.1%	273	7.3%	15.2%	103	7.9%	11.5%
1 à 3 fois par mois	104	2.1%	12.0%	28	2.3%	7.5%	76	2.0%	15.4%	12	0.9%	6.3%
Moins souvent	143	2.9%	10.8%	24	2.0%	4.1%	118	3.2%	16.2%	19	1.5%	15.2%
Jamais	22	0.4%	10.4%	3	0.2%	2.2%	19	0.5%	24.0%	1	0.1%	7.2%

# Femme Actuelle

Hebdomadaire, Lecture Dernière Période



	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	215	4.3%	9.2%	38	3.1%	4.1%	177	4.7%	12.6%	16	1.2%	8.1%
De 9 000 à moins de 12 000 euros par an	328	6.6%	10.0%	50	4.1%	4.6%	278	7.4%	12.8%	24	1.8%	9.5%
De 12 000 à moins de 18 000 euros par an	675	13.6%	10.0%	135	11.0%	4.6%	541	14.4%	14.2%	77	5.9%	9.4%
De 18 000 à moins de 24 000 euros par an	714	14.4%	9.7%	164	13.4%	4.7%	550	14.7%	14.3%	109	8.3%	6.8%
De 24 000 à moins de 36 000 euros par an	1222	24.6%	10.8%	318	26.0%	5.7%	904	24.2%	15.6%	300	22.9%	8.0%
De 36 000 à moins de 45 000 euros par an	641	12.9%	10.0%	225	18.3%	6.6%	416	11.1%	14.0%	231	17.6%	8.2%
De 45 000 à moins de 65 000 euros par an	516	10.4%	9.0%	157	12.8%	4.9%	359	9.6%	13.9%	287	21.9%	8.2%
De 65 000 à moins de 80 000 euros par an	113	2.3%	7.3%	38	3.1%	4.0%	75	2.0%	12.5%	71	5.4%	6.5%
De 80 000 à moins de 115 000 euros par an	83	1.7%	8.2%	31	2.5%	5.1%	52	1.4%	12.9%	58	4.4%	7.1%
115 000 euros et plus par an	24	0.5%	4.9%	7	0.6%	2.6%	17	0.4%	7.9%	15	1.2%	3.7%
Refus	334	6.7%	10.1%	49	4.0%	3.6%	285	7.6%	14.5%	93	7.1%	8.2%
Ne sait pas	103	2.1%	6.5%	13	1.1%	1.9%	90	2.4%	9.9%	30	2.3%	5.5%