

Femme Actuelle

Hebdomadaire, Lecture Dernière Période



	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
Ensemble	5105	100.0%	10.0%	1217	100.0%	5.0%	3888	100.0%	14.6%	1379	100.0%	8.1%
Sexe												
Homme	1217	23.8%	5.0%	1217	100.0%	5.0%	0	-	-	300	21.7%	3.4%
Femme	3888	76.2%	14.6%	0	-	-	3888	100.0%	14.6%	1080	78.3%	13.2%
Age												
15 à 24 ans	393	7.7%	5.3%	61	5.0%	1.6%	332	8.5%	9.1%	153	11.1%	4.9%
25 à 34 ans	515	10.1%	6.7%	98	8.1%	2.6%	417	10.7%	10.7%	178	12.9%	5.2%
35 à 49 ans	1316	25.8%	10.4%	293	24.0%	4.7%	1023	26.3%	15.9%	573	41.6%	9.3%
50 à 64 ans	1501	29.4%	12.3%	400	32.9%	6.7%	1102	28.3%	17.4%	445	32.3%	11.0%
65 ans et plus	1380	27.0%	12.4%	366	30.1%	7.7%	1014	26.1%	16.0%	29	2.1%	15.8%
Individu												
Ménagère	3554	69.6%	15.2%	0	-	-	3554	91.4%	15.2%	952	69.0%	14.0%
Personne de Référence	2246	44.0%	8.0%	1111	91.3%	5.5%	1136	29.2%	14.4%	431	31.3%	5.1%
Responsable des achats	4071	79.7%	11.5%	569	46.7%	4.6%	3502	90.1%	15.2%	1054	76.4%	9.8%
PCS Individu												
Agriculteurs	31	0.6%	5.8%	13	1.1%	3.9%	18	0.5%	9.0%	0	-	-
Petits patrons	124	2.4%	7.5%	41	3.4%	3.6%	83	2.1%	16.9%	86	6.2%	5.8%
Affaires et Cadres	266	5.2%	5.6%	93	7.6%	3.2%	173	4.4%	9.4%	225	16.3%	5.2%
Professions intermédiaires	589	11.5%	8.7%	149	12.3%	4.3%	440	11.3%	13.5%	478	34.6%	8.6%
Employés	1085	21.3%	13.0%	96	7.9%	4.6%	990	25.4%	15.7%	257	18.6%	14.2%
Ouvriers	483	9.5%	7.5%	231	19.0%	4.6%	252	6.5%	17.0%	46	3.3%	10.7%
Retraités	1592	31.2%	12.7%	483	39.7%	8.0%	1109	28.5%	16.9%	56	4.1%	23.9%
Autres inactifs	935	18.3%	9.3%	111	9.1%	3.2%	824	21.2%	12.6%	232	16.8%	7.5%
PCS Personne de Référence												
Agriculteurs	69	1.4%	8.7%	13	1.1%	3.4%	56	1.4%	13.7%	0	-	-
Petits patrons	192	3.8%	7.3%	39	3.2%	2.8%	153	3.9%	12.2%	192	13.9%	7.3%
Affaires et Cadres	510	10.0%	7.5%	100	8.2%	2.9%	410	10.6%	12.2%	510	37.0%	7.5%
Professions intermédiaires	677	13.3%	9.0%	161	13.2%	4.1%	516	13.3%	14.4%	677	49.1%	9.0%
Employés	532	10.4%	10.0%	110	9.0%	4.9%	422	10.9%	13.8%	0	-	-
Ouvriers	889	17.4%	9.4%	219	18.0%	4.5%	671	17.2%	14.6%	0	-	-
Retraités	1843	36.1%	12.5%	489	40.2%	7.3%	1354	34.8%	16.9%	0	-	-
Autres inactifs	392	7.7%	10.1%	87	7.1%	5.9%	305	7.9%	12.7%	0	-	-

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Taille du Foyer												
1 personne	864	16.9%	9.2%	101	8.3%	2.5%	764	19.6%	14.3%	89	6.4%	5.1%
2 personnes	2096	41.0%	11.6%	636	52.3%	7.2%	1459	37.5%	15.8%	399	28.9%	9.3%
3 personnes	918	18.0%	9.9%	209	17.1%	4.6%	709	18.2%	15.0%	338	24.5%	8.9%
4 personnes	821	16.1%	8.9%	196	16.1%	4.3%	625	16.1%	13.6%	382	27.7%	8.2%
5 personnes et +	407	8.0%	7.7%	75	6.2%	3.1%	331	8.5%	11.9%	173	12.5%	7.0%
Présence d'enfants de moins de 15 ans												
Oui	1407	27.6%	8.9%	295	24.2%	4.1%	1112	28.6%	13.1%	628	45.5%	8.2%
Non	3698	72.4%	10.5%	922	75.8%	5.4%	2776	71.4%	15.3%	751	54.5%	8.1%
Habitat												
Communes rurales	1149	22.5%	9.8%	274	22.5%	4.9%	875	22.5%	14.2%	285	20.7%	8.6%
Agglo. - 20 000 hab	926	18.1%	10.3%	226	18.6%	5.4%	699	18.0%	14.8%	229	16.6%	8.9%
Agglo. 20 000 à 100 000 hab	725	14.2%	10.6%	219	18.0%	6.4%	507	13.0%	14.9%	164	11.9%	8.2%
Agglo. + 100 000 hab	1572	30.8%	10.4%	367	30.2%	5.1%	1205	31.0%	15.2%	433	31.4%	8.3%
Agglo. Paris	733	14.4%	8.7%	130	10.7%	3.3%	603	15.5%	13.6%	269	19.5%	6.9%

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Région d'habitation												
Ile-de-France	834	16.3%	8.8%	159	13.1%	3.5%	675	17.4%	13.6%	301	21.8%	7.0%
Nord-Pas-de-Calais	322	6.3%	10.0%	80	6.6%	5.3%	242	6.2%	14.3%	71	5.1%	7.7%
Lorraine	250	4.9%	12.9%	63	5.2%	6.8%	186	4.8%	18.6%	69	5.0%	12.5%
Alsace	182	3.6%	12.0%	62	5.1%	8.5%	120	3.1%	15.3%	52	3.8%	10.6%
Franche-Comté	103	2.0%	10.8%	23	1.9%	4.9%	80	2.1%	16.4%	28	2.0%	10.8%
Champagne-Ardenne	106	2.1%	9.8%	28	2.3%	5.3%	79	2.0%	14.0%	27	2.0%	8.5%
Picardie	130	2.6%	8.5%	29	2.4%	4.0%	101	2.6%	12.8%	27	1.9%	6.2%
Bourgogne	148	2.9%	10.9%	29	2.4%	4.5%	119	3.1%	16.8%	34	2.5%	9.5%
Haute-Normandie	154	3.0%	10.4%	37	3.0%	5.2%	117	3.0%	15.2%	39	2.8%	9.2%
Basse-Normandie	124	2.4%	10.3%	34	2.8%	5.9%	89	2.3%	14.2%	27	2.0%	8.2%
Centre	196	3.8%	9.4%	42	3.5%	4.2%	154	4.0%	14.3%	57	4.1%	9.0%
Pays de la Loire	273	5.3%	9.5%	74	6.1%	5.4%	199	5.1%	13.4%	70	5.1%	8.5%
Bretagne	242	4.7%	9.3%	46	3.8%	3.7%	195	5.0%	14.4%	54	3.9%	7.0%
Poitou-Charentes	150	2.9%	10.2%	34	2.8%	4.8%	115	3.0%	15.1%	27	2.0%	7.4%
Aquitaine	266	5.2%	9.9%	74	6.1%	5.8%	192	4.9%	13.6%	70	5.1%	8.6%
Midi-Pyrénées	215	4.2%	9.0%	53	4.3%	4.6%	162	4.2%	13.1%	59	4.3%	7.3%
Limousin	71	1.4%	11.2%	20	1.6%	6.5%	51	1.3%	15.6%	10	0.7%	6.4%
Auvergne	122	2.4%	10.8%	32	2.7%	6.0%	89	2.3%	15.3%	29	2.1%	9.7%
Rhône-Alpes	479	9.4%	9.5%	127	10.4%	5.2%	352	9.0%	13.5%	131	9.5%	7.3%
Languedoc-Roussillon	243	4.8%	11.2%	83	6.8%	8.0%	161	4.1%	14.0%	47	3.4%	7.2%
Provence-Alpes-Côte-d'Azur-Corse	497	9.7%	11.5%	87	7.1%	4.2%	410	10.6%	18.0%	149	10.8%	10.4%
Habitudes de connexion Internet												
Tous les jours	2499	48.9%	9.1%	647	53.2%	4.6%	1852	47.6%	13.7%	983	71.3%	7.6%
Presque tous les jours	625	12.2%	10.2%	140	11.5%	4.8%	486	12.5%	14.9%	215	15.6%	9.2%
1 à 2 fois par semaine	341	6.7%	10.5%	83	6.8%	5.7%	259	6.7%	14.5%	89	6.4%	9.4%
1 à 3 fois par mois	99	1.9%	11.7%	25	2.0%	7.4%	75	1.9%	14.6%	17	1.2%	11.2%
Moins souvent	167	3.3%	12.5%	31	2.6%	4.9%	136	3.5%	19.4%	22	1.6%	16.7%
Jamais	19	0.4%	13.8%	1	0.1%	1.4%	17	0.4%	33.7%	1	0.1%	5.3%

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	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
Revenus du Foyer												
Moins de 9 000 euros par an	213	4.2%	9.9%	41	3.4%	4.7%	172	4.4%	13.4%	22	1.6%	11.8%
De 9 000 à moins de 12 000 euros par an	364	7.1%	10.9%	54	4.5%	4.8%	309	8.0%	14.1%	14	1.0%	5.6%
De 12 000 à moins de 18 000 euros par an	611	12.0%	9.4%	104	8.5%	3.8%	507	13.0%	13.5%	56	4.0%	7.3%
De 18 000 à moins de 24 000 euros par an	767	15.0%	10.3%	173	14.2%	4.9%	594	15.3%	15.1%	136	9.9%	8.6%
De 24 000 à moins de 36 000 euros par an	1292	25.3%	11.2%	322	26.4%	5.8%	971	25.0%	16.1%	311	22.5%	8.4%
De 36 000 à moins de 45 000 euros par an	647	12.7%	10.0%	197	16.2%	5.5%	451	11.6%	15.3%	244	17.7%	8.2%
De 45 000 à moins de 65 000 euros par an	568	11.1%	9.5%	184	15.1%	5.5%	384	9.9%	14.6%	307	22.3%	8.6%
De 65 000 à moins de 80 000 euros par an	120	2.3%	7.8%	41	3.4%	4.5%	78	2.0%	12.7%	77	5.6%	6.9%
De 80 000 à moins de 115 000 euros par an	88	1.7%	9.0%	33	2.7%	5.5%	55	1.4%	14.5%	59	4.3%	7.4%
115 000 euros et plus par an	20	0.4%	4.3%	4	0.3%	1.5%	16	0.4%	8.5%	16	1.2%	4.3%
Refus	316	6.2%	9.8%	61	5.0%	4.6%	255	6.6%	13.6%	106	7.7%	9.3%
Ne sait pas	100	2.0%	6.9%	4	0.3%	0.6%	97	2.5%	11.8%	32	2.3%	6.7%