

	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
ENSEMBLE	1398	100.0%	2.7%	195	100.0%	0.8%	1204	100.0%	4.4%	678	100.0%	3.9%
Sexe												
Homme	195	13.9%	0.8%	195	100.0%	0.8%	0	0.0%	0.0%	73	10.8%	0.8%
Femme	1204	86.1%	4.4%	0	0.0%	0.0%	1204	100.0%	4.4%	605	89.2%	7.1%
Age												
15 à 24 ans	427	30.5%	5.9%	42	21.8%	1.1%	385	31.9%	10.7%	196	28.9%	6.4%
25 à 34 ans	372	26.6%	4.9%	49	25.2%	1.3%	323	26.9%	8.3%	202	29.7%	6.2%
35 à 49 ans	332	23.8%	2.7%	41	21.0%	0.7%	292	24.2%	4.6%	200	29.4%	3.2%
50 à 59 ans	132	9.4%	1.4%	38	19.6%	0.8%	94	7.8%	2.0%	75	11.0%	1.9%
60 ans et plus	135	9.6%	0.9%	24	12.4%	0.4%	111	9.2%	1.3%	6	0.9%	0.7%
Individu												
Ménagères	804	57.5%	3.4%	0	0.0%	0.0%	804	66.8%	3.4%	419	61.7%	6.0%
Personne de référence	408	29.1%	1.4%	155	79.8%	0.8%	252	21.0%	3.2%	156	22.9%	1.9%
Responsable des achats	923	66.0%	2.6%	109	56.1%	0.8%	814	67.6%	3.6%	449	66.2%	4.1%
PCS Individu												
Agriculteurs	9	0.6%	1.8%	7	3.6%	2.1%	2	0.2%	1.2%	0	0.0%	0.0%
Petits patrons	34	2.4%	2.1%	5	2.4%	0.4%	29	2.4%	6.6%	30	4.4%	2.1%
Affaires et Cadres	186	13.3%	3.8%	22	11.5%	0.8%	163	13.6%	7.9%	157	23.2%	3.6%
Professions intermédiaires	262	18.8%	3.7%	39	20.1%	1.1%	223	18.6%	6.1%	207	30.5%	3.6%
Employés	279	20.0%	3.4%	11	5.5%	0.5%	269	22.3%	4.4%	89	13.1%	4.8%
Ouvriers	100	7.1%	1.6%	57	29.1%	1.1%	43	3.6%	3.2%	9	1.4%	2.7%
Retraités	110	7.9%	0.9%	19	9.8%	0.3%	91	7.6%	1.4%	2	0.4%	1.2%
Autres inactifs	418	29.9%	4.0%	35	18.0%	0.9%	383	31.8%	5.7%	183	27.0%	5.6%
PCS Personne de référence												
Agriculteurs	17	1.2%	2.2%	8	4.2%	2.0%	8	0.7%	2.5%	0	0.0%	0.0%
Petits patrons	100	7.1%	3.8%	6	3.1%	0.5%	94	7.8%	7.3%	100	14.7%	3.8%
Affaires et Cadres	287	20.5%	4.2%	29	15.0%	0.9%	258	21.4%	7.6%	287	42.3%	4.2%
Professions intermédiaires	292	20.9%	3.7%	38	19.5%	0.9%	254	21.1%	6.5%	292	43.0%	3.7%
Employés	166	11.8%	3.1%	15	7.6%	0.6%	151	12.5%	4.9%	0	0.0%	0.0%
Ouvriers	277	19.8%	2.9%	62	32.0%	1.2%	214	17.8%	4.9%	0	0.0%	0.0%
Retraités	159	11.4%	1.1%	22	11.6%	0.3%	137	11.3%	1.7%	0	0.0%	0.0%
Autres inactifs	102	7.3%	2.4%	14	7.0%	0.9%	88	7.3%	3.4%	0	0.0%	0.0%

	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
Taille du foyer												
1 personne	206	14.7%	2.0%	39	20.2%	0.9%	166	13.8%	2.9%	70	10.3%	3.8%
2 personnes	366	26.2%	2.0%	53	27.3%	0.6%	313	26.0%	3.3%	154	22.6%	3.7%
3 personnes	332	23.8%	3.6%	50	25.7%	1.1%	282	23.5%	6.2%	181	26.6%	4.6%
4 personnes	323	23.1%	3.5%	34	17.4%	0.7%	289	24.0%	6.2%	188	27.8%	3.8%
5 personnes et +	172	12.3%	3.1%	18	9.4%	0.7%	153	12.7%	5.5%	86	12.7%	3.4%
Présence d'enfants de moins de 15 ans												
Oui	500	35.8%	3.2%	65	33.5%	0.9%	435	36.1%	5.3%	286	42.1%	3.7%
Non	898	64.2%	2.5%	129	66.5%	0.7%	769	63.9%	4.1%	393	57.9%	4.1%
Habitat												
Communes rurales	201	14.3%	1.7%	31	16.0%	0.5%	169	14.1%	2.7%	66	9.8%	2.0%
Agglo. - 20 000 hab	177	12.7%	2.0%	28	14.5%	0.7%	149	12.4%	3.1%	68	10.1%	2.7%
Agglo. 20 000 à 100 000 hab	166	11.9%	2.4%	24	12.4%	0.7%	142	11.8%	4.0%	75	11.1%	4.0%
Agglo. + 100 000 hab	498	35.6%	3.2%	72	37.2%	1.0%	426	35.4%	5.3%	260	38.3%	4.6%
Agglo. Paris	357	25.5%	4.2%	39	19.8%	0.9%	318	26.4%	7.1%	209	30.8%	5.3%

Cosmopolitan

Lecture Dernière Période



	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
Régions INSEE												
Ile de France	375	26.8%	3.9%	40	20.5%	0.9%	335	27.8%	6.7%	219	32.3%	5.0%
Nord Pas de Calais	70	5.0%	2.2%	13	6.5%	0.8%	57	4.7%	3.4%	39	5.7%	4.0%
Lorraine	42	3.0%	2.2%	10	5.1%	1.1%	32	2.6%	3.2%	22	3.2%	4.1%
Alsace	41	2.9%	2.7%	8	4.2%	1.1%	33	2.7%	4.2%	13	2.0%	2.8%
Franche-Comté	33	2.4%	3.5%	9	4.7%	2.0%	24	2.0%	4.9%	13	1.8%	4.6%
Champagne Ardennes	29	2.1%	2.6%	5	2.6%	1.0%	24	2.0%	4.2%	16	2.4%	5.5%
Picardie	20	1.5%	1.3%	3	1.4%	0.4%	18	1.5%	2.2%	9	1.3%	2.1%
Bourgogne	33	2.3%	2.4%	2	1.2%	0.4%	30	2.5%	4.3%	12	1.8%	3.6%
Haute Normandie	41	2.9%	2.8%	8	4.3%	1.2%	33	2.7%	4.2%	21	3.1%	4.6%
Basse Normandie	29	2.1%	2.4%	7	3.7%	1.2%	22	1.8%	3.5%	15	2.2%	4.6%
Centre	46	3.3%	2.2%	7	3.4%	0.7%	39	3.2%	3.6%	22	3.2%	3.4%
Pays de Loire	49	3.5%	1.6%	6	2.9%	0.4%	43	3.6%	2.8%	20	2.9%	2.1%
Bretagne	46	3.3%	1.7%	6	3.1%	0.5%	40	3.3%	2.9%	20	3.0%	2.7%
Poitou Charentes	41	2.9%	2.8%	10	5.1%	1.4%	31	2.6%	4.0%	8	1.1%	2.1%
Aquitaine	59	4.2%	2.1%	14	7.3%	1.1%	45	3.7%	3.1%	16	2.3%	1.9%
Midi Pyrénées	58	4.1%	2.3%	10	5.3%	0.9%	48	3.9%	3.7%	21	3.1%	2.6%
Limousin	14	1.0%	2.3%	2	1.0%	0.7%	12	1.0%	3.9%	8	1.2%	5.1%
Auvergne	24	1.7%	2.1%	3	1.3%	0.5%	21	1.8%	3.6%	4	0.7%	1.4%
Rhône Alpes	138	9.9%	2.6%	16	8.2%	0.6%	122	10.1%	4.5%	67	9.8%	3.4%
Languedoc Roussillon	77	5.5%	3.4%	10	5.1%	0.9%	67	5.6%	5.6%	36	5.4%	5.3%
Provence Alpes Côte d'Azur. Corse	134	9.6%	3.1%	6	3.1%	0.3%	128	10.7%	5.6%	78	11.5%	5.4%
Habitudes de connection à Internet												
Tous les jours	1187	84.9%	3.4%	152	78.0%	0.9%	1035	86.0%	6.0%	620	91.3%	4.2%
Presque tous les jours	136	9.7%	2.3%	21	10.7%	0.8%	115	9.5%	3.6%	49	7.3%	2.7%
1 à 2 fois par semaine	37	2.7%	1.4%	5	2.4%	0.4%	33	2.7%	2.2%	7	1.0%	1.3%
1 à 3 fois par mois	3	0.2%	0.5%	1	0.3%	0.3%	2	0.2%	0.7%	2	0.3%	3.1%
Moins souvent	9	0.6%	1.2%	5	2.8%	1.5%	3	0.3%	0.9%	0	0.0%	0.0%

	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
Revenus du foyer												
Moins de 9 000 euros par an	40	2.9%	2.2%	8	4.2%	1.1%	32	2.7%	3.0%	4	0.5%	1.9%
De 9 000 à moins de 12 000 euros par an	28	2.0%	0.9%	11	5.8%	1.0%	16	1.4%	0.9%	2	0.3%	0.9%
De 12 000 à moins de 18 000 euros par an	101	7.2%	1.8%	17	8.6%	0.7%	85	7.0%	2.7%	19	2.9%	3.1%
De 18 000 à moins de 24 000 euros par an	159	11.4%	2.3%	14	7.2%	0.5%	145	12.1%	3.8%	62	9.1%	4.6%
De 24 000 à moins de 36 000 euros par an	300	21.5%	2.6%	52	26.7%	1.0%	248	20.6%	4.1%	130	19.2%	3.7%
De 36 000 à moins de 45 000 euros par an	214	15.3%	3.0%	28	14.2%	0.7%	187	15.5%	5.4%	114	16.8%	3.9%
De 45 000 à moins de 65 000 euros par an	257	18.4%	3.5%	37	18.9%	0.9%	220	18.3%	6.8%	178	26.2%	4.4%
65 000 euros et plus par an	138	9.9%	3.5%	15	7.8%	0.7%	123	10.2%	7.3%	100	14.7%	3.7%
Refus	102	7.3%	3.0%	8	3.9%	0.5%	95	7.9%	4.9%	39	5.7%	3.5%
Ne sait pas	58	4.2%	3.5%	5	2.6%	0.7%	53	4.4%	5.8%	31	4.6%	5.4%