

	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
ENSEMBLE	1529	100.0%	2.9%	208	100.0%	0.8%	1320	100.0%	4.9%	693	100.0%	4.0%
Sexe												
Homme	208	13.6%	0.8%	208	100.0%	0.8%	0	0.0%	0.0%	92	13.2%	1.0%
Femme	1320	86.4%	4.9%	0	0.0%	0.0%	1320	100.0%	4.9%	601	86.8%	7.1%
Age												
15 à 24 ans	470	30.7%	6.5%	63	30.1%	1.7%	407	30.8%	11.4%	198	28.6%	6.4%
25 à 34 ans	405	26.5%	5.3%	44	21.3%	1.2%	361	27.3%	9.3%	176	25.4%	5.5%
35 à 49 ans	394	25.8%	3.2%	57	27.4%	0.9%	337	25.5%	5.3%	235	34.0%	3.7%
50 à 59 ans	138	9.0%	1.5%	23	11.0%	0.5%	115	8.7%	2.6%	65	9.4%	1.7%
60 ans et plus	122	8.0%	0.8%	22	10.3%	0.3%	100	7.6%	1.1%	18	2.6%	1.8%
Individu												
Ménagères	901	58.9%	3.8%	0	0.0%	0.0%	901	68.2%	3.8%	422	60.9%	6.0%
Personne de référence	473	30.9%	1.7%	142	68.0%	0.7%	331	25.1%	4.2%	194	28.0%	2.3%
Responsable des achats	1020	66.7%	2.8%	111	53.4%	0.8%	909	68.8%	4.0%	472	68.1%	4.3%
PCS Individu												
Agriculteurs	2	0.1%	0.4%	2	0.8%	0.5%	0	0.0%	0.1%	0	0.0%	0.0%
Petits patrons	45	3.0%	2.8%	14	6.9%	1.2%	31	2.3%	7.1%	22	3.1%	1.5%
Affaires et Cadres	188	12.3%	3.8%	27	13.1%	1.0%	160	12.2%	7.7%	166	24.0%	3.8%
Professions intermédiaires	261	17.1%	3.6%	34	16.1%	0.9%	228	17.2%	6.3%	196	28.3%	3.3%
Employés	366	23.9%	4.4%	24	11.5%	1.1%	342	25.9%	5.6%	99	14.3%	5.5%
Ouvriers	91	6.0%	1.4%	43	20.5%	0.8%	48	3.6%	3.8%	8	1.2%	2.3%
Retraités	81	5.3%	0.6%	16	7.7%	0.3%	65	4.9%	1.0%	1	0.1%	0.5%
Autres inactifs	495	32.4%	4.8%	49	23.4%	1.3%	446	33.8%	6.7%	201	29.0%	6.1%
PCS Personne de référence												
Agriculteurs	22	1.5%	3.0%	2	1.2%	0.6%	20	1.5%	5.6%	0	0.0%	0.0%
Petits patrons	108	7.0%	4.1%	15	7.3%	1.1%	92	7.0%	7.4%	108	15.5%	4.1%
Affaires et Cadres	279	18.2%	4.1%	32	15.4%	0.9%	246	18.7%	7.1%	279	40.2%	4.1%
Professions intermédiaires	307	20.0%	3.9%	44	21.2%	1.1%	262	19.9%	6.9%	307	44.3%	3.9%
Employés	245	16.1%	4.5%	28	13.5%	1.2%	217	16.4%	7.1%	0	0.0%	0.0%
Ouvriers	276	18.0%	2.9%	52	24.8%	1.0%	224	17.0%	5.1%	0	0.0%	0.0%
Retraités	168	11.0%	1.1%	28	13.6%	0.4%	140	10.6%	1.7%	0	0.0%	0.0%
Autres inactifs	124	8.1%	3.0%	6	3.0%	0.4%	118	8.9%	4.6%	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	217	14.2%	2.2%	25	11.9%	0.6%	192	14.6%	3.4%	87	12.5%	4.5%
2 personnes	377	24.6%	2.1%	45	21.7%	0.5%	332	25.1%	3.5%	151	21.8%	3.7%
3 personnes	330	21.6%	3.6%	41	19.9%	0.9%	288	21.8%	6.5%	158	22.8%	3.9%
4 personnes	383	25.1%	4.1%	61	29.3%	1.3%	322	24.4%	6.8%	180	26.0%	3.8%
5 personnes et +	222	14.5%	4.0%	36	17.3%	1.4%	186	14.1%	6.6%	117	16.9%	4.6%
Présence d'enfants de moins de 15 ans												
Oui	617	40.4%	3.9%	92	44.4%	1.2%	525	39.7%	6.3%	321	46.3%	4.2%
Non	912	59.6%	2.5%	116	55.6%	0.7%	796	60.3%	4.2%	372	53.7%	3.8%
Habitat												
Communes rurales	199	13.0%	1.7%	27	12.9%	0.5%	173	13.1%	2.8%	57	8.3%	1.8%
Agglo. - 20 000 hab	193	12.6%	2.1%	32	15.3%	0.7%	161	12.2%	3.4%	72	10.4%	2.8%
Agglo. 20 000 à 100 000 hab	189	12.4%	2.7%	19	9.1%	0.6%	170	12.9%	4.7%	91	13.1%	4.5%
Agglo. + 100 000 hab	530	34.6%	3.4%	80	38.4%	1.1%	450	34.0%	5.6%	241	34.8%	4.3%
Agglo. Paris	418	27.3%	4.9%	51	24.3%	1.2%	367	27.8%	8.2%	231	33.4%	5.8%

	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
Régions INSEE												
Ile de France	443	29.0%	4.6%	56	26.9%	1.2%	387	29.3%	7.7%	237	34.2%	5.4%
Nord Pas de Calais	77	5.0%	2.4%	18	8.5%	1.2%	59	4.5%	3.5%	33	4.7%	3.3%
Lorraine	46	3.0%	2.4%	5	2.2%	0.5%	41	3.1%	4.2%	22	3.2%	4.2%
Alsace	40	2.6%	2.6%	9	4.3%	1.2%	31	2.3%	3.9%	17	2.4%	3.8%
Franche-Comté	27	1.7%	2.8%	1	0.5%	0.2%	26	1.9%	5.2%	12	1.8%	4.8%
Champagne Ardennes	12	0.8%	1.1%	3	1.2%	0.5%	9	0.7%	1.6%	4	0.5%	1.3%
Picardie	44	2.9%	2.8%	12	5.8%	1.6%	32	2.4%	4.0%	18	2.5%	4.0%
Bourgogne	35	2.3%	2.6%	6	2.7%	0.9%	29	2.2%	4.2%	13	1.8%	3.7%
Haute Normandie	41	2.7%	2.7%	3	1.4%	0.4%	38	2.9%	4.8%	18	2.6%	3.9%
Basse Normandie	32	2.1%	2.7%	7	3.3%	1.2%	25	1.9%	4.0%	11	1.6%	3.1%
Centre	47	3.1%	2.2%	9	4.5%	0.9%	38	2.9%	3.5%	12	1.8%	1.9%
Pays de Loire	65	4.3%	2.2%	11	5.5%	0.8%	54	4.1%	3.5%	20	2.9%	2.2%
Bretagne	44	2.9%	1.6%	1	0.7%	0.1%	43	3.2%	3.1%	13	1.9%	1.9%
Poitou Charentes	40	2.6%	2.7%	7	3.6%	1.0%	33	2.5%	4.2%	17	2.4%	4.5%
Aquitaine	74	4.9%	2.7%	6	2.7%	0.4%	69	5.2%	4.7%	20	2.8%	2.4%
Midi Pyrénées	81	5.3%	3.3%	12	5.8%	1.0%	69	5.2%	5.4%	41	5.9%	5.1%
Limousin	9	0.6%	1.5%	1	0.6%	0.4%	8	0.6%	2.5%	3	0.4%	1.7%
Auvergne	24	1.6%	2.1%	4	1.9%	0.7%	20	1.5%	3.4%	8	1.2%	2.7%
Rhône Alpes	139	9.1%	2.7%	25	12.1%	1.0%	114	8.6%	4.2%	76	10.9%	3.9%
Languedoc Roussillon	66	4.3%	2.9%	7	3.1%	0.6%	59	4.5%	4.9%	32	4.6%	4.4%
Provence Alpes Côte d'Azur. Corse	144	9.4%	3.3%	6	2.7%	0.3%	138	10.5%	6.0%	67	9.7%	4.4%
Habitudes de connexion à Internet												
Tous les jours	1334	87.2%	3.6%	169	81.1%	0.9%	1165	88.2%	6.2%	635	91.7%	4.2%
Presque tous les jours	134	8.8%	2.4%	23	10.9%	0.9%	111	8.4%	3.7%	38	5.5%	2.4%
1 à 2 fois par semaine	43	2.8%	1.6%	10	4.8%	0.9%	33	2.5%	2.1%	12	1.8%	2.4%
1 à 3 fois par mois	6	0.4%	1.1%	1	0.3%	0.2%	5	0.4%	1.9%	5	0.8%	6.3%
Moins souvent	6	0.4%	1.1%	6	2.8%	2.1%	0	0.0%	0.0%	0	0.0%	0.0%

Cosmopolitan

Lecture Dernière Période



	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	56	3.7%	3.4%	5	2.3%	0.6%	52	3.9%	5.4%	1	0.1%	0.4%
De 9 000 à moins de 12 000 euros par an	55	3.6%	2.0%	4	1.9%	0.4%	51	3.8%	3.1%	7	1.1%	3.0%
De 12 000 à moins de 18 000 euros par an	107	7.0%	2.0%	14	6.6%	0.6%	93	7.1%	3.0%	29	4.2%	4.2%
De 18 000 à moins de 24 000 euros par an	191	12.5%	2.8%	22	10.6%	0.7%	169	12.8%	4.5%	85	12.2%	6.0%
De 24 000 à moins de 36 000 euros par an	371	24.3%	3.2%	57	27.2%	1.0%	315	23.8%	5.1%	156	22.5%	4.4%
De 36 000 à moins de 45 000 euros par an	221	14.5%	3.0%	27	12.8%	0.7%	195	14.7%	5.4%	90	12.9%	3.1%
De 45 000 à moins de 65 000 euros par an	183	11.9%	2.6%	33	15.9%	0.8%	149	11.3%	4.9%	129	18.6%	3.5%
65 000 euros et plus par an	142	9.3%	3.3%	21	10.1%	0.9%	121	9.1%	6.8%	98	14.2%	3.4%
Refus	139	9.1%	3.3%	16	7.7%	0.9%	123	9.3%	5.0%	70	10.1%	4.7%
Ne sait pas	65	4.2%	6.0%	10	4.9%	2.1%	54	4.1%	9.3%	28	4.1%	7.3%