

	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
Ensemble	1760	100.0%	3.5%	270	100.0%	1.1%	1490	100.0%	5.6%	895	100.0%	5.3%
Sexe												
Homme	270	15.3%	1.1%	270	100.0%	1.1%	0	-	100.0%	131	14.6%	1.5%
Femme	1490	84.7%	5.6%	0	-	100.0%	1490	100.0%	5.6%	764	85.4%	9.5%
Age												
15 à 24 ans	634	36.0%	8.6%	60	22.3%	1.6%	574	38.5%	15.6%	289	32.3%	9.7%
25 à 34 ans	461	26.2%	6.0%	65	24.0%	1.7%	396	26.6%	10.2%	278	31.0%	8.1%
35 à 49 ans	379	21.5%	3.0%	83	30.8%	1.3%	296	19.9%	4.6%	210	23.5%	3.5%
50 à 64 ans	236	13.4%	1.9%	49	18.0%	0.8%	187	12.5%	3.0%	113	12.7%	2.7%
65 ans et plus	50	2.8%	0.5%	13	4.9%	0.3%	37	2.5%	0.6%	4	0.5%	1.7%
Individu												
Ménagère	994	56.5%	4.3%	0	-	100.0%	994	66.7%	4.3%	510	56.9%	7.6%
Personne de Référence	559	31.8%	2.0%	211	78.4%	1.0%	348	23.3%	4.4%	257	28.7%	3.0%
Responsable des achats	866	49.2%	3.6%	90	33.2%	1.2%	776	52.1%	4.7%	457	51.0%	5.5%
PCS Individu												
Agriculteurs	9	0.5%	1.6%	4	1.5%	1.2%	5	0.3%	2.5%	2	0.2%	30.6%
Petits patrons	66	3.8%	4.3%	23	8.6%	2.1%	43	2.9%	9.8%	53	5.9%	3.7%
Affaires et Cadres	202	11.5%	4.3%	48	17.9%	1.7%	153	10.3%	8.8%	185	20.6%	4.3%
Professions intermédiaires	299	17.0%	4.5%	49	18.1%	1.4%	251	16.8%	7.8%	238	26.6%	4.3%
Employés	427	24.3%	5.1%	25	9.1%	1.3%	403	27.0%	6.2%	120	13.4%	6.8%
Ouvriers	98	5.6%	1.5%	49	18.1%	1.0%	49	3.3%	3.5%	14	1.6%	4.2%
Retraités	69	3.9%	0.6%	20	7.5%	0.3%	48	3.3%	0.8%	5	0.5%	2.1%
Autres inactifs	589	33.5%	5.7%	52	19.1%	1.5%	538	36.1%	8.0%	278	31.1%	8.8%
PCS Personne de Référence												
Agriculteurs	22	1.3%	2.9%	5	1.7%	1.2%	18	1.2%	4.4%	0	-	100.0%
Petits patrons	117	6.7%	4.7%	23	8.6%	1.7%	94	6.3%	8.1%	117	13.1%	4.7%
Affaires et Cadres	387	22.0%	5.7%	54	20.1%	1.6%	333	22.3%	10.2%	387	43.2%	5.7%
Professions intermédiaires	391	22.2%	5.2%	53	19.7%	1.3%	338	22.7%	9.4%	391	43.7%	5.2%
Employés	294	16.7%	5.5%	32	11.8%	1.5%	262	17.6%	8.2%	0	-	100.0%
Ouvriers	285	16.2%	2.9%	56	20.6%	1.1%	229	15.4%	5.0%	0	-	100.0%
Retraités	140	8.0%	1.0%	28	10.2%	0.4%	113	7.6%	1.4%	0	-	100.0%
Autres inactifs	124	7.1%	3.3%	19	7.2%	1.4%	105	7.0%	4.3%	0	-	100.0%

Cosmopolitan

Mensuel, Lecture Dernière Période

	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
Taille du Foyer												
1 personne	236	13.4%	2.6%	43	15.8%	1.1%	194	13.0%	3.7%	87	9.8%	5.0%
2 personnes	498	28.3%	2.8%	87	32.4%	1.0%	410	27.5%	4.5%	239	26.7%	5.6%
3 personnes	427	24.3%	4.6%	52	19.4%	1.1%	375	25.2%	7.9%	227	25.4%	6.1%
4 personnes	378	21.5%	4.1%	53	19.8%	1.2%	324	21.8%	7.0%	219	24.5%	4.7%
5 personnes et +	221	12.6%	4.2%	34	12.6%	1.4%	187	12.6%	6.7%	123	13.7%	4.9%
Présence d'enfants de moins de 15 ans												
Oui	574	32.6%	3.6%	86	31.8%	1.2%	488	32.7%	5.8%	307	34.3%	4.1%
Non	1186	67.4%	3.4%	184	68.2%	1.1%	1002	67.3%	5.5%	588	65.7%	6.3%
Habitat												
Communes rurales	300	17.0%	2.3%	42	15.6%	0.7%	258	17.3%	3.9%	140	15.6%	3.9%
Agglo. - 20 000 hab	210	11.9%	2.4%	41	15.0%	1.0%	169	11.3%	3.8%	103	11.5%	4.2%
Agglo. 20 000 à 100 000 hab	179	10.2%	2.7%	29	10.6%	0.9%	150	10.1%	4.3%	93	10.4%	4.7%
Agglo. + 100 000 hab	634	36.0%	4.4%	101	37.3%	1.5%	533	35.8%	7.1%	300	33.5%	6.1%
Agglo. Paris	438	24.9%	5.3%	58	21.5%	1.5%	380	25.5%	8.7%	260	29.1%	6.7%

	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
Région d'habitation												
Ile-de-France	479	27.2%	5.1%	70	25.9%	1.6%	409	27.5%	8.3%	279	31.1%	6.4%
Nord-Pas-de-Calais	60	3.4%	1.9%	7	2.7%	0.5%	53	3.5%	3.1%	30	3.4%	3.4%
Lorraine	64	3.6%	3.3%	8	2.9%	0.8%	56	3.8%	5.6%	24	2.7%	4.6%
Alsace	49	2.8%	3.3%	5	2.0%	0.7%	44	2.9%	5.6%	23	2.6%	4.4%
Franche-Comté	28	1.6%	2.9%	8	2.8%	1.6%	20	1.4%	4.1%	13	1.4%	5.2%
Champagne-Ardenne	21	1.2%	1.9%	3	1.0%	0.5%	18	1.2%	3.2%	14	1.5%	5.0%
Picardie	46	2.6%	3.0%	8	2.8%	1.0%	39	2.6%	4.9%	24	2.7%	5.5%
Bourgogne	36	2.1%	2.7%	4	1.6%	0.7%	32	2.2%	4.5%	15	1.7%	4.5%
Haute-Normandie	38	2.1%	2.6%	7	2.7%	1.1%	30	2.0%	3.9%	17	1.9%	3.8%
Basse-Normandie	27	1.5%	2.2%	5	1.7%	0.8%	22	1.5%	3.5%	10	1.1%	3.1%
Centre	59	3.4%	2.9%	4	1.5%	0.4%	55	3.7%	5.1%	27	3.1%	4.4%
Pays de la Loire	89	5.0%	3.1%	12	4.3%	0.9%	77	5.2%	5.2%	50	5.6%	5.7%
Bretagne	76	4.3%	2.9%	6	2.3%	0.5%	70	4.7%	5.2%	48	5.3%	6.3%
Poitou-Charentes	26	1.5%	1.8%	6	2.2%	0.8%	20	1.4%	2.7%	19	2.1%	4.8%
Aquitaine	81	4.6%	3.1%	7	2.4%	0.5%	74	5.0%	5.3%	49	5.5%	5.8%
Midi-Pyrénées	85	4.9%	3.6%	13	5.0%	1.2%	72	4.8%	5.9%	34	3.8%	4.3%
Limousin	15	0.9%	2.4%	2	0.8%	0.7%	13	0.9%	4.0%	7	0.8%	4.5%
Auvergne	28	1.6%	2.5%	9	3.3%	1.7%	19	1.3%	3.2%	15	1.7%	4.9%
Rhône-Alpes	214	12.1%	4.3%	49	18.0%	2.0%	165	11.1%	6.4%	97	10.9%	5.7%
Languedoc-Roussillon	62	3.6%	2.9%	10	3.8%	1.0%	52	3.5%	4.6%	27	3.0%	4.3%
Provence-Alpes-Côte-d'Azur-Corse	176	10.0%	4.1%	28	10.2%	1.4%	148	10.0%	6.5%	72	8.1%	5.2%
Habitudes de connexion Internet												
Tous les jours	1287	73.1%	4.8%	191	70.8%	1.4%	1096	73.6%	8.3%	714	79.8%	5.6%
Presque tous les jours	241	13.7%	4.0%	22	8.2%	0.8%	219	14.7%	6.7%	119	13.3%	4.9%
1 à 2 fois par semaine	92	5.2%	2.9%	15	5.5%	1.0%	77	5.2%	4.3%	46	5.2%	5.2%
1 à 3 fois par mois	22	1.2%	2.5%	2	0.8%	0.5%	20	1.3%	4.3%	9	1.0%	4.5%
Moins souvent	33	1.9%	2.3%	5	1.7%	0.7%	28	1.9%	3.5%	3	0.3%	1.7%
Jamais	1	0.1%	0.5%	0	-	-	1	0.1%	1.0%	1	0.1%	2.7%

Cosmopolitan

Mensuel, 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	51	2.9%	2.1%	6	2.3%	0.6%	45	3.0%	3.0%	3	0.3%	1.3%
De 9 000 à moins de 12 000 euros par an	86	4.9%	2.6%	8	3.0%	0.7%	78	5.2%	3.6%	13	1.5%	4.8%
De 12 000 à moins de 18 000 euros par an	200	11.3%	2.9%	33	12.3%	1.1%	167	11.2%	4.4%	62	6.9%	7.6%
De 18 000 à moins de 24 000 euros par an	255	14.5%	3.5%	45	16.6%	1.3%	210	14.1%	5.4%	110	12.3%	7.0%
De 24 000 à moins de 36 000 euros par an	388	22.1%	3.5%	59	21.9%	1.1%	329	22.1%	5.9%	184	20.6%	5.1%
De 36 000 à moins de 45 000 euros par an	218	12.4%	3.5%	27	10.1%	0.8%	191	12.8%	6.4%	121	13.5%	4.3%
De 45 000 à moins de 65 000 euros par an	213	12.1%	3.8%	39	14.5%	1.2%	174	11.7%	7.0%	152	17.0%	4.4%
65 000 euros et plus	118	6.7%	4.1%	26	9.7%	1.5%	92	6.2%	8.2%	103	11.6%	4.6%
Refus	140	7.9%	3.7%	15	5.7%	1.0%	124	8.3%	5.7%	89	10.0%	6.9%
Ne sait pas	92	5.2%	6.1%	11	4.0%	1.6%	81	5.4%	9.6%	58	6.5%	10.6%