

	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
<b>ENSEMBLE</b>	1798	100.0%	3.5%	297	100.0%	1.2%	1502	100.0%	5.6%	927	100.0%	5.4%
<b>Sexe</b>												
<b>Homme</b>	297	16.5%	1.2%	297	100.0%	1.2%	0	0.0%	0.0%	157	17.0%	1.8%
<b>Femme</b>	1502	83.5%	5.6%	0	0.0%	0.0%	1502	100.0%	5.6%	770	83.0%	9.3%
<b>Age</b>												
<b>15 à 24 ans</b>	596	33.1%	8.1%	62	20.7%	1.7%	534	35.6%	14.6%	275	29.7%	8.8%
<b>25 à 34 ans</b>	525	29.2%	6.9%	103	34.7%	2.7%	422	28.1%	10.8%	284	30.6%	8.3%
<b>35 à 49 ans</b>	397	22.1%	3.1%	65	21.9%	1.0%	332	22.1%	5.2%	249	26.9%	4.0%
<b>50 à 59 ans</b>	185	10.3%	2.1%	49	16.7%	1.1%	135	9.0%	3.0%	100	10.8%	2.7%
<b>60 ans et plus</b>	95	5.3%	0.7%	18	6.0%	0.3%	78	5.2%	0.9%	18	2.0%	2.5%
<b>Individu</b>												
<b>Ménagères</b>	1033	57.4%	4.4%	0	0.0%	0.0%	1033	68.8%	4.4%	542	58.4%	7.9%
<b>Personne de référence</b>	590	32.8%	2.1%	232	78.3%	1.1%	358	23.8%	4.5%	285	30.7%	3.3%
<b>Responsable des achats</b>	1189	66.1%	3.3%	149	50.2%	1.2%	1040	69.3%	4.5%	619	66.8%	5.7%
<b>PCS Individu</b>												
<b>Agriculteurs</b>	4	0.2%	0.7%	3	1.0%	0.8%	1	0.1%	0.5%	0	0.0%	0.0%
<b>Petits patrons</b>	46	2.6%	2.9%	14	4.6%	1.2%	33	2.2%	6.5%	36	3.9%	2.5%
<b>Affaires et Cadres</b>	238	13.3%	4.8%	62	20.8%	2.0%	177	11.8%	9.2%	205	22.1%	4.5%
<b>Professions intermédiaires</b>	365	20.3%	5.4%	71	23.8%	2.0%	294	19.6%	9.0%	301	32.5%	5.3%
<b>Employés</b>	401	22.3%	4.9%	26	8.9%	1.3%	374	24.9%	6.0%	116	12.5%	6.5%
<b>Ouvriers</b>	98	5.4%	1.5%	50	16.9%	1.0%	47	3.2%	3.2%	6	0.7%	1.4%
<b>Retraités</b>	85	4.7%	0.7%	16	5.3%	0.3%	69	4.6%	1.0%	8	0.9%	3.4%
<b>Autres inactifs</b>	562	31.2%	5.6%	56	18.7%	1.6%	506	33.7%	7.7%	255	27.5%	8.1%
<b>PCS Personne de référence</b>												
<b>Agriculteurs</b>	16	0.9%	1.9%	2	0.7%	0.5%	14	0.9%	3.5%	0	0.0%	0.0%
<b>Petits patrons</b>	132	7.3%	5.0%	19	6.2%	1.4%	113	7.5%	8.5%	132	14.2%	5.0%
<b>Affaires et Cadres</b>	389	21.7%	5.5%	72	24.2%	2.0%	318	21.2%	9.2%	389	42.0%	5.5%
<b>Professions intermédiaires</b>	406	22.6%	5.4%	67	22.6%	1.7%	339	22.6%	9.6%	406	43.8%	5.4%
<b>Employés</b>	265	14.7%	5.0%	39	13.2%	1.8%	226	15.0%	7.1%	0	0.0%	0.0%
<b>Ouvriers</b>	305	17.0%	3.3%	53	17.7%	1.1%	253	16.8%	5.7%	0	0.0%	0.0%
<b>Retraités</b>	160	8.9%	1.1%	28	9.3%	0.4%	132	8.8%	1.7%	0	0.0%	0.0%
<b>Autres inactifs</b>	125	7.0%	3.2%	18	6.2%	1.2%	107	7.1%	4.4%	0	0.0%	0.0%

	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>	243	13.5%	2.5%	28	9.4%	0.7%	215	14.3%	3.9%	112	12.0%	6.0%
<b>2 personnes</b>	454	25.2%	2.5%	90	30.3%	1.0%	364	24.2%	4.0%	199	21.5%	4.9%
<b>3 personnes</b>	427	23.8%	4.7%	81	27.2%	1.8%	347	23.1%	7.5%	226	24.4%	5.8%
<b>4 personnes</b>	429	23.8%	4.7%	60	20.1%	1.3%	369	24.6%	8.0%	251	27.1%	5.2%
<b>5 personnes et +</b>	246	13.7%	4.6%	39	13.1%	1.6%	207	13.8%	7.4%	138	14.9%	5.4%
<b>Présence d'enfants de moins de 15 ans</b>												
<b>Oui</b>	663	36.9%	4.2%	112	37.8%	1.5%	551	36.7%	6.6%	371	40.0%	4.8%
<b>Non</b>	1135	63.1%	3.2%	185	62.2%	1.1%	951	63.3%	5.2%	556	60.0%	5.9%
<b>Habitat</b>												
<b>Communes rurales</b>	232	12.9%	2.0%	35	11.8%	0.6%	197	13.1%	3.2%	101	10.9%	3.0%
<b>Agglo. - 20 000 hab</b>	244	13.5%	2.7%	35	11.8%	0.8%	209	13.9%	4.4%	117	12.7%	4.5%
<b>Agglo. 20 000 à 100 000 hab</b>	199	11.1%	2.9%	36	12.2%	1.0%	163	10.8%	4.7%	88	9.5%	4.3%
<b>Agglo. + 100 000 hab</b>	638	35.5%	4.1%	115	38.6%	1.6%	523	34.8%	6.5%	331	35.7%	6.2%
<b>Agglo. Paris</b>	486	27.0%	5.7%	76	25.6%	1.9%	410	27.3%	9.3%	290	31.2%	7.4%

	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
<b>Régions INSEE</b>												
<b>Ile de France</b>	520	28.9%	5.5%	86	29.0%	1.9%	434	28.9%	8.7%	309	33.3%	7.0%
<b>Nord Pas de Calais</b>	52	2.9%	1.6%	10	3.3%	0.7%	42	2.8%	2.5%	23	2.5%	2.5%
<b>Lorraine</b>	59	3.3%	3.1%	10	3.5%	1.1%	49	3.2%	4.9%	27	3.0%	5.2%
<b>Alsace</b>	60	3.3%	4.0%	8	2.6%	1.1%	52	3.5%	6.7%	30	3.2%	5.9%
<b>Franche-Comté</b>	35	2.0%	3.7%	6	2.2%	1.4%	29	1.9%	5.9%	16	1.8%	6.2%
<b>Champagne Ardennes</b>	24	1.3%	2.2%	4	1.5%	0.8%	19	1.3%	3.5%	8	0.9%	2.6%
<b>Picardie</b>	46	2.5%	3.0%	8	2.6%	1.0%	38	2.5%	4.8%	19	2.1%	4.4%
<b>Bourgogne</b>	33	1.9%	2.5%	5	1.6%	0.7%	29	1.9%	4.1%	19	2.0%	4.9%
<b>Haute Normandie</b>	42	2.4%	2.9%	7	2.2%	0.9%	36	2.4%	4.6%	27	2.9%	6.0%
<b>Basse Normandie</b>	22	1.2%	1.8%	3	0.9%	0.4%	19	1.3%	3.1%	11	1.2%	3.5%
<b>Centre</b>	48	2.6%	2.3%	11	3.7%	1.1%	37	2.4%	3.4%	27	2.9%	4.3%
<b>Pays de Loire</b>	78	4.3%	2.7%	12	3.9%	0.8%	66	4.4%	4.4%	32	3.5%	3.8%
<b>Bretagne</b>	78	4.3%	3.0%	9	3.2%	0.7%	68	4.6%	5.0%	38	4.1%	4.9%
<b>Poitou Charentes</b>	36	2.0%	2.4%	5	1.8%	0.8%	31	2.0%	4.0%	10	1.0%	2.4%
<b>Aquitaine</b>	76	4.2%	2.8%	7	2.3%	0.5%	69	4.6%	4.9%	40	4.3%	4.8%
<b>Midi Pyrénées</b>	102	5.7%	4.2%	14	4.8%	1.2%	88	5.9%	7.0%	54	5.8%	6.7%
<b>Limousin</b>	13	0.7%	2.1%	2	0.7%	0.7%	11	0.7%	3.4%	5	0.5%	3.2%
<b>Auvergne</b>	29	1.6%	2.6%	9	2.9%	1.6%	21	1.4%	3.5%	10	1.1%	3.4%
<b>Rhône Alpes</b>	183	10.2%	3.6%	24	8.2%	1.0%	158	10.6%	6.0%	97	10.5%	5.1%
<b>Languedoc Roussillon</b>	74	4.1%	3.4%	10	3.3%	0.9%	64	4.3%	5.6%	36	3.9%	5.3%
<b>Provence Alpes Côte d'Azur. Corse</b>	189	10.5%	4.4%	47	15.9%	2.3%	142	9.4%	6.2%	89	9.6%	6.3%
<b>Habitudes de connexion à Internet</b>												
<b>Tous les jours</b>	1345	74.8%	4.7%	241	81.1%	1.7%	1105	73.6%	7.8%	749	80.8%	5.6%
<b>Presque tous les jours</b>	263	14.6%	4.1%	46	15.5%	1.5%	217	14.5%	6.5%	108	11.7%	4.7%
<b>1 à 2 fois par semaine</b>	90	5.0%	2.8%	6	2.1%	0.5%	83	5.6%	4.6%	39	4.2%	4.3%
<b>1 à 3 fois par mois</b>	27	1.5%	3.0%	0	0.0%	0.0%	27	1.8%	5.5%	12	1.3%	7.7%
<b>Moins souvent</b>	21	1.1%	1.7%	0	0.0%	0.0%	21	1.4%	3.0%	10	1.1%	7.9%
<b>Jamais</b>	0	0.0%	0.0%	0	0.0%	0.0%	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
<b>Revenus du foyer</b>												
Moins de 9 000 euros par an	49	2.7%	2.4%	8	2.9%	1.0%	40	2.7%	3.3%	12	1.3%	6.5%
De 9 000 à moins de 12 000 euros par an	91	5.1%	2.7%	0	0.0%	0.0%	91	6.1%	4.2%	13	1.4%	4.7%
De 12 000 à moins de 18 000 euros par an	153	8.5%	2.4%	20	6.7%	0.7%	133	8.9%	3.6%	38	4.1%	5.1%
De 18 000 à moins de 24 000 euros par an	174	9.7%	2.4%	30	10.0%	0.9%	145	9.6%	3.8%	71	7.6%	4.7%
De 24 000 à moins de 36 000 euros par an	413	23.0%	3.6%	83	27.8%	1.5%	330	22.0%	5.6%	202	21.8%	5.4%
De 36 000 à moins de 45 000 euros par an	289	16.1%	4.3%	61	20.5%	1.7%	228	15.2%	7.4%	179	19.3%	5.8%
De 45 000 à moins de 65 000 euros par an	265	14.7%	4.2%	51	17.3%	1.5%	214	14.2%	7.8%	175	18.9%	4.8%
De 65 000 à moins de 80 000 euros par an	66	3.7%	4.0%	13	4.4%	1.3%	53	3.6%	7.9%	53	5.7%	4.5%
De 80 000 à moins de 115 000 euros par an	44	2.5%	4.7%	13	4.4%	2.3%	31	2.1%	8.0%	43	4.6%	5.6%
115 000 euros et plus par an	35	2.0%	7.8%	3	1.1%	1.1%	32	2.1%	18.3%	31	3.4%	7.9%
Refus	118	6.6%	3.8%	9	3.2%	0.7%	108	7.2%	5.9%	71	7.7%	6.2%
Ne sait pas	100	5.6%	6.4%	5	1.8%	0.8%	95	6.3%	10.2%	39	4.2%	6.7%