

	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
Ensemble	1832	100.0%	3.6%	287	100.0%	1.2%	1546	100.0%	5.8%	905	100.0%	5.3%
Sexe												
Homme	287	15.6%	1.2%	287	100.0%	1.2%	0	-	-	134	14.8%	1.5%
Femme	1546	84.4%	5.8%	0	-	-	1546	100.0%	5.8%	772	85.2%	9.4%
Age												
15 à 24 ans	644	35.1%	8.7%	61	21.2%	1.6%	583	37.7%	15.9%	301	33.3%	9.8%
25 à 34 ans	483	26.4%	6.3%	72	25.3%	1.9%	411	26.6%	10.5%	266	29.3%	7.7%
35 à 49 ans	388	21.2%	3.1%	77	26.9%	1.2%	311	20.1%	4.9%	224	24.8%	3.7%
50 à 64 ans	248	13.5%	2.0%	55	19.1%	0.9%	193	12.5%	3.0%	109	12.0%	2.6%
65 ans et plus	69	3.8%	0.6%	22	7.5%	0.5%	48	3.1%	0.8%	5	0.6%	2.2%
Individu												
Ménagère	1035	56.5%	4.4%	0	-	-	1035	67.0%	4.4%	507	56.0%	7.4%
Personne de Référence	570	31.1%	2.0%	232	80.8%	1.1%	338	21.9%	4.3%	251	27.8%	3.0%
Responsable des achats	1233	67.3%	3.5%	146	50.9%	1.2%	1087	70.3%	4.7%	573	63.3%	5.4%
PCS Individu												
Agriculteurs	7	0.4%	1.3%	3	0.9%	0.8%	4	0.3%	2.0%	2	0.2%	11.0%
Petits patrons	61	3.4%	3.7%	17	5.8%	1.4%	45	2.9%	9.6%	44	4.9%	2.9%
Affaires et Cadres	198	10.8%	4.2%	55	19.3%	1.9%	143	9.2%	7.9%	172	19.0%	3.9%
Professions intermédiaires	332	18.1%	4.9%	51	17.8%	1.5%	280	18.1%	8.5%	261	28.9%	4.7%
Employés	418	22.8%	5.0%	26	9.2%	1.3%	392	25.3%	6.2%	120	13.3%	6.6%
Ouvriers	122	6.6%	1.9%	51	17.8%	1.0%	71	4.6%	5.1%	20	2.2%	5.3%
Retraités	105	5.8%	0.8%	26	9.1%	0.4%	79	5.1%	1.2%	5	0.5%	1.9%
Autres inactifs	589	32.2%	5.9%	57	20.0%	1.7%	532	34.4%	8.1%	282	31.1%	9.2%
PCS Personne de Référence												
Agriculteurs	23	1.2%	2.9%	4	1.3%	1.0%	19	1.2%	4.5%	0	-	-
Petits patrons	111	6.1%	4.2%	17	5.8%	1.2%	94	6.1%	7.9%	111	12.3%	4.2%
Affaires et Cadres	411	22.4%	6.0%	59	20.4%	1.7%	352	22.8%	10.4%	411	45.4%	6.0%
Professions intermédiaires	384	20.9%	5.1%	59	20.4%	1.5%	325	21.0%	9.0%	384	42.4%	5.1%
Employés	282	15.4%	5.3%	30	10.6%	1.4%	252	16.3%	8.2%	0	-	-
Ouvriers	300	16.4%	3.2%	53	18.6%	1.1%	247	16.0%	5.5%	0	-	-
Retraités	191	10.4%	1.3%	37	13.0%	0.6%	153	9.9%	1.9%	0	-	-
Autres inactifs	131	7.1%	3.4%	28	9.7%	1.9%	103	6.7%	4.2%	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	227	12.4%	2.4%	29	10.2%	0.7%	197	12.8%	3.7%	85	9.3%	4.9%
2 personnes	542	29.6%	3.0%	100	35.0%	1.1%	442	28.6%	4.8%	252	27.9%	5.7%
3 personnes	447	24.4%	4.8%	75	26.3%	1.6%	371	24.0%	7.9%	219	24.2%	5.9%
4 personnes	381	20.8%	4.2%	56	19.7%	1.2%	325	21.0%	7.0%	224	24.7%	4.8%
5 personnes et +	236	12.9%	4.5%	25	8.8%	1.0%	210	13.6%	7.5%	126	13.9%	5.0%
Présence d'enfants de moins de 15 ans												
Oui	651	35.5%	4.2%	102	35.5%	1.4%	549	35.5%	6.5%	348	38.5%	4.6%
Non	1182	64.5%	3.3%	185	64.5%	1.1%	997	64.5%	5.5%	557	61.5%	5.9%
Habitat												
Communes rurales	274	14.9%	2.3%	37	12.8%	0.7%	237	15.3%	3.9%	127	14.1%	3.8%
Agglo. - 20 000 hab	252	13.7%	2.8%	50	17.3%	1.2%	202	13.1%	4.3%	113	12.5%	4.4%
Agglo. 20 000 à 100 000 hab	222	12.1%	3.2%	37	13.1%	1.1%	185	11.9%	5.3%	103	11.4%	5.2%
Agglo. + 100 000 hab	640	34.9%	4.2%	108	37.7%	1.5%	532	34.4%	6.7%	310	34.2%	6.0%
Agglo. Paris	445	24.3%	5.3%	55	19.1%	1.4%	391	25.3%	8.8%	252	27.8%	6.5%

	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
Région d'habitation												
Ile-de-France	493	26.9%	5.2%	73	25.4%	1.6%	420	27.2%	8.5%	274	30.3%	6.3%
Nord-Pas-de-Calais	75	4.1%	2.3%	14	4.7%	0.9%	61	4.0%	3.6%	32	3.5%	3.5%
Lorraine	87	4.7%	4.5%	13	4.4%	1.4%	74	4.8%	7.4%	37	4.1%	6.6%
Alsace	57	3.1%	3.7%	9	3.3%	1.3%	47	3.0%	6.0%	24	2.6%	4.8%
Franche-Comté	26	1.4%	2.7%	9	3.1%	1.9%	17	1.1%	3.4%	14	1.5%	5.4%
Champagne-Ardenne	25	1.4%	2.3%	4	1.4%	0.7%	21	1.4%	3.8%	15	1.7%	5.1%
Picardie	35	1.9%	2.3%	9	3.1%	1.2%	26	1.7%	3.3%	15	1.6%	3.3%
Bourgogne	41	2.3%	3.0%	4	1.4%	0.6%	37	2.4%	5.3%	18	2.0%	5.1%
Haute-Normandie	31	1.7%	2.1%	6	2.1%	0.8%	25	1.6%	3.2%	19	2.1%	4.3%
Basse-Normandie	26	1.4%	2.1%	3	0.9%	0.4%	23	1.5%	3.7%	7	0.7%	2.0%
Centre	49	2.7%	2.4%	3	1.1%	0.3%	46	3.0%	4.3%	23	2.6%	3.6%
Pays de la Loire	91	4.9%	3.2%	14	4.8%	1.0%	77	5.0%	5.2%	48	5.3%	5.8%
Bretagne	89	4.8%	3.4%	10	3.6%	0.8%	78	5.1%	5.8%	40	4.4%	5.1%
Poitou-Charentes	38	2.1%	2.6%	7	2.5%	1.0%	31	2.0%	4.0%	21	2.3%	5.3%
Aquitaine	96	5.2%	3.6%	19	6.8%	1.5%	77	5.0%	5.4%	50	5.6%	6.1%
Midi-Pyrénées	88	4.8%	3.7%	13	4.4%	1.1%	76	4.9%	6.1%	41	4.5%	5.2%
Limousin	21	1.1%	3.3%	2	0.8%	0.7%	19	1.2%	5.7%	8	0.9%	4.9%
Auvergne	29	1.6%	2.5%	10	3.5%	1.9%	18	1.2%	3.2%	13	1.4%	4.1%
Rhône-Alpes	182	9.9%	3.6%	30	10.3%	1.2%	153	9.9%	5.9%	92	10.1%	5.3%
Languedoc-Roussillon	79	4.3%	3.6%	9	3.2%	0.9%	70	4.5%	6.1%	26	2.9%	4.1%
Provence-Alpes-Côte-d'Azur-Corse	177	9.6%	4.1%	27	9.2%	1.3%	150	9.7%	6.6%	88	9.7%	6.1%
Habitudes de connexion Internet												
Tous les jours	1368	74.7%	4.9%	210	73.3%	1.5%	1158	74.9%	8.5%	738	81.5%	5.7%
Presque tous les jours	226	12.3%	3.7%	26	9.2%	0.9%	200	12.9%	6.3%	116	12.8%	4.8%
1 à 2 fois par semaine	110	6.0%	3.4%	19	6.8%	1.4%	90	5.9%	5.0%	46	5.1%	5.1%
1 à 3 fois par mois	11	0.6%	1.3%	3	0.9%	0.7%	9	0.6%	1.8%	3	0.4%	1.7%
Moins souvent	32	1.8%	2.4%	6	2.3%	1.1%	26	1.7%	3.5%	1	0.1%	0.8%
Jamais	1	0.0%	0.4%	0	-	-	1	0.0%	1.0%	0	0.1%	2.3%

	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	57	3.1%	2.5%	2	0.8%	0.3%	55	3.6%	3.9%	2	0.2%	0.9%
De 9 000 à moins de 12 000 euros par an	62	3.4%	1.9%	10	3.7%	1.0%	51	3.3%	2.4%	7	0.8%	2.8%
De 12 000 à moins de 18 000 euros par an	227	12.4%	3.4%	33	11.5%	1.1%	194	12.6%	5.1%	65	7.2%	7.9%
De 18 000 à moins de 24 000 euros par an	247	13.5%	3.4%	37	12.8%	1.1%	210	13.6%	5.5%	96	10.7%	6.0%
De 24 000 à moins de 36 000 euros par an	384	21.0%	3.4%	66	23.2%	1.2%	317	20.5%	5.5%	182	20.1%	4.9%
De 36 000 à moins de 45 000 euros par an	242	13.2%	3.8%	53	18.3%	1.5%	189	12.3%	6.4%	131	14.5%	4.6%
De 45 000 à moins de 65 000 euros par an	270	14.7%	4.7%	44	15.3%	1.4%	226	14.6%	8.8%	177	19.5%	5.1%
De 65 000 à moins de 80 000 euros par an	49	2.7%	3.2%	9	3.2%	1.0%	40	2.6%	6.8%	43	4.7%	3.9%
De 80 000 à moins de 115 000 euros par an	48	2.6%	4.8%	7	2.6%	1.2%	41	2.7%	10.2%	42	4.6%	5.2%
115 000 euros et plus par an	33	1.8%	6.6%	5	1.9%	1.9%	27	1.8%	12.7%	30	3.3%	7.3%
Refus	128	7.0%	3.9%	9	3.3%	0.7%	118	7.6%	6.0%	78	8.6%	6.9%
Ne sait pas	85	4.7%	5.4%	10	3.5%	1.5%	75	4.9%	8.3%	52	5.7%	9.5%