

| | Ensemble | | | Hommes | | | Femmes | | | FoyersCSP+ | | |
|-----------------------------------|----------|-----------|-------------|----------|-----------|-------------|----------|-----------|-------------|------------|-----------|-------------|
| | Milliers | Structure | Pénétration | Milliers | Structure | Pénétration | Milliers | Structure | Pénétration | Milliers | Structure | Pénétration |
| Ensemble | 1779 | 100.0% | 3.5% | 287 | 100.0% | 1.2% | 1492 | 100.0% | 5.6% | 894 | 100.0% | 5.3% |
| Sexe | | | | | | | | | | | | |
| Homme | 287 | 16.1% | 1.2% | 287 | 100.0% | 1.2% | 0 | - | - | 151 | 16.9% | 1.7% |
| Femme | 1492 | 83.9% | 5.6% | 0 | - | - | 1492 | 100.0% | 5.6% | 742 | 83.1% | 9.1% |
| Age | | | | | | | | | | | | |
| 15 à 24 ans | 623 | 35.1% | 8.4% | 59 | 20.4% | 1.6% | 565 | 37.9% | 15.4% | 305 | 34.2% | 9.7% |
| 25 à 34 ans | 495 | 27.8% | 6.4% | 101 | 35.2% | 2.7% | 394 | 26.4% | 10.1% | 258 | 28.9% | 7.6% |
| 35 à 49 ans | 363 | 20.4% | 2.9% | 58 | 20.1% | 0.9% | 306 | 20.5% | 4.8% | 222 | 24.8% | 3.6% |
| 50 à 64 ans | 233 | 13.1% | 1.9% | 55 | 19.0% | 0.9% | 178 | 11.9% | 2.8% | 106 | 11.9% | 2.6% |
| 65 ans et plus | 64 | 3.6% | 0.6% | 15 | 5.2% | 0.3% | 49 | 3.3% | 0.8% | 2 | 0.3% | 1.2% |
| Individu | | | | | | | | | | | | |
| Ménagère | 1008 | 56.7% | 4.3% | 0 | - | - | 1008 | 67.5% | 4.3% | 496 | 55.5% | 7.3% |
| Personne de Référence | 557 | 31.3% | 2.0% | 228 | 79.4% | 1.1% | 329 | 22.1% | 4.2% | 259 | 29.0% | 3.1% |
| Responsable des achats | 1155 | 64.9% | 3.3% | 149 | 52.1% | 1.2% | 1005 | 67.4% | 4.4% | 561 | 62.7% | 5.2% |
| PCS Individu | | | | | | | | | | | | |
| Agriculteurs | 2 | 0.1% | 0.3% | 1 | 0.3% | 0.2% | 1 | 0.1% | 0.4% | 0 | - | - |
| Petits patrons | 49 | 2.8% | 3.0% | 11 | 3.8% | 0.9% | 38 | 2.6% | 7.8% | 36 | 4.0% | 2.4% |
| Affaires et Cadres | 197 | 11.1% | 4.1% | 61 | 21.2% | 2.1% | 136 | 9.1% | 7.4% | 174 | 19.5% | 4.0% |
| Professions intermédiaires | 352 | 19.8% | 5.2% | 70 | 24.3% | 2.0% | 282 | 18.9% | 8.7% | 291 | 32.6% | 5.2% |
| Employés | 419 | 23.6% | 5.0% | 26 | 9.0% | 1.2% | 393 | 26.4% | 6.3% | 126 | 14.1% | 7.0% |
| Ouvriers | 103 | 5.8% | 1.6% | 40 | 14.0% | 0.8% | 63 | 4.2% | 4.2% | 10 | 1.2% | 2.5% |
| Retraités | 100 | 5.6% | 0.8% | 21 | 7.3% | 0.3% | 79 | 5.3% | 1.2% | 7 | 0.8% | 2.9% |
| Autres inactifs | 556 | 31.3% | 5.6% | 58 | 20.1% | 1.7% | 499 | 33.4% | 7.6% | 250 | 27.9% | 8.1% |
| PCS Personne de Référence | | | | | | | | | | | | |
| Agriculteurs | 17 | 1.0% | 2.1% | 1 | 0.2% | 0.2% | 16 | 1.1% | 4.0% | 0 | - | - |
| Petits patrons | 110 | 6.2% | 4.2% | 14 | 4.9% | 1.0% | 96 | 6.4% | 7.6% | 110 | 12.3% | 4.2% |
| Affaires et Cadres | 396 | 22.3% | 5.8% | 71 | 24.8% | 2.0% | 325 | 21.8% | 9.7% | 396 | 44.3% | 5.8% |
| Professions intermédiaires | 388 | 21.8% | 5.2% | 66 | 23.1% | 1.7% | 321 | 21.5% | 9.0% | 388 | 43.4% | 5.2% |
| Employés | 248 | 14.0% | 4.7% | 33 | 11.4% | 1.5% | 216 | 14.5% | 7.0% | 0 | - | - |
| Ouvriers | 305 | 17.2% | 3.2% | 42 | 14.7% | 0.9% | 263 | 17.6% | 5.7% | 0 | - | - |
| Retraités | 183 | 10.3% | 1.2% | 35 | 12.1% | 0.5% | 148 | 9.9% | 1.8% | 0 | - | - |
| Autres inactifs | 132 | 7.4% | 3.4% | 25 | 8.8% | 1.7% | 106 | 7.1% | 4.4% | 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 | 213 | 12.0% | 2.3% | 26 | 9.2% | 0.6% | 187 | 12.5% | 3.5% | 91 | 10.2% | 5.3% |
| 2 personnes | 474 | 26.6% | 2.6% | 102 | 35.7% | 1.2% | 371 | 24.9% | 4.0% | 218 | 24.4% | 5.1% |
| 3 personnes | 464 | 26.1% | 5.0% | 76 | 26.7% | 1.7% | 388 | 26.0% | 8.2% | 237 | 26.5% | 6.2% |
| 4 personnes | 362 | 20.3% | 3.9% | 45 | 15.5% | 1.0% | 317 | 21.3% | 6.9% | 205 | 22.9% | 4.4% |
| 5 personnes et + | 265 | 14.9% | 5.1% | 37 | 12.9% | 1.5% | 228 | 15.3% | 8.2% | 143 | 16.0% | 5.8% |
| Présence d'enfants de moins de 15 ans | | | | | | | | | | | | |
| Oui | 669 | 37.6% | 4.3% | 106 | 36.8% | 1.4% | 563 | 37.8% | 6.7% | 380 | 42.5% | 5.0% |
| Non | 1110 | 62.4% | 3.1% | 181 | 63.2% | 1.1% | 928 | 62.2% | 5.1% | 514 | 57.5% | 5.5% |
| Habitat | | | | | | | | | | | | |
| Communes rurales | 258 | 14.5% | 2.2% | 39 | 13.7% | 0.7% | 219 | 14.7% | 3.6% | 111 | 12.4% | 3.3% |
| Agglo. - 20 000 hab | 225 | 12.7% | 2.5% | 33 | 11.4% | 0.8% | 193 | 12.9% | 4.1% | 106 | 11.9% | 4.1% |
| Agglo. 20 000 à 100 000 hab | 232 | 13.0% | 3.4% | 38 | 13.4% | 1.1% | 193 | 13.0% | 5.7% | 93 | 10.4% | 4.7% |
| Agglo. + 100 000 hab | 626 | 35.2% | 4.1% | 109 | 38.1% | 1.5% | 516 | 34.6% | 6.5% | 325 | 36.3% | 6.3% |
| Agglo. Paris | 438 | 24.6% | 5.2% | 67 | 23.4% | 1.7% | 371 | 24.9% | 8.4% | 259 | 29.0% | 6.7% |

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| | Milliers | Structure | Pénétration | Milliers | Structure | Pénétration | Milliers | Structure | Pénétration | Milliers | Structure | Pénétration |
| Région d'habitation | | | | | | | | | | | | |
| Ile-de-France | 479 | 26.9% | 5.1% | 84 | 29.2% | 1.9% | 395 | 26.5% | 8.0% | 277 | 31.0% | 6.4% |
| Nord-Pas-de-Calais | 71 | 4.0% | 2.2% | 14 | 5.0% | 0.9% | 56 | 3.8% | 3.3% | 22 | 2.5% | 2.4% |
| Lorraine | 66 | 3.7% | 3.4% | 9 | 3.2% | 1.0% | 56 | 3.8% | 5.6% | 33 | 3.7% | 6.0% |
| Alsace | 52 | 2.9% | 3.4% | 8 | 2.8% | 1.1% | 44 | 2.9% | 5.6% | 25 | 2.8% | 5.1% |
| Franche-Comté | 28 | 1.6% | 3.0% | 9 | 3.1% | 1.9% | 20 | 1.3% | 4.0% | 17 | 1.9% | 6.4% |
| Champagne-Ardenne | 30 | 1.7% | 2.7% | 7 | 2.3% | 1.3% | 23 | 1.5% | 4.1% | 13 | 1.5% | 4.2% |
| Picardie | 31 | 1.8% | 2.0% | 4 | 1.2% | 0.5% | 28 | 1.9% | 3.5% | 11 | 1.3% | 2.6% |
| Bourgogne | 34 | 1.9% | 2.5% | 3 | 1.1% | 0.5% | 31 | 2.1% | 4.3% | 20 | 2.2% | 5.4% |
| Haute-Normandie | 39 | 2.2% | 2.6% | 3 | 0.9% | 0.4% | 36 | 2.4% | 4.7% | 30 | 3.4% | 7.1% |
| Basse-Normandie | 15 | 0.8% | 1.2% | 1 | 0.4% | 0.2% | 14 | 0.9% | 2.2% | 7 | 0.8% | 2.1% |
| Centre | 56 | 3.1% | 2.7% | 9 | 3.2% | 0.9% | 47 | 3.1% | 4.3% | 30 | 3.3% | 4.7% |
| Pays de la Loire | 84 | 4.7% | 2.9% | 11 | 3.7% | 0.8% | 73 | 4.9% | 4.9% | 39 | 4.4% | 4.7% |
| Bretagne | 70 | 3.9% | 2.7% | 12 | 4.0% | 0.9% | 59 | 3.9% | 4.3% | 28 | 3.1% | 3.6% |
| Poitou-Charentes | 41 | 2.3% | 2.8% | 3 | 0.9% | 0.4% | 38 | 2.6% | 5.0% | 9 | 1.0% | 2.5% |
| Aquitaine | 105 | 5.9% | 3.9% | 20 | 7.1% | 1.6% | 85 | 5.7% | 6.0% | 55 | 6.2% | 6.9% |
| Midi-Pyrénées | 95 | 5.3% | 4.0% | 15 | 5.1% | 1.3% | 80 | 5.4% | 6.5% | 53 | 5.9% | 6.5% |
| Limousin | 17 | 1.0% | 2.8% | 1 | 0.4% | 0.4% | 16 | 1.1% | 5.0% | 7 | 0.8% | 4.4% |
| Auvergne | 30 | 1.7% | 2.7% | 8 | 2.9% | 1.5% | 22 | 1.5% | 3.7% | 7 | 0.8% | 2.2% |
| Rhône-Alpes | 185 | 10.4% | 3.7% | 24 | 8.4% | 1.0% | 161 | 10.8% | 6.2% | 90 | 10.1% | 5.0% |
| Languedoc-Roussillon | 79 | 4.4% | 3.6% | 8 | 2.7% | 0.7% | 71 | 4.8% | 6.2% | 28 | 3.1% | 4.3% |
| Provence-Alpes-Côte-d'Azur-Corse | 173 | 9.7% | 4.0% | 35 | 12.1% | 1.7% | 138 | 9.3% | 6.1% | 93 | 10.4% | 6.5% |
| Habitudes de connexion Internet | | | | | | | | | | | | |
| Tous les jours | 1342 | 75.4% | 4.9% | 230 | 80.2% | 1.6% | 1112 | 74.5% | 8.2% | 731 | 81.8% | 5.7% |
| Presque tous les jours | 237 | 13.3% | 3.9% | 39 | 13.5% | 1.3% | 198 | 13.3% | 6.1% | 115 | 12.9% | 4.9% |
| 1 à 2 fois par semaine | 88 | 4.9% | 2.7% | 13 | 4.5% | 0.9% | 75 | 5.0% | 4.2% | 36 | 4.0% | 3.8% |
| 1 à 3 fois par mois | 19 | 1.0% | 2.2% | 0 | - | - | 19 | 1.2% | 3.6% | 7 | 0.8% | 4.8% |
| Moins souvent | 21 | 1.2% | 1.6% | 2 | 0.8% | 0.4% | 19 | 1.3% | 2.7% | 0 | - | - |
| Jamais | 0 | - | - | 0 | - | - | 0 | - | - | 0 | - | - |

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| Revenus du Foyer | | | | | | | | | | | | |
| Moins de 9 000 euros par an | 50 | 2.8% | 2.3% | 1 | 0.3% | 0.1% | 49 | 3.3% | 3.8% | 4 | 0.5% | 2.4% |
| De 9 000 à moins de 12 000 euros par an | 61 | 3.4% | 1.8% | 6 | 2.0% | 0.5% | 56 | 3.7% | 2.5% | 4 | 0.5% | 1.7% |
| De 12 000 à moins de 18 000 euros par an | 187 | 10.5% | 2.9% | 20 | 7.1% | 0.7% | 167 | 11.2% | 4.4% | 45 | 5.0% | 5.9% |
| De 18 000 à moins de 24 000 euros par an | 194 | 10.9% | 2.6% | 32 | 11.3% | 0.9% | 162 | 10.9% | 4.1% | 83 | 9.3% | 5.2% |
| De 24 000 à moins de 36 000 euros par an | 384 | 21.6% | 3.3% | 80 | 27.8% | 1.4% | 304 | 20.4% | 5.0% | 174 | 19.4% | 4.7% |
| De 36 000 à moins de 45 000 euros par an | 298 | 16.8% | 4.6% | 61 | 21.3% | 1.7% | 237 | 15.9% | 8.1% | 177 | 19.8% | 5.9% |
| De 45 000 à moins de 65 000 euros par an | 257 | 14.4% | 4.3% | 47 | 16.3% | 1.4% | 210 | 14.1% | 8.0% | 178 | 19.9% | 5.0% |
| De 65 000 à moins de 80 000 euros par an | 60 | 3.4% | 3.9% | 8 | 2.9% | 0.9% | 52 | 3.5% | 8.4% | 49 | 5.5% | 4.4% |
| De 80 000 à moins de 115 000 euros par an | 48 | 2.7% | 4.9% | 11 | 3.9% | 1.9% | 37 | 2.5% | 9.7% | 45 | 5.1% | 5.7% |
| 115 000 euros et plus par an | 36 | 2.0% | 7.8% | 4 | 1.6% | 1.6% | 31 | 2.1% | 16.9% | 33 | 3.7% | 8.6% |
| Refus | 125 | 7.0% | 3.9% | 10 | 3.6% | 0.8% | 115 | 7.7% | 6.1% | 72 | 8.1% | 6.3% |
| Ne sait pas | 77 | 4.4% | 5.4% | 6 | 2.0% | 0.9% | 72 | 4.8% | 8.7% | 30 | 3.3% | 6.2% |