

Direct Matin National

LNM

	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
ENSEMBLE	2585	100.0%	5.0%	1329	100.0%	5.4%	1257	100.0%	4.7%	1141	100.0%	6.5%
Sexe												
Homme	1329	51.4%	5.4%	1329	100.0%	5.4%	0	0.0%	0.0%	593	52.0%	6.7%
Femme	1257	48.6%	4.7%	0	0.0%	0.0%	1257	100.0%	4.7%	548	48.0%	6.3%
Age												
15 à 24 ans	596	23.0%	8.2%	299	22.5%	8.1%	297	23.6%	8.3%	276	24.2%	8.8%
25 à 34 ans	519	20.1%	6.8%	280	21.1%	7.5%	239	19.0%	6.1%	227	19.9%	6.9%
35 à 49 ans	674	26.1%	5.4%	348	26.2%	5.6%	325	25.9%	5.1%	340	29.8%	5.6%
50 à 59 ans	475	18.4%	5.1%	255	19.2%	5.5%	220	17.5%	4.7%	240	21.0%	6.1%
60 ans et plus	322	12.4%	2.1%	147	11.0%	2.2%	175	13.9%	2.1%	58	5.1%	5.9%
Individu												
Ménagères	949	36.7%	4.1%	0	0.0%	0.0%	949	75.5%	4.1%	399	35.0%	5.7%
Personne de référence	1347	52.1%	4.8%	971	73.1%	4.8%	376	29.9%	4.8%	548	48.0%	6.7%
Responsable des achats	1665	64.4%	4.7%	701	52.8%	5.5%	964	76.7%	4.2%	678	59.4%	6.2%
PCS Individu												
Agriculteurs	2	0.1%	0.4%	2	0.1%	0.5%	0	0.0%	0.0%	0	0.0%	0.0%
Petits patrons	43	1.7%	2.7%	35	2.7%	3.2%	8	0.6%	1.5%	35	3.1%	2.4%
Affaires et Cadres	383	14.8%	7.5%	208	15.7%	7.1%	175	14.0%	8.1%	357	31.3%	7.7%
Professions intermédiaires	432	16.7%	6.3%	223	16.8%	6.5%	209	16.6%	6.0%	350	30.6%	6.2%
Employés	590	22.8%	7.1%	229	17.3%	10.6%	361	28.7%	5.9%	137	12.0%	7.5%
Ouvriers	291	11.3%	4.5%	232	17.4%	4.6%	59	4.7%	4.3%	24	2.1%	6.0%
Retraités	227	8.8%	1.8%	104	7.8%	1.8%	123	9.8%	1.9%	4	0.4%	1.8%
Autres inactifs	616	23.8%	6.0%	295	22.2%	7.8%	321	25.5%	4.9%	233	20.4%	7.2%
PCS Personne de référence												
Agriculteurs	3	0.1%	0.4%	3	0.2%	0.6%	0	0.0%	0.1%	0	0.0%	0.0%
Petits patrons	132	5.1%	5.0%	59	4.5%	4.6%	72	5.8%	5.4%	132	11.6%	5.0%
Affaires et Cadres	540	20.9%	7.5%	281	21.1%	7.8%	259	20.6%	7.1%	540	47.4%	7.5%
Professions intermédiaires	469	18.1%	6.2%	253	19.0%	6.5%	216	17.2%	5.9%	469	41.1%	6.2%
Employés	427	16.5%	7.9%	226	17.0%	9.7%	202	16.0%	6.5%	0	0.0%	0.0%
Ouvriers	448	17.3%	4.7%	238	17.9%	4.7%	210	16.7%	4.7%	0	0.0%	0.0%
Retraités	344	13.3%	2.4%	152	11.5%	2.3%	191	15.2%	2.4%	0	0.0%	0.0%
Autres inactifs	222	8.6%	5.4%	117	8.8%	7.3%	106	8.4%	4.2%	0	0.0%	0.0%

Direct Matin National

LNM

	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
Taille du foyer												
1 personne	463	17.9%	4.6%	211	15.9%	4.9%	251	20.0%	4.5%	135	11.8%	7.8%
2 personnes	722	27.9%	4.0%	381	28.7%	4.4%	341	27.1%	3.7%	317	27.8%	7.2%
3 personnes	521	20.1%	5.7%	273	20.5%	6.0%	248	19.7%	5.4%	251	22.0%	6.5%
4 personnes	527	20.4%	5.7%	265	20.0%	5.8%	262	20.8%	5.5%	280	24.5%	5.7%
5 personnes et +	353	13.6%	6.6%	198	14.9%	7.6%	154	12.3%	5.6%	159	13.9%	6.1%
Présence d'enfants de moins de 15 ans												
Oui	836	32.3%	5.4%	429	32.3%	6.0%	406	32.3%	4.9%	391	34.3%	5.1%
Non	1749	67.7%	4.8%	899	67.7%	5.1%	850	67.7%	4.6%	749	65.7%	7.7%
Habitat												
Communes rurales	101	3.9%	0.9%	53	4.0%	1.0%	48	3.8%	0.8%	51	4.5%	1.5%
Agglo. - 20 000 hab	103	4.0%	1.1%	66	5.0%	1.5%	37	3.0%	0.8%	42	3.6%	1.6%
Agglo. 20 000 à 100 000 hab	76	2.9%	1.1%	33	2.5%	1.0%	43	3.5%	1.2%	43	3.7%	2.4%
Agglo. + 100 000 hab	884	34.2%	5.7%	445	33.5%	5.9%	439	34.9%	5.5%	346	30.3%	6.1%
Agglo. Paris	1421	55.0%	16.6%	732	55.1%	18.0%	689	54.8%	15.4%	659	57.8%	16.5%

Direct Matin National



LNM

	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
Régions INSEE												
Ile de France	1493	57.8%	15.6%	770	58.0%	16.9%	723	57.5%	14.5%	694	60.9%	15.9%
Nord Pas de Calais	173	6.7%	5.4%	103	7.7%	6.7%	70	5.6%	4.2%	65	5.7%	6.9%
Lorraine	1	0.0%	0.0%	1	0.0%	0.1%	0	0.0%	0.0%	1	0.0%	0.1%
Alsace	58	2.2%	3.8%	23	1.7%	3.1%	35	2.8%	4.4%	25	2.2%	5.1%
Franche-Comté	1	0.0%	0.1%	0	0.0%	0.1%	1	0.1%	0.2%	0	0.0%	0.2%
Champagne Ardennes	8	0.3%	0.7%	4	0.3%	0.7%	4	0.3%	0.7%	4	0.4%	1.5%
Picardie	25	1.0%	1.7%	12	0.9%	1.6%	13	1.0%	1.7%	9	0.8%	2.1%
Bourgogne	7	0.3%	0.5%	3	0.3%	0.5%	4	0.3%	0.6%	5	0.4%	1.4%
Haute Normandie	11	0.4%	0.8%	7	0.5%	1.0%	5	0.4%	0.6%	3	0.3%	0.7%
Basse Normandie	0	0.0%	0.0%	0	0.0%	0.0%	0	0.0%	0.0%	0	0.0%	0.0%
Centre	27	1.0%	1.3%	15	1.1%	1.5%	11	0.9%	1.1%	12	1.0%	2.0%
Pays de Loire	56	2.2%	1.9%	24	1.8%	1.7%	32	2.5%	2.1%	28	2.5%	3.0%
Bretagne	44	1.7%	1.7%	22	1.7%	1.7%	22	1.7%	1.6%	14	1.3%	1.7%
Poitou Charentes	2	0.1%	0.1%	0	0.0%	0.0%	2	0.1%	0.2%	0	0.0%	0.0%
Aquitaine	80	3.1%	2.9%	46	3.4%	3.5%	35	2.8%	2.4%	37	3.2%	4.2%
Midi Pyrénées	135	5.2%	5.5%	67	5.0%	5.7%	68	5.4%	5.4%	59	5.2%	7.5%
Limousin	1	0.1%	0.2%	1	0.1%	0.5%	0	0.0%	0.0%	1	0.1%	0.7%
Auvergne	2	0.1%	0.2%	1	0.1%	0.3%	0	0.0%	0.1%	1	0.1%	0.3%
Rhône Alpes	184	7.1%	3.6%	90	6.8%	3.6%	94	7.5%	3.5%	78	6.8%	4.3%
Languedoc Roussillon	87	3.4%	3.8%	41	3.1%	3.8%	46	3.7%	3.9%	40	3.5%	5.4%
Provence Alpes Côte d'Azur.	189	7.3%	4.4%	97	7.3%	4.7%	92	7.3%	4.0%	64	5.6%	4.3%
Corse												
Habitudes de connection à Internet												
Tous les jours	2064	79.8%	6.2%	1099	82.7%	6.6%	965	76.8%	5.8%	993	87.0%	6.8%
Presque tous les jours	284	11.0%	4.8%	136	10.2%	5.0%	148	11.8%	4.7%	116	10.2%	6.0%
1 à 2 fois par semaine	94	3.7%	3.7%	36	2.7%	3.1%	59	4.7%	4.2%	24	2.1%	3.8%
1 à 3 fois par mois	16	0.6%	3.1%	11	0.8%	5.3%	5	0.4%	1.7%	5	0.4%	7.9%
Moins souvent	6	0.2%	0.7%	4	0.3%	1.1%	2	0.2%	0.4%	0	0.0%	0.0%
Jamais	5	0.2%	3.7%	5	0.4%	5.4%	0	0.0%	0.0%	0	0.0%	0.0%

Direct Matin National

LNM

	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	96	3.7%	5.1%	47	3.5%	5.9%	49	3.9%	4.6%	1	0.1%	0.9%
De 9 000 à moins de 12 000 euros par an	83	3.2%	2.9%	33	2.5%	3.2%	50	3.9%	2.8%	10	0.9%	3.9%
De 12 000 à moins de 18 000 euros par an	229	8.9%	3.8%	99	7.4%	3.8%	130	10.4%	3.7%	29	2.6%	3.9%
De 18 000 à moins de 24 000 euros par an	314	12.2%	4.8%	151	11.3%	4.9%	163	13.0%	4.6%	113	9.9%	8.3%
De 24 000 à moins de 36 000 euros par an	533	20.6%	4.8%	287	21.6%	5.4%	246	19.6%	4.3%	224	19.6%	6.7%
De 36 000 à moins de 45 000 euros par an	387	15.0%	5.5%	211	15.9%	5.6%	176	14.0%	5.4%	195	17.1%	6.4%
De 45 000 à moins de 65 000 euros par an	377	14.6%	5.5%	186	14.0%	5.1%	191	15.2%	5.9%	216	18.9%	5.7%
De 65 000 à moins de 80 000 euros par an	148	5.7%	7.5%	77	5.8%	6.9%	71	5.6%	8.5%	104	9.1%	8.0%
De 80 000 à moins de 115 000 euros par an	89	3.4%	7.1%	55	4.1%	7.4%	34	2.7%	6.7%	75	6.6%	8.2%
115 000 euros et plus par an	36	1.4%	6.0%	25	1.9%	6.8%	11	0.8%	4.6%	33	2.9%	6.5%
Refus	161	6.2%	4.8%	89	6.7%	6.4%	72	5.7%	3.7%	74	6.5%	6.9%
Ne sait pas	132	5.1%	5.8%	68	5.1%	7.1%	64	5.1%	4.8%	65	5.7%	7.0%