

Direct Matin National

PQUG, Audience LNM



	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
Ensemble	2694	100.0%	5.3%	1319	100.0%	5.4%	1374	100.0%	5.2%	1122	100.0%	6.7%
Sexe												
Homme	1319	49.0%	5.4%	1319	100.0%	5.4%	0	-	100.0%	569	50.7%	6.5%
Femme	1374	51.0%	5.2%	0	-	100.0%	1374	100.0%	5.2%	553	49.3%	6.9%
Age												
15 à 24 ans	773	28.7%	10.5%	339	25.7%	9.1%	434	31.6%	11.8%	336	30.0%	11.3%
25 à 34 ans	513	19.1%	6.7%	278	21.0%	7.3%	236	17.2%	6.0%	231	20.6%	6.7%
35 à 49 ans	717	26.6%	5.6%	365	27.7%	5.8%	352	25.6%	5.5%	338	30.1%	5.6%
50 à 64 ans	498	18.5%	4.1%	254	19.2%	4.3%	244	17.7%	3.9%	206	18.4%	5.0%
65 ans et plus	192	7.1%	1.8%	84	6.3%	1.8%	108	7.9%	1.8%	11	1.0%	4.5%
Individu												
Ménagère	986	36.6%	4.3%	0	-	100.0%	986	71.7%	4.3%	384	34.2%	5.7%
Personne de Référence	1377	51.1%	4.9%	976	74.0%	4.8%	401	29.2%	5.1%	525	46.7%	6.2%
Responsable des achats	1131	42.0%	4.7%	429	32.5%	5.6%	701	51.0%	4.3%	501	44.7%	6.0%
PCS Individu												
Agriculteurs	0	-	-	0	-	-	0	-	-	0	-	-
Petits patrons	40	1.5%	2.6%	23	1.8%	2.1%	16	1.2%	3.7%	34	3.0%	2.4%
Affaires et Cadres	335	12.4%	7.2%	205	15.5%	7.0%	130	9.5%	7.5%	307	27.3%	7.1%
Professions intermédiaires	444	16.5%	6.6%	223	16.9%	6.4%	221	16.1%	6.9%	364	32.4%	6.5%
Employés	619	23.0%	7.4%	189	14.3%	9.6%	430	31.3%	6.7%	120	10.7%	6.8%
Ouvriers	332	12.3%	5.2%	275	20.8%	5.4%	58	4.2%	4.1%	18	1.6%	5.2%
Retraités	251	9.3%	2.0%	120	9.1%	2.0%	132	9.6%	2.1%	7	0.7%	3.4%
Autres inactifs	673	25.0%	6.5%	285	21.6%	8.1%	387	28.2%	5.7%	273	24.3%	8.7%
PCS Personne de Référence												
Agriculteurs	6	0.2%	0.7%	1	0.1%	0.4%	4	0.3%	1.1%	0	-	100.0%
Petits patrons	123	4.6%	4.9%	54	4.1%	4.0%	69	5.0%	6.0%	123	11.0%	4.9%
Affaires et Cadres	494	18.3%	7.3%	255	19.3%	7.3%	239	17.4%	7.3%	494	44.0%	7.3%
Professions intermédiaires	505	18.7%	6.7%	261	19.8%	6.6%	244	17.8%	6.8%	505	45.0%	6.7%
Employés	500	18.6%	9.3%	210	15.9%	9.8%	290	21.1%	9.0%	0	-	100.0%
Ouvriers	495	18.4%	5.1%	289	21.9%	5.7%	206	15.0%	4.5%	0	-	100.0%
Retraités	361	13.4%	2.5%	153	11.6%	2.3%	207	15.1%	2.6%	0	-	100.0%
Autres inactifs	210	7.8%	5.6%	96	7.3%	7.1%	114	8.3%	4.7%	0	-	100.0%

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Taille du Foyer												
1 personne	461	17.1%	5.0%	235	17.8%	5.9%	226	16.5%	4.3%	122	10.9%	7.0%
2 personnes	721	26.8%	4.1%	344	26.1%	4.0%	377	27.4%	4.1%	256	22.8%	6.0%
3 personnes	589	21.9%	6.3%	322	24.4%	7.0%	267	19.5%	5.7%	288	25.7%	7.7%
4 personnes	575	21.4%	6.2%	252	19.1%	5.4%	323	23.5%	7.0%	298	26.5%	6.5%
5 personnes et +	347	12.9%	6.6%	166	12.6%	6.8%	181	13.1%	6.5%	159	14.1%	6.3%
Présence d'enfants de moins de 15 ans												
Oui	918	34.1%	5.8%	425	32.2%	5.8%	492	35.8%	5.8%	437	39.0%	5.9%
Non	1776	65.9%	5.1%	894	67.8%	5.3%	882	64.2%	4.9%	685	61.0%	7.3%
Habitat												
Communes rurales	152	5.6%	1.2%	84	6.4%	1.4%	67	4.9%	1.0%	75	6.7%	2.1%
Agglo. - 20 000 hab	168	6.2%	2.0%	85	6.5%	2.1%	83	6.0%	1.8%	93	8.3%	3.8%
Agglo. 20 000 à 100 000 hab	89	3.3%	1.3%	46	3.5%	1.4%	43	3.2%	1.3%	42	3.7%	2.1%
Agglo. + 100 000 hab	943	35.0%	6.5%	449	34.1%	6.5%	494	35.9%	6.6%	322	28.7%	6.6%
Agglo. Paris	1341	49.8%	16.1%	654	49.6%	16.6%	687	50.0%	15.7%	590	52.6%	15.3%

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Région d'habitation												
Ile-de-France	1430	53.1%	15.2%	703	53.3%	15.7%	727	52.9%	14.8%	639	57.0%	14.8%
Nord-Pas-de-Calais	216	8.0%	6.7%	111	8.4%	7.3%	104	7.6%	6.2%	71	6.3%	8.0%
Lorraine	5	0.2%	0.2%	2	0.1%	0.2%	3	0.2%	0.3%	1	0.1%	0.2%
Alsace	69	2.6%	4.6%	36	2.7%	5.0%	33	2.4%	4.3%	27	2.4%	5.1%
Franche-Comté	1	0.0%	0.1%	1	0.0%	0.1%	1	0.0%	0.1%	1	0.0%	0.2%
Champagne-Ardenne	7	0.3%	0.7%	2	0.1%	0.4%	6	0.4%	1.0%	5	0.4%	1.8%
Picardie	26	0.9%	1.7%	13	1.0%	1.8%	13	0.9%	1.6%	10	0.9%	2.2%
Bourgogne	8	0.3%	0.6%	4	0.3%	0.7%	4	0.3%	0.5%	5	0.5%	1.5%
Haute-Normandie	9	0.3%	0.6%	5	0.4%	0.7%	5	0.3%	0.6%	5	0.4%	1.1%
Basse-Normandie	1	0.0%	0.1%	0	0.0%	0.1%	0	0.0%	0.1%	0	0.0%	0.1%
Centre	13	0.5%	0.6%	7	0.6%	0.7%	6	0.4%	0.5%	8	0.7%	1.2%
Pays de la Loire	92	3.4%	3.2%	56	4.3%	4.1%	36	2.6%	2.4%	32	2.9%	3.7%
Bretagne	48	1.8%	1.8%	24	1.9%	2.0%	23	1.7%	1.7%	24	2.1%	3.1%
Poitou-Charentes	4	0.1%	0.3%	4	0.3%	0.5%	0	0.0%	0.0%	2	0.1%	0.4%
Aquitaine	131	4.8%	4.9%	69	5.2%	5.5%	62	4.5%	4.4%	51	4.5%	6.0%
Midi-Pyrénées	127	4.7%	5.4%	60	4.5%	5.2%	67	4.9%	5.5%	48	4.3%	6.1%
Limousin	1	0.0%	0.2%	0	-	-	1	0.1%	0.3%	1	0.1%	0.5%
Auvergne	1	0.0%	0.0%	1	0.0%	0.1%	0	-	-	0	-	-
Rhône-Alpes	215	8.0%	4.3%	110	8.4%	4.6%	104	7.6%	4.1%	88	7.8%	5.2%
Languedoc-Roussillon	90	3.3%	4.2%	35	2.7%	3.5%	54	4.0%	4.8%	39	3.5%	6.2%
Provence-Alpes-Côte-d'Azur-Corse	200	7.4%	4.6%	75	5.7%	3.7%	125	9.1%	5.5%	66	5.8%	4.7%
Habitudes de connexion Internet												
Tous les jours	1754	65.1%	6.5%	910	68.9%	6.6%	845	61.5%	6.4%	881	78.5%	6.9%
Presque tous les jours	365	13.5%	6.0%	152	11.5%	5.5%	213	15.5%	6.5%	152	13.6%	6.3%
1 à 2 fois par semaine	168	6.3%	5.3%	66	5.0%	4.7%	102	7.4%	5.7%	59	5.2%	6.6%
1 à 3 fois par mois	38	1.4%	4.4%	17	1.3%	4.3%	21	1.5%	4.4%	9	0.8%	4.8%
Moins souvent	67	2.5%	4.7%	20	1.5%	3.2%	47	3.4%	5.8%	5	0.5%	3.5%
Jamais	1	0.0%	0.5%	0	0.0%	0.3%	1	0.1%	0.7%	0	-	-

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	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
Revenus du Foyer												
Moins de 9 000 euros par an	140	5.2%	5.7%	63	4.8%	6.6%	76	5.5%	5.1%	8	0.7%	3.9%
De 9 000 à moins de 12 000 euros par an	130	4.8%	4.0%	69	5.2%	6.3%	62	4.5%	2.8%	24	2.1%	8.6%
De 12 000 à moins de 18 000 euros par an	314	11.6%	4.6%	131	10.0%	4.4%	182	13.3%	4.8%	58	5.2%	7.2%
De 18 000 à moins de 24 000 euros par an	370	13.7%	5.1%	156	11.8%	4.6%	215	15.6%	5.5%	91	8.1%	5.8%
De 24 000 à moins de 36 000 euros par an	545	20.2%	4.9%	276	20.9%	5.0%	268	19.5%	4.8%	240	21.4%	6.6%
De 36 000 à moins de 45 000 euros par an	357	13.3%	5.7%	192	14.5%	5.8%	165	12.0%	5.6%	169	15.0%	6.0%
De 45 000 à moins de 65 000 euros par an	338	12.5%	6.0%	188	14.3%	6.0%	149	10.8%	6.0%	230	20.5%	6.7%
65 000 euros et plus	209	7.8%	7.3%	122	9.3%	7.0%	87	6.3%	7.7%	164	14.6%	7.3%
Refus	176	6.5%	4.7%	71	5.4%	4.6%	105	7.6%	4.8%	76	6.8%	5.9%
Ne sait pas	115	4.3%	7.6%	50	3.8%	7.5%	65	4.7%	7.7%	64	5.7%	11.7%