

Direct matin



LNM

	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
ENSEMBLE	1485	100.0%	2.9%	818	100.0%	3.3%	668	100.0%	2.5%	693	100.0%	4.0%
Sexe												
Homme	818	55.1%	3.3%	818	100.0%	3.3%	0	0.0%	0.0%	384	55.3%	4.4%
Femme	668	44.9%	2.5%	0	0.0%	0.0%	668	100.0%	2.5%	309	44.7%	3.6%
Age												
15 à 24 ans	316	21.3%	4.3%	181	22.1%	4.9%	135	20.3%	3.8%	144	20.8%	4.6%
25 à 34 ans	274	18.4%	3.6%	163	20.0%	4.4%	110	16.5%	2.8%	134	19.3%	4.0%
35 à 49 ans	435	29.3%	3.5%	231	28.3%	3.8%	203	30.5%	3.2%	230	33.2%	3.7%
50 à 59 ans	247	16.6%	2.7%	142	17.4%	3.1%	105	15.7%	2.3%	135	19.5%	3.6%
60 ans et plus	214	14.4%	1.4%	100	12.2%	1.5%	114	17.1%	1.3%	50	7.2%	5.1%
Individu												
Ménagères	519	35.0%	2.2%	0	0.0%	0.0%	519	77.8%	2.2%	243	35.1%	3.5%
Personne de référence	790	53.2%	2.8%	592	72.4%	2.9%	197	29.6%	2.6%	350	50.5%	4.3%
Responsable des achats	991	66.7%	2.8%	475	58.1%	3.7%	515	77.2%	2.3%	435	62.7%	4.0%
PCS Individu												
Agriculteurs	0	0.0%	0.1%	0	0.0%	0.1%	0	0.0%	0.0%	0	0.0%	0.0%
Petits patrons	23	1.6%	1.4%	21	2.5%	1.8%	2	0.3%	0.5%	22	3.2%	1.5%
Affaires et Cadres	297	20.0%	5.8%	170	20.8%	5.7%	127	19.1%	6.0%	277	39.9%	6.0%
Professions intermédiaires	245	16.5%	3.6%	122	15.0%	3.7%	123	18.4%	3.4%	184	26.6%	3.3%
Employés	323	21.7%	3.9%	146	17.8%	6.7%	177	26.5%	2.9%	71	10.2%	3.9%
Ouvriers	157	10.6%	2.4%	137	16.8%	2.7%	20	3.0%	1.5%	15	2.2%	3.6%
Retraités	151	10.2%	1.2%	75	9.2%	1.2%	76	11.4%	1.2%	5	0.8%	2.2%
Autres inactifs	288	19.4%	2.8%	146	17.9%	3.9%	142	21.2%	2.2%	119	17.1%	3.6%
PCS Personne de référence												
Agriculteurs	0	0.0%	0.0%	0	0.0%	0.1%	0	0.0%	0.0%	0	0.0%	0.0%
Petits patrons	74	5.0%	2.8%	40	4.9%	3.0%	34	5.0%	2.5%	74	10.6%	2.8%
Affaires et Cadres	372	25.0%	5.1%	208	25.4%	5.7%	164	24.6%	4.6%	372	53.6%	5.1%
Professions intermédiaires	248	16.7%	3.3%	136	16.6%	3.5%	112	16.8%	3.0%	248	35.8%	3.3%
Employés	231	15.5%	4.3%	131	16.0%	5.6%	100	15.0%	3.2%	0	0.0%	0.0%
Ouvriers	246	16.5%	2.6%	143	17.5%	2.8%	102	15.3%	2.3%	0	0.0%	0.0%
Retraités	202	13.6%	1.4%	100	12.2%	1.5%	102	15.2%	1.3%	0	0.0%	0.0%
Autres inactifs	114	7.7%	2.8%	60	7.3%	3.9%	54	8.1%	2.1%	0	0.0%	0.0%

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Taille du foyer												
1 personne	268	18.1%	2.7%	129	15.8%	2.9%	139	20.9%	2.5%	92	13.2%	5.3%
2 personnes	387	26.0%	2.2%	210	25.7%	2.4%	177	26.5%	1.9%	170	24.5%	4.0%
3 personnes	264	17.8%	2.9%	146	17.9%	3.3%	118	17.7%	2.6%	141	20.3%	3.6%
4 personnes	314	21.2%	3.4%	167	20.5%	3.6%	147	22.0%	3.2%	207	29.8%	4.2%
5 personnes et +	251	16.9%	4.7%	165	20.2%	6.6%	86	12.9%	3.0%	84	12.2%	3.3%
Présence d'enfants de moins de 15 ans												
Oui	511	34.4%	3.3%	295	36.1%	4.1%	216	32.4%	2.6%	266	38.3%	3.4%
Non	974	65.6%	2.7%	523	63.9%	3.0%	451	67.6%	2.4%	428	61.7%	4.4%
Habitat												
Communes rurales	37	2.5%	0.3%	24	3.0%	0.4%	13	2.0%	0.2%	18	2.6%	0.5%
Agglo. - 20 000 hab	58	3.9%	0.6%	43	5.3%	1.0%	15	2.2%	0.3%	22	3.1%	0.8%
Agglo. 20 000 à 100 000 hab	44	3.0%	0.6%	21	2.6%	0.6%	23	3.4%	0.6%	17	2.4%	0.9%
Agglo. + 100 000 hab	79	5.3%	0.5%	50	6.1%	0.7%	29	4.3%	0.4%	38	5.5%	0.7%
Agglo. Paris	1267	85.3%	14.8%	680	83.1%	16.6%	588	88.1%	13.2%	598	86.3%	14.8%

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	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
Régions INSEE												
Ile de France	1342	90.3%	14.1%	722	88.2%	15.9%	620	92.9%	12.4%	631	91.0%	14.4%
Nord Pas de Calais	25	1.7%	0.8%	24	3.0%	1.6%	1	0.2%	0.1%	10	1.5%	1.0%
Lorraine	1	0.1%	0.0%	1	0.1%	0.1%	0	0.0%	0.0%	0	0.0%	0.0%
Alsace	2	0.1%	0.1%	1	0.2%	0.2%	0	0.0%	0.0%	1	0.1%	0.1%
Franche-Comté	1	0.1%	0.1%	0	0.0%	0.0%	1	0.1%	0.1%	0	0.1%	0.2%
Champagne Ardennes	6	0.4%	0.5%	5	0.6%	0.9%	1	0.2%	0.2%	3	0.5%	1.1%
Picardie	22	1.5%	1.4%	15	1.9%	2.1%	6	1.0%	0.8%	7	1.0%	1.6%
Bourgogne	2	0.1%	0.2%	0	0.1%	0.1%	2	0.2%	0.2%	1	0.1%	0.3%
Haute Normandie	10	0.7%	0.7%	6	0.8%	0.9%	3	0.5%	0.4%	4	0.6%	0.9%
Basse Normandie	0	0.0%	0.0%	0	0.0%	0.0%	0	0.0%	0.0%	0	0.0%	0.0%
Centre	14	1.0%	0.7%	11	1.3%	1.1%	3	0.5%	0.3%	3	0.5%	0.6%
Pays de Loire	8	0.6%	0.3%	8	0.9%	0.5%	1	0.1%	0.0%	4	0.6%	0.4%
Bretagne	9	0.6%	0.3%	3	0.4%	0.3%	5	0.8%	0.4%	4	0.6%	0.5%
Poitou Charentes	1	0.1%	0.1%	0	0.0%	0.0%	1	0.1%	0.1%	0	0.0%	0.0%
Aquitaine	4	0.3%	0.1%	2	0.3%	0.2%	2	0.3%	0.1%	3	0.5%	0.4%
Midi Pyrénées	6	0.4%	0.3%	2	0.2%	0.2%	4	0.6%	0.3%	2	0.3%	0.3%
Auvergne	2	0.1%	0.2%	1	0.1%	0.2%	1	0.1%	0.1%	1	0.1%	0.2%
Rhône Alpes	15	1.0%	0.3%	10	1.2%	0.4%	5	0.8%	0.2%	11	1.6%	0.6%
Languedoc Roussillon	5	0.3%	0.2%	4	0.4%	0.3%	1	0.2%	0.1%	4	0.6%	0.6%
Provence Alpes Côte d'Azur. Corse	11	0.7%	0.2%	2	0.2%	0.1%	9	1.3%	0.4%	2	0.3%	0.1%
Habitudes de connection à Internet												
Tous les jours	1175	79.1%	3.5%	648	79.2%	3.8%	527	79.0%	3.1%	595	85.9%	4.1%
Presque tous les jours	179	12.0%	3.1%	90	11.0%	3.3%	89	13.4%	2.8%	82	11.8%	4.2%
1 à 2 fois par semaine	71	4.8%	2.9%	38	4.7%	3.5%	33	4.9%	2.3%	15	2.2%	2.9%
1 à 3 fois par mois	3	0.2%	0.6%	3	0.3%	1.3%	0	0.0%	0.1%	0	0.0%	0.0%
Moins souvent	5	0.3%	0.7%	3	0.4%	0.9%	2	0.3%	0.5%	0	0.1%	0.7%
Jamais	0	0.0%	0.5%	0	0.0%	0.0%	0	0.1%	1.5%	0	0.0%	0.0%

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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	37	2.5%	1.9%	16	1.9%	2.0%	21	3.1%	1.9%	1	0.2%	0.6%
De 9 000 à moins de 12 000 euros par an	50	3.4%	1.7%	23	2.8%	2.1%	27	4.1%	1.5%	6	0.8%	2.3%
De 12 000 à moins de 18 000 euros par an	126	8.5%	2.1%	77	9.4%	2.9%	49	7.3%	1.5%	18	2.5%	2.5%
De 18 000 à moins de 24 000 euros par an	136	9.1%	2.1%	73	9.0%	2.4%	62	9.3%	1.8%	53	7.6%	3.8%
De 24 000 à moins de 36 000 euros par an	269	18.1%	2.5%	157	19.2%	3.0%	112	16.8%	1.9%	110	15.9%	3.3%
De 36 000 à moins de 45 000 euros par an	236	15.9%	3.4%	134	16.4%	3.6%	102	15.3%	3.0%	110	15.8%	3.7%
De 45 000 à moins de 65 000 euros par an	274	18.4%	3.8%	147	18.0%	3.8%	126	18.9%	3.8%	161	23.2%	4.0%
De 65 000 à moins de 80 000 euros par an	78	5.3%	4.0%	41	5.1%	3.8%	37	5.6%	4.3%	65	9.4%	5.0%
De 80 000 à moins de 115 000 euros par an	76	5.1%	6.1%	48	5.9%	6.6%	28	4.2%	5.5%	63	9.1%	6.7%
115 000 euros et plus par an	40	2.7%	6.8%	27	3.3%	7.6%	13	2.0%	5.6%	40	5.7%	8.3%
Refus	85	5.7%	2.7%	43	5.2%	3.3%	42	6.3%	2.3%	33	4.8%	3.2%
Ne sait pas	80	5.4%	3.4%	31	3.8%	3.2%	48	7.2%	3.5%	34	4.9%	3.7%