

| | Ensemble | | | Hommes | | | Femmes | | | FoyersCSP+ | | |
|-----------------------------------|----------|-----------|-------------|----------|-----------|-------------|----------|-----------|-------------|------------|-----------|-------------|
| | Milliers | Structure | Pénétration | Milliers | Structure | Pénétration | Milliers | Structure | Pénétration | Milliers | Structure | Pénétration |
| Ensemble | 2259 | 100.0% | 4.4% | 1165 | 100.0% | 4.8% | 1095 | 100.0% | 4.1% | 574 | 100.0% | 3.4% |
| Sexe | | | | | | | | | | | | |
| Homme | 1165 | 51.5% | 4.8% | 1165 | 100.0% | 4.8% | 0 | - | 100.0% | 320 | 55.8% | 3.6% |
| Femme | 1095 | 48.5% | 4.1% | 0 | - | 100.0% | 1095 | 100.0% | 4.1% | 254 | 44.2% | 3.2% |
| Age | | | | | | | | | | | | |
| 15 à 24 ans | 188 | 8.3% | 2.6% | 108 | 9.3% | 2.9% | 80 | 7.3% | 2.2% | 76 | 13.2% | 2.5% |
| 25 à 34 ans | 218 | 9.7% | 2.8% | 136 | 11.7% | 3.6% | 82 | 7.5% | 2.1% | 91 | 15.9% | 2.7% |
| 35 à 49 ans | 470 | 20.8% | 3.7% | 239 | 20.6% | 3.8% | 230 | 21.0% | 3.6% | 198 | 34.4% | 3.3% |
| 50 à 64 ans | 651 | 28.8% | 5.3% | 337 | 29.0% | 5.7% | 314 | 28.7% | 5.0% | 198 | 34.5% | 4.8% |
| 65 ans et plus | 732 | 32.4% | 6.8% | 343 | 29.5% | 7.5% | 388 | 35.5% | 6.3% | 11 | 2.0% | 4.7% |
| Individu | | | | | | | | | | | | |
| Ménagère | 1018 | 45.0% | 4.4% | 0 | - | 100.0% | 1018 | 93.0% | 4.4% | 226 | 39.5% | 3.4% |
| Personne de Référence | 1344 | 59.5% | 4.8% | 1035 | 88.9% | 5.1% | 309 | 28.2% | 3.9% | 313 | 54.6% | 3.7% |
| Responsable des achats | 1094 | 48.4% | 4.5% | 348 | 29.9% | 4.6% | 747 | 68.2% | 4.5% | 285 | 49.7% | 3.4% |
| PCS Individu | | | | | | | | | | | | |
| Agriculteurs | 55 | 2.4% | 10.4% | 42 | 3.6% | 12.1% | 13 | 1.2% | 7.1% | 0 | 0.0% | 0.9% |
| Petits patrons | 94 | 4.2% | 6.1% | 70 | 6.0% | 6.3% | 25 | 2.3% | 5.6% | 87 | 15.2% | 6.2% |
| Affaires et Cadres | 127 | 5.6% | 2.7% | 87 | 7.5% | 3.0% | 40 | 3.7% | 2.3% | 119 | 20.8% | 2.8% |
| Professions intermédiaires | 227 | 10.1% | 3.4% | 126 | 10.8% | 3.6% | 102 | 9.3% | 3.2% | 185 | 32.3% | 3.3% |
| Employés | 338 | 15.0% | 4.0% | 88 | 7.5% | 4.5% | 250 | 22.9% | 3.9% | 79 | 13.8% | 4.5% |
| Ouvriers | 245 | 10.8% | 3.8% | 212 | 18.2% | 4.2% | 33 | 3.0% | 2.4% | 8 | 1.3% | 2.2% |
| Retraités | 818 | 36.2% | 6.7% | 428 | 36.7% | 7.2% | 390 | 35.7% | 6.1% | 13 | 2.3% | 5.8% |
| Autres inactifs | 354 | 15.7% | 3.4% | 113 | 9.7% | 3.2% | 241 | 22.0% | 3.6% | 82 | 14.3% | 2.6% |
| PCS Personne de Référence | | | | | | | | | | | | |
| Agriculteurs | 75 | 3.3% | 9.6% | 45 | 3.8% | 11.7% | 31 | 2.8% | 7.6% | 0 | - | 100.0% |
| Petits patrons | 132 | 5.9% | 5.3% | 77 | 6.6% | 5.7% | 55 | 5.0% | 4.8% | 132 | 23.1% | 5.3% |
| Affaires et Cadres | 189 | 8.4% | 2.8% | 112 | 9.7% | 3.2% | 77 | 7.0% | 2.3% | 189 | 32.9% | 2.8% |
| Professions intermédiaires | 252 | 11.2% | 3.3% | 130 | 11.2% | 3.3% | 122 | 11.2% | 3.4% | 252 | 44.0% | 3.3% |
| Employés | 186 | 8.2% | 3.5% | 87 | 7.5% | 4.0% | 99 | 9.0% | 3.1% | 0 | - | 100.0% |
| Ouvriers | 328 | 14.5% | 3.4% | 201 | 17.3% | 4.0% | 127 | 11.6% | 2.7% | 0 | - | 100.0% |
| Retraités | 932 | 41.3% | 6.5% | 444 | 38.1% | 6.8% | 488 | 44.6% | 6.2% | 0 | - | 100.0% |
| Autres inactifs | 164 | 7.3% | 4.4% | 68 | 5.8% | 5.0% | 97 | 8.8% | 4.0% | 0 | - | 100.0% |

Groupe Sud Ouest

PQR, Audience LNM



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| | Milliers | Structure | Pénétration | Milliers | Structure | Pénétration | Milliers | Structure | Pénétration | Milliers | Structure | Pénétration |
| Taille du Foyer | | | | | | | | | | | | |
| 1 personne | 407 | 18.0% | 4.4% | 194 | 16.7% | 4.9% | 213 | 19.4% | 4.0% | 58 | 10.1% | 3.3% |
| 2 personnes | 1016 | 45.0% | 5.7% | 501 | 43.0% | 5.8% | 515 | 47.0% | 5.7% | 159 | 27.8% | 3.8% |
| 3 personnes | 366 | 16.2% | 3.9% | 199 | 17.0% | 4.3% | 167 | 15.3% | 3.5% | 119 | 20.7% | 3.2% |
| 4 personnes | 329 | 14.5% | 3.5% | 193 | 16.5% | 4.2% | 136 | 12.4% | 2.9% | 169 | 29.5% | 3.7% |
| 5 personnes et + | 142 | 6.3% | 2.7% | 79 | 6.8% | 3.2% | 64 | 5.8% | 2.3% | 69 | 12.0% | 2.7% |
| Présence d'enfants de moins de 15 ans | | | | | | | | | | | | |
| Oui | 497 | 22.0% | 3.2% | 289 | 24.8% | 4.0% | 209 | 19.1% | 2.5% | 225 | 39.2% | 3.0% |
| Non | 1762 | 78.0% | 5.0% | 876 | 75.2% | 5.1% | 886 | 80.9% | 4.9% | 349 | 60.8% | 3.7% |
| Habitat | | | | | | | | | | | | |
| Communes rurales | 728 | 32.2% | 5.6% | 361 | 31.0% | 5.8% | 367 | 33.5% | 5.5% | 181 | 31.5% | 5.0% |
| Agglo. - 20 000 hab | 514 | 22.8% | 6.0% | 252 | 21.6% | 6.2% | 262 | 24.0% | 5.8% | 126 | 21.9% | 5.1% |
| Agglo. 20 000 à 100 000 hab | 343 | 15.2% | 5.1% | 183 | 15.7% | 5.7% | 160 | 14.6% | 4.6% | 79 | 13.8% | 4.0% |
| Agglo. + 100 000 hab | 658 | 29.1% | 4.6% | 363 | 31.1% | 5.3% | 295 | 27.0% | 3.9% | 181 | 31.6% | 3.7% |
| Agglo. Paris | 16 | 0.7% | 0.2% | 6 | 0.5% | 0.2% | 10 | 0.9% | 0.2% | 7 | 1.2% | 0.2% |

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| | Milliers | Structure | Pénétration | Milliers | Structure | Pénétration | Milliers | Structure | Pénétration | Milliers | Structure | Pénétration |
| Région d'habitation | | | | | | | | | | | | |
| Ile-de-France | 16 | 0.7% | 0.2% | 6 | 0.5% | 0.1% | 10 | 0.9% | 0.2% | 7 | 1.2% | 0.2% |
| Nord-Pas-de-Calais | 0 | - | - | 0 | - | - | 0 | - | - | 0 | - | - |
| Lorraine | 2 | 0.1% | 0.1% | 2 | 0.1% | 0.2% | 0 | - | - | 0 | - | - |
| Alsace | 0 | - | - | 0 | - | - | 0 | - | - | 0 | - | - |
| Franche-Comté | 0 | 0.0% | 0.0% | 0 | - | - | 0 | 0.0% | 0.0% | 0 | - | - |
| Champagne-Ardenne | 0 | 0.0% | 0.0% | 0 | 0.0% | 0.1% | 0 | - | - | 0 | - | - |
| Picardie | 1 | 0.1% | 0.1% | 0 | 0.0% | 0.0% | 1 | 0.1% | 0.1% | 0 | 0.1% | 0.1% |
| Bourgogne | 1 | 0.0% | 0.1% | 1 | 0.1% | 0.1% | 0 | 0.0% | 0.1% | 0 | 0.1% | 0.1% |
| Haute-Normandie | 1 | 0.0% | 0.0% | 0 | 0.0% | 0.0% | 0 | 0.0% | 0.1% | 1 | 0.1% | 0.1% |
| Basse-Normandie | 0 | - | - | 0 | - | - | 0 | - | - | 0 | - | - |
| Centre | 1 | 0.0% | 0.0% | 0 | 0.0% | 0.0% | 1 | 0.1% | 0.1% | 1 | 0.1% | 0.1% |
| Pays de la Loire | 5 | 0.2% | 0.2% | 5 | 0.4% | 0.3% | 0 | 0.0% | 0.0% | 1 | 0.1% | 0.1% |
| Bretagne | 0 | - | - | 0 | - | - | 0 | - | - | 0 | - | - |
| Poitou-Charentes | 299 | 13.2% | 20.4% | 147 | 12.6% | 21.0% | 152 | 13.9% | 19.9% | 75 | 13.1% | 19.5% |
| Aquitaine | 991 | 43.8% | 37.4% | 504 | 43.3% | 40.1% | 487 | 44.5% | 34.9% | 274 | 47.8% | 32.3% |
| Midi-Pyrénées | 167 | 7.4% | 7.0% | 86 | 7.3% | 7.5% | 81 | 7.4% | 6.6% | 32 | 5.5% | 4.0% |
| Limousin | 6 | 0.3% | 0.9% | 2 | 0.2% | 0.7% | 4 | 0.3% | 1.1% | 2 | 0.3% | 1.0% |
| Auvergne | 2 | 0.1% | 0.2% | 1 | 0.1% | 0.3% | 0 | 0.0% | 0.1% | 1 | 0.2% | 0.4% |
| Rhône-Alpes | 8 | 0.4% | 0.2% | 4 | 0.3% | 0.2% | 4 | 0.4% | 0.2% | 1 | 0.2% | 0.1% |
| Languedoc-Roussillon | 756 | 33.5% | 35.1% | 405 | 34.8% | 39.8% | 351 | 32.0% | 30.9% | 176 | 30.6% | 27.8% |
| Provence-Alpes-Côte-d'Azur-Corse | 4 | 0.2% | 0.1% | 2 | 0.2% | 0.1% | 2 | 0.2% | 0.1% | 3 | 0.5% | 0.2% |
| Habitudes de connexion Internet | | | | | | | | | | | | |
| Tous les jours | 1039 | 46.0% | 3.9% | 574 | 49.3% | 4.2% | 466 | 42.5% | 3.5% | 399 | 69.5% | 3.1% |
| Presque tous les jours | 270 | 11.9% | 4.4% | 128 | 11.0% | 4.6% | 142 | 13.0% | 4.3% | 97 | 16.9% | 4.0% |
| 1 à 2 fois par semaine | 135 | 6.0% | 4.2% | 74 | 6.4% | 5.2% | 61 | 5.5% | 3.4% | 28 | 4.9% | 3.2% |
| 1 à 3 fois par mois | 29 | 1.3% | 3.4% | 16 | 1.4% | 4.0% | 13 | 1.2% | 2.9% | 11 | 2.0% | 6.0% |
| Moins souvent | 69 | 3.1% | 4.8% | 32 | 2.7% | 5.1% | 38 | 3.4% | 4.6% | 5 | 0.9% | 3.5% |
| Jamais | 9 | 0.4% | 3.5% | 6 | 0.5% | 4.2% | 3 | 0.3% | 2.6% | 1 | 0.2% | 4.8% |

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| Revenus du Foyer | | | | | | | | | | | | |
| Moins de 9 000 euros par an | 105 | 4.6% | 4.3% | 61 | 5.2% | 6.3% | 44 | 4.0% | 3.0% | 7 | 1.3% | 3.9% |
| De 9 000 à moins de 12 000 euros par an | 110 | 4.8% | 3.4% | 34 | 2.9% | 3.1% | 76 | 6.9% | 3.5% | 6 | 1.1% | 2.3% |
| De 12 000 à moins de 18 000 euros par an | 361 | 16.0% | 5.3% | 162 | 13.9% | 5.4% | 199 | 18.2% | 5.2% | 30 | 5.3% | 3.8% |
| De 18 000 à moins de 24 000 euros par an | 358 | 15.8% | 4.9% | 189 | 16.2% | 5.6% | 169 | 15.5% | 4.4% | 65 | 11.3% | 4.1% |
| De 24 000 à moins de 36 000 euros par an | 515 | 22.8% | 4.7% | 288 | 24.7% | 5.2% | 227 | 20.7% | 4.1% | 126 | 22.0% | 3.5% |
| De 36 000 à moins de 45 000 euros par an | 251 | 11.1% | 4.0% | 147 | 12.6% | 4.5% | 104 | 9.5% | 3.5% | 102 | 17.8% | 3.6% |
| De 45 000 à moins de 65 000 euros par an | 253 | 11.2% | 4.5% | 140 | 12.0% | 4.4% | 112 | 10.3% | 4.5% | 117 | 20.4% | 3.4% |
| 65 000 euros et plus | 84 | 3.7% | 2.9% | 62 | 5.3% | 3.5% | 23 | 2.1% | 2.0% | 58 | 10.1% | 2.6% |
| Refus | 164 | 7.2% | 4.4% | 66 | 5.7% | 4.3% | 98 | 8.9% | 4.4% | 50 | 8.6% | 3.8% |
| Ne sait pas | 59 | 2.6% | 3.9% | 16 | 1.4% | 2.5% | 43 | 3.9% | 5.1% | 12 | 2.0% | 2.1% |