

Groupe Journaux du Midi

PQR, Audience LNM



| | Ensemble | | | Hommes | | | Femmes | | | FoyersCSP+ | | |
|-----------------------------------|----------|-----------|-------------|----------|-----------|-------------|----------|-----------|-------------|------------|-----------|-------------|
| | Milliers | Structure | Pénétration | Milliers | Structure | Pénétration | Milliers | Structure | Pénétration | Milliers | Structure | Pénétration |
| Ensemble | 905 | 100.0% | 1.8% | 478 | 100.0% | 2.0% | 427 | 100.0% | 1.6% | 214 | 100.0% | 1.3% |
| Sexe | | | | | | | | | | | | |
| Homme | 478 | 52.8% | 2.0% | 478 | 100.0% | 2.0% | 0 | - | - | 129 | 60.4% | 1.5% |
| Femme | 427 | 47.2% | 1.6% | 0 | - | - | 427 | 100.0% | 1.6% | 85 | 39.6% | 1.0% |
| Age | | | | | | | | | | | | |
| 15 à 24 ans | 66 | 7.2% | 0.9% | 40 | 8.3% | 1.1% | 26 | 6.0% | 0.7% | 35 | 16.4% | 1.1% |
| 25 à 34 ans | 97 | 10.7% | 1.3% | 55 | 11.6% | 1.5% | 41 | 9.6% | 1.1% | 31 | 14.6% | 0.9% |
| 35 à 49 ans | 199 | 22.0% | 1.6% | 112 | 23.4% | 1.8% | 87 | 20.4% | 1.4% | 71 | 33.3% | 1.2% |
| 50 à 64 ans | 239 | 26.4% | 1.9% | 128 | 26.8% | 2.2% | 111 | 25.9% | 1.8% | 76 | 35.7% | 1.8% |
| 65 ans et plus | 305 | 33.7% | 2.7% | 143 | 29.8% | 3.0% | 162 | 38.0% | 2.6% | 0 | - | - |
| Individu | | | | | | | | | | | | |
| Ménagère | 392 | 43.3% | 1.7% | 0 | - | - | 392 | 91.8% | 1.7% | 76 | 35.4% | 1.1% |
| Personne de Référence | 586 | 64.7% | 2.1% | 431 | 90.1% | 2.1% | 155 | 36.4% | 2.0% | 126 | 58.9% | 1.5% |
| Responsable des achats | 622 | 68.7% | 1.8% | 228 | 47.7% | 1.9% | 394 | 92.2% | 1.7% | 125 | 58.6% | 1.2% |
| PCS Individu | | | | | | | | | | | | |
| Agriculteurs | 29 | 3.3% | 5.5% | 24 | 5.0% | 7.1% | 6 | 1.4% | 2.9% | 0 | - | - |
| Petits patrons | 45 | 5.0% | 2.7% | 37 | 7.7% | 3.1% | 8 | 1.9% | 1.7% | 42 | 19.5% | 2.8% |
| Affaires et Cadres | 37 | 4.1% | 0.8% | 24 | 5.1% | 0.8% | 13 | 3.0% | 0.7% | 35 | 16.4% | 0.8% |
| Professions intermédiaires | 85 | 9.4% | 1.3% | 52 | 10.8% | 1.5% | 34 | 7.9% | 1.0% | 69 | 32.3% | 1.2% |
| Employés | 150 | 16.6% | 1.8% | 52 | 10.8% | 2.6% | 99 | 23.1% | 1.6% | 32 | 15.2% | 1.8% |
| Ouvriers | 105 | 11.6% | 1.6% | 84 | 17.7% | 1.7% | 20 | 4.8% | 1.5% | 4 | 2.0% | 1.2% |
| Retraités | 325 | 35.9% | 2.6% | 172 | 36.1% | 2.9% | 152 | 35.6% | 2.3% | 3 | 1.5% | 1.3% |
| Autres inactifs | 129 | 14.2% | 1.3% | 33 | 6.9% | 1.0% | 96 | 22.4% | 1.5% | 28 | 13.1% | 0.9% |
| PCS Personne de Référence | | | | | | | | | | | | |
| Agriculteurs | 38 | 4.1% | 4.7% | 24 | 5.1% | 6.4% | 13 | 3.1% | 3.2% | 0 | - | - |
| Petits patrons | 61 | 6.7% | 2.3% | 41 | 8.5% | 2.8% | 20 | 4.7% | 1.7% | 61 | 28.4% | 2.3% |
| Affaires et Cadres | 58 | 6.4% | 0.8% | 30 | 6.2% | 0.9% | 28 | 6.6% | 0.8% | 58 | 27.0% | 0.8% |
| Professions intermédiaires | 95 | 10.5% | 1.3% | 59 | 12.4% | 1.5% | 36 | 8.5% | 1.0% | 95 | 44.6% | 1.3% |
| Employés | 95 | 10.5% | 1.8% | 46 | 9.6% | 2.1% | 49 | 11.6% | 1.6% | 0 | - | - |
| Ouvriers | 124 | 13.7% | 1.3% | 77 | 16.2% | 1.6% | 46 | 10.9% | 1.0% | 0 | - | - |
| Retraités | 371 | 40.9% | 2.5% | 188 | 39.3% | 2.8% | 183 | 42.8% | 2.3% | 0 | - | - |
| Autres inactifs | 64 | 7.1% | 1.6% | 13 | 2.8% | 0.9% | 51 | 11.8% | 2.1% | 0 | - | - |

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|--|----------|-----------|-------------|----------|-----------|-------------|----------|-----------|-------------|------------|-----------|-------------|
| | Milliers | Structure | Pénétration | Milliers | Structure | Pénétration | Milliers | Structure | Pénétration | Milliers | Structure | Pénétration |
| Taille du Foyer | | | | | | | | | | | | |
| 1 personne | 195 | 21.6% | 2.1% | 86 | 18.0% | 2.1% | 109 | 25.6% | 2.0% | 23 | 10.8% | 1.3% |
| 2 personnes | 372 | 41.1% | 2.1% | 195 | 40.8% | 2.2% | 177 | 41.4% | 1.9% | 67 | 31.3% | 1.5% |
| 3 personnes | 128 | 14.1% | 1.4% | 73 | 15.3% | 1.6% | 55 | 12.9% | 1.2% | 35 | 16.4% | 0.9% |
| 4 personnes | 141 | 15.6% | 1.5% | 90 | 18.8% | 2.0% | 52 | 12.1% | 1.1% | 62 | 28.9% | 1.3% |
| 5 personnes et + | 68 | 7.6% | 1.3% | 34 | 7.1% | 1.4% | 34 | 8.0% | 1.2% | 27 | 12.5% | 1.1% |
| Présence d'enfants de moins de 15 ans | | | | | | | | | | | | |
| Oui | 225 | 24.8% | 1.4% | 126 | 26.4% | 1.7% | 99 | 23.1% | 1.2% | 94 | 44.2% | 1.2% |
| Non | 680 | 75.2% | 1.9% | 352 | 73.6% | 2.0% | 328 | 76.9% | 1.8% | 119 | 55.8% | 1.3% |
| Habitat | | | | | | | | | | | | |
| Communes rurales | 241 | 26.6% | 2.1% | 117 | 24.6% | 2.1% | 123 | 28.8% | 2.0% | 58 | 27.1% | 1.7% |
| Agglo. - 20 000 hab | 255 | 28.1% | 2.9% | 134 | 27.9% | 3.1% | 121 | 28.4% | 2.6% | 54 | 25.4% | 2.1% |
| Agglo. 20 000 à 100 000 hab | 206 | 22.8% | 3.0% | 106 | 22.2% | 3.2% | 100 | 23.3% | 2.9% | 42 | 19.7% | 2.1% |
| Agglo. + 100 000 hab | 197 | 21.8% | 1.3% | 115 | 24.2% | 1.6% | 81 | 19.1% | 1.0% | 57 | 26.6% | 1.1% |
| Agglo. Paris | 7 | 0.8% | 0.1% | 5 | 1.1% | 0.1% | 2 | 0.4% | 0.0% | 2 | 1.2% | 0.1% |

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| | Milliers | Structure | Pénétration | Milliers | Structure | Pénétration | Milliers | Structure | Pénétration | Milliers | Structure | Pénétration |
| Région d'habitation | | | | | | | | | | | | |
| Ile-de-France | 7 | 0.8% | 0.1% | 5 | 1.1% | 0.1% | 2 | 0.4% | 0.0% | 2 | 1.2% | 0.1% |
| Nord-Pas-de-Calais | 2 | 0.2% | 0.1% | 2 | 0.4% | 0.1% | 0 | - | - | 1 | 0.5% | 0.1% |
| Lorraine | 0 | 0.0% | 0.0% | 0 | 0.1% | 0.0% | 0 | - | - | 0 | 0.1% | 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 | 0.1% | 0.1% | 0 | - | - | 0 | - | - |
| Picardie | 0 | 0.0% | 0.0% | 0 | - | - | 0 | 0.0% | 0.0% | 0 | 0.1% | 0.0% |
| Bourgogne | 0 | 0.0% | 0.0% | 0 | 0.1% | 0.1% | 0 | - | - | 0 | - | - |
| Haute-Normandie | 0 | - | - | 0 | - | - | 0 | - | - | 0 | - | - |
| Basse-Normandie | 0 | - | - | 0 | - | - | 0 | - | - | 0 | - | - |
| Centre | 0 | 0.0% | 0.0% | 0 | 0.0% | 0.0% | 0 | - | - | 0 | 0.1% | 0.0% |
| Pays de la Loire | 0 | - | - | 0 | - | - | 0 | - | - | 0 | - | - |
| Bretagne | 0 | - | - | 0 | - | - | 0 | - | - | 0 | - | - |
| Poitou-Charentes | 0 | 0.0% | 0.0% | 0 | - | - | 0 | 0.0% | 0.0% | 0 | - | - |
| Aquitaine | 1 | 0.1% | 0.0% | 1 | 0.2% | 0.1% | 1 | 0.1% | 0.0% | 0 | 0.1% | 0.0% |
| Midi-Pyrénées | 126 | 13.9% | 5.2% | 61 | 12.8% | 5.3% | 64 | 15.0% | 5.2% | 23 | 10.6% | 2.9% |
| Limousin | 0 | - | - | 0 | - | - | 0 | - | - | 0 | - | - |
| Auvergne | 1 | 0.1% | 0.1% | 1 | 0.2% | 0.2% | 0 | 0.0% | 0.0% | 0 | 0.1% | 0.1% |
| Rhône-Alpes | 5 | 0.5% | 0.1% | 2 | 0.3% | 0.1% | 3 | 0.7% | 0.1% | 1 | 0.3% | 0.0% |
| Languedoc-Roussillon | 759 | 83.8% | 34.9% | 403 | 84.3% | 39.1% | 356 | 83.4% | 31.1% | 184 | 86.0% | 28.9% |
| Provence-Alpes-Côte-d'Azur-Corse | 4 | 0.4% | 0.1% | 2 | 0.4% | 0.1% | 1 | 0.3% | 0.1% | 2 | 0.9% | 0.1% |
| Habitudes de connexion Internet | | | | | | | | | | | | |
| Tous les jours | 430 | 47.5% | 1.6% | 237 | 49.7% | 1.7% | 192 | 45.0% | 1.4% | 156 | 73.1% | 1.2% |
| Presque tous les jours | 92 | 10.2% | 1.5% | 46 | 9.7% | 1.6% | 46 | 10.8% | 1.5% | 27 | 12.6% | 1.1% |
| 1 à 2 fois par semaine | 56 | 6.2% | 1.7% | 38 | 7.9% | 2.7% | 18 | 4.2% | 1.0% | 12 | 5.5% | 1.3% |
| 1 à 3 fois par mois | 16 | 1.8% | 1.8% | 6 | 1.2% | 1.6% | 10 | 2.4% | 2.1% | 6 | 2.8% | 3.1% |
| Moins souvent | 22 | 2.5% | 1.7% | 8 | 1.6% | 1.3% | 14 | 3.4% | 2.0% | 0 | 0.1% | 0.2% |
| Jamais | 2 | 0.2% | 0.9% | 2 | 0.3% | 1.2% | 0 | 0.1% | 0.4% | 0 | 0.1% | 1.6% |

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| Revenus du Foyer | | | | | | | | | | | | |
| Moins de 9 000 euros par an | 66 | 7.3% | 2.8% | 30 | 6.3% | 3.2% | 36 | 8.5% | 2.6% | 7 | 3.4% | 3.7% |
| De 9 000 à moins de 12 000 euros par an | 71 | 7.8% | 2.2% | 16 | 3.3% | 1.5% | 55 | 12.8% | 2.5% | 2 | 1.1% | 0.9% |
| De 12 000 à moins de 18 000 euros par an | 124 | 13.7% | 1.8% | 60 | 12.5% | 2.0% | 65 | 15.1% | 1.7% | 13 | 6.1% | 1.6% |
| De 18 000 à moins de 24 000 euros par an | 143 | 15.8% | 1.9% | 82 | 17.1% | 2.3% | 61 | 14.4% | 1.6% | 20 | 9.3% | 1.2% |
| De 24 000 à moins de 36 000 euros par an | 214 | 23.6% | 1.9% | 111 | 23.1% | 2.0% | 103 | 24.1% | 1.8% | 55 | 25.9% | 1.5% |
| De 36 000 à moins de 45 000 euros par an | 100 | 11.0% | 1.6% | 63 | 13.3% | 1.9% | 36 | 8.5% | 1.2% | 36 | 17.0% | 1.3% |
| De 45 000 à moins de 65 000 euros par an | 81 | 8.9% | 1.4% | 54 | 11.3% | 1.7% | 27 | 6.3% | 1.0% | 37 | 17.4% | 1.1% |
| De 65 000 à moins de 80 000 euros par an | 16 | 1.8% | 1.1% | 10 | 2.2% | 1.1% | 6 | 1.4% | 1.0% | 7 | 3.4% | 0.7% |
| De 80 000 à moins de 115 000 euros par an | 10 | 1.1% | 1.0% | 9 | 1.8% | 1.4% | 2 | 0.4% | 0.4% | 6 | 3.0% | 0.8% |
| 115 000 euros et plus par an | 3 | 0.3% | 0.5% | 2 | 0.5% | 0.8% | 0 | 0.1% | 0.1% | 3 | 1.2% | 0.6% |
| Refus | 45 | 5.0% | 1.4% | 28 | 5.9% | 2.1% | 17 | 3.9% | 0.9% | 13 | 6.2% | 1.2% |
| Ne sait pas | 32 | 3.6% | 2.1% | 13 | 2.7% | 1.9% | 19 | 4.5% | 2.1% | 13 | 6.1% | 2.4% |