

# Groupe Journaux du Midi Dimanche

## Lecture Dernière Période

|                                  | Ensemble |           |      | Hommes   |           |      | Femmes   |           |      | FoyersCSP+ |           |      |
|----------------------------------|----------|-----------|------|----------|-----------|------|----------|-----------|------|------------|-----------|------|
|                                  | Milliers | Structure | tion | Milliers | Structure | tion | Milliers | Structure | tion | Milliers   | Structure | tion |
| <b>ENSEMBLE</b>                  | 1056     | 100.0%    | 2.1  | 524      | 100.0%    | 2.1  | 531      | 100.0%    | 2    | 266        | 100.0%    | 1.5  |
| <b>Sexe</b>                      |          |           |      |          |           |      |          |           |      |            |           |      |
| Homme                            | 524      | 49.7%     | 2.1  | 524      | 100.0%    | 2.1  | 0        | 0.0%      | -    | 135        | 50.9%     | 1.5  |
| Femme                            | 531      | 50.3%     | 2    | 0        | 0.0%      | -    | 531      | 100.0%    | 2    | 131        | 49.1%     | 1.6  |
| <b>Age</b>                       |          |           |      |          |           |      |          |           |      |            |           |      |
| 15 à 24 ans                      | 98       | 9.3%      | 1.3  | 55       | 10.4%     | 1.5  | 44       | 8.2%      | 1.2  | 24         | 9.1%      | 0.8  |
| 25 à 34 ans                      | 115      | 10.9%     | 1.5  | 54       | 10.4%     | 1.5  | 60       | 11.4%     | 1.5  | 48         | 17.9%     | 1.4  |
| 35 à 49 ans                      | 212      | 20.1%     | 1.7  | 111      | 21.3%     | 1.8  | 100      | 18.9%     | 1.6  | 94         | 35.2%     | 1.5  |
| 50 à 59 ans                      | 205      | 19.4%     | 2.3  | 113      | 21.5%     | 2.5  | 92       | 17.3%     | 2    | 79         | 29.7%     | 2.1  |
| 60 ans et plus                   | 425      | 40.3%     | 2.9  | 191      | 36.4%     | 3    | 234      | 44.1%     | 2.8  | 21         | 8.1%      | 3    |
| <b>Individu</b>                  |          |           |      |          |           |      |          |           |      |            |           |      |
| Ménagères                        | 478      | 45.3%     | 2.1  | 0        | 0.0%      | -    | 478      | 90.0%     | 2.1  | 119        | 44.6%     | 1.7  |
| Personne de référence            | 598      | 56.7%     | 2.1  | 460      | 87.8%     | 2.3  | 138      | 26.0%     | 1.8  | 141        | 52.9%     | 1.6  |
| Responsable des achats           | 744      | 70.5%     | 2.1  | 269      | 51.2%     | 2.1  | 475      | 89.5%     | 2.1  | 186        | 69.9%     | 1.7  |
| <b>PCS Individu</b>              |          |           |      |          |           |      |          |           |      |            |           |      |
| Agriculteurs                     | 21       | 1.9%      | 3.8  | 14       | 2.6%      | 4.1  | 7        | 1.3%      | 3.4  | 0          | 0.0%      | -    |
| Petits patrons                   | 26       | 2.5%      | 1.6  | 21       | 4.0%      | 1.9  | 5        | 1.0%      | 1.1  | 24         | 9.1%      | 1.7  |
| Affaires et Cadres               | 68       | 6.5%      | 1.4  | 43       | 8.1%      | 1.4  | 26       | 4.8%      | 1.4  | 61         | 23.0%     | 1.3  |
| Professions intermédiaires       | 108      | 10.3%     | 1.6  | 65       | 12.3%     | 1.9  | 44       | 8.3%      | 1.3  | 95         | 35.8%     | 1.7  |
| Employés                         | 156      | 14.8%     | 1.9  | 36       | 6.8%      | 1.8  | 121      | 22.7%     | 1.9  | 36         | 13.5%     | 2    |
| Ouvriers                         | 132      | 12.5%     | 2.1  | 110      | 20.9%     | 2.2  | 23       | 4.3%      | 1.5  | 4          | 1.7%      | 1.1  |
| Retraités                        | 373      | 35.3%     | 3    | 187      | 35.7%     | 3.1  | 186      | 34.9%     | 2.8  | 5          | 2.0%      | 2.1  |
| Autres inactifs                  | 170      | 16.1%     | 1.7  | 50       | 9.4%      | 1.4  | 121      | 22.7%     | 1.8  | 40         | 14.9%     | 1.3  |
| <b>PCS Personne de référence</b> |          |           |      |          |           |      |          |           |      |            |           |      |
| Agriculteurs                     | 25       | 2.4%      | 3.1  | 15       | 2.8%      | 3.8  | 11       | 2.0%      | 2.5  | 0          | 0.0%      | -    |
| Petits patrons                   | 51       | 4.9%      | 2    | 19       | 3.7%      | 1.5  | 32       | 6.0%      | 2.4  | 51         | 19.3%     | 2    |
| Affaires et Cadres               | 94       | 8.9%      | 1.3  | 45       | 8.7%      | 1.2  | 48       | 9.1%      | 1.4  | 94         | 35.3%     | 1.3  |
| Professions intermédiaires       | 121      | 11.5%     | 1.6  | 70       | 13.4%     | 1.8  | 50       | 9.5%      | 1.4  | 121        | 45.5%     | 1.6  |
| Employés                         | 102      | 9.7%      | 1.9  | 39       | 7.5%      | 1.7  | 63       | 11.8%     | 2.1  | 0          | 0.0%      | -    |
| Ouvriers                         | 165      | 15.7%     | 1.8  | 101      | 19.2%     | 2.1  | 64       | 12.1%     | 1.4  | 0          | 0.0%      | -    |
| Retraités                        | 425      | 40.3%     | 2.9  | 204      | 38.9%     | 3.1  | 221      | 41.6%     | 2.8  | 0          | 0.0%      | -    |
| Autres inactifs                  | 72       | 6.8%      | 1.8  | 30       | 5.8%      | 2    | 42       | 7.9%      | 1.7  | 0          | 0.0%      | -    |

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|--|----------|-----------|------|----------|-----------|------|----------|-----------|------|------------|-----------|------|
|  | Milliers | Structure | tion | Milliers | Structure | tion | Milliers | Structure | tion | Milliers   | Structure | tion |
| <b>Taille du foyer</b>                       |          |           |      |          |           |      |          |           |      |            |           |      |
| 1 personne                                   | 204      | 19.3%     | 2.1  | 109      | 20.7%     | 2.6  | 95       | 18.0%     | 1.8  | 30         | 11.2%     | 1.6  |
| 2 personnes                                  | 474      | 44.9%     | 2.6  | 215      | 41.1%     | 2.4  | 259      | 48.7%     | 2.8  | 80         | 30.1%     | 1.9  |
| 3 personnes                                  | 166      | 15.7%     | 1.8  | 84       | 16.0%     | 1.8  | 82       | 15.4%     | 1.8  | 61         | 22.9%     | 1.6  |
| 4 personnes                                  | 155      | 14.7%     | 1.7  | 84       | 16.0%     | 1.9  | 71       | 13.4%     | 1.5  | 74         | 27.9%     | 1.6  |
| 5 personnes et +                             | 56       | 5.3%      | 1.1  | 32       | 6.2%      | 1.3  | 24       | 4.5%      | 0.8  | 21         | 7.9%      | 0.8  |
| <b>Présence d'enfants de moins de 15 ans</b> |          |           |      |          |           |      |          |           |      |            |           |      |
| Oui  | 246      | 23.3%     | 1.6  | 115      | 21.9%     | 1.6  | 131      | 24.6%     | 1.6  | 107        | 40.4%     | 1.4  |
| Non  | 810      | 76.7%     | 2.3  | 409      | 78.1%     | 2.4  | 400      | 75.4%     | 2.2  | 159        | 59.6%     | 1.7  |
| <b>Habitat</b>                               |          |           |      |          |           |      |          |           |      |            |           |      |
| Communes rurales                             | 228      | 21.6%     | 2    | 123      | 23.5%     | 2.2  | 105      | 19.8%     | 1.7  | 60         | 22.6%     | 1.8  |
| Agglo. - 20 000 hab                          | 285      | 27.0%     | 3.2  | 129      | 24.6%     | 3    | 156      | 29.4%     | 3.4  | 75         | 28.1%     | 2.7  |
| Agglo. 20 000 à 100 000 hab                  | 282      | 26.7%     | 4.1  | 141      | 26.8%     | 4.1  | 141      | 26.6%     | 4    | 61         | 22.8%     | 3.1  |
| Agglo. + 100 000 hab                         | 256      | 24.2%     | 1.7  | 131      | 25.1%     | 1.8  | 125      | 23.4%     | 1.5  | 68         | 25.7%     | 1.3  |
| Agglo. Paris                                 | 4        | 0.4%      | 0    | 0        | 0.0%      | -    | 4        | 0.8%      | 0.1  | 2          | 0.9%      | 0.1  |

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|  | Milliers | Structure | tion | Milliers | Structure | tion | Milliers | Structure | tion | Milliers   | Structure | tion |
| <b>Régions INSEE</b>                     |          |           |      |          |           |      |          |           |      |            |           |      |
| Ile de France                            | 6        | 0.6%      | 0.1  | 2        | 0.4%      | 0    | 4        | 0.8%      | 0.1  | 2          | 0.9%      | 0.1  |
| Nord Pas de Calais                       | 4        | 0.4%      | 0.1  | 2        | 0.3%      | 0.1  | 3        | 0.5%      | 0.2  | 1          | 0.4%      | 0.1  |
| Lorraine                                 | 0        | 0.0%      | -    | 0        | 0.0%      | -    | 0        | 0.0%      | -    | 0          | 0.0%      | -    |
| Alsace                                   | 2        | 0.2%      | 0.1  | 2        | 0.4%      | 0.3  | 0        | 0.0%      | -    | 2          | 0.8%      | 0.4  |
| Franche-Comté                            | 0        | 0.0%      | -    | 0        | 0.0%      | -    | 0        | 0.0%      | -    | 0          | 0.0%      | -    |
| Champagne Ardennes                       | 0        | 0.0%      | -    | 0        | 0.0%      | -    | 0        | 0.0%      | -    | 0          | 0.0%      | -    |
| Picardie                                 | 0        | 0.0%      | -    | 0        | 0.0%      | -    | 0        | 0.0%      | -    | 0          | 0.0%      | -    |
| Bourgogne                                | 1        | 0.1%      | 0.1  | 0        | 0.0%      | -    | 1        | 0.2%      | 0.2  | 0          | 0.0%      | -    |
| Haute Normandie                          | 0        | 0.0%      | -    | 0        | 0.0%      | -    | 0        | 0.0%      | -    | 0          | 0.0%      | -    |
| Basse Normandie                          | 0        | 0.0%      | -    | 0        | 0.0%      | -    | 0        | 0.0%      | -    | 0          | 0.0%      | -    |
| Centre                                   | 1        | 0.1%      | 0.1  | 1        | 0.2%      | 0.1  | 0        | 0.0%      | -    | 1          | 0.5%      | 0.2  |
| Pays de Loire                            | 0        | 0.0%      | -    | 0        | 0.0%      | -    | 0        | 0.0%      | -    | 0          | 0.0%      | -    |
| Bretagne                                 | 0        | 0.0%      | -    | 0        | 0.0%      | -    | 0        | 0.0%      | -    | 0          | 0.0%      | -    |
| Poitou Charentes                         | 0        | 0.0%      | -    | 0        | 0.0%      | -    | 0        | 0.0%      | -    | 0          | 0.0%      | -    |
| Aquitaine                                | 2        | 0.2%      | 0.1  | 2        | 0.4%      | 0.1  | 0        | 0.0%      | -    | 0          | 0.0%      | -    |
| Midi Pyrénées                            | 105      | 10.0%     | 4.4  | 50       | 9.6%      | 4.3  | 55       | 10.4%     | 4.4  | 24         | 9.1%      | 3.1  |
| Limousin                                 | 0        | -         | 0.1  | 0        | 0.1%      | 0.1  | 0        | 0.0%      | -    | 0          | 0.1%      | 0.2  |
| Auvergne                                 | 2        | 0.1%      | 0.1  | 2        | 0.3%      | 0.3  | 0        | 0.0%      | -    | 0          | 0.2%      | 0.1  |
| Rhône Alpes                              | 7        | 0.7%      | 0.1  | 2        | 0.4%      | 0.1  | 5        | 1.0%      | 0.2  | 2          | 0.8%      | 0.1  |
| Languedoc Roussillon                     | 920      | 87.1%     | 41.8 | 459      | 87.6%     | 44   | 461      | 86.7%     | 39.8 | 229        | 86.1%     | 32.3 |
| Provence Alpes Côte d'Azur.<br>Corse     | 4        | 0.4%      | 0.1  | 2        | 0.3%      | 0.1  | 3        | 0.5%      | 0.1  | 3          | 1.1%      | 0.2  |
| <b>Habitudes de connexion à Internet</b> |          |           |      |          |           |      |          |           |      |            |           |      |
| Tous les jours                           | 557      | 52.8%     | 1.9  | 272      | 52.0%     | 1.8  | 284      | 53.5%     | 2    | 210        | 78.9%     | 1.6  |
| Presque tous les jours                   | 131      | 12.4%     | 2    | 69       | 13.1%     | 2.2  | 62       | 11.7%     | 1.8  | 37         | 13.9%     | 1.6  |
| 1 à 2 fois par semaine                   | 62       | 5.9%      | 2    | 32       | 6.2%      | 2.6  | 30       | 5.7%      | 1.7  | 9          | 3.4%      | 1    |
| 1 à 3 fois par mois                      | 18       | 1.7%      | 2.3  | 12       | 2.3%      | 3.1  | 7        | 1.2%      | 1.5  | 3          | 1.1%      | 1.9  |
| Moins souvent                            | 18       | 1.7%      | 1.5  | 9        | 1.7%      | 1.7  | 9        | 1.7%      | 1.4  | 2          | 0.7%      | 1.6  |
| Jamais                                   | 1        | 0.1%      | 1.1  | 0        | 0.1%      | 0.7  | 1        | 0.2%      | 1.5  | 0          | 0.1%      | 2.5  |

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|---|----------|-----------|------|----------|-----------|------|----------|-----------|------|------------|-----------|------|
|   | Milliers | Structure | tion | Milliers | Structure | tion | Milliers | Structure | tion | Milliers   | Structure | tion |
| <b>Revenus du foyer</b>                   |          |           |      |          |           |      |          |           |      |            |           |      |
| Moins de 9 000 euros par an               | 39       | 3.7%      | 1.9  | 13       | 2.4%      | 1.6  | 27       | 5.0%      | 2.2  | 4          | 1.5%      | 2.2  |
| De 9 000 à moins de 12 000 euros par an   | 67       | 6.3%      | 2.1  | 34       | 6.4%      | 2.8  | 33       | 6.2%      | 1.6  | 1          | 0.6%      | 0.6  |
| De 12 000 à moins de 18 000 euros par an  | 151      | 14.3%     | 2.4  | 64       | 12.3%     | 2.5  | 87       | 16.4%     | 2.4  | 11         | 4.3%      | 1.6  |
| De 18 000 à moins de 24 000 euros par an  | 173      | 16.4%     | 2.5  | 80       | 15.2%     | 2.5  | 93       | 17.6%     | 2.5  | 38         | 14.3%     | 2.4  |
| De 24 000 à moins de 36 000 euros par an  | 256      | 24.2%     | 2.2  | 123      | 23.4%     | 2.2  | 133      | 25.1%     | 2.2  | 70         | 26.5%     | 1.9  |
| De 36 000 à moins de 45 000 euros par an  | 138      | 13.1%     | 2    | 92       | 17.5%     | 2.6  | 46       | 8.7%      | 1.4  | 48         | 18.1%     | 1.6  |
| De 45 000 à moins de 65 000 euros par an  | 101      | 9.6%      | 1.6  | 54       | 10.3%     | 1.5  | 47       | 8.9%      | 1.7  | 46         | 17.3%     | 1.2  |
| De 65 000 à moins de 80 000 euros par an  | 33       | 3.1%      | 1.9  | 20       | 3.8%      | 1.9  | 13       | 2.5%      | 2    | 16         | 6.0%      | 1.3  |
| De 80 000 à moins de 115 000 euros par an | 8        | 0.8%      | 0.8  | 8        | 1.5%      | 1.3  | 1        | 0.1%      | 0.2  | 5          | 1.7%      | 0.6  |
| 115 000 euros et plus par an              | 8        | 0.7%      | 1.6  | 8        | 1.5%      | 2.6  | 0        | 0.0%      | -    | 7          | 2.5%      | 1.6  |
| Refus                                     | 56       | 5.3%      | 1.9  | 20       | 3.8%      | 1.6  | 36       | 6.8%      | 2.1  | 14         | 5.1%      | 1.3  |
| Ne sait pas                               | 25       | 2.4%      | 1.4  | 11       | 2.1%      | 1.5  | 15       | 2.7%      | 1.3  | 6          | 2.2%      | 0.8  |