

Groupe Est Bourgogne Médias

LNM

| | Ensemble | | | Hommes | | | Femmes | | | FoyersCSP+ | | |
|-----------------------------------|----------|-----------|-------------|----------|-----------|-------------|----------|-----------|-------------|------------|-----------|-------------|
| | Milliers | Structure | Pénétration | Milliers | Structure | Pénétration | Milliers | Structure | Pénétration | Milliers | Structure | Pénétration |
| ENSEMBLE | 399 | 100.0% | 0.8% | 201 | 100.0% | 0.8% | 198 | 100.0% | 0.7% | 79 | 100.0% | 0.5% |
| Sexe | | | | | | | | | | | | |
| Homme | 201 | 50.4% | 0.8% | 201 | 100.0% | 0.8% | 0 | 0.0% | 0.0% | 49 | 62.5% | 0.6% |
| Femme | 198 | 49.6% | 0.7% | 0 | 0.0% | 0.0% | 198 | 100.0% | 0.7% | 30 | 37.5% | 0.3% |
| Age | | | | | | | | | | | | |
| 15 à 24 ans | 24 | 6.0% | 0.3% | 15 | 7.6% | 0.4% | 9 | 4.4% | 0.2% | 12 | 15.8% | 0.4% |
| 25 à 34 ans | 35 | 8.7% | 0.5% | 12 | 6.1% | 0.3% | 22 | 11.3% | 0.6% | 8 | 10.2% | 0.2% |
| 35 à 49 ans | 78 | 19.5% | 0.6% | 48 | 23.7% | 0.8% | 30 | 15.3% | 0.5% | 20 | 25.8% | 0.3% |
| 50 à 59 ans | 104 | 26.1% | 1.1% | 55 | 27.2% | 1.2% | 50 | 25.0% | 1.1% | 35 | 43.9% | 0.9% |
| 60 ans et plus | 158 | 39.7% | 1.0% | 71 | 35.5% | 1.1% | 87 | 43.9% | 1.0% | 3 | 4.3% | 0.4% |
| Individu | | | | | | | | | | | | |
| Ménagères | 188 | 47.0% | 0.8% | 0 | 0.0% | 0.0% | 188 | 94.8% | 0.8% | 26 | 33.3% | 0.4% |
| Personne de référence | 230 | 57.7% | 0.8% | 176 | 87.5% | 0.9% | 54 | 27.3% | 0.7% | 45 | 56.6% | 0.5% |
| Responsable des achats | 293 | 73.4% | 0.8% | 114 | 56.6% | 0.9% | 179 | 90.6% | 0.8% | 49 | 62.4% | 0.4% |
| PCS Individu | | | | | | | | | | | | |
| Agriculteurs | 6 | 1.4% | 1.1% | 6 | 2.8% | 1.6% | 0 | 0.0% | 0.0% | 0 | 0.0% | 0.0% |
| Petits patrons | 7 | 1.8% | 0.5% | 7 | 3.5% | 0.6% | 0 | 0.1% | 0.1% | 7 | 9.2% | 0.5% |
| Affaires et Cadres | 23 | 5.7% | 0.5% | 14 | 7.1% | 0.5% | 8 | 4.2% | 0.4% | 21 | 26.0% | 0.5% |
| Professions intermédiaires | 41 | 10.2% | 0.6% | 20 | 10.0% | 0.6% | 21 | 10.5% | 0.6% | 25 | 31.8% | 0.4% |
| Employés | 65 | 16.3% | 0.8% | 16 | 8.1% | 0.7% | 49 | 24.6% | 0.8% | 8 | 10.6% | 0.5% |
| Ouvriers | 50 | 12.4% | 0.8% | 40 | 19.8% | 0.8% | 10 | 4.9% | 0.7% | 1 | 1.4% | 0.3% |
| Retraités | 147 | 36.8% | 1.1% | 69 | 34.1% | 1.1% | 78 | 39.5% | 1.2% | 1 | 1.2% | 0.5% |
| Autres inactifs | 61 | 15.3% | 0.6% | 29 | 14.6% | 0.8% | 32 | 16.1% | 0.5% | 16 | 19.7% | 0.5% |
| PCS Personne de référence | | | | | | | | | | | | |
| Agriculteurs | 9 | 2.3% | 1.2% | 5 | 2.3% | 1.1% | 5 | 2.3% | 1.3% | 0 | 0.0% | 0.0% |
| Petits patrons | 11 | 2.8% | 0.4% | 8 | 4.1% | 0.6% | 3 | 1.5% | 0.2% | 11 | 14.3% | 0.4% |
| Affaires et Cadres | 25 | 6.3% | 0.4% | 16 | 7.8% | 0.5% | 10 | 4.8% | 0.3% | 25 | 32.0% | 0.4% |
| Professions intermédiaires | 42 | 10.6% | 0.5% | 25 | 12.6% | 0.6% | 17 | 8.6% | 0.4% | 42 | 53.7% | 0.5% |
| Employés | 34 | 8.5% | 0.6% | 14 | 7.1% | 0.6% | 20 | 9.9% | 0.6% | 0 | 0.0% | 0.0% |
| Ouvriers | 84 | 21.0% | 0.9% | 41 | 20.1% | 0.8% | 43 | 21.8% | 1.0% | 0 | 0.0% | 0.0% |
| Retraités | 165 | 41.3% | 1.1% | 73 | 36.3% | 1.1% | 92 | 46.3% | 1.1% | 0 | 0.0% | 0.0% |
| Autres inactifs | 29 | 7.2% | 0.7% | 19 | 9.6% | 1.2% | 9 | 4.7% | 0.4% | 0 | 0.0% | 0.0% |

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| | Milliers | Structure | Pénétration | Milliers | Structure | Pénétration | Milliers | Structure | Pénétration | Milliers | Structure | Pénétration |
| Taille du foyer | | | | | | | | | | | | |
| 1 personne | 80 | 20.0% | 0.8% | 42 | 20.9% | 1.0% | 38 | 19.0% | 0.7% | 6 | 7.5% | 0.3% |
| 2 personnes | 184 | 46.0% | 1.0% | 91 | 45.4% | 1.1% | 92 | 46.7% | 1.0% | 22 | 27.4% | 0.5% |
| 3 personnes | 59 | 14.8% | 0.6% | 34 | 16.9% | 0.7% | 25 | 12.7% | 0.5% | 26 | 33.5% | 0.7% |
| 4 personnes | 53 | 13.2% | 0.6% | 22 | 11.1% | 0.5% | 30 | 15.3% | 0.6% | 16 | 20.3% | 0.3% |
| 5 personnes et + | 24 | 6.1% | 0.4% | 12 | 5.8% | 0.4% | 13 | 6.3% | 0.4% | 9 | 11.3% | 0.3% |
| Présence d'enfants de moins de 15 ans | | | | | | | | | | | | |
| Oui | 78 | 19.6% | 0.5% | 39 | 19.1% | 0.5% | 40 | 20.1% | 0.5% | 28 | 34.9% | 0.4% |
| Non | 321 | 80.4% | 0.9% | 163 | 80.9% | 0.9% | 158 | 79.9% | 0.8% | 51 | 65.1% | 0.5% |
| Habitat | | | | | | | | | | | | |
| Communes rurales | 142 | 35.5% | 1.2% | 68 | 33.6% | 1.2% | 74 | 37.5% | 1.2% | 27 | 34.0% | 0.8% |
| Aggro. - 20 000 hab | 91 | 22.7% | 1.0% | 43 | 21.5% | 1.0% | 47 | 24.0% | 1.0% | 18 | 22.9% | 0.7% |
| Aggro. 20 000 à 100 000 hab | 85 | 21.2% | 1.2% | 43 | 21.6% | 1.3% | 41 | 20.8% | 1.1% | 15 | 19.0% | 0.8% |
| Aggro. + 100 000 hab | 78 | 19.5% | 0.5% | 46 | 22.9% | 0.6% | 32 | 16.0% | 0.4% | 17 | 21.0% | 0.3% |
| Aggro. Paris | 4 | 1.1% | 0.1% | 1 | 0.4% | 0.0% | 3 | 1.7% | 0.1% | 2 | 3.1% | 0.1% |
| Régions INSEE | | | | | | | | | | | | |
| Ile de France | 4 | 1.1% | 0.0% | 1 | 0.4% | 0.0% | 3 | 1.7% | 0.1% | 2 | 3.1% | 0.1% |
| Franche-Comté | 2 | 0.5% | 0.2% | 1 | 0.6% | 0.3% | 1 | 0.3% | 0.1% | 2 | 2.0% | 0.6% |
| Champagne Ardennes | 3 | 0.7% | 0.3% | 1 | 0.4% | 0.2% | 2 | 1.0% | 0.3% | 2 | 2.2% | 0.6% |
| Bourgogne | 374 | 93.6% | 27.6% | 188 | 93.4% | 28.9% | 186 | 93.8% | 26.4% | 71 | 89.9% | 21.0% |
| Basse Normandie | 1 | 0.4% | 0.1% | 1 | 0.7% | 0.3% | 0 | 0.0% | 0.0% | 0 | 0.0% | 0.0% |
| Centre | 0 | 0.1% | 0.0% | 0 | 0.2% | 0.0% | 0 | 0.0% | 0.0% | 0 | 0.6% | 0.1% |
| Auvergne | 2 | 0.4% | 0.1% | 2 | 0.8% | 0.3% | 0 | 0.0% | 0.0% | 0 | 0.0% | 0.0% |
| Rhône Alpes | 10 | 2.6% | 0.2% | 4 | 2.0% | 0.2% | 6 | 3.1% | 0.2% | 2 | 2.1% | 0.1% |
| Provence Alpes Côte d'Azur. | 2 | 0.6% | 0.1% | 2 | 1.2% | 0.1% | 0 | 0.0% | 0.0% | 0 | 0.0% | 0.0% |
| Corse | | | | | | | | | | | | |
| Habitudes de connection à Internet | | | | | | | | | | | | |
| Tous les jours | 232 | 58.1% | 0.7% | 131 | 65.2% | 0.8% | 101 | 50.9% | 0.6% | 63 | 80.3% | 0.4% |
| Presque tous les jours | 39 | 9.8% | 0.7% | 15 | 7.4% | 0.5% | 24 | 12.3% | 0.8% | 8 | 10.1% | 0.4% |
| 1 à 2 fois par semaine | 20 | 4.9% | 0.8% | 10 | 4.9% | 0.9% | 10 | 5.0% | 0.7% | 4 | 5.5% | 0.8% |
| 1 à 3 fois par mois | 12 | 3.0% | 2.5% | 5 | 2.4% | 2.5% | 7 | 3.6% | 2.5% | 3 | 4.1% | 4.9% |
| Moins souvent | 8 | 1.9% | 1.1% | 5 | 2.6% | 1.5% | 2 | 1.2% | 0.7% | 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 | 6 | 1.5% | 0.3% | 3 | 1.6% | 0.4% | 3 | 1.3% | 0.2% | 0 | 0.0% | 0.0% |
| De 9 000 à moins de 12 000 euros par an | 18 | 4.5% | 0.6% | 10 | 4.9% | 0.9% | 8 | 4.1% | 0.4% | 2 | 2.5% | 0.8% |
| De 12 000 à moins de 18 000 euros par an | 51 | 12.7% | 0.9% | 27 | 13.5% | 1.1% | 24 | 11.9% | 0.8% | 0 | 0.0% | 0.0% |
| De 18 000 à moins de 24 000 euros par an | 61 | 15.2% | 0.9% | 24 | 12.1% | 0.8% | 36 | 18.3% | 1.0% | 3 | 3.4% | 0.2% |
| De 24 000 à moins de 36 000 euros par an | 121 | 30.4% | 1.1% | 63 | 31.5% | 1.2% | 58 | 29.3% | 1.0% | 23 | 29.0% | 0.7% |
| De 36 000 à moins de 45 000 euros par an | 46 | 11.5% | 0.6% | 19 | 9.3% | 0.5% | 27 | 13.7% | 0.8% | 11 | 14.1% | 0.4% |
| De 45 000 à moins de 65 000 euros par an | 48 | 12.1% | 0.7% | 33 | 16.4% | 0.8% | 15 | 7.7% | 0.5% | 21 | 26.2% | 0.5% |
| 65 000 euros et plus par an | 16 | 3.9% | 0.4% | 10 | 5.1% | 0.5% | 5 | 2.8% | 0.3% | 7 | 8.7% | 0.3% |
| Refus | 21 | 5.3% | 0.6% | 4 | 2.2% | 0.3% | 17 | 8.3% | 0.9% | 6 | 7.6% | 0.5% |
| Ne sait pas | 12 | 3.0% | 0.7% | 7 | 3.5% | 1.0% | 5 | 2.5% | 0.5% | 7 | 8.5% | 1.2% |