

# Groupe Est Bourgogne Medias



A.C.P.M. - ONE -

	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
<b>ENSEMBLE</b>	388	100.0%	0.7%	172	100.0%	0.7%	216	100.0%	0.8%	84	100.0%	0.5%
<b>Sexe</b>												
<b>Homme</b>	172	44.4%	0.7%	172	100.0%	0.7%	0	0.0%	0.0%	46	54.4%	0.5%
<b>Femme</b>	216	55.6%	0.8%	0	0.0%	0.0%	216	100.0%	0.8%	38	45.6%	0.4%
<b>Age</b>												
<b>15 à 24 ans</b>	34	8.6%	0.5%	12	7.1%	0.3%	21	9.9%	0.6%	9	10.9%	0.3%
<b>25 à 34 ans</b>	34	8.8%	0.5%	11	6.4%	0.3%	23	10.8%	0.6%	10	11.9%	0.3%
<b>35 à 49 ans</b>	82	21.2%	0.7%	42	24.5%	0.7%	40	18.6%	0.6%	33	39.7%	0.5%
<b>50 à 59 ans</b>	70	18.0%	0.8%	33	18.9%	0.7%	37	17.3%	0.8%	28	32.9%	0.7%
<b>60 ans et plus</b>	168	43.3%	1.1%	74	43.2%	1.1%	94	43.4%	1.1%	4	4.6%	0.4%
<b>Individu</b>												
<b>Ménagères</b>	199	51.2%	0.8%	0	0.0%	0.0%	199	92.1%	0.8%	34	40.4%	0.5%
<b>Personne de référence</b>	195	50.1%	0.7%	158	91.8%	0.8%	36	16.8%	0.5%	45	54.1%	0.5%
<b>Responsable des achats</b>	270	69.5%	0.8%	94	54.5%	0.7%	176	81.4%	0.8%	56	66.8%	0.5%
<b>PCS Individu</b>												
<b>Agriculteurs</b>	3	0.9%	0.7%	3	2.0%	1.0%	0	0.0%	0.0%	0	0.0%	0.0%
<b>Petits patrons</b>	5	1.3%	0.3%	4	2.3%	0.3%	1	0.5%	0.3%	4	5.2%	0.3%
<b>Affaires et Cadres</b>	28	7.3%	0.6%	16	9.2%	0.6%	12	5.7%	0.6%	24	29.0%	0.6%
<b>Professions intermédiaires</b>	46	11.8%	0.6%	20	11.5%	0.5%	26	12.0%	0.7%	31	36.8%	0.5%
<b>Employés</b>	70	17.9%	0.8%	21	12.3%	0.9%	48	22.4%	0.8%	5	5.6%	0.3%
<b>Ouvriers</b>	37	9.4%	0.6%	24	13.7%	0.5%	13	6.0%	1.0%	1	1.8%	0.4%
<b>Retraités</b>	154	39.6%	1.2%	75	43.4%	1.2%	79	36.6%	1.2%	1	1.3%	0.5%
<b>Autres inactifs</b>	46	11.8%	0.4%	10	5.7%	0.3%	36	16.7%	0.5%	17	20.2%	0.5%
<b>PCS Personne de référence</b>												
<b>Agriculteurs</b>	10	2.6%	1.3%	3	1.6%	0.7%	7	3.3%	2.0%	0	0.0%	0.0%
<b>Petits patrons</b>	10	2.6%	0.4%	6	3.5%	0.4%	4	1.8%	0.3%	10	11.9%	0.4%
<b>Affaires et Cadres</b>	38	9.7%	0.5%	17	10.1%	0.5%	20	9.3%	0.6%	38	44.8%	0.5%
<b>Professions intermédiaires</b>	36	9.4%	0.5%	22	12.9%	0.5%	14	6.5%	0.4%	36	43.4%	0.5%
<b>Employés</b>	50	12.9%	0.9%	22	12.5%	0.9%	29	13.2%	0.9%	0	0.0%	0.0%
<b>Ouvriers</b>	64	16.4%	0.7%	21	12.4%	0.4%	42	19.5%	1.0%	0	0.0%	0.0%
<b>Retraités</b>	177	45.6%	1.2%	80	46.2%	1.2%	98	45.2%	1.2%	0	0.0%	0.0%
<b>Autres inactifs</b>	4	0.9%	0.1%	1	0.8%	0.1%	2	1.1%	0.1%	0	0.0%	0.0%

	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
<b>Taille du foyer</b>												
1 personne	60	15.5%	0.6%	35	20.1%	0.8%	26	11.9%	0.5%	5	5.5%	0.2%
2 personnes	176	45.2%	1.0%	66	38.5%	0.8%	109	50.6%	1.2%	22	25.6%	0.5%
3 personnes	54	13.9%	0.6%	30	17.2%	0.6%	24	11.2%	0.5%	18	21.7%	0.5%
4 personnes	60	15.4%	0.6%	31	17.8%	0.7%	29	13.4%	0.6%	24	28.5%	0.5%
5 personnes et +	39	10.0%	0.7%	11	6.5%	0.4%	28	12.9%	1.0%	16	18.6%	0.6%
<b>Présence d'enfants de moins de 15 ans</b>												
Oui	108	27.8%	0.7%	51	29.3%	0.7%	58	26.6%	0.7%	45	53.9%	0.6%
Non	280	72.2%	0.8%	122	70.7%	0.7%	158	73.4%	0.8%	39	46.1%	0.4%
<b>Habitat</b>												
Communes rurales	148	38.1%	1.2%	66	38.0%	1.1%	82	38.2%	1.3%	29	34.4%	0.9%
Agglo. - 20 000 hab	78	20.1%	0.9%	33	19.3%	0.8%	45	20.7%	0.9%	16	19.0%	0.6%
Agglo. 20 000 à 100 000 hab	85	21.8%	1.2%	33	19.4%	1.0%	51	23.7%	1.4%	20	23.3%	1.0%
Agglo. + 100 000 hab	77	19.8%	0.5%	39	22.8%	0.5%	38	17.4%	0.5%	19	23.1%	0.3%
Agglo. Paris	1	0.2%	0.0%	1	0.4%	0.0%	0	0.0%	0.0%	0	0.3%	0.0%
<b>Régions INSEE</b>												
Ile de France	1	0.2%	0.0%	1	0.4%	0.0%	0	0.1%	0.0%	0	0.4%	0.0%
Franche-Comté	2	0.4%	0.2%	1	0.6%	0.2%	1	0.3%	0.1%	1	1.2%	0.4%
Champagne Ardennes	3	0.8%	0.3%	2	1.0%	0.3%	2	0.7%	0.3%	2	2.7%	0.8%
Bourgogne	368	94.7%	27.1%	161	93.5%	24.7%	207	95.7%	29.3%	73	86.9%	21.6%
Centre	0	0.1%	0.0%	0	0.3%	0.0%	0	0.0%	0.0%	0	0.6%	0.1%
Auvergne	3	0.8%	0.3%	3	1.6%	0.5%	1	0.2%	0.1%	1	0.6%	0.2%
Rhône Alpes	10	2.7%	0.2%	4	2.5%	0.2%	6	2.9%	0.2%	6	7.6%	0.3%
Provence Alpes Côte d'Azur. Corse	0	0.1%	0.0%	0	0.2%	0.0%	0	0.0%	0.0%	0	0.0%	0.0%
<b>Habitudes de connection à Internet</b>												
Tous les jours	257	66.0%	0.7%	121	70.2%	0.7%	135	62.7%	0.7%	69	81.7%	0.5%
Presque tous les jours	29	7.4%	0.5%	12	7.1%	0.5%	16	7.6%	0.5%	7	8.1%	0.4%
1 à 2 fois par semaine	27	6.9%	1.0%	11	6.7%	1.0%	15	7.0%	1.0%	5	6.4%	1.0%
1 à 3 fois par mois	14	3.6%	2.8%	6	3.3%	2.4%	8	3.9%	3.1%	3	3.8%	3.8%
Moins souvent	9	2.3%	1.6%	6	3.2%	2.0%	3	1.5%	1.2%	0	0.0%	0.0%

	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
<b>Revenus du foyer</b>												
Moins de 9 000 euros par an	3	0.9%	0.2%	1	0.8%	0.2%	2	1.0%	0.2%	1	1.1%	0.5%
De 9 000 à moins de 12 000 euros par an	9	2.4%	0.3%	3	1.9%	0.3%	6	2.8%	0.4%	3	3.8%	1.3%
De 12 000 à moins de 18 000 euros par an	41	10.6%	0.8%	22	12.6%	1.0%	19	8.9%	0.6%	0	0.4%	0.0%
De 18 000 à moins de 24 000 euros par an	56	14.4%	0.8%	18	10.3%	0.6%	38	17.6%	1.0%	3	3.9%	0.2%
De 24 000 à moins de 36 000 euros par an	103	26.4%	0.9%	49	28.2%	0.9%	54	24.9%	0.9%	19	22.7%	0.5%
De 36 000 à moins de 45 000 euros par an	66	16.9%	0.9%	30	17.3%	0.8%	36	16.6%	1.0%	16	19.4%	0.6%
De 45 000 à moins de 65 000 euros par an	43	11.0%	0.6%	25	14.7%	0.6%	18	8.2%	0.6%	20	23.5%	0.5%
65 000 euros et plus par an	28	7.3%	0.7%	13	7.8%	0.5%	15	7.0%	0.8%	14	16.7%	0.5%
Refus	33	8.6%	0.8%	10	5.7%	0.6%	23	10.9%	1.0%	7	7.9%	0.4%
Ne sait pas	6	1.5%	0.5%	1	0.7%	0.3%	4	2.1%	0.8%	1	0.7%	0.2%