

Groupe Est Bourgogne Medias Dimanche



E7QR, Lecture Dernière Période

| | Ensemble | | | Hommes | | | Femmes | | | FoyersCSP+ | | |
|-----------------------------------|----------|-----------|-------------|----------|-----------|-------------|----------|-----------|-------------|------------|-----------|-------------|
| | Milliers | Structure | Pénétration | Milliers | Structure | Pénétration | Milliers | Structure | Pénétration | Milliers | Structure | Pénétration |
| Ensemble | 397 | 100.0% | 0.8% | 182 | 100.0% | 0.7% | 215 | 100.0% | 0.8% | 96 | 100.0% | 0.6% |
| Sexe | | | | | | | | | | | | |
| Homme | 182 | 45.8% | 0.7% | 182 | 100.0% | 0.7% | 0 | - | 100.0% | 52 | 54.7% | 0.6% |
| Femme | 215 | 54.2% | 0.8% | 0 | - | 100.0% | 215 | 100.0% | 0.8% | 43 | 45.3% | 0.5% |
| Age | | | | | | | | | | | | |
| 15 à 24 ans | 37 | 9.4% | 0.5% | 16 | 8.6% | 0.4% | 22 | 10.1% | 0.6% | 9 | 9.4% | 0.3% |
| 25 à 34 ans | 43 | 10.8% | 0.6% | 24 | 13.2% | 0.6% | 19 | 8.7% | 0.5% | 19 | 19.6% | 0.5% |
| 35 à 49 ans | 96 | 24.1% | 0.8% | 49 | 27.2% | 0.8% | 46 | 21.5% | 0.7% | 37 | 38.4% | 0.6% |
| 50 à 64 ans | 107 | 27.0% | 0.9% | 50 | 27.4% | 0.8% | 57 | 26.7% | 0.9% | 31 | 32.7% | 0.8% |
| 65 ans et plus | 114 | 28.7% | 1.1% | 43 | 23.6% | 0.9% | 71 | 33.0% | 1.1% | 0 | - | - |
| Individu | | | | | | | | | | | | |
| Ménagère | 199 | 50.2% | 0.9% | 0 | - | 100.0% | 199 | 92.6% | 0.9% | 40 | 41.8% | 0.6% |
| Personne de Référence | 223 | 56.2% | 0.8% | 159 | 87.4% | 0.8% | 64 | 29.8% | 0.8% | 54 | 56.2% | 0.6% |
| Responsable des achats | 198 | 50.0% | 0.8% | 57 | 31.5% | 0.7% | 141 | 65.6% | 0.9% | 52 | 54.5% | 0.6% |
| PCS Individu | | | | | | | | | | | | |
| Agriculteurs | 10 | 2.4% | 1.8% | 6 | 3.4% | 1.8% | 3 | 1.6% | 1.9% | 0 | - | - |
| Petits patrons | 9 | 2.4% | 0.6% | 7 | 4.0% | 0.7% | 2 | 1.0% | 0.5% | 9 | 9.0% | 0.6% |
| Affaires et Cadres | 20 | 5.1% | 0.4% | 15 | 8.2% | 0.5% | 6 | 2.6% | 0.3% | 18 | 19.2% | 0.4% |
| Professions intermédiaires | 49 | 12.3% | 0.7% | 27 | 15.1% | 0.8% | 21 | 10.0% | 0.7% | 40 | 42.1% | 0.7% |
| Employés | 70 | 17.6% | 0.8% | 10 | 5.3% | 0.5% | 60 | 28.0% | 0.9% | 16 | 16.6% | 0.9% |
| Ouvriers | 53 | 13.4% | 0.8% | 38 | 20.8% | 0.7% | 15 | 7.2% | 1.1% | 0 | - | - |
| Retraités | 121 | 30.4% | 1.0% | 64 | 34.9% | 1.1% | 57 | 26.5% | 0.9% | 2 | 2.0% | 0.9% |
| Autres inactifs | 65 | 16.4% | 0.6% | 15 | 8.3% | 0.4% | 50 | 23.2% | 0.7% | 11 | 11.2% | 0.3% |
| PCS Personne de Référence | | | | | | | | | | | | |
| Agriculteurs | 9 | 2.4% | 1.2% | 3 | 1.5% | 0.7% | 7 | 3.1% | 1.7% | 0 | - | 100.0% |
| Petits patrons | 11 | 2.8% | 0.4% | 7 | 4.0% | 0.5% | 4 | 1.8% | 0.3% | 11 | 11.5% | 0.4% |
| Affaires et Cadres | 32 | 8.2% | 0.5% | 15 | 8.5% | 0.4% | 17 | 7.9% | 0.5% | 32 | 33.9% | 0.5% |
| Professions intermédiaires | 52 | 13.2% | 0.7% | 30 | 16.4% | 0.7% | 23 | 10.5% | 0.6% | 52 | 54.6% | 0.7% |
| Employés | 37 | 9.3% | 0.7% | 11 | 5.9% | 0.5% | 26 | 12.2% | 0.8% | 0 | - | 100.0% |
| Ouvriers | 68 | 17.2% | 0.7% | 32 | 17.9% | 0.6% | 36 | 16.6% | 0.8% | 0 | - | 100.0% |
| Retraités | 154 | 38.7% | 1.1% | 75 | 41.0% | 1.1% | 79 | 36.8% | 1.0% | 0 | - | 100.0% |
| Autres inactifs | 33 | 8.2% | 0.9% | 9 | 4.9% | 0.7% | 24 | 11.0% | 1.0% | 0 | - | 100.0% |

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| | Milliers | Structure | Pénétration | Milliers | Structure | Pénétration | Milliers | Structure | Pénétration | Milliers | Structure | Pénétration |
| Taille du Foyer | | | | | | | | | | | | |
| 1 personne | 67 | 16.9% | 0.7% | 21 | 11.7% | 0.5% | 46 | 21.3% | 0.9% | 11 | 11.6% | 0.6% |
| 2 personnes | 169 | 42.5% | 0.9% | 82 | 45.2% | 1.0% | 86 | 40.1% | 0.9% | 30 | 30.9% | 0.7% |
| 3 personnes | 72 | 18.1% | 0.8% | 33 | 18.2% | 0.7% | 39 | 18.0% | 0.8% | 17 | 18.1% | 0.5% |
| 4 personnes | 64 | 16.0% | 0.7% | 37 | 20.5% | 0.8% | 26 | 12.3% | 0.6% | 26 | 27.6% | 0.6% |
| 5 personnes et + | 26 | 6.5% | 0.5% | 8 | 4.4% | 0.3% | 18 | 8.3% | 0.6% | 11 | 11.8% | 0.5% |
| Présence d'enfants de moins de 15 ans | | | | | | | | | | | | |
| Oui | 80 | 20.2% | 0.5% | 35 | 19.1% | 0.5% | 46 | 21.2% | 0.5% | 36 | 37.4% | 0.5% |
| Non | 317 | 79.8% | 0.9% | 147 | 80.9% | 0.9% | 169 | 78.8% | 0.9% | 60 | 62.6% | 0.6% |
| Habitat | | | | | | | | | | | | |
| Communes rurales | 158 | 39.7% | 1.2% | 79 | 43.4% | 1.3% | 79 | 36.6% | 1.2% | 31 | 32.5% | 0.9% |
| Agglo. - 20 000 hab | 78 | 19.7% | 0.9% | 39 | 21.7% | 1.0% | 39 | 18.0% | 0.9% | 19 | 20.0% | 0.8% |
| Agglo. 20 000 à 100 000 hab | 95 | 23.9% | 1.4% | 38 | 20.8% | 1.2% | 57 | 26.5% | 1.6% | 25 | 25.9% | 1.3% |
| Agglo. + 100 000 hab | 63 | 15.9% | 0.4% | 26 | 14.2% | 0.4% | 37 | 17.3% | 0.5% | 19 | 19.4% | 0.4% |
| Agglo. Paris | 3 | 0.8% | 0.0% | 0 | - | - | 3 | 1.5% | 0.1% | 2 | 2.1% | 0.1% |

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| | Milliers | Structure | Pénétration | Milliers | Structure | Pénétration | Milliers | Structure | Pénétration | Milliers | Structure | Pénétration |
| Région d'habitation | | | | | | | | | | | | |
| Ile-de-France | 3 | 0.8% | 0.0% | 0 | - | - | 3 | 1.5% | 0.1% | 2 | 2.1% | 0.0% |
| Nord-Pas-de-Calais | 0 | - | - | 0 | - | - | 0 | - | - | 0 | - | - |
| Lorraine | 0 | - | - | 0 | - | - | 0 | - | - | 0 | - | - |
| Alsace | 0 | - | - | 0 | - | - | 0 | - | - | 0 | - | - |
| Franche-Comté | 6 | 1.6% | 0.7% | 2 | 1.0% | 0.4% | 5 | 2.2% | 1.0% | 2 | 2.5% | 1.0% |
| Champagne-Ardenne | 1 | 0.3% | 0.1% | 1 | 0.3% | 0.1% | 1 | 0.2% | 0.1% | 0 | - | - |
| Picardie | 0 | - | - | 0 | - | - | 0 | - | - | 0 | - | - |
| Bourgogne | 369 | 93.1% | 27.2% | 171 | 93.9% | 26.3% | 199 | 92.3% | 28.0% | 84 | 88.1% | 24.7% |
| Haute-Normandie | 0 | - | - | 0 | - | - | 0 | - | - | 0 | - | - |
| Basse-Normandie | 0 | - | - | 0 | - | - | 0 | - | - | 0 | - | - |
| Centre | 0 | - | - | 0 | - | - | 0 | - | - | 0 | - | - |
| Pays de la Loire | 0 | - | - | 0 | - | - | 0 | - | - | 0 | - | - |
| Bretagne | 1 | 0.3% | 0.0% | 1 | 0.6% | 0.1% | 0 | - | - | 0 | - | - |
| Poitou-Charentes | 1 | 0.1% | 0.0% | 0 | - | - | 1 | 0.2% | 0.1% | 1 | 0.6% | 0.1% |
| Aquitaine | 0 | - | - | 0 | - | - | 0 | - | - | 0 | - | - |
| Midi-Pyrénées | 0 | - | - | 0 | - | - | 0 | - | - | 0 | - | - |
| Limousin | 0 | - | - | 0 | - | - | 0 | - | - | 0 | - | - |
| Auvergne | 4 | 0.9% | 0.3% | 2 | 1.2% | 0.4% | 1 | 0.6% | 0.2% | 1 | 0.6% | 0.2% |
| Rhône-Alpes | 12 | 2.9% | 0.2% | 5 | 3.0% | 0.2% | 6 | 2.8% | 0.2% | 6 | 6.1% | 0.3% |
| Languedoc-Roussillon | 0 | - | - | 0 | - | - | 0 | - | - | 0 | - | - |
| Provence-Alpes-Côte-d'Azur-Corse | 0 | - | - | 0 | - | - | 0 | - | - | 0 | - | - |
| Habitudes de connexion Internet | | | | | | | | | | | | |
| Tous les jours | 187 | 47.0% | 0.7% | 101 | 55.5% | 0.7% | 86 | 39.8% | 0.7% | 64 | 66.3% | 0.5% |
| Presque tous les jours | 42 | 10.6% | 0.7% | 18 | 10.0% | 0.7% | 24 | 11.1% | 0.7% | 13 | 13.6% | 0.5% |
| 1 à 2 fois par semaine | 25 | 6.4% | 0.8% | 11 | 5.9% | 0.8% | 15 | 6.8% | 0.8% | 7 | 6.9% | 0.7% |
| 1 à 3 fois par mois | 4 | 1.1% | 0.5% | 1 | 0.4% | 0.2% | 4 | 1.7% | 0.8% | 2 | 2.3% | 1.1% |
| Moins souvent | 8 | 1.9% | 0.5% | 2 | 1.0% | 0.3% | 6 | 2.7% | 0.7% | 0 | - | - |
| Jamais | 1 | 0.3% | 0.4% | 0 | - | - | 1 | 0.5% | 0.9% | 0 | - | - |

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| Revenus du Foyer | | | | | | | | | | | | |
| Moins de 9 000 euros par an | 23 | 5.8% | 0.9% | 1 | 0.7% | 0.1% | 22 | 10.1% | 1.5% | 4 | 4.2% | 2.1% |
| De 9 000 à moins de 12 000 euros par an | 16 | 4.1% | 0.5% | 2 | 1.2% | 0.2% | 14 | 6.5% | 0.6% | 2 | 2.0% | 0.7% |
| De 12 000 à moins de 18 000 euros par an | 72 | 18.2% | 1.1% | 25 | 13.7% | 0.8% | 47 | 22.1% | 1.2% | 4 | 4.2% | 0.5% |
| De 18 000 à moins de 24 000 euros par an | 48 | 12.2% | 0.7% | 28 | 15.5% | 0.8% | 20 | 9.3% | 0.5% | 11 | 11.1% | 0.7% |
| De 24 000 à moins de 36 000 euros par an | 106 | 26.6% | 1.0% | 56 | 30.5% | 1.0% | 50 | 23.3% | 0.9% | 26 | 26.9% | 0.7% |
| De 36 000 à moins de 45 000 euros par an | 53 | 13.4% | 0.8% | 21 | 11.4% | 0.6% | 32 | 15.1% | 1.1% | 19 | 19.7% | 0.7% |
| De 45 000 à moins de 65 000 euros par an | 44 | 11.1% | 0.8% | 33 | 18.0% | 1.0% | 11 | 5.2% | 0.4% | 18 | 19.2% | 0.5% |
| 65 000 euros et plus | 11 | 2.8% | 0.4% | 4 | 2.2% | 0.2% | 7 | 3.2% | 0.6% | 9 | 8.9% | 0.4% |
| Refus | 18 | 4.6% | 0.5% | 12 | 6.7% | 0.8% | 6 | 2.8% | 0.3% | 4 | 3.8% | 0.3% |
| Ne sait pas | 5 | 1.3% | 0.3% | 0 | - | - | 5 | 2.4% | 0.6% | 0 | - | - |