

| | Ensemble | | | Hommes | | | Femmes | | | FoyersCSP+ | | |
|-----------------------------------|----------|-----------|-------------|----------|-----------|-------------|----------|-----------|-------------|------------|-----------|-------------|
| | Milliers | Structure | Pénétration | Milliers | Structure | Pénétration | Milliers | Structure | Pénétration | Milliers | Structure | Pénétration |
| Ensemble | 401 | 100.0% | 0.8% | 193 | 100.0% | 0.8% | 209 | 100.0% | 0.8% | 81 | 100.0% | 0.5% |
| Sexe | | | | | | | | | | | | |
| Homme | 193 | 48.1% | 0.8% | 193 | 100.0% | 0.8% | 0 | - | - | 44 | 54.1% | 0.5% |
| Femme | 209 | 51.9% | 0.8% | 0 | - | - | 209 | 100.0% | 0.8% | 37 | 45.9% | 0.5% |
| Age | | | | | | | | | | | | |
| 15 à 24 ans | 38 | 9.5% | 0.5% | 20 | 10.3% | 0.5% | 18 | 8.7% | 0.5% | 7 | 8.3% | 0.2% |
| 25 à 34 ans | 39 | 9.6% | 0.5% | 24 | 12.7% | 0.6% | 14 | 6.8% | 0.4% | 11 | 13.4% | 0.3% |
| 35 à 49 ans | 92 | 23.0% | 0.7% | 54 | 28.0% | 0.9% | 38 | 18.3% | 0.6% | 38 | 47.0% | 0.6% |
| 50 à 64 ans | 86 | 21.4% | 0.7% | 25 | 13.1% | 0.4% | 60 | 29.0% | 1.0% | 26 | 31.4% | 0.6% |
| 65 ans et plus | 147 | 36.5% | 1.3% | 69 | 35.9% | 1.5% | 77 | 37.1% | 1.2% | 0 | - | - |
| Individu | | | | | | | | | | | | |
| Ménagère | 192 | 47.8% | 0.8% | 0 | - | - | 192 | 91.9% | 0.8% | 36 | 43.7% | 0.5% |
| Personne de Référence | 238 | 59.3% | 0.8% | 168 | 87.2% | 0.8% | 70 | 33.5% | 0.9% | 44 | 54.2% | 0.5% |
| Responsable des achats | 287 | 71.6% | 0.8% | 101 | 52.3% | 0.8% | 187 | 89.5% | 0.8% | 59 | 72.9% | 0.6% |
| PCS Individu | | | | | | | | | | | | |
| Agriculteurs | 5 | 1.1% | 0.8% | 5 | 2.4% | 1.4% | 0 | - | - | 0 | - | - |
| Petits patrons | 9 | 2.2% | 0.5% | 6 | 3.3% | 0.5% | 2 | 1.1% | 0.5% | 5 | 6.3% | 0.3% |
| Affaires et Cadres | 20 | 4.9% | 0.4% | 12 | 6.4% | 0.4% | 7 | 3.5% | 0.4% | 17 | 20.9% | 0.4% |
| Professions intermédiaires | 47 | 11.6% | 0.7% | 26 | 13.5% | 0.8% | 21 | 9.9% | 0.6% | 36 | 44.2% | 0.6% |
| Employés | 65 | 16.2% | 0.8% | 13 | 6.7% | 0.6% | 52 | 25.1% | 0.8% | 13 | 15.6% | 0.7% |
| Ouvriers | 47 | 11.6% | 0.7% | 33 | 17.3% | 0.7% | 13 | 6.4% | 1.0% | 2 | 2.6% | 0.6% |
| Retraités | 146 | 36.4% | 1.2% | 77 | 39.8% | 1.3% | 69 | 33.3% | 1.1% | 2 | 1.9% | 0.6% |
| Autres inactifs | 64 | 15.9% | 0.6% | 21 | 10.7% | 0.6% | 43 | 20.7% | 0.7% | 7 | 8.5% | 0.2% |
| PCS Personne de Référence | | | | | | | | | | | | |
| Agriculteurs | 9 | 2.3% | 1.2% | 5 | 2.4% | 1.2% | 5 | 2.2% | 1.1% | 0 | - | - |
| Petits patrons | 8 | 2.1% | 0.3% | 5 | 2.7% | 0.4% | 3 | 1.5% | 0.3% | 8 | 10.2% | 0.3% |
| Affaires et Cadres | 32 | 8.0% | 0.5% | 13 | 7.0% | 0.4% | 19 | 9.0% | 0.6% | 32 | 39.7% | 0.5% |
| Professions intermédiaires | 41 | 10.2% | 0.5% | 25 | 13.2% | 0.7% | 15 | 7.4% | 0.4% | 41 | 50.2% | 0.5% |
| Employés | 43 | 10.7% | 0.8% | 14 | 7.2% | 0.6% | 29 | 14.0% | 0.9% | 0 | - | - |
| Ouvriers | 64 | 15.9% | 0.7% | 31 | 16.2% | 0.6% | 32 | 15.6% | 0.7% | 0 | - | - |
| Retraités | 172 | 42.8% | 1.2% | 82 | 42.4% | 1.2% | 90 | 43.3% | 1.1% | 0 | - | - |
| Autres inactifs | 32 | 8.0% | 0.8% | 17 | 8.9% | 1.2% | 15 | 7.1% | 0.6% | 0 | - | - |

Groupe Est Bourgogne Medias

PQR, Audience LNM



| | Ensemble | | | Hommes | | | Femmes | | | FoyersCSP+ | | |
|--|----------|-----------|-------------|----------|-----------|-------------|----------|-----------|-------------|------------|-----------|-------------|
| | Milliers | Structure | Pénétration | Milliers | Structure | Pénétration | Milliers | Structure | Pénétration | Milliers | Structure | Pénétration |
| Taille du Foyer | | | | | | | | | | | | |
| 1 personne | 87 | 21.7% | 0.9% | 30 | 15.3% | 0.7% | 57 | 27.5% | 1.1% | 9 | 10.6% | 0.5% |
| 2 personnes | 184 | 45.7% | 1.0% | 97 | 50.1% | 1.1% | 87 | 41.6% | 0.9% | 25 | 30.2% | 0.6% |
| 3 personnes | 49 | 12.2% | 0.5% | 24 | 12.7% | 0.5% | 24 | 11.7% | 0.5% | 12 | 15.3% | 0.3% |
| 4 personnes | 47 | 11.7% | 0.5% | 27 | 13.8% | 0.6% | 20 | 9.7% | 0.4% | 24 | 29.2% | 0.5% |
| 5 personnes et + | 35 | 8.8% | 0.7% | 16 | 8.1% | 0.6% | 20 | 9.5% | 0.7% | 12 | 14.8% | 0.5% |
| Présence d'enfants de moins de 15 ans | | | | | | | | | | | | |
| Oui | 86 | 21.5% | 0.6% | 48 | 24.7% | 0.7% | 39 | 18.5% | 0.5% | 37 | 45.1% | 0.5% |
| Non | 315 | 78.5% | 0.9% | 145 | 75.3% | 0.8% | 170 | 81.5% | 0.9% | 45 | 54.9% | 0.5% |
| Habitat | | | | | | | | | | | | |
| Communes rurales | 141 | 35.2% | 1.2% | 67 | 34.7% | 1.2% | 74 | 35.7% | 1.2% | 24 | 29.3% | 0.7% |
| Agglo. - 20 000 hab | 72 | 18.0% | 0.8% | 36 | 18.7% | 0.8% | 36 | 17.3% | 0.8% | 17 | 20.8% | 0.7% |
| Agglo. 20 000 à 100 000 hab | 88 | 22.0% | 1.3% | 37 | 19.2% | 1.1% | 51 | 24.7% | 1.5% | 14 | 17.4% | 0.7% |
| Agglo. + 100 000 hab | 98 | 24.3% | 0.6% | 52 | 26.8% | 0.7% | 46 | 22.0% | 0.6% | 26 | 31.7% | 0.5% |
| Agglo. Paris | 2 | 0.5% | 0.0% | 1 | 0.7% | 0.0% | 1 | 0.4% | 0.0% | 1 | 0.8% | 0.0% |

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| | Milliers | Structure | Pénétration | Milliers | Structure | Pénétration | Milliers | Structure | Pénétration | Milliers | Structure | Pénétration |
| Région d'habitation | | | | | | | | | | | | |
| Ile-de-France | 2 | 0.5% | 0.0% | 1 | 0.7% | 0.0% | 1 | 0.4% | 0.0% | 1 | 0.8% | 0.0% |
| Nord-Pas-de-Calais | 1 | 0.2% | 0.0% | 1 | 0.3% | 0.0% | 0 | - | - | 0 | - | - |
| Lorraine | 3 | 0.8% | 0.2% | 3 | 1.6% | 0.3% | 0 | - | - | 3 | 3.3% | 0.5% |
| Alsace | 0 | - | - | 0 | - | - | 0 | - | - | 0 | - | - |
| Franche-Comté | 3 | 0.8% | 0.3% | 1 | 0.6% | 0.2% | 2 | 1.0% | 0.4% | 1 | 1.6% | 0.5% |
| Champagne-Ardenne | 1 | 0.2% | 0.1% | 1 | 0.3% | 0.1% | 0 | 0.2% | 0.1% | 1 | 0.6% | 0.2% |
| Picardie | 0 | - | - | 0 | - | - | 0 | - | - | 0 | - | - |
| Bourgogne | 377 | 94.0% | 27.7% | 179 | 92.8% | 27.4% | 198 | 95.1% | 28.0% | 71 | 87.5% | 20.0% |
| Haute-Normandie | 0 | - | - | 0 | - | - | 0 | - | - | 0 | - | - |
| Basse-Normandie | 0 | - | - | 0 | - | - | 0 | - | - | 0 | - | - |
| Centre | 0 | - | - | 0 | - | - | 0 | - | - | 0 | - | - |
| Pays de la Loire | 0 | 0.0% | 0.0% | 0 | 0.1% | 0.0% | 0 | - | - | 0 | - | - |
| Bretagne | 0 | - | - | 0 | - | - | 0 | - | - | 0 | - | - |
| Poitou-Charentes | 0 | 0.0% | 0.0% | 0 | - | - | 0 | 0.0% | 0.0% | 0 | 0.1% | 0.0% |
| Aquitaine | 0 | - | - | 0 | - | - | 0 | - | - | 0 | - | - |
| Midi-Pyrénées | 0 | 0.0% | 0.0% | 0 | - | - | 0 | 0.1% | 0.0% | 0 | 0.1% | 0.0% |
| Limousin | 0 | 0.1% | 0.0% | 0 | - | - | 0 | 0.1% | 0.1% | 0 | 0.3% | 0.2% |
| Auvergne | 2 | 0.5% | 0.2% | 1 | 0.6% | 0.2% | 1 | 0.3% | 0.1% | 0 | - | - |
| Rhône-Alpes | 11 | 2.8% | 0.2% | 5 | 2.7% | 0.2% | 6 | 2.9% | 0.2% | 4 | 5.1% | 0.2% |
| Languedoc-Roussillon | 0 | 0.0% | 0.0% | 0 | 0.1% | 0.0% | 0 | - | - | 0 | - | - |
| Provence-Alpes-Côte-d'Azur-Corse | 1 | 0.1% | 0.0% | 1 | 0.3% | 0.0% | 0 | - | - | 1 | 0.7% | 0.0% |
| Habitudes de connexion Internet | | | | | | | | | | | | |
| Tous les jours | 190 | 47.4% | 0.7% | 103 | 53.3% | 0.7% | 88 | 42.0% | 0.6% | 67 | 82.8% | 0.5% |
| Presque tous les jours | 42 | 10.5% | 0.7% | 24 | 12.3% | 0.8% | 19 | 8.9% | 0.6% | 6 | 7.6% | 0.3% |
| 1 à 2 fois par semaine | 19 | 4.8% | 0.6% | 5 | 2.7% | 0.4% | 14 | 6.6% | 0.8% | 3 | 4.1% | 0.4% |
| 1 à 3 fois par mois | 4 | 1.1% | 0.5% | 2 | 1.0% | 0.5% | 3 | 1.2% | 0.5% | 0 | - | - |
| Moins souvent | 7 | 1.8% | 0.5% | 3 | 1.5% | 0.5% | 4 | 2.0% | 0.6% | 0 | - | - |
| Jamais | 1 | 0.2% | 0.4% | 0 | - | - | 1 | 0.4% | 1.1% | 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 | 23 | 5.8% | 1.0% | 1 | 0.5% | 0.1% | 22 | 10.6% | 1.6% | 0 | 0.5% | 0.2% |
| De 9 000 à moins de 12 000 euros par an | 17 | 4.3% | 0.5% | 5 | 2.5% | 0.4% | 13 | 6.0% | 0.6% | 2 | 3.0% | 1.0% |
| De 12 000 à moins de 18 000 euros par an | 66 | 16.5% | 1.0% | 35 | 18.3% | 1.2% | 31 | 14.9% | 0.8% | 0 | 0.4% | 0.0% |
| De 18 000 à moins de 24 000 euros par an | 68 | 16.9% | 0.9% | 29 | 15.1% | 0.8% | 39 | 18.6% | 1.0% | 9 | 11.1% | 0.6% |
| De 24 000 à moins de 36 000 euros par an | 90 | 22.5% | 0.8% | 41 | 21.1% | 0.7% | 50 | 23.8% | 0.9% | 18 | 21.8% | 0.5% |
| De 36 000 à moins de 45 000 euros par an | 44 | 10.9% | 0.7% | 26 | 13.6% | 0.8% | 18 | 8.5% | 0.6% | 15 | 18.9% | 0.5% |
| De 45 000 à moins de 65 000 euros par an | 52 | 13.0% | 0.9% | 38 | 19.5% | 1.2% | 15 | 7.0% | 0.6% | 18 | 21.9% | 0.5% |
| De 65 000 à moins de 80 000 euros par an | 9 | 2.2% | 0.6% | 5 | 2.3% | 0.5% | 4 | 2.2% | 0.8% | 7 | 9.0% | 0.7% |
| De 80 000 à moins de 115 000 euros par an | 3 | 0.8% | 0.3% | 3 | 1.5% | 0.5% | 0 | 0.1% | 0.0% | 2 | 2.4% | 0.2% |
| 115 000 euros et plus par an | 3 | 0.7% | 0.6% | 2 | 0.8% | 0.6% | 1 | 0.6% | 0.6% | 3 | 3.5% | 0.7% |
| Refus | 17 | 4.3% | 0.5% | 9 | 4.5% | 0.6% | 9 | 4.2% | 0.4% | 4 | 5.4% | 0.4% |
| Ne sait pas | 8 | 2.0% | 0.5% | 0 | 0.2% | 0.1% | 7 | 3.6% | 0.8% | 2 | 2.0% | 0.3% |