

Groupe Est Bourgogne Medias



LNM

	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
ENSEMBLE	400	100.0%	0.8%	202	100.0%	0.8%	198	100.0%	0.7%	81	100.0%	0.5%
Sexe												
Homme	202	50.5%	0.8%	202	100.0%	0.8%	0	0.0%	0.0%	49	60.4%	0.6%
Femme	198	49.5%	0.7%	0	0.0%	0.0%	198	100.0%	0.7%	32	39.6%	0.4%
Age												
15 à 24 ans	25	6.3%	0.3%	15	7.7%	0.4%	10	5.0%	0.3%	12	14.9%	0.4%
25 à 34 ans	39	9.8%	0.5%	20	9.7%	0.5%	19	9.8%	0.5%	8	9.8%	0.2%
35 à 49 ans	78	19.6%	0.6%	46	22.7%	0.7%	33	16.5%	0.5%	24	30.3%	0.4%
50 à 59 ans	95	23.8%	1.0%	56	27.7%	1.2%	39	19.8%	0.9%	30	36.8%	0.8%
60 ans et plus	162	40.5%	1.1%	65	32.2%	1.0%	97	48.9%	1.1%	7	8.2%	0.7%
Individu												
Ménagères	184	46.0%	0.8%	0	0.0%	0.0%	184	92.9%	0.8%	29	36.1%	0.4%
Personne de référence	234	58.6%	0.8%	177	87.8%	0.9%	57	28.8%	0.7%	46	56.4%	0.6%
Responsable des achats	291	72.8%	0.8%	107	52.9%	0.8%	184	93.2%	0.8%	47	58.8%	0.4%
PCS Individu												
Agriculteurs	13	3.2%	2.4%	9	4.2%	2.3%	4	2.2%	2.7%	0	0.0%	0.0%
Petits patrons	5	1.3%	0.3%	4	2.0%	0.4%	1	0.5%	0.2%	4	5.1%	0.3%
Affaires et Cadres	26	6.5%	0.5%	15	7.5%	0.5%	11	5.4%	0.5%	22	27.5%	0.5%
Professions intermédiaires	41	10.3%	0.6%	23	11.3%	0.7%	19	9.4%	0.5%	30	37.1%	0.5%
Employés	55	13.8%	0.7%	15	7.4%	0.7%	40	20.4%	0.7%	7	8.2%	0.4%
Ouvriers	54	13.5%	0.8%	46	22.8%	0.9%	8	4.0%	0.6%	2	2.3%	0.4%
Retraités	148	37.1%	1.2%	60	29.6%	1.0%	88	44.8%	1.3%	1	0.6%	0.2%
Autres inactifs	57	14.3%	0.6%	31	15.1%	0.8%	27	13.5%	0.4%	15	19.0%	0.5%
PCS Personne de référence												
Agriculteurs	17	4.2%	2.0%	9	4.2%	2.1%	8	4.1%	2.0%	0	0.0%	0.0%
Petits patrons	9	2.1%	0.3%	6	3.2%	0.5%	2	1.0%	0.2%	9	10.5%	0.3%
Affaires et Cadres	26	6.6%	0.4%	16	7.9%	0.4%	10	5.2%	0.3%	26	32.4%	0.4%
Professions intermédiaires	46	11.5%	0.6%	26	13.1%	0.7%	20	10.0%	0.5%	46	57.0%	0.6%
Employés	27	6.8%	0.5%	14	6.9%	0.6%	13	6.7%	0.4%	0	0.0%	0.0%
Ouvriers	86	21.4%	0.9%	48	23.7%	0.9%	38	19.1%	0.9%	0	0.0%	0.0%
Retraités	164	41.1%	1.1%	64	31.6%	1.0%	101	50.9%	1.3%	0	0.0%	0.0%
Autres inactifs	25	6.3%	0.6%	19	9.5%	1.2%	6	3.1%	0.2%	0	0.0%	0.0%

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Taille du foyer												
1 personne	83	20.9%	0.8%	45	22.1%	1.0%	39	19.6%	0.7%	9	11.2%	0.5%
2 personnes	184	45.9%	1.0%	88	43.7%	1.0%	95	48.2%	1.0%	24	29.9%	0.6%
3 personnes	58	14.4%	0.6%	25	12.6%	0.6%	32	16.2%	0.7%	22	26.7%	0.5%
4 personnes	53	13.3%	0.6%	33	16.1%	0.7%	21	10.4%	0.4%	19	23.6%	0.4%
5 personnes et +	22	5.5%	0.4%	11	5.4%	0.4%	11	5.5%	0.4%	7	8.6%	0.3%
Présence d'enfants de moins de 15 ans												
Oui	79	19.7%	0.5%	41	20.5%	0.6%	38	19.0%	0.5%	25	31.1%	0.3%
Non	321	80.3%	0.9%	160	79.5%	0.9%	160	81.0%	0.9%	56	68.9%	0.6%
Habitat												
Communes rurales	150	37.5%	1.3%	69	34.2%	1.2%	81	40.9%	1.3%	30	37.6%	0.9%
Agglo. - 20 000 hab	93	23.3%	1.0%	42	20.9%	1.0%	51	25.8%	1.1%	16	19.9%	0.6%
Agglo. 20 000 à 100 000 hab	76	19.0%	1.1%	47	23.3%	1.4%	29	14.6%	0.8%	14	17.5%	0.8%
Agglo. + 100 000 hab	76	19.1%	0.5%	43	21.2%	0.6%	34	17.0%	0.4%	18	22.0%	0.3%
Agglo. Paris	4	1.0%	0.0%	1	0.3%	0.0%	3	1.8%	0.1%	2	3.0%	0.1%
Régions INSEE												
Ile de France	4	1.0%	0.0%	1	0.3%	0.0%	3	1.8%	0.1%	2	3.0%	0.1%
Alsace	2	0.6%	0.2%	2	1.2%	0.3%	0	0.0%	0.0%	0	0.0%	0.0%
Franche-Comté	1	0.2%	0.1%	0	0.1%	0.1%	0	0.2%	0.1%	0	0.4%	0.1%
Champagne Ardennes	1	0.2%	0.1%	0	0.1%	0.1%	0	0.2%	0.1%	0	0.4%	0.1%
Bourgogne	376	94.1%	27.8%	190	94.1%	29.2%	186	94.1%	26.5%	74	91.6%	21.8%
Basse Normandie	1	0.4%	0.1%	1	0.7%	0.3%	0	0.0%	0.0%	0	0.0%	0.0%
Pays de Loire	0	0.1%	0.0%	0	0.0%	0.0%	0	0.2%	0.0%	0	0.5%	0.0%
Bretagne	0	0.1%	0.0%	0	0.0%	0.0%	0	0.1%	0.0%	0	0.3%	0.0%
Midi Pyrénées	0	0.0%	0.0%	0	0.1%	0.0%	0	0.0%	0.0%	0	0.2%	0.0%
Auvergne	2	0.4%	0.1%	2	0.8%	0.3%	0	0.0%	0.0%	0	0.0%	0.0%
Rhône Alpes	10	2.5%	0.2%	3	1.6%	0.1%	7	3.4%	0.3%	3	3.7%	0.2%
Provence Alpes Côte d'Azur. Corse	2	0.5%	0.0%	2	1.0%	0.1%	0	0.0%	0.0%	0	0.0%	0.0%
Habitudes de connection à Internet												
Tous les jours	224	56.0%	0.7%	121	60.0%	0.7%	103	52.0%	0.6%	66	81.4%	0.4%
Presque tous les jours	38	9.4%	0.6%	17	8.5%	0.6%	21	10.4%	0.7%	7	9.2%	0.4%
1 à 2 fois par semaine	17	4.3%	0.7%	4	1.8%	0.3%	13	6.8%	0.9%	5	5.8%	0.9%
1 à 3 fois par mois	7	1.7%	1.3%	3	1.6%	1.5%	4	1.8%	1.2%	1	1.8%	2.5%
Moins souvent	7	1.8%	1.0%	5	2.3%	1.4%	3	1.3%	0.7%	0	0.0%	0.0%

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	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
Revenus du foyer												
Moins de 9 000 euros par an	15	3.7%	0.8%	9	4.5%	1.2%	6	3.0%	0.5%	0	0.0%	0.0%
De 9 000 à moins de 12 000 euros par an	19	4.8%	0.6%	10	5.0%	0.9%	9	4.6%	0.5%	0	0.2%	0.1%
De 12 000 à moins de 18 000 euros par an	57	14.4%	1.0%	29	14.4%	1.1%	28	14.4%	0.9%	2	2.9%	0.3%
De 18 000 à moins de 24 000 euros par an	58	14.5%	0.9%	25	12.2%	0.8%	33	16.9%	0.9%	5	6.0%	0.4%
De 24 000 à moins de 36 000 euros par an	103	25.7%	0.9%	51	25.2%	1.0%	52	26.2%	0.9%	14	17.3%	0.4%
De 36 000 à moins de 45 000 euros par an	54	13.4%	0.8%	25	12.4%	0.7%	29	14.5%	0.9%	19	23.2%	0.6%
De 45 000 à moins de 65 000 euros par an	45	11.2%	0.6%	26	13.1%	0.7%	18	9.2%	0.5%	21	25.5%	0.5%
De 65 000 à moins de 80 000 euros par an	10	2.6%	0.5%	8	3.9%	0.7%	2	1.3%	0.3%	3	4.3%	0.3%
De 80 000 à moins de 115 000 euros par an	7	1.8%	0.6%	6	2.9%	0.8%	2	0.8%	0.3%	4	4.9%	0.4%
115 000 euros et plus par an	1	0.2%	0.1%	0	0.2%	0.1%	0	0.2%	0.2%	0	0.5%	0.1%
Refus	15	3.9%	0.5%	3	1.5%	0.2%	12	6.3%	0.7%	6	7.7%	0.6%
Ne sait pas	15	3.8%	0.7%	10	4.8%	1.0%	6	2.9%	0.4%	6	7.6%	0.7%