

Groupe Est Bourgogne Médias



LNM

	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
ENSEMBLE	404	100.0%	0.8%	201	100.0%	0.8%	203	100.0%	0.8%	95	100.0%	0.6%
Sexe												
Homme	201	49.7%	0.8%	201	100.0%	0.8%	0	0.0%	0.0%	55	58.1%	0.6%
Femme	203	50.3%	0.8%	0	0.0%	0.0%	203	100.0%	0.8%	40	41.9%	0.5%
Age												
15 à 24 ans	36	8.8%	0.5%	15	7.7%	0.4%	20	9.9%	0.6%	14	14.5%	0.4%
25 à 34 ans	36	8.9%	0.5%	22	11.1%	0.6%	14	6.7%	0.3%	11	11.3%	0.3%
35 à 49 ans	87	21.6%	0.7%	46	22.8%	0.7%	41	20.3%	0.6%	34	35.5%	0.5%
50 à 59 ans	73	18.1%	0.8%	42	20.8%	0.9%	31	15.5%	0.7%	31	33.1%	0.9%
60 ans et plus	172	42.6%	1.2%	76	37.6%	1.2%	97	47.6%	1.2%	5	5.6%	0.7%
Individu												
Ménagères	188	46.6%	0.8%	0	0.0%	0.0%	188	92.6%	0.8%	36	38.1%	0.5%
Personne de référence	237	58.7%	0.8%	179	89.1%	0.9%	58	28.7%	0.7%	54	57.2%	0.6%
Responsable des achats	282	69.8%	0.8%	95	47.4%	0.8%	187	92.0%	0.8%	64	67.9%	0.6%
PCS Individu												
Agriculteurs	10	2.4%	1.8%	6	2.9%	1.6%	4	1.8%	2.2%	0	0.0%	0.0%
Petits patrons	13	3.3%	0.8%	11	5.6%	1.0%	2	1.0%	0.4%	13	14.0%	0.9%
Affaires et Cadres	18	4.5%	0.4%	11	5.5%	0.4%	7	3.4%	0.4%	17	17.8%	0.4%
Professions intermédiaires	39	9.8%	0.6%	27	13.6%	0.8%	12	5.9%	0.4%	35	36.6%	0.6%
Employés	65	16.1%	0.8%	11	5.6%	0.6%	54	26.5%	0.9%	14	14.8%	0.8%
Ouvriers	52	12.9%	0.8%	43	21.5%	0.9%	9	4.3%	0.6%	2	2.4%	0.5%
Retraités	145	35.8%	1.1%	76	38.0%	1.3%	68	33.6%	1.0%	5	5.7%	2.2%
Autres inactifs	62	15.3%	0.6%	14	7.2%	0.4%	48	23.4%	0.7%	8	8.6%	0.3%
PCS Personne de référence												
Agriculteurs	14	3.6%	1.8%	6	2.8%	1.3%	9	4.3%	2.2%	0	0.0%	0.0%
Petits patrons	22	5.4%	0.8%	12	5.8%	0.9%	10	5.1%	0.8%	22	23.1%	0.8%
Affaires et Cadres	20	5.0%	0.3%	12	6.1%	0.3%	8	3.8%	0.2%	20	21.1%	0.3%
Professions intermédiaires	53	13.1%	0.7%	31	15.6%	0.8%	22	10.7%	0.6%	53	55.8%	0.7%
Employés	32	8.0%	0.6%	11	5.4%	0.5%	21	10.5%	0.7%	0	0.0%	0.0%
Ouvriers	65	16.0%	0.7%	37	18.4%	0.8%	28	13.7%	0.6%	0	0.0%	0.0%
Retraités	165	40.7%	1.1%	85	42.4%	1.3%	79	39.0%	1.0%	0	0.0%	0.0%
Autres inactifs	33	8.2%	0.8%	7	3.5%	0.5%	26	12.9%	1.1%	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	93	22.9%	1.0%	45	22.4%	1.1%	48	23.4%	0.9%	11	11.5%	0.6%
2 personnes	164	40.6%	0.9%	74	37.1%	0.8%	90	44.1%	1.0%	30	31.6%	0.7%
3 personnes	54	13.3%	0.6%	30	15.1%	0.7%	23	11.5%	0.5%	19	19.9%	0.5%
4 personnes	68	16.8%	0.7%	38	18.7%	0.8%	30	14.8%	0.6%	28	29.7%	0.6%
5 personnes et +	26	6.4%	0.5%	13	6.7%	0.5%	13	6.2%	0.4%	7	7.3%	0.3%
Présence d'enfants de moins de 15 ans												
Oui	100	24.8%	0.6%	50	25.1%	0.7%	50	24.6%	0.6%	35	37.0%	0.5%
Non	304	75.2%	0.9%	150	74.9%	0.9%	153	75.4%	0.8%	60	63.0%	0.6%
Habitat												
Communes rurales	154	38.1%	1.3%	87	43.5%	1.6%	67	32.8%	1.1%	45	47.0%	1.3%
Agglo. - 20 000 hab	77	19.0%	0.9%	33	16.7%	0.8%	43	21.3%	0.9%	21	21.7%	0.8%
Agglo. 20 000 à 100 000 hab	81	20.0%	1.2%	37	18.5%	1.1%	44	21.4%	1.2%	8	8.2%	0.4%
Agglo. + 100 000 hab	91	22.4%	0.6%	42	21.1%	0.6%	48	23.7%	0.6%	22	23.1%	0.4%
Agglo. Paris	2	0.5%	-	0	0.2%	-	2	0.8%	-	0	0.0%	0.0%

	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
Régions INSEE												
Ile de France	2	0.5%	-	0	0.2%	-	2	0.8%	-	0	0.0%	0.0%
Nord Pas de Calais	0	0.0%	0.0%	0	0.0%	0.0%	0	0.0%	0.0%	0	0.0%	0.0%
Lorraine	0	0.0%	0.0%	0	0.0%	0.0%	0	0.0%	0.0%	0	0.0%	0.0%
Alsace	0	0.0%	0.0%	0	0.0%	0.0%	0	0.0%	0.0%	0	0.0%	0.0%
Franche-Comté	3	0.7%	0.3%	3	1.3%	0.6%	0	0.2%	0.1%	1	1.0%	0.4%
Champagne Ardennes	2	0.5%	0.2%	1	0.7%	0.3%	1	0.3%	0.1%	1	1.5%	0.5%
Picardie	0	0.0%	0.0%	0	0.0%	0.0%	0	0.0%	0.0%	0	0.0%	0.0%
Bourgogne	388	96.1%	28.6%	193	95.8%	29.6%	196	96.3%	27.8%	91	96.2%	23.7%
Haute Normandie	0	0.0%	0.0%	0	0.0%	0.0%	0	0.0%	0.0%	0	0.0%	0.0%
Basse Normandie	0	0.0%	0.0%	0	0.0%	0.0%	0	0.0%	0.0%	0	0.0%	0.0%
Centre	0	0.0%	0.0%	0	0.0%	0.0%	0	0.0%	0.0%	0	0.0%	0.0%
Pays de Loire	0	0.0%	0.0%	0	0.0%	0.0%	0	0.0%	0.0%	0	0.0%	0.0%
Bretagne	0	0.0%	0.0%	0	0.0%	0.0%	0	0.0%	0.0%	0	0.0%	0.0%
Poitou Charentes	0	0.0%	0.0%	0	0.0%	0.0%	0	0.0%	0.0%	0	0.0%	0.0%
Aquitaine	0	0.0%	0.0%	0	0.0%	0.0%	0	0.0%	0.0%	0	0.0%	0.0%
Midi Pyrénées	0	0.0%	0.0%	0	0.0%	0.0%	0	0.0%	0.0%	0	0.0%	0.0%
Limousin	0	0.0%	0.0%	0	0.0%	0.0%	0	0.0%	0.0%	0	0.0%	0.0%
Auvergne	1	0.1%	0.1%	0	0.2%	0.1%	0	0.1%	-	0	0.1%	-
Rhône Alpes	8	2.0%	0.2%	3	1.6%	0.1%	5	2.4%	0.2%	1	1.1%	0.1%
Languedoc Roussillon	0	0.1%	-	0	0.2%	-	0	0.0%	0.0%	0	0.0%	0.0%
Provence Alpes Côte d'Azur.	0	0.0%	0.0%	0	0.0%	0.0%	0	0.0%	0.0%	0	0.0%	0.0%
Corse												
Habitudes de connection à Internet												
Tous les jours	197	48.8%	0.7%	104	51.6%	0.7%	94	46.0%	0.7%	68	72.1%	0.5%
Presque tous les jours	39	9.6%	0.6%	21	10.5%	0.7%	18	8.7%	0.5%	9	9.4%	0.4%
1 à 2 fois par semaine	30	7.5%	1.0%	11	5.3%	0.8%	20	9.7%	1.1%	9	9.0%	0.9%
1 à 3 fois par mois	2	0.4%	0.2%	0	0.0%	0.0%	2	0.8%	0.3%	0	0.0%	0.0%
Moins souvent	11	2.6%	0.9%	3	1.6%	0.6%	7	3.7%	1.1%	2	1.7%	1.3%
Jamais	0	0.0%	0.0%	0	0.0%	0.0%	0	0.0%	0.0%	0	0.0%	0.0%

	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	14	3.4%	0.7%	3	1.5%	0.4%	11	5.2%	0.9%	2	1.8%	1.0%
De 9 000 à moins de 12 000 euros par an	39	9.7%	1.2%	11	5.6%	1.0%	28	13.8%	1.3%	3	3.3%	1.1%
De 12 000 à moins de 18 000 euros par an	68	16.9%	1.1%	29	14.3%	1.1%	40	19.4%	1.1%	2	2.5%	0.3%
De 18 000 à moins de 24 000 euros par an	59	14.7%	0.8%	24	12.1%	0.7%	35	17.2%	0.9%	7	7.1%	0.4%
De 24 000 à moins de 36 000 euros par an	98	24.2%	0.8%	59	29.2%	1.0%	39	19.3%	0.7%	26	27.4%	0.7%
De 36 000 à moins de 45 000 euros par an	54	13.4%	0.8%	31	15.2%	0.8%	23	11.5%	0.8%	22	22.9%	0.7%
De 45 000 à moins de 65 000 euros par an	37	9.1%	0.6%	26	12.8%	0.7%	11	5.4%	0.4%	17	17.4%	0.4%
De 65 000 à moins de 80 000 euros par an	15	3.6%	0.9%	9	4.4%	0.9%	6	2.9%	0.9%	8	8.4%	0.7%
De 80 000 à moins de 115 000 euros par an	2	0.5%	0.2%	2	0.9%	0.3%	0	0.2%	0.1%	2	2.1%	0.3%
115 000 euros et plus par an	1	0.2%	0.2%	1	0.3%	0.2%	0	0.2%	0.2%	1	0.6%	0.1%
Refus	10	2.4%	0.3%	4	1.8%	0.3%	6	2.9%	0.3%	3	2.6%	0.2%
Ne sait pas	8	2.0%	0.5%	4	1.9%	0.6%	4	2.1%	0.5%	4	3.7%	0.6%