

# Auto Moto



## Lecture Dernière Période

	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
<b>ENSEMBLE</b>	2238	100.0%	4.3%	1804	100.0%	7.3%	434	100.0%	1.6%	748	100.0%	4.3%
<b>Sexe</b>												
<b>Homme</b>	1804	80.6%	7.3%	1804	100.0%	7.3%	0	0.0%	0.0%	596	79.6%	6.8%
<b>Femme</b>	434	19.4%	1.6%	0	0.0%	0.0%	434	100.0%	1.6%	153	20.4%	1.8%
<b>Age</b>												
<b>15 à 24 ans</b>	541	24.2%	7.4%	447	24.8%	12.2%	93	21.5%	2.6%	188	25.2%	6.0%
<b>25 à 34 ans</b>	375	16.8%	4.9%	317	17.6%	8.5%	58	13.3%	1.5%	119	15.9%	3.6%
<b>35 à 49 ans</b>	561	25.1%	4.5%	468	26.0%	7.6%	93	21.3%	1.5%	238	31.9%	3.9%
<b>50 à 59 ans</b>	415	18.5%	4.5%	316	17.5%	6.9%	99	22.9%	2.2%	177	23.7%	4.7%
<b>60 ans et plus</b>	347	15.5%	2.3%	255	14.2%	3.9%	91	21.0%	1.1%	25	3.4%	2.6%
<b>Individu</b>												
<b>Ménagères</b>	350	15.6%	1.5%	0	0.0%	0.0%	350	80.7%	1.5%	114	15.3%	1.6%
<b>Personne de référence</b>	1411	63.0%	5.0%	1317	73.0%	6.5%	93	21.5%	1.2%	456	60.9%	5.5%
<b>Responsable des achats</b>	1185	53.0%	3.3%	827	45.8%	6.4%	359	82.6%	1.6%	365	48.7%	3.3%
<b>PCS Individu</b>												
<b>Agriculteurs</b>	23	1.0%	4.5%	20	1.1%	5.5%	3	0.8%	2.2%	0	0.0%	0.0%
<b>Petits patrons</b>	86	3.8%	5.2%	75	4.2%	6.7%	10	2.4%	2.0%	82	11.0%	5.6%
<b>Affaires et Cadres</b>	171	7.7%	3.4%	154	8.5%	5.2%	18	4.0%	0.8%	158	21.2%	3.4%
<b>Professions intermédiaires</b>	306	13.7%	4.4%	239	13.2%	7.2%	67	15.5%	1.9%	265	35.4%	4.8%
<b>Employés</b>	290	12.9%	3.5%	177	9.8%	8.1%	112	25.8%	1.8%	50	6.6%	2.7%
<b>Ouvriers</b>	580	25.9%	9.0%	546	30.3%	10.7%	34	7.9%	2.6%	45	6.0%	10.5%
<b>Retraités</b>	332	14.9%	2.6%	253	14.0%	4.2%	79	18.2%	1.2%	5	0.7%	2.1%
<b>Autres inactifs</b>	449	20.1%	4.4%	339	18.8%	9.1%	110	25.4%	1.7%	143	19.1%	4.3%
<b>PCS Personne de référence</b>												
<b>Agriculteurs</b>	26	1.1%	3.1%	19	1.1%	4.7%	6	1.5%	1.6%	0	0.0%	0.0%
<b>Petits patrons</b>	127	5.7%	4.8%	100	5.6%	7.6%	27	6.2%	2.0%	127	17.0%	4.8%
<b>Affaires et Cadres</b>	245	10.9%	3.4%	196	10.9%	5.3%	49	11.3%	1.4%	245	32.8%	3.4%
<b>Professions intermédiaires</b>	376	16.8%	5.0%	299	16.6%	7.8%	77	17.7%	2.1%	376	50.3%	5.0%
<b>Employés</b>	277	12.4%	5.1%	236	13.1%	10.1%	41	9.4%	1.3%	0	0.0%	0.0%
<b>Ouvriers</b>	636	28.4%	6.7%	533	29.6%	10.4%	103	23.7%	2.3%	0	0.0%	0.0%
<b>Retraités</b>	377	16.9%	2.6%	283	15.7%	4.3%	94	21.7%	1.2%	0	0.0%	0.0%
<b>Autres inactifs</b>	174	7.8%	4.2%	137	7.6%	8.8%	37	8.6%	1.5%	0	0.0%	0.0%

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<b>Taille du foyer</b>												
<b>1 personne</b>	288	12.9%	2.9%	243	13.5%	5.4%	45	10.4%	0.8%	51	6.9%	3.0%
<b>2 personnes</b>	674	30.1%	3.8%	491	27.2%	5.7%	182	41.9%	2.0%	195	26.1%	4.6%
<b>3 personnes</b>	502	22.4%	5.5%	412	22.8%	9.2%	90	20.8%	2.0%	180	24.1%	4.6%
<b>4 personnes</b>	462	20.6%	5.0%	389	21.6%	8.4%	73	16.8%	1.6%	219	29.2%	4.4%
<b>5 personnes et +</b>	312	13.9%	5.8%	268	14.9%	10.8%	44	10.1%	1.5%	103	13.8%	4.1%
<b>Présence d'enfants de moins de 15 ans</b>												
<b>Oui</b>	773	34.5%	5.0%	642	35.6%	9.0%	131	30.1%	1.6%	296	39.6%	3.8%
<b>Non</b>	1465	65.5%	4.0%	1162	64.4%	6.6%	304	69.9%	1.6%	452	60.4%	4.6%
<b>Habitat</b>												
<b>Communes rurales</b>	522	23.3%	4.4%	410	22.7%	7.3%	113	26.0%	1.8%	148	19.8%	4.5%
<b>Agglo. - 20 000 hab</b>	423	18.9%	4.7%	343	19.0%	8.2%	80	18.5%	1.7%	121	16.2%	4.6%
<b>Agglo. 20 000 à 100 000 hab</b>	306	13.7%	4.4%	231	12.8%	6.8%	75	17.3%	2.1%	96	12.8%	5.3%
<b>Agglo. + 100 000 hab</b>	656	29.3%	4.3%	535	29.7%	7.1%	121	27.9%	1.5%	253	33.8%	4.4%
<b>Agglo. Paris</b>	330	14.8%	3.9%	285	15.8%	7.0%	45	10.3%	1.0%	130	17.4%	3.2%

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	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
<b>Régions INSEE</b>												
Ile de France	383	17.1%	4.0%	336	18.6%	7.4%	47	10.8%	0.9%	150	20.0%	3.4%
Nord Pas de Calais	157	7.0%	4.9%	135	7.5%	8.9%	22	5.0%	1.3%	64	8.6%	6.5%
Lorraine	91	4.1%	4.8%	74	4.1%	8.0%	17	3.9%	1.7%	20	2.6%	3.6%
Alsace	81	3.6%	5.3%	64	3.5%	8.7%	17	4.0%	2.2%	20	2.7%	4.1%
Franche-Comté	54	2.4%	5.7%	40	2.2%	8.7%	14	3.2%	2.8%	25	3.3%	9.5%
Champagne Ardennes	52	2.3%	4.8%	43	2.4%	8.3%	8	1.9%	1.5%	22	3.0%	7.4%
Picardie	63	2.8%	4.1%	49	2.7%	6.5%	15	3.4%	1.9%	17	2.3%	4.1%
Bourgogne	72	3.2%	5.4%	59	3.3%	9.1%	13	3.1%	1.9%	19	2.6%	5.7%
Haute Normandie	61	2.7%	4.1%	54	3.0%	7.6%	7	1.7%	1.0%	26	3.5%	5.6%
Basse Normandie	52	2.3%	4.3%	46	2.6%	8.0%	5	1.2%	0.8%	12	1.6%	3.6%
Centre	117	5.2%	5.6%	91	5.0%	9.0%	26	6.0%	2.4%	41	5.4%	6.9%
Pays de Loire	121	5.4%	4.1%	99	5.5%	7.0%	22	5.0%	1.4%	36	4.8%	3.9%
Bretagne	97	4.3%	3.6%	72	4.0%	5.6%	25	5.8%	1.8%	29	3.9%	3.6%
Poitou Charentes	54	2.4%	3.6%	43	2.4%	6.0%	11	2.5%	1.4%	18	2.3%	4.4%
Aquitaine	124	5.6%	4.5%	89	4.9%	6.8%	36	8.2%	2.5%	45	6.0%	5.2%
Midi Pyrénées	120	5.4%	4.9%	99	5.5%	8.4%	21	4.8%	1.6%	37	5.0%	4.7%
Limousin	26	1.2%	4.2%	21	1.2%	7.1%	5	1.2%	1.7%	7	1.0%	4.5%
Auvergne	60	2.7%	5.3%	47	2.6%	8.6%	14	3.1%	2.3%	13	1.7%	4.2%
Rhône Alpes	189	8.4%	3.7%	141	7.8%	5.7%	48	11.0%	1.8%	64	8.6%	3.4%
Languedoc Roussillon	68	3.1%	3.0%	50	2.8%	4.7%	18	4.2%	1.5%	12	1.7%	1.8%
Provence Alpes Côte d'Azur. Corse	194	8.7%	4.5%	151	8.4%	7.3%	43	9.9%	1.9%	70	9.3%	4.7%
<b>Habitudes de connexion à Internet</b>												
Tous les jours	1626	72.6%	4.8%	1339	74.2%	7.9%	287	66.0%	1.7%	621	83.0%	4.2%
Presque tous les jours	226	10.1%	3.9%	180	10.0%	6.7%	46	10.5%	1.5%	80	10.7%	4.1%
1 à 2 fois par semaine	127	5.7%	5.1%	93	5.2%	8.6%	34	7.8%	2.4%	26	3.5%	4.9%
1 à 3 fois par mois	25	1.1%	5.0%	13	0.7%	6.5%	12	2.7%	3.9%	4	0.5%	6.4%
Moins souvent	34	1.5%	4.7%	28	1.6%	8.3%	6	1.4%	1.6%	4	0.6%	7.9%
Jamais	7	0.3%	8.3%	6	0.3%	9.2%	2	0.4%	6.0%	2	0.2%	25.1%

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	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
<b>Revenus du foyer</b>												
Moins de 9 000 euros par an	65	2.9%	3.4%	47	2.6%	5.9%	19	4.3%	1.7%	11	1.5%	6.0%
De 9 000 à moins de 12 000 euros par an	101	4.5%	3.4%	79	4.4%	7.2%	21	4.9%	1.1%	4	0.5%	1.6%
De 12 000 à moins de 18 000 euros par an	225	10.1%	3.8%	190	10.5%	7.2%	36	8.2%	1.1%	22	2.9%	3.1%
De 18 000 à moins de 24 000 euros par an	279	12.5%	4.2%	218	12.1%	7.2%	61	14.1%	1.7%	48	6.4%	3.5%
De 24 000 à moins de 36 000 euros par an	514	23.0%	4.7%	406	22.5%	7.8%	109	25.1%	1.9%	161	21.5%	4.9%
De 36 000 à moins de 45 000 euros par an	340	15.2%	4.8%	286	15.9%	7.8%	53	12.3%	1.6%	127	17.0%	4.3%
De 45 000 à moins de 65 000 euros par an	349	15.6%	4.8%	291	16.1%	7.4%	58	13.3%	1.8%	175	23.5%	4.4%
De 65 000 à moins de 80 000 euros par an	85	3.8%	4.3%	76	4.2%	7.0%	9	2.1%	1.0%	51	6.9%	4.0%
De 80 000 à moins de 115 000 euros par an	73	3.3%	5.9%	56	3.1%	7.7%	17	4.0%	3.4%	55	7.4%	5.9%
115 000 euros et plus par an	15	0.7%	2.6%	14	0.8%	4.0%	1	0.2%	0.3%	11	1.4%	2.3%
Refus	91	4.1%	3.0%	72	4.0%	5.5%	20	4.6%	1.1%	31	4.2%	3.1%
Ne sait pas	100	4.5%	4.3%	70	3.9%	7.1%	30	7.0%	2.2%	51	6.8%	5.5%