

Auto Moto

Lecture Dernière Période



	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
ENSEMBLE	2331	100.0%	4.5%	1889	100.0%	7.6%	442	100.0%	1.6%	807	100.0%	4.7%
Sexe												
Homme	1889	81.0%	7.6%	1889	100.0%	7.6%	0	0.0%	0.0%	648	80.3%	7.4%
Femme	442	19.0%	1.6%	0	0.0%	0.0%	442	100.0%	1.6%	159	19.7%	1.9%
Age												
15 à 24 ans	513	22.0%	7.0%	434	23.0%	11.8%	79	17.8%	2.2%	181	22.4%	5.9%
25 à 34 ans	425	18.2%	5.6%	365	19.3%	9.8%	60	13.6%	1.5%	133	16.5%	4.1%
35 à 49 ans	592	25.4%	4.7%	468	24.8%	7.6%	124	28.1%	2.0%	284	35.2%	4.5%
50 à 59 ans	452	19.4%	4.9%	358	19.0%	7.8%	94	21.2%	2.0%	186	23.0%	4.8%
60 ans et plus	350	15.0%	2.3%	264	14.0%	3.9%	85	19.3%	1.0%	23	2.9%	2.6%
Individu												
Ménagères	375	16.1%	1.6%	0	0.0%	0.0%	375	84.7%	1.6%	138	17.1%	2.0%
Personne de référence	1482	63.6%	5.2%	1401	74.2%	6.8%	81	18.2%	1.0%	484	60.0%	5.8%
Responsable des achats	1231	52.8%	3.4%	874	46.3%	6.7%	357	80.7%	1.6%	383	47.4%	3.5%
PCS Individu												
Agriculteurs	16	0.7%	3.2%	12	0.7%	3.6%	4	0.9%	2.5%	0	0.0%	0.0%
Petits patrons	69	3.0%	4.3%	61	3.2%	5.3%	9	2.0%	1.9%	67	8.3%	4.7%
Affaires et Cadres	180	7.7%	3.7%	163	8.6%	5.7%	18	4.0%	0.9%	164	20.3%	3.7%
Professions intermédiaires	356	15.3%	4.9%	280	14.8%	7.9%	75	17.0%	2.1%	315	39.1%	5.4%
Employés	336	14.4%	4.0%	197	10.4%	8.9%	138	31.3%	2.3%	68	8.4%	3.6%
Ouvriers	621	26.6%	9.8%	595	31.5%	11.9%	25	5.7%	1.9%	39	4.8%	11.1%
Retraités	318	13.7%	2.5%	246	13.1%	4.0%	72	16.2%	1.1%	4	0.5%	2.1%
Autres inactifs	435	18.7%	4.2%	334	17.7%	9.0%	101	22.9%	1.5%	150	18.6%	4.6%
PCS Personne de référence												
Agriculteurs	20	0.9%	2.7%	16	0.9%	3.9%	4	1.0%	1.3%	0	0.0%	0.0%
Petits patrons	124	5.3%	4.7%	93	4.9%	7.0%	30	6.9%	2.4%	124	15.3%	4.7%
Affaires et Cadres	252	10.8%	3.7%	205	10.9%	6.0%	47	10.5%	1.4%	252	31.2%	3.7%
Professions intermédiaires	431	18.5%	5.5%	349	18.5%	8.7%	82	18.6%	2.1%	431	53.5%	5.5%
Employés	268	11.5%	4.9%	228	12.1%	9.6%	41	9.2%	1.3%	0	0.0%	0.0%
Ouvriers	704	30.2%	7.4%	588	31.1%	11.6%	116	26.2%	2.6%	0	0.0%	0.0%
Retraités	385	16.5%	2.6%	291	15.4%	4.3%	94	21.2%	1.2%	0	0.0%	0.0%
Autres inactifs	147	6.3%	3.5%	118	6.3%	7.4%	29	6.4%	1.1%	0	0.0%	0.0%

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Taille du foyer												
1 personne	269	11.5%	2.7%	224	11.8%	5.1%	45	10.2%	0.8%	52	6.4%	2.9%
2 personnes	729	31.3%	4.0%	556	29.4%	6.4%	173	39.2%	1.8%	194	24.0%	4.7%
3 personnes	478	20.5%	5.2%	375	19.8%	8.1%	103	23.4%	2.3%	196	24.3%	5.0%
4 personnes	481	20.6%	5.2%	415	22.0%	9.0%	66	15.0%	1.4%	236	29.3%	4.8%
5 personnes et +	374	16.1%	6.8%	320	16.9%	11.9%	54	12.3%	1.9%	129	16.0%	5.0%
Présence d'enfants de moins de 15 ans												
Oui	824	35.3%	5.3%	685	36.3%	9.3%	139	31.3%	1.7%	342	42.4%	4.4%
Non	1508	64.7%	4.1%	1204	63.7%	6.8%	304	68.7%	1.6%	465	57.6%	4.8%
Habitat												
Communes rurales	529	22.7%	4.4%	424	22.5%	7.4%	105	23.7%	1.7%	159	19.7%	4.8%
Agglo. - 20 000 hab	422	18.1%	4.7%	345	18.3%	8.2%	76	17.2%	1.6%	144	17.9%	5.7%
Agglo. 20 000 à 100 000 hab	373	16.0%	5.3%	287	15.2%	8.5%	86	19.4%	2.4%	103	12.7%	5.5%
Agglo. + 100 000 hab	674	28.9%	4.3%	536	28.4%	7.1%	138	31.2%	1.7%	267	33.1%	4.7%
Agglo. Paris	334	14.3%	3.9%	297	15.7%	7.2%	38	8.5%	0.8%	134	16.6%	3.4%

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	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
Régions INSEE												
Ile de France	382	16.4%	4.0%	342	18.1%	7.5%	40	9.1%	0.8%	155	19.2%	3.6%
Nord Pas de Calais	132	5.7%	4.1%	111	5.9%	7.2%	21	4.8%	1.2%	44	5.5%	4.5%
Lorraine	86	3.7%	4.5%	69	3.7%	7.5%	17	3.8%	1.7%	24	2.9%	4.5%
Alsace	61	2.6%	4.0%	56	3.0%	7.6%	5	1.2%	0.6%	20	2.4%	4.1%
Franche-Comté	56	2.4%	5.9%	49	2.6%	10.5%	7	1.6%	1.4%	22	2.8%	8.2%
Champagne Ardennes	60	2.6%	5.5%	53	2.8%	10.0%	7	1.7%	1.3%	21	2.6%	7.2%
Picardie	73	3.1%	4.7%	64	3.4%	8.5%	9	2.1%	1.2%	23	2.9%	5.5%
Bourgogne	65	2.8%	4.8%	51	2.7%	7.9%	14	3.2%	2.0%	19	2.4%	5.7%
Haute Normandie	83	3.5%	5.5%	74	3.9%	10.4%	9	1.9%	1.1%	24	3.0%	5.4%
Basse Normandie	43	1.9%	3.6%	36	1.9%	6.2%	7	1.7%	1.2%	14	1.7%	4.2%
Centre	127	5.5%	6.1%	96	5.1%	9.5%	31	7.0%	2.8%	48	6.0%	7.4%
Pays de Loire	103	4.4%	3.5%	80	4.2%	5.6%	23	5.2%	1.5%	24	2.9%	2.5%
Bretagne	120	5.1%	4.5%	90	4.8%	7.0%	30	6.8%	2.1%	42	5.2%	5.6%
Poitou Charentes	76	3.3%	5.1%	57	3.0%	8.0%	19	4.2%	2.4%	26	3.3%	7.2%
Aquitaine	150	6.4%	5.4%	109	5.7%	8.2%	42	9.4%	2.9%	53	6.6%	6.3%
Midi Pyrénées	108	4.6%	4.3%	87	4.6%	7.3%	20	4.5%	1.6%	44	5.5%	5.6%
Limousin	32	1.4%	5.3%	28	1.5%	9.7%	4	0.9%	1.2%	12	1.5%	7.3%
Auvergne	56	2.4%	5.0%	38	2.0%	7.0%	18	4.1%	3.1%	14	1.8%	4.5%
Rhône Alpes	227	9.7%	4.3%	184	9.8%	7.3%	42	9.6%	1.6%	87	10.7%	4.4%
Languedoc Roussillon	98	4.2%	4.3%	71	3.8%	6.6%	27	6.1%	2.2%	24	2.9%	3.4%
Provence Alpes Côte d'Azur. Corse	192	8.2%	4.4%	142	7.5%	6.9%	50	11.3%	2.2%	67	8.3%	4.6%
Habitudes de connexion à Internet												
Tous les jours	1715	73.6%	4.9%	1410	74.6%	8.1%	306	69.1%	1.8%	686	85.0%	4.7%
Presque tous les jours	274	11.8%	4.6%	217	11.5%	7.9%	57	12.9%	1.8%	76	9.4%	4.1%
1 à 2 fois par semaine	118	5.1%	4.6%	90	4.8%	8.3%	28	6.2%	1.9%	18	2.2%	3.4%
1 à 3 fois par mois	16	0.7%	3.4%	14	0.7%	7.3%	2	0.5%	0.8%	5	0.6%	7.3%
Moins souvent	44	1.9%	6.1%	28	1.5%	7.8%	16	3.5%	4.3%	14	1.7%	29.6%
Jamais	6	0.3%	8.9%	6	0.3%	15.5%	0	0.0%	0.0%	0	0.0%	0.0%

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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	46	2.0%	2.5%	34	1.8%	4.5%	13	2.8%	1.2%	14	1.7%	7.3%
De 9 000 à moins de 12 000 euros par an	128	5.5%	4.3%	110	5.8%	9.6%	19	4.2%	1.0%	4	0.5%	1.6%
De 12 000 à moins de 18 000 euros par an	210	9.0%	3.8%	179	9.5%	7.4%	30	6.9%	1.0%	20	2.5%	3.1%
De 18 000 à moins de 24 000 euros par an	288	12.3%	4.2%	231	12.3%	7.8%	56	12.8%	1.5%	48	6.0%	3.6%
De 24 000 à moins de 36 000 euros par an	526	22.6%	4.6%	417	22.1%	7.7%	109	24.6%	1.8%	163	20.2%	4.7%
De 36 000 à moins de 45 000 euros par an	332	14.2%	4.6%	270	14.3%	7.3%	61	13.9%	1.8%	131	16.3%	4.4%
De 45 000 à moins de 65 000 euros par an	390	16.7%	5.3%	335	17.8%	8.2%	54	12.3%	1.7%	198	24.6%	4.9%
65 000 euros et plus par an	208	8.9%	5.2%	174	9.2%	7.7%	34	7.7%	2.0%	148	18.3%	5.4%
Refus	114	4.9%	3.4%	87	4.6%	6.0%	27	6.0%	1.4%	41	5.1%	3.6%
Ne sait pas	90	3.9%	5.4%	51	2.7%	6.9%	39	8.8%	4.2%	40	4.9%	6.9%