

Auto Moto

Lecture Dernière Période



	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
ENSEMBLE	2208	100.0%	4.2%	1866	100.0%	7.4%	342	100.0%	1.3%	837	100.0%	4.7%
Sexe												
Homme	1866	84.5%	7.4%	1866	100.0%	7.4%	0	0.0%	0.0%	720	86.0%	7.9%
Femme	342	15.5%	1.3%	0	0.0%	0.0%	342	100.0%	1.3%	117	14.0%	1.3%
Age												
15 à 24 ans	450	20.4%	6.1%	367	19.7%	9.9%	82	24.1%	2.3%	194	23.2%	6.0%
25 à 34 ans	369	16.7%	4.8%	315	16.9%	8.5%	55	16.0%	1.4%	138	16.4%	4.3%
35 à 49 ans	578	26.2%	4.6%	511	27.4%	8.2%	67	19.7%	1.0%	248	29.6%	4.0%
50 à 59 ans	366	16.6%	4.2%	310	16.6%	7.4%	56	16.5%	1.3%	171	20.4%	4.7%
60 ans et plus	444	20.1%	2.7%	363	19.4%	5.0%	81	23.8%	0.9%	87	10.4%	5.5%
Individu												
Ménagères	258	11.7%	1.1%	0	0.0%	0.0%	258	75.5%	1.1%	93	11.1%	1.3%
Personne de référence	1538	69.7%	5.5%	1480	79.3%	7.2%	58	16.9%	0.8%	544	65.0%	6.1%
Responsable des achats	1187	53.8%	3.3%	925	49.6%	7.1%	262	76.5%	1.1%	393	47.0%	3.5%
PCS Individu												
Agriculteurs	17	0.8%	3.4%	15	0.8%	4.8%	2	0.6%	1.0%	1	0.2%	3.6%
Petits patrons	90	4.1%	5.5%	85	4.5%	7.0%	5	1.6%	1.3%	87	10.4%	5.9%
Affaires et Cadres	207	9.4%	4.1%	187	10.0%	6.5%	21	6.1%	1.0%	200	23.9%	4.5%
Professions intermédiaires	348	15.8%	4.7%	301	16.1%	8.1%	47	13.8%	1.3%	326	38.9%	5.4%
Employés	264	12.0%	3.1%	179	9.6%	8.0%	85	24.8%	1.3%	46	5.5%	2.6%
Ouvriers	574	26.0%	8.9%	566	30.3%	11.0%	8	2.5%	0.7%	30	3.6%	6.9%
Retraités	337	15.3%	2.6%	277	14.8%	4.6%	60	17.6%	0.9%	2	0.2%	0.8%
Autres inactifs	370	16.8%	3.7%	257	13.8%	7.1%	113	33.0%	1.8%	145	17.3%	4.4%
PCS Personne de référence												
Agriculteurs	26	1.2%	3.4%	14	0.8%	4.0%	12	3.4%	2.8%	0	0.0%	0.0%
Petits patrons	142	6.4%	5.3%	119	6.4%	8.2%	23	6.8%	1.9%	142	16.9%	5.3%
Affaires et Cadres	300	13.6%	4.3%	256	13.7%	7.3%	44	13.0%	1.3%	300	35.8%	4.3%
Professions intermédiaires	395	17.9%	4.9%	346	18.5%	8.3%	50	14.6%	1.3%	395	47.2%	4.9%
Employés	236	10.7%	4.2%	180	9.6%	7.7%	56	16.3%	1.7%	0	0.0%	0.0%
Ouvriers	624	28.3%	6.4%	564	30.2%	10.9%	60	17.7%	1.3%	0	0.0%	0.0%
Retraités	397	18.0%	2.6%	322	17.3%	4.9%	74	21.8%	0.9%	0	0.0%	0.0%
Autres inactifs	88	4.0%	2.5%	65	3.5%	4.4%	22	6.6%	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	246	11.1%	2.5%	218	11.7%	5.1%	28	8.3%	0.5%	61	7.3%	2.6%
2 personnes	741	33.6%	4.0%	601	32.2%	6.8%	140	40.9%	1.5%	211	25.2%	5.0%
3 personnes	458	20.7%	4.9%	385	20.7%	8.2%	72	21.1%	1.6%	186	22.3%	4.7%
4 personnes	503	22.8%	5.3%	452	24.2%	9.6%	51	14.8%	1.1%	266	31.8%	5.7%
5 personnes et +	260	11.8%	4.6%	209	11.2%	8.2%	51	15.0%	1.7%	112	13.4%	4.3%
Présence d'enfants de moins de 15 ans												
Oui	759	34.4%	4.8%	656	35.2%	9.0%	103	30.2%	1.2%	333	39.8%	4.4%
Non	1449	65.6%	3.9%	1210	64.8%	6.8%	239	69.8%	1.3%	504	60.2%	4.9%
Habitat												
Communes rurales	482	21.8%	4.0%	387	20.7%	6.8%	95	27.8%	1.5%	147	17.6%	4.4%
Agglo. - 20 000 hab	441	20.0%	4.9%	357	19.1%	8.3%	84	24.7%	1.8%	176	21.0%	6.4%
Agglo. 20 000 à 100 000 hab	296	13.4%	4.3%	253	13.6%	7.7%	43	12.7%	1.2%	101	12.1%	4.8%
Agglo. + 100 000 hab	674	30.5%	4.3%	582	31.2%	7.6%	92	26.8%	1.1%	250	29.9%	4.5%
Agglo. Paris	314	14.2%	3.6%	286	15.3%	6.9%	28	8.0%	0.6%	163	19.4%	4.0%

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	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
Régions INSEE												
Ile de France	366	16.6%	3.8%	325	17.4%	7.0%	41	12.0%	0.8%	184	22.0%	4.2%
Nord Pas de Calais	150	6.8%	4.7%	141	7.6%	9.1%	9	2.5%	0.5%	55	6.6%	5.5%
Lorraine	123	5.6%	6.4%	94	5.0%	10.0%	29	8.6%	3.0%	37	4.4%	6.9%
Alsace	74	3.3%	4.7%	63	3.4%	8.3%	11	3.1%	1.3%	21	2.5%	4.6%
Franche-Comté	61	2.8%	6.3%	50	2.7%	10.7%	10	3.1%	2.1%	11	1.3%	3.8%
Champagne Ardennes	58	2.6%	5.2%	42	2.3%	8.0%	16	4.5%	2.7%	16	1.9%	5.4%
Picardie	90	4.1%	5.8%	78	4.2%	10.4%	12	3.5%	1.5%	25	3.0%	5.6%
Bourgogne	78	3.5%	5.7%	58	3.1%	8.9%	20	5.9%	2.8%	26	3.0%	6.7%
Haute Normandie	91	4.1%	6.1%	76	4.1%	10.8%	15	4.3%	1.9%	22	2.6%	4.8%
Basse Normandie	38	1.7%	3.1%	31	1.7%	5.4%	7	1.9%	1.0%	7	0.8%	2.0%
Centre	119	5.4%	5.8%	98	5.2%	9.9%	21	6.0%	1.9%	43	5.1%	6.7%
Pays de Loire	138	6.2%	4.6%	120	6.4%	8.3%	18	5.3%	1.1%	54	6.4%	5.9%
Bretagne	77	3.5%	2.9%	63	3.4%	4.8%	14	4.2%	1.0%	19	2.3%	2.4%
Poitou Charentes	49	2.2%	3.3%	40	2.1%	5.6%	9	2.7%	1.2%	21	2.6%	5.2%
Aquitaine	102	4.6%	3.6%	83	4.4%	6.1%	19	5.6%	1.3%	38	4.5%	4.2%
Midi Pyrénées	67	3.1%	2.7%	58	3.1%	4.8%	10	2.8%	0.7%	28	3.3%	3.2%
Limousin	19	0.9%	3.0%	15	0.8%	5.0%	4	1.2%	1.3%	6	0.8%	3.7%
Auvergne	49	2.2%	4.3%	43	2.3%	7.8%	6	1.9%	1.1%	14	1.7%	4.7%
Rhône Alpes	204	9.3%	3.9%	165	8.9%	6.5%	39	11.4%	1.4%	92	11.0%	4.7%
Languedoc Roussillon	90	4.1%	3.8%	74	4.0%	6.7%	16	4.6%	1.3%	47	5.6%	6.3%
Provence Alpes Côte d'Azur. Corse	166	7.5%	3.8%	149	8.0%	7.2%	17	5.0%	0.7%	72	8.6%	4.7%
Habitudes de connection à Internet												
Tous les jours	1848	83.7%	4.3%	1586	85.0%	7.6%	262	76.5%	1.2%	754	90.1%	4.8%
Presque tous les jours	222	10.1%	3.6%	176	9.4%	6.4%	46	13.4%	1.4%	46	5.5%	3.3%
1 à 2 fois par semaine	112	5.1%	3.7%	82	4.4%	6.6%	30	8.8%	1.7%	34	4.0%	6.6%
1 à 3 fois par mois	22	1.0%	5.6%	21	1.1%	11.4%	1	0.4%	0.6%	1	0.2%	2.4%
Moins souvent	3	0.1%	2.7%	0	0.0%	0.0%	3	0.9%	4.2%	2	0.2%	8.3%

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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	2.1%	3.4%	31	1.7%	5.0%	15	4.3%	2.0%	10	1.2%	5.0%
De 9 000 à moins de 12 000 euros par an	43	2.0%	2.2%	35	1.9%	4.6%	8	2.3%	0.6%	8	1.0%	3.3%
De 12 000 à moins de 18 000 euros par an	176	8.0%	3.5%	135	7.3%	6.6%	40	11.8%	1.4%	26	3.1%	3.3%
De 18 000 à moins de 24 000 euros par an	258	11.7%	3.7%	221	11.8%	7.5%	37	10.7%	0.9%	60	7.1%	4.0%
De 24 000 à moins de 36 000 euros par an	552	25.0%	4.5%	457	24.5%	8.0%	95	27.9%	1.4%	172	20.5%	4.9%
De 36 000 à moins de 45 000 euros par an	353	16.0%	4.6%	296	15.9%	7.6%	57	16.6%	1.5%	128	15.3%	4.4%
De 45 000 à moins de 65 000 euros par an	346	15.7%	4.5%	315	16.9%	7.3%	31	9.0%	0.9%	172	20.6%	4.5%
65 000 euros et plus par an	210	9.5%	4.9%	196	10.5%	7.7%	15	4.4%	0.9%	160	19.1%	5.5%
Refus	137	6.2%	3.9%	106	5.7%	6.9%	31	9.2%	1.5%	62	7.4%	4.7%
Ne sait pas	86	3.9%	5.5%	73	3.9%	10.0%	13	3.9%	1.6%	39	4.7%	5.9%