

	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
ENSEMBLE	2081	100.0%	4.0%	1671	100.0%	6.7%	410	100.0%	1.5%	692	100.0%	4.0%
Sexe												
Homme	1671	80.3%	6.7%	1671	100.0%	6.7%	0	0.0%	0.0%	550	79.5%	6.3%
Femme	410	19.7%	1.5%	0	0.0%	0.0%	410	100.0%	1.5%	142	20.5%	1.6%
Age												
15 à 24 ans	434	20.9%	6.0%	348	20.8%	9.5%	86	21.0%	2.4%	166	24.0%	5.3%
25 à 34 ans	323	15.5%	4.2%	269	16.1%	7.2%	54	13.1%	1.4%	111	16.1%	3.4%
35 à 49 ans	521	25.0%	4.2%	441	26.4%	7.2%	79	19.3%	1.3%	224	32.3%	3.7%
50 à 59 ans	425	20.4%	4.6%	326	19.5%	7.0%	100	24.3%	2.1%	164	23.7%	4.2%
60 ans et plus	378	18.2%	2.5%	287	17.1%	4.4%	92	22.3%	1.1%	27	4.0%	2.8%
Individu												
Ménagères	331	15.9%	1.4%	0	0.0%	0.0%	331	80.7%	1.4%	101	14.6%	1.4%
Personne de référence	1381	66.4%	4.9%	1295	77.5%	6.4%	86	20.9%	1.1%	433	62.6%	5.3%
Responsable des achats	1172	56.3%	3.3%	830	49.7%	6.5%	342	83.4%	1.5%	350	50.6%	3.2%
PCS Individu												
Agriculteurs	17	0.8%	3.2%	15	0.9%	4.1%	2	0.4%	1.1%	0	0.0%	0.0%
Petits patrons	92	4.4%	5.7%	87	5.2%	7.9%	5	1.2%	0.9%	90	13.0%	6.2%
Affaires et Cadres	174	8.4%	3.4%	144	8.6%	4.9%	30	7.2%	1.4%	163	23.6%	3.5%
Professions intermédiaires	264	12.7%	3.8%	222	13.3%	6.5%	42	10.2%	1.2%	234	33.8%	4.2%
Employés	258	12.4%	3.1%	156	9.3%	7.2%	103	25.0%	1.7%	31	4.5%	1.7%
Ouvriers	494	23.8%	7.7%	465	27.8%	9.2%	29	7.1%	2.1%	28	4.0%	6.9%
Retraités	347	16.7%	2.8%	268	16.0%	4.5%	80	19.4%	1.2%	2	0.3%	0.8%
Autres inactifs	435	20.9%	4.2%	314	18.8%	8.2%	121	29.5%	1.9%	144	20.9%	4.4%
PCS Personne de référence												
Agriculteurs	15	0.7%	1.9%	12	0.7%	3.0%	3	0.7%	0.7%	0	0.0%	0.0%
Petits patrons	122	5.9%	4.6%	98	5.9%	7.5%	24	6.0%	1.8%	122	17.7%	4.6%
Affaires et Cadres	242	11.6%	3.3%	192	11.5%	5.4%	50	12.2%	1.4%	242	35.0%	3.3%
Professions intermédiaires	327	15.7%	4.3%	260	15.6%	6.7%	67	16.3%	1.8%	327	47.3%	4.3%
Employés	258	12.4%	4.8%	200	12.0%	8.6%	58	14.2%	1.9%	0	0.0%	0.0%
Ouvriers	539	25.9%	5.7%	472	28.3%	9.3%	67	16.2%	1.5%	0	0.0%	0.0%
Retraités	393	18.9%	2.7%	295	17.7%	4.5%	97	23.7%	1.2%	0	0.0%	0.0%
Autres inactifs	184	8.9%	4.5%	141	8.4%	8.8%	44	10.6%	1.7%	0	0.0%	0.0%

	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
Taille du foyer												
1 personne	294	14.1%	2.9%	247	14.8%	5.7%	47	11.5%	0.8%	50	7.2%	2.9%
2 personnes	666	32.0%	3.7%	503	30.1%	5.7%	163	39.8%	1.8%	174	25.1%	4.0%
3 personnes	430	20.7%	4.7%	364	21.8%	8.1%	66	16.0%	1.4%	155	22.4%	4.0%
4 personnes	461	22.2%	4.9%	375	22.4%	8.2%	86	21.0%	1.8%	223	32.2%	4.6%
5 personnes et +	230	11.0%	4.3%	182	10.9%	6.9%	48	11.6%	1.7%	91	13.1%	3.5%
Présence d'enfants de moins de 15 ans												
Oui	707	34.0%	4.6%	569	34.0%	7.9%	138	33.6%	1.7%	313	45.3%	4.1%
Non	1375	66.0%	3.8%	1102	66.0%	6.3%	273	66.4%	1.5%	379	54.7%	3.9%
Habitat												
Communes rurales	476	22.9%	4.0%	355	21.2%	6.3%	121	29.5%	1.9%	147	21.3%	4.4%
Agglo. - 20 000 hab	423	20.3%	4.7%	352	21.1%	8.2%	72	17.4%	1.5%	123	17.7%	4.7%
Agglo. 20 000 à 100 000 hab	225	10.8%	3.2%	192	11.5%	5.7%	33	8.1%	0.9%	68	9.8%	3.8%
Agglo. + 100 000 hab	664	31.9%	4.3%	549	32.9%	7.3%	114	27.8%	1.4%	228	32.9%	4.0%
Agglo. Paris	293	14.1%	3.4%	223	13.3%	5.5%	70	17.2%	1.6%	127	18.3%	3.2%

Auto Moto



Lecture Dernière Période

	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
Régions INSEE												
Ile de France	343	16.5%	3.6%	267	16.0%	5.9%	76	18.5%	1.5%	148	21.3%	3.4%
Nord Pas de Calais	141	6.8%	4.4%	113	6.8%	7.4%	27	6.6%	1.6%	60	8.7%	6.4%
Lorraine	102	4.9%	5.3%	89	5.3%	9.6%	13	3.1%	1.3%	30	4.3%	5.4%
Alsace	73	3.5%	4.8%	52	3.1%	7.1%	21	5.2%	2.7%	29	4.2%	6.0%
Franche-Comté	42	2.0%	4.5%	32	1.9%	6.9%	10	2.5%	2.1%	22	3.2%	8.3%
Champagne Ardennes	39	1.9%	3.6%	33	2.0%	6.3%	6	1.5%	1.1%	12	1.7%	4.2%
Picardie	62	3.0%	4.0%	41	2.4%	5.5%	21	5.2%	2.7%	19	2.7%	4.3%
Bourgogne	57	2.7%	4.2%	51	3.1%	7.9%	5	1.3%	0.7%	15	2.2%	4.4%
Haute Normandie	46	2.2%	3.1%	37	2.2%	5.2%	9	2.3%	1.2%	11	1.6%	2.4%
Basse Normandie	57	2.7%	4.7%	49	2.9%	8.4%	8	1.9%	1.3%	13	1.9%	3.7%
Centre	112	5.4%	5.3%	90	5.4%	8.9%	22	5.3%	2.0%	34	4.9%	5.8%
Pays de Loire	122	5.9%	4.1%	97	5.8%	6.8%	25	6.1%	1.6%	34	4.9%	3.6%
Bretagne	89	4.3%	3.3%	78	4.6%	6.1%	11	2.8%	0.8%	22	3.1%	2.6%
Poitou Charentes	58	2.8%	3.9%	49	3.0%	6.9%	8	2.0%	1.1%	20	2.8%	4.8%
Aquitaine	123	5.9%	4.4%	106	6.4%	8.1%	16	4.0%	1.1%	40	5.8%	4.6%
Midi Pyrénées	112	5.4%	4.6%	92	5.5%	7.8%	20	4.9%	1.6%	29	4.3%	3.7%
Limousin	27	1.3%	4.4%	20	1.2%	6.9%	7	1.7%	2.1%	4	0.6%	2.9%
Auvergne	52	2.5%	4.6%	46	2.7%	8.4%	7	1.6%	1.1%	10	1.5%	3.5%
Rhône Alpes	191	9.2%	3.7%	143	8.6%	5.7%	48	11.7%	1.8%	64	9.3%	3.5%
Languedoc Roussillon	56	2.7%	2.5%	42	2.5%	3.9%	14	3.5%	1.2%	10	1.4%	1.3%
Provence Alpes Côte d'Azur. Corse	178	8.5%	4.1%	143	8.5%	6.9%	35	8.5%	1.5%	64	9.3%	4.4%
Habitudes de connexion à Internet												
Tous les jours	1426	68.5%	4.3%	1169	69.9%	7.1%	257	62.6%	1.6%	556	80.4%	3.8%
Presque tous les jours	261	12.5%	4.4%	209	12.5%	7.6%	53	12.8%	1.7%	85	12.3%	4.4%
1 à 2 fois par semaine	102	4.9%	4.0%	80	4.8%	6.8%	22	5.4%	1.6%	33	4.8%	5.3%
1 à 3 fois par mois	22	1.0%	4.2%	7	0.4%	3.4%	15	3.6%	4.6%	0	0.0%	0.0%
Moins souvent	48	2.3%	5.8%	33	2.0%	9.3%	15	3.7%	3.2%	4	0.6%	5.3%
Jamais	7	0.3%	5.5%	5	0.3%	6.0%	2	0.4%	4.6%	2	0.3%	18.6%

Auto Moto



Lecture Dernière Période

	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	58	2.8%	3.1%	36	2.2%	4.5%	22	5.5%	2.1%	0	0.0%	0.2%
De 9 000 à moins de 12 000 euros par an	71	3.4%	2.5%	53	3.2%	5.0%	18	4.4%	1.0%	2	0.3%	0.9%
De 12 000 à moins de 18 000 euros par an	181	8.7%	3.0%	142	8.5%	5.4%	39	9.5%	1.1%	24	3.5%	3.3%
De 18 000 à moins de 24 000 euros par an	249	11.9%	3.8%	197	11.8%	6.4%	51	12.5%	1.5%	40	5.8%	3.0%
De 24 000 à moins de 36 000 euros par an	511	24.6%	4.6%	421	25.2%	7.9%	90	22.0%	1.6%	139	20.1%	4.1%
De 36 000 à moins de 45 000 euros par an	322	15.5%	4.6%	258	15.5%	6.9%	63	15.5%	1.9%	127	18.4%	4.2%
De 45 000 à moins de 65 000 euros par an	337	16.2%	4.9%	269	16.1%	7.4%	67	16.4%	2.1%	170	24.5%	4.5%
De 65 000 à moins de 80 000 euros par an	83	4.0%	4.2%	74	4.4%	6.6%	9	2.1%	1.0%	51	7.4%	4.0%
De 80 000 à moins de 115 000 euros par an	73	3.5%	5.8%	64	3.8%	8.6%	9	2.2%	1.8%	49	7.0%	5.3%
115 000 euros et plus par an	22	1.0%	3.6%	19	1.1%	5.0%	3	0.7%	1.3%	15	2.2%	3.0%
Refus	101	4.9%	3.0%	78	4.7%	5.6%	23	5.5%	1.2%	37	5.3%	3.4%
Ne sait pas	74	3.6%	3.3%	59	3.5%	6.2%	15	3.7%	1.1%	37	5.4%	4.0%