

# Auto Moto

Mensuel, Lecture Dernière Période

	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
<b>Ensemble</b>	2269	100.0%	4.5%	1805	100.0%	7.4%	464	100.0%	1.7%	772	100.0%	4.6%
<b>Sexe</b>												
<b>Homme</b>	1805	79.6%	7.4%	1805	100.0%	7.4%	0	-	100.0%	632	81.8%	7.2%
<b>Femme</b>	464	20.4%	1.7%	0	-	100.0%	464	100.0%	1.7%	140	18.2%	1.7%
<b>Age</b>												
<b>15 à 24 ans</b>	442	19.5%	6.0%	356	19.7%	9.6%	86	18.5%	2.3%	194	25.1%	6.5%
<b>25 à 34 ans</b>	395	17.4%	5.1%	309	17.1%	8.2%	86	18.6%	2.2%	144	18.7%	4.2%
<b>35 à 49 ans</b>	654	28.8%	5.1%	518	28.7%	8.3%	135	29.2%	2.1%	258	33.4%	4.3%
<b>50 à 64 ans</b>	550	24.2%	4.5%	445	24.7%	7.5%	104	22.5%	1.6%	174	22.5%	4.2%
<b>65 ans et plus</b>	228	10.1%	2.1%	176	9.8%	3.8%	52	11.2%	0.8%	3	0.3%	1.1%
<b>Individu</b>												
<b>Ménagère</b>	394	17.4%	1.7%	0	-	100.0%	394	85.0%	1.7%	112	14.6%	1.7%
<b>Personne de Référence</b>	1528	67.3%	5.4%	1412	78.2%	7.0%	115	24.9%	1.5%	479	62.1%	5.7%
<b>Responsable des achats</b>	837	36.9%	3.5%	535	29.7%	7.0%	302	65.2%	1.8%	275	35.6%	3.3%
<b>PCS Individu</b>												
<b>Agriculteurs</b>	17	0.8%	3.2%	14	0.8%	4.1%	3	0.6%	1.5%	0	-	-
<b>Petits patrons</b>	88	3.9%	5.7%	84	4.6%	7.5%	5	1.0%	1.0%	85	11.0%	6.0%
<b>Affaires et Cadres</b>	188	8.3%	4.0%	163	9.1%	5.6%	24	5.3%	1.4%	178	23.1%	4.1%
<b>Professions intermédiaires</b>	317	14.0%	4.7%	252	14.0%	7.2%	64	13.9%	2.0%	279	36.1%	5.0%
<b>Employés</b>	293	12.9%	3.5%	163	9.0%	8.3%	130	28.1%	2.0%	33	4.3%	1.9%
<b>Ouvriers</b>	665	29.3%	10.3%	615	34.0%	12.2%	50	10.9%	3.6%	48	6.3%	14.1%
<b>Retraités</b>	321	14.2%	2.6%	260	14.4%	4.4%	61	13.1%	1.0%	1	0.1%	0.3%
<b>Autres inactifs</b>	379	16.7%	3.7%	253	14.0%	7.2%	126	27.2%	1.9%	148	19.1%	4.7%
<b>PCS Personne de Référence</b>												
<b>Agriculteurs</b>	34	1.5%	4.3%	25	1.4%	6.5%	9	1.9%	2.2%	0	-	100.0%
<b>Petits patrons</b>	134	5.9%	5.3%	112	6.2%	8.3%	22	4.7%	1.9%	134	17.3%	5.3%
<b>Affaires et Cadres</b>	278	12.3%	4.1%	218	12.1%	6.3%	61	13.1%	1.9%	278	36.1%	4.1%
<b>Professions intermédiaires</b>	360	15.9%	4.8%	302	16.8%	7.6%	57	12.4%	1.6%	360	46.6%	4.8%
<b>Employés</b>	239	10.5%	4.5%	164	9.1%	7.6%	75	16.1%	2.3%	0	-	100.0%
<b>Ouvriers</b>	706	31.1%	7.3%	581	32.2%	11.4%	126	27.1%	2.7%	0	-	100.0%
<b>Retraités</b>	410	18.1%	2.8%	322	17.8%	4.9%	88	19.0%	1.1%	0	-	100.0%
<b>Autres inactifs</b>	108	4.8%	2.9%	81	4.5%	6.0%	27	5.7%	1.1%	0	-	100.0%

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<b>Taille du Foyer</b>												
<b>1 personne</b>	312	13.8%	3.4%	258	14.3%	6.5%	54	11.7%	1.0%	61	8.0%	3.5%
<b>2 personnes</b>	706	31.1%	4.0%	535	29.6%	6.2%	171	36.9%	1.9%	179	23.2%	4.2%
<b>3 personnes</b>	452	19.9%	4.8%	367	20.3%	7.9%	85	18.4%	1.8%	165	21.4%	4.4%
<b>4 personnes</b>	521	23.0%	5.6%	419	23.2%	9.0%	102	22.0%	2.2%	277	35.8%	6.0%
<b>5 personnes et +</b>	277	12.2%	5.3%	226	12.5%	9.2%	51	11.0%	1.8%	90	11.7%	3.6%
<b>Présence d'enfants de moins de 15 ans</b>												
<b>Oui</b>	824	36.3%	5.2%	668	37.0%	9.2%	157	33.8%	1.9%	324	41.9%	4.4%
<b>Non</b>	1444	63.7%	4.1%	1137	63.0%	6.7%	307	66.2%	1.7%	448	58.1%	4.8%
<b>Habitat</b>												
<b>Communes rurales</b>	611	26.9%	4.7%	477	26.4%	7.7%	133	28.8%	2.0%	200	25.9%	5.5%
<b>Agglo. - 20 000 hab</b>	433	19.1%	5.0%	353	19.5%	8.7%	80	17.3%	1.8%	143	18.5%	5.8%
<b>Agglo. 20 000 à 100 000 hab</b>	285	12.6%	4.3%	214	11.9%	6.7%	71	15.3%	2.0%	81	10.6%	4.1%
<b>Agglo. + 100 000 hab</b>	639	28.2%	4.4%	504	27.9%	7.3%	136	29.3%	1.8%	196	25.4%	4.0%
<b>Agglo. Paris</b>	301	13.2%	3.6%	258	14.3%	6.5%	43	9.3%	1.0%	152	19.6%	3.9%

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	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
<b>Région d'habitation</b>												
Ile-de-France	365	16.1%	3.9%	311	17.2%	6.9%	53	11.5%	1.1%	184	23.9%	4.3%
Nord-Pas-de-Calais	124	5.5%	3.9%	103	5.7%	6.8%	21	4.5%	1.2%	32	4.1%	3.6%
Lorraine	121	5.3%	6.2%	91	5.1%	9.8%	29	6.3%	2.9%	37	4.8%	7.1%
Alsace	74	3.3%	4.9%	68	3.7%	9.3%	6	1.4%	0.8%	26	3.4%	5.0%
Franche-Comté	49	2.2%	5.1%	42	2.4%	9.2%	6	1.4%	1.3%	11	1.4%	4.3%
Champagne-Ardenne	55	2.4%	5.1%	38	2.1%	7.3%	17	3.6%	3.0%	11	1.4%	4.1%
Picardie	113	5.0%	7.4%	89	4.9%	12.0%	24	5.1%	3.0%	28	3.6%	6.2%
Bourgogne	72	3.2%	5.3%	58	3.2%	8.9%	15	3.1%	2.1%	22	2.8%	6.3%
Haute-Normandie	63	2.8%	4.2%	50	2.8%	7.2%	12	2.6%	1.6%	25	3.2%	5.6%
Basse-Normandie	47	2.1%	3.9%	40	2.2%	6.9%	7	1.6%	1.2%	12	1.5%	3.8%
Centre	92	4.1%	4.4%	68	3.8%	6.8%	24	5.2%	2.2%	19	2.5%	3.1%
Pays de la Loire	131	5.8%	4.6%	103	5.7%	7.5%	28	6.0%	1.9%	38	4.9%	4.3%
Bretagne	114	5.0%	4.4%	84	4.7%	6.8%	29	6.3%	2.2%	31	4.0%	4.1%
Poitou-Charentes	58	2.6%	4.0%	44	2.5%	6.3%	14	3.0%	1.8%	20	2.6%	5.1%
Aquitaine	107	4.7%	4.0%	81	4.5%	6.4%	26	5.6%	1.8%	31	4.1%	3.7%
Midi-Pyrénées	111	4.9%	4.7%	90	5.0%	7.9%	20	4.4%	1.6%	45	5.9%	5.8%
Limousin	28	1.2%	4.4%	21	1.2%	7.0%	7	1.5%	2.1%	10	1.3%	6.3%
Auvergne	41	1.8%	3.6%	29	1.6%	5.4%	12	2.5%	2.0%	7	1.0%	2.4%
Rhône-Alpes	199	8.8%	4.0%	155	8.6%	6.5%	44	9.5%	1.7%	75	9.7%	4.4%
Languedoc-Roussillon	80	3.5%	3.7%	62	3.5%	6.1%	18	3.8%	1.6%	30	3.9%	4.8%
Provence-Alpes-Côte-d'Azur-Corse	227	10.0%	5.3%	175	9.7%	8.6%	52	11.2%	2.3%	78	10.1%	5.5%
<b>Habitudes de connexion Internet</b>												
Tous les jours	1229	54.2%	4.6%	988	54.7%	7.2%	241	52.0%	1.8%	580	75.1%	4.6%
Presque tous les jours	335	14.8%	5.5%	268	14.9%	9.7%	67	14.3%	2.0%	122	15.8%	5.0%
1 à 2 fois par semaine	165	7.3%	5.2%	140	7.8%	9.9%	25	5.3%	1.4%	42	5.4%	4.7%
1 à 3 fois par mois	44	2.0%	5.2%	31	1.7%	7.9%	13	2.9%	2.9%	9	1.2%	4.9%
Moins souvent	95	4.2%	6.6%	71	3.9%	11.4%	24	5.1%	2.9%	7	0.9%	4.6%
Jamais	15	0.7%	6.0%	11	0.6%	8.1%	4	0.8%	3.3%	0	-	-

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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	67	2.9%	2.7%	43	2.4%	4.4%	24	5.1%	1.6%	4	0.5%	2.1%
De 9 000 à moins de 12 000 euros par an	95	4.2%	2.9%	58	3.2%	5.4%	37	7.9%	1.7%	5	0.6%	1.6%
De 12 000 à moins de 18 000 euros par an	286	12.6%	4.2%	228	12.6%	7.6%	58	12.6%	1.5%	36	4.6%	4.4%
De 18 000 à moins de 24 000 euros par an	350	15.4%	4.8%	285	15.8%	8.4%	65	14.0%	1.7%	74	9.5%	4.7%
De 24 000 à moins de 36 000 euros par an	492	21.7%	4.5%	410	22.7%	7.4%	82	17.8%	1.5%	147	19.1%	4.1%
De 36 000 à moins de 45 000 euros par an	295	13.0%	4.7%	240	13.3%	7.3%	55	11.9%	1.8%	134	17.3%	4.7%
De 45 000 à moins de 65 000 euros par an	288	12.7%	5.1%	227	12.6%	7.2%	60	13.0%	2.4%	149	19.3%	4.3%
65 000 euros et plus	169	7.5%	5.9%	151	8.4%	8.7%	18	3.9%	1.6%	126	16.3%	5.6%
Refus	138	6.1%	3.7%	99	5.5%	6.4%	38	8.2%	1.7%	61	8.0%	4.8%
Ne sait pas	90	4.0%	6.0%	65	3.6%	9.7%	26	5.6%	3.0%	37	4.7%	6.7%