

Auto Moto

Lecture Dernière Période



	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
ENSEMBLE	2251	100.0%	4.4%	1753	100.0%	7.1%	497	100.0%	1.9%	823	100.0%	4.8%
Sexe												
Homme	1753	77.9%	7.1%	1753	100.0%	7.1%	0	0.0%	0.0%	654	79.5%	7.3%
Femme	497	22.1%	1.9%	0	0.0%	0.0%	497	100.0%	1.9%	168	20.5%	2.0%
Age												
15 à 24 ans	472	21.0%	6.4%	411	23.4%	11.1%	61	12.3%	1.7%	180	21.9%	5.7%
25 à 34 ans	391	17.4%	5.1%	309	17.6%	8.2%	82	16.4%	2.1%	167	20.3%	4.9%
35 à 49 ans	627	27.8%	5.0%	455	26.0%	7.3%	171	34.4%	2.7%	268	32.6%	4.3%
50 à 59 ans	417	18.5%	4.6%	326	18.6%	7.2%	91	18.4%	2.0%	185	22.5%	5.0%
60 ans et plus	344	15.3%	2.3%	252	14.4%	4.0%	92	18.4%	1.1%	22	2.7%	3.1%
Individu												
Ménagères	445	19.8%	1.9%	0	0.0%	0.0%	445	89.5%	1.9%	146	17.8%	2.1%
Personne de référence	1464	65.0%	5.2%	1309	74.6%	6.5%	155	31.2%	2.0%	516	62.8%	6.0%
Responsable des achats	1294	57.5%	3.6%	850	48.5%	6.7%	443	89.2%	1.9%	416	50.6%	3.8%
PCS Individu												
Agriculteurs	8	0.4%	1.6%	8	0.5%	2.3%	0	0.0%	0.0%	0	0.0%	0.0%
Petits patrons	89	4.0%	5.5%	81	4.6%	7.2%	8	1.6%	1.6%	76	9.2%	5.2%
Affaires et Cadres	224	9.9%	4.5%	182	10.4%	5.9%	42	8.5%	2.2%	215	26.1%	4.8%
Professions intermédiaires	329	14.6%	4.9%	267	15.2%	7.6%	62	12.4%	1.9%	301	36.6%	5.3%
Employés	322	14.3%	3.9%	163	9.3%	8.1%	159	31.9%	2.5%	55	6.7%	3.1%
Ouvriers	513	22.8%	8.0%	495	28.2%	10.1%	18	3.6%	1.2%	28	3.4%	6.4%
Retraités	324	14.4%	2.6%	245	14.0%	4.1%	79	16.0%	1.2%	4	0.5%	1.6%
Autres inactifs	442	19.6%	4.4%	312	17.8%	8.8%	130	26.1%	2.0%	144	17.5%	4.6%
PCS Personne de référence												
Agriculteurs	15	0.7%	1.9%	13	0.7%	3.0%	3	0.6%	0.7%	0	0.0%	0.0%
Petits patrons	121	5.4%	4.6%	94	5.4%	7.3%	27	5.5%	2.1%	121	14.7%	4.6%
Affaires et Cadres	311	13.8%	4.4%	236	13.5%	6.5%	75	15.1%	2.2%	311	37.8%	4.4%
Professions intermédiaires	390	17.3%	5.2%	324	18.5%	8.2%	66	13.3%	1.9%	390	47.4%	5.2%
Employés	256	11.4%	4.8%	174	9.9%	8.0%	82	16.4%	2.6%	0	0.0%	0.0%
Ouvriers	589	26.2%	6.3%	507	28.9%	10.4%	83	16.6%	1.9%	0	0.0%	0.0%
Retraités	390	17.3%	2.7%	293	16.7%	4.4%	98	19.7%	1.2%	0	0.0%	0.0%
Autres inactifs	177	7.9%	4.5%	113	6.5%	7.6%	64	12.9%	2.6%	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	281	12.5%	2.9%	235	13.4%	5.7%	46	9.3%	0.8%	69	8.3%	3.7%
2 personnes	712	31.6%	4.0%	540	30.8%	6.1%	172	34.7%	1.9%	201	24.4%	4.9%
3 personnes	514	22.8%	5.6%	398	22.7%	8.7%	115	23.2%	2.5%	213	25.8%	5.5%
4 personnes	468	20.8%	5.1%	378	21.6%	8.3%	89	18.0%	1.9%	227	27.6%	4.7%
5 personnes et +	276	12.3%	5.2%	202	11.5%	8.1%	74	14.9%	2.6%	114	13.8%	4.4%
Présence d'enfants de moins de 15 ans												
Oui	813	36.1%	5.2%	595	33.9%	8.1%	218	43.9%	2.6%	356	43.3%	4.6%
Non	1437	63.9%	4.0%	1158	66.1%	6.7%	279	56.1%	1.5%	467	56.7%	4.9%
Habitat												
Communes rurales	521	23.2%	4.5%	419	23.9%	7.6%	102	20.5%	1.7%	161	19.5%	4.8%
Agglo. - 20 000 hab	446	19.8%	5.0%	337	19.2%	8.0%	110	22.1%	2.3%	165	20.1%	6.3%
Agglo. 20 000 à 100 000 hab	333	14.8%	4.8%	263	15.0%	7.6%	69	13.9%	2.0%	124	15.0%	6.0%
Agglo. + 100 000 hab	637	28.3%	4.1%	486	27.7%	6.6%	151	30.4%	1.9%	244	29.6%	4.6%
Agglo. Paris	313	13.9%	3.7%	248	14.2%	6.2%	65	13.1%	1.5%	130	15.8%	3.3%

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	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
Régions INSEE												
Ile de France	360	16.0%	3.8%	287	16.4%	6.4%	73	14.7%	1.5%	160	19.4%	3.6%
Nord Pas de Calais	145	6.4%	4.5%	117	6.7%	7.7%	27	5.5%	1.6%	45	5.4%	4.9%
Lorraine	128	5.7%	6.6%	110	6.3%	11.8%	18	3.6%	1.8%	41	5.0%	7.8%
Alsace	82	3.6%	5.4%	57	3.2%	7.8%	25	5.0%	3.2%	19	2.3%	3.8%
Franche-Comté	47	2.1%	4.9%	40	2.3%	8.6%	7	1.4%	1.4%	14	1.7%	5.3%
Champagne Ardennes	49	2.2%	4.5%	37	2.1%	7.1%	12	2.3%	2.1%	15	1.9%	5.1%
Picardie	63	2.8%	4.1%	50	2.8%	6.7%	13	2.5%	1.6%	19	2.3%	4.4%
Bourgogne	88	3.9%	6.5%	68	3.9%	10.5%	20	4.0%	2.8%	41	5.0%	10.6%
Haute Normandie	60	2.7%	4.1%	48	2.7%	6.8%	13	2.5%	1.6%	15	1.9%	3.4%
Basse Normandie	57	2.5%	4.7%	43	2.5%	7.4%	14	2.7%	2.2%	27	3.3%	8.5%
Centre	117	5.2%	5.6%	88	5.0%	8.8%	30	5.9%	2.7%	34	4.2%	5.5%
Pays de Loire	127	5.6%	4.4%	94	5.4%	6.8%	32	6.5%	2.2%	54	6.6%	6.3%
Bretagne	77	3.4%	2.9%	52	3.0%	4.1%	25	4.9%	1.8%	26	3.1%	3.3%
Poitou Charentes	75	3.3%	5.1%	57	3.2%	8.0%	18	3.6%	2.4%	24	2.9%	6.1%
Aquitaine	104	4.6%	3.8%	73	4.2%	5.7%	31	6.2%	2.2%	44	5.4%	5.4%
Midi Pyrénées	109	4.8%	4.5%	81	4.6%	7.0%	27	5.4%	2.2%	40	4.8%	4.9%
Limousin	21	0.9%	3.3%	18	1.0%	5.9%	3	0.7%	1.0%	4	0.5%	2.7%
Auvergne	41	1.8%	3.6%	33	1.9%	6.2%	7	1.5%	1.3%	13	1.6%	4.3%
Rhône Alpes	233	10.4%	4.6%	182	10.4%	7.4%	51	10.3%	1.9%	91	11.1%	4.8%
Languedoc Roussillon	95	4.2%	4.3%	79	4.5%	7.5%	17	3.4%	1.5%	37	4.4%	5.3%
Provence Alpes Côte d'Azur. Corse	174	7.7%	4.0%	139	7.9%	6.8%	36	7.2%	1.6%	58	7.1%	4.2%
Habitudes de connexion à Internet												
Tous les jours	1366	60.7%	4.8%	1083	61.8%	7.5%	282	56.8%	2.0%	643	78.1%	4.8%
Presque tous les jours	285	12.7%	4.5%	220	12.5%	7.2%	66	13.2%	1.9%	102	12.4%	4.4%
1 à 2 fois par semaine	177	7.9%	5.6%	130	7.4%	9.4%	47	9.6%	2.6%	48	5.9%	5.3%
1 à 3 fois par mois	39	1.7%	4.5%	33	1.9%	8.4%	6	1.2%	1.3%	3	0.4%	1.8%
Moins souvent	69	3.0%	5.6%	51	2.9%	9.6%	17	3.5%	2.5%	4	0.5%	3.5%
Jamais	4	0.2%	3.4%	4	0.3%	7.2%	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	93	4.1%	4.5%	58	3.3%	7.1%	35	7.1%	2.9%	6	0.7%	3.2%
De 9 000 à moins de 12 000 euros par an	78	3.5%	2.3%	45	2.6%	3.8%	33	6.7%	1.5%	2	0.2%	0.7%
De 12 000 à moins de 18 000 euros par an	228	10.1%	3.6%	169	9.6%	6.3%	58	11.8%	1.6%	31	3.8%	4.2%
De 18 000 à moins de 24 000 euros par an	304	13.5%	4.2%	241	13.8%	7.1%	62	12.5%	1.6%	75	9.1%	4.9%
De 24 000 à moins de 36 000 euros par an	493	21.9%	4.3%	395	22.6%	7.1%	98	19.7%	1.6%	165	20.0%	4.4%
De 36 000 à moins de 45 000 euros par an	347	15.4%	5.2%	273	15.6%	7.5%	74	14.9%	2.4%	168	20.4%	5.5%
De 45 000 à moins de 65 000 euros par an	374	16.6%	6.0%	301	17.1%	8.5%	73	14.7%	2.7%	196	23.8%	5.3%
De 65 000 à moins de 80 000 euros par an	83	3.7%	5.0%	71	4.0%	7.3%	12	2.4%	1.8%	58	7.1%	5.0%
De 80 000 à moins de 115 000 euros par an	40	1.8%	4.1%	35	2.0%	6.3%	4	0.9%	1.1%	32	3.9%	4.2%
115 000 euros et plus par an	12	0.5%	2.6%	10	0.6%	3.5%	2	0.4%	1.2%	8	1.0%	2.0%
Refus	124	5.5%	3.9%	89	5.1%	6.9%	35	7.0%	1.9%	56	6.8%	4.9%
Ne sait pas	77	3.4%	4.9%	67	3.8%	10.5%	10	1.9%	1.0%	27	3.2%	4.6%