

PHR Trafic

A.C.P.M. - ONE -



	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
ENSEMBLE	5295	100.0%	10.2%	2505	100.0%	10.0%	2791	100.0%	10.3%	1289	100.0%	7.4%
Sexe												
Homme	2505	47.3%	10.0%	2505	100.0%	10.0%	0	0.0%	0.0%	681	52.8%	7.7%
Femme	2791	52.7%	10.3%	0	0.0%	0.0%	2791	100.0%	10.3%	608	47.2%	7.1%
Age												
15 à 24 ans	447	8.4%	6.2%	243	9.7%	6.6%	204	7.3%	5.7%	121	9.4%	3.9%
25 à 34 ans	610	11.5%	8.0%	338	13.5%	9.1%	272	9.7%	7.0%	195	15.2%	6.1%
35 à 49 ans	1144	21.6%	9.2%	591	23.6%	9.6%	554	19.9%	8.7%	477	37.0%	7.5%
50 à 59 ans	1145	21.6%	12.7%	554	22.1%	12.2%	591	21.2%	13.2%	400	31.0%	10.5%
60 ans et plus	1949	36.8%	12.4%	779	31.1%	11.3%	1170	41.9%	13.2%	96	7.5%	9.6%
Individu												
Ménagères	2577	48.7%	11.0%	0	0.0%	0.0%	2577	92.3%	11.0%	553	42.9%	7.9%
Personne de référence	2953	55.8%	10.4%	2163	86.4%	10.6%	790	28.3%	10.0%	696	54.0%	8.2%
Responsable des achats	3754	70.9%	10.4%	1259	50.2%	9.6%	2495	89.4%	10.9%	829	64.3%	7.5%
PCS Individu												
Agriculteurs	110	2.1%	21.9%	80	3.2%	23.8%	30	1.1%	18.1%	6	0.4%	21.7%
Petits patrons	182	3.4%	11.3%	141	5.6%	12.0%	41	1.5%	9.5%	166	12.9%	11.5%
Affaires et Cadres	313	5.9%	6.4%	189	7.5%	6.7%	124	4.5%	5.9%	275	21.3%	6.2%
Professions intermédiaires	620	11.7%	8.6%	307	12.2%	8.5%	313	11.2%	8.7%	485	37.6%	8.2%
Employés	863	16.3%	10.3%	195	7.8%	8.6%	667	23.9%	10.9%	149	11.5%	8.2%
Ouvriers	796	15.0%	12.6%	645	25.8%	12.8%	151	5.4%	11.9%	22	1.7%	6.2%
Retraités	1549	29.3%	12.1%	693	27.7%	11.4%	857	30.7%	12.7%	25	1.9%	12.0%
Autres inactifs	863	16.3%	8.4%	256	10.2%	7.1%	607	21.7%	9.1%	162	12.6%	5.0%
PCS Personne de référence												
Agriculteurs	168	3.2%	22.3%	88	3.5%	22.2%	79	2.8%	22.4%	0	0.0%	0.0%
Petits patrons	278	5.2%	10.6%	149	6.0%	10.8%	128	4.6%	10.3%	278	21.5%	10.6%
Affaires et Cadres	420	7.9%	6.1%	209	8.4%	6.1%	211	7.5%	6.1%	420	32.6%	6.1%
Professions intermédiaires	592	11.2%	7.5%	322	12.9%	7.9%	270	9.7%	7.1%	592	45.9%	7.5%
Employés	455	8.6%	8.4%	189	7.5%	8.0%	267	9.6%	8.7%	0	0.0%	0.0%
Ouvriers	1176	22.2%	12.4%	640	25.5%	12.6%	537	19.2%	12.1%	0	0.0%	0.0%
Retraités	1773	33.5%	11.9%	762	30.4%	11.4%	1010	36.2%	12.3%	0	0.0%	0.0%
Autres inactifs	434	8.2%	10.6%	145	5.8%	9.6%	289	10.4%	11.3%	0	0.0%	0.0%

PHR Trafic

A.C.P.M. - ONE -



	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
Taille du foyer												
1 personne	1018	19.2%	10.1%	420	16.8%	9.7%	597	21.4%	10.5%	144	11.2%	7.4%
2 personnes	2032	38.4%	11.2%	884	35.3%	10.2%	1148	41.1%	12.2%	339	26.3%	8.2%
3 personnes	881	16.6%	9.6%	446	17.8%	9.4%	435	15.6%	9.8%	287	22.3%	7.2%
4 personnes	847	16.0%	9.1%	483	19.3%	10.7%	364	13.0%	7.7%	313	24.3%	6.6%
5 personnes et +	518	9.8%	9.4%	272	10.8%	10.3%	246	8.8%	8.7%	206	16.0%	8.0%
Présence d'enfants de moins de 15 ans												
Oui	1471	27.8%	9.3%	738	29.5%	10.0%	733	26.3%	8.8%	567	44.0%	7.4%
Non	3824	72.2%	10.5%	1766	70.5%	10.1%	2058	73.7%	10.9%	722	56.0%	7.4%
Habitat												
Communes rurales	2007	37.9%	16.8%	893	35.6%	15.6%	1114	39.9%	17.8%	406	31.5%	12.7%
Agglo. - 20 000 hab	1370	25.9%	15.1%	637	25.4%	14.7%	734	26.3%	15.4%	345	26.8%	13.4%
Agglo. 20 000 à 100 000 hab	967	18.3%	13.8%	504	20.1%	15.1%	463	16.6%	12.7%	235	18.2%	11.6%
Agglo. + 100 000 hab	815	15.4%	5.3%	387	15.5%	5.2%	428	15.3%	5.3%	255	19.8%	4.5%
Agglo. Paris	137	2.6%	1.6%	84	3.4%	2.1%	53	1.9%	1.2%	48	3.7%	1.2%

PHR Trafic

A.C.P.M. - ONE -



	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
Régions INSEE												
Ile de France	191	3.6%	2.0%	118	4.7%	2.6%	73	2.6%	1.5%	73	5.7%	1.7%
Nord Pas de Calais	516	9.7%	16.1%	252	10.0%	16.5%	264	9.5%	15.7%	102	7.9%	10.2%
Lorraine	74	1.4%	3.8%	39	1.6%	4.3%	34	1.2%	3.4%	20	1.6%	3.8%
Alsace	51	1.0%	3.3%	30	1.2%	4.1%	21	0.8%	2.6%	5	0.4%	1.2%
Franche-Comté	124	2.3%	12.9%	59	2.3%	12.7%	65	2.3%	13.2%	32	2.5%	12.5%
Champagne Ardennes	66	1.2%	6.0%	35	1.4%	6.7%	31	1.1%	5.4%	7	0.5%	2.3%
Picardie	237	4.5%	15.4%	111	4.4%	15.0%	126	4.5%	15.8%	45	3.5%	10.2%
Bourgogne	106	2.0%	7.8%	50	2.0%	7.6%	56	2.0%	8.0%	23	1.8%	6.7%
Haute Normandie	334	6.3%	22.4%	153	6.1%	21.6%	181	6.5%	23.2%	82	6.4%	18.1%
Basse Normandie	433	8.2%	36.2%	192	7.7%	33.9%	241	8.7%	38.3%	115	8.9%	32.3%
Centre	233	4.4%	11.1%	119	4.7%	11.7%	114	4.1%	10.5%	50	3.9%	7.6%
Pays de Loire	540	10.2%	18.1%	237	9.4%	16.4%	303	10.9%	19.6%	111	8.6%	12.4%
Bretagne	359	6.8%	13.4%	171	6.8%	13.3%	188	6.7%	13.5%	85	6.6%	12.0%
Poitou Charentes	138	2.6%	9.2%	65	2.6%	9.1%	73	2.6%	9.4%	32	2.5%	8.6%
Aquitaine	326	6.2%	11.7%	148	5.9%	11.2%	177	6.4%	12.1%	69	5.4%	8.4%
Midi Pyrénées	309	5.8%	12.5%	144	5.7%	12.0%	166	5.9%	12.9%	65	5.0%	8.0%
Limousin	45	0.9%	7.3%	21	0.8%	7.2%	24	0.9%	7.4%	5	0.4%	3.2%
Auvergne	151	2.9%	13.3%	62	2.5%	11.3%	90	3.2%	15.2%	24	1.8%	7.7%
Rhône Alpes	690	13.0%	13.2%	311	12.4%	12.4%	379	13.6%	14.0%	219	17.0%	11.4%
Languedoc Roussillon	268	5.1%	11.7%	134	5.3%	12.3%	135	4.8%	11.2%	89	6.9%	12.2%
Provence Alpes Côte d'Azur. Corse	103	1.9%	2.3%	54	2.1%	2.6%	49	1.8%	2.1%	36	2.8%	2.3%
Habitudes de connexion à Internet												
Tous les jours	3380	63.8%	9.1%	1747	69.8%	9.5%	1633	58.5%	8.7%	1093	84.8%	7.3%
Presque tous les jours	574	10.8%	10.3%	282	11.3%	11.1%	291	10.4%	9.6%	107	8.3%	6.8%
1 à 2 fois par semaine	388	7.3%	14.2%	162	6.5%	14.0%	226	8.1%	14.3%	50	3.9%	9.7%
1 à 3 fois par mois	57	1.1%	11.2%	18	0.7%	7.9%	39	1.4%	14.0%	13	1.0%	15.3%
Moins souvent	69	1.3%	12.3%	26	1.0%	9.2%	43	1.5%	15.5%	2	0.2%	3.9%
Jamais	19	0.4%	26.8%	19	0.8%	37.2%	0	0.0%	0.0%	0	0.0%	0.0%

PHR Trafic

A.C.P.M. - ONE -



	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	182	3.4%	10.8%	55	2.2%	7.5%	126	4.5%	13.3%	7	0.6%	4.3%
De 9 000 à moins de 12 000 euros par an	299	5.6%	11.0%	132	5.3%	12.7%	166	6.0%	10.0%	15	1.2%	5.9%
De 12 000 à moins de 18 000 euros par an	613	11.6%	11.4%	249	10.0%	11.1%	364	13.0%	11.6%	61	4.7%	9.0%
De 18 000 à moins de 24 000 euros par an	818	15.4%	12.2%	368	14.7%	12.5%	450	16.1%	12.0%	118	9.1%	8.3%
De 24 000 à moins de 36 000 euros par an	1340	25.3%	11.5%	633	25.3%	11.4%	707	25.3%	11.6%	277	21.5%	7.9%
De 36 000 à moins de 45 000 euros par an	710	13.4%	9.6%	360	14.4%	9.6%	350	12.5%	9.7%	213	16.5%	7.4%
De 45 000 à moins de 65 000 euros par an	580	11.0%	8.3%	334	13.3%	8.5%	246	8.8%	8.0%	294	22.8%	7.9%
65 000 euros et plus par an	272	5.1%	6.4%	175	7.0%	7.1%	97	3.5%	5.4%	174	13.5%	6.0%
Refus	396	7.5%	9.4%	166	6.6%	9.4%	231	8.3%	9.4%	95	7.4%	6.4%
Ne sait pas	86	1.6%	8.0%	32	1.3%	6.7%	53	1.9%	9.1%	34	2.6%	8.8%