

PHR Trafic

A.C.P.M. - ONE -



	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
ENSEMBLE	5040	100.0%	9.6%	2428	100.0%	9.7%	2612	100.0%	9.6%	1291	100.0%	7.2%
Sexe												
Homme	2428	48.2%	9.7%	2428	100.0%	9.7%	0	0.0%	0.0%	664	51.4%	7.3%
Femme	2612	51.8%	9.6%	0	0.0%	0.0%	2612	100.0%	9.6%	627	48.6%	7.2%
Age												
15 à 24 ans	435	8.6%	5.9%	209	8.6%	5.6%	226	8.7%	6.2%	128	9.9%	4.0%
25 à 34 ans	526	10.4%	6.9%	259	10.7%	6.9%	267	10.2%	6.8%	178	13.8%	5.5%
35 à 49 ans	1099	21.8%	8.7%	569	23.4%	9.1%	530	20.3%	8.2%	458	35.4%	7.4%
50 à 59 ans	981	19.5%	11.4%	455	18.7%	10.9%	526	20.1%	11.9%	363	28.1%	10.0%
60 ans et plus	1999	39.7%	12.4%	936	38.6%	12.9%	1063	40.7%	12.0%	164	12.7%	10.3%
Individu												
Ménagères	2356	46.7%	10.0%	0	0.0%	0.0%	2356	90.2%	10.0%	559	43.3%	7.9%
Personne de référence	2800	55.6%	10.0%	2157	88.8%	10.5%	643	24.6%	8.7%	719	55.7%	8.1%
Responsable des achats	3512	69.7%	9.8%	1200	49.4%	9.3%	2312	88.5%	10.1%	862	66.8%	7.7%
PCS Individu												
Agriculteurs	93	1.9%	18.1%	70	2.9%	21.8%	23	0.9%	12.0%	5	0.4%	13.3%
Petits patrons	159	3.2%	9.7%	118	4.9%	9.7%	41	1.6%	9.7%	144	11.1%	9.7%
Affaires et Cadres	312	6.2%	6.2%	189	7.8%	6.5%	123	4.7%	5.7%	269	20.9%	6.0%
Professions intermédiaires	640	12.7%	8.7%	323	13.3%	8.8%	317	12.1%	8.6%	518	40.1%	8.5%
Employés	818	16.2%	9.6%	164	6.7%	7.3%	655	25.1%	10.4%	162	12.5%	9.1%
Ouvriers	731	14.5%	11.4%	594	24.5%	11.6%	137	5.2%	10.5%	24	1.8%	5.3%
Retraités	1633	32.4%	12.7%	783	32.3%	13.1%	849	32.5%	12.3%	20	1.5%	8.9%
Autres inactifs	653	13.0%	6.6%	187	7.7%	5.1%	467	17.9%	7.4%	150	11.6%	4.5%
PCS Personne de référence												
Agriculteurs	153	3.0%	19.7%	74	3.1%	20.5%	78	3.0%	19.0%	0	0.0%	0.0%
Petits patrons	255	5.1%	9.5%	120	5.0%	8.3%	135	5.2%	11.0%	255	19.8%	9.5%
Affaires et Cadres	415	8.2%	5.9%	206	8.5%	5.9%	209	8.0%	5.9%	415	32.1%	5.9%
Professions intermédiaires	621	12.3%	7.7%	338	13.9%	8.1%	284	10.9%	7.2%	621	48.1%	7.7%
Employés	410	8.1%	7.4%	160	6.6%	6.9%	250	9.6%	7.7%	0	0.0%	0.0%
Ouvriers	1094	21.7%	11.3%	601	24.8%	11.6%	493	18.9%	10.9%	0	0.0%	0.0%
Retraités	1858	36.9%	12.4%	835	34.4%	12.6%	1024	39.2%	12.2%	0	0.0%	0.0%
Autres inactifs	234	4.6%	6.6%	94	3.9%	6.3%	140	5.4%	6.8%	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	881	17.5%	9.0%	385	15.9%	9.1%	496	19.0%	9.0%	163	12.6%	6.9%
2 personnes	2098	41.6%	11.4%	1002	41.3%	11.3%	1096	42.0%	11.6%	377	29.2%	9.0%
3 personnes	806	16.0%	8.6%	395	16.3%	8.4%	411	15.7%	8.9%	255	19.7%	6.5%
4 personnes	799	15.9%	8.5%	441	18.1%	9.4%	358	13.7%	7.6%	319	24.7%	6.8%
5 personnes et +	456	9.1%	8.2%	205	8.5%	8.0%	251	9.6%	8.3%	177	13.7%	6.7%
Présence d'enfants de moins de 15 ans												
Oui	1287	25.5%	8.2%	620	25.5%	8.6%	667	25.5%	7.9%	516	40.0%	6.9%
Non	3753	74.5%	10.2%	1808	74.5%	10.1%	1945	74.5%	10.3%	775	60.0%	7.5%
Habitat												
Communes rurales	1879	37.3%	15.7%	855	35.2%	15.0%	1024	39.2%	16.3%	444	34.4%	13.3%
Agglo. - 20 000 hab	1290	25.6%	14.4%	648	26.7%	15.0%	642	24.6%	13.8%	328	25.4%	12.0%
Agglo. 20 000 à 100 000 hab	912	18.1%	13.1%	423	17.4%	12.8%	489	18.7%	13.3%	223	17.3%	10.5%
Agglo. + 100 000 hab	824	16.3%	5.2%	422	17.4%	5.5%	402	15.4%	4.9%	240	18.6%	4.3%
Agglo. Paris	134	2.7%	1.5%	79	3.3%	1.9%	55	2.1%	1.2%	57	4.4%	1.4%

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	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
Régions INSEE												
Ile de France	170	3.4%	1.7%	96	4.0%	2.1%	73	2.8%	1.4%	67	5.2%	1.5%
Nord Pas de Calais	417	8.3%	13.0%	226	9.3%	14.6%	191	7.3%	11.5%	80	6.2%	7.9%
Lorraine	87	1.7%	4.5%	45	1.9%	4.8%	42	1.6%	4.3%	19	1.5%	3.5%
Alsace	25	0.5%	1.6%	16	0.7%	2.1%	9	0.3%	1.1%	10	0.8%	2.3%
Franche-Comté	120	2.4%	12.4%	52	2.2%	11.1%	68	2.6%	13.6%	27	2.1%	9.7%
Champagne Ardennes	43	0.9%	3.9%	26	1.1%	4.8%	18	0.7%	3.1%	5	0.4%	1.9%
Picardie	207	4.1%	13.4%	77	3.2%	10.3%	131	5.0%	16.4%	49	3.8%	11.2%
Bourgogne	107	2.1%	7.8%	57	2.4%	8.8%	50	1.9%	7.0%	18	1.4%	4.7%
Haute Normandie	308	6.1%	20.8%	134	5.5%	19.0%	174	6.7%	22.4%	93	7.2%	20.3%
Basse Normandie	415	8.2%	34.3%	185	7.6%	32.2%	231	8.8%	36.1%	106	8.2%	29.4%
Centre	215	4.3%	10.4%	132	5.4%	13.4%	83	3.2%	7.7%	52	4.0%	8.2%
Pays de Loire	513	10.2%	17.0%	232	9.6%	16.1%	281	10.8%	17.7%	110	8.5%	12.2%
Bretagne	375	7.4%	13.9%	182	7.5%	14.0%	192	7.4%	13.9%	105	8.1%	13.4%
Poitou Charentes	123	2.4%	8.2%	65	2.7%	9.1%	58	2.2%	7.5%	32	2.5%	7.8%
Aquitaine	269	5.3%	9.6%	130	5.3%	9.6%	139	5.3%	9.6%	68	5.2%	7.5%
Midi Pyrénées	286	5.7%	11.5%	135	5.6%	11.3%	150	5.7%	11.8%	71	5.5%	8.0%
Limousin	39	0.8%	6.2%	18	0.7%	6.0%	21	0.8%	6.3%	8	0.6%	4.4%
Auvergne	171	3.4%	14.9%	79	3.2%	14.2%	93	3.6%	15.6%	32	2.5%	10.8%
Rhône Alpes	746	14.8%	14.1%	339	14.0%	13.3%	407	15.6%	14.8%	225	17.4%	11.3%
Languedoc Roussillon	280	5.6%	12.0%	131	5.4%	11.9%	149	5.7%	12.2%	84	6.5%	11.4%
Provence Alpes Côte d'Azur. Corse	125	2.5%	2.8%	72	3.0%	3.5%	53	2.0%	2.3%	32	2.5%	2.1%
Habitudes de connexion à Internet												
Tous les jours	3888	77.2%	9.1%	1926	79.3%	9.2%	1963	75.1%	9.0%	1109	85.9%	7.0%
Presque tous les jours	684	13.6%	11.2%	333	13.7%	12.1%	351	13.4%	10.5%	108	8.4%	7.9%
1 à 2 fois par semaine	405	8.0%	13.4%	144	5.9%	11.5%	260	10.0%	14.7%	64	5.0%	12.5%
1 à 3 fois par mois	52	1.0%	13.0%	23	0.9%	12.4%	29	1.1%	13.5%	5	0.4%	8.6%
Moins souvent	11	0.2%	10.0%	2	0.1%	4.4%	9	0.4%	12.9%	4	0.3%	18.5%

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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	1.8%	6.8%	30	1.2%	4.7%	64	2.4%	8.6%	10	0.8%	4.7%
De 9 000 à moins de 12 000 euros par an	175	3.5%	8.8%	67	2.8%	8.7%	108	4.1%	8.8%	18	1.4%	7.2%
De 12 000 à moins de 18 000 euros par an	497	9.9%	9.9%	210	8.6%	10.2%	287	11.0%	9.7%	45	3.5%	5.7%
De 18 000 à moins de 24 000 euros par an	827	16.4%	12.0%	386	15.9%	13.1%	441	16.9%	11.2%	122	9.5%	8.2%
De 24 000 à moins de 36 000 euros par an	1339	26.6%	10.9%	629	25.9%	11.0%	710	27.2%	10.7%	262	20.3%	7.5%
De 36 000 à moins de 45 000 euros par an	745	14.8%	9.7%	380	15.6%	9.8%	365	14.0%	9.6%	236	18.3%	8.2%
De 45 000 à moins de 65 000 euros par an	667	13.2%	8.6%	378	15.6%	8.8%	289	11.1%	8.4%	294	22.8%	7.7%
65 000 euros et plus par an	302	6.0%	7.1%	203	8.4%	7.9%	99	3.8%	5.7%	174	13.4%	6.0%
Refus	299	5.9%	8.4%	116	4.8%	7.7%	183	7.0%	9.0%	90	7.0%	6.8%
Ne sait pas	95	1.9%	6.1%	29	1.2%	4.0%	66	2.5%	7.9%	41	3.2%	6.2%