

	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
Ensemble	261	100.0%	0.5%	205	100.0%	0.8%	56	100.0%	0.2%	54	100.0%	0.3%
Sexe												
Homme	205	78.6%	0.8%	205	100.0%	0.8%	0	-	100.0%	41	76.3%	0.5%
Femme	56	21.4%	0.2%	0	-	100.0%	56	100.0%	0.2%	13	23.7%	0.2%
Age												
15 à 24 ans	16	6.0%	0.2%	12	5.9%	0.3%	4	6.3%	0.1%	9	16.5%	0.3%
25 à 34 ans	31	12.0%	0.4%	25	12.0%	0.7%	6	11.6%	0.2%	9	16.9%	0.3%
35 à 49 ans	79	30.4%	0.6%	66	32.0%	1.0%	14	24.6%	0.2%	14	26.6%	0.2%
50 à 64 ans	96	36.7%	0.8%	73	35.8%	1.2%	22	39.9%	0.4%	22	40.1%	0.5%
65 ans et plus	39	15.0%	0.4%	29	14.3%	0.6%	10	17.6%	0.2%	0	-	-
Individu												
Ménagère	45	17.3%	0.2%	0	-	100.0%	45	80.9%	0.2%	3	5.5%	0.0%
Personne de Référence	188	72.3%	0.7%	176	85.9%	0.9%	12	22.1%	0.2%	35	64.1%	0.4%
Responsable des achats	98	37.5%	0.4%	59	28.7%	0.8%	39	70.1%	0.2%	17	31.6%	0.2%
PCS Individu												
Agriculteurs	2	0.7%	0.3%	2	0.8%	0.5%	0	-	-	0	-	-
Petits patrons	16	6.1%	1.0%	16	7.8%	1.4%	0	-	-	15	28.1%	1.1%
Affaires et Cadres	6	2.2%	0.1%	4	2.2%	0.2%	1	2.4%	0.1%	4	8.3%	0.1%
Professions intermédiaires	18	6.9%	0.3%	15	7.4%	0.4%	3	5.1%	0.1%	16	28.8%	0.3%
Employés	32	12.1%	0.4%	18	8.7%	0.9%	14	24.8%	0.2%	1	2.6%	0.1%
Ouvriers	82	31.4%	1.3%	76	36.9%	1.5%	6	11.2%	0.4%	5	9.8%	1.5%
Retraités	58	22.3%	0.5%	46	22.3%	0.8%	12	22.0%	0.2%	0	-	-
Autres inactifs	48	18.3%	0.5%	28	13.9%	0.8%	19	34.4%	0.3%	12	22.3%	0.4%
PCS Personne de Référence												
Agriculteurs	2	0.7%	0.2%	2	0.8%	0.4%	0	-	-	0	-	100.0%
Petits patrons	17	6.7%	0.7%	16	8.0%	1.2%	1	1.6%	0.1%	17	32.0%	0.7%
Affaires et Cadres	6	2.3%	0.1%	4	2.2%	0.1%	2	2.8%	0.0%	6	11.1%	0.1%
Professions intermédiaires	31	11.8%	0.4%	20	10.0%	0.5%	10	18.5%	0.3%	31	56.9%	0.4%
Employés	25	9.5%	0.5%	17	8.5%	0.8%	7	13.0%	0.2%	0	-	100.0%
Ouvriers	80	30.6%	0.8%	65	31.8%	1.3%	14	26.0%	0.3%	0	-	100.0%
Retraités	71	27.1%	0.5%	53	26.1%	0.8%	17	30.8%	0.2%	0	-	100.0%
Autres inactifs	30	11.4%	0.8%	26	12.6%	1.9%	4	7.2%	0.2%	0	-	100.0%

Paris Turf

PQHI, Audience LNM

	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
Taille du Foyer												
1 personne	64	24.4%	0.7%	56	27.3%	1.4%	8	13.8%	0.1%	6	11.1%	0.3%
2 personnes	91	34.9%	0.5%	63	30.9%	0.7%	28	49.7%	0.3%	19	35.4%	0.5%
3 personnes	46	17.6%	0.5%	38	18.5%	0.8%	8	14.1%	0.2%	8	14.4%	0.2%
4 personnes	41	15.8%	0.4%	34	16.3%	0.7%	8	13.6%	0.2%	19	34.2%	0.4%
5 personnes et +	19	7.4%	0.4%	14	7.0%	0.6%	5	8.8%	0.2%	3	4.8%	0.1%
Présence d'enfants de moins de 15 ans												
Oui	67	25.8%	0.4%	55	27.0%	0.8%	12	21.5%	0.1%	22	40.2%	0.3%
Non	193	74.2%	0.6%	150	73.0%	0.9%	44	78.5%	0.2%	32	59.8%	0.3%
Habitat												
Communes rurales	61	23.4%	0.5%	42	20.5%	0.7%	19	34.1%	0.3%	8	15.1%	0.2%
Agglo. - 20 000 hab	37	14.0%	0.4%	27	13.2%	0.7%	9	16.8%	0.2%	10	19.0%	0.4%
Agglo. 20 000 à 100 000 hab	47	18.2%	0.7%	42	20.3%	1.3%	6	10.3%	0.2%	7	13.2%	0.4%
Agglo. + 100 000 hab	76	29.1%	0.5%	62	30.4%	0.9%	14	24.5%	0.2%	13	23.7%	0.3%
Agglo. Paris	40	15.3%	0.5%	32	15.6%	0.8%	8	14.2%	0.2%	16	29.0%	0.4%

	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
Région d'habitation												
Ile-de-France	42	16.2%	0.4%	34	16.8%	0.8%	8	14.2%	0.2%	16	29.0%	0.4%
Nord-Pas-de-Calais	31	12.0%	1.0%	20	10.0%	1.3%	11	19.6%	0.7%	7	12.8%	0.8%
Lorraine	5	1.8%	0.2%	4	2.2%	0.5%	0	0.5%	0.0%	0	-	-
Alsace	3	1.0%	0.2%	3	1.3%	0.4%	0	-	-	0	0.6%	0.1%
Franche-Comté	2	0.9%	0.2%	2	0.9%	0.4%	1	1.0%	0.1%	1	1.0%	0.2%
Champagne-Ardenne	8	3.2%	0.8%	8	3.9%	1.5%	0	0.8%	0.1%	0	0.1%	0.0%
Picardie	12	4.6%	0.8%	9	4.6%	1.3%	3	4.7%	0.3%	1	2.6%	0.3%
Bourgogne	8	3.1%	0.6%	6	3.0%	0.9%	2	3.6%	0.3%	1	1.0%	0.2%
Haute-Normandie	11	4.4%	0.8%	9	4.3%	1.3%	3	4.7%	0.3%	1	2.4%	0.3%
Basse-Normandie	15	5.8%	1.3%	12	6.0%	2.1%	3	4.9%	0.4%	4	7.2%	1.2%
Centre	16	6.2%	0.8%	11	5.5%	1.1%	5	9.1%	0.5%	1	2.7%	0.2%
Pays de la Loire	21	8.0%	0.7%	16	8.0%	1.2%	4	7.9%	0.3%	4	8.3%	0.5%
Bretagne	13	4.9%	0.5%	6	2.8%	0.5%	7	12.5%	0.5%	0	-	-
Poitou-Charentes	7	2.8%	0.5%	7	3.3%	1.0%	0	0.7%	0.1%	2	3.3%	0.5%
Aquitaine	13	4.8%	0.5%	11	5.5%	0.9%	1	2.4%	0.1%	6	10.2%	0.7%
Midi-Pyrénées	14	5.4%	0.6%	12	5.7%	1.0%	2	4.1%	0.2%	5	9.3%	0.6%
Limousin	2	0.7%	0.3%	1	0.3%	0.2%	1	2.3%	0.4%	1	1.1%	0.4%
Auvergne	3	1.0%	0.2%	3	1.3%	0.5%	0	-	-	0	0.1%	0.0%
Rhône-Alpes	12	4.7%	0.2%	11	5.3%	0.5%	1	2.3%	0.1%	1	1.6%	0.1%
Languedoc-Roussillon	3	1.3%	0.2%	3	1.6%	0.3%	0	-	-	0	0.2%	0.0%
Provence-Alpes-Côte-d'Azur-Corse	19	7.2%	0.4%	16	7.9%	0.8%	3	4.8%	0.1%	4	6.7%	0.3%
Habitudes de connexion Internet												
Tous les jours	124	47.5%	0.5%	96	46.6%	0.7%	28	50.9%	0.2%	39	71.3%	0.3%
Presque tous les jours	18	7.1%	0.3%	15	7.3%	0.5%	4	6.4%	0.1%	4	6.8%	0.2%
1 à 2 fois par semaine	9	3.5%	0.3%	6	2.9%	0.4%	3	5.8%	0.2%	2	3.8%	0.2%
1 à 3 fois par mois	4	1.4%	0.4%	2	1.1%	0.6%	1	2.5%	0.3%	2	3.0%	0.8%
Moins souvent	8	3.0%	0.5%	5	2.4%	0.8%	3	5.1%	0.4%	0	-	-
Jamais	7	2.9%	3.0%	2	1.2%	1.8%	5	9.0%	4.6%	0	-	-

Paris Turf

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	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	15	5.6%	0.6%	10	5.1%	1.1%	4	7.5%	0.3%	1	2.8%	0.8%
De 9 000 à moins de 12 000 euros par an	22	8.3%	0.7%	13	6.5%	1.2%	8	15.1%	0.4%	1	2.7%	0.5%
De 12 000 à moins de 18 000 euros par an	61	23.2%	0.9%	50	24.3%	1.7%	11	19.2%	0.3%	1	2.7%	0.2%
De 18 000 à moins de 24 000 euros par an	41	15.5%	0.6%	38	18.8%	1.1%	2	3.8%	0.1%	7	13.8%	0.5%
De 24 000 à moins de 36 000 euros par an	58	22.2%	0.5%	41	20.1%	0.7%	17	29.9%	0.3%	19	34.5%	0.5%
De 36 000 à moins de 45 000 euros par an	29	11.2%	0.5%	23	11.4%	0.7%	6	10.5%	0.2%	8	15.3%	0.3%
De 45 000 à moins de 65 000 euros par an	16	6.3%	0.3%	14	6.6%	0.4%	3	5.3%	0.1%	6	10.4%	0.2%
65 000 euros et plus	9	3.3%	0.3%	7	3.5%	0.4%	1	2.4%	0.1%	6	11.6%	0.3%
Refus	10	3.8%	0.3%	7	3.5%	0.5%	3	5.0%	0.1%	3	6.2%	0.3%
Ne sait pas	1	0.5%	0.1%	1	0.3%	0.1%	1	1.3%	0.1%	0	-	-