

# Paris Turf

PQHI, Audience LNM



	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
<b>Ensemble</b>	263	100.0%	0.5%	197	100.0%	0.8%	66	100.0%	0.2%	48	100.0%	0.3%
<b>Sexe</b>												
<b>Homme</b>	197	74.9%	0.8%	197	100.0%	0.8%	0	-	-	41	85.4%	0.5%
<b>Femme</b>	66	25.1%	0.2%	0	-	-	66	100.0%	0.2%	7	14.6%	0.1%
<b>Age</b>												
<b>15 à 24 ans</b>	21	7.9%	0.3%	15	7.9%	0.4%	5	7.9%	0.1%	6	12.3%	0.2%
<b>25 à 34 ans</b>	23	8.7%	0.3%	19	9.7%	0.5%	4	5.6%	0.1%	6	12.2%	0.2%
<b>35 à 49 ans</b>	75	28.5%	0.6%	61	31.1%	1.0%	14	20.8%	0.2%	18	38.6%	0.3%
<b>50 à 64 ans</b>	88	33.6%	0.7%	65	33.1%	1.1%	23	34.8%	0.4%	17	36.3%	0.4%
<b>65 ans et plus</b>	56	21.4%	0.5%	36	18.2%	0.8%	20	30.8%	0.3%	0	0.6%	0.1%
<b>Individu</b>												
<b>Ménagère</b>	60	22.6%	0.3%	0	-	-	60	90.2%	0.3%	5	10.0%	0.1%
<b>Personne de Référence</b>	192	73.1%	0.7%	172	87.6%	0.8%	20	30.1%	0.3%	37	77.7%	0.4%
<b>Responsable des achats</b>	167	63.6%	0.5%	108	54.6%	0.9%	60	90.6%	0.3%	21	43.1%	0.2%
<b>PCS Individu</b>												
<b>Agriculteurs</b>	7	2.8%	1.4%	3	1.7%	1.0%	4	5.9%	2.0%	0	-	-
<b>Petits patrons</b>	16	5.9%	0.9%	16	7.9%	1.3%	0	-	-	14	28.6%	0.9%
<b>Affaires et Cadres</b>	6	2.2%	0.1%	5	2.4%	0.2%	1	1.8%	0.1%	5	10.1%	0.1%
<b>Professions intermédiaires</b>	21	8.0%	0.3%	20	10.1%	0.6%	1	1.6%	0.0%	19	39.3%	0.3%
<b>Employés</b>	31	11.8%	0.4%	15	7.8%	0.8%	16	23.7%	0.2%	4	8.1%	0.2%
<b>Ouvriers</b>	70	26.5%	1.1%	65	33.0%	1.3%	5	7.3%	0.3%	3	6.5%	0.8%
<b>Retraités</b>	77	29.3%	0.6%	53	27.1%	0.9%	24	35.9%	0.4%	0	0.6%	0.1%
<b>Autres inactifs</b>	36	13.5%	0.4%	20	10.1%	0.6%	16	23.7%	0.2%	3	6.6%	0.1%
<b>PCS Personne de Référence</b>												
<b>Agriculteurs</b>	8	2.9%	1.0%	4	1.8%	1.0%	4	6.2%	1.0%	0	-	-
<b>Petits patrons</b>	15	5.5%	0.6%	14	6.9%	0.9%	1	1.3%	0.1%	15	30.4%	0.6%
<b>Affaires et Cadres</b>	7	2.7%	0.1%	5	2.7%	0.2%	2	2.6%	0.1%	7	14.6%	0.1%
<b>Professions intermédiaires</b>	26	10.0%	0.4%	22	11.1%	0.6%	4	6.6%	0.1%	26	55.0%	0.4%
<b>Employés</b>	17	6.6%	0.3%	15	7.5%	0.7%	3	4.1%	0.1%	0	-	-
<b>Ouvriers</b>	72	27.5%	0.8%	59	29.8%	1.2%	14	20.8%	0.3%	0	-	-
<b>Retraités</b>	89	34.0%	0.6%	61	30.8%	0.9%	29	43.5%	0.4%	0	-	-
<b>Autres inactifs</b>	29	10.8%	0.7%	19	9.5%	1.3%	10	14.9%	0.4%	0	-	-

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	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
<b>Taille du Foyer</b>												
<b>1 personne</b>	62	23.7%	0.7%	52	26.3%	1.3%	11	16.0%	0.2%	8	16.1%	0.4%
<b>2 personnes</b>	84	32.0%	0.5%	55	28.0%	0.6%	29	43.9%	0.3%	9	19.3%	0.2%
<b>3 personnes</b>	41	15.5%	0.4%	28	14.1%	0.6%	13	19.5%	0.3%	11	23.3%	0.3%
<b>4 personnes</b>	49	18.7%	0.5%	39	19.8%	0.9%	10	15.5%	0.2%	17	36.4%	0.4%
<b>5 personnes et +</b>	27	10.1%	0.5%	23	11.8%	1.0%	3	5.0%	0.1%	2	4.9%	0.1%
<b>Présence d'enfants de moins de 15 ans</b>												
<b>Oui</b>	68	26.0%	0.4%	61	30.9%	0.8%	7	11.3%	0.1%	22	45.4%	0.3%
<b>Non</b>	195	74.0%	0.5%	136	69.1%	0.8%	59	88.7%	0.3%	26	54.6%	0.3%
<b>Habitat</b>												
<b>Communes rurales</b>	57	21.6%	0.5%	36	18.1%	0.6%	21	31.9%	0.3%	8	17.2%	0.2%
<b>Agglo. - 20 000 hab</b>	41	15.7%	0.5%	23	11.6%	0.5%	18	27.7%	0.4%	6	12.5%	0.2%
<b>Agglo. 20 000 à 100 000 hab</b>	44	16.9%	0.6%	34	17.3%	1.0%	10	15.7%	0.3%	8	17.2%	0.4%
<b>Agglo. + 100 000 hab</b>	85	32.2%	0.6%	70	35.4%	1.0%	15	22.9%	0.2%	17	36.6%	0.3%
<b>Agglo. Paris</b>	36	13.7%	0.4%	35	17.7%	0.9%	1	1.7%	0.0%	8	16.6%	0.2%

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	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
<b>Région d'habitation</b>												
Ile-de-France	41	15.6%	0.4%	36	18.3%	0.8%	5	7.6%	0.1%	9	19.2%	0.2%
Nord-Pas-de-Calais	37	13.9%	1.1%	26	13.4%	1.7%	10	15.5%	0.6%	6	13.2%	0.7%
Lorraine	12	4.6%	0.6%	7	3.3%	0.7%	6	8.6%	0.6%	1	1.7%	0.1%
Alsace	2	0.7%	0.1%	1	0.7%	0.2%	0	0.6%	0.0%	0	0.5%	0.1%
Franche-Comté	2	0.8%	0.2%	1	0.8%	0.3%	1	1.1%	0.1%	1	1.7%	0.3%
Champagne-Ardenne	2	0.7%	0.2%	1	0.7%	0.3%	0	0.5%	0.1%	0	0.1%	0.0%
Picardie	14	5.3%	0.9%	9	4.5%	1.2%	5	7.5%	0.6%	3	6.2%	0.7%
Bourgogne	7	2.7%	0.5%	5	2.5%	0.7%	2	3.2%	0.3%	0	-	-
Haute-Normandie	10	3.7%	0.7%	8	4.1%	1.1%	2	2.6%	0.2%	0	-	-
Basse-Normandie	13	4.8%	1.1%	9	4.6%	1.6%	4	5.4%	0.6%	2	4.5%	0.6%
Centre	16	6.2%	0.8%	14	7.3%	1.4%	2	2.9%	0.2%	2	5.1%	0.4%
Pays de la Loire	17	6.3%	0.6%	14	7.0%	1.0%	3	4.2%	0.2%	4	8.8%	0.5%
Bretagne	21	7.9%	0.8%	11	5.6%	0.9%	10	14.9%	0.7%	3	6.5%	0.4%
Poitou-Charentes	9	3.5%	0.6%	8	3.9%	1.1%	2	2.3%	0.2%	2	5.0%	0.6%
Aquitaine	8	3.2%	0.3%	4	2.1%	0.3%	4	6.2%	0.3%	3	6.5%	0.4%
Midi-Pyrénées	10	3.8%	0.4%	8	4.1%	0.7%	2	2.9%	0.2%	5	9.7%	0.6%
Limousin	1	0.6%	0.2%	1	0.7%	0.4%	0	0.3%	0.1%	0	-	-
Auvergne	3	1.0%	0.2%	2	1.2%	0.4%	0	0.3%	0.0%	0	0.3%	0.0%
Rhône-Alpes	15	5.8%	0.3%	13	6.8%	0.6%	2	2.6%	0.1%	1	2.7%	0.1%
Languedoc-Roussillon	10	3.7%	0.5%	7	3.6%	0.7%	3	4.2%	0.2%	0	-	-
Provence-Alpes-Côte-d'Azur-Corse	14	5.2%	0.3%	9	4.8%	0.5%	4	6.5%	0.2%	4	8.3%	0.3%
<b>Habitudes de connexion Internet</b>												
Tous les jours	125	47.5%	0.5%	99	50.5%	0.7%	26	38.8%	0.2%	35	73.1%	0.3%
Presque tous les jours	19	7.2%	0.3%	14	7.1%	0.5%	5	7.6%	0.2%	3	6.3%	0.1%
1 à 2 fois par semaine	8	3.2%	0.3%	7	3.4%	0.5%	2	2.4%	0.1%	3	5.3%	0.3%
1 à 3 fois par mois	6	2.2%	0.7%	5	2.3%	1.2%	1	2.0%	0.3%	1	2.8%	0.7%
Moins souvent	6	2.3%	0.5%	4	2.2%	0.7%	2	2.7%	0.2%	0	-	-
Jamais	10	3.9%	4.9%	3	1.7%	2.5%	7	10.4%	8.8%	0	-	-

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	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
<b>Revenus du Foyer</b>												
Moins de 9 000 euros par an	11	4.3%	0.5%	8	4.0%	0.8%	3	5.1%	0.2%	0	0.5%	0.1%
De 9 000 à moins de 12 000 euros par an	34	13.0%	1.1%	15	7.6%	1.4%	19	29.4%	0.9%	0	0.4%	0.1%
De 12 000 à moins de 18 000 euros par an	43	16.5%	0.6%	31	16.0%	1.1%	12	18.2%	0.3%	4	8.9%	0.5%
De 18 000 à moins de 24 000 euros par an	36	13.6%	0.5%	30	15.0%	0.8%	6	9.2%	0.2%	4	7.7%	0.2%
De 24 000 à moins de 36 000 euros par an	54	20.4%	0.5%	43	21.6%	0.8%	11	16.6%	0.2%	12	24.8%	0.3%
De 36 000 à moins de 45 000 euros par an	35	13.3%	0.5%	29	14.6%	0.8%	6	9.5%	0.2%	12	24.3%	0.4%
De 45 000 à moins de 65 000 euros par an	21	7.9%	0.4%	17	8.8%	0.5%	3	5.0%	0.1%	7	14.3%	0.2%
De 65 000 à moins de 80 000 euros par an	4	1.7%	0.3%	4	2.2%	0.4%	0	0.2%	0.0%	2	3.3%	0.1%
De 80 000 à moins de 115 000 euros par an	9	3.5%	0.9%	9	4.7%	1.5%	0	-	-	4	8.9%	0.5%
115 000 euros et plus par an	0	-	-	0	-	-	0	-	-	0	-	-
Refus	13	4.9%	0.4%	11	5.4%	0.8%	2	3.5%	0.1%	3	6.3%	0.3%
Ne sait pas	3	1.0%	0.2%	0	0.2%	0.1%	2	3.3%	0.2%	0	0.6%	0.1%