

# Paris Turf

PQHI, Audience LNM



	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
<b>Ensemble</b>	252	100.0%	0.5%	178	100.0%	0.7%	74	100.0%	0.3%	40	100.0%	0.2%
<b>Sexe</b>												
<b>Homme</b>	178	70.8%	0.7%	178	100.0%	0.7%	0	-	-	28	71.1%	0.3%
<b>Femme</b>	74	29.2%	0.3%	0	-	-	74	100.0%	0.3%	11	28.9%	0.1%
<b>Age</b>												
<b>15 à 24 ans</b>	16	6.5%	0.2%	9	5.1%	0.2%	7	10.0%	0.2%	2	5.3%	0.1%
<b>25 à 34 ans</b>	27	10.7%	0.3%	15	8.2%	0.4%	12	16.6%	0.3%	3	7.1%	0.1%
<b>35 à 49 ans</b>	66	26.0%	0.5%	52	28.9%	0.8%	14	19.1%	0.2%	16	41.6%	0.3%
<b>50 à 64 ans</b>	92	36.6%	0.8%	65	36.4%	1.1%	27	37.1%	0.4%	18	45.4%	0.4%
<b>65 ans et plus</b>	51	20.1%	0.5%	38	21.3%	0.8%	13	17.2%	0.2%	0	0.7%	0.1%
<b>Individu</b>												
<b>Ménagère</b>	64	25.2%	0.3%	0	-	-	64	86.4%	0.3%	11	28.9%	0.2%
<b>Personne de Référence</b>	174	68.9%	0.6%	156	87.2%	0.8%	18	24.6%	0.2%	26	65.8%	0.3%
<b>Responsable des achats</b>	176	70.0%	0.5%	107	59.9%	0.9%	70	94.6%	0.3%	26	66.3%	0.2%
<b>PCS Individu</b>												
<b>Agriculteurs</b>	5	2.0%	0.9%	1	0.7%	0.4%	4	5.1%	1.8%	0	-	-
<b>Petits patrons</b>	14	5.5%	0.8%	9	5.3%	0.8%	4	6.1%	0.9%	10	24.5%	0.7%
<b>Affaires et Cadres</b>	6	2.5%	0.1%	6	3.5%	0.2%	0	0.2%	0.0%	5	12.8%	0.1%
<b>Professions intermédiaires</b>	19	7.5%	0.3%	17	9.4%	0.5%	2	2.9%	0.1%	15	38.7%	0.3%
<b>Employés</b>	43	17.1%	0.5%	19	10.8%	0.9%	24	32.3%	0.4%	3	7.1%	0.2%
<b>Ouvriers</b>	63	25.1%	1.0%	55	31.0%	1.1%	8	10.9%	0.5%	2	5.8%	0.5%
<b>Retraités</b>	69	27.4%	0.5%	55	30.8%	0.9%	14	19.4%	0.2%	0	0.7%	0.1%
<b>Autres inactifs</b>	32	12.8%	0.3%	15	8.5%	0.4%	17	23.2%	0.3%	4	10.5%	0.1%
<b>PCS Personne de Référence</b>												
<b>Agriculteurs</b>	6	2.3%	0.7%	2	0.9%	0.4%	4	5.7%	1.0%	0	-	-
<b>Petits patrons</b>	10	3.8%	0.4%	6	3.3%	0.4%	4	5.2%	0.3%	10	24.5%	0.4%
<b>Affaires et Cadres</b>	10	4.0%	0.1%	5	3.0%	0.2%	5	6.5%	0.1%	10	25.6%	0.1%
<b>Professions intermédiaires</b>	20	7.8%	0.3%	17	9.5%	0.4%	3	3.9%	0.1%	20	49.9%	0.3%
<b>Employés</b>	29	11.4%	0.5%	21	11.7%	0.9%	8	10.5%	0.3%	0	-	-
<b>Ouvriers</b>	65	25.7%	0.7%	49	27.4%	1.0%	16	21.7%	0.3%	0	-	-
<b>Retraités</b>	83	32.8%	0.6%	59	33.1%	0.9%	24	32.3%	0.3%	0	-	-
<b>Autres inactifs</b>	31	12.1%	0.8%	20	11.2%	1.3%	11	14.4%	0.4%	0	-	-

# Paris Turf

PQHI, Audience LNM



	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
<b>Taille du Foyer</b>												
1 personne	46	18.2%	0.5%	37	20.9%	0.9%	8	11.5%	0.2%	6	15.7%	0.4%
2 personnes	102	40.5%	0.6%	72	40.6%	0.8%	30	40.4%	0.3%	13	33.4%	0.3%
3 personnes	35	14.0%	0.4%	18	10.2%	0.4%	17	23.2%	0.4%	5	11.7%	0.1%
4 personnes	45	18.0%	0.5%	30	16.5%	0.6%	16	21.4%	0.3%	13	33.4%	0.3%
5 personnes et +	24	9.3%	0.4%	21	11.8%	0.9%	3	3.5%	0.1%	2	5.8%	0.1%
<b>Présence d'enfants de moins de 15 ans</b>												
Oui	67	26.6%	0.4%	49	27.3%	0.7%	18	24.9%	0.2%	16	40.4%	0.2%
Non	185	73.4%	0.5%	130	72.7%	0.8%	55	75.1%	0.3%	24	59.6%	0.3%
<b>Habitat</b>												
Communes rurales	41	16.2%	0.3%	29	16.4%	0.5%	12	15.6%	0.2%	5	11.9%	0.1%
Agglo. - 20 000 hab	43	17.0%	0.5%	27	15.0%	0.6%	16	21.9%	0.3%	7	16.5%	0.3%
Agglo. 20 000 à 100 000 hab	55	22.0%	0.8%	39	22.1%	1.1%	16	21.9%	0.5%	11	26.8%	0.5%
Agglo. + 100 000 hab	82	32.6%	0.5%	62	34.9%	0.9%	20	27.2%	0.3%	14	36.5%	0.3%
Agglo. Paris	31	12.2%	0.4%	21	11.7%	0.5%	10	13.4%	0.2%	3	8.2%	0.1%

# Paris Turf

PQHI, Audience LNM



	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
<b>Région d'habitation</b>												
Ile-de-France	36	14.2%	0.4%	22	12.5%	0.5%	14	18.4%	0.3%	5	11.6%	0.1%
Nord-Pas-de-Calais	25	9.7%	0.8%	13	7.4%	0.9%	11	15.3%	0.7%	3	7.8%	0.3%
Lorraine	13	5.1%	0.7%	7	4.0%	0.8%	6	7.8%	0.6%	2	5.0%	0.4%
Alsace	4	1.4%	0.2%	3	1.8%	0.4%	0	0.5%	0.1%	0	-	-
Franche-Comté	1	0.3%	0.1%	1	0.4%	0.1%	0	-	-	0	0.3%	0.0%
Champagne-Ardenne	3	1.3%	0.3%	3	1.9%	0.6%	0	0.1%	0.0%	0	0.2%	0.0%
Picardie	13	5.3%	0.9%	9	4.8%	1.1%	5	6.7%	0.6%	2	6.0%	0.5%
Bourgogne	6	2.2%	0.4%	5	2.6%	0.7%	1	1.4%	0.1%	0	-	-
Haute-Normandie	14	5.4%	0.9%	11	6.3%	1.6%	2	3.2%	0.3%	0	1.0%	0.1%
Basse-Normandie	12	4.7%	1.0%	7	3.8%	1.2%	5	6.9%	0.8%	2	5.4%	0.6%
Centre	12	4.7%	0.6%	11	6.4%	1.1%	1	0.7%	0.0%	3	7.7%	0.5%
Pays de la Loire	11	4.5%	0.4%	10	5.8%	0.7%	1	1.3%	0.1%	1	3.1%	0.1%
Bretagne	21	8.5%	0.8%	14	7.7%	1.1%	8	10.4%	0.6%	8	19.1%	1.0%
Poitou-Charentes	5	1.8%	0.3%	3	2.0%	0.5%	1	1.4%	0.1%	2	5.1%	0.5%
Aquitaine	17	6.9%	0.6%	13	7.2%	1.0%	4	6.1%	0.3%	2	6.3%	0.3%
Midi-Pyrénées	8	3.0%	0.3%	7	3.7%	0.6%	1	1.3%	0.1%	0	0.5%	0.0%
Limousin	2	0.6%	0.3%	2	0.9%	0.5%	0	0.0%	0.0%	0	0.2%	0.1%
Auvergne	5	2.0%	0.5%	4	2.0%	0.7%	2	2.1%	0.3%	2	3.8%	0.5%
Rhône-Alpes	14	5.5%	0.3%	13	7.2%	0.5%	1	1.4%	0.0%	1	3.3%	0.1%
Languedoc-Roussillon	13	5.0%	0.6%	7	4.2%	0.7%	5	7.0%	0.5%	0	0.5%	0.0%
Provence-Alpes-Côte-d'Azur-Corse	20	7.8%	0.5%	14	7.8%	0.7%	6	7.9%	0.3%	5	13.1%	0.4%
<b>Habitudes de connexion Internet</b>												
Tous les jours	117	46.5%	0.4%	75	42.3%	0.5%	42	56.7%	0.3%	29	73.1%	0.2%
Presque tous les jours	21	8.3%	0.3%	17	9.3%	0.6%	4	6.0%	0.1%	3	8.0%	0.1%
1 à 2 fois par semaine	12	4.8%	0.4%	10	5.5%	0.7%	2	3.1%	0.1%	3	6.4%	0.3%
1 à 3 fois par mois	4	1.7%	0.5%	4	2.4%	1.3%	0	0.0%	0.0%	1	1.9%	0.5%
Moins souvent	12	5.0%	0.9%	11	6.2%	1.7%	1	2.0%	0.2%	0	0.2%	0.1%
Jamais	2	0.6%	1.1%	2	0.8%	1.8%	0	-	-	0	-	-

# Paris Turf

PQHI, Audience LNM



	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	6	2.2%	0.3%	5	2.6%	0.5%	1	1.2%	0.1%	0	-	-
De 9 000 à moins de 12 000 euros par an	30	11.9%	0.9%	14	7.8%	1.2%	16	21.7%	0.7%	0	0.1%	0.0%
De 12 000 à moins de 18 000 euros par an	37	14.7%	0.6%	23	13.1%	0.8%	14	18.8%	0.4%	4	9.1%	0.5%
De 18 000 à moins de 24 000 euros par an	46	18.1%	0.6%	28	16.0%	0.8%	17	23.4%	0.4%	6	14.1%	0.4%
De 24 000 à moins de 36 000 euros par an	65	26.0%	0.6%	51	28.8%	0.9%	14	19.0%	0.2%	13	32.7%	0.3%
De 36 000 à moins de 45 000 euros par an	20	8.0%	0.3%	14	7.7%	0.4%	6	8.8%	0.2%	7	17.8%	0.2%
De 45 000 à moins de 65 000 euros par an	24	9.7%	0.4%	22	12.2%	0.7%	3	3.5%	0.1%	6	14.9%	0.2%
De 65 000 à moins de 80 000 euros par an	6	2.2%	0.4%	5	2.8%	0.5%	1	1.0%	0.1%	2	4.3%	0.2%
De 80 000 à moins de 115 000 euros par an	5	2.0%	0.5%	5	2.8%	0.8%	0	-	-	0	0.8%	0.0%
115 000 euros et plus par an	2	0.7%	0.4%	2	1.0%	0.7%	0	-	-	2	4.5%	0.5%
Refus	8	3.2%	0.3%	8	4.4%	0.6%	0	0.5%	0.0%	0	1.0%	0.0%
Ne sait pas	3	1.2%	0.2%	1	0.8%	0.2%	2	2.1%	0.2%	0	0.7%	0.1%