温馨提示：以下内容均为外文报告原文，请外语不好的同学谨慎打开。

消费电子，智能硬件，工业，农业，自动化，机器人，服务，教育………

Consumer Insights Global survey

Introduction

Report overview

This report offers the reader a comprehensive overview of Cinéma(s) à la Demande users in France: who they are; what they like; what they think; and how to reach them. It provides insights on their demographics, lifestyle, opinions, and marketing touchpoints.

Additionally, the report allows the reader to benchmark Cinéma(s) à la Demande users in France ("brand users") against French video-on-demand users in general ("category users"), and the overall French consumer, labelled as "all respondents" in the charts.

The report is updated quarterly and is based on data from the   Consumer Insights Global survey, an international survey that covers more than 15,000 brands across 56 countries.

Global survey methodology [1]

Design: Online Survey, split questionnaire design

Duration: approx. 15 minutes

Language: official language(s) of each country with American English offered as an alternative

Region: 56 countries

Number of respondents:
- 12,000+ for countries with the extended survey (including France)
- 2,000+ for the basic survey

Sample: Internet users, aged 18 – 64, quotas set on gender and age

Fieldwork:
- Continuous from January to December
- Countries that receive the extended survey are updated four times a year

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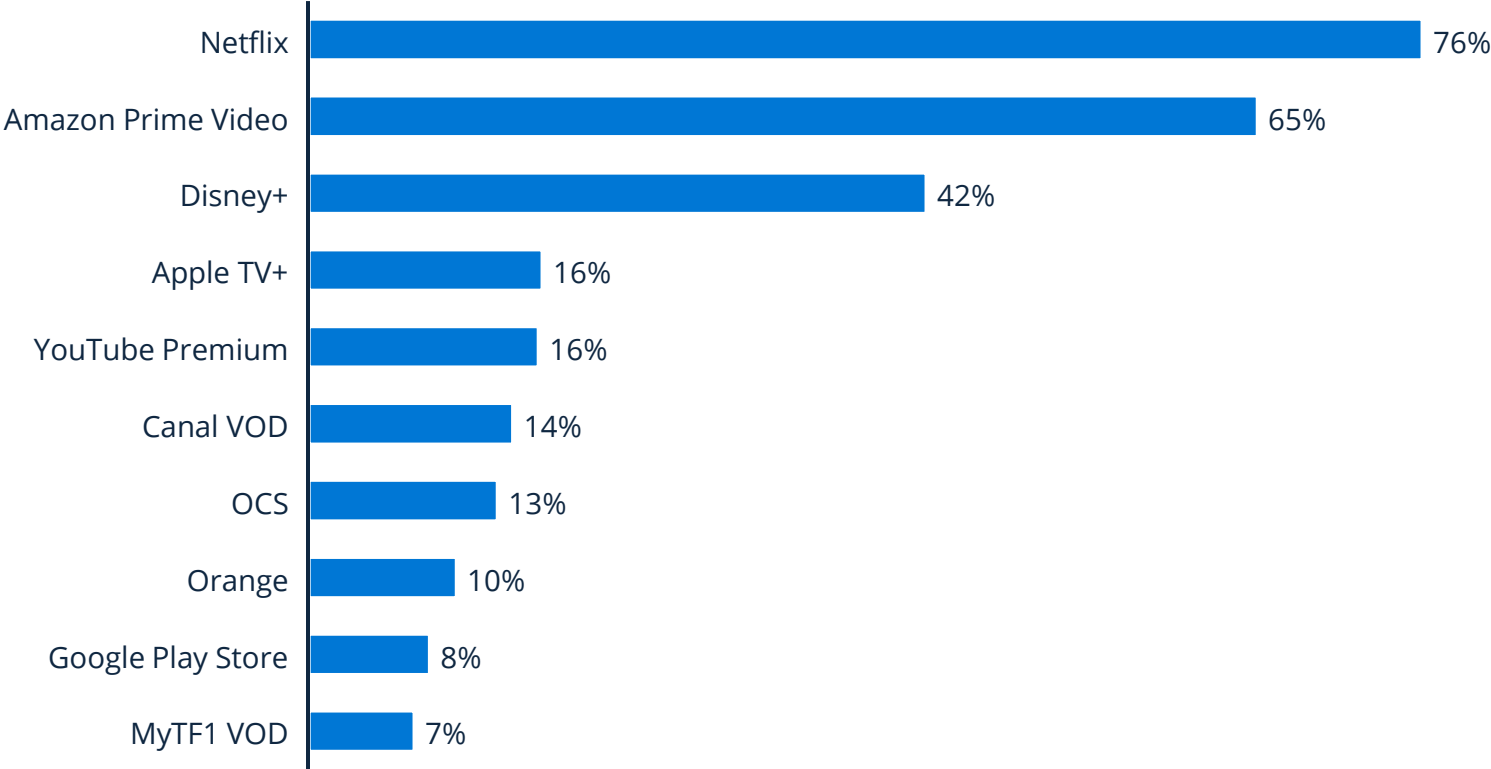**CHAPTER 01**

Management summary

- Brand usage

- Key insights

Cinéma(s) à la Demande ranks outside the top 10 of most used video-on-demand services in France

Management summary: brand usage and competition
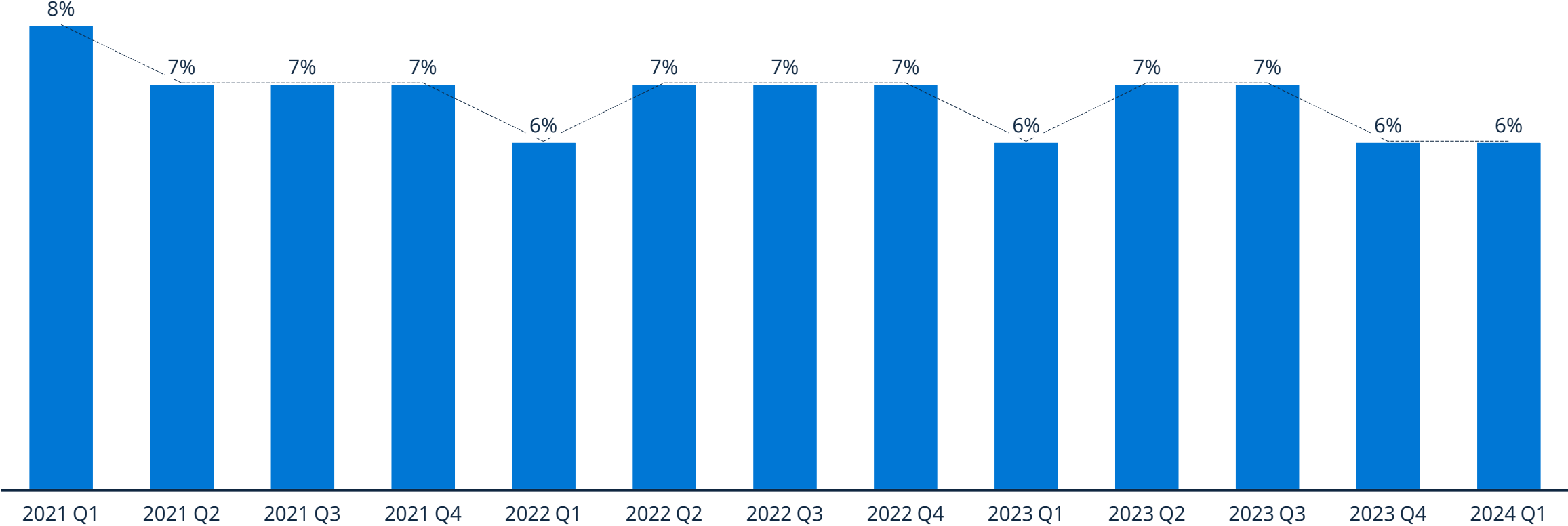
Top 10 most used video-on-demand services in France

Service	Percentage
Netflix	76%
Amazon Prime Video	65%
Disney+	42%
Apple TV+	16%
YouTube Premium	16%
Canal VOD	14%
OCS	13%
Orange	10%
Google Play Store	8%
MyTF1 VOD	7%

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The share of video-on-demand users using Cinéma(s) à la Demande declined by 2 percentage points since Q1 of 2021

Management summary: brand usage timeline

Timeline of video-on-demand users using Cinéma(s) à la Demande

	2021 Q1	2021 Q2	2021 Q3	2021 Q4	2022 Q1	2022 Q2	2022 Q3	2022 Q4	2023 Q1	2023 Q2	2023 Q3	2023 Q4	2024 Q1
	8%	7%	7%	7%	6%	7%	7%	7%	6%	7%	7%	6%	6%

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Cinéma(s) à la Demande users in France

Management summary: key insights

Demographic profile

Cinéma(s) à la Demande is more popular among Millennials than other video-on-demand services.

Cinéma(s) à la Demande is more popular among male video-on-demand users than female video-on-demand users.

Cinéma(s) à la Demande has a larger share of users with a low income than other video-on-demand services.

Cinéma(s) à la Demande users are more likely to live in large cities than video-on-demand users in general.

Consumer lifestyle

Tradition is more important to Cinéma(s) à la Demande users than to other video-on-demand users.

Arts and literature are relatively prevalent interests of Cinéma(s) à la Demande users.

Cinéma(s) à la Demande users are more likely to have tech or computers as a hobby than the average consumer.

Consumer attitudes

It stands out that 63% of Cinéma(s) à la Demande users say that digital services allow them to discover new and exciting content.

27% of Cinéma(s) à la Demande users are innovators or early adopters of new products.

A relatively high share of Cinéma(s) à la Demande users think that housing is an issue that needs to be addressed.

Marketing touchpoints

Twitch is more popular among Cinéma(s) à la Demande users than the average video-on-demand user.

Cinéma(s) à la Demande users remember seeing ads in video games more often than other video-on-demand users.

Consumer Insights
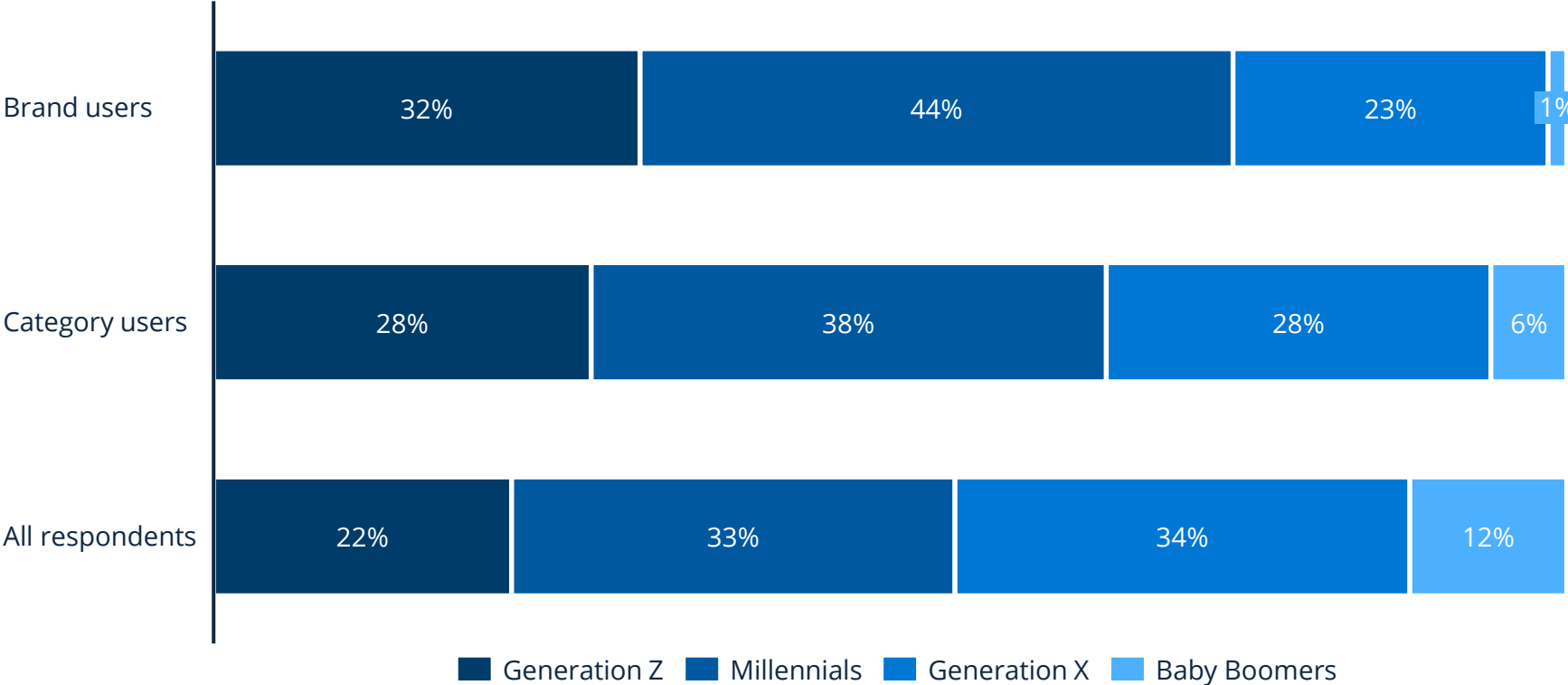by statista ◪

Demographic profile

- Generations
- Gender
- Education
- Income
- Household classification
- Type of community
- LGBTQ+

Cinéma(s) à la Demande is more popular among Millennials than other video-on-demand services

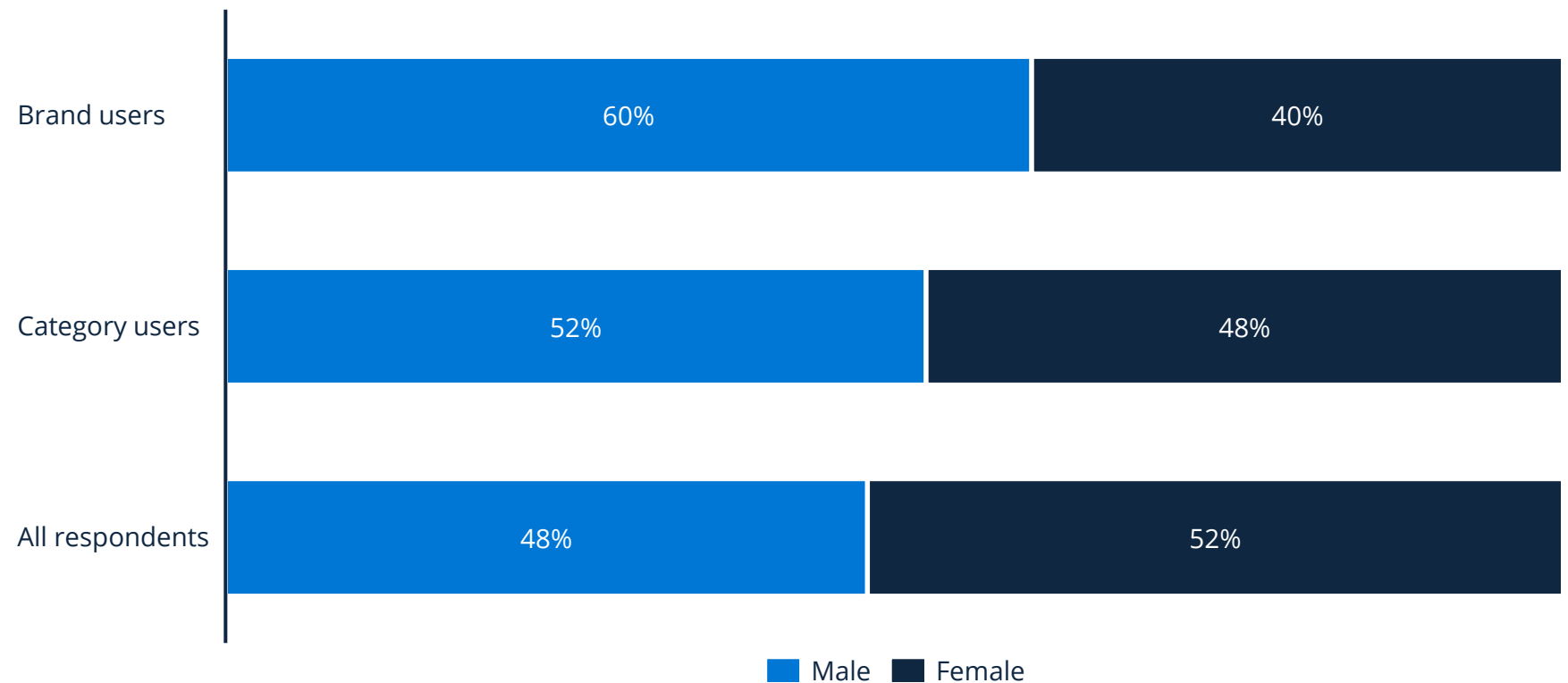Demographic profile: generations

Age of consumers in France

	Generation Z	Millennials	Generation X	Baby Boomers
Brand users	32%	44%	23%	1%
Category users	28%	38%	28%	6%
All respondents	22%	33%	34%	12%

Legend: ■ Generation Z ■ Millennials ■ Generation X ■ Baby Boomers

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Cinéma(s) à la Demande is more popular among male video-on-demand users than female video-on-demand users
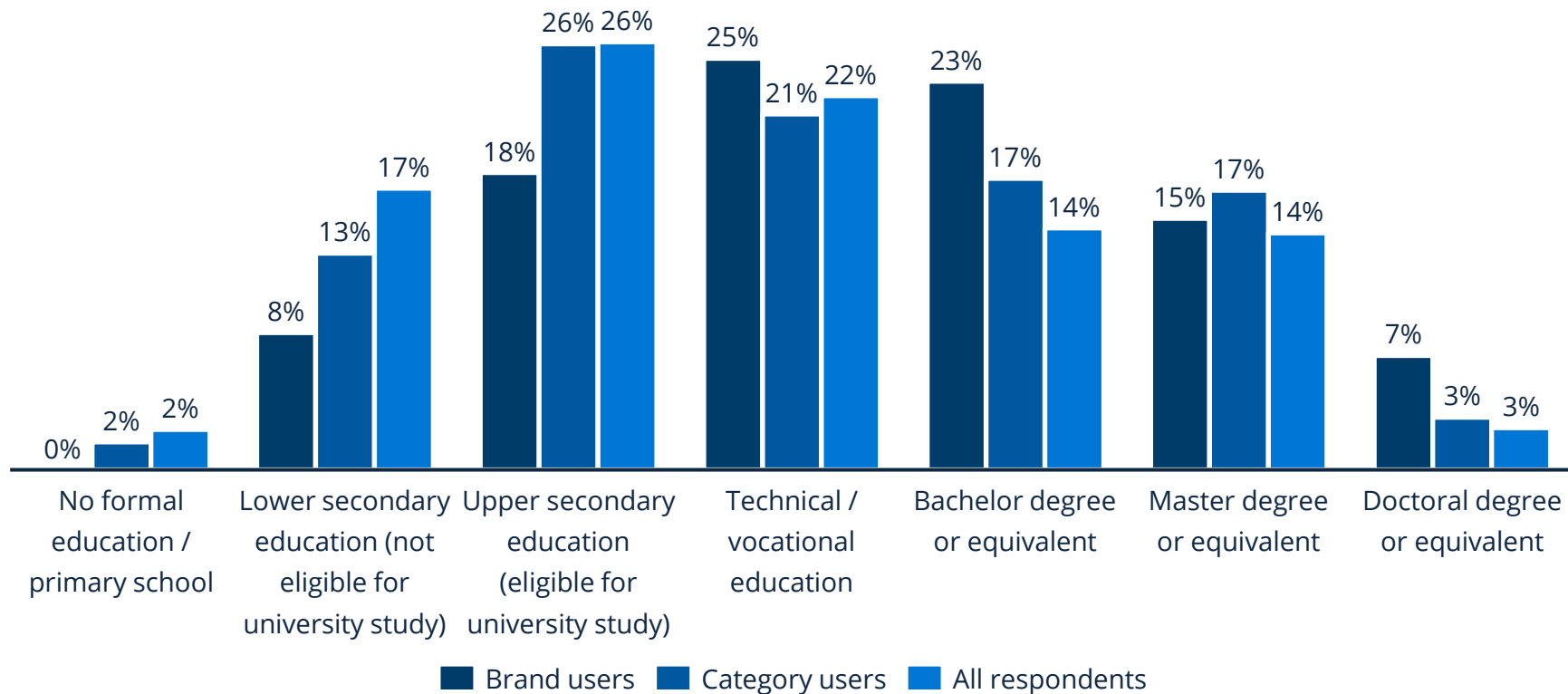
Demographic profile: gender

Gender of consumers in France

	Male	Female
Brand users	60%	40%
Category users	52%	48%
All respondents	48%	52%

■ Male ■ Female

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45% of Cinéma(s) à la Demande users have a college degree

Demographic profile: education

Consumer's level of education in France

	No formal education / primary school	Lower secondary education (not eligible for university study)	Upper secondary education (eligible for university study)	Technical / vocational education	Bachelor degree or equivalent	Master degree or equivalent	Doctoral degree or equivalent
Brand users	0%	8%	18%	25%	23%	15%	7%
Category users	2%	13%	26%	21%	17%	17%	3%
All respondents	2%	17%	26%	22%	14%	14%	3%

■ Brand users ■ Category users ■ All respondents
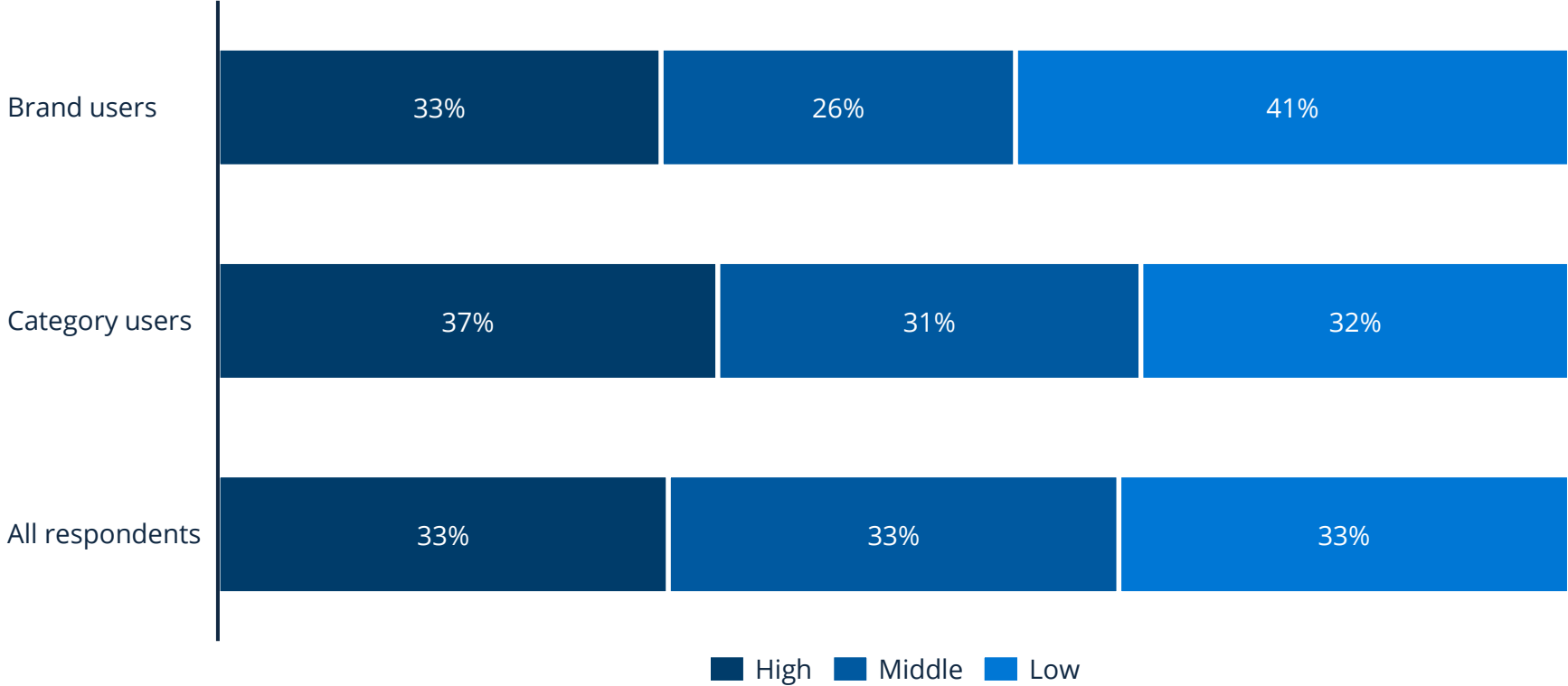
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Cinéma(s) à la Demande has a larger share of users with a low income than other video-on-demand services

Demographic profile: income

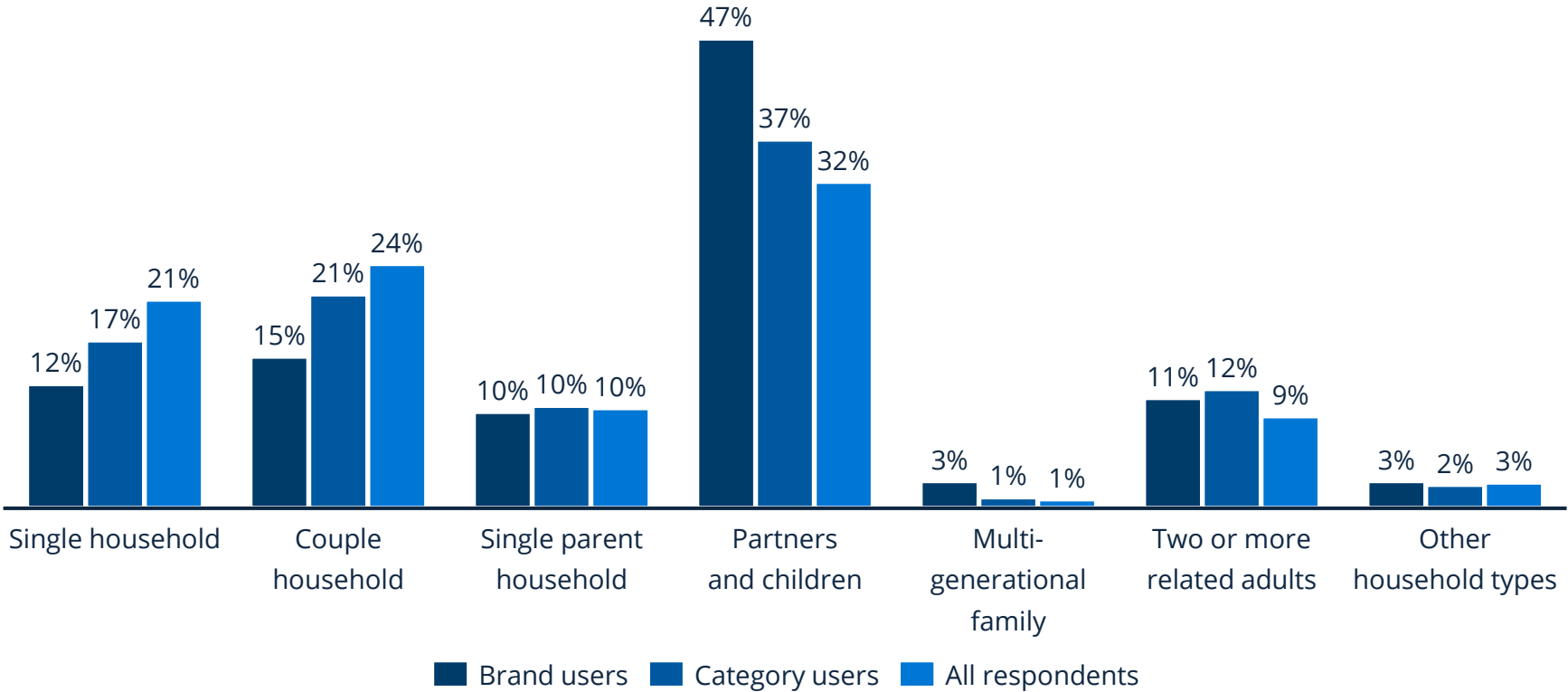**Share of consumers in France in the high, middle, and low thirds of monthly household gross income**

	High	Middle	Low
Brand users	33%	26%	41%
Category users	37%	31%	32%
All respondents	33%	33%	33%

■ High ■ Middle ■ Low

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Compared to other video-on-demand users, Cinéma(s) à la Demande users are relatively likely to live in a nuclear family

Demographic profile: household classification

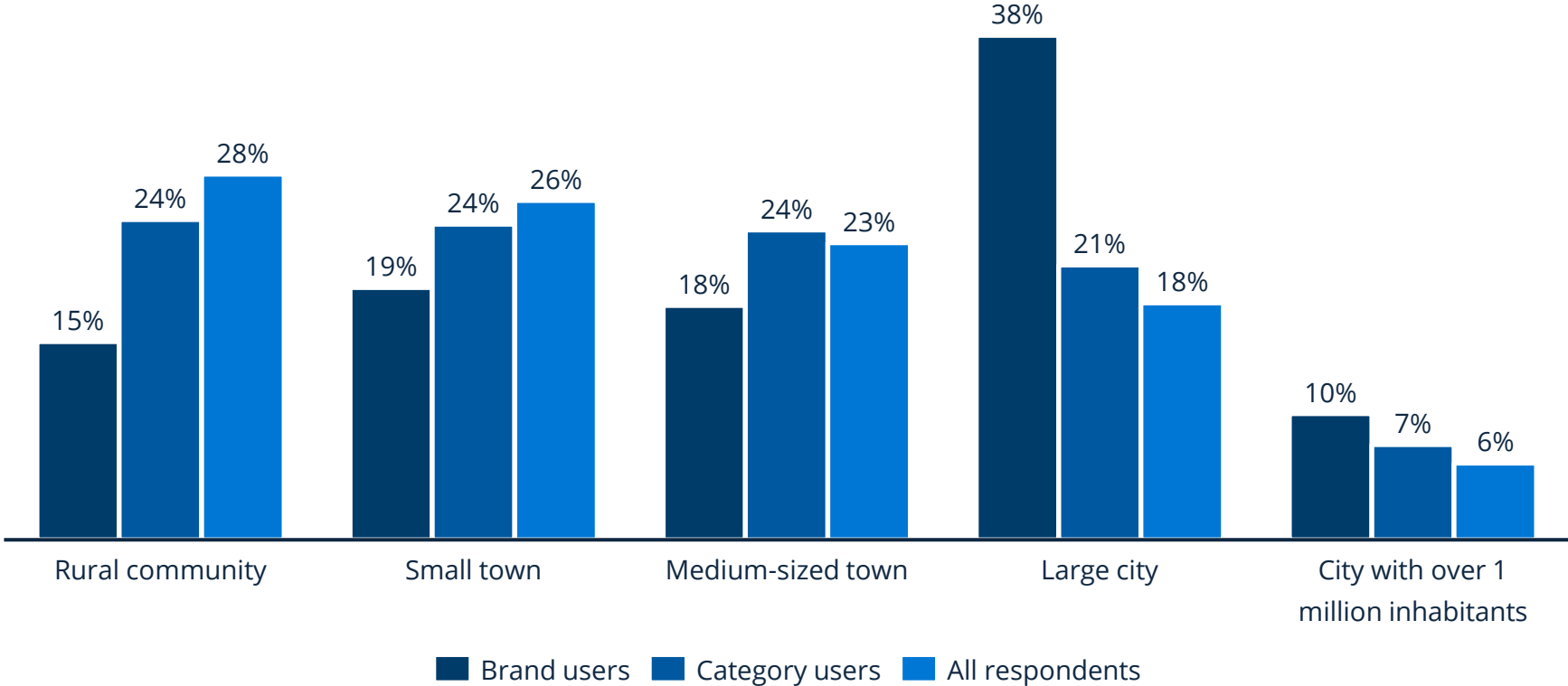**Type of households in which consumers in France live**

	Single household	Couple household	Single parent household	Partners and children	Multi-generational family	Two or more related adults	Other household types
Brand users	12%	15%	10%	47%	3%	11%	3%
Category users	17%	21%	10%	37%	1%	12%	2%
All respondents	21%	24%	10%	32%	1%	9%	3%

■ Brand users ■ Category users ■ All respondents

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Cinéma(s) à la Demande users are more likely to live in large cities than video-on-demand users in general

Demographic profile: type of community
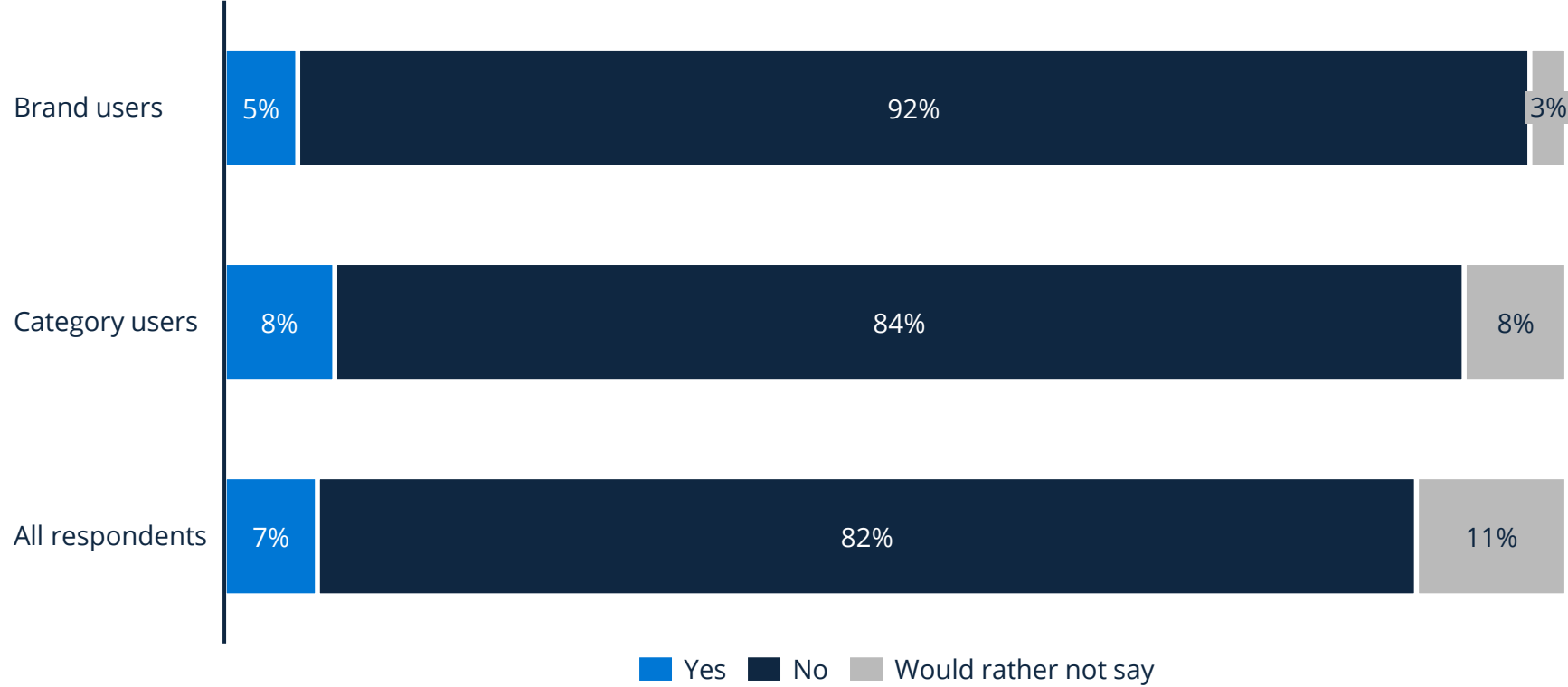
Communities where consumers live in France

	Rural community	Small town	Medium-sized town	Large city	City with over 1 million inhabitants
Brand users	15%	19%	18%	38%	10%
Category users	24%	24%	24%	21%	7%
All respondents	28%	26%	23%	18%	6%

■ Brand users ■ Category users ■ All respondents

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5% of Cinéma(s) à la Demande users consider themselves part of the LGBTQ+ community

Demographic profile: LGBTQ+

LGBTQ+ status of consumers in France

	Yes	No	Would rather not say
Brand users	5%	92%	3%
Category users	8%	84%	8%
All respondents	7%	82%	11%

■ Yes ■ No ■ Would rather not say

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Consumer lifestyle

- Life values
- Main interests
- Hobbies & leisure activities
- Sports activities
- Sports followed