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CONSUMERS & BRANDS

# Desktop PCs: Apple (Mac) owners in France

Consumer Insights report

**Consumer** Insights  
by **statista** 

June 2024



# Consumer Insights Global survey

## Introduction



### Report overview

This report offers the reader a comprehensive overview of Apple (Mac) owners 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 Apple (Mac) owners in France ("brand users") against French desktop PC owners 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<sup>(1)</sup>

**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

2 | **Notes:** (1): See the full [methodology](#) for a detailed overview of the study design

**Sources:** [Consumer Insights Global](#) as of June 2024

## CHAPTER 01

# Management summary

- Brand usage
- Key insights

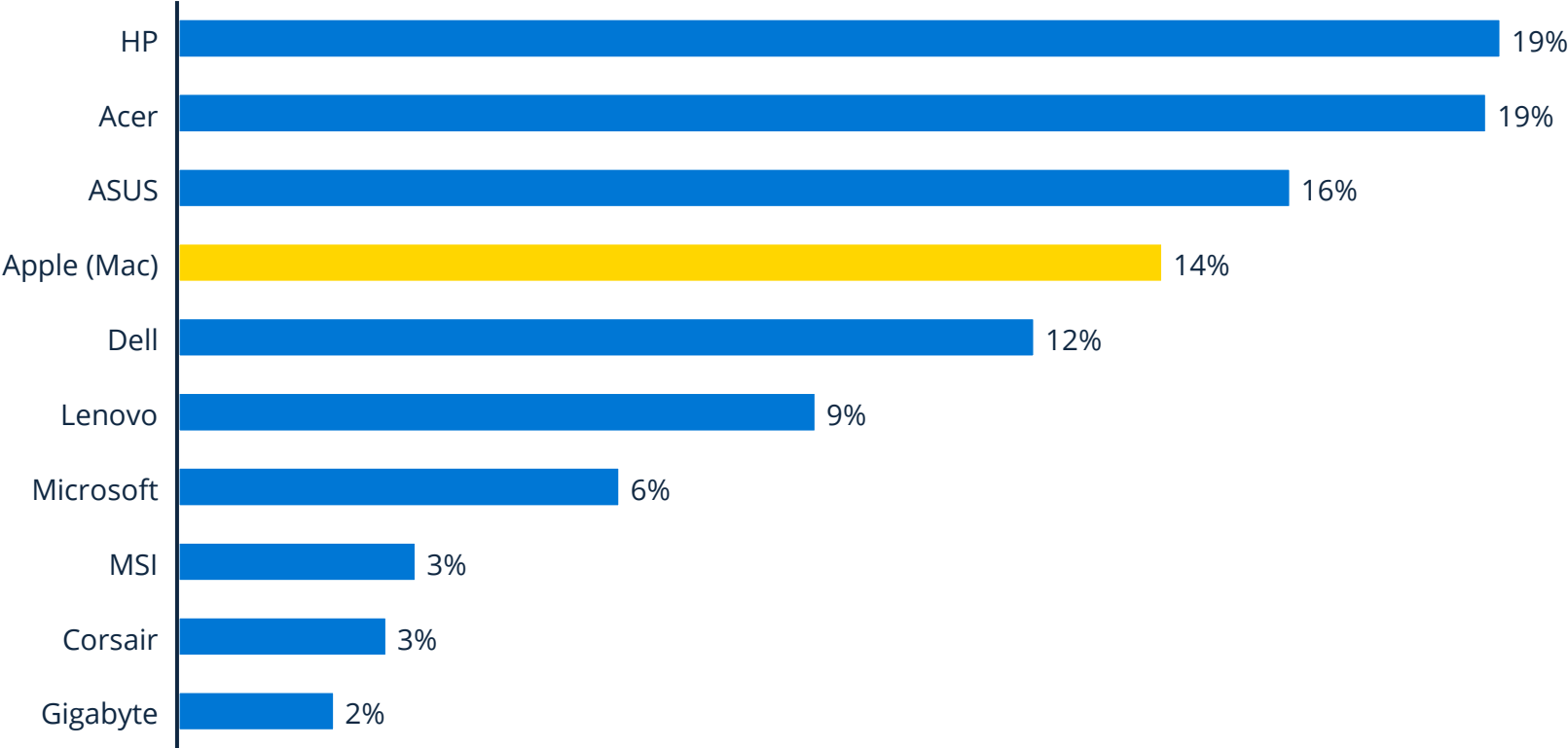




# With a user share of 14%, Apple (Mac) is one of the top 5 desktop PC brands in France

Management summary: brand usage and competition

## Top 10 most owned desktop PC brands in France



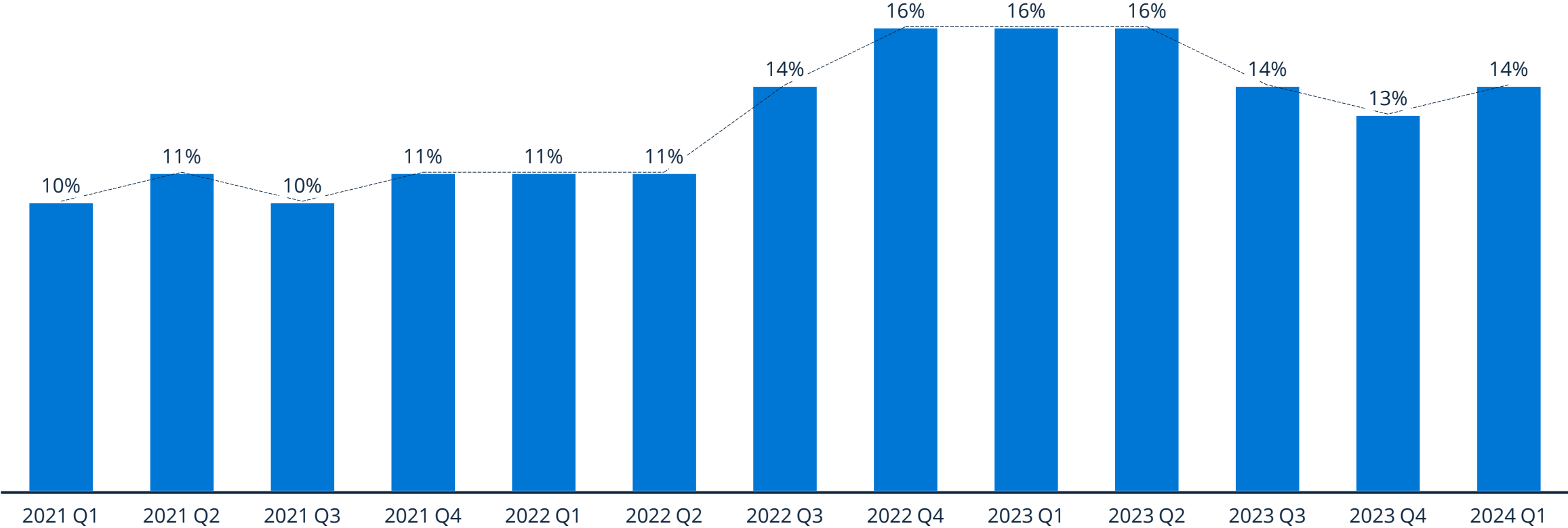
4 Notes: "What brands are the desktop PCs in your household?"; Multi Pick; Base: n=930 desktop PC owners

Sources: [Consumer Insights Global](#) as of June 2024

# The share of desktop PC owners owning Apple (Mac) grew by 4 percentage points since 2021

Management summary: brand usage timeline

### Timeline of desktop PC owners owning Apple (Mac)



5 | Notes: "What brands are the desktop PCs in your household?"; Multi Pick; Base: n=104 - 162 Apple (Mac) owners, n=930 - 1041 desktop PC owners

Sources: [Consumer Insights Global](#) as of June 2024

# Apple (Mac) owners in France

Management summary: key insights

## Demographic profile

Apple (Mac) is more popular among Generation Z than other desktop PC brands.

There is a fairly even split of male and female Apple (Mac) owners.

Apple (Mac) has a larger share of owners with a high income than other desktop PC brands.

Apple (Mac) owners are more likely to live in large cities than desktop PC owners in general.

## Consumer lifestyle

Success and career advancement are relatively important to Apple (Mac) owners.

History is a relatively prevalent interest of Apple (Mac) owners.

Sports and fitness are relatively popular hobbies among Apple (Mac) owners.

## Consumer attitudes

It stands out that 49% of Apple (Mac) owners want the best audio and cinematic experience on all devices.

22% of Apple (Mac) owners are innovators or early adopters of new products.

A relatively high share of Apple (Mac) owners think that education is an issue that needs to be addressed.

## Marketing touchpoints

X (Twitter) is more popular among Apple (Mac) owners than the average desktop PC owner.

Apple (Mac) owners remember seeing ads in online stores more often than other desktop PC owners.



## CHAPTER 02

# Demographic profile

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

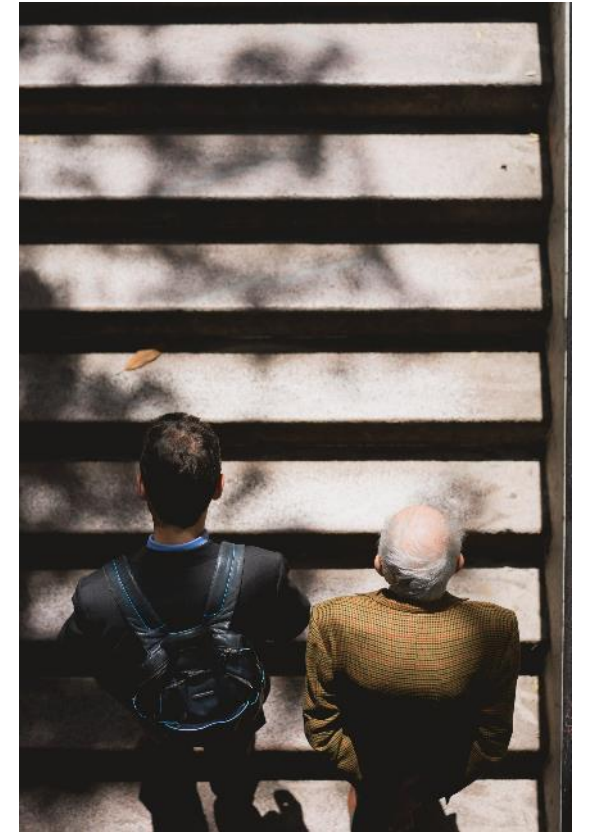
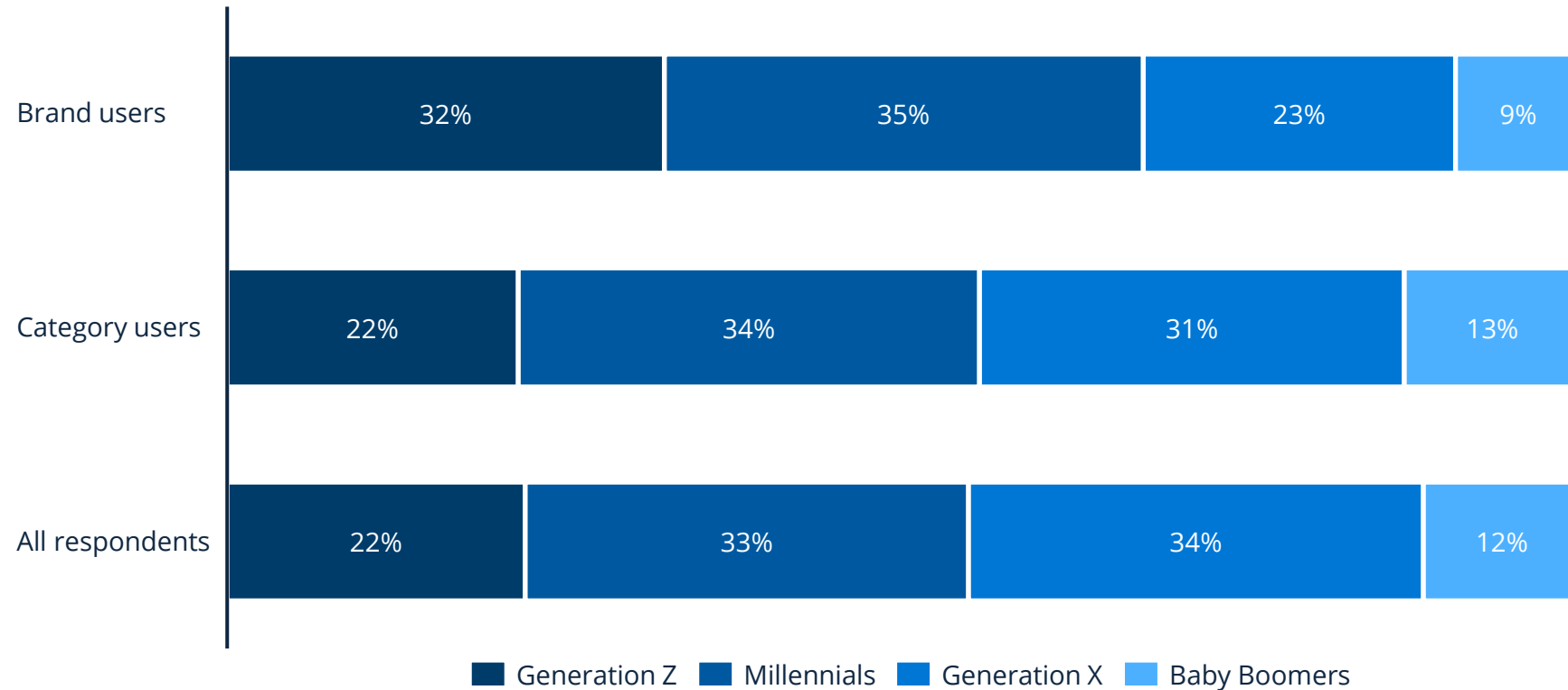




# Apple (Mac) is more popular among Generation Z than other desktop PC brands

Demographic profile: generations

## Age of consumers in France



8 Notes: "How old are you?"; Single Pick; "What brands are the desktop PCs in your household?"; Multi Pick; Base: n=130 Apple (Mac) owners, n=930 desktop PC owners, n=12,193 all respondents

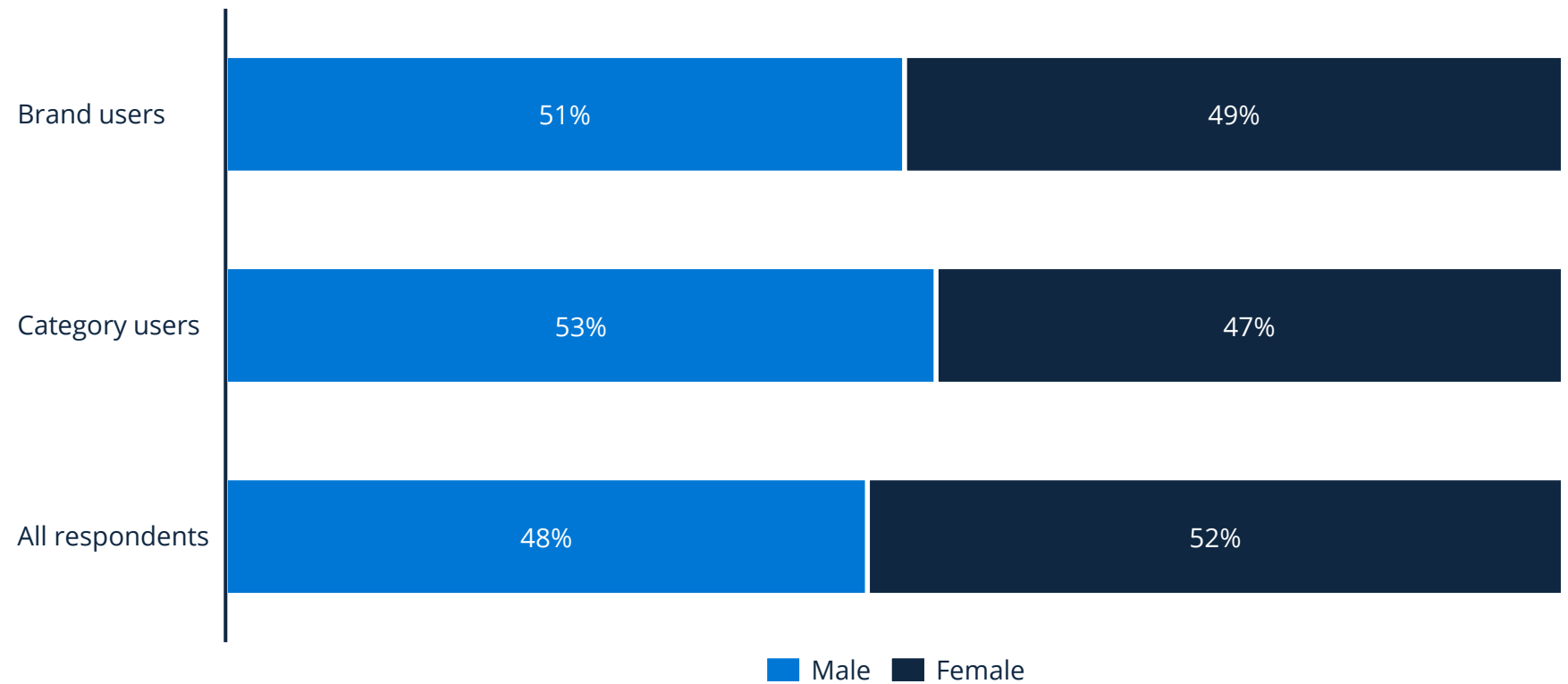
Sources: [Consumer Insights Global](#) as of June 2024

# There is a fairly even split of male and female Apple (Mac) owners

Demographic profile: gender



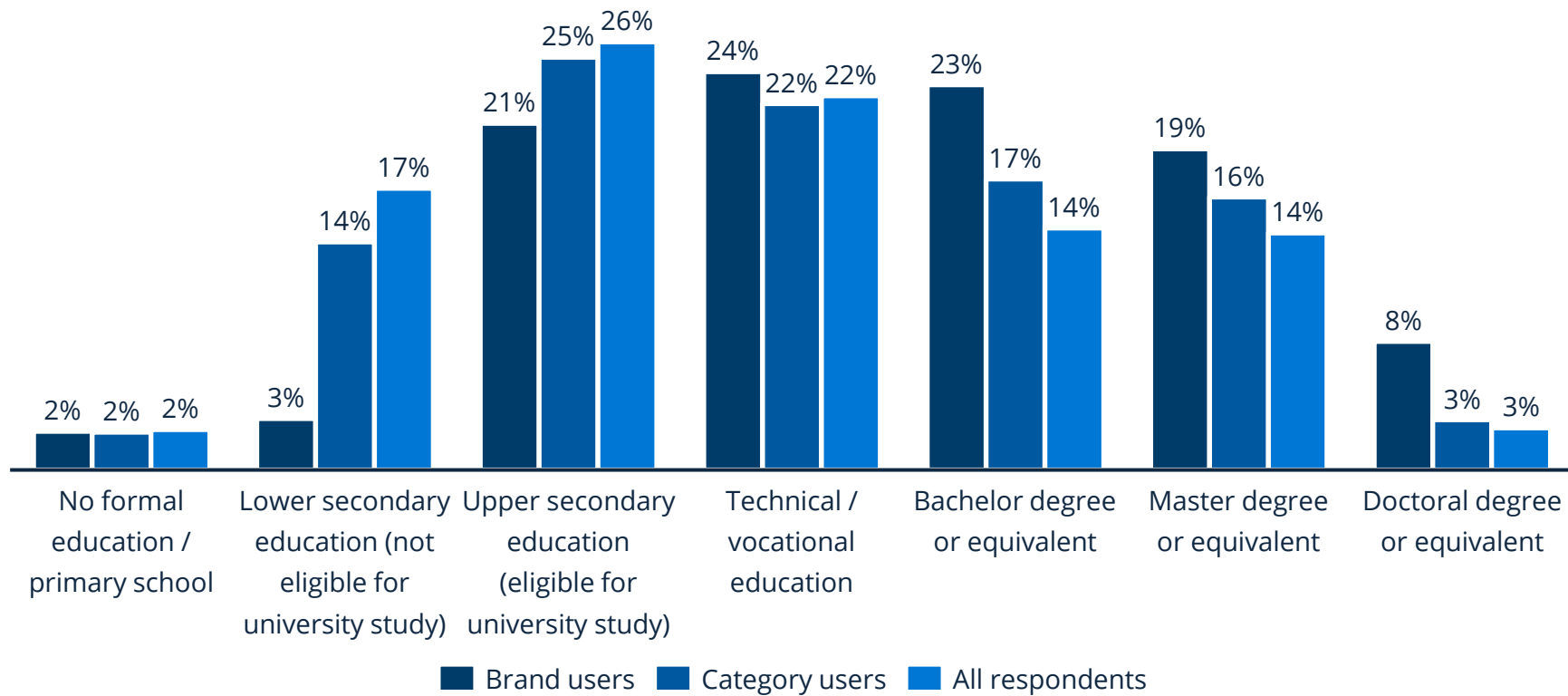
Gender of consumers in France



# A relatively high share of Apple (Mac) owners have a college degree

Demographic profile: education

## Consumer's level of education in France



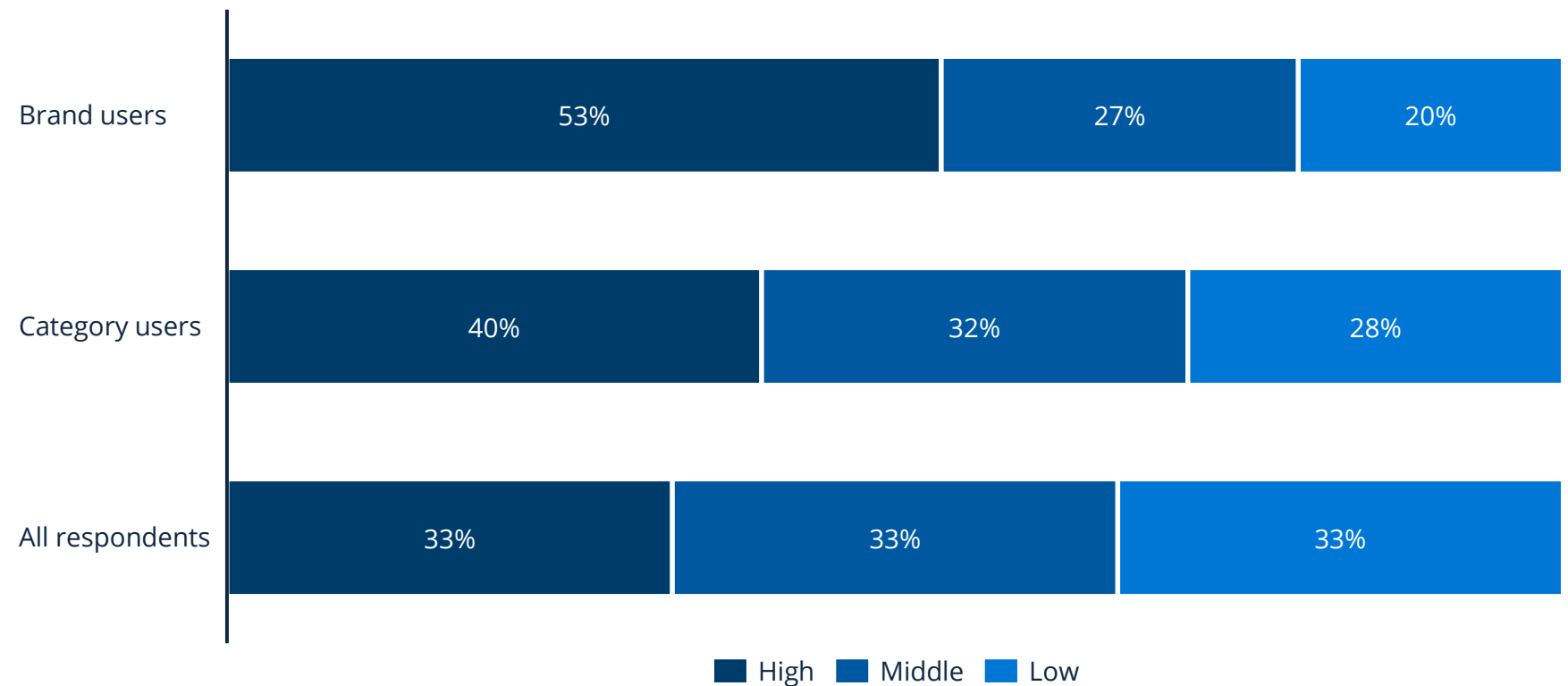


# Apple (Mac) has a larger share of owners with a high income than other desktop PC brands

Demographic profile: income



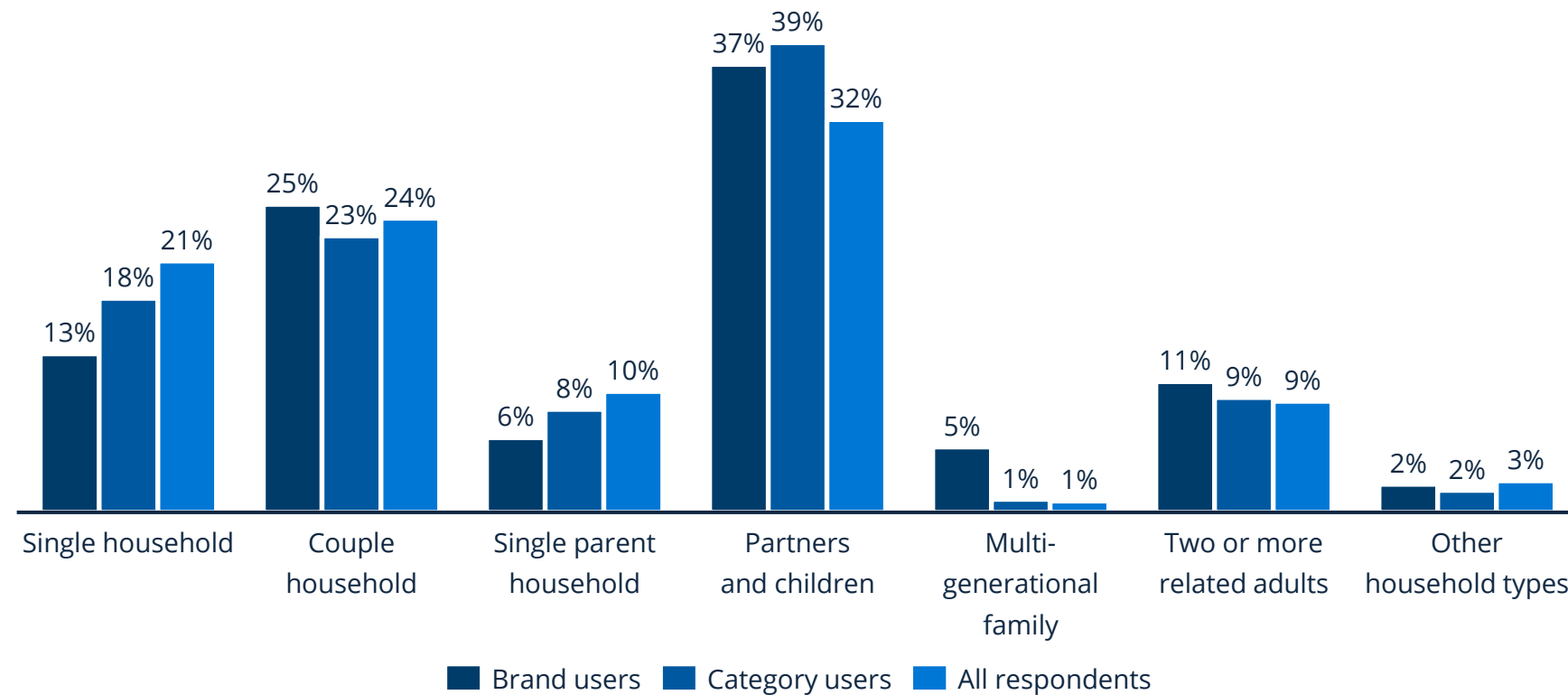
Share of consumers in France in the high, middle, and low thirds of monthly household gross income



# Compared to other desktop PC owners, Apple (Mac) owners are relatively likely to live in a multi-generational family

Demographic profile: household classification

## Type of households in which consumers in France live



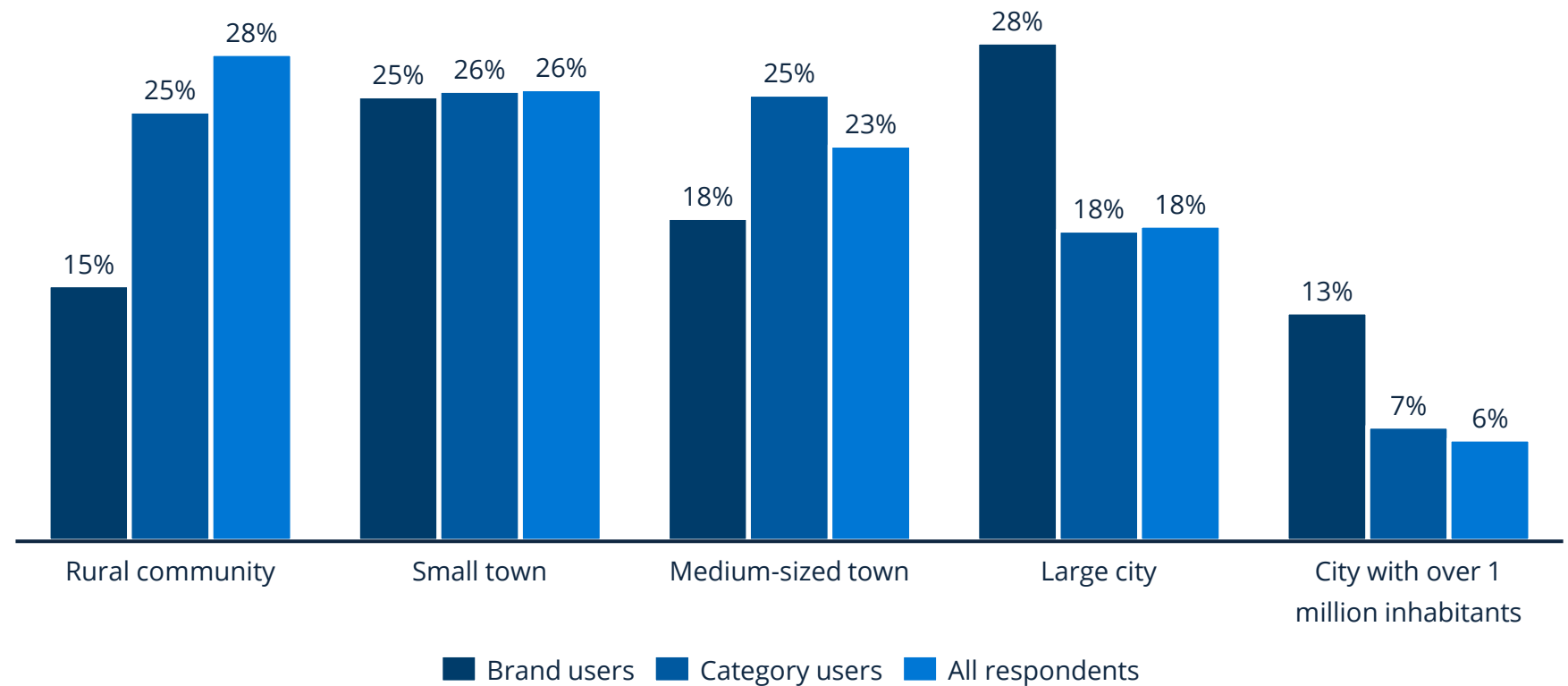
12 **Notes:** Typology based on "household size", "household constellation" and "children under the age of 14 in household"; Single Pick; "What brands are the desktop PCs in your household?"; Multi Pick; Base: n=130 Apple (Mac) owners, n=930 desktop PC owners, n=12,193 all respondents  
**Sources:** [Consumer Insights Global](#) as of June 2024

# Apple (Mac) owners are more likely to live in large cities than desktop PC owners in general

Demographic profile: type of community



Communities where consumers live in France

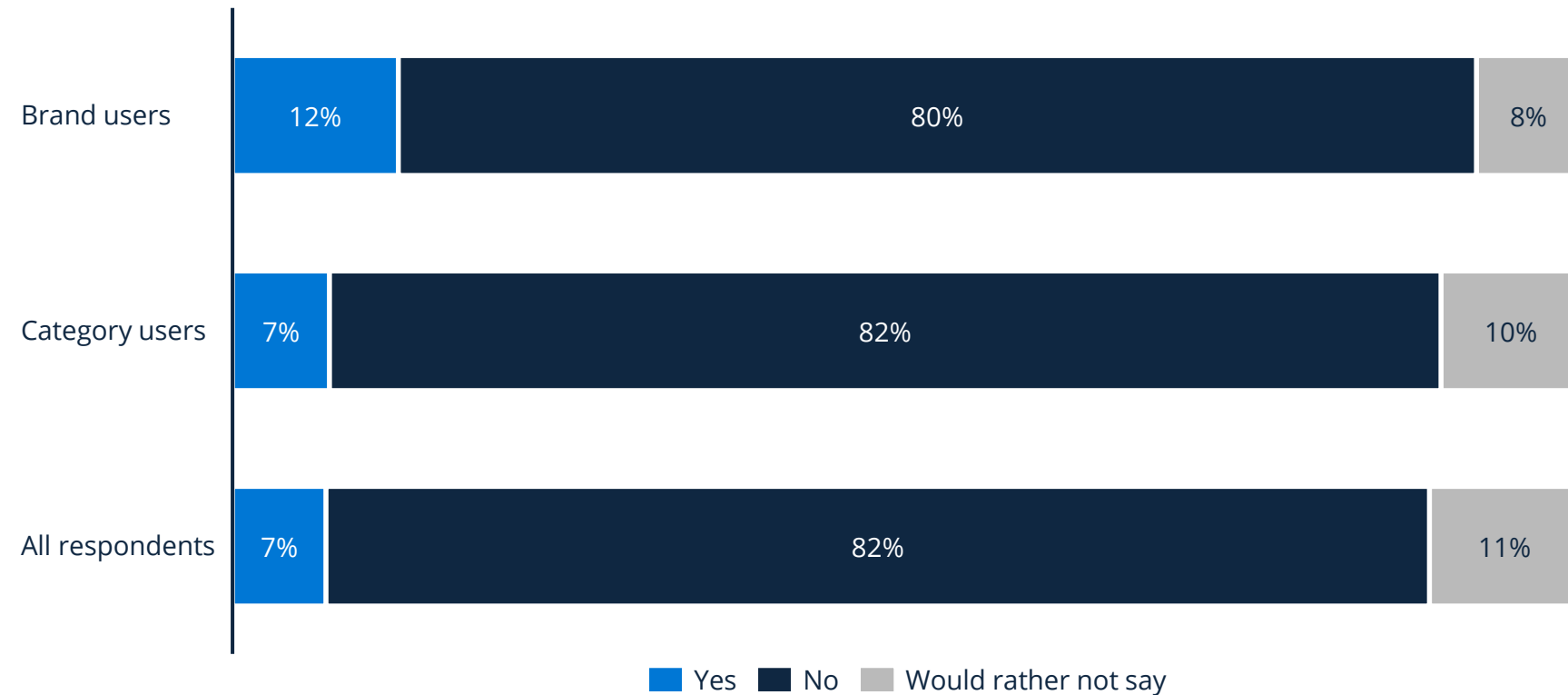




# 12% of Apple (Mac) owners consider themselves part of the LGBTQ+ community

Demographic profile: LGBTQ+

## LGBTQ+ status of consumers in France



## CHAPTER 03

# Consumer lifestyle

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



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