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CONSUMERS & BRANDS

# Desktop PCs: Dell 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 Dell 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 Dell 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

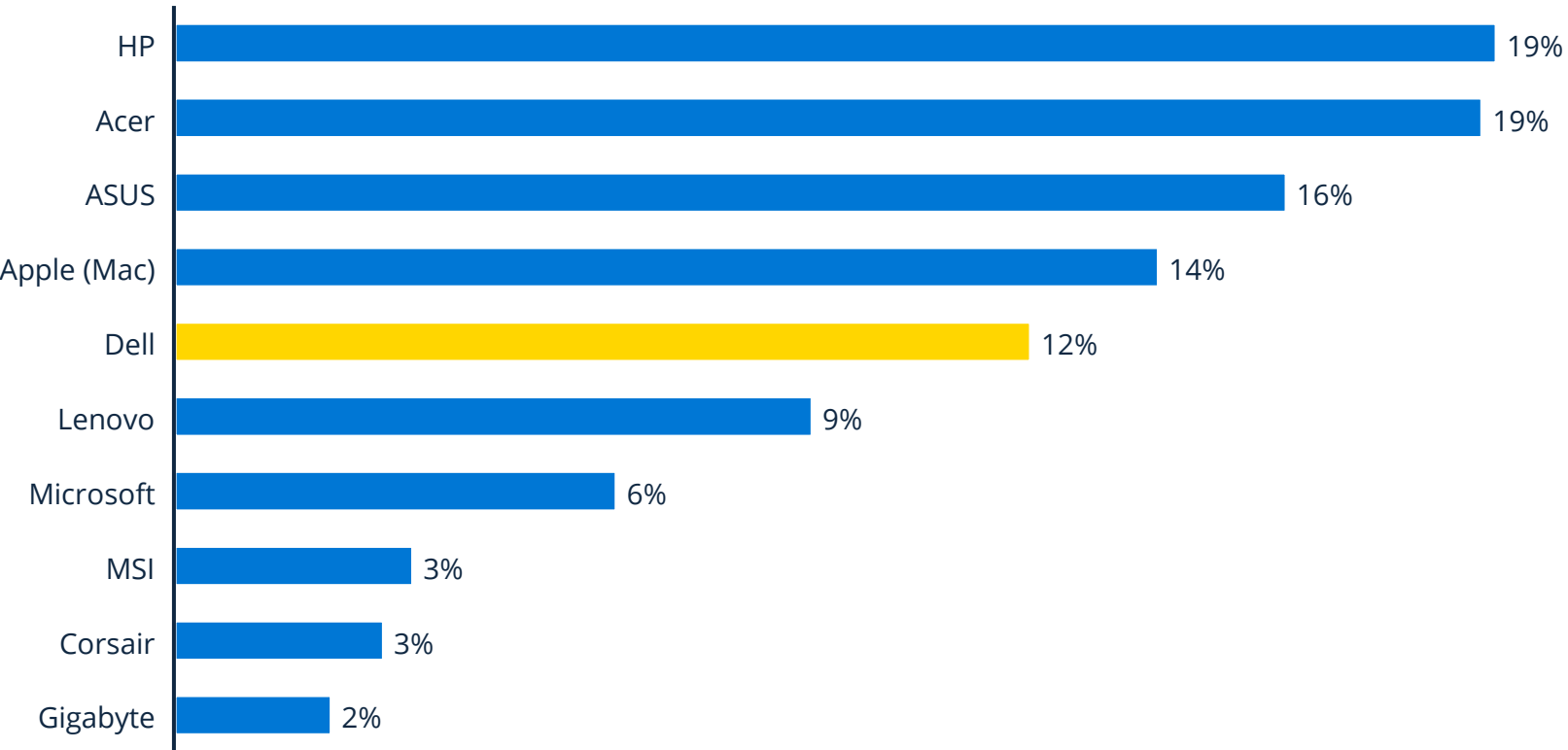
- Brand usage
- Key insights



# With a user share of 12%, Dell 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



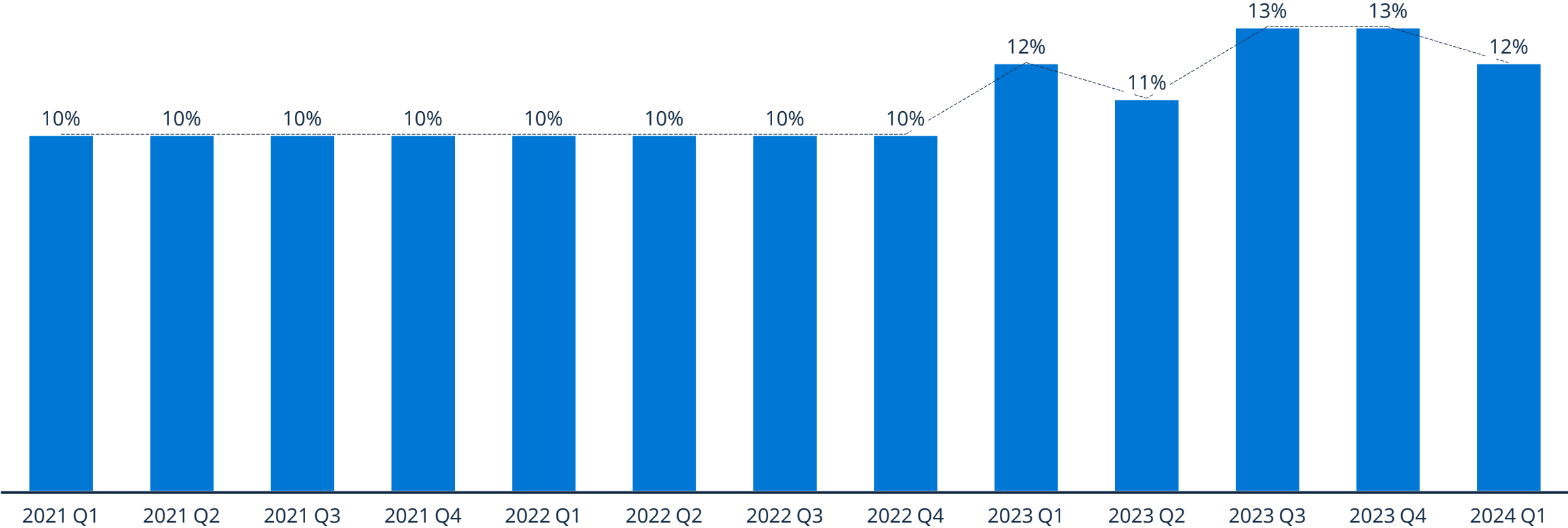
4 Notes: "What brands are the desktop PCs in your household?"; Multi Pick; Base: n=930 desktop PC owners

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

# The share of desktop PC owners owning Dell grew by 2 percentage points since Q1 of 2021

Management summary: brand usage timeline

## Timeline of desktop PC owners owning Dell



5 | Notes: "What brands are the desktop PCs in your household?"; Multi Pick; Base: n=99 - 122 Dell owners, n=930 - 1041 desktop PC owners

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

# Dell owners in France

Management summary: key insights

## Demographic profile

Dell is more popular among Millennials than other desktop PC brands.

Similar to other desktop PC brands, Dell has a high share of male owners.

Compared to the average consumer, Dell owners are more likely to have a high income.

19% of Dell owners live in large cities.

## Consumer lifestyle

Safety and security is less important to Dell owners than to other desktop PC owners.

Arts and literature are relatively prevalent interests of Dell owners.

Dell owners are more likely to have video gaming as a hobby than the average consumer.

## Consumer attitudes

It stands out that 52% of Dell owners would love to control their home via smartphone or voice.

19% of Dell owners are early adopters, when it comes to innovation.

A relatively high share of Dell owners think that terrorism is an issue that needs to be addressed.

## Marketing touchpoints

Twitch is more popular among Dell owners than the average desktop PC owner.

Dell owners remember seeing ads in video portals more often than other desktop PC owners.

## CHAPTER 02

# Demographic profile

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

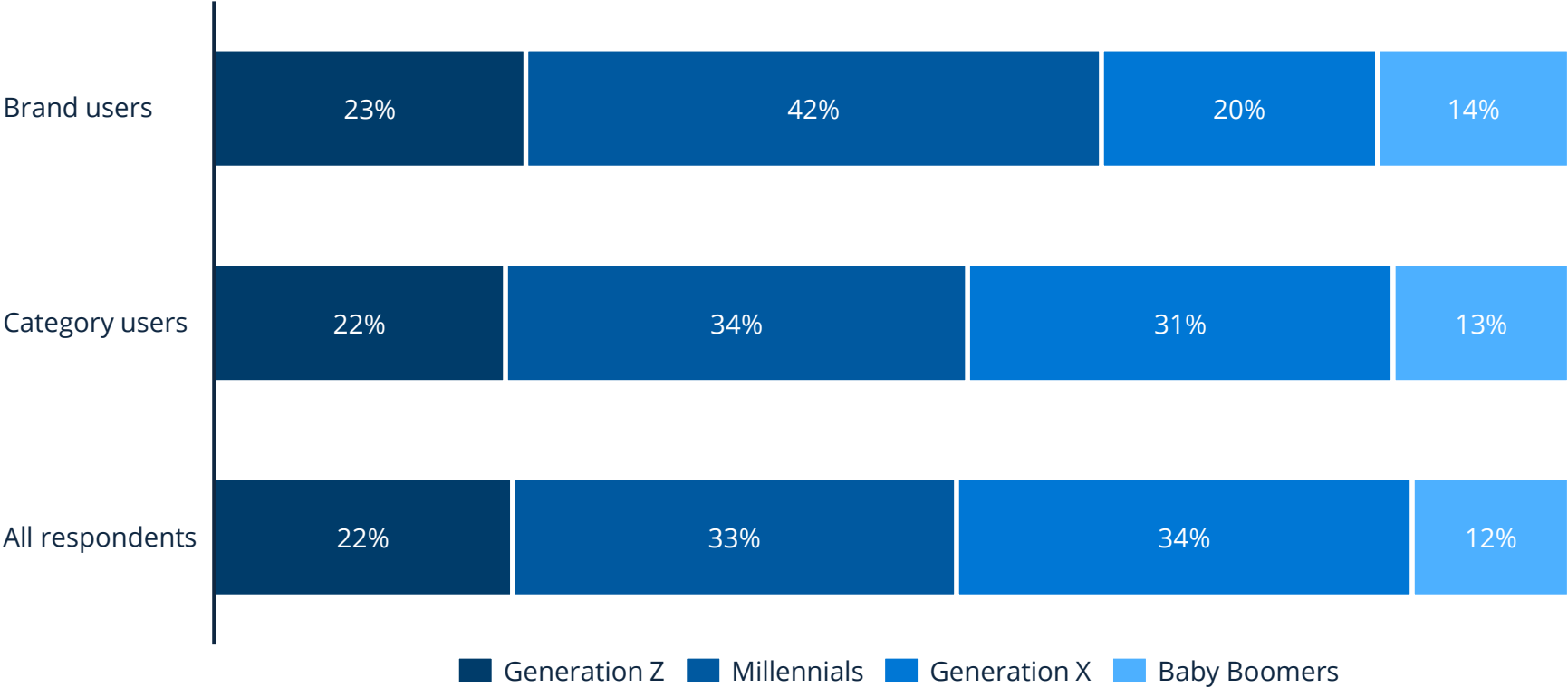




# Dell is more popular among Millennials than other desktop PC brands

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=113 Dell owners, n=930 desktop PC owners, n=12,193 all respondents

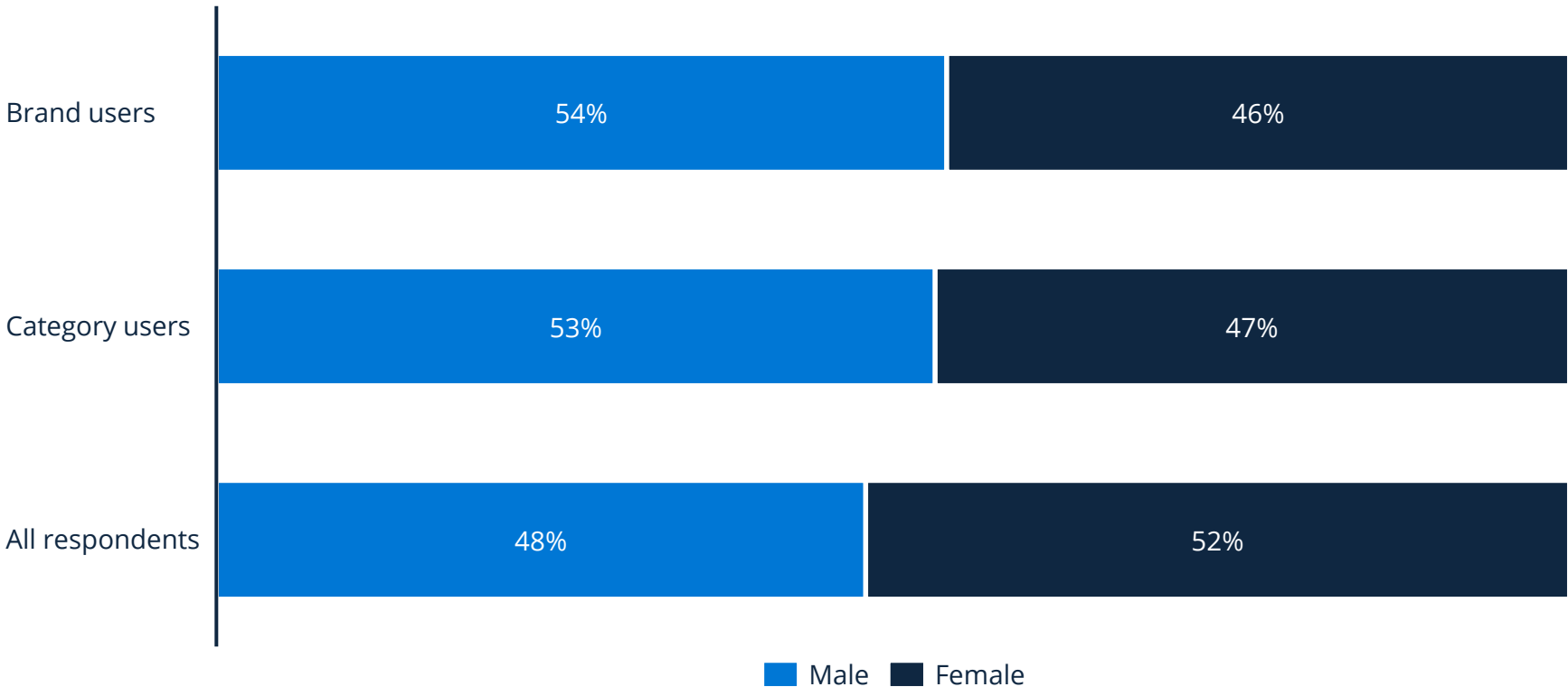
Sources: [Consumer Insights Global](#) as of June 2024

# Similar to other desktop PC brands, Dell has a high share of male owners

Demographic profile: gender



Gender of consumers in France



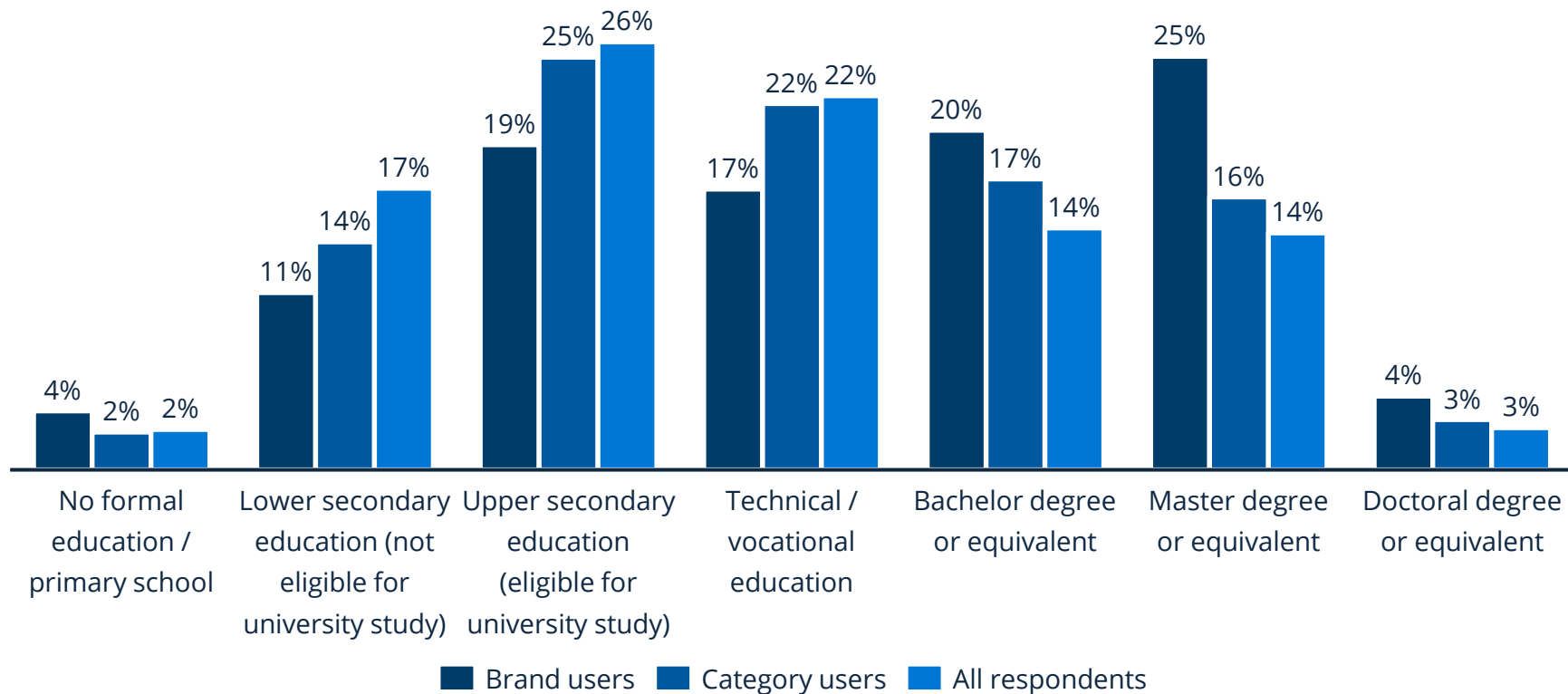
9 Notes: "What is your gender?"; Single Pick; "What brands are the desktop PCs in your household?"; Multi Pick; Base: n=113 Dell owners, n=930 desktop PC owners, n=12,193 all respondents

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

# A relatively high share of Dell owners have a college degree

Demographic profile: education

## Consumer's level of education in France

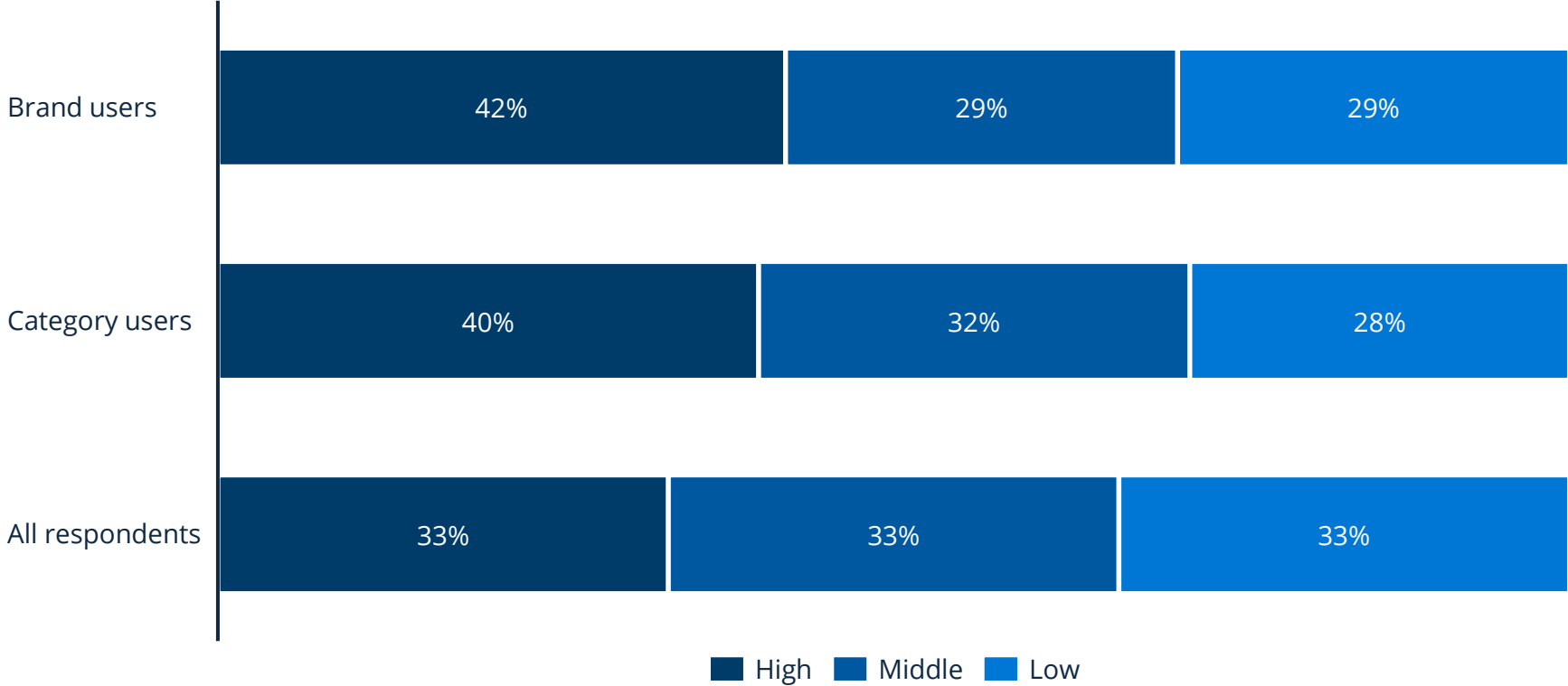


# Compared to the average consumer, Dell owners are more likely to have a high income

Demographic profile: income



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

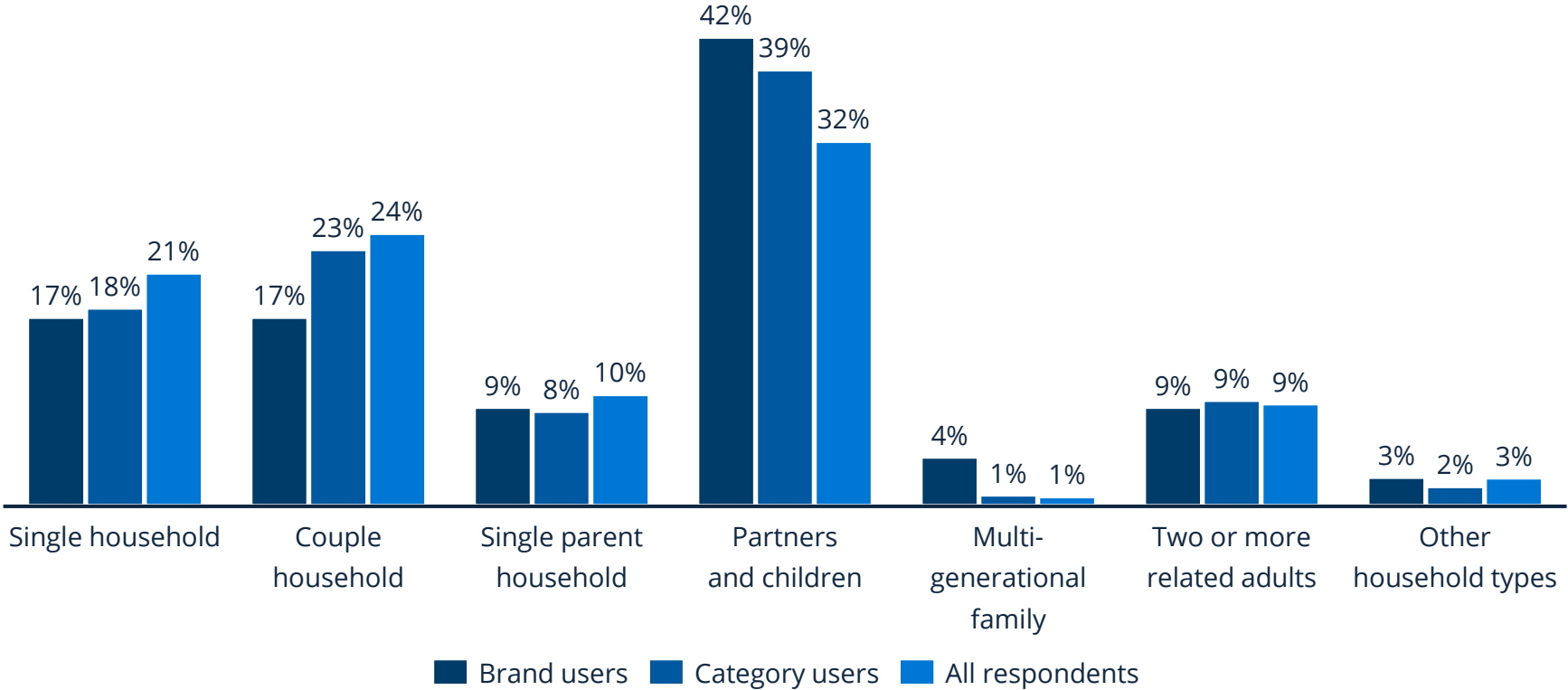


11 **Notes:** Recalculated to only include respondents that provide income information, recode based on "Monthly/annual household income (local currency)"; Single Pick; "What brands are the desktop PCs in your household?"; Multi Pick; Base: n=113 Dell owners, n=930 desktop PC owners, n=12,193 all respondents  
**Sources:** [Consumer Insights Global](#) as of June 2024

# Compared to the average consumer, Dell owners are relatively likely to live in a nuclear family

Demographic profile: household classification

Type of households in which consumers in France live



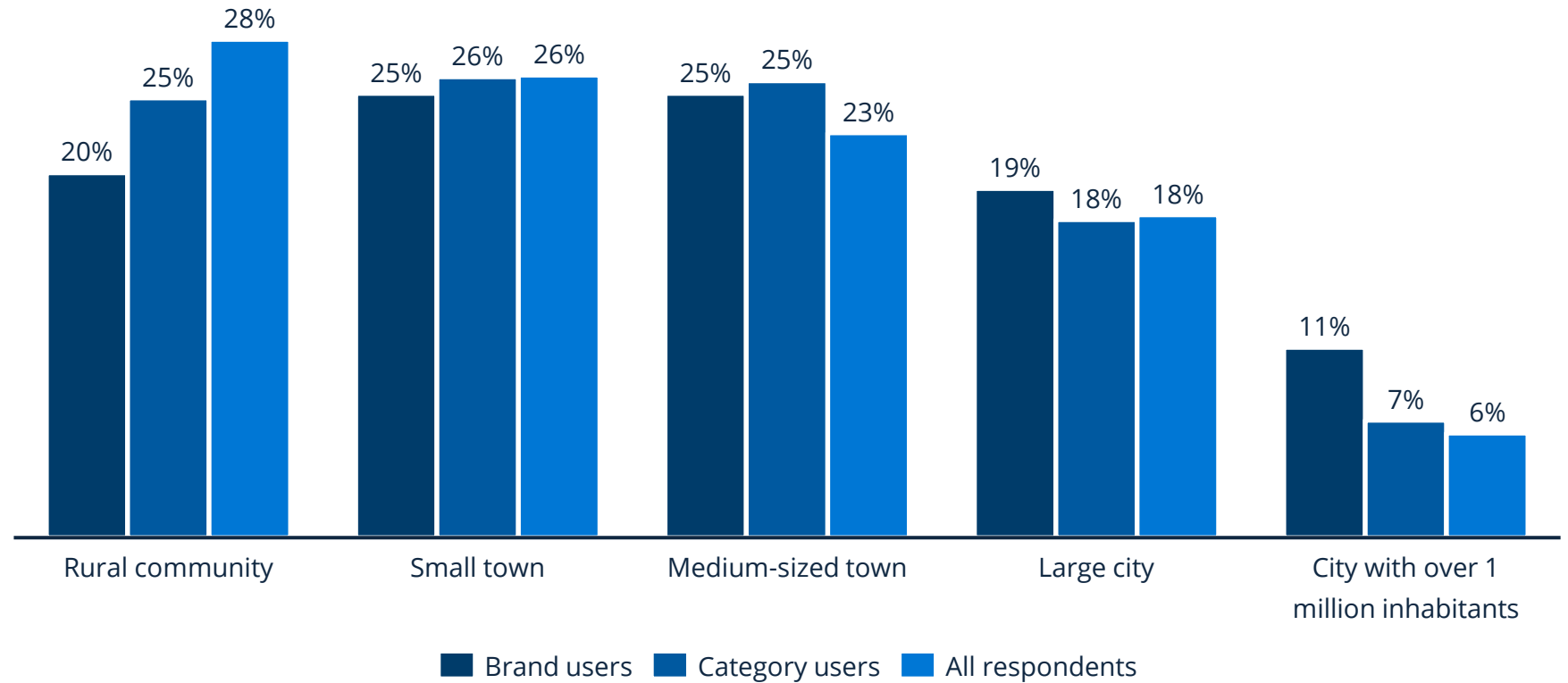
12 Notes: Typology based on "household size", "household constellation" and "children under the age of 14 in household"; Single Pick; "What brands are the desktop PCs in your household?"; Multi Pick; Base: n=113 Dell owners, n=930 desktop PC owners, n=12,193 all respondents  
Sources: [Consumer Insights Global](#) as of June 2024

# 19% of Dell owners live in large cities

Demographic profile: type of community



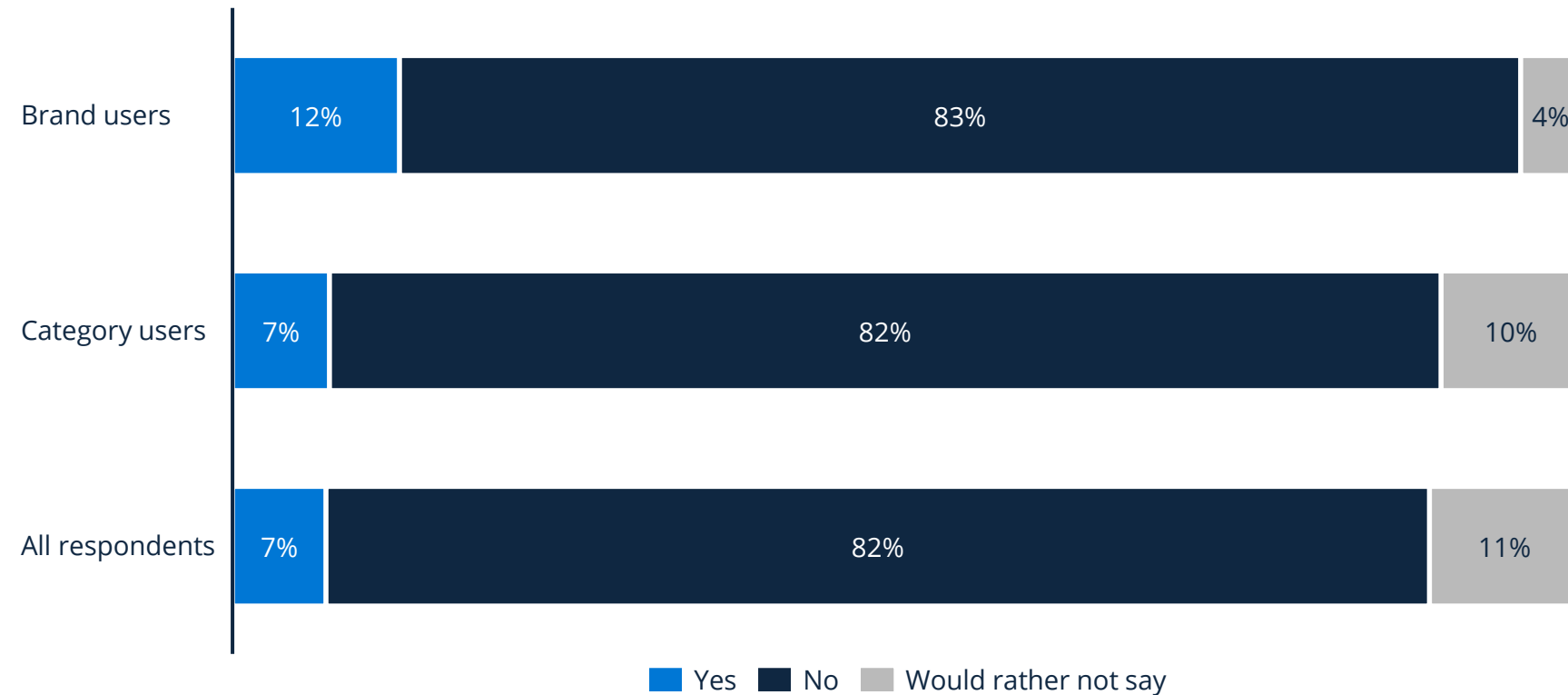
Communities where consumers live in France



# 12% of Dell 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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