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CONSUMERS & BRANDS

Internet providers: RED by SFR customers 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 RED by SFR customers 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 RED by SFR customers in France ("brand users") against French home internet 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

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

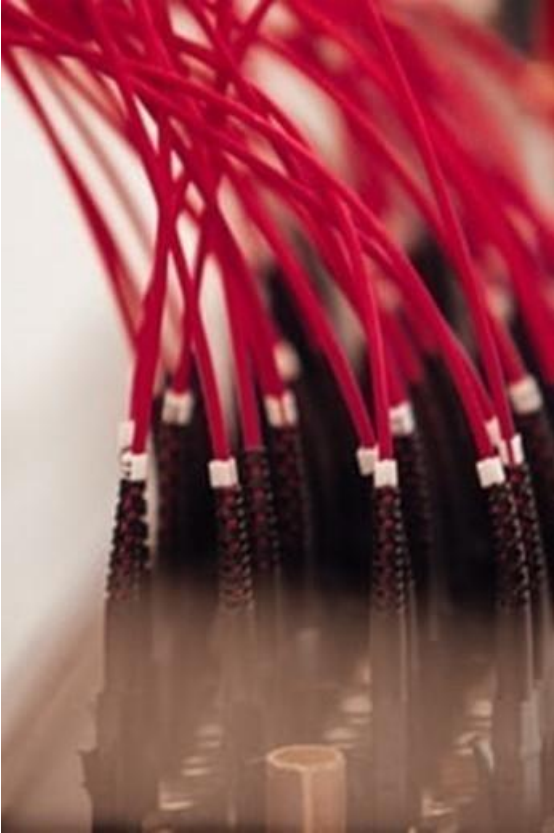
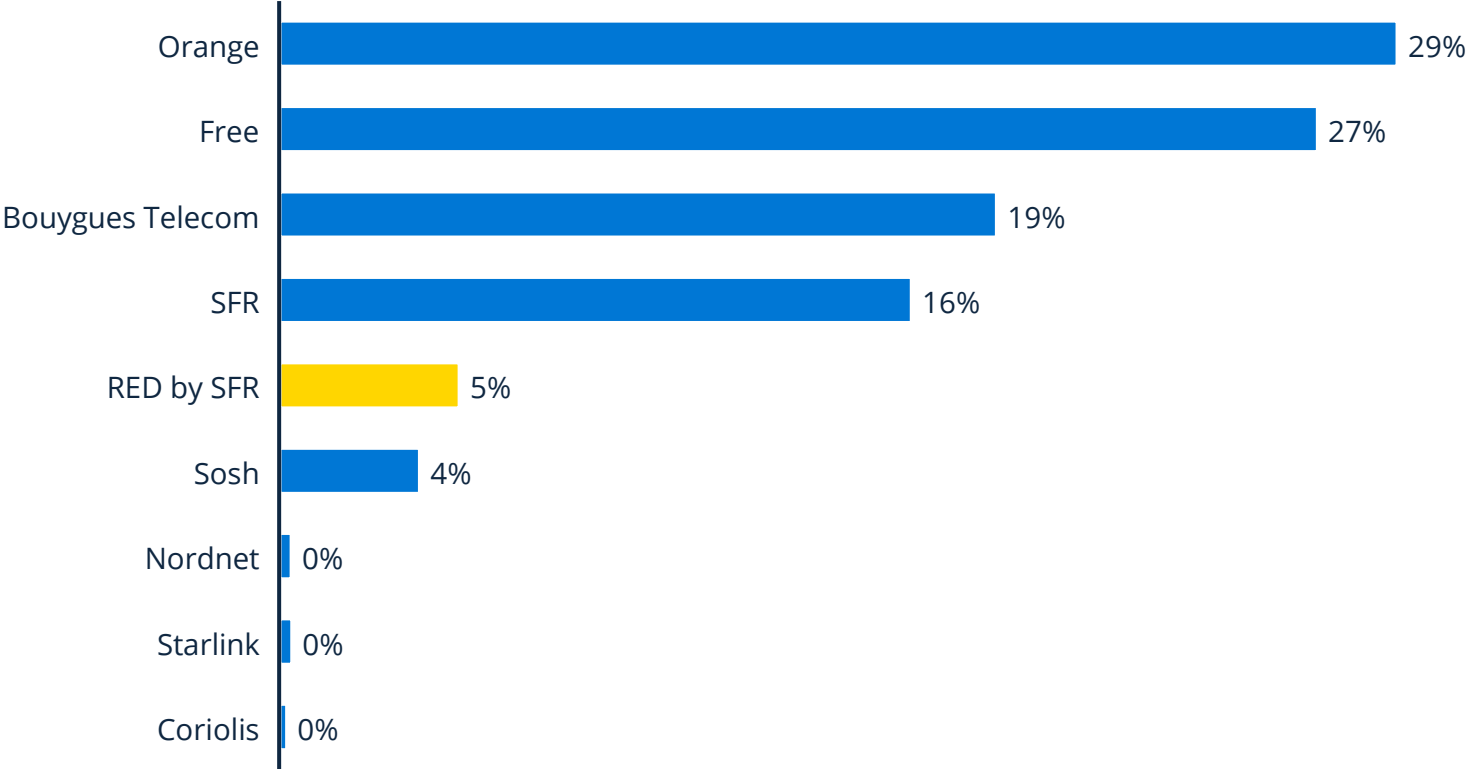
- Brand usage
- Key insights



With a user share of 5%, RED by SFR is one of the top 5 internet providers in France

Management summary: brand usage and competition

Top 9 most used internet providers in France



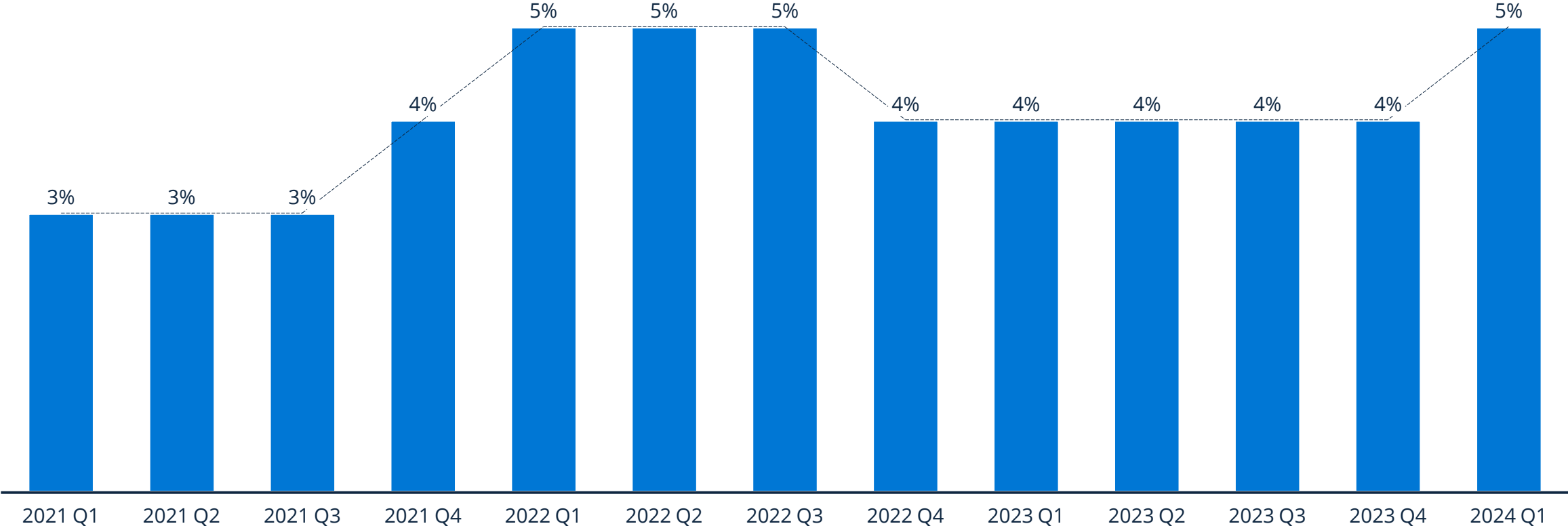
4 Notes: "Which of these service providers is the provider of your internet access at home?"; Single Pick; Base: n=1,447 home internet users

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

The share of home internet users using RED by SFR grew by 2 percentage points since Q1 of 2021

Management summary: brand usage timeline

Timeline of home internet users using RED by SFR



5 Notes: "Which of these service providers is the provider of your internet access at home?"; Single Pick; Base: n=44 - 75 RED by SFR customers, n=1447 - 1593 home internet users

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

RED by SFR customers in France

Management summary: key insights

Demographic profile

RED by SFR has a high share of customers that are part of Generation X compared to the total online population.

There is a fairly even split of male and female RED by SFR customers.

RED by SFR has a larger share of customers with a low income than other internet providers.

RED by SFR customers are more likely to live in medium-sized towns than home internet users in general.

Consumer lifestyle

Having a good time is more important to RED by SFR customers than to other home internet users.

Traveling is a relatively prevalent interest of RED by SFR customers.

Shopping is a relatively popular hobby among RED by SFR customers.

Consumer attitudes

It stands out that only 55% of RED by SFR customers could no longer imagine their everyday life without the internet.

43% of RED by SFR customers are in the early majority of innovation adopter types.

A relatively high share of RED by SFR customers think that rising prices, inflation & cost of living are issues that need to be addressed.

Marketing touchpoints

Facebook is more popular among RED by SFR customers than the average home internet user.

RED by SFR customers remember hearing ads on music portals and streaming services more often than other home internet users.

CHAPTER 02

Demographic profile

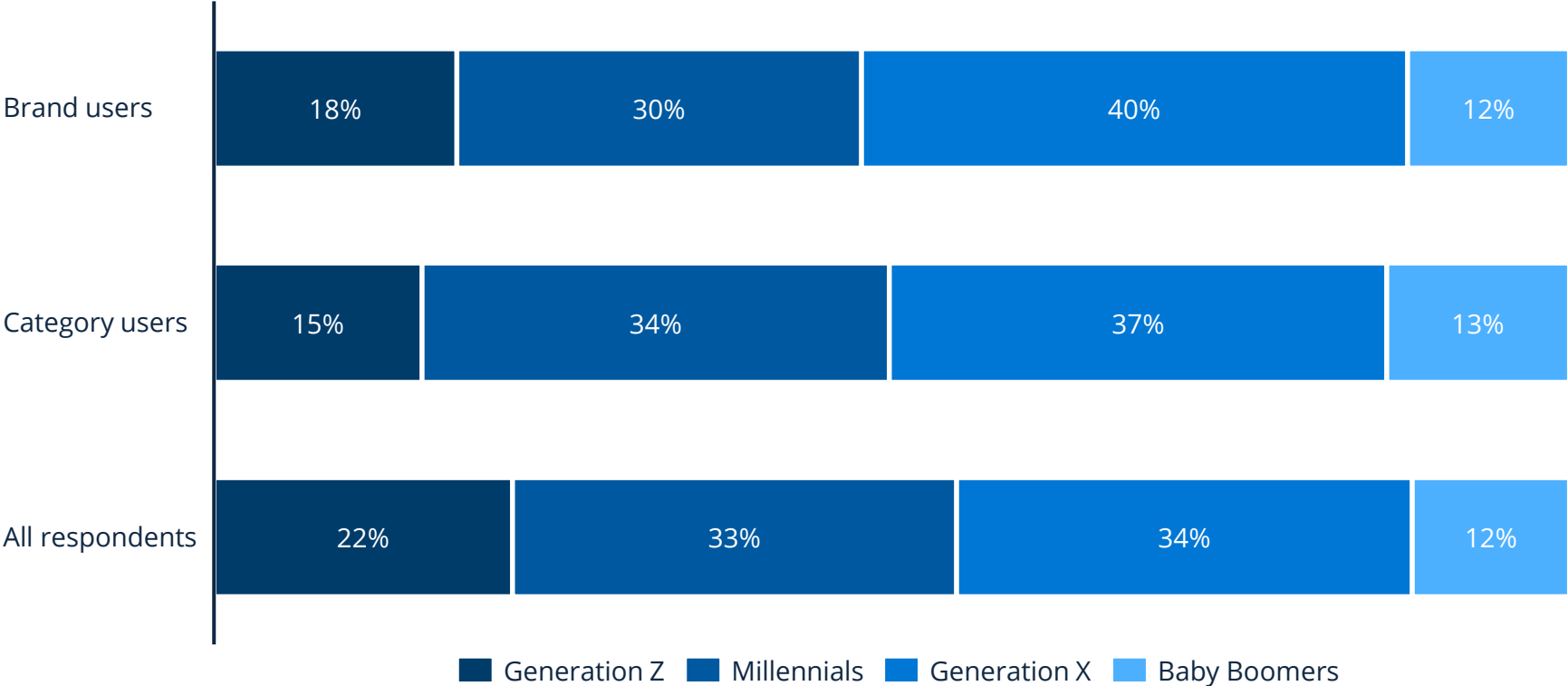
- Generations
- Gender
- Education
- Income
- Household classification
- Type of community
- LGBTQ+



RED by SFR has a high share of customers that are part of Generation X compared to the total online population

Demographic profile: generations

Age of consumers in France



8 Notes: "How old are you?"; Single Pick; "Which of these service providers is the provider of your internet access at home?"; Single Pick; Base: n=67 RED by SFR customers, n=1,447 home internet users, n=12,193 all respondents

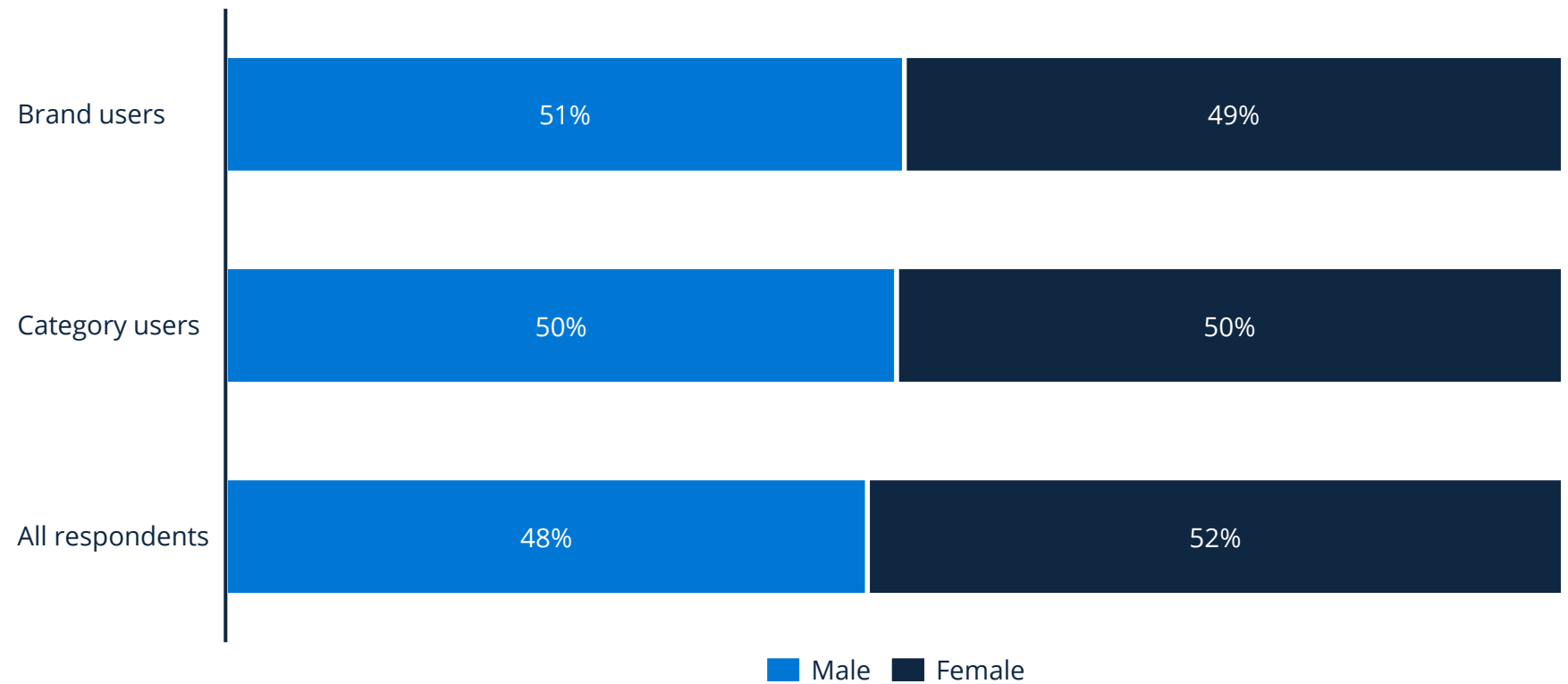
Sources: [Consumer Insights Global](#) as of June 2024

There is a fairly even split of male and female RED by SFR customers

Demographic profile: gender



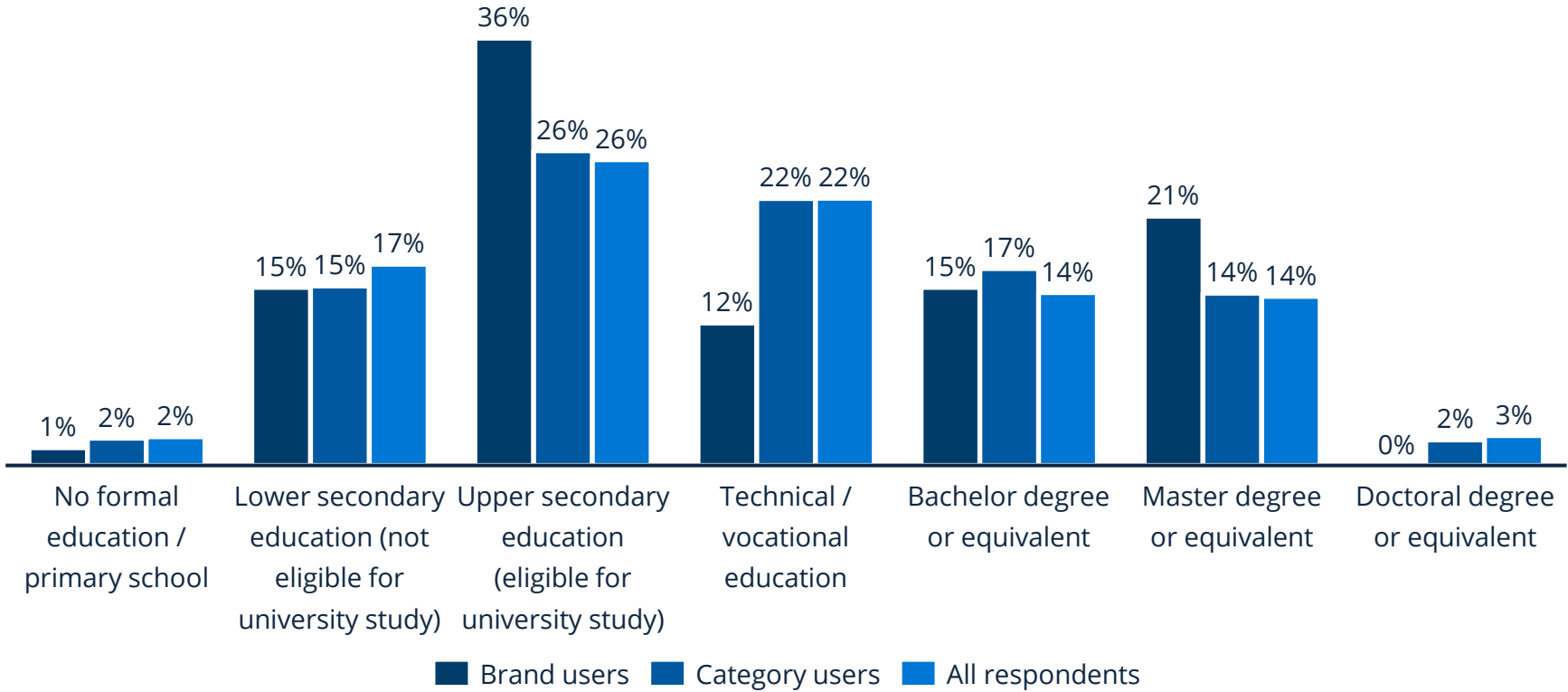
Gender of consumers in France



36% of RED by SFR customers have a college degree

Demographic profile: education

Consumer's level of education in France



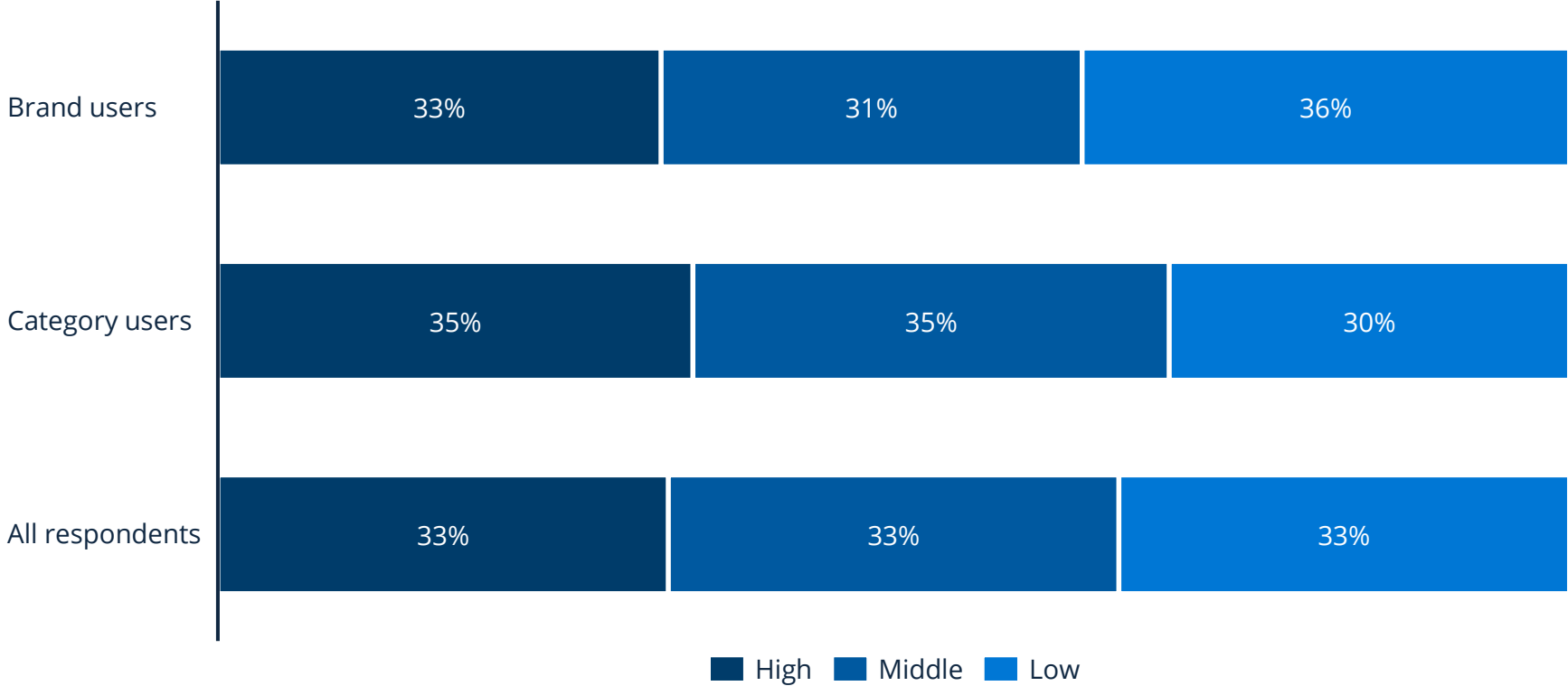
10 Notes: "What is the highest level of education you have completed?"; Single Pick; "Which of these service providers is the provider of your internet access at home?"; Single Pick; Base: n=67 RED by SFR customers, n=1,447 home internet users, n=12,193 all respondents
Sources: [Consumer Insights Global](#) as of June 2024

RED by SFR has a larger share of customers with a low income than other internet providers

Demographic profile: income



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

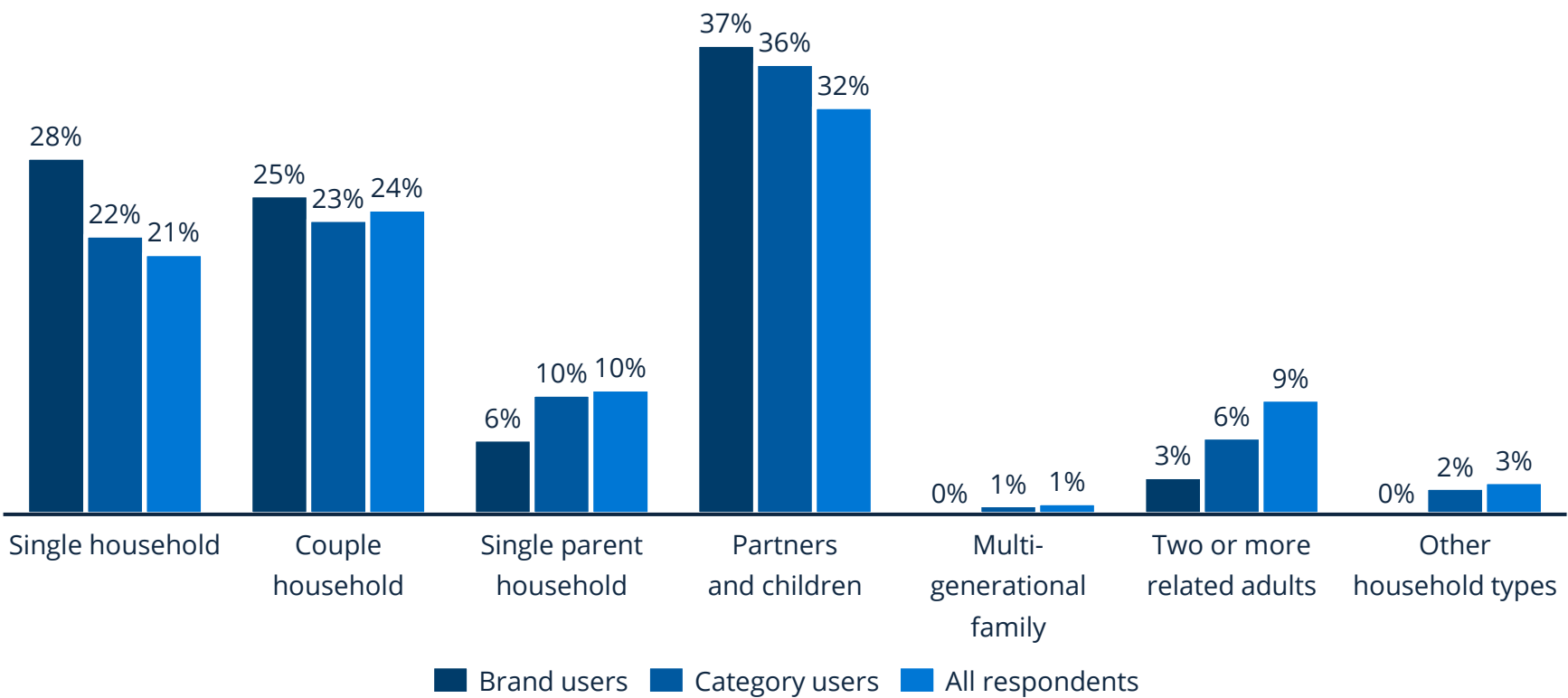


11 **Notes:** Recalculated to only include respondents that provide income information, recode based on "Monthly/annual household income (local currency)"; Single Pick; "Which of these service providers is the provider of your internet access at home?"; Single Pick; Base: n=67 RED by SFR customers, n=1,447 home internet users, n=12,193 all respondents
Sources: [Consumer Insights Global](#) as of June 2024

Compared to other home internet users, RED by SFR customers are relatively likely to live in a single household

Demographic profile: household classification

Type of households in which consumers in France live



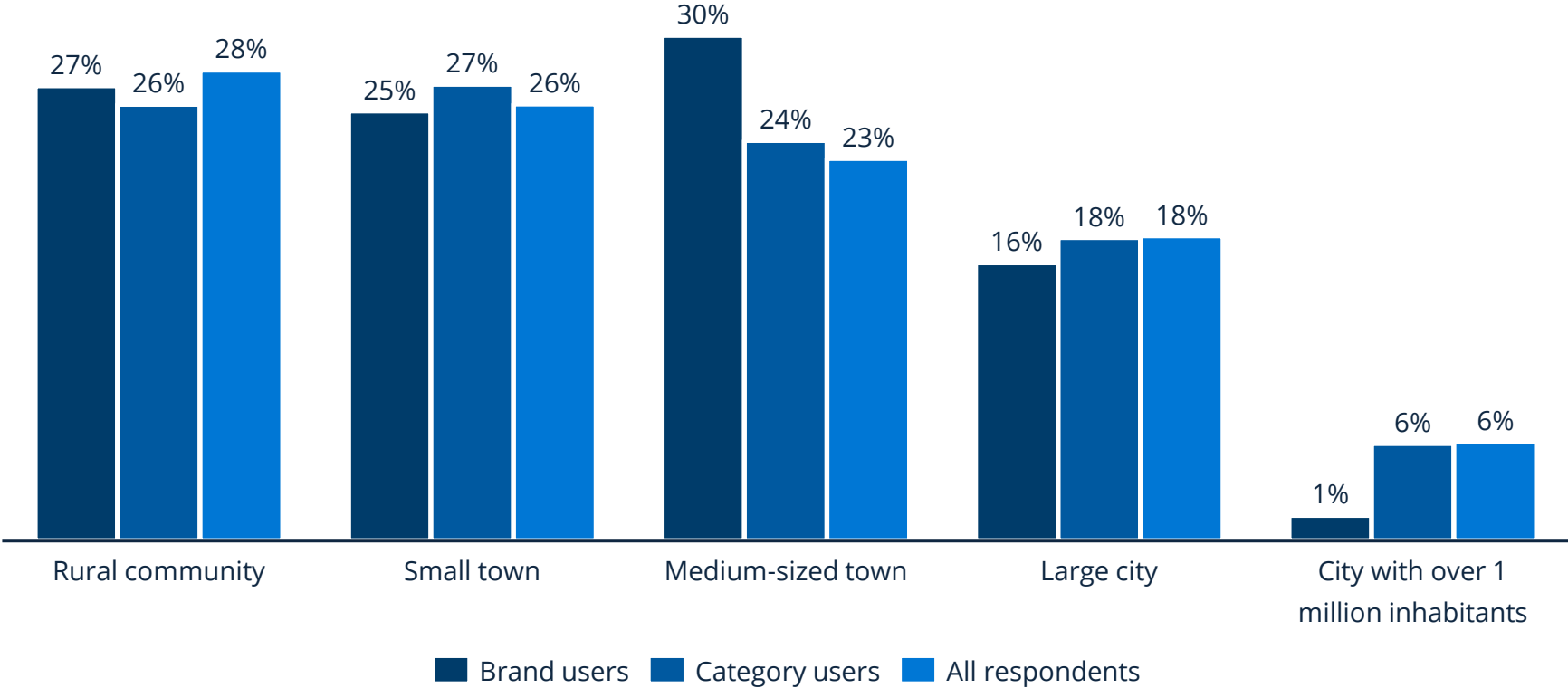
12 Notes: Typology based on "household size", "household constellation" and "children under the age of 14 in household"; Single Pick; "Which of these service providers is the provider of your internet access at home?"; Single Pick; Base: n=67 RED by SFR customers, n=1,447 home internet users, n=12,193 all respondents Sources: [Consumer Insights Global](#) as of June 2024

RED by SFR customers are more likely to live in medium-sized towns than home internet users in general

Demographic profile: type of community



Communities where consumers live in France

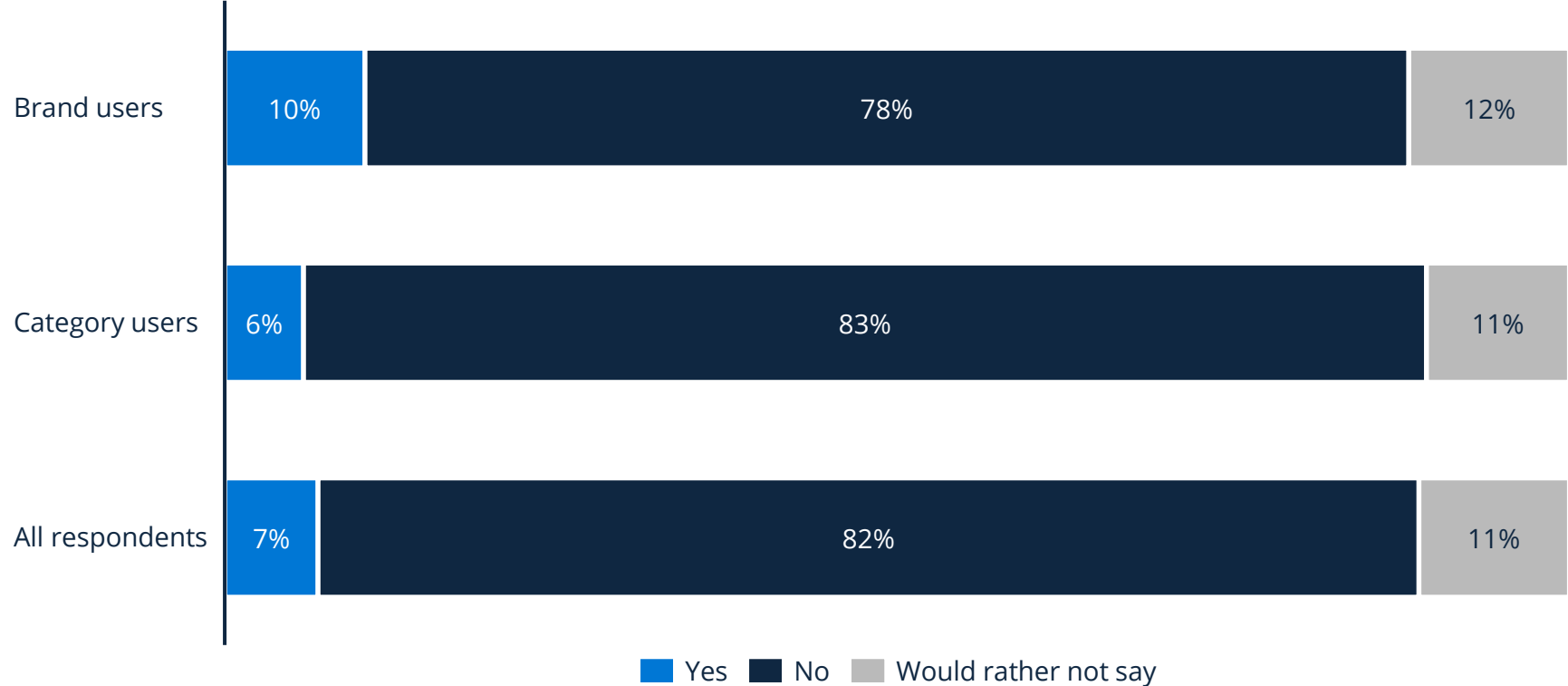


13 Notes: "In what type of community do you live?"; Single Pick; "Which of these service providers is the provider of your internet access at home?"; Single Pick; Base: n=67 RED by SFR customers, n=1,447 home internet users, n=12,193 all respondents
Sources: [Consumer Insights Global](#) as of June 2024

10% of RED by SFR customers consider themselves part of the LGBTQ+ community

Demographic profile: LGBTQ+

LGBTQ+ status of consumers in France



14 **Notes:** "Do you consider yourself part of the LGBTQ+ community?"; Single Pick; "Which of these service providers is the provider of your internet access at home?"; Single Pick; Base: n=67 RED by SFR customers, n=1,447 home internet users, n=12,193 all respondents

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

CHAPTER 03

Consumer lifestyle

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



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