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CONSUMERS & BRANDS

Mobile carriers: Orange 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 Orange 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 Orange customers in France ("brand users") against French smartphone 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

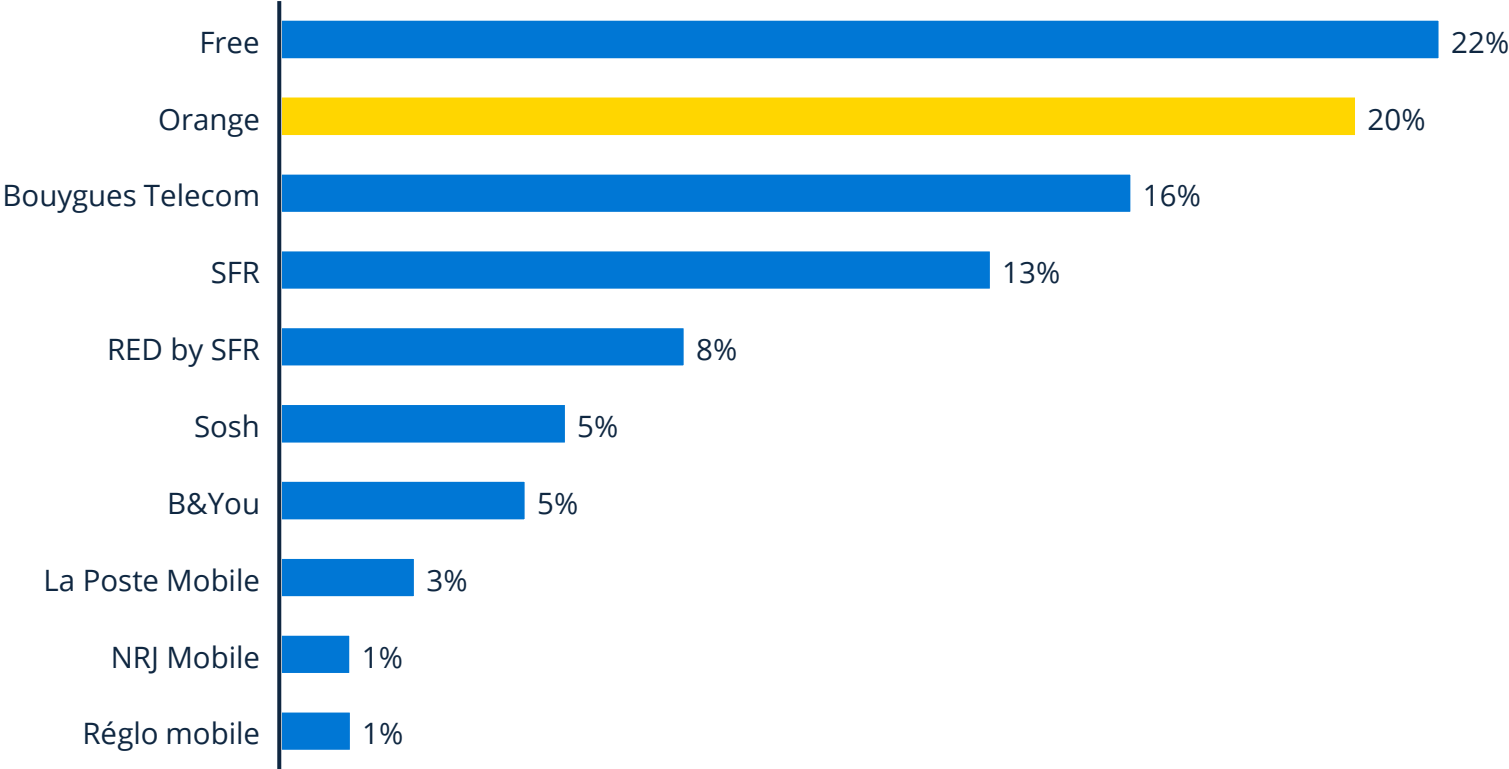
- Brand usage
- Key insights



Orange is the second most used mobile carrier in France after Free and has a user share of 20%

Management summary: brand usage and competition

Top 10 most used mobile carriers in France



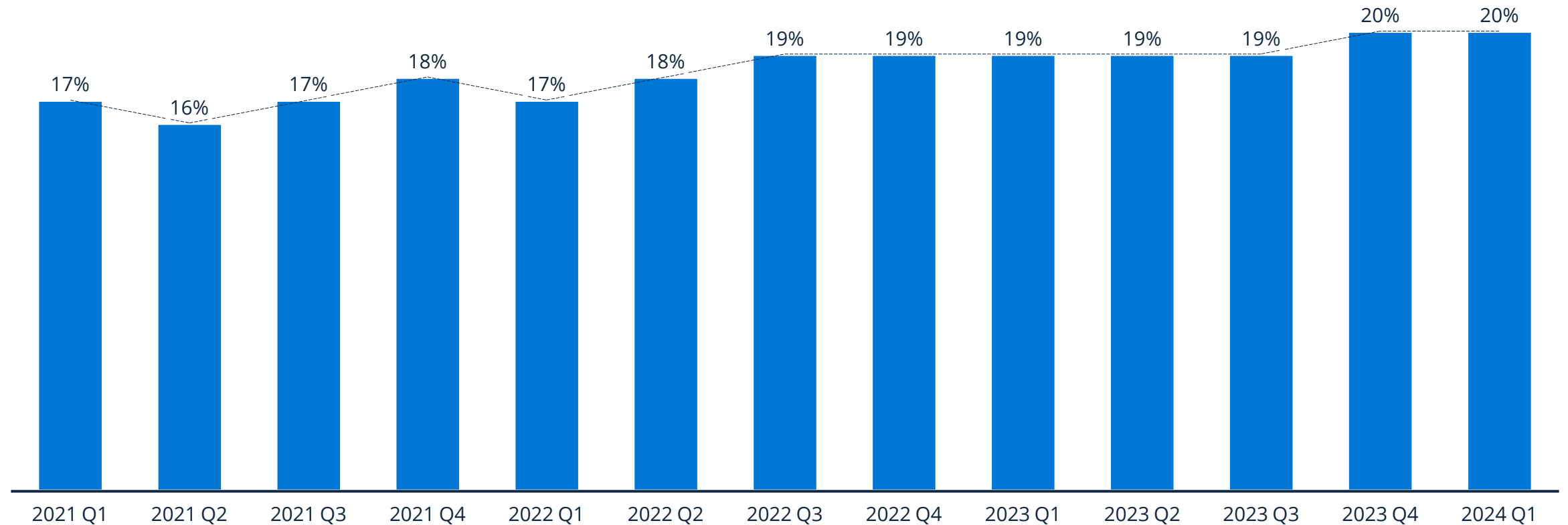
4 Notes: "Which of these mobile carriers is the provider of your primarily used smartphone/mobile phone?"; Single Pick; Base: n=1,957 smartphone users

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

The share of smartphone users using Orange grew by 3 percentage points since 2021

Management summary: brand usage timeline

Timeline of smartphone users using Orange



5 **Notes:** "Which of these mobile carriers is the provider of your primarily used smartphone/mobile phone?"; Single Pick; Base: n=318 - 397 Orange customers, n=1929 - 1982 smartphone users

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

Orange customers in France

Management summary: key insights

Demographic profile

37% of Orange customers are part of Generation X.

There is a fairly even split of male and female Orange customers.

Orange has a larger share of customers with a high income than other mobile carriers.

29% of Orange customers live in rural communities.

Consumer lifestyle

An honest and respectable life is more important to Orange customers than to other smartphone users.

50% of Orange customers are interested in movies, TV shows and music.

Gardening and plants are relatively popular hobbies among Orange customers.

Consumer attitudes

21% of Orange customers state that having access to the latest cellular network technology (5G) is important to them.

43% of Orange customers are in the early majority of innovation adopter types.

60% of Orange customers think that rising prices, inflation & cost of living are issues that need to be addressed.

Marketing touchpoints

Tumblr is more popular among Orange customers than the average smartphone user.

Orange customers remember seeing ads on social media more often than the average consumer.

CHAPTER 02

Demographic profile

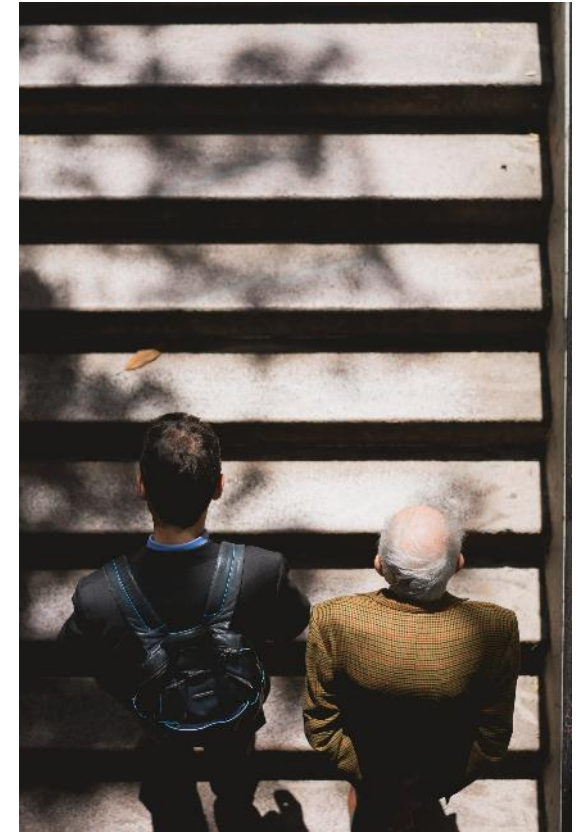
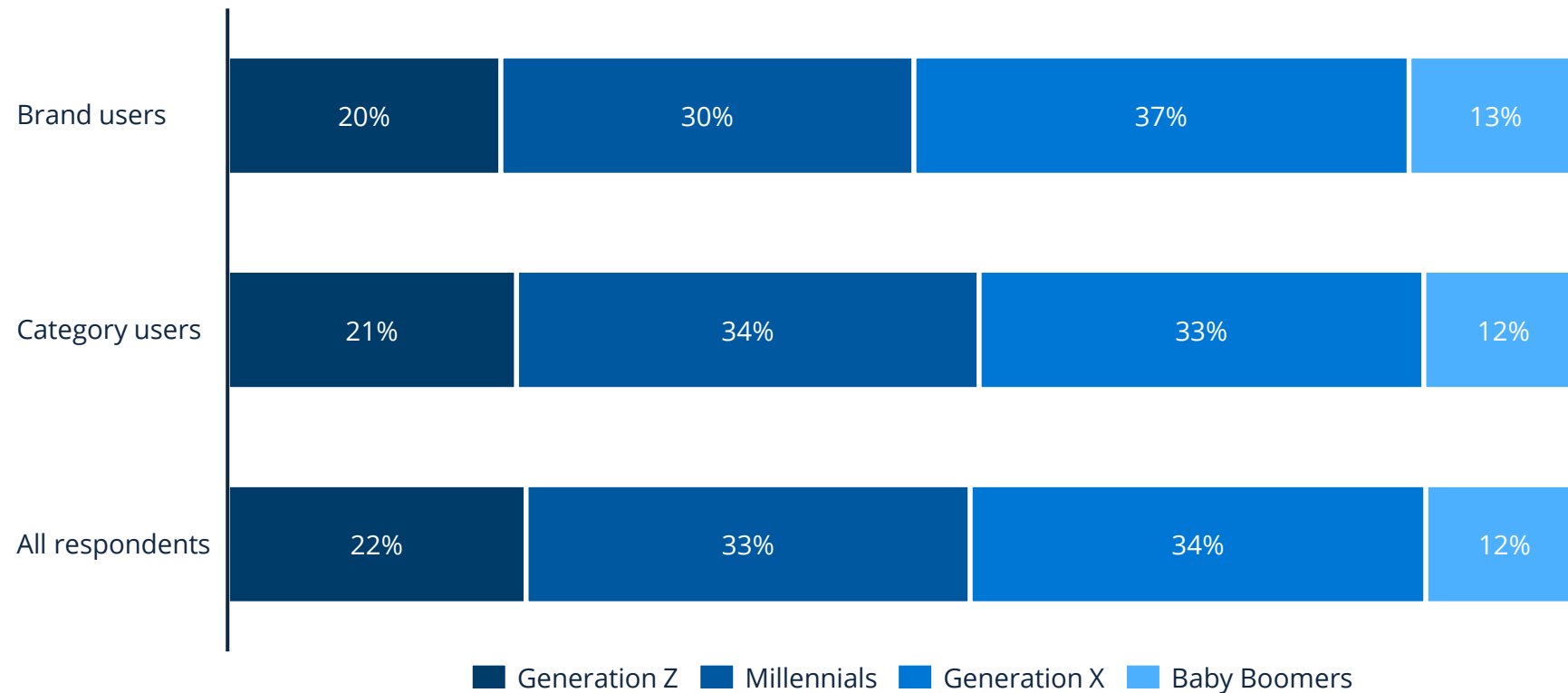
- Generations
- Gender
- Education
- Income
- Household classification
- Type of community
- LGBTQ+



37% of Orange customers are part of Generation X

Demographic profile: generations

Age of consumers in France

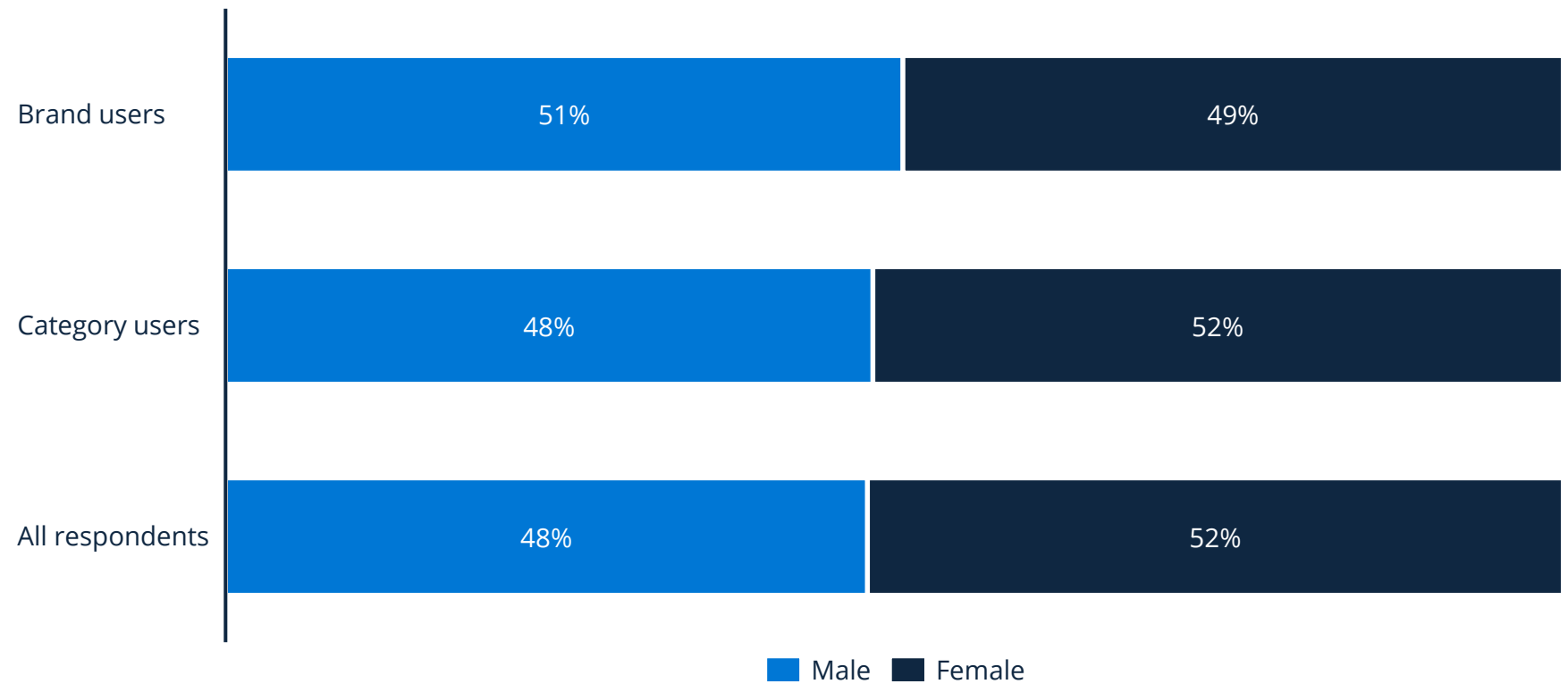


There is a fairly even split of male and female Orange customers

Demographic profile: gender



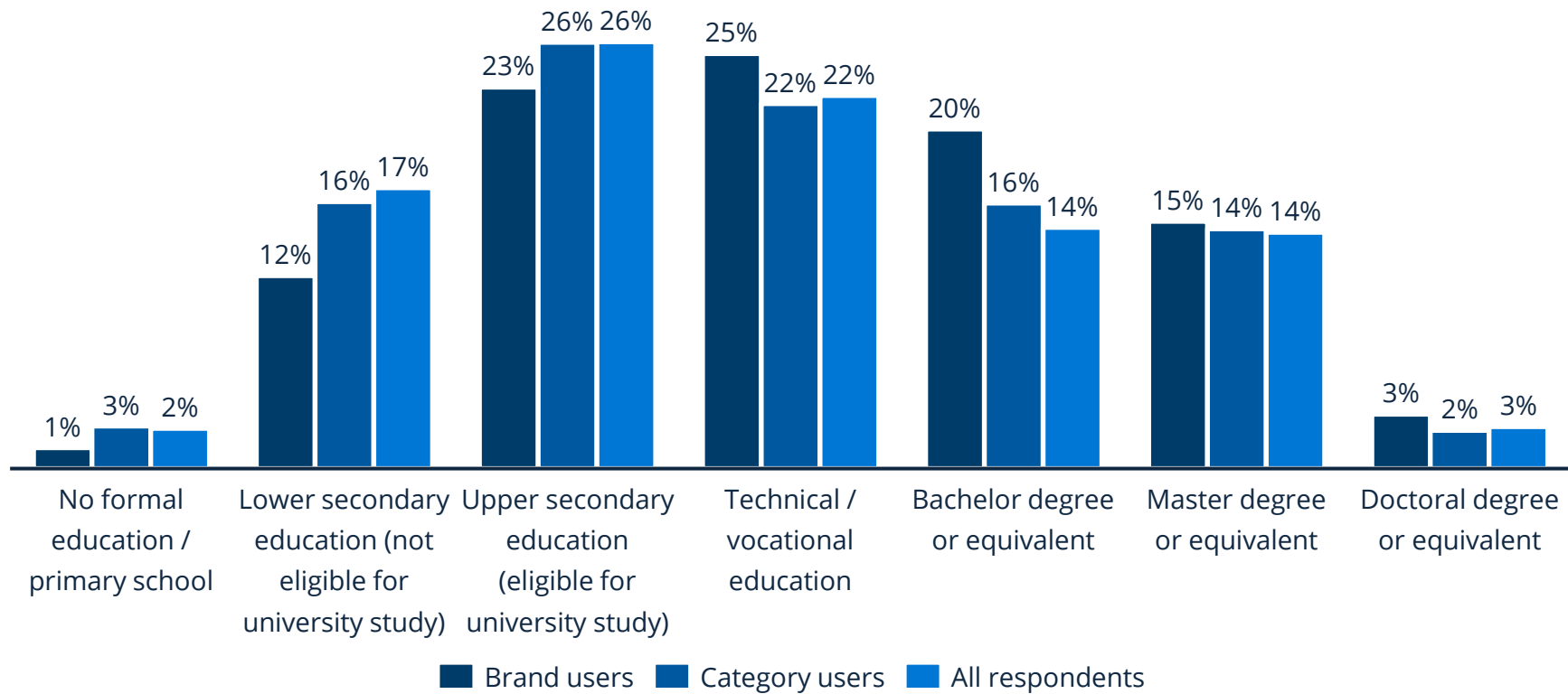
Gender of consumers in France



A relatively high share of Orange customers have a college degree

Demographic profile: education

Consumer's level of education in France

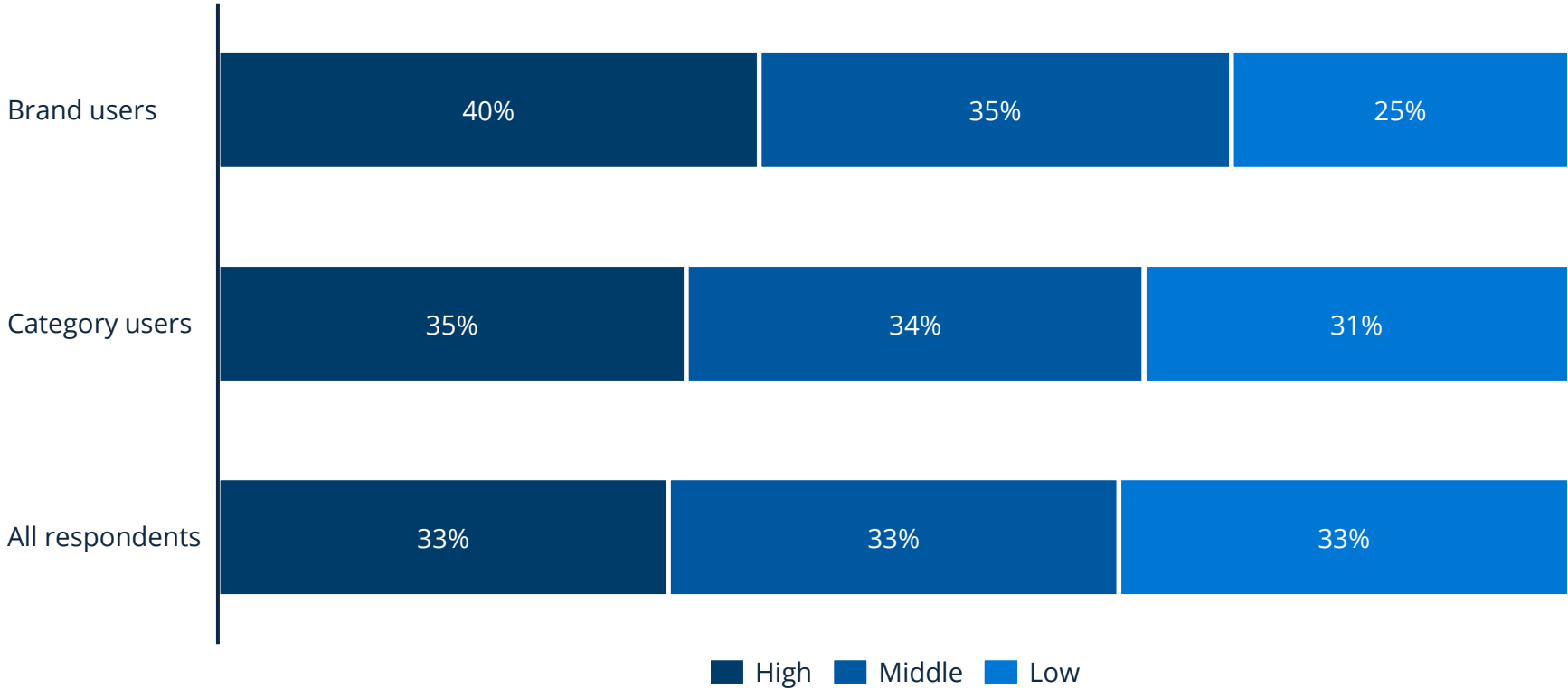


Orange has a larger share of customers with a high income than other mobile carriers

Demographic profile: income



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

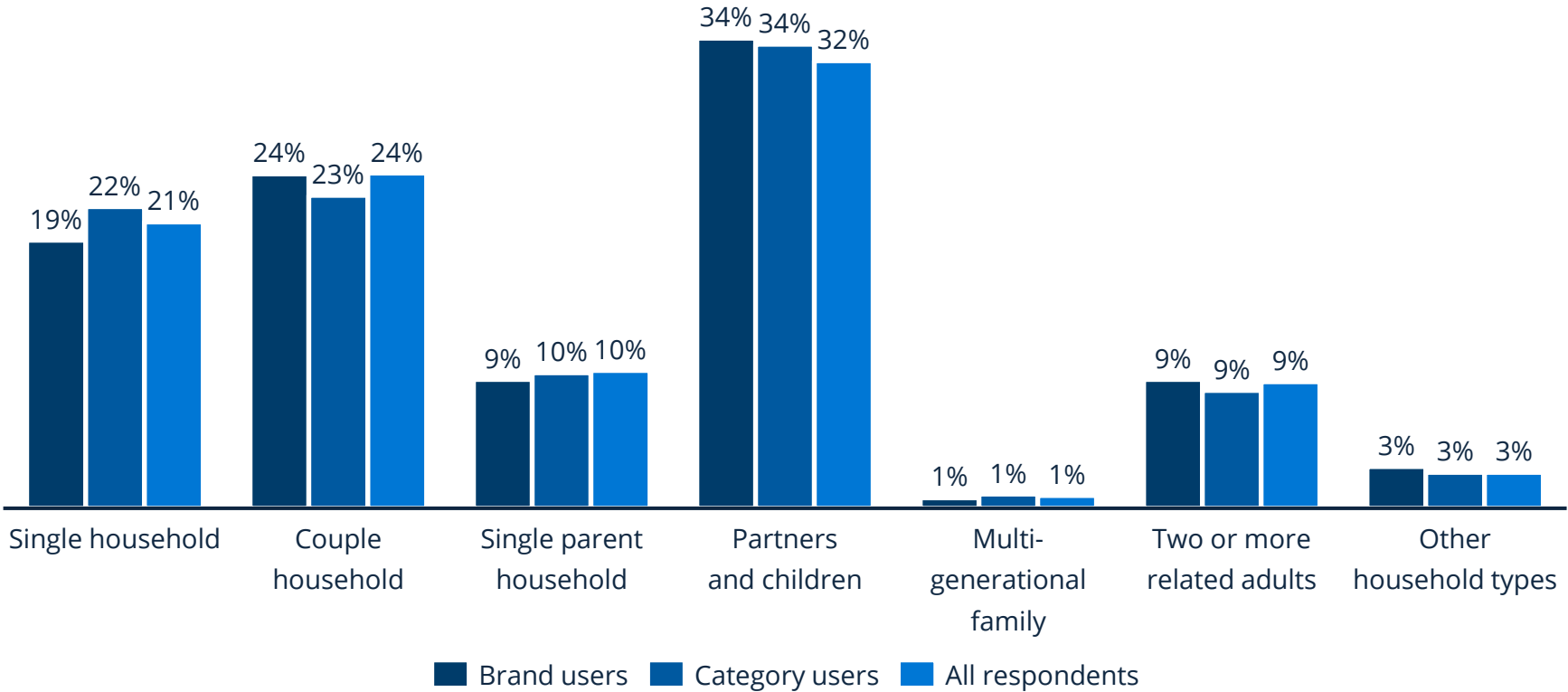


11 **Notes:** Recalculated to only include respondents that provide income information, recode based on "Monthly/annual household income (local currency)"; Single Pick; "Which of these mobile carriers is the provider of your primarily used smartphone/mobile phone?"; Single Pick; Base: n=397 Orange customers, n=1,957 smartphone users, n=12,193 all respondents
Sources: [Consumer Insights Global](#) as of June 2024

34% of Orange customers live in a nuclear family

Demographic profile: household classification

Type of households in which consumers in France live



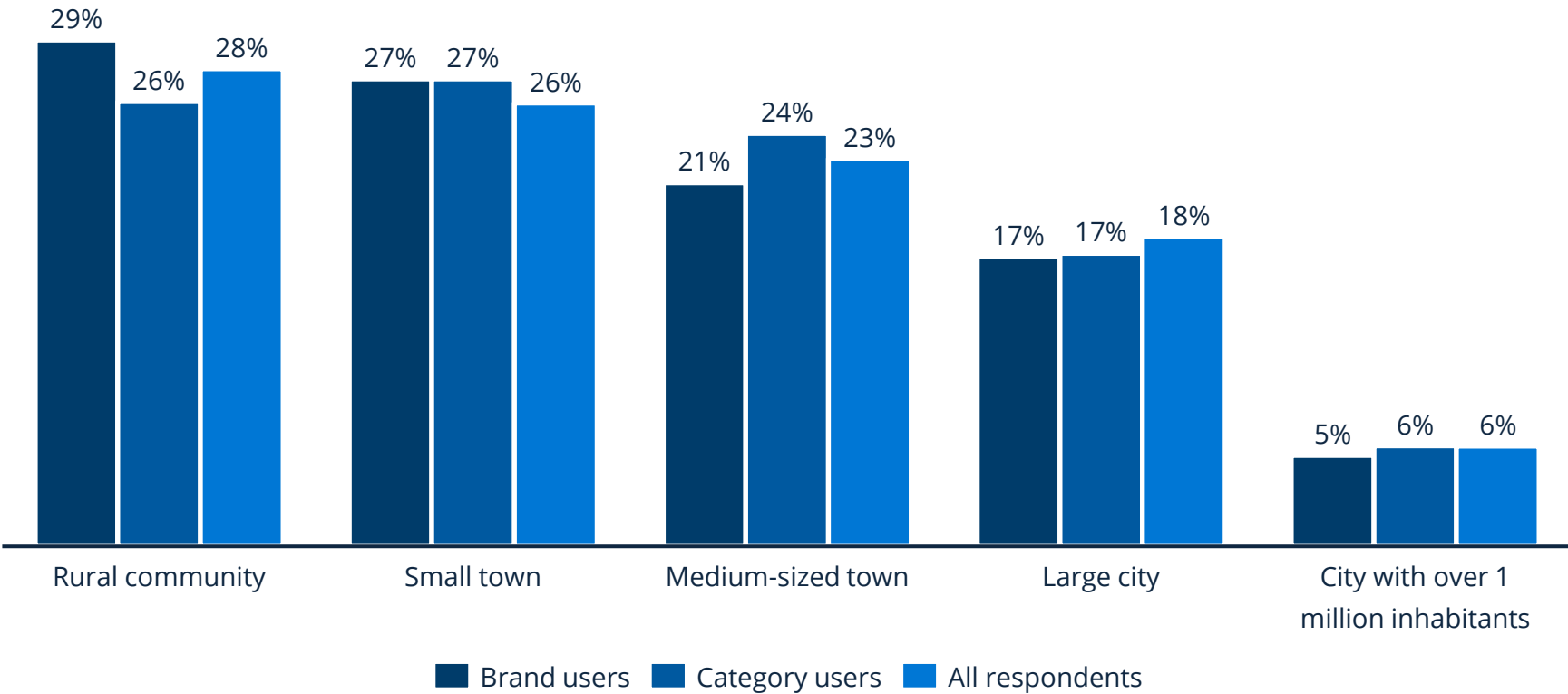
12 Notes: Typology based on "household size", "household constellation" and "children under the age of 14 in household"; Single Pick; "Which of these mobile carriers is the provider of your primarily used smartphone/mobile phone?"; Single Pick; Base: n=397 Orange customers, n=1,957 smartphone users, n=12,193 all respondents
Sources: [Consumer Insights Global](#) as of June 2024

29% of Orange customers live in rural communities

Demographic profile: type of community



Communities where consumers live in France

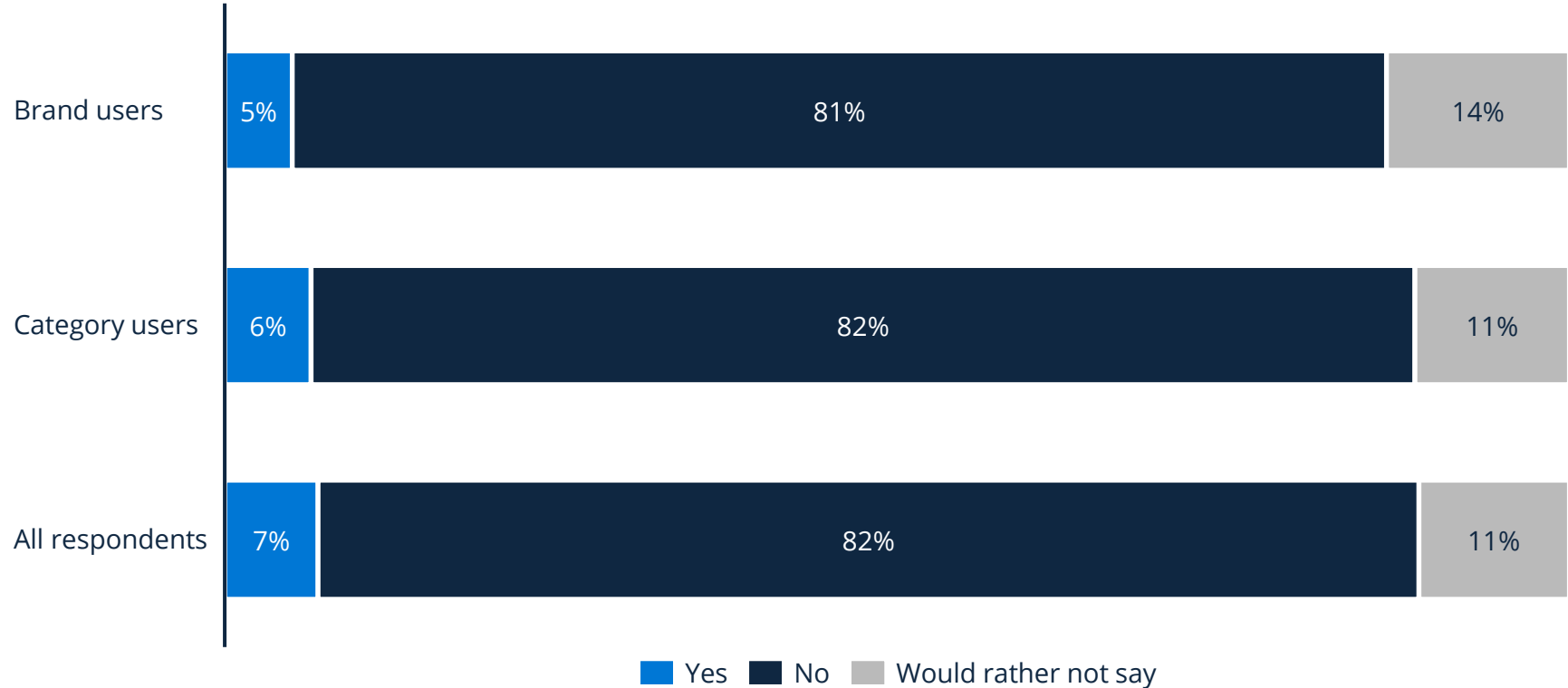


13 Notes: "In what type of community do you live?"; Single Pick; "Which of these mobile carriers is the provider of your primarily used smartphone/mobile phone?"; Single Pick; Base: n=397 Orange customers, n=1,957 smartphone users, n=12,193 all respondents
Sources: [Consumer Insights Global](#) as of June 2024

5% of Orange customers 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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