

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……

CONSUMERS & BRANDS

# Desktop PCs: Acer 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 Acer 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 Acer 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

## CHAPTER 01

# Management summary

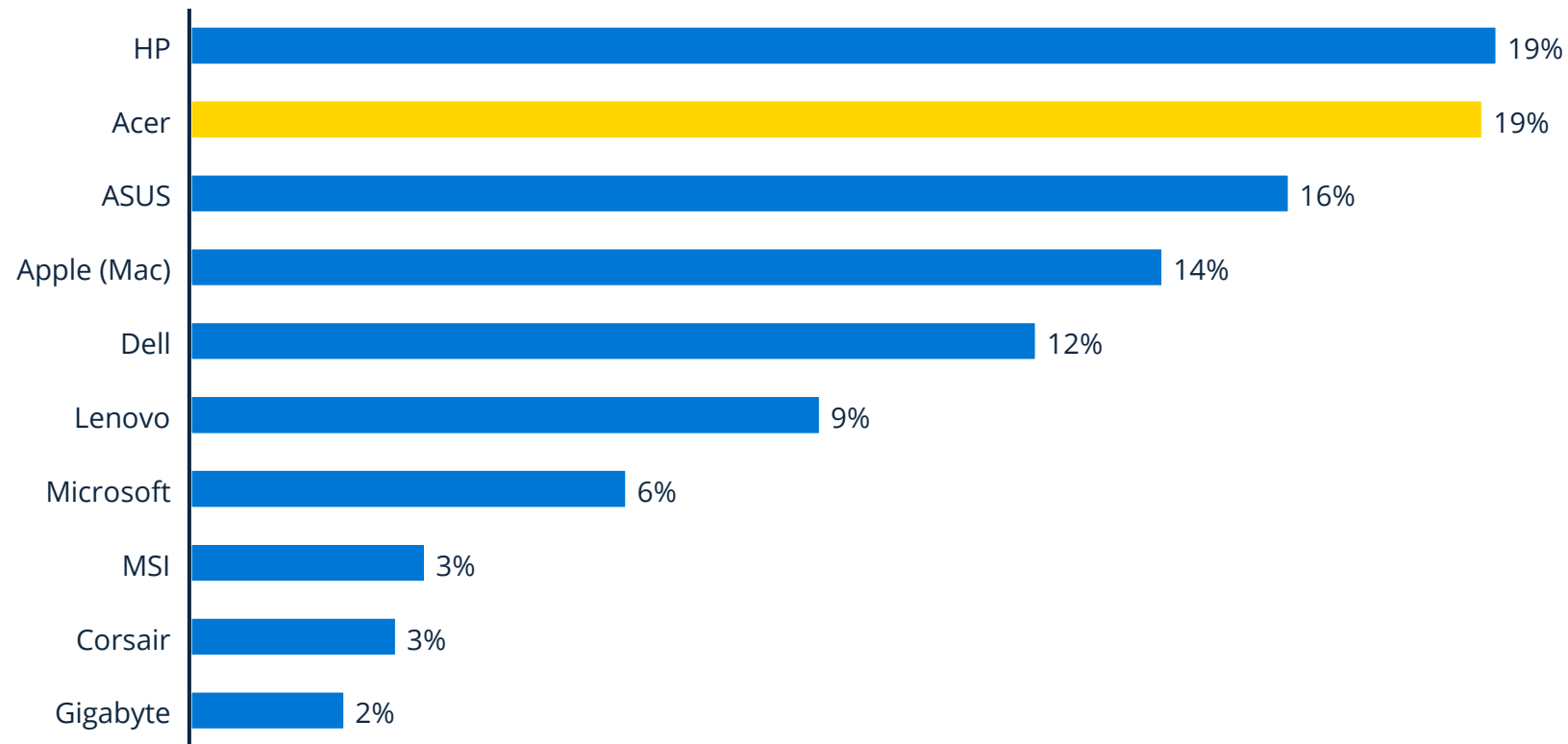
- Brand usage
- Key insights



# Acer is the second most owned desktop PC brand in France after HP and has a user share of 19%

Management summary: brand usage and competition

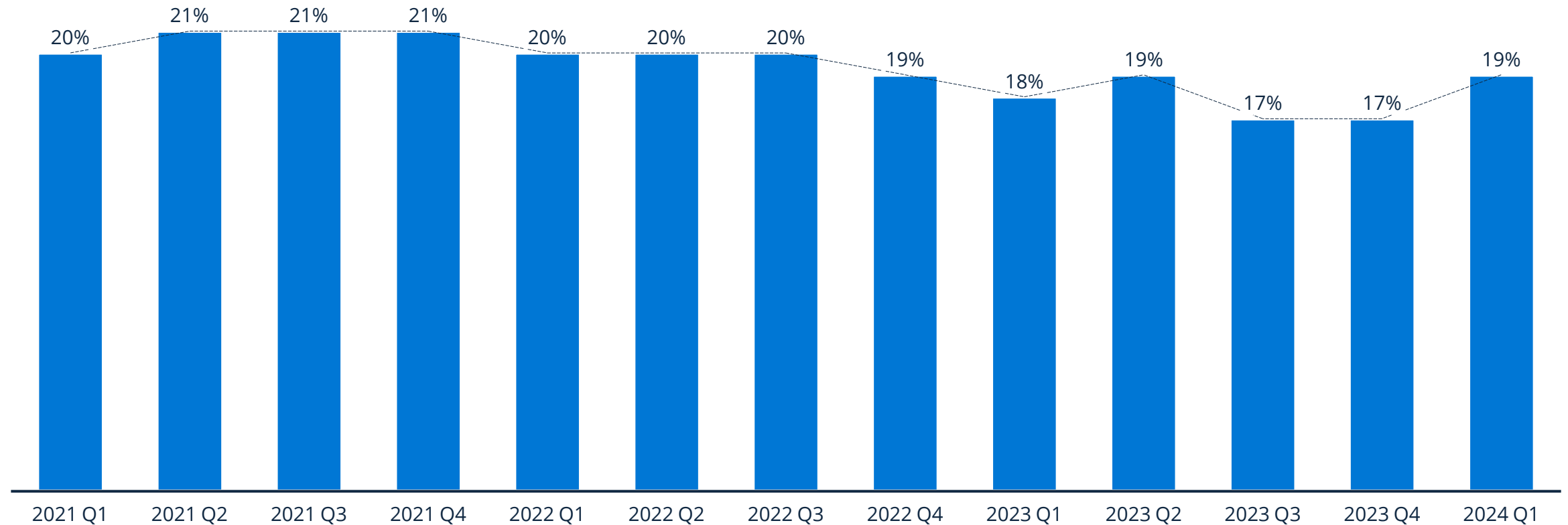
## Top 10 most owned desktop PC brands in France



# The share of desktop PC owners owning Acer declined by 1 percentage points since Q1 of 2021

Management summary: brand usage timeline

## Timeline of desktop PC owners owning Acer



5 Notes: "What brands are the desktop PCs in your household?"; Multi Pick; Base: n=163 - 218 Acer owners, n=930 - 1041 desktop PC owners

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

# Acer owners in France

Management summary: key insights

## Demographic profile

The age distribution of Acer owners and desktop PC owners overall is fairly similar.

There is a fairly even split of male and female Acer owners.

Acer has a smaller share of owners with a high income than other desktop PC brands.

Desktop PC owners in general and Acer owners specifically, live in similar type of communities.

## Consumer lifestyle

Being successful is more important to Acer owners than to other desktop PC owners.

Acer owners are more likely to be interested in family and parenting than the average consumer.

46% of Acer owners have traveling as a hobby.

## Consumer attitudes

23% of Acer owners state that electronics are a status symbol for them.

43% of Acer owners are in the early majority of innovation adopter types.

55% of Acer owners think that rising prices, inflation & cost of living are issues that need to be addressed.

## Marketing touchpoints

Snapchat is more popular among Acer owners than the average desktop PC owner.

Acer owners remember seeing ads on search engines more often than the average consumer.

## CHAPTER 02

# Demographic profile

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

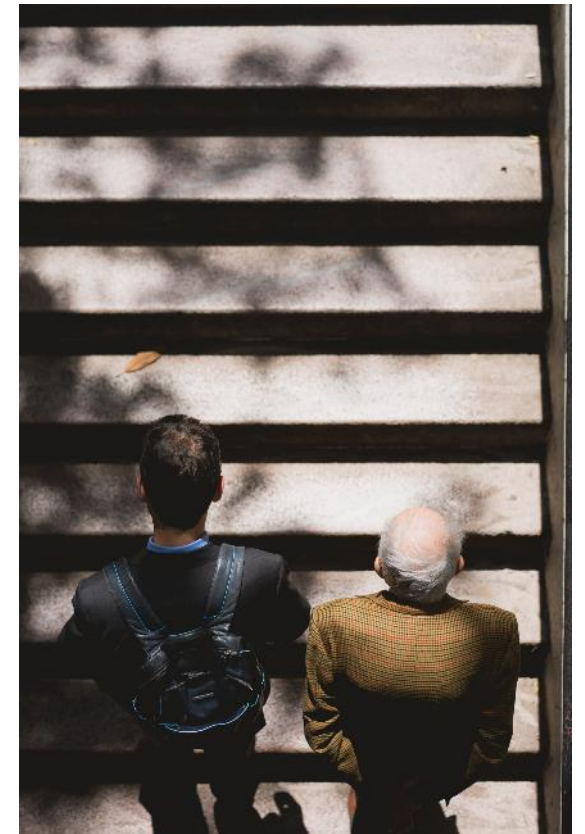
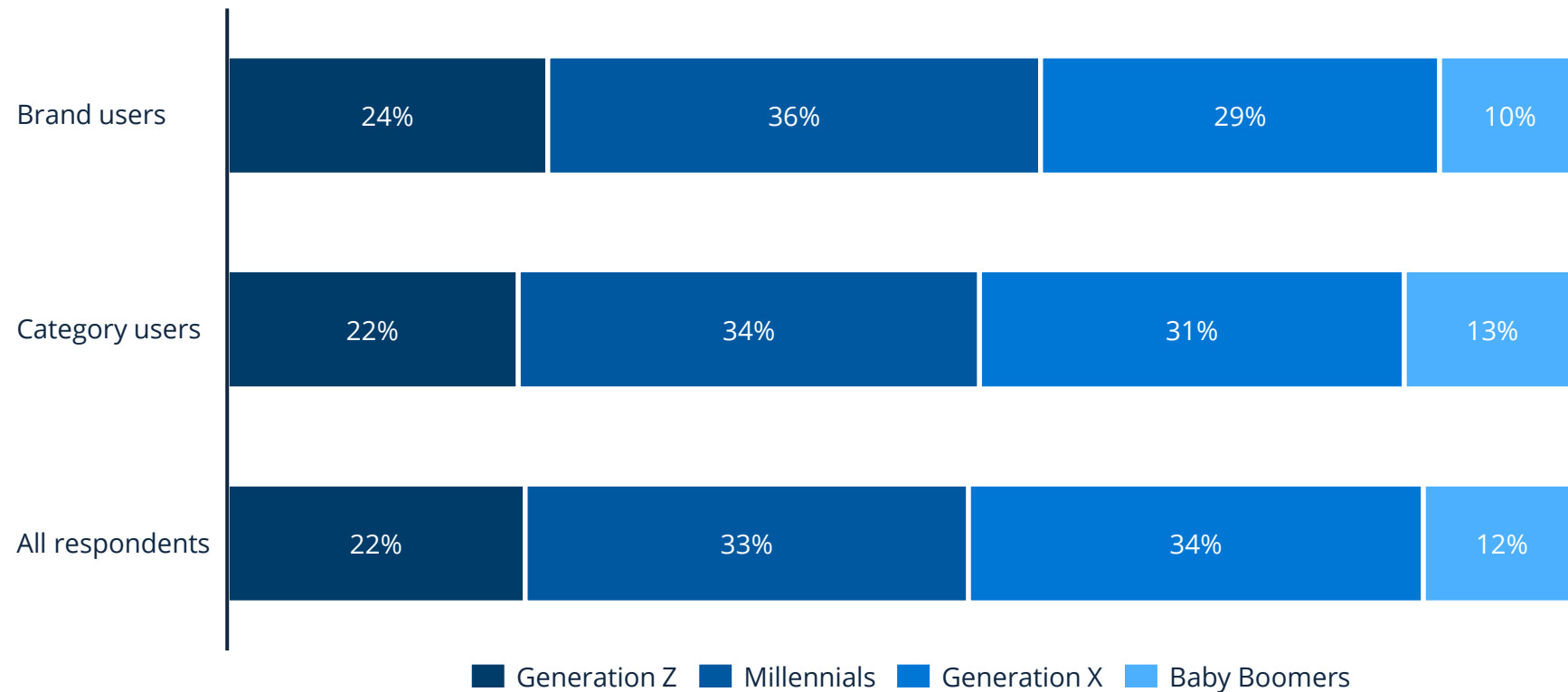




# The age distribution of Acer owners and desktop PC owners overall is fairly similar

Demographic profile: generations

## Age of consumers in France

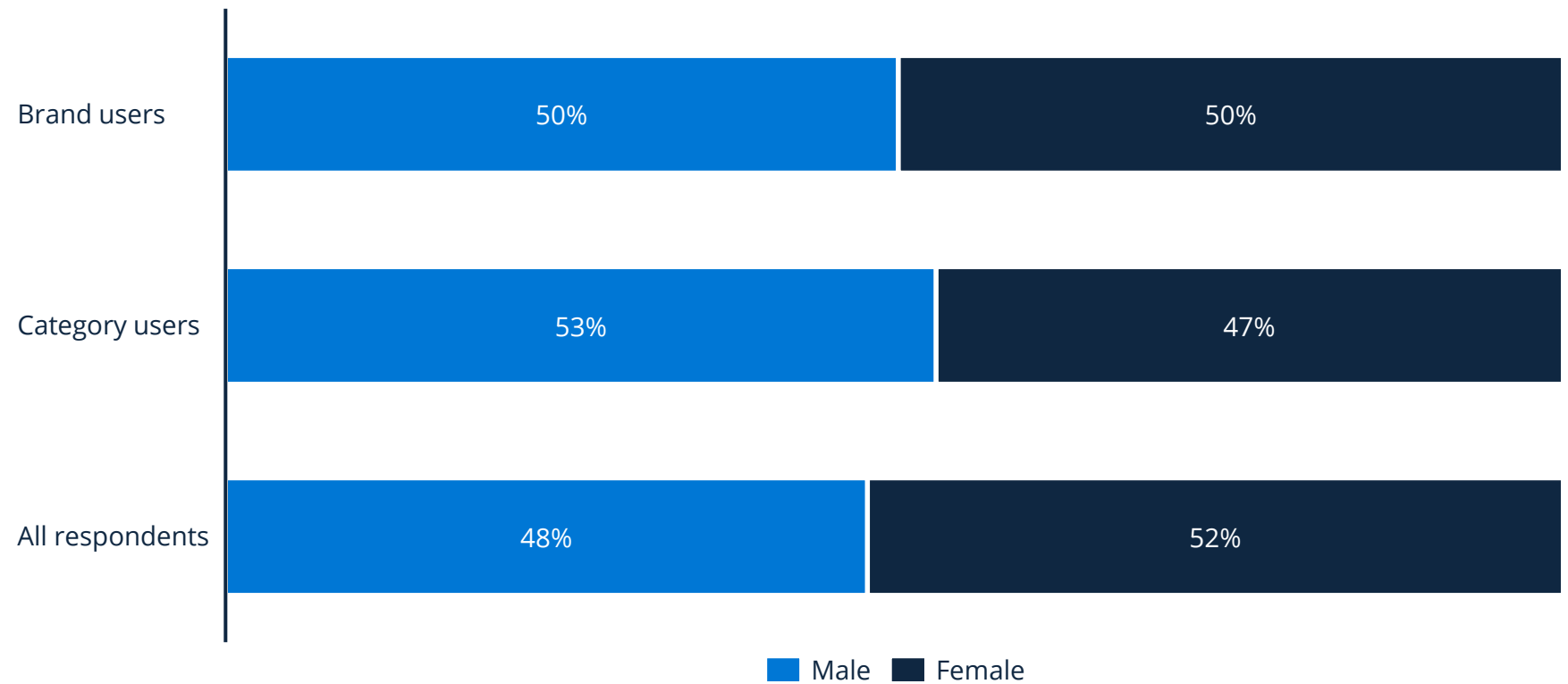


# There is a fairly even split of male and female Acer owners

Demographic profile: gender



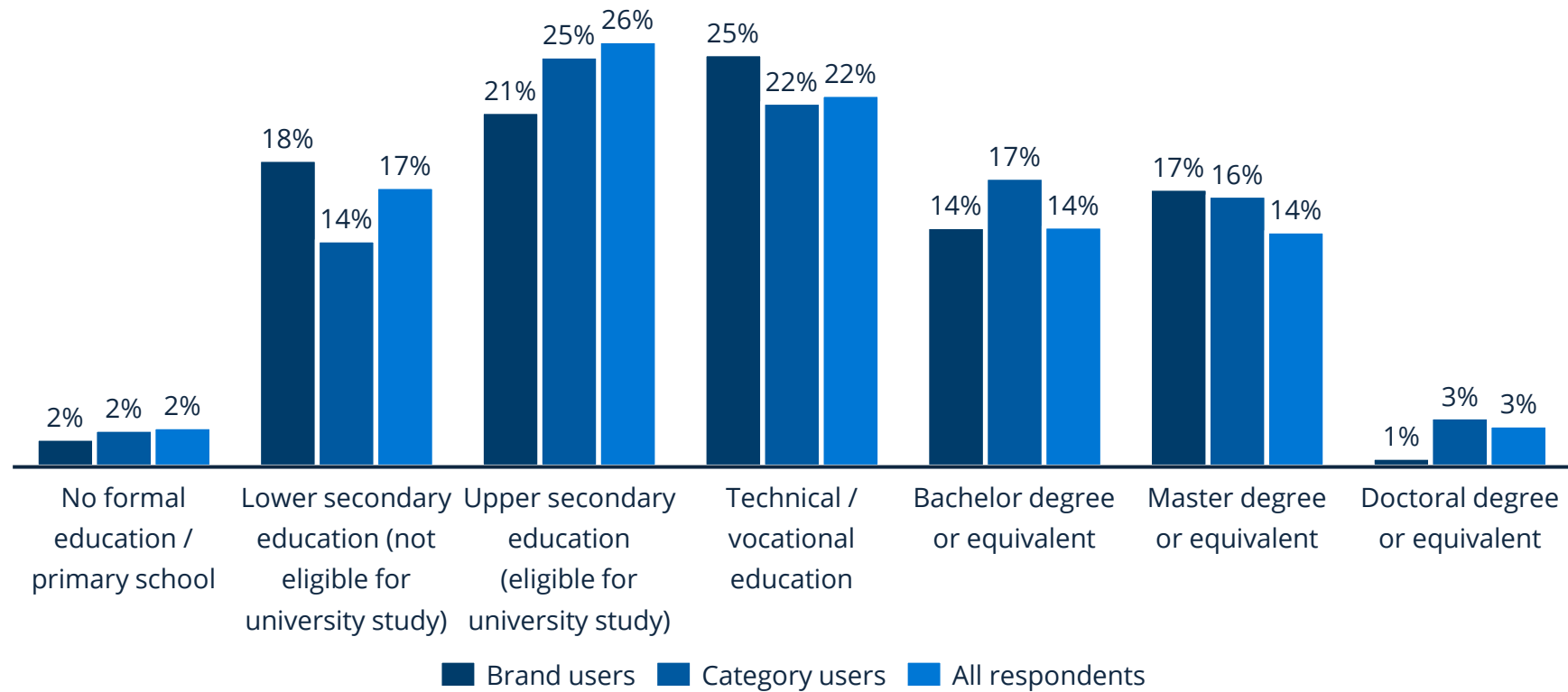
Gender of consumers in France



# 18% of Acer owners have a lower secondary education

Demographic profile: education

## Consumer's level of education in France

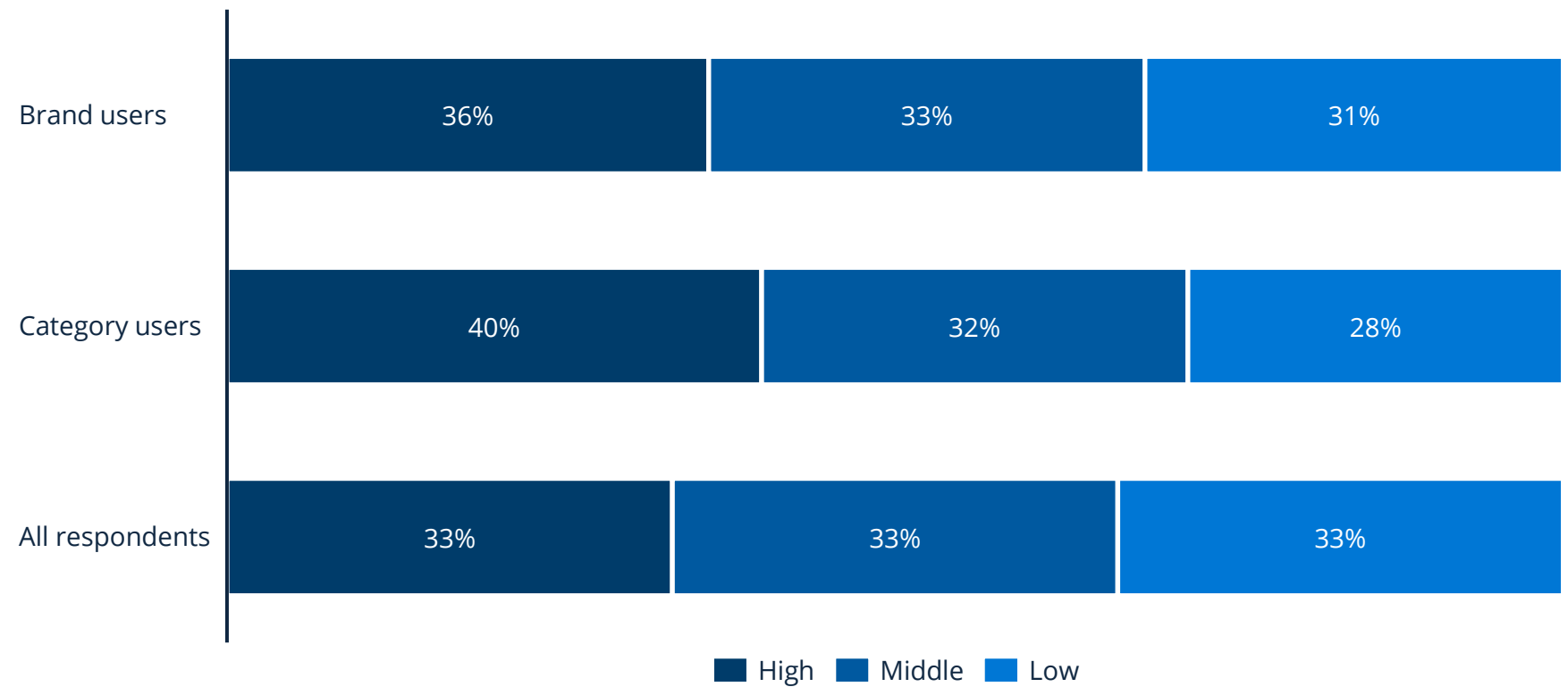


# Acer has a smaller share of owners with a high income than other desktop PC brands

Demographic profile: income



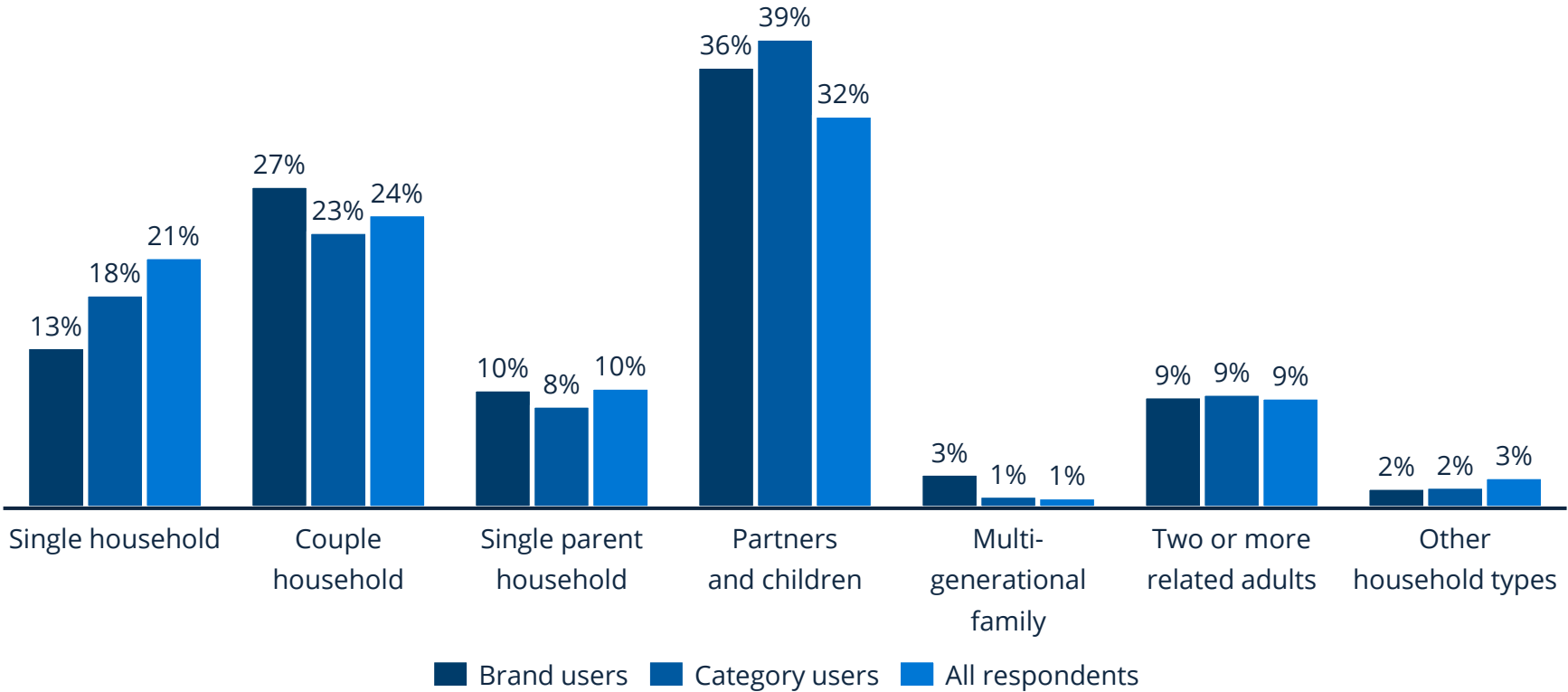
Share of consumers in France in the high, middle, and low thirds of monthly household gross income



# Compared to other desktop PC owners, Acer owners are relatively likely to live in a couple household

Demographic profile: household classification

Type of households in which consumers in France live



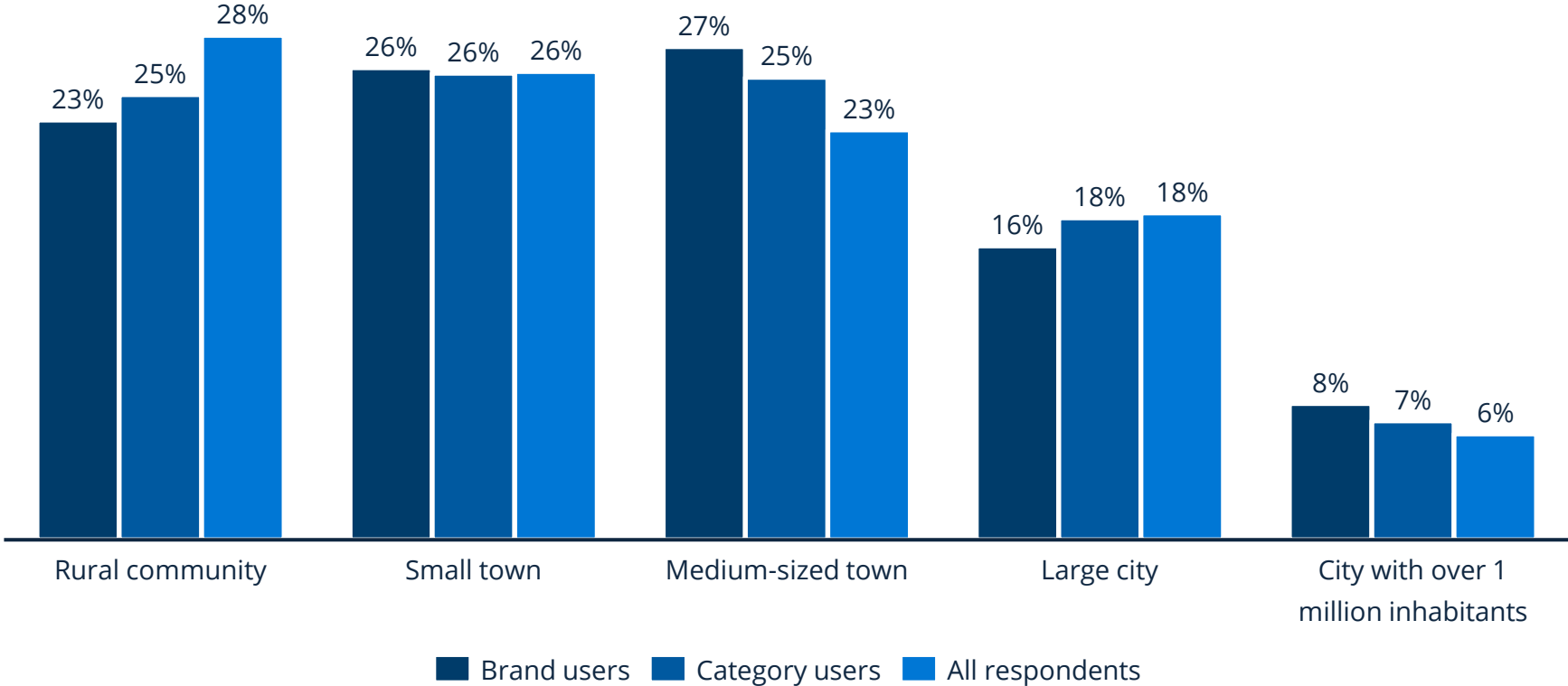
12 Notes: Typology based on "household size", "household constellation" and "children under the age of 14 in household"; Single Pick; "What brands are the desktop PCs in your household?"; Multi Pick; Base: n=173 Acer owners, n=930 desktop PC owners, n=12,193 all respondents  
Sources: [Consumer Insights Global](#) as of June 2024

# Desktop PC owners in general and Acer owners specifically, live in similar type of communities

Demographic profile: type of community



Communities where consumers live in France



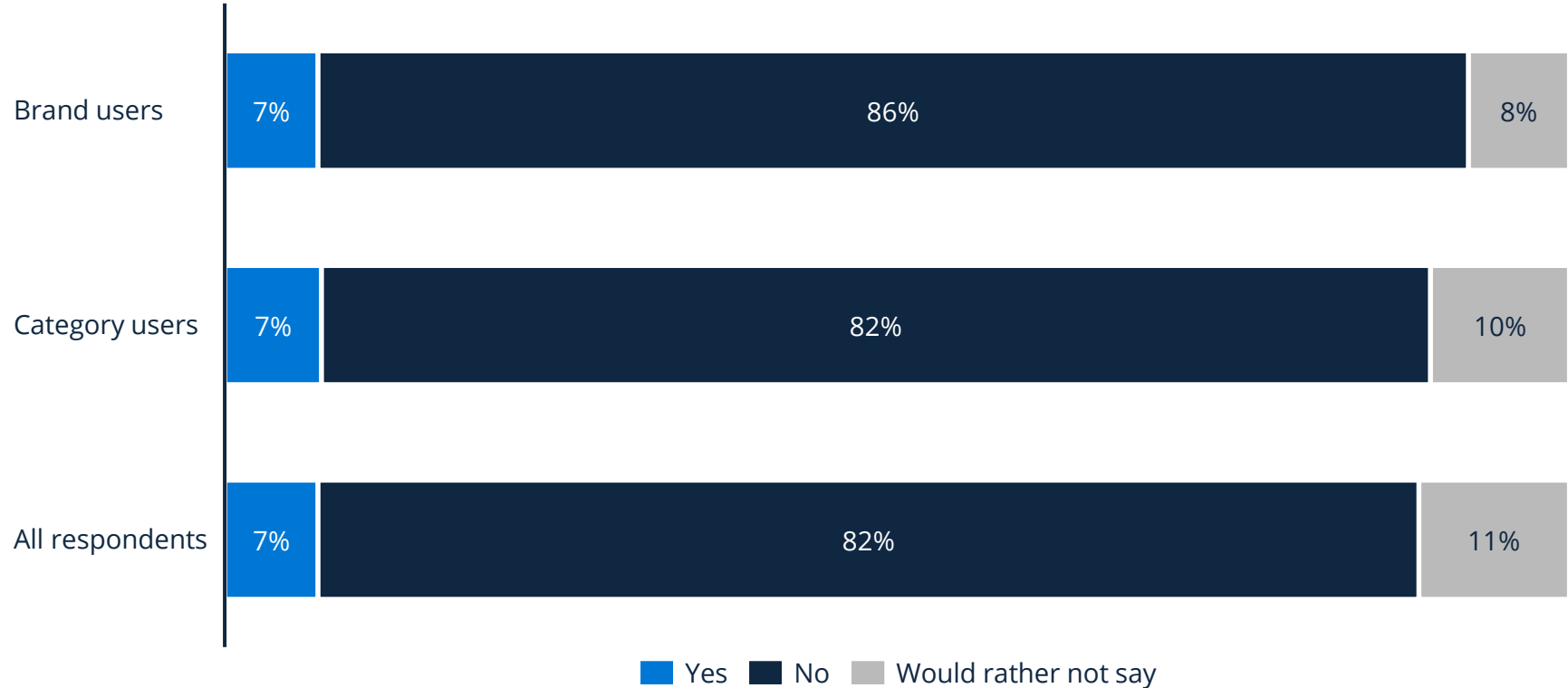
13 Notes: "In what type of community do you live?"; Single Pick; "What brands are the desktop PCs in your household?"; Multi Pick; Base: n=173 Acer owners, n=930 desktop PC owners, n=12,193 all respondents

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

# 7% of Acer owners 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; "What brands are the desktop PCs in your household?"; Multi Pick; Base: n=173 Acer owners, n=930 desktop PC owners, 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





以上内容仅为本文档的试下载部分，为可阅读页数的一半内容。如要下载或阅读全文，请访问：<https://d.book118.com/748127015050007001>