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FRANCE 🇫🇷

Beyond the feed:
Social media report 2024

Exploring social media trends, user profiles and brand preference.

Living consumer intelligence | yougov.com/business

Understanding the social sphere in 2024

Which social networks are leading the way in 2024?

This report leverages 52-weeks of survey data from YouGov Profiles to reveal social media time spent, reasons for using social media, and television versus social media as a news source. We explore how user demographics shift between each social media platform – as well as sharing noteworthy attitudes to advertising, safety and integrity.

In addition, this report leverages YouGov BrandIndex to discover the top 10 brands among users of each social network, based on difference to purchase consideration in comparison to the general population.

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Methodology

The insights in this report combine syndicated data from <u>YouGov Profiles</u> and <u>YouGov BrandIndex</u>.

YouGov Profiles is an ever-growing source of living consumer data, with 2 million+ data variables from YouGov's 27+ million global panel members.

YouGov Profiles is a 52-week dataset, with data collected continuously and updated weekly. Unless otherwise specified, insights in this analysis reflect a 52-week moving average, and as such should be interpreted directionally.

Throughout this report, we look at weekly users of the top 5 most-used social networks:

- Weekly Facebook users (n= 17,138)

- Weekly Instagram users (n=11,086)

- Weekly YouTube users (n=9,943)

- Weekly Snapchat users (n=6,194)

- Weekly TikTok users (n=5,152)

YouGov BrandIndex is our always-on brand tracker, which tracks brands across 16 vital brand health metrics.

In this report, we have highlighted the brands that are winning over each social network users based on consideration scores.

Consideration scores are rounded to the nearest decimal point. Brands must have scores available for at least 183 days to qualify for the ranking between April 1, 2023, to March 31, 2024. When a brand is tracked in multiple sectors, only the first entry is shown.

*The reported sample size (n) is primarily based on basic age and gender variables. However, it may vary when considering other variables within the dataset.

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Contents

Page

Get in touch

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Unparalleled insights into what France thinks

Our extensive, ever-growing source of connected, living data equips you with a rich understanding of your customers' complex lives. Understand what 26 million+ registered panel members in over 55 markets are thinking, and harness real-time data for smarter, evidence-based decisions with our suite of products.
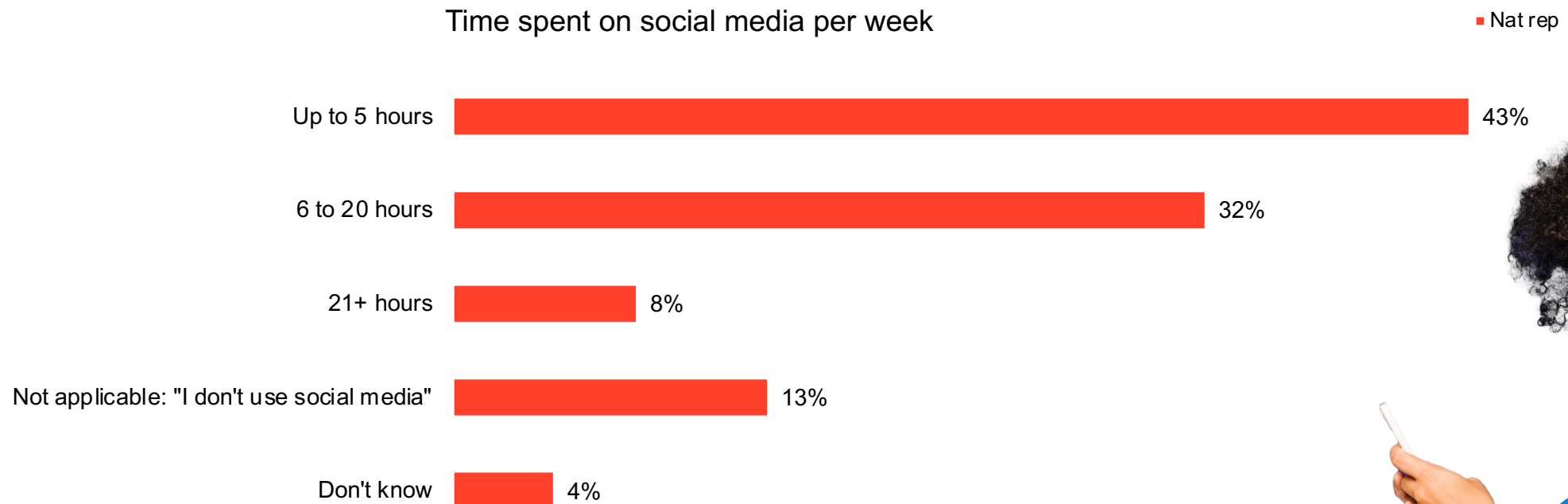
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Social media usage

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Almost 1 in 3 spend 6-20 hours on social media per week

Time spent on social media per week

■ Nat rep

Up to 5 hours	43%
6 to 20 hours	32%
21+ hours	8%
Not applicable: "I don't use social media"	13%
Don't know	4%

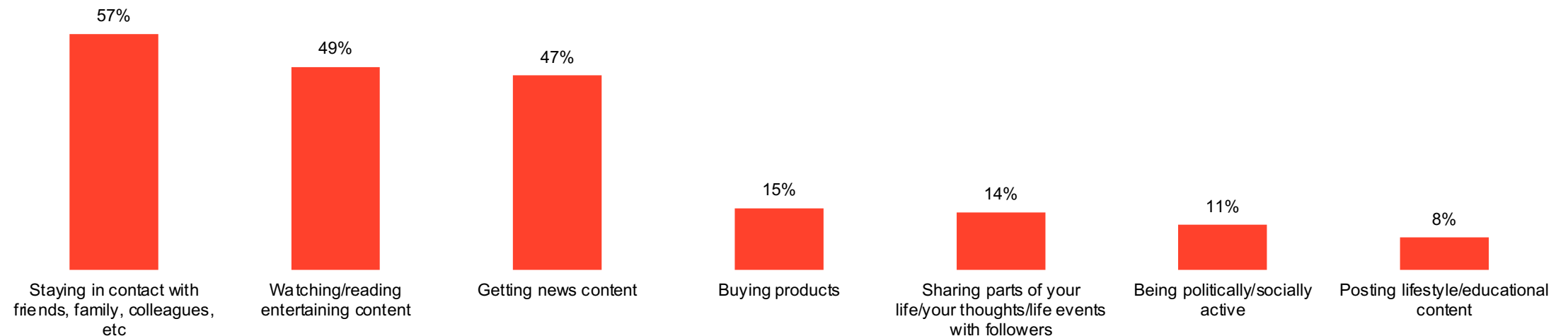YouGov Profiles+ France, April'24 (n>27,200)

15% of people in France use social media for buying products

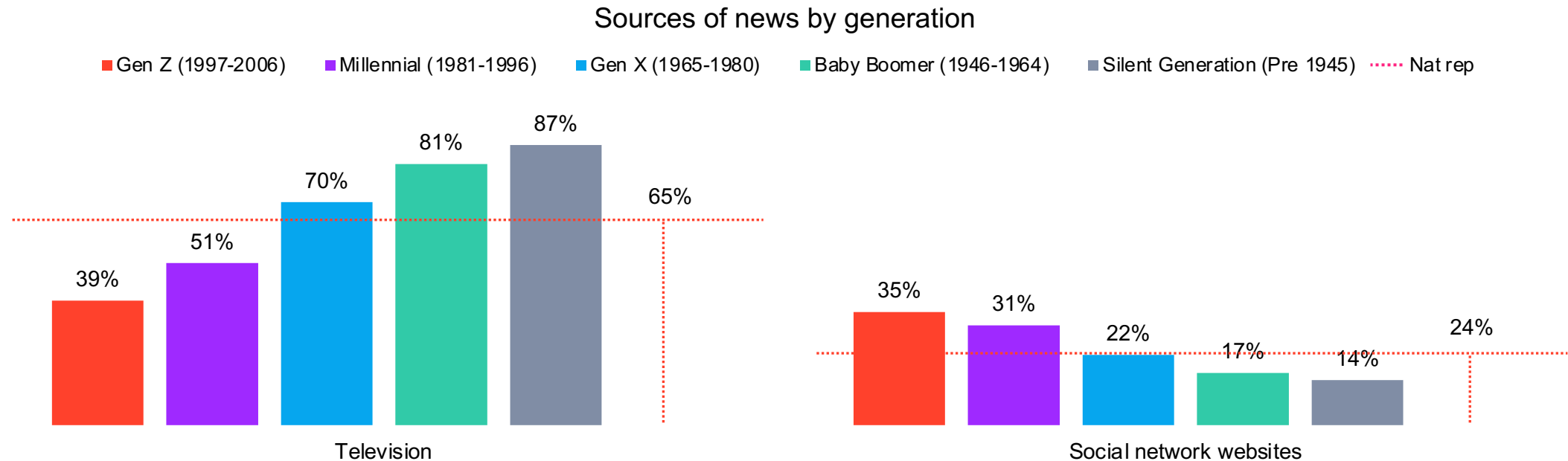**57%** of French people use social media to stay in contact with friends, family and colleagues.

Reasons for using social media

■ Nat rep

57%	49%	47%	15%	14%	11%	8%
Staying in contact with friends, family, colleagues, etc	Watching/reading entertaining content	Getting news content	Buying products	Sharing parts of your life/your thoughts/life events with followers	Being politically/socially active	Posting lifestyle/educational content

YouGov Surveys FR, January 2024 (n>1,008)

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Social networks are almost on par with television as a source for news among Gen Z

On a national level, **65%** of French people use television as a source of news compared to **24%** who use social networks.

Sources of news by generation

■ Gen Z (1997-2006)   ■ Millennial (1981-1996)   ■ Gen X (1965-1980)   ■ Baby Boomer (1946-1964)   ■ Silent Generation (Pre 1945)   ┈┈ Nat rep

Television: 39%, 51%, 70%, 81%, 87% — 65% Nat rep

Social network websites: 35%, 31%, 22%, 17%, 14% — 24% Nat rep

Question: Which, if any, of the following sources do you use to access news?

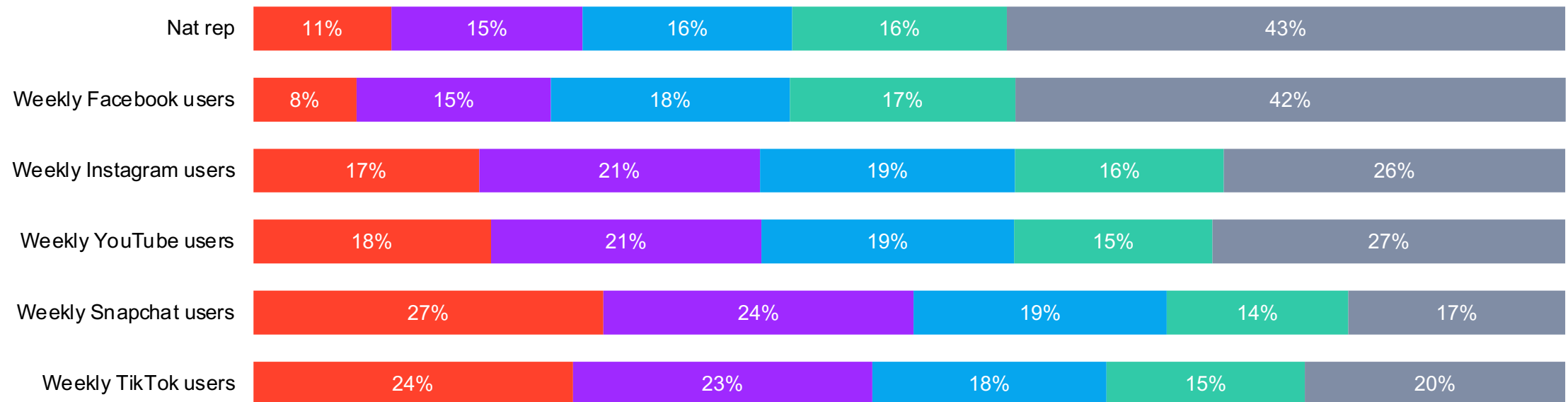# Social profiles: How weekly users of each social network differ

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Weekly Snapchat and TikTok users skew younger, Facebook mirrors the general population

Age breakdown of weekly users per network

■ 18-24 ■ 25-34 ■ 35-44 ■ 45-54 ■ 55+

	18-24	25-34	35-44	45-54	55+
Nat rep	11%	15%	16%	16%	43%
Weekly Facebook users	8%	15%	18%	17%	42%
Weekly Instagram users	17%	21%	19%	16%	26%
Weekly YouTube users	18%	21%	19%	15%	27%
Weekly Snapchat users	27%	24%	19%	14%	17%
Weekly TikTok users	24%	23%	18%	15%	20%

YouGov Profiles+ France, April'24 (n>5,100)
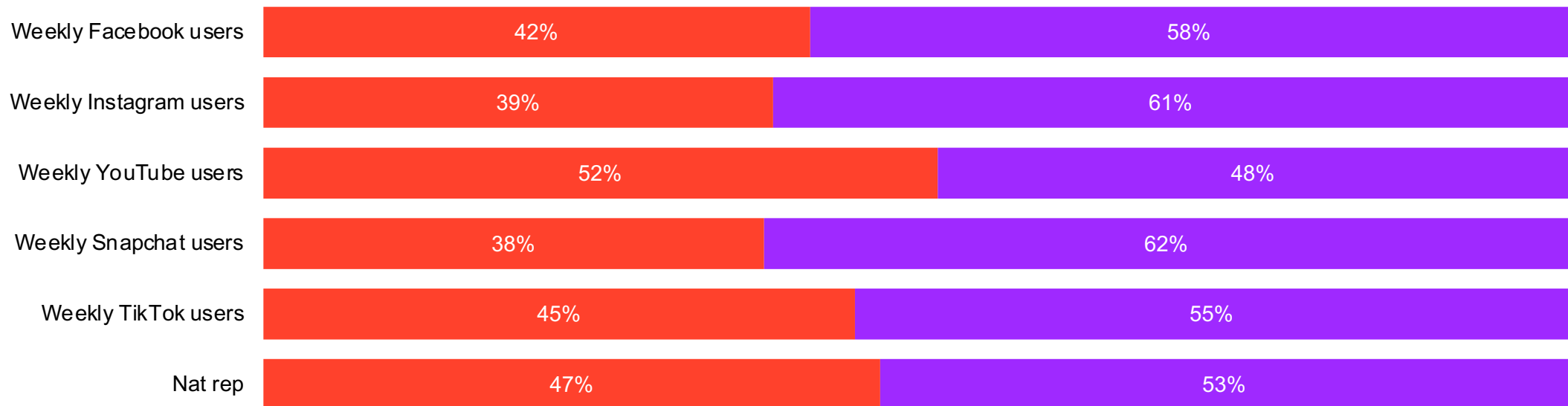
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Weekly YouTube users are more likely to be male compared to other social networks

While weekly Snapchat and Instagram users are more likely to be female.
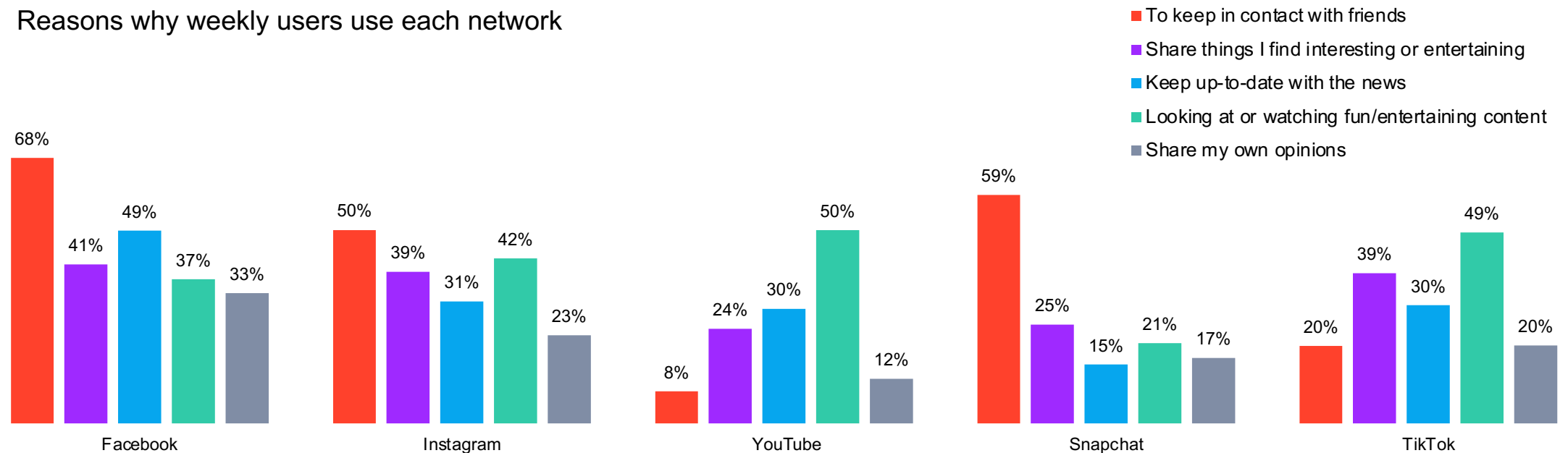
Gender breakdown per network

■ Male ■ Female

Network	Male	Female
Weekly Facebook users	42%	58%
Weekly Instagram users	39%	61%
Weekly YouTube users	52%	48%
Weekly Snapchat users	38%	62%
Weekly TikTok users	45%	55%
Nat rep	47%	53%

YouGov Profiles+ France, April'24 (n>5,100)

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2 in 3 Facebook users use the platform to keep in contact with friends

39% of TikTok users use the platform to share things they find interesting,
50% of YouTube users use the platform to watch fun content.

## Reasons why weekly users use each network

■ To keep in contact with friends
■ Share things I find interesting or entertaining
■ Keep up-to-date with the news
■ Looking at or watching fun/entertaining content
■ Share my own opinions

Facebook: 68%, 41%, 49%, 37%, 33%

Instagram: 50%, 39%, 31%, 42%, 23%

YouTube: 8%, 24%, 30%, 50%, 12%

Snapchat: 59%, 25%, 15%, 21%, 17%

TikTok: 20%, 39%, 30%, 49%, 20%

YouGov Profiles+ France, April'24 (n>4,900)

Question: Which reasons best describe what you use a social network for? Please select all that apply

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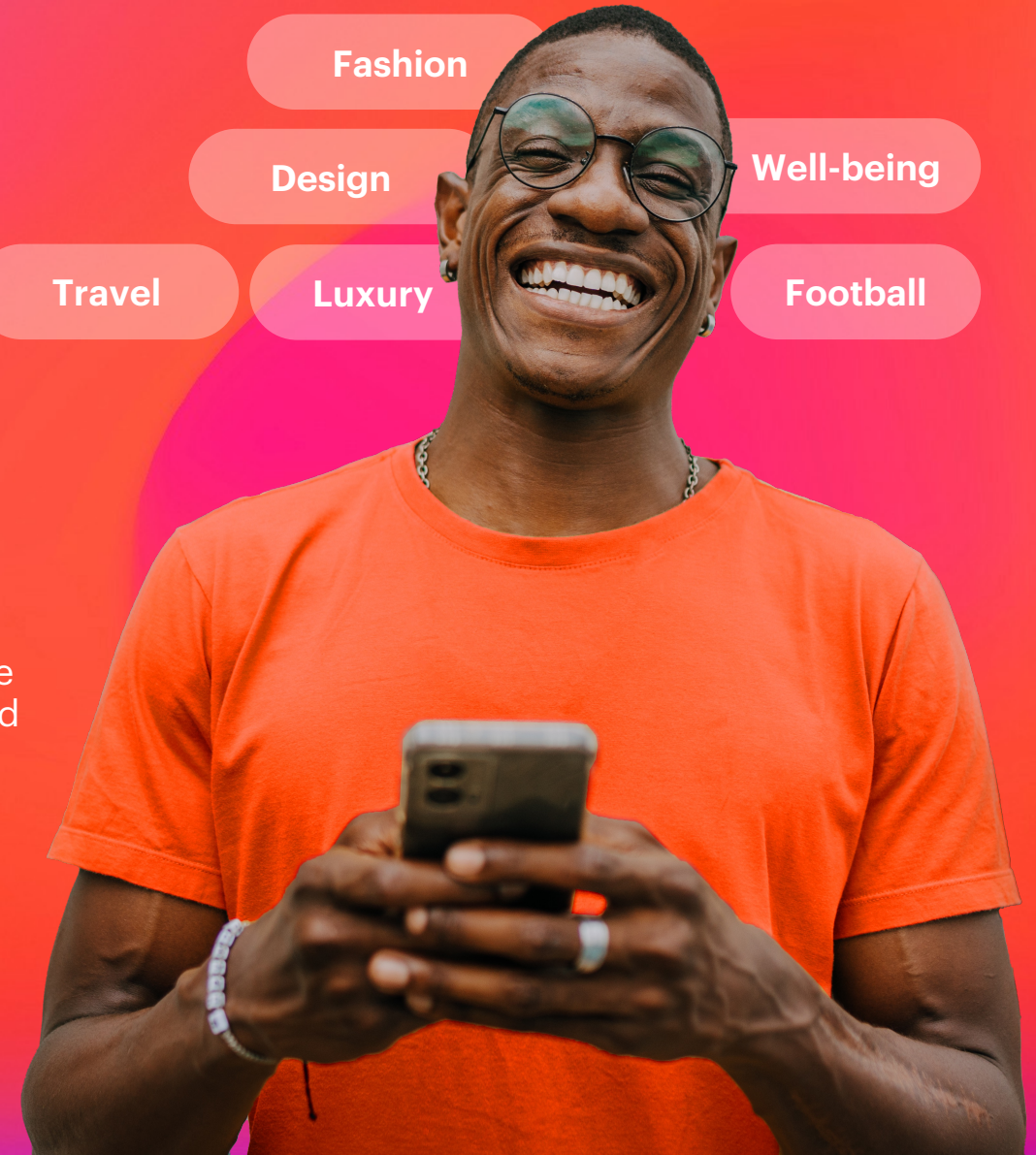
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Exploring attitudes to social media

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1 in 3 Gen Z agree they are more likely to engage with advertisements on social media than on regular websites

+19pp

compared to the national representative.

"I'm more likely to engage with advertisement on social media than on regular websites"

35%		
25%		
16%		
11%		
4%	4%	

Nat rep | Gen Z (1997-2006) | Millennial (1981-1996) | Gen X (1965-1980) | Baby Boomer (1946-1964) | Silent Generation (Pre 1945)
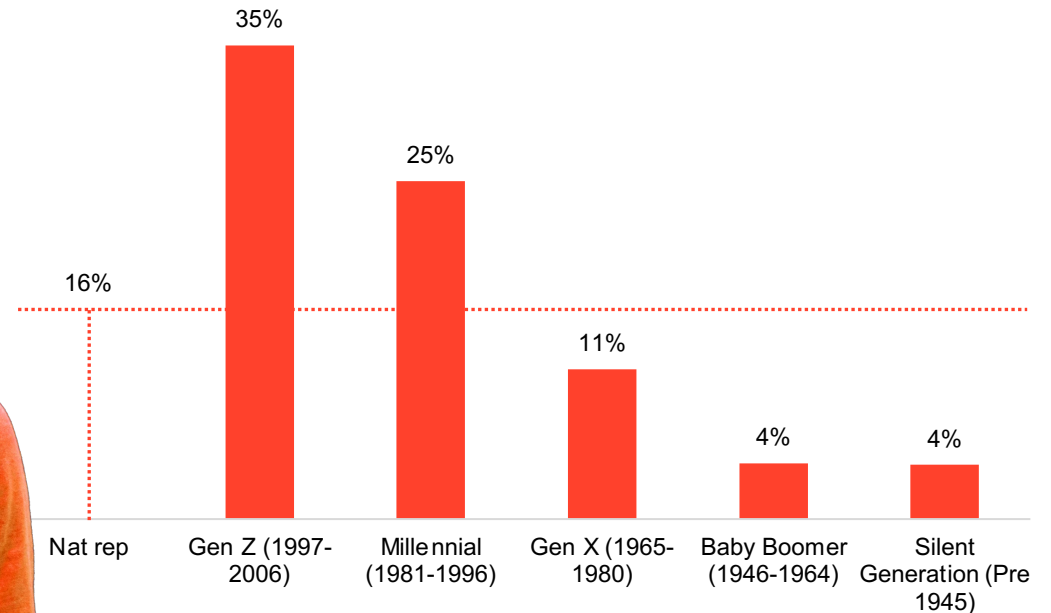
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41% of Gen Z state they spend more time on social media now than they did a year ago

+14pp

compared to the national representative.
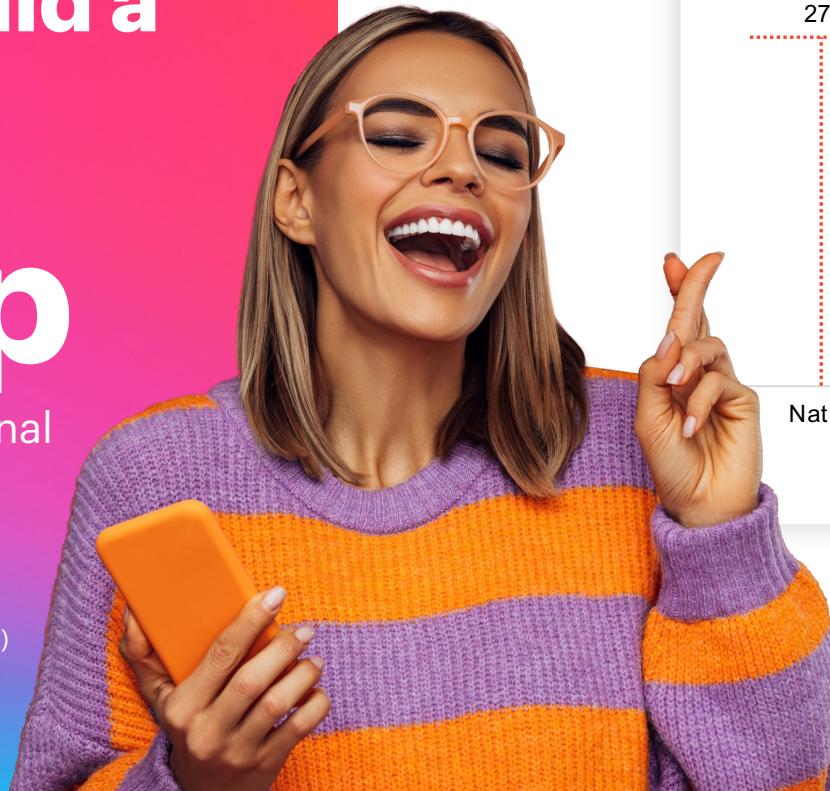
"I spend more time on social media now than I did a year ago"

	Nat rep	Gen Z (1997-2006)	Millennial (1981-1996)	Gen X (1965-1980)	Baby Boomer (1946-1964)	Silent Generation (Pre 1945)
	27%	41%	37%	26%	16%	12%

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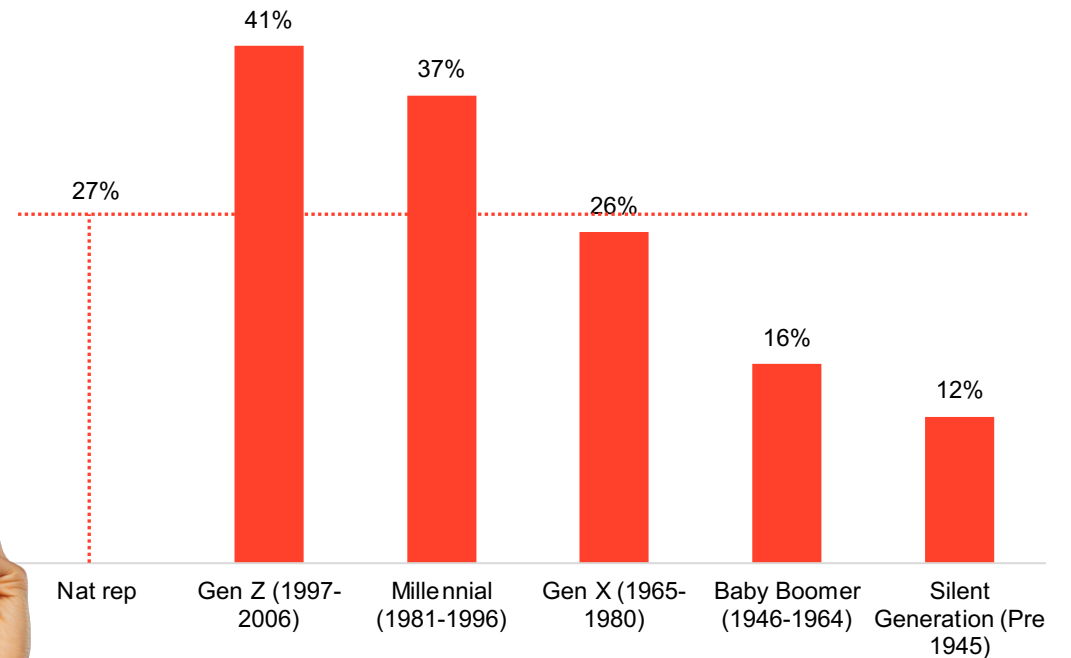
The majority of French people agree that social media can be socially damaging and should be limited
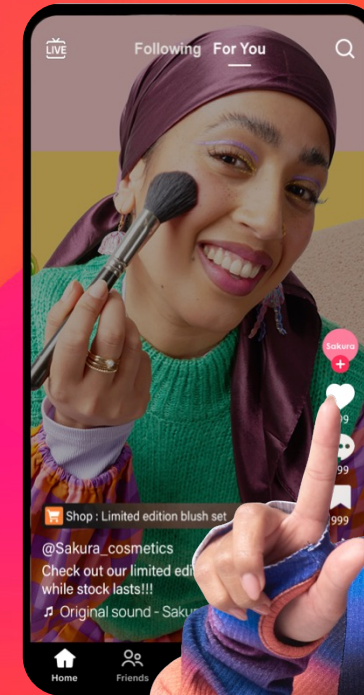
73%
of French people agree: "I think we should be encouraged to take regular breaks from social media."

60%
of French people agree: "I think social media is changing the way we interact with each other for the worse."

82%
of French people agree: "I think parents should limit the time their child(ren) spend(s) on social media."

Brand rankings among weekly social network users

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Brand rankings methodology

Looking at hundreds of thousands of YouGov panel surveys, we compared brand purchase consideration of weekly social media users for Facebook, Instagram, YouTube, Snapchat and TikTok in France versus the general population.

The brands in this section are ranked by the difference in consideration between the two groups. For instance, 47.7% of weekly TikTok users would consider buying from McDonald's, while 32% of the general population feel the same. This 15.7 percentage-point difference places McDonald's higher in our ranking than Netflix, despite the latter having an overall higher consideration among weekly TikTok users (61.8%). Consideration scores are rounded to the nearest decimal point, and differences are determined from those rounded scores.

This data in this analysis comes from connecting YouGov BrandIndex and YouGov Profiles. Brands must have been tracked for 183 days to qualify for the ranking, which measures consideration sentiment between respective social network users and nat rep.

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Facebook   **Instagram**   **YouTube**   **Snapchat**   **TikTok**

Which overall brands do weekly Facebook users prefer?

Rank	Brand name	Weekly Facebook users	Nat rep	Difference
1	Doctolib	55.4%	51.4%	4.0
2	Panier de Yoplait	28.0%	24.1%	3.8
3	Whirlpool	28.4%	25.0%	3.5
4	Amazon	64.2%	60.8%	3.4
5	FDJ	31.8%	28.4%	3.4
6	France 2	38.1%	34.8%	3.3
7	TF1	38.8%	35.8%	2.9
8	Zoo de Beauval	28.4%	25.5%	2.9
9	M6	36.6%	33.8%	2.8
10	Bonduelle	35.1%	32.6%	2.6

YouGov BrandIndex FR, April 1st 2023 to March 31st 2024

Weekly Facebook users (n>4,000). Excludes social networks and messaging app services. Affiliated brands have been removed after the first inclusion.

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Facebook   **Instagram**   **YouTube**   **Snapchat**   **TikTok**

Which overall brands do weekly Instagram users prefer?

Rank	Brand name	Weekly Instagram users	Nat rep	Difference
1	Netflix	56.4%	47.4%	9.0
2	IKEA	50.8%	41.9%	8.9
3	Airbnb	43.8%	35.0%	8.8
4	Disneyland Paris	35.5%	26.8%	8.7
5	iPhone	42.0%	33.3%	8.7
6	Apple	36.5%	28.7%	7.8
7	Vinted	34.4%	26.9%	7.4
8	McDonald's	38.6%	32.0%	6.6
9	Spotify	24.9%	18.4%	6.4
10	Booking.com	47.8%	41.5%	6.4

YouGov BrandIndex FR, April 1st 2023 to March 31st 2024

Weekly Instagram users (n>2,300). Excludes social networks and messaging app services.. Affiliated brands have been removed after the first inclusion.

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Facebook   **Instagram**   **YouTube**   **Snapchat**   **TikTok**

Which overall brands do weekly YouTube users prefer?

Rank	Brand name	Weekly YouTube users	Nat rep	Difference
1	Google	65.6%	58.0%	7.6
2	Burger King	38.1%	31.0%	7.1
3	Disneyland Paris	33.8%	26.8%	7.0
4	Amazon Prime Video	36.1%	29.2%	6.9
5	PayPal	28.4%	21.5%	6.9
6	McDonald's	38.5%	32.0%	6.5
7	Fnac	39.8%	33.3%	6.5
8	Haribo	30.3%	24.1%	6.2
9	Windows	39.1%	32.9%	6.2
10	Amazon	66.8%	60.8%	6

YouGov BrandIndex FR, April 1st 2023 to March 31st 2024

Weekly YouTube users (n>1,900). Excludes social networks and messaging app services. Affiliated brands have been removed after the first inclusion.

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Facebook   **Instagram**   **YouTube**   **Snapchat**   **TikTok**

Which overall brands do weekly Snapchat users prefer?

Rank	Brand name	Weekly Snapchat users	Nat rep	Difference
1	Netflix	61.6%	47.4%	14.2
2	Disneyland Paris	40.5%	26.8%	13.7
3	Kinder	35.3%	22.7%	12.6
4	Desperados	36.5%	24.3%	12.2
5	McDonald's	44.1%	32.0%	12.1
6	Nike	42.6%	31.4%	11.1
7	Action	50.3%	39.3%	11.0
8	Lipton Ice Tea	30.9%	20.1%	10.9
9	Burger King	41.4%	31.0%	10.4
10	Primark	23.8%	13.6%	10.2

YouGov BrandIndex FR, April 1st 2023 to March 31st 2024

Weekly Snapchat users (n>1,100). Excludes social networks and messaging app services. Affiliated brands have been removed after the first inclusion.

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Facebook   Instagram   YouTube   Snapchat   **TikTok**

Which overall brands do weekly TikTok users prefer?

Rank	Brand name	Weekly TikTok users	Nat rep	Difference
1	McDonald's	47.7%	32.0%	15.7
2	Disneyland Paris	41.7%	26.8%	14.9
3	Netflix	61.8%	47.4%	14.4
4	Burger King	44.9%	31.0%	14.0
5	Disney+	30.4%	18.0%	12.4
6	iPhone	45.1%	33.3%	11.8
7	Nike	42.5%	31.4%	11.0
8	H&M	35.2%	24.7%	10.5
9	KFC	28.2%	18.0%	10.2
10	Coca-Cola	36.7%	26.7%	10.0

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SCORE

35

30

25

20

15

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0

01/04/2023   04/04/2023   07/04/2023   10/04/2023   13/04/2023   16/04/2023   19/04/2023

PERIOD

Your brand   Competitor 1   Your brand among Gen Z
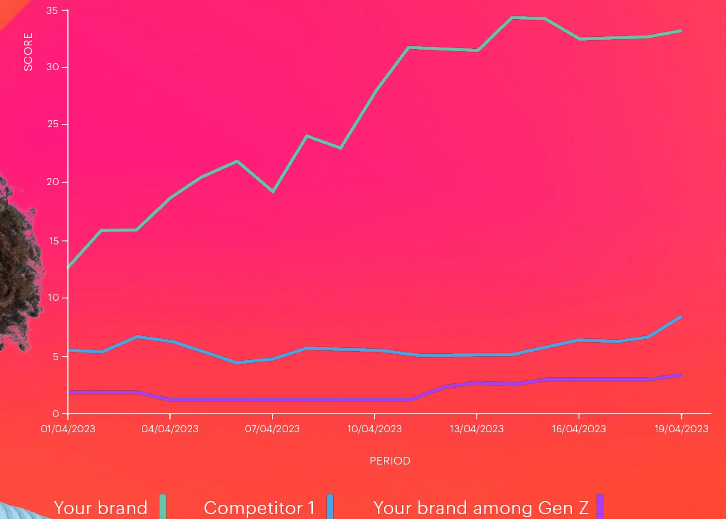
Metrics ⌄

Advertising awareness

Thank you

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