



Total Internet Audience in France in April 2024

Two-thirds of people aged 50 and over are daily mobile phone users



In April 2024, **21.3 million** French people aged 50 and over went online every day, including **18.3 million** via their smartphones.

Thus, **two-thirds (67%)** of people aged 50 and over are daily mobile phone users, whereas only half of them used their mobile phones every day in 2019 (**50%**).

The daily surfing time of people aged 50 and over is **2 hours 15 minutes, 1 hour 30 minutes of which is on mobile phones.**

Daily mobile phone use is particularly widespread among **Generation X (50-64 year olds): three-quarters** of them (**77%**) connect to the internet via their mobile phone every day, which is nearly as many as **25-49 year olds (79%)**.

37% of **50-64-year-olds** also only use their mobile phone for their daily surfing, compared to 18% 5 years ago.

During April, **50-64-year-olds** spent **2 hours 48 minutes** per day on the internet, including **2 hours on mobile phones.**

In April 2024, 56.1 million people went online during the month (up by 1.4 million compared to April 2023), that's 87.5% of the French population. Every day, 47.2 million of them browsed the internet.

French people spent an average of **2 hours 35 minutes** on the internet each day, which is **9 minutes** more than in April 2023. Mobile phones account for **80%** of their daily surfing time, a share that has increased by **2 points** compared to last year.




Top 10 most viewed sub-categories on mobile phones of people aged 50 and over


Total Internet Audience - April 2024 - Copyright Médiamétrie//NetRatings

	Subcategories	Daily coverage 50 years + (in % of French)	Daily coverage Set 2+ (in % of French)
1	General portals	50,2	49,2
2	Blogs / Community sites	50,1	56,2
3	Instant messaging	45,6	47,5
4	E-Mail	41,0	39,3
5	News	30,5	21,9
6	Internet tools / Online services	26,3	30,5
7	Online games	24,9	28,4
8	General merchants	24,2	22,8
9	Videos / Cinema	22,7	29,9
10	Bank	20,9	21,2


Top 50 most visited Groups in France

	Group 	Unique Visitors per month	Average Unique Visitors per day
1	Google	54 912 000	42 881 000
2	Meta Platforms	52 074 000	39 299 000
3	Microsoft	42 699 000	17 618 000
4	Vivendi	40 589 000	10 984 000
5	Amazon	38 311 000	8 829 000
6	WEB66	33 628 000	9 109 000
7	Groupe Figaro CCM Benchmark	33 355 000	7 065 000
8	ReWorld Media	31 082 000	4 901 000
9	Adevinta	29 027 000	7 299 000
10	Altice France	28 754 000	6 595 000
11	Wikimedia Foundation	28 578 000	3 878 000
12	Bytedance	27 991 000	13 743 000
13	Snap Inc.	27 373 000	20 440 000
14	Webedia	26 737 000	3 988 000
15	La Poste	25 114 000	4 761 000
16	Groupe Auchan	24 939 000	3 186 000
17	Apple Inc.	24 893 000	4 514 000
18	Yahoo	24 763 000	8 091 000
19	francetélévisions	24 714 000	4 476 000
20	Groupe Credit Agricole	24 280 000	6 154 000
21	Orange	23 258 000	8 402 000
22	Doctolib	22 040 000	2 702 000
23	Ministere de l Economie et des Finances	21 852 000	1 789 000
24	Gouvernement Francais	21 323 000	1 697 000
25	Assurance Maladie	21 244 000	2 048 000
26	Booking Holdings	20 312 000	2 220 000
27	Samsung Group	20 106 000	6 973 000
28	Groupe Le Monde	19 854 000	3 196 000
29	Groupe Les Echos - Le Parisien	19 395 000	2 669 000
30	Spotify	18 806 000	6 063 000
31	Pinterest	18 704 000	3 386 000
32	X Corp.	18 455 000	5 245 000
33	NetFlix	18 221 000	3 716 000
34	Publihebdos	18 198 000	2 573 000
35	Groupe Fnac Darty	17 712 000	1 343 000
36	Radio France	17 171 000	2 192 000
37	Vinted	17 035 000	4 907 000
38	Groupe Casino	17 009 000	1 709 000
39	E.Leclerc	16 842 000	2 385 000
40	Groupe TF1	16 644 000	2 162 000
41	Carrefour	16 408 000	1 879 000
42	Solocal Group	16 228 000	1 179 000
43	20 Minutes France	15 956 000	1 668 000
44	Lidl+Schwarz	15 891 000	2 217 000
45	SNCF France	15 874 000	1 898 000
46	PayPal	15 824 000	1 394 000
47	Societe Generale	15 553 000	3 616 000
48	PDD Holdings	15 491 000	2 208 000
49	CMI France	15 373 000	1 790 000
50	Alibaba Group	14 744 000	2 162 000


Top 50 most visited Groups in France - Breakdown by device

	Group 	Unique Visitors per month	% of UVs who used a computer	% of UVs who used a mobile phone	% of UVs who used a tablet
1	Google	54 912 000	58,6	91,0	35,5
2	Meta Platforms	52 074 000	31,1	94,9	22,3
3	Microsoft	42 699 000	53,2	78,9	14,1
4	Vivendi	40 589 000	31,0	87,8	17,0
5	Amazon	38 311 000	36,9	82,4	15,5
6	WEB66	33 628 000	25,2	87,7	12,6
7	Groupe Figaro CCM Benchmark	33 355 000	28,9	87,5	11,2
8	ReWorld Media	31 082 000	21,6	86,5	11,6
9	Adevinta	29 027 000	28,3	82,5	10,4
10	Altice France	28 754 000	24,3	84,9	11,2
11	Wikimedia Foundation	28 578 000	29,4	82,3	8,2
12	Bytedance	27 991 000	7,6	87,1	17,3
13	Snap Inc.	27 373 000	1,0	98,3	4,4
14	Webedia	26 737 000	25,3	84,0	10,1
15	La Poste	25 114 000	40,2	75,9	6,1
16	Groupe Auchan	24 939 000	36,3	76,3	9,6
17	Apple Inc.	24 893 000	9,8	82,8	26,1
18	Yahoo	24 763 000	26,2	79,2	12,2
19	francetélévisions	24 714 000	21,8	83,2	13,2
20	Groupe Credit Agricole	24 280 000	33,0	78,2	7,5
21	Orange	23 258 000	40,1	72,5	11,7
22	Doctolib	22 040 000	27,5	80,9	6,5
23	Ministere de l Economie et des Finances	21 852 000	62,5	52,6	7,0
24	Gouvernement Francais	21 323 000	43,9	69,6	6,6
25	Assurance Maladie	21 244 000	45,1	68,5	7,6
26	Booking Holdings	20 312 000	33,1	74,4	9,5
27	Samsung Group	20 106 000	6,8	91,3	9,5
28	Groupe Le Monde	19 854 000	23,3	83,1	11,7
29	Groupe Les Echos - Le Parisien	19 395 000	19,4	86,0	8,9
30	Spotify	18 806 000	8,1	89,9	9,4
31	Pinterest	18 704 000	23,1	76,9	11,9
32	X Corp.	18 455 000	22,6	82,4	7,2
33	NetFlix	18 221 000	17,8	73,3	26,5
34	Publihebdos	18 198 000	14,0	87,5	8,6
35	Groupe Fnac Darty	17 712 000	31,2	74,0	8,9
36	Radio France	17 171 000	17,3	84,0	9,8
37	Vinted	17 035 000	14,0	88,6	7,3
38	Groupe Casino	17 009 000	26,7	78,1	9,3
39	E.Leclerc	16 842 000	25,6	78,9	8,5
40	Groupe TF1	16 644 000	19,9	79,5	13,3
41	Carrefour	16 408 000	26,3	79,0	7,9
42	Solocal Group	16 228 000	35,7	70,5	7,8
43	20 Minutes France	15 956 000	16,4	85,2	9,0
44	Lidl+Schwarz	15 891 000	15,4	86,6	5,1
45	SNCF France	15 874 000	26,2	79,4	5,9
46	PayPal	15 824 000	32,5	73,0	6,2
47	Societe Generale	15 553 000	30,6	75,6	6,5
48	PDD Holdings	15 491 000	27,0	77,2	8,5
49	CMI France	15 373 000	19,2	82,0	10,1
50	Alibaba Group	14 744 000	26,1	79,4	6,5

Top 50 most visited Brands in France

	Brand 	Unique Visitors per month	Average Unique Visitors per day
1	Google	54 249 000	41 026 000
2	Facebook	49 380 000	29 710 000
3	YouTube	49 184 000	19 063 000
4	WhatsApp	44 011 000	24 901 000
5	Instagram	39 549 000	20 159 000
6	Amazon	36 337 000	7 969 000
7	Messenger	33 175 000	13 189 000
8	Wikipedia	28 065 000	3 813 000
9	TikTok	27 642 000	13 676 000
10	Snapchat - T ACPM	27 192 000	20 416 000
11	Leboncoin.fr - T ACPM	27 022 000	6 972 000
12	Microsoft / Microsoft 365	25 746 000	4 588 000
13	Yahoo	24 420 000	7 678 000
14	Orange	22 326 000	8 261 000
15	Doctolib	22 040 000	2 702 000
16	Le Figaro - T ACPM	21 818 000	3 255 000
17	franceinfo - T ACPM	21 689 000	3 791 000
18	Waze	21 109 000	4 574 000
19	Tele Loisirs - T ACPM	20 647 000	3 825 000
20	Ouest France - T ACPM	19 887 000	2 950 000
21	impots.gouv.fr	19 714 000	1 477 000
22	Samsung	19 669 000	6 934 000
23	Assurance Maladie	19 577 000	1 770 000
24	Dailymotion	19 421 000	2 036 000
25	Apple	19 388 000	3 652 000
26	BFM TV - T ACPM	19 151 000	2 825 000
27	Windows Live	18 962 000	2 758 000
28	Booking.com	18 844 000	2 044 000
29	Spotify	18 752 000	6 059 000
30	Pinterest	18 704 000	3 386 000
31	Outlook (Outlook.com)	18 676 000	7 772 000
32	LinkedIn	18 663 000	4 462 000
33	Twitter X	18 455 000	5 245 000
34	Netflix	18 186 000	3 714 000
35	Actu.fr - T ACPM	18 164 000	2 567 000
36	Marmiton	17 399 000	1 525 000
37	Vinted	17 035 000	4 907 000
38	LA POSTE	16 924 000	2 186 000
39	E.Leclerc	16 577 000	2 360 000
40	Le Parisien - T ACPM	16 565 000	2 056 000
41	Service-Public.fr	16 552 000	1 081 000
42	Credit Agricole	16 193 000	4 529 000
43	PagesJaunes - T	16 038 000	1 161 000
44	Lidl	15 867 000	2 213 000
45	PayPal	15 759 000	1 379 000
46	Le Monde - T ACPM	15 677 000	2 319 000
47	Temu	15 491 000	2 208 000
48	Le Journal des Femmes	15 269 000	1 338 000
49	Carrefour	15 236 000	1 705 000
50	Cdiscount	15 107 000	1 378 000

Top 50 most visited Brands in France - Breakdown by device

	Brand 	Unique Visitors per month	% of UVs who used a computer	% of UVs who used a mobile phone	% of UVs who used a tablet
1	Google	54 249 000	57,6	91,2	32,6
2	Facebook	49 380 000	30,2	93,2	20,5
3	YouTube	49 184 000	35,1	88,6	22,1
4	WhatsApp	44 011 000	4,1	98,7	2,6
5	Instagram	39 549 000	11,7	93,8	9,3
6	Amazon	36 337 000	37,4	80,9	15,7
7	Messenger	33 175 000	1,8	96,1	9,5
8	Wikipedia	28 065 000	29,5	82,1	8,2
9	TikTok	27 642 000	7,5	87,1	17,4
10	Snapchat - T ACPM	27 192 000	1,0	98,3	4,4
11	Leboncoin.fr - T ACPM	27 022 000	28,5	81,4	10,0
12	Microsoft / Microsoft 365	25 746 000	43,8	72,0	9,0
13	Yahoo	24 420 000	25,7	79,2	12,2
14	Orange	22 326 000	40,7	71,6	11,8
15	Doctolib	22 040 000	27,5	80,9	6,5
16	Le Figaro - T ACPM	21 818 000	23,1	84,1	8,7
17	franceinfo - T ACPM	21 689 000	15,4	86,8	10,5
18	Waze	21 109 000	1,0	99,5	-
19	Tele Loisirs - T ACPM	20 647 000	14,7	87,1	9,7
20	Ouest France - T ACPM	19 887 000	18,2	86,0	9,8
21	impots.gouv.fr	19 714 000	65,5	46,4	6,4
22	Samsung	19 669 000	6,8	91,1	9,6
23	Assurance Maladie	19 577 000	45,3	66,8	7,5
24	Dailymotion	19 421 000	8,6	85,6	14,2
25	Apple	19 388 000	12,6	74,6	33,3
26	BFM TV - T ACPM	19 151 000	15,2	87,3	8,1
27	Windows Live	18 962 000	59,5	51,2	6,5
28	Booking.com	18 844 000	32,2	74,6	9,1
29	Spotify	18 752 000	8,1	89,9	9,4
30	Pinterest	18 704 000	23,1	76,9	11,9
31	Outlook (Outlook.com)	18 676 000	30,7	77,1	12,1
32	LinkedIn	18 663 000	26,0	80,0	7,8
33	Twitter X	18 455 000	22,6	82,4	7,2
34	Netflix	18 186 000	17,8	73,4	26,4
35	Actu.fr - T ACPM	18 164 000	14,0	87,6	8,5
36	Marmiton	17 399 000	15,7	83,5	10,2
37	Vinted	17 035 000	14,0	88,6	7,3
38	LA POSTE	16 924 000	44,1	66,1	5,9
39	E.Leclerc	16 577 000	25,4	78,8	8,6
40	Le Parisien - T ACPM	16 565 000	15,0	87,8	8,2
41	Service-Public.fr	16 552 000	43,3	67,4	4,7
42	Credit Agricole	16 193 000	33,1	73,6	6,9
43	PagesJaunes - T	16 038 000	35,8	70,5	7,6
44	Lidl	15 867 000	15,2	86,7	5,1
45	PayPal	15 759 000	32,2	73,2	6,1
46	Le Monde - T ACPM	15 677 000	19,6	82,5	10,7
47	Temu	15 491 000	27,0	77,2	8,5
48	Le Journal des Femmes	15 269 000	15,0	84,7	9,3
49	Carrefour	15 236 000	25,7	78,6	7,8
50	Cdiscount	15 107 000	27,8	76,0	9,0



Definitions

Group or Parent : the Parent level encompasses the audiences of a whole set of Brands. A Brand can only be counted in one sole Parent. The Parent is the company that is the principal shareholder of the brands (and not the URLs) that are associated with it.

Brand : Brand is the “brand” level. A Brand is an aggregate of fields, sub-fields, pages and/or applications identified by the same logo in a coherent and homogeneous manner.

The brands present in the measurement’s site-centric hybridisation base are notified either by the designation “T”, or by the designation “TACPM” when their data is certified by the ACPM (Press and Media Statistics Alliance).

Unique Visitors per month: total number of Internet users who visited a group or a brand at least once for the month in question regardless of their connection location: home, work, other locations. Internet users who visited the same group (or the same brand) more than once are only counted once.

Average Unique Visitors per day: average number of Internet users who visited a group or a brand at least once during a day for the month in question. Internet users who visited the same site more than once are only counted once.

Methodology



The Total Internet Audience measurement is based on **a unique panel of nearly 25,000 panellists aged 2 years and older**, of whom 6,200 have two or three devices (computer and/or mobile phone and/or tablet), allowing the total audience of over **5,000 brands and 1,000 apps** to be measured ‘natively’. The measurement benefits from innovative hybridisation methodologies developed by Médiamétrie which combine panel data and Big Data. This total measurement provides audience results for each device: computer, mobile phone and tablet. **This measurement takes into account the surfing of Internet users whatever the location, the mode of connection (3G/4G/5G/Wifi) or the protocol (http/https) for all sites and apps.**

About Médiamétrie, a trusted third party for accurate measurements

Médiamétrie is committed to providing its customers with common and outstanding benchmark audience measurements.

As a data leader and media expert, the company is expanding its expertise to video, audio and cross-media behaviour measurements, as well as advertising effectiveness measurement. Every day, some 800 employees design and produce the right measure for today and tomorrow to promote the free decision-making of the company's customers in France and abroad. In 2022, the Médiamétrie Group achieved a turnover of €104.2 million and processed over one billion data items every day.

Médiamétrie//NetRatings is the company created and owned jointly by Médiamétrie and Nielsen. Médiamétrie//NetRatings develops and markets Internet audience and online efficacy reference measurements in France.

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