



Total Internet Audience in France in February 2024

More than a third of French people use property sites and apps



In February 2024, property sites and apps attracted **23.4 million** Internet users, or more than a third of French people aged 2 years and older (**36.7%**).

This represents **1.8 million** additional people in one year, an increase of **8%**.

Every day, **3.3 million** unique visitors viewed brands in this sector, up **3%** from 2023.

In the course of the month, people in the upper socio-professional category and 25-49 year olds proved to be particularly interested in this universe: half of them (**50.2%** and **49.7%** respectively) visited it at least once.

In February 2024, 55.6 million people connected to the Internet during the month (up 1.4 million from February 2023), which is 87.2% of French people. Every day, 47.4 million of them surfed the web.

On average, French people spent **2 hour 33** minutes every day on the Internet. Mobile phones account for **79%** of their daily surfing time.



Top 10 in the Property sub-category


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

	Brands (B)/Channels(C)	Monthly unique visitors	Monthly coverage (as a % of French people)	Daily unique visitors
1	Leboncoin.fr Immo - T ACPM (C)	12,718,000	20.0	1,660,000
2	SeLoger (B)	5,784,000	9.1	490,000
3	Bien ici (B)	3,290,000	5.2	312,000
4	Figaro Immo - T ACPM (C)	2,559,000	4.0	165,000
5	Logic-immo.com (B)	1,784,000	2.8	137,000
6	MeilleursAgents.com (B)	1,635,000	2.6	79,000
7	Particulier a Particulier - T (B)	1,487,000	2.3	87,000
8	Capital Immo (C)	1,253,000	2.0	56,000
9	Foncia (B)	1,084,000	1.7	64,000
10	entrepaticuliers.com (B)	1,004,000	1.6	52,000


Top 50 most visited Groups in France

	Group 	Unique Visitors per month	Average Unique Visitors per day
1	Google	54,464,000	42,900,000
2	Meta Platforms	51,527,000	39,507,000
3	Microsoft	42,425,000	17,926,000
4	Vivendi	40,795,000	11,779,000
5	Amazon	38,754,000	8,832,000
6	WEB66	33,047,000	8,731,000
7	Groupe Figaro CCM Benchmark	32,983,000	6,697,000
8	ReWorld Media	31,056,000	4,364,000
9	Webedia	29,453,000	4,361,000
10	Bytedance	29,167,000	13,529,000
11	Adevinta	28,523,000	7,019,000
12	Wikimedia Foundation	28,091,000	4,091,000
13	Snap Inc.	27,577,000	20,495,000
14	Altice France	27,505,000	6,395,000
15	La Poste	25,379,000	4,911,000
16	Apple Inc.	24,865,000	4,608,000
17	Groupe Auchan	24,493,000	2,942,000
18	francetélévisions	24,130,000	4,297,000
19	Yahoo	23,832,000	8,451,000
20	Orange	23,487,000	8,904,000
21	Groupe Credit Agricole	23,407,000	5,868,000
22	Doctolib	21,299,000	2,521,000
23	Gouvernement Francais	21,275,000	1,727,000
24	Samsung Group	20,352,000	6,789,000
25	Assurance Maladie	19,759,000	1,901,000
26	Spotify	19,117,000	6,427,000
27	Groupe Le Monde	18,943,000	3,286,000
28	Groupe Les Echos - Le Parisien	18,800,000	2,497,000
29	Groupe Fnac Darty	18,580,000	1,481,000
30	Booking Holdings	18,546,000	2,031,000
31	NetFlix	18,299,000	3,682,000
32	Pinterest	18,138,000	3,518,000
33	X Corp.	18,088,000	5,502,000
34	Groupe TF1	17,493,000	2,192,000
35	Groupe Casino	17,406,000	1,821,000
36	Radio France	17,141,000	2,397,000
37	Publihebdos	16,872,000	2,420,000
38	E.Leclerc	16,808,000	2,471,000
39	Carrefour	16,308,000	2,078,000
40	Vinted	15,737,000	4,658,000
41	Solocal Group	15,682,000	1,054,000
42	CMI France	15,657,000	1,916,000
43	Ministere de l Economie et des Finances	15,227,000	1,106,000
44	20 Minutes France	15,169,000	1,659,000
45	Societe Generale	15,060,000	3,534,000
46	PDD Holdings	15,037,000	2,018,000
47	Lidl+Schwarz	14,826,000	2,114,000
48	PayPal	14,546,000	1,370,000
49	SNCF France	14,329,000	1,751,000
50	Ministere de l Education Nationale et de la Jeunesse	14,071,000	1,818,000


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	54,464,000	57.7	91.0	35.6
2	Meta Platforms	51,527,000	31.1	95.2	22.8
3	Microsoft	42,425,000	53.3	78.7	14.2
4	Vivendi	40,795,000	29.5	87.8	18.2
5	Amazon	38,754,000	35.7	82.2	13.7
6	WEB66	33,047,000	24.9	87.6	12.8
7	Groupe Figaro CCM Benchmark	32,983,000	29.5	85.6	12.0
8	ReWorld Media	31,056,000	21.0	85.6	11.9
9	Webedia	29,453,000	26.0	83.6	10.5
10	Bytedance	29,167,000	6.3	88.7	16.1
11	Adevinta	28,523,000	27.9	81.7	10.7
12	Wikimedia Foundation	28,091,000	29.3	82.3	9.8
13	Snap Inc.	27,577,000	1.2	98.1	3.3
14	Altice France	27,505,000	25.5	85.2	9.9
15	La Poste	25,379,000	39.3	76.4	7.6
16	Apple Inc.	24,865,000	11.3	79.7	29.3
17	Groupe Auchan	24,493,000	33.5	75.1	10.1
18	francetélévisions	24,130,000	22.8	81.4	15.2
19	Yahoo	23,832,000	26.5	78.9	15.1
20	Orange	23,487,000	39.0	74.0	12.6
21	Groupe Credit Agricole	23,407,000	32.9	76.1	9.1
22	Doctolib	21,299,000	26.8	80.6	5.6
23	Gouvernement Francais	21,275,000	41.0	68.9	7.3
24	Samsung Group	20,352,000	6.4	90.8	12.3
25	Assurance Maladie	19,759,000	42.7	66.9	7.1
26	Spotify	19,117,000	7.7	90.3	8.5
27	Groupe Le Monde	18,943,000	25.0	81.9	11.6
28	Groupe Les Echos - Le Parisien	18,800,000	18.2	85.9	8.4
29	Groupe Fnac Darty	18,580,000	32.6	72.4	9.0
30	Booking Holdings	18,546,000	30.8	74.4	10.5
31	NetFlix	18,299,000	16.7	74.8	22.9
32	Pinterest	18,138,000	21.4	76.2	14.1
33	X Corp.	18,088,000	20.4	80.6	11.2
34	Groupe TF1	17,493,000	15.4	81.1	14.1
35	Groupe Casino	17,406,000	27.1	76.1	8.8
36	Radio France	17,141,000	17.9	83.4	10.4
37	Publihebdos	16,872,000	14.0	87.0	8.8
38	E.Leclerc	16,808,000	27.7	78.2	7.4
39	Carrefour	16,308,000	24.7	80.9	8.3
40	Vinted	15,737,000	13.4	89.1	7.6
41	Solocal Group	15,682,000	31.4	72.8	6.3
42	CMI France	15,657,000	18.1	81.0	11.0
43	Ministere de l Economie et des Finances	15,227,000	53.2	55.0	7.6
44	20 Minutes France	15,169,000	17.3	83.7	9.7
45	Societe Generale	15,060,000	29.6	75.3	7.1
46	PDD Holdings	15,037,000	24.9	77.3	9.0
47	Lidl+Schwarz	14,826,000	16.2	87.4	4.2
48	PayPal	14,546,000	29.6	73.9	8.4
49	SNCF France	14,329,000	28.0	76.9	4.7
50	Ministere de l Education Nationale et de la Jeunesse	14,071,000	39.4	66.4	7.0

Top 50 most visited Brands in France

	Brand 	Unique Visitors per month	Average Unique Visitors per day
1	Google	53,931,000	40,910,000
2	Facebook	48,685,000	29,631,000
3	YouTube	48,510,000	18,808,000
4	WhatsApp	43,467,000	24,132,000
5	Instagram	39,860,000	20,505,000
6	Amazon	36,518,000	7,844,000
7	Messenger	33,138,000	13,553,000
8	TikTok	28,546,000	13,377,000
9	Wikipedia	27,778,000	4,029,000
10	Snapchat - T ACPM	27,380,000	20,452,000
11	Leboncoin.fr - T ACPM	27,012,000	6,807,000
12	Microsoft / Microsoft 365	26,492,000	4,794,000
13	Yahoo	23,422,000	8,140,000
14	Orange	22,520,000	8,754,000
15	Le Figaro - T ACPM	21,348,000	3,236,000
16	Doctolib	21,299,000	2,521,000
17	Tele Loisirs - T ACPM	20,422,000	4,286,000
18	Waze	20,419,000	4,265,000
19	Apple	20,150,000	3,777,000
20	Samsung	20,082,000	6,767,000
21	franceinfo - T ACPM	19,911,000	3,440,000
22	Dailymotion	19,840,000	2,163,000
23	Ouest France - T ACPM	19,288,000	3,007,000
24	Spotify	19,069,000	6,423,000
25	Outlook (Outlook.com)	18,987,000	8,184,000
26	Assurance Maladie	18,602,000	1,742,000
27	LinkedIn	18,346,000	4,469,000
28	BFM TV - T ACPM	18,317,000	2,692,000
29	Netflix	18,281,000	3,680,000
30	Pinterest	18,124,000	3,517,000
31	Twitter X	18,087,000	5,502,000
32	Marmiton	17,607,000	1,434,000
33	Windows Live	17,366,000	2,385,000
34	Booking.com	17,264,000	1,865,000
35	LA POSTE	17,172,000	2,193,000
36	Actu.fr - T ACPM	16,848,000	2,418,000
37	AlloCine	16,704,000	1,573,000
38	E.Leclerc	16,569,000	2,445,000
39	Service-Public.fr	16,529,000	1,087,000
40	Femme Actuelle - T ACPM	16,155,000	1,652,000
41	Vinted	15,737,000	4,658,000
42	Le Parisien - T ACPM	15,726,000	1,809,000
43	Cdiscount	15,648,000	1,521,000
44	Credit Agricole	15,488,000	4,329,000
45	PagesJaunes	15,456,000	1,034,000
46	Carrefour	15,172,000	1,879,000
47	Temu	15,032,000	2,017,000
48	Lidl	14,826,000	2,113,000
49	Le Journal des Femmes	14,773,000	1,224,000
50	Fnac	14,573,000	1,047,000

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	53,931,000	56.8	91.2	32.2
2	Facebook	48,685,000	29.8	93.4	21.4
3	YouTube	48,510,000	33.4	87.9	23.1
4	WhatsApp	43,467,000	3.7	99.1	2.5
5	Instagram	39,860,000	12.0	93.2	10.4
6	Amazon	36,518,000	36.1	80.8	13.9
7	Messenger	33,138,000	1.7	95.8	10.0
8	TikTok	28,546,000	6.3	88.5	16.4
9	Wikipedia	27,778,000	29.2	82.2	9.9
10	Snapchat - T ACPM	27,380,000	1.1	98.1	3.3
11	Leboncoin.fr - T ACPM	27,012,000	27.5	81.4	10.5
12	Microsoft / Microsoft 365	26,492,000	45.4	71.2	6.8
13	Yahoo	23,422,000	25.7	79.0	15.3
14	Orange	22,520,000	39.2	73.0	13.0
15	Le Figaro - T ACPM	21,348,000	23.7	83.3	9.3
16	Doctolib	21,299,000	26.8	80.6	5.6
17	Tele Loisirs - T ACPM	20,422,000	14.8	86.1	11.2
18	Waze	20,419,000	1.1	99.2	-
19	Apple	20,150,000	13.8	71.1	35.9
20	Samsung	20,082,000	6.5	90.9	12.1
21	franceinfo - T ACPM	19,911,000	17.2	85.2	11.1
22	Dailymotion	19,840,000	8.7	85.8	15.8
23	Ouest France - T ACPM	19,288,000	19.1	84.7	10.3
24	Spotify	19,069,000	7.7	90.3	8.5
25	Outlook (Outlook.com)	18,987,000	28.2	79.0	11.2
26	Assurance Maladie	18,602,000	42.9	66.3	6.3
27	LinkedIn	18,346,000	28.1	78.7	7.1
28	BFM TV - T ACPM	18,317,000	17.0	85.7	9.0
29	Netflix	18,281,000	16.5	74.9	22.9
30	Pinterest	18,124,000	21.5	76.2	14.1
31	Twitter X	18,087,000	20.4	80.6	11.2
32	Marmiton	17,607,000	16.4	82.0	11.0
33	Windows Live	17,366,000	59.1	49.4	7.3
34	Booking.com	17,264,000	30.8	73.5	10.5
35	LA POSTE	17,172,000	40.8	67.4	6.7
36	Actu.fr - T ACPM	16,848,000	14.0	87.0	8.8
37	AlloCine	16,704,000	19.1	83.2	8.3
38	E.Leclerc	16,569,000	27.3	78.4	7.4
39	Service-Public.fr	16,529,000	39.5	67.5	6.6
40	Femme Actuelle - T ACPM	16,155,000	18.4	82.3	10.7
41	Vinted	15,737,000	13.4	89.1	7.6
42	Le Parisien - T ACPM	15,726,000	15.0	86.9	7.8
43	Cdiscount	15,648,000	28.0	74.5	8.8
44	Credit Agricole	15,488,000	35.2	70.6	8.1
45	PagesJaunes	15,456,000	31.4	72.8	6.2
46	Carrefour	15,172,000	24.6	80.5	7.5
47	Temu	15,032,000	24.9	77.3	9.0
48	Lidl	14,826,000	16.2	87.4	4.2
49	Le Journal des Femmes	14,773,000	16.0	82.8	9.2
50	Fnac	14,573,000	30.6	71.1	8.0



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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