

Results



IPSOS



# Affluent Europe 2023

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## ABOVE-AVERAGE TV/DIGITAL CONSUMPTION



### MONTHLY AUDIENCE



**11%** : TV  
**8%** : Digital

### TV/DIGITAL CONSUMPTION



**2H25** : TV **+13%**  
vs competition  
**3H49** : Digital **+5%**

### AWARENESS



**56%**

TV + Digital audience for France 24 and TV5MONDE. Evolution VS the average for other international channels. Europe perimeter, i.e. 20 countries - General affluent population

## A PREMIUM AUDIENCE



**21%**

**AB+**

INDEX 156



**43%**  
**DECISION  
MAKERS**  
INDEX 133



**18%**  
**OPINION  
LEADERS**  
INDEX 182

Profile of TV viewers (monthly) of France 24 and TV5MONDE. Base 100: VS the entire population of the IPSOS Affluent Europe 2023 study.

## AN AUDIENCE WITH STRONG PURCHASING POWER



### AVERAGE MONTHLY AUDIENCE REVENUE

**85 877€**

**+9%**

VS n-1

**+5%**

VS competition

### TOP 3% OF HIGH EARNERS

**22%**

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## THE RIGHT AUDIENCE TO TARGET FREQUENT TRAVELLERS



**66%**

of the audience took the plane in 2023 vs 46% in 2022



**26 nights**

hotel stays over the past 12 months vs 19 nights in 2022



**+6 nights**

**2624€**

average expenditure on airline tickets



**+8,3%** vs 2022

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## FOCUS ON PURCHASING INTENTIONS



**31%**

plan to buy a car in the next 12 months



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**56%**

plan to buy a tech product in the next 12 months



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**34%**

have used a financial advisory service in the last 12 months



INDEX 107

**54%**

of the audience is willing to pay more for an eco-friendly product



INDEX 111

**72%**

of the audience intends to buy a watch in the next 12 months



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