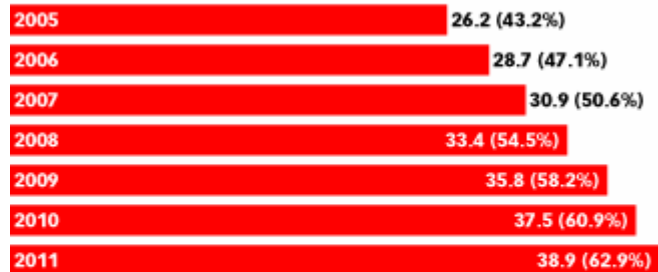# France

Internet and SE in France…

Online Penetration

Internet Users and Penetration in France, 2005-2011 (millions and % of population)

Year	
2005	26.2 (43.2%)
2006	28.7 (47.1%)
2007	30.9 (50.6%)
2008	33.4 (54.5%)
2009	35.8 (58.2%)
2010	37.5 (60.9%)
2011	38.9 (62.9%)

Note: eMarketer uses historical data from the International Telecommunication Union (ITU) as a baseline; penetration figures are based on population estimates from the US Census Bureau's International Data Base (IDB); an Internet user is defined as someone who uses the Internet at least once per month
Source: eMarketer, January 2007

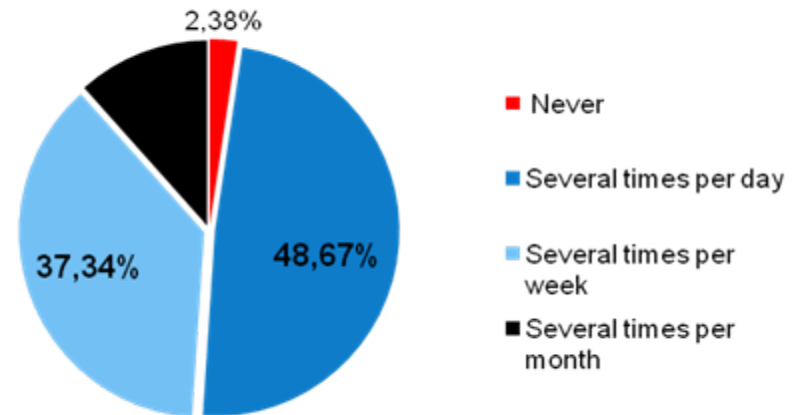080270   www.eMarketer.com

Online Business

20 M people have made online shopping for Christmas 2007.
(*source : FEVAD, Mediametrie*)

Search Engine Penetration

how often do you use search engines?

2,38%

37,34%   48,67%

- ■ Never
- ■ Several times per day
- ■ Several times per week
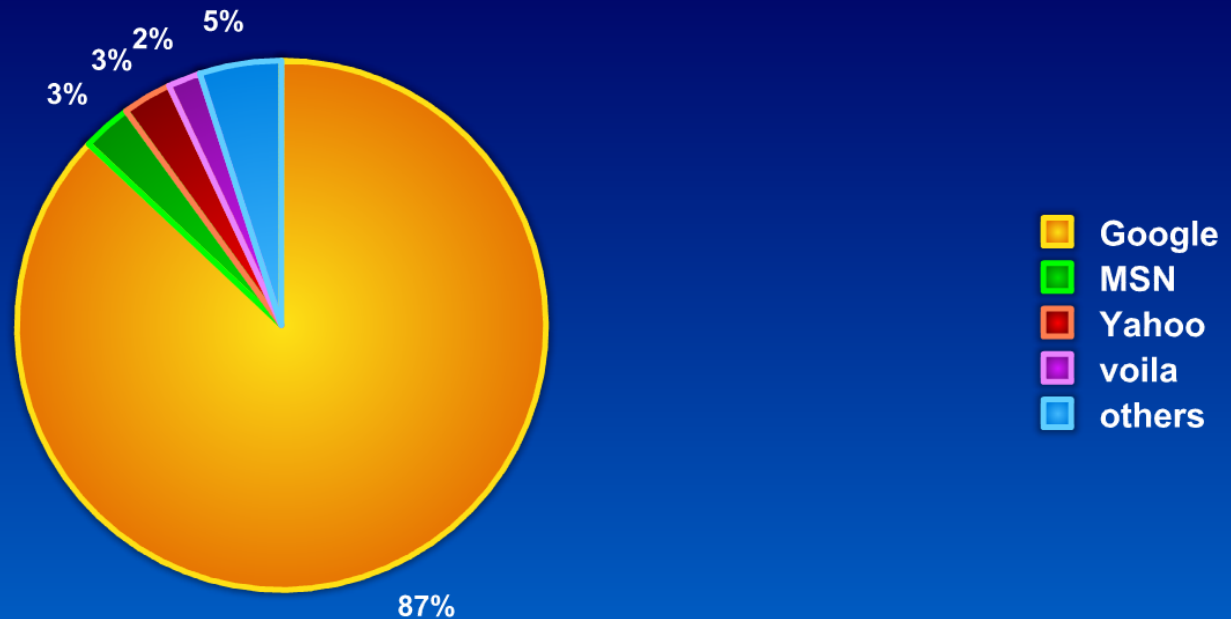- ■ Several times per month

(source : ToLuna + Aposition, march 2008)

Google's Reign on market

Search Engines Marketshare in France
Jan.2008, source : Aposition / Weborama

- Google
- MSN
- Yahoo
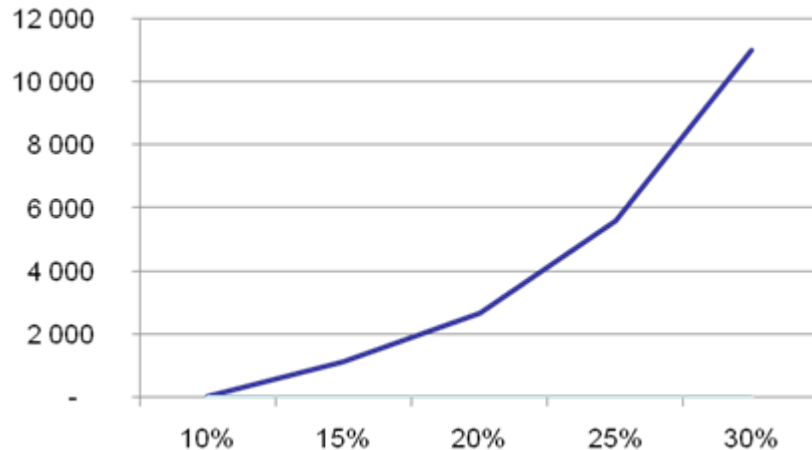- voila
- others

87%
5%
2%
3%
3%

Top Subjects.
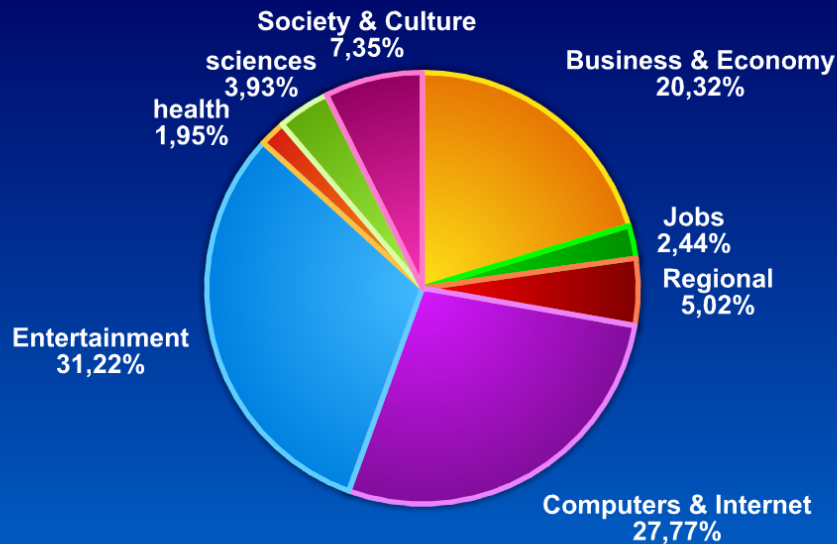
Methodology :
the top 10 000 queries (in a random order and with no indication of Searches related) were given by a SE to Aposition , which manually qualified these queries.(data of dec 07)

Distribution of queries

Importance of long tail:
You need 1 157 top queries
(out of 2 165 066)
to have 15% of the traffic generated*.

**The top 11 000 queries are worth
for only 30% of the total traffic.**

Estimation Aposition for Lycos SE. The traffic analysed is based on 15 128 272
searches on dec 2007.

Subjects of interest…

do you use a search engine to investigate any of the following?

	Women	Men	Total
holidays	19,73%	14,00%	18,34%
housing	9,69%	11,11%	10,03%
jobs	12,89%	10,44%	12,30%
law	8,83%	10,44%	9,22%
leisure	19,87%	16,44%	19,04%
others	11,47%	12,67%	11,76%
technology	6,48%	13,56%	8,20%
work	11,04%	11,33%	11,11%
Total	100,00%	100,00%	100,00%

After Leisure, Women look for Holidays when men look for technology…

But also, Teenagers look for technology, young for jobs senior for leisure…

When researching a journey, do you usually use a search engine?

Every time	26,12%
Never	13,13%
Often	24,63%
Sometimes	36,12%

Internet users who do not use SE for important budgets (like journeys) are quite rare.

![aposition - Search Engine Optimization]

If you own a mobile phone, which of the following do you use it for?

Just to make calls	81,19%
Other	11,28%
To find information via search engines	2,41%
To surf internet sites that you know	5,11%

> Search through mobile phones start to show up.

When using the Internet, how often do you have to check the second page of results in a search engine?

	18-24	25-34	35-44	45-54	Total général
Between 1 and 3 times	46,73%	41,08%	42,59%	35,37%	41,72%
Less than 1 out of 10 times	25,23%	35,27%	30,25%	40,24%	32,77%
More than 3 times	28,04%	23,65%	27,16%	24,39%	25,51%
Total	100,00%	100,00%	100,00%	100,00%	100,00%

> 45-54 people do not look after the first SERP.

When using the Internet, how often do you have to check the second page of results in a search engine?

	Women	Men	Total
Less than 1 out of 10 times	58,98%	44,16%	55,91%
More than 3 times	41,02%	55,84%	44,09%

> Women go less than men to the second SERP.

Source : Aposition/ToLuna, March 2008.
4268 answers to an online study have been analyzed at the beginning of March 2008.

![Search Engine Strategies Conference & Expo]

Specific French SE issues

- Words accentuation : é, ê, è, e etc.
  - Usages

- Polysemy
  - « Plus »(= More + no more)
  - Specific SE based on natural languages

Thank you for your attention

Contact :

Sébastien Langlois

S.langlois@aposition.com