

Press release

DIGITAL DEVICE OWNERSHIP AND USAGE

Digital Market Barometer: 2023 edition queries users on the steps they are taking to reduce ICT's environmental footprint

Paris, 14 May 2024

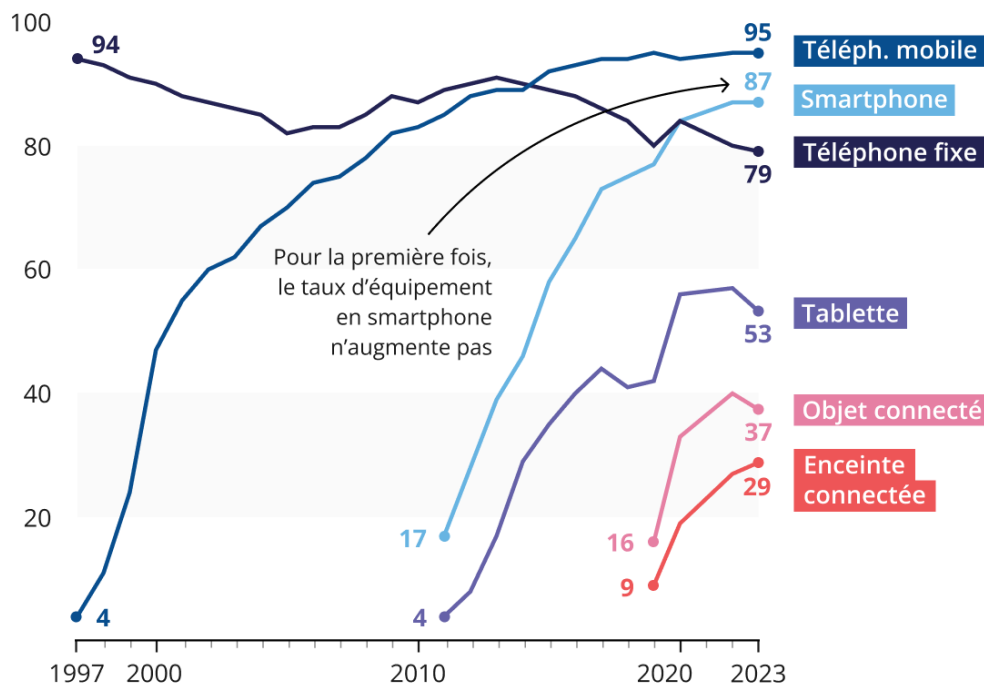
Today, Arcep, the Economic Council (CGE) and France's National Agency for Territorial Cohesion (ANCT) are publishing the findings of the Digital Market Barometer, an annual survey conducted by CREDOC¹ on the adoption of digital devices, and how their use has evolved over time.

2023 saw the increasingly widespread adoption of the latest technologies and more and more aspects of people's daily lives going digital

While the percentage of the population that owns a computer and/or a smartphone has plateaued at a high level (87%), more recent digital devices such as **smart speakers continue to increase in popularity**: 37% of respondents report owning at least one connected object (home automation, electronics, health, security) and 29% own a smart speaker.

Les taux d'adoption des équipements courants se stabilisent, les équipements les plus récents continuent de se diffuser

Evolution du taux d'équipement des répondants (%)



¹ Methodology: Conducted by the CREDOC research centre devoted to the study and observation of living conditions, the survey polled a representative sample of 4,267 people, ages 12 and up, who were interviewed by phone and online.

Users' habits are changing in two ways: 80% of the population now use instant messaging services (+1 point YoY), and 60% regularly read their newspapers and magazines in digital format. If virtually all young users have adopted these services, they are **also now catching on amongst older generations**: close to 60% of people over 70 now surf the Web on their mobile, compared to fewer than 20% in 2017.

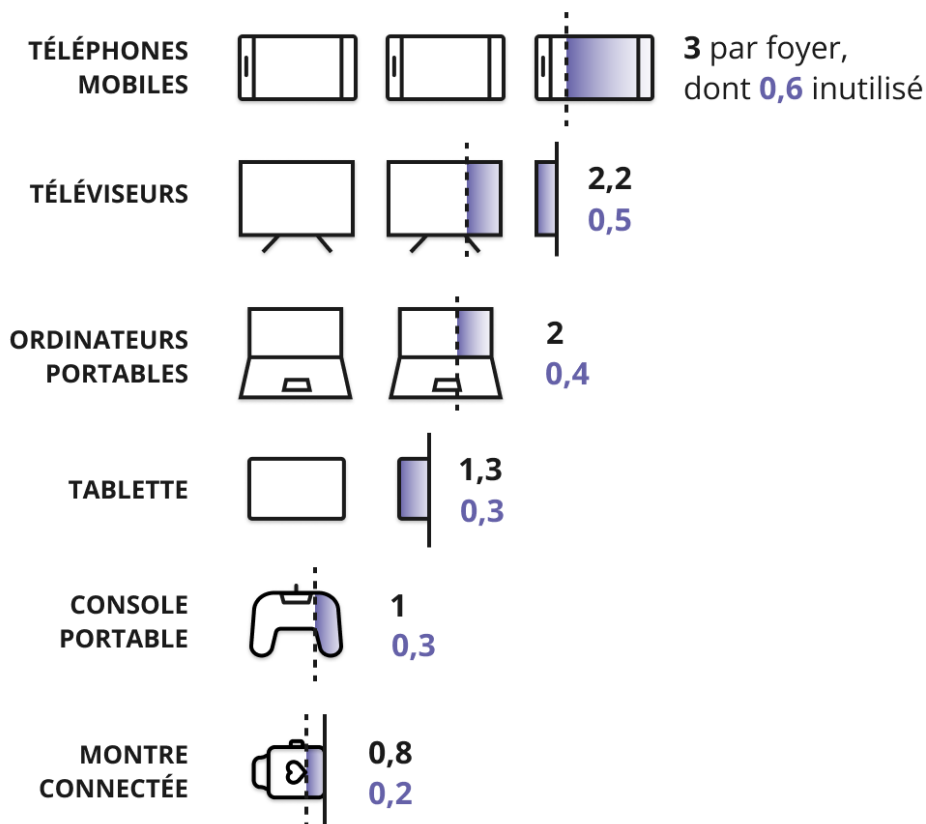
This growing adoption can be set against **the increasingly widespread access to FttH**: 67% of fixed internet customers have a fibre plan. This percentage is growing in **rural communities** in particular, where **close to half of all internet subscribers now have this technology** (48%, +14 points YoY).

In 2023, households owned an average of 10 digital devices, not all of which they use

The Digital Market Barometer queries users on the digital equipment they own. The findings of this edition reveal that, in 2023, every household owned an average **10 digital devices with a screen, not all of which they use, for a total of around 300 million digital devices in Metropolitan France**.

Les foyers possèdent en moyenne plus de 10 écrans, dont près d'un quart ne sont pas utilisés

Nombre moyen d'équipements par foyer disposant d'une connexion internet fixe, dont les équipements inutilisés



Of all the devices found inside the home, a quarter are kept but never used, which means that **around 70 million devices could be refurbished or recycled**.

Devices (i.e. the hardware that serves as the interface between us and our digital uses: smartphones, televisions, smart speakers, computers, etc.) and particularly their production stage² account for the lion's share of ICT's environmental impact. Promoting the reuse of these devices is one of the levers that helps

² [Assessing ICT's environmental impact in France and forward-looking analysis – Executive Summary produced by ADEME and Arcep \(19 January 2022\)](#)

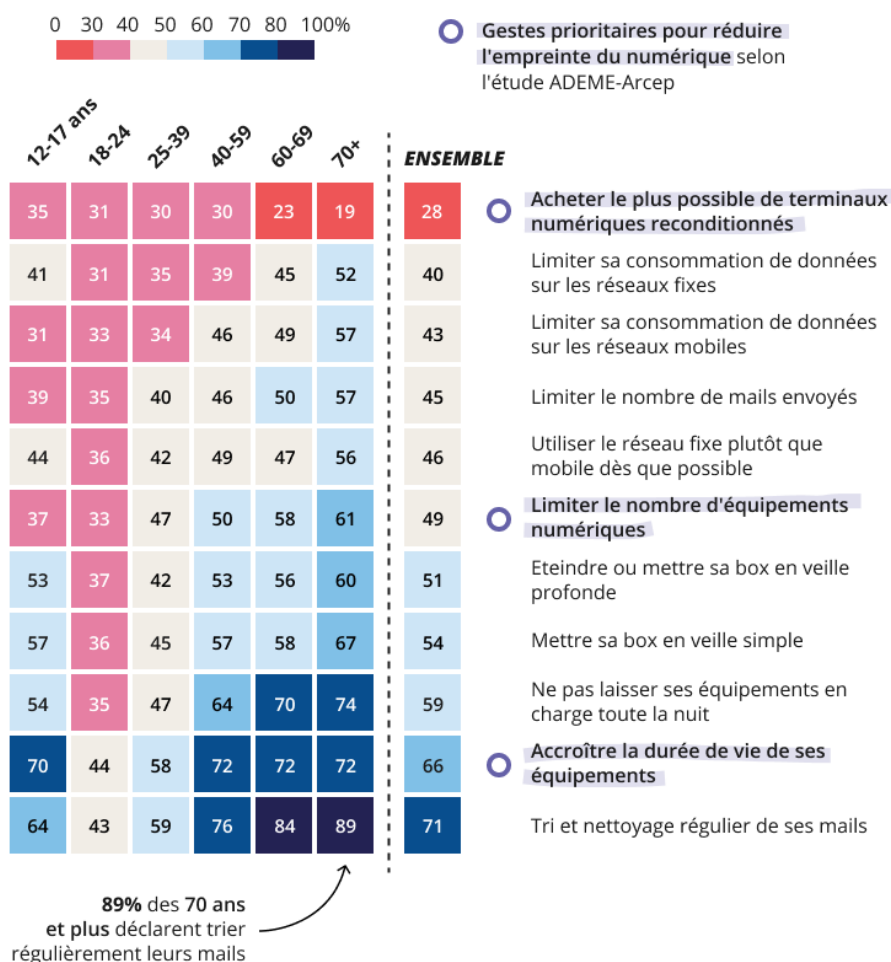
extend their lifespan, and thereby limit their environmental impact. In 2023, 21% of respondents reported owning a smartphone that they had bought either refurbished or second hand. This is especially common amongst the youngest users: up to a third of 18-24 year-olds.

Buying refurbished hardware still insufficiently identified as a lever to reduce ICT's environmental footprint.

When asked about what useful steps they were taking to **limit the environmental footprint of their digital lifestyle, more than eight out of 10 internet users said they were performing at least one action** to achieve that. Increasing the life of their devices (66%), and the number of devices they owned (49%), as well as the power they consume (77%), are among the most frequently cited actions. However, only 13% of internet users thought that buying refurbished devices was a useful avenue for limiting ICT's environmental footprint.

Les usages sobres d'équipements numériques, leviers importants mais certains encore trop peu identifiés

Actions réalisées par une population de 12 ans et plus disposant d'un accès à internet à domicile, par tranche et en %



Associated documents:

- [Infographic: snapshot of the main findings of the 2023 edition](#)
- [Presentation given at the press conference](#)
- [The complete survey](#)
- [Open datasets: The complete Digital Market Barometer since can be found at: data.gouv.fr](#)

Arcep at a glance

The Regulatory Authority for Electronic Communications, Postal Affairs and Print Media Distribution (Arcep), a neutral and expert arbitrator with the status of independent administrative authority (IAA), is the architect and guardian of internet, fixed and mobile communications and postal networks in France.