

Summary Results of the 2018 Survey of Household Economy

I Expenditure on Goods and Services Ordered over the Internet (Two-or-more-person households)

1 The proportion of households that ordered over the internet to all Two-or-more-person households reached 39.2% in 2018. It had increased 22.9 percentage points for 10 years from 2008 at 16.3%.

2 Average expenditure per household on goods and services ordered over the internet was 12,610 yen a month in 2018. It increased by 19.1% in nominal terms from the previous year in 2018.

Looking at this by item, Travel-related costs*¹ increased by 26.9% and Clothing & footwear increased by 23.8% from the previous year in 2018. All items showed increases.

Looking at this by age group of the head of household, the 40-49 years old group increased by 22.2% and the 60-69 years old group increased by 20.3% from the previous year in 2018. All of the age groups showed increases.

Average expenditure per household on goods and services ordered over the internet was 32,056 yen a month in 2018. It increased by 3.8% in nominal terms from the previous year in 2018.

*¹ Total expenditure on accommodation services, fares and package tours

3 Looking at Clothing & footwear by item, Men's clothing increased by 31.3% and Women's clothing increased by 23.9% from the previous year in 2018. All items showed increases.

Looking at this by age group of the head of household, the 60-69 years old group increased by 31.6% and the 40-49 years old group increased by 26.4% from the previous year in 2018. All of the age groups showed increases.

4 Looking at Culture-related*² by item, Ebooks increased by 43.4% and Downloaded music, video and applications increased by 37.7% from the previous year in 2018. All items showed increases.

Looking at this by age group of the head of household, the 60-69 years old group increased by 27.4% and the 50-59 years old group increased by 25.3% from the previous year in 2018. All of the age groups showed increases.

*² Total expenditure on books and other reading materials, software (music, video, personal computer, TV game), ebooks, downloaded music, video, applications and tickets.

5 With regard to the breakdown of annual expenditure per household on goods and services ordered over the internet per household, Travel-related was the highest at 24.4% of the total, followed by Food at 13.6%, Clothing & footwear at 11.2%, Culture-related at 10.3% and Home electronics & furniture at 8.1% in 2018.

II Ownership and Utilization of Electronic Money (Two-or-more-person households)

1 The proportion of households with members who owned electronic money was 59.2% in 2018. It increased 4.9 percentage points from the previous year in 2018. The proportion of households with members who used electronic money was 50.4% in 2018. It increased 4.9 percentage points from the previous year in 2018.

2 Looking at the proportion of households with members who owned electronic money by age group of the head of household, it was the highest in the 40-49 years old group at 63.9%, followed by the 50-59 years old group at 63.2% and the under 40 group at 59.7% in 2018.

The 60-69 years old group increased by 7.4 percentage points and the under 40 group increased by 4.6 percentage points from the previous year in 2018.

The 50-59 years old group increased by 40.9 percentage points, the 40-49 years old group increased by 36.5 percentage points and the 60-69 years old group increased by 33.4 percentage points from the previous year in 2008.

3 Average expenditure per household using electronic money was 18,256 yen a month in 2018. It increased by 3.5% in nominal terms from the previous year in 2018.

The proportion of households with members who used electronic money over 10,000 yen was 28.0% in 2018. It increased 3.4 percentage points from the previous year in 2018.

4 Looking at average expenditure per household using electronic money by age group of the head of household, it was the highest in the 50-59 years old group at 19,741 yen, followed by the 60-69 years old group at 19,448 yen and the 40-49 years old group at 17,457 yen a month in 2018.

The under 40 group increased by 16.3% and the 60-69 years old group increased by 5.9% from the previous year in 2018.