

## Summary Results of the 2024 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 goods or services on the internet to all two-or-more-person households was 55.3% in 2024. This figure was higher than the previous year (53.5%), which represented a record high since the start of the survey in 2002.

2 Average expenditure on goods and services ordered over the internet per household was 24,928 yen a month in 2024. It increased by 8.3% in 2024 in nominal terms from the previous year.

Looking at this by item, “Travel-related costs” increased by 15.5% and “Tickets” increased by 13.7% in 2024 from the previous year.

Looking at expenditure proportion by item, “Food” was the highest at 21.0% of the total, followed by “Travel-related costs” at 20.8%, “Clothing and footwear” at 10.2%, “Home electronics and furniture” at 7.0% in 2024.

Looking at this by age group of the head of household, 60-69 years old group increased by 11.4% in 2024 in nominal terms from the previous year. All of the age groups showed increases.

3 Looking at “Travel-related costs” by item, “Accommodation services, fares, package tours (payment on the Internet)” increased by 19.0%, “Accommodation services, fares, package tours (payment on-site)” increased by 5.1% in 2024 in nominal terms from the previous year.

Looking at this by age group of the head of household, the 60-69 years old group increased by 20.4% and the 40-49 years old group increased by 20.2% in 2024 from the previous year. All of the age groups showed increases.

4 Looking at “Culture-related costs\*1” by item, “Digital books” increased by 21.9% and “Downloaded music, video, applications” increased by 15.0% in 2024 in nominal terms from the previous year. On the other hand, “Software (music, video, personal computer, TV game)” decreased by 3.3% in 2024 from the previous year.

\*1 Total expenditure on “Books and other reading materials”, “Software (music, video, personal computer, TV game)”, “Digital books”, “Downloaded music, video, applications” and “Tickets”.

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

1 The proportion of households with members who owned electronic money was 74.1% in 2024. It increased by 1.1 percentage points in 2024 from the previous year.

The proportion of households with members who used electronic money was 63.5% in 2024. It increased by 0.1 percentage points in 2024 from the previous year.

2 Looking at the proportion of households with members who used electronic money by age group of the head of household, it was the highest in the 40-49 years old group at 75.9%, followed by the 50-59 years old group at 75.1% and the under 40 years old group at 70.3% in 2024.

The 60-69 years old group increased by 1.8 percentage points in 2024 and the 40-49 years old group increased by 0.6 percentage points in 2024 from the previous year.

3 Average amount of money per household using electronic money was 31,997 yen a month in 2024. It increased by 5.7% in 2024 in nominal terms from the previous year.

With regard to the breakdown, the average amount of money per household using electronic money for railway and bus was 4,290 yen a month in 2024. It increased by 5.7% in 2024 in nominal terms from the previous year.

In addition, the average amount of money per household using electronic money for purposes other than use for railway or bus was 27,707 yen a month in 2024. It increased by 5.7% in 2024 in nominal terms from the previous year.

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 33,905 yen, followed by the 40-49 years old group at 33,701 yen and the 60-69 years old group at 32,771 yen a month in 2024.

The under 40 years old group increased by 9.1% and the 50-59 years old group increased by 8.9% in 2024 in nominal terms from the previous year. All of the age groups showed increases.