PRESS RELEASE

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総務省
MIC Ministry of Internal Affairs and Communications

May 30, 2025

Results of the Communication Usage Trend Survey of 2024

The Ministry of Internal Affairs and Communications (MIC) has compiled the results of a "Communication Usage Trend Survey," which investigated the usage state of information and communications services in households and businesses at the end of August 2024.

The key findings of this survey are shown in Attachment 1 (PDF) and a summary in Attachment 2 (PDF).

The detailed survey results will be posted in the "Information and Communications Statistics Database" and "e-Stat," and data on the posted content will be opened to the public in a data format suitable for machine-reading applications (in CSV).

(URL: https://www.soumu.go.jp/johotsusintokei/statistics/statistics05.html)

[Main points of this survey results]

1 With regard to smartphone ownership, 90.5% of households own a smartphone, roughly the same as the previous year, while the percentage of individuals owning a smartphone has increased to over 80%. On the other hand, the percentage of households owning TV receivers continues to decline and is now nearly the same as that of smartphone ownership.

2 Regarding the purpose of using the Internet, "using social media, including free call functions" was the most common purpose, at 81.9%. Regarding usage by age group, "posting videos or using sharing sites" ranked highest among those aged 6 to 12, whereas "sending and receiving emails" ranked highest among all age groups aged 50 and older.

3 The percentage of businesses introducing telework was 47.3%, allowing continued to decrease from the previous year. Among the reasons for introducing work-from-home practices, "response to COVID-19 infection" decreased from the previous year, while "improvement of work-life balance of workers" and "improvement of work efficiency (productivity)" increased.

4 More than 80% of companies use cloud services. Regarding the reasons for using cloud systems, the percentage for "payroll, financial accounting, and human resources" and "schedule sharing" increased from the previous year, and to over 50%. Additionally, 88.2% of companies responded that the use of cloud systems was effective.

5 About 70% of Internet users experience some anxiety when using the Internet. The number of people aged 13 to 39 who felt anxious about using it increased significantly from the previous year.

[Survey Outline]

The Communications Usage Trend Survey targets households (whole households and their members) and corporate. It has been conducted as a general statistical survey based on the Statistics Act (Act No. 53 of 2007) every year since 1990 (the corporate survey was added in 1993 and has been conducted every year since then except 1994. The household members survey has been conducted since 2001). In addition, the household survey has targeted on a prefecture-by-prefecture basis since 2010.

	Household survey	Corporate survey
Time of survey	End of August 2024	
Areas surveyed	Nationwide	
Range of attributes and survey units	Each household where the head of the household is 20 years of age or older (as of April 1, 2024) And its members aged six or older	Companies with 100 permanent employees or more, excluding those engaged in public businesses
Number of samples (Number of valid distributions)	40,592 households (39,361 households)	6,040 companies (4,578 companies)
Number of valid replies [percentage]	15,304 households (37,058 person) [38.9%]	2,330 companies [50.9%]
Survey items	State of use of communications services, possession of information and communications devices, etc.	
Survey method	Questionnaires were distributed by mail and then collected either by mail or online（an electronic survey form）.	

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Released on May 30, 2025

Attachment 1

Highlights of the Communications Usage Trend Survey of 2024

<Survey Outline>

- MIC has conducted this survey annually since 1990, targeting households (households and household members) and businesses, as a general statistics survey in accordance with the Statistics Act (Act No. 53 of 2007). The survey looks into communication service usage, information and communication equipment ownership, etc. (Survey slips are sent by postal mail and collected by postal mail or online.)
  The survey took place in late August 2024.
- The household survey targets households headed by householders aged 20 or older (as of April 1, 2024) and household members aged 6 or older (40,592 households).
- The business survey targets businesses with 100 or more regular employees in industries other than public affairs (6,040 businesses)

Highlights of the Survey

- With regard to smartphone ownership, 90.5% of households own a smartphone, roughly the same as the previous year, while the percentage of individuals owning a smartphone has increased to over 80%. On the other hand, the percentage of households owning TV receivers continues to decline and is now nearly the same as that of smartphone ownership.
- Regarding the purpose of using the Internet, "using social media, including free call functions" was the most common purpose, at 81.9%. Regarding usage by age group, "posting videos or using sharing sites" ranked highest among those aged 6 to 12, whereas "sending and receiving emails" ranked highest among all age groups aged 50 and older.
- The percentage of businesses introducing telework was 47.3%, allowing continued to decrease from the previous year. Among the reasons for introducing work-from-home practices, "response to COVID-19 infection" decreased from the previous year, while "improvement of work-life balance of workers" and "improvement of work efficiency (productivity)" increased.
- More than 80% of companies use cloud services. Regarding the reasons for using cloud systems, the percentage for "payroll, financial accounting, and human resources" and "schedule sharing" increased from the previous year, and to over 50%. Additionally, 88.2% of companies responded that the use of cloud systems was effective.
- About 70% of Internet users experience some anxiety when using the Internet. The number of people aged 13 to 39 who felt anxious about using it increased significantly from the previous year.

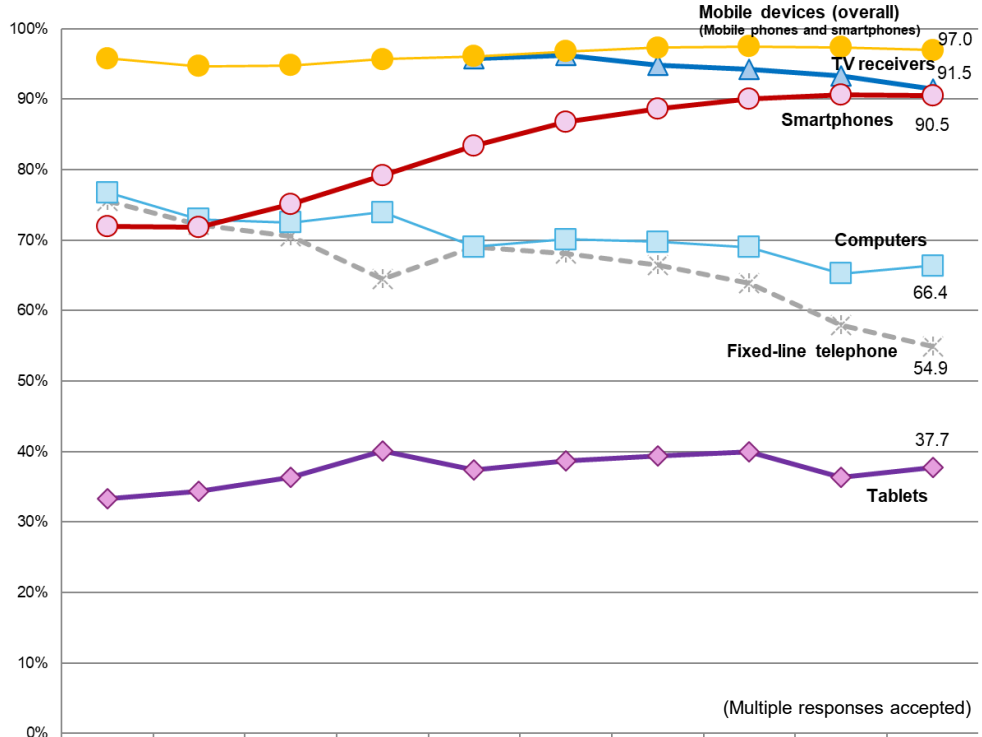
<Notes>

- Graphs with titles including (businesses) are based on the survey of businesses and colored orange. Those with titles including (households) are based on the survey of households, and including (individuals) are based on the survey of household members. Both (households) and (individuals) are colored blue.
- Non-responses were excluded except in the graphs of “1. Proliferation of Communication Devices” in Page 2 and “Introduction of telework” in Page 6.
- Figures in the chart are rounded to the nearest unit, and individual figures may not add up to totals due to rounding.

1. Dissemination State of Information and Communication Devices

Ownership of common communication devices (households) (2015 - 2024)

The percentage of households with smartphones is over 90% (90.5%), remaining almost at the same level as in the previous year. On the other hand, the percentage of households owning TV receivers continues to decline and is now nearly the same as that of smartphone ownership.

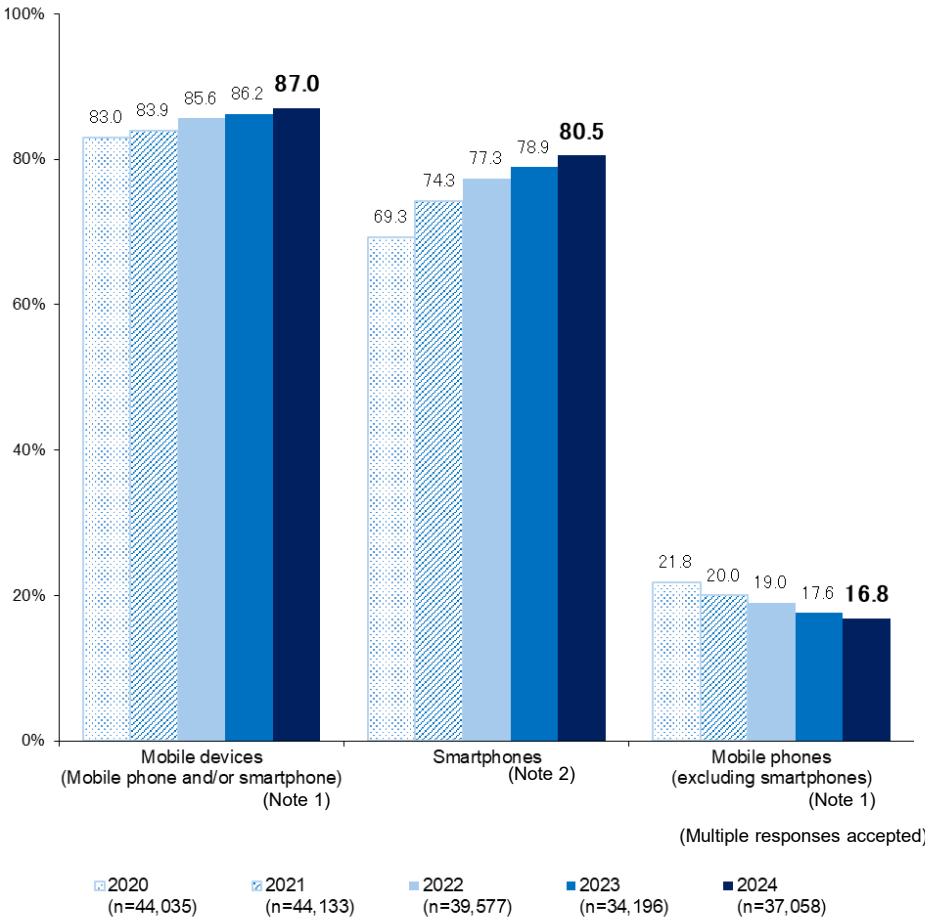


	2015 (n=14,765)	2016 (n=17,040)	2017 (n=16,117)	2018 (n=16,255)	2019 (n=15,410)	2020 (n=17,345)	2021 (n=17,365)	2022 (n=15,968)	2023 (n=14,059)	2024 (n=15,304)
Fixed-line telephone	75.6	72.2	70.6	64.5	69.0	68.1	66.5	63.9	57.9	54.9
TV receivers					95.8	96.2	94.9	94.3	93.3	91.5
Computers	76.8	73.0	72.5	74.0	69.1	70.1	69.8	69.0	65.3	66.4
Smartphones	72.0	71.8	75.1	79.2	83.4	86.8	88.6	90.1	90.6	90.5
Mobile devices (overall)	95.8	94.7	94.8	95.7	96.1	96.8	97.3	97.5	97.4	97.0
Tablets	33.3	34.4	36.4	40.1	37.4	38.7	39.4	40.0	36.4	37.7

(Note) Each figure is the percentage of all households in each year's survey that own the respective communication device.
"Mobile devices (overall)" include PHS handsets before 2020.

Ownership of mobile devices (individuals) (2020-2024)

The percentage of individuals owning smartphones is on the rise, exceeding 80% (80.5%), while the percentage of individuals owning cell phones (excluding smartphones) is on the decline (16.8%).

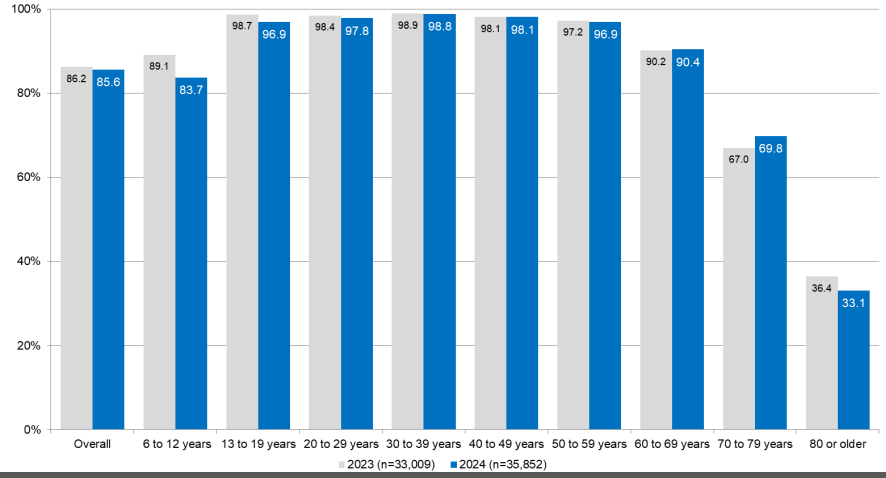


(Note 1) "Mobile devices (overall)" and "Mobile phones (excluding smartphones)" include PHS handsets for 2020.
(Note 2) "Smartphones" do not include 5G terminals for 2020.

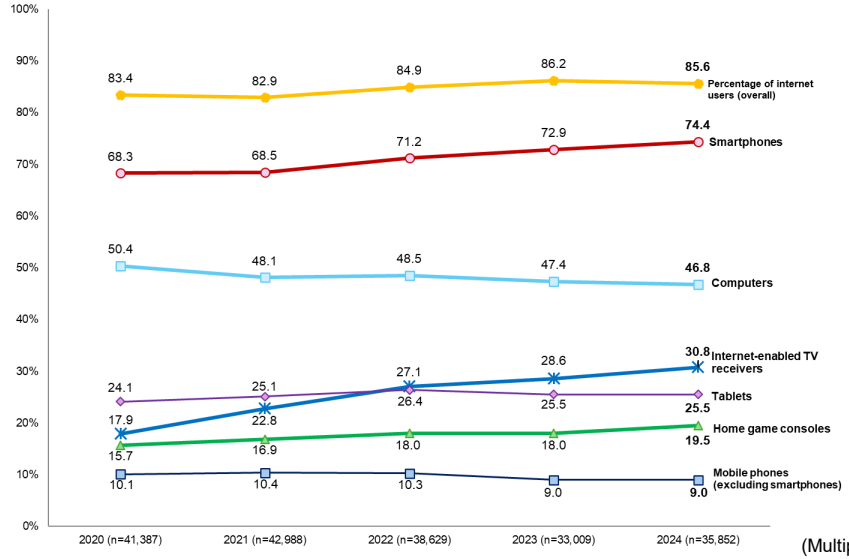
2. Internet Usage Trends (Individuals)

The percentage of individual internet users exceeds 90% among all age groups from 13 to 69 years old, but shows decreases from the previous year among those aged 6 to 12 and those aged 80 or older.
The use of smartphones as internet access devices by individuals continues to rise, with over 90% among all age groups from 20 to 59 years old using them.

Internet usage state



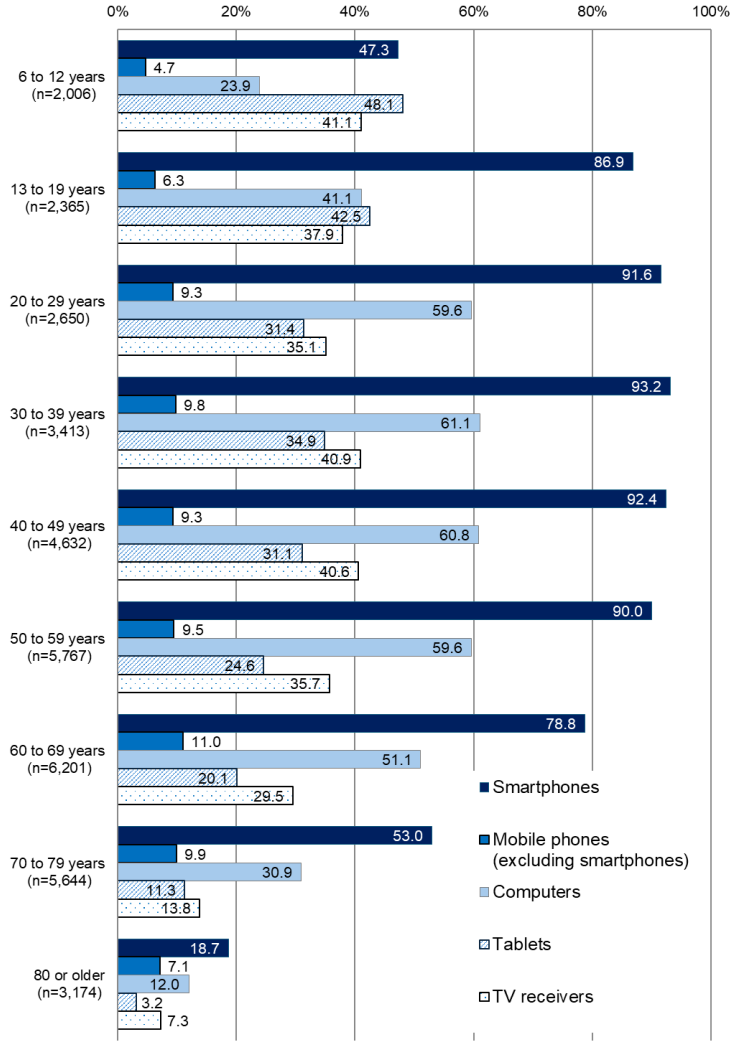
Usage state of internet access devices (2020-2024)



(Multiple responses accepted)

(Note) "Mobile phones (excluding smartphones)" for 2020 includes PHS handsets.

Usage state of internet access devices by age group



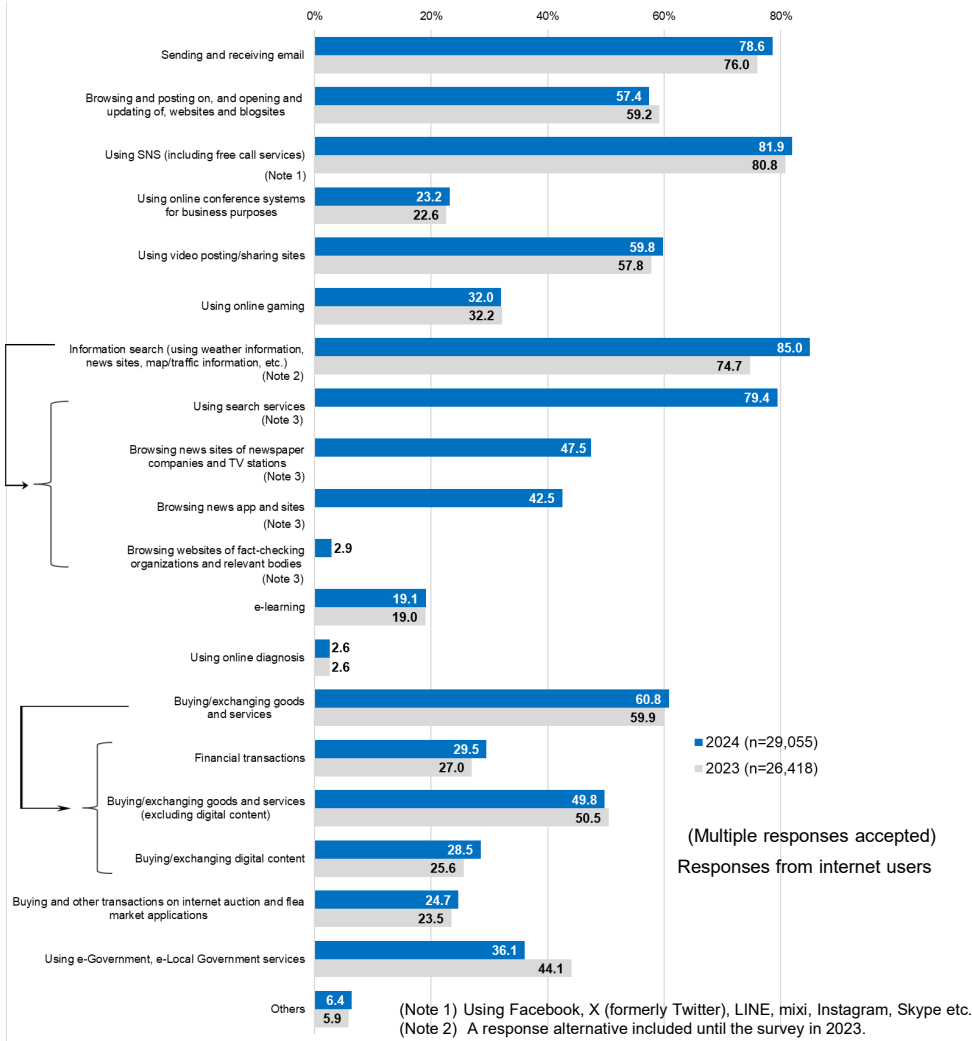
(Multiple responses accepted)

(Note) Only major devices are covered.

3. Purposes of Using the Internet (Individuals)

Among internet users, the most common usage of the internet is “Using social networking services (including free call services),” which accounts for 81.9%. This is followed by “Using search services" (79.4%) and “Sending and receiving email” (78.6%). The most common usage is “Using video posting / sharing sites” among those aged 6 to 12, “Using social networking services (including free call services)” among those aged 13 to 49, and “Sending and receiving email” among those aged 50 or older.

Purposes of using the internet



(Multiple responses accepted)

Responses from internet users

(Note 1) Using Facebook, X (formerly Twitter), LINE, mixi, Instagram, Skype etc.
(Note 2) A response alternative included until the survey in 2023.
The figure for 2024 is the number of responses that chose any of the alternatives newly added in the 2024 survey.
(Note 3) Added as new response alternatives starting in 2024.

Purposes of using the internet (by age group)

Unit: %

		Total participants (n)	First	Second	Third	Fourth	Fifth
[Overall]		29,055	Using social networking services (including free call services) 81.9	Using search services 79.4	Sending and receiving email 78.6	Using video posting/sharing sites 59.8	Browsing and posting on or opening and updating of websites and blogsites 57.4
	6 to 12 years	1,616	Using video posting/sharing sites 77.9	Using search services 56.2	Using online gaming 54.9	e-learning 41.3	Using social networking services (including free call services) 40.9
	13 to 19 years	2,190	Using social networking services (including free call services) 91.8	Using search services 81.6	Using video posting/sharing sites 76.8	Using online gaming 63.5	Sending and receiving email 61.9
	20 to 29 years	2,494	Using social networking services (including free call services) 95.0	Sending and receiving email 84.2	Using search services 83.7	Using video posting/sharing sites 73.7	Browsing and posting on or opening and updating of websites and blogsites 63.4
	30 to 39 years	3,296	Using social networking services (including free call services) 91.4	Sending and receiving email 86.6	Using search services 84.9	Using video posting/sharing sites 73.7	Buying/exchanging goods and services (excluding digital content) 67.9
	40 to 49 years	4,437	Using social networking services (including free call services) 90.1	Sending and receiving email 87.1	Using search services 87.0	Using video posting/sharing sites 69.7	Browsing and posting on or opening and updating of websites and blogsites 69.6
	50 to 59 years	5,453	Sending and receiving email 88.3	Using search services 85.5	Using social networking services (including free call services) 85.4	Browsing and posting on or opening and updating of websites and blogsites 62.9	Using video posting/sharing sites 60.1
	60 to 69 years	5,348	Sending and receiving email 84.8	Using search services 79.5	Using social networking services (including free call services) 77.5	Browsing news sites of newspaper companies and TV stations 54.7	Browsing and posting on or opening and updating of websites and blogsites 53.3
	70 to 79 years	3,410	Sending and receiving email 74.3	Using social networking services (including free call services) 66.0	Using search services 65.9	Browsing news sites of newspaper companies and TV stations 43.7	Browsing and posting on or opening and updating of websites and blogsites 39.5
	80 or older	811	Sending and receiving email 66.0	Using social networking services (including free call services) 51.3	Using search services 48.1	Browsing news sites of newspaper companies and TV stations 37.5	Browsing and posting on or opening and updating of websites and blogsites 31.4

(Multiple responses accepted)

Responses from internet users

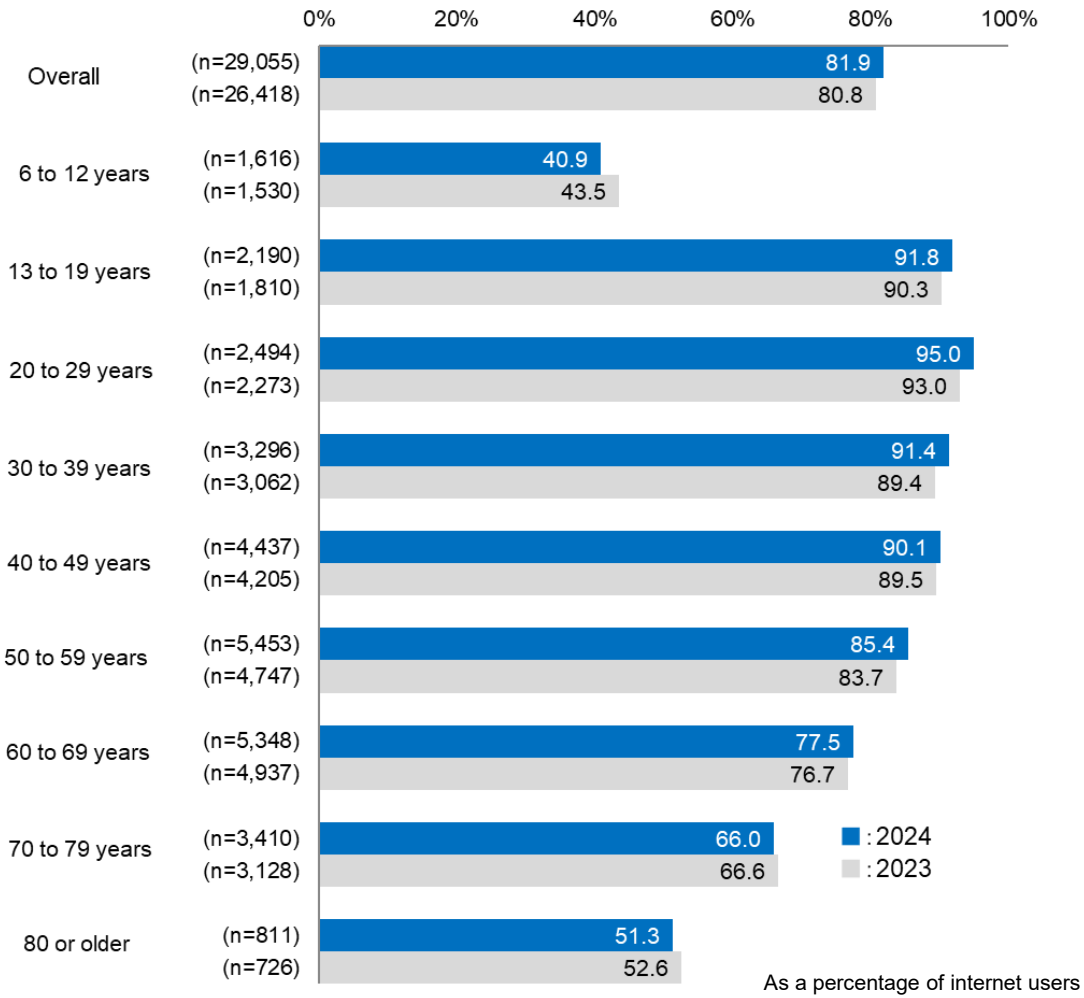
(Note) The percentage calculated by adding the responses for “Information search” and for “Buying/exchanging goods and services” is not included.

4. Social Networking Service Usage Trends (Individuals)

The overall percentage of individuals using social networking services(Note) is increasing, but the percentage shows decreases from the previous year for those aged 6 to 12 and those aged 70 or older. The usage purpose has not changed significantly since the 2023 survey, with the highest percentage of respondents choosing “To communicate with current friends.”

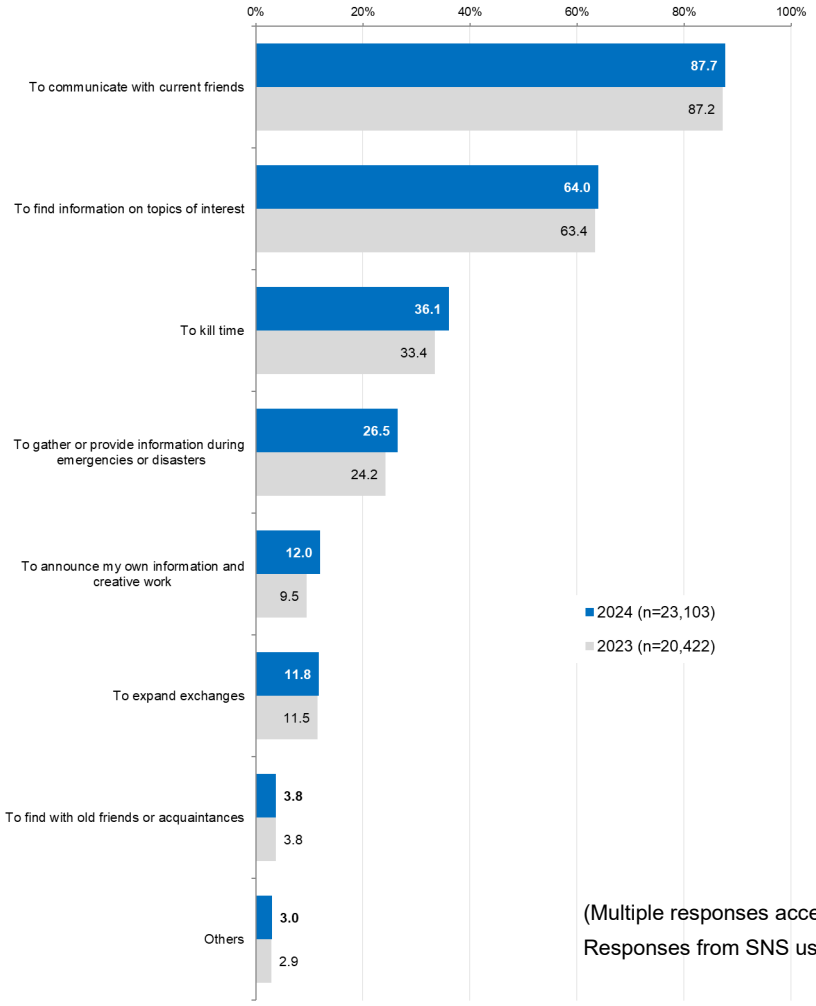
Note: Social Networking Services (SNS) here refer to Facebook, X (formerly Twitter), LINE, mixi, Instagram, Skype, etc.

Usage state of SNS



As a percentage of internet users

Purposes of using SNS



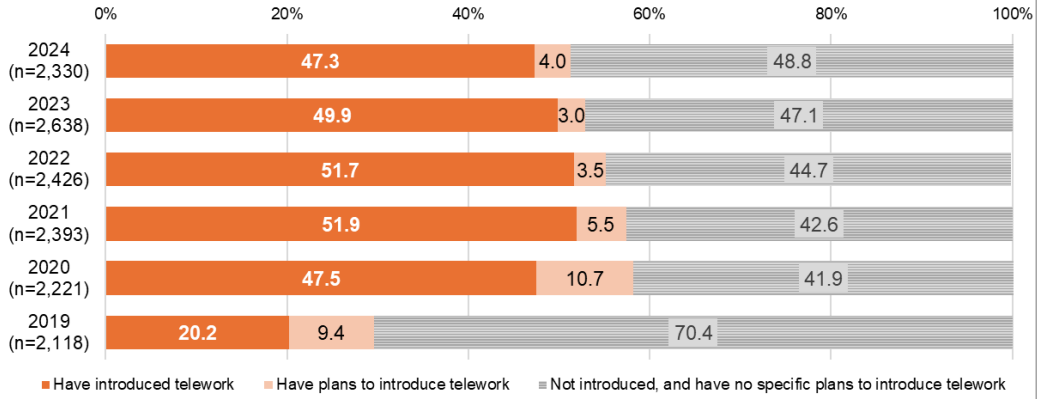
(Multiple responses accepted)

Responses from SNS users

5. Introduction State and Implementation of Telework

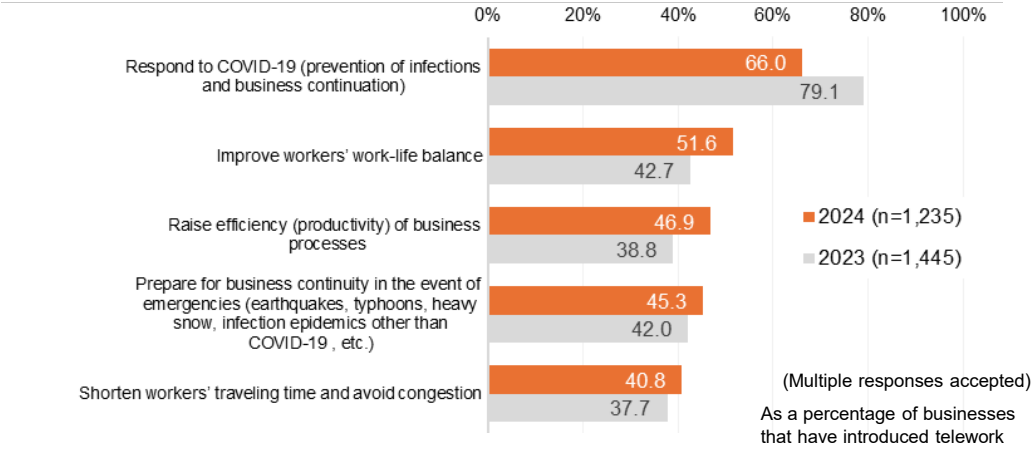
Introduction State of telework (businesses) (2019-2024)

The percentage of businesses that have introduced telework is 47.3%, showing a declining trend from 2022.



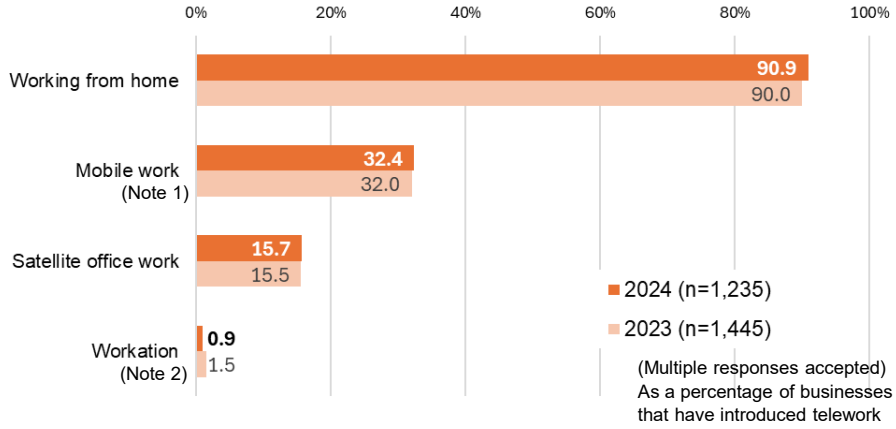
Purposes of introducing telework (businesses)

As purpose of introducing telework, “Respond to COVID-19” decreased from the previous year, while “Improve workers’ work-life balance” and “Raise efficiency (productivity) of business processes” are increasing.



Types of telework introduced (businesses)

Among businesses that have introduced telework, introduced types of telework are almost unchanged as a whole from the previous year.

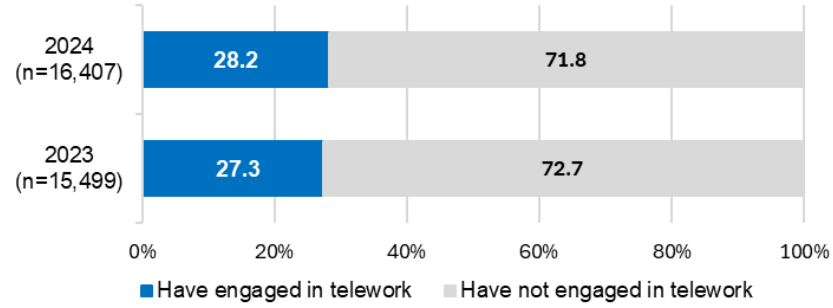


(Note 1) Mobile work refers to sales and other types of work done out of the office, including email and journal creation at transportation facilities or cafes.

(Note 2) Workation means that workers take advantage of telework to spend time on personal vacation while working at places other than their usual workplaces and homes.

Experience of engaging in telework (individuals)

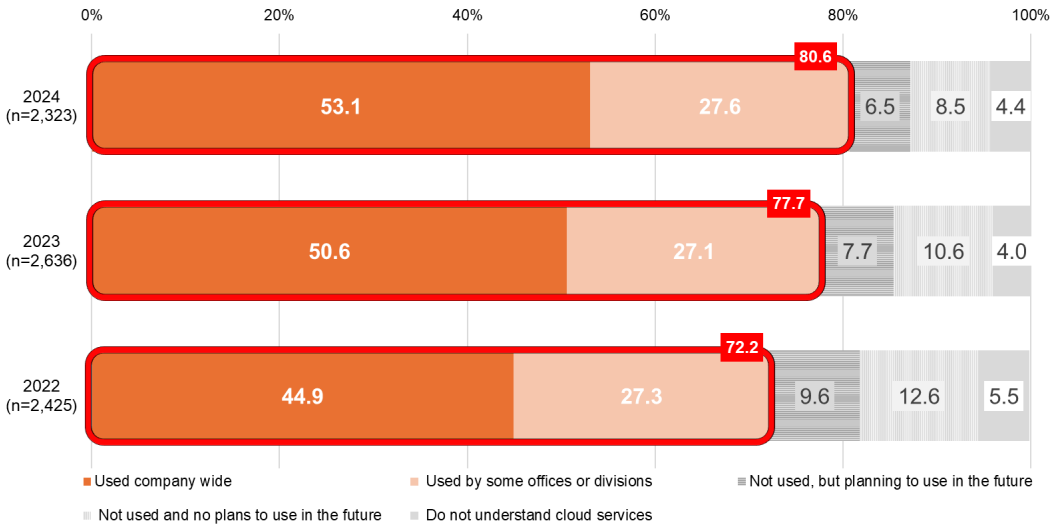
For the last one year, the percentage of individuals who “Have engaged in telework” increased slightly from the previous year to 28.2%.



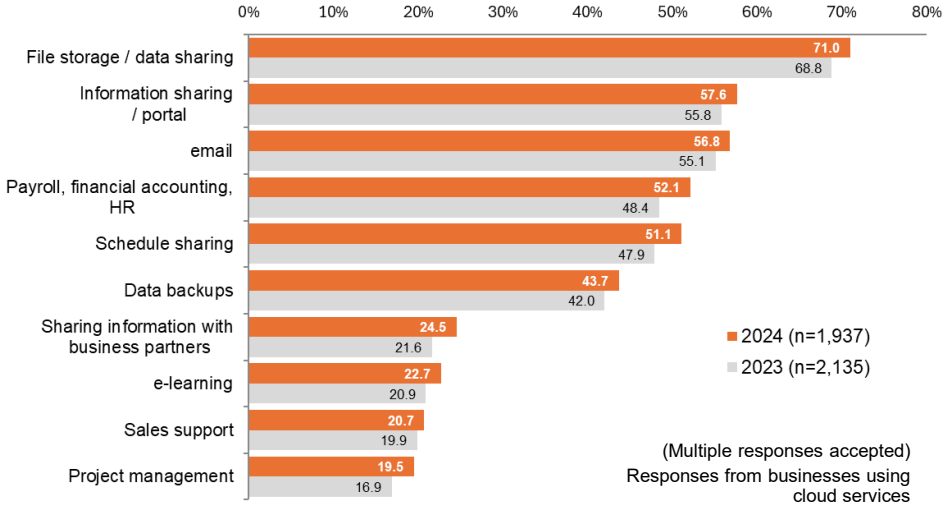
6. Cloud Service Usage (Businesses)

The percentage of businesses using cloud services continues to increase, exceeding 80%.
As usage applications, “Payroll, financial accounting, HR” and “Schedule sharing” show increases from the previous year, both exceeding 50%.
As a reason for using cloud services, the percentage of “Useful as a backup in a time of disaster” is increasing significantly, exceeding 40%.

Usage state of cloud services (2022-2024)

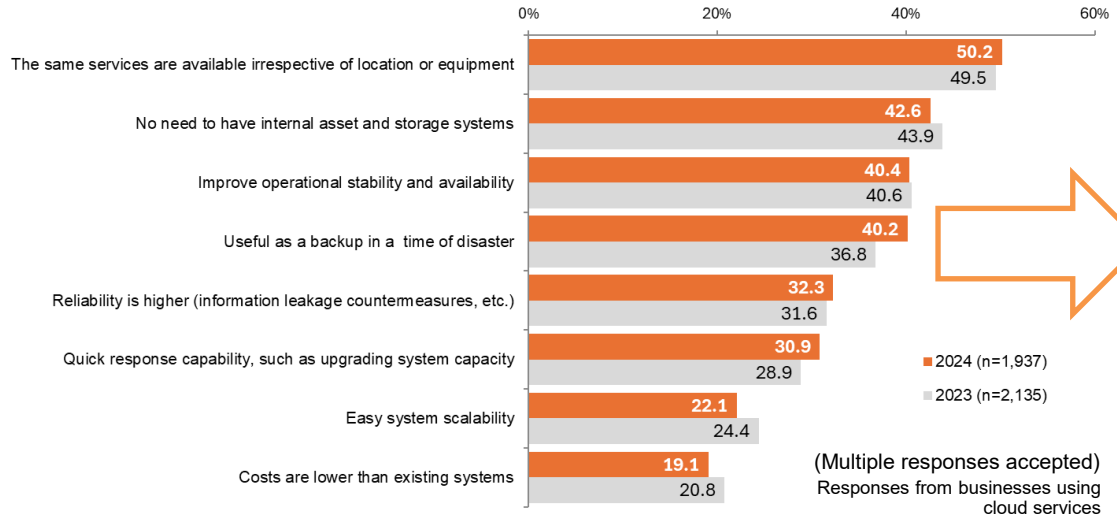


Usage applications of cloud services



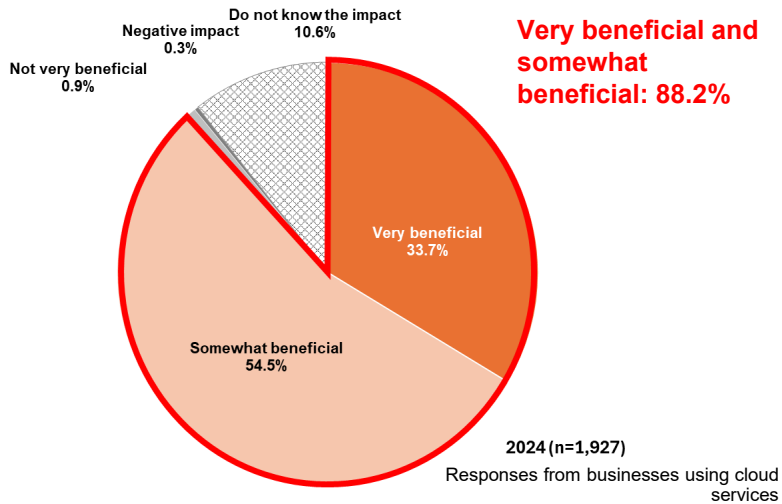
(Multiple responses accepted)
Responses from businesses using cloud services

Reasons for using cloud services



(Multiple responses accepted)
Responses from businesses using cloud services

Impact of using cloud services

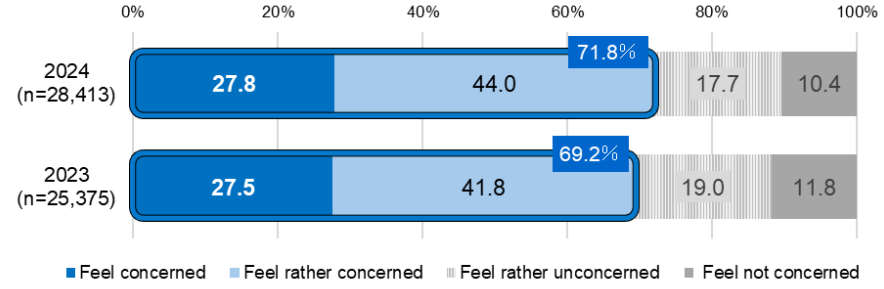


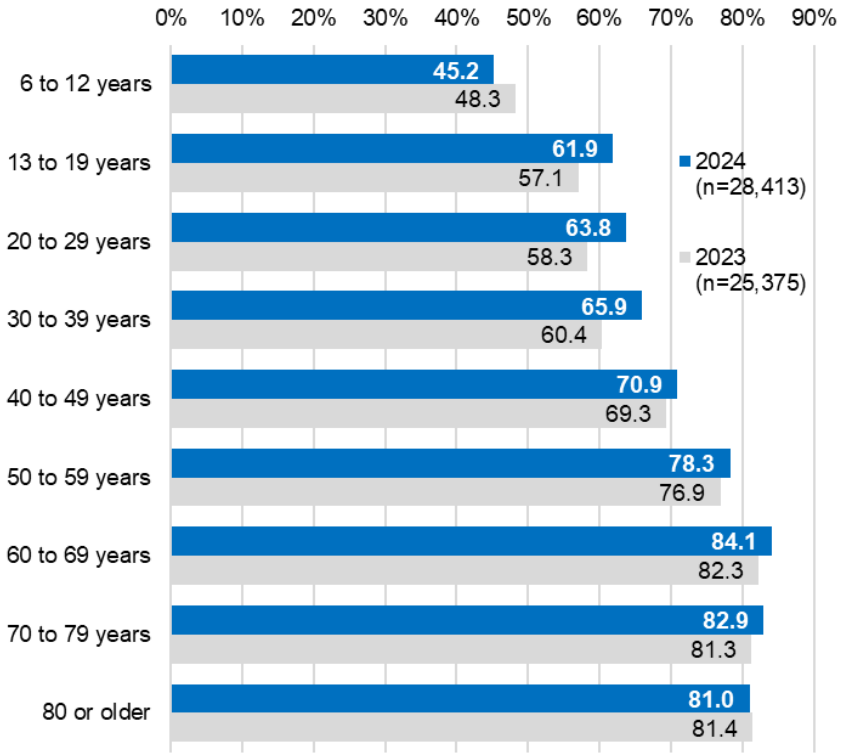
Responses from businesses using cloud services

7. Concerns about Using the Internet (Individuals)

Concerns about using the internet

About 70% of internet users feel some form of anxiety while using the internet. Looking at age group, those having concerns increased significantly from the previous year among all age groups from 13 to 39 years old.





Responses from internet users

Types of concerns about using the internet (by age group)

Looking at specific concerns by age group, “Leak of personal information and internet use history” is the most common concern for all age groups. Other than this, “Computer virus infections” and “Concern about the risk of being targeted by fictitious billing or scams through the internet” are also frequently chosen.

Unit: %

		Total participants (n)	First	Second	Third	Fourth	Fifth
[Overall]		20,884	Leak of personal information and internet use history 90.2	Computer virus infections 61.6	Concern about the risk of being targeted by fictitious billing or scams through the Internet 53.9	Receiving spam e-mails 47.4	The extent of security measures to be implemented 42.8
By age group	6 to 12 years	717	Leak of personal information and internet use history 79.9	Computer virus infections 40.4	Concern about the risk of being targeted by fictitious billing or scams through the Internet 38.1	Concern about trouble with others on social media, etc. 30.1	Come across illegal/harmful information or information of uncertain authenticity 29.9
	13 to 19 years	1,364	Leak of personal information and internet use history 88.0	Computer virus infections 49.9	Concern about the risk of being targeted by fictitious billing or scams through the Internet 45.4	Receiving spam e-mails 34.5	The extent of security measures to be implemented 28.5
	20 to 29 years	1,607	Leak of personal information and internet use history 93.2	Computer virus infections 60.1	Concern about the risk of being targeted by fictitious billing or scams through the Internet 49.7	The reliability of electronic payments 40.0	Receiving spam e-mails 38.5
	30 to 39 years	2,169	Leak of personal information and internet use history 94.1	Computer virus infections 63.5	Concern about the risk of being targeted by fictitious billing or scams through the Internet 49.3	The reliability of electronic payments 46.1	The extent of security measures to be implemented 43.3
	40 to 49 years	3,169	Leak of personal information and internet use history 92.2	Computer virus infections 66.7	Concern about the risk of being targeted by fictitious billing or scams through the Internet 54.7	The reliability of electronic payments 47.1	The extent of security measures to be implemented 46.0
	50 to 59 years	4,235	Leak of personal information and internet use history 91.7	Computer virus infections 65.8	Concern about the risk of being targeted by fictitious billing or scams through the Internet 57.5	The reliability of electronic payments 52.7	Receiving spam e-mails 50.8
	60 to 69 years	4,394	Leak of personal information and internet use history 89.3	Computer virus infections 64.1	Concern about the risk of being targeted by fictitious billing or scams through the Internet 62.0	Receiving spam e-mails 59.9	The reliability of electronic payments 49.9
	70 to 79 years	2,668	Leak of personal information and internet use history 86.3	Computer virus infections 58.4	Receiving spam e-mails 57.4	Concern about the risk of being targeted by fictitious billing or scams through the Internet 54.7	The extent of security measures to be implemented 43.6
	80 or older	561	Leak of personal information and internet use history 80.9	Receiving spam e-mails 55.0	Computer virus infections 52.5	Concern about the risk of being targeted by fictitious billing or scams through the Internet 52.5	The extent of security measures to be implemented 37.9

(Multiple responses accepted)

Responses from individuals who have used the internet and have concerns about using the internet

May 30, 2025

Attachment 2

Summary Findings of the 2024 Communications Usage Trend Survey

Table of Contents

<Survey Outline>

- **MIC has conducted this survey annually since 1990, targeting households (households and household members) and businesses, as a general statistics survey in accordance with the Statistics Act (Act No. 53 of 2007). The survey looks into communication service usage, information and communication equipment ownership, etc. (Survey slips are sent by postal mail and collected by postal mail or online.) The survey took place in late August 2024.**
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- **The business survey targets businesses with 100 or more regular employees in industries other than public affairs (6,040 businesses).**

<Note>

- **Data in this document exclude non-respondents in the survey (unless otherwise specified).**
- **Figures in the chart are rounded to the nearest unit, and individual figures may not add up to totals due to rounding.**

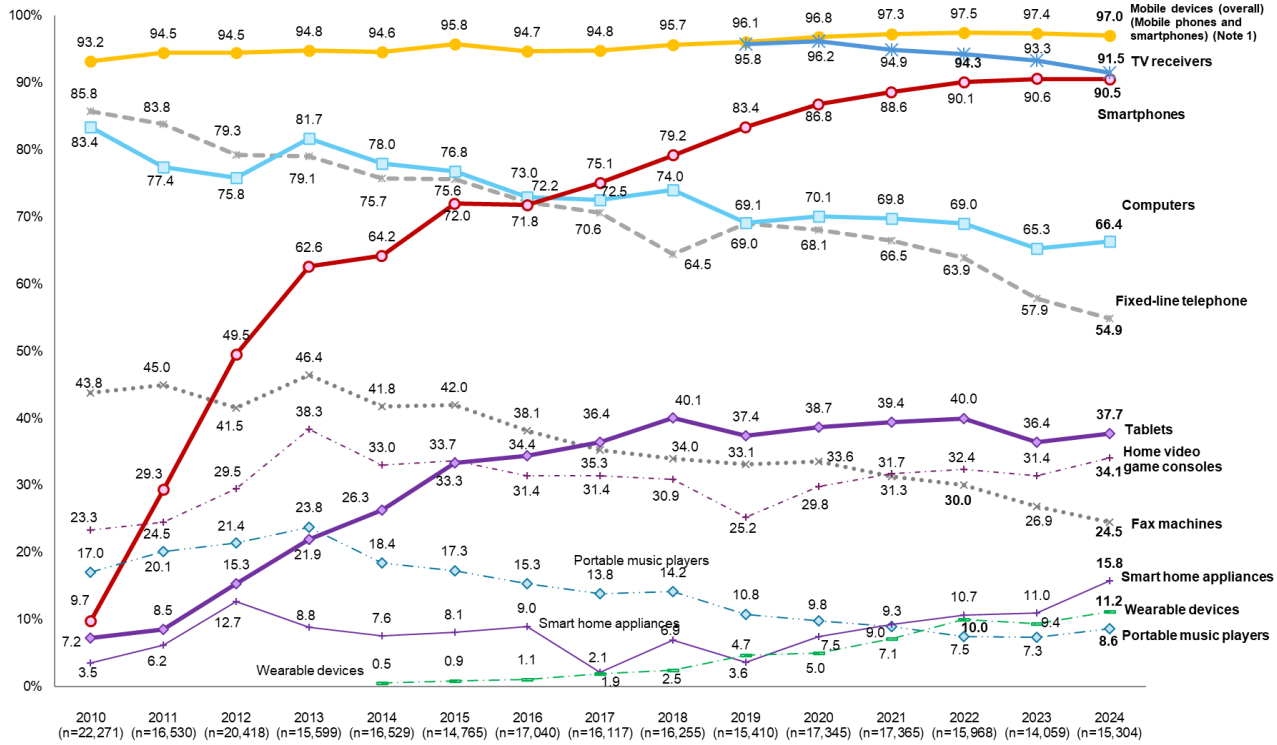
1. Dissemination State of the Internet and Other Networks

(1) Ownership of communication devices (households)

By type of information and communication devices, the percentage of households with smartphones is 90.5%, remaining almost at the same level as in the previous year, while the ownership of TV receivers, fixed-line telephones, and FAX machines is continuously decreasing, and the percentages for smartphones and TV receivers have become almost the same.

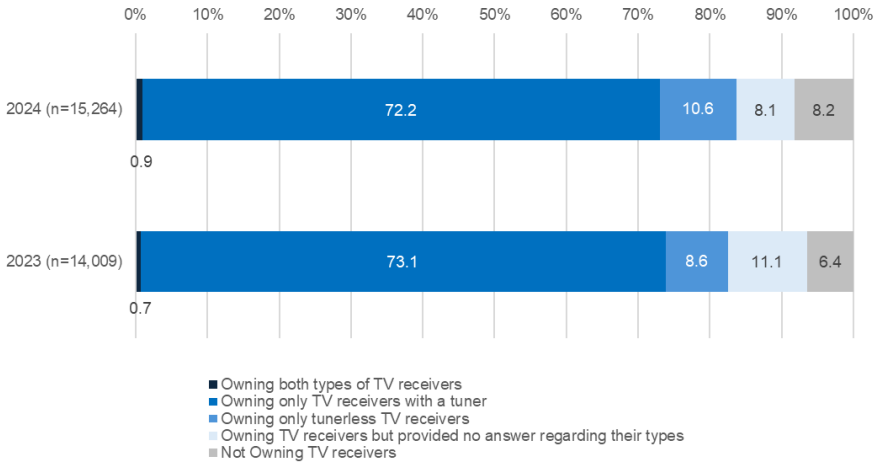
Among households that responded to the question on the ownership of information and communication devices, the percentage of households owning only tunerless TV receivers is 10.6%.

Figure 1-1: Transitions in ownership of communication devices



(Note 1) "Mobile devices (overall)" include personal digital assistants (PDAs) between 2009 and 2012, smartphones from 2010 and PHS handsets until 2020.
(Note 2) For comparison purposes between years, these calculations do include non-responses.

Figure 1-2: Ownership of Television (TV receivers with a tuner and tunerless TV receivers[Note 1])

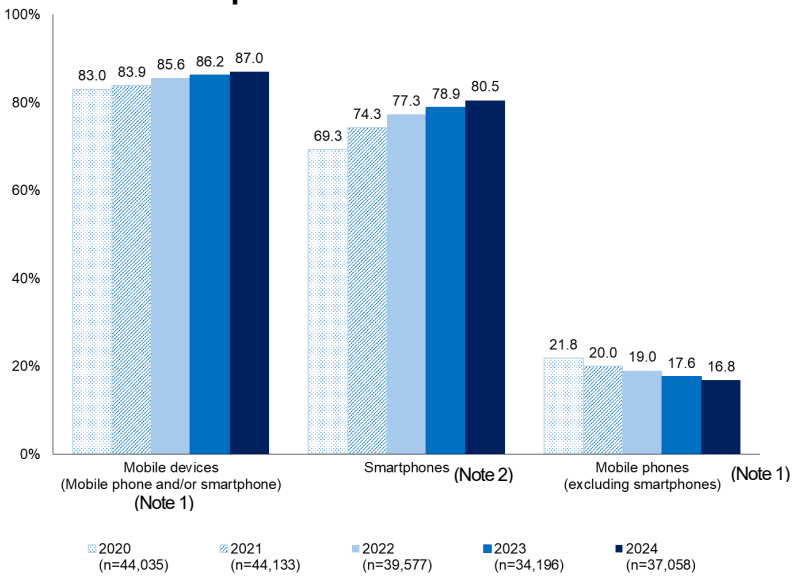


(Note 1) A tuner is a device that receives broadcast signals, such as a terrestrial digital TV broadcast and BS digital TV broadcast. At present, TV receivers in general have a built-in tuner, and TV receivers of this type are referred to as "TV receivers with a tuner" in this survey. "Tunerless TV receivers" are receivers that do not have a built-in tuner, so they do not enable users to view TV broadcasts on their own. "Tunerless TV receivers" are intended mainly for viewing internet streaming.
(Note 2) Compiled responses of households that responded to the question on the ownership of information and communication devices.

(2) Ownership of mobile devices (individuals)

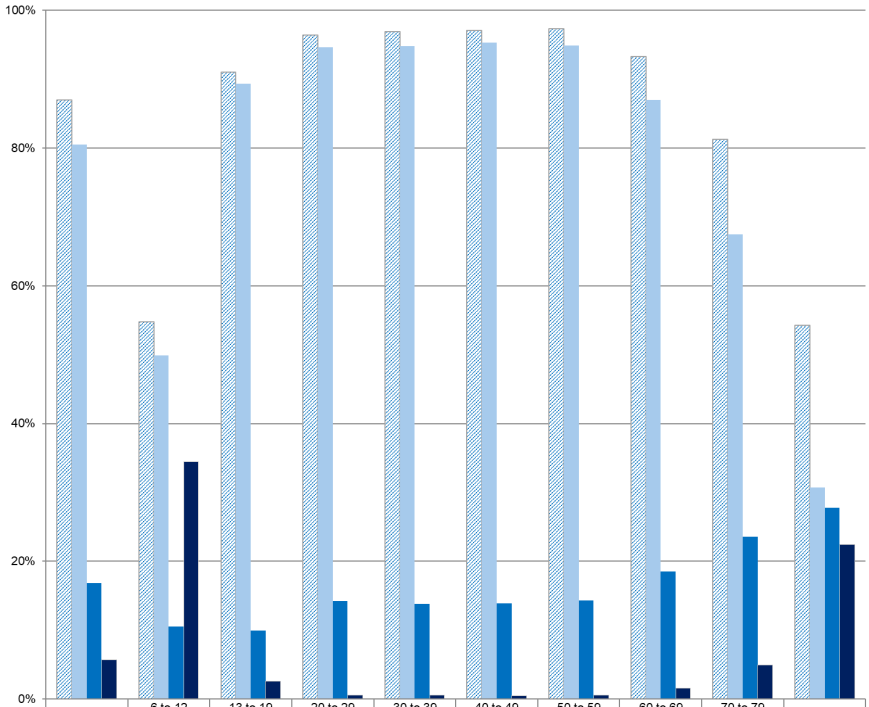
Regarding the ownership of mobile devices (cell phones and smartphones) by individuals, the ownership rate of individuals who own more than one type of mobile devices is 87.0%, of which, those owning “smartphones” account for 80.5%. By age group, the percentage of individuals with no ownership for any mobile devices exceeds 20% in the age groups “6 to 12” and “80 or older.”

Figure 1-3: Transitions in ownership of mobile devices



(Note 1) “Mobile devices (overall)” and “Mobile phones (excluding smartphones)” include PHS handsets for 2020.
(Note 2) “Smartphones” do not include 5G terminals for 2020.
(Note 3) For comparison purposes between years, these calculations do include non-response.

Figure 1-4: Ownership of mobile devices by age group (2024)



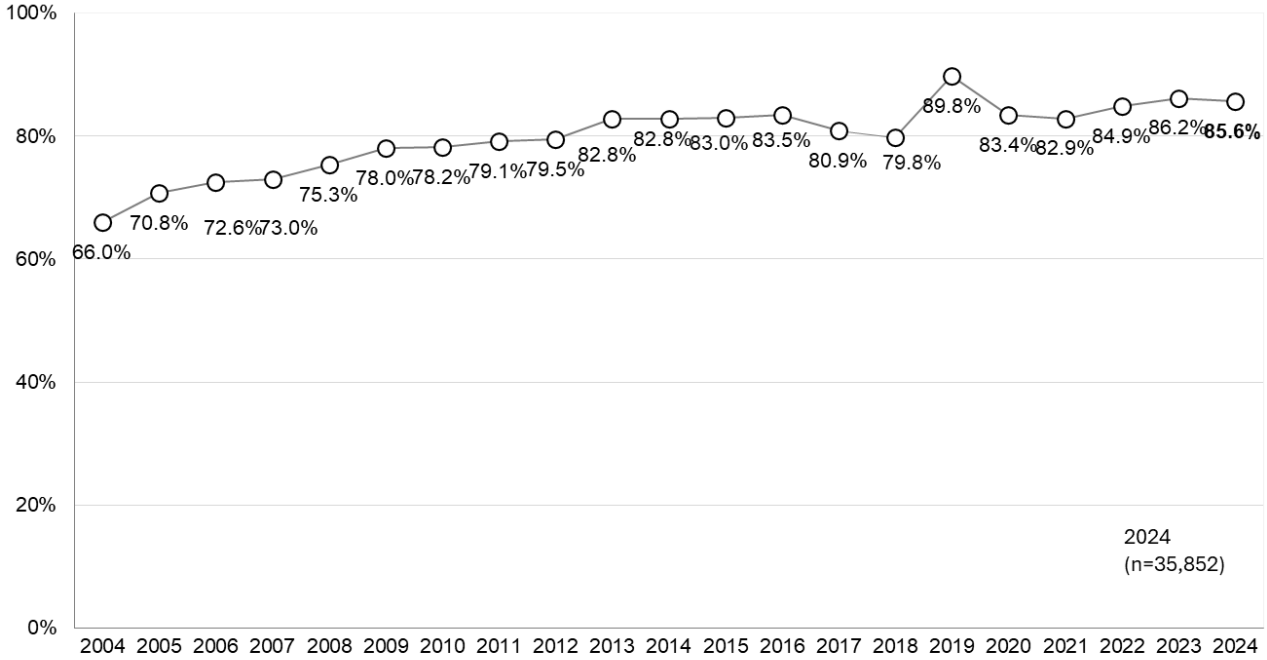
	Total (n=37,058)	6 to 12 years (n=2,092)	13 to 19 years (n=2,426)	20 to 29 years (n=2,705)	30 to 39 years (n=3,503)	40 to 49 years (n=4,763)	50 to 59 years (n=5,919)	60 to 69 years (n=6,424)	70 to 79 years (n=5,944)	80 or older (n=3,282)
Mobile devices (Mobile phone and/or smartphone)	87.0	54.8	91.0	96.4	96.9	97.1	97.3	93.3	81.3	54.3
Smartphones	80.5	49.9	89.3	94.6	94.8	95.3	94.9	87.0	67.5	30.7
Mobile phones (excluding smartphones)	16.8	10.5	9.9	14.2	13.8	13.9	14.3	18.5	23.6	27.8
Not Owning	5.7	34.5	2.6	0.6	0.6	0.5	0.6	1.6	4.9	22.4

(Note) Including non-response.

(3) Internet usage (individuals)

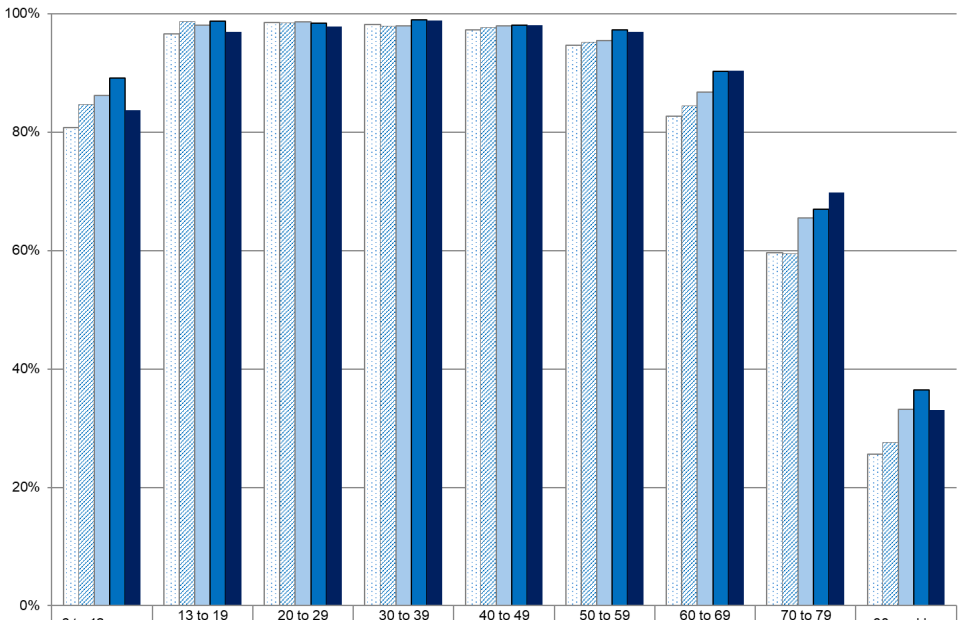
The internet user share is 85.6%. The share tops 90% for individuals aged between 13 and 69.

Figure 1-5: Transitions in internet usage



(Note) For historical comparison, it should be remembered that the survey design for 2019 was somewhat different from that for other years.

Figure 1-6: Transitions in internet usage by age group



	6 to 12 years	13 to 19 years	20 to 29 years	30 to 39 years	40 to 49 years	50 to 59 years	60 to 69 years	70 to 79 years	80 or older
2020 (n=41,387)	80.7	96.6	98.5	98.2	97.2	94.7	82.7	59.6	25.6
2021 (n=42,988)	84.7	98.7	98.4	97.9	97.7	95.2	84.4	59.4	27.6
2022 (n=38,629)	86.2	98.1	98.6	97.9	97.9	95.4	86.8	65.5	33.2
2023 (n=33,009)	89.1	98.7	98.4	98.9	98.1	97.2	90.2	67.0	36.4
2024 (n=35,852)	83.7	96.9	97.8	98.8	98.1	96.9	90.4	69.8	33.1

Figure 1-7: Internet usage by age group and gender (2024)

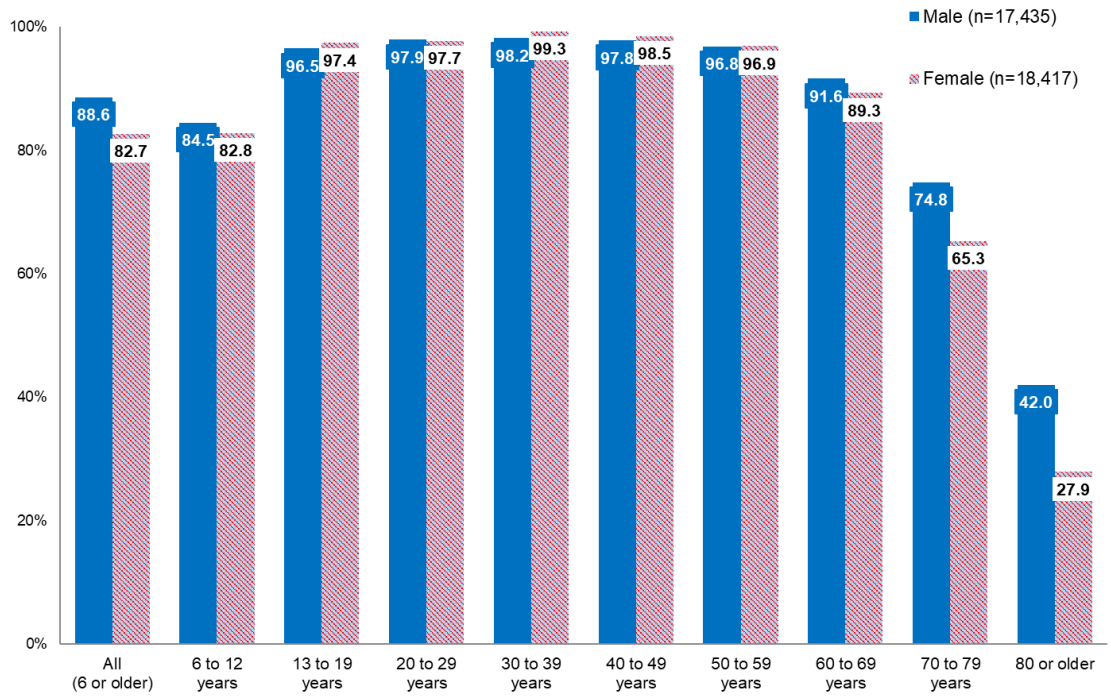
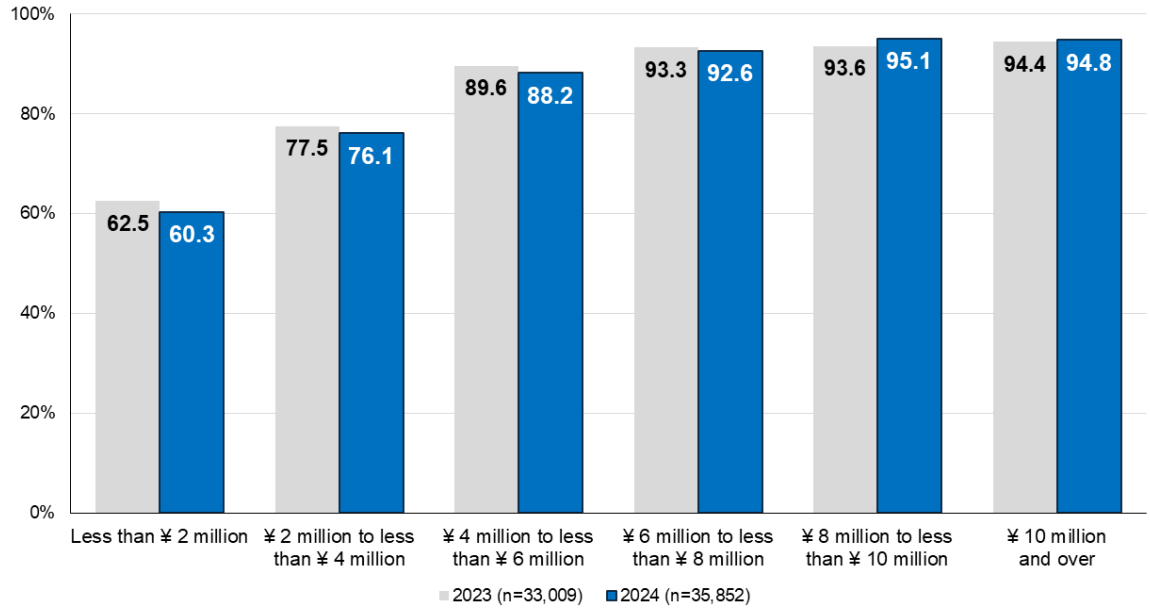


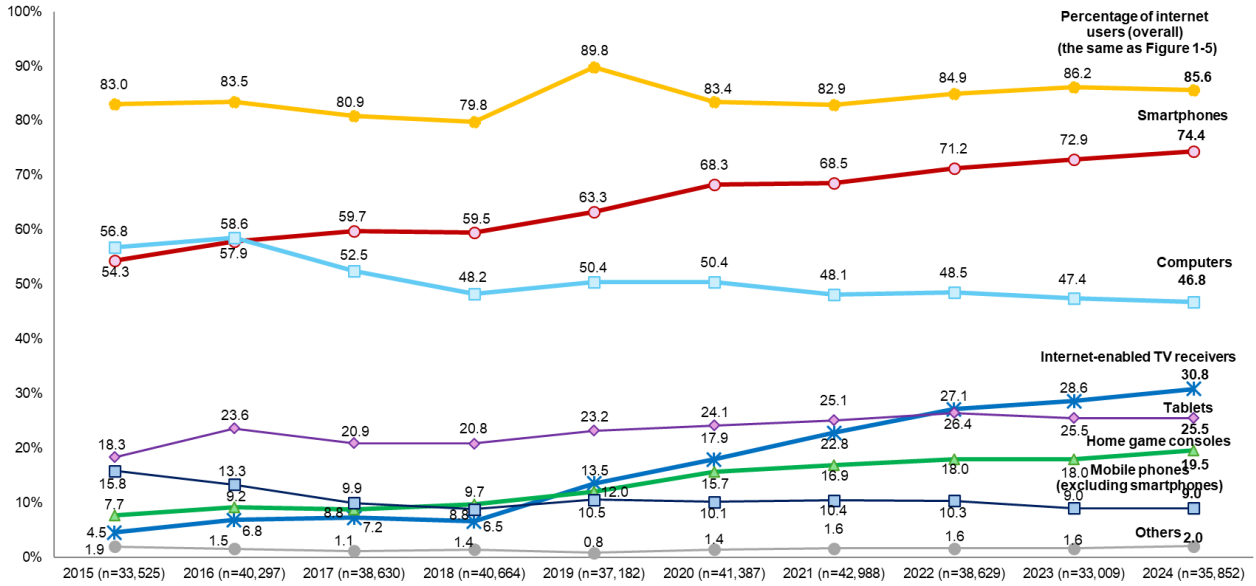
Figure 1-8: Internet usage by annual household income



(4) Internet usage by device (individuals)

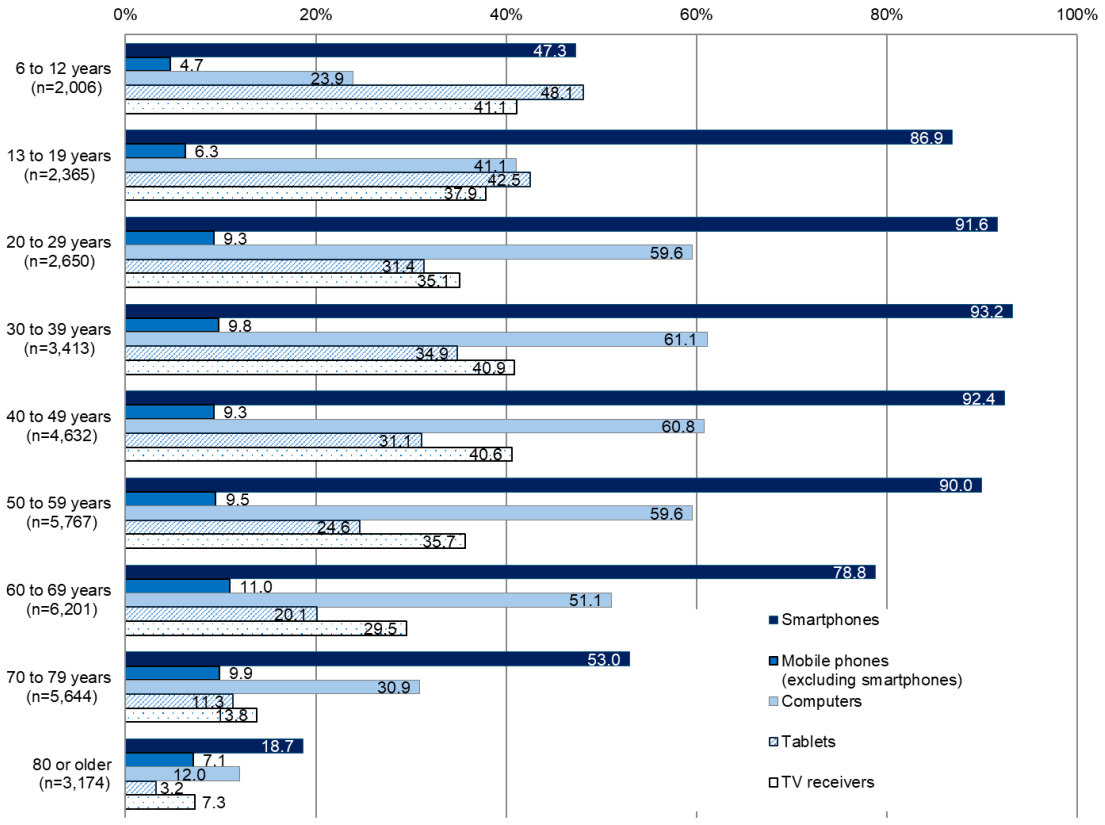
The internet usage by device indicates that the percentage of those using smartphones for internet access is 27.6 points higher than that of those using computer. The internet usage rate via smartphones is 90% for all age groups between 20 to 59 and about 80% for the age group between 60 and 69. The usage rate of tablets is high for the age group between 6 to 12, but the higher the age group is, the lower the usage rate of tablets tends to become.

Figure 1-9: Internet usage by device



(Note 1) For historical comparison, it should be remembered that the survey design for 2019 was somewhat different from that for other years.
(Note 2) "Mobile phones (exclude smartphones)" for 2020 or before includes PHS handsets.

Figure 1-10: Use of internet devices by age group



(Note) Only major devices are covered.

(5) Internet usage by prefecture and region (individuals)

The internet usage by prefecture indicates that the internet usage rate via smartphones accounts for over 80% in Tokyo and Kanagawa.

By region, the internet usage rate in southern Kanto, Tokai and Kinki is higher than the national average rate.

Figure 1-11: Internet usage by prefecture and device (2024)

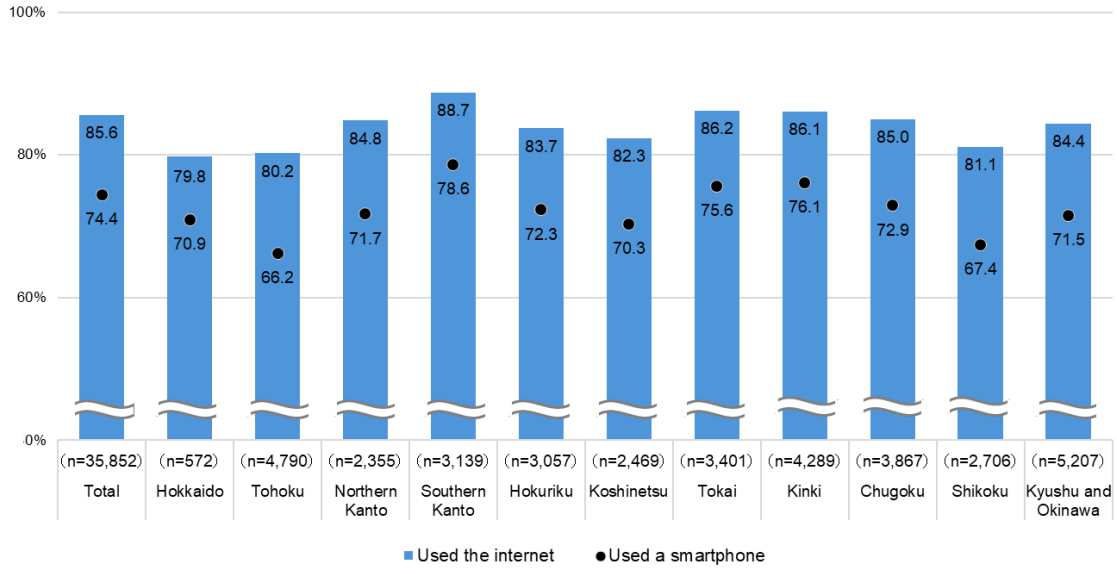
(%)

Prefecture (n)	Percentage of internet users				
	Total	Computers	Mobile phones	Smartphones	Tablets
Hokkaido (572)	79.8	42.5	6.5	70.9	23.0
Aomori (818)	75.4	30.4	8.4	60.4	15.8
Iwate (738)	72.2	31.4	6.7	60.3	17.4
Miyagi (799)	83.1	46.2	10.4	68.7	23.4
Akita (728)	76.0	34.6	8.9	62.0	17.8
Yamagata (1,037)	83.4	38.7	8.1	70.0	20.5
Fukushima (670)	85.4	40.0	10.1	70.7	22.9
Ibaraki (710)	86.3	42.3	8.2	71.4	21.3
Tochigi (875)	85.5	38.7	9.6	71.7	21.7
Gunma (770)	82.0	44.4	8.9	72.1	20.6
Saitama (809)	88.4	47.7	12.1	75.3	24.8
Chiba (727)	85.6	46.1	5.7	75.8	25.9
Tokyo (853)	89.3	60.0	9.6	80.0	33.9
Kanagawa (750)	90.1	56.2	9.0	81.0	32.4
Niigata (868)	81.0	33.5	8.4	70.0	19.8
Toyama (1,275)	83.9	44.0	8.7	71.9	21.8
Ishikawa (891)	83.8	46.1	7.4	73.7	24.8
Fukui (891)	83.5	40.8	9.8	70.7	24.2
Yamanashi (805)	83.8	45.2	7.5	70.9	24.7
Nagano (796)	83.2	46.5	7.3	70.5	23.5
Gifu (888)	86.5	43.6	10.5	70.4	23.0
Shizuoka (898)	85.7	46.3	9.1	73.9	23.2
Aichi (839)	86.8	49.6	9.7	78.7	26.7
Mie (776)	84.4	49.3	10.9	71.8	25.1

(%)

Prefecture (n)	Percentage of internet users				
	Total	Computers	Mobile phones	Smartphones	Tablets
Shiga (885)	86.3	44.9	10.2	73.5	21.7
Kyoto (717)	88.2	46.7	8.6	75.9	27.7
Osaka (590)	84.2	42.7	5.0	75.6	21.7
Hyogo (685)	89.1	54.0	7.7	79.3	32.5
Nara (788)	86.1	43.9	9.7	74.7	20.4
Wakayama (624)	78.9	36.3	9.7	67.8	19.8
Tottori (765)	80.6	41.1	7.2	67.5	18.1
Shimane (838)	82.3	42.7	11.6	66.7	19.9
Okayama (768)	85.0	46.6	8.7	72.9	23.1
Hiroshima (758)	87.2	43.6	8.3	76.5	23.8
Yamaguchi (738)	83.4	37.9	7.6	70.7	20.1
Tokushima (673)	82.3	40.9	7.5	67.3	19.1
Kagawa (741)	82.8	39.3	10.2	69.4	19.4
Ehime (666)	79.3	35.5	8.3	66.1	21.3
Kochi (626)	80.9	40.5	9.3	67.4	19.2
Fukuoka (667)	90.1	47.3	13.6	76.2	24.1
Saga (872)	82.0	39.7	11.2	65.4	21.0
Nagasaki (756)	78.9	35.5	11.3	66.6	20.8
Kumamoto (727)	80.7	39.8	13.1	68.2	24.8
Oita (663)	81.3	40.7	11.0	67.4	22.8
Miyazaki (614)	80.0	32.9	11.8	66.8	18.6
Kagoshima (513)	80.0	35.0	10.4	68.1	22.2
Okinawa (395)	85.3	49.5	8.7	77.2	31.2
Total (35,852)	85.6	46.8	9.0	74.4	25.5

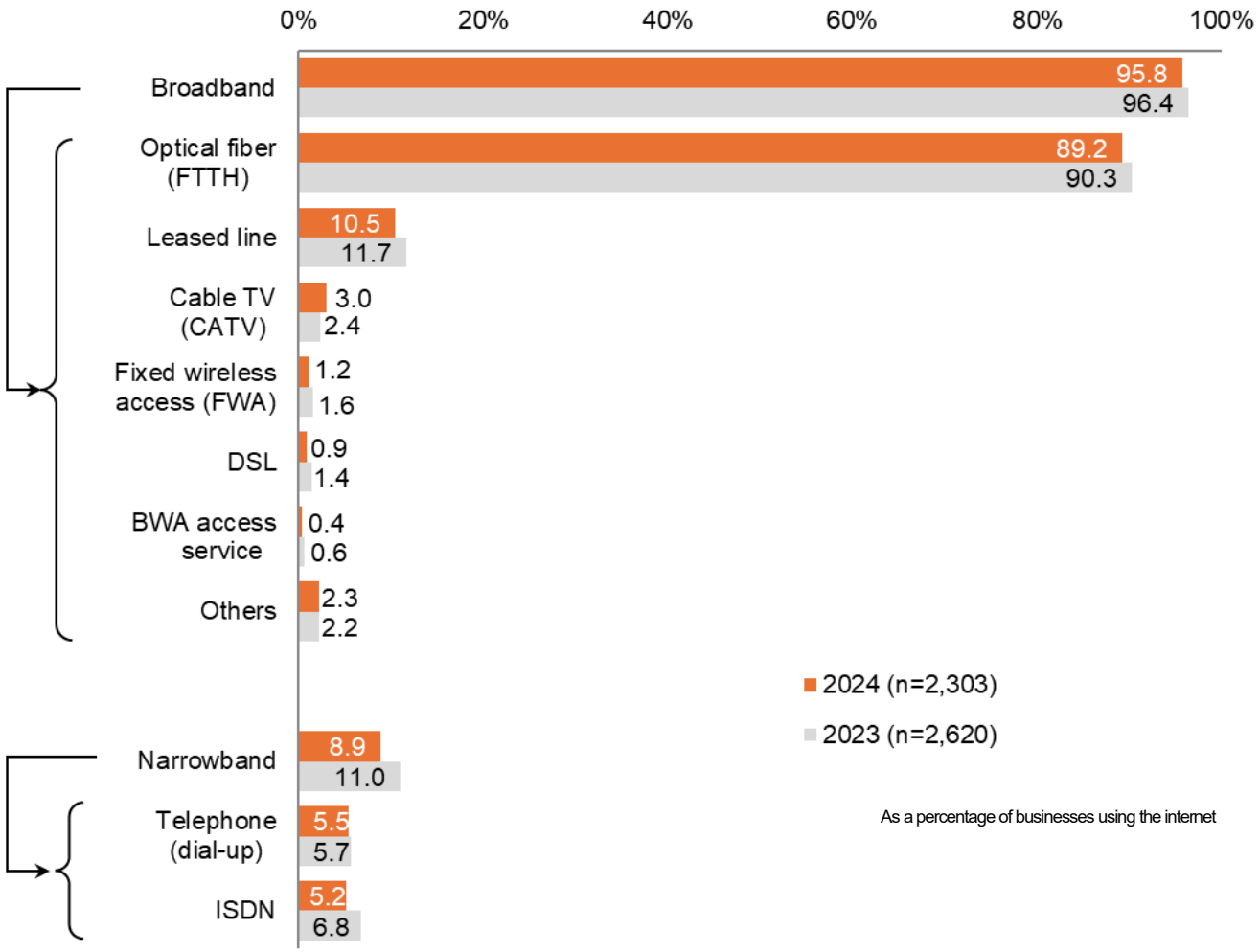
Figure 1-12: Internet and smartphone usage by region (2024)



(6) Types of internet connections (businesses)

Among businesses using the internet, 95.8% use a broadband connection to access the internet from their premises. Among businesses using a broadband connection, 89.2% use an optical fiber connection. The majority of businesses using a broadband connection use an optical fiber connection.

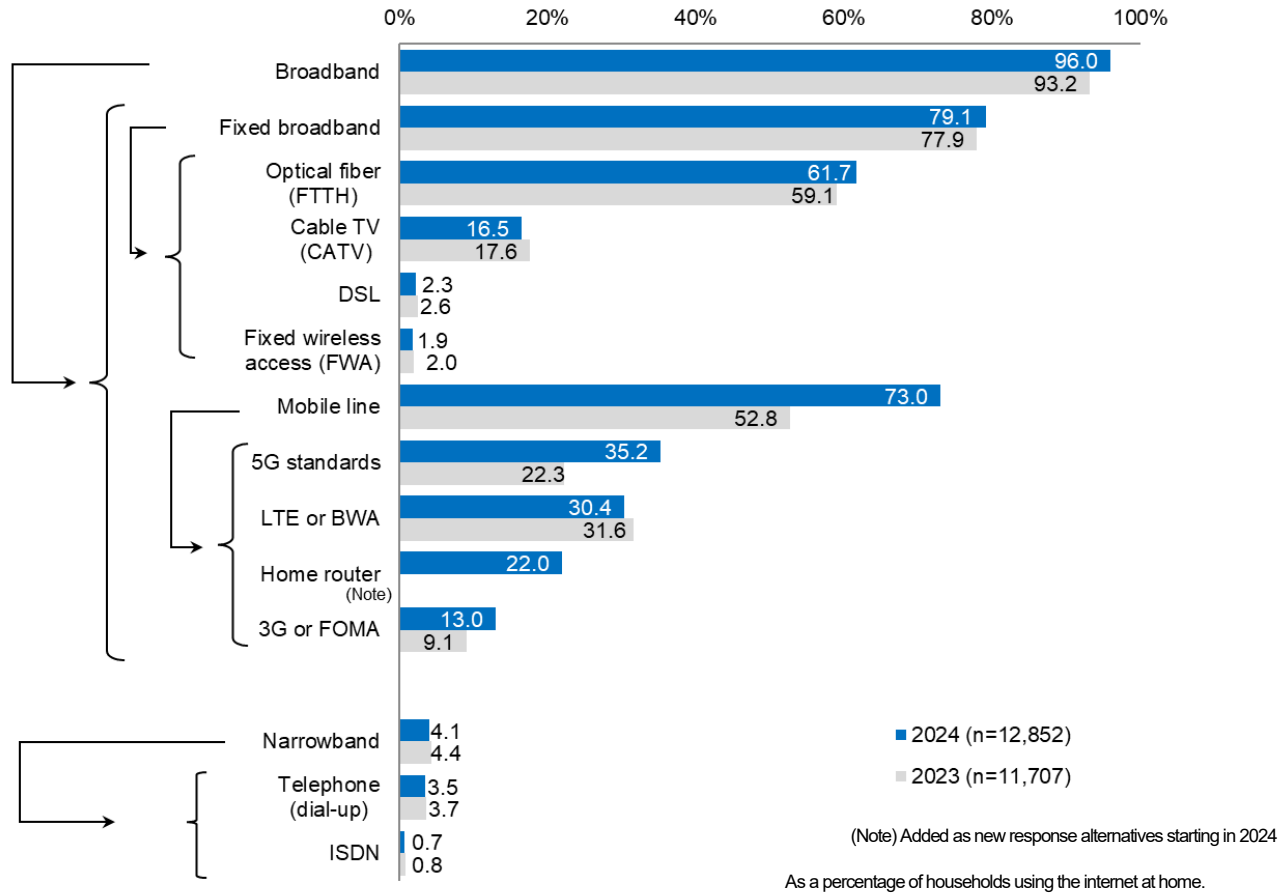
Figure 1-13: Internet connection types (multiple responses accepted)



(7) Types of internet connections (households)

Among households accessing the internet at home, 96.0% use a broadband connection.

Figure 1-14: Types of internet connections at home (multiple responses accepted)



(Note) Added as new response alternatives starting in 2024

As a percentage of households using the internet at home.

(8) Internet connection through TV, etc. (households)

Among households using an internet connection through TV, etc., those using a connection through TV account for the highest share at 55.1%, followed by 32.2% for those using a connection through Cable TV tuner.

The most frequently cited purpose by households using the internet through TV, etc. is to “Use free video-sharing services,” which accounts for 71.9%, followed by to “Use paid video distribution services” (60.8%).

Figure 1-15: Internet connection through TV, etc. (multiple responses accepted)

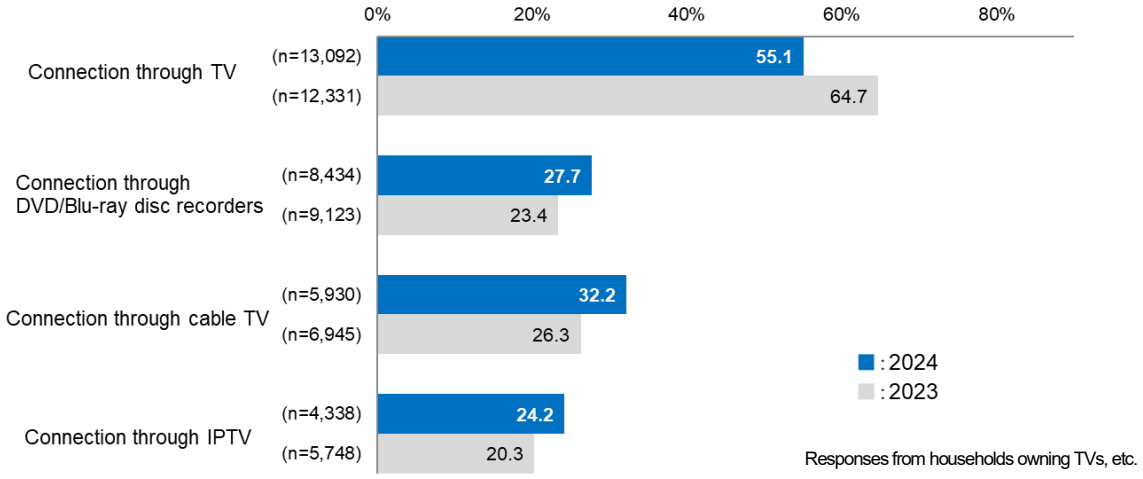
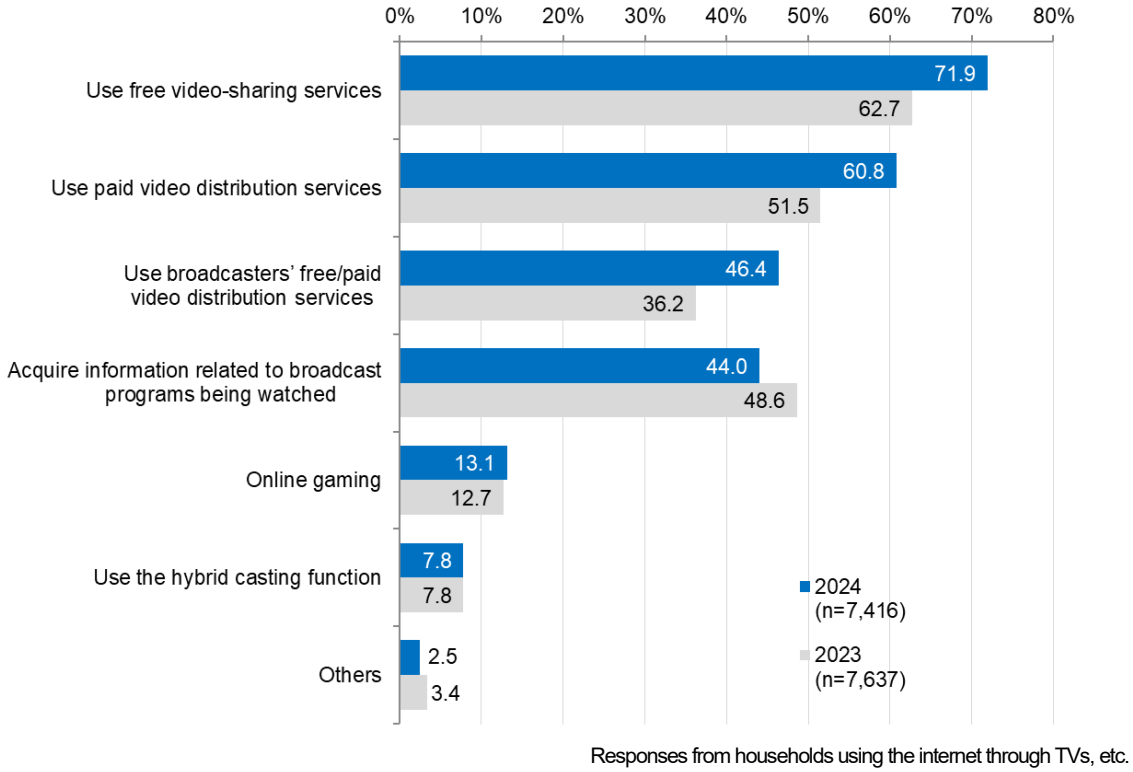


Figure 1-16: Purposes for using internet services through TVs, etc. (multiple responses accepted)



(9) Consultations about internet usage (individuals)

Among internet users, the status of internet users' consultations about internet usage indicates that 87.2% of internet users "Have someone to consult with." The most frequently cited parties to consult with are "Relatives" (77.2%), followed by "Friends" (38.1%) and "Mobile phone shops" (16.3%).

For all age groups, more than 70% cite "Relatives."

Figure 1-17: Consultations about internet usage (multiple responses accepted)

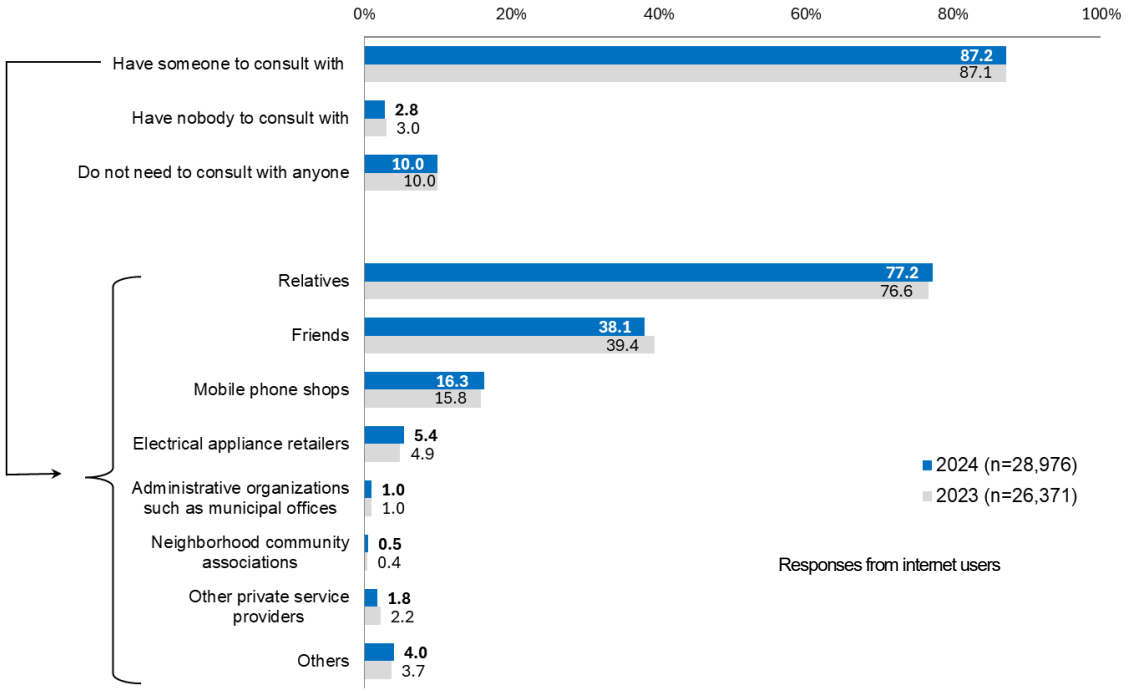
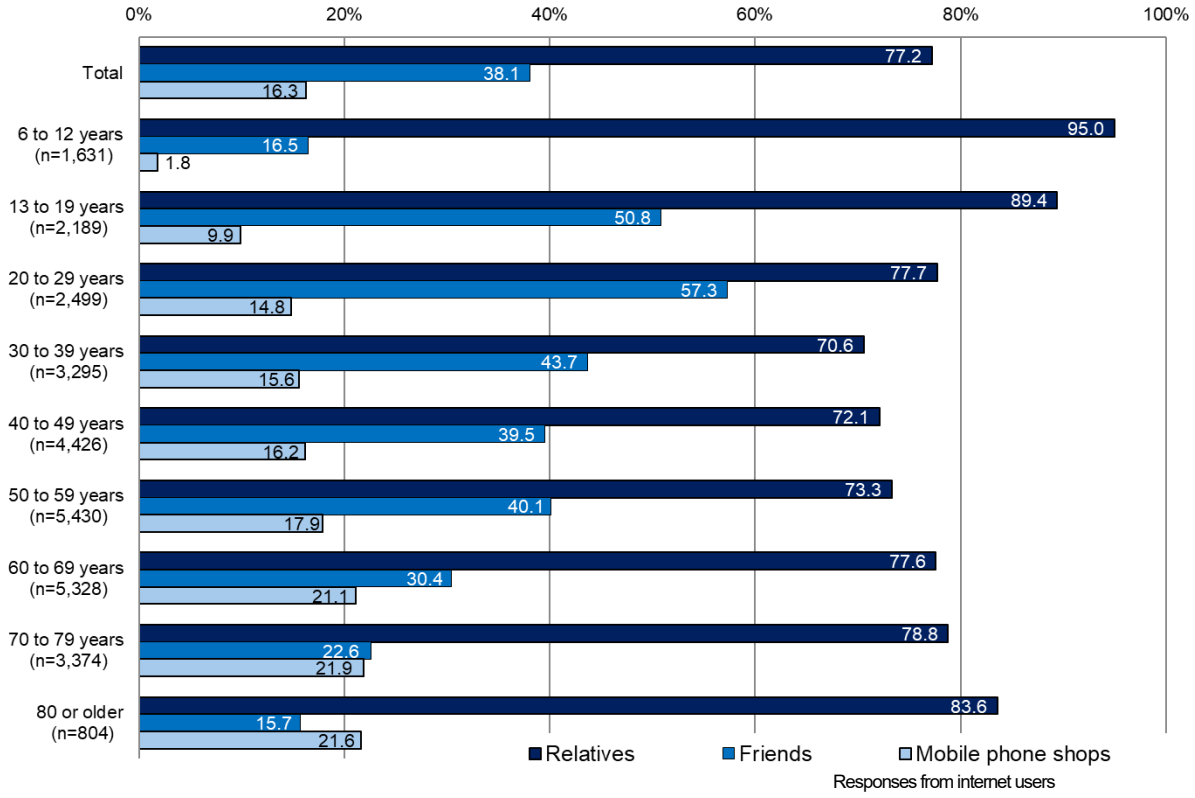


Figure 1-18: Consultations about internet usage by age group



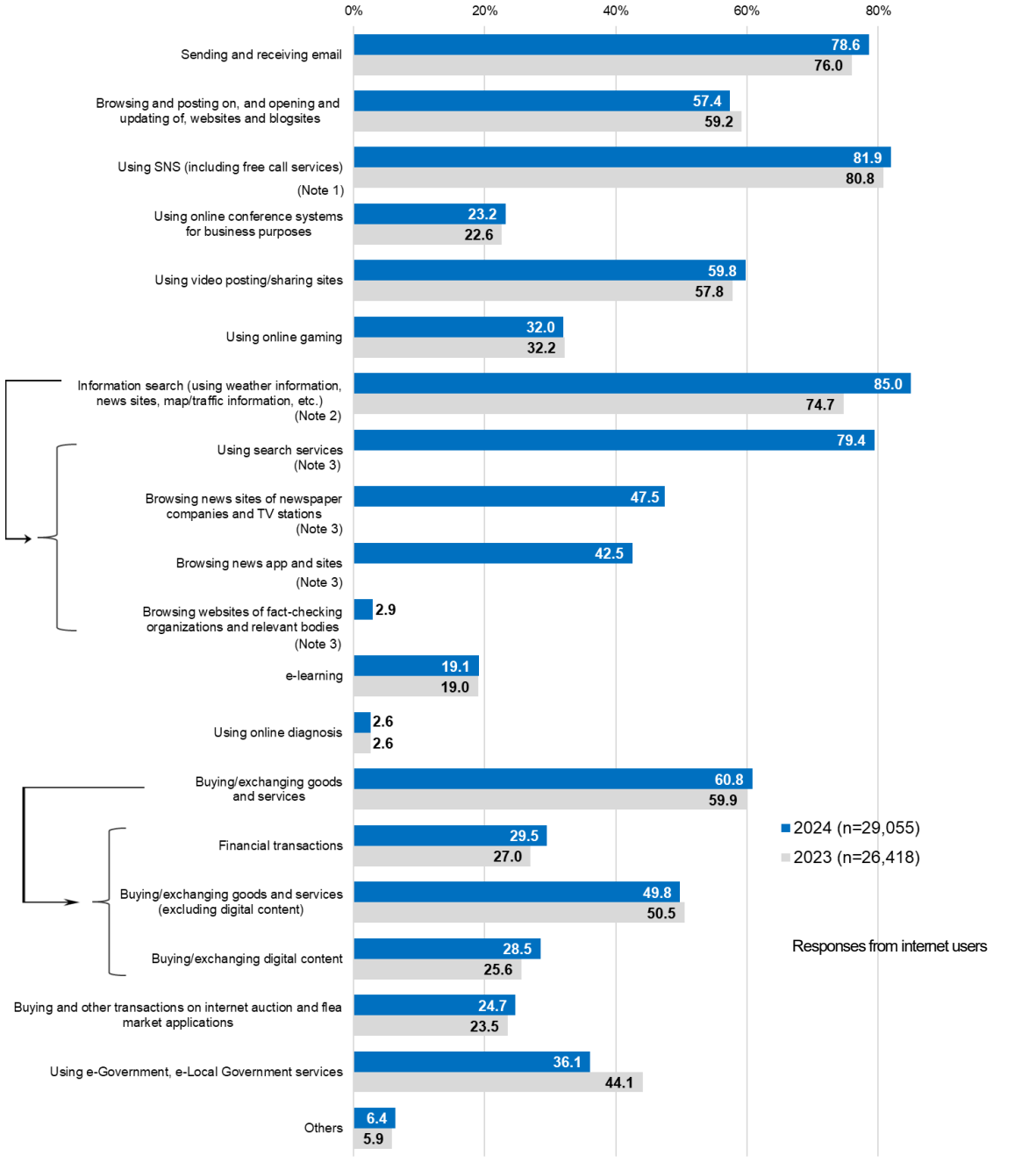
2. Current ICT Usage by Individuals

(1) Purposes of using the internet (individuals)

Among internet users, the most common usage of the internet is “Using social networking services (including free call services),” which accounts for 81.9%. This is followed by “Using search services" (79.4%) and “Sending and receiving email” (78.6%).

The most common usage is “Using video posting/sharing sites” among those aged 6 to 12, “Using social networking services (including free call services)” among those aged 13 to 49, and “Sending and receiving email” among those aged 50 or older.

Figure 2-1: Purposes of using the internet (multiple responses accepted)



(Note 1) Using Facebook, X (formerly Twitter), LINE, mixi, Instagram, Skype etc.
(Note 2) A response alternative included until the survey in 2023
The figure for 2024 is the number of responses that chose any of the alternatives newly added in the 2024 survey.
(Note 3) Added as new response alternatives starting in 2024

Figure 2-2: Purposes of using the internet by age group (multiple responses accepted) (2024)

Unit: %

		Total participants (n)	First	Second	Third	Fourth	Fifth
[Overall]		29,055	Using social networking services (including free call services) 81.9	Using search services 79.4	Sending and receiving email 78.6	Using video posting/sharing sites 59.8	Browsing and posting on or opening and updating of websites and blogsites 57.4
	6 to 12 years	1,616	Using video posting/sharing sites 77.9	Using search services 56.2	Using online gaming 54.9	e-learning 41.3	Using social networking services (including free call services) 40.9
	13 to 19 years	2,190	Using social networking services (including free call services) 91.8	Using search services 81.6	Using video posting/sharing sites 76.8	Using online gaming 63.5	Sending and receiving email 61.9
	20 to 29 years	2,494	Using social networking services (including free call services) 95.0	Sending and receiving email 84.2	Using search services 83.7	Using video posting/sharing sites 73.7	Browsing and posting on or opening and updating of websites and blogsites 63.4
	30 to 39 years	3,296	Using social networking services (including free call services) 91.4	Sending and receiving email 86.6	Using search services 84.9	Using video posting/sharing sites 73.7	Buying/exchanging goods and services (excluding digital content) 67.9
	40 to 49 years	4,437	Using social networking services (including free call services) 90.1	Sending and receiving email 87.1	Using search services 87.0	Using video posting/sharing sites 69.7	Browsing and posting on or opening and updating of websites and blogsites 69.6
	50 to 59 years	5,453	Sending and receiving email 88.3	Using search services 85.5	Using social networking services (including free call services) 85.4	Browsing and posting on or opening and updating of websites and blogsites 62.9	Using video posting/sharing sites 60.1
	60 to 69 years	5,348	Sending and receiving email 84.8	Using search services 79.5	Using social networking services (including free call services) 77.5	Browsing news sites of newspaper companies and TV stations 54.7	Browsing and posting on or opening and updating of websites and blogsites 53.3
	70 to 79 years	3,410	Sending and receiving email 74.3	Using social networking services (including free call services) 66.0	Using search services 65.9	Browsing news sites of newspaper companies and TV stations 43.7	Browsing and posting on or opening and updating of websites and blogsites 39.5
	80 or older	811	Sending and receiving email 66.0	Using social networking services (including free call services) 51.3	Using search services 48.1	Browsing news sites of newspaper companies and TV stations 37.5	Browsing and posting on or opening and updating of websites and blogsites 31.4

(Multiple responses accepted)

(Note) The percentage calculated by adding the responses for “Information search” and for “Buying/exchanging goods and services” is not included.

Responses from internet users

(2) Social networking service usage (individuals)

Among internet users, 81.9% use social networking services.[Note] By age group, for those aged 50 or older, the percentage of using SNSs declines gradually among those in older age groups, but remains above 50% even among those aged 80 or older.

Among purposes of social networking service usage, “To communicate with current friends” (87.7%) is the most frequently cited, followed by “To find information on topics of interest” (64.0%).

(Note) Facebook, X (formerly Twitter), LINE, mixi, Instagram, Skype, etc.

Figure 2-3: Social networking service usage

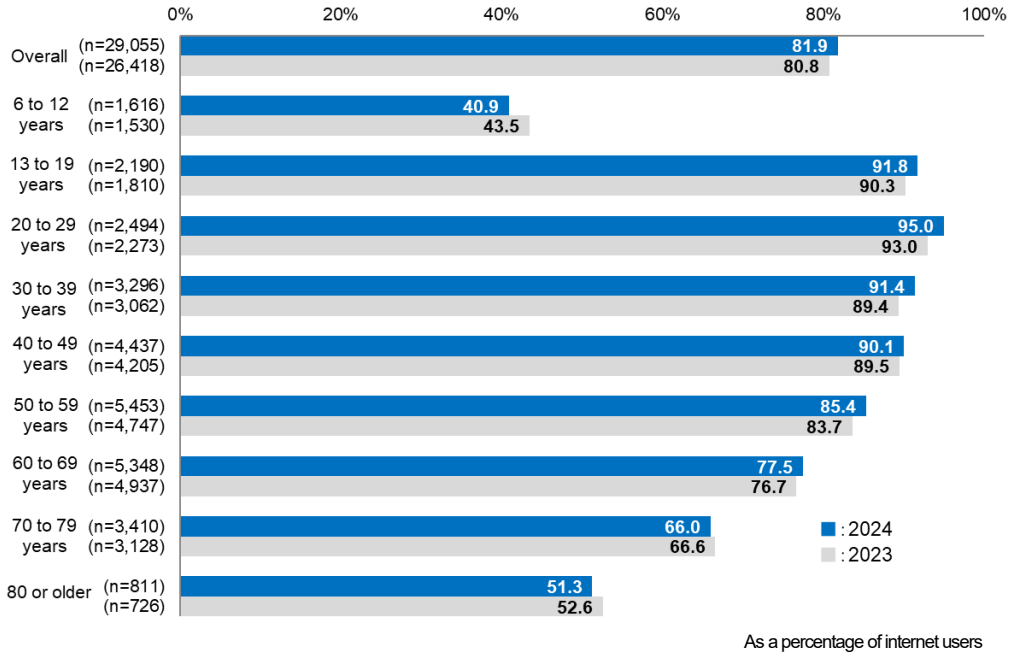
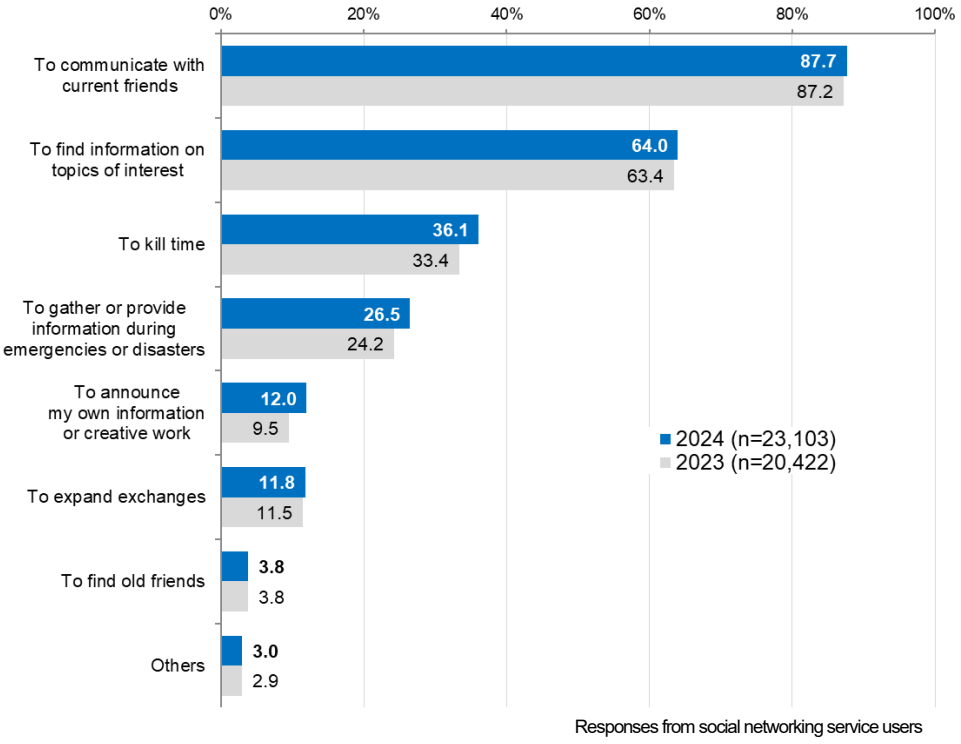


Figure 2-4: Purposes of social networking service usage (multiple responses accepted)

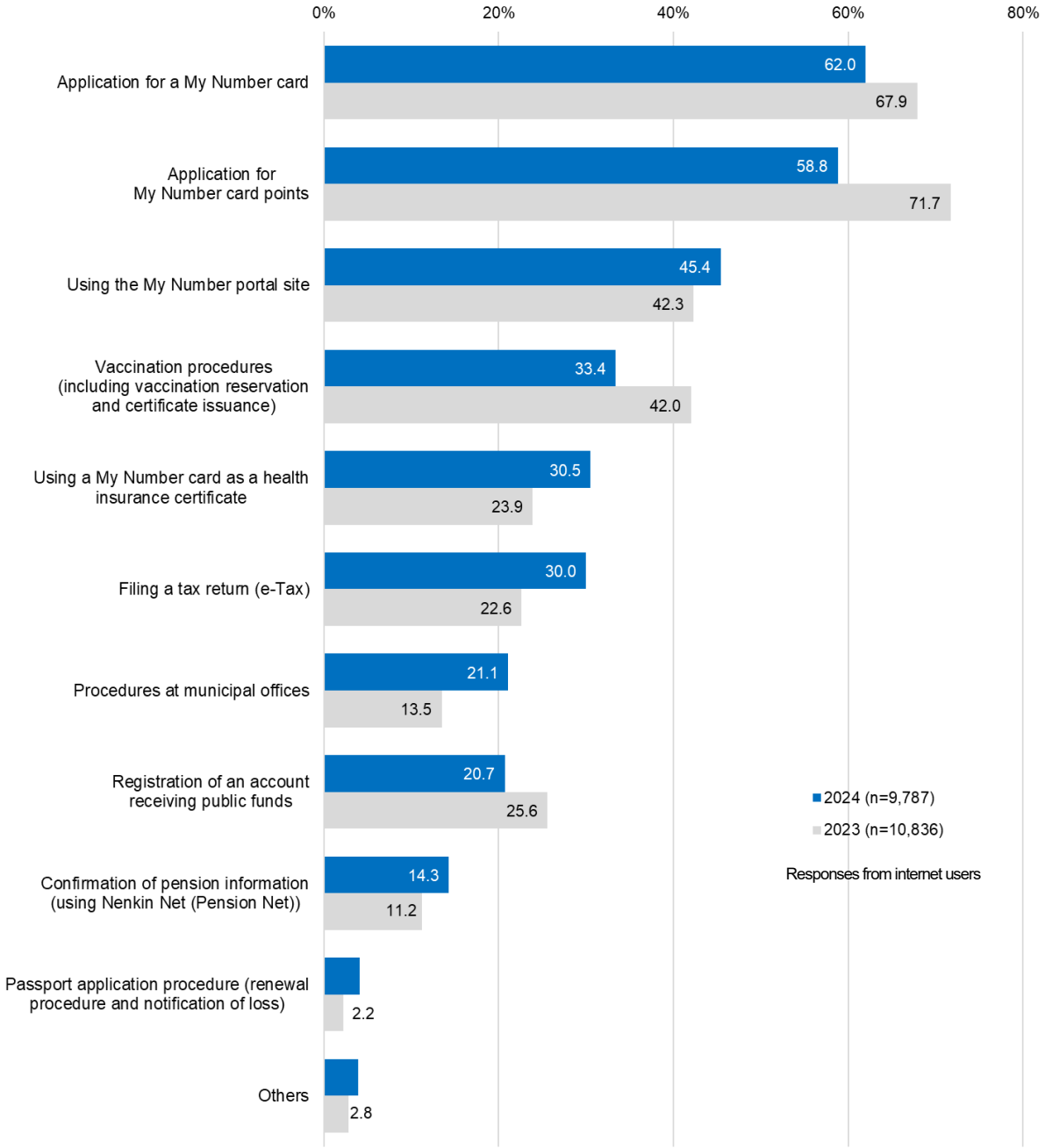


(3) Use of e-government/municipality (individuals)

Among internet users, the most frequently used e-government/municipality procedure is “Application for a My Number card" (62.0%), followed by “Application for My Number card points” (58.8%).

Increases from the previous year are large for “Using a My Number card as a health insurance certificate,” “Filing a tax return (e-Tax),” and “Procedures at municipal offices.”

Figure 2-5: Administrative procedures used at e-government/municipality sites (multiple responses accepted)



3. Introduction and Implementation of Telework

(1) Introduction of telework (businesses)

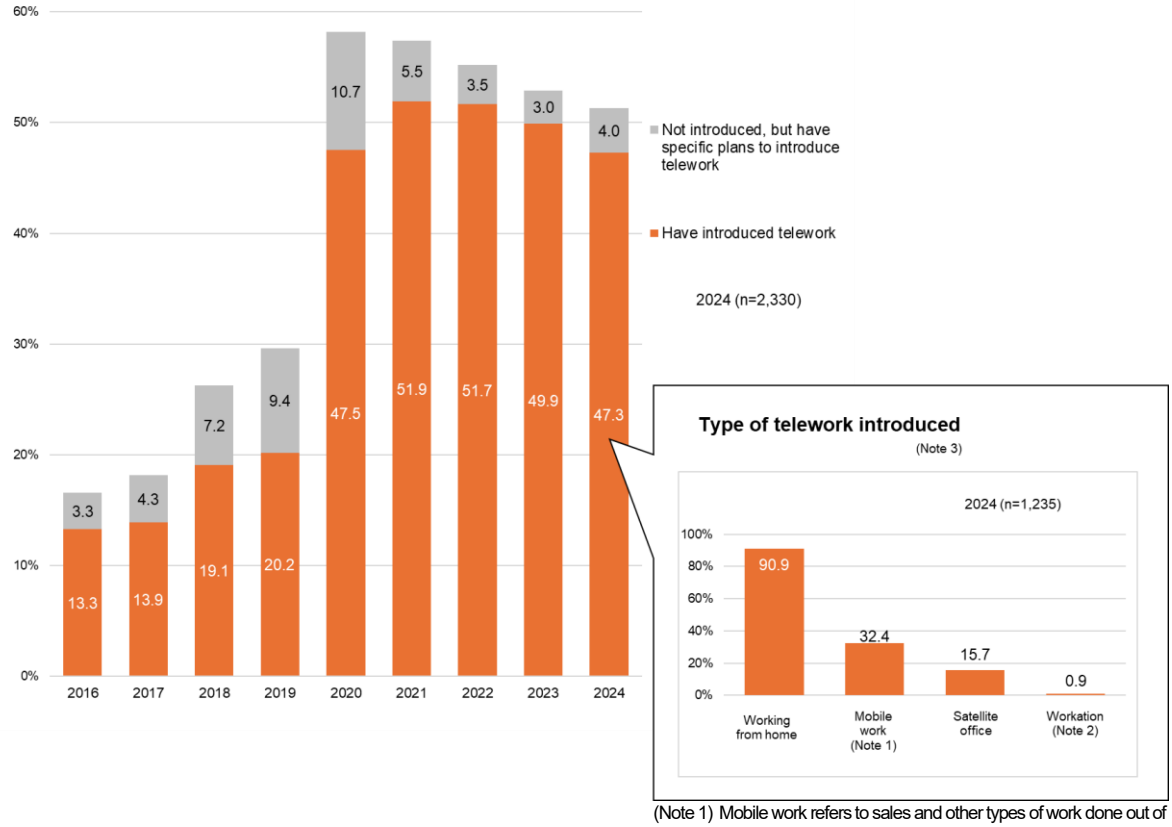
The percentage of businesses introducing telework has been on a decline since 2022 and is 47.3% in 2024, down by 2.6 points from the previous year. Businesses that responded “Not introduced, but have specific plans to introduce telework” increased from the previous year to 4.0%.

As the purpose for introducing telework, the highest percentage of businesses (66.0%) choose “Respond to COVID-19 (prevention of infections and business continuation).” Increases in percentages from the previous year are large for “Improve workers’ work-life balance” (51.6%), “Raise efficiency (productivity) of business processes” (46.9%), and “Meet needs of employees including persons with disabilities, elderly persons and those engaging in nursing care or childcare” (27.3%).

Concerning the intended effects of telework introduction, 86.3% recognize either “Very beneficial” or “Somewhat beneficial” effects.

Among businesses that have not introduced telework, the reason most frequently chosen is “Work is not suited to telework” (79.3%).

Figure 3-1: Telework introduction

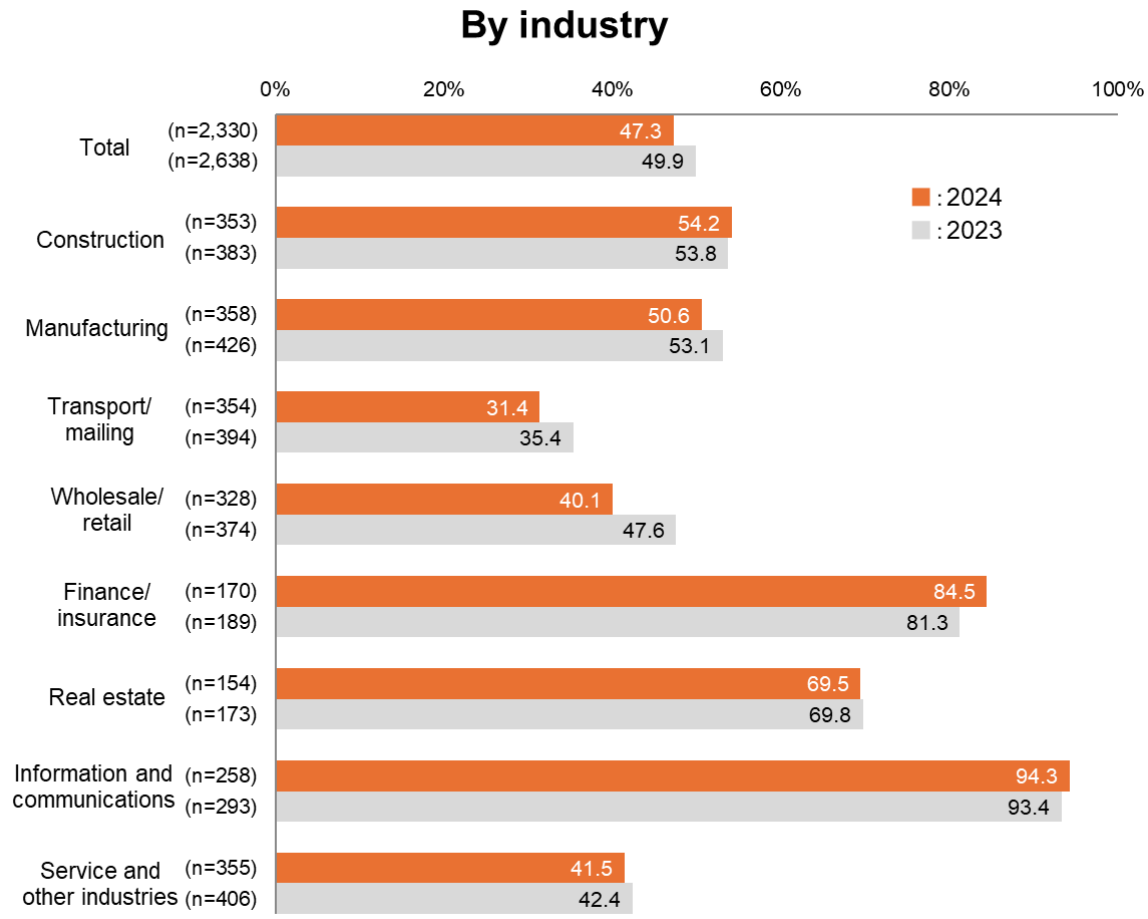


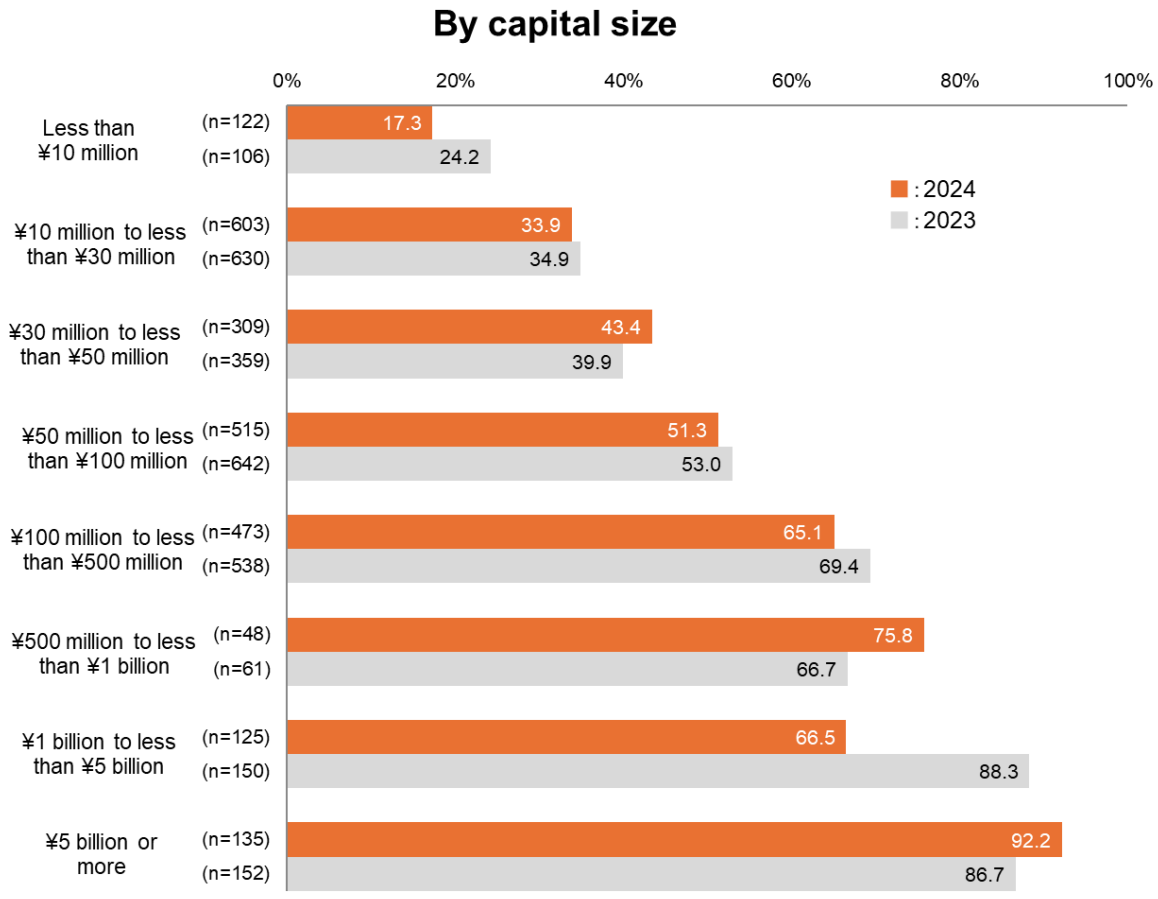
(Note 1) Mobile work refers to sales and other types of work done out of the office, including email and journal creation at transportation facilities or cafes.

(Note 2) Workation means that workers take advantage of telework to spend time on personal vacation while working at places other than their usual workplaces and homes.

(Note 3) Tabulated by including respondents who did not respond to the question on the type of telework introduced

Figure 3-2: Telework introduction by industry, capital size and number of employees





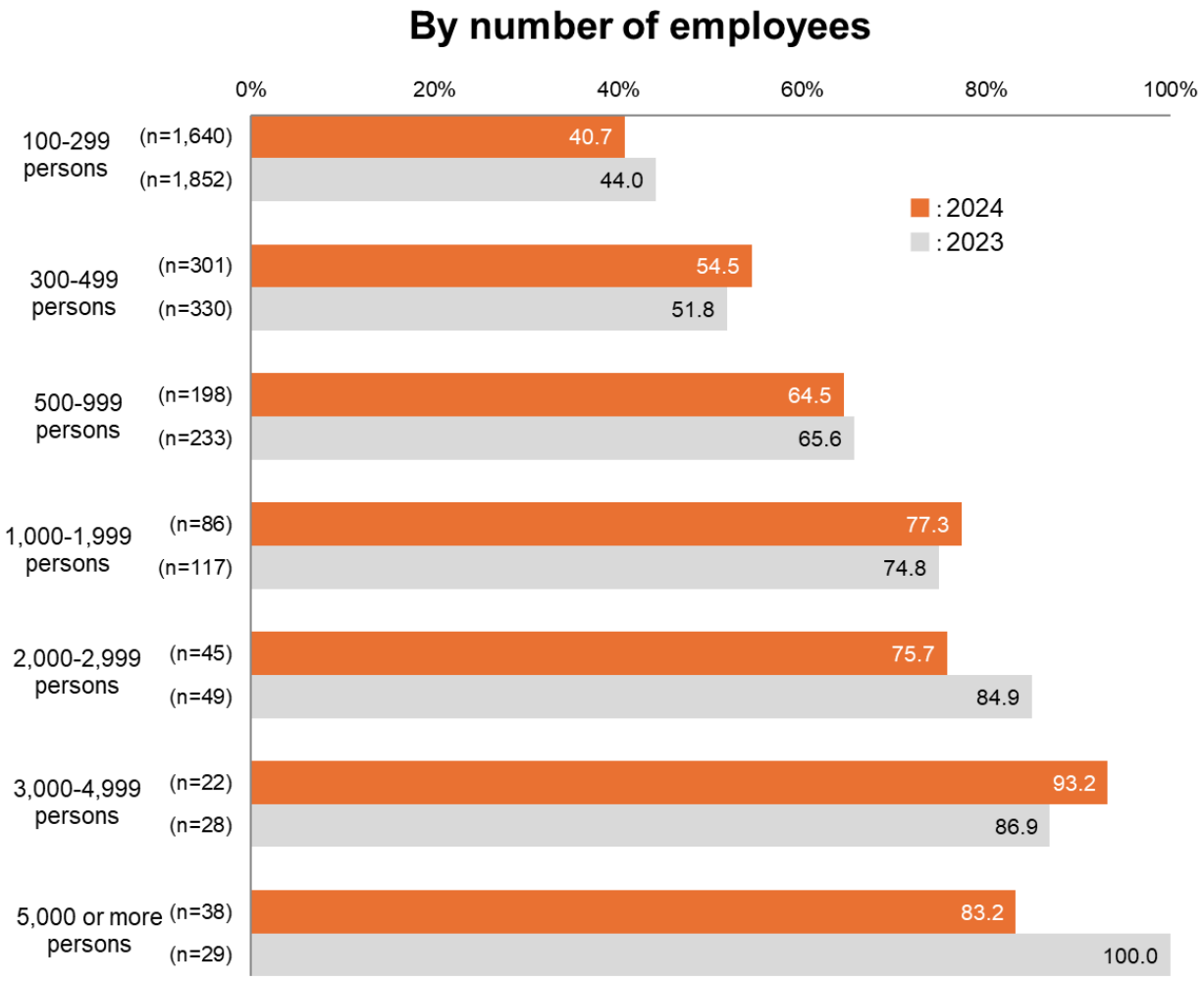
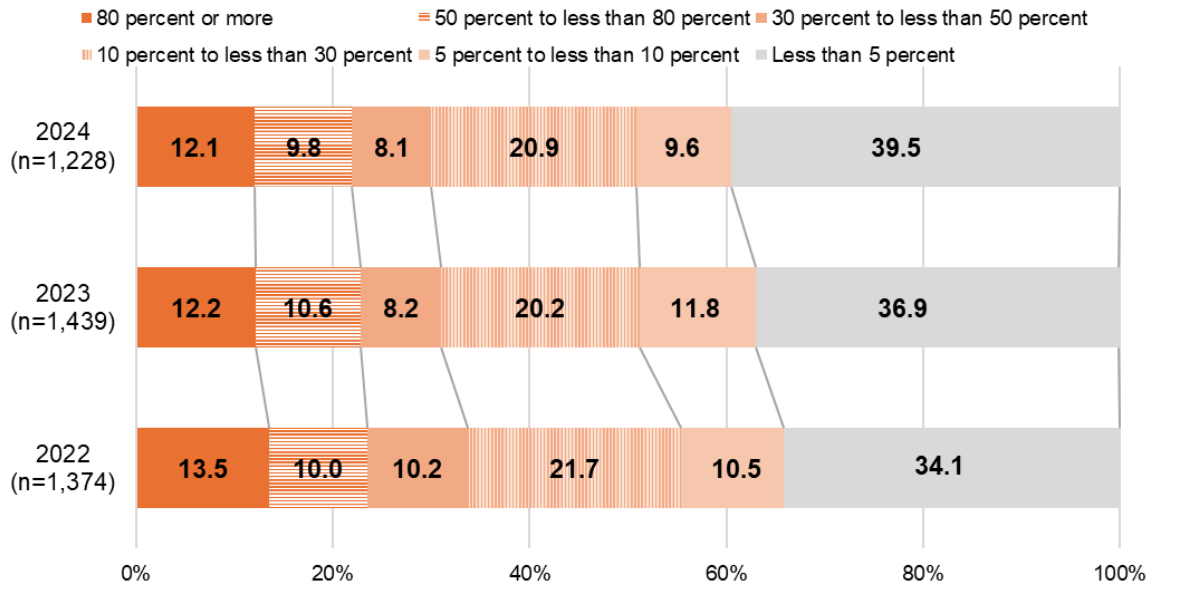


Figure 3-3: Percentage of telework employees



Responses from businesses having introduced telework

Figure 3-4: Purposes of introducing telework (multiple responses accepted)

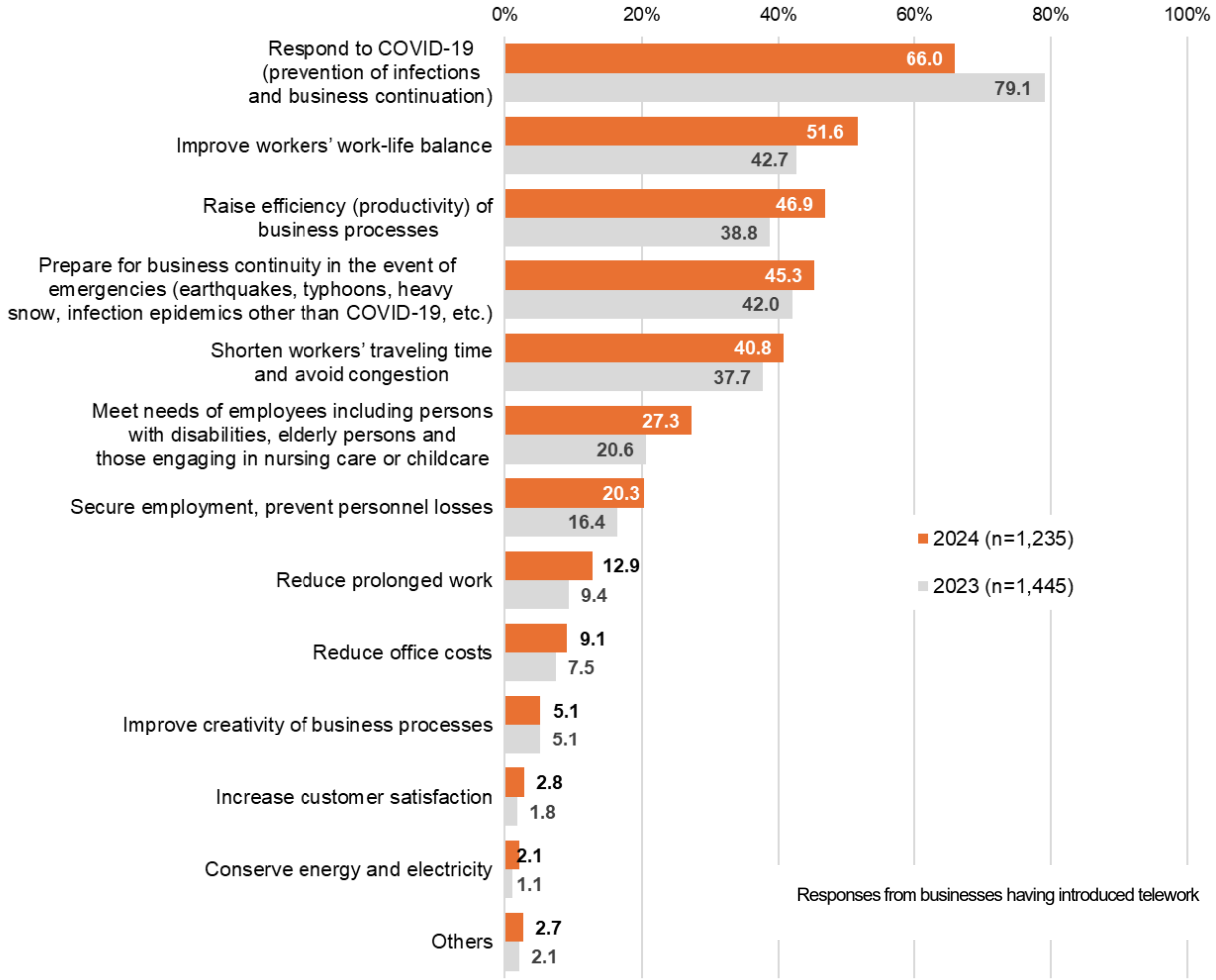


Figure 3-5: Telework benefits (2024)

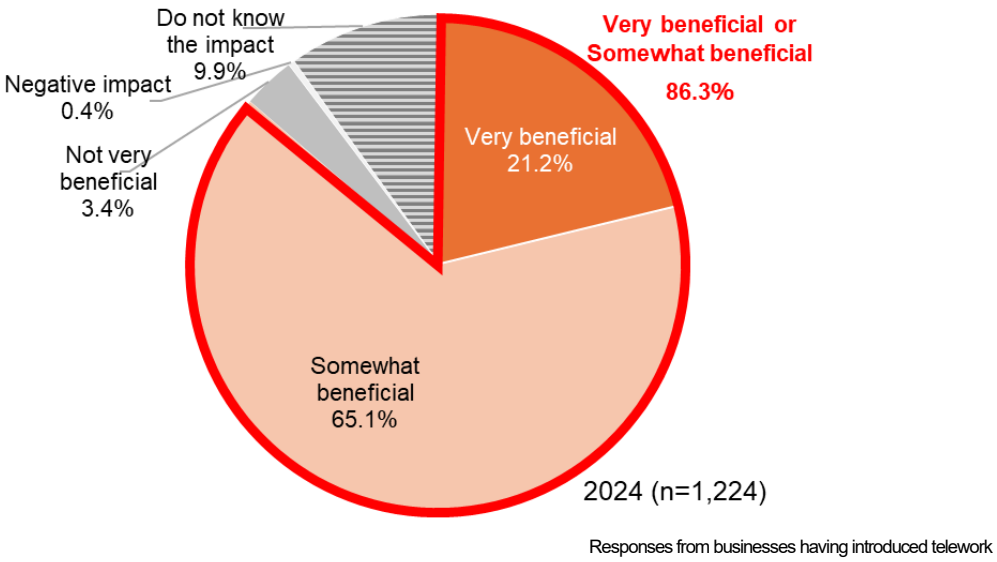
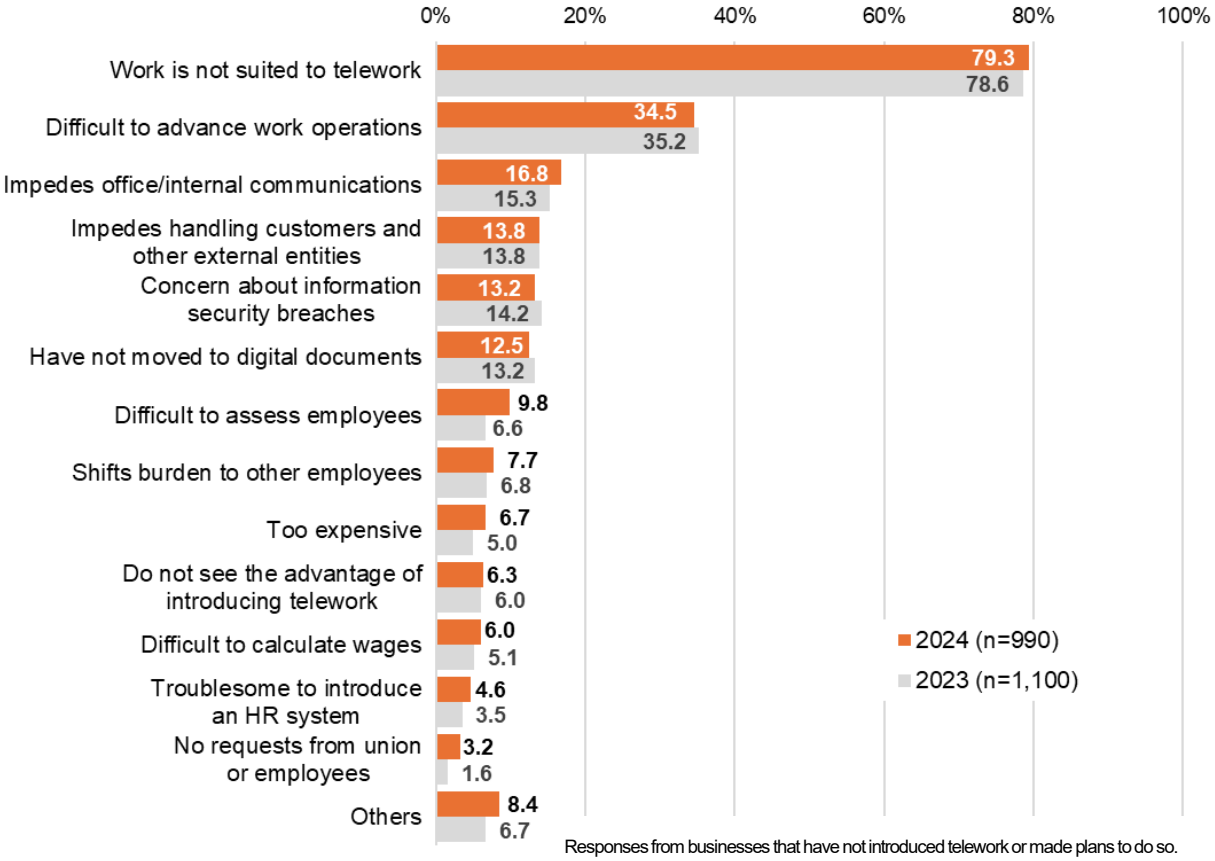


Figure 3-6: Reasons for not introducing telework (multiple responses accepted)



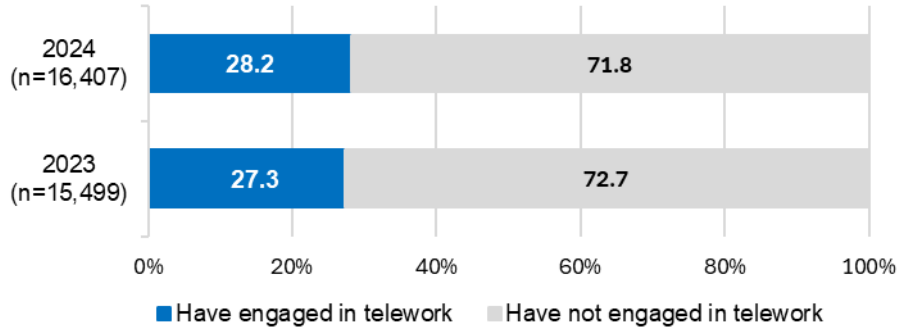
(2) Engagement in telework (individuals)

Among individuals aged 15 or older working for businesses or other organizations, 28.2% have the experience of engaging in telework in the previous one-year period. The percentage slightly increased from the previous year. The percentage of respondents citing “Working from home” among telework types is the highest at 92.8%.

Among individuals who have not engaged in telework, those hoping to engage in telework account for 20.3%.

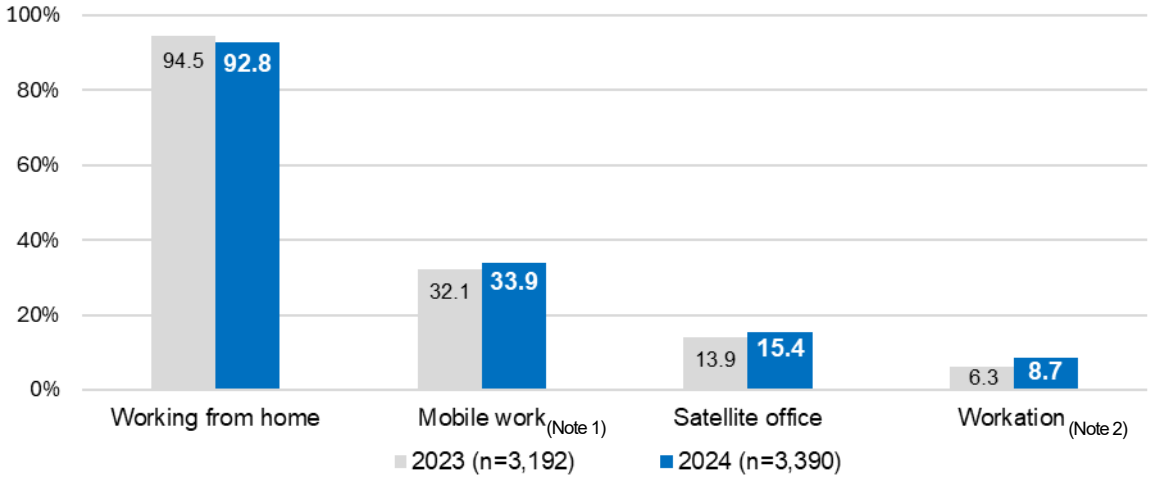
The most frequently cited reason for failing to engage in telework is that “Work is not suited to telework” (62.6%), followed by the reason that “There is not a telework system at the employer” (37.6%), accounting for most reasons for failing to engage in telework.

Figure 3-7: Experience of engaging in telework



As a percentage of individuals aged 15 or older and working for businesses or other organizations

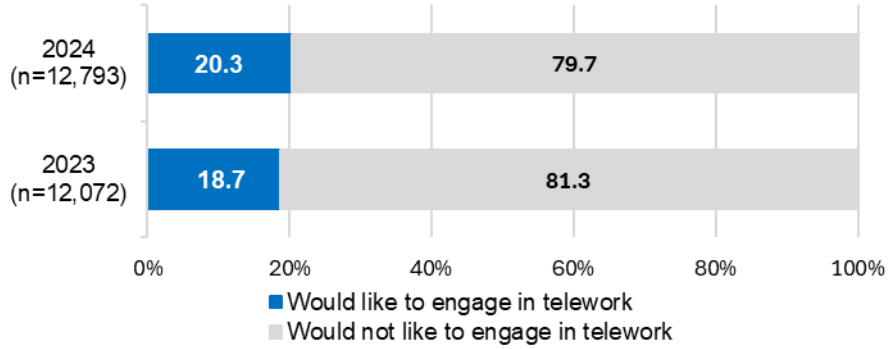
Figure 3-8: Type of telework (multiple responses accepted)



Responses from employees who are aged 15 or more and have engaged in telework.

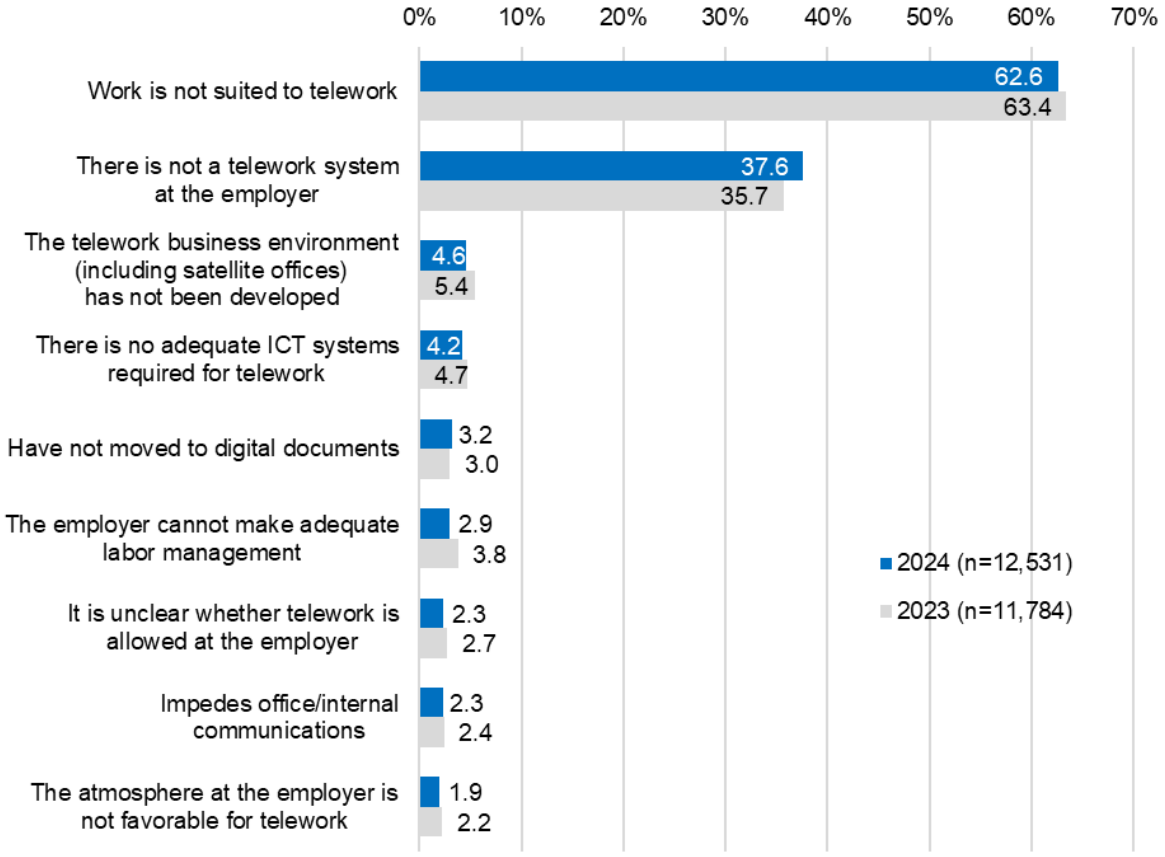
(Note 1) Mobile work refers to sales and other types of work done out of the office, including email and journal creation at transportation facilities or cafes.
(Note 2) Workation means that workers take advantage of telework to spend time on personal vacation while working at places other than their usual workplaces and homes.

Figure 3-9: Whether or not individuals would like to engage in telework



Responses from employees who are aged 15 or more and have not engaged in telework.

Figure 3-10: Reasons for not engaging in telework (multiple responses accepted)



Responses from employees who are aged 15 or more and have not engaged in telework

4. Current ICT Usage by Businesses

(1) Cloud computing service usage (businesses)

The percentage of businesses at least partially using cloud computing services (hereinafter referred to as “cloud services”) exceeds 80%.

The most frequently cited among cloud services is “File storage / data sharing” (71.0%), followed by “Information sharing / portal” (57.6%) and “email” (56.8%).

The most frequently cited reason for using cloud services is that “The same services are available irrespective of location or equipment” (50.2%), followed by the reason that “No need to have internal asset and storage systems” (42.6%).

Figure 4-1: Transitions in cloud service usage

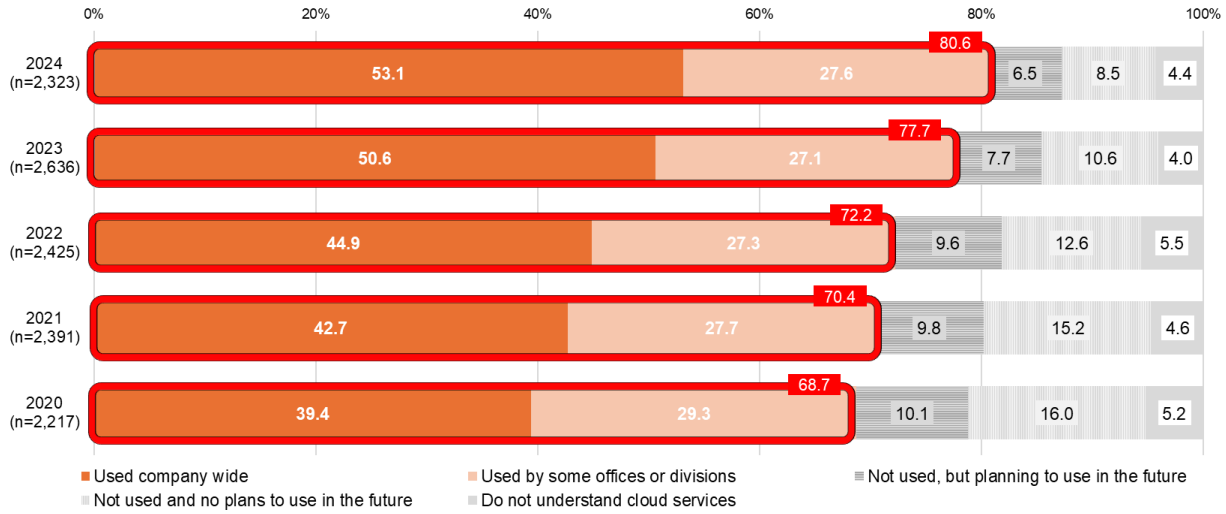


Figure 4-2: Cloud service usage by industry and capital size

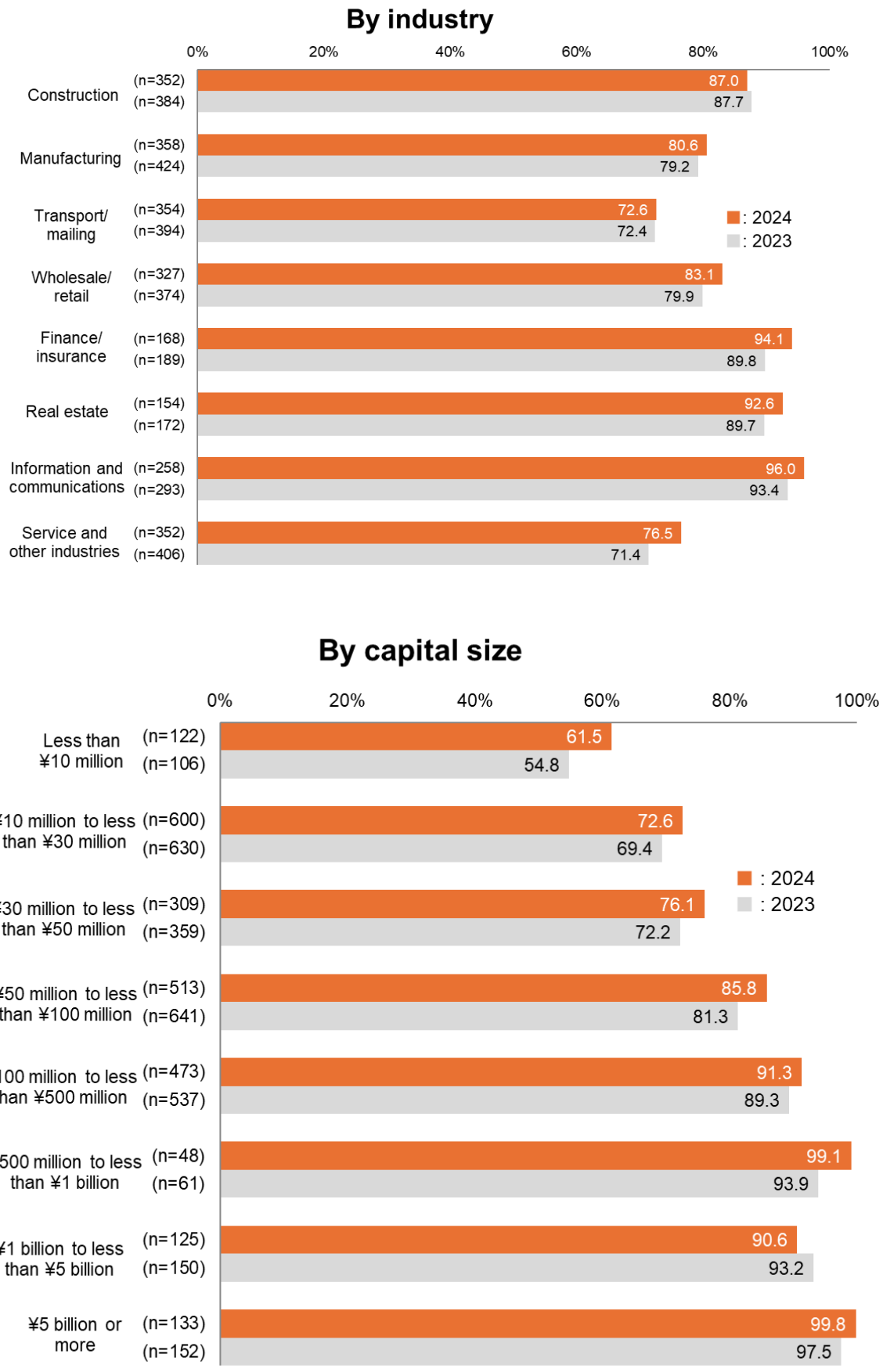


Figure 4-3: Cloud services used by businesses (multiple responses accepted)

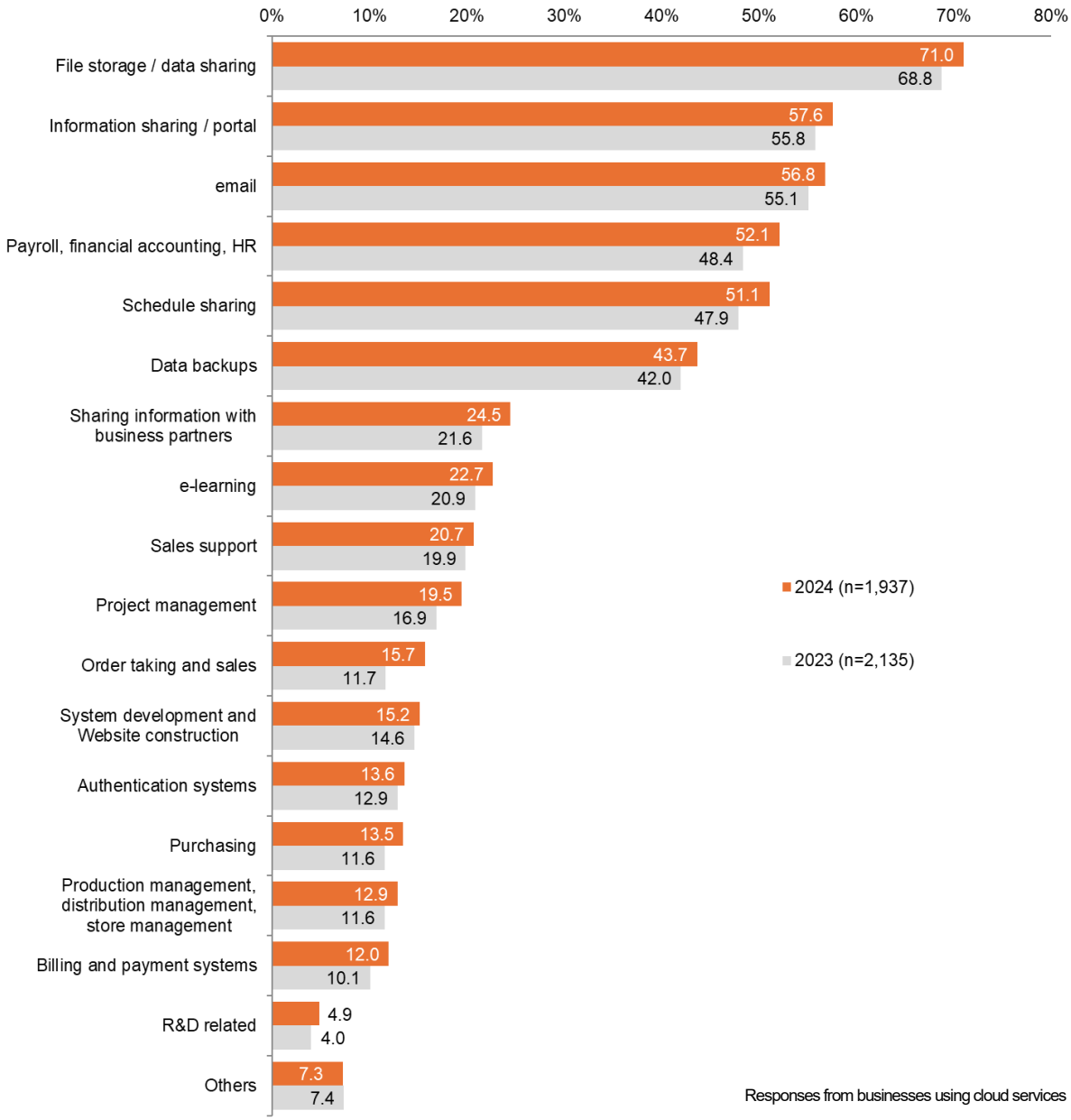


Figure 4-4: Reasons for using cloud services (multiple responses accepted)

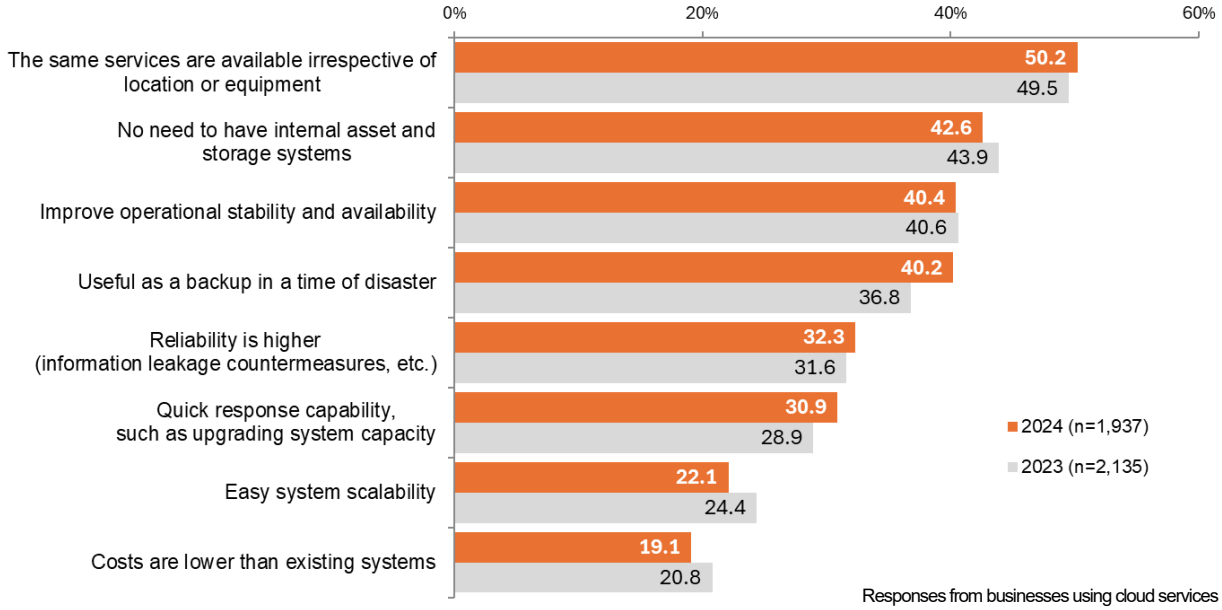
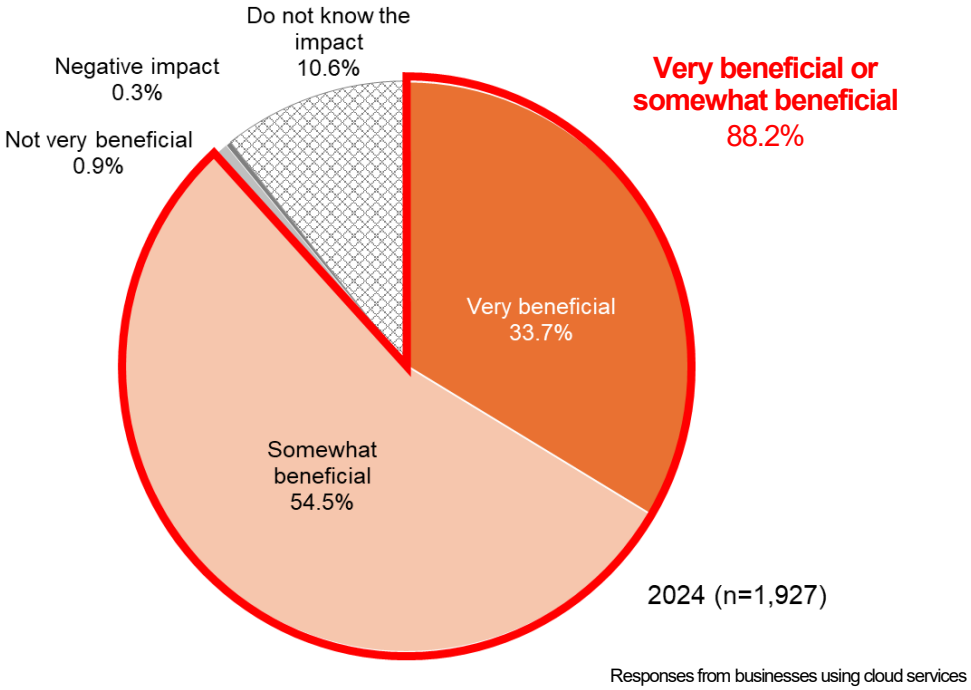


Figure 4-5: Impact of cloud computing services (2024)



(2) Introduction of IoT/AI systems/services (businesses)

Businesses that have introduced IoT and AI systems or services to collect and analyze digital data account for 18.4% of respondents. The percentage of those that have done so and are planning to do so is 29.7%. By industry, “Finance/Insurance” accounts for 44.2% with the highest rate.

Among purposes of digital data collection/analysis with IoT/AI systems, “Improvement of business efficiency/operations” is the most frequently cited (88.1%), followed by “Overall optimization of business operations” (30.8%) and “Improvement of customer services” (27.9%).

The most frequently cited among components of IoT and AI systems or services that have been introduced are “Surveillance cameras” (40.6%), followed by “OCR” (29.5%) and “Physical security devices” (29.2%). Among networks for IoT and AI systems, the most frequently cited is “Wired networks” (69.3%), followed by “Wireless LAN (WiFi)” (63.5%).

Figure 4-6: Introduction of IoT and AI systems or services

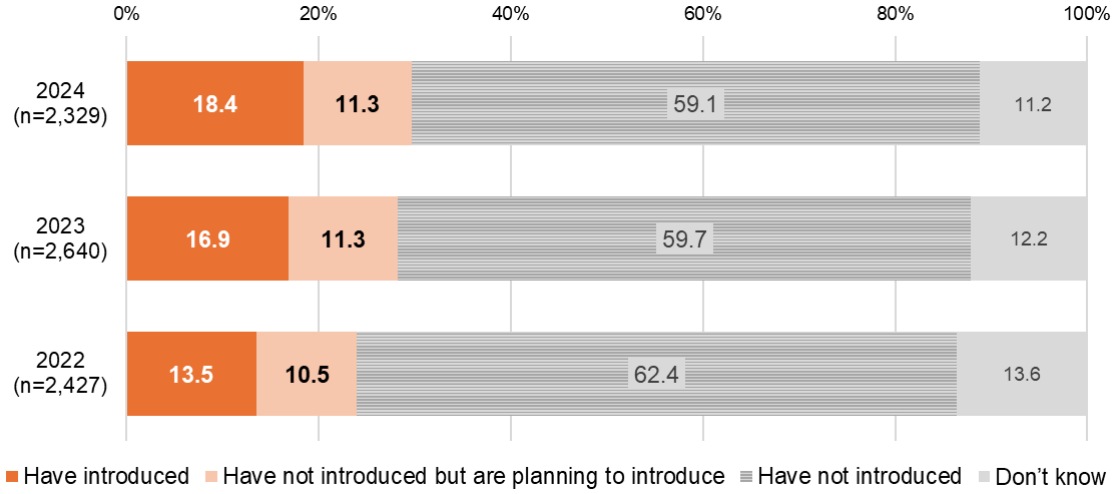
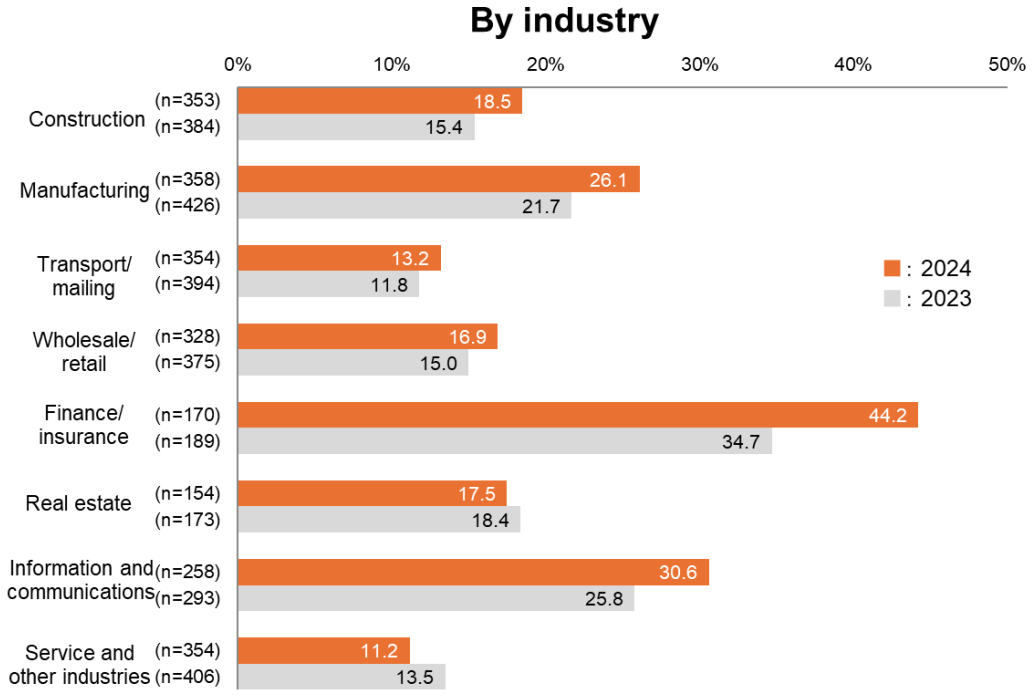


Figure 4-7: Introduction of IoT/AI system/service by industry and by capital size



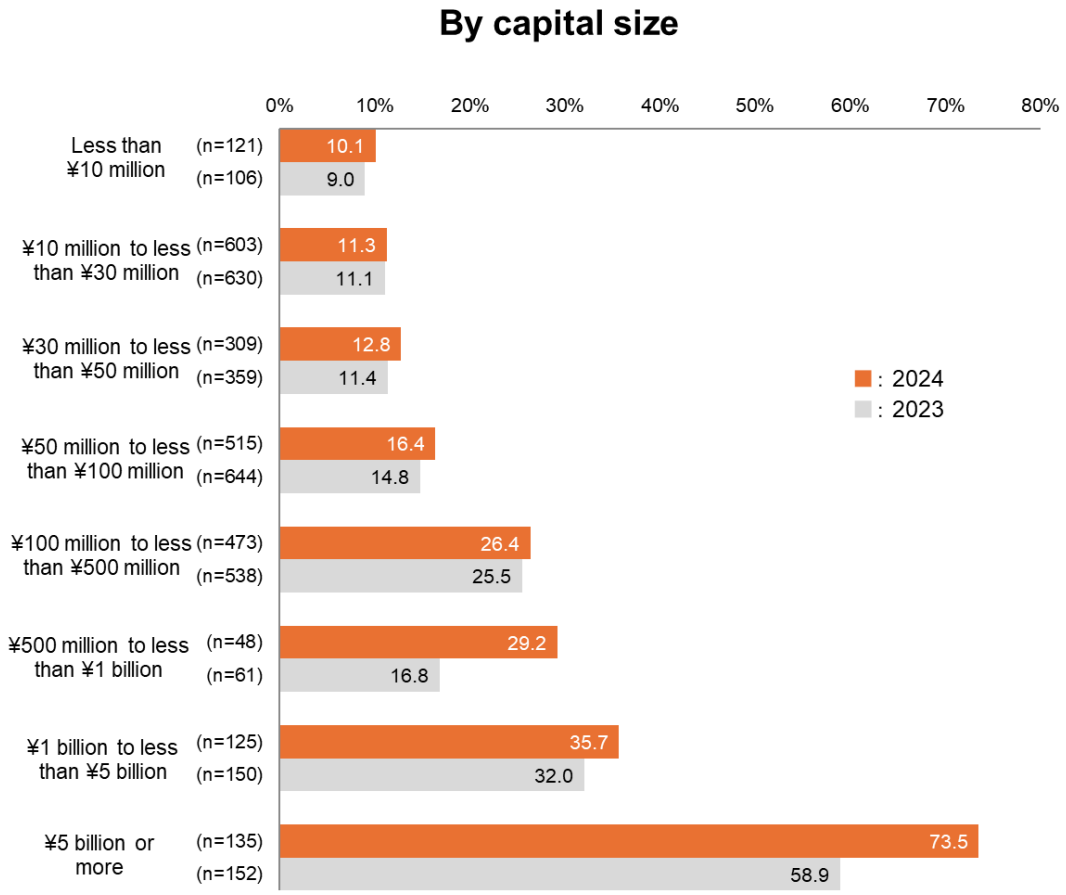


Figure 4-8: Purposes of digital data collection/analysis (multiple answers accepted)

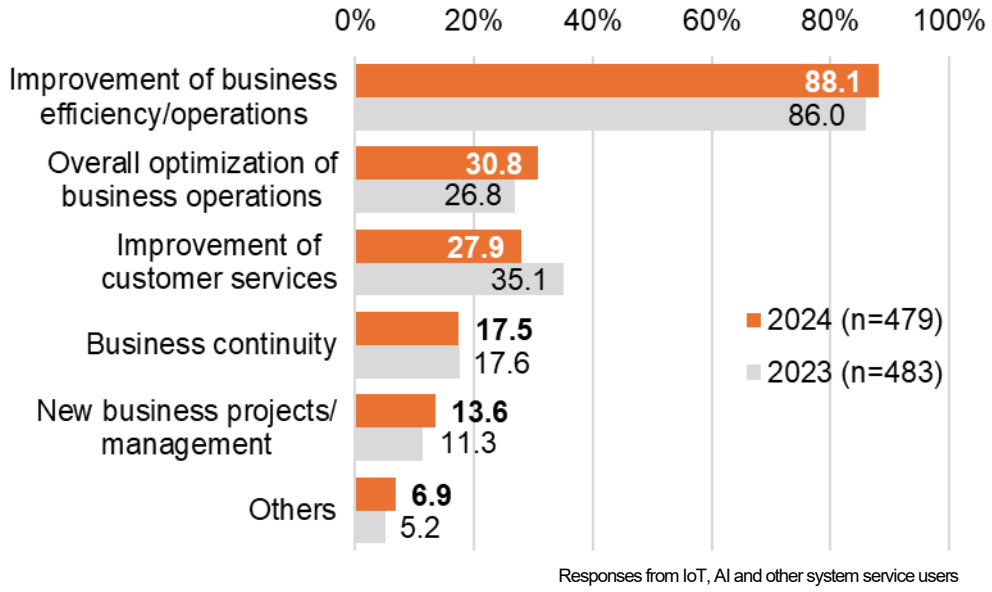


Figure 4-9: Effects of IoT/AI system/service introduction (2024)

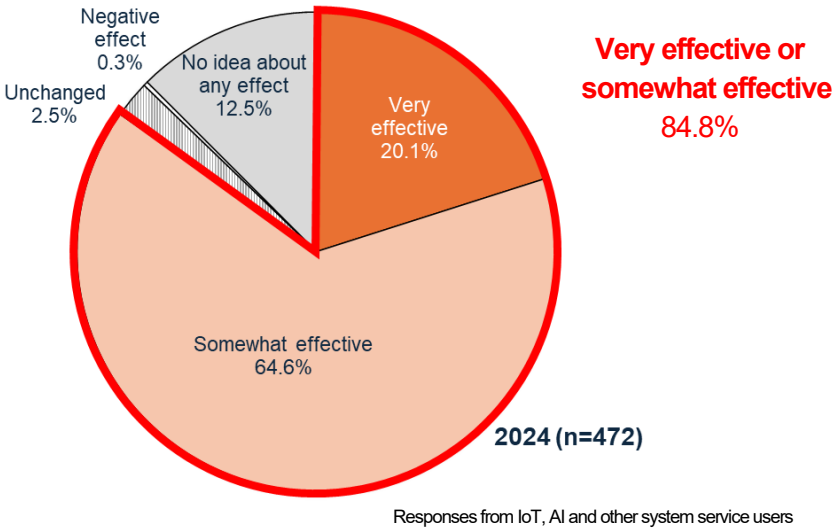


Figure 4-10: Components of AI/IoT systems/services (multiple answers accepted)

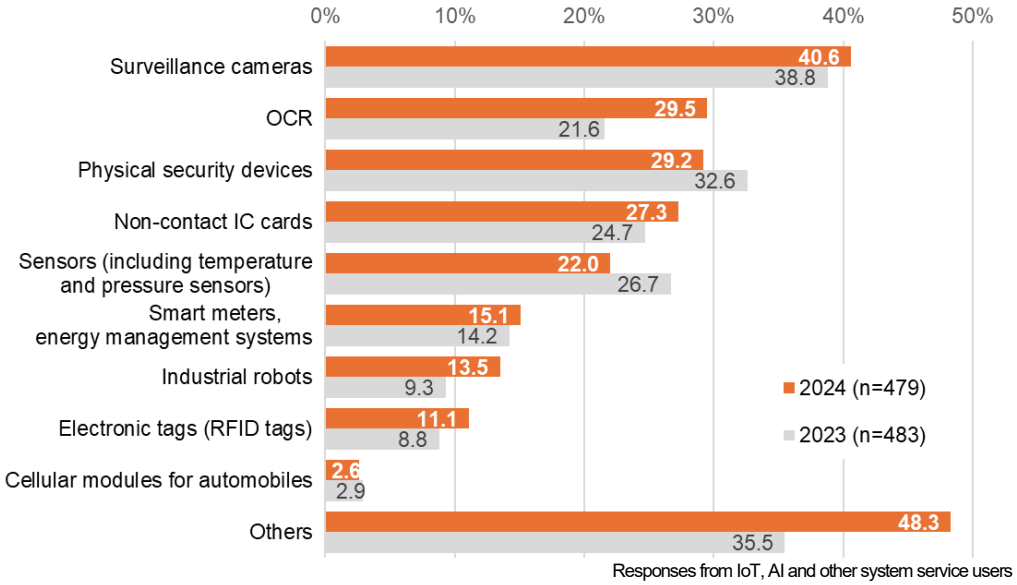
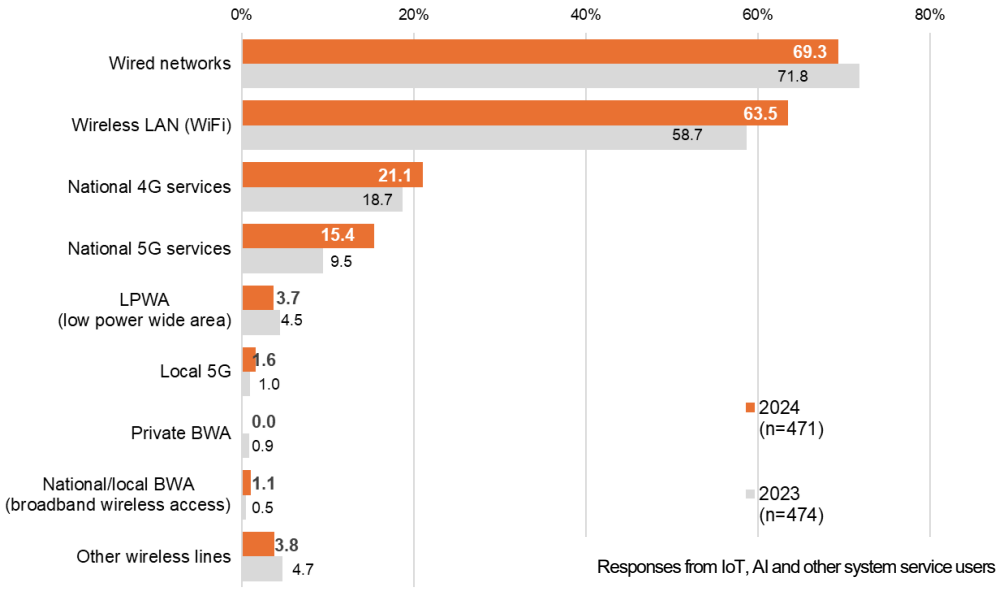


Figure 4-11: Networking IoT and AI systems (multiple answers accepted)

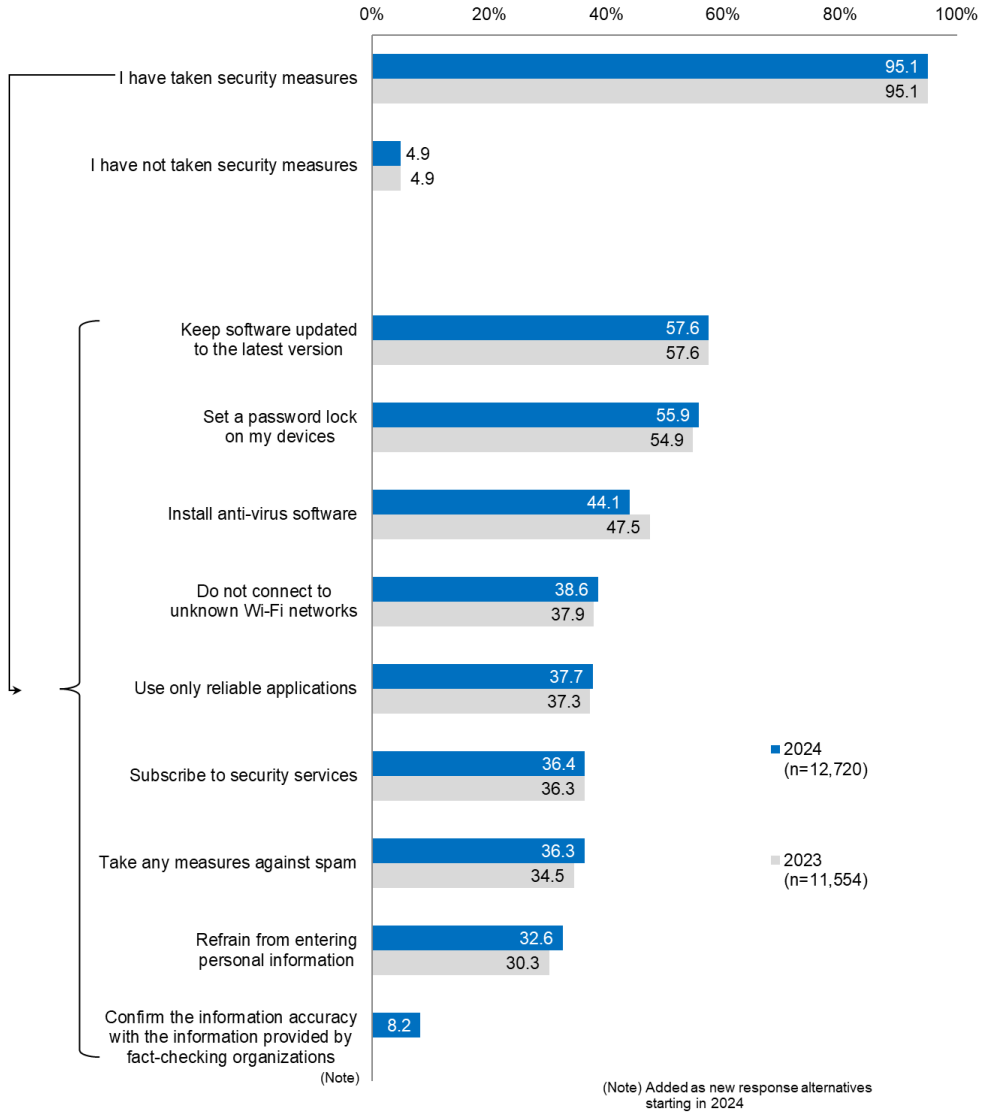


5. Safety and Security Efforts

(1) State of security measures (households)

Among households that use the internet, 95.1% have taken some security measures. The most common security measures taken are “Keep software updated to the latest version,” at 57.6%. This is followed by “Set a password lock on my devices” (55.9%) and “Install anti-virus software” (44.1%).

Figure 5-1: State of security measures (multiple responses accepted)



Tabulating responses from households that have at least one member who has used the internet in the past year

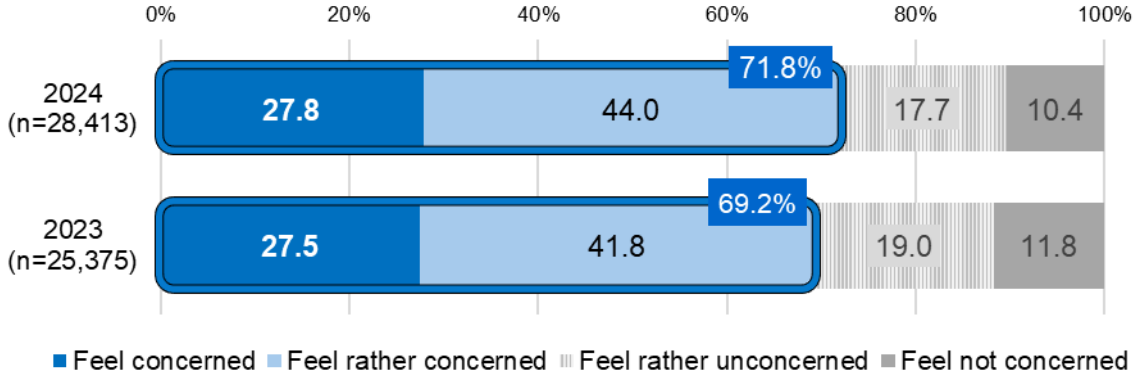
(2) Concerns about using the internet (individuals)

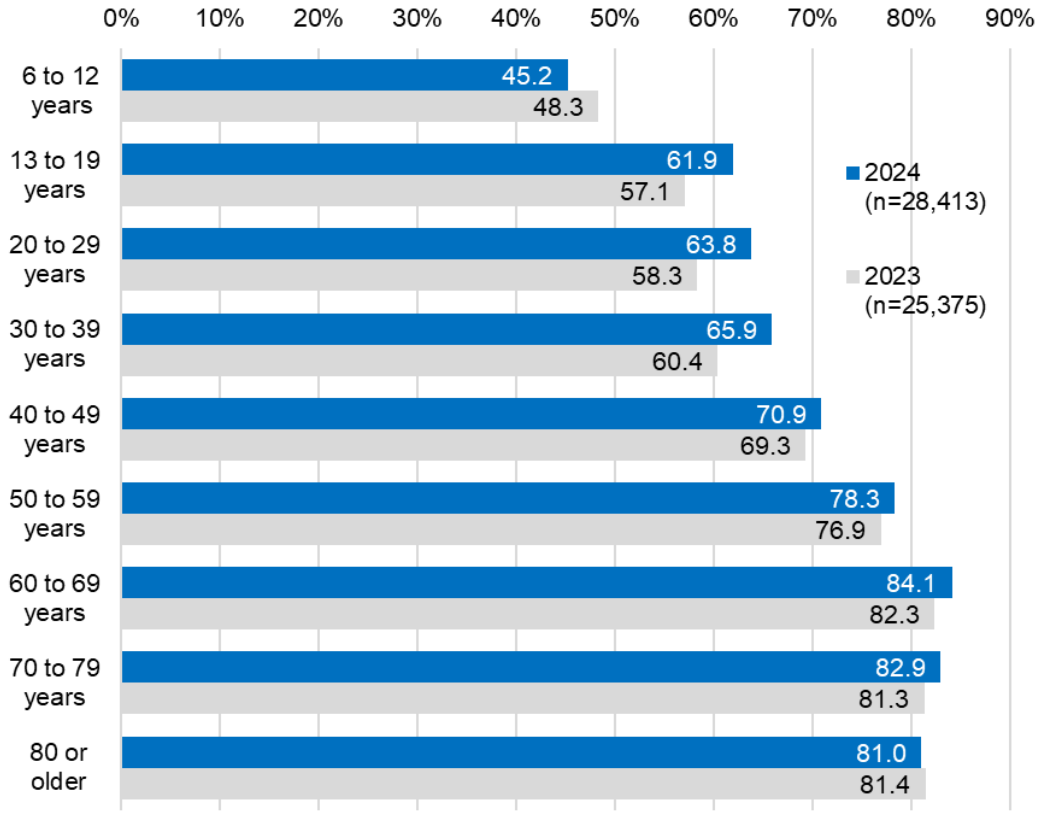
The combined percentage of internet users who “Feel concerned” and “Feel rather concerned” during internet use stands at 71.8%. By age group, those feeling concerned increased significantly from the previous year among all age groups from 13 to 39 years old.

Specific concerns are almost unchanged from the previous year, and the percentage of those who chose “Come across illegal/harmful information or information of uncertain authenticity” is close to 30% continuously from the previous year.

Among all age groups, “Leak of personal information and internet use history,” “Computer virus infections,” and “Concern about the risk of being targeted by fictitious billing or scams through the internet” are chosen frequently.

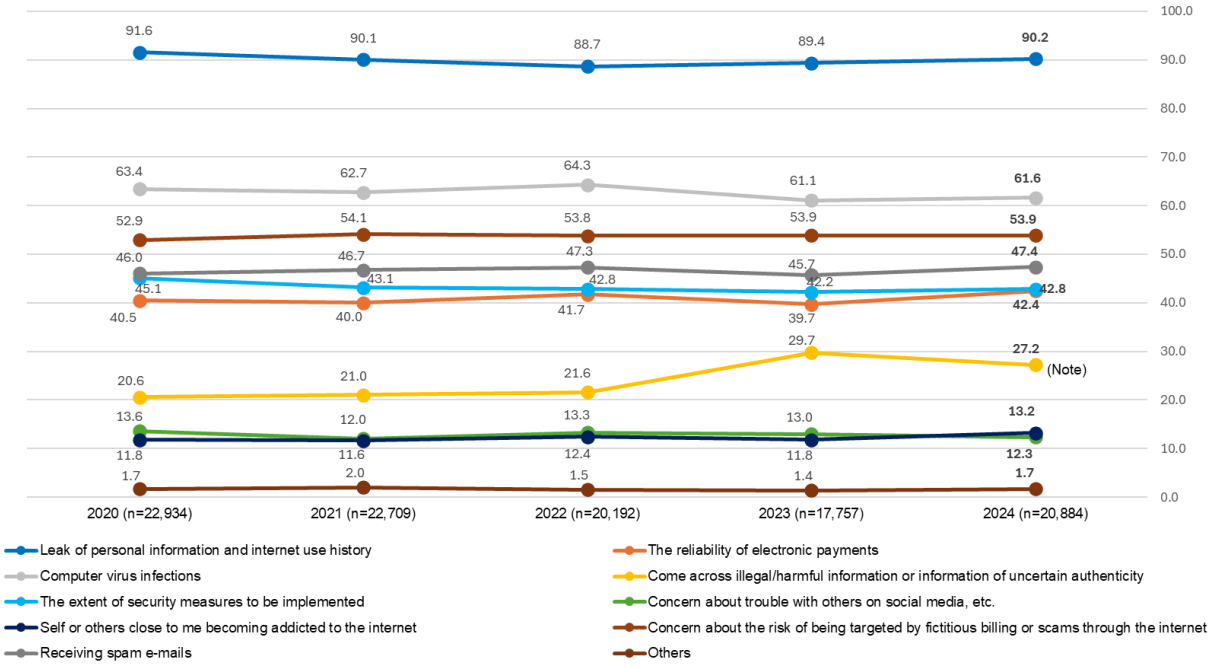
Figure 5-2: Concerns about using the internet





Responses from internet users

Figure 5-3: Types of concerns about using the internet (multiple responses accepted)



(Note) Individuals who chose either "Come across or spread illegal/harmful information" or "Come across or spread of information of uncertain authenticity"

Responses from individuals who have used the internet and have concerns about using the internet

Unit: %

		Total participants (n)	First	Second	Third	Fourth	Fifth
[Overall]		20,884	Leak of personal information and internet use history 90.2	Computer virus infections 61.6	Concern about the risk of being targeted by fictitious billing or scams through the Internet 53.9	Receiving spam e-mails 47.4	The extent of security measures to be implemented 42.8
By age group	6 to 12 years	717	Leak of personal information and internet use history 79.9	Computer virus infections 40.4	Concern about the risk of being targeted by fictitious billing or scams through the Internet 38.1	Concern about trouble with others on social media, etc. 30.1	Come across illegal/harmful information or information of uncertain authenticity 29.9
	13 to 19 years	1,364	Leak of personal information and internet use history 88.0	Computer virus infections 49.9	Concern about the risk of being targeted by fictitious billing or scams through the Internet 45.4	Receiving spam e-mails 34.5	The extent of security measures to be implemented 28.5
	20 to 29 years	1,607	Leak of personal information and internet use history 93.2	Computer virus infections 60.1	Concern about the risk of being targeted by fictitious billing or scams through the Internet 49.7	The reliability of electronic payments 40.0	Receiving spam e-mails 38.5
	30 to 39 years	2,169	Leak of personal information and internet use history 94.1	Computer virus infections 63.5	Concern about the risk of being targeted by fictitious billing or scams through the Internet 49.3	The reliability of electronic payments 46.1	The extent of security measures to be implemented 43.3
	40 to 49 years	3,169	Leak of personal information and internet use history 92.2	Computer virus infections 66.7	Concern about the risk of being targeted by fictitious billing or scams through the Internet 54.7	The reliability of electronic payments 47.1	The extent of security measures to be implemented 46.0
	50 to 59 years	4,235	Leak of personal information and internet use history 91.7	Computer virus infections 65.8	Concern about the risk of being targeted by fictitious billing or scams through the Internet 57.5	The reliability of electronic payments 52.7	Receiving spam e-mails 50.8
	60 to 69 years	4,394	Leak of personal information and internet use history 89.3	Computer virus infections 64.1	Concern about the risk of being targeted by fictitious billing or scams through the Internet 62.0	Receiving spam e-mails 59.9	The reliability of electronic payments 49.9
	70 to 79 years	2,668	Leak of personal information and internet use history 86.3	Computer virus infections 58.4	Receiving spam e-mails 57.4	Concern about the risk of being targeted by fictitious billing or scams through the Internet 54.7	The extent of security measures to be implemented 43.6
	80 or older	561	Leak of personal information and internet use history 80.9	Receiving spam e-mails 55.0	Computer virus infections 52.5	Concern about the risk of being targeted by fictitious billing or scams through the Internet 52.5	The extent of security measures to be implemented 37.9

(Multiple responses accepted)

Responses from individuals who have used the internet and have concerns about using the internet

(3) State of security measures in using the internet (businesses)

As for security breaches that occurred in the use of the internet in the previous one-year period, the percentage of businesses that “Sustained some kind of loss” is 46.2%, lower than that of businesses that "Sustained no losses". The type of security breaches most frequently chosen is “Have received targeted emails” (29.1%), followed by “Discovered or infected by a computer virus” (23.6%).

The percentage of businesses that implement some security measures is 97.7%. By type of security measures, the implementation rate is the highest at 82.0% for “Install anti-virus programs on computers and other devices (operating systems, software, etc.)”, followed by “Install anti-virus programs on servers” (59.5%) and “Control access with IDs, passwords, etc.” (58.9%).

Figure 5-4: Security breaches that occurred during the use of the internet (multiple responses accepted)

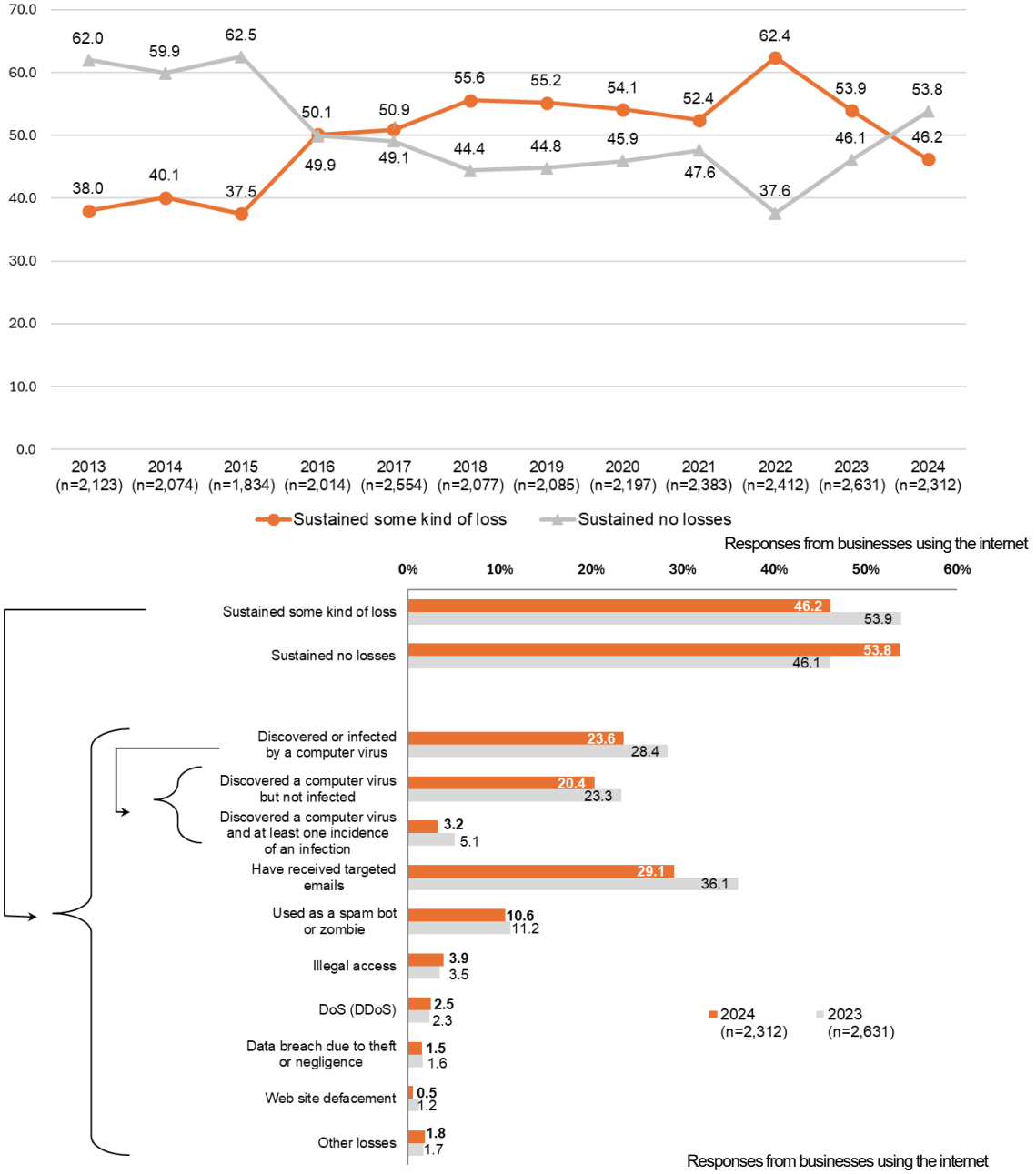
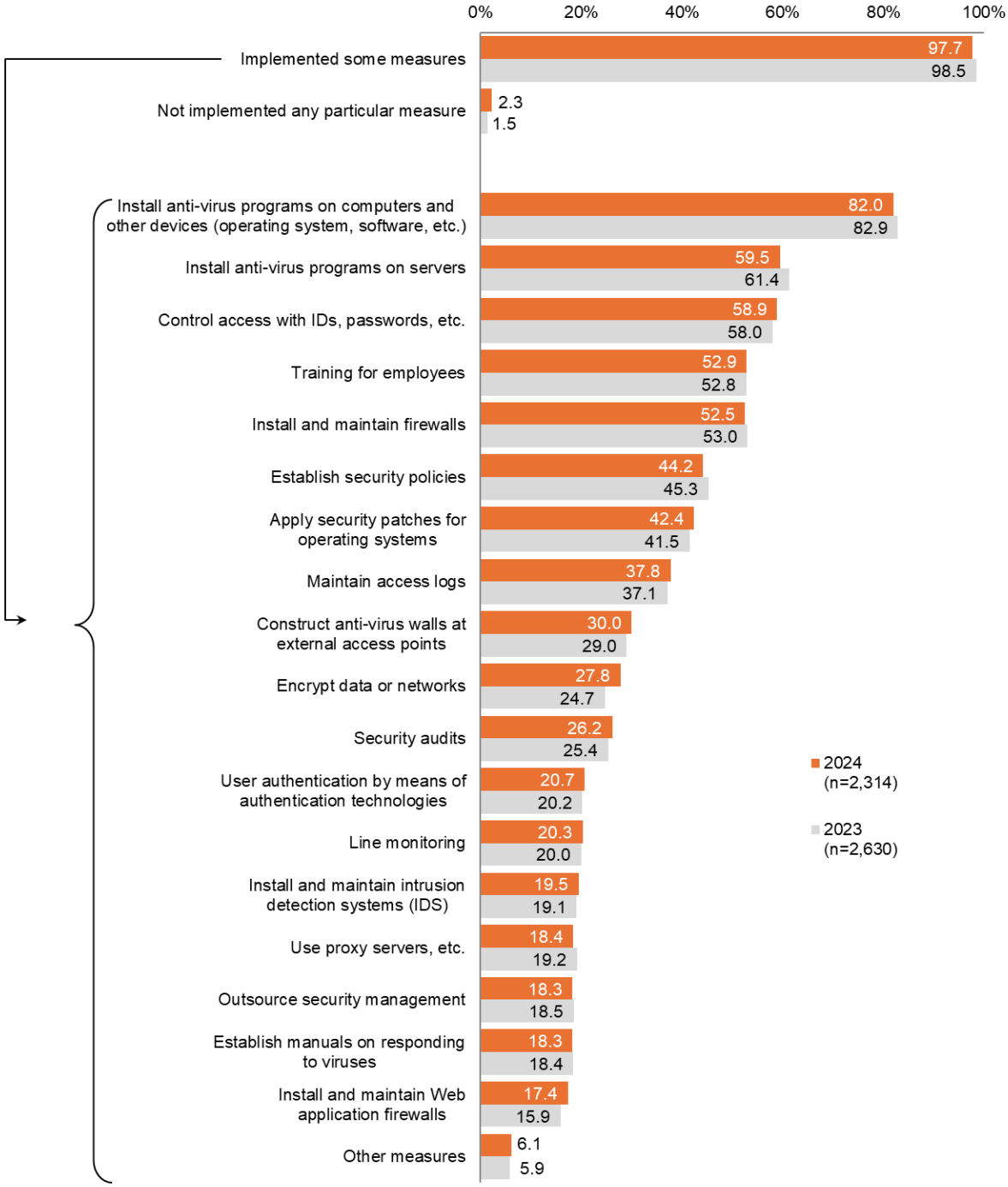


Figure 5-5: State of security measures (multiple responses accepted)



Responses from businesses using the internet