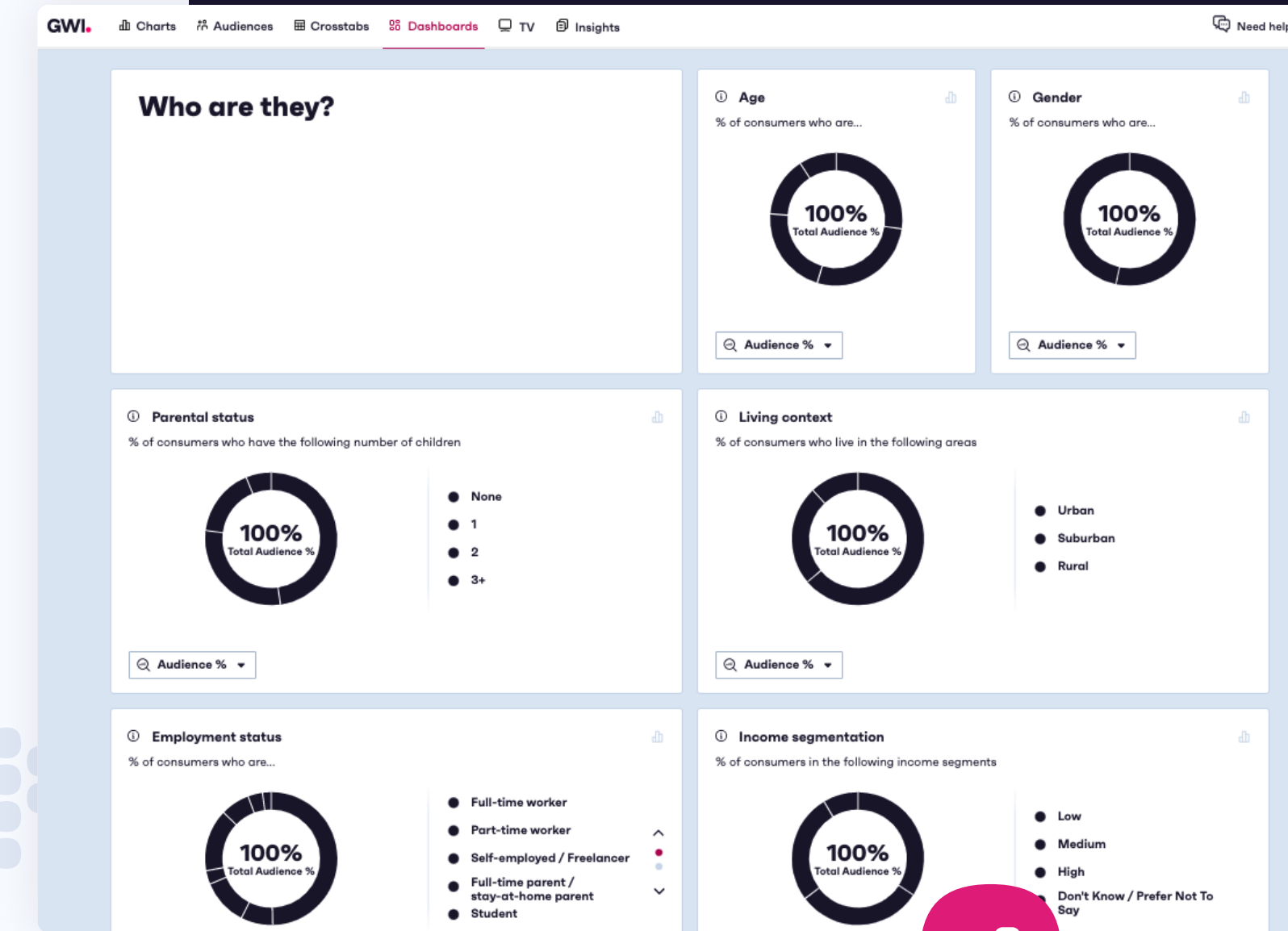# Japan

Key digital behaviors and trends over time and across demographics

Sample
Q2–Q3 2021
10,574

Internet
Penetration*
94%

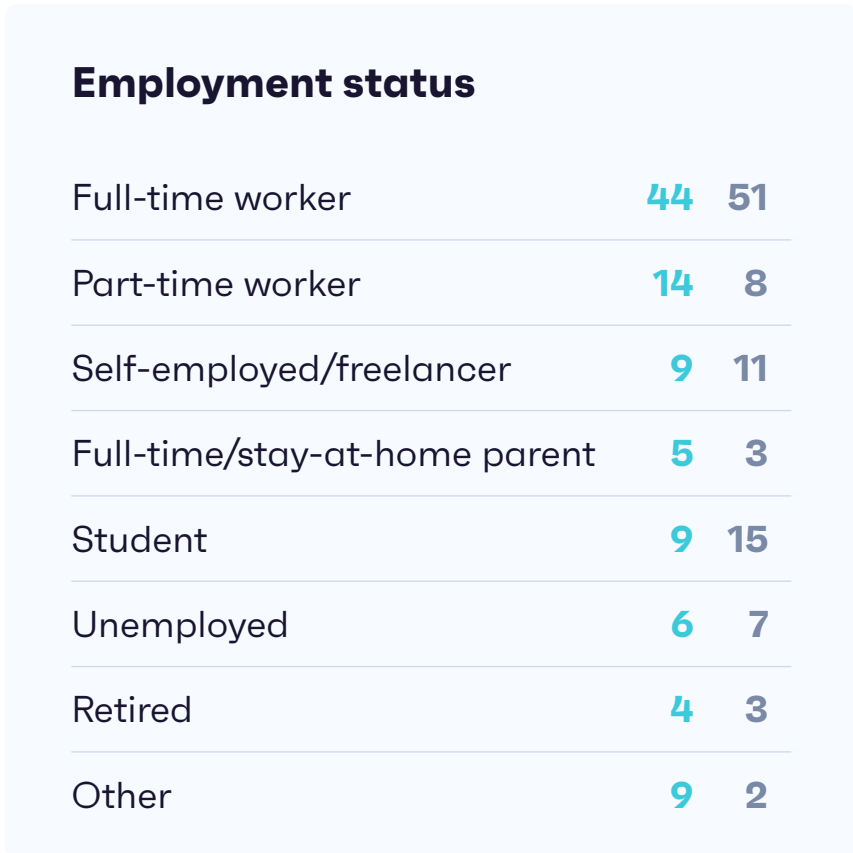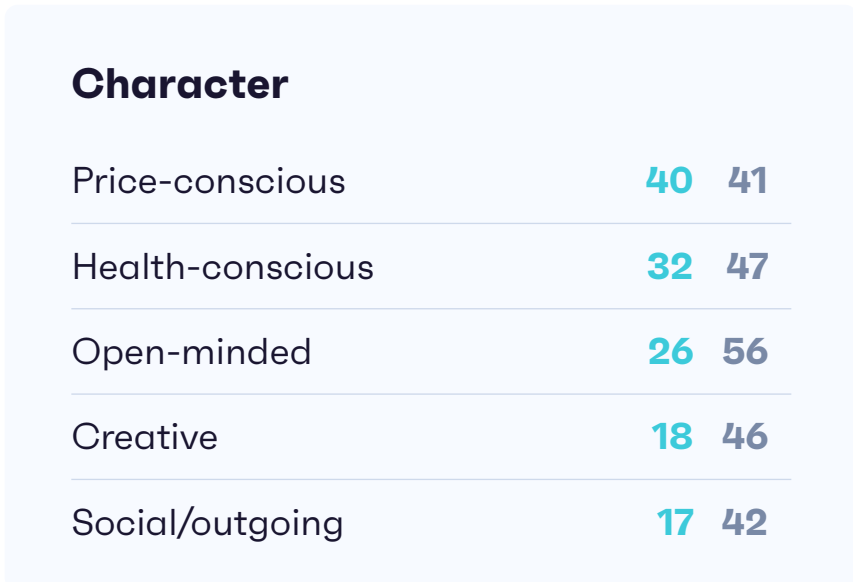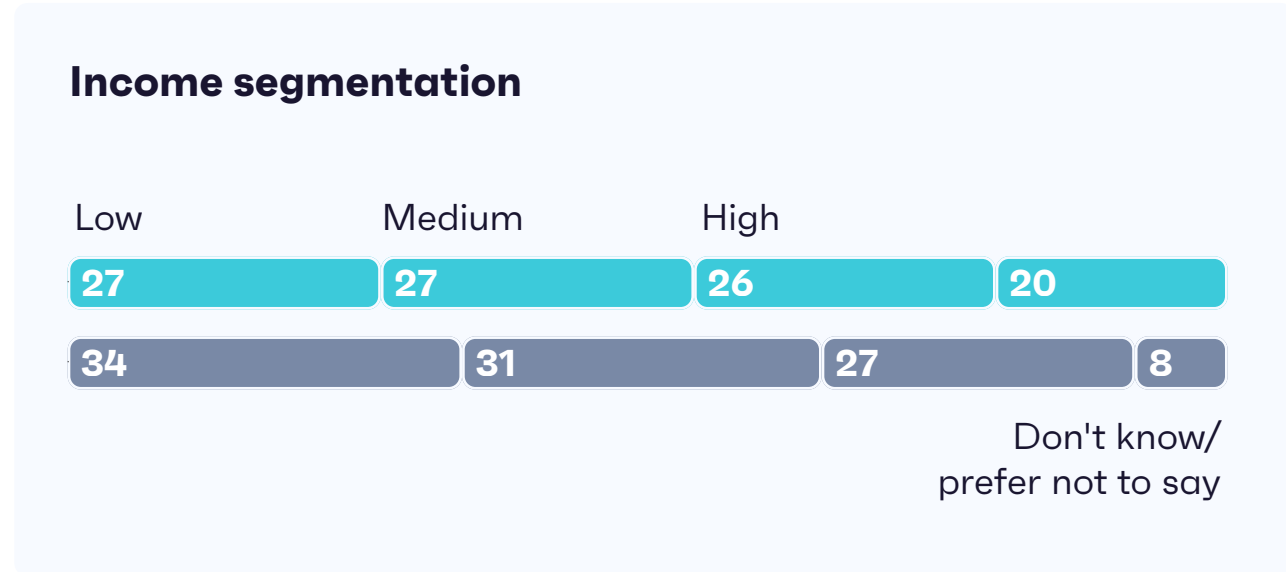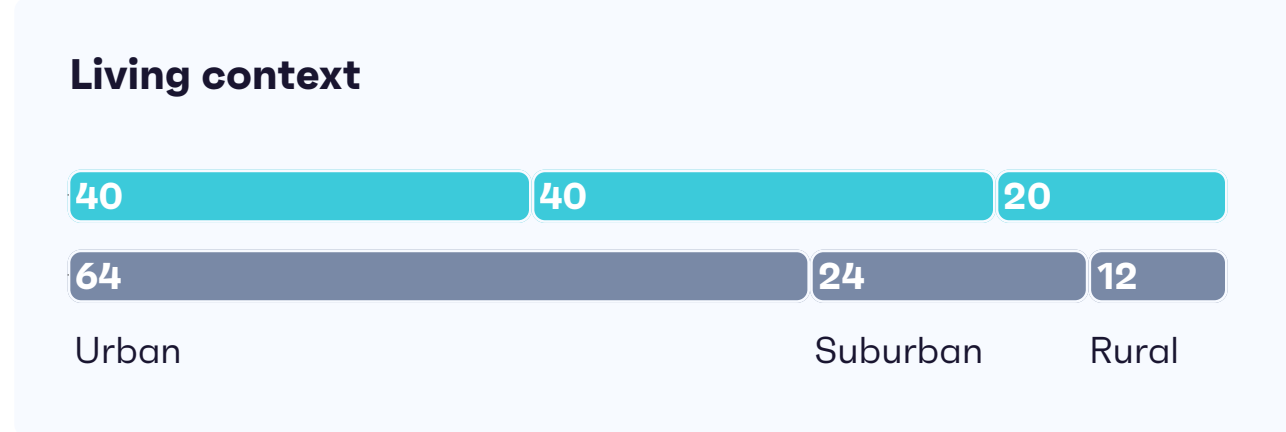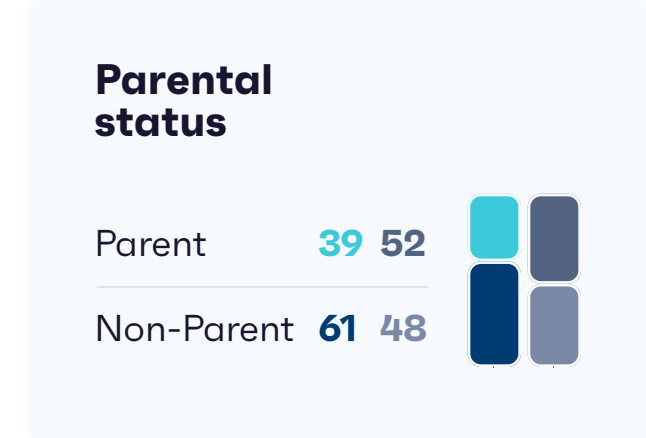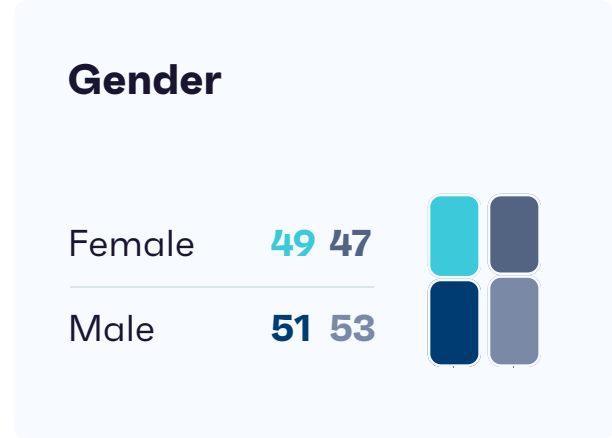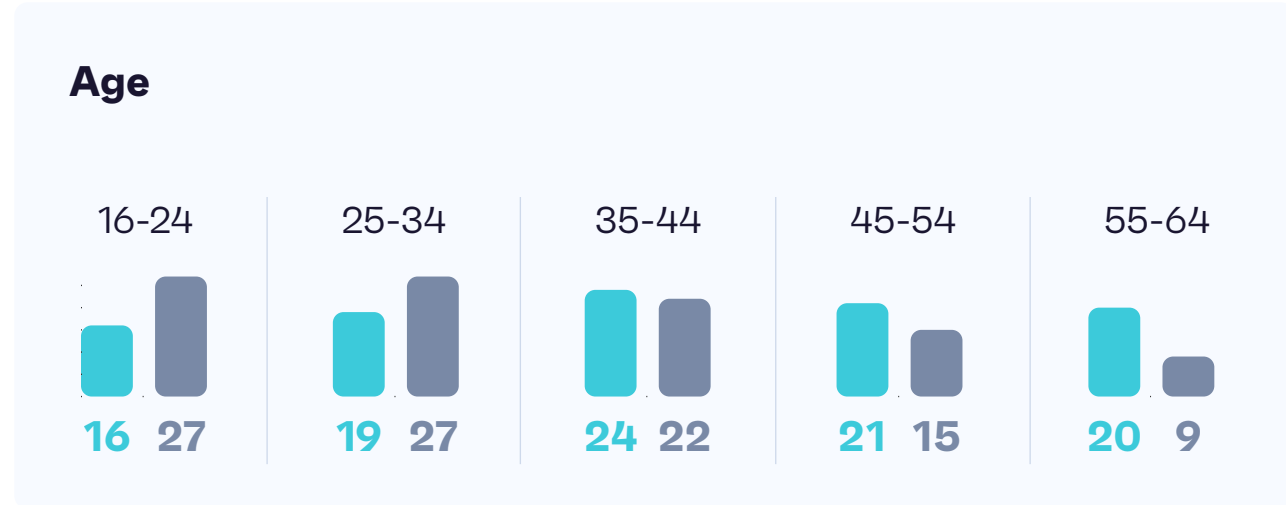*GWI's forecasts for 2020 based on 2018 ITU data

We've collected all charts in this report in an **interactive dashboard on our Platform,** where you can investigate the data by demographics, over time, and among custom audiences.
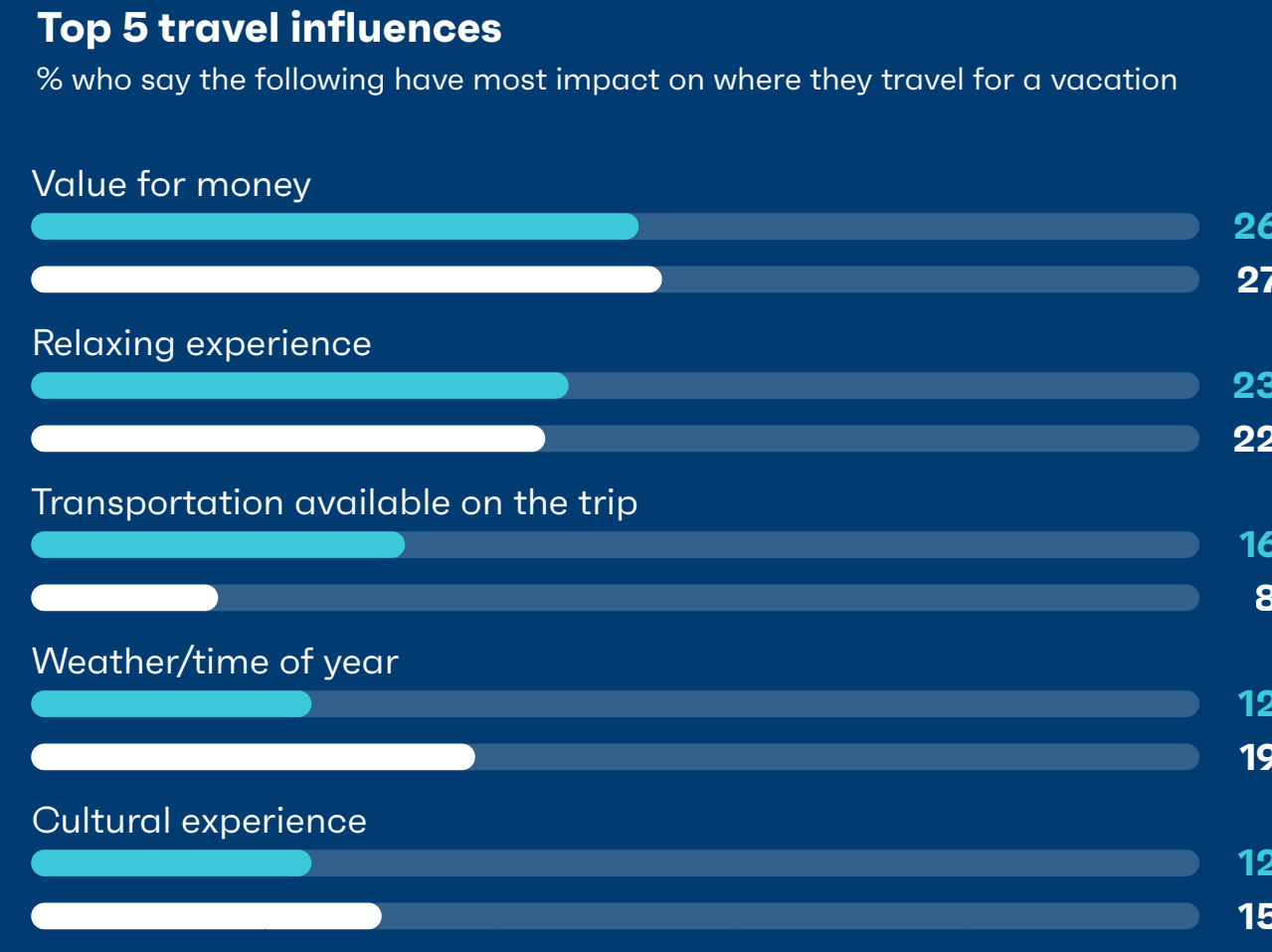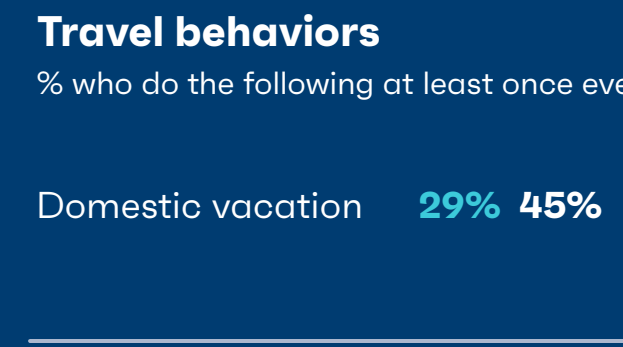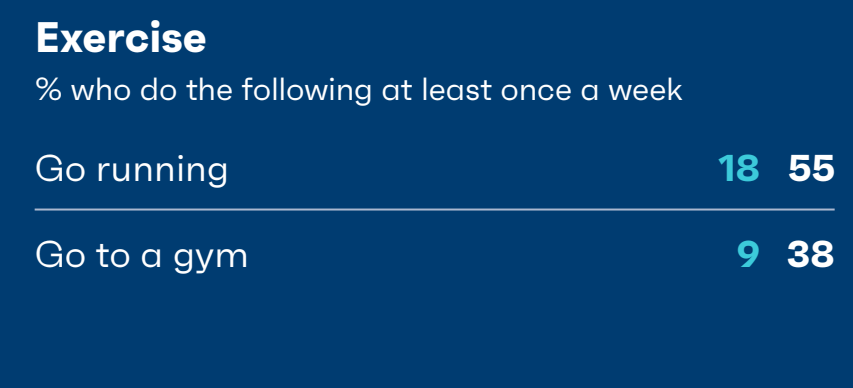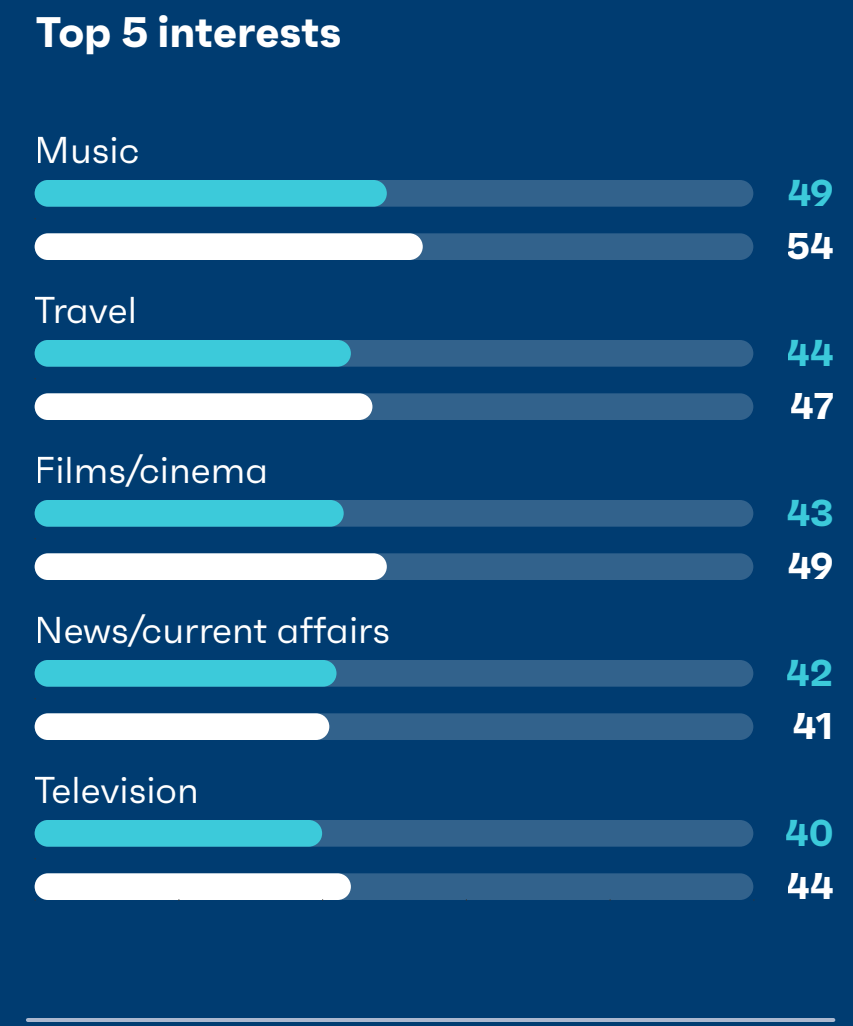
GWI.

Who are they?

Japan %
Global average %

Age

	16-24	25-34	35-44	45-54	55-64
Japan	16	19	24	21	20
Global	27	27	22	15	9

Gender

	Japan	Global
Female	49	47
Male	51	53

Parental status

	Japan	Global
Parent	39	52
Non-Parent	61	48

Living context

	Urban	Suburban	Rural
Japan	40	40	20
Global	64	24	12

Income segmentation

	Low	Medium	High	Don't know/prefer not to say
Japan	27	27	26	20
Global	34	31	27	8

Self-perceptions

	Japan	Global
I am prone to anxiety	41	26
I believe all people should have equal rights	33	57
I am interested in other cultures/countries	30	46
I like to know what is going on in the world	29	48
I take care of my appearance	22	43

Character

	Japan	Global
Price-conscious	40	41
Health-conscious	32	47
Open-minded	26	56
Creative	18	46
Social/outgoing	17	42

Employment status

	Japan	Global
Full-time worker	44	51
Part-time worker	14	8
Self-employed/freelancer	9	11
Full-time/stay-at-home parent	5	3
Student	9	15
Unemployed	6	7
Retired	4	3
Other	9	2

What's their lifestyle?

Japan %
Global average %

Top 5 interests

	Japan	Global
Music	49	54
Travel	44	47
Films/cinema	43	49
News/current affairs	42	41
Television	40	44

Exercise
% who do the following at least once a week

	Japan	Global
Go running	18	55
Go to a gym	9	38

Top 5 sports played

	Japan	Global
Exercise classes	9	14
Swimming	7	26
Golf	6	6
Cycling	6	21
Tennis	5	10

Lifestyle
% who do the following at least once a week

	Japan	Global
Drink alcohol	41	29
Eat out at a restaurant	19	26
Eat fast food	12	30
Visit the cinema	3	13

Travel behaviors
% who do the following at least once every 6 months

	Japan	Global
Domestic vacation	29%	45%
Vacation abroad	6%	28%

Future outlook
% who think the following will get better in the next 6 months

	Japan	Global
The environment	12	44
Your personal finances	14	57
The economy of the country where you live	13	52

Top 5 travel influences
% who say the following have most impact on where they travel for a vacation

	Japan	Global
Value for money	26	27
Relaxing experience	23	22
Transportation available on the trip	16	8
Weather/time of year	12	19
Cultural experience	12	15

Time spent online

Average h:mm per day typically spent online on the following devices

📱 Mobile   🖥️ PC/Laptop

	All	Gen Z 16-24	Millennials 25-38	Gen X 39-57	Boomers 58-64
Mobile	1:38	2:35	1:56	1:20	0:55
PC/Laptop	2:47	2:43	2:50	2:50	2:38

How do they use technology and electronics?

● Japan %
● Global average %

Attitudes to technology
% who feel the following describe them

	Japan	Global
I prefer being anonymous online	45	31
I worry about how companies use my personal data online	30	34
I worry I spend too much time on my smartphone	28	31
I am comfortable with my apps tracking my activity	22	27
I feel using social media causes me anxiety	20	17

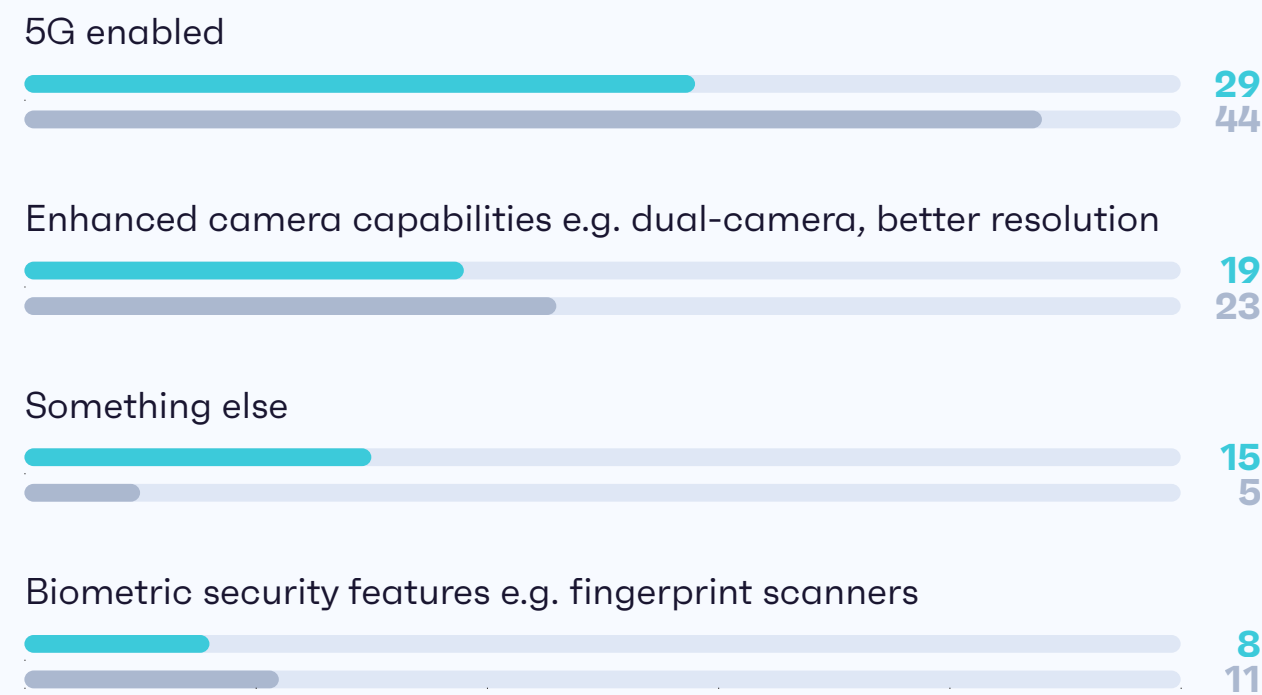📱 Plan to buy a new phone or upgrade in the next 12 months **32%** **52%**

Top 5 handset brands for next purchase
% who say they would buy the following brands when they next upgrade or buy a new phone. Global figures in this chart exclude China

			Japan	Global
1.	iPhone	🍎	47	43
2.	Sony	SONY	18	6
3.	Sharp (Japan only)	SHARP	14	–
4.	Samsung	SAMSUNG	7	51
5.	Google Pixel	Pixel	6	2

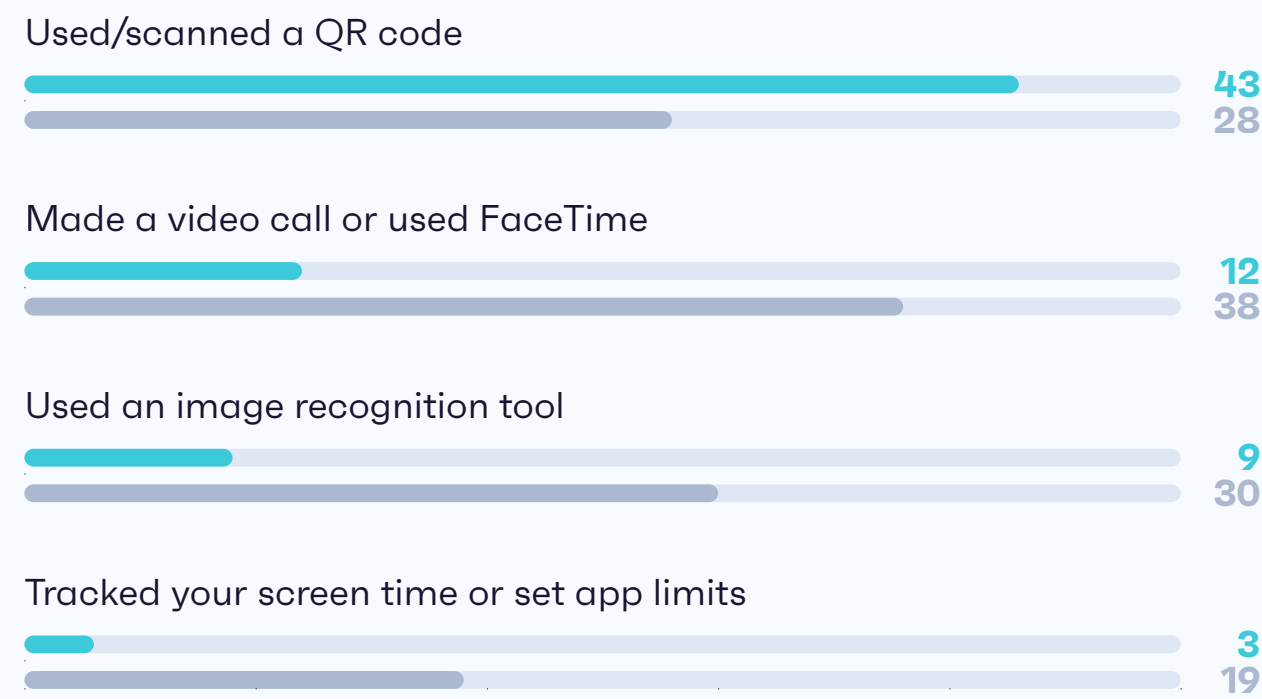### Desired mobile features
% of mobile upgraders who say they're looking for the following features when purchasing their next phone

	Japan	Global
5G enabled	29	44
Enhanced camera capabilities e.g. dual-camera, better resolution	19	23
Something else	15	5
Biometric security features e.g. fingerprint scanners	8	11

Mobile actions
% who say they have done the following mobile actions in the last month

	Japan	Global
Used/scanned a QR code	43	28
Made a video call or used FaceTime	12	38
Used an image recognition tool	9	30
Tracked your screen time or set app limits	3	19

Smart home product ownership
% of smart home product owners who say they own the following

	Japan	Global
Smart speaker (e.g. Apple HomePod)	82%	64%
Smart utility product (e.g. remotely controlled thermostat)	26%	44%
Smart security product (e.g. remotely controlled doorbell)	16%	43%

Top 5 electronics

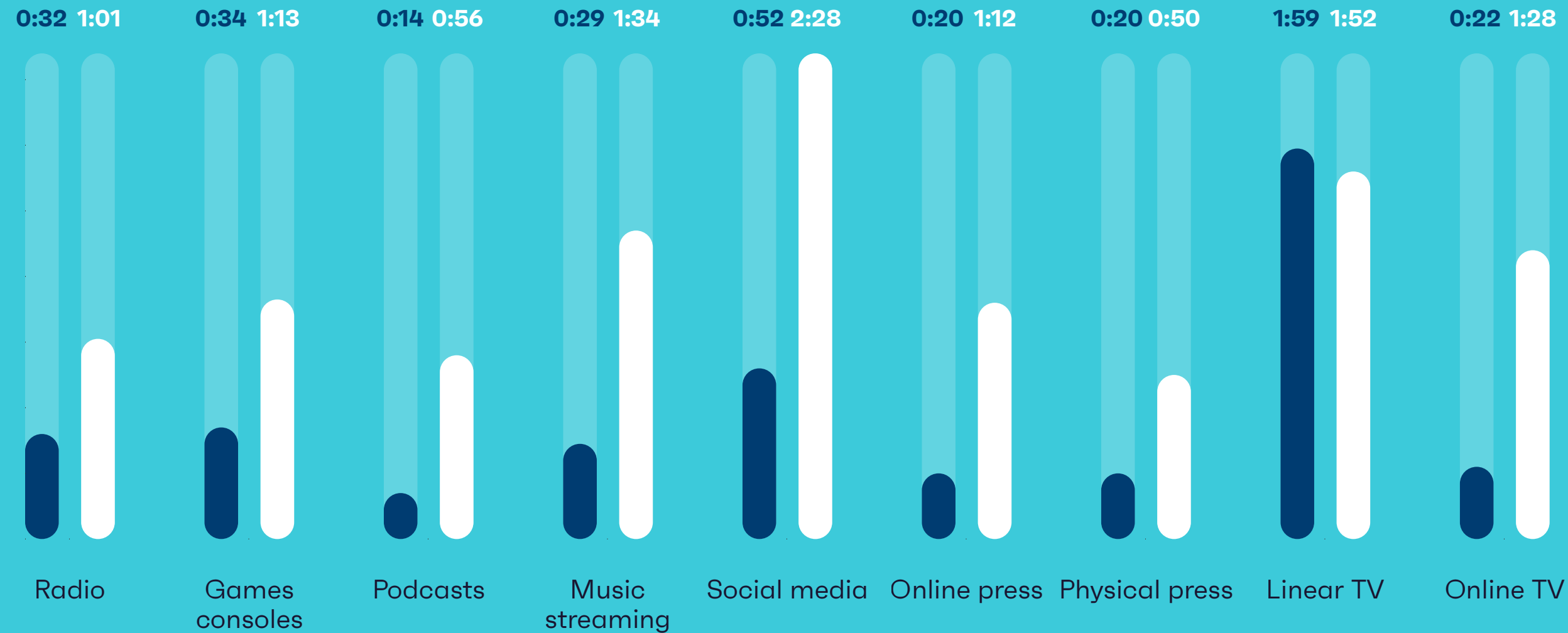● Purchased in the last 3-6 months
○ Planning to purchase

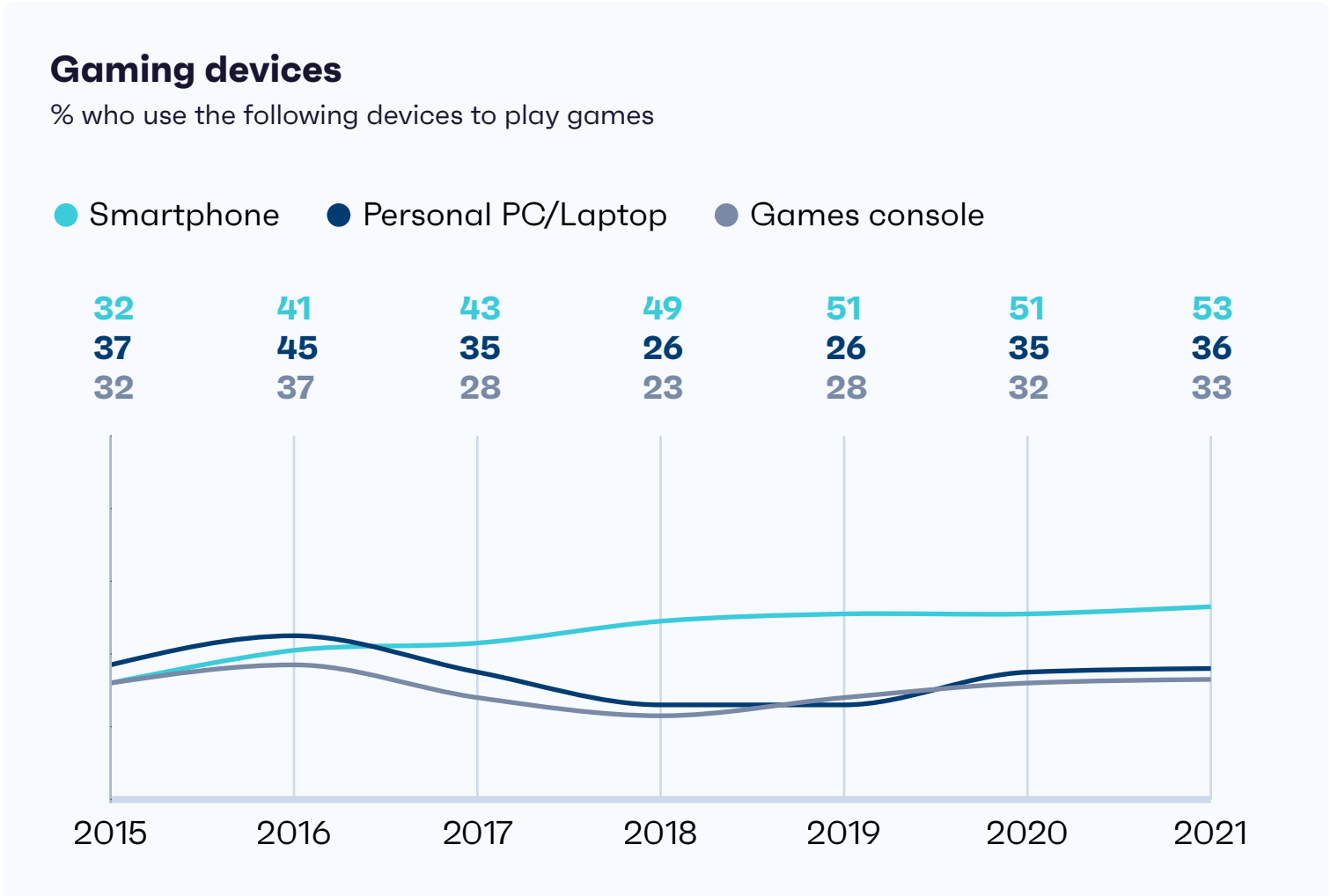|		% Purchased	% Planning
1.	Headphones/earphones	16	9
2.	Laptop	13	11
3.	Computer/video games	8	6
4.	Games console	8	8
5.	Tablet	6	7

Daily media time

Average time spent per day on the following types of media in h:mm

● Japan ○ Global

	Japan	Global
Radio	0:32	1:01
Games consoles	0:34	1:13
Podcasts	0:14	0:56
Music streaming	0:29	1:34
Social media	0:52	2:28
Online press	0:20	1:12
Physical press	0:20	0:50
Linear TV	1:59	1:52
Online TV	0:22	1:28

What media do they consume?

● Japan %
● Global average %

TV behaviors
% who have watched the following in the last month

	Japan	Global
On-demand TV/a streaming service	75	94
Live TV/a TV channel	73	88
Recorded TV	45	24

Top 5 streaming services
% who have used the following in the last month

			Japan	Global
1.	YouTube	YouTube	62	54
2.	Amazon Prime Video	prime video	30	23
3.	Abema TV (Japan only)	Abema TV	14	–
4.	Netflix	NETFLIX	14	41
5.	Nicovideo (Japan only)	niconico	13	–

Spectator gaming engagement
% who have done the following in the last month

● All internet users ● Gen Z ● Millennials

Watched a live gaming stream: 8% / 13% / 14%
Watched an esports tournament: 5% / 7% / 7%

Gaming devices
% who use the following devices to play games

● Smartphone ● Personal PC/Laptop ● Games console

	2015	2016	2017	2018	2019	2020	2021
Smartphone	32	41	43	49	51	51	53
Personal PC/Laptop	37	45	35	26	26	35	36
Games console	32	37	28	23	28	32	33

● Japan %
● Global average %

Attitudes toward social
% who say the following describe them

I feel using social media causes me anxiety
20
17

I worry I spend too much time on social media
20
28

I think social media is good for society
17
37

I am using social media less than I used to
9
23

Accounts followed

Companies/brands you purchase from
13% **23%**

Companies/brands you're considering purchasing from
10% **21%**

Top 5 reasons for being on social
% who say the following are main reasons for using social media

1.	Filling spare time	26	36
2.	Seeing what's trending/being talked about	25	29
3.	Keeping in touch with friends/family	24	48
4.	Reading news stories	22	35
5.	Finding content	21	31

Brand interactions on social
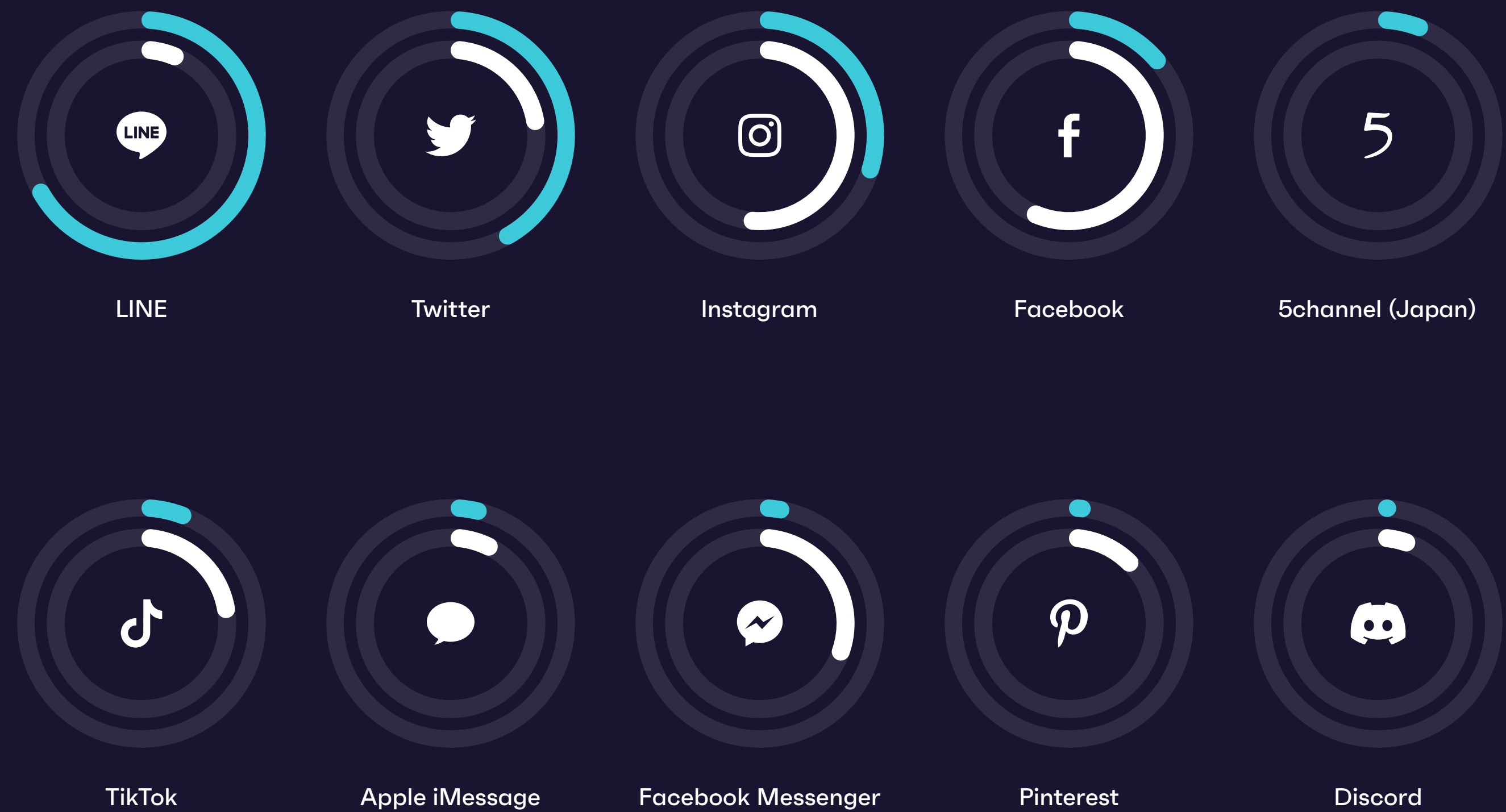% who have done the following in the past month

1.	Liked/followed a brand on social	12	23
2.	Visited a brand's social network page	10	21
3.	Clicked on a sponsored post on social	4	16
4.	Used a social networking "share" button	4	16
5.	Unliked/stopped following a brand on social	4	13

@gwi
gwi.com

Top 10 social platforms in Japan

% of internet users who visit the following platforms at least once a day

● Japan   ○ Global

LINE

Twitter

Instagram

Facebook

5channel (Japan)

TikTok

Apple iMessage

Facebook Messenger

Pinterest

Discord

Note that global figures in this chart exclude China.

Purchase journey

Brand/product discovery
% who discover brands/products via the following

	Japan	Global
Search engines	43	32
Ads seen on TV	32	31
TV shows/films	30	24

Online brand/ product research
% who use the following for more information about a brand/product

	Japan	Global
Search engines	61	49
Price comparison websites	36	29
Product/brand sites	34	35

Online purchase drivers
% who are most likely to buy a product online due to the following

	Japan	Global
Free delivery	70	51
Coupons and discounts	55	39
Reviews from other customers	28	33

Brand advocacy
% who are motivated to advocate a brand online by the following

	Japan	Global
Rewards	50	40
Relevant to my own interests	43	30
High-quality products	28	47

Brand qualities

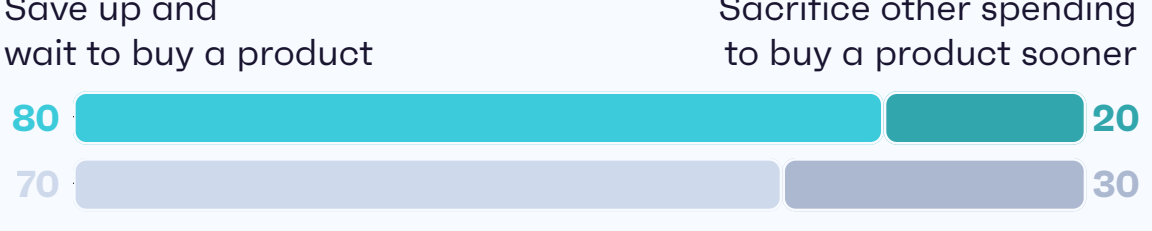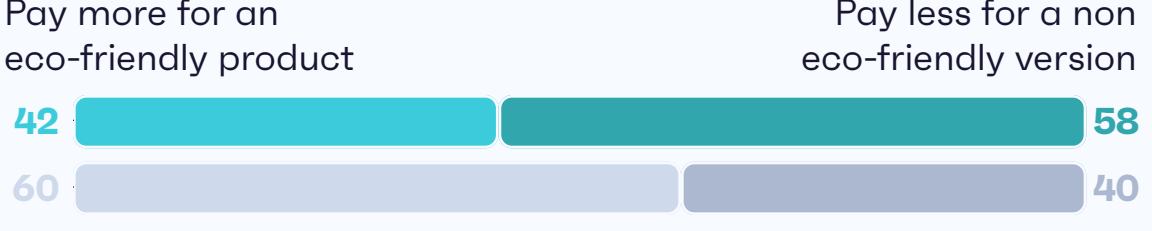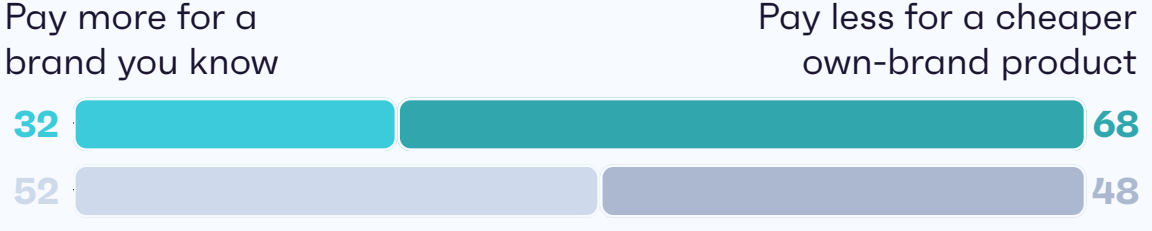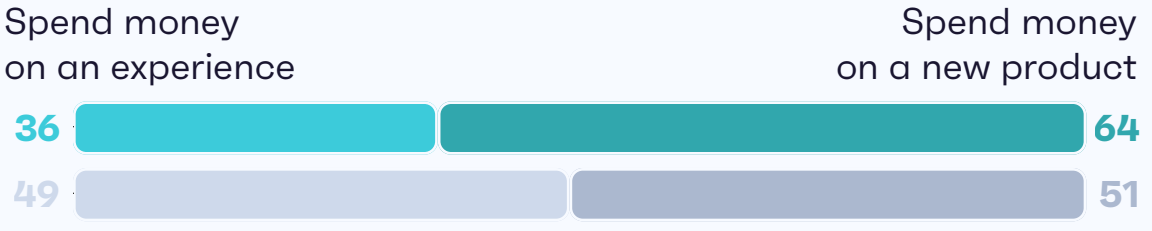% who say they want brands to be the following

● Japan   ● Global average

	Japan	Global
Reliable	48%	55%
Authentic	40%	44%
Smart	25%	43%

Purchase preferences

% who say they'd rather do the following

Own a product/service — **Pay to access a product/service**
- Japan: 63 / 37
- Global: 65 / 35

Shop online — **Shop in-store**
- Japan: 49 / 51
- Global: 58 / 42

Spend money on an experience — **Spend money on a new product**
- Japan: 36 / 64
- Global: 49 / 51

Pay more for a brand you know — **Pay less for a cheaper own-brand product**
- Japan: 32 / 68
- Global: 52 / 48

Pay more for an eco-friendly product — **Pay less for a non eco-friendly version**
- Japan: 42 / 58
- Global: 60 / 40

Save up and wait to buy a product — **Sacrifice other spending to buy a product sooner**
- Japan: 80 / 20
- Global: 70 / 30

Online purchases

% who have purchased the following products online

● Japan   ○ Global average

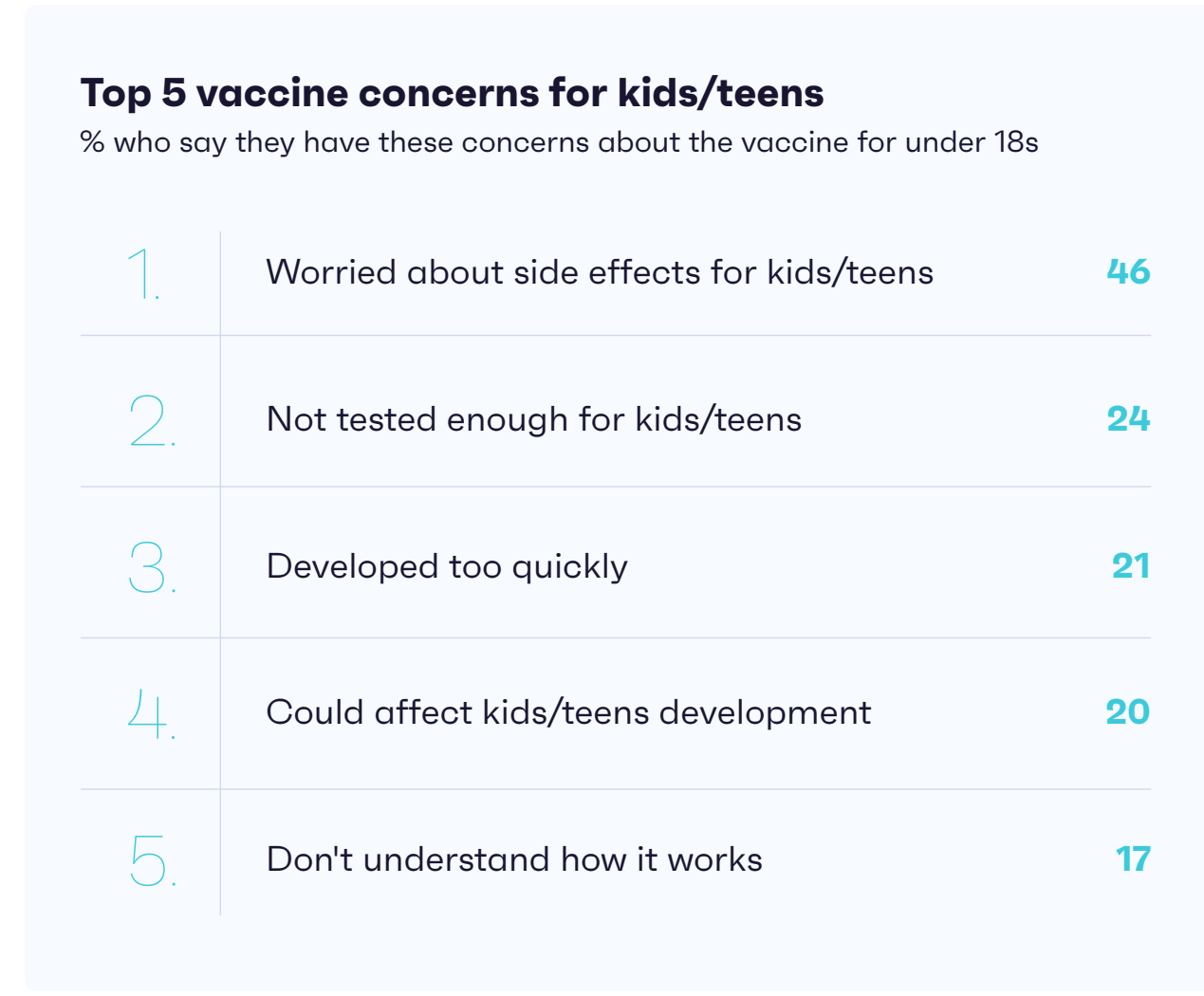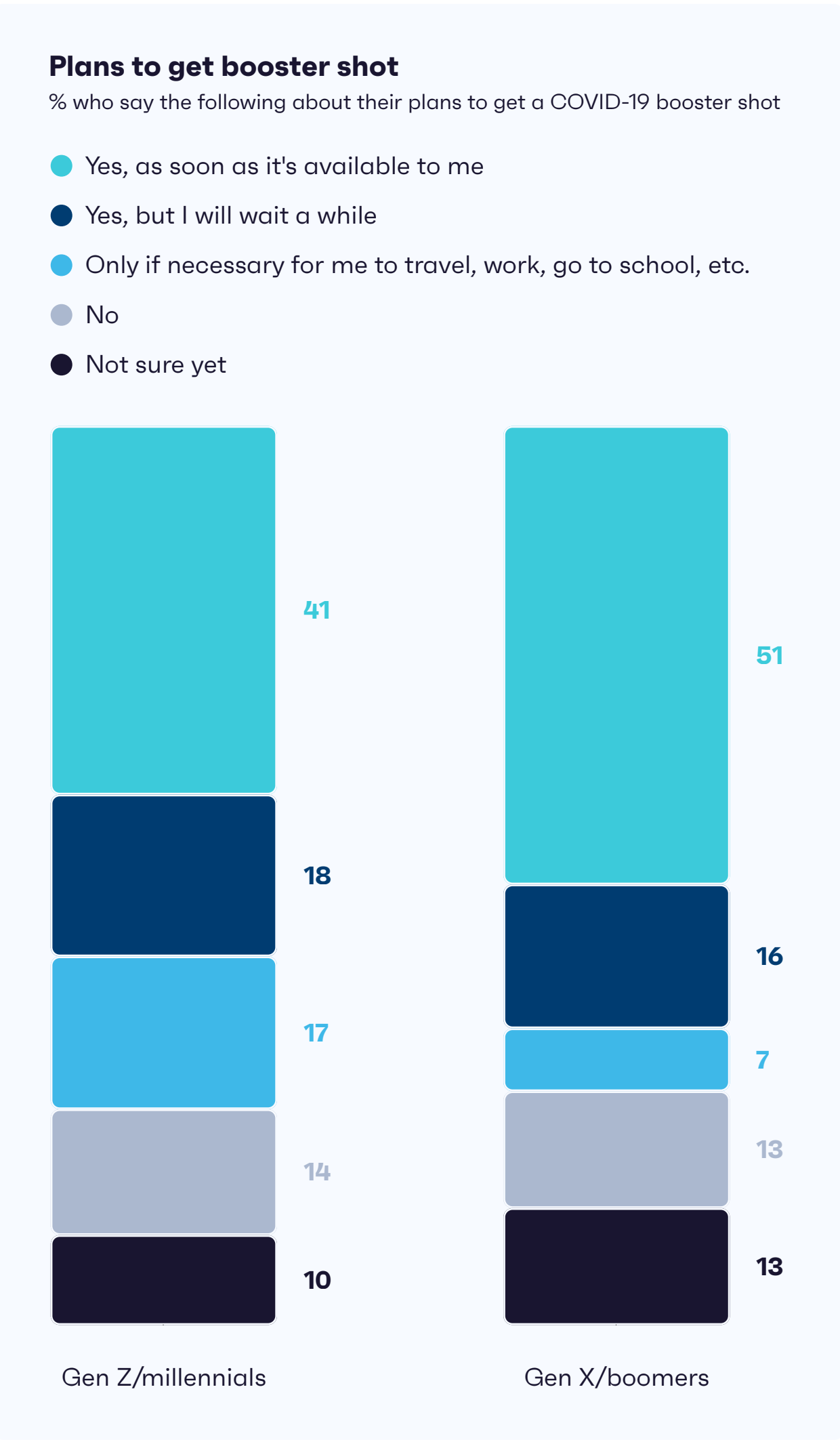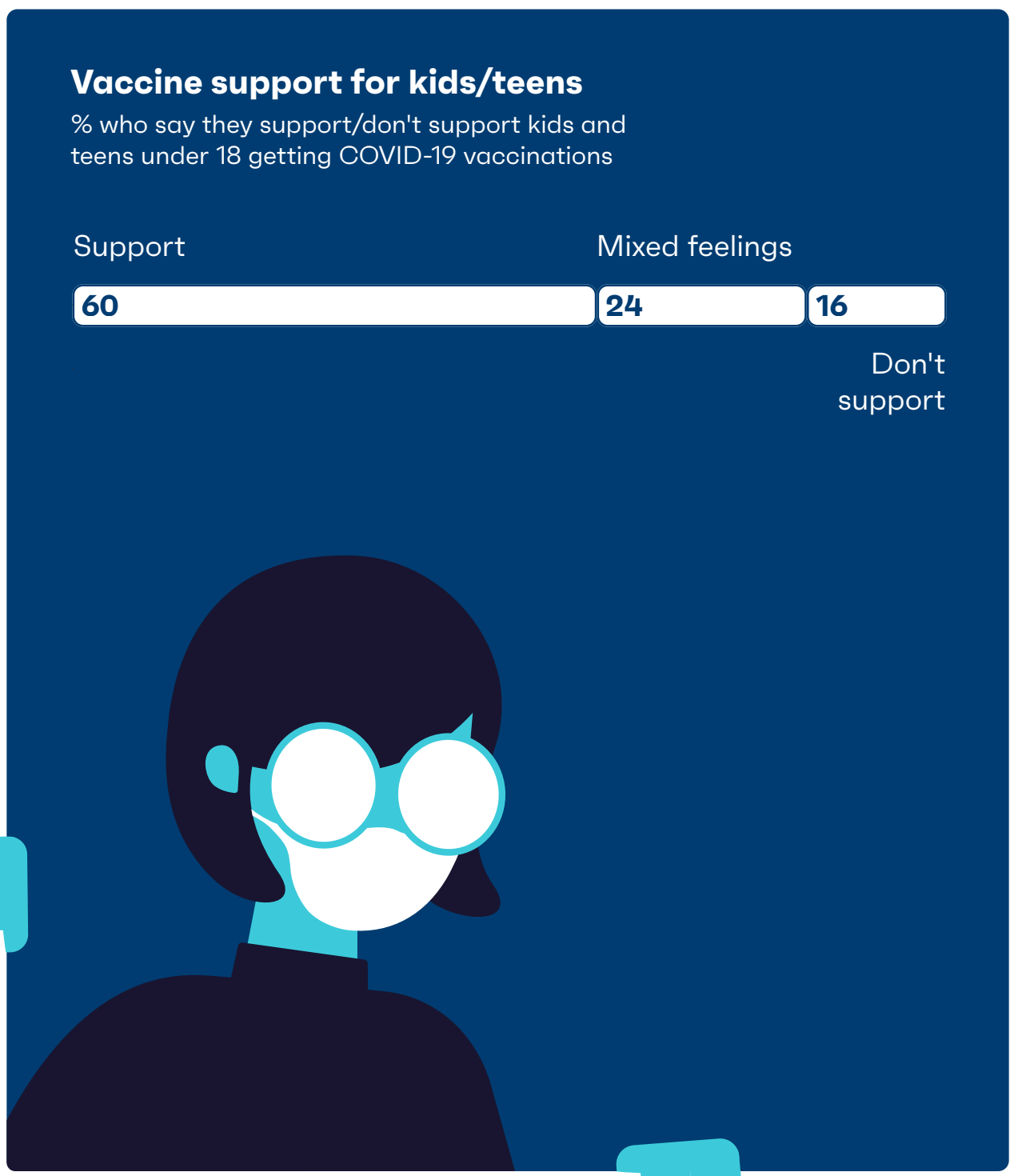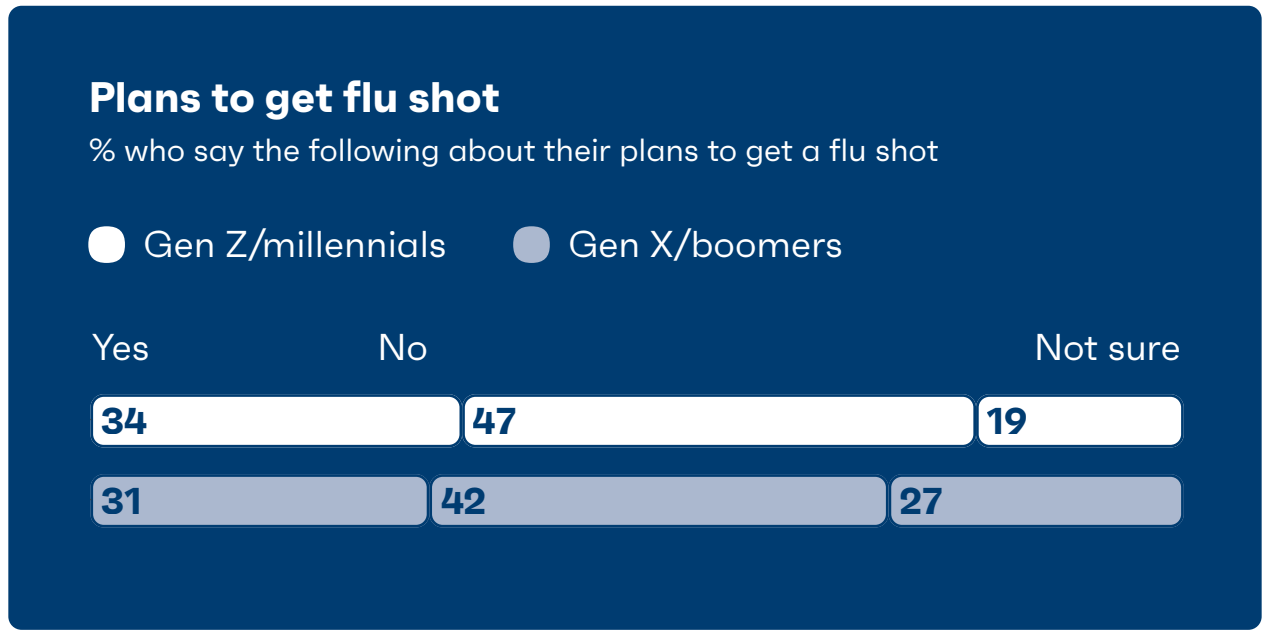| Product	Japan	Global average	% change since Q1 2020
Groceries	30	38	−5%
Electronics	24	33	+8%
Beauty & personal care	20	36	−10%
Clothing/shoes	17	31	−10%
Household products	14	26	−3%
Luxury	10	22	−4%
Medicine & healthcare	10	22	+10%
Home & furniture	9	21	+4%
Alcohol	9	13	+2%
Financial products	7	14	−17%

@gwi

gwi.com

How do they feel about COVID-19 vaccines?

Stats related to COVID-19 are from our GWI Zeitgeist survey across nine markets – **Brazil**, **China**, **France**, **Germany**, **India**, **Italy**, **Japan**, **UK**, and the **U.S.**

This data is from October 2021 among 764 internet users aged 16-64 in Japan.

You can **dig into** this data with no charge on our platform. That's because all GWI Zeitgeist data is free – and always will be.

Plans to get flu shot
% who say the following about their plans to get a flu shot

⚪ Gen Z/millennials ⚫ Gen X/boomers

	Yes	No	Not sure
Gen Z/millennials	34	47	19
Gen X/boomers	31	42	27

Vaccine support for kids/teens
% who say they support/don't support kids and teens under 18 getting COVID-19 vaccinations

Support	Mixed feelings	Don't support
60	24	16

Plans to get booster shot
% who say the following about their plans to get a COVID-19 booster shot

- 🔵 Yes, as soon as it's available to me
- 🔵 Yes, but I will wait a while
- 🔵 Only if necessary for me to travel, work, go to school, etc.
- ⚪ No
- ⚫ Not sure yet

	Gen Z/millennials	Gen X/boomers
Yes, as soon as it's available to me	41	51
Yes, but I will wait a while	18	16
Only if necessary...	17	7
No	14	13
Not sure yet	10	13

Top 5 vaccine concerns for kids/teens
% who say they have these concerns about the vaccine for under 18s

1.	Worried about side effects for kids/teens	46
2.	Not tested enough for kids/teens	24
3.	Developed too quickly	21
4.	Could affect kids/teens development	20
5.	Don't understand how it works	17

Top 5 activities that should require vaccination
% who think kids/teens should be vaccinated in order to...

1.	Attend school/classes in-person	57
2.	Take school transportation	38
3.	Partake in clubs or other activities	37
4.	Live on campus housing	35
5.	Play on sports teams	29

Methodology

Unless otherwise stated, all figures in this report are drawn from GWI's online research among internet users aged 16-64. Please note that we only interview respondents aged 16-64 and our figures are representative of the online populations of each market, not its total population.

For an in-depth explanation of GWI's research and methodology, including information on our country coverage, internet penetration rates, our sample structures, and much more, please **click here.**

Purchase category definitions:

Alcohol
Beer, Champagne/sparkling wine, Cider, Pre-mixed/ready-to-drink cocktails, Spirits, Wine (any), Wine (red), Wine (white)

Beauty & personal care
Conditioner, Deodorant, Exfoliating products, Grooming & shaving products, Hair coloring products, Hair styling products, Hair styling tools, Make-up/cosmetics, Moisturizer, Shampoo, Skincare products

Clothing/shoes
Clothing, Shoes, Sports clothing/equipment

Electronics
2-in-1 laptop/tablet, Broadband/fiber optic, Computer/video games, Desktop PC, Digital camera, Flat-screen TV, Games console, Headphones/earphones, Laptop, Smart home assistant, Smart wearable device, Tablet

Financial products
Car/automotive insurance, Foreign currency, Health insurance, Home contents insurance, Home-owners/building insurance, Life insurance, Mortgage, Pet insurance, Travel insurance

Groceries
Bottled water, Breakfast cereal, Candy, CBD-infused products

(U.S.A. and Canada only), Cheese, Chewing gum, Chocolate, Coffee, Cookies, Fresh ready meals, Frozen food/ready meals, Health foods, Ice cream, Organic fruit/vegetables, Potato chips/crisps, Snack foods, Soft drinks, Tea, Vitamins/supplements

Home & furniture
Air conditioning unit, Bed, Dishwasher, Garden furniture, Home exercise equipment, Household furniture, Housing/property, Iron, Microwave, Refrigerator, Sofa, Vacuum cleaner, Washing machine/tumble dryer

Household products
Air freshener/deodorizer, Cleaning products, Dishwasher tablets, Fabric conditioner, Laundry detergent/washing powder, Pet food (dry) for cats/dogs, Pet food (wet) for cats/dogs, Pet food for other animals

Luxury
Glasses/spectacles, Handbag/bag, Jewelry, Purse/wallet, Wristwatch

Medicine & healthcare
Cough/cold/flu medicine, First-aid items, Headache/migraine medicine, Heart medication, Medicines/pharmaceutical items, Mouth/oral care treatment, Pain relief medicine, Skin problem treatment

GWI.