Government of Macao Special Administrative Region
Statistics and Census Service

SURVEY ON INFORMATION TECHNOLOGY USAGE IN THE HOUSEHOLD SECTOR

2024

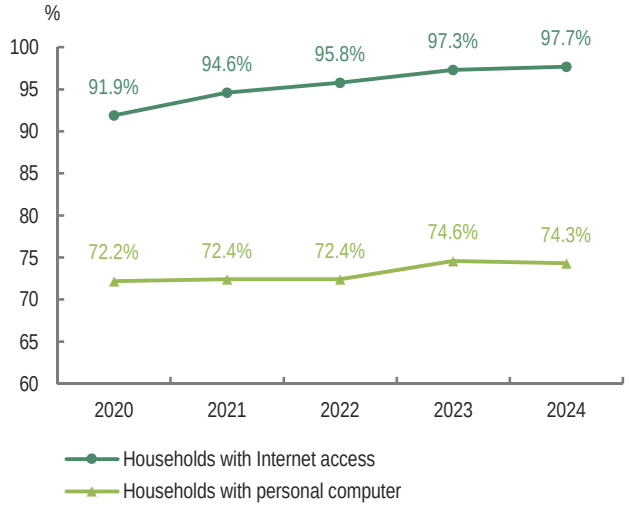
- In 2024, there were 200,200 households with Internet access, accounting for 97.7% (205,000) of the total households in Macao, up by 0.4 percentage points year-on-year. The proportion of households accessing the Internet via mobile network (198,900 households) rose further by 0.6 percentage points to 99.4%.
- Internet users totalled 610,300, an increase of 2.2% year-on-year. The Internet penetration rate (94.0%) went up by 1.2 percentage points; the rate for those aged 65 and above (81.3%) continued to climb, up by 3.5 percentage points.
- Regarding the purpose of Internet use, "communication / browsing social media" (578,600 users, +1.6% year-on-year), "entertainment" (547,300, +20.3%) and "e-banking / mobile payment" (457,400, +1.8%) were most common.

Principal Indicators — Households

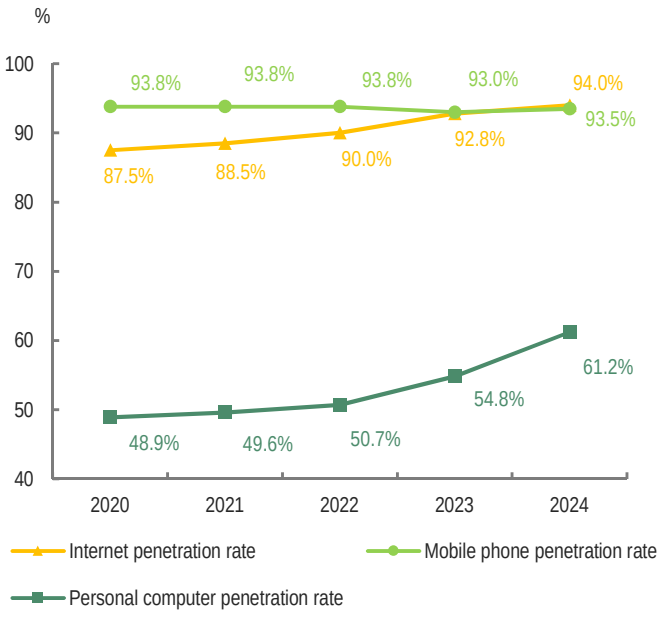
	2024 ('000 Households)	YoY Change (%)	Percentage of Total (%)	YoY Difference (p.p.)
Total No. of Households	205.0	0.3	100.0	..
Households with Internet Access	200.2	0.7	97.7	0.4
Mobile Network	198.9	1.2	99.4 [a]	0.6
Home Broadband	186.9	3.9	93.4 [a]	3.0
Households with Personal Computer	152.4	-0.1	74.3	-0.3
Tablet	105.1	-5.0	69.0 [b]	-3.5
Laptop	95.0	-1.3	62.3 [b]	-0.8
Desktop Computer	76.6	10.5	50.3 [b]	4.9

a Percentage of households with Internet access
b Percentage of households with personal computer

Use of Information Technology — Households



Use of Information Technology — Individuals

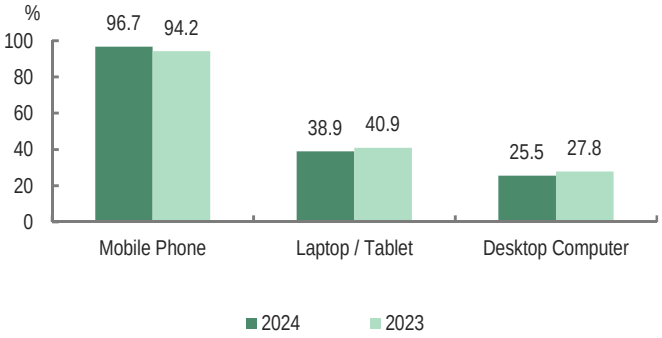


Principal Indicators — Individuals

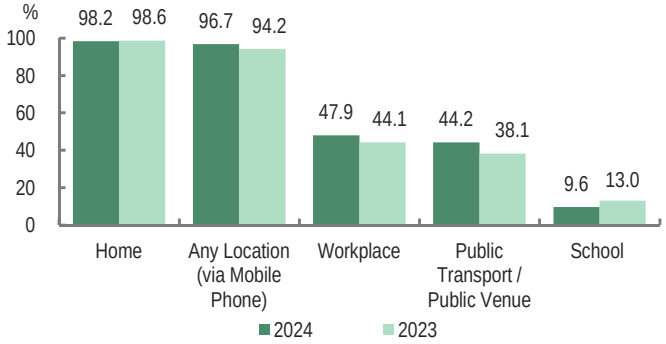
	2024 ('000 Persons)	YoY Change (%)	Penetration Rate (%)	YoY Difference (p.p.)
Internet Users	610.3	2.2	94.0	1.2
Male	281.6	-1.7	94.1	0.9
Female	328.7	5.8	94.0	1.6
Mobile Phone Users	607.1	1.4	93.5	0.5
Male	277.3	-2.6	92.6	-
Female	329.9	5.1	94.4	1.0
Personal Computer Users	397.4	12.7	61.2	6.4
Male	186.6	11.3	62.3	7.8
Female	210.7	13.9	60.3	5.3

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Official Statistics. Reproduction of these data is allowed provided the source is quoted.

Proportion of Internet Users by Device Used to Access the Internet



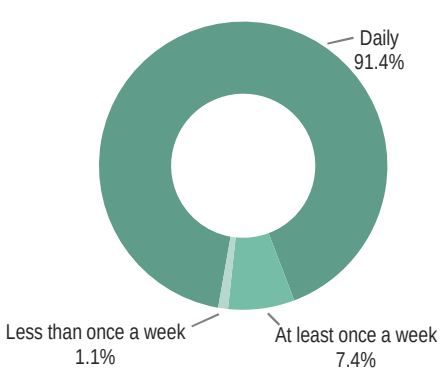
Proportion of Internet Users by Location of Internet Access



Internet Users by Gender and Age Group

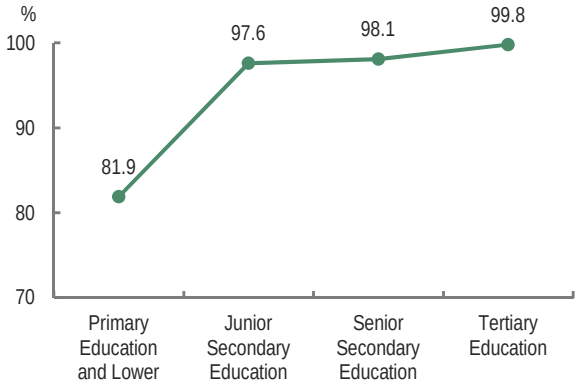
	Penetration Rate						Median daily hours spent online (hour)	
	Total	Male	Female	Total	Male	Female		
	(%)			YoY Difference (p.p.)			2024	YoY Difference (hour)
Total	94.0	94.1	94.0	1.2	0.9	1.6	3.5	-
3-14	76.8	76.5	77.0	0.4	-1.0	1.9	2.0	-
15-24	99.4	98.9	100.0	-0.6	-1.1	-	5.0	-
25-34	99.9	100.0	99.7	0.4	0.9	-0.3	5.0	-
35-44	99.9	99.8	100.0	0.3	0.3	0.3	4.0	-
45-54	99.7	100.0	99.6	0.9	0.5	1.5	3.0	-
55-64	97.6	98.6	96.8	3.2	3.4	2.9	3.0	-
65-74	88.1	89.8	86.1	2.2	1.6	2.6	3.0	-
≧75	65.0	69.7	60.1	7.6	9.5	5.2	2.0	-

Frequency of Internet Use

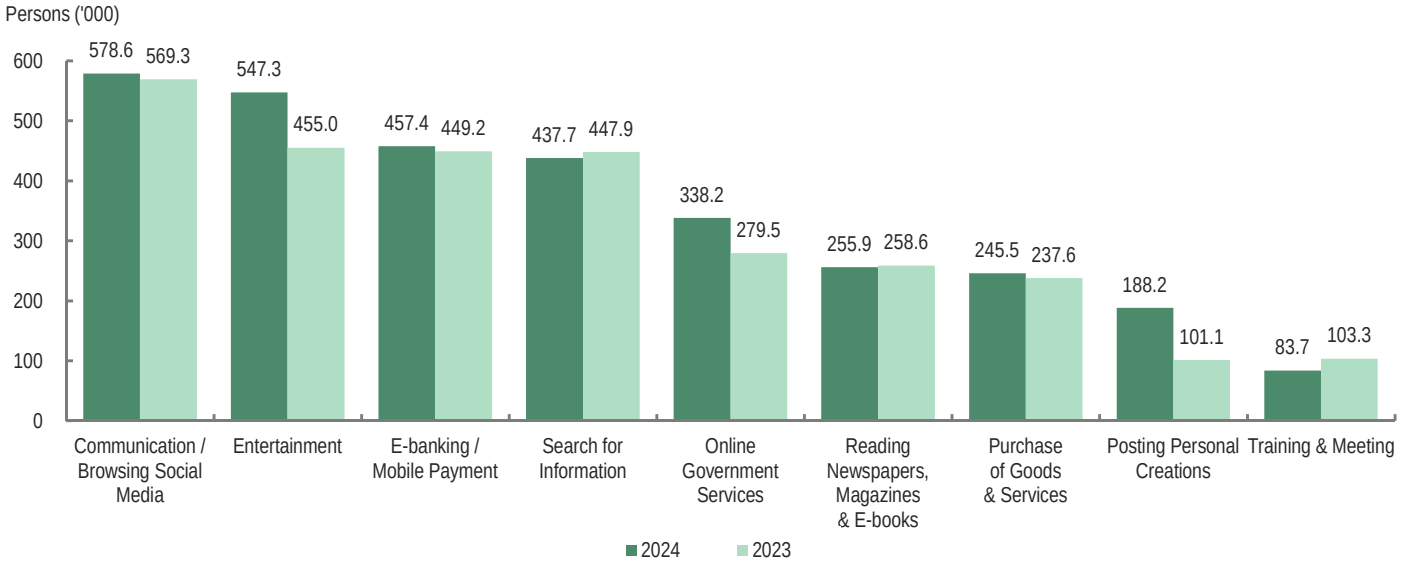


- The Internet penetration rate was relatively high among users aged 15-54, ranging from 99.4% to 99.9%. Meanwhile, the rate for those aged 65 and above rose notably by 3.5 percentage points year-on-year to 81.3%.
- Internet penetration showed a positive correlation with users' educational level. Users with tertiary education had the highest rate, at 99.8%; followed by those with senior secondary education (98.1%) and junior secondary education (97.6%).

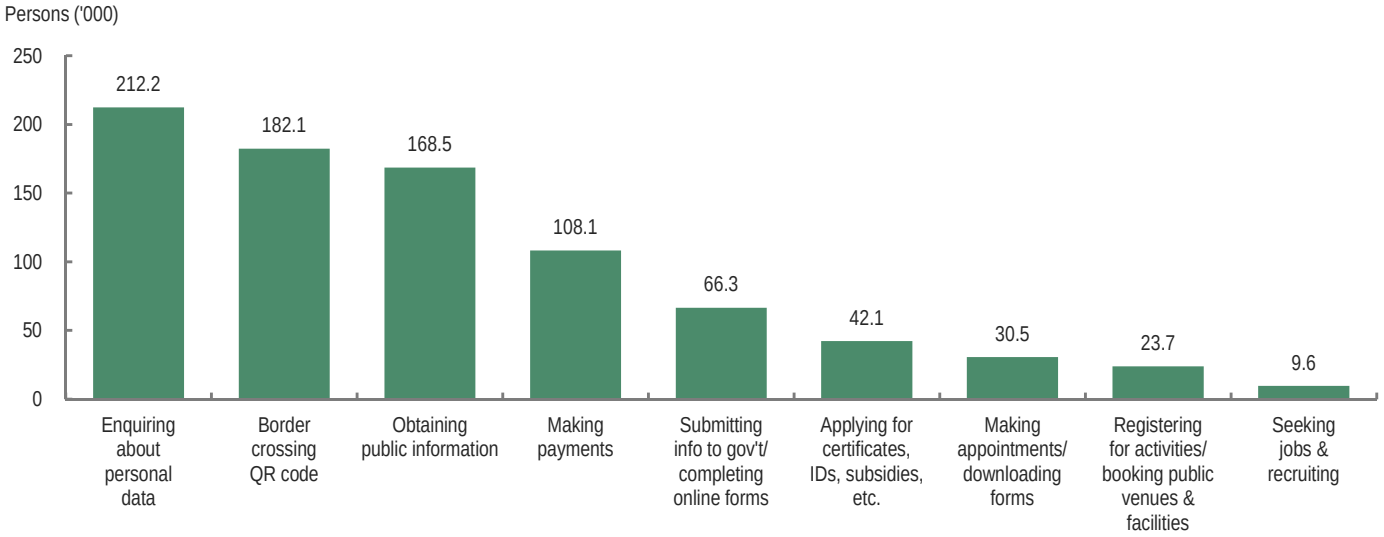
Internet Penetration Rate by Educational Attainment



Internet Users by Purpose of Use



Internet Users by Type of Online Government Service



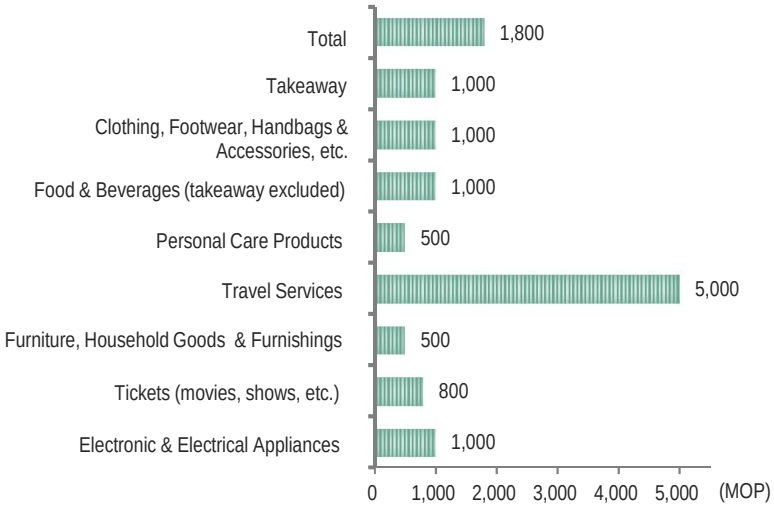
- Number of online government service users (338,200) recorded a significant year-on-year increase of 21.0%, attributable to the continued development and popularity of e-government services. The majority used "enquiring about personal data" (212,200) and "border crossing QR code" (182,100) services.

No. of Online Shoppers and Amount of Spending

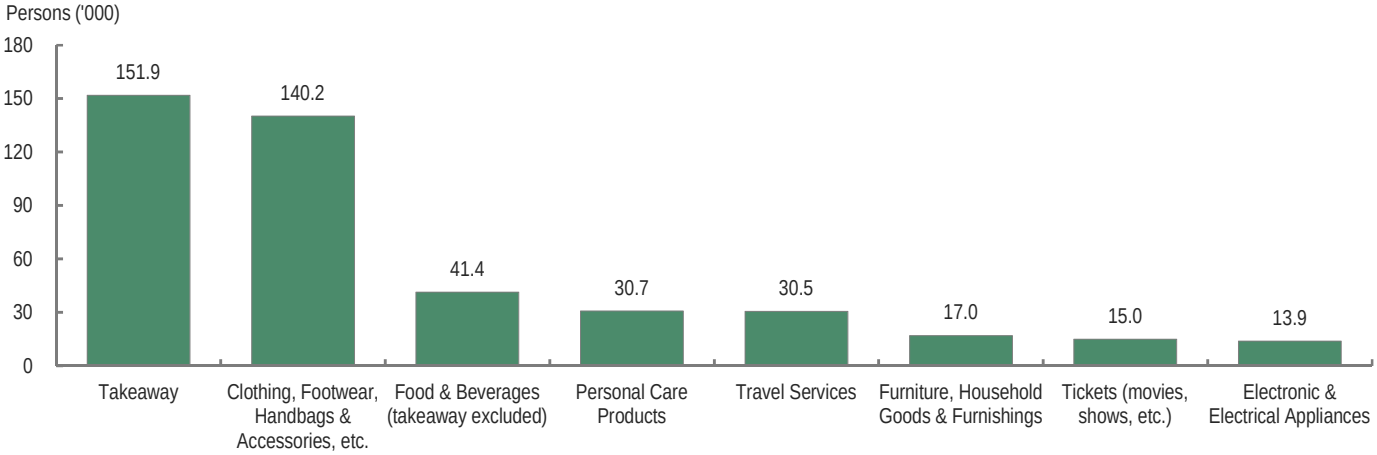
	2024 ('000 Persons)	YoY Change (%)	Median Spending in Q4/2024 (MOP)	YoY Change (%)
Total	245.5	3.3	1,800	20.00
Male	104.8	-0.2	1,500	-16.7
Female	140.7	6.1	2,000	33.3

- The number of online shoppers rose further, up by 3.3% year-on-year to 245,500; females comprised the majority (57.3%). As regards age groups, shoppers aged 25-44 predominated (59.2%).
- The most commonly purchased items were "takeaway" (151,900 shoppers) and "clothing, footwear, handbags & accessories, etc." (140,200 shoppers). Meanwhile, the median total online shopping spending increased by 20.0% to MOP1,800.

Median Online Shopping Spending



Shoppers by Type of Goods and Service Purchased Online



Historical Data

	2019	2020	2021	2022	2023
Total No. of Households ('000 Households)	197.5	199.7	202.7	203.7	204.4
Households with Internet access ('000 Households)	182.3	183.5	191.8	195.1	198.9
Internet Users ('000)	554.0	566.3	570.0	570.6	597.3
Internet Users Using Online Government Services ('000)	82.9	110.6	534.4	547.2	279.5
Online Shoppers ('000)	123.9	145.0	176.5	204.0	237.6
Median Online Shopping Spending in Q4 (MOP)	1,000	1,000	1,100	1,700	1,500

Note: Data on "Online Government Services" for 2021 and 2022 include "health code declaration".

Explanatory Notes

$$\text{Internet Penetration Rate:} \frac{\text{Internet Users}}{\text{Population aged 3 and above}} \times 100\%$$

$$\text{Computer Penetration Rate:} \frac{\text{Computer Users}}{\text{Population aged 3 and above}} \times 100\%$$

$$\text{Mobile Phone Penetration Rate:} \frac{\text{Mobile Phone Users}}{\text{Population aged 3 and above}} \times 100\%$$

Mobile network: Refers to 3G/4G/5G services, including mobile data, pocket Wi-Fi, etc., provided by public mobile telecommunications network operators.

Home broadband: Refers to Internet services, including fibre-optic broadband and ADSL broadband, provided by public fixed telecommunications network operators.

Data collection for the Survey on Information Technology Usage in the Household Sector was conducted in the fourth quarter of 2024 through a supplementary questionnaire of the Employment Survey.

A sample size of 2,100 residential units was selected and individuals aged 3 and above living in these units were covered in the survey. In the sample, a total of 1,969 units were occupied, comprising 1,604 successful interviews, 35 refusals and 330 non-contacts; the response rate was 81.5%.

The reference period for information technology usage refers to the three months prior to the date of interview.

Multiple answers were allowed on: the types of computer equipment and Internet connection; the device, location and purpose for accessing the Internet; the types of online government services; as well as the types of online purchases.

Figures may not add up to the totals due to rounding.

Symbols and others

- Absolute value equals zero
.. Not applicable
p.p. Percentage point
'000 Thousand
YoY Year-on-year

For additional information:
http://www.dsec.gov.mo/e/utif.aspx