

Summary Results of the 2016 Survey of Household Economy

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

1 The proportion of households ordered over the Internet to all Two-or-more-person households reached 27.8% in 2016. It had increased 15.1 percentage points for 10 years from 2006 at 12.7%.

2 Average expenditure per household on goods and services ordered over the Internet was 8,535 yen in a month in 2016. It decreased by 1.2% in nominal terms from the previous year in 2016.

Looking at this by items, Culture-related*¹ and Insurance decreased by 6.4% in nominal terms, while Medical care*² increased by 2.1% and Food increased by 1.1% from the previous year in 2016.

Looking at this by age group of household head, it increased in the under 70 years old, while it decreased in the 70 or over.

*¹ Total expenditure on books and other reading materials, software (music, video, personal computer, TV game), digital books, download music, video, applications and tickets.

*² Total expenditure on medicines and health foods.

3 With regard to the breakdown of annual expenditure per household on goods and services ordered over the Internet per household, Travel-related*³ was the highest at 21.9% of total, followed by Food at 14.6%, Clothing & footwear at 10.6%, Home electronics & furniture at 10.2% and Culture-related at 9.7% in 2016.

*³ Total expenditure on accommodation services, fares and package tours.

4 With regard to the monthly spending amount of money ordered over the Internet, it was the highest in December. Looking at this by items, Food, Home electronics & furniture and Gift items were the highest in December.

5 Looking at Culture-related by items, which greatly contributed to the decrease of average expenditure per household on goods and services ordered over the Internet in a month from the previous year in 2016, the decreasing rate was the highest in Books and other reading materials at 9.7% in nominal terms, followed by Software (music, video, personal computer, TV game) at 9.1%. On the other hand, Digital books increased by 22.9% in nominal terms from the previous year in 2016.

Looking at Culture-related by age group of household head, the decreasing rate of average expenditure per household on goods and services ordered over the Internet in a month was the highest in the 50-59 years old at 10.4% in nominal terms, followed by the 70 or over at 5.7% from the previous year in 2016.

6 The increasing rate of average expenditure per household on goods and services ordered over the internet from the previous year was the highest in Medical care.

Looking at Medical care by items, Health foods increased by 4.6% from the previous year.

Looking at Medical care by age group of household head, the increasing rate of average expenditure per household on goods and services ordered over the Internet in a month was the highest in the 40-49 years old at 14.1% in nominal terms, followed by the under 40 at 12.3% from the previous year in 2016.

II Ownership and Utilization of Electronic Money (All households)

1 The proportion of households with members who owned electronic money was 48.7% in 2016. It increased 2.8 percentage points from the previous year in 2016. The proportion of households with members who used electronic money was 40.4% in 2016. It increased 2.4 percentage points from the previous year in 2016.

2 Looking at the proportion of households with members who used electronic money by district, it was the highest in Kanto at 57.7%, followed by Chugoku at 35.3% and Hokkaido at 32.7% in 2016.

The decreasing rate of it was the highest in Chugoku at 27.7 percentage points, followed by Hokkaido at 27.3 percentage points and Tokai at 25.9 percentage points from 2008, in which we began to make an investigation into electronic money.

3 Average expenditure per household using electronic money was 16,133 yen in a month in 2016. It increased by 8.0% in nominal terms from the previous year in 2016.

The proportion of households with members who used electronic money over 10,000 yen was 20.5% in 2016. It increased 2.0 percentage points from the previous year in 2016.

4 Looking at average expenditure per household using electronic money by age group of household head, it was the highest in the 50-59 years old at 18,717 yen, followed by the 60-69 years at 17,657 yen and the under 40 at 15,724 yen in a month in 2016.

III Changes of Expenditure on Items (Two-or-more-person households)

1 Women's one-piece dresses and suits

Average expenditure per household on Women's one-piece dresses and suits was 846 yen in a month in 2016. It decreased by 9.2% in nominal terms and 10.9% in real terms from the previous year in 2016.

Monthly expenditure had decreased from January to October in real terms from the previous year in 2016.

Monthly expenditure by age group of household head was the highest in the 50-59 years old at 1,206 yen, followed by the 60-69 at 879 yen and the 40-49 at 785 yen in 2016.

2 Automobiles (new)

Average expenditure per household on Automobiles (new) was 11,297 yen in a month in 2016. It decreased by 4.1% in nominal terms and 4.3% in real terms from the previous year in 2016.

Monthly expenditure had decreased from January to August except July, while it had increased from September to November in real terms from the previous year in 2016.

Monthly expenditure by age group of household head was the highest in the 50-59 years old at 16,018 yen, followed by the under 40 at 12,425 yen and the 40-49 at 11,854 yen in 2016.

3 Air conditioners

Average expenditure per household on Air conditioners was 1,220 yen in a month in 2016. It increased 10.4% in nominal terms and 12.5% in real terms from the previous year in 2016.

Monthly expenditure had increased every month except January and August in real terms from the previous year in 2016.

Monthly expenditure by age group of household head was the highest in the 60-69 years old at 1,414 yen, followed by the 50-59 at 1,361 yen and the 70 or over at 1,169 yen in 2016.

4 Cameras (excluding disposable cameras)

Average expenditure per household on Cameras (excluding disposable cameras) was 156 yen in a month in 2016. It decreased 17.0% in nominal terms and 19.3% in real terms from the previous year in 2016.

Monthly expenditure had decreased every month except June, September and December in real terms from the previous year in 2016.

Monthly expenditure by age group of household head was the highest in the 50-59 years old at 197 yen, followed by the under 40 at 190 yen and the 40-49 at 173 yen in 2016.

5 Package tour costs (overseas)

Average expenditure per household on Package tour costs (overseas) was 1,658 yen in a month in 2016. It decreased 10.8% in nominal terms and 15.0% in real terms from the previous year in 2016.

Monthly expenditure had decreased every month except September and December in real terms from the previous year in 2016.

Monthly expenditure by age group of household head was the highest in the 60-69 years old at 2,235 yen, followed by the 50-59 at 2,006 yen and the 70 or over at 1,399 yen in 2016.