

Summary of the Results

As used in the monthly survey on service industries, the following terms means as follows:

Service Industries: “Service Industries” covers the 9 industries classified in the following groups designated by the Japan Standard Industrial Classification (Rev.12, November 2007): “Information and communications”, “Transport and postal activities”, “Real estate and goods rental and leasing”, “Scientific research, professional and technical services”, “Accommodations, eating and drinking services”, “Living-related and personal services and amusement services”, “Education, learning support”, “Medical, health care and welfare” and “Services, n.e.c.”. Please refer to the appendix 5 for details of industry coverage.

Persons Working at the Location of Establishment: “Persons working at the location of Establishment” include all persons who are engaged in the business of the establishment at the end of business day of the month, excluding dispatched or subcontracted employees to separately operated establishment, but including those who work as dispatched or subcontracted employees from separately operated establishment.

Summary of the Results in 2010

Sales (Income, annual total)	284,009 billion yen (-2.2%)
Number of Persons Working at the Location of Establishment (Annual average)	26.13 million persons (-1.0%)
Sales (Income) per Establishment (Annual total)	101.26 million yen (-2.2%)
Sales (Income) per Persons Working at the Location of Establishment (Annual total)	10.87 million yen (-1.3%)

*The figure in parenthesis indicates the percent change over the year.

1 Sales (Income)

Total sales (income) of service industries in 2010 was 284,009 billion yen, a decrease of 2.2% from the previous year.

By industry, the sales decreased in 7 industries, such as “Real estate and goods rental and leasing” (a decrease of 8.5%), “Education, learning support” (a decrease of 4.9%), “Living-related and personal services and amusement services” (a decrease of 4.8%),

“Information and communications” (a decrease of 3.7%), “Accommodations, eating and drinking services” (a decrease of 3.3%), “Scientific research, professional and technical services” (a decrease of 2.1%), “Services, n.e.c.” (a decrease of 1.5%).

On the other hand, the sales increased in 2 industries, such as “Transport and postal activities” (an increase of 2.4%) and “Medical, health care and welfare” (an increase of 1.7%).

Total sales (income) of service industries in FY2010 was 280,916 billion yen, a decrease of 2.8% from the previous fiscal year.

(Figure 1-1, 1-2, Table 1)

Figure 1-1 Sales (Income) by Industry (Major Groups) in 2010

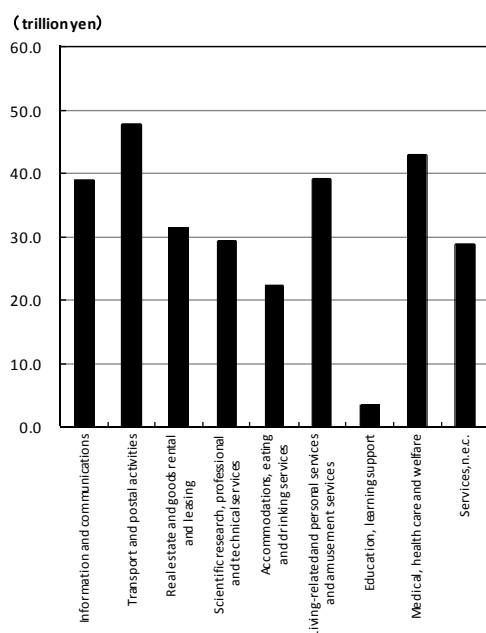


Figure 1-2 Change over the Year of Sales (Income) by Industry (Major Groups) in 2010

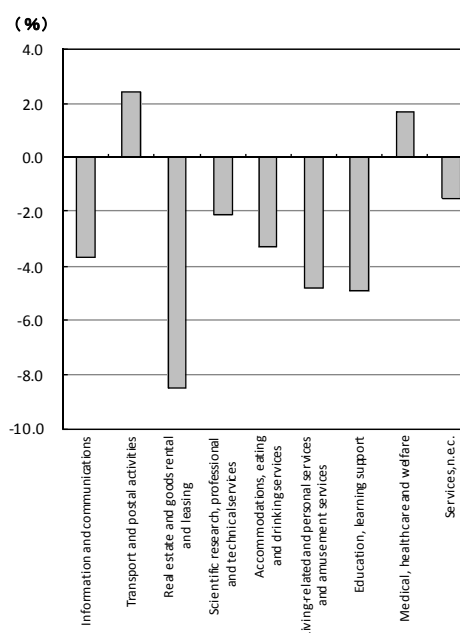


Table 1 Sales (Income), Number of Persons Working at the Location of Establishment, Sales (Income) per Establishment and Sales (Income) per Persons Working at the Location of Establishment by Industry (Major Groups)

		2010				FY2010			
		Sales (Income) (million yen)	Number of persons working at the location of establishment (person)	Sales (Income) per establishment (million yen)	Sales (Income) per persons working at the location of establishment (million yen)	Sales (Income) (million yen)	Number of persons working at the location of establishment (person)	Sales (Income) per establishment (million yen)	Sales (Income) per persons working at the location of establishment (million yen)
Actual figures	Service industry	284,009,043	26,126,050	10,126	10.87	280,916,018	25,985,157	100,16	10.81
	Information and communications	38,864,146	1,620,785	646.50	23.98	39,041,083	1,618,076	648.48	24.13
	Transport and postal activities	47,802,203	3,281,280	1,165.95	57.57	47,486,101	3,258,405	1,175.71	59.73
	Real estate and goods rental and leasing	31,388,648	1,335,738	2264.05	35.13	31,001,823	1,315,799	2248.82	37.02
	Scientific research, professional and technical services	29,307,321	1,844,779	17594.28	215.16	28,642,303	1,836,870	18,000.07	218.75
	Accommodations, eating and drinking services	22,369,324	4,945,185	2363.65	51.00	21,931,223	4,917,845	2297.24	49.12
	Living-related and personal services and amusement services	39,152,498	2,777,858	3486.04	63.38	38,117,213	2,765,594	3348.12	59.92
	Education, learning support	3,512,742	977,206	985.87	37.62	3,563,999	964,966	971.25	37.15
	Medical, health care and welfare	42,902,236	6,433,349	545.18	15.56	42,881,006	6,441,201	553.36	15.71
	Services, n.e.c.	28,709,925	2,909,870	542.82	15.30	28,251,267	2,866,401	555.23	15.57
Change over the year (%)	Service industry	-2.2	-1.0	-2.2	-1.3	-2.8	-1.6	-2.9	-1.3
	Information and communications	-3.7	-3.6	-3.2	-0.1	-2.1	-2.7	-2.0	0.6
	Transport and postal activities	2.4	-2.2	2.4	4.7	2.1	-2.8	2.2	5.0
	Real estate and goods rental and leasing	-8.5	-3.3	-8.5	-5.3	-8.2	-4.5	-8.2	-3.8
	Scientific research, professional and technical services	-2.1	-1.7	-2.4	-0.3	-3.8	-1.8	-3.8	-2.0
	Accommodations, eating and drinking services	-3.3	-0.9	-3.3	-2.4	-5.1	-1.7	-5.1	-3.5
	Living-related and personal services and amusement services	-4.8	0.0	-5.0	-4.8	-7.1	-0.5	-7.3	-6.6
	Education, learning support	-4.9	-3.6	-4.2	-1.4	-2.6	-5.1	-1.9	2.5
	Medical, health care and welfare	1.7	2.3	1.7	-0.6	0.9	1.6	0.9	-0.6
	Services, n.e.c.	-1.5	-3.6	-1.3	2.2	-2.4	-4.4	-2.5	2.2

2 Number of Persons Working at the Location of Establishment

The number of persons working at the location of establishment (annual average) in 2010 was 26.13 million persons, a decrease of 1.0% from the previous year.

By industries, the number of persons working at the location of establishment (annual average) decreased in 7 industries :“Information and communications” , “Education, learning support” and “Services, n.e.c.” (a decrease of 3.6% each), “Real estate and goods rental and leasing” (a decrease of 3.3%), “Transport and postal activities” (a decrease of 2.2%), “Scientific research, professional and technical services” (a decrease of 1.7%), “Accommodations, eating and drinking services” (a decrease of 0.9%).

On the other hand, the number of persons working at the location of establishment (annual average) increased in “Medical, health care and welfare” (an increase of 2.3%) and remained almost the same “Living-related and personal services and amusement services”.

The number of persons working at the location of establishment (fiscal year average) in FY2010 was 25.99 million persons, a decrease of 1.6% from the previous fiscal year.

(Figure 2-1, 2-2, Table 1)

Figure 2-1 The Number of Persons Working at the Location of Establishment by Industry (Major Groups) in 2010

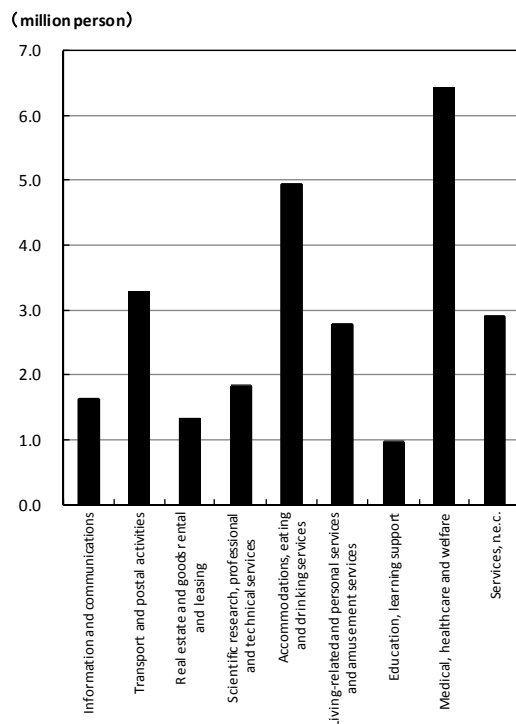
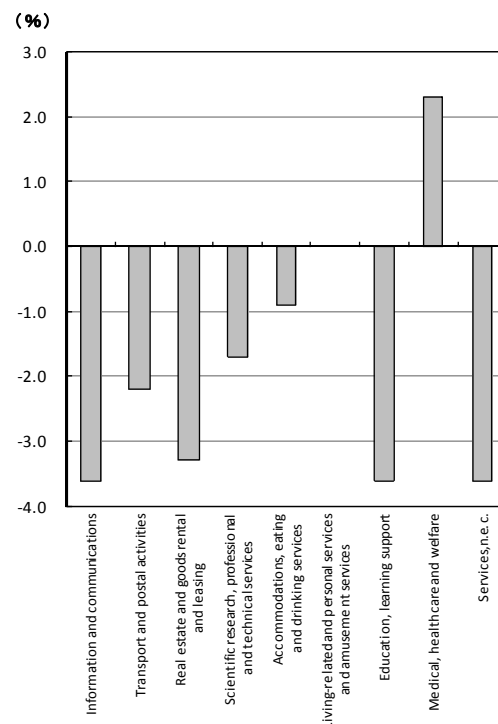


Figure 2-2 Change Over the Year of the number of Persons Working at the Location of Establishment by Industry (Major Groups) in 2010



3 Sales (Income) per Establishment and Sales (Income) per Persons Working at the Location of Establishment

The sales (income) per establishment in 2010 was 101.26 million yen, a decrease of 2.2% from the previous year.

By industries, the sales (income) per establishment decreased in 7 industries, such as “Real estate and goods rental and leasing” (a decrease of 8.5%), “Living-related and personal services and amusement services” (a decrease of 5.0%), “Education, learning support” (a decrease of 4.2%).

On the other hand, the sales (income) per establishment increased in 2 industries, such as “Transport and postal activities” (an increase of 2.4%) and “Medical, health care and welfares” (an increase of 1.7%).

Total sales (income) per establishment for the service industries in FY2010 was 100.16 million yen.

(Figure 3-1, 3-2, Table 1)

Total sales (income) per persons working at the location of establishment in 2010 was 10.87 million yen, a decrease of 1.3% from the previous year.

By industries, the sales (income) per persons working at the location of establishment decreased in 7 industries, such as “Real estate and goods rental and leasing” (a decrease of 5.3%), “Living-related and personal services and amusement services” (a decrease of 4.8%).

On the other hand, the sales (income) per persons working at the location of establishment increased in 2 industries, such as “Transport and postal activities” (an increase of 4.7%) and “Services, n.e.c.” (an increase of 2.2%).

Total sales (income) per persons working at the location of establishment in FY 2010 was 10.81 million yen.

(Figure 4-1, 4-2, Table 1)

Figure 3-1 Sales (Income) per Establishment by Industry (Major Groups) in 2010

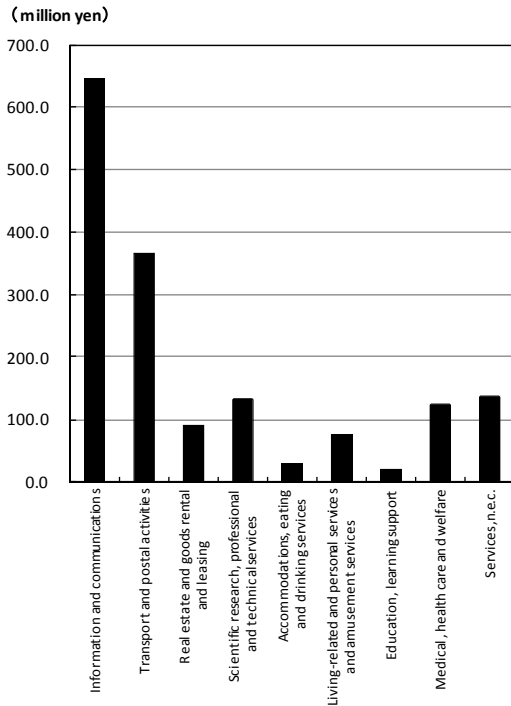


Figure 3-2 Change over the Year of Sales (Income) per Establishment by Industry (Major Groups) in 2010

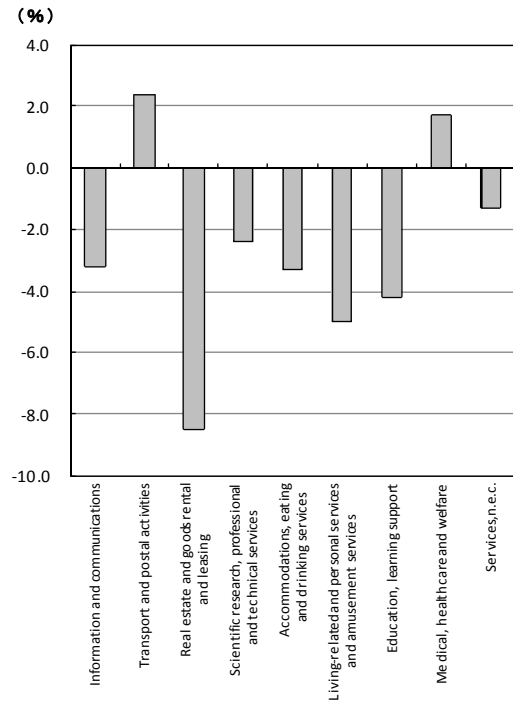


Figure 4-1 Sales (Income) per Persons Working at the Location of Establishment by Industry (Major Groups) in 2010

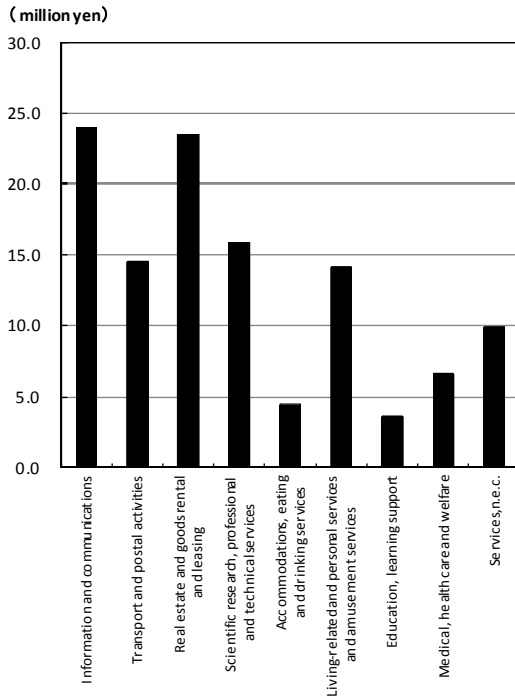
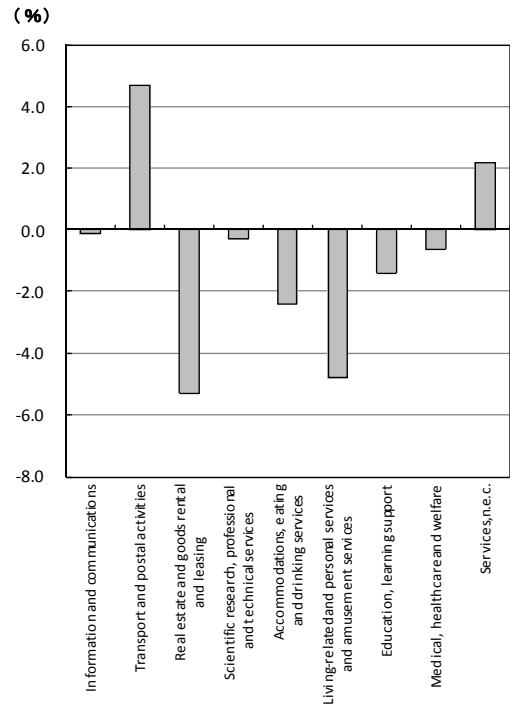


Figure 4-2 Change over the Year of Sales (Income) per Persons Working at the Location of Establishment by Industry (Major Groups) in 2010



4 Change in monthly

(1) Sales (Income)

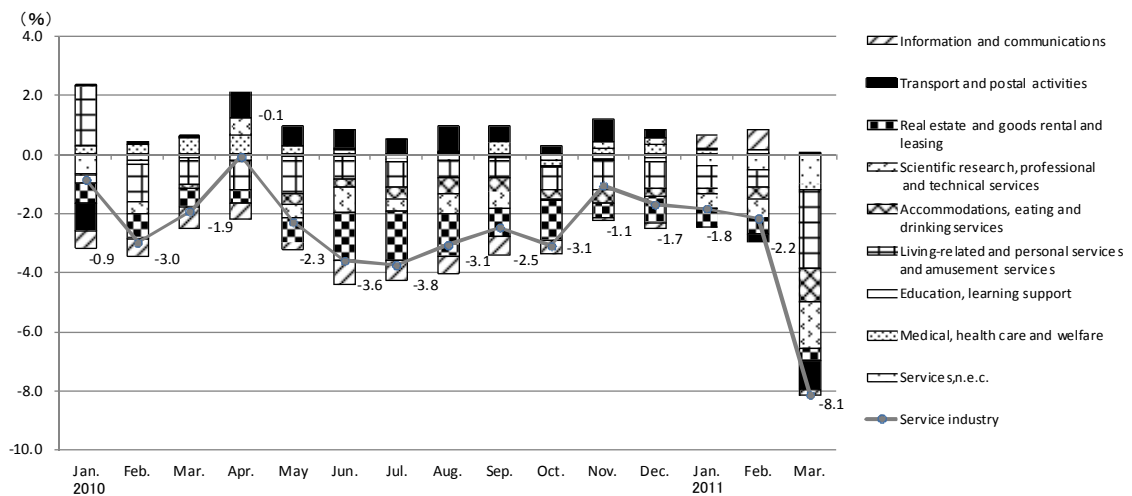
The monthly sales in 2010 decreased in every month, compared with the previous year. When we look at the contribution ratio to service industries, “Information and communications” and “Real estate and goods rental and leasing” contributed to a decrease in every month and “Transport and postal activities” and “Medical, health care and welfare” contributed to an increase in almost every month.

Influenced by the the Great East Japan Earthquake, the sales decreased by 8.1% in March 2011, compared with the previous year. This was the biggest decrease since October 2009 when the survey was first published.

And by industry, the sales decreased in 8 industries, such as “Living-related and personal services and amusement services” (a decrease of 23.0%) including “Pachinko parlors” and “Travel agency”.

(Figure 5-1, Table 2)

Figure 5-1 Change in Contribution Ratio and Change over the Year of Monthly Sales(Income) to Service Industries



(2) Number of Persons Working at the Location of Establishment

The monthly number of persons working in 2010 increased in January and February, however, it decreased consistently after March, compared with the same month in the previous year. When we look at the contribution ratio to service industry, “Medical, health care and welfare” contributed to an increase in every month and the others contributed to a decrease after July.

(Figure 5-2, Table 2)

Figure 5-2 Change in Contribution Ratio and Change over the Year of Number of Persons Working at the Location of Establishment to Service Industries

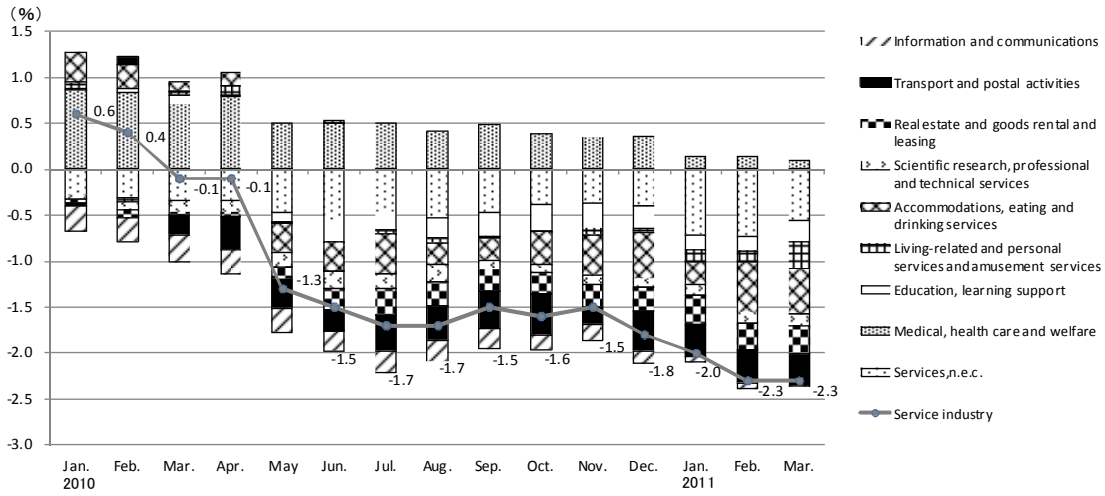


Table 2 Contribution Ratio and Change over the Year of Sales(Income), The Number of Persons Working at the Location of Establishment by Industry (Major Groups)

		2010												2011				
		Jan.	Feb.	Mar.	Apr.	May	Jun.	Jul.	Aug.	Sep	Oct.	Nov.	Dec.	Jan.	Feb.	Mar.		
Sales (Income)	Change over the year (%)	Service industry	-0.9	-3.0	-1.9	-0.1	-2.3	-3.6	-3.8	-3.1	-2.5	-3.1	-1.1	-1.7	-1.8	-2.2	-8.1	
	Contribution ratio	Information and communications	-4.3	-4.3	-4.6	-4.1	-1.8	-5.7	-5.1	-4.5	-3.9	-3.7	-0.5	-1.4	3.2	4.8	-1.3	
		Transport and postal activities	-5.6	0.5	0.1	5.6	4.2	4.1	3.1	5.8	3.2	1.7	4.6	1.8	0.2	-1.7	-6.2	
		Real estate and goods rental and leasing	-6.6	-7.0	-5.1	-3.8	-7.2	-13.7	-13.7	-12.3	-8.4	-11.4	-4.5	-7.7	-6.3	-5.0	-3.6	
		Scientific research, professional and technical services	-2.6	-3.7	0.1	5.4	-4.6	-8.2	-4.5	-6.7	-4.9	-0.9	2.5	2.3	-4.7	-6.1	-12.3	
		Accommodations, eating and drinking services	0.3	0.4	-1.7	0.1	-4.3	-3.6	-4.4	-6.0	-6.2	-3.5	-5.7	-3.2	-2.6	-4.7	-16.4	
		Living-related and personal services and amusement services	14.4	-9.5	-7.6	-6.8	-8.0	-5.5	-5.9	-4.1	-5.1	-5.2	-6.8	-6.6	-4.8	-4.8	-23.0	
		Education, learning support	-2.1	-9.7	0.6	-5.3	-5.4	-6.3	-9.6	0.5	-3.2	-4.5	-2.6	-10.1	4.5	11.4	2.7	
		Medical, health care and welfare	1.8	2.3	4.3	4.3	1.9	0.2	-0.1	0.2	3.0	-1.0	1.3	2.2	0.8	0.2	-1.5	
		Services.n.e.c.	-6.4	-2.1	-0.9	-1.5	-0.1	1.7	-1.3	-2.1	-0.6	-2.4	-1.8	-1.1	-3.7	-4.9	-9.4	
		Contribution ratio	Service industry	-0.9	-3.0	-1.9	-0.1	-2.3	-3.6	-3.8	-3.1	-2.5	-3.1	-1.1	-1.7	-1.8	-2.2	-8.1
			Information and communications	-0.59	-0.59	-0.76	-0.55	-0.23	-0.83	-0.66	-0.57	-0.59	-0.47	-0.06	-0.19	0.42	0.65	-0.21
			Transport and postal activities	-0.93	0.09	0.02	0.90	0.66	0.64	0.50	0.92	0.51	0.28	0.76	0.29	0.03	-0.28	-0.96
Real estate and goods rental and leasing	-0.73		-0.83	-0.62	-0.44	-0.83	-1.63	-1.67	-1.45	-1.01	-1.33	-0.54	-0.90	-0.66	-0.58	-0.43		
Scientific research, professional and technical services	-0.26		-0.39	0.02	0.58	-0.45	-0.86	-0.44	-0.65	-0.51	-0.09	0.24	0.22	-0.46	-0.64	-1.56		
Accommodations, eating and drinking services	0.03		0.03	-0.12	0.01	-0.37	-0.27	-0.36	-0.53	-0.48	-0.29	-0.47	-0.27	-0.21	-0.36	-1.15		
Living-related and personal services and amusement services	2.03		-1.28	-0.94	-0.98	-1.27	-0.76	-0.86	-0.61	-0.71	-0.76	-0.96	-0.92	-0.78	-0.61	-2.68		
Education, learning support	-0.03		-0.13	0.01	-0.07	-0.07	-0.08	-0.13	0.01	-0.04	-0.06	-0.03	-0.14	0.06	0.14	0.03		
Medical, health care and welfare	0.27		0.34	0.56	0.62	0.28	0.04	-0.01	0.04	0.42	-0.15	0.19	0.32	0.13	0.03	-0.20		
Services.n.e.c.	-0.66		-0.23	-0.09	-0.15	-0.01	0.17	-0.13	-0.21	-0.06	-0.24	-0.18	-0.11	-0.36	-0.52	-0.98		
Number of persons working at the location of establishment	Change over the year (%)		Service industry	0.6	0.4	-0.1	-0.1	-1.3	-1.5	-1.7	-1.7	-1.5	-1.6	-1.5	-1.8	-2.0	-2.3	-2.3
	Contribution ratio		Information and communications	-4.2	-4.1	-4.6	-4.0	-4.1	-3.4	-3.8	-3.6	-3.5	-2.6	-2.7	-2.2	-1.0	-0.9	-0.1
		Transport and postal activities	-0.3	0.7	-1.7	-2.8	-2.5	-1.9	-3.0	-2.9	-3.2	-3.6	-1.5	-3.4	-2.8	-2.8	-2.7	
		Real estate and goods rental and leasing	-0.6	-1.6	-0.7	-1.2	-2.5	-4.4	-5.3	-5.0	-4.6	-4.2	-4.7	-4.7	-6.0	-5.7	-6.1	
		Scientific research, professional and technical services	-0.7	-1.3	-1.7	-1.7	-2.2	-2.5	-2.3	-2.6	-1.5	-1.3	-1.4	-1.4	-1.7	-1.7	-1.7	
		Accommodations, eating and drinking services	1.7	1.4	0.5	0.7	-1.7	-1.7	-2.3	-1.2	-1.2	-1.9	-2.3	-2.6	-1.2	-2.9	-2.6	
		Living-related and personal services and amusement services	0.8	-0.3	0.4	1.0	-0.1	0.2	-0.4	-0.5	-0.3	-0.1	-0.8	-0.3	-1.3	-1.1	-2.9	
		Education, learning support	0.3	0.8	2.6	0.7	-2.9	-6.0	-5.2	-5.7	-6.3	-7.2	-6.8	-6.4	-4.5	-4.5	-5.9	
		Medical, health care and welfare	3.6	3.5	3.0	3.3	2.1	2.1	2.1	1.7	2.0	1.6	1.4	1.5	0.5	0.6	0.4	
		Services.n.e.c.	-2.4	-2.7	-3.0	-3.0	-4.2	-4.9	-4.1	-4.7	-4.2	-3.5	-3.3	-3.6	-6.4	-6.5	-5.0	
		Contribution ratio	Service industry	0.6	0.4	-0.1	-0.1	-1.3	-1.5	-1.7	-1.7	-1.5	-1.6	-1.5	-1.8	-2.0	-2.3	-2.3
			Information and communications	-0.28	-0.27	-0.30	-0.26	-0.26	-0.22	-0.24	-0.23	-0.22	-0.16	-0.17	-0.14	-0.06	-0.05	-0.01
			Transport and postal activities	-0.03	0.08	-0.22	-0.35	-0.32	-0.23	-0.38	-0.37	-0.41	-0.45	-0.19	-0.44	-0.36	-0.36	-0.34
Real estate and goods rental and leasing	-0.03		-0.08	-0.04	-0.06	-0.13	-0.23	-0.28	-0.27	-0.24	-0.22	-0.25	-0.25	-0.31	-0.29	-0.32		
Scientific research, professional and technical services	-0.05		-0.09	-0.12	-0.12	-0.16	-0.18	-0.16	-0.19	-0.11	-0.09	-0.10	-0.10	-0.12	-0.12	-0.12		
Accommodations, eating and drinking services	0.32		0.27	0.10	0.13	-0.31	-0.33	-0.44	-0.23	-0.23	-0.36	-0.43	-0.50	-0.23	-0.54	-0.49		
Living-related and personal services and amusement services	0.08		-0.04	0.04	0.11	-0.01	0.02	-0.05	-0.05	-0.03	-0.01	-0.08	-0.03	-0.14	-0.12	-0.31		
Education, learning support	0.01		0.03	0.10	0.03	-0.11	-0.23	-0.20	-0.22	-0.25	-0.28	-0.27	-0.25	-0.17	-0.17	-0.23		
Medical, health care and welfare	0.86		0.84	0.70	0.78	0.50	0.49	0.49	0.41	0.48	0.38	0.34	0.36	0.13	0.13	0.10		
Services.n.e.c.	-0.28		-0.32	-0.34	-0.34	-0.48	-0.56	-0.46	-0.53	-0.48	-0.40	-0.37	-0.41	-0.71	-0.73	-0.56		