

# Summary of the 2009 Survey of Household Economy

## I Ownership and Utilization of Equipments and Services Related to Information Technology

### 1 Outline

#### (1) Ownership of equipments connected to the Internet

The proportion of households owning equipments connected to the Internet was 67.1% in 2009, up by 3.2 percentage points from the previous year. Among the equipments, Personal Computers was the highest proportion at 59.0% (87.9% of the households owning equipments), followed by Mobile Telephone (Cell Phone/PHS) at 47.7% (71.1%). Compared with the previous year, the proportion of Personal Computers was up by 3.4 percentage points and Mobile Telephone by 1.5 percentage points.

#### (2) Means of communication used for the Internet most frequently

The proportion of households using the Internet with equipments owned by households was 53.3%, up by 3.7 percentage points from the previous year. In the breakdown by means of communication which was used most frequently, Fiber-optics was the highest proportion at 23.3% (43.7% of the households using the Internet), followed by xDSL lines at 15.1% (28.3%), CATV lines at 9.1% (17.1%), and ISDN lines at 2.4% (4.5%).

#### (3) Utilization of the Internet for purchasing goods and services

In an analysis of the utilization of the Internet for purchasing goods and services (excluding downloads of melodies signaling incoming calls, etc.), the proportion of households which have household members who ordered over the Internet in purchasing was 25.5%, up by 3.0 percentage points from the previous year. The proportion of households which have household members who used the Internet auction was 6.0%, up by 0.5 percentage points from the previous year.

### 2 Analysis by Age Group of Household Head (Two-or-more-person households)

#### (1) Ownership of equipments connected to the Internet

In an analysis of households owning equipments connected to the Internet by age group of household head, the 40-49 (years-old) was the highest proportion at 90.6%, followed by the 30-39 at 89.9% and the 50-59 at 85.5%. The 70 years old and over was the lowest proportion at 45.3%. In every age group, the proportion was up from the previous year.

In the breakdown by type of equipment with the Internet use, the proportion of Personal Computers was the highest in every group of the 30 years old and over, while that of Mobile Telephone was the highest in the under 30.

#### (2) Utilization of the Internet for purchasing goods and services

In an analysis of households which have household members who used the Internet within a month by age group of household head, the 40-49 was the highest proportion at 81.9%, followed by the 30-39 at 81.8% and the under 30 at 74.2%. The 70 years old and over was the lowest proportion at 30.1%.

In terms of the proportion of households which have household members who ordered over the Internet in purchasing, the 30-39 was the highest at 44.7%, while the 70 years old and over was the lowest at 10.1%.

### 3 Analysis by Occupation of Household Head (Two-or-more-person households)

#### (1) Ownership of equipments connected to the Internet

In an analysis of households owning equipments connected to the Internet by occupation of household head, Employee was the highest proportion at 84.9%, followed by Corporative Administrators at 83.9% and Individual Proprietors and Others at 70.9%.

#### (2) Utilization of the Internet for purchasing goods and services

In an analysis of households which have household members who used the Internet within a month by occupation of household head, Employee was the highest proportion at 73.5%, followed by Corporative Administrators at 72.0% and Individual Proprietors and Others at 56.9%.

In terms of the proportion of households which have household members who ordered over the Internet in purchasing, Employee was the highest at 36.6%, followed by Corporative Administrators at 36.1% and Individual Proprietors and Others at 27.2%.

### 4 Analysis by Yearly Income Group of Household (Two-or-more-person households)

#### (1) Ownership of equipments connected to the Internet

In an analysis of households owning equipments connected to the Internet by yearly income group of household, it was found that the higher the income was, the higher the ownership proportion of such equipments tended to be.

#### (2) Utilization of the Internet for purchasing goods and services

In an analysis of households which have household members who used the Internet within a month by yearly income group of household, it was found that the higher the income was, the higher the use proportion tended to be.

Also it was found that the higher the income was, the higher the proportion of households which have household members who ordered over the Internet in purchasing tended to be. The proportion in the group of 20 million yen and over was 52.2%.

## II Ownership and Utilization of Electronic Money

### 1 Outline

#### (1) Ownership of Electronic Money

The proportion of households which have household members who owned electronic money was 28.3%, up by 3.9 percentage points from the previous year. In the breakdown by district, Kanto was the highest proportion at 48.0%, followed by Kinki at 22.7% and Hokkaido at 17.9%. Compared with the previous year, Hokkaido and Tokai were up by 6.8 and 5.9 percentage points, respectively, and Kyushu and Okinawa was up by 0.3 percentage points. In the breakdown by city group, Major cities was the highest proportion at 38.6%. In every city group, the proportion was up from the previous year.

#### (2) Utilization of Electronic Money

The proportion of households which have household members who used electronic money was 21.0%, up by 3.0 percentage points from the previous year. In an analysis of the place where households most frequently used electronic money, Transportation was the highest proportion at

14.3%, followed by Convenience Store at 3.9%. In the breakdown by district, Kanto was the highest proportion at 32.7% in Transportation.

## 2 Analysis by Age Group of Household Head (Two-or-more-person households)

### (1) Ownership of Electronic Money

In an analysis of households which have household members who owned electronic money by age group of household head, the 40-49 (years-old) was the highest proportion at 43.2%, followed by the 30-39 at 41.8% and the under 30 at 38.2%. The 70 years old and over was the lowest proportion at 16.7%. Compared with the previous year, the 50-59 and the 40-49 were up by 4.0 and 3.8 percentage points, respectively.

### (2) Utilization of Electronic Money

In an analysis of households which have household members who used electronic money by age group of household head, the 40-49 was the highest proportion at 31.1%, while the 70 years old and over was the lowest at 13.7%.

In terms of the proportion of the place where households most frequently used electronic money by age group of the household head, Transportation was the highest in every age group.

## 3 Analysis by Occupation of Household Head (Two-or-more-person households)

### (1) Ownership of Electronic Money

In an analysis of households which have household members who owned electronic money by occupation of household head, Corporative Administrators was the highest proportion at 37.9%, followed by Employee at 37.4%.

### (2) Utilization of Electronic Money

In an analysis of average usage amount of electronic money per household by occupation of household head, Individual Proprietors and Others was the highest at 9,298 yen.

## 4 Analysis by Yearly Income Group of Household (Two-or-more-person households)

### (1) Ownership of Electronic Money

In an analysis of households which have household members who owned electronic money by yearly income group of household, it was found that the higher the income was, the higher the ownership proportion of such electronic money tended to be. The proportion in the group of 15-20million yen was the highest at 61.1%.

### (2) Utilization of Electronic Money

In an analysis of households which have household members who used electronic money by yearly income group of household, it was found that the higher the income was, the higher the use proportion tended to be.

In terms of the proportion of the place where households most frequently used electronic money by yearly income group of household, Transportation was the highest in every yearly income group.

### III Ownership and Utilization of Reward Card etc.

#### 1 Outline

##### (1) Ownership of Reward Card etc.

The proportion of households which have household members who owned reward card/mileage card was 69.7%, up by 6.0 percentage points from the previous year. In the breakdown by district, Kanto was the highest proportion at 74.5%, followed by Kinki at 72.7% and Hokkaido at 72.2%. Compared with the previous year, Tokai and Hokkaido were up by 9.6 and 9.4 percentage points, respectively, and the proportion was up in every district. In the breakdown by city group, Major Cities was the highest proportion at 75.1%. In every city group, the proportion was up from the previous year. The proportion of households which have household members who changed points to goods and services was 20.5%, up by 1.9 percentage points from the previous year.

##### (2) Utilization of Reward Point etc.

In an analysis of the goods and services to which households changed points, Food (including beverage) was the highest proportion at 6.6%, followed by Gift Certificate at 5.2% and Sundry Goods at 3.4%.

#### 2 Analysis by Age Group of Household Head (Two-or-more-person households)

##### (1) Ownership of Reward Card etc.

In an analysis of households which have household members who owned reward card/mileage card by age group of household head, the 30-39 (years-old) was the highest proportion at 84.1%, followed by the 40-49 at 84.0%. Compared with the previous year, the 70 years old and over was up by 7.6 percentage points and the under 30 was up by 6.4 percentage points.

In terms of the proportion of households which have household members who changed points to goods and services, the 40-49 was the highest at 27.1%. Compared with the previous year, the 70 years old and over was up by 3.8 percentage points, and the 60-69 was up by 2.5 percentage points.

#### 3 Analysis by Occupation of Household Head (Two-or-more-person households)

##### (1) Ownership of Reward Card etc.

In terms of the proportion of households which have household members who owned reward card/mileage card by occupation of household head, Corporative Administrators was the highest at 82.8%, followed by Employee at 81.1% and Individual Proprietors and Others at 70.4%. In terms of the proportion of households which have household members who changed points to goods and services, Corporative Administrators was the highest at 27.5%.

##### (2) Utilization of Reward Card etc.

In an analysis of average changing amount of reward card/mileage card per household by occupation of household head, Corporative Administrators was the highest at 7,439 yen, followed by Employee at 4,907 yen, and Individual Proprietors and Others at 4,337 yen.

#### 4 Analysis by Yearly Income Group of Household (Two-or-more-person households)

(1) Ownership of Reward Card etc.

In an analysis of households which have household members who owned reward card/mileage card by yearly income group of household, it was found that the higher the income was, the higher the ownership proportion of reward card/mileage card tended to be.

Also it was found that the higher the income was, the higher the proportion of households which have household members who changed points to goods and services tended to be.

(2) Utilization of Reward Card etc.

In an analysis of average changing amount of reward card/mileage card per household by yearly income group of household, the group of 15-20 million yen was the highest at 11,104 yen, followed by the group of 20 million yen and over at 10,680 yen, and the group of 12.5-15 million yen at 7,964 yen.

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

##### 1 Automobiles

From June 2009, the subsidy system to eco-friendly automobiles, and the reduction of and the exemption from the automobile tax for eco-friendly automobiles started. (These applied retroactively from April 2009.)

In an analysis of monthly expenditure per household on Automobiles (new), the monthly expenditure increased from the previous year since June 2009, when the subsidy system began and the automobile tax system changed. The monthly expenditure on Automobiles (second-hand) increased from the previous year in May, August and September, while it decreased in other months.

In an analysis of monthly expenditure on Automobiles (new) by age group of household head, the 50-59 (years-old) was the highest at 18,678 yen, followed by the under 30 at 12,551 yen and the 30-39 at 12,434 yen.

##### 2 Items including goods subject to “eco-point” system

From May 2009, “eco-point” system started. If you buy energy-saving home appliances, you get “eco-point” exchangeable to various goods and services. Expenditure on items including goods subject to “eco-point” system is below.

###### (1) TV (with built-in digital broadcast tuner)

In an analysis of monthly expenditure per household on TV (with built-in digital broadcast tuner), every monthly expenditure increased from the previous year in real terms and especially, largely increased more than 100% in real terms since September 2009.

In an analysis of monthly expenditure on TV (with built-in digital broadcast tuner) by age group of household head, the 60-69 (years-old) was the highest at 3,393 yen, followed by the 50-59 at 3,317 yen, the 70 years old and over at 3,119 yen.

###### (2) Refrigerators

In an analysis of monthly expenditure on Refrigerators, the expenditure increased in real terms from the previous year since May 2009.

### (3) Air Conditioners

In an analysis of monthly expenditure on Air Conditioners, the expenditure decreased in real terms from the previous year from April to August 2009.

### 3 Highway Fares

From March 20th 2009, highway fares of Trans-Tokyo Bay Highway and Honshu-Shikoku Bridge Expressway were reduced. And from March 28th 2009, all highway fares in Japan were reduced by using ETC. The highway fare in local areas is up to 1,000 yen in weekends and holidays, and highway fares around major cities are 30% off from 6:00 to 22:00 in weekends and holidays. Reduced fare of Metropolitan Expressway in Sundays and holidays, and reduced fare of Hanshin Expressway in weekends and holidays were put into effect (excluding some kinds of automobiles).

In an analysis of monthly expenditure per household on Highway Fares (using ETC) and Highway Fares (excluding ETC), every monthly expenditure on Highway Fares (using ETC) increased from the previous year, and every monthly expenditure on Highway Fares (excluding ETC) decreased from the previous year.

The proportion of expenditure on Highway Fares (using ETC) to expenditure on all highway fares increased since January 2008 and it reached 85.6% in December 2009.

In the breakdown by district, the proportion of expenditure on Highway Fares (using ETC) to expenditure on all highway fares increased from 2008 in every district.

## V Total Expenditure on Goods and Services Ordered over the Internet

### 1 Analysis by Age Group of Household Head (Two-or-more-person households)

In an analysis of total monthly expenditure per household on goods and services ordered over the Internet by age group of household head, the 40-49 (years-old) was the highest at 6,739 yen, followed by the 30-39 at 6,599 yen and the under 30 at 5,156 yen. The 70 years old and over was the lowest expenditure at 1,273 yen.

### 2 Analysis by Occupation of Household Head (Two-or-more-person households)

In an analysis of total monthly expenditure per household on goods and services ordered over the Internet by occupation of household head, Corporative Administrators was the highest at 5,998 yen, followed by Employee at 5,211 yen and Individual Proprietors and Others at 3,430 yen.

### 3 Analysis by Yearly Income Group of Household (Two-or-more-person households)

In an analysis of total monthly expenditure per household on goods and services ordered over the Internet by yearly income group of household, it was found that the higher the income was, the higher the total monthly expenditure on goods and services ordered over the Internet tended to be. The total monthly expenditure of the group of 15-20 million yen was 13,986 yen.

### 4 Analysis by Number of Household Members (Total households)

In an analysis of total monthly expenditure per household on goods and services ordered over the Internet to total expenditure by number of household members, One-person Households was the highest proportion at 1.7%, followed by Four-person Households at 1.5% and Five-person Households at 1.3%. Two-person Households was the lowest proportion at 0.8%.