

Summary of the 2010 Survey of Household Economy

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

1 Automobiles

From June 2009, the subsidy system to eco-friendly automobiles (new), and the reduction of and the exemption from the automobile tax for eco-friendly automobiles started. (These applied retroactively from April 2009.) The subsidy system ended with the acceptance of applications on September 7, 2010, as the budget was exceeded with the applications on September 8, 2010.

In an analysis of monthly expenditure per household on Automobiles (new), the monthly expenditure decreased by 3.0% from the previous year in July, while it increased in other months from January to September. It decreased from the previous year since October, the month after the subsidy system ended. The monthly expenditure per household on Automobiles (second-hand) decreased from the previous year in January, May and September, while it increased in other months.

In an analysis of monthly expenditure per household on Automobiles (new) by age group of household head, the under 30 (years-old) was the highest at 17,696 yen, followed by the 50-59 at 16,866 yen and the 40-49 at 14,126 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. Then, the system changed to reduce “eco-point” you get from purchases made on December 2010. Expenditure on items including goods subject to “eco-point” system is below.

(1) TV

In an analysis of monthly expenditure per household on TV, every monthly expenditure increased from the previous year in real terms and especially, largely increased more than 400% in real terms in November, the month before “eco-point” system changed.

In an analysis of monthly expenditure per household on TV by age group of household head, the 50-59 (years-old) was the highest at 5,102 yen, followed by the 60-69 at 5,067 yen, the 70 years old and over at 4,739 yen.

(2) Air Conditioners

In an analysis of monthly expenditure per household on Air Conditioners, partly because of record high temperature in the summer of 2010, the expenditure increased in real terms from the previous year from January to November 2010.

(3) Refrigerators

In an analysis of monthly expenditure per household on Refrigerators, partly because of record high temperature in the summer of 2010, the every monthly expenditure increased in real terms from the previous year.

II Utilization of the Internet

1 Outline

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 26.1%, up by 0.6 percentage points from the previous year. The proportion of households which have household members who used the Internet auction was 5.1%, down by 0.9 percentage points from the previous year.

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

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 86.5%, followed by the 30-39 at 84.7% and the under 30 at 78.5%. The 70 years old and over was the lowest proportion at 32.3%.

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 47.4%, while the 70 years old and over was the lowest at 10.8%.

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

In an analysis of households which have household members who used the Internet within a month by occupation of household head, Corporative Administrators was the highest proportion at 77.5%, followed by Employee at 76.5% and Individual Proprietors and Others at 59.5%.

In terms of the proportion of households which have household members who ordered over the Internet in purchasing, Corporative Administrators was the highest at 41.8%, followed by Employee at 37.9% and Individual Proprietors and Others at 27.2%.

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

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.

In terms of the proportion of households which have household members who ordered over the Internet in purchasing, the group of 12.5-15 million yen was the highest at 55.3%.

III Total Expenditure on Goods and Services Ordered over the Internet

1 Outline (Two-or-more-person households)

The total monthly expenditure per household on goods and services ordered over the Internet was 4,238 yen in 2010, increased 3.8 times (in nominal terms) for 8 years from 2002 at 1,105 yen.

2 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 7,110 yen,

followed by the 30-39 at 7,089 yen and the under 30 at 5,704 yen. The 70 years old and over was the lowest expenditure at 1,337 yen.

3 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, Corporate Administrators was the highest at 6,695 yen, followed by Employee at 5,596 yen and Individual Proprietors and Others at 3,673 yen.

4 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 the highest at 12,909 yen.

5 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 and Four-person Households were the highest proportion at 1.6%, followed by Three-person Households and Five-person Households at 1.4%. Two-person Households was the lowest proportion at 0.9%.

IV 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 by All Japan was 33.9%, up by 5.6 percentage points from the previous year. In the breakdown by district, Kanto was the highest proportion at 52.7%, followed by Kinki at 28.3% and Hokuriku at 24.4%. Compared with the previous year, Kyushu and Okinawa was the largest up by 8.5 percentage points, followed by Hokuriku was up by 8.1 percentage points, while Hokkaido was the smallest up by 1.3 percentage points. In the breakdown by city group, Major cities was the highest proportion at 45.3%. 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 by All Japan was 27.4%, up by 6.4 percentage points from the previous year. In an analysis of the place where households most frequently used electronic money, Transportation (excluding commutation pass) was the highest proportion at 15.3%. In the breakdown by district, Kanto was the highest proportion at 34.7% in Transportation (excluding commutation pass).

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 under 30 (years-old) was the highest proportion at 52.5%, followed by the 40-49 at 50.8% and the 30-39 at 49.2%. The 70 years old and over was the lowest proportion at 21.6%. Compared with the previous year, the under 30 was the largest up by 14.3 percentage points, followed by the 50-59 was up by 8.5 percentage points.

(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 40.0%, while the 70 years old and over was the lowest at 18.6%.

In terms of the proportion of the place where households most frequently used electronic money by age group of the household head, Transportation (excluding commutation pass) 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 44.7%, followed by Employee at 44.6% and Individual Proprietors and Others at 29.4%.

(2) Utilization of Electronic Money

In an analysis of average usage amount of electronic money per household by occupation of household head, Corporative Administrators was the highest at 9,956 yen, followed by Employee at 9,826 yen and Individual Proprietors and Others at 9,277 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 15-20 million yen was the highest at 60.1%.

(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 (excluding commutation pass) was the highest in the households except the group of under 2 million yen.

V 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 by All Japan was 72.2%, up by 2.5 percentage points from the previous year. In the breakdown by district, Hokkaido was the highest proportion at 78.1%, followed by Kanto at 77.0% and Kinki at 72.7%. Compared with the previous year, Kyushu and Okinawa was the largest up by 6.1 percentage points, followed by Hokuriku was up by 6.0 percentage points. In the breakdown by city group, Major Cities was the highest proportion at 77.5%. The proportion of households which have household members who changed points to goods and services by All Japan was 20.5%.

(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 7.1%, followed by Gift Certificate at 5.8% and Sundry Goods at 3.2%.

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

In an analysis of households which have household members who owned reward card/mileage card by age group of household head, the 40-49 (years-old) was the highest proportion at 85.2%, followed by the 30-39 at 83.9%. Compared with the previous year, the 70 years old and over was the largest up by 4.9 percentage points, followed by the 60-69 was up by 3.8 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 25.7%. Compared with the previous year, the 70 years old and over was the largest up by 0.6 percentage points, followed by the 60-69 was up by 0.1 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 84.4%, followed by Employee at 82.9% and Individual Proprietors and Others at 73.7%. In terms of the proportion of households which have household members who changed points to goods and services, Corporative Administrators was the highest at 27.8%.

(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 7,675 yen, followed by Individual Proprietors and Others at 5,789 yen, and Employee at 5,212 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. The proportion of households with more than 5 million yen income was over 80% and households with more than 12.5 million yen income was over 90%.

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. The proportion in the group of 10-12.5 million yen was the highest at 32.8%.

(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 20 million yen and over was the highest at 15,875 yen, followed by the group of 15-20 million yen at 11,449 yen, and the group of 8-9 million yen at 9,452 yen.