

Summary Results of the 2015 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 27.6% in 2015, and increased 2.5 percentage points from 2014. It had increased approximately 5.2 times from 2002 at 5.3%.

* Questionnaires of Survey of Household Economy was changed to grasp the breakdown of expenditure on shopping over the Internet from January 2015. Therefore, there are not a strict link between the results before and after January 2015.

2 Annual average expenditure per household on goods and services ordered over the Internet was 103,716 yen in 2015. Expenditure over the Internet by age group of household head was the highest in the 50-59 years old at 155,916 yen, followed by the 40-49 at 146,064 yen, while it was the 60-69 at 88,392 yen and the 70 or over at 43,404 yen in 2015.

The proportion of households ordered over the Internet by age group of household head was the highest in the under 40 years old at 45.2% and the lowest in the 70 or over at 11.1% in 2015.

Annual average expenditure per household on goods and services ordered over the Internet which is limited to household ordering over the Internet was the highest in the 50-59 years old at 407,988 yen in 2015. It was almost the same level as the 70 or over (387,804 yen).

3 With regard to the breakdown of annual average expenditure per household on goods and services ordered over the Internet per household, Travel-related*¹ was the highest at 21.8% of total, followed by Food at 14.3% , Clothing & footwear at 10.7% , Culture-related*² at 10.3% and Home electronics & furniture at 10.1% in 2015.

*¹ Total expenditure on accommodation services, fares and package tours.

*² Total expenditure on books and other reading materials, software (music, video, personal computer, TV game), digital books, download music, video, applications and tickets.

4 With regard to the monthly spending amount of money ordered over the Internet, Travel-related was the highest in August, Food was the highest in December, Home electronics & furniture was higher in March, July and December than other months and Gift items was higher in July and December than other months in 2015.

5 The proportion of Travel-related*¹ expenses over the Internet by age group of household head was the highest in the 60-69 years old at 24.6% of annual average expenditure, followed by the 50-59 at 23.8% in 2015.

6 The proportion of Clothing & footwear expenses over the Internet by age group of household head was the highest in the under 40 years old at 14.2% of annual average expenditure, followed by the 40-49 at 13.2% in 2015, while it was the 60-69 at 8.8% and the 70 or over at 7.7%.

7 The proportion of Medical care*³ expenses as a percentage of annual average expenditure over the Internet by age group of household head was the highest in the 70 years old or over at 8.0% of annual average expenditure, followed by the 60-69 at 5.4% in 2015.

*³ Total expenditure on medicines and health foods.

8 Annual average expenditure on goods and services ordered over the Internet by household member was the highest in the household head at 153,144 yen, followed by the spouse of household head at 128,340 yen, and the other members at 55,548 yen in 2015.

II Ownership and Utilization of Electronic Money (All households)

1 The proportion of households with members who owned electronic money was 45.9% in 2015. It decreased 0.8 percentage points from the previous year. The proportion of households with members who used electronic money was 38.0% in 2015. It decreased 2.4 percentage points in nominal terms from the previous year. Those were the first decrease of proportion since 2008.

2 Average amount of electronic money per household using electronic money was 14,941 yen in a month in 2015. It increased by 30.9% in nominal terms from the previous year in 2015.

The proportion of households with members who used electronic money more than 10,000 yen was 18.5% in 2015. It increased 0.6 percentage points from the previous year. It had increased 3.6 times after 7 years since 2008.

3 A average amount of electronic money spent for railway and bus per household using electronic money was 4,037 yen in a month in 2015. Looking at this by district, it was the highest in Kanto at 5,701 yen, followed by Kinki at 3,667 yen and Hokkaido at 2,242 yen in 2015. Looking at this by city group, it was the highest in the Major cities at 5,048 yen in 2015.

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

1 The Items affected by the unseasonable weather

(1) Refrigerators

Average expenditure per household on Refrigerators was 758 yen in a month in 2015. It decreased by 17.6% in nominal terms and 10.7% in real terms from the previous year in 2015.

Monthly expenditure had decreased considerably from January to March in real terms from the previous year in 2015.

Monthly expenditure by age group of household head was the highest in the 50-59 at 824 yen, followed by the 60-69 at 793 yen and the 70 or over at 752 yen in 2015.

(2) Men's suits

Average expenditure per household on Men's suits was 731 yen in a month in 2015. It decreased by 8.5% in nominal terms and 9.3% in real terms from the previous year in 2015.

Monthly expenditure had decreased from August to December in real terms from the previous year in 2015.

Monthly expenditure by age group of household head was the highest in the 50-59 years old at 1,328 yen, followed by the 40-49 at 998 yen and the 30-39 at 814 yen.

(3) Women's one-piece dresses and suits

Average expenditure per household on Women's one-piece dresses and suits was 932 yen in a month in 2015. It decreased by 12.7% in nominal terms and 14.4% in real terms from the previous year in 2015.

Monthly expenditure had decreased every month except June and October in real terms from the previous year in 2015.

Monthly expenditure by age group of household head was the highest in the 50-59 years old at 1,347 yen, followed by the 40-49 at 902 yen and the 60-69 at 891 yen.

2 The Items affected by a weak yen

(1) Travel-related*

Average expenditure per household on Travel-related was 8,357 yen in a month in 2015. It decreased by 13.0% in nominal terms and 14.6% in real terms from the previous year in 2015. It decreased in real terms from the previous year in 2015 and 2014.

Monthly expenditure had decreased every month except February in real terms from the previous year in 2015.

Monthly expenditure by age group of household head was the highest in the 60-69 years old at 10,097 yen, followed by the 50-59 at 8,818 yen and the 70 or over at 7,509 yen.

* Travel-related denotes Airplane fares, Accommodation services, Package tour costs (domestic) and Package tour costs (overseas).

3 Others

(1) Automobiles (new)

Average expenditure per household on Automobiles (new) was 11,786 yen in a month in 2015. It decreased by 14.4% in nominal terms and 15.4% in real terms from the previous year in 2015.

Monthly expenditure had decreased every month except April, May and August in real terms from the previous year in 2015.

Monthly expenditure by age group of household head was the highest in the under 30 years old at 16,176 yen, followed by the years old at 14,676 yen and the years old at 13,794 yen.

(2) Washing machines

Average expenditure per household on Washing machines was 550 yen in a month in 2015. It decreased by 9.1% in nominal terms and 10.5% in real terms from the previous year in 2015.

Monthly expenditure had decreased from January to March, while it had increased from April except August, September and December in real terms from the previous year in 2015.

Monthly expenditure by age group of household head was the highest in the 50-59 years old at 662 yen, followed by the 30-39 at 636 yen and the 40-49 at 572 yen.

(3) Air conditioners

Average expenditure per household on Air conditioners was 1,105 yen in a month in 2015. It decreased by 14.9% in nominal terms and 14.3% in real terms from the previous year in 2015.

Monthly expenditure had decreased every month except May, July, August and October in real terms from the previous year in 2015.

Monthly expenditure by age group of household head was the highest in the under 30 years old at 1,233 yen, followed by the 60-69 at 1,218 yen and the 50-59 at 1,189 yen.

(4) Mobile telephones unit prices (cell phone, PHS)

Average expenditure per household on Mobile telephones unit prices (cell phone, PHS) was 749 yen in a month in 2015. It increased by 56.4% in nominal terms and 48.4% in real terms from the previous year in 2015.

Monthly expenditure had increased every month in real terms from the previous year in 2015.

Monthly expenditure by age group of household head was the highest in the 40-49 years old at 1,203 yen, followed by the under 30 at 1,125 yen and the 50-59 at 1,109 yen.