

Outline of the Survey of Household Economy

I Outline of the Survey

1. Objectives

This survey is intended to grasp conditions surrounding consumption in terms of products related to information and communication technology, and goods and services ordered over the Internet, and expensive products and services with low frequency of consumption.

2. Universe and sampling

The survey unit is a household in Japan except institutional households. The sample households are selected as follows based on the 2020 Population Census:

a. Sampling Unit

The sample households are selected based on the two-stage stratified sampling method. The sampling units at two stages are namely, primarily the survey unit area composed of the Enumeration District (abbreviated as ED hereinafter) of the 2020 Population Census, and secondly the household.

b. Stratification and Allocation of Survey Unit Areas to Strata

i) Households in Japan are stratified by 9 districts and 4 city groups. The number of strata is 35 because there is no city corresponding to Major cities in the Shikoku district. The criteria of the districts and the city groups are as follows:

a) Districts

Hokkaido: Hokkaido;

Tohoku: Aomori-ken , Iwate-ken , Miyagi-ken, Akita-ken, Yamagata-ken and Fukushima-ken;

Kanto: Ibaraki-ken , Tochigi-ken , Gumma-ken, Saitama-ken, Chiba-ken, Tokyo-to, Kanagawa-ken, Yamanashi-ken and Nagano-ken;

Hokuriku: Niigata-ken, Toyama-ken, Ishikawa-ken and Fukui-ken;

Tokai: Gifu-ken, Shizuoka-ken, Aichi-ken and Mie-ken;

Kinki: Shiga-ken, Kyoto-fu, Osaka-fu, Hyogo-ken, Nara-ken and Wakayama-ken;

Chugoku: Tottori-ken, Shimane-ken, Okayama-ken , Hiroshima-ken and Yamaguchi-ken;

Shikoku: Tokushima-ken, Kagawa-ken, Ehime-ken and Kochi-ken;

Kyushu and Okinawa: Fukuoka-ken, Saga-ken, Nagasaki-ken, Kumamoto-ken , Oita-ken , Miyazaki-ken , Kagoshima-ken and Okinawa-ken

b) City groups

Major cities: designated cities under the article 252-19 of the Local Autonomy Law and Ku-areas (ward) of Tokyo;

Middle cities: cities with population of 150,000 or more, excluding Major cities;

Small cities A: cities with population of 50,000 more but less than 150,000;

Small cities B and Towns and villages: cities with population of less than 50,000, towns and villages

ii) The number of the survey unit areas is 3,000. The survey unit areas are allocated to each stratum in proportion to the number of households in the stratum which is based on the 2020 Population Census.

c. Sampling the Survey Unit Areas

i) The same number of EDs are randomly selected from each stratum (abbreviated as standard area hereinafter) as a quarter of the number of survey unit areas allocated in b. The municipalities with selected standard areas are selected municipalities.

ii) When the standard area in a selected municipality is only one, the selected municipality is a survey block, which is the area one enumerator covers. When two or more, the selected municipality is divided into the same number of survey blocks as the number of the standard areas so that each block contains nearly equal number of households. The number of the survey blocks reaches 750 in Japan.

iii) Since the survey is conducted for five years in a survey block, the EDs contained in the blocks are divided into five areas, for each survey year so that each area contains nearly equal number of households.

iv) A divided survey block in iii) is divided again into four areas. An enumerator covers four survey unit areas in which the beginning month of the survey differs.

d. Sampling the Households

When sample households are selected from a survey unit area, the list of the households in a survey unit area is prepared from the basic resident register or the electoral roll. Ten households (of the two-or-more-person household is nine, one-person household is one) are randomly sampled from this list. As a result, 30,000 households in total are selected from 3,000 survey unit areas nationwide in Japan.

e. Rotation of sample

The sample households are continuously surveyed for 12 months, and then substituted with other households in another region divided in c. iii) and c. iv).

The sample households are divided into 12 groups. As a rule, one of the groups is replaced every month. Each group is composed of 2,500 households which are one-twelfth of all sample households.

Any household unable to continue with the survey due to moving or some other reasons is replaced by a substitute household for the remaining survey period if it is 3 months or more.

3. Survey items

The following items are surveyed:

a. Items related to the household conditions

(Questionnaire A)

- Items related to the household
- Use state related to electronic money
- Purchase situation using the Internet

b. Items related to consumption of specific goods and services each month (Questionnaire B)

- Items related to the household (changes from the previous month)
- Expenditure over one month for specific goods and services
- Expenditure over one month for goods and services through the Internet

4. Survey method

The survey is entrusted to a private survey institution. Enumerators will leave questionnaires with target households for them to answer, which will be collected later on. (On-line submission is also used.) Questionnaires shall be collected by enumerators, mailed by households, or answered through an on-line survey system by households.

Questionnaires are distributed when cooperation for the survey is requested and questionnaires of the previous month are collected. For paper

questionnaires submission, as a rule, enumerators collect questionnaires in the first and sixth months of the survey and households mail private survey institution in the other months. Also, questionnaires are collected in the beginning of the following month of the survey.

5. Survey period

The survey is conducted every month.

6. Tabulation

a. Major tabulation items

- Items related to the household
- Use state related to electronic money
- Purchase situation using the Internet
- Amount paid for specific goods and services
- Amount paid purchase of goods and services through the Internet (Internet shopping)

b. Process for tabulation

The data are tabulated at the National Statistics Center, Japan.

c. Estimate formula

The national and regional averages are estimated as follows: There are differences in the sampling ratios of the covered households by stratum. Therefore, the reciprocals of the sampling ratios are used as the multiplication ratios (linear multiplication ratios) for the tabulation of the items used for the estimation of the household ratios. Using these ratios, the correction coefficients are obtained from the results of the Labour Force Survey. The results are estimated using these two multiplication ratios namely the linear multiplication ratios and the correction coefficients.

In case of one-person households, the linear multiplication ratio is fixed at one.

The quarterly and annual averages are obtained by the simple mean of monthly averages.

Monthly averages are estimated in the following formula:

- The number of households

$$N = \sum_i \sum_j \sum_k \alpha_{ij} C_{ik}$$

N : Number of households

α_{ij} : Linear multiplication ratio of district i and city group j

C_{ik} : Correction coefficient by district i and household members k (one-person households by sex and age)

- The expenditure of monthly average

$$\bar{X} = \frac{\sum_i \sum_j \sum_k \sum_p X_{ijkp} \alpha_{ij} C_{ik}}{N}$$

\bar{X} : Total expenditure

X_{ijkp} : Expenditure on given item by districts i , city group j , household members k and household p (one-person households by sex and age)

- d. Sampling error of estimate

The result of the sampling error for 2025 annual average by using monthly tabulated data is shown in the table at the end titled “Standard error and standard error ratio”.

The estimation method of the standard errors is as follows:

- i) Standard error of monthly average

Standard error of monthly average is calculated by the following formula, regarding as the sample was composed of 12 sub-samples by the beginning month of the survey:

$$\hat{\sigma}(\bar{X}) = \sqrt{\frac{1}{12 \times (12-1)} \sum_{w=1}^{12} (\hat{X}_w - \bar{X})^2}$$

$\hat{\sigma}(\bar{X})$: Standard error of monthly average

\hat{X}_w : Estimation value by w sub-sample

\bar{X} : Estimation value by all samples

- ii) Standard error of annual average

Standard error of annual average is calculated by the following formula using the standard errors of monthly average:

$$\hat{\sigma}_{year}(\bar{X}) = \sqrt{\frac{\sum_{m=1}^{12} \hat{\sigma}(\bar{X})_m^2}{(12)^2}}$$

$\hat{\sigma}_{year}(\bar{X})$: Standard error of annual average

$\hat{\sigma}(\bar{X})_m$: Standard error of monthly average in month m

Calculation of the ratio of standard error is as follows:

$$r_x = \frac{\hat{\sigma}(\bar{X})}{\bar{X}} \times 100$$

r_x : Ratio of standard error

- e. Effective response rate

The effective response rate of 2025 is 72.1%.

7. Utilization of the results

The results of this survey are utilized as basic data for the Quarterly Estimates of GDP and the Household Consumption Trend Index for the Family Income and Expenditure Survey.

8. Notes

The survey was conducted as a general statistical survey in compliance with the Statistics Act (Act No. 53, 2007).

Table Standard error and Standard error ratio (Specific goods and services)

(All Japan)

2025 Average	Total Households			Two-or-more-person Households			One-person Households		
	Expenditure (In yen)	Standard error (In yen)	Standard error ratio (%)	Expenditure (In yen)	Standard error (In yen)	Standard error ratio (%)	Expenditure (In yen)	Standard error (In yen)	Standard error ratio (%)
Number of persons per household (persons)	2.16	0.00	0.0	2.88	0.00	0.0	1.00	0.00	0.0
Number of earners per household (persons)	1.16	0.00	0.0	1.52	0.00	0.0	0.58	0.00	0.0
Age of household head (years old)	60.2	0.1	0.2	61.7	0.0	0.0	57.7	0.3	0.5
Total expenditure on specific goods and services (50 items)	76,057	727	1.0	98,203	723	0.7	40,511	1,334	3.3
01 Mobile telephones charges	9,129	35	0.4	11,464	39	0.3	5,383	65	1.2
02 Internet connection charges	3,812	17	0.4	4,551	12	0.3	2,628	34	1.3
03 Mobile telephones unit prices	1,637	49	3.0	2,075	45	2.2	933	96	10.3
04 Airplane fares	1,276	53	4.2	1,523	40	2.6	876	121	13.8
05 Accommodation services	3,103	44	1.4	3,974	50	1.3	1,705	91	5.3
06 Package tour costs (domestic)	1,683	49	2.9	2,105	46	2.2	1,007	109	10.8
07 Package tour costs (overseas)	972	64	6.6	1,249	75	6.0	527	117	22.2
08 Tuition (kindergarten-university) (public)	1,028	28	2.7	1,563	37	2.4	169	53	31.4
09 Tuition (kindergarten-university) (private)	5,154	134	2.6	8,208	206	2.5	247	97	39.3
10 Tutorial fees	2,524	55	2.2	3,862	59	1.5	378	114	30.2
11 Lesson fees, driving school	418	24	5.7	624	34	5.4	87	38	43.7
12 Rental fees for sports facilities	940	15	1.6	1,144	15	1.3	612	32	5.2
13 Men's suits	469	28	6.0	572	14	2.4	305	69	22.6
14 Women's one-piece dresses and suits	453	17	3.8	550	15	2.7	298	34	11.4
15 Japanese clothing	149	21	14.1	173	16	9.2	112	44	39.3
16 Wrist watches	235	22	9.4	274	18	6.6	172	54	31.4
17 Accessories	449	46	10.2	487	26	5.3	389	109	28.0
18 Delivery fees	133	15	11.3	216	23	10.6	-	0	-
19 Hospital charges (excluding delivery)	1,567	35	2.2	2,007	39	1.9	861	73	8.5
20 Chests of drawers	60	4	6.7	83	5	6.0	22	5	22.7
21 Beds	220	16	7.3	274	14	5.1	134	32	23.9
22 Quilts	245	9	3.7	325	11	3.4	117	16	13.7
23 Desks and chairs (for work or study)	107	7	6.5	144	7	4.9	49	13	26.5
24 Sideboards	72	8	11.1	86	7	8.1	51	17	33.3
25 Dining tables and chairs	123	9	7.3	162	10	6.2	62	17	27.4
26 Drawing room suites	161	13	8.1	212	15	7.1	81	23	28.4
27 Musical instruments (including parts of instruments)	129	13	10.1	192	21	10.9	28	8	28.6
28 Refrigerators	554	22	4.0	703	27	3.8	313	42	13.4
29 Vacuum cleaners	308	15	4.9	348	9	2.6	244	36	14.8
30 Washing machines	571	19	3.3	742	23	3.1	297	37	12.5
31 Air conditioners	1,429	41	2.9	1,861	46	2.5	735	79	10.7
32 Personal computers (including tablet devices, excluding peripherals and software)	1,275	62	4.9	1,524	37	2.4	873	150	17.2
33 TV	536	23	4.3	680	22	3.2	307	54	17.6
34 Video recorders (DVD or Blu-ray recorder, player, etc.)	91	8	8.8	103	6	5.8	71	18	25.4
35 Video game hardware (excluding software)	260	18	6.9	311	11	3.5	179	41	22.9
36 Cameras (including lenses only, excluding disposable cameras)	119	11	9.2	145	11	7.6	76	26	34.2
37 Video cameras	17	3	17.6	23	3	13.0	8	5	62.5
38 House-related equipping/ construction/ repair costs	5,506	190	3.5	7,377	204	2.8	2,507	360	14.4
39 Water supply and drainage construction costs	1,860	68	3.7	2,420	83	3.4	962	122	12.7
40 Gardens, trees and plants tending costs	470	31	6.6	479	18	3.8	456	76	16.7
41 Automobiles (new)	10,450	438	4.2	13,976	453	3.2	4,789	886	18.5
42 Automobiles (second-hand)	3,221	169	5.2	4,568	214	4.7	1,058	279	26.4
43 Automotive insurance premium (compulsion)	483	12	2.5	597	10	1.7	301	26	8.6
44 Automotive insurance premium (option)	2,690	38	1.4	3,417	36	1.1	1,522	80	5.3
45 Motorized vehicles other than automobiles	246	32	13.0	285	27	9.5	184	65	35.3
46 Automotive maintenance and repairs	3,175	59	1.9	3,973	55	1.4	1,895	135	7.1
47 Wedding ceremony and reception costs	364	41	11.3	546	64	11.7	73	38	52.1
48 Funeral service costs	2,960	155	5.2	2,678	129	4.8	3,412	357	10.5
49 Religion-related costs	1,138	68	6.0	1,134	52	4.6	1,146	161	14.0
50 Remittance	2,084	74	3.6	2,218	41	1.8	1,871	172	9.2

Monthly Expenditure per Household by All Japan

Table Standard error and Standard error ratio (Goods and services ordered over the Internet)

(All Japan)

2025 Average	Total Households			Two-or-more-person Households			One-person Households		
	Expenditure (In yen)	Standard error (In yen)	Standard error ratio (%)	Expenditure (In yen)	Standard error (In yen)	Standard error ratio (%)	Expenditure (In yen)	Standard error (In yen)	Standard error ratio (%)
Number of persons per household (persons)	2.16	0.00	0.0	2.88	0.00	0.0	1.00	0.00	0.0
Number of earners per household (persons)	1.16	0.00	0.0	1.52	0.00	0.0	0.58	0.00	0.0
Age of household head (years old)	60.2	0.1	0.2	61.7	0.0	0.0	57.7	0.3	0.5
Total expenditure on goods and services ordered over the Internet(22 items)	22,677	173	0.8	26,928	168	0.6	15,861	365	2.3
51 Gift items	778	16	2.1	918	13	1.4	554	35	6.3
Total expenditure for home	21,899	172	0.8	26,010	166	0.6	15,307	358	2.3
52 Foods	3,337	36	1.1	4,080	29	0.7	2,146	71	3.3
53 Beverages	858	14	1.6	1,016	9	0.9	606	33	5.4
54 Deliveries	624	15	2.4	728	8	1.1	458	39	8.5
55 Home electronics	1,245	40	3.2	1,423	33	2.3	961	87	9.1
56 Furniture	379	12	3.2	471	13	2.8	232	24	10.3
57 Men's clothing	628	19	3.0	707	13	1.8	502	43	8.6
58 Women's clothing	1,027	20	1.9	1,290	16	1.2	604	47	7.8
59 Footwear and other clothing	530	17	3.2	652	7	1.1	335	40	11.9
60 Medicines	248	8	3.2	284	4	1.4	190	20	10.5
61 Health foods	689	9	1.3	806	10	1.2	500	19	3.8
62 Cosmetics	769	12	1.6	929	8	0.9	512	29	5.7
63 Private transportation	450	16	3.6	540	14	2.6	305	32	10.5
64 Books and other reading materials	349	6	1.7	414	5	1.2	244	15	6.1
65 Software (music, video, personal computer, TV game)	399	11	2.8	400	7	1.8	398	28	7.0
66 Digital books	317	14	4.4	253	4	1.6	421	36	8.6
67 Download music, video, applications	407	21	5.2	312	5	1.6	559	55	9.8
68 Insurance	995	22	2.2	1,262	20	1.6	567	45	7.9
69 Accommodation services, fares, package tours(payment on the Internet)	3,593	84	2.3	4,409	75	1.7	2,285	188	8.2
70 Accommodation services, fares, package tours(payment on-site)	948	29	3.1	1,227	31	2.5	501	56	11.2
71 Tickets	1,071	26	2.4	1,258	16	1.3	773	58	7.5
72 Other goods and services	3,037	56	1.8	3,552	49	1.4	2,210	109	4.9

Monthly Expenditure per Household by All Japan