

SUMMARY OF THE RESULTS

I Two-or-more-person Households

1 Living Expenditures by Type of Places for Purchasing

An analysis of the expenditure rate by type of places for purchasing in living expenditures (excluding those for eating out, rent and other service charges and utilities including electricity, gas and water) shows that supermarkets accounted for the largest part at 36.0% followed by retail stores at 28.8%, discount stores/mass sales speciality stores at 12.5%, department stores at 6.7%, cooperative stores at 4.6%, convenience stores and mail-order selling (others) at 2.0% and mail-order selling (on the Internet) at 1.4%.

Purchases at retail stores consistently declined from 73.0% in 1964 to 28.8% in 2009. On the other hand, purchases at supermarkets exhibited a tendency to rise from 7.7% in 1964 to 36.0% in 2009 although they somewhat declined in 2004. Purchases at discount stores/mass sales speciality stores consistently rose from 3.6% in 1994 to 12.5% in 2009. After surpassing 10% in 1979, purchases at department stores continued to decline to 6.7% in 2009. Although purchases from cooperative stores continued to rise from 1.9% in 1969 to 5.6% in 1994, then declined and have been 4.6% in 2009. In addition, purchases at convenience stores and mail-order selling (on the Internet) were on the rise.

2 Types of Places for Purchasing by Item

(1) Overview

A look at the types of places for purchasing by item shows that supermarkets accounted for 60.5% of monthly average food purchases per household at 34,659 yen and retail stores accounted for 14.0% at 8,049 yen. Together these retail outlets accounted for more than 70% of foodstuff purchases.

Discount stores/mass sales speciality stores accounted for 36.9% of purchases of furniture and household utensils at 3,378 yen, followed by supermarkets accounting for 22.0% at 2,015 yen and retail stores accounting for 21.5% at 1,975 yen. Discount stores/mass sales speciality stores show a larger purchase rate of furniture and household utensils as compared to other items.

Retail stores accounted for 27.2% of purchases of clothes and footwear, at 3,558 yen, followed by department stores accounting for 26.6% at 3,481 yen and supermarkets accounting for 19.5% at 2,553 yen. Department stores exhibit a higher purchase rate of clothes and footwear as compared to other items.

Retail stores accounted for 37.7% of purchases of reading and recreation items at 4,485 yen followed by discount stores accounting for 30.5% at 3,623 yen and supermarkets accounting

for 11.9% at 1,414 yen.

Retail stores accounted for 24.8% of purchases of miscellaneous items at 1,683 yen followed by supermarkets accounting for 19.4% at 1,316 yen and discount stores/mass sales speciality stores accounting for 16.9% at 1,145 yen.

(2) Changes in Expenditure Rates by Type of Retailers

A look at changes in the expenditure rates by item and by type of places for purchasing reveals that purchases of food at retail stores consistently declined from 27.8% in 1994 to 14.0% in 2009. Purchases of food at department stores declined from 4.9% in 1999 to 4.4% in 2009. On the other hand, purchases of food at supermarkets consistently expanded from 47.2% in 1994 to 60.5% in 2009. Moreover, purchases of food at convenience stores, discount stores/mass sales speciality stores and mail-order selling were consistently on the rise.

Purchases of furniture and household utensils at retail stores steadily declined from 39.6% in 1994 to 21.5% in 2009. Department stores also saw retreat in sales of these goods from 11.1% in 1994 to 5.8% in 2009. On the other hand, purchases of these products at discount stores/mass sales speciality stores consistently rose from 11.6% in 1994 to 36.9% in 2009.

Purchases of clothes and footwear at retail stores declined at a steady pace from 34.4% in 1994 to 27.2% in 2009. Moreover, purchases of these products at department stores edged down from 37.2% in 1999 to 26.6% in 2009. On the other hand, discount stores/mass sales speciality stores enjoyed a steady increase in purchases of these goods from 2.8% in 1994 to 16.9% in 2009. Purchases of the same products also increased at mail-order selling from 3.4% in 1999 to 4.7% in 2009.

Purchases of reading and recreation items at retail stores consistently declined from 61.9% in 1994 to 37.7% in 2009. Department stores also experienced downturn in purchases of these products from 6.7% in 1994 to 3.7% in 2009. On the other hand, purchases of reading and recreation items at discount stores/mass sales speciality stores constantly rose from 7.2% in 1994 to 30.5% in 2009. Mail-order selling also saw an increase in purchases of these items from 1.8% in 1994 to 5.5% in 2009.

Purchases of miscellaneous items including hair styling products and cosmetics at retail stores consistently declined from 48.3% in 1994 to 24.8% in 2009. On the other hand, discount stores/mass sales speciality stores saw a sustained growth in purchases of miscellaneous items from 3.7% in 1994 to 16.9% in 2009. Purchases of miscellaneous items at convenience stores and mail-order selling also expanded from 1994 to 6.6% and 9.4% respectively in 2009.

(3) Food

An analysis of the food items with higher purchase rate (expenditures rate at a given type of places for purchasing) by type of places for purchasing reveals that green tea had the highest

rate of 29.9% at retail stores followed by packed lunch at 29.1% and bread like sandwiches put cooked food between bread at 29.0%.

At supermarkets, instant curry mix showed the highest purchase rate at 82.4%, which was followed by margarine at 82.2% and mayonnaise and mayonnaise flavor seasoning at 81.7% with oils, fats and condiments exhibiting higher rates.

At convenience stores, “onigiri” and others had the highest purchase rate at 37.8% followed by bread like sandwiches put cooked food between bread at 24.1% and packed lunch and coffee beverages both exhibited the same purchase rate of 18.4%.

At department stores, vegetables and seaweeds prepared in soy sauce took up the highest purchase rate at 14.8% followed by black tea at 14.5% and dried laver at 9.8%.

At cooperative stores, frozen foods had the highest purchase rate at 25.2% followed by food stuff for cooking at 15.0% and miscellany of other processed vegetables and seaweeds including canned vegetables at 13.7%.

At discount stores/mass sales speciality stores, powdered milk exhibited the highest purchase rate at 45.5% followed by whisky at 25.5%, low-malt beer and beer-flavored alcoholic beverages at 22.4%

At mail-order selling (on the Internet), food stuff for cooking had the highest purchase rate at 4.5% followed by mineral water at 4.0% and wine at 3.7%.

At mail-order selling (others), food stuff for cooking showed the highest purchase rate at 22.6% followed by green tea at 10.8% and mineral water at 10.7%.

(4) Furniture and Household Utensils

An analysis of the furniture and household utensils with higher purchase rate by type of places for purchasing reveals that sewing machines had the highest rate of 59.0% at retail stores, followed by gas cooking appliances at 55.0% and dining suites at 45.8%.

At supermarkets, polyethylene bags and food wraps showed the highest purchase rate at 56.2% followed by facial tissue and rolled toilet paper at 50.9%, detergent (house and kitchen) and detergent (laundry) at 44.9%.

At convenience stores, polyethylene bags and food wraps had the highest purchase rate at 2.0%.

At department stores, chests of drawers took up the highest purchase rate at 29.3% followed by tableware at 19.4% and interior decorations at 17.1%.

At cooperative stores, facial tissue and rolled toilet paper had the highest purchase rate at 8.1% followed by polyethylene bags and food wraps at 6.8% and “other domestic durable goods” at 6.5%.

At discount stores/mass sales speciality stores, microwave ovens exhibited the highest purchase rate at 75.6% followed by washing machines and clothes dryers at 65.4% and

refrigerators at 65.0%.

At mail-order selling (on the Internet), “other domestic durable goods” had the highest purchase rate at 8.7% followed by “other heating and cooling appliances” at 7.7% and electric cooking appliances at 5.2%.

At mail-order selling (others), quilts showed the highest purchase rate at 8.6% followed by sewing machines at 7.7% and “other domestic durable goods” at 7.2%.

(5) Clothes and Footwear

An analysis of the clothes and footwear items with higher purchase rate by type of places for purchasing reveals that school uniform for boys had the highest rate of 76.2% at retail stores followed by men’s Japanese clothing at 61.1% and women’s Japanese clothing at 61.0%.

At supermarkets, men’s underwear showed the highest purchase rate at 39.1% followed by men’s socks at 37.4% and children’s socks at 36.8%.

At convenience stores, women’s socks took up the highest purchase rate at 1.1%.

At department stores, women’s coats had the highest purchase rate at 48.6% followed by skirts at 47.8% and children’s Japanese clothing at 45.9%.

At cooperative stores, men’s Japanese clothing had the highest purchase rate at 5.6% followed by girls’ school uniforms at 5.0% and women’s socks at 4.3%.

At discount stores/mass sales speciality stores, men’s suits exhibited the highest purchase rate at 26.4% followed by children’s underwear at 25.2% and children’s shirts at 24.6%.

At mail-order selling (on the Internet), children’s Japanese clothing had the highest purchase rate at 13.5% followed by men’s Japanese clothing at 5.6% and girls’ school uniforms at 5.0%.

At mail-order selling (others), “other women's clothing” showed the highest purchase rate at 5.5% followed by women’s underwear at 4.7% and women’s slacks at 4.4%.

(6) Reading and recreation

An analysis of reading and recreation items with higher purchase rate by type of places for purchasing reveals that newspapers had the highest rate of 83.4% at retail stores followed by musical instruments at 56.4% and books at 54.6%.

At supermarkets, pet foods showed the highest purchase rate at 36.5% followed by batteries at 35.6% and cut flowers at 28.6%.

At convenience stores, magazines and weekly magazines had the highest purchase rate at 15.5% followed by batteries at 3.7% and books at 2.6%.

At department stores, desks and chairs for students and office workers took up the highest purchase rate at 22.7% followed by sporting outfits at 13.3% and “other toys” at 12.7%.

At cooperative stores, “other reading materials” had the highest purchase rate at 7.9% followed by garden plants and gardening goods at 5.4% and prerecorded recording media at

3.0%.

At discount stores/mass sales speciality stores, video cameras exhibited the highest purchase rate at 75.0% followed by equipment for receiving, recording and play-back of sound and pictures (portable) at 73.6% and PCs at 63.6%.

At mail-order selling (on the Internet), PCs had the highest purchase rate at 12.9% followed by prerecorded recording media at 12.8% and cameras at 11.2%.

At mail-order selling (others), prerecorded recording media showed the highest purchase rate at 7.5% followed by "other recreational durable goods" at 5.7% and video cameras at 5.0%.

(7) Miscellaneous

An analysis of the miscellaneous items with higher purchase rate by type of places for purchasing reveals that family alter and gravestones had the highest purchase rate of 59.4% at retail stores followed by "other personal effects" at 31.1% and accessories at 29.8%.

At supermarkets, shampoo and toothpaste showed the highest purchase rate at 37.7% followed by "other toilet articles" at 30.3% and bath and facial soap at 29.9%.

At convenience stores, tobacco had the highest purchase rate at 43.0% followed by umbrellas at 5.8% and "other personal effects" at 1.2%.

At department stores, bags took up the highest purchase rate at 40.8% followed by accessories at 36.5% and wrist watches at 33.6%.

At cooperative stores, bath & facial soap had the highest purchase rate at 4.8% followed by "other toilet articles" and shampoo & toothpaste both exhibited the same purchase rate of 3.6%.

At discount stores/mass sales speciality stores, electric appliances for personal care exhibited the highest purchase rate at 58.9% followed by shampoo & toothpaste at 34.8% and hairdressing liquid at 33.1%.

At mail-order selling (on the Internet), wrist watches had the highest purchase rate at 8.2% followed by cosmetics at 4.9% and bags at 4.5%.

At mail-order selling (others), cosmetics showed the highest purchase rate at 12.1% followed by bath & facial soap at 8.4% and hairdressing liquid at 7.5%.

(8) Mail-Order Selling (on the Internet)

An analysis of the purchase rates in transactions made using mail-order selling (on the Internet) by item shows that children's Japanese clothing has the highest rate at 13.5% followed by PCs at 12.9%, prerecorded recording media at 12.8%, cameras at 11.2% and musical instruments at 10.9% with recreational durable goods showing higher rates.

3 Purchase Rates by Type of Places for Purchasing and Age Group of Household Heads

(1) Overview

An analysis of purchase rates in living expenditures by type of places for purchasing and age group of the household heads indicates that the purchase rate at supermarkets had the highest in households headed by those all age groups followed by retail stores. Thereafter, discount stores/mass sales speciality stores. The purchase rate at discount stores/mass sales speciality stores was highest in the households headed by those under 30. Thereafter, the rate declined as the age group of the household heads advanced, falling to the lowest level in the households headed by those at age 70 and over. The same trend was found in the purchase rate at convenience stores.

After exceeding 2% in the households headed by those under 30 and those in their 30s, the purchase rate at mail-order selling (on the Internet) fell lower as the age group of the household heads advanced. On the other hand, the purchase rate at mail-order selling (others) generally rose as the age group of the household heads advanced.

(2) Comparison of Various Types of Places for Purchasing by Item

i) Food

A look at the purchase rate of food by type of places for purchasing and age group of the household heads shows that the purchase rate at supermarkets had the highest purchase rate exceeding 50% in households headed by those in all age groups followed by retail stores. The purchase rate at discount stores/mass sales speciality stores in the households headed by those under 30, and the purchase rate at cooperative stores in the households headed by those in their 30s, were high to the next of retail stores.

The purchase rate at retail stores declined as the age group of the household heads advanced up to the 40s and rose thereafter.

The purchase rate of food at convenience stores and discount stores/mass sales speciality stores declined as the age group of the household heads advanced reaching the lowest level in the households headed by those at age 70 and over.

The purchase rate of food at cooperative stores rose as the age group of the household heads advanced up to the 50s and declined thereafter.

ii) Furniture and Household Utensils

An analysis of the purchase rate of furniture and household utensils by type of places for purchasing and age group of the household heads shows that the purchase rate of these items at discount stores/mass sales speciality stores had the highest in households headed by those all age groups followed by retail stores in the households headed by those under 40 and age 60 and over, supermarkets in the households headed by those in their 40s and 50s.

The purchase rate of furniture and household utensils at retail stores declines as the age group of the household heads advanced to the 40s and generally rose thereafter. The same trend was found in the purchase rate at department stores.

On the other hand, the purchase rate of furniture and household utensils at cooperative stores rose as the age group of the household heads advanced to the 50s and generally declines thereafter. The purchase rate of furniture and household utensils at discount stores/mass sales spaciality stores was highest in the households headed by those in their 40s. Thereafter, the purchase rate declined as the age group of the household heads advanced reaching the lowest point in the households headed by those at age 70 and over.

The purchase rate of furniture and household utensils at mail-order selling (on the Internet) was highest in the households headed by those in their 30s. Thereafter, the purchase rate declined as the age group of the household heads advanced.

iii) Clothes and Footwear

An examination of the purchase rate of clothes and footwear by type of places for purchasing and age group of the household heads shows that the households headed by those under 60 was highest rates of discount stores/mass sales spaciality stores followed by department stores, and the households headed by those at age 60 and over was highest rates of department stores followed by retail stores.

The purchase rate of these items at retail stores was highest in the households headed by those under 30. Thereafter, the purchase rate generally declined as the age group of the household heads advanced. The purchase rate of clothes and footwear at department stores declined as the age group of the household heads advanced to the 40s and rises thereafter.

The purchase rate of clothes and footwear at cooperative stores rose as the age group of the household heads advanced. The same trend was found in the purchase rate at mail-order selling (others).

The purchase rate of furniture and household utensils at discount stores/mass sales spaciality stores was highest in the households headed by those in their 30s. Thereafter, the purchase rate declined as the age group of the household heads advanced reaching the lowest point in the households headed by those at age 70 and over. The same trend was found in the purchase rate at mail-order selling (on the Internet).

iv) Reading and Recreation

A look at the purchase rate of reading and recreation items by type of places for purchasing and age group of the household heads shows that in each age group excluding those in their 30s, rates of retail stores was highest followed by discount stores/mass sales spaciality stores and supermarkets, and the households headed by those in their 30s, rates of discount stores/mass

sales speciality stores was highest followed by retail stores and supermarkets.

The purchase rate of reading and recreation items at retail stores was lowest in the households headed by those in their 30s and rose thereafter as the age group of household heads advanced. Moreover, almost the same trend was found in the purchase rate at cooperative stores.

The purchase rate of reading and recreation items at convenience stores decline as the age group of the household heads advanced to the 60s.

The purchase rate of reading and recreation items at department stores was high in the households headed by those under 30 and generally declined thereafter as the age group of the household heads advanced.

In contrast, the purchase rate of reading and recreation items at discount stores/mass sales speciality stores was highest in the households headed by those in their 30s and declined thereafter as the age group of the household heads advanced. The same trend was found in the purchase rate at mail-order selling (on the Internet).

v) Miscellaneous

An analysis of the purchase rate of miscellaneous items by type of places for purchasing and age group of the household heads shows that the purchase rate of these items at retail stores had the highest in households headed by those all age groups. Thereafter, department stores in the households headed by those under 30, discount stores/mass sales speciality stores in the households headed by those in their 30s and supermarkets in the households headed by those at age 40 and over are high.

The purchase rate of miscellaneous expenditure items at convenience stores was highest in the households headed by those under 30 and declined thereafter as the age group of the household heads advanced.

The purchase rate of miscellaneous items at cooperative stores generally rose as the age group of the household heads advanced. The same trend was found in the purchase rate at mail-order selling (others).

The purchase rate of miscellaneous expenditure items at discount stores/mass sales speciality stores was highest in the households headed by those in their 30s and declined thereafter as the age group of the household heads advanced. The same trend was found in the purchase rate at mail-order selling (on the Internet).

4 Living Expenditures by Purchase Region

(1) Overview

An analysis of purchase rates in living expenditures by item and by purchase region indicates that the purchase rate at “Residentary municipality” was highest in all items, the

purchase rate of food was 75.7%, miscellaneous items was 74.7% and furniture and household utensils was 70.6%. The purchase rate of “Other municipality (In residentiary prefecture)” was highest at clothes and footwear at 29.7% followed by furniture and household utensils at 23.3 and reading and recreation items at 21.6%. The purchase rate of “Other municipality (In other prefecture)” was highest at reading and recreation items at 16.0% followed by clothes and footwear at 10.0 and miscellaneous items at 9.5%.

An analysis of purchase rates in living expenditures by city groups and by purchase region indicates that the purchase rate of food at “Residentiary municipality” was highest at all city groups, and the purchase rate rose as city groups expand reaching the highest point of 82.5% in major cities. Also, the same trend was found in the purchase rate of furniture and household utensils and the purchase rate of reading and recreation items.

On the other hand, the purchase rate of clothes and footwear was highest at “Residentiary municipality” in major cities, middle cities and small cities A, “Other municipality (In residentiary prefecture)” at 58.4% in small cities B, towns and villages.

(2) The Purchase Rate of “Other municipality (In other prefecture)” by Prefecture

i) Living Expenditures

An analysis of purchase rates in living expenditures by prefecture and by purchase region indicates that Nara had the highest purchase rate at “Other municipality (In other prefecture)” at 15.9% followed by Saitama, Kanagawa, Ibaraki and Shiga. Prefectures that had households with higher living expenditures were mainly found at circumference of major cities in the Kanto and Kinki region. On the other hand, Okinawa had the lowest rate at “Other municipality (In other prefecture)” at 1.5% followed by Hokkaido, Aomori, Akita and Yamagata.

ii) Cereals and Fruits

An analysis of purchase rates in cereals by prefecture and by purchase region indicates that Gumma had the highest purchase rate at “Other municipality (In other prefecture)” at 11.6% followed by Shiga, Nara, Saitama and Tokyo. Prefectures that had households with higher cereals were mainly found in the Kanto and Kinki region. On the other hand, Niigata had the lowest rate at “Other municipality (In other prefecture)” at 0.5% followed by Hokkaido, Okinawa, Ishikawa, Yamagata and Nagasaki.

An analysis of purchase rates in fruits by prefecture and by purchase region indicates that Saitama had the highest purchase rate at “Other municipality (In other prefecture)” at 15.2% followed by Shiga, Aichi, Tokyo and Kyoto. On the other hand, Hokkaido and Aomori had the lowest rate at “Other municipality (In other prefecture)” at 0.6% followed by Nagano, Okinawa and Yamagata.

iii) Clothes and Footwear

An analysis of purchase rates in clothes and footwear by prefecture and by purchase region indicates that Nara had the highest purchase rate at “Other municipality (In other prefecture)” at 23.5% followed by Saga, Shiga, Wakayama and Saitama. Prefectures that had households with higher clothes and footwear were mainly found at circumference of major cities in the Kanto and Kinki region. On the other hand, Hokkaido had the lowest rate at “Other municipality (In other prefecture)” at 0.9% followed by Okinawa, Aomori, Ishikawa and Kumamoto.

iv) Reading and Recreation

An analysis of purchase rates in reading and recreation by prefecture and by purchase region indicates that Nara had the highest purchase rate at “Other municipality (In other prefecture)” at 27.9% followed by Saitama, Tochigi, Kanagawa and Shiga. Prefectures that had households with higher reading and recreation were mainly found at circumference of major cities in the Kanto and Kinki region. On the other hand, Hokkaido had the lowest rate at “Other municipality (In other prefecture)” at 3.9% followed by Okinawa, Miyazaki, Oita and Aomori. Prefectures that had households with lower reading and recreation were mainly found in the Hokkaido, Tohoku and Kyushu region.

II One-person Households

1 Purchase place by age group and sex

(1) Overview

Looking at male and female’s living expenditures (other than eating out, house rents and other costs for services, and electricity, gas, water and other public utility bills) by places of purchasing, retail stores had the highest share for male and female alike – 33.3% for male and 32.5% for female – followed in order among male at 25.5% for supermarkets and 12.6% for discount stores/mass sales speciality stores. For female, on the other hand, the proportion was 27.8% for supermarkets and 12.3% for department stores.

Additionally seen by age group retail stores had the highest share in the under 30 years old age range for male and female alike – 28.4% for male and 34.7% for female – followed in order among male at 20.2% for discount stores/mass sales speciality stores and 16.6% for supermarkets. For female, on the other hand, the proportion was 19.1% for supermarkets and 14.4% for department stores.

In the 30 to 59 age range, retail stores had the highest share among both male and female – 32.4% for male and 32.6% among female – followed in order among male at 24.6% for supermarkets and 13.6% for convenience stores. For female, on the other hand, the order was 24.6% for supermarkets and 13.3% for department stores.

In the 60 years or older segment, retail stores had the highest share among both male and female – 36.6% for male and 32.2% among female – followed in order among male at 30.1% for supermarkets and 9.4% for discount stores/mass sales speciality stores. For female, on the other hand, the order was 30.3% for supermarkets and 11.6% for department stores. Comparing male and female, the shares for retail stores and convenience stores and discount stores/mass sales speciality stores were higher among male than female in all age groups, while the shares for department stores and cooperative stores were higher among female than male.

(2) Age Comparisons

Comparing places of purchasing living expenditures among the under 30 years old and 60 years or older age groups, convenience, department, and discount stores/mass sales speciality stores and mail-order selling (internet) had higher shares among male and female alike in the under 30 years old group, with a particularly wide share disparity for convenience stores among male. In contrast, supermarkets, cooperative stores and mail-order selling (others) had higher shares among both male and female in the 60 years or older range, with a larger share difference for supermarkets among both male and female.

(3) Comparisons by Items

Comparing places of purchasing living expenditures by item, supermarkets accounted for over 40% of food purchases for male and female in all age groups followed by convenience stores had the higher shares among male and female under 30 years old and male in the 30 to 59 age range, retail stores had the higher shares among female in the 30 to 59 age range and male and female in the 60 years or older range.

Discount stores/mass sales speciality stores had the highest share for furniture and household utensils among both male and female under 30 years old and the 30 to 59 group and male in the 60 years or older range, retail stores among female in the 60 years or older range.

Retail stores had the highest share for clothes and footwear among male and female under 30 years old and male in the 30 to 59 age range, department stores had higher shares among female in the 30 to 59 age range and male and female in the 60 years or older range.

Retail stores had the highest share for reading and recreation among male and female in all age groups.

Convenience stores had the highest share for miscellaneous items among male under 30 years old and in the 30 to 59 age range, department stores had higher shares among female under 30 years old and retail stores had the higher shares among female in the 30 to 59 age range and male and female in the 60 years or older range.

(4) Mail-order selling (Internet)

Regarding purchases via mail-order selling (Internet), food accounted for 0.2%, furniture and household utensils 3.9%, clothes and footwear 4.8%, reading and recreation 11.8%, and miscellaneous 0.6% for living expenditure shares by item among male. On the other hand, the figures were 0.3% for food, 2.5% for furniture and household utensils, 2.4% for clothes and footwear, 4.4% for reading and recreation and 2.8% for miscellaneous among female.

Additionally seen by age group, reading and recreation in under 30 years old and from 30 to 59 age range accounted for respective 12.2% and 17.4% shares among male, 13.0% and 11.0% shares among female, the highest percentage after retail stores and discount stores/mass sales speciality stores for both age groups.

2 Changes in Places of Purchasing

With regard to places of purchasing, the share for discount stores/mass sales speciality stores rose among all age groups compared to 2004. In particular, among the under 30 years old group, it rose from 11.9% in 2004 to 17.6% in 2009, the same level as supermarkets. On the other hand, the share for retail stores and department stores fell among all age ranges.

By item, supermarkets' share of food rose among all age groups, especially among those under 30 years old, increasing from 37.3% in 2004 to 42.8% in 2009. On the other hand, the share for retail stores fell among all age ranges.

Discount store/mass sales speciality stores shares of furniture and household utensils rose among all age groups. On the other hand, the share for retail stores fell among all age ranges.

Supermarkets and discount store/mass sales speciality stores shares of clothes and footwear rose among all age groups. On the other hand, the share for department stores fell among all age ranges.

Discount store/mass sales speciality stores among under 30 years old and the 60 years or older range and mail-order selling (internet) among under 30 years old and from 30 to 59 age range shares of reading and recreation rose, on the other hand, the share for retail stores fell among all age groups.

Retail stores and convenience stores shares of miscellaneous items rose among all age groups. On the other hand, the share for department stores fell among all age ranges.

3 Purchase Region by Items

An analysis of purchase rates in living expenditures by sex and by purchase region indicates that the purchase rate at "Residential municipality" had highest shares among both male and female in all age groups followed by "Other municipality (In residential prefecture)" and "other municipality (In other prefecture)".

Additionally seen by items, "Other municipality (In residential prefecture)" had the highest

share for clothes and footwear among female under 30 years old, “Residentiary municipality” had higher shares for all other items among both male and female in each age group excluding female under 30 years old. “Other municipality (In other prefecture)” was higher share after “Residentiary municipality” for furniture and household utensils among both male and female under 30 years old, for clothes and footwear and reading and recreation among male in the 60 years or older range, for miscellaneous items among male in the 30 to 59 age range.