

July 22, 2016

Communications Usage Trend Survey in 2015 Compiled

The Ministry of Internal Affairs and Communications (MIC) has compiled its Communications Usage Trend Survey, a survey of the communication services usage by households and businesses at the end of 2015.

For the highlights and an outline of the survey, please see Attachment 1 and Attachment 2, respectively.

Details of the survey will be posted on the website for the MIC's Information & Communications Statistics Database and released in a machine-readable data format (CSV format).

(URL: <http://www.soumu.go.jp/johotsusintokei/statistics/statistics05.html>)

[Highlights of the Survey]

- 1. The smartphone ownership rate among individuals surpassed 50 percent for the first time (44.7 percent in 2014 → 53.1 percent in 2015).**
- 2. The percentage of businesses which have introduced telework continued to rise (11.5 percent in 2014 → 16.2 percent in 2015).**
- 3. Although the percentage of businesses which reported a security breach declined, the percentages of businesses which cited security problems in particular, including “concern about virus infections” and “difficulties in establishing security measures” rose. (Virus infections: 39.7 percent in 2014 → 47.8 percent in 2015; security measures: 36.3 percent in 2014 → 44.2 percent in 2015)**

Survey Outline

MIC has conducted the Communications Usage Trend Survey annually since 1990, targeting households (households and household members) and businesses, as a general statistics survey in accordance with the Statistics Act (Act No. 53 of 2007). (Business surveys have been conducted each year since 1993, except for 1994. Surveys of household members started in 2001.) MIC has conducted the household survey by prefecture since 2010.

	Households	Businesses
Survey period	January – February 2016	
Survey area	Nationwide	
Scope of attributes / Level of survey	Households headed by someone aged 20 or older (as of April 1, 2015) and household members aged 6 or older	Businesses with 100 or more regular employees in industries other than public affairs
Number of samples [Effective mails]	40,592 [39,428]	5,140 [3,464]
Effective responses [%]	14,765 households (36,402 persons) [37.4%]	1,845 businesses [53.3%]
Survey items	Communication services usage, communication-device ownership, etc.	
Survey method	Survey form sent and collected by postal mail or online (email)	

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