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## Communications Usage Trend Survey in 2016 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 September 2016.

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. Internet Usage Trends

- (i) The Internet usage rate among individuals was 83.5 percent, up from 83.0 percent in 2015.
- (ii) By household annual income bracket, the Internet usage rate was around 90 percent among households in the annual income brackets over ¥4 million.
- (iii) By age group, more than two-thirds of individuals in the 20-29 age group used SNS/video posting.
- (iv) The usage rate for social media services among overall businesses was 22.1 percent, almost flat from the previous year, while the usage rate in the financial/insurance industry rose to 34.1 percent.

#### 2. Smartphone Usage and Ownership

- (i) The percentage of individuals who used smartphones to access the Internet was 57.9 percent, up from 54.3 percent in 2015.
- (ii) The smartphone ownership rate among individuals was 56.8 percent, up from 53.1 percent in 2015.
- (iii) The smartphone ownership rate among households was 71.8 percent, and the gap between the smartphone ownership rate and the computer ownership rate (73.0 percent) narrowed to 1.2 points. (2015: a gap of 4.8 points)

### 3. ICT and Labor Productivity

Businesses using ICT have higher labor productivity per company (productivity premium) than businesses not using it with respect to all types of ICT.

- Telework: productivity premium of 60 percent over businesses that have not introduced telework.
- ICT education: productivity premium of 30 percent over businesses that have not implemented ICT education
- Cloud services: productivity premium of 30 percent over businesses that are not using cloud services
- Wireless communication systems and tools: productivity premium of 20 percent over businesses that have not introduced wireless communication systems and tools

### 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	November – December 2016	
Survey area	Nationwide	
Scope of attributes / Level of survey	Households headed by someone aged 20 or older (as of April 1, 2016) and household members aged 6 or older	Businesses with 100 or more regular employees in industries other than public affairs
Sample size [Effective mails]	40,592 [38,565]	5,140 [4,133]
Effective responses [%]	17,040 households (44,430persons) [44.2%]	2,032 businesses [49.2%]
Survey items	Communication services usage, communication-device ownership, etc.	
Survey method	Survey form sent and collected by postal mail or online (email)	

\*In the household survey portion of the Communications Usage Trend Survey in 2016, a simplified survey form covering a limited range of items was used in addition to the existing survey form in order to improve the survey recovery rate. The recovery status concerning each of the survey forms is as follows:

Survey form version	Sample size [Effective mails]	Effective responses [%]
Existing version	6,608 [6,211]	2,506 households (6,472 persons) [40.3%]
Simplified version	33,984 [32,354]	14,534 households (37,959 persons) [44.9%]

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