

I. Summary of Survey

1. Purpose of the Survey

This survey is designed to better understand the current situation of consumer problems and the required policy needs in order to develop and implement consumer policies by examining awareness, actions and experiences of consumer accidents and troubles in daily life and analyzing the results.

This survey covers the current situation of consumer accidents and troubles through wide range of age groups from young to elderly people comprehensively. The results of this survey are also used for “White Paper” on Consumer Affairs.

2. Survey Items

- (1) Awareness or actions for your daily life and consumer life
- (2) Awareness and actions concerning the use of the Internet
- (3) Disposal of unnecessary goods
- (4) Use of SNS
- (5) Consumer accidents/troubles
- (6) Protection of children (under 15) from accidents
- (7) Evaluation of consumer policies
- (8) Consumer contract

3. Survey Target

- (1) Statistical population: residents of Japan aged 15 or over who have Japanese nationality
- (2) Number of samples: 10,000
- (3) Number of locations: 400 (375 municipalities)
- (4) Method of extraction: two-stage stratified random sampling

4. Survey Period From November 3rd to November 30th, 2017

5. Survey Methods Visit detention / visiting collection method (investigators distribute and collect questionnaires)

 *Note that the posting collection method (the method that investigators distribute questionnaires and then respondents send back the questionnaires) is used for some of those who requested

6. Conducted by Nippon Research Center Ltd.

7. Result of Collection

- (1) Quantity of responses (rate): 6,255 (62.6%)
- (2) Quantity of questionnaires not collected (rate) 3,745 (37.5%)
 - Reasons: Relocation → 304 Long-term absence → 233 Temporary absence → 1,012
 - Address unknown → 146 Rejection → 1,525 Other (illness, etc.) → 525

8. Results by Gender and Age

Male				Female			
Age	Number of samples	Quantity of responses	Collection rate	Age	Number of samples	Quantity of responses	Collection rate
	persons	persons	%		persons	persons	%
15 to 19	256	148	57.8	15 to 19	234	139	59.4
20 to 29	549	273	49.7	20 to 29	562	249	44.3
30 to 39	648	342	52.8	30 to 39	641	385	60.1
40 to 49	913	532	58.3	40 to 49	900	593	65.9
50 to 59	746	454	60.9	50 to 59	762	561	73.6
60 to 69	837	586	70.0	60 to 69	879	641	72.9
70 to 79	597	425	71.2	70 to 79	728	507	69.6
80 or over	287	170	59.2	80 or over	461	250	54.2
	4,833	2,930	60.6		5,167	3,325	64.4

9. Target Attributes

(1) City size

	Total	Big city	Medium-size city (with a population of 100,000 or more)	Small city (with a population of less than 100,000)	Town and village
Total	6,255	1,576	2,556	1,512	611
%	100	25.2	40.9	24.2	9.8

(2) Area

	Total	Hokkaido	Tohoku	Kanto	Hokuriku	Tokai	Kinki	Chugoku	Shikoku	Kyushu
Total	6,255	282	477	2,049	315	820	923	401	206	782
%	100	4.5	7.6	32.8	5.0	13.1	14.8	6.4	3.3	12.5

(3) Gender

	Total	Male	Female
Total	6,255	2,930	3,325
%	100	46.8	53.2

(4) Age

	Total	15 to 19	20 to 29	30 to 39	40 to 49	50 to 59	60 to 69	70 to 79	80 or over
Total	6,255	287	522	727	1,125	1,015	1,227	932	420
%	100	4.6	8.3	11.6	18.0	16.2	19.6	14.9	6.7

(5) Gender/age

	Total	Male 15 to 19	20 to 29	30 to 39	40 to 49	50 to 59	60 to 69	70 to 79	80 or over
Total	6,255	148	273	342	532	454	586	425	170
%	100	2.4	4.4	5.5	8.5	7.3	9.4	6.8	2.7

	Female 15 to 19	20 to 29	30 to 39	40 to 49	50 to 59	60 to 69	70 to 79	80 or over
	139	249	385	593	561	641	507	250
	2.2	4.0	6.2	9.5	9.0	10.2	8.1	4.0

(6) Occupation

	Total	Company officer, civil servant, association staff	Part- timer,temporary worker, dispatched worker, etc.	Selfemployed, freelancer	Student	Homemaker	Jobless	Other	No answer
Total	6,255	2,071	1,069	547	386	956	1,158	54	14
%	100	33.1	17.1	8.7	6.2	15.3	18.5	0.9	0.2

(7) Housemates

	Total	Spouse	Children (including spouse of children)	Parents (including parents of spouse)	Siblings (including spouse of siblings)	Grandparents (including grandparents of spouse)	Grandchildren (including spouse of grandchildren)	Other relatives	Others	None of them (living alone)	No answer
Total	6,255	3,903	2,750	1,729	697	256	309	58	54	565	21
%	100	62.4	44.0	27.6	11.1	4.1	4.9	0.9	0.9	9.0	0.3

(8) Family structure/generation

	Total	Living alone	Spouse only	2 generations (living with spouse and children)	2 generations (living with parents or spouse's parents)	3 generations (living with parents/ grandparents)	3 generations (living with children/parents)	3 generations (living with children/ grandchildren)	4 generations (living with children/parents/ grandparents)	4 generations (living with grandchildren/ children/parents)	5 generations (living with grandchildren/ children/parents/ grandparents)	Other	No answer
Total	6,255	565	1,413	2,038	1,147	159	367	251	30	24	1	239	21
%	100	9.0	22.6	32.6	18.3	2.5	5.9	4.0	0.5	0.4	0.0	3.8	0.3

(9) Number of housemates

	Total	1	2	3	4	5	6	7 or more	No answer
Total	6,255	579	1,832	1,508	1,304	592	268	171	1
%	100	9.3	29.3	24.1	20.8	9.5	4.3	2.7	0.0

(10) Age of youngest housemate

	Total	0 to 4	5 to 9	10 to 14	15 to 19	20 or over	No answer
Total	6,255	524	408	514	624	4,133	52
%	100	8.4	6.5	8.2	10.0	66.1	0.8

(11) Living arrangement

	Total	Own house (stand-alone house)	Own house (condominium)	Private leased house (stand- alone house, condominium)	Issued house (company housing, public officers' housing)	Public rental housing	Rented room, lodging	Live-in, dormitory, dormitory for singles, etc.	Other	No answer
Total	6,255	4,333	703	731	97	308	41	13	20	9
%	100	69.3	11.2	11.7	1.6	4.9	0.7	0.2	0.3	0.1

(12) Educational background

	Total	Elementary or junior high school	High school	Specialized training college, miscellaneous category school, etc.	Junior college (including college of technology)	University	Graduate school	Other	No answer
Total	6,255	730	2,692	699	567	1,396	134	6	31
%	100	11.7	43.0	11.2	9.1	22.3	2.1	0.1	0.5

II. Summary of the Survey Results

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1. Awareness or actions for your daily life and consumer life

(1) Awareness when choosing goods and services

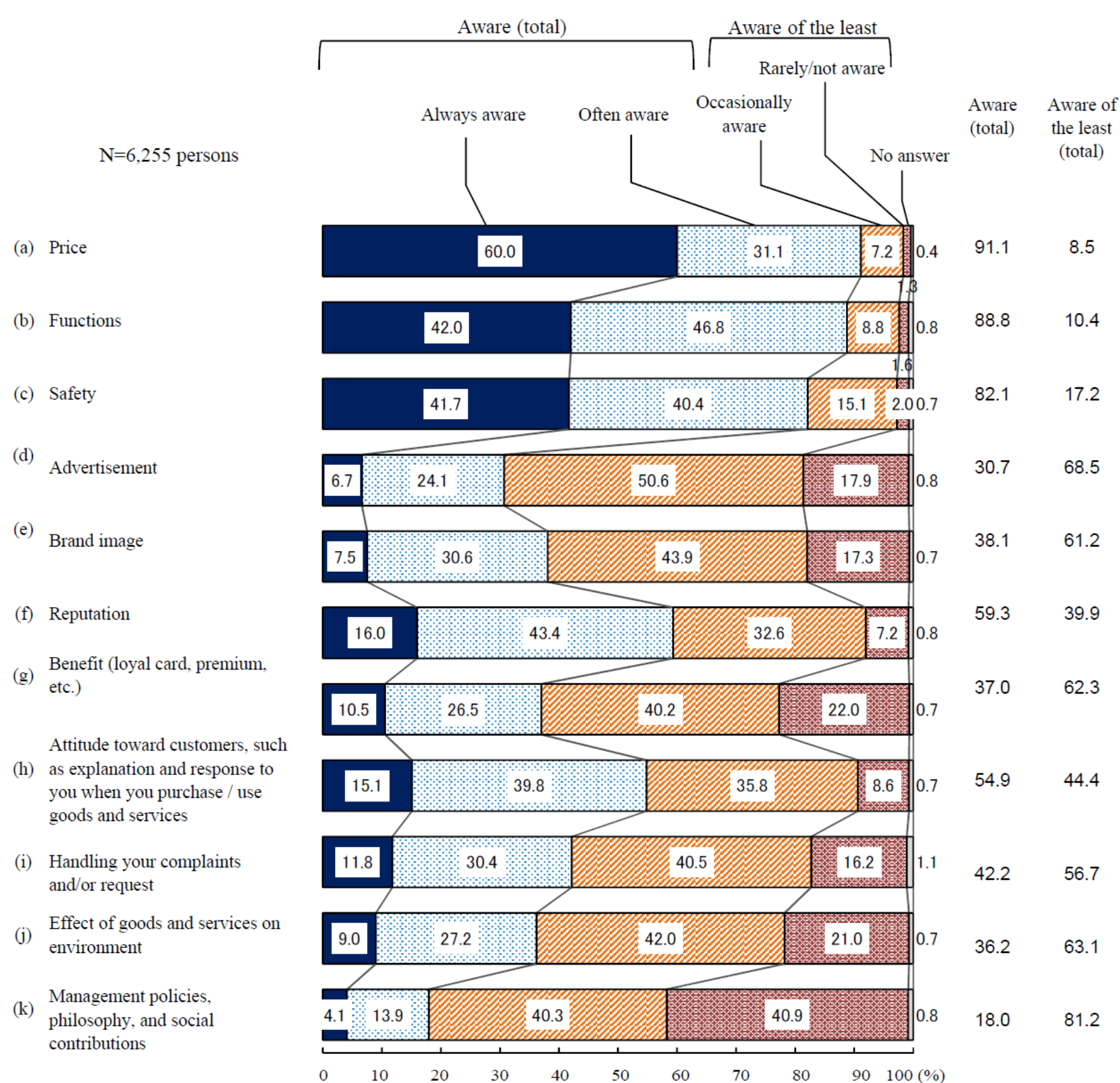
Q1. How often are you aware of the following items when choosing goods and services? One answer per line.

In response to a question concerning to what extent they are aware of the following each item when choosing goods and services, and the result were obtained as shown in the figure below.

Among the 11 items from (a) to (k), in terms of the items consisting “aware of the most (‘always aware’ + ‘often aware’),” “price” (91.1%) accounted for the highest percentage, followed by “functions” (88.8%) and “safety” (82.1%).

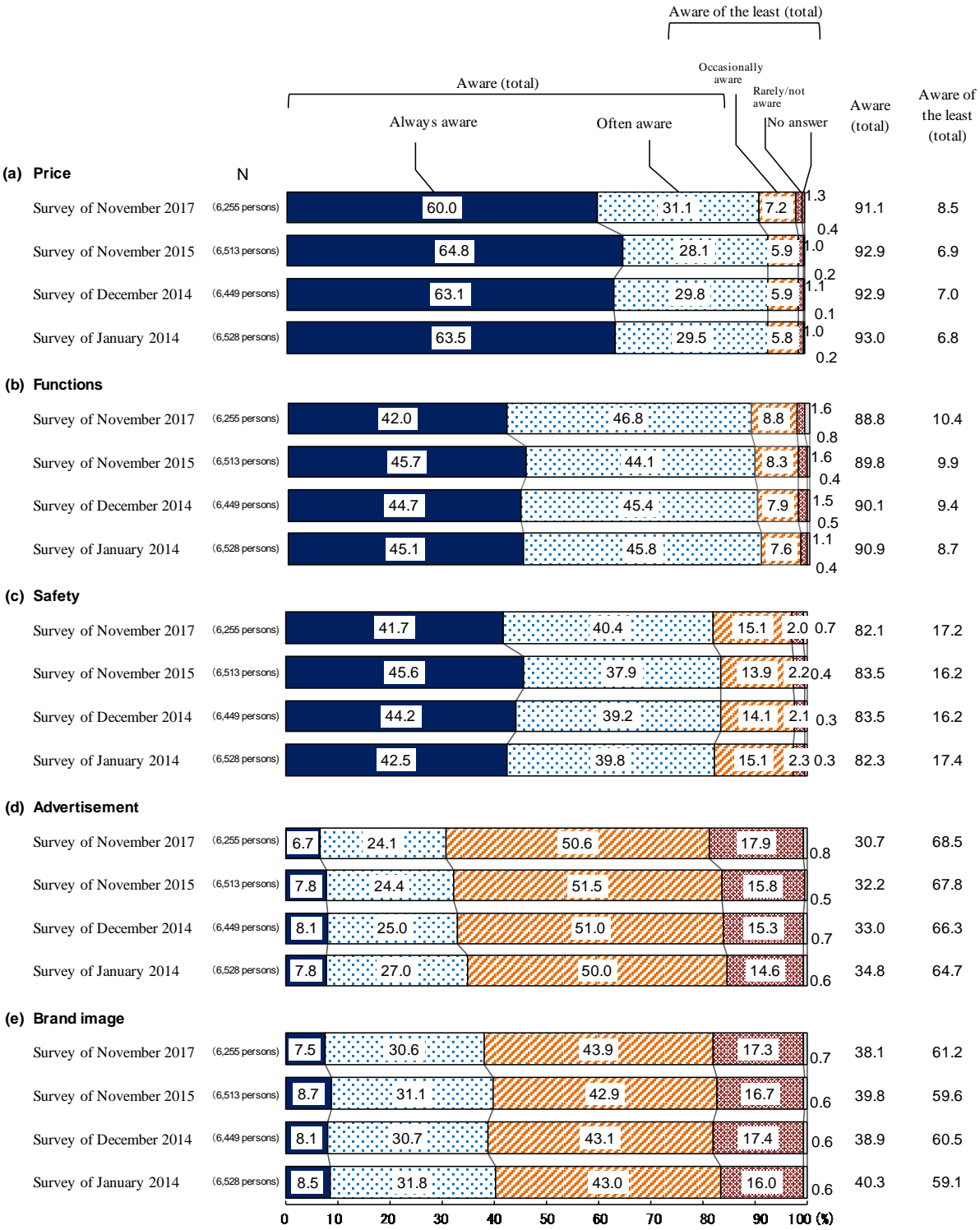
On the other hand, in terms of the items consisting “aware of the least (‘occasionally aware’ + ‘rarely/not aware’),” “management policies, philosophy, and social contributions” (81.2%) accounted for the highest percentage, followed by “advertisement” (68.5%), “effect of goods and services on environment” (63.1%), “benefit (loyal card, premium, etc.)” (62.3%), and “brand image” (61.2%). (Figure 1–1 (1))

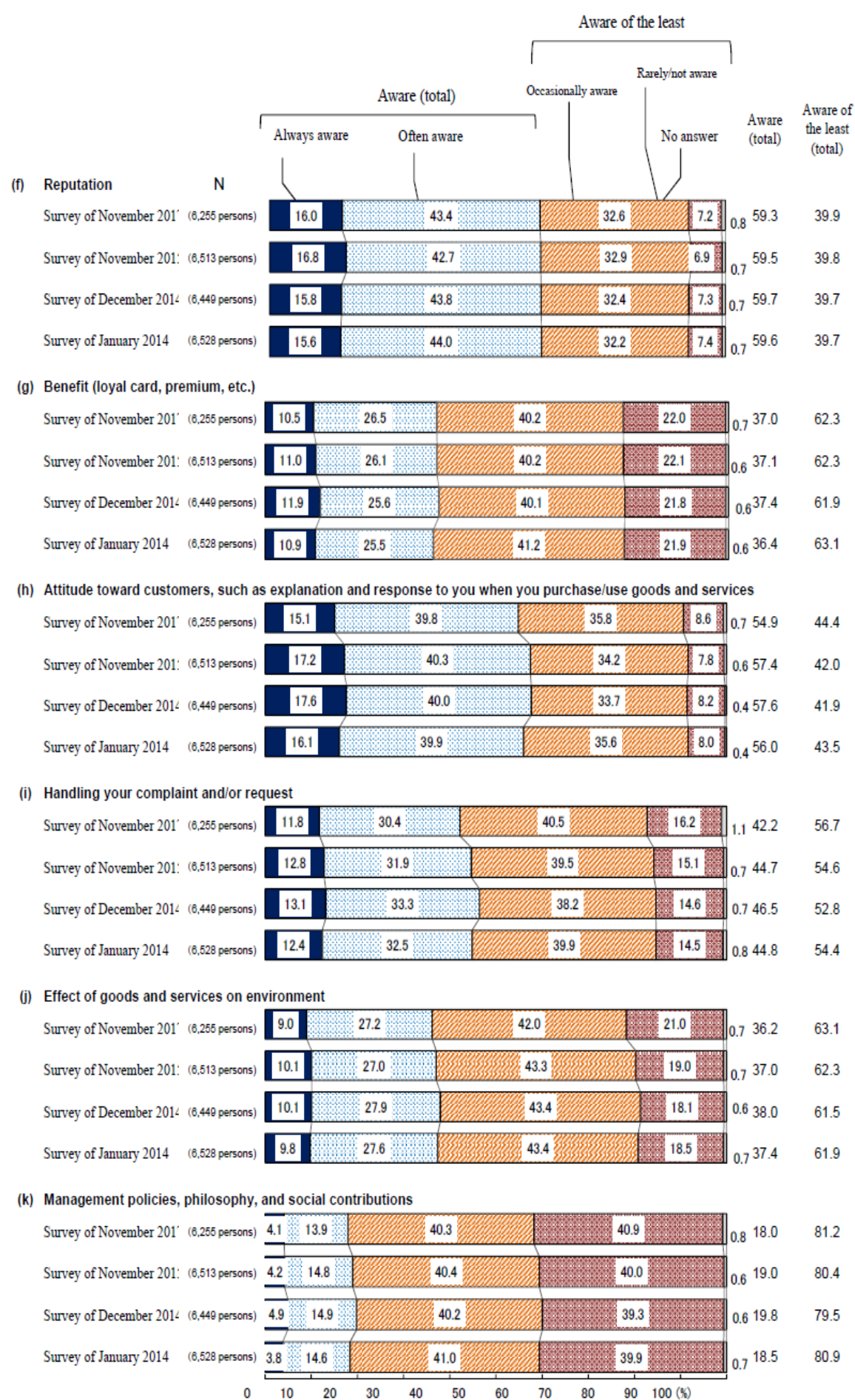
Figure 1–1 (1) Awareness when choosing goods and services



The figure below shows the results in comparison with past survey results. (Figure 1–1 (2))

Figure 1-1 (2) Awareness when choosing goods and services (time series)





(2) Actions consumers are trying to take

Q2. To what extent do you pay attention to the following actions as a consumer?

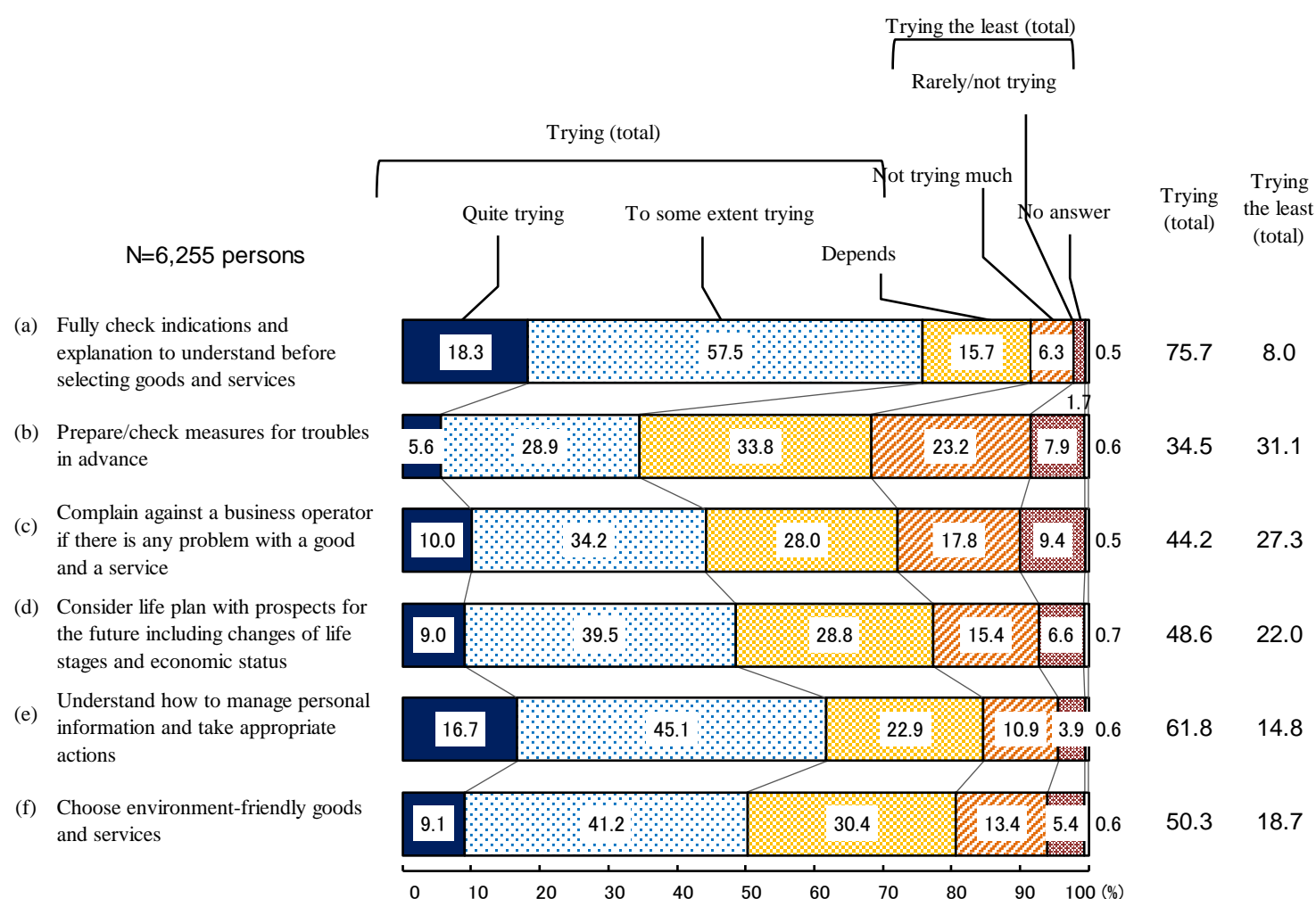
One answer per line.

In response to a question concerning to what extent they try to take an attitude toward the following each action, and the result were obtained as shown in the figure below.

Among 6 items from (a) to (f), in terms of the items consisting “trying the most (‘quite trying’ + ‘to some extent trying’),” “fully check indications and explanation to understand before selecting goods and services” (75.7%) accounted for the highest percentage, followed by “understand how to manage personal information and take appropriate actions” (61.8%), and “choose environment-friendly goods and services” (50.3%).

On the other hand, in terms of the items consisting “trying the least (‘not trying much’ + ‘rarely/not trying’),” “prepare/check measures for troubles in advance” (31.1%) accounted for the highest percentage, followed by “complain against a business operator if there is any problem with a good and a service” (27.3%), and “consider life plan with prospects for the future including changes of life stages and economic status” (22.0%). (Figure 1–2 (1))

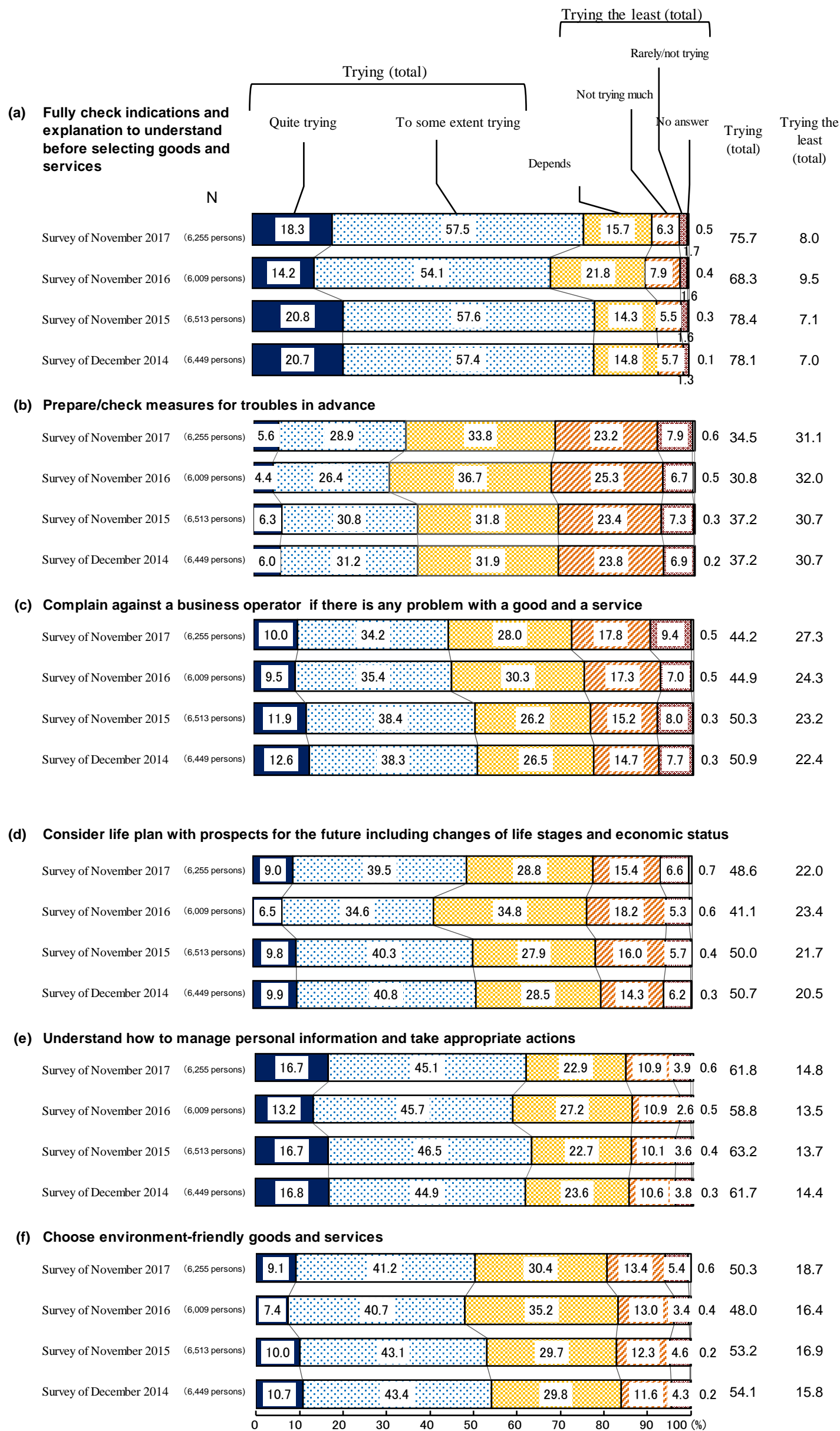
Figure 1–2 (1) Actions consumers are trying to take



The figure below shows the comparison with past survey results.

In comparison with the result of last survey (hereinafter this refers to the survey in November 2016), the percentages of “trying” have increased in 5 items other than “complain against business operators if there is any problem with goods and services,” although the percentages of all items are less than the survey before last (November 2015). (Figure 1–2 (1))

Figure 1–2 (1) Actions consumers are trying to take (time series)



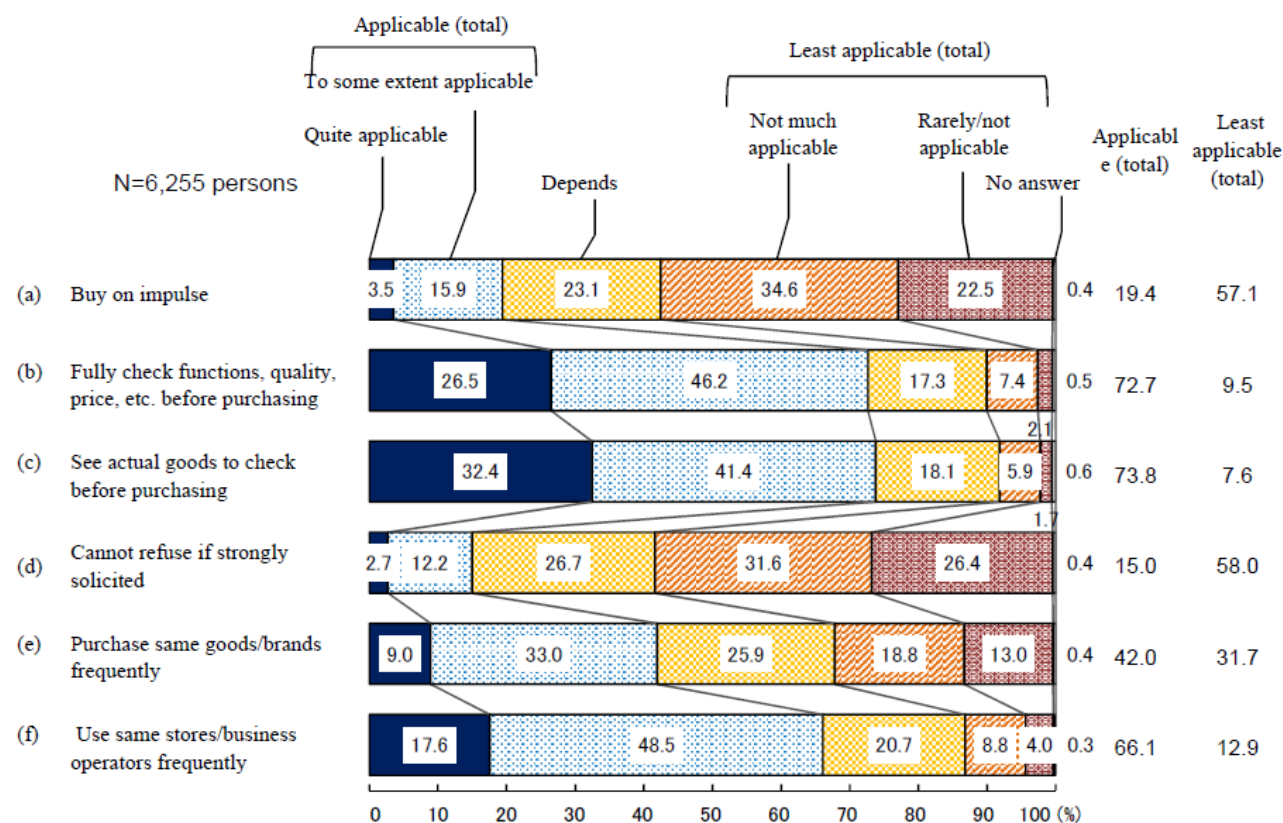
(3) Consumption behavior for a good and a service of 10,000 yen or more

Q3. When purchasing or making a contract for a good and a service of 10,000 yen or more, which one does match your attitude for following each item? One answer per line.

In response to a question about consumption behavior when purchasing or making a contract for a good and a service of 10,000 yen or more, the result were obtained as shown in the figure below. Among 6 items from (a) to (f), in terms of the items consisting “applicable (‘quite applicable’ + ‘to some extent applicable’),” “see actual goods to check before purchasing” (73.8%) accounted for the highest percentage, followed by “fully check functions, quality, price, etc. before purchasing” (72.7%), and “use same stores/business operators frequently” (66.1%).

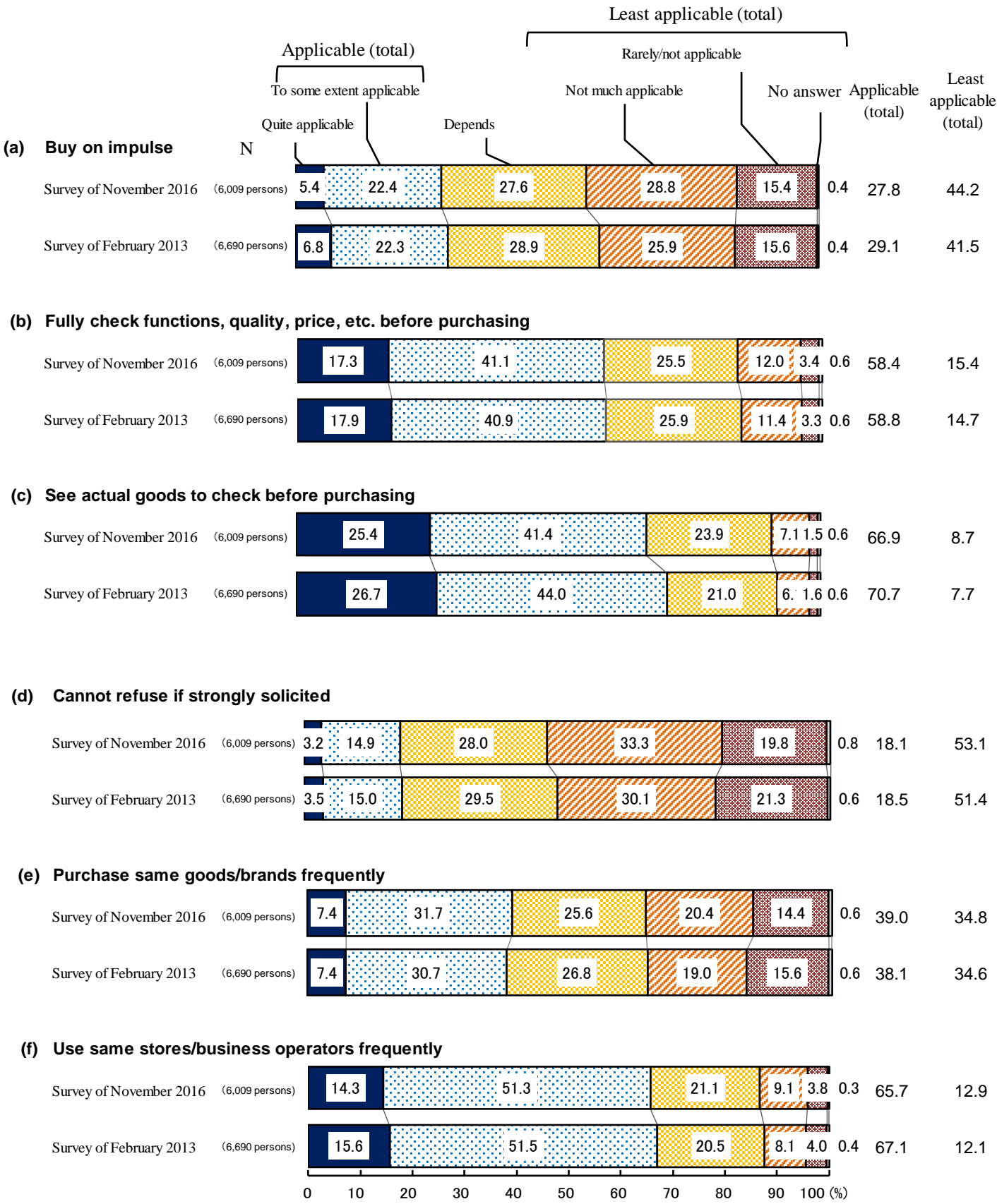
On the other hand, in terms of the items consisting “applicable (‘not much applicable’ + ‘rarely/not applicable’),” “cannot refuse if strongly solicited” (58.0%) accounted for the highest percentage, followed by “buy on impulse” (57.1%), and “purchase same goods/brands frequently” (31.7%). (Figure 1–3 (1))

Figure 1–3 (1) Consumption behavior for a good and a service of 10,000 yen or more



In the last survey and the survey in February 2013,in response to a question about consumption behavior of goods and services without limiting to “10,000 yen or more,” these results are obtained as shown below as a reference. (Figure 1–3 (2))

(Reference) Figure 1–3 (2) Consumption behavior
“For your consumption behavior, which answer does match your attitude for each item?”

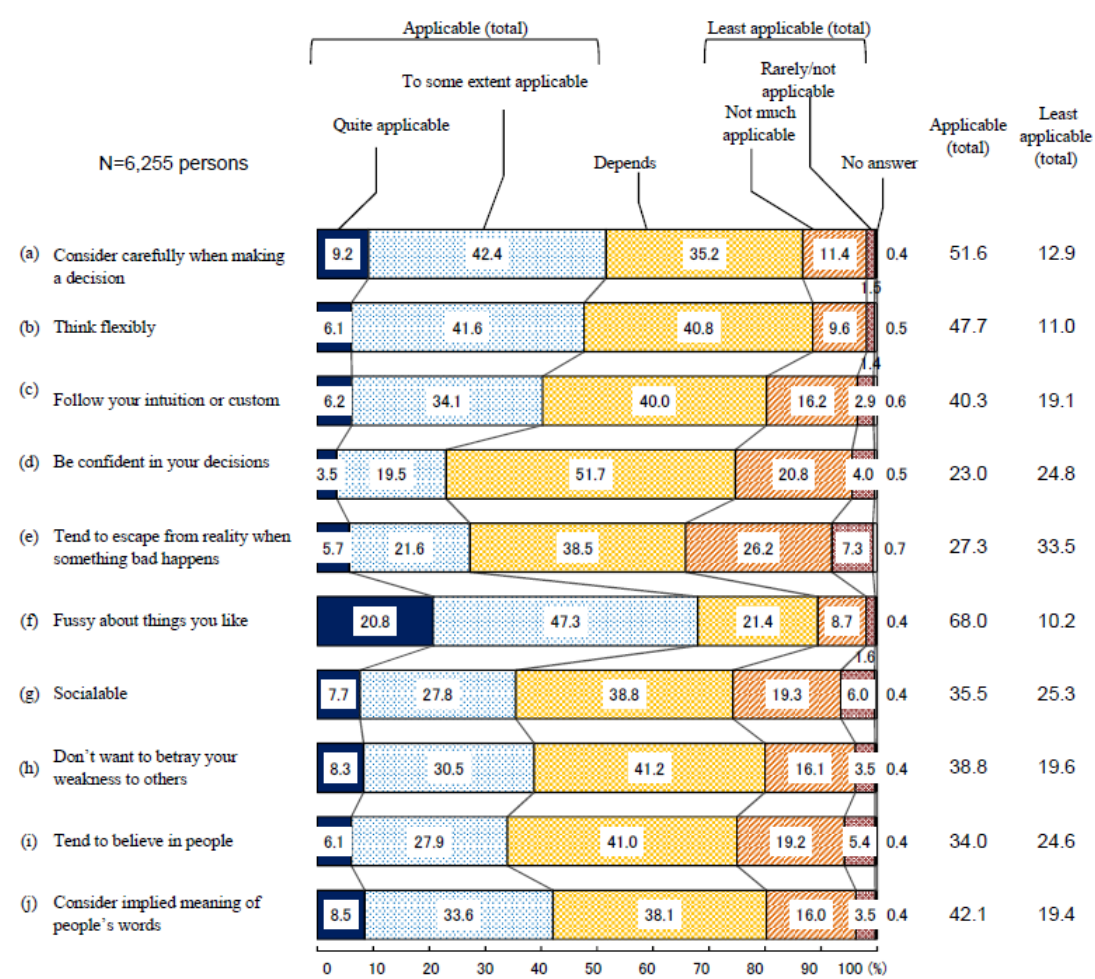


(4) Awareness and actions in daily life

Q4. For your awareness and actions in your daily life, which one does match your attitude for following each item?
One answer per line.

In response to a question about awareness and actions in daily life, and the result were obtained as shown in the figure below. Among 10 items from (a) to (j), in terms of the items consisting “applicable (‘quite applicable’ + ‘to some extent applicable’),” “fussy about things you like” (68.0%) accounted for the highest percentage, followed by “consider carefully when making a decision” (51.6%), and “think flexibly ” (47.7%).
On the other hand, in terms of items consisting “applicable (‘not much applicable’ + ‘rarely/not applicable’),” “tend to escape from reality when something bad happens (33.5%) accounted for the highest percentage, followed by “sociable” (25.3%), “be confident in your decisions” (24.8%), and “tend to believe in people” (24.6%). (Figure 1–4)

Figure 1–4 Awareness and actions in daily life



2. Awareness and actions concerning the use of the Internet

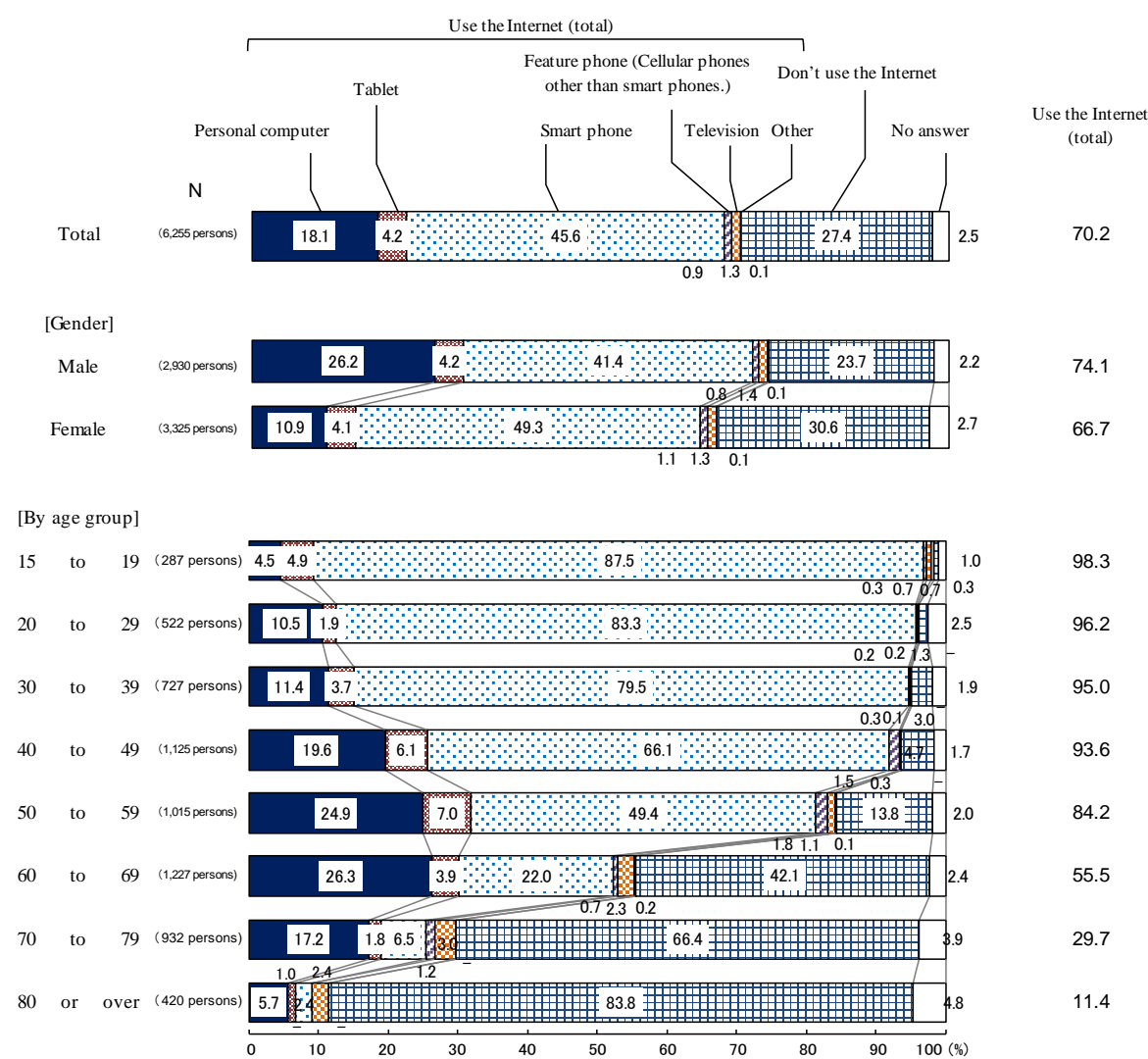
(1) Main device when using the internet

Q5. When you use the Internet (except for business), what device do you mainly use? One answer only.

In response to a question about the main device when using the Internet, “smart phone” (45.6%) ranked the most used device, followed by “personal computer” (18.1%), and “tablet” (4.2%). 27.4% “don’t use the Internet”.

Looking by gender, 41.4% of men and 49.3% of women answered “smart phone.” Looking by age group, for 49 years old or less, less than 5% “don’t use the Internet,” but for 50 years old or older, the percentage of “don’t use the Internet” becomes higher as the age group goes up. (Figure 2–1)

Figure 2–1 Main device when using the Internet



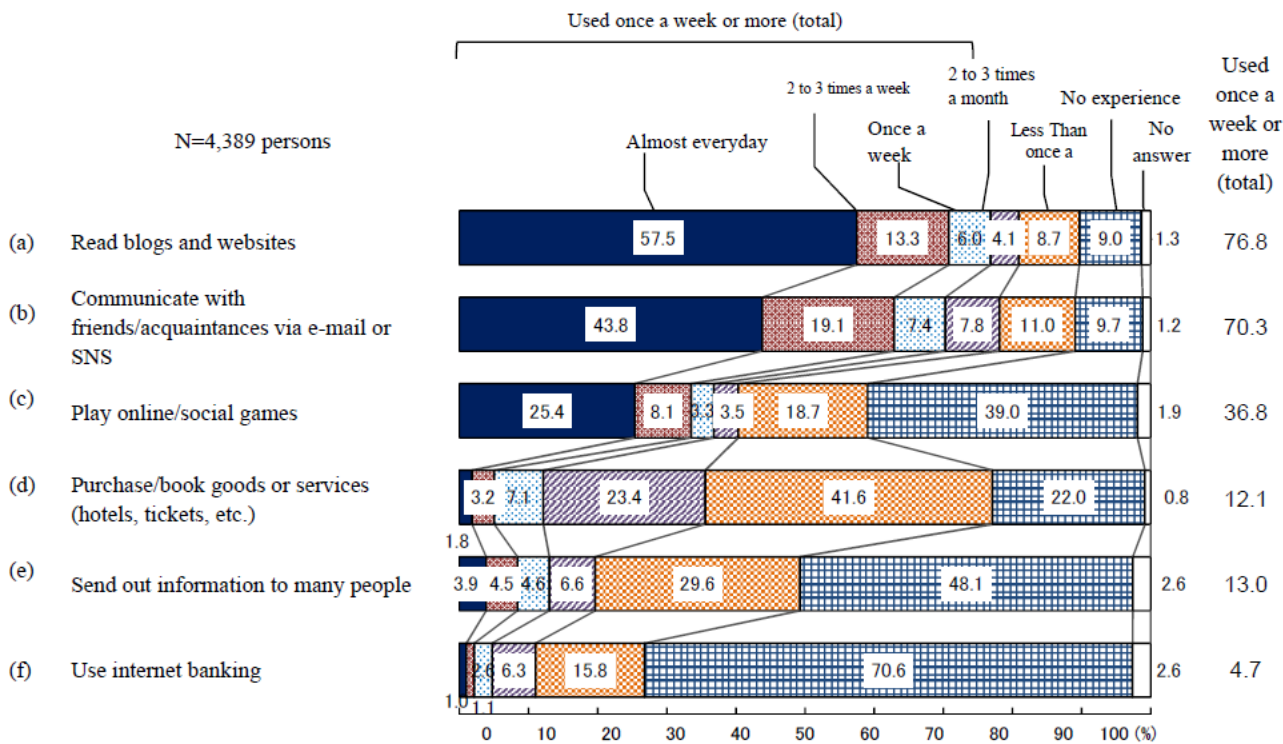
(2) Frequency of behaviors on the Internet

[Ask Q6 if any one of “1.” through “6.” in Q5.]
Q6. How often did you use the Internet for the following purposes in the past year? One answer per line.
(Include devices other than one mainly used.)

In response to a question about the frequency of Internet behavior in the past year to Internet users, the result were obtained as shown in the figure below.

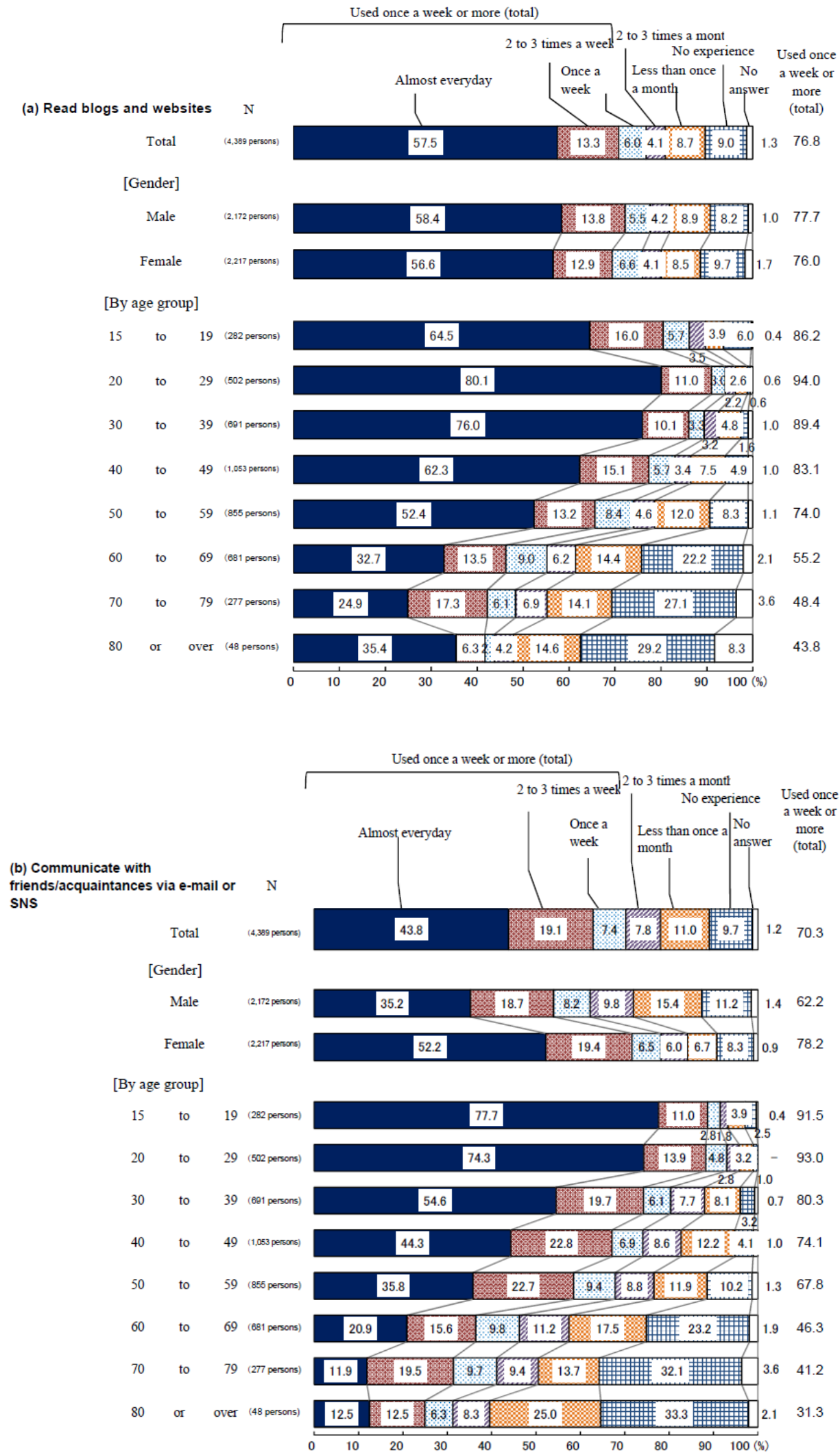
Among 6 items from (a) to (f), in terms of the items consisting “used once a week or more (‘almost every day’ + ‘2 to 3 times a week’ + ‘once a week’),” “read blogs and websites (76.8%)” accounted for the highest percentage, followed by “communicate with friends/acquaintances via e-mail or SNS” (70.3%), and “play online/social games” (36.8%). (Figure 2–2 (1))

Figure 2–2 (1) Frequency of behaviors on the Internet



Looking by age group for “used once a week or more” to “read blogs and websites,” 20 to 29 years old (94.0%) accounted for the highest percentage, and the percentage decreases as age increases at age groups over 29 years old. As well as the previous item, for “communicate with friends/acquaintances via e-mail or SNS”, 20 to 29 years old accounted for 93.0%, and the percentage decreases as age increases at age groups over 29 years old; by gender, women (78.2%) have higher percentage than that of men (62.2%). (Figure 2–2 (2))

Figure 2-2(2) Frequency of activities on the Internet (by gender/age group)



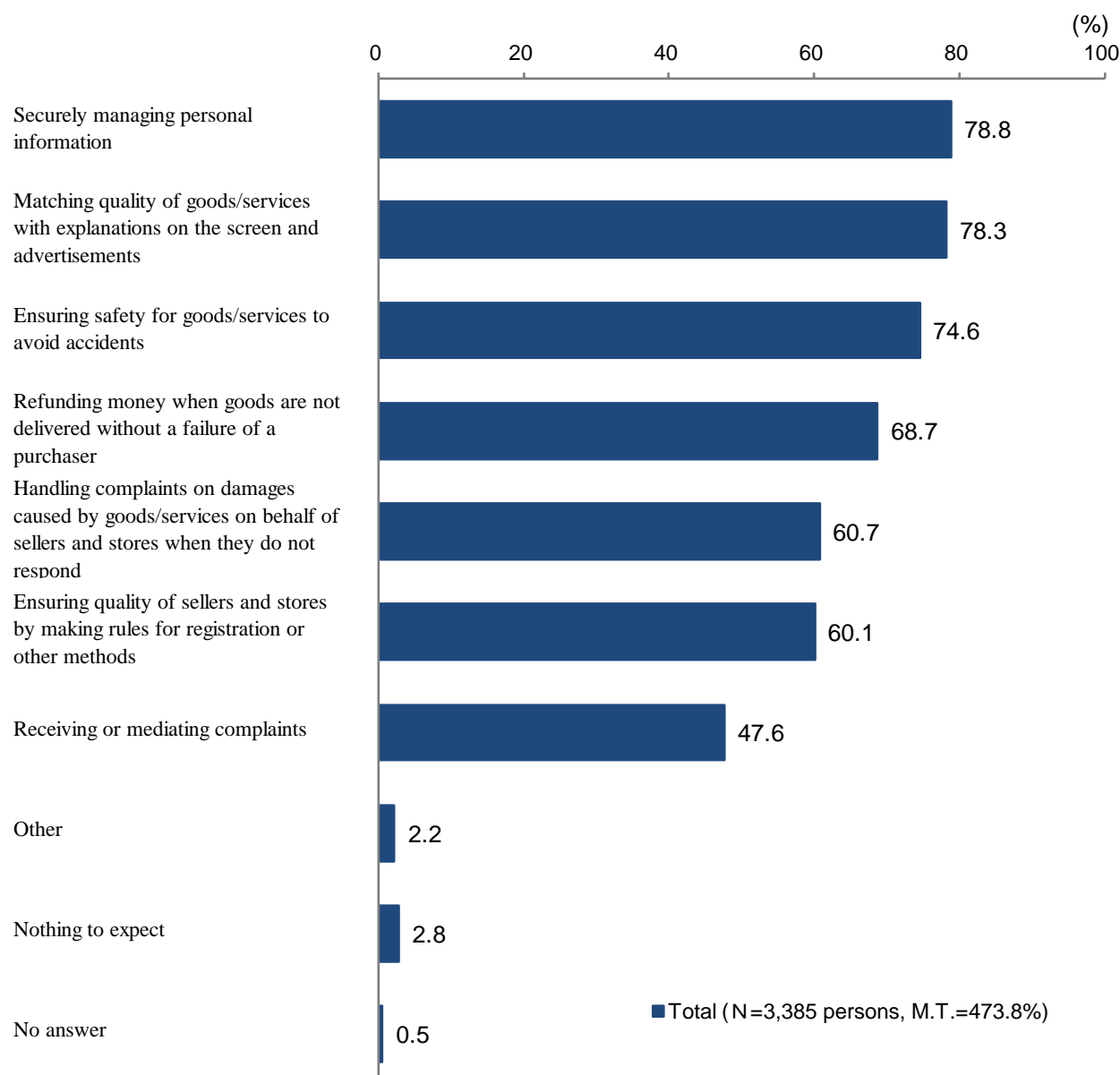
(3)

[Ask Q7 if any one of “1.” through “5.” in Q6 (d),.]

Q7. Concerning Internet transactions, what do you expect for business operators (Amazon, Rakuten, Yahoo, Mercari, etc.), who provide places for online sellers and stores? Multiple answers possible.

In response to a question about what to expect for business operators that provide space for exhibitors and stores to those who “purchase[d]/book[d] goods or services (hotel, tickets, etc.)”, “securely managing personal information” (78.8%) accounted for the highest percentage, followed by “matching quality of good/service with explanations on the screen and advertisements” (78.3%), and “ensuring safety for good/service to avoid accidents” (74.6%). (Multiple choice, Figure 2–3)

Figure 2–3 Expectations for business operators that are providing space for exhibitors and stores

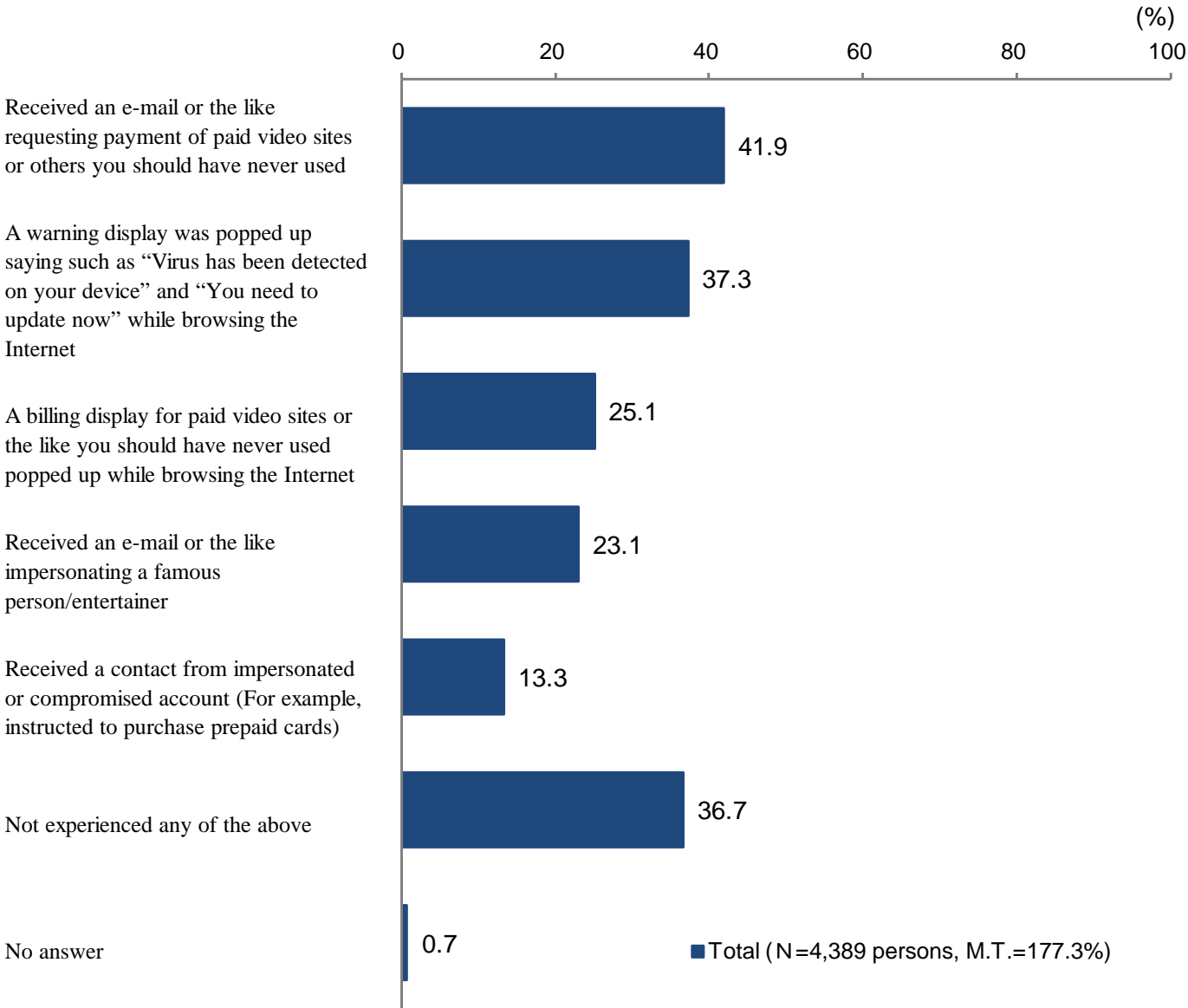


(4) Experience of troubles when using the Internet

[Ask Q8 (1) if any one of “1.” through “6.” in Q5.]
Q8. (1) Have you experienced following problems when using the Internet? Multiple answers possible.
Choose (f), if you have not experienced any of the following.

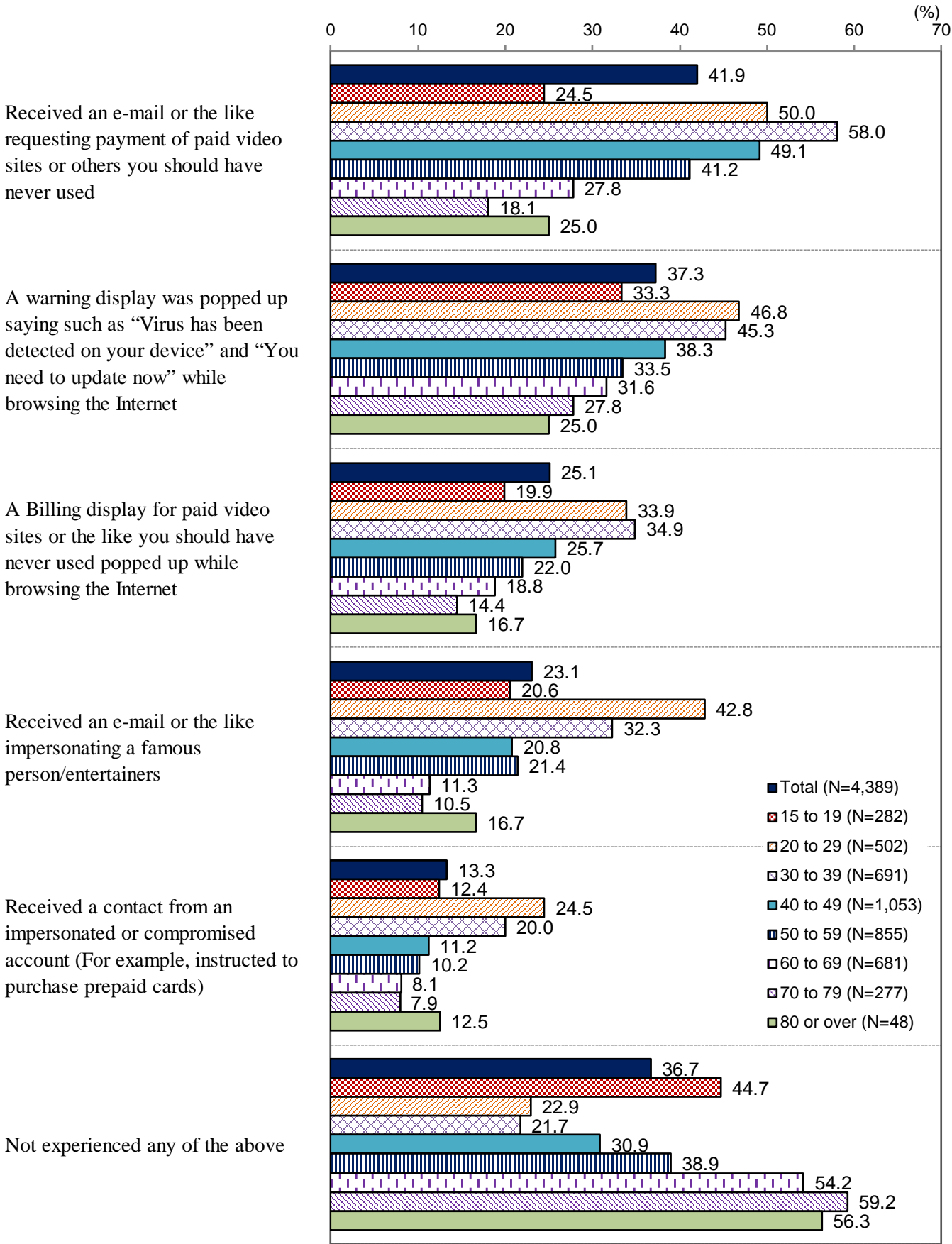
In response to a question of whether or not to have experienced troubles when using the Internet, “received an e-mail or the like requesting payment of paid video sites or others you should have never used” (41.9%) accounted for the highest percentage, followed by “a warning display was popped up saying such things as ‘Virus has been detected on your device’ or ‘You need to update now while browsing the Internet’” (37.3%), and “A billing display for paid video sites or the like you should have never used popped up while browsing the Internet” (25.1%). (Multiple choice, Figure 2–4 (1))

Figure 2–4 (1) Experience of troubles when using the Internet



Looking by age group, 20 to 39 years old accounted for high percentage on 5 items from (a) to (e) as a whole. For “received an e-mail or the like requesting payment of paid video sites or others you should have never used,” 20 to 29 years old accounted for 50.0%, followed by 30 to 39 years old 58.0%, and 40 to 49 years old 49.1%. For “A warning display was popped up saying such things as ‘Virus has been detected on your device’ or ‘You need to update now while browsing the Internet,’” all age groups accounted for exceeding 20%. (Figure 2-4 (2))

Figure 2-4 (2) Trouble experiences when using the Internet (by age group)



[Ask Q8 (2) if any one of “1.” through “6.” in Q5.]

Q8. (2) If “experienced” among “1.” through “6” in Q5, how did you react to them? Multiple answers possible per line.

If you have experienced multiple times for each time, answer to your most impressive experience.

In response to a question about how to respond to the troubles to those who have experienced troubles when using the Internet, the result was obtained as shown in the figure below. In terms of the items constituting “ignored”, “received an e-mail or the like impersonating famous people/entertainers” (92.1%) accounted for the highest percentage, followed by “received an e-mail or the like requesting payment of paid video sites or others you should have never used” (87.7%) and “a billing display for paid video sites or the like you should have never used popped up while browsing the Internet” (85.4%), last two items also exceed 80%.

On the other hand, following items constituting “ignored” show relatively lower percentage than other responses, though exceeding the 70% level, for “a warning display was popped up saying such things as ‘Virus has been detected on your device’ or ‘You need to update now while browsing the Internet’” and “Received a contact from an impersonated or compromised account (For example, instructed to purchase prepaid cards).” These two items have the 2% level for “followed the directions or inquired to the source”, which shows a little higher than other responses. (Multiple choice, Figure 2–4 (3))

Figure 2–4 (3) Response for troubles when using the Internet

	N	Ignored	Researched measures via the Internet	Followed the directions or inquired to the source	Asked advice	Other	No answer
Received an e-mail or the like requesting payment of paid video sites or others you should have never used	(1,841 persons)	87.7	14.1	1.2	8.3	1.4	-
A warning display was popped up saying such as “Virus has been detected on your device” or “You need to update now” while browsing the Internet	(1,635 persons)	75.8	20.7	2.4	9.2	3.6	-
A billing display of paid video sites or the like you should have never used popped up while browsing the Internet	(1,102 persons)	85.4	15.0	0.9	6.6	3.0	0.1
Received an e-mails or the like impersonating a famous persons/entertainer	(1,012 persons)	92.1	4.6	0.9	2.1	5.0	0.4
Received a contact from an impersonated or compromised account (For example, instructed to purchase prepaid cards)	(584 persons)	78.4	9.2	2.2	6.5	11.0	0.2

3. Disposal of unnecessary goods

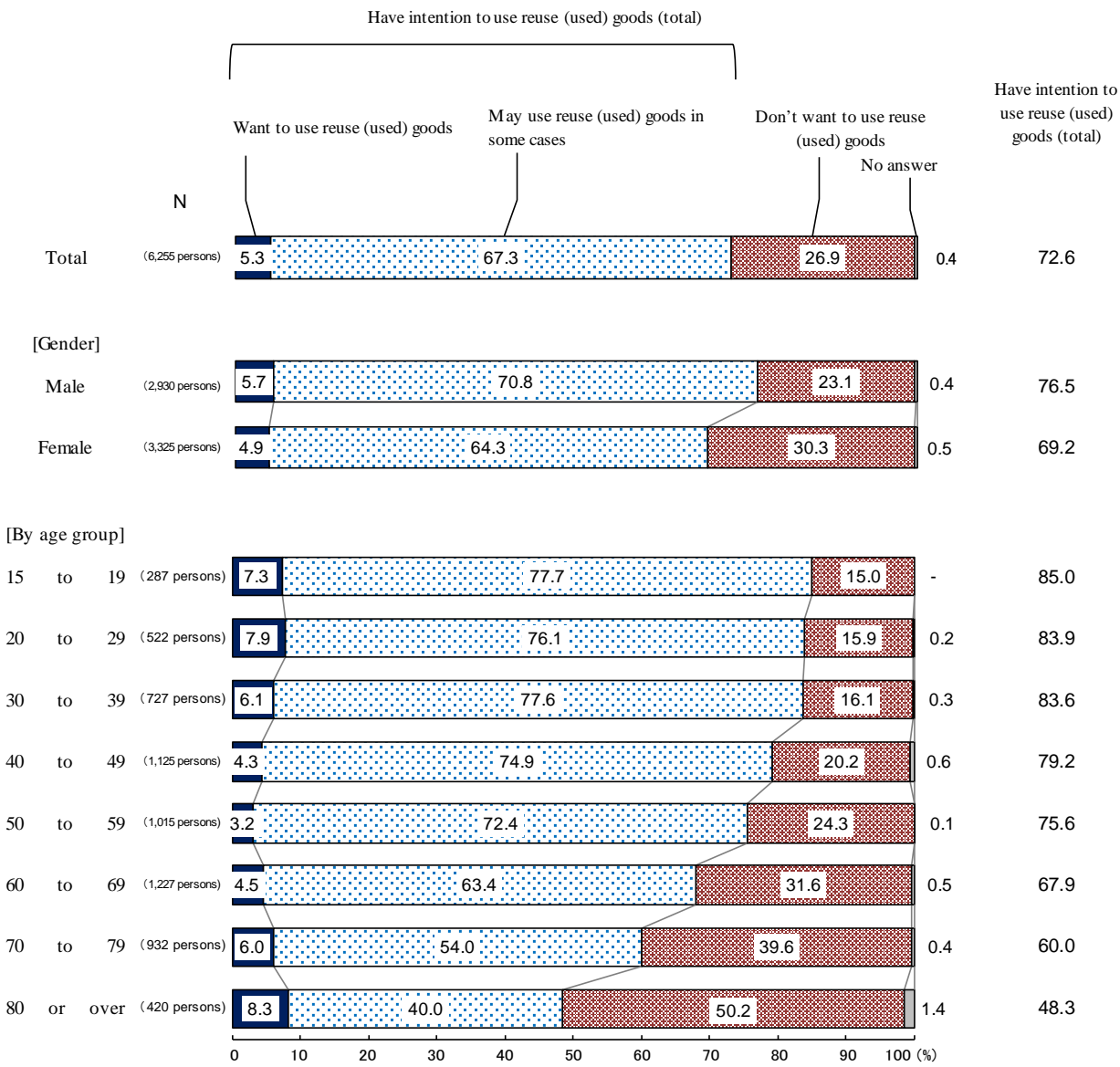
(1) Intention for using reused goods

Q9. What do you think about using reuse (used) goods? One answer only.

In response to a question about use of reuse (used) goods, 5.3% answered that they “want to use reuse (used) goods,” and 67.3% answered that they “may use reuse (used) goods in some cases.” Combining them together, the percentage of those who “have intention to use” marks 72.6%.

Looking by gender, 76.5% of men and 69.2% of women answered to “have intention to use.” Looking by age group, younger age group have a tendency to “have intention to use” reused goods in comparison with older age groups.. (Figure 3–1)

Figure 3–1 Intention to use reuse (used) goods

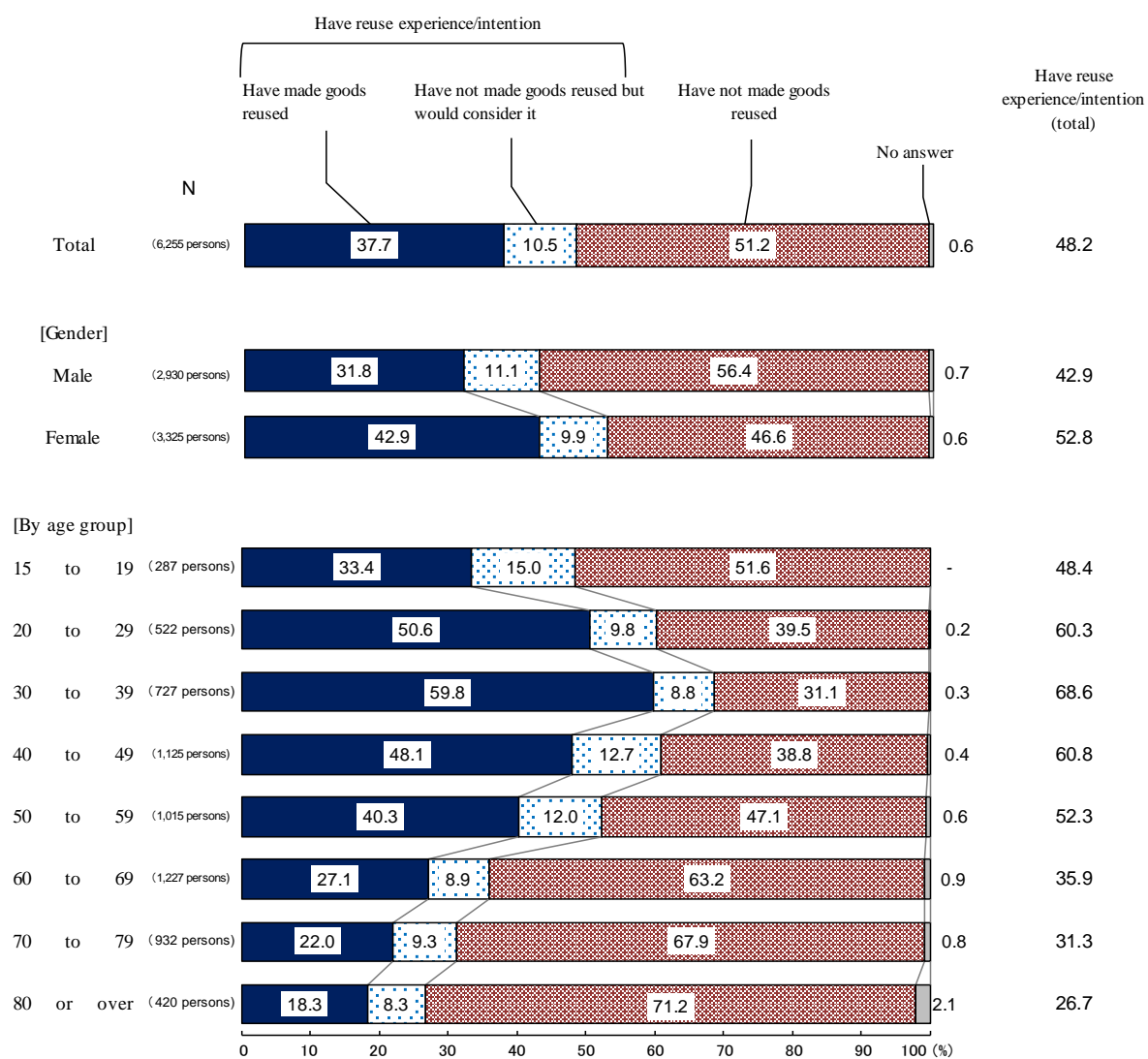


(2) Experience of making unnecessary goods reused

Q10. Have you made your unnecessary goods reused in the past three years? One answer only.

In response to a question about experience of having made unnecessary goods reused, 37.7% answered that they “have made goods reused,” and 10.5% answered that they “have not made goods reused but would consider it.” Combining them together, those who “have reuse experience/intention” accounted for 48.2%. Looking by gender, the percentage of women who “have reuse experience/intention” accounted for 52.8%, which has higher than that of men. Looking by age group, 30 to 39 years old accounted for 68.6%, which has the highest percentage of all age groups. (Figure 3–2)

Figure 3–2 Experience of making unnecessary goods reused



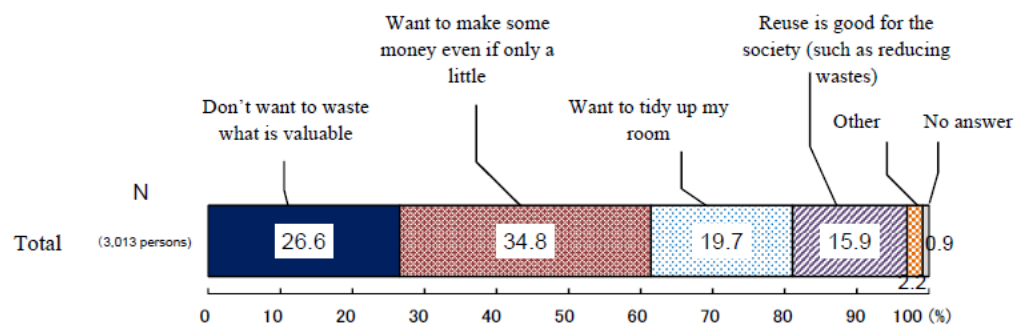
(3) Reason for wanting to make unnecessary goods reused

[Ask Q11 if “1.Have made goods reused” or “2.Have not made goods reused but would consider it” in Q10.]

Q11. What is the reason you have made (or want to make) your unnecessary goods reused? One answer only.

In response to a question about the reason of having made reused or considering it out of those who have made goods reused or have not reused but would consider it, “want to make some money even if only a little” (34.8%) accounted for the highest percentage, followed by “don’t want to waste what is valuable” (26.6%), “want to tidy up my room” (19.7%), and “reuse is good for the society (such as reducing wastes)” (15.9%). (Figure 3–3)

Figure 3–3 Reason for wanting to make unnecessary goods reused

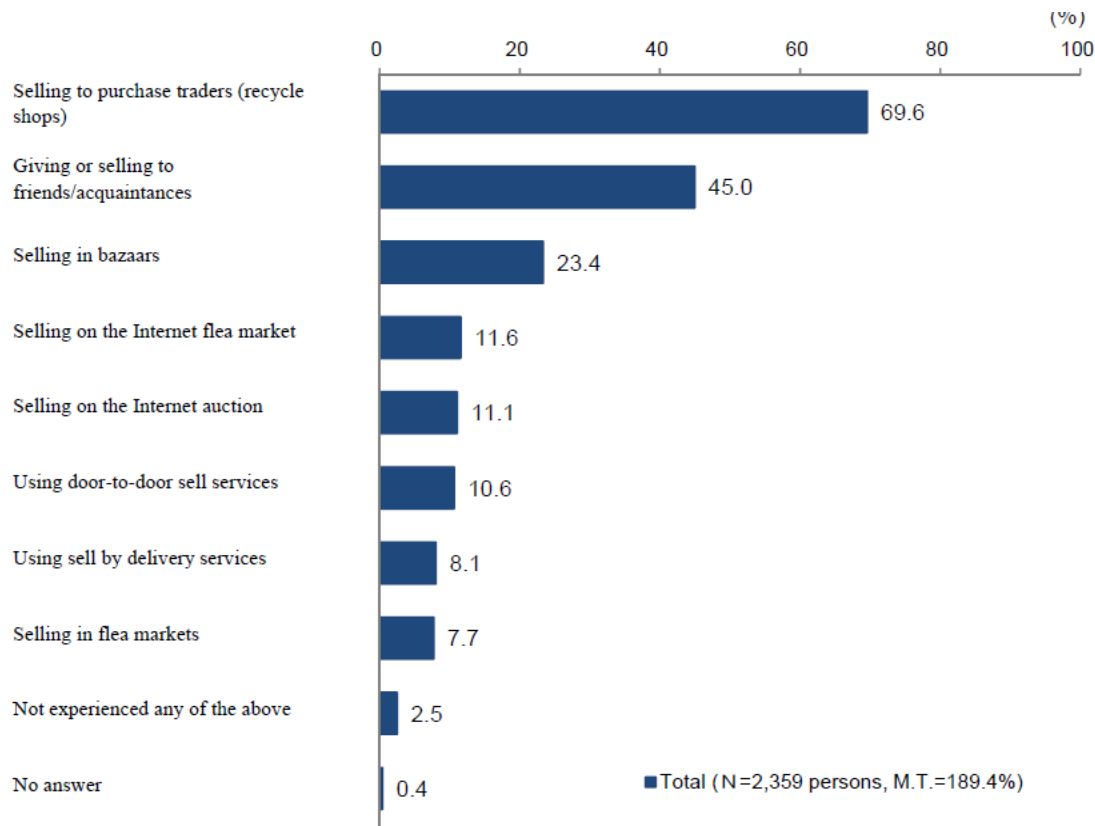


(4) Experience of reusing unnecessary goods and intention to use them

[Ask Q12 if “1. Have made goods reused” in Q10,.]Q12. (1) In the past 3 years, have you made your unnecessary goods reused in the following ways? Multiple answers possible. Choose (f), if you have not experienced any of them.
(2) If “Experienced,” one answer per line.

In response to a question about how to make unnecessary goods reused out of those who have made them reused in the past three years, “selling to purchase traders (recycle shops) ” (69.6%) accounted for the highest percentage, followed by “giving or selling to friends/acquaintances” (45.0%), and “selling in bazaars” (23.4%). (Multiple choice, Figure 3–4 (1))

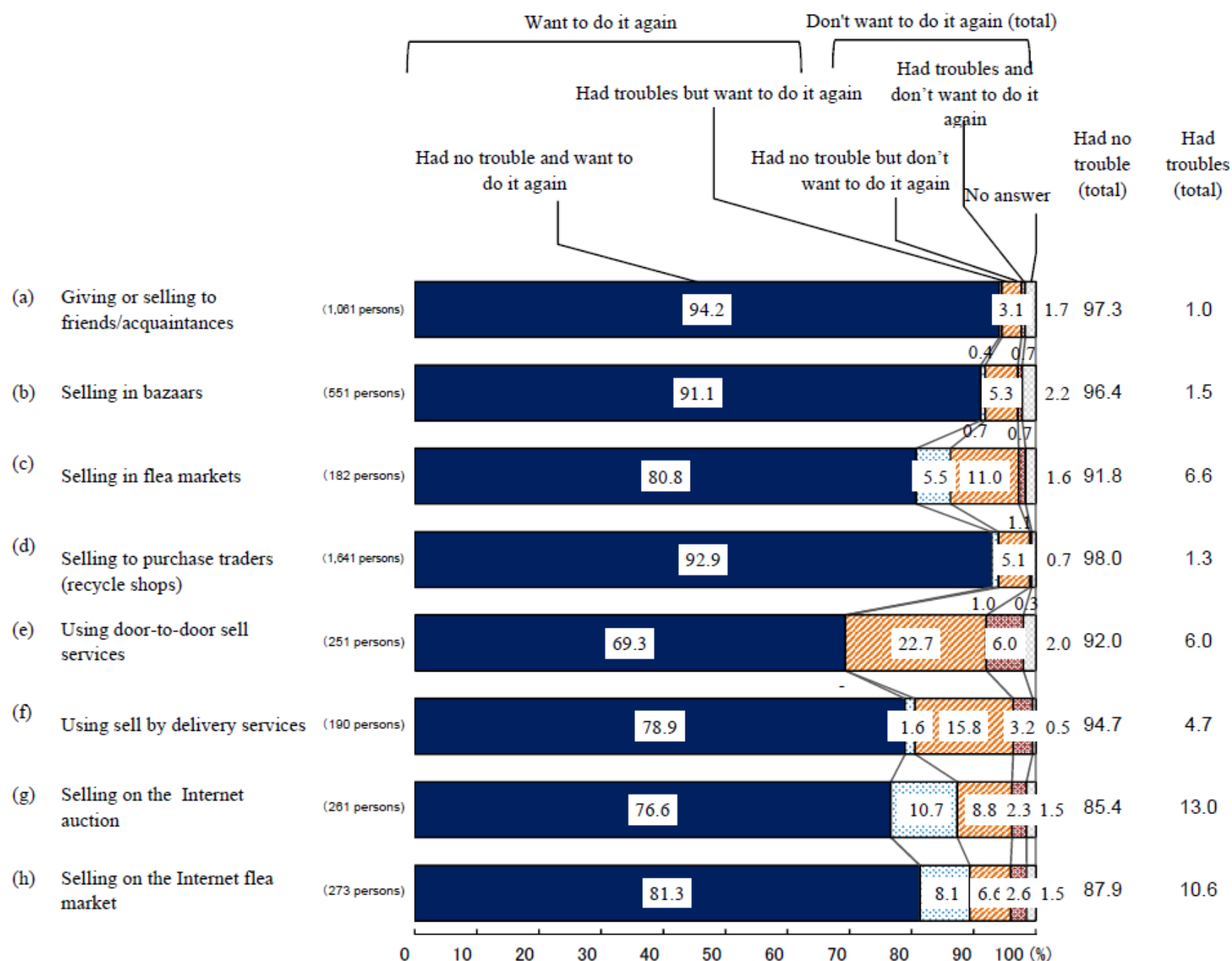
Figure 3–4 (1) How to recycle unnecessary goods



In response to a question about the presence of troubles in the past and intention for use in regards to the future, the result as shown in the figure below.

The percentages of those who “had troubles (‘had troubles but want to do it again’ + ‘had troubles and don’t want to do it again’)” mark the 1%, for “giving or selling to friends/acquaintances” (1.0%), “selling to purchase traders (recycle shops)” (1.3%), and “selling in bazaars” (1.5%). On the other hand, the percentages of those who “had troubles but want to do it again” mark exceeding 10% in comparison with the other ways, for “selling on the Internet auction” (13.0%) and “selling on the Internet flea market” (10.6%). (Figure 3–4 (2))

Figure 3–4 (2) Presence of troubles in the past and intention for use in the future



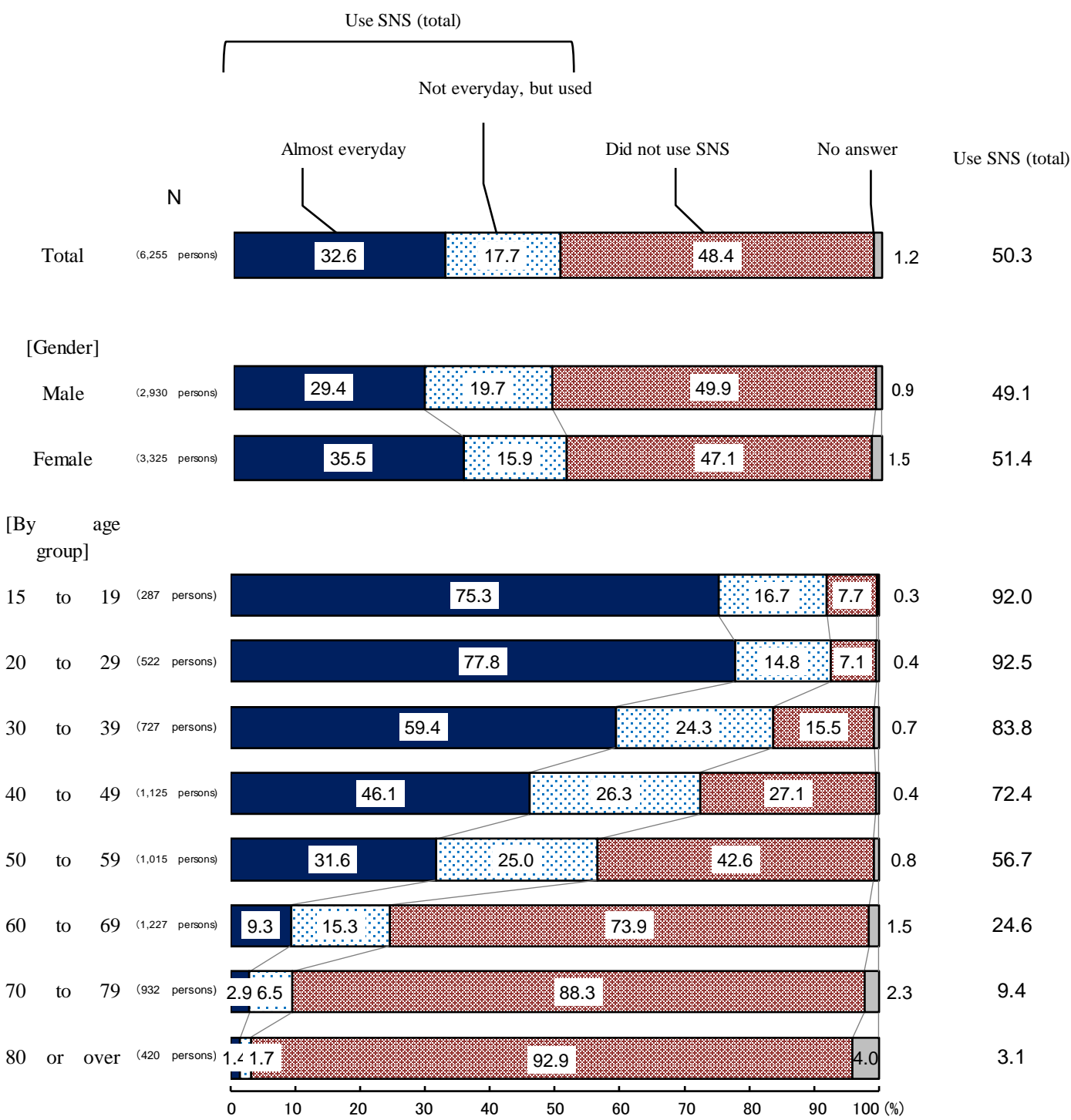
4. Use of SNS

(1) Frequency of SNS use

Q13. In the past year, how often have you used SNS? One answer only.

In response to a question about the frequency of SNS use in the past year, 32.6% answered that they use “almost everyday,” 17.7% answered “not everyday, but used.” On the other hand, 48.4% “did not use SNS.” (Figure 4–1)

Figure 4–1 Frequency of SNS use



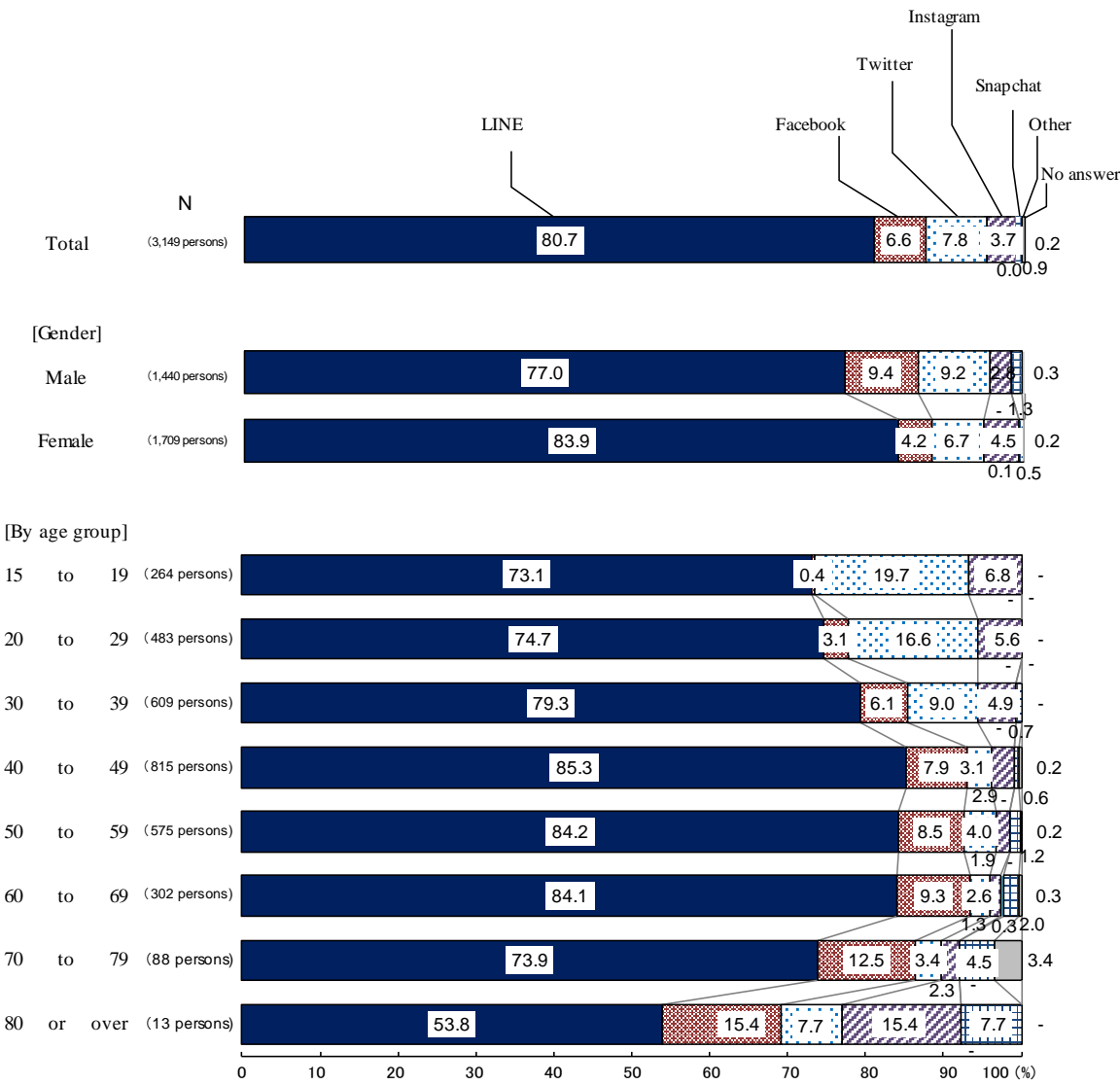
(2) The highest frequency in use of SNS

[Ask Q14 if “1. Almost everyday” or “2. Not everyday, but sometimes” in Q13.]
Q14. Which SNS do you use the most? One answer only.

In response to a question about SNS which is the highest frequency in use out of answering “Use SNS,” “LINE” accounted for 80.7%, followed by “Twitter” (7.8%), “Facebook” (6.6%), and “Instagram” (3.7%).

Looking by gender, men who use “Facebook” accounted for 9.4%, which is an equivalent to about twice as much as women use (4.2%). Looking by age group, 29 or younger people who use “Twitter” accounted for little less than 20%. On the other hand, 40 or older people who use “Facebook” accounted for exceeding 7.0%. (Figure 4-2)

Figure 4-2 The highest frequency in use of SNS



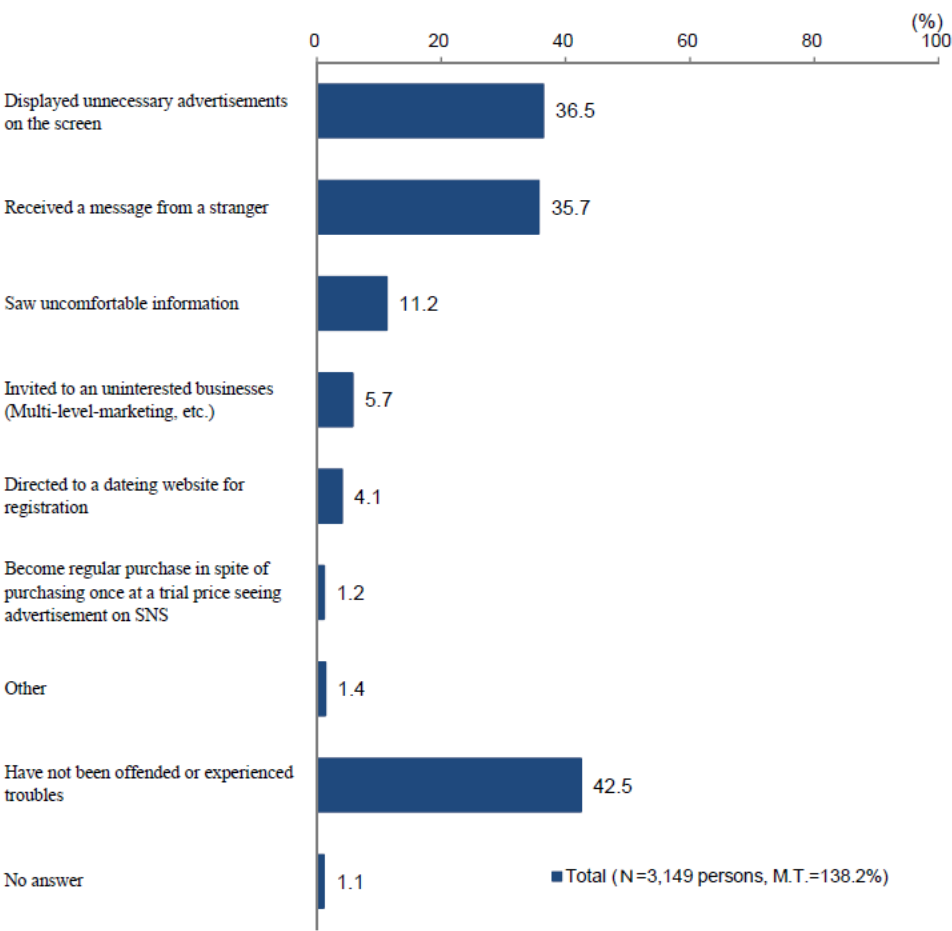
(3) Negative feelings or troubles when using SNS

[Ask Q15 if “1.LINE” or “2.Facebook” in Q13.]

Q15. In the past year, have you been offended or experienced troubles while using SNS? Multiple answers possible.

In response to a question about experience of being offended and troubles in the past year, “displayed unnecessary advertisements on the screen” (36.5%) accounted for the highest percentage, followed by “received a contact from strangers” (35.7%), “saw uncomfortable information” (11.2%), “invited to an uninterested businesses (multi-level-marketing, etc.)” (5.7%), “directed to a dating website registration” (4.1%), and “become regular purchase in spite of purchasing once at a trial price seeing advertisement on SNS” (1.2%). On the other hand, 42.5% of responding persons “have not been offended or experienced troubles.” (Multiple choice, Figure 4–3)

Figure 4–3 Negative feelings or troubles when using SNS



5. Consumer accidents/troubles

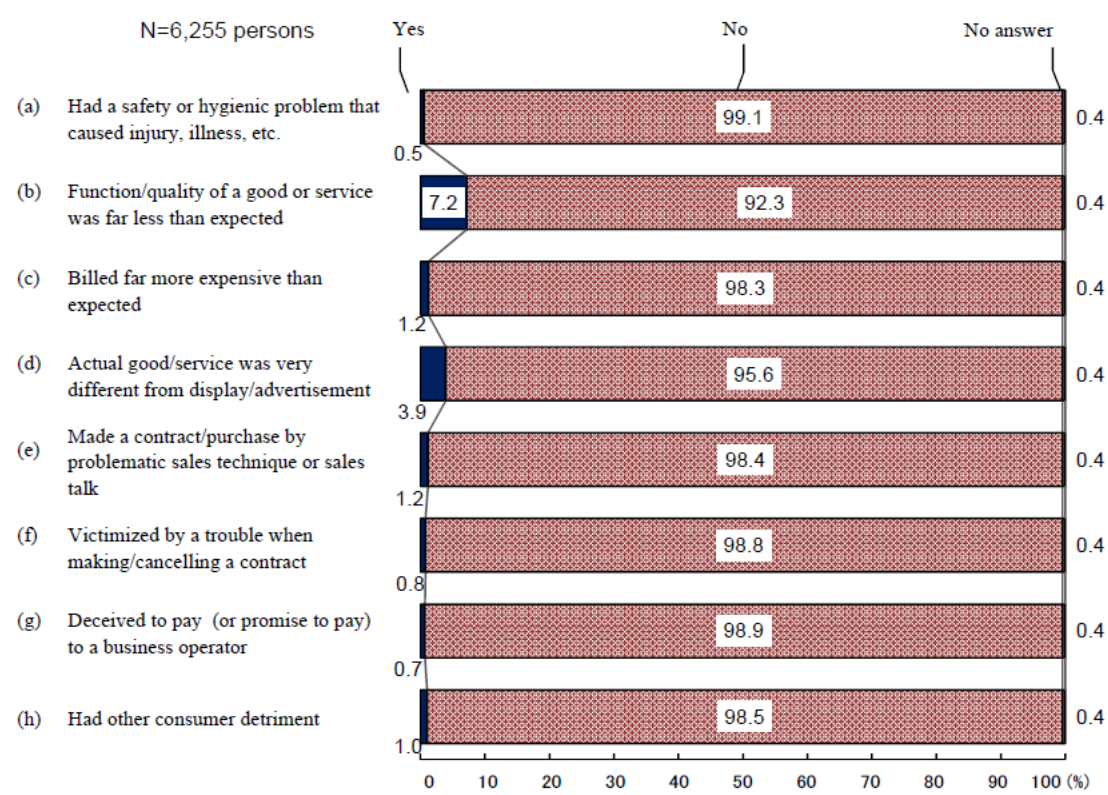
(1) Experience of consumer detriment by purchased goods or used services

Q16. In the past year, have you experienced the following troubles concerning your purchased goods or used services?
One answer per line.
*Including cases that your family or acquaintances damaged from your purchased goods or used services.

In response to a question regarding experience of consumer detriment (a) to (h) by your purchased goods or used services in the past year, the results were obtained as shown in the figure below.

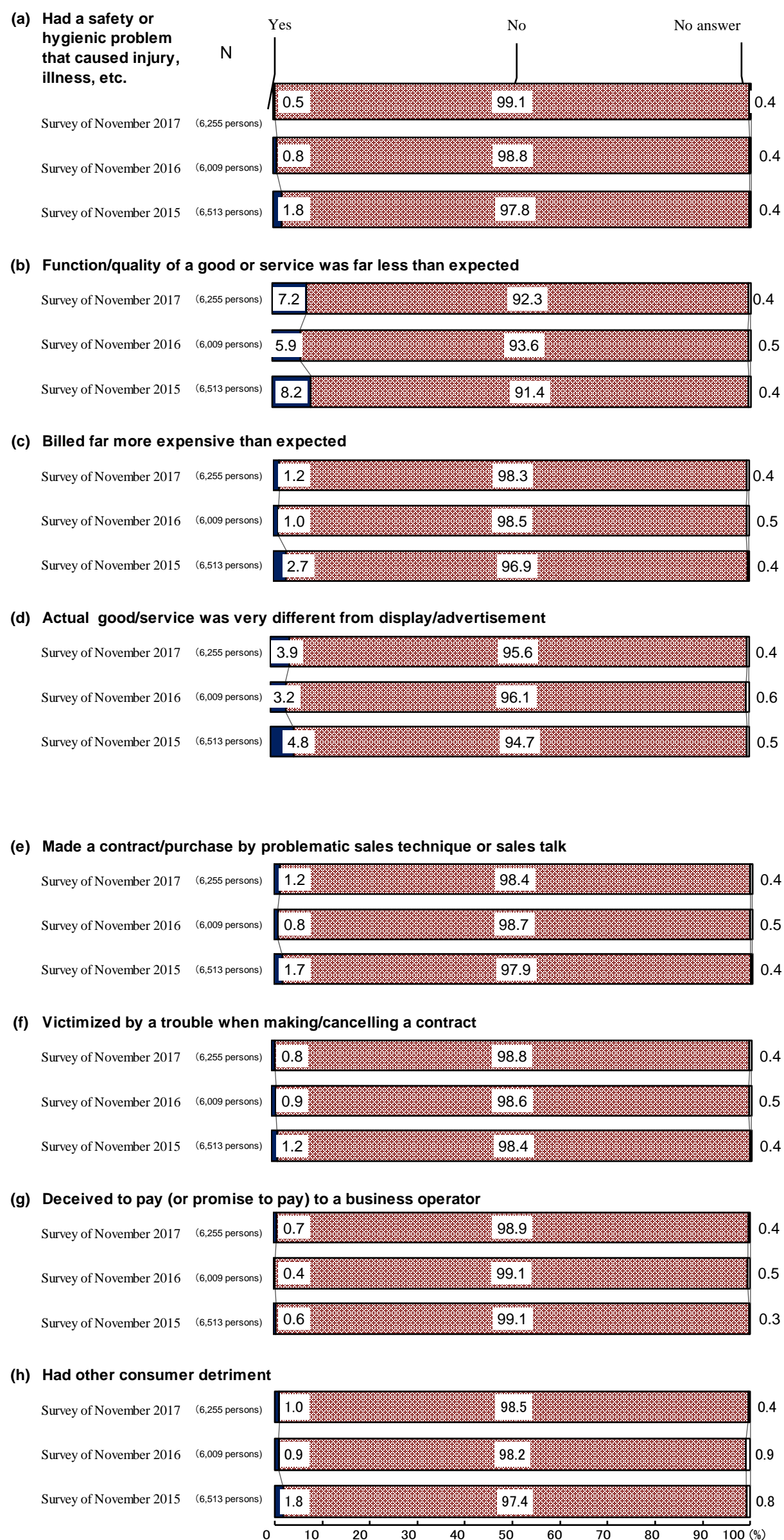
“Function/quality of a good or service was far less than expected” (7.2%) is the highest percentage of “yes” within 8 items, (a) to (h), followed by “actual good/service was very different from display/advertisement” (3.9%), “billed far more expensive than expected” (1.2%), and “made a contract/purchase by problematic sales technique or sales talk”(1.2%). (Figure 5–1)

Figure 5–1 Experience of consumer detriment by purchased goods or used services



“Far less than expected concerning functions/quality of goods or services” has increased 1.3 points (from 5.9% to 7.2%) in comparison with the result of last survey. The changes of exceeding 1 point were not seen. (Figure 5–1 (1))

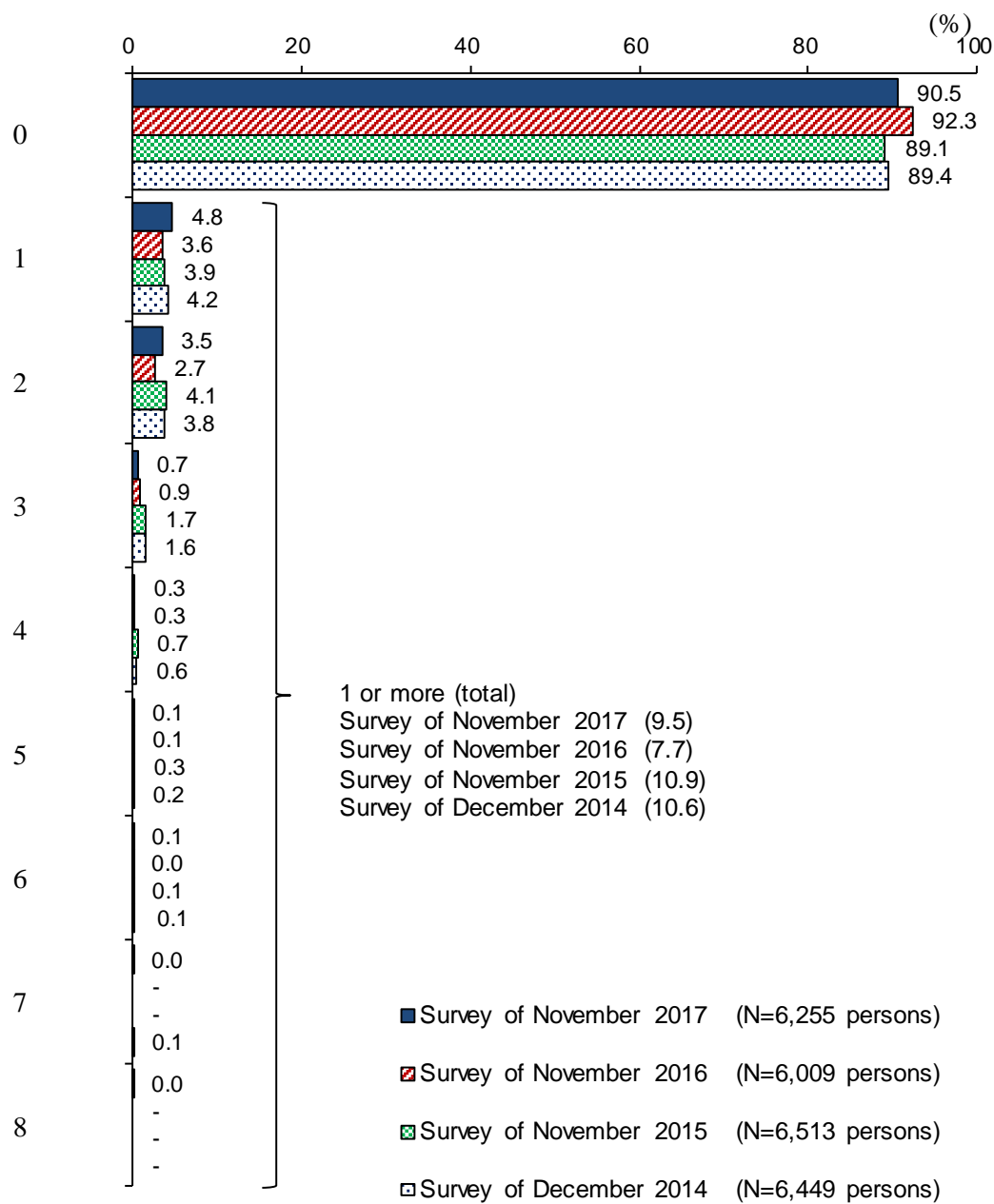
Figure 5–1 (1) Experience of consumer detriment by purchased goods or used services (time series)



In response to a question regarding experiences of consumer damages indicated in (a) to (h) from purchased goods or used services in the past year, when it aggregated the number of “yes” per person, 90.5% persons chose “yes” in none of answers (hereinafter referred to as “0”), 4.8% chose “yes” in “one” of answers (hereinafter referred to as “1”), 3.5% chose “two”, 9.5% chose “yes” in “one or more”.

“0” has decreased 1.8 points (from 92.3% to 90.5%) in comparison with the result of last survey. “1” increased 1.2 points (from 3.6% to 4.8%). “One or more” has increased 1.8 points (from 7.7% to 9.5%). (Figure 5-1 (2))

Figure 5-1 (2) Experience of consumer detriment by purchased goods or used services (number per person)



(2) Number of consumer damage cases

[Ask Q17 if “1. Yes” to any of (a) to (h) in Q16.]

Q17. Please write down your experience if “1. Yes” to Q16.

Answer what you remember as many items as possible.

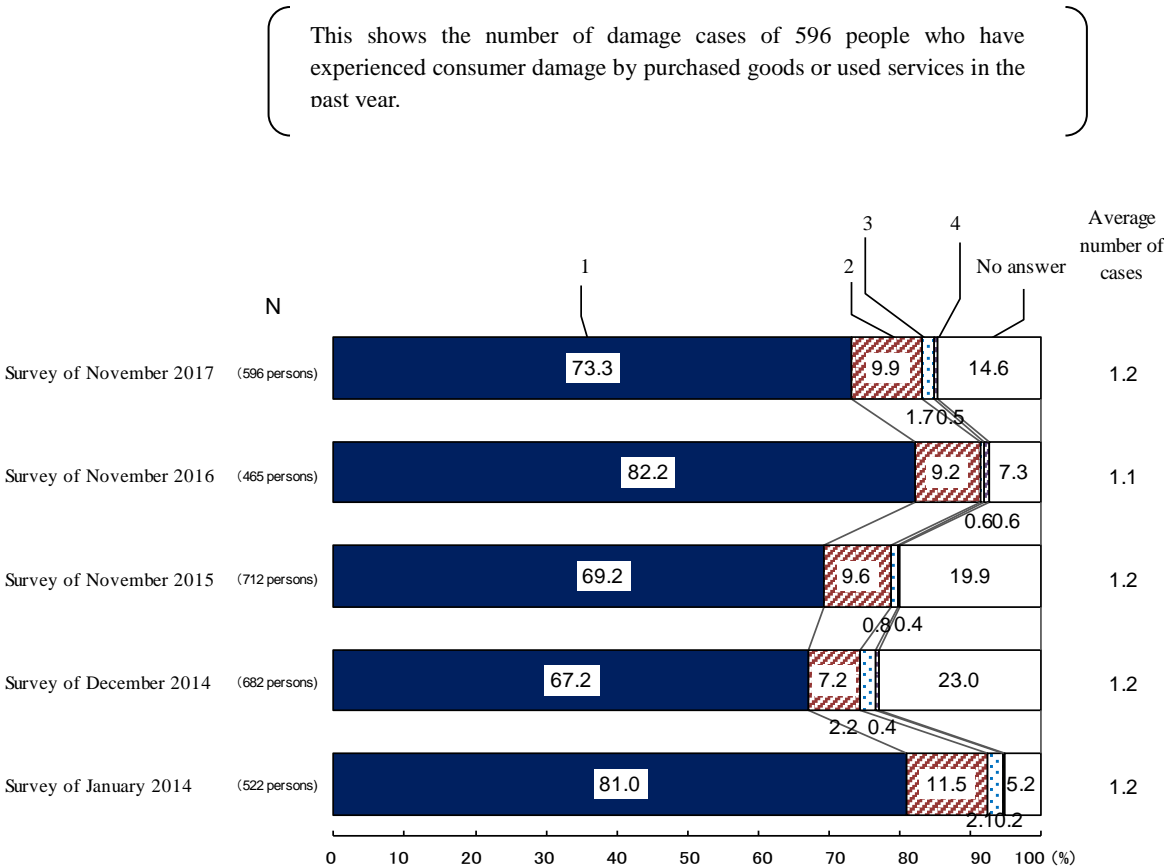
There are 4 sheets; write up to 4 cases.

Fill out by referring to the example on [Attachment].

In previous question, those who answered to have had consumer damage by their purchased goods or used services in the past year (596 people) were asked about their damage cases. Over 70% (73.3%) reported one case, 9.9% reported two cases, 1.7% reported three cases, and 0.5% reported four cases. The average number of cases is 1.2 cases.

The figure below shows the comparison with past results of survey. (Figure 5–2)

Figure 5–2 Number of damage cases



(3) Good/service resulting in damage

[Ask Q17 if “1. Yes” to any of (a) to (h) in Q16.]

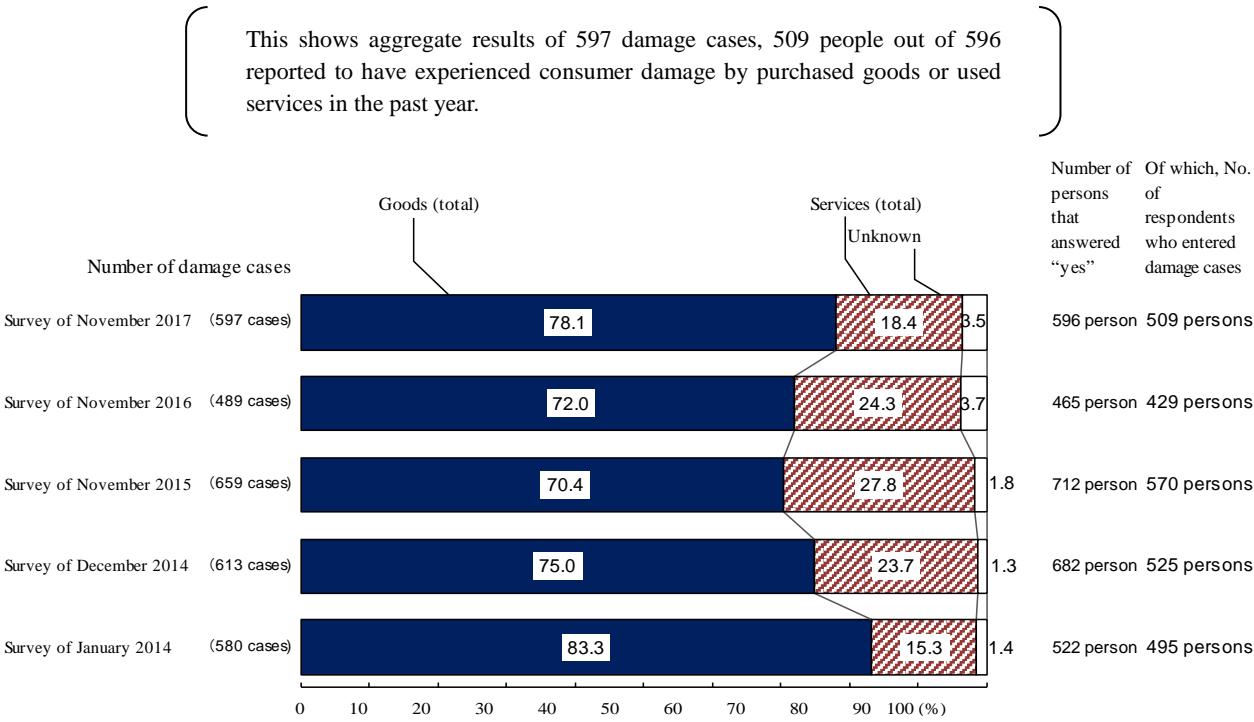
Q17. Please write down your experience if “1. Yes” in Q16.

(1) Good/service name

In previous question, those who answered to have had consumer damage in the past year (596 people) were asked about the damage cases. 509 people reported 597 damage cases. The 597 cases were categorized by goods and services, “goods” accounted for nearly 80% (78.1%), on the other hand, “services” accounted for 18.4%.

“Goods” increased 6.1 points (from 72.0% to 78.1%) and “services” decreased 5.9 points (from 24.3% to 18.4%) in comparison with the result of last survey. (Figure 5-3 (1))

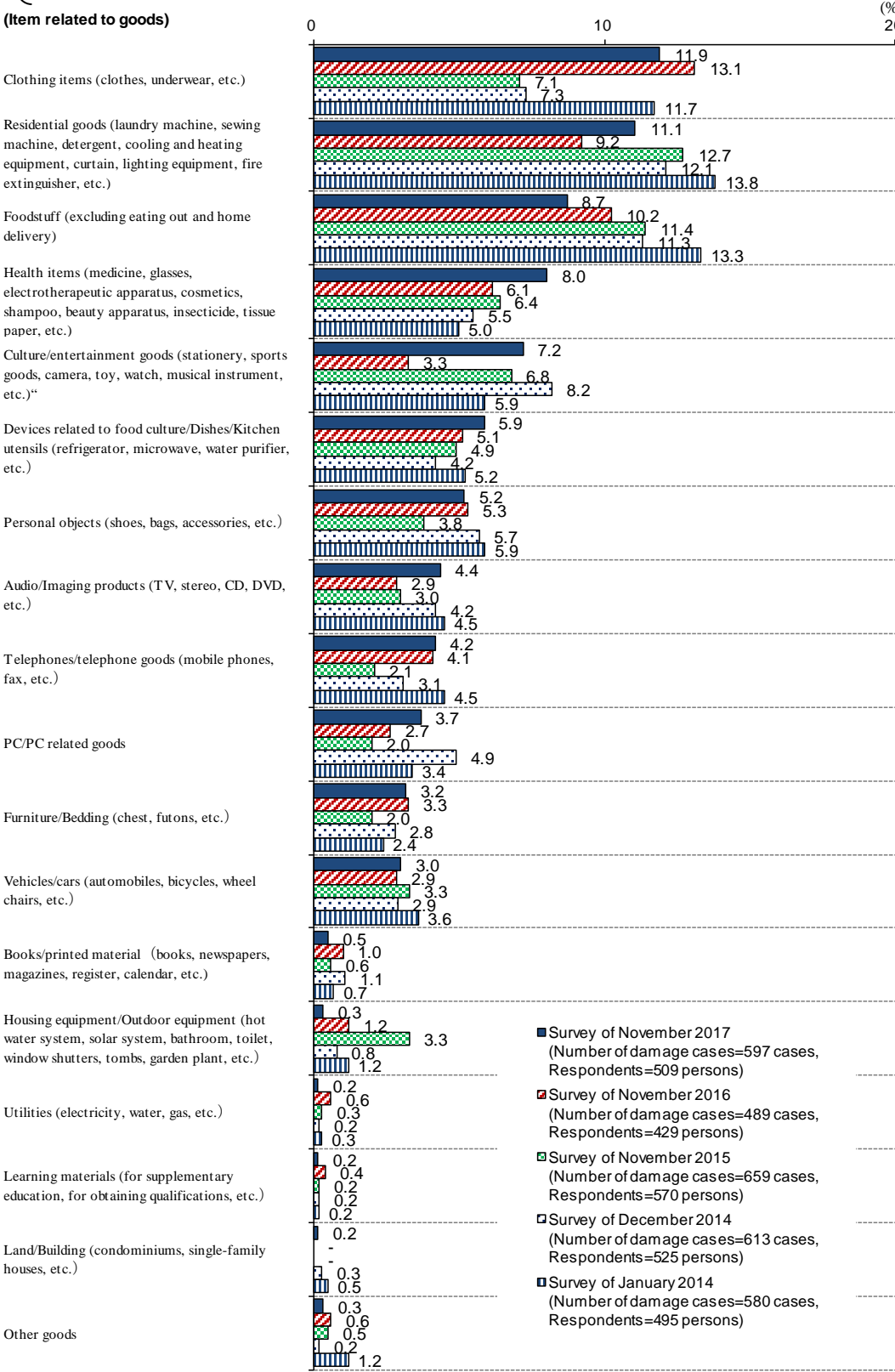
Figure 5-3 (1) Good/service that caused damage (by goods and services)



Among the 597 damage cases, “clothing items (clothes, underwear, etc.)” (11.9%) accounted for the highest percentage in the category of “goods”, followed by “residential goods (laundry machine, sewing machine, detergent, cooling and heating equipment, curtain, lighting equipment, fire extinguisher, etc.)” (11.1%), “foodstuff (excluding eating out and home delivery)” (8.7%), and “health items (medicine, glasses, electrotherapeutic apparatus, cosmetics, shampoo, beauty apparatus, insecticide, tissue paper, etc.)” (8.0%). “Culture/entertainment goods (stationery, sports goods, camera, toy, watch, musical instrument, etc.)” has increased 3.9 points (from 3.3% to 7.2%) in comparison with the result of last survey. (Figure 5-3 (2))

Figure 5-3(2) Good/service that caused damage (by item related to goods)

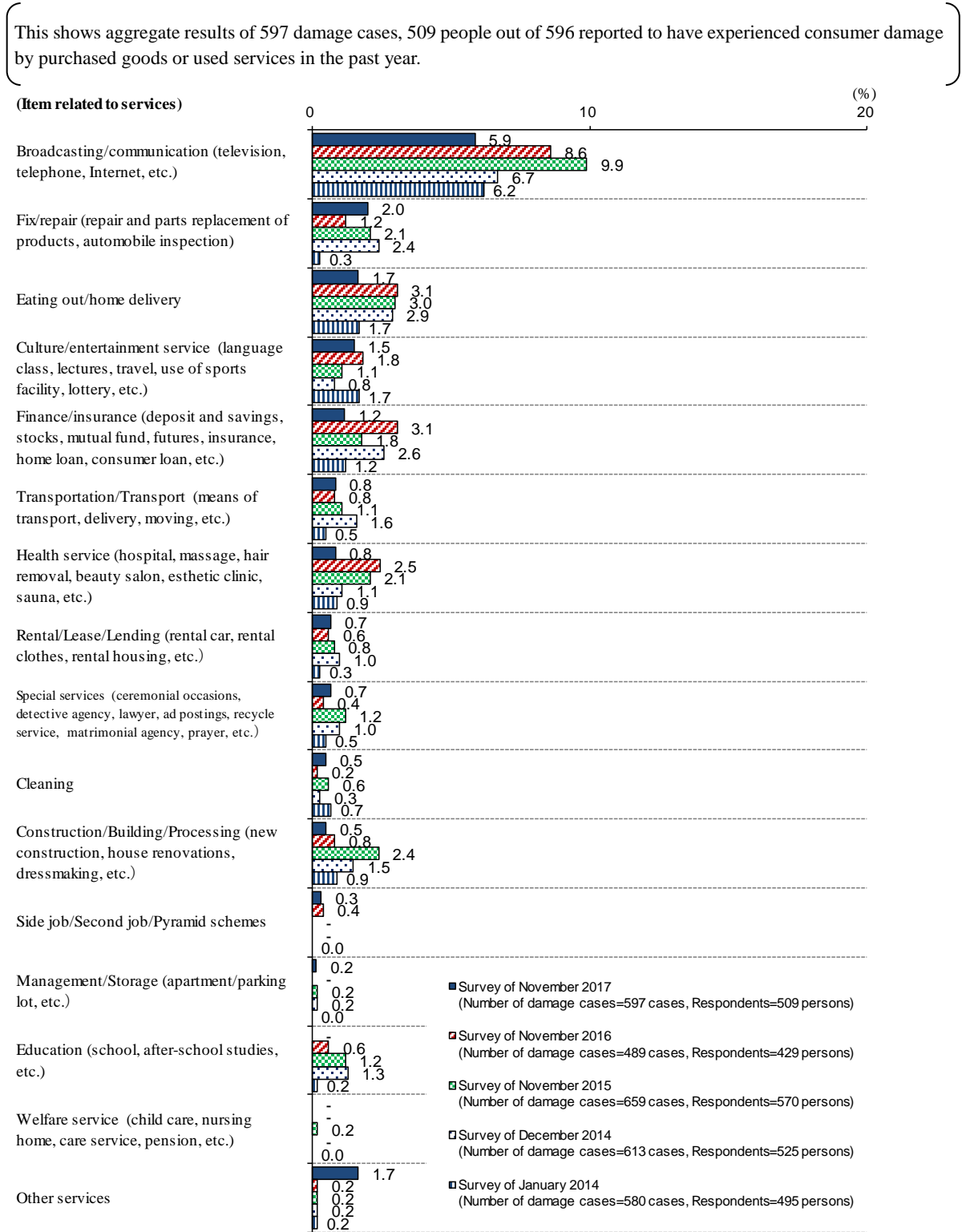
This shows aggregate results of 597 damage cases, 509 people out of 596 reported to have experienced consumer damage by purchased goods or used services in the past year.



Among the 597 damage cases, “broadcasting/communication (television, telephone, Internet, etc.)” (5.9%) accounted for the heist percentage in the category of “services”, followed by “fix/repair (repair and parts replacement of products, automobile inspection)” (2.0%), and “eating out/home delivery” (1.7%).

“Finance/insurance (deposit and savings, stocks, mutual fund, futures, insurance, home loan, consumer loan, etc.)” decreased 1.9 points (from 3.1% to 1.2%) and also “health service (hospital, massage, hair removal, beauty salon, esthetic clinic, sauna, etc.)” decreased 1.7 points (from 2.5% to 0.8%) in comparison with the result of last survey. (Figure 5–3 (3))

Figure 5–3(3) Good/service that caused damage (by item related to services)



(4) Sales/purchase form for good/service resulting in damage

[Ask Q17 if “1. Yes” to any of (a) to (h) in Q16.]

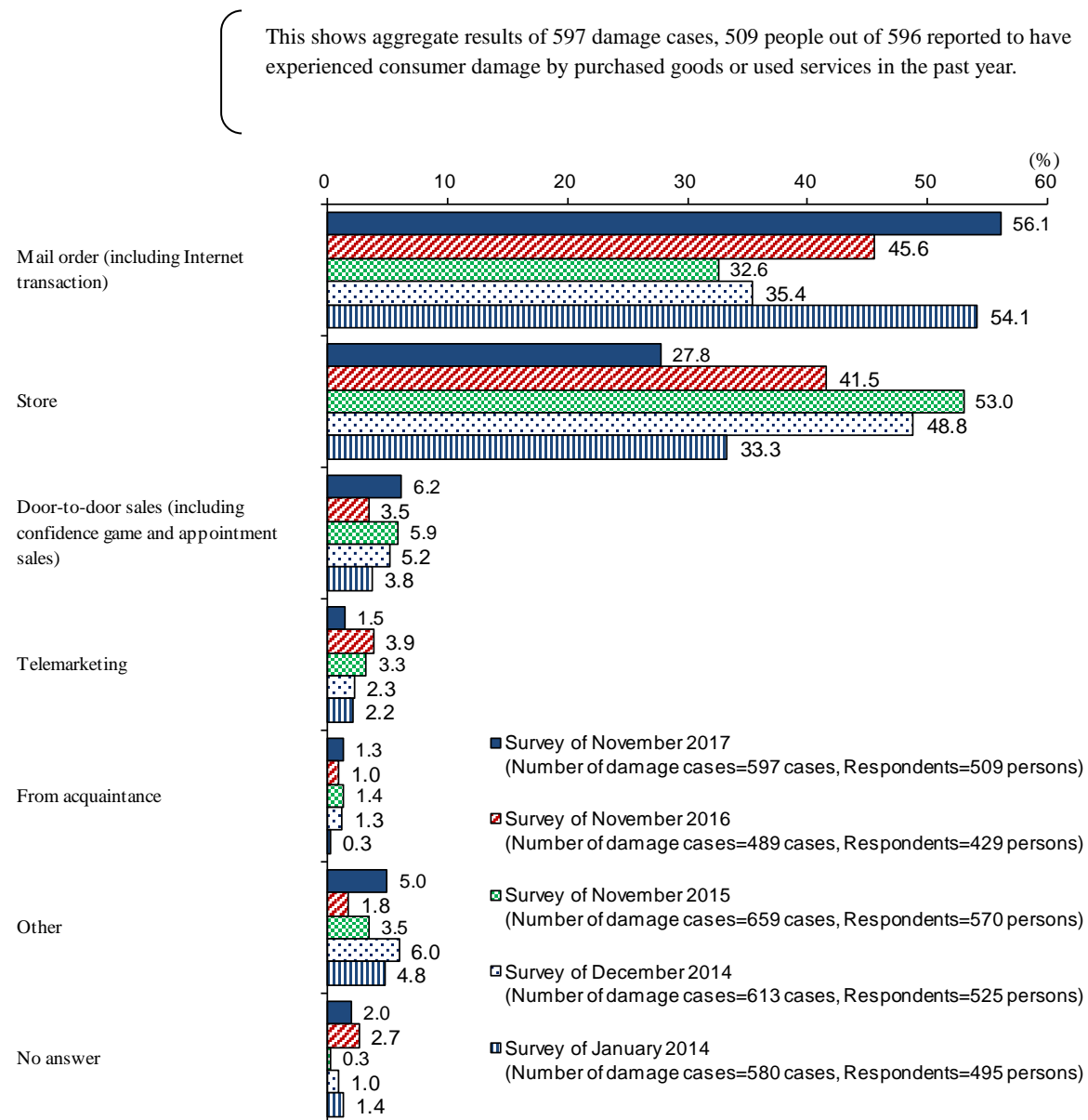
Q17. Please write down your experience if “1. Yes” in Q16.

(3) Sales/Purchase form

The 597 damage cases are categorized by sales/purchase form, “mail order (including Internet transaction)” (56.1%) accounted for the highest percentage, followed by “store” (27.8%).

“Mail order (including Internet transaction)” increased 10.5 points (from 45.6% to 56.1%), on the other hand, “store” decreased 13.7 points (from 41.5% to 27.8%) in comparison with the result of last survey. (Figure 5-4)

Figure 5-4 Sales/purchase form of good/service that caused damage



(5) Paid by credit card for good/service resulting in damage

[Ask Q17 if “1. Yes” to any of (a) to (h) in Q16.]

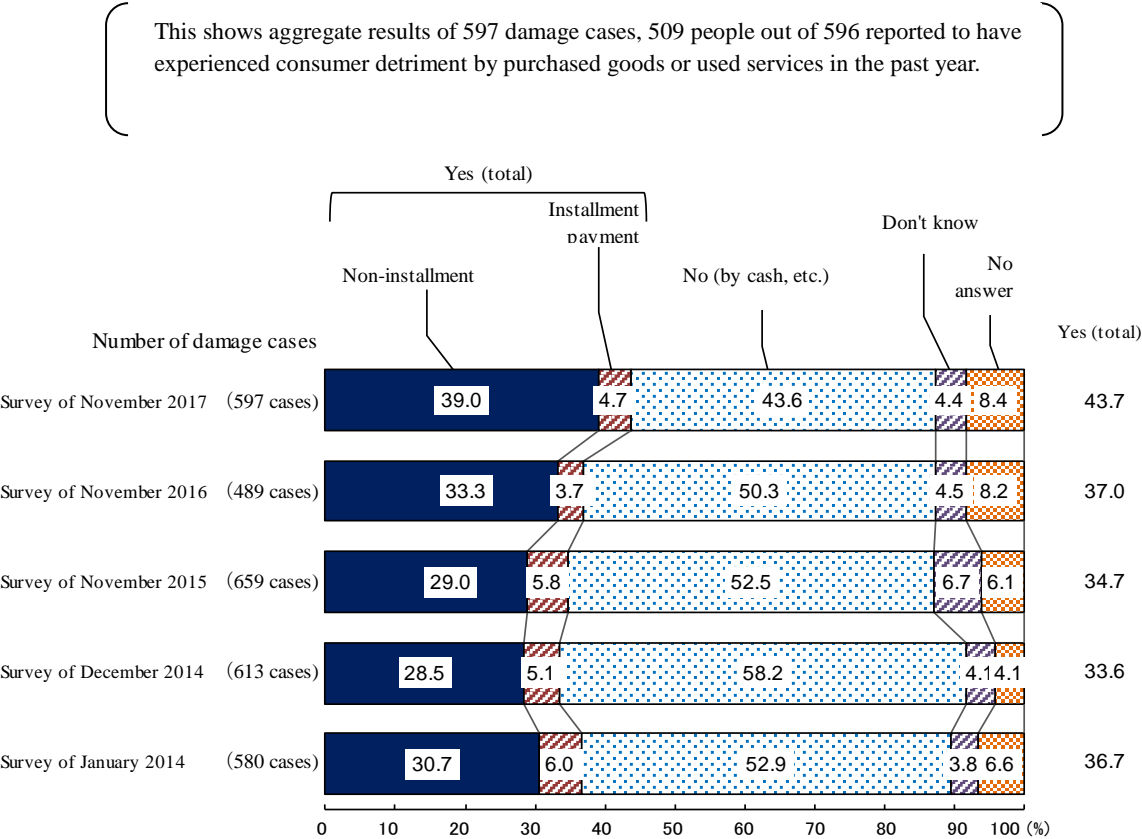
Q17. Please write down your experience if “1. Yes” in Q16.

(4) Did you pay by credit card?

The 597 damage cases are categorized by whether using credit card or not, “no (by cash, etc.)” accounted for 43.6%. Those who paid by credit card accounted for 43.7% wick is the percentage of combining “yes (non-installment)” (39.0%) with “yes (installment payment)” (4.7%).

“Yes (non-installment)” increased 5.7 points (from 33.3% to 39.0%), on the other hand, “no (by cash, etc.)” decreased 6.7 points (from 50.3% to 43.6%)in comparison with the result of last survey. (Figure 5–5)

Figure 5–5 Whether or not to have paid by credit card for good/service that caused damage



(6) Amount of money for the good/service

[Ask Q17 if “1. Yes” to any of (a) to (h) in Q16.]

Q17. Please write down your experience if “1. Yes” in Q16.

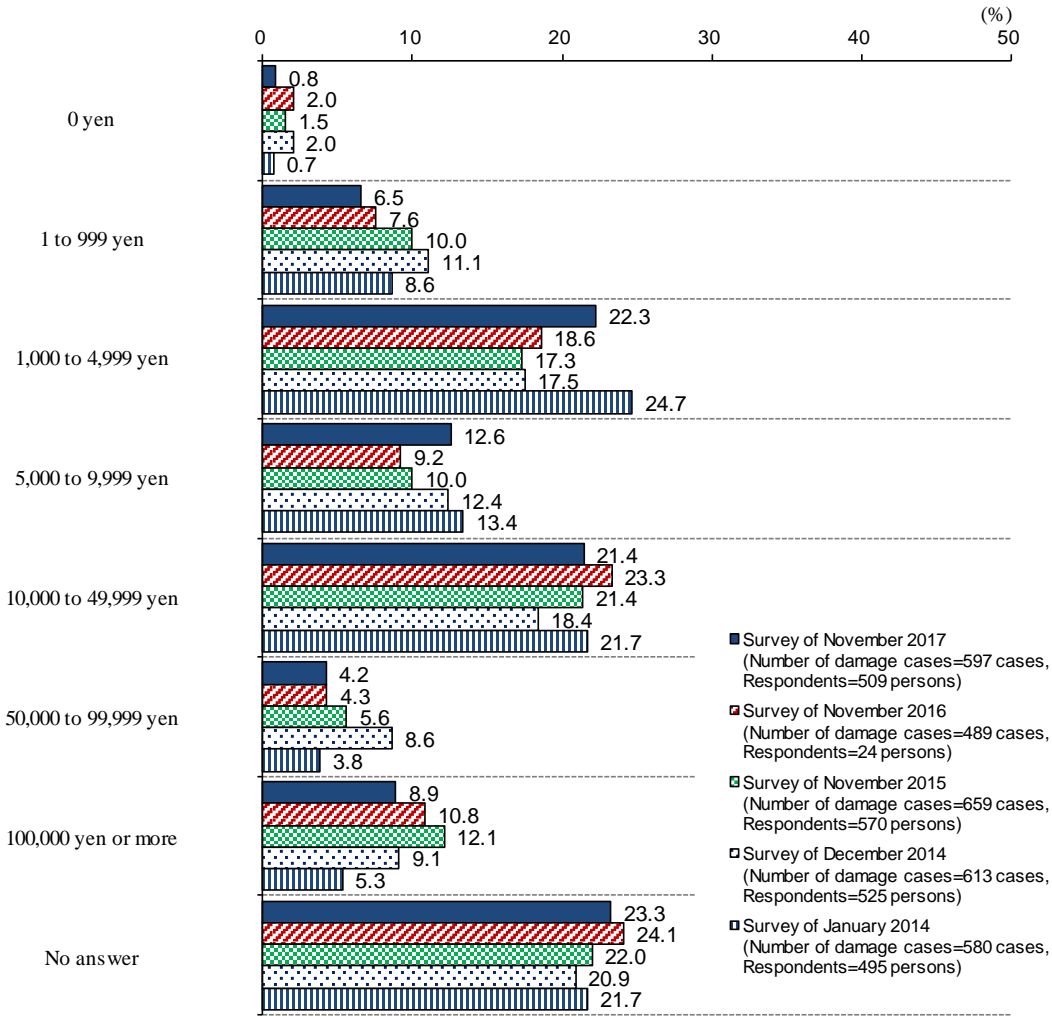
(6) Amount of money for the good/service

The 597 damage cases are categorized by the amount of money for good/service, “1,000 to 4,999 yen” (22.3%) accounted for the highest percentage, followed by “10,000 to 49,999 yen” (21.4%), and “5,000 to 9,999 yen” (12.6%). The average amount is 120,648 yen.

The major changes of the percentage in each category are not seen in comparison with the result of last survey. (Figure 5–6)

Figure 5–6 Amount of money damaged by good/service

This shows aggregate results of 597 damage cases, 509 people out of 596 reported to have experienced consumer damage by purchased goods or used services in the past year.



Average amount:

Survey of November 2017	=120,648 yen
Survey of November 2016	=368,438 yen
Survey of November 2015	=113,324 yen
Survey of December 2014	=270,153 yen
Survey of January 2014	= 149,298 yen

(7) Paid amount out of amount of money for the good/service

[Ask Q17 if “1. Yes” to any of (a) to (h) in Q16.]

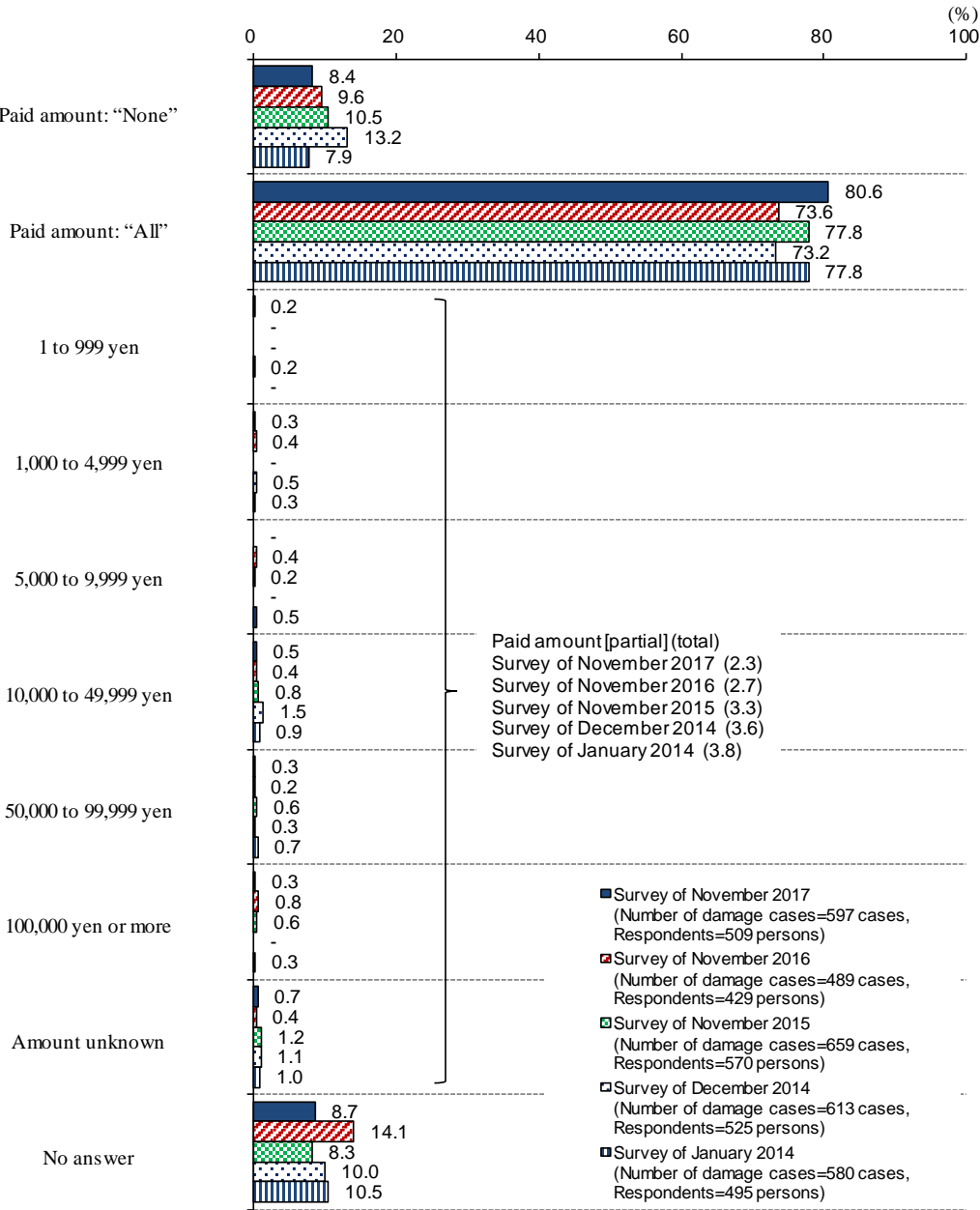
Q17. Please write down your experience if “1. Yes” in Q16.

(7) Paid amount out of (6)

The 597 damage cases are categorized by whether they have paid all or partial amount, “none” accounted for 8.4%, “all,” 80.6%, and “partial,” 2.3%. “All” increased 7.0 points (from 73.6% to 80.6%) in comparison with the result of last survey. (Figure 5–7)

Figure 5–7 Paid amount for good/service that caused damage

This shows aggregate results of 597 damage cases, 509 people out of 596 reported to have experienced consumer damage by purchased goods or used services in the past year.



(8) Amount out of paid amount that you regard as damage

[Ask Q17 if “1. Yes” to any of (a) to (h) in Q16.]

Q17. Please write down your experience if “1. Yes” in Q16.

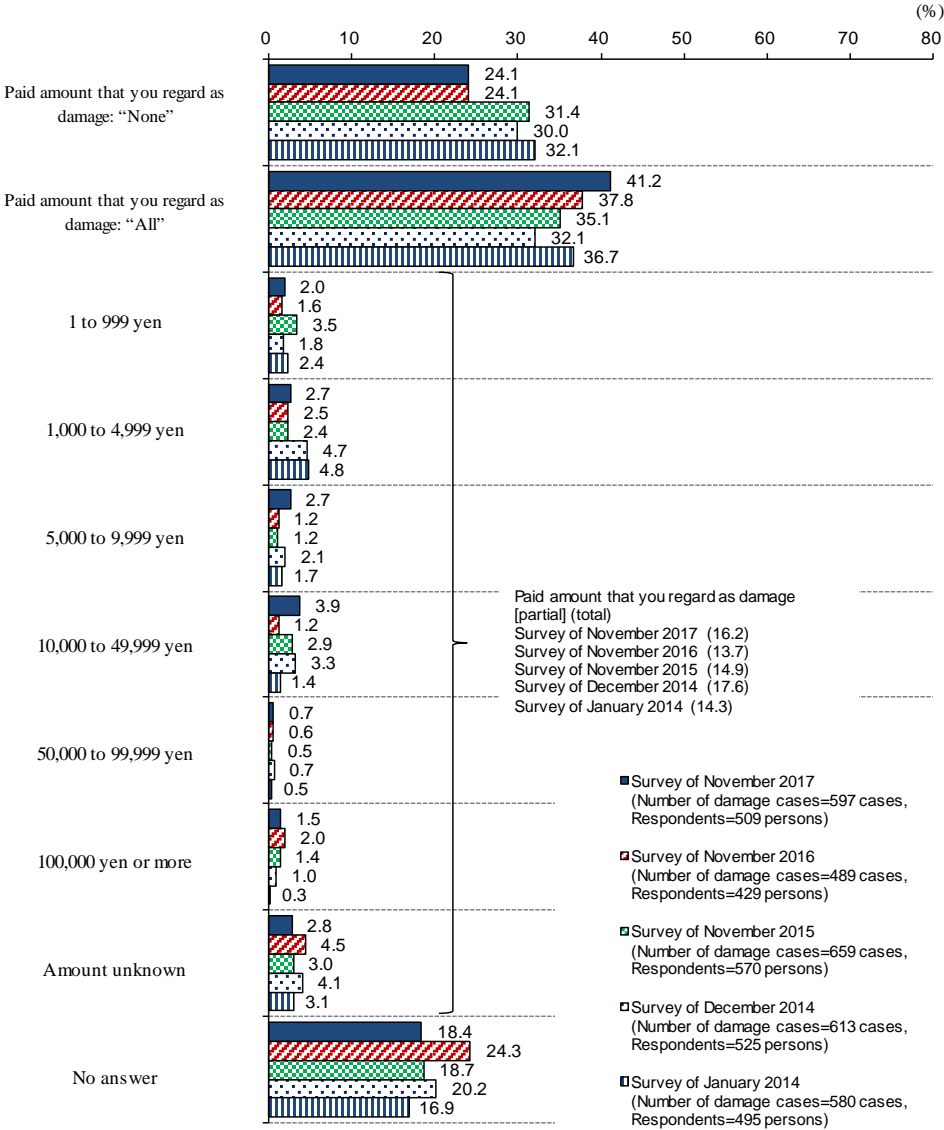
(8) Amount out of (7) that you regard as damage

The 597 damage cases are categorized by the amount of damage out of what already paid for good/service, and “none” accounted for 24.1%, “all,” 41.2%, and “partial,” 16.2%.

The major changes of percentages in each category are not seen in comparison with the result of last survey. (Figure 5–8)

Figure 5–8 Amount that you regard as damage out of already paid money for good/service that caused damage

This shows aggregate results of 597 damage cases, 509 people out of 596 reported to have experienced consumer damage by purchased goods or used services in the past year.



(9) Extent of physical damage and treatment cost

[Ask Q17 if “1. Yes” to any of (a) to (h) in Q16.]

Q17. Please write down your experience if “1. Yes” in Q16.

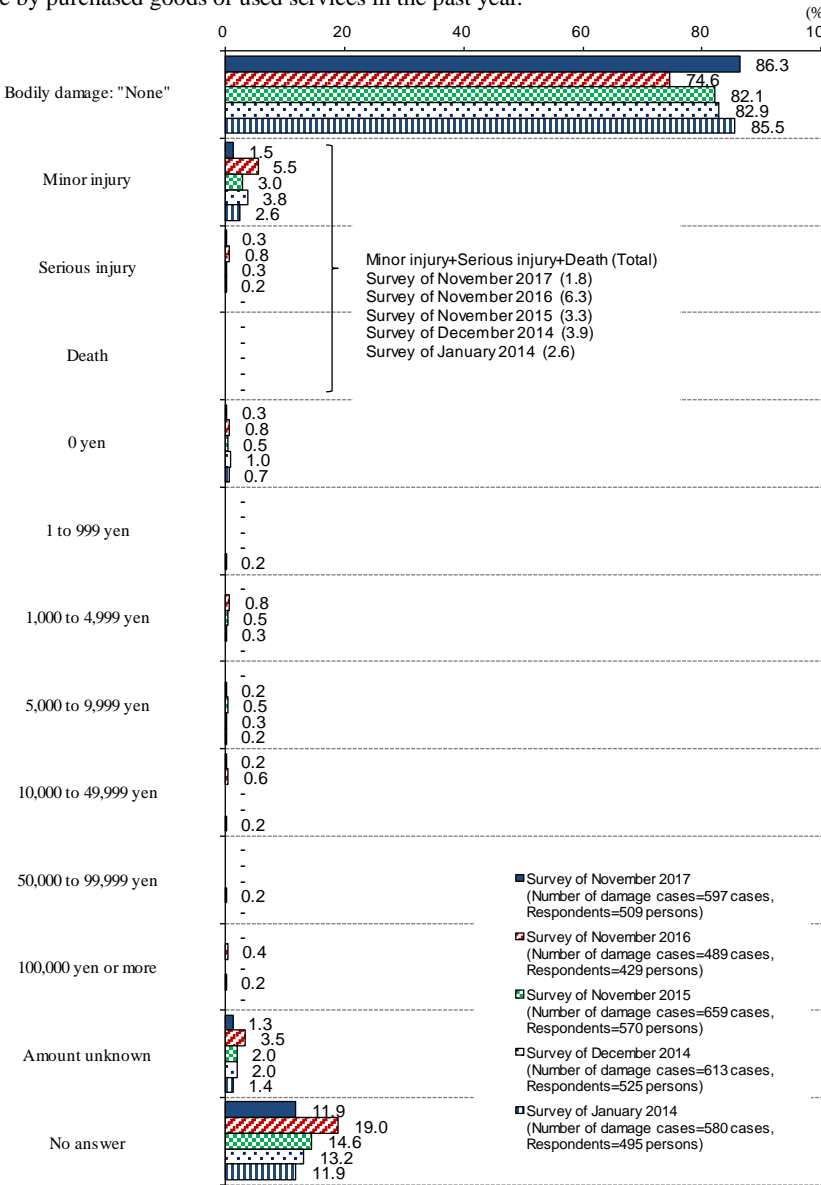
(9) Extent of physical damage and treatment cost

The 597 damage cases are categorized by extent of physical damage and treatment cost, 86.3% responded “none”, 1.5%, “minor injury” 0.3%, “serious injury”; The case of “death” were not reported.

“No” increased 11.7 points (from 74.6% to 86.3%) in comparison with the result of last survey. (Figure 5–9)

Figure 5–9 Physical damage extent and treatment cost caused by good/service

This shows the number of 597 damage cases, 509 people out of 596 reported to have experienced consumer damage by purchased goods or used services in the past year.



(10) Property/financial detriment other than the amount of good/service

[Ask Q17 if “1. Yes” to any of (a) to (h) in Q16.]

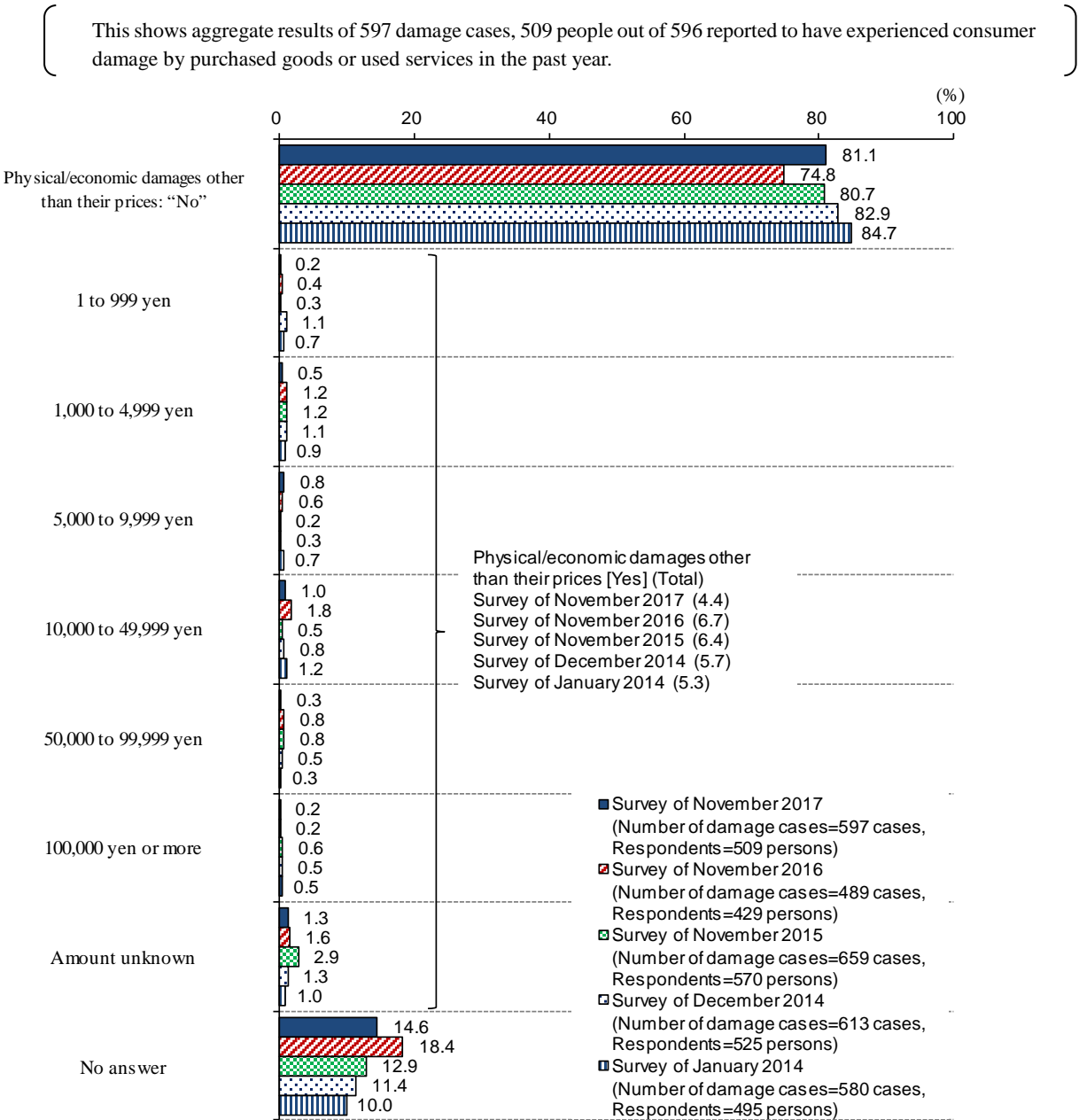
Q17. Please write down your experience if “1. Yes” in Q16.

(10) Property or financial detriment other than the amount of good/service

The 597 damage cases are categorized by property/financial detriment other than the amount of good/service 81.1% answered “no”, on the other hand, 4.4% answered “yes.”

“No” increased 6.3 points (from 74.8% to 81.1%) in comparison with the result of last survey. (Figure 5–10)

Figure 5–10 Physical/financial detriment other than the amount of good/service



(11) The consultation or the report concerning detriment by goods/service

[Ask Q17 if “1. Yes” to any of (a) to (h) in Q16,.]

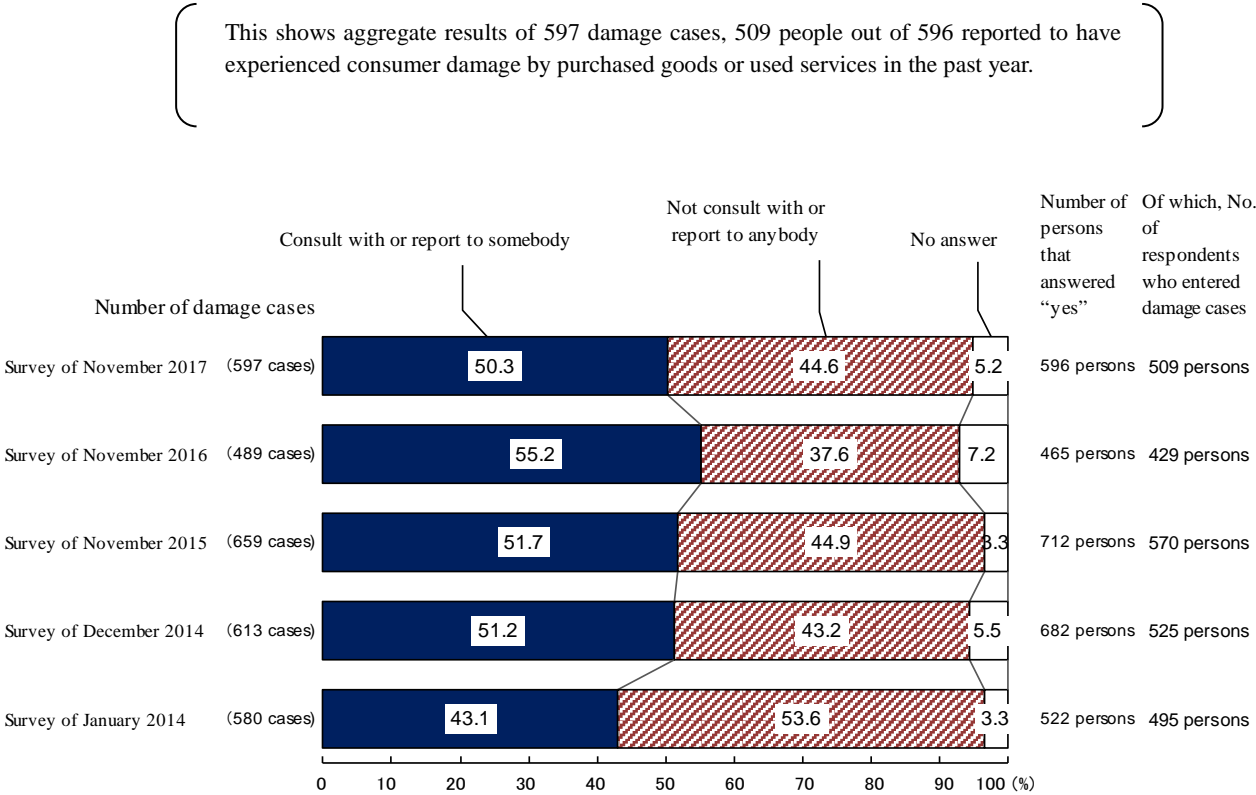
Q17. Please write down your experience if “1. Yes” in Q16.

(11) Did you consult with or report to anybody? (Note)

The 597 damage cases were categorized by whether or not to have consulted with or reported to somebody on your detriment, 50.3% answered “yes” ,on the other hand, 44.6% answered “no.”

“No” increased 7.0 points (from 37.6% to 44.6%) in comparison with the result of last survey. (Figure 5–11)

Figure 5–11 Whether or not to have consulted with or reported to somebody



(Note) In the survey of January 2014, the question was “Did you consult with anybody?”

(12) Those who was consulted with or reported to

[Ask Q17 if “1. Yes” to any of (a) to (h) in Q16.]

Q17. Please write down your experience if “1. Yes” to Q16.

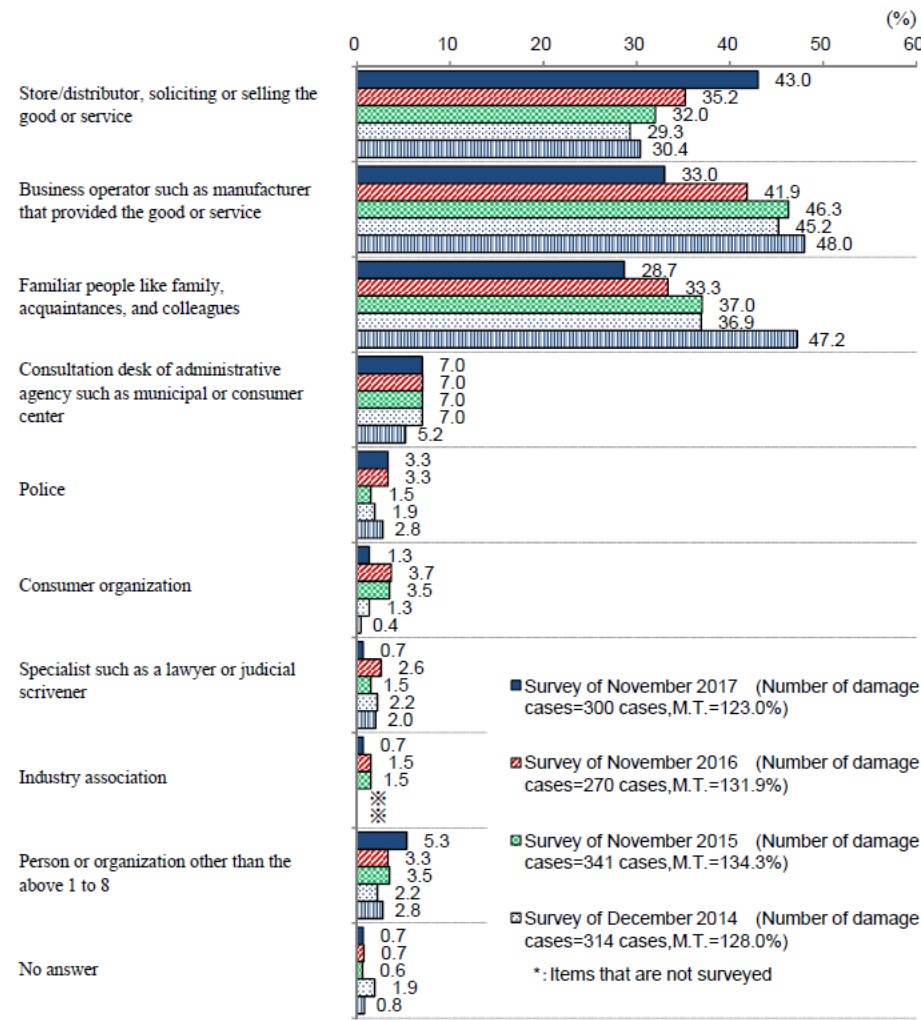
(12) Who did you consult with or request to? (Note)

The 300 damage cases which was consulted with or requested to somebody out of 597 damage cases are reported. Regarding somebody who was consulted with or reported to, “store/distributor that soliciting or selling the goods or service” (43.0%) accounted for the highest percentage, followed by “business operator such as manufacturer providing the goods or service” (33.0%), and “familiar people like family, acquaintances, and colleagues” (28.7%).

“Business operator such as manufacturer providing the goods or service” decreased 8.9 points (from 41.9% to 33.0%), and “store/distributor soliciting or selling the goods or service” increased 7.8 points (from 35.2% to 43.0%) in comparison with the result of last survey. (Figure 5–12)

Figure 5–12 Persons they consulted with or reported to somebody for good/service that caused damage

This shows aggregate results of 300 cases which was consulted with or reported to somebody out of 597 damage cases written by 509 people.



※ : Items that are not surveyed
(Note) In the survey of January 2014, the question was “Who did you consult with?”

(13) Recovery from the damage

[Ask Q17 if “1. Yes” to any of (a) to (h) in Q16.]

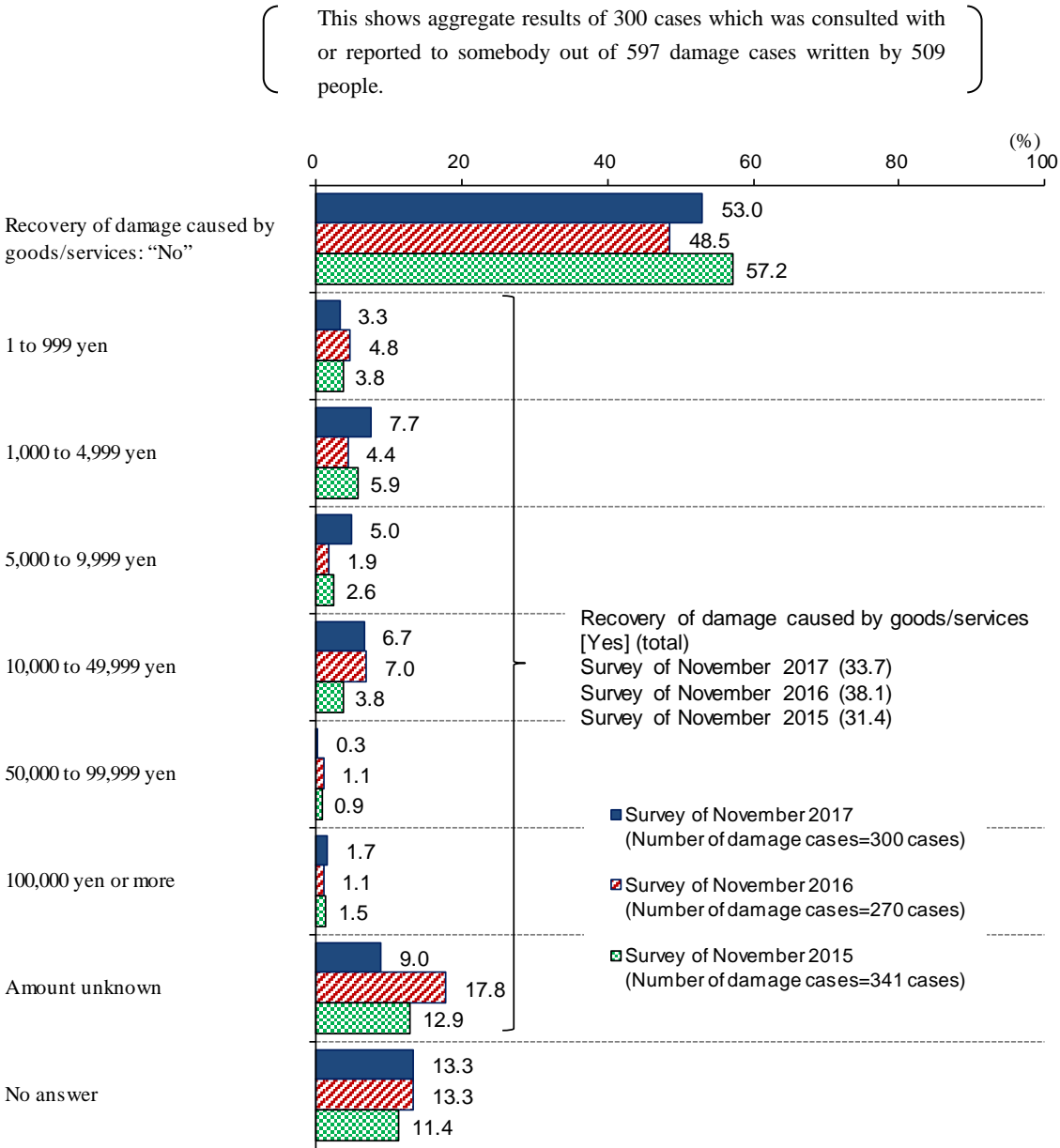
Q17. Please write down your experience if “1. Yes” in Q16.

(13) Did you recover from the damage?

The damage cases which were consulted with or reported to somebody (300 cases) were categorized by whether or not recovered from the damage, 53.0% answered “no”, on the other hand, 33.7% answered “yes.”

The major changes are not seen in comparison with the results of last survey. (Figure 5–13)

Figure 5–13 Recovery from damage caused by good/service



(14) Cost for solving the problem and recovering from the damage

[Ask Q17 if “1. Yes” to any of (a) to (h) in Q16.]

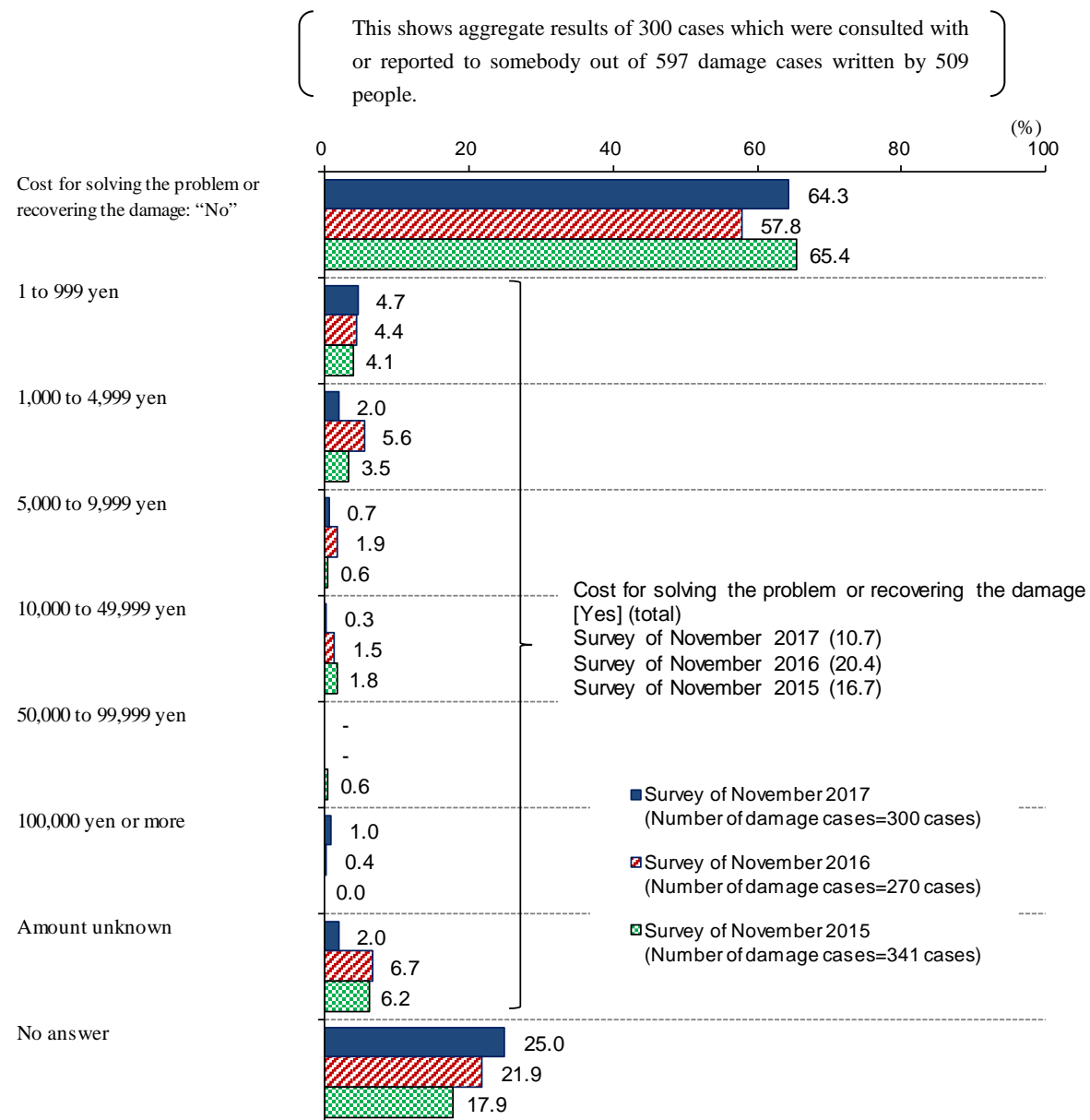
Q17. Please write down your experience if “1. Yes” in Q16.

(14) Did you pay to solve the problem or to recover from the damage?

The damage cases which were consulted with or reported to somebody (300 cases) were categorized by whether or not to have paid for solving the problem or recovering from the damage, 64.3% answered “no”, on the other hand, 10.7% answered “yes.”

“Yes” decreased 9.7 points (from 20.4% to 10.7%) in comparison with the result of last survey. (Figure 5–14)

Figure 5–14 Cost for solving the problem or recovering from the damage caused by good/service



(15) Time for solving the problem or recovering from the damage

[Ask Q17 if “1. Yes” to any of (a) to (h) in 16.]

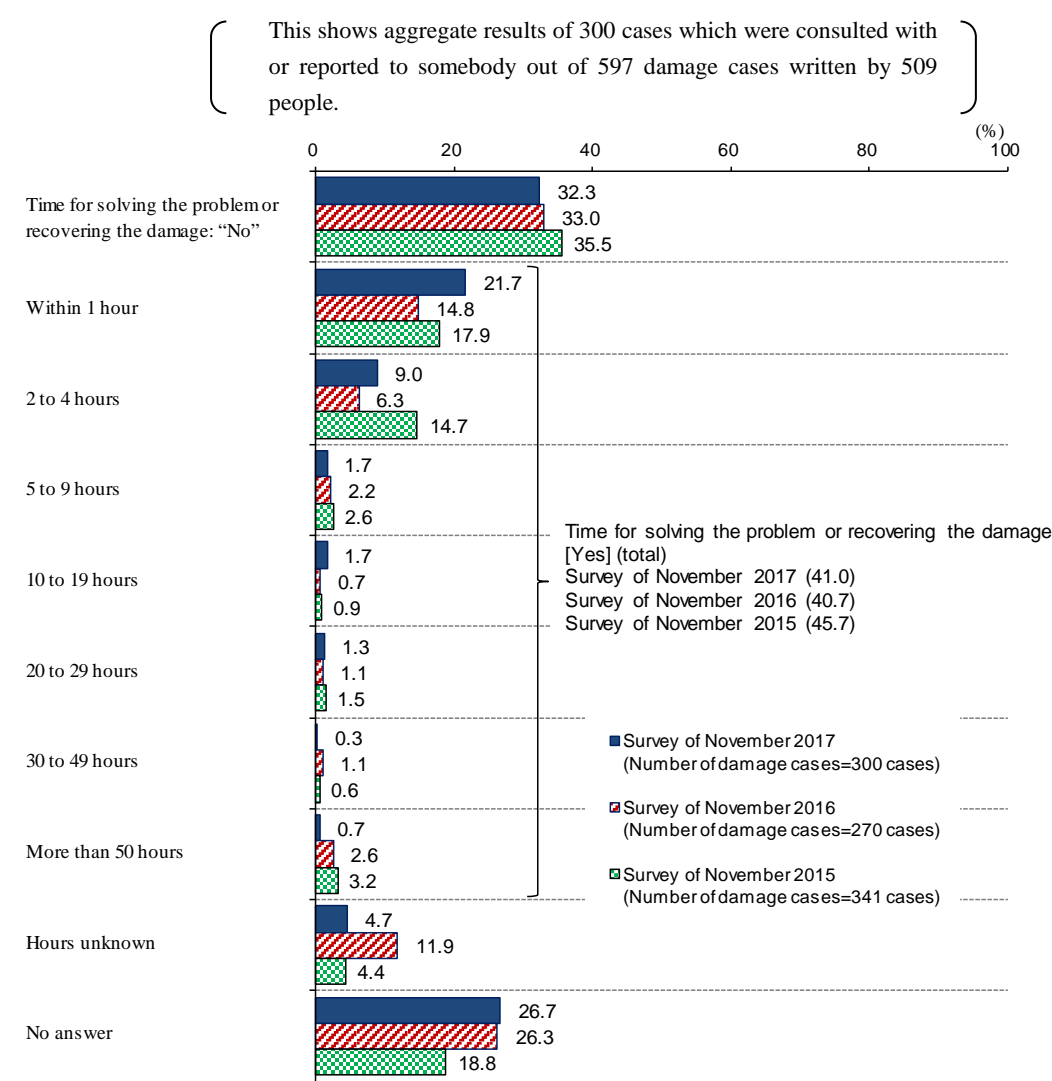
Q17. Please write down your experience if “1. Yes” in Q16.

(15) Did you need time to solve the problem or recover from the damage?

The damage cases which were consulted with or reported to somebody (300 cases) were categorized by whether or not to need time for solving the problem or recovering from the damage 32.3% answered “no”, on the other hand, 41.0% answered “yes.” Looking by time group, “within 1 hour” accounted for 21.7%, followed by “2 to 4 hours” (9.0%), and less than 2% required more time.

“Within 1 hour” increased 6.9 points (from 14.8% to 21.7%) in comparison with the result of last survey. (Figure 5–15)

Figure 5–15 Time required for solving the problem or recovering from the damage caused by good/service



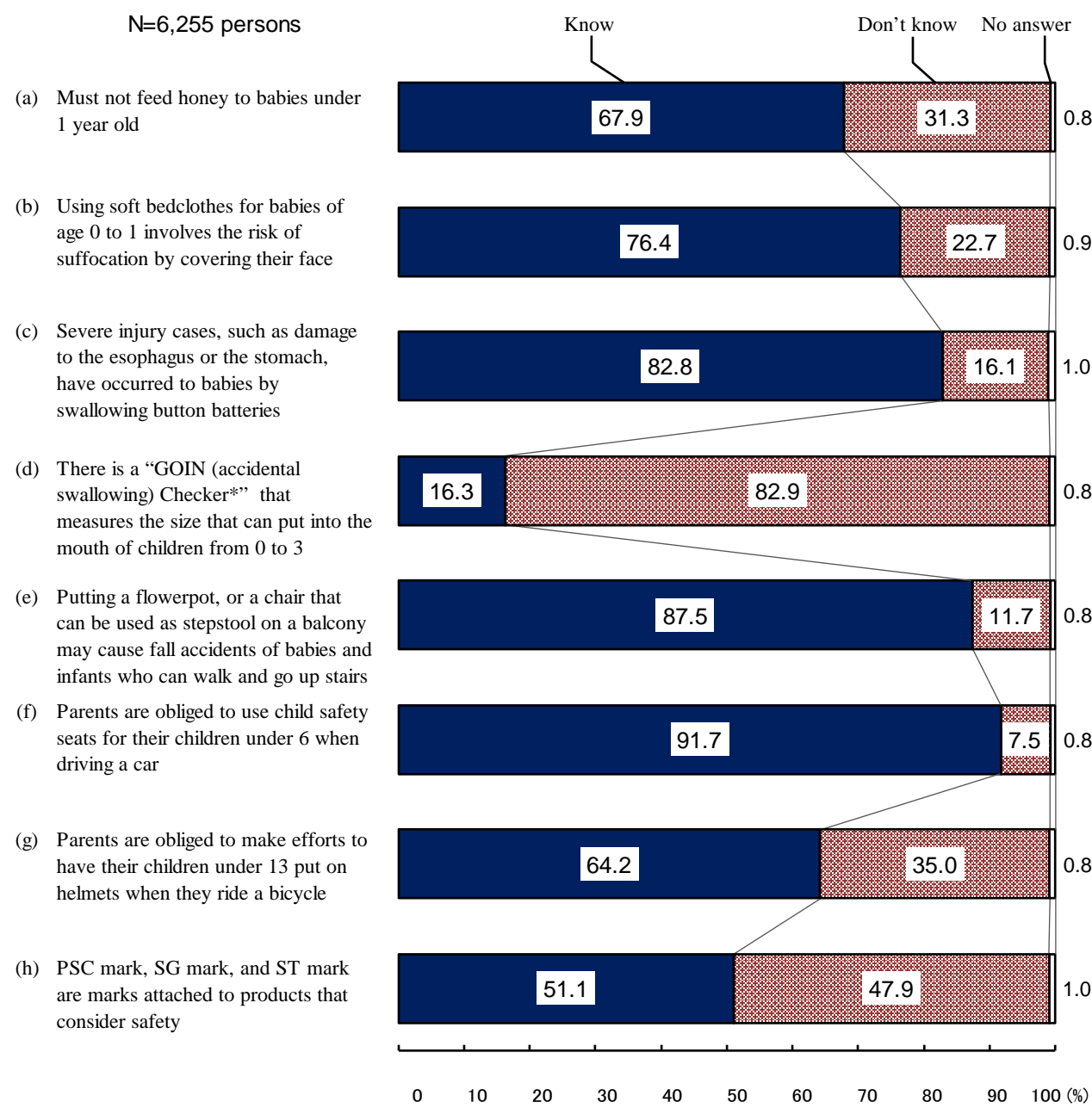
6. Protection of children (under 15) from accidents

(1) Recognition of information concerning protection of children from accidents

Q18. Do you know the following information concerning protection of children from in daily life?
One answer per line.

In response to a question of whether or not to know information concerning protection of children from in daily life, those who answered “parents are obliged to use child safety seats for their children under 6 when driving a car ” out of those answered “know” accounted for 91.7%, followed by “putting a flowerpot or a chair that can be used as stepstool on a balcony may cause fall accidents of babies and infants who can walk and go up stairs ” (87.5%), and “severe injury cases, such as damage to the esophagus or the stomach, have occurred to babies by swallowing button batteries” (82.8%). An item “there is a ‘GOIN (accidental swallowing) Checker’ that measures the size that can put into the mouth of children from 0 to 3”, which was the lowest level of recognition out of all items, accounted for 16.3%. (Figure 6–1)

Figure 6–1 Recognition of information on protection of children (under 15) from accidents

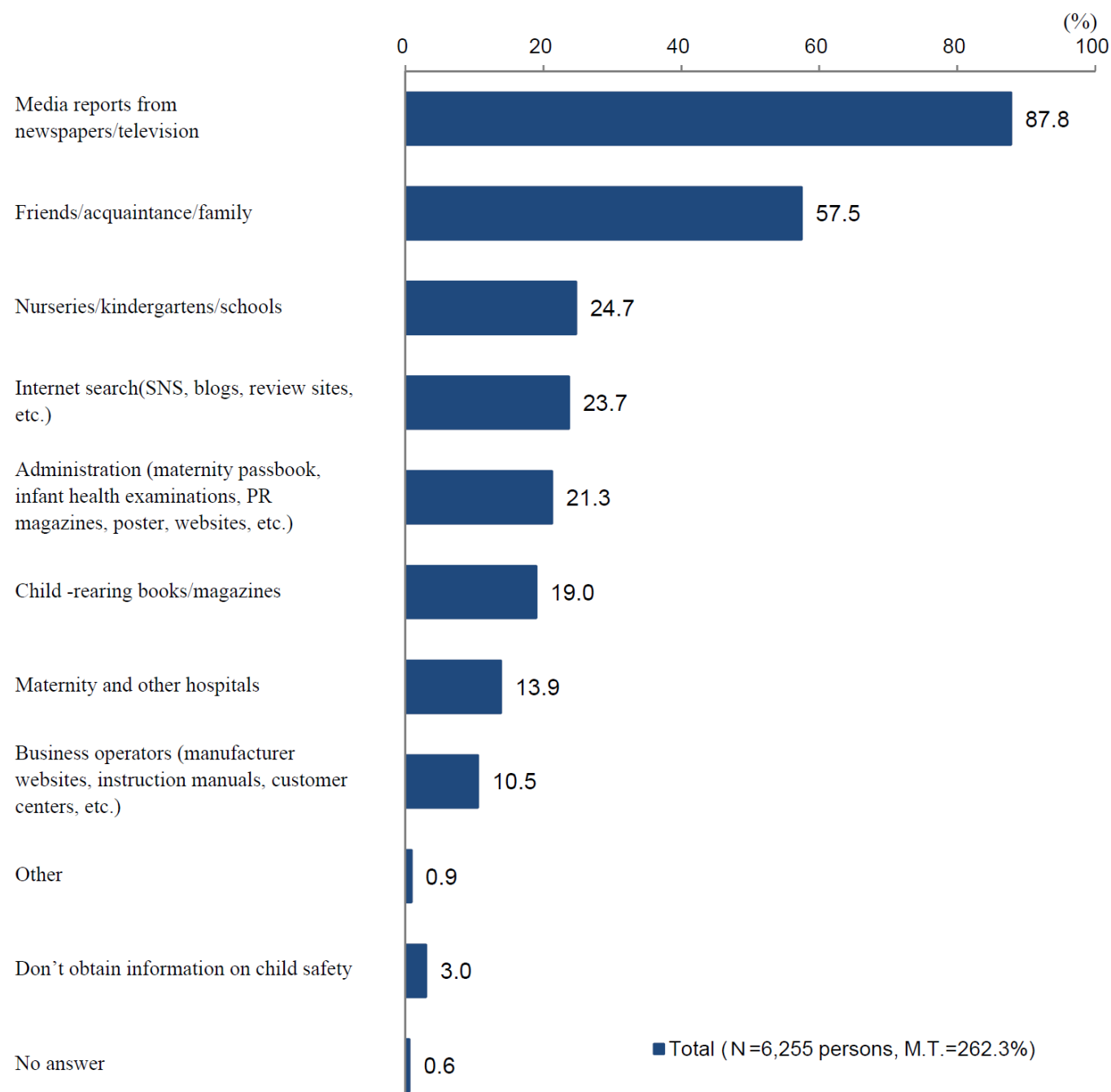


(2) Source of information on protection of children from accidents

Q19. Where do you obtain information on protection of children from accidents? Multiple answers possible.

In response to a question about information source for protection of children from accidents, “media reports from newspapers/television” (87.8%) accounted for the highest percentage, followed by “friends/acquaintance/family” (57.5%). (Multiple choice, Figure 6–2)

Figure 6–2 Information source for protection of children from accidents



(3) Useful measures for promoting to protect children from accidents

Q20 What measures do you think are useful in order to promote protecting children from accidents?

(1) Up to three answers possible.

(2) Among your answers in (1), please choose the one you think is the most useful.

In response to a question on measures thought to be useful for promoting to protect children from accidents, “calling attention to guardians” (84.0%) accounted for the highest percentage, followed by “developing products with child safety in mind” (50.8%), “disclosing information on accidents of children” (48.7%), and “promoting safety management in nurseries/kindergartens/schools”(41.1%). (Multiple choice, Figure 6–3)

In response to a question on measures thought to be the most useful, “bringing attention to guardians” accounted for reaching close to a half (48.5%), followed by “disclosing information on child accidents” (15.6%), and “developing products with child safety in mind” (13.9%). (Figure 6–4)

Figure 6–3 Measures thought to be useful for promoting to protect children from accidents

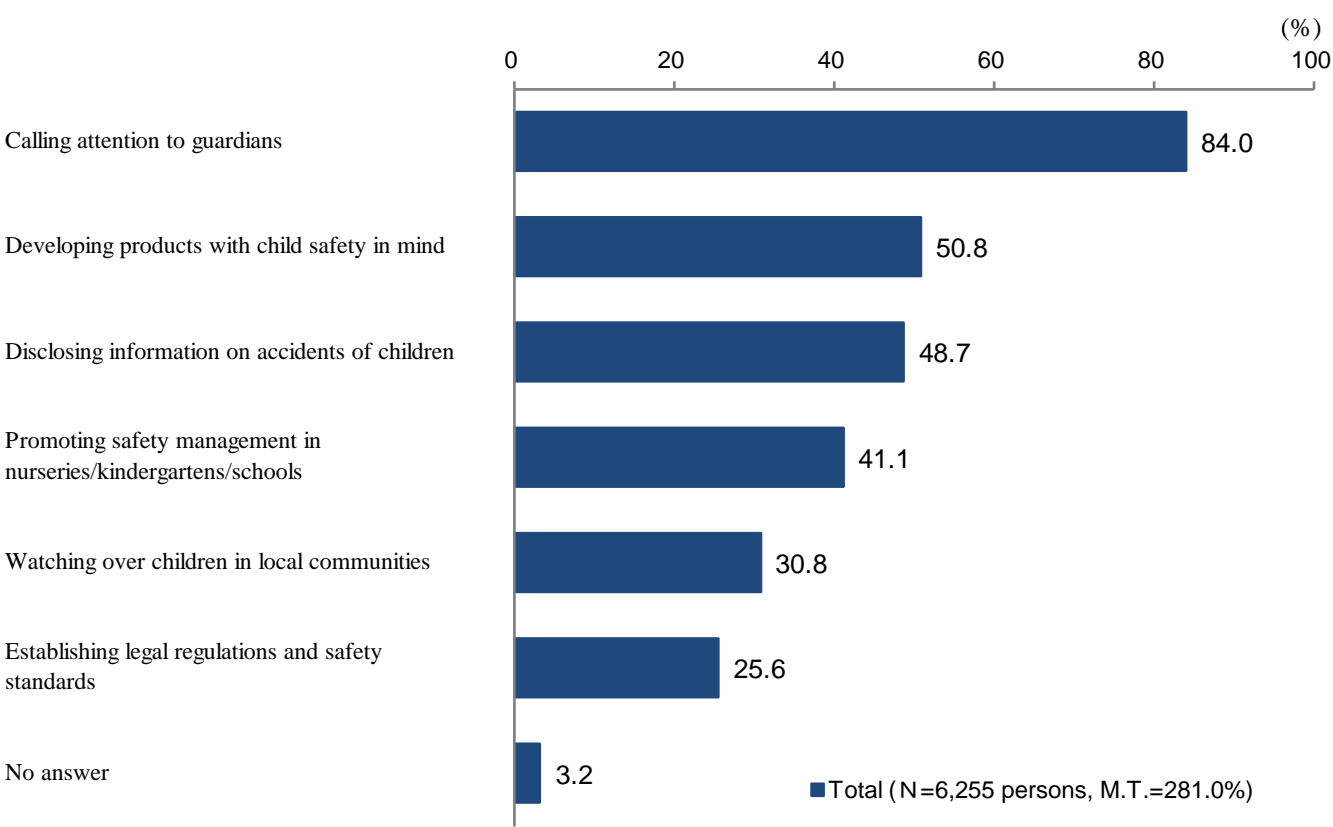
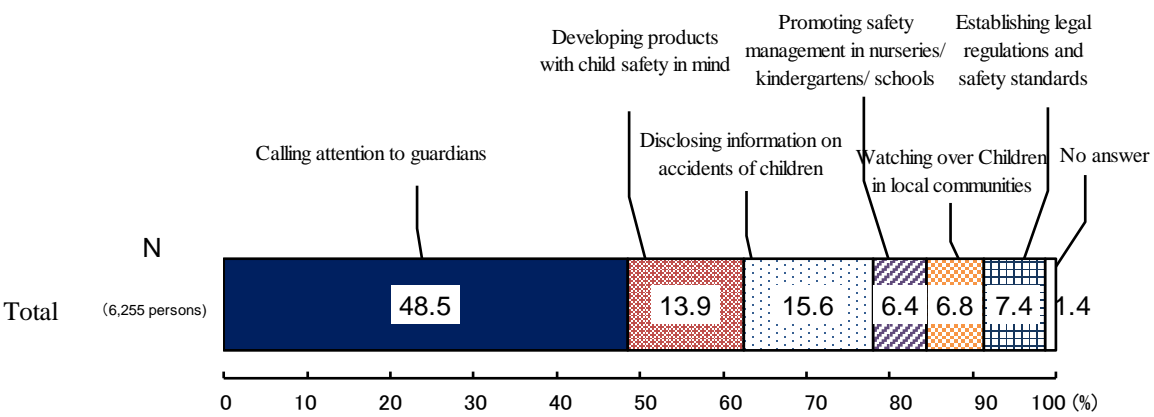


Figure 6–4 Measures thought to be the most useful for promoting to protect children from accidents



7. Evaluation of consumer policies

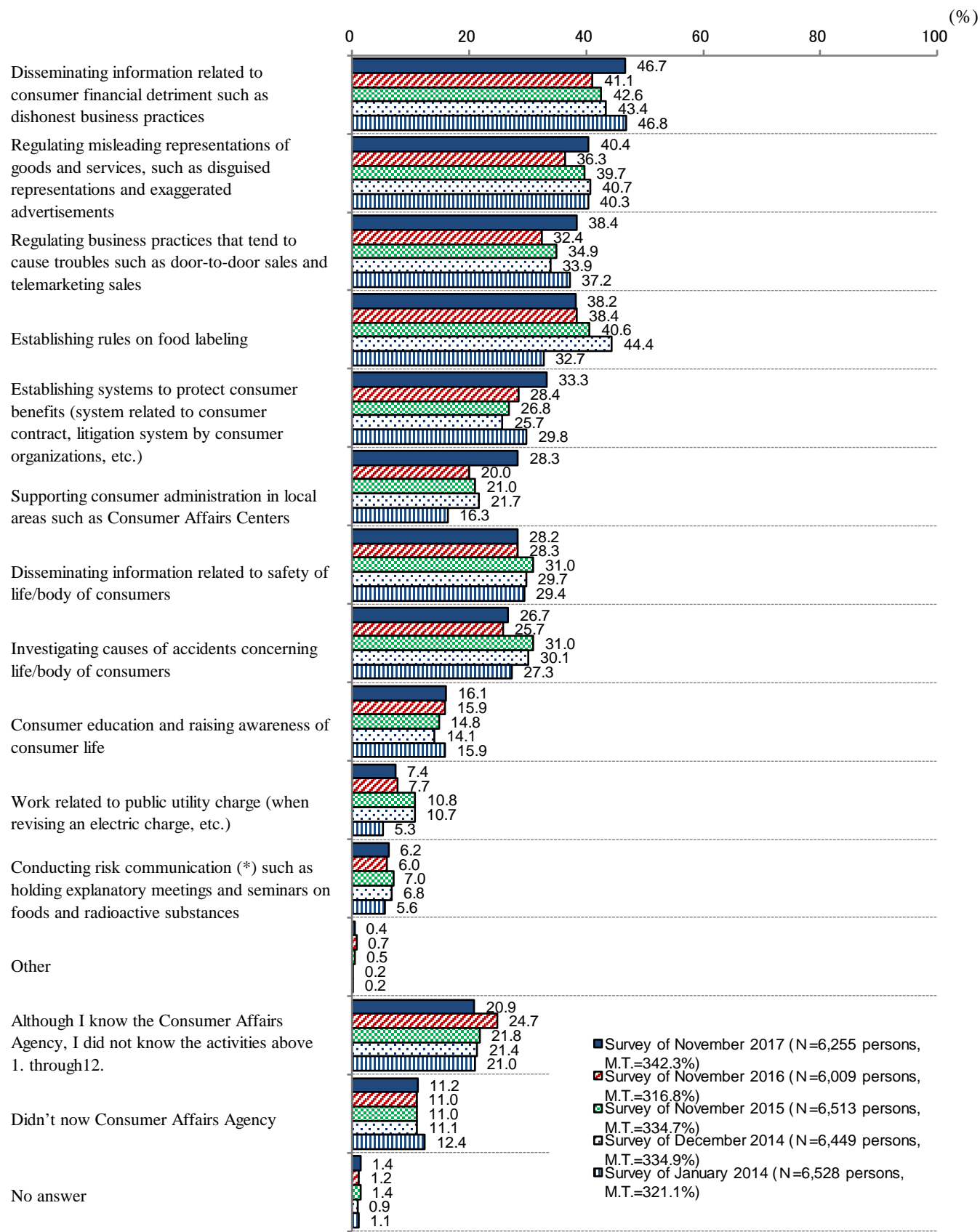
(1) Recognition of efforts by the Consumer Affairs Agency

Q21. Do you know that the Consumer Affairs Agency is working on following efforts?
Multiple answers possible.

In response to a question of whether or not to know each effort of the Consumer Affairs Agency, “Disseminating information related to consumer financial detriment such as dishonest business practices” was the best known effort, which accounted for 46.7%, followed by “regulating misleading representations of goods and services, such as disguised representations and exaggerated advertisements” (40.4%), “regulating business practices that tend to cause troubles such as door-to-door sales and telemarketing sales” (38.4%), “establishing rules on food labeling” (38.2%), “establishing systems to protect consumer benefits (system related to consumer contract, litigation system by consumer organizations, etc.)” (33.3%), “supporting consumer administration in local areas such as Consumer Affairs Centers” (28.3%), “disseminating information related to safety of life/body of consumers” (28.2%), and “investing causes of accidents concerning life/body of consumers” (26.7%) (best 8 items). “Although I know the Consumer Affairs Agency, I did not know the activities above” accounted for 20.9%, in addition, “didn’t now the Consumer Affairs Agency” accounted for 11.2%.

“Supporting consumer administration in local areas such as Consumer Affairs Centers” increased 8.3 points (from 20.0% to 28.3%), “regulating business practices that tend to cause troubles such as door-to-door sales and telemarketing sales” increased 6.0 points (from 32.4% to 38.4%), “disseminating information related to consumer financial detriment such as dishonest business practices” increased 5.6 points (from 41.1% to 46.7%), “establishing systems to protect consumer benefits (system related to consumer contract, litigation system by consumer organizations, etc.)” increased 4.9 points (from 28.4% to 33.3%), and “regulating misleading representations of goods and services, such as disguised representations and exaggerated advertisements” increased 4.1 points (from 36.3% to 40.4%) in comparison with the result of last survey. (Multiple choice, Figure 7–1)

Figure 7-1 Known activities of the Consumer Affairs Agency



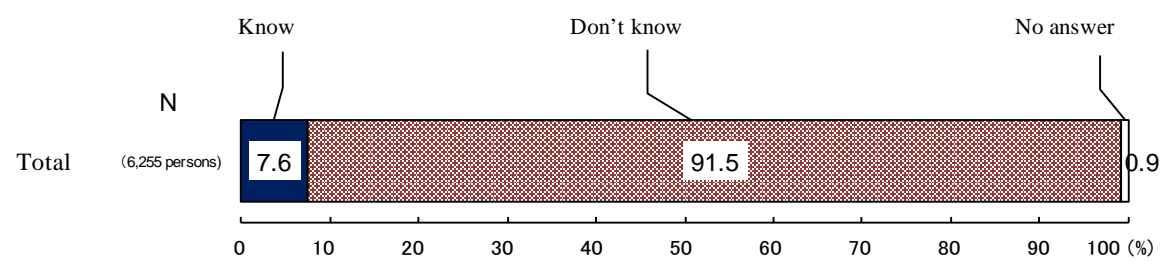
*“Risk communication” here refers to consumers sharing awareness of risk by obtaining information/knowledge on risks from specialists through questioning or expressing opinions on that information.

(2) Recognition of “Office of Consumer Policy Frontiers”

Q22. Do you know that the “Office of Consumer Policy Frontiers” has been established in Tokushima Prefecture? One answer only.

In response to a question of whether or not to know that “Office of Consumer Policy Frontiers” has been established in Tokushima Prefecture, 7.6% answered “know.” (Figure 7–2)

Figure 7–2 Recognition of Office of Consumer Policy Frontiers

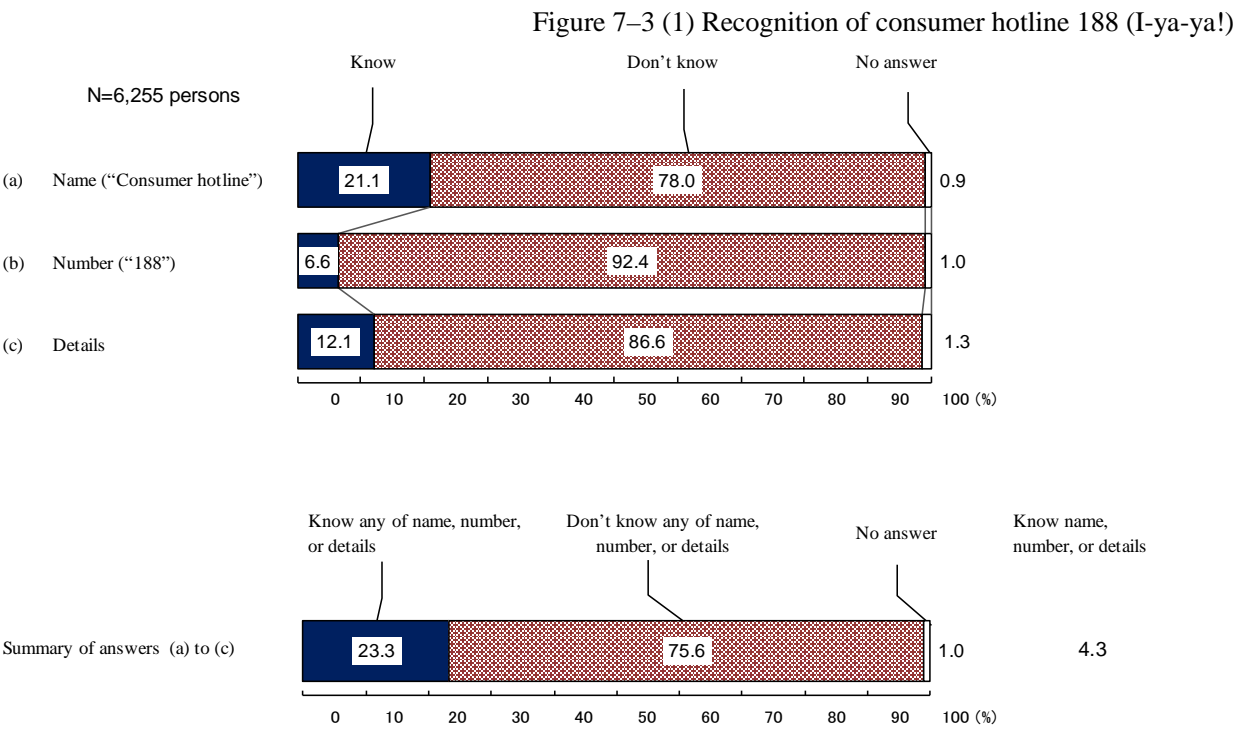


(3) Recognition of consumer hotline 188 (I-ya-ya!)

Q23. Do you know the “Consumer hotline” 188 (I-ya-ya)?

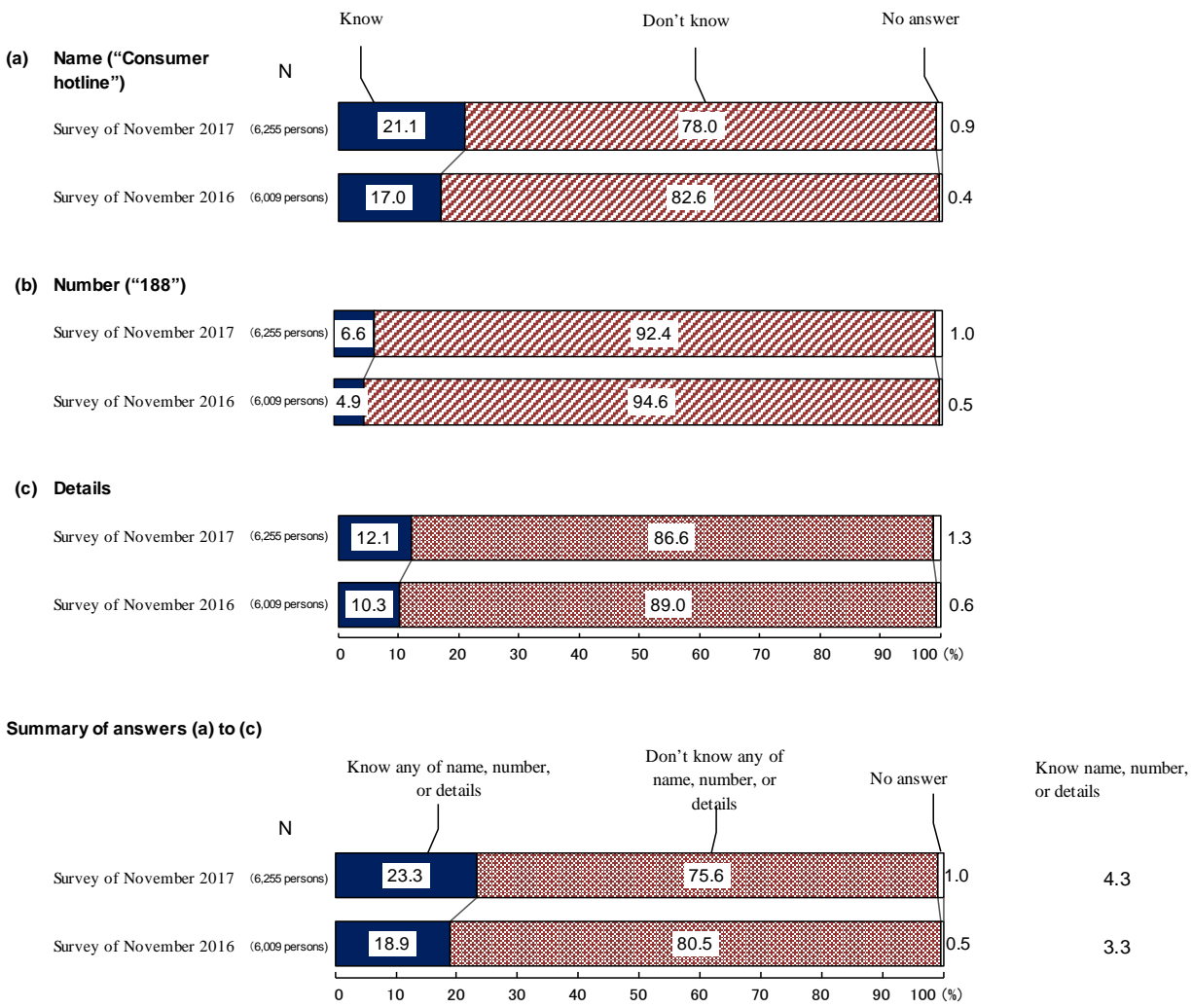
One answer per line.

In response to a question of whether or not to know the “Consumer hotline” 188 (I-ya-ya!), 21.1% answered that they “know” the “name (‘Consumer hotline’),” 6.6% answered “number (‘188’),” and 12.1% answered “details.” Those who know any of name, number, or details accounted for 23.3%, on the other hand, those who do not know any of them accounted for 75.6%. (Figure 7–3 (1))



Those who know “name (‘Consumer hotline’)” has increased 4.1 points (from 17.0% to 21.1%), “number (‘188’)” increased 1.7 points (from 4.9% to 6.6%), and “details” increased 1.8 points (from 10.3% to 12.1%), furthermore, those who know any of name, number, and details has increased 4.4 points (from 18.9% to 23.3%), and those who do not know any of them decreased 4.9 points (from 80.5% to 75.6%) in comparison with the result of last survey. (Figure 7–3 (2))

Figure 7–3 (2) Recognition of the consumer hotline 188 (I-ya-ya!) (time series)

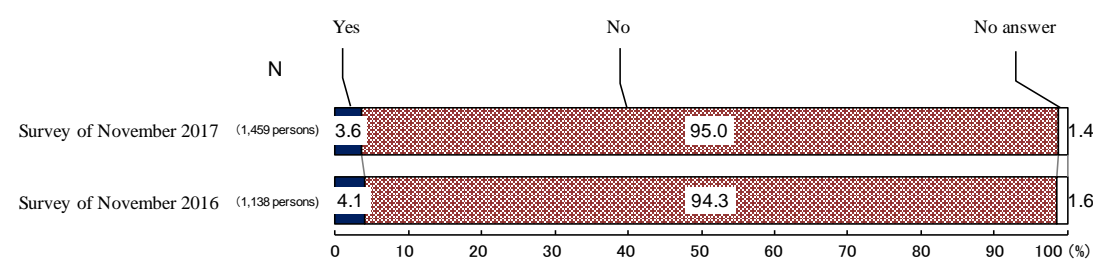


(4) Use of “Consumer hotline” 188 (I-ya-ya!)

[Ask Q24 if “1. Know” to any of (a) to (c) in Q23.]
Q24. Have you ever used the “Consumer hotline” 188 (I-ya-ya!)? One answer only.

In response to a question of whether or not to have used the “Consumer hotline” 188 (I-ya-ya!) so far for those who know any of name, number, and details of the “Consumer hotline” 188 (I-ya-ya!), and 3.6% answered “yes,” on the other hand, 95.0% “no.”
The major changes are not seen in comparison with the result of last survey.. (Figure 7–4)

Figure 7–4 Experience of using the “Consumer hotline” 188 (I-ya-ya!) (time series)



8. Consumer contract

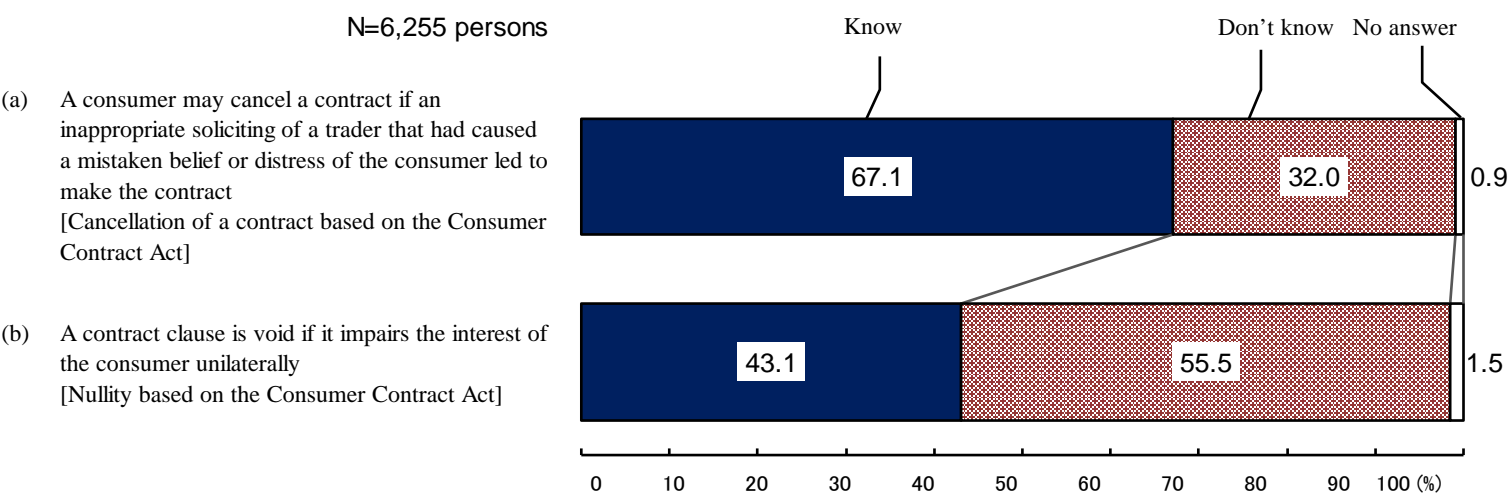
(1) Recognition of “Consumer Contract Act”

Q25. Do you know the items below about the Consumer Contract Act? One answer per line.

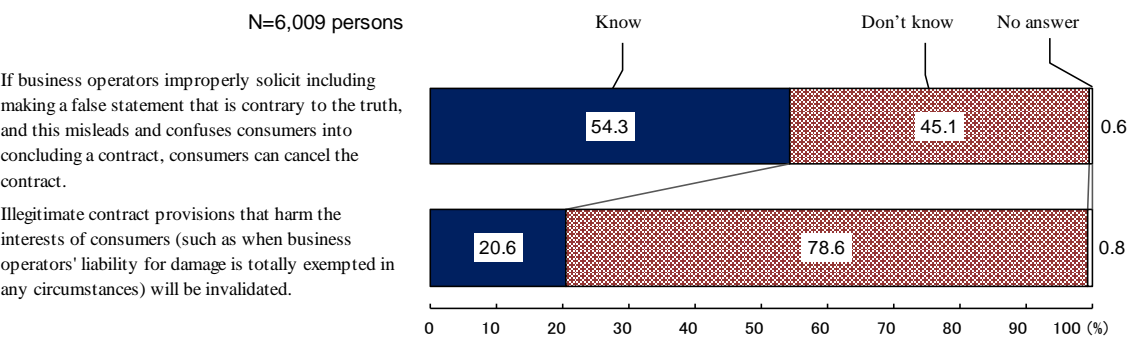
In response to a question of whether or not to know the details on the Consumer Contract Act, “a consumer may cancel a contract if an inappropriate soliciting of a trader that had caused a mistaken belief or distress of the consumer led to make the contract” out of those who answered “know” accounted for 67.1%, followed by “a contract clause is void if it impairs the interests of the consumer unilaterally” (43.1%).

Those who answered to “know” both questions accounted for a higher percentage in comparison with the result of last survey, although these values should be considered as reference since the above questions are slightly different from the ones in the last survey. (Figure 8–1)

Figure 8–1 Recognition of the Consumer Contract Act



(Reference) Recognition of consumer contract surveyed in November 2016

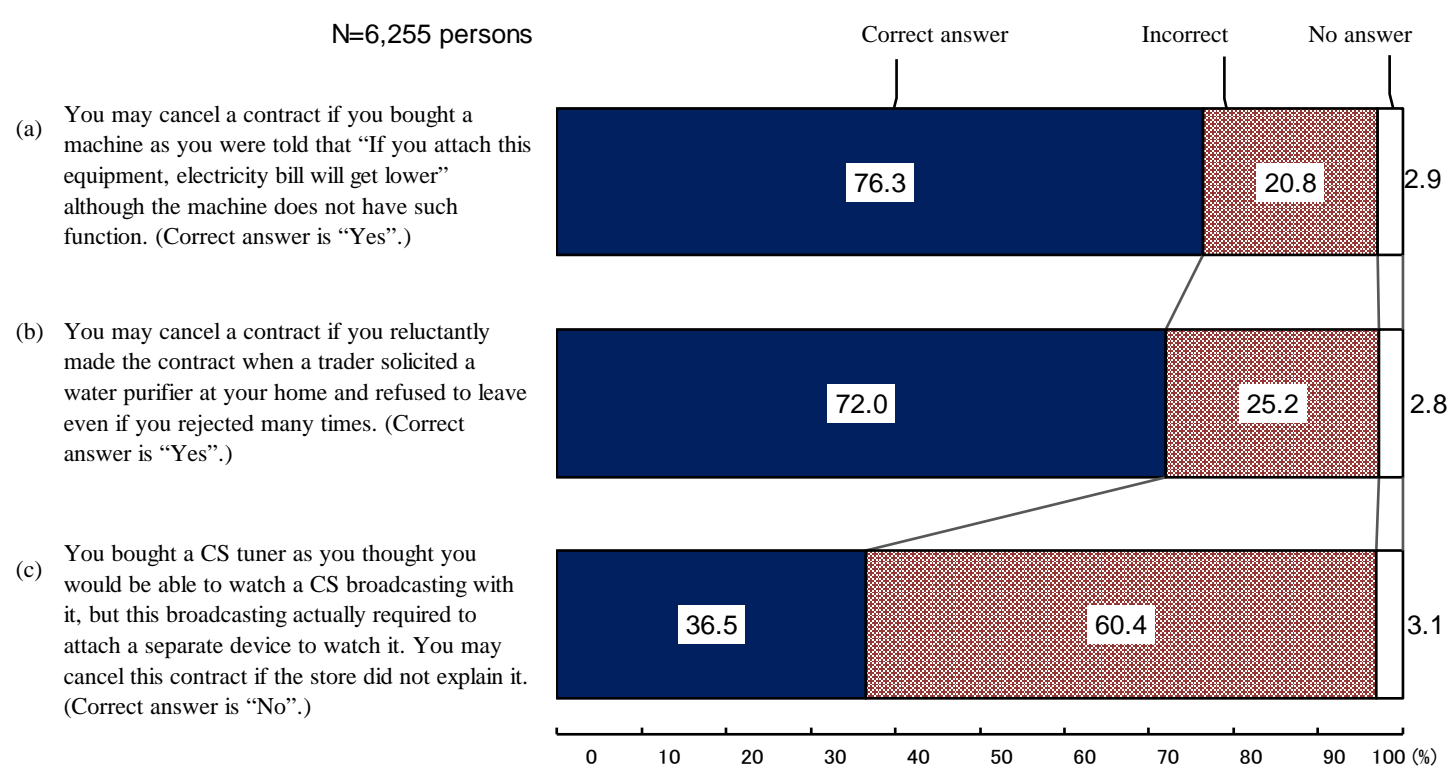


(2) Recognition of Cancellation of a Consumer Contract based on the Consumer Contract Act

Q26. Concerning [Cancellation of a Consumer Contract based on the Consumer Contract Act], do you think the following cases are correct? One answer per line.

In response to a question of whether or not to be able to cancel a consumer contract about three cases concerning cancellation of a consumer contract based on the Consumer Contract Act, 76.3% answered correctly the case (a), “you may cancel a contract if you bought a machine as you were told that “If you attach this equipment, electricity bill will get lower” although the machine does not have such function.” , and also 72.0% answered correctly the case (b), “you may cancel a contract if you reluctantly made the contract when a trader solicited a water purifier at your home and refused to leave even if you rejected many times.” ; the percentage of correct answer in both questions exceeded 70%. On the other hand, “You bought a CS tuner as you thought you would be able to watch a CS broadcasting with it, but this broadcasting actually required to attach a separate device to watch it. You may cancel this contract if the store did not explain it” accounted for only 36.5%. (Figure 8–2)

Figure 8–2 Recognition of cancellation of a consumer contract based on the Consumer Contract Act

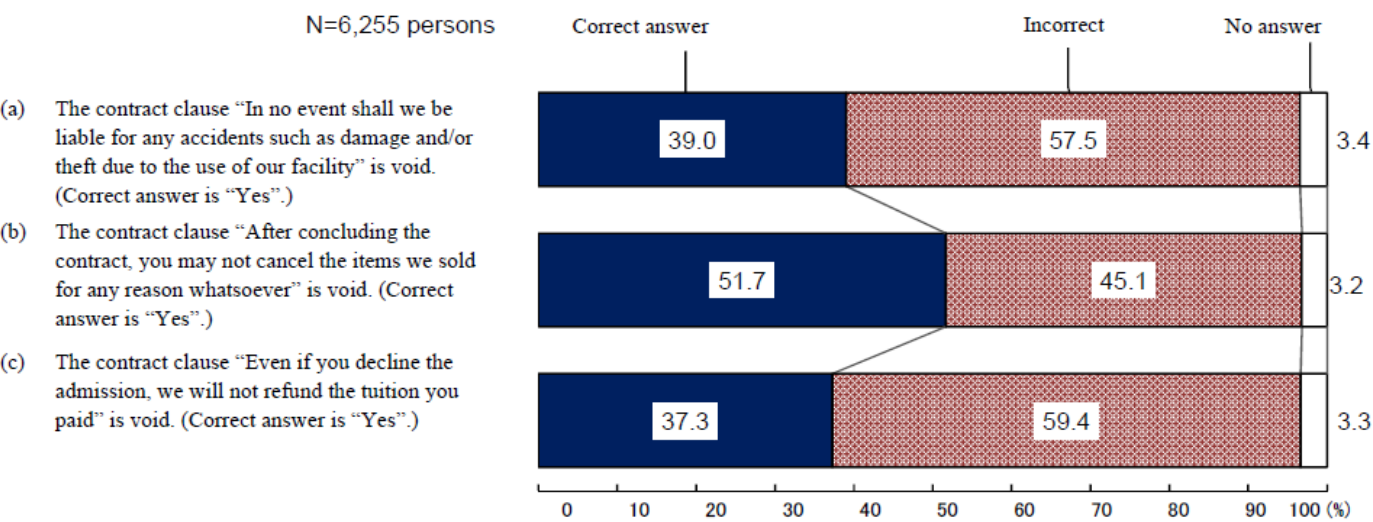


(3) Recognition of nullity according to the Consumer Contract Act

Q27. Concerning [Nullity based on the Consumer Contract Act], do you think the following cases are correct? One answer per line.

In response to a question of whether or not to void a contract clauses for three cases concerning nullity based on the Consumer Contract Act, “the contract clause ‘After concluding the contract, you may not cancel the item we sold for any reason whatsoever’ is void” (51.7%) accounted for the highest percentage of correct answer. (Figure 8–3)

Figure 8–3 Recognition of nullity based on the Consumer Contract Act



(4) Recognition of “Consumer Organization Collective Litigation System”

Q28. Did you know this system? One answer only.

In 2016, a new litigation system has started, which enables a Specified Qualified Consumer Organization to request collective redress on behalf of considerable number of consumers when major consumer problems occur.

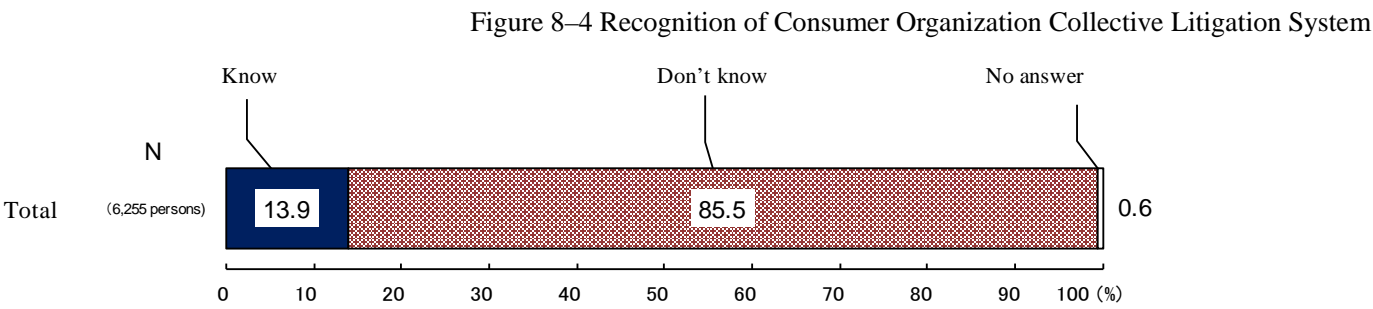
This system in conjunction with the system for requesting an injunction to make a business operator stop an unfair commercial practice by a Qualified Consumer Organization , is called “Consumer Organization Collective Litigation System.”

Consumer

Consumer organization

Business operator

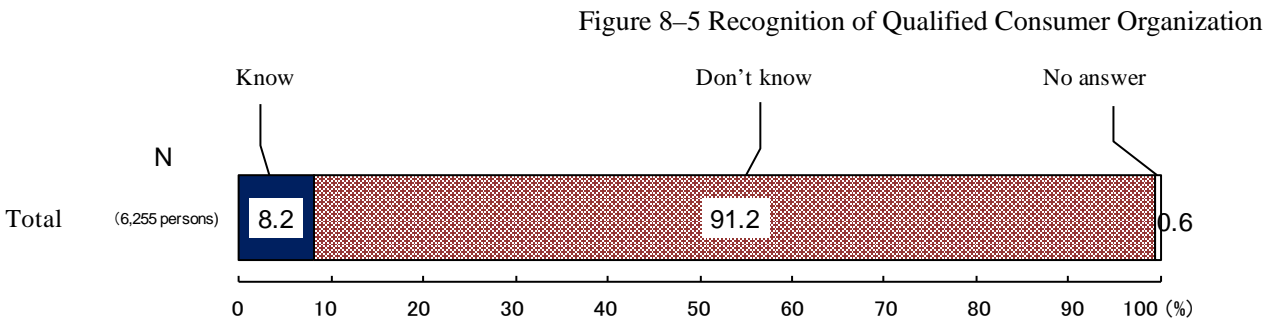
In response to a question of whether or not to know “Consumer Organization Collective Litigation System,” 13.9% answered that they “know”. (Figure 8–4)



(5) Recognition of “Qualified Consumer Organization”

Q29 A consumer organization that can request an injunction against an unfair commercial practices by a business operator is called a “Qualified Consumer Organization.” Did you know these organizations? One answer only.

In response to a question of whether or not to know “Qualified Consumer Organization,” 8.2% answered that they “know.” (Figure 8–5)



(6) Recognition of “Specified Qualified Consumer Organization”

Q30. A consumer organization that can request collective redress on behalf of consumers is called a “Specified Qualified Consumer Organization.” Did you know these organization? One answer only.

In response to a question of whether know “Specified Qualified Consumer Organization,” 6.3% answered that they “know.” (Figure 8–6)

