

Summary of the 2011 Survey of Household Economy

I Changes of Expenditure on Items

1 Items under the impact of the Great East Japan Earthquake (Two-or-more-person households)

The Great East Japan Earthquake occurred on March 11, 2011 caused enormous damage centered on Tohoku district and affected the economic activities of households.

Among the items under the impact of the Great East Japan Earthquake, expenditure on Accommodation services, Package tour costs (domestic) and Package tour costs (overseas) is below.

(1) Accommodation services

In an analysis of monthly expenditure per household on Accommodation services, the monthly expenditure decreased by 38.4% in real terms from the previous year in March and it was the largest decrease in 2011.

In an analysis of monthly expenditure per household on Accommodation services by district, the monthly expenditure decreased from the previous year in the districts except Hokkaido. The monthly expenditure in Kanto was the highest at 2,533 yen, followed by Hokuriku at 2,125 yen and Tokai at 2,114 yen. In an analysis of monthly expenditure per household on Accommodation services by city group, Major cities was the highest at 2,383 yen.

(2) Package tour costs (domestic)

In an analysis of monthly expenditure per household on Package tour costs (domestic), the monthly expenditure decreased by 46.0% in real terms from the previous year in April and it was the largest decrease in 2011.

In an analysis of monthly expenditure per household on Package tour costs (domestic) by district, the monthly expenditure decreased from the previous year in every district. The monthly expenditure in Kanto was the highest at 3,373 yen, followed by Tokai at 3,151 yen and Kinki at 3,139 yen. In an analysis of monthly expenditure per household on Package tour costs (domestic) by city group, Major cities was the highest at 3,258 yen.

(3) Package tour costs (overseas)

In an analysis of monthly expenditure per household on Package tour costs (overseas), the monthly expenditure decreased by 43.4% in real terms from the previous year in April and it was the largest decrease in 2011.

In an analysis of monthly expenditure per household on Package tour costs (overseas) by district, the monthly expenditure decreased from the previous year in Tohoku, Kanto, Tokai and Kyushu & Okinawa. The monthly expenditure in Kinki was the highest at 3,018 yen, followed by Kanto at 2,998 yen and Tokai at 2,413 yen. In an analysis of monthly expenditure per household on Package tour costs (overseas) by city group, Major cities was the highest at 3,204 yen.

2 Items related to the transition to terrestrial digital television broadcasts (Two-or-more-person households)

Japan completed digitalization of terrestrial television broadcasts by terminating analog broadcasts on July 24 2011, (March 31, 2012 in Iwate, Miyagi and Fukushima, the prefectures severely affected by the Great East Japan Earthquake.). Refer to page 15 for changes in the eco-point system for home appliances. Expenditure on items related to the transition to terrestrial digital television broadcasts is below.

(1) TV

In an analysis of monthly expenditure per household on TV, the monthly expenditure increased in real terms from the previous year in February and from April to July, while it decreased in real terms from the previous year since August, the month after the transition to terrestrial digital television broadcasts.

In an analysis of monthly expenditure per household on TV by district, the monthly expenditure decreased from the previous year in every district. The monthly expenditure in Hokuriku was the highest at 2,925 yen, followed by Tohoku at 2,579 yen and Shikoku at 2,405 yen. In an analysis of monthly expenditure per household on TV by city group, Small cities B・Towns and villages was the highest at 2,870 yen.

(2) Digital broadcast tuner and antenna

In an analysis of monthly expenditure per household on Digital broadcast tuner and antenna, the monthly expenditure increased in real terms from the previous year from January to July. Especially, it largely increased more than 250% in real terms from the previous year in June and July, while it decreased in real terms from the previous year since August, the month after the transition to terrestrial digital television broadcasts.

In an analysis of monthly expenditure per household on Digital broadcast tuner and antenna by district, the monthly expenditure decreased from the previous year in the districts except Kinki and Shikoku. The monthly expenditure in Shikoku was the highest at 283 yen, followed by Kanto at 261 yen and Tohoku at 211 yen. In an analysis of monthly expenditure per household on Digital broadcast tuner and antenna by city group, Small cities A was the highest at 244 yen.

(3) Video recorders (DVD recorder, player, etc. are included)

In an analysis of monthly expenditure per household on Video recorders (DVD recorder, player, etc. are included), the monthly expenditure increased in real terms from the previous year from January to August and in December. Especially, it largely increased more than 200% in real terms from the previous year in June and July, while it decreased in real terms from the previous year from September to November after the transition to terrestrial digital television broadcasts.

In an analysis of monthly expenditure per household on Video recorders (DVD recorder, player, etc. are included) by district, the monthly expenditure decreased from the previous year in the districts except Hokkaido and Kanto. The monthly expenditure in Kanto was the highest at 619 yen, followed by Chugoku at 605 yen and Hokkaido at 576 yen. In an analysis of monthly expenditure

per household on Video recorders (DVD recorder, player, etc. are included) by city group, Major cities was the highest at 625 yen.

3 Items including goods subject to “eco-point” system (except TV) (Two-or-more-person households)

From May 2009, eco-point system for home appliances started. If you buy energy-saving home appliances, you get “eco-point” exchangeable to various goods and services. Then, the system changed to reduce “eco-point” you get from purchases made since December 2010. As for purchases made since January 2011, things subject to points are limited. The system ended with purchases on March 31, 2011. Expenditure on items including goods subject to “eco-point” system (except TV) is below.

(1) Air conditioners

In an analysis of monthly expenditure per household on Air conditioners, the monthly expenditure increased in real terms from the previous year from January to June and in December, while it decreased in real terms from the previous year from July to November.

In an analysis of monthly expenditure per household on Air conditioners by district, the monthly expenditure decreased from the previous year in the districts except Hokkaido. The monthly expenditure in Hokuriku was the highest at 1,484 yen, followed by Chugoku at 1,305 yen and Kinki at 1,230 yen. In an analysis of monthly expenditure per household on Air conditioners by city group, Middle cities was the highest at 1,100 yen.

(2) Refrigerators

In an analysis of monthly expenditure per household on Refrigerators, the monthly expenditure increased in real terms from the previous year from February to July and in December, while it decreased in real terms from the previous year from August to November.

In an analysis of monthly expenditure per household on Refrigerators by district, the monthly expenditure decreased from the previous year in the districts except Chugoku. The monthly expenditure in Chugoku was the highest at 962 yen, followed by Tohoku at 892 yen and Tokai at 779 yen. In an analysis of monthly expenditure per household on Refrigerators by city group, Small cities B·Towns and villages was the highest at 858 yen.

II Expenditure on Goods and Services Ordered over the Internet

1 Outline (Two-or-more-person households)

The total monthly expenditure per household on goods and services ordered over the Internet was 4,560 yen in 2011, increased about 4.1 times for 9 years from 2002 at 1,105 yen.

2 Analysis by Age Group of Household Head (Two-or-more-person households)

In an analysis of total monthly expenditure per household on goods and services ordered over the Internet by age group of household head, the 30-39 (years-old) was the highest at 7,568 yen, followed by the 40-49 at 7,384 yen and the 50-59 at 6,250 yen.

The total monthly expenditure per household on goods and services ordered over the Internet of the 30-39 was 7,568 yen in 2011, increased about 4.0 times for 9 years from 2002 at 1,912 yen.

3 Analysis by Occupation of Household Head (Two-or-more-person households)

In an analysis of total monthly expenditure per household on goods and services ordered over the Internet by occupation of household head, Corporate Administrators was the highest at 7,504 yen, followed by Employee at 6,004 yen and Individual Proprietors and Others at 3,649 yen.

The total monthly expenditure per household on goods and services ordered over the Internet of Corporate Administrators was 7,504 yen in 2011, increased about 4.9 times for 9 years from 2002 at 1,526 yen.

4 Analysis by Yearly Income Group of Household (Two-or-more-person households)

In an analysis of total monthly expenditure per household on goods and services ordered over the Internet by yearly income group of household, the total monthly expenditure of households with more than 12.5 million yen income exceeded 10,000 yen. The group of 15-20 million yen was the highest at 13,739 yen, followed by the group of 20 million yen and over at 13,158 yen and the group of 12.5-15 million yen at 10,501 yen.

5 Analysis by Number of Household Members (Two-or-more-person households)

In an analysis of total monthly expenditure per household on goods and services ordered over the Internet by number of household members, Five-person Households was the highest at 6,704 yen, followed by Four-person Households at 6,454 yen and Three-person Households at 5,201 yen.

The total monthly expenditure per household on goods and services ordered over the Internet of Five-person Households was 6,704 yen in 2011, increased about 5.4 times for 9 years from 2002 at 1,242 yen.

III Ownership and Utilization of Electronic Money

1 Outline (Total households)

(1) Ownership of Electronic Money

The proportion of households which have household members who owned electronic money of All Japan was 35.6%, up by 1.7 percentage points from the previous year. In the breakdown by district, Kanto was the highest proportion at 54.7%, followed by Hokkaido at 30.6% and Tokai at 29.9%. Compared with the previous year, Hokkaido was the largest up by 11.4 percentage points, followed by Tokai, up by 8.2 percentage points, and Kanto, up by 2.0 percentage points.

In the breakdown by city group, Major cities was the highest proportion at 50.1%. Compared with the previous year, Major cities was the largest up by 4.8 percentage points, followed by Small cities A, up by 2.3 percentage points.

(2) Utilization of Electronic Money

The proportion of households which have household members who used electronic money of All Japan was 29.0%. In the breakdown by district, Kanto was the highest proportion at 47.0%,

followed by Tokai at 24.7% and Hokkaido at 22.2%.

In an analysis of the place where households most frequently used electronic money, Transportation (excluding commutation pass) was the highest proportion at 15.4%. In the breakdown by district, Kanto was the highest proportion at 32.6% in Transportation (excluding commutation pass).

2 Analysis by Age Group of Household Head (Two-or-more-person households)

(1) Ownership of Electronic Money

In an analysis of households which have household members who owned electronic money by age group of household head, the 40-49 (years-old) was the highest proportion at 52.9%, followed by the 30-39 at 51.1% and the under 30 at 46.4%. Compared with the previous year, the 40-49 was the largest up by 2.1 percentage points, followed by the 30-39, up by 1.9 percentage points, and both the 50-59 and the 60-69, up by 1.1 percentage points.

(2) Utilization of Electronic Money

In an analysis of households which have household members who used electronic money by age group of household head, the 40-49 was the highest proportion at 43.0%, followed by the 30-39 at 39.9% and the 50-59 at 36.0%.

In terms of the proportion of the place where households most frequently used electronic money by age group of household head, Transportation (excluding commutation pass) was the highest in every age group.

3 Analysis by Occupation of Household Head (Two-or-more-person households)

(1) Ownership of Electronic Money

In an analysis of households which have household members who owned electronic money by occupation of household head, Corporative Administrators was the highest proportion at 46.9%, followed by Employee at 46.1% and Individual Proprietors and Others at 28.0%. Compared with the previous year, Corporative Administrators was the largest up by 2.2 percentage points, followed by Employee, up by 1.5 percentage points, and No-occupation, up by 0.8 percentage points.

(2) Utilization of Electronic Money

In an analysis of households which have household members who used electronic money by occupation of household head, Corporative Administrators was the highest proportion at 40.6%, followed by Employee at 37.6% and Individual Proprietors and Others at 22.0%.

In terms of the proportion of the place where households most frequently used electronic money by occupation of household head, Transportation (excluding commutation pass) was the highest in every occupation group.

4 Analysis by Yearly Income Group of Household (Two-or-more-person households)

(1) Ownership of Electronic Money

In an analysis of households which have household members who owned electronic money by

yearly income group of household, the proportion in the households with more than 8 million yen income was over 50%. The proportion in the group of 12.5-15 million yen was the highest at 61.1%, followed by the group of 15-20 million yen at 59.5% and the group of 10-12.5 million yen at 59.3%. Compared with the previous year, the group of 12.5-15 million yen was the largest up by 5.3 percentage points, followed by the group of 9-10 million yen, up by 4.2 percentage points, and the group of 10-12.5 million yen, up by 4.1 percentage points.

(2) Utilization of Electronic Money

In an analysis of households which have household members who used electronic money by yearly income group of household, the proportion in the households with more than 10 million yen income was over 50%. The proportion in the group of 15-20 million yen was the highest at 55.3%, followed by the group of 20 million yen and over at 53.1% and the group of 10-12.5 million yen at 52.0%.

In terms of the proportion of the place where households most frequently used electronic money by yearly income group of household, Transportation (excluding commutation pass) was the highest in every yearly income group.

IV Ownership and Utilization of Reward Card etc.

1 Outline (Total households)

(1) Ownership of Reward Card etc.

The proportion of households which have household members who owned reward card/mileage card of All Japan was 72.1%, down by 0.1 percentage points from the previous year. In the breakdown by district, Hokkaido was the highest proportion at 79.1%, followed by Kanto at 76.6% and Tokai at 71.0%. Compared with the previous year, Tokai was the largest up by 3.8 percentage points, followed by Tohoku, up by 2.6 percentage points, and both Hokkaido and Shikoku, up by 1.0 percentage points.

In the breakdown by city group, Major Cities was the highest proportion at 78.4%. Compared with the previous year, Small cities B·Town and villages was up by 1.0 percentage points and Major Cities was up by 0.9 percentage points.

(2) Utilization of Reward Point etc.

In an analysis of the goods and services to which households changed points, Food (including beverage) was the highest proportion at 7.9%, followed by Gift Certificate at 5.5% and Sundry Goods at 3.5%.

2 Analysis by Age Group of Household Head (Two-or-more-person households)

(1) Ownership of Reward Card etc.

In an analysis of households which have household members who owned reward card/mileage card by age group of household head, the 40-49 (years-old) was the highest proportion at 84.7%, followed by the 30-39 at 83.7% and the 50-59 at 82.6%. Compared with the previous year, the 70 years old and over was up by 0.4 percentage points and the 50-59 was up by 0.1 percentage points.

(2) Utilization of Reward Card etc.

In an analysis of average changing amount of reward card/mileage card per household by age group of household head, the under 30 was the highest at 5,005 yen, followed by the 30-39 at 4,981 yen, and the 60-69 at 4,858 yen. Compared with the previous year, the average changing amount decreased in the age groups except the under 30.

3 Analysis by Occupation of Household Head (Two-or-more-person households)

(1) Ownership of Reward Card etc.

In terms of the proportion of households which have household members who owned reward card/mileage card by occupation of household head, Corporative Administrators was the highest at 85.1%, followed by Employee at 82.5% and Individual Proprietors and Others at 74.0%. Compared with the previous year, Corporative Administrators was up by 0.7 percentage points and Individual Proprietors and Others was up by 0.3 percentage points.

(2) Utilization of Reward Card etc.

In an analysis of average changing amount of reward card/mileage card per household by occupation of household head, Corporative Administrators was the highest at 7,410 yen, followed by Employee at 4,884 yen, and No-occupation at 3,979 yen. Compared with the previous year, the average changing amount decreased in every occupation group.

4 Analysis by Yearly Income Group of Household (Two-or-more-person households)

(1) Ownership of Reward Card etc.

In an analysis of households which have household members who owned reward card/mileage card by yearly income group of household, the proportion in the households with more than 5 million yen income was over 80%. The proportion in the group of 15-20 million yen was the highest at 91.7%, followed by the group of 10-12.5 million yen at 89.6% and the group of 12.5-15 million yen at 88.7%. Compared with the previous year, the group of 3-4 million yen was the largest up by 1.5 percentage points, followed by the group of under 2 million yen, up by 1.4 percentage points, and the group of 15-20 million yen, up by 1.3 percentage points.

(2) Utilization of Reward Card etc.

In an analysis of average changing amount of reward card/mileage card per household by yearly income group of household, the group of 20 million yen and over was the highest at 15,863 yen, exceeding 10,000 yen, followed by the group of 10-12.5 million yen at 7,700 yen, and the group of 15-20 million yen at 7,425 yen. Compared with the previous year, the average changing amount increased in the group of under 2 million yen, the group of 5-6 million yen and the group of 9-10 million yen, while it decreased in other yearly income groups.