

Summary of the 2012 Survey of Household Economy

I Changes of Expenditure on Items

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

Among the especially-affected items under the impact of the Great East Japan Earthquake(occurred on March 11,2011), expenditure on Accommodation services, Package tour costs (domestic) and Package tour costs (overseas) in 2012 is below.

(1) Accommodation services

In an analysis of monthly expenditure per household on Accommodation services was 2,194 yen, increased 8.4% in nominal terms and increased 7.4% in real terms from the previous year.

In an analysis of expenditure per household on Accommodation services decreased in real terms from the previous year in 2010 and 2011, while it increased in real terms from the previous year in 2012.

In an analysis of monthly expenditure per household on Accommodation services in 2012, the monthly expenditure increased in real terms from the previous year in March and April.

In an analysis of monthly expenditure per household on Accommodation services by district, the monthly expenditure in Kanto was the highest at 2,679 yen, followed by Tokai at 2,452 yen and Hokuriku at 2,367 yen.

(2) Package tour costs (domestic)

In an analysis of monthly expenditure per household on Package tour costs (domestic) was 3,315 yen, increased 10.7% in nominal terms and increased 10.1% in real terms from the previous year.

In an analysis of expenditure per household on Package tour costs (domestic) decreased in real terms from the previous year from 2008 to 2011, while it increased in real terms from the previous year in 2012.

In an analysis of monthly expenditure per household on Package tour costs (domestic) in 2012, the monthly expenditure increased in real terms from March to May.

In an analysis of monthly expenditure per household on Package tour costs (domestic) by district, the monthly expenditure in Kanto was the highest at 3,733 yen, followed by Kinki at 3,677 yen and Tokai at 3,638 yen.

(3) Package tour costs (overseas)

In an analysis of monthly expenditure per household on Package tour costs (overseas) was 2,626 yen, increased 13.6% in nominal terms and increased 17.6% in real terms from the previous year.

In an analysis of expenditure per household on Package tour costs (overseas) decreased in real terms from the previous year in 2010 and 2011, while it increased in real terms from the previous year in 2012.

In an analysis of monthly expenditure Package tour costs (overseas) services in 2012, the monthly expenditure increased in real terms from the previous year in March and April.

In an analysis of monthly expenditure per household on Package tour costs (overseas) by district, the monthly expenditure in Kanto was the highest at 3,461 yen, followed by Tokai at 3,052 yen and Kinki at 2,780 yen.

2 Automobiles

In an analysis of monthly expenditure per household on Automobiles (new) was 14,958 yen, increased 38.6% in nominal terms and increased 38.3% in real terms from the previous year. Automobile purchase increased by introducing the subsidy system etc. to eco-friendly automobiles.

In an analysis of expenditure per household on Automobiles (new) increased in real terms from the previous year in 2009, 2010 and 2012, while it decreased in real terms from the previous year in 2011.

In an analysis of monthly expenditure per household on Automobiles (new) in 2012, the monthly expenditure increased in real terms from the previous year from January to August.

In an analysis of monthly expenditure per household on Automobiles (new) by district, the monthly expenditure in Hokuriku was the highest at 20,473 yen, followed by Tokai at 19,912 yen, Tohoku at 16,422 yen and Chugoku at 15,228 yen.

In an analysis of total monthly expenditure per household on Automobiles (new) by age group of household head, the under 30 (years-old) was the highest at 21,528 yen, followed by the 50-59 at 19,710 yen and the 40-49 at 16,338 yen.

3 Highway Fares

In an analysis of monthly expenditure per household on Highway fares (using ETC) was 1,088 yen and Highway fares (excluding ETC) was 130 yen.

The proportion of expenditure on Highway fares (using ETC) to expenditure on all highway fares increased from the previous year since 2008 and it reached 89.3% in 2012.

In an analysis of monthly expenditure per household on Highway fares (using ETC) by district, the monthly expenditure in Tokai was the highest at 1,403 yen, followed by Kinki at 1,355 yen, Kanto at 1,146 yen and Shikoku at 1,139 yen.

II Expenditure on Goods and Services Ordered over the Internet (Two-or-more-person households)

1 The total monthly expenditure per household on goods and services ordered over the Internet was 5,077 yen in 2012, increased 4.6 times for 10 years from 2002 at 1,105 yen.

2 In an analysis of total monthly expenditure per household on goods and services ordered over the Internet by age group of household head, the 40-49 (years-old) was the highest at 8,943 yen, followed by the 30-39 at 8,372 yen and the under 30 at 6,661 yen.

The total monthly expenditure per household on goods and services ordered over the Internet of the 40-49 was 8,943 yen in 2012, increased about 7.4 times for 10 years from 2002 at 1,213 yen.

3 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 9 million yen income exceeded 10,000 yen. The group of 20 million yen and over was the highest at 17,747 yen, followed by the group of 15-20 million yen at 16,743 yen and the group of 12.5-15 million yen at 12,300 yen.

III Ownership and Utilization of Electronic Money

(Total households)

1 The proportion of households which have household members who owned electronic money was 38.7% in 2012, increased 1.6 times for 4 years from 2008.

The proportion of households which have household members who used electronic money was 32.6% in 2012, increased 1.8 times for 4 years from 2008.

2 In yearly average of using electronic money, monthly payment per household increased from 2008 to 2011, while it was almost the same as the previous year in 2012.

The proportion of households which have household members who used electronic money over 10,000 yen was 12.2% in 2012, increased 2.4 times for 4 years from 2008.

3 The proportion of households which have household members who owned electronic money of the breakdown by district, Kanto was the highest proportion at 58.9%, followed by Kinki at 33.2% and Tokai at 31.3%. In the breakdown by city group, Major cities was the highest proportion at 52.7%.

4 In an analysis of the place where households most frequently used electronic money by district, Kanto and Kinki was the highest proportion in Transportation (excluding commutation pass). Tohoku was the highest proportion in Convenience store. Other districts was the highest proportion in Supermarket.

(Two-or-more-person households)

5 In an analysis of households which have household members who owned electronic money by age group of household head, the under 40s exceeded 50%, the 40-49 was the highest proportion at 57.2%, followed by the 30-39 at 57.1% and the under 30 at 50.1%.

6 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 48.0%, followed by the 30-39 at 46.2% and the 50-59 at 40.0%.

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.

IV Ownership and Utilization of Reward Card etc.

(Total households)

1 The proportion of households which have household members who owned reward card/mileage card was 74.6% in 2012, increased 1.2 times for 4 years from 2008.

The proportion of households which have household members who owned reward card/mileage card per household by occupation of household head was 22.6% in 2012, increased 1.2 times for 4 years from 2008.

2 The proportion of households which have household members who owned reward card/mileage card of by district, Kanto was the highest proportion at 79.9%, followed by Hokkaido at 78.4% and Kinki at 75.2%.

In the breakdown by city group, Major Cities was the highest proportion at 82.4%.

3 In an analysis of the goods and services to which households changed points, Food (including beverage) was the highest proportion at 8.1%, followed by Gift Certificate at 5.1% and Sundry Goods at 3.9%.

(Two-or-more-person households)

4 In an analysis of average changing amount of reward card/mileage card per household by age group of household head, the 40-49 was the highest at 5,510 yen, followed by the 60-69 at 4,834 yen, and the 50-59 at 4,259 yen.

5 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 9,916 yen, followed by Employee at 4,269 yen, and No-occupation at 4,190 yen.