

Summary Results of the 2014 Survey of Household Economy

I Changes of Expenditure on Items (Two-or-more-person households)

1 The Items affected by the Consumption tax rate increase

(1) Refrigerators

Annual average expenditure per household on Refrigerators was 920 yen in a month in 2014. It increased 10.4% in nominal terms and 10.4% in real terms from the previous year in 2014.

Monthly expenditure had increased considerably from February to March in real terms from the previous year in 2014, while it had decreased from April to December.

(2) Automobiles (new)

Annual average expenditure per household on Automobiles (new) was 13,771 yen in a month in 2014. It decreased 6.4% in nominal terms and 8.1% in real terms from the previous year in 2014.

Monthly expenditure had increased from January to March in real terms from the previous year in 2014, while it had decreased from April to December.

Monthly expenditure by age group of household head was the highest in the 50-59 years old at 18,435 yen, followed by the 40-49 at 14,922 yen and the 60-69 at 14,700 yen.

(3) Personal computers

Annual average expenditure per household on Personal computers was 1,245 yen in a month in 2014. It increased 23.0% in nominal terms and 12.4% in real terms from the previous year in 2014.

Monthly expenditure had increased from January to May in real terms from the previous year, while it had decreased from June to December.

Monthly expenditure by age group of household head was the highest in the 50-59 years old at 1,870 yen, followed by the 40-49 at 1,528 yen and the 60-69 at 1,156 yen.

(4) Travel-related*

Annual average expenditure per household on Travel-related was 9,611 yen in a month in 2014. It decreased 1.8% in nominal terms and 6.3% in real terms from the previous year in 2014, while it increased in real terms from the previous year in 2013 and 2012.

Monthly expenditure had decreased from April to December except June in real terms from the previous year in 2014.

Monthly expenditure by age group of household head was the highest in the 60-69 years old at 11,524 yen, followed by the 50-59 at 9,760 yen and the over 70 at 8,987 yen.

* Travel-related denotes Airplane fares, Accommodation services, Package tour costs (domestic) and Package tour costs (overseas).

(5) Rental fees for sports facilities

Annual average expenditure per household on Rental fees for sports facilities was 1,302 yen in a month in 2014. It increased 4.7% in nominal terms and 4.5% in real terms from the previous year in 2014.

Monthly expenditure had increased every month except October and November in real terms from the previous year in 2014.

Monthly expenditure by age group of household head was the highest in the 60-69 years old at 1,641 yen, followed by the over 70 at 1,415 yen and the 50-59 at 1,225 yen.

2 Others

(1) Digital satellite broadcast viewing fees

Annual average expenditure per household on Digital satellite broadcast viewing fees was 338 yen in a month in 2014. It increased 6.6% in nominal terms and 4.4% in real terms from the previous year in 2014.

Monthly expenditure had increased every month except March and April in real terms from the previous year in 2014.

Monthly expenditure by age group of household head was the highest in the 50-59 years old at 440 yen, followed by the 60-69 at 358 yen and the 40-49 at 333 yen.

(2) Mobile telephone (cell phone, PHS) charges

Annual average expenditure per household on Mobile telephone (cell phone, PHS) charges was 11,595 yen in a month in 2014. It increased 5.2% in nominal terms and 5.0% in real terms from the previous year in 2014.

Monthly expenditure had increased every month except April in real terms from the previous year in 2014.

Monthly expenditure by age group of household head was the highest in the 50-59 years old at 16,982 yen, followed by the 29 years and under at 16,849 yen and the 40-49 at 16,486 yen.

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

1 Annual average expenditure per household on goods and services ordered over the Internet was 6,505 yen in a month in 2014. It increased 12.1% in nominal terms from the previous year, and it had increased approximately 5.9 times for 12 years from 2002 at 1,105 yen.

2 The proportion of households ordered over the Internet to all Two-or-more-person households reached 25.1% in 2014, and increased 0.8 percentage points from 2013.

3 Monthly expenditure over the Internet by district was the highest in Kanto at 8,139 yen, followed by Kinki at 6,674 yen and Tokai at 6,535 yen.

4 Monthly expenditure over the Internet by age group of household head was the highest in the 40-49 years old at 10,261 yen, followed by the 39 years and under at 10,104 yen and the 50-59 at 9,529 yen.

The increasing rate of monthly expenditure was the highest in the over 70 years old, which was 24.3% in nominal terms from the previous year in 2014.

5 Monthly expenditure over the Internet exceeded 10,000 yen in a household with annual income more than 8 million yen.

III Ownership and Utilization of Electronic Money (All households)

1 The proportion of households with members who owned electronic money was 46.7% in 2014. It increased 3.5 percentage points from the previous year, and it had increased approximately 1.9 times for 6 years from 2008. The proportion of households with members who used electronic money was 40.4% in 2014. It increased 4.0 percentage points in nominal terms from the previous year, and it had increased approximately 2.2 times for 6 years from 2008.

2 Annual average amount of money per household using electronic money was 11,410 yen in 2014. It increased 5.6% in nominal terms from the previous year in 2014.

The proportion of households with members who used electronic money over 10,000 yen was 17.9% in 2014, and it had increased approximately 3.5 times for 6 years from 2008.

3 The proportion of the place where households most frequently used electronic money was the highest in Transportation (excluding commutation pass) at 46.6%, followed by Supermarket at 27.7% and Convenience store at 20.7% in 2014. The proportions of Supermarket and Convenience store had shown upward tendencies from 2010.