

SUMMARY OF THE RESULTS

I Major Durable Goods

1 Results for two-or-more-person households

(1) Ownership of major durable goods

A Overview

Looking at consumer durable ownership quantities per 1,000 households (below, “ownership quantities”) with two or more persons, room air conditioners led with 2,478, followed by cellular phones (2,131), chests of drawers (1,790), wardrobes (1,494) and cars (1,414).

Regarding the rates of increase/decrease in categories comparable with 2004, flat-screen TV sets (652.2%), dishwashers (41.1%), toilet stool covers with warm water cleaners (20.5%), cellular phones (16.9%), personal computers (15.8%) and shampoo dressers (12.5%). On the other hand, TV sets (Braun tube) (-38.0%), solar water heaters (-31.5%), video recorders (-23.0%), stereo sets or CD • MD radio cassette recorders (-14.3%) and motorcycles and scooters (-12.4%) had high decreasing rates.

For ownership rates (the amount of households that owned relevant consumer durables), ownership rates were high for household durables such as washing machines (99.5%), vacuum cleaners (98.8%), refrigerators (98.7%), microwave ovens (97.5%), and cellular phones (92.7%).

B Cellular phones, personal computers and TV sets

Cellular phone ownership quantities increased by 16.9%, from 1,823 units (84.7% ownership rates) in 2004 to 2,131 (92.7%) in 2009, while personal computer ownership increased 15.8%, from 999 (69.3%) in 2004 to 1,157 (75.9%) in 2009.

As for TV set ownership, flat-screen TV set ownership quantities drastically increased by 652.2% from 115 units in 2004 to 865 (61.9%) in 2009, while TV set (Braun tube) decreased 38.0% from 2,140 (97.3%) in 2004 to 1,326 (74.9%) in 2009.

C Cars

Car ownership quantities were 1,414 (85.5% ownership rate). In terms of type, it was 1,360 domestic cars and 53 imported cars. In terms of the engine displacement, it came to 668 small cars (661-2000 cc displacement), 422 light cars (660 cc and under), 251 ordinary cars (2001 cc and over) and 19 hybrid cars/electric cars which newly added to the survey items from 2009.

Compared with 2004 (1,446 car ownership quantities, 86.2% ownership rate), car ownership quantities decreased by 2.2%, the first decrease since the start of this survey. Seen by type of domestic cars, ownership quantities of light cars increased, while small car and ordinary car ownership quantities decreased.

D Multiple consumer durable ownership

Room air conditioner ownership quantities were highest at 2,478 units and seen by the number of units owned per household, 21.5% of households owned one unit and 21.8%

owned two, respective 1.5 and 1.0-point decreases compared to 2004. In contrast, 18.5% of households owned three and 26.3% owned four or more, respective 0.6 and 3.1-point increase.

Regarding the number of cars owned per household, 44.8% owned one, a 0.2-point increases compared to 2004. In contrast, 11.6% owned three or more, 0.9-point drop, and the number of households owning more than one car has decreased.

E Time of purchase of major durable goods

The share of the entire quantity possessed occupied by cars, which had been purchased within a year, was 8.6%, while those of hybrid cars/electric cars in cars was 36.8%.

Regarding TV sets, the share occupied by TV sets (Braun tube) more than five years ago was 90.1%, while the those by flat-screen TV sets within five years was nearly 90%, within one year 31.4%, and from one to five years 56.0%.

The shares which had been purchased within a year were on the 10-percent order in the case of induction cooking heaters at 13.7%, washing machines (washer-dryer, drum-type) at 12.1%, personal computers at 11.6%, cameras at 10.7% and video recorders at 10.4%.

(2) Major durable goods ownership by characteristics of households

A Major durable goods ownership by age of household heads

i) Age-related ownership quantities differences

Looking at ownership quantities by the household heads' age group, those in their 30s owned more air-cleaning devices than those in other age groups.

Those in their 40s owned more recreational durable goods (such as video recorders, video cameras and desks for study) and system kitchens than those in other age groups.

Those in their 50s owned more cars, personal computers, TV sets (Braun tube) and chests of drawers than those in other age groups.

Those in their 60s owned more unit furniture and flat-screen TV sets than those in other age groups.

Those in their 70 years or older owned more ordinary furniture items such as chest of drawers for "kimono", cupboards/cabinets, and drawing room suites than those in other age groups.

There were no consumer durables that those in age groups under 30 years old had more of than those in other age groups.

Microwave ovens and rice cookers also had high ownership rates and for the types of consumer durables that almost every household has one unit of there was no greatly discernible difference in ownership quantities among age groups.

ii) Cellular phones and personal computers

Compared to ownership quantities of cellular phones and personal computers in 1999 and 2004, cellular phone and personal computer ownership quantities increased in all age groups and the rates of increase were especially high for those in the 60 and above brackets.

Cellular phone ownership quantities in their 70 years or older increased from 722 units in 2004 to 1,237 in 2009, and ownership exceeded 1,000 for all age groups.

Personal computers were the most common among those in their 40s in both 1999 and 2004, but those in their 50s owned the most in 2009 with 1,478.

iii) Cars

Looking at car ownership quantities by age of the household heads, those in their 50s had the most with 1,756, followed by 1,497 for those in their 60s, and 1,447 for those in their 40s.

In terms of home manufactured car types, light cars (displacement of 660 cc or under), small cars (661-2000 cc) and hybrid cars/electric cars in the home manufactures cars were the most common among those in their 50s, ordinary cars (2001 cc and over) and imports among those in their 40s.

Compared with 2004, car ownership quantities decreased by 2.2%, decreased in every age group under 60 years old.

Light car ownership quantities increased among every age group excluding those 40s compared to 2004, while small car ownership quantities decreased in every age group excluding those 60s. Ordinary car ownership quantities also decreased in every age group excluding those 70 years or older.

B Major durable goods ownership by yearly income quintiles

Looking at major durable goods ownership by yearly income quintiles, ownership quantities in all categories generally rose the higher the yearly income bracket. Seen by the disparities between groups I and V (group V's ownership quantities ratios compared to those of group I), the largest was for imported cars, with group V's 120 cars which was 7.06 times that of group I's 17. Next were golf club sets (3.32 times), followed by dishwashers (3.05 times), and pianos (3.05 times).

On the other hand, the smallest difference was 1.05 times for solar water heaters, with 66 for group I and 69 for group V. Cupboard/cabinets were next at 1.07 times, followed by washing machines (1.07 times), microwave ovens (1.09 times), and rice cookers (1.13 times).

(3) Major durable goods ownership by region

A Cellular phones

Seen by prefecture, Shiga Prefecture had the highest cellular phone ownership quantities with 2,385 (95.3% ownership rates), followed by Nara, Fukui, Ishikawa, Yamagata and Saga. On the other hand, Hokkaido was the lowest at 1,876 (89.8%), followed by Nagasaki, Okinawa, Miyazaki, Akita and Kochi.

The number owned in Shiga Prefecture, with the highest ownership quantities of the cellular phones, was 1.3 times the number in Hokkaido, which had the lowest ownership quantities.

Nara Prefecture had the highest cellular phone ownership quantities per 1,000 people, divided by the number of people per household, at 737.8, followed by Tokyo, Shiga, Kanagawa, Saitama and Okayama, with ownership high in the Kanto and Kinki regions.

B Personal computers

Shiga Prefecture had the highest personal computer ownership quantities with 1,373 (83.5% ownership rates), followed by Nara, Tokyo, Kanagawa, Aichi and Fukui, with ownership quantities high in the Kanto and Kinki regions. On the other hand, Okinawa Prefecture was the lowest at 664 (52.6%), followed by Kagoshima, Nagasaki, Aomori, Kochi and Iwate, with ownership quantities low in the Tohoku, Kyushu and Okinawa regions.

The figure of Shiga Prefecture, with the highest ownership quantities of the personal computers, was 2.1 times the number in Okinawa Prefecture, which had the lowest ownership quantities, but this had declined compared to 2004, when it was 2.3 times (1,203 for Kanagawa to 525 for Okinawa).

C Dishwashers

Hiroshima Prefecture had the highest dishwasher ownership quantities at 436 (43.0% ownership rates), followed by Wakayama, Okayama, Shiga, Nara, and Ehime, with ownership quantities high in the Kinki and Chugoku regions. Aomori Prefecture had the lowest ownership quantities, on the other hand, with 126 (12.6%), followed by Iwate, Okinawa, Hokkaido, Fukushima and Akita, with ownership quantities low in the Tohoku region.

D Room air conditioners

Shiga Prefecture had the highest room air conditioner ownership quantities with 3,438 (96.6% ownership rates), followed by Kagawa, Tokushima, Nara, Mie and Wakayama, with ownership quantities high in the Kinki and Shikoku regions. On the other hand, Hokkaido had the lowest with 181 (15.8%), followed by Iwate, Aomori, Nagano, Miyagi and Akita, with ownership quantities low in the Hokkaido and Tohoku region.

E Flat-screen TV sets

Fukui Prefecture had the highest flat-screen TV set ownership quantities with 1,016 (64.9% ownership rates), followed Hiroshima, Shiga, Okayama, Mie and Shimane, with ownership quantities high in the Hokuriku, Kinki and Chugoku regions. On the other hand, Okinawa Prefecture had the lowest with 497 (44.3%), followed by Kagoshima, Iwate, Nagasaki, Hokkaido and Yamanashi, with ownership quantities low in the Tohoku, Kyushu and Okinawa regions.

The figure of Fukui Prefecture, with the highest ownership quantities of the flat-screen TV sets, was 2.0 times the number in Okinawa Prefecture, which had the lowest ownership quantities.

F Cars

Yamagata Prefecture had the highest car ownership quantities with 2,118 (96.2% ownership rates), followed by Nagano, Fukui, Tochigi, Niigata and Toyama, with ownership quantities high in the North Kanto and Hokuriku regions. On the other hand, Tokyo was the lowest with 692 (60.7%), followed by Osaka, Kanagawa, Kyoto, Hyogo and Saitama, with ownership quantities low in the South Kanto and Kinki regions.

Tochigi Prefecture had the highest domestic hybrid car/electric car ownership quantities with 42 (4.0% ownership rates), followed by Ibaraki, Aichi and Gifu.

2 Results for One-person Households

(1) Ownership quantities disparities by age group

Seen by age group, one-person households in their 30s owned more cellular phones and personal computers than other age groups and those in their 40s more video recorders, stereo sets or CD • MD radio cassette recorders and golf club sets, indicating a tendency to own more recreational durable goods.

The 60s and 70 years or older owned more toilet stool covers with warm water cleaners and general furniture items such as chest of drawers for “kimono”, wardrobes, and cupboards/cabinets than other age groups.

There were no consumer durables that one-person households under 30 years old owned more of than other age groups.

(2) Cellular phones and personal computers

Looking at cellular phones ownership quantities by sex and age group, cellular phone ownership quantities was the highest among both males and females in their 30s, exceeding 1,000 in every age group under 50 years old. Comparing males and females, males topped females in every age group excluding those 60s, but females in their 60s owned more than males.

Personal computer ownership quantities among males, those in their 30s had the most with 1,328, followed by 1,193 for those in their 40s, exceeding 1,000. As for females, those in their 30s had the most with 972. Comparing sexes, males exceeded females in all age groups, with an especially large disparity among those in their 30s and 40s.

(3) Young, one-person household major durable goods ownership

Looking at major durable goods ownership quantities among one-person households of the under 30 years old age group (young, one-person households) by sex, cellular phone ownership quantities were the highest among males at 1,027 (94.2% ownership rates), followed in order by 920 refrigerators (91.9%), 876 microwave ovens (86.7%), 870 personal computers (70.8%), and 834 washing machines (83.4%). Cellular phone ownership quantities were the highest among females at 1,012 (94.4%), followed in order by 968 refrigerators (96.6%), 967 microwave ovens (94.9%) and 897 washing machines (89.4%) and 839 vacuum cleaners (82.6%).

Six of top seven ranking items by sex are the same, and five items excluding cellular phones are household durables such as refrigerators and microwave ovens when compared by sex. Females owned more refrigerators, microwave ovens, washing machines and vacuum cleaners than males, while males owned more rice cookers than females.

(4) Elderly one-person household major durable goods ownership

Looking at major durable goods ownership quantities among one-person households of the 65 years old or older age group (elderly, one-person households) by sex, room air conditioner ownership quantities were the highest among males at 1,526 (75.8% ownership rates), followed in order by 1,234 cupboards/cabinets (87.4%), 1,162 vacuum cleaners (93.2%), 1,099 wardrobes (77.6%) and 1,076 chests of drawers. Room air conditioner ownership quantities were also the highest with females at 1,738 (82.0%), followed in order by 1,445 cupboards/cabinets (93.3%), 1,344 chest of drawers (81.4%), 1,229 vacuum cleaners (97.7%) and 1,226 chests of drawers for “kimono”(81.9%).

Both sexes owned more general furniture items compared to young one-person households.