

Results of the 57th Opinion Survey on the General Public's Views and Behavior (March 2014 Survey)

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Public Relations Department
Bank of Japan

[Contents]

- I. Introduction**
- II. Survey Outline**
- III. Summary**
 - A. Economic Conditions
 - B. Household Circumstances
 - C. Price Levels
 - D. Future Land Prices
 - E. Growth Potential of the Japanese Economy
 - F. Recognition of the Bank's Monetary Policy
- IV. Distribution of the Sample by Category**
- V. Complete Questionnaire and Results**

I. Introduction

The Bank of Japan, through public relations activities conducted at its Head Office and branches, has been seeking to determine the concerns of a broad cross-section of the general public relative to its policy and operations. An example of such action is the Bank's *Opinion Survey on the General Public's Views and Behavior*, conducted since 1993 with a nationwide sample of 4,000 individuals who are at least 20 years of age. This survey is essentially an opinion poll designed to gain insight into the public's perceptions and actions, and therefore differs in character from the Bank's *Tankan* (Short-Term Economic Survey of Enterprises in Japan), which is conducted separately from this survey.

II. Survey Outline

Survey period	From February 6 to March 4, 2014.
Sample size	4,000 people (2,195 people [i.e., 54.9 percent of the overall sample size] provided valid responses to questions).
Population of the survey	Individuals living in Japan who are at least 20 years of age.
Sampling method	Stratified two-stage random sampling method.
Survey methodology	Questionnaire survey (mail survey method).

III. Summary

A. Economic Conditions

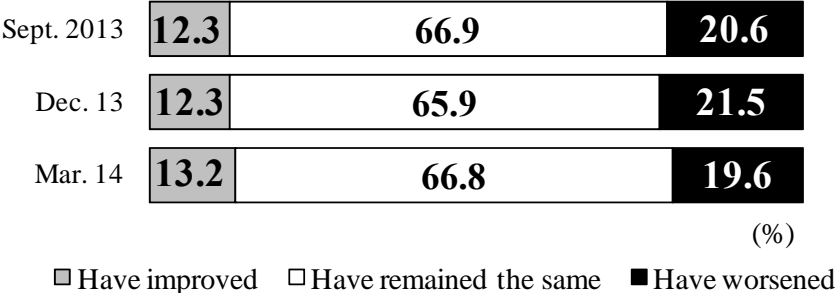
1. Impression of economic conditions

With regard to present economic conditions compared with one year ago, the proportion of respondents who answered that they "have improved" increased, while the proportion of those who replied that they "have worsened" decreased, and thus the diffusion index (D.I.) rose. Regarding the outlook for economic conditions one year from now, the proportion of respondents who answered that they "will improve" decreased, while the proportion of those who replied that they "will worsen" increased, and thus the D.I. fell.

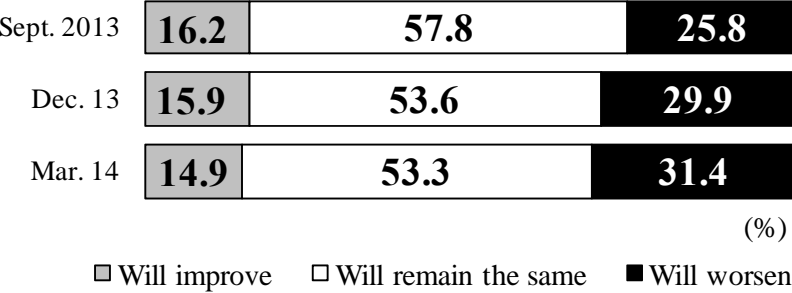
In terms of current economic conditions, the proportions of respondents who described them as "somewhat favorable" and/or "difficult to say" increased, while the proportions of those who described them as "unfavorable" and/or "somewhat unfavorable" decreased.

Chart 1 Impression of Economic Conditions (Questions 1, 3, and 4)

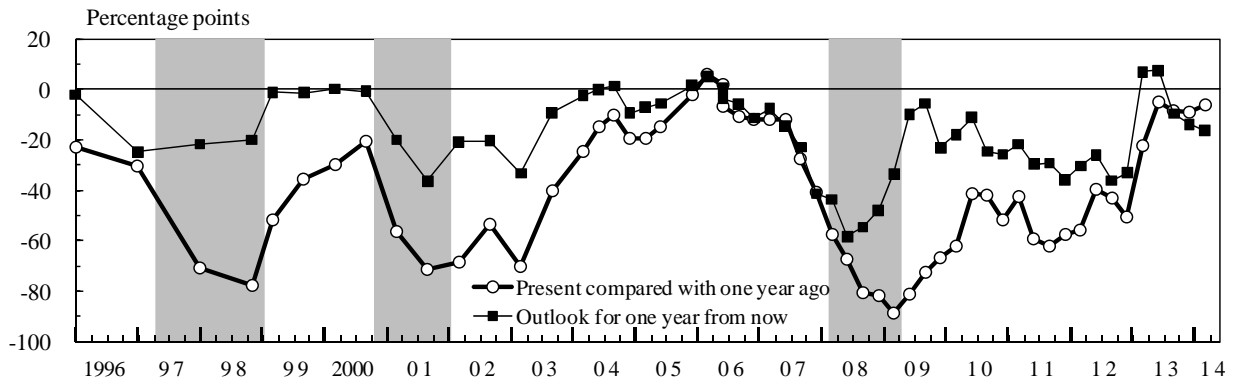
(1) Present Compared with One Year Ago



(2) One Year from Now Compared with the Present



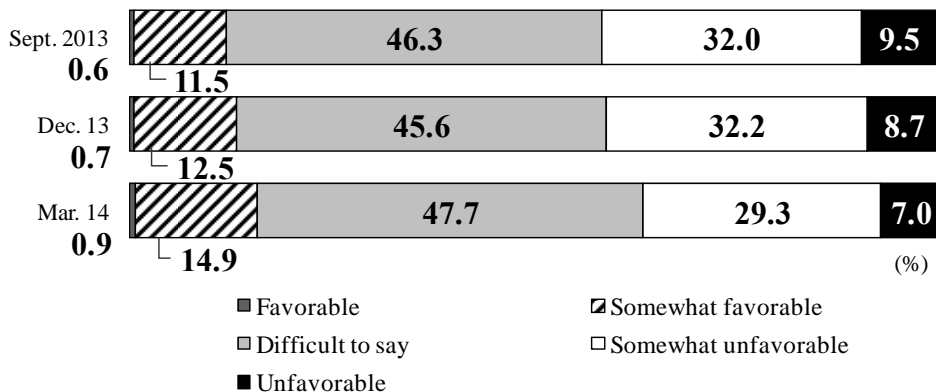
(3) Developments in the Economic Conditions D.I.^{1, 2, 3, 4, 5}



	June 2011	Sept. 11	Dec. 11	Mar. 12	June 12	Sept. 12	Dec. 12	Mar. 13	June 13	Sept. 13	Dec. 13	Mar. 14
Present compared with one year ago	-59.5	-62.4	-57.5	-55.6	-39.5	-43.1	-50.6	-22.6	-4.8	-8.3	-9.2	-6.4
Changes from the previous survey	-17.2	-2.9	+4.9	+1.9	+16.1	-3.6	-7.5	+28.0	+17.8	-3.5	-0.9	+2.8
Outlook for one year from now	-29.6	-29.2	-35.9	-30.4	-26.0	-36.1	-33.1	6.8	7.5	-9.6	-14.0	-16.5
Changes from the previous survey	-7.9	+0.4	-6.7	+5.5	+4.4	-10.1	+3.0	+39.9	+0.7	-17.1	-4.4	-2.5

- Notes: 1. The current mail survey method was introduced with the survey conducted in September 2006, following its preliminary use for the survey conducted in June 2006. This differs from the previous "in-home" survey method, through which researchers visited sampled individuals, asked them to complete the questionnaire within a prescribed period, and then collected the finished questionnaires upon subsequent visits.
2. In the current survey, the economic conditions D.I. is calculated as the proportion of respondents who answered that economic conditions "have improved/will improve" minus the proportion of those who answered that they "have worsened/will worsen." Up until the survey conducted in June 2006, this was calculated as "improving/will improve" minus "worsening/will worsen."
3. The *Opinion Survey* was conducted annually through March 1998, semiannually from November 1998 to March 2004, and quarterly from June 2004 onward. The survey was not conducted in September 2005.
4. In the past surveys, the economic conditions D.I. for the present compared with one year ago registered a record high of 6.1 percentage points in March 2006 and a record low of minus 88.9 percentage points in March 2009. Also for the period prior to this survey, the economic conditions D.I. for the outlook for one year from now registered a record high of 7.5 percentage points in June 2013 and a record low of minus 58.3 percentage points in June 2008.
5. Shaded areas indicate recession periods.

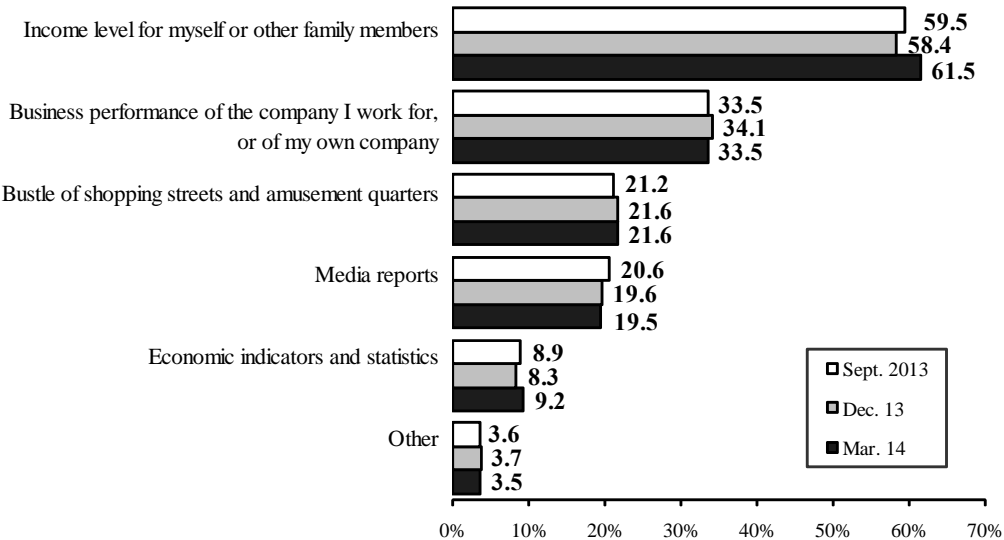
(4) Current Economic Conditions



2. Basis for the impression of economic conditions and perception of the interest rate level

When respondents were asked about the basis for their impression of economic conditions, "income level for myself or other family members" was chosen most often, followed by "business performance of the company I work for, or of my own company" and "bustle of shopping streets and amusement quarters."

Chart 2 Basis for the Impression of Economic Conditions (Question 2)¹



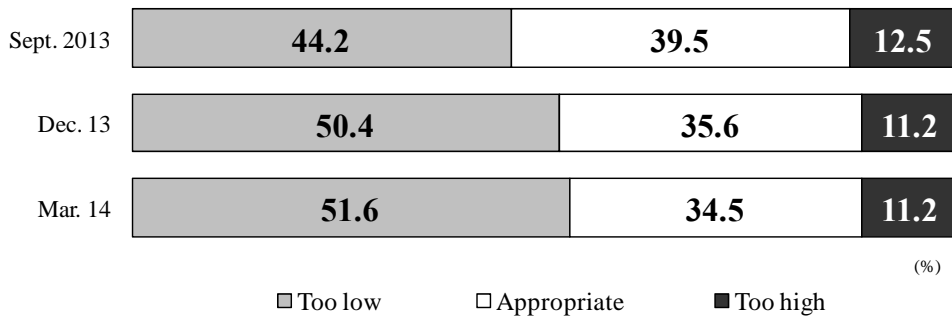
Note: 1. Up to two answers were allowed.

In terms of perception of the interest rate level, the proportion of respondents who stated that it was "too low" increased, and thus the D.I. fell further into negative territory.

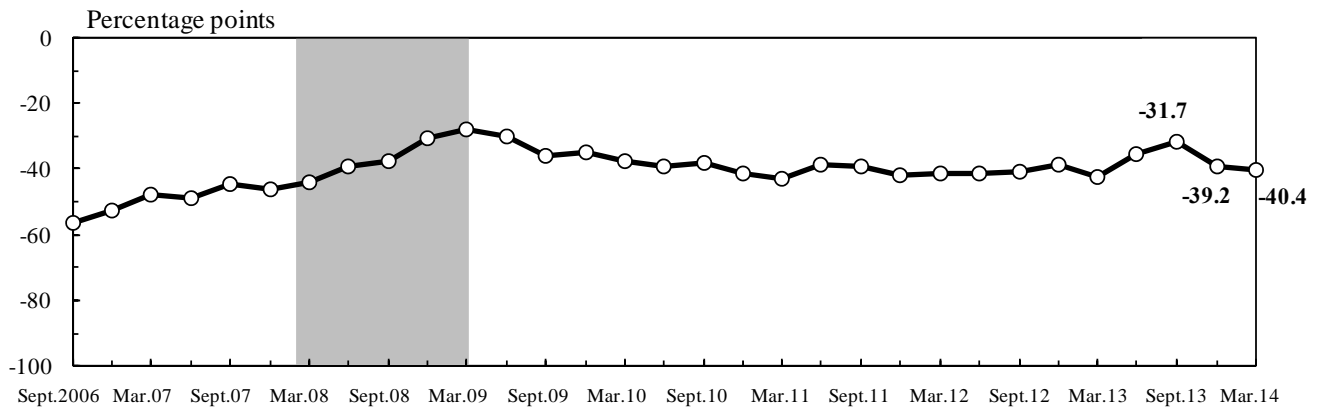
Chart 3 Perception of the Interest Rate Level (Question 5)

Note: This question has been asked since the September 2006 survey.

(1) Perception of the Interest Rate Level



(2) Developments in the Interest Rate Level D.I.^{1, 2, 3}



- Notes: 1. The interest rate level D.I. is calculated as the proportion of respondents who answered that the interest rate level was "too high" minus the proportion of those who answered that it was "too low."
 2. In the past surveys, the interest rate level D.I. registered a record high of minus 27.9 percentage points in March 2009 and a record low of minus 56.5 percentage points in September 2006.
 3. The shaded area indicates a recession period.

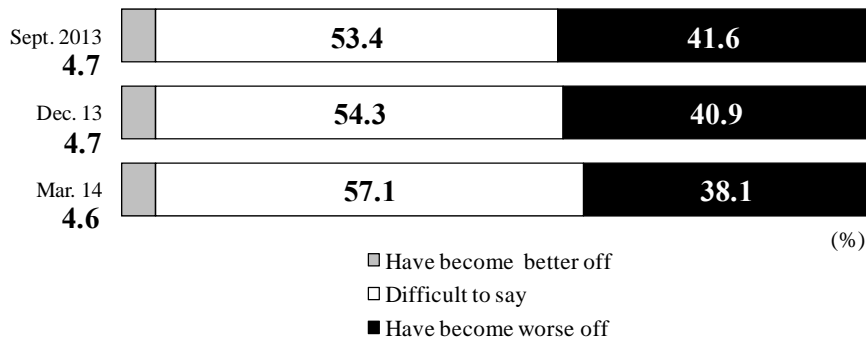
B. Household Circumstances

1. Impression of present household circumstances

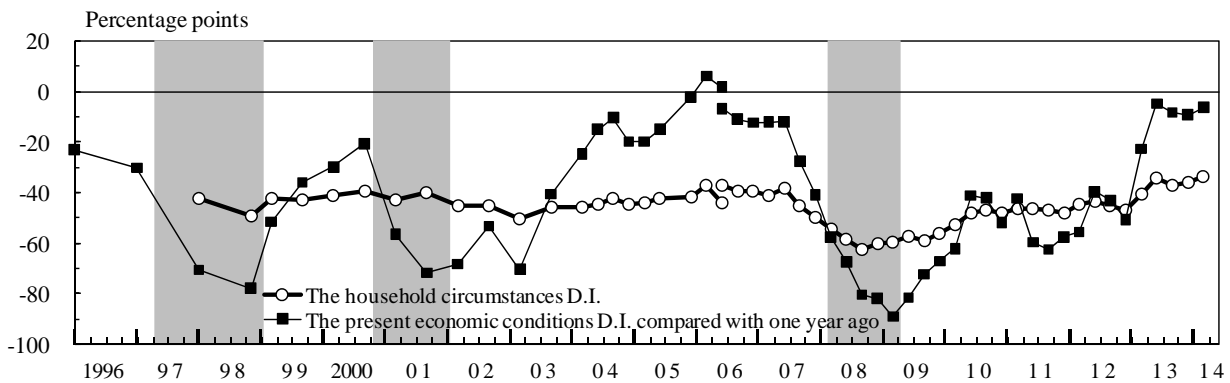
In terms of present household circumstances compared with one year ago, the proportion of respondents who answered that their household circumstances "have become worse off" decreased, and thus the D.I. rose.

Chart 4 Impression of Present Household Circumstances (Question 6)

(1) Present Compared with One Year Ago



(2) Developments in the Household Circumstances D.I.^{1, 2, 3, 4}



	June 2011	Sept. 11	Dec. 11	Mar. 12	June 12	Sept. 12	Dec. 12	Mar. 13	June 13	Sept. 13	Dec. 13	Mar. 14
The household circumstances D.I.	-46.4	-46.8	-48.0	-44.3	-43.4	-45.2	-47.1	-40.7	-34.3	-36.9	-36.2	-33.5
Changes from the previous survey	-0.2	-0.4	-1.2	+3.7	+0.9	-1.8	-1.9	+6.4	+6.4	-2.6	+0.7	+2.7
The present economic conditions D.I. compared with one year ago	-59.5	-62.4	-57.5	-55.6	-39.5	-43.1	-50.6	-22.6	-4.8	-8.3	-9.2	-6.4
Changes from the previous survey	-17.2	-2.9	+4.9	+1.9	+16.1	-3.6	-7.5	+28.0	+17.8	-3.5	-0.9	+2.8

Notes: 1. For details of the survey, see footnotes to Chart 1.

2. In the current survey, the household circumstances D.I. is calculated as the proportion of respondents who answered that their household circumstances "have become better off" minus the proportion of those who answered that they "have become worse off." Up until the survey conducted in June 2006, this was calculated as "have become somewhat better off" minus "have become somewhat worse off." For the calculation of the economic conditions D.I., see footnote to Chart 1.

3. In the past surveys, the household circumstances D.I. registered a record high of minus 34.3 percentage points in June 2013 and a record low of minus 62.6 percentage points in September 2008. Also for the period prior to this survey, the present economic conditions D.I. compared with one year ago registered a record high of 6.1 percentage points in March 2006 and a record low of minus 88.9 percentage points in March 2009.

4. Shaded areas indicate recession periods.

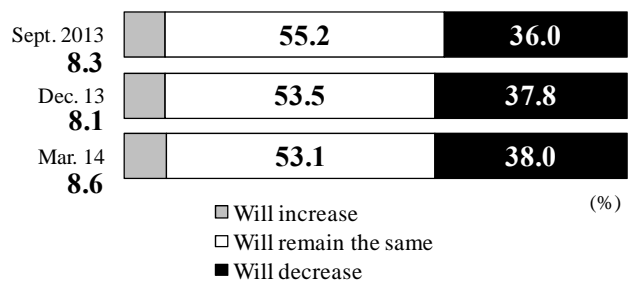
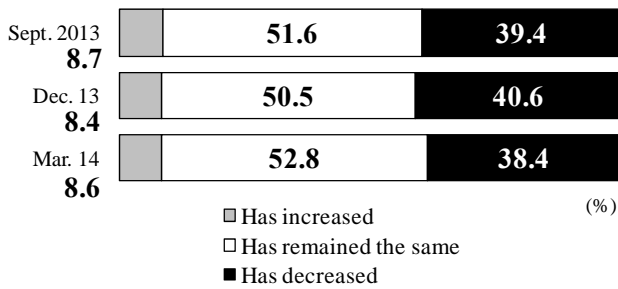
2. Income and spending

With regard to the present income level compared with one year ago, the proportion of respondents who answered that their household income "has decreased" narrowed, and thus the D.I. rose. Regarding the outlook for income one year from now, the proportion of respondents who answered that their household income "will increase" rose, and thus the D.I. rose.

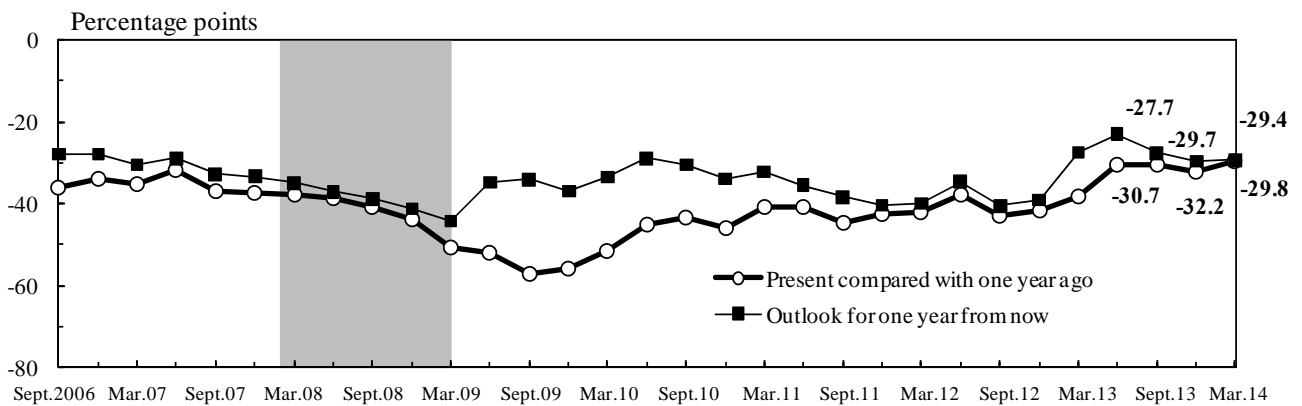
Chart 5 Income (Questions 7 and 8)

(1) Present Compared with One Year Ago

(2) One Year from Now Compared with the Present



(3) Developments in the Income D.I.^{1, 2, 3, 4}

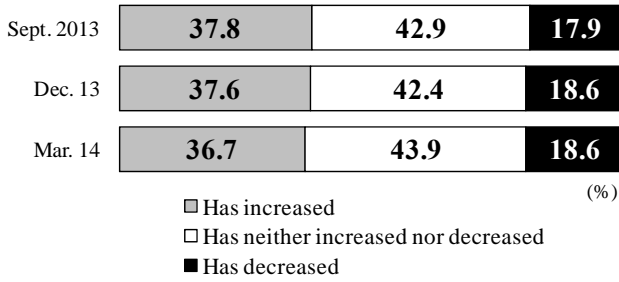


- Notes: 1. The results shown in the line chart are those of the surveys conducted in and after September 2006, when the current mail survey method was introduced.
2. The income D.I. is calculated as the proportion of respondents who answered that their household income "has increased/will increase" minus the proportion of those who answered that it "has decreased/will decrease."
3. In the past surveys, the income D.I. for the present compared with one year ago registered a record high of minus 30.5 percentage points in June 2013 and a record low of minus 57.3 percentage points in September 2009. Also for the period prior to this survey, the income D.I. for the outlook for one year from now registered a record high of minus 23.1 percentage points in June 2013 and a record low of minus 44.3 percentage points in March 2009.
4. The shaded area indicates a recession period.

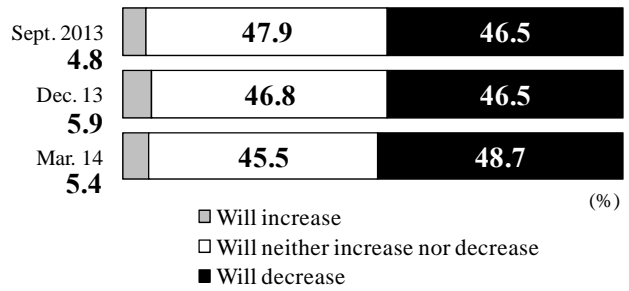
In terms of the present spending level compared with one year ago, the proportion of respondents who indicated that their household "has increased" its spending narrowed, and thus the D.I. recorded a smaller positive percentage-point figure. Regarding the outlook for spending one year from now, the proportion of respondents who answered that their household "will increase" its spending narrowed, while the proportion of those who responded that it "will decrease" its spending rose, and thus the D.I. fell further into negative territory.

Chart 6 Spending (Questions 9 and 11)

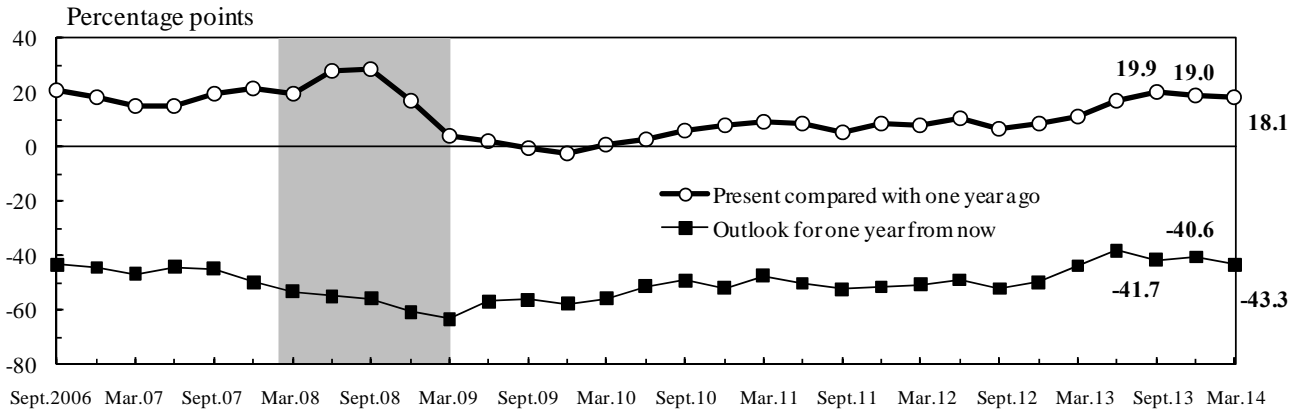
(1) Present Compared with One Year Ago



(2) One Year from Now Compared with the Present



(3) Developments in the Spending D.I.^{1, 2, 3, 4}



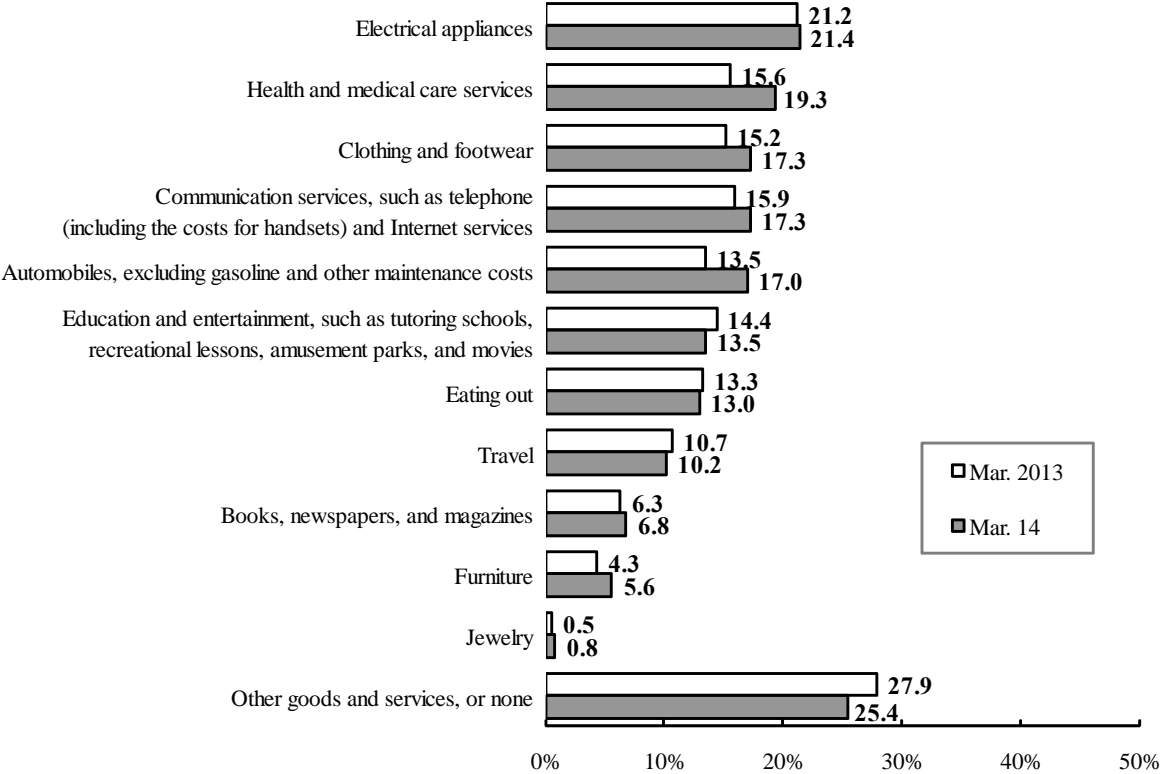
- Notes: 1. The results shown in the line chart are those of the surveys conducted in and after September 2006, when the current mail survey method was introduced.
2. The spending D.I. is calculated as the proportion of respondents who answered that their household "has increased/will increase" its spending minus the proportion of those who answered that it "has decreased/will decrease" its spending.
3. In the past surveys, the spending D.I. for the present compared with one year ago registered a record high of 28.3 percentage points in September 2008 and a record low of minus 2.7 percentage points in December 2009. Also for the period prior to this survey, the spending D.I. for the outlook for one year from now registered a record high of minus 38.2 percentage points in June 2013 and a record low of minus 63.4 percentage points in March 2009.
4. The shaded area indicates a recession period.

Note: This section is based on a special set of questions for the 53rd round of the survey, conducted in March 2013, and this round of the survey.

When respondents were asked which goods and services their household has increased its spending on compared with one year ago, "electrical appliances" was chosen most often, followed by "health and medical care services," "clothing and footwear," and "communication services."

When respondents were asked which goods and services their household has decreased its spending on compared with one year ago, "eating out" was chosen most often, followed by "travel" and "clothing and footwear."

Chart 7 Goods and Services on Which Households Have Increased Their Spending Compared with One Year Ago (Question 25-(1))¹



Note: 1. Up to three answers were allowed.

Chart 8 Goods and Services on Which Households Have Decreased Their Spending Compared with One Year Ago (Question 26-(1))¹



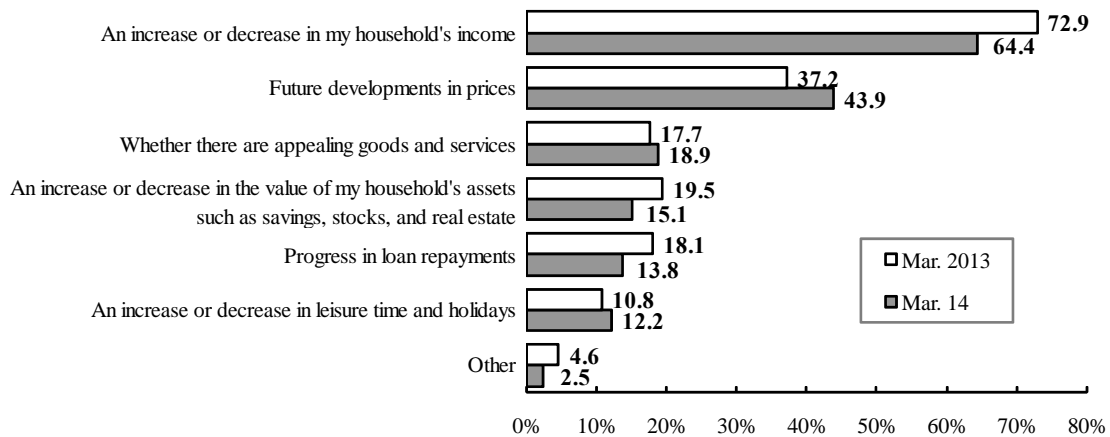
Note: 1. Up to three answers were allowed.

Note: This section is based on a special set of questions for the 53rd round of the survey, conducted in March 2013, and this round of the survey.

When respondents were asked about the major factor(s) to be considered when making their household's spending decisions for the next twelve months, "an increase or decrease in my household's income" was chosen most often, followed by "future developments in prices" and "whether there are appealing goods and services."

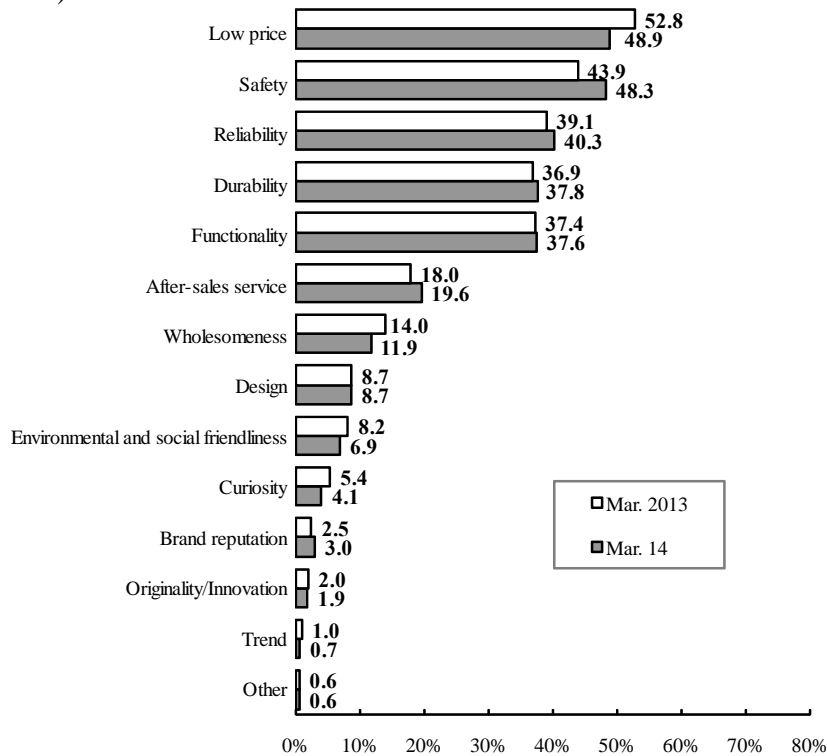
When asked about the major factor(s) in their household's choice of goods and services on which to spend, "low price" was chosen most often, followed by "safety," "reliability," "durability," and "functionality."

Chart 9 Major Factor(s) to Be Considered When Making Spending Decisions for the Next Twelve Months (Question 29)¹



Note: 1. Multiple answers were allowed.

Chart 10 Major Factor(s) in the Choice of Goods and Services on Which to Spend (Question 30)¹



Note: 1. Up to three answers were allowed.

3. Effects of the consumption tax hike

Note: This section is based on a special set of questions for this round of the survey.

When respondents were asked whether their household has planned to bring forward or actually brought forward the purchases of any goods and services prior to the consumption tax hike, the proportion of respondents who answered that their household "has planned to bring forward or actually brought forward the purchases" accounted for 40.8 percent. When asked which goods and services their household has planned to bring forward or actually brought forward the purchases prior to the tax hike, "electrical appliances" was chosen most often, followed by "daily necessities" and "automobiles."

When asked about the effects of the consumption tax hike on household spending for the time being, the proportion of respondents who stated that it "will decrease the spending" and "will slightly decrease the spending" accounted for 69.6 percent, and the proportion of those who stated that it "will not affect the spending" accounted for 10.6 percent.

Chart 11 Whether Households Have Planned to Bring Forward or Actually Brought Forward the Purchases of Goods and Services Prior to the Consumption Tax Hike (Question 27)

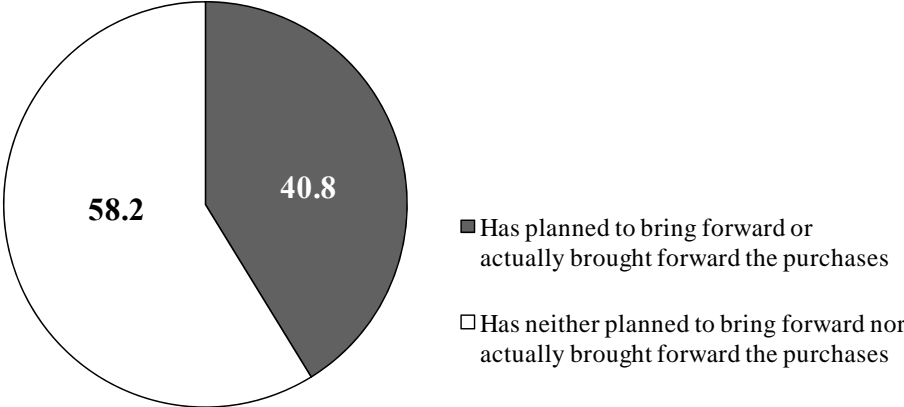
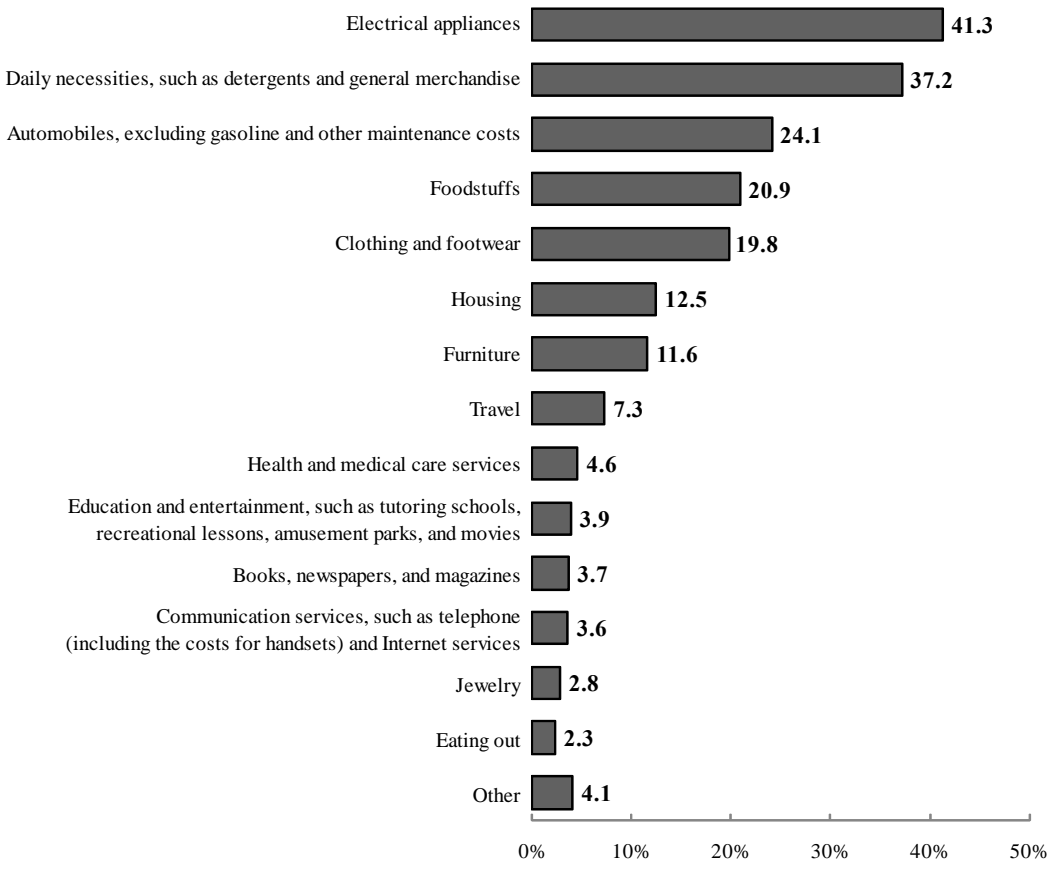
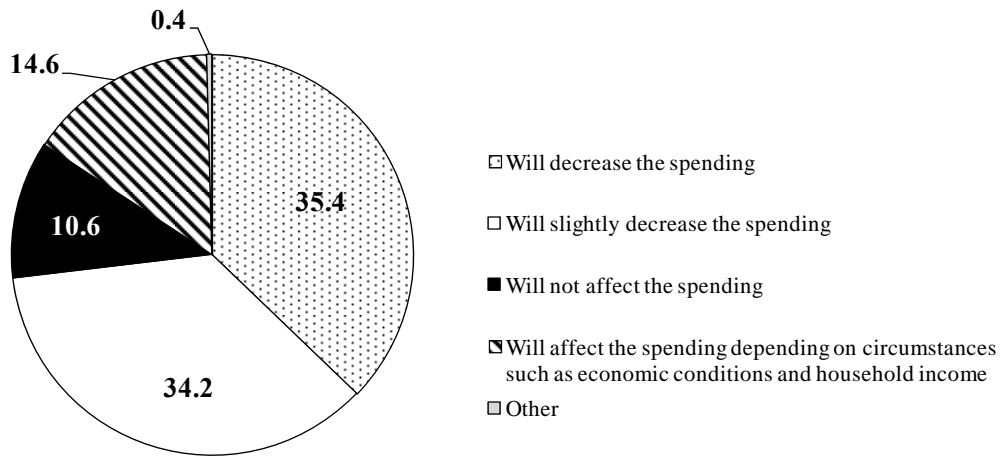


Chart 12 Goods and Services for Which Households Have Planned to Bring Forward or Actually Brought Forward the Purchases Prior to the Consumption Tax Hike (Question 27-(a))¹



Note: 1. Multiple answers were allowed.

Chart 13 Effects of the Consumption Tax Hike on Household Spending for the Time Being (Question 28)



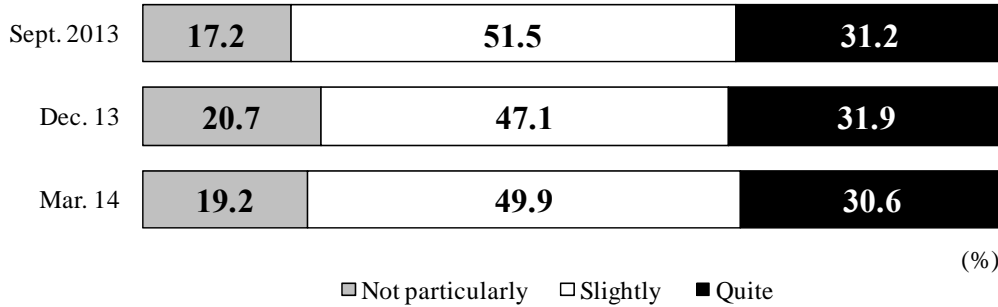
4. Employment and working conditions

When asked about concerns regarding employment and working conditions for workers¹ one year from now, the proportion of workers who answered that they were "not particularly" worried decreased, and the proportion of those who responded that they were "quite" worried also decreased, and thus the D.I. was almost unchanged from the previous survey.

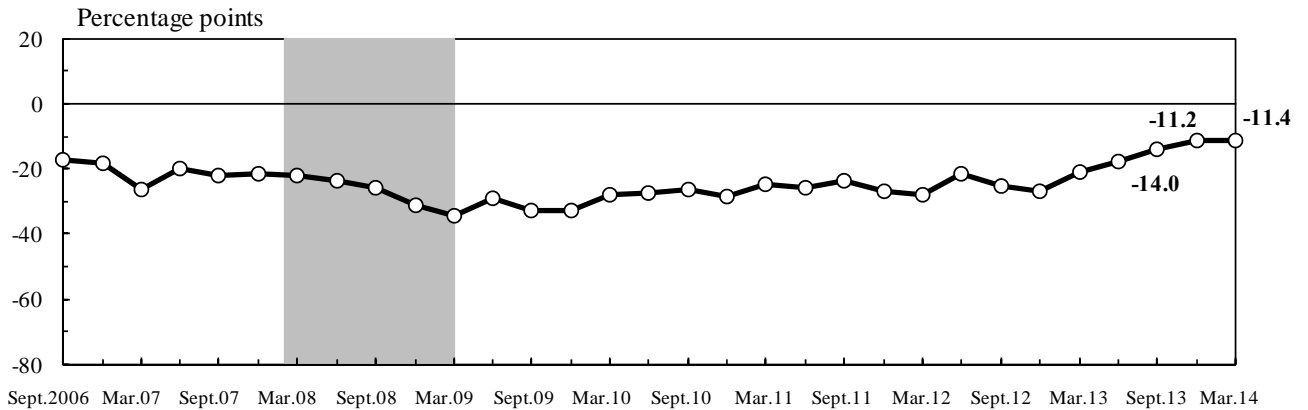
¹ Company employees, executives, civil servants, and part-timers.

Chart 14 Employment and Working Conditions (Question 20)

(1) Workers' Concerns regarding Employment and Working Conditions One Year from Now



(2) Developments in the Employment and Working Conditions D.I.^{1, 2, 3, 4}



- Notes:
1. The results shown in the line chart are those of the surveys conducted in and after September 2006, when the current mail survey method was introduced.
 2. The employment and working conditions D.I. is calculated as the proportion of respondents who answered that they were "not particularly" worried minus the proportion of those who answered that they were "quite" worried.
 3. In the past surveys, the employment and working conditions D.I. registered a record high of minus 11.2 percentage points in December 2013 and a record low of minus 34.7 percentage points in March 2009.
 4. The shaded area indicates a recession period.

C. Price Levels

1. Perception of the present price levels

Regarding their perception of the present price levels compared with one year ago, the proportion of respondents who felt that prices¹ "have gone up"² increased, while the proportion of those who felt that they "have remained almost unchanged" decreased.

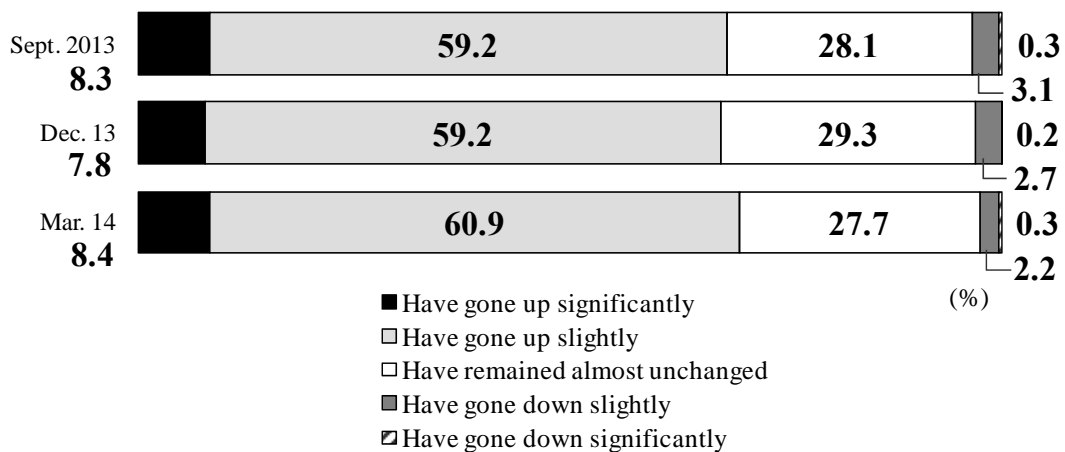
When asked to what extent price levels have changed compared with one year ago in terms of a specific figure, the average was plus 4.0 percent (plus 4.2 percent in the previous survey) and the median was plus 2.5 percent (plus 3.0 percent in the previous survey).

¹ Defined as overall prices of goods and services the respondents purchase.

² "Have gone up" comprises "have gone up significantly" and "have gone up slightly."

Chart 15 Perception of the Present Price Levels (Questions 12 and 13)

(1) Present Compared with One Year Ago



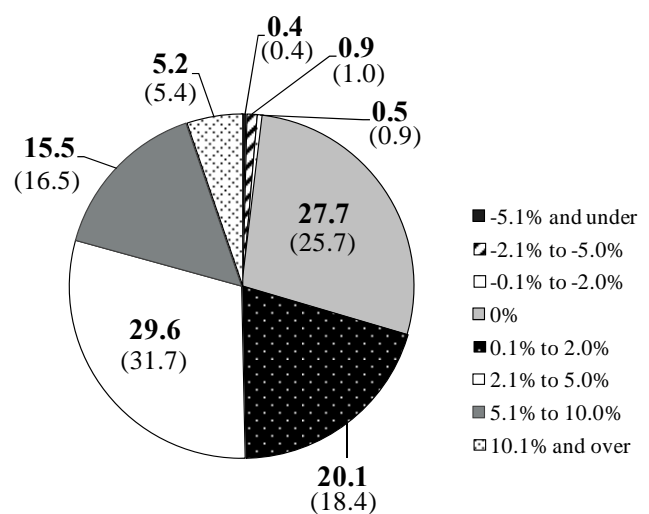
(2) Changes in Price Levels Compared with One Year Ago

	Average ¹	Median ²
Sept. 2013	+4.0%	+2.5%
Dec. 13	+4.2%	+3.0%
Mar. 14	+4.0%	+2.5%

Notes: 1. Calculated by excluding 0.5 percent of the highest and lowest figures, respectively, in order to avoid extremes. (The simple average of this survey is plus 4.2 percent, and that of the previous survey in December 2013 was plus 4.4 percent.)

2. The number that appears in the middle when the answers are listed in numerical order.

(3) Distribution of Current Survey Answers^{1, 2, 3}



Notes: 1. Percent.

2. Figures in parentheses represent results of the previous survey (December 2013).

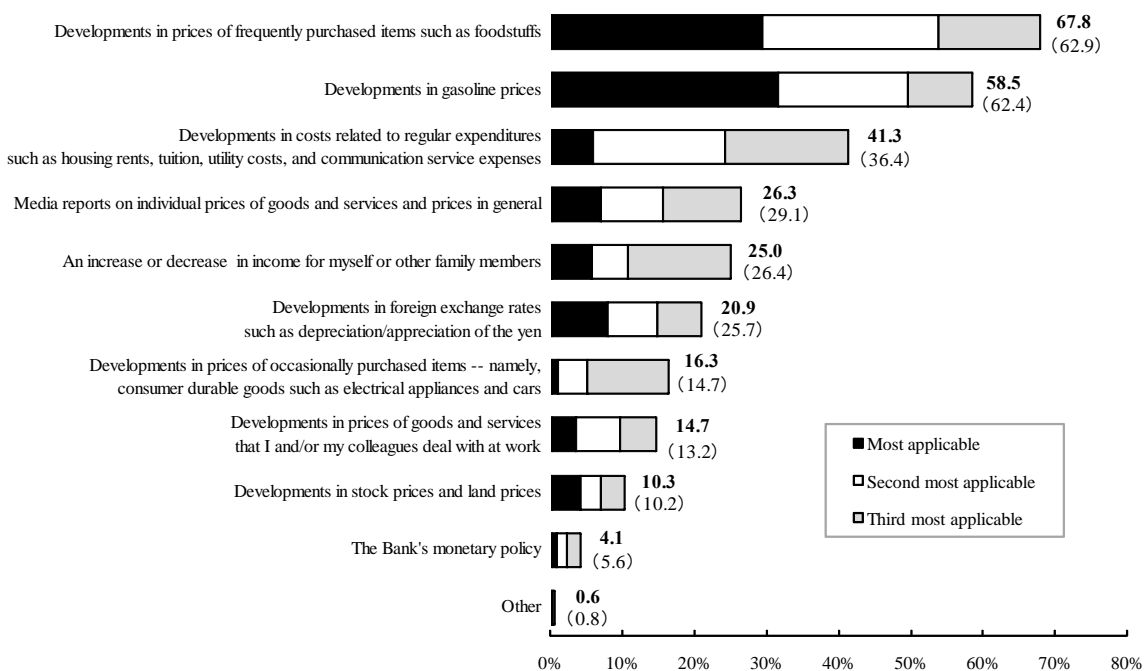
3. Clockwise from the vertical line, in order of the lowest to highest percentage range.

Note: This section is based on a special set of questions for the 55th round of the survey, conducted in September 2013, and this round of the survey.

When respondents were asked about the basis for their perception of the present price levels asked in Question 12, "developments in prices of frequently purchased items" was chosen most often, followed by "developments in gasoline prices" and "developments in costs related to regular expenditures."

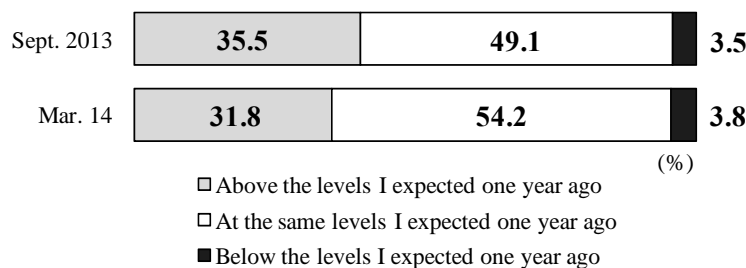
When asked to describe the present price levels compared with those expected in a year's time one year ago, the proportion of respondents who described the present price levels as "above the levels I expected one year ago" accounted for 31.8 percent, while the proportion of those who described them as "below the levels I expected one year ago" accounted for 3.8 percent.

Chart 16 Basis for the Perception of the Present Price Levels Asked in Question 12 (Question 21)^{1, 2, 3}



- Notes: 1. Up to three answers were allowed.
 2. Figure for each menu of choices refers to the total of the proportions of respondents who chose "most applicable," "second most applicable," and "third most applicable."
 3. Figures in parentheses represent results of the 55th round of the survey, conducted in September 2013.

Chart 17 Present Price Levels Asked in Question 12 Compared with Those Expected in a Year's Time One Year Ago (Question 22)



2. Outlook for price levels one year from now

In terms of the outlook for price levels one year from now,¹ the proportion of respondents who expected that prices "will go up"² decreased, while the proportion of those who expected that they "will remain almost unchanged" increased.

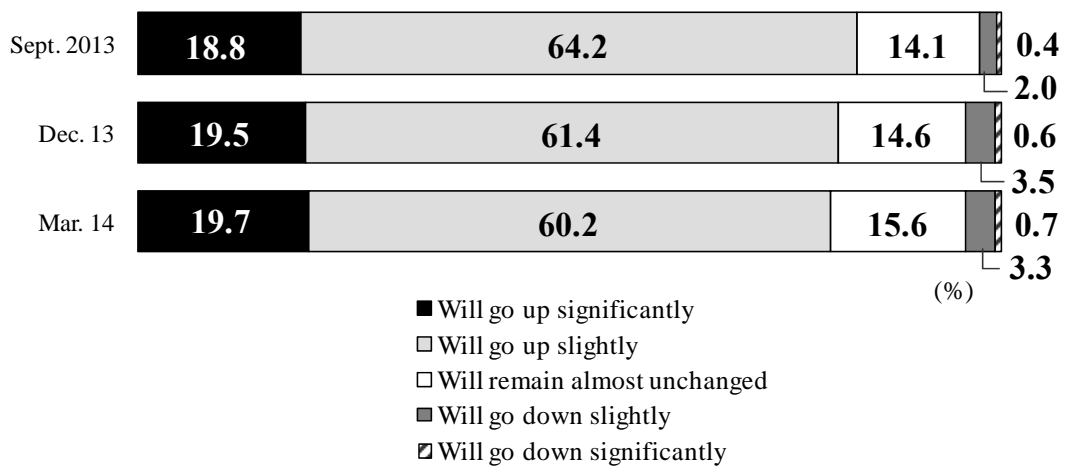
When asked to what extent price levels will change one year from now in terms of a specific figure, the average was plus 5.0 percent (plus 4.9 percent in the previous survey) and the median was plus 3.0 percent (plus 3.0 percent in the previous survey).

¹ Disregarding the effects of the scheduled consumption tax hike.

² "Will go up" comprises "will go up significantly" and "will go up slightly."

Chart 18 Outlook for Price Levels One Year from Now (Questions 14 and 15)

(1) One Year from Now Compared with the Present



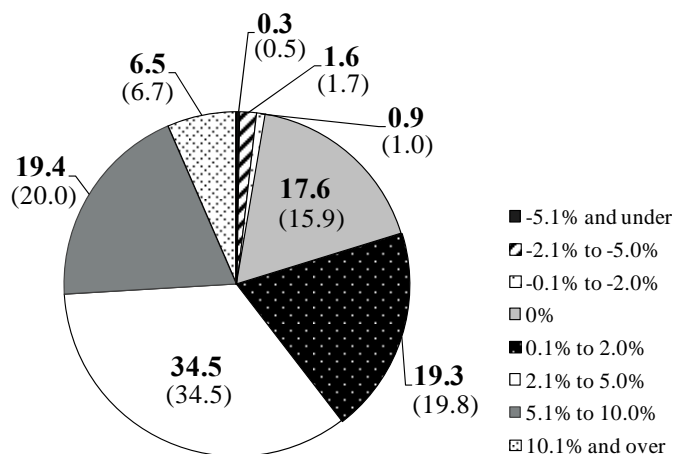
(2) Changes in Price Levels One Year from Now

	Average ¹	Median ²
Sept. 2013	+4.9%	+3.0%
Dec. 13	+4.9%	+3.0%
Mar. 14	+5.0%	+3.0%

Notes: 1. Calculated by excluding 0.5 percent of the highest and lowest figures, respectively, in order to avoid extremes. (The simple average of this survey is plus 5.1 percent, and that of the previous survey in December 2013 was plus 5.0 percent.)

2. The number that appears in the middle when the answers are listed in numerical order.

(3) Distribution of Current Survey Answers^{1, 2, 3}



Notes: 1. Percent.

2. Figures in parentheses represent results of the previous survey (December 2013).

3. Clockwise from the vertical line, in order of the lowest to highest percentage range.

3. Outlook for price levels over the next five years

Regarding the outlook for price levels over the next five years,¹ the proportion of respondents who expected that prices "will go up"² decreased, while the proportion of those who expected that they "will remain almost unchanged" increased.

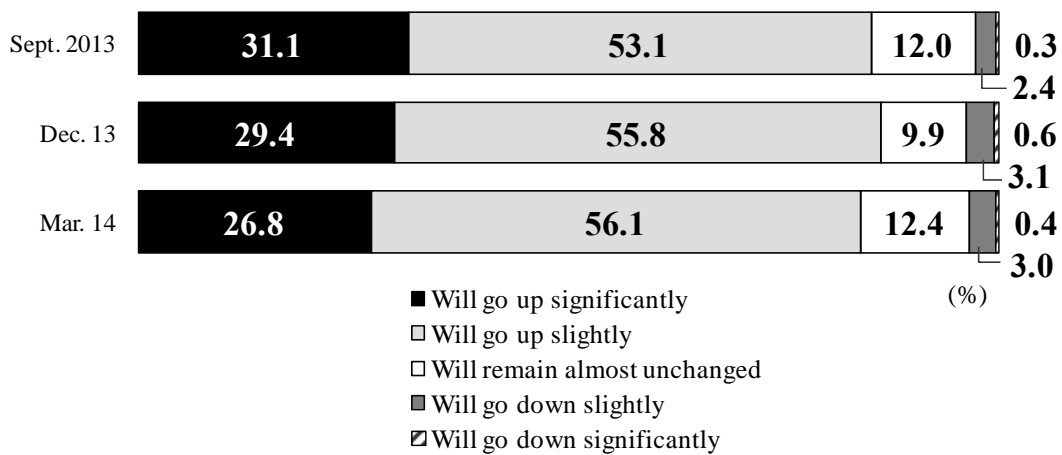
When asked about the specific rate of price change per year on average over the next five years, the average was plus 4.0 percent (plus 3.9 percent in the previous survey) and the median was plus 2.0 percent (plus 2.5 percent in the previous survey).

¹ Disregarding the effects of the scheduled consumption tax hikes.

² "Will go up" comprises "will go up significantly" and "will go up slightly."

Chart 19 Outlook for Price Levels over the Next Five Years (Questions 16 and 17)

(1) Outlook for the Next Five Years



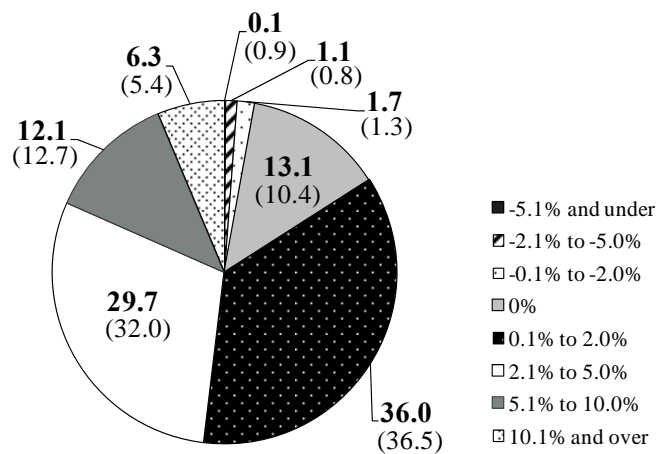
(2) Changes in Price Levels per Year on Average over the Next Five Years

	Average ¹	Median ²
Sept. 2013	+4.1%	+2.0%
Dec. 13	+3.9%	+2.5%
Mar. 14	+4.0%	+2.0%

Notes: 1. Calculated by excluding 0.5 percent of the highest and lowest figures, respectively, in order to avoid extremes. (The simple average of this survey is plus 4.2 percent, and that of the previous survey in December 2013 was plus 4.1 percent.)

2. The number that appears in the middle when the answers are listed in numerical order.

(3) Distribution of Current Survey Answers^{1, 2, 3}



Notes: 1. Percent.

2. Figures in parentheses represent results of the previous survey (December 2013).

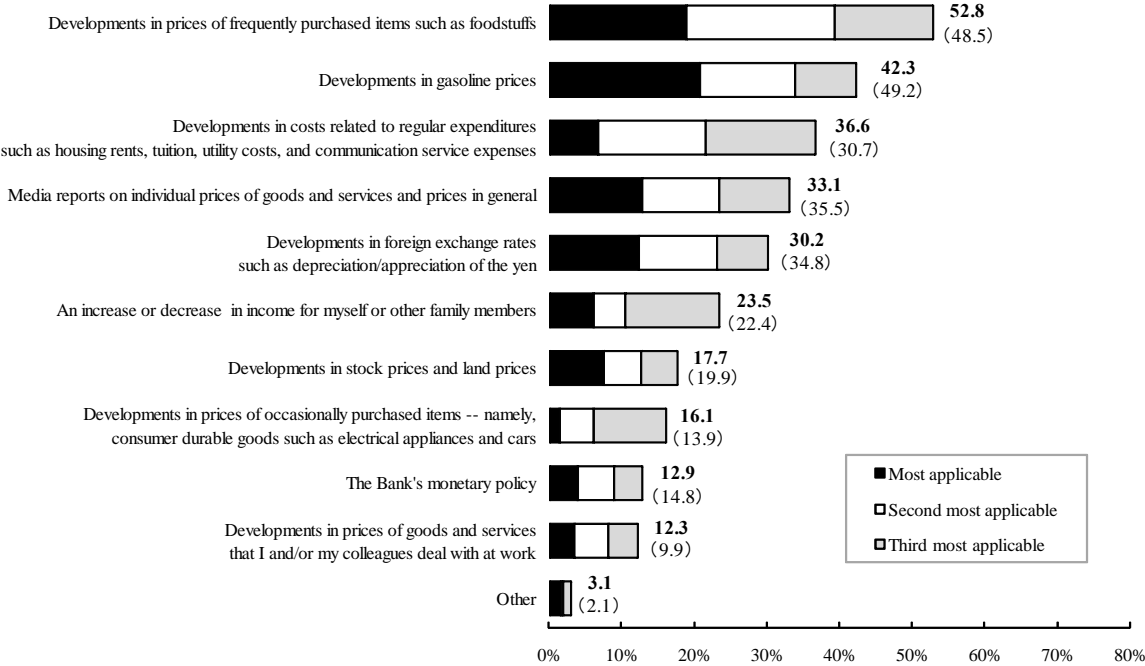
3. Clockwise from the vertical line, in order of the lowest to highest percentage range.

Note: This section is based on a special set of questions for the 55th round of the survey, conducted in September 2013, and this round of the survey.

When respondents were asked about the basis for their outlook for price levels over the next five years asked in Question 16, "developments in prices of frequently purchased items" was chosen most often, followed by "developments in gasoline prices" and "developments in costs related to regular expenditures."

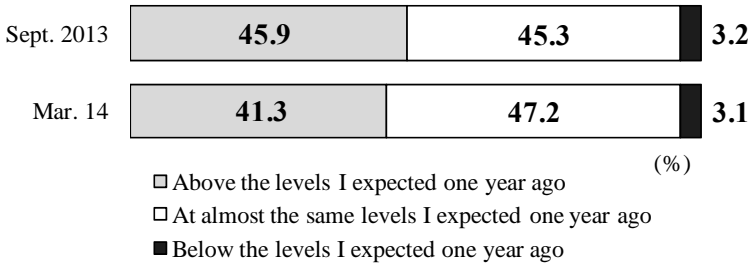
When asked to describe the price levels over the next five years compared with those expected in five years' time one year ago, the proportion of respondents who described the price levels as "above the levels I expected one year ago" accounted for 41.3 percent, while the proportion of those who described them as "below the levels I expected one year ago" accounted for 3.1 percent.

Chart 20 Basis for the Outlook for Price Levels over the Next Five Years Asked in Question 16 (Question 23)^{1, 2, 3}



- Notes: 1. Up to three answers were allowed.
 2. Figure for each menu of choices refers to the total of the proportions of respondents who chose "most applicable," "second most applicable," and "third most applicable."
 3. Figures in parentheses represent results of the 55th round of the survey, conducted in September 2013.

Chart 21 Price Levels over the Next Five Years Asked in Question 16 Compared with Those Expected in Five Years' Time One Year Ago (Question 24)



4. Comments on the rise and decline in prices

In terms of prices compared with one year ago, 69.3 percent of the respondents felt that prices "have gone up,"^{1,2} of which 78.6 percent described the price rise as "rather unfavorable."

Meanwhile, 2.5 percent of the respondents felt that prices "have gone down."^{1,3} Within this group, the proportions of those who described the price decline as "rather favorable" and "rather unfavorable" each accounted for 34.5 percent.

¹ See III.C.1. for the perception of the present price levels.

² "Have gone up" comprises "have gone up significantly" and "have gone up slightly."

³ "Have gone down" comprises "have gone down significantly" and "have gone down slightly."

Chart 22 Comments on the Price Rise (Question 12-(a))

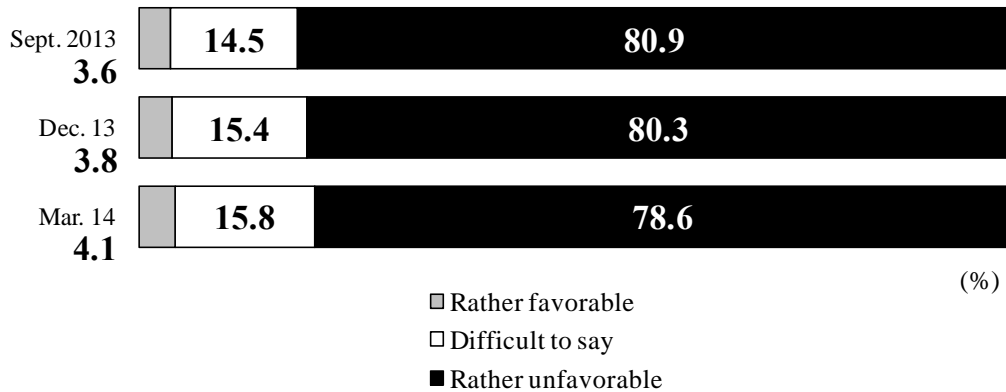
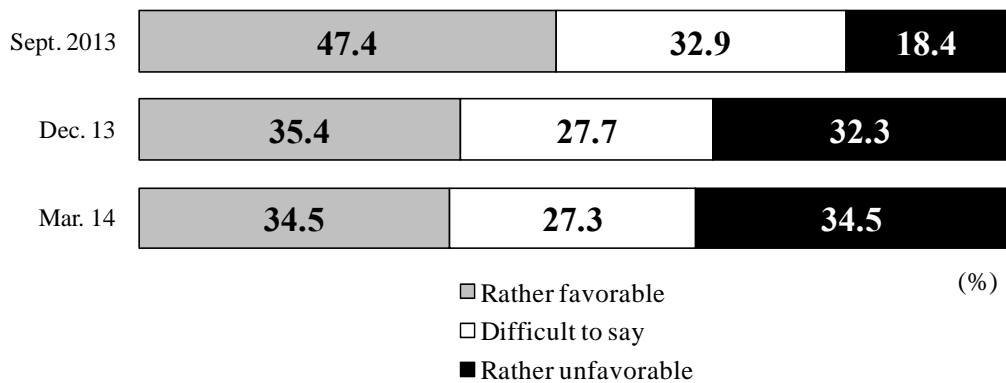


Chart 23 Comments on the Price Decline (Question 12-(b))



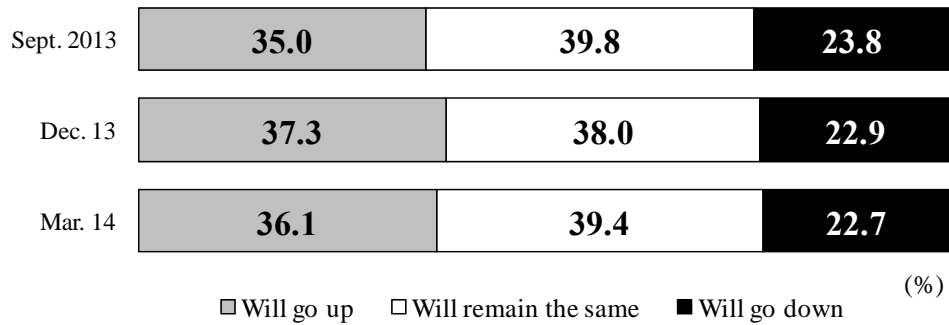
D. Future Land Prices

Note: This question has been asked since the September 2006 survey.

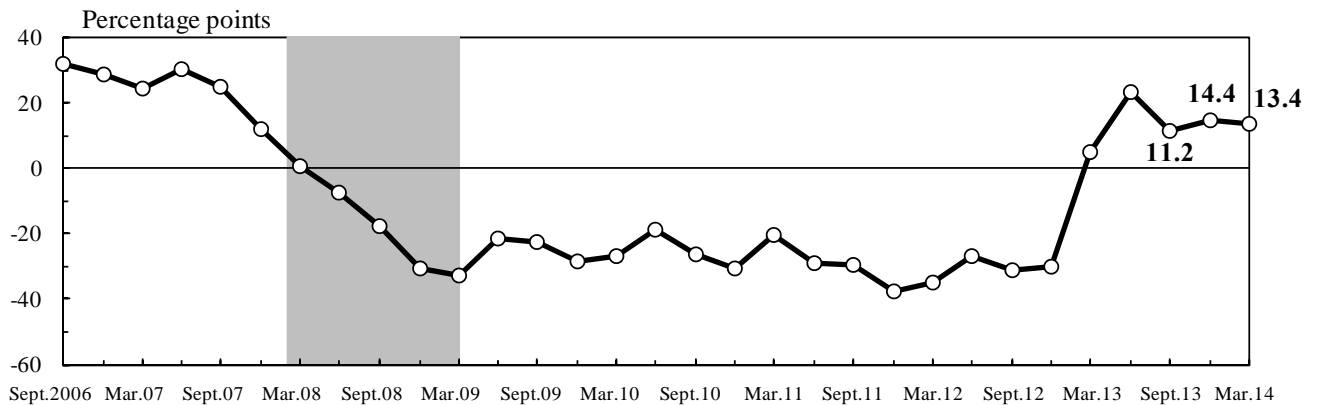
When asked about future land prices, the proportion of respondents who answered that land prices "will go up" decreased, and thus the D.I. recorded a smaller positive percentage-point figure.

Chart 24 Outlook for Land Prices (Question 18)

(1) Outlook for Land Prices



(2) Developments in the Land Prices D.I.^{1,2,3}



- Notes: 1. The land prices D.I. is calculated as the proportion of respondents who answered that land prices "will go up" minus the proportion of those who answered that they "will go down."
 2. In the past surveys, the land prices D.I. registered a record high of 31.9 percentage points in September 2006 and a record low of minus 37.5 percentage points in December 2011.
 3. The shaded area indicates a recession period.

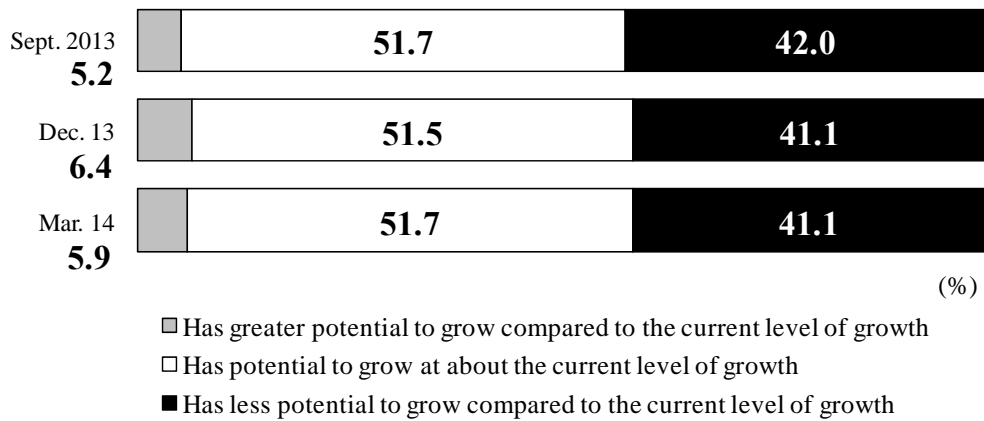
E. Growth Potential of the Japanese Economy

Note: This question has been asked since the September 2006 survey.

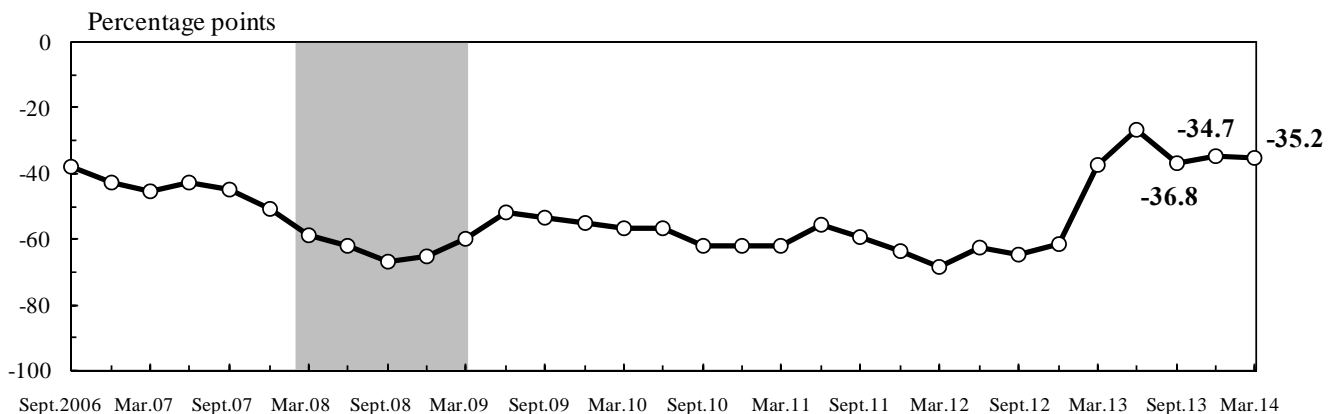
When asked about the Japanese economy's growth potential, the proportion of respondents who replied that the Japanese economy "has greater potential to grow compared to the current level of growth" decreased, and thus the D.I. fell further into negative territory.

Chart 25 Perception of the Japanese Economy's Growth Potential (Question 19)

(1) Perception of the Japanese Economy's Growth Potential



(2) Developments in the Japanese Economy's Growth Potential D.I.^{1, 2, 3}



Notes: 1. The Japanese economy's growth potential D.I. is calculated as the proportion of respondents who answered that the Japanese economy "has greater potential to grow compared to the current level of growth" minus the proportion of those who answered that it "has less potential to grow compared to the current level of growth."

2. In the past surveys, the Japanese economy's growth potential D.I. registered a record high of minus 26.7 percentage points in June 2013 and a record low of minus 68.3 percentage points in March 2012.

3. The shaded area indicates a recession period.

F. Recognition of the Bank's Monetary Policy

When respondents were asked whether they know that the Bank has set the "price stability target" at 2 percent in terms of the year-on-year rate of change in the consumer price index (CPI), the proportion of respondents who stated that they "know about it" accounted for 28.3 percent.

When asked whether they know that the Bank has been pursuing unprecedented monetary easing both in terms of quantity and quality (referred to as "quantitative and qualitative monetary easing"), the proportion of respondents who indicated that they "know about it" accounted for 23.2 percent.

Chart 26 The Bank Has Set the "Price Stability Target" at 2 Percent in Terms of the Year-on-Year Rate of Change in the CPI (Question 31)

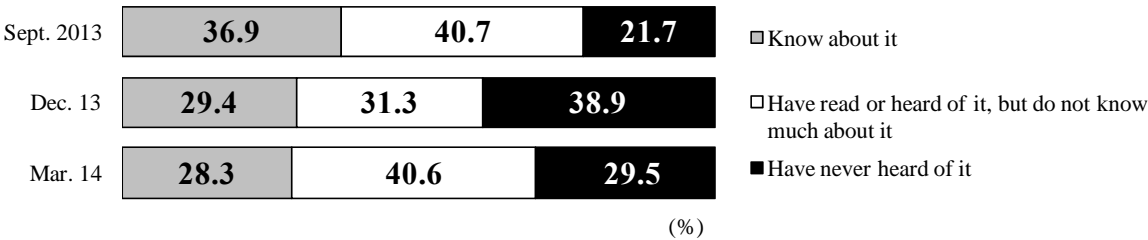


Chart 27 The Bank Has Been Pursuing Unprecedented Monetary Easing Both in Terms of Quantity and Quality (Referred to as "Quantitative and Qualitative Monetary Easing") (Question 32)



IV. Distribution of the Sample by Category

Valid responses in the 57th round of the survey (Mar. 2014) ¹ (A)	Population of the survey ^{1, 2} (B)	Difference between (A) and (B) ³ (A) - (B)	Sampled population (reference) ¹
---	---	--	---

By sex

Male	46.3	48.3	-2.0	48.9
Female	53.7	51.7	2.0	51.2

By age

20-29	10.0	12.6	-2.6	12.2
30-39	14.7	16.3	-1.6	16.7
40-49	17.2	17.0	0.2	18.0
50-59	17.0	14.8	2.2	15.1
60-69	21.8	17.5	4.3	18.4
70 or older	19.3	21.6	-2.3	19.7

By region

Hokkaido	4.4	4.4	0.0	4.1
Tohoku	7.0	7.3	-0.3	7.5
Kanto	32.2	33.4	-1.2	33.3
Hokuriku	4.3	4.3	0.0	4.1
Chubu	15.1	14.0	1.1	14.3
Kinki	17.5	16.2	1.3	16.1
Chugoku	6.4	5.9	0.5	6.0
Shikoku	2.7	3.2	-0.5	3.0
Kyushu	10.5	11.4	-0.9	11.6

Notes: 1. Percent.

2. Based on the population of municipalities recorded in the Basic Resident Registers as of March 31, 2013.

3. Percentage points.

V. Complete Questionnaire and Results

<Note>

1. Only one choice is allowed, except where otherwise noted.
2. Figures refer to the ratio of responses for each menu of choices against total respondents for each question (percent).
3. The second decimal place is rounded off, and response ratios consequently do not necessarily add up to 100 percent even for questions that allow for only one choice.
4. Figures in parentheses represent results of the previous survey (December 2013), except where otherwise noted.

Question 1

How do you think economic conditions have changed compared with one year ago?

- | | |
|-----------------------------|----------------------|
| (a) Have improved. | 13.2 (12.3) |
| (b) Have remained the same. | 66.8 (65.9) |
| (c) Have worsened. | 19.6 (21.5) |

Question 2

With regard to Question 1, what makes you think so? (Choose up to two answers.)

- | | |
|---|----------------------|
| (a) Media reports. | 19.5 (19.6) |
| (b) Economic indicators and statistics. | 9.2 (8.3) |
| (c) Business performance of the company I work for, or of my own company. | 33.5 (34.1) |
| (d) Income level for myself or other family members. | 61.5 (58.4) |
| (e) Bustle of shopping streets and amusement quarters. | 21.6 (21.6) |
| (f) Other. | 3.5 (3.7) |

Question 3

How would you describe the current economic conditions?

- | | |
|---------------------------|----------------------|
| (a) Favorable. | 0.9 (0.7) |
| (b) Somewhat favorable. | 14.9 (12.5) |
| (c) Difficult to say. | 47.7 (45.6) |
| (d) Somewhat unfavorable. | 29.3 (32.2) |
| (e) Unfavorable. | 7.0 (8.7) |

Question 4

What is your outlook for economic conditions one year from now?

- | | |
|---------------------------|----------------------|
| (a) Will improve. | 14.9 (15.9) |
| (b) Will remain the same. | 53.3 (53.6) |
| (c) Will worsen. | 31.4 (29.9) |

Question 5

Considering the current economic conditions, what do you think of the current interest rate level?

- | | |
|------------------|----------------------|
| (a) Too low. | 51.6 (50.4) |
| (b) Appropriate. | 34.5 (35.6) |
| (c) Too high. | 11.2 (11.2) |

Question 6**What do you think of your household circumstances compared with one year ago?**

- | | |
|-----------------------------|----------------------|
| (a) Have become better off. | 4.6 (4.7) |
| (b) Difficult to say. | 57.1 (54.3) |
| (c) Have become worse off. | 38.1 (40.9) |

If you chose (a) in Question 6, please answer Question 6-(a). If you chose (c), please answer Question 6-(b). If you chose (b), please go on to Question 7.

Question 6-(a): this question is for those who chose (a) in Question 6.**Why do you think your household circumstances have become better off?****(Choose all applicable answers.)**

- | | |
|--|----------------------|
| (a) Because my salary and business income have increased. | 56.9 (54.7) |
| (b) Because my interest income and dividend payments have increased. | 15.7 (12.3) |
| (c) Because I gained special income from sales of real estate. | 5.9 (6.6) |
| (d) Because prices have declined. | 2.0 (3.8) |
| (e) Because the value of my household's assets such as real estate and stocks has increased. | 14.7 (11.3) |
| (f) Because the number of dependents in my household has decreased. | 8.8 (16.0) |
| (g) Other. | 19.6 (18.9) |

Question 6-(b): this question is for those who chose (c) in Question 6.**Why do you think your household circumstances have become worse off?****(Choose all applicable answers.)**

- | | |
|---|----------------------|
| (a) Because my salary and business income have decreased. | 58.9 (58.7) |
| (b) Because my interest income and dividend payments have decreased. | 12.2 (10.8) |
| (c) Because I purchased real estate. | 4.9 (2.6) |
| (d) Because prices have risen. | 46.1 (46.1) |
| (e) Because the value of my household's assets such as real estate and stocks has declined. | 3.3 (4.0) |
| (f) Because the number of dependents in my household has increased. | 9.2 (8.8) |
| (g) Other. | 22.2 (22.6) |

Question 7**How has your household income changed compared with one year ago?**

- | | |
|----------------------------|----------------------|
| (a) Has increased. | 8.6 (8.4) |
| (b) Has remained the same. | 52.8 (50.5) |
| (c) Has decreased. | 38.4 (40.6) |

Question 8**What is your outlook for household income one year from now?**

- | | |
|---------------------------|----------------------|
| (a) Will increase. | 8.6 (8.1) |
| (b) Will remain the same. | 53.1 (53.5) |
| (c) Will decrease. | 38.0 (37.8) |

Question 9

How has your household changed its spending compared with one year ago?

- | | | |
|--|------|----------|
| (a) Has increased. | 36.7 | (37.6) |
| (b) Has neither increased nor decreased. | 43.9 | (42.4) |
| (c) Has decreased. | 18.6 | (18.6) |

If you chose (a) in Question 9, please answer Question 9-(a). If you chose (c), please answer Question 9-(b). If you chose (b), please go on to Question 10-1.

Question 9-(a): this question is for those who chose (a) in Question 9.

Why has your household increased its spending? (Choose all applicable answers.)

- | | | |
|--|------|----------|
| (a) Because my income has increased. | 6.2 | (7.2) |
| (b) Because my income is likely to increase in the future. | 2.1 | (1.8) |
| (c) Because the value of my household's non-financial assets such as real estate has increased. | 1.7 | (0.8) |
| (d) Because the value of my household's financial assets such as stocks and bonds has increased. | 2.2 | (1.8) |
| (e) Because I purchased real estate such as a house. | 6.9 | (6.4) |
| (f) Because I purchased consumer durable goods such as a car. | 22.0 | (18.9) |
| (g) Because my spending has risen due to an increased number of dependents in my household. | 24.6 | (23.0) |
| (h) Because the costs of consumer goods and services have risen. | 52.0 | (49.0) |
| (i) Other. | 21.8 | (29.1) |

Question 9-(b): this question is for those who chose (c) in Question 9.

Why has your household decreased its spending? (Choose all applicable answers.)

- | | | |
|--|------|----------|
| (a) Because my income has decreased. | 74.8 | (70.7) |
| (b) Because my income is not likely to increase in the future. | 44.1 | (41.5) |
| (c) Because the value of my household's non-financial assets such as real estate has decreased. | 2.7 | (2.6) |
| (d) Because the value of my household's financial assets such as stocks and bonds has decreased. | 5.1 | (5.0) |
| (e) Because my spending has fallen due to a decreased number of dependents in my household. | 10.3 | (12.7) |
| (f) Other. | 6.6 | (11.0) |

Question 10-1

How has your household changed its everyday spending such as on living and educational expenses compared with one year ago?

- | | | |
|--|------|----------|
| (a) Has increased. | 10.9 | (12.2) |
| (b) Has neither increased nor decreased. | 56.9 | (56.4) |
| (c) Has decreased. | 31.2 | (29.5) |

Question 10-2

How has your household changed its selective spending, such as on hobby and leisure activities (spending other than asked in Question 10-1), compared with one year ago?

- | | | |
|--|------|----------|
| (a) Has increased. | 6.3 | (7.0) |
| (b) Has neither increased nor decreased. | 41.5 | (41.1) |
| (c) Has decreased. | 51.5 | (50.6) |

Question 11

How does your household plan to change its spending within the next twelve months?

- (a) Will increase. 5.4 (5.9)
- (b) Will neither increase nor decrease. 45.5 (46.8)
- (c) Will decrease. 48.7 (46.5)

Question 12

How do you think prices¹ have changed compared with one year ago?

- (a) Have gone up significantly. 8.4 (7.8)
- (b) Have gone up slightly. 60.9 (59.2)
- (c) Have remained almost unchanged. 27.7 (29.3)
- (d) Have gone down slightly. 2.2 (2.7)
- (e) Have gone down significantly. 0.3 (0.2)

Note: 1. Defined as overall prices of goods and services you purchase.

If you chose (a) or (b) in Question 12, please answer Question 12-(a). If you chose (d) or (e), please answer Question 12-(b). If you chose (c), please go on to Question 13.

Question 12-(a): this question is for those who chose (a) or (b) in Question 12.

How would you describe your opinion of the price rise?

- (a) Rather favorable. 4.1 (3.8)
- (b) Rather unfavorable. 78.6 (80.3)
- (c) Difficult to say. 15.8 (15.4)

Question 12-(b): this question is for those who chose (d) or (e) in Question 12.

How would you describe your opinion of the price decline?

- (a) Rather favorable. 34.5 (35.4)
- (b) Rather unfavorable. 34.5 (32.3)
- (c) Difficult to say. 27.3 (27.7)

Question 13

By what percent do you think prices have changed compared with one year ago? Please choose "up" or "down" and fill in the box below with a specific figure. If you think that they have been unchanged, please put a "0."

Prices have gone **up** about percent compared with one year ago.
down

Average¹ : **plus 4.0** (plus 4.2) percent

Median² : **plus 2.5** (plus 3.0) percent

Notes: 1. Calculated by excluding 0.5 percent of the highest and lowest figures, respectively, in order to avoid extremes. (The simple average of this survey is plus 4.2 percent, and that of the previous survey was plus 4.4 percent.)

2. The number that appears in the middle when the answers are listed in numerical order.

Questions 14 through 17 ask about your outlook for prices. Please answer these questions, disregarding the effects of the scheduled consumption tax hike(s).¹

Note: 1. The government will raise the consumption tax rate from the current rate of 5 percent to 8 percent in April 2014. It will raise the rate to 10 percent in October 2015, on the condition that the economic situation is improved.

Question 14

What is your outlook for prices one year from now?

- | | |
|-----------------------------------|----------------------|
| (a) Will go up significantly. | 19.7 (19.5) |
| (b) Will go up slightly. | 60.2 (61.4) |
| (c) Will remain almost unchanged. | 15.6 (14.6) |
| (d) Will go down slightly. | 3.3 (3.5) |
| (e) Will go down significantly. | 0.7 (0.6) |

Question 15

By what percent do you think prices will change one year from now? Please choose "up" or "down" and fill in the box below with a specific figure. If you think that they will be unchanged, please put a "0."

Prices will go **up** about percent one year from now.
down

Average¹ : **plus 5.0** (plus 4.9) percent
 Median² : **plus 3.0** (plus 3.0) percent

Notes: 1. Calculated by excluding 0.5 percent of the highest and lowest figures, respectively, in order to avoid extremes. (The simple average of this survey is plus **5.1** percent, and that of the previous survey was plus **5.0** percent.)
 2. The number that appears in the middle when the answers are listed in numerical order.

Question 16

What is your outlook for prices over the next five years?

- | | |
|-----------------------------------|----------------------|
| (a) Will go up significantly. | 26.8 (29.4) |
| (b) Will go up slightly. | 56.1 (55.8) |
| (c) Will remain almost unchanged. | 12.4 (9.9) |
| (d) Will go down slightly. | 3.0 (3.1) |
| (e) Will go down significantly. | 0.4 (0.6) |

Question 17

By what percent do you think prices will change per year on average over the next five years? Please choose "up" or "down" and fill in the box below with a specific figure. If you think that they will be unchanged, please put a "0."

Prices will go **up** about percent per year on average over the next five years.
down

Average¹ : **plus 4.0** (plus 3.9) percent
 Median² : **plus 2.0** (plus 2.5) percent

Notes: 1. Calculated by excluding 0.5 percent of the highest and lowest figures, respectively, in order to avoid extremes. (The simple average of this survey is plus **4.2** percent, and that of the previous survey was plus **4.1** percent.)
 2. The number that appears in the middle when the answers are listed in numerical order.

Question 18

What is your outlook for land prices?

- | | | |
|---------------------------|-------------|----------|
| (a) Will go up. | 36.1 | (37.3) |
| (b) Will remain the same. | 39.4 | (38.0) |
| (c) Will go down. | 22.7 | (22.9) |

Question 19

How do you view the Japanese economy's growth potential in the long term?

- | | | |
|--|-------------|----------|
| (a) Has greater potential to grow compared to the current level of growth. | 5.9 | (6.4) |
| (b) Has potential to grow at about the current level of growth. | 51.7 | (51.5) |
| (c) Has less potential to grow compared to the current level of growth. | 41.1 | (41.1) |

Question 20

In consideration of the presumed situation one year from now, are you (or other family members) worried about employment and working conditions such as pay, job position, and benefits for the worker(s)¹ in your family at their current workplace(s)?

- | | All respondents | Of which: workers |
|-----------------------|----------------------|----------------------|
| (a) Not particularly. | 17.7 (18.3) | 19.2 (20.7) |
| (b) Slightly. | 49.4 (47.4) | 49.9 (47.1) |
| (c) Quite. | 30.4 (32.0) | 30.6 (31.9) |

Note: 1. Company employees, executives, civil servants, and part-timers.

Questions 21 through 24 are additional questions related to Questions 12 and 16 and ask about prices.¹

¹ Figures in parentheses represent results of the 55th round of the survey, conducted in September 2013.

Question 21

With regard to Question 12, which asks about your perception of the present price levels compared with one year ago, what makes you think prices have gone up, down, or remained almost unchanged? (Choose up to three answers and put them in order, with (1) being most applicable, (2) being second most applicable, and (3) being third most applicable.)

	(1)	(2)	(3)
(a) Developments in stock prices and land prices.	4.2 (4.3)	2.8 (2.9)	3.3 (3.0)
(b) Developments in gasoline prices.	31.6 (38.4)	18.0 (15.7)	8.9 (8.3)
(c) Developments in foreign exchange rates such as depreciation/appreciation of the yen.	7.9 (8.1)	6.9 (10.5)	6.1 (7.1)
(d) Media reports on individual prices of goods and services and prices in general.	7.0 (7.8)	8.6 (9.3)	10.7 (12.0)
(e) The Bank's monetary policy.	0.8 (1.3)	1.4 (1.6)	1.9 (2.7)
(f) Developments in prices of goods and services that I and/or my colleagues deal with at work.	3.6 (3.2)	6.0 (5.6)	5.1 (4.4)
(g) Developments in prices of frequently purchased items such as foodstuffs.	29.3 (22.9)	24.4 (25.8)	14.1 (14.2)
(h) Developments in costs related to regular expenditures such as housing rents, tuition, utility costs, and communication service expenses.	5.8 (4.9)	18.4 (15.2)	17.1 (16.3)
(i) Developments in prices of occasionally purchased items -- namely, consumer durable goods such as electrical appliances and cars.	1.0 (0.9)	4.1 (3.9)	11.2 (9.9)
(j) An increase or decrease in income for myself or other family members.	5.7 (5.9)	5.1 (5.6)	14.2 (14.9)
(k) Other.	0.3 (0.1)	0.0 (0.0)	0.3 (0.7)

Question 22

With regard to Question 12, how would you describe the present price levels when compared with those you expected in a year's time one year ago?

(a) Above the levels I expected one year ago.	31.8 (35.5)
(b) At the same levels I expected one year ago.	54.2 (49.1)
(c) Below the levels I expected one year ago.	3.8 (3.5)

Question 23

With regard to Question 16, which asks about your outlook for price levels over the next five years, what makes you think prices will go up, down, or remain almost unchanged? (Choose up to three answers and put them in order, with (1) being most applicable, (2) being second most applicable, and (3) being third most applicable.)

	(1)	(2)	(3)
(a) Developments in stock prices and land prices.	7.6 (8.9)	5.1 (5.5)	5.0 (5.5)
(b) Developments in gasoline prices.	20.8 (25.5)	13.0 (14.4)	8.5 (9.3)
(c) Developments in foreign exchange rates such as depreciation/appreciation of the yen.	12.4 (13.3)	10.8 (13.6)	7.0 (7.9)
(d) Media reports on individual prices of goods and services and prices in general.	12.8 (13.7)	10.6 (11.2)	9.7 (10.6)
(e) The Bank's monetary policy.	4.0 (5.3)	5.0 (5.1)	3.9 (4.4)
(f) Developments in prices of goods and services that I and/or my colleagues deal with at work.	3.5 (2.7)	4.7 (3.6)	4.1 (3.6)
(g) Developments in prices of frequently purchased items such as foodstuffs.	19.0 (14.3)	20.4 (21.0)	13.4 (13.2)
(h) Developments in costs related to regular expenditures such as housing rents, tuition, utility costs, and communication service expenses.	6.8 (5.0)	14.7 (12.1)	15.1 (13.6)
(i) Developments in prices of occasionally purchased items -- namely, consumer durable goods such as electrical appliances and cars.	1.5 (0.8)	4.7 (3.6)	9.9 (9.5)
(j) An increase or decrease in income for myself or other family members.	6.1 (5.9)	4.4 (3.7)	13.0 (12.8)
(k) Other.	1.6 (1.1)	0.3 (0.1)	1.2 (0.9)

Question 24

With regard to Question 16, how would you describe the price levels over the next five years when compared with those you expected in five years' time one year ago?

(a) Above the levels I expected one year ago.	41.3 (45.9)
(b) At almost the same levels I expected one year ago.	47.2 (45.3)
(c) Below the levels I expected one year ago.	3.1 (3.2)

Questions 25-(1) through 30 ask about the consumption behavior of households.¹

¹ Figures in parentheses represent results of the 53rd round of the survey, conducted in March 2013.

Question 25-(1)

On which of the following goods and services has your household increased its spending compared with one year ago? (Choose up to three answers.)

- | | | | | |
|---|-------------|---|------|---|
| (a) Eating out. | 13.0 | (| 13.3 |) |
| (b) Clothing and footwear. | 17.3 | (| 15.2 |) |
| (c) Books, newspapers, and magazines. | 6.8 | (| 6.3 |) |
| (d) Furniture. | 5.6 | (| 4.3 |) |
| (e) Electrical appliances. | 21.4 | (| 21.2 |) |
| (f) Automobiles, excluding gasoline and other maintenance costs. | 17.0 | (| 13.5 |) |
| (g) Jewelry. | 0.8 | (| 0.5 |) |
| (h) Health and medical care services. | 19.3 | (| 15.6 |) |
| (i) Communication services, such as telephone (including the costs for handsets) and Internet services. | 17.3 | (| 15.9 |) |
| (j) Travel. | 10.2 | (| 10.7 |) |
| (k) Education and entertainment, such as tutoring schools, recreational lessons, amusement parks, and movies. | 13.5 | (| 14.4 |) |
| (l) Other goods and services, or none. | 25.4 | (| 27.9 |) |

If you chose (l) in Question 25-(1), please go on to Question 26-(1).

Question 25-(2)

With regard to each item that you chose in Question 25-(1), which of the following options describe the reason(s) that your household has increased its spending on them?

(Choose up to three answers.)

- (a) Because my household's income has increased, or is likely to increase in the future.
- (b) Because the value of my household's assets such as real estate, stocks, and bonds has increased.
- (c) Because my household has enough savings, or the savings have increased.
- (d) Because other spending has decreased, or has been reduced.
- (e) Because the prices of the goods and services have declined.
- (f) Because the prices of the goods and services are likely to rise in the future.
- (g) Because the goods and services (including new types) were appealing.
- (h) Because there has been an increase in leisure time and holidays.
- (i) Because the goods and services became necessary, or needed to be renewed.
- (j) Other.

Question 25-(1)			Question 25-(2)									
			(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)
(a)	Eating out.	13.0 (13.3)	→ 15.4 (11.6)	→ 2.8 (2.3)	→ 11.5 (9.6)	→ 16.8 (17.0)	→ 6.6 (8.0)	→ 2.8 (1.6)	→ 17.8 (15.4)	→ 29.0 (21.9)	→ 22.7 (25.1)	→ 19.2 (28.9)
(b)	Clothing and footwear.	17.3 (15.2)	→ 8.4 (4.8)	→ 2.6 (0.6)	→ 5.8 (3.4)	→ 8.4 (5.1)	→ 13.2 (13.5)	→ 4.5 (1.4)	→ 24.7 (27.5)	→ 4.2 (4.8)	→ 70.3 (71.3)	→ 4.5 (7.6)
(c)	Books, newspapers, and magazines.	6.8 (6.3)	→ 7.4 (4.0)	→ 1.3 (0.7)	→ 5.4 (2.7)	→ 14.8 (6.0)	→ 1.3 (1.3)	→ 3.4 (1.3)	→ 55.0 (53.7)	→ 17.4 (15.4)	→ 32.9 (28.2)	→ 11.4 (17.4)
(d)	Furniture.	5.6 (4.3)	→ 1.6 (1.0)	→ 0.0 (0.0)	→ 4.1 (1.0)	→ 7.3 (2.0)	→ 6.5 (4.0)	→ 5.7 (2.0)	→ 12.2 (18.0)	→ 0.8 (0.0)	→ 89.4 (83.0)	→ 1.6 (5.0)
(e)	Electrical appliances.	21.4 (21.2)	→ 1.9 (1.6)	→ 1.1 (0.0)	→ 2.6 (2.0)	→ 2.8 (2.8)	→ 6.0 (9.2)	→ 9.6 (2.0)	→ 14.0 (14.1)	→ 0.6 (0.8)	→ 90.0 (89.6)	→ 2.6 (2.8)
(f)	Automobiles, excluding gasoline and other maintenance costs.	17.0 (13.5)	→ 2.1 (3.5)	→ 1.6 (0.0)	→ 3.8 (4.1)	→ 3.5 (3.5)	→ 1.3 (1.3)	→ 10.2 (2.8)	→ 8.0 (10.8)	→ 4.0 (1.9)	→ 81.8 (84.5)	→ 8.0 (7.9)
(g)	Jewelry.	0.8 (0.5)	→ 11.8 (0.0)	→ 0.0 (0.0)	→ 5.9 (16.7)	→ 0.0 (16.7)	→ 0.0 (8.3)	→ 17.6 (0.0)	→ 29.4 (25.0)	→ 0.0 (0.0)	→ 29.4 (33.3)	→ 23.5 (16.7)
(h)	Health and medical care services.	19.3 (15.6)	→ 2.4 (2.5)	→ 0.7 (0.8)	→ 2.1 (0.8)	→ 5.7 (4.4)	→ 0.9 (2.2)	→ 5.2 (4.6)	→ 5.7 (11.7)	→ 0.9 (1.4)	→ 72.3 (63.2)	→ 21.5 (24.8)
(i)	Communication services, such as telephone (including the costs for handsets) and Internet services.	17.3 (15.9)	→ 0.8 (1.6)	→ 0.3 (0.0)	→ 0.8 (0.3)	→ 4.5 (2.9)	→ 6.8 (3.8)	→ 3.9 (1.3)	→ 30.5 (34.9)	→ 5.5 (5.4)	→ 72.4 (64.3)	→ 9.2 (9.9)
(j)	Travel.	10.2 (10.7)	→ 14.3 (8.3)	→ 4.0 (2.8)	→ 14.8 (10.7)	→ 14.8 (11.5)	→ 6.3 (7.9)	→ 2.7 (1.2)	→ 23.3 (22.6)	→ 47.5 (50.8)	→ 9.9 (9.1)	→ 13.5 (24.2)
(k)	Education and entertainment, such as tutoring schools, recreational lessons, amusement parks, and movies.	13.5 (14.4)	→ 6.1 (5.0)	→ 1.0 (1.5)	→ 5.4 (3.8)	→ 7.1 (7.4)	→ 1.0 (2.9)	→ 2.0 (1.2)	→ 29.4 (23.6)	→ 16.6 (18.9)	→ 49.3 (46.6)	→ 15.9 (22.7)
(l)	Other goods and services, or none.	25.4 (27.9)										

Question 26-(1)

On which of the following goods and services has your household decreased its spending compared with one year ago? (Choose up to three answers.)

- | | |
|---|---------------------|
| (a) Eating out. | 35.8 (37.1) |
| (b) Clothing and footwear. | 25.8 (26.8) |
| (c) Books, newspapers, and magazines. | 10.5 (8.5) |
| (d) Furniture. | 7.4 (6.0) |
| (e) Electrical appliances. | 7.8 (8.0) |
| (f) Automobiles, excluding gasoline and other maintenance costs. | 5.0 (5.2) |
| (g) Jewelry. | 8.3 (9.0) |
| (h) Health and medical care services. | 3.6 (5.1) |
| (i) Communication services, such as telephone (including the costs for handsets) and Internet services. | 5.6 (5.6) |
| (j) Travel. | 26.2 (25.5) |
| (k) Education and entertainment, such as tutoring schools, recreational lessons, amusement parks, and movies. | 11.6 (10.5) |
| (l) Other goods and services, or none. | 23.8 (25.0) |

If you chose (l) in Question 26-(1), please go on to Question 27.

Question 26-(2)

With regard to each item that you chose in Question 26-(1), which of the following options describe the reason(s) that your household has decreased its spending on them?

(Choose up to three answers.)

- (a) Because my household's income has decreased, or is likely to decrease in the future.
- (b) Because the value of my household's assets such as real estate, stocks, and bonds has decreased.
- (c) Because my household does not have enough savings, or the savings have decreased.
- (d) Because other spending has risen, or has been increased.
- (e) Because the prices of the goods and services have risen.
- (f) Because the prices of the goods and services are likely to decline in the future.
- (g) Because the goods and services (including new types) were not appealing.
- (h) Because there has been a decrease in leisure time and holidays.
- (i) Because the goods and services were no longer necessary for my household, or have already been purchased or renewed.
- (j) Other.

Question 26-(1)		
(a)	Eating out.	35.8 (37.1)
(b)	Clothing and footwear.	25.8 (26.8)
(c)	Books, newspapers, and magazines.	10.5 (8.5)
(d)	Furniture.	7.4 (6.0)
(e)	Electrical appliances.	7.8 (8.0)
(f)	Automobiles, excluding gasoline and other maintenance costs.	5.0 (5.2)
(g)	Jewelry.	8.3 (9.0)
(h)	Health and medical care services.	3.6 (5.1)
(i)	Communication services, such as telephone (including the costs for handsets) and Internet services.	5.6 (5.6)
(j)	Travel.	26.2 (25.5)
(k)	Education and entertainment, such as tutoring schools, recreational lessons, amusement parks, and movies.	11.6 (10.5)
(l)	Other goods and services, or none.	23.8 (25.0)

Question 26-(2)										
(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	
→ 57.7 (59.3)	0.5 (1.7)	34.4 (30.3)	28.2 (29.5)	5.7 (3.1)	0.5 (0.1)	2.5 (2.0)	6.9 (6.9)	3.7 (4.3)	7.9 (11.5)	
→ 46.6 (50.6)	0.9 (1.7)	33.7 (31.6)	26.5 (24.3)	5.3 (3.2)	0.9 (0.6)	10.1 (10.2)	3.4 (2.5)	22.3 (20.8)	3.5 (6.0)	
→ 38.3 (37.0)	0.4 (0.5)	23.5 (18.0)	29.6 (30.5)	3.9 (3.0)	0.0 (0.0)	12.6 (17.0)	4.3 (4.5)	21.7 (22.0)	7.4 (9.0)	
→ 20.4 (17.0)	1.2 (1.4)	16.0 (15.6)	18.5 (10.6)	3.1 (2.8)	2.5 (1.4)	15.4 (14.2)	0.0 (1.4)	60.5 (66.7)	5.6 (7.1)	
→ 26.7 (26.7)	0.6 (3.2)	28.5 (23.0)	19.8 (15.5)	5.2 (2.1)	4.7 (3.7)	12.8 (13.9)	1.7 (1.6)	50.6 (55.1)	3.5 (5.3)	
→ 35.5 (39.8)	1.8 (0.8)	26.4 (26.8)	19.1 (12.2)	8.2 (7.3)	2.7 (1.6)	9.1 (4.9)	6.4 (3.3)	44.5 (32.5)	6.4 (10.6)	
→ 27.3 (30.2)	0.5 (0.9)	29.0 (25.0)	20.2 (19.3)	4.9 (2.8)	2.7 (1.4)	15.8 (13.2)	0.5 (1.4)	45.9 (45.3)	3.3 (12.3)	
→ 42.3 (52.5)	1.3 (2.5)	21.8 (31.7)	21.8 (13.3)	6.4 (8.3)	5.1 (3.3)	2.6 (4.2)	1.3 (1.7)	17.9 (16.7)	11.5 (13.3)	
→ 31.1 (39.4)	0.8 (0.8)	22.1 (22.7)	23.8 (22.7)	9.0 (8.3)	3.3 (5.3)	10.7 (5.3)	2.5 (2.3)	25.4 (31.1)	9.8 (13.6)	
→ 47.0 (49.2)	1.4 (1.7)	42.9 (39.2)	25.3 (24.2)	3.3 (1.0)	0.2 (0.3)	3.3 (1.2)	18.1 (19.5)	4.0 (2.7)	9.2 (10.2)	
→ 46.9 (46.7)	0.0 (0.8)	28.7 (37.0)	23.6 (24.8)	3.1 (3.3)	0.8 (0.4)	11.8 (6.5)	13.4 (15.4)	15.0 (7.3)	5.5 (9.8)	

Question 27

The consumption tax rate will be raised from the current rate of 5 percent to 8 percent in April 2014. Has your household planned to bring forward or actually brought forward the purchases of any goods and services prior to the consumption tax hike?

- | | |
|--|-------------|
| (a) Has planned to bring forward or actually brought forward the purchases. | 40.8 |
| (b) Has neither planned to bring forward nor actually brought forward the purchases. | 58.2 |

Question 27-(a): this question is for those who chose (a) in Question 27.

For which of the following goods and services has your household planned to bring forward or actually brought forward the purchases prior to the consumption tax hike?

(Choose all applicable answers.)

- | | |
|---|-------------|
| (a) Housing. | 12.5 |
| (b) Furniture. | 11.6 |
| (c) Electrical appliances. | 41.3 |
| (d) Automobiles, excluding gasoline and other maintenance costs. | 24.1 |
| (e) Jewelry. | 2.8 |
| (f) Clothing and footwear. | 19.8 |
| (g) Books, newspapers, and magazines. | 3.7 |
| (h) Foodstuffs. | 20.9 |
| (i) Daily necessities, such as detergents and general merchandise. | 37.2 |
| (j) Eating out. | 2.3 |
| (k) Health and medical care services. | 4.6 |
| (l) Communication services, such as telephone (including the costs for handsets) and Internet services. | 3.6 |
| (m) Travel. | 7.3 |
| (n) Education and entertainment, such as tutoring schools, recreational lessons, amusement parks, and movies. | 3.9 |
| (o) Other. | 4.1 |

Question 28

How will the consumption tax hike in April 2014 affect your household spending for the time being? Choose the most applicable answer.

- | | |
|---|-------------|
| (a) Will decrease the spending. | 35.4 |
| (b) Will slightly decrease the spending. | 34.2 |
| (c) Will not affect the spending. | 10.6 |
| (d) Will affect the spending depending on circumstances such as economic conditions and household income. | 14.6 |
| (e) Other. | 0.4 |

Question 29

With regard to Question 11, which asks about your plans for spending within the next twelve months, which of the following is/are the major factor(s) that your household will consider when making spending decisions for the next twelve months?

(Choose all applicable answers.)

- | | |
|---|--------------|
| (a) An increase or decrease in my household's income. | 64.4 (72.9) |
| (b) An increase or decrease in the value of my household's assets such as savings, stocks, and real estate. | 15.1 (19.5) |
| (c) Progress in loan repayments. | 13.8 (18.1) |
| (d) Future developments in prices. | 43.9 (37.2) |
| (e) An increase or decrease in leisure time and holidays. | 12.2 (10.8) |
| (f) Whether there are appealing goods and services. | 18.9 (17.7) |
| (g) Other. | 2.5 (4.6) |

Question 30

Which of the following is/are the major factor(s) in your household's choice of goods and services on which to spend? (Choose up to three answers.)

- | | |
|--|--------------|
| (a) Low price. | 48.9 (52.8) |
| (b) Safety. | 48.3 (43.9) |
| (c) Reliability. | 40.3 (39.1) |
| (d) Functionality. | 37.6 (37.4) |
| (e) Durability. | 37.8 (36.9) |
| (f) Environmental and social friendliness. | 6.9 (8.2) |
| (g) Design. | 8.7 (8.7) |
| (h) Trend. | 0.7 (1.0) |
| (i) Originality/Innovation. | 1.9 (2.0) |
| (j) After-sales service. | 19.6 (18.0) |
| (k) Curiosity. | 4.1 (5.4) |
| (l) Wholesomeness. | 11.9 (14.0) |
| (m) Brand reputation. | 3.0 (2.5) |
| (n) Other. | 0.6 (0.6) |

Questions 31 and 32 ask about the Bank of Japan's monetary policy.

Question 31

Do you know that the Bank has set the "price stability target" at 2 percent in terms of the year-on-year rate of change in the consumer price index (CPI)?

- | | |
|--|---------------|
| (a) Know about it. | 28.3 (29.4) |
| (b) Have read or heard of it, but do not know much about it. | 40.6 (31.3) |
| (c) Have never heard of it. | 29.5 (38.9) |

Question 32

Do you know that the Bank has been pursuing unprecedented monetary easing both in terms of quantity and quality (referred to as "quantitative and qualitative monetary easing")?

- | | |
|--|---------------|
| (a) Know about it. | 23.2 (30.2) |
| (b) Have read or heard of it, but do not know much about it. | 40.4 (38.6) |
| (c) Have never heard of it. | 34.5 (30.9) |

This last set of questions asks about you and your household. Although these include questions of a personal nature, they are only used for analyzing the survey results and we would be very grateful for your responses.

Question 33

Are you male or female?

- | | |
|-------------|----------------------|
| (a) Male. | 46.3 (48.0) |
| (b) Female. | 53.7 (52.0) |

Question 34

What age group are you in?

- | | |
|------------------|----------------------|
| (a) 20–29. | 10.0 (10.6) |
| (b) 30–39. | 14.7 (15.3) |
| (c) 40–49. | 17.2 (17.7) |
| (d) 50–59. | 17.0 (15.5) |
| (e) 60–69. | 21.8 (23.1) |
| (f) 70 or older. | 19.3 (17.8) |

Question 35

How would you describe your current employment situation?

- | | |
|---|----------------------|
| (a) Person working in agriculture, forestry, or fisheries. | 2.0 (2.3) |
| (b) Self-employed, working for a family business, or professional worker. | 8.6 (9.9) |
| (c) Regular employee (company employee, executive, or civil servant). | 35.8 (34.8) |
| (d) Non-regular employee (part-timer). | 15.9 (15.3) |
| (e) Other (e.g., full-time homemaker, student, pensioner, or unemployed). | 37.2 (37.5) |

Question 36

How much income did you and your spouse earn last year? (Annual income before deducting taxes; excludes temporary income such as retirement allowance and income from land sales, but includes pensions.)

- | | |
|---|----------------------|
| (a) Less than 3 million yen. | 37.2 (37.8) |
| (b) 3 million or more but less than 5 million yen. | 29.9 (29.2) |
| (c) 5 million or more but less than 10 million yen. | 23.6 (23.0) |
| (d) 10 million yen or greater. | 5.7 (5.6) |
| (e) No income. | 2.8 (3.2) |

Question 37

Which of the following describes the composition of your household?

- | | |
|--|----------------------|
| (a) Single-person household (live by myself). | 10.8 (11.1) |
| (b) Married-couple household (myself and my spouse). | 26.2 (27.4) |
| (c) Two-generation household (nuclear family). | 49.3 (49.3) |
| (d) Three-generation household (extended family). | 11.0 (10.0) |
| (e) Other (e.g., household consisting only of siblings, friends, or grandparents and grandchildren). | 2.4 (1.8) |

Please freely give us your comments or express wishes relative to the Bank's policy and/or operations.

- | | |
|--------------------------|----------------------|
| (a) Offered comments. | 14.9 (17.5) |
| (b) Offered no comments. | 85.1 (82.5) |