

**Public Opinion Survey
on Household Financial Assets and Liabilities
(2002)**

**The Central Council for Financial Services Information
(Secretariat: Public Relations Department, Bank of Japan)**

<http://www.saveinfo.or.jp/>

© 2003, The Central Council for Financial Services Information

OUTLINE OF THE SURVEY

1. Objective

This survey, which deals with Japanese people's views on and the actual state of household financial assets and liabilities, has been conducted once every year since 1953 by the Central Council for Financial Services Information. The objective is to contribute to deepening the Council's public relations activities in terms of providing financial services information. The nationwide survey covers households with at least two members. (The name of the survey was changed in 2001 to "Public Opinion Survey on Household Financial Assets and Liabilities" from "Public Opinion Survey on Household Savings and Consumption.")

2. Contents

Major survey items are outlined below. For details on the questions in this year's survey, please refer to the "Complete Questionnaire and Results" that follow the survey findings.

State of Financial Assets and Liabilities

Amount of financial assets and liabilities owned, their contents, and so forth.

Selection of Financial Products and Other Topics

Criteria for selection of financial products, objectives of savings, reasons for the selection of financial institutions, perception of "self-responsibility," appreciation of the financial condition of the financial institutions households deal with, extent to which the deposit insurance system is recognized, and so forth.

Incomes and Expenditures

State of household incomes and expenditures, outstanding debt amount, objectives of borrowing, and so forth.

Life Planning, Life in Old Age

Designing of life plans, condition of housing, state of life and living costs in old age, children's allowances, and so forth.

3. Sampling Method

- (a) A total of 6,000 households were chosen from across the nation, using a stratified two-stage random-sampling method. First, 400 survey areas were chosen using this sampling method, and then 15 households with at least two members each were randomly chosen from each area. (For details, see "Sampling Method and Margin of Error" box.)
- (b) To maintain the required degree of accuracy in the survey, additional survey areas were chosen for those regions in which the number of survey areas was small (i.e., Hokkaido, Hokuriku, Chugoku, and Shikoku). The additional survey areas in each of these regions were sampled using the same stratified two-stage random-sampling method described above.

(c) Since 1963, sample households have been chosen according to this sampling method.

4. Survey Methodology

- (a) Interviewers visited the sample households, spoke to them about the survey, its objectives and others, and asked them to fill out the questionnaire. The interviewers revisited the sample households several days later, where they roughly checked and collected the completed questionnaire.
- (b) Nippon Research Center, Ltd., conducted the actual survey and the computation of the results.

5. Survey Period

The survey was conducted between Friday, June 21, and Monday, July 1, 2002.

6. Response Data

	Number of Samples ¹	Number of Responding Households ¹	Response Rate ² (%)
Nationwide	6,000 (495)	4,149 (363)	69.2 (69.5)
Hokkaido	285 (120)	189 (85)	66.3 (67.7)
Tohoku	450	330	73.3
Kanto	1,890	1,236	65.4
Hokuriku	255 (150)	171 (112)	67.1 (69.9)
Chubu	825	608	73.7
Kinki	805	686	85.2
Chugoku	375 (30)	265 (22)	70.7 (71.4)
Shikoku	210 (195)	156 (142)	74.3 (73.6)
Kyushu	705	508	72.1

¹ Figures in parentheses for the number of households covered (samples) and the number of responding households are the numbers of additional households necessary to maintain the required degree of accuracy in regional computations.

² Figures in parentheses for the response rates are the response rates including those for additional households, explained in Footnote 1.

7. Caution with Respect to the Use of This Survey

Because this is a sampling survey, it may contain sampling errors. (For details, see “Sampling Method and Margin of Error” box.)

For inquiries, please contact The Central Council for Financial Services Information
(Secretariat: Public Relations Department, Bank of Japan)
Facsimile: +81-3-3510-1373
<http://www.saveinfo.or.jp/>