

# The Way We Are

## 高校生のお金の使いみち: How High School Students Use Their Allowances

📷:Photographer

Note: Reference was made to the table of retail prices for the Tokyo metropolitan area for January 2001 in *Kouri bukka tōkei chōsa* [Retail Price Statistics]. Prices differ by area and shop as well as from one category of goods to another.

### Food

きょう  
今日のおやつ、  
なに  
何にしようかな。



"So what shall I have for snack today . . ."

📷 Inoue Shōichi, Tokyo

High school students often shop for snacks and light meal foods at convenience stores. Convenience stores stock boxed lunches (*bentō*), snacks and sweets, and drinks, as well as magazines, stationery supplies, and basic daily necessities. They also serve as delivery service drop-off points, serve fresh coffee, maintain coin-operated copy machines, and make available a variety of other services.

#### Sample retail prices

*onigiri* (rice ball) approx. ¥130; chocolate bar "Meiji milk chocolate" (50 grams) ¥100; imported chocolate, M&Ms milk chocolate (50 g. bag) ¥100; vanilla ice cream (120 ml. in paper cup) approx. ¥260; copy service ¥10/copy.

### Drinks

ああ、  
10円たりない.....。



"Oh no! I'm 10 yen short . . ."

📷 Nakamoto Yūko, Hiroshima

You can buy 350-ml. cans of a variety of cold beverages at vending machines, usually for ¥120. Some vending machines offer both cold drinks and hot drinks such as coffee and soup as well.

#### Sample retail prices

ulong tea (2-liter PET bottle) approx. ¥300; milk (processed milk, 1-liter cardboard pack) approx. ¥210; mineral water ("Southern Alps Springwater" brand, 2-liter PET bottle) ¥200.

### Magazines

こんげつ  
今月はお金ないから  
立ち読みでいいや。



"I'm kind of pressed for cash this month, so I think I'll stand here and read."

📷 Kawabata Mariko, Tokyo

More than 40 million copies of manga and other weekly publications are reportedly published each week. Most weekly magazines are priced at around ¥300, but some women's monthly fashion magazines cost more than ¥1,000.

あ、もしもし、  
いま  
今、公衆電話から  
なんだけど...



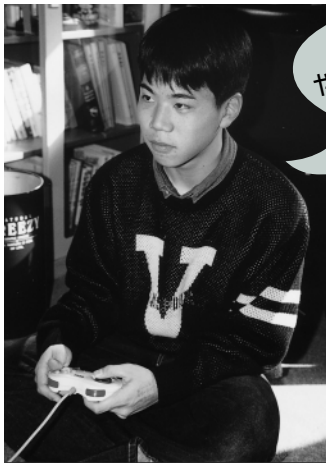
Telephones

"Hi. I'm calling from a public phone. You know, . . ."

📷 Nakazawa Yoshihisa, Tokyo

At the public telephones provided by NTT Eastern Japan, you can make a 1-minute local call for 10 yen during the daytime. Prepaid telephone cards are available for ¥500 and up. Recently many people have begun to use mobile phones, and the number of public telephones has declined markedly.

## Games



家でゲームすると、  
やめられないんだよなあ。

“When you play at home, you  
could go on playing forever!”

📷 Wakana Takahiko, Fukuoka

The fees for games at the game  
center are mostly ¥100 to ¥200.  
Many high school students  
also play computer or video  
games at home.

“What color should I choose . . .”

📷 Nakata Saki, Okayama

Fleece apparel, which is light-weight, warm, and inexpensive, is in fashion mainly for casual and outdoor wear. The apparel chain store Uni Qlo made news by selling 8.5 million jackets at the cheap price of ¥1,900.



どの色にしよう.....。

## Clothing

## Public transportation



ねむい.....。  
の  
乗りすごしそう.....。

“Gee, I’m sleepy. I just hope I don’t miss my stop . . .”

📷 Sakai Mariko, Miyagi

Public transportation includes the train lines run by JR (the companies resulting from the privatization of the Japanese National Railways), various private railway and subway lines, and both public and privately run bus lines. Fares differ depending on the distance. For an adult minimum JR train fare is ¥130. Traveling east and west for about 30 km within the 23 wards of Tokyo (ride for about 40 minutes) is ¥540.

## CDs



これ、  
きいてみようかな～。

“Hmm. I think I’ll listen to  
this one first.”

📷 Watanabe Shunsuke,  
Osaka

Music is an essential part of  
everyday life for most high  
school students. At the  
music shop, you can listen  
to the CDs you are  
interested in before you  
buy. At audio-video rental  
shops you can rent CDs.

Sample retail price

CD album: approx. ¥3,000.

## Fast food



ハンバーガー、  
はんぱく ちゅう  
半額キャンペーン中！  
食べるぞっ！

“Hey look! Hamburgers are on half-price! I’ll eat all I can get!”

📷 Iioka Takashi, Kanagawa

Fast food restaurants like McDonald’s, where they can catch something light to eat as well as meet friends, even sit for hours and study for exams, are an intimate part of young people’s daily lives.

Sample McDonald’s prices

hamburger ¥130; Coca Cola (small 210 mL) ¥140; (medium 325 mL) ¥170; (large 420 mL) ¥200.

## Karaoke



試験が終わったあとの  
カラオケって、最高！

“For blowing off steam after  
exams, karaoke is the best!”

📷 Kanaya Ryōko, Tokyo

Going out for karaoke  
gives students a chance to  
enjoy singing, partying and  
socializing with their  
friends. The hourly fee for a  
karaoke room is usually  
about ¥3,000.