

Outline of surveys

Cable TV Operators Survey

<I-2-4-(2)>

A survey by MPT aimed at measuring the market size for Internet connection services provided by cable TV operators

Target: 28 cable TV operators providing Internet connection services
 When: December 1998
 Method: Via facsimile
 Effective replies: 28 (response rate: 100.0%)

ISP Survey

<I-2-4-(1)>

A survey by MPT aimed at measuring the market size for the Internet connection business handled by Japanese Internet service providers (ISPs)

Target: 812 ISPs listed in the "Internet Magazine" by Impress Corp.
 When: December 1998
 Method: Via regular mail
 Effective replies: 201 (response rate: 24.8%)

SOHO Business' Current Status

<I-3-2-(5)>

A survey conducted by Makoto Sadahira and Nobutane Kayama from the Study Group on Telework on Small Office Home Office (SOHO) workers

Target: 2,150 members of 3 groups of SOHO workers who work at their residences in Tokyo or Chiba Prefecture
 When: June through August 1998
 Method: Asked for cooperation by e-mail with the questionnaires attached and received replies via e-mail or facsimile
 Effective replies: 134

* Actual analyses were carried out with a sample of 100, excluding those with many unanswered items.

WWW Content Survey

<I-Introduction-2, I-Column 3>

A survey conducted by MPT's Institute for Posts and Telecommunications Policy using its automatic statistical search engine called "Loki," aimed at analyzing content being offered over the Internet through World Wide Web (WWW) servers

Target: WWW servers and content files thereon with the ".jp" domain that were accessible via Internet links
 When: The 1st survey February 10 through 26, 1998
 The 2nd survey August 3 through September 7, 1998
 The 3rd survey February 16 through March 11, 1999
 Method: Via regular mail
 Effective replies: By using "Loki," information about links and files was gathered and accumulated

WWW User Survey

<I-3-1-(1)>

A survey on WWW users and their network environment that have been conducted periodically by CyberSpace Japan (CSJ) since July 1995

Target: WWW users (users of CSJ index)
 When: The 6th survey June 1997
 The 7th survey January 1998
 The 8th survey June 1998
 The 9th survey December 1998

Method: Online questionnaires

Effective replies:
 The 6th survey 7,276
 The 7th survey 4,622
 The 8th survey 4,208
 The 9th survey 4,125

WWW User Survey

<I-3-1-(1)>

A survey being conducted by Georgia Institute of Technology since January 1994 on WWW and Internet users

Target: WWW users
 When: The 7th survey April 10 through May 10, 1997
 The 8th survey October 10 through November 16, 1997

The 9th survey April 10 through May 15, 1998
 The 10th survey October 10 through December 15, 1998

Method: Online questionnaires

Effective replies (to questionnaires about the gender of WWW users):

The 7th survey 15,676
 The 8th survey 8,510
 The 9th survey 10,624
 The 10th survey 4,254 (to questionnaires about the age of WWW users: 4,178)

Internet Active User Survey

<I-3-1-(1), I-5-2-(1) (3)>

A survey being conducted by Nikkei Business Publications, Inc. in its "Nikkei Multimedia" magazine since December 1995 on features on Internet users and the usage status

Target: WWW users

When: The 4th survey May 27 through June 9, 1997
 The 5th survey November 19 through December 2, 1997
 The 6th survey May 21 through June 3, 1998
 The 7th survey November 18 through December 2, 1998

Method: Online questionnaires

Effective replies (to questionnaires about the gender of WWW users):

The 4th survey 8,657
 The 5th survey 5,264
 The 6th survey 4,532
 The 7th survey 8,726 (to questionnaires about the age of WWW users: 8,759; about points of dissatisfaction in using the Internet: 8,737; about worrisome points in shopping over the Internet: 8,699)

Internet-related Business Survey

<I-2-5-(1) (2)>

A survey by MPT aimed at measuring the market size for Internet-related business

Target: Internet connection terminals market, Internet system development market and Internet peripheral business market

When: December 1998

Method: Research into publications and other materials, hearings with scholars and experts, use of MPT's "Internet Commerce Survey" and "Telecommunications Services Usage Survey"

Internet Commerce Survey

<I-2-1, I-2-2-(1) (2) (3), I-2-3-(1)>

A survey by MPT aimed at measuring the market size for Internet commerce; this survey consists of three elements:

1. Survey on the Internet commerce market in products and services

Target: Companies or individuals providing Internet commerce products and services

When: November to December 1998

Method: Asked for cooperation by e-mail; respondents filled in electronic forms prepared on a research firm's website

Effective replies: 875 (response rate: 16.5%)

2. Supplementary survey on the Internet commerce products and services market

Target: Major companies engaged in Internet commerce products and services that had been featured in newspaper or magazine articles during the previous 2 years (except for those replied to the survey on the Internet commerce products and services market mentioned at 1. above)

When: January 1999

Method: Via telephone and facsimile

Effective replies: 30 (response rate: 62.5%)

3. Survey on the Internet commerce raw materials market

Target: Major companies engaged in raw materials business using the Internet commerce that had been featured in newspaper or magazine articles during the previous 2 years

When: January 1998

Method: Via telephone and facsimile

Effective replies: 47 (response rate: 55.3%)

Internet User Status Survey

<I-3-1-(1) (2) (3) (4), I-3-2-(4)>

A survey by MPT aimed at assessing Internet usage in day-to-day life of Japanese people

Target: A sample of 2,035 Internet users chosen at random by age group and by classification from "iMi Net" users nationwide

When: December 7 through 14, 1998

Method: Via e-mail using "iMi Net"

Effective replies: 1,667 (response rate: 81.9%)

Web User Survey

<I-3-1 (1)>

A survey conducted periodically by Yahoo Japan Corp. since September 1996

Target: WWW users

When: The 3rd survey June 18 through 30, 1997

The 4th survey January 26 through February 10, 1998

The 5th survey August 31 through September 15, 1998

The 6th survey January 25 through February 7, 1999

Method: Online questionnaires

Effective replies:

The 3rd survey 18,771

The 4th survey 24,661

The 5th survey 21,139

The 6th survey 24,110

Online Human Resources Development Survey

<I-2-5 (7)>

A survey conducted by PHOENIX Promotion Council Secretariat; this organization was formed in December 1997 as part of NTT, with participation by companies and bodies that shared a strong interest in new multimedia business utilizing optical-fiber networks (it was disbanded in March 1999)

Target: 250 companies ranging in size and field

When: November 1998

Method: Via regular mail

Effective replies: 65 (response rate: 26.0%)

Survey on the Use of the Internet for Academic, Scientific and Technological Research

<I-4-4>

A survey conducted by the Japan Network Information Center (JPNIC) on academic groups and research institutes to determine the status of the Internet usage and the network environment

Target: A sample of 1,364 academic groups chosen from those registered with Science Council of Japan as of fiscal 1998; a sample of 1,011 research institutes chosen from the participants in the Research Expenses Subsidy Program by the Ministry of Education in fiscal 1997

When: August 1998

Method: Sent questionnaires via regular mail while posted on the JPNIC website; respondents replied either online or regular mail (those replied on paper sent back the questionnaires via regular mail)

Effective replies: Academic groups: 470 (response rate: 34.5%); Research institutes: 295 (response rate: 29.6%)

Survey on the Use of Telecommunications Equipment

<I-Introduction-1, I-Introduction-3, II-9-2 (3), II-9-3-(1) (2) (3) (4)>

A survey by MPT aimed at determining the status of telecommunications equipment usage in Japanese people's day-to-day lives

Target: A sample of 1,500 people aged 15 to 69 chosen at random by age group from a large sample (415 people from Tokyo Metropolitan area; 190 from Hanshin area; 895 from other parts of Japan)

When: November 18 through December 4, 1998

Method: Via regular mail

Effective replies: 1,004 [Tokyo Metropolitan area; 297; Hanshin area; 129; other parts of Japan: 578] (response rate: 66.9%)

Survey of Usage Trends in Financial Online Services

<I-2-5-(5)>

A survey conducted by Dentsu Inc. aimed at assessing who uses financial online services and how, thereby estimating the possibility of increasing usage of such services, as well as clarifying problems that need to be dealt with

Target: A sample of 5,000 Internet users aged 20 to 59, chosen at random from the list of Dentsu Cyberplatform users

When: November 1998
 Method: Via e-mail
 Effective replies: 1,177 (response rate: 23.5%)

Survey on the Elderly and People with Disabilities

<I-5-2-(5)>

A survey conducted by the Promotion Committee of Info-communications Support System for people with Disabilities, jointly formed by MPT and the Ministry of Health and Welfare; this survey consists of four elements:

1. Survey on people with disabilities via regular mail

Target: 2,700 people belonging to 5 support groups for people with disabilities
 When: January 10 through February 20, 1998
 Method: Distributed questionnaires through support groups and received replies via regular mail
 Effective replies: 1,416 (response rate: 52.4%)

2. Survey on people with disabilities via e-mail

Target: Users of computer communications services and mailing list participants
 When: January 30 through February 28, 1998
 Method: Distributed questionnaires online through bulletin boards, e-conference rooms, mailing lists and e-mails; received replies via e-mail
 Effective replies: 61

3. Survey on the elderly via regular mail

Target: A sample of 1,200 people aged 65 or over chosen at random from residential registers (400 each from Nakano-City, Tokyo; Shizuoka City, Shizuoka Prefecture; Hitachi City, Ibaraki Prefecture)
 When: January 7 through February 20, 1998
 Method: Via regular mail
 Effective replies: 465 (response rate: 38.8%)

4. Survey on the elderly via e-mail

Target: Personal computer communications service users and mailing list participants
 When: January 30 through February 28, 1998
 Method: Distributed questionnaires through bulletin board systems, e-conference rooms, mailing lists and e-mails; received replies via e-mail
 Effective replies: 53

Survey on the current status of broadcasting for people with visual or hearing disabilities

<II-5-2>

A survey has been conducted periodically by MPT since fiscal 1985, aimed at discovering the status of broadcasting with closed captions, sign languages and additional narrations (following is an outline of the fiscal 1998 survey).

Target: 126 terrestrial broadcasters (NHK and commercial broadcasters) engaged in standard TV broadcasting
 When: July 27 through August 2, 1998
 Method: Via regular mail or facsimile
 Effective replies: 127 (response rate: 100.0%)
 Items surveyed:
 1) Number of broadcasters providing said broadcasting services continuously
 2) Total hours of said broadcasting during the survey period

Census of Information Flow

<II-10-1, II-10-2>

A census conducted to measure the amount of information distributed by each media through use of common standards, thereby determining the quantity of information flow nationally; a census has also been carried out to measure the amount of information flow by region

Target: 81 media (Refer to Appendix 33)
 When: February through December 1998

Local Government Survey

<I-4-2-(1) (2) (3) (4) (5), I-4-5, II-9-4-(2)>

A survey carried out by MPT aimed at assessing the status of Internet usage at local governments
 Target: 3,302 local governments (47 prefectures, 2,232 municipalities and 23 Cities in the Tokyo Metropolis)
 When: December 1998
 Method: Via regular mail
 Effective replies: 2,281 (response rate: 69.1%)

Survey on the Overall Status of Japan's Communications Industry (Telecommunications Carriers and Broadcasters)/Survey on Facilities and Equipment Investment by the Communications Industry (Telecommunications Carriers and Broadcasters)

<II-2-1-(2), II-2-3, II-8-2>

Surveys conducted by MPT to measure the operating revenues generated and the amounts of facilities and equipment investment made by telecommunications carriers and broadcasters (Survey on the Overall Status of Japan's Communications Industry has been taken annually since fiscal 1994, and Survey on Facilities and Equipment Investment by the Communications Industry has been conducted since fiscal 1988)

Target: Type I telecommunications carriers, Special Type II telecommunications carriers, all commercial broadcasters, General Type II telecommunications carriers (corporations) with capital of more than 30 million yen and cable TV operators (corporations) with more than 10,000 drop terminals

When: December 1998

Method: Via regular mail

Effective replies: 1,157 (response rate: 60.2%)

Communications Usage Trend Survey

<I-Introduction-1, I-2-5-(2), I-5-1-(4), II-9-1-(1), II-9-2-(1), II-9-3-(2)>

1. Household Section

An annual survey has been conducted by MPT since fiscal 1990 aimed at determining household usage of postal, telecommunications and broadcasting services, trends in these services and relationships among different media.

Target: 6,400 households headed by someone aged 20 or older

When: fiscal 1994 September through October 1994

fiscal 1995 September through October 1995

fiscal 1996 October 1996

fiscal 1997 October 1997

fiscal 1998 November 1998

Method: Via regular mail

Effective replies:

fiscal 1994 4,129 (response rate: 64.5%)

fiscal 1995 4,544 (response rate: 71.0%)

fiscal 1996 4,159 (response rate: 65.0%)

fiscal 1997 4,443 (response rate: 69.4%)

fiscal 1998 4,098 (response rate: 64.0%)

2. Establishment Section

An annual survey has been conducted by MPT since fiscal 1990 aimed at examining usage by establishments of postal, telecommunications and broadcasting services, trends in these services and relationships among different media.

Target: 5,600 establishments nationwide each with more than 5 regular employees (excluding "Postal services" and "telecommunications" defined in the Standard Industry classification for Japan)

When: Same as the periods for the Household Section

Method: Via regular mail

Effective replies:

fiscal 1994 4,053 (response rate: 72.4%)

fiscal 1995 4,174 (response rate: 74.5%)

fiscal 1996 4,244 (response rate: 75.8%)

fiscal 1997 4,352 (response rate: 77.7%)

fiscal 1998 4,010 (response rate: 71.6%)

3. Enterprise Section

An annual survey has been conducted by MPT since fiscal 1993 aimed at examining the usage of communications networks by enterprises, as well as the purposes of the usage.

Target: 3,000 enterprises nationwide with more than 100 regular employees (excluding "agriculture, forestry and fisheries" and "mining" defined in the Standard Industry classification for Japan) (Before fiscal 1998, surveys were taken on 2,400 enterprises each with more than 300 regular employees)

When: Same as the periods for the Household Section

Method: Via regular mail

Effective replies:

fiscal 1994	No survey conducted
fiscal 1995	1,705 (response rate: 85.3%)
fiscal 1996	1,943 (response rate: 80.9%)
fiscal 1997	1,989 (response rate: 82.9%)
fiscal 1998	2,108 (response rate: 70.3%)

Survey on the Use of the Internet by Female Full-time Workers

<I-3-1-(5)>

A survey conducted on female full-time workers by MPT with the assistance of the Japan Association for HEIB (Home Economists in Business) and other organizations, aimed at finding out their opinions on future use of the Internet

Target: Members of the Japan Association for HEIB and other similar organizations

When: November through December 1998

Method: Distributed 3 sets of questionnaires to each HEIB member and members who passed them to 3 female full-time workers (distributed questionnaires: 1,100); received replies via regular mail

Effective replies: 717 (response rate: 65.2%)

Fiscal 1997 Telecommunications Service Monitor Survey

<I-5-1-(2)>

A survey by MPT aimed at hearing users' opinions and requests concerning telecommunications services

Target: 1,000 telecommunications services monitors nationwide (aged 20 or over and who have an interest in telecommunications services)

When: December 16 through 26, 1997

Method: Via regular mail

Effective replies: 962 (response rate: 96.2%)

Of the respondents, 268 used Internet/personal computer communications services

Recruitment Survey

<I-3-2-(3)>

A survey conducted by MPT aimed at discovering how businesses use the Internet in recruitment

Target: 409 companies in the Kanto or Kansai region listed in the First Section of Tokyo Stock Exchange or the First Section of other stock markets

When: November 1998 through January 1999

Method: Via regular mail

Effective replies: 100

* Of 100 replies, the analysis used 93 from companies that had posted recruitment information on their websites