

Confidential

Questionnaire on Use of Telecommunications <<for Households>>

- Telecommunications Usage Trend Survey, Ministry of Internal Affairs and Communications (MIC) (2007) -

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The information obtained through this questionnaire will not be used for purposes other than creating a statistical report. Accurate and complete information would be appreciated.

<p>(Space for affixing address label)</p>	<p>(In filling out this questionnaire, please note the following.)</p> <ol style="list-style-type: none">1 This questionnaire contains questions about how and in what situations you (the person whose name appears on the envelope) and the members of your household use ICT equipment and services in your daily life.2 For the definitions for the terms marked with an asterisk (*) followed by a number, please refer to the glossary found on the last page of this questionnaire.3 Please indicate the facts as of December 31, 2007, except otherwise noted.4 Please return this questionnaire, and direct any questions, to the following office:5 The above organization is entrusted by MIC to conduct this survey.
<p>It may become necessary to contact you for clarification at a later date. If you would permit such, could you please provide your telephone number in the blank below?</p> <p style="text-align: center;">— —</p>	

<<For your entire household>> The questions below are for your entire household and are directed to the head (or equivalent) of the household.

Q1. About the ICT equipment you have or use:

- (1) Do you **have any of the following equipment (1 – 12)** with telecommunications capability?
Please **circle all the numbers that apply**. For "5. PC", please **indicate the number of PCs you have**.

Note: Do not circle any equipment that you have not used at all during the past 12 months, even if you have it, nor any which has been procured by the company you work for.

1. Fixed-line telephone	6. FAX	11. Mobile player capable of automatically recording content from a PC
2. Mobile (cell) phone, PHS	7. Car navigation system ²	12. Other intelligent appliances capable of connecting to the Internet
3. Mobile (cell) phone capable of receiving one-segment broadcast	8. Car-mounted ETC ³	
4. Personal digital assistant (PDA) ¹	9. TV set capable of connecting to the Internet	
5. Personal computer (PC): How many? _____ How many are equipped with a TV tuner? _____	10. Home-use game console capable of connecting to the Internet	

- (2) **For households having two or more PCs:**
Are they **interconnected, either wirelessly or with cables** (forming a home LAN)?
Please **circle all the numbers that apply**.

1. Interconnected with cables	2. Interconnected wirelessly	3. Not interconnected
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- (3) Do you use IP telephony⁴? Please **circle only one number that applies**.

1. Yes, we do.	3. Currently no, and we have no plans to do so.
2. Currently no, but we plan to introduce it in the future.	

Q2. About the use of the Internet:

(1) Has any member of your household (except children below 6 years of age) accessed the Internet (sending/receiving email, visiting a Website, etc.) during the past 12 months? Please circle only one number that applies.

* Here, access using **any kind of equipment** is assumed, including a PC, a mobile (cell) phone, a PHS, a PDA, or a game console.

* Access for **any purpose** is assumed, including private use and work-related use. Also, access from **any place** is assumed, inside as well as outside the home.

* Access from **any equipment, regardless of ownership**, is assumed, including that at libraries and Internet cafés.

- | | |
|---|--------------------------------------|
| 1. At least one person has accessed the Internet. | 2. Nobody has accessed the Internet. |
|---|--------------------------------------|

(2) For those households responding to (1) with "1. At least one person has accessed the Internet": What equipment was used to access the Internet? Please circle all the numbers that apply.

- | | | | |
|---------------|------------------------|-------------------------|----------|
| 1. PC at home | 2. PC outside the home | 3. Mobile phone/PHS/PDA | 4. Other |
|---------------|------------------------|-------------------------|----------|

(3) For those responding to (2) with "1. PC at home": How did you connect to the Internet by using a PC from home? Please circle all the numbers that apply.

- | | | |
|---|--|--|
| ●Narrow-band connection | | |
| 1. Telephone line (dialup) | 3. ISDN (always-on connection) ^{2,5} | 5. PHS line ¹ |
| 2. ISDN (on-demand connection) ^{2,5} | 4. Mobile (cell) phone line (except 10 below) ¹ | |
| ●Broadband connection | | |
| 6. Cable TV (CATV) line | 8. Fixed wireless line (FWA) ⁷ | 10. 3rd-generation mobile (cell) phone line ^{1,9} |
| 7. Optical fiber (FTTH line) ⁶ | 9. DSL ⁸ | |
| ●Other | | |
| 11. Other | | |

1) Here, "4. Mobile (cell) phone line (except 10 below)," "5. PHS line," and "10. 3rd-generation mobile (cell) phone line" apply to the cases in which they are connected to a PC when used, but not to the cases in which they are used by themselves (standalone).

2) The ISDN based on optical fiber should be categorized as "7. Optical fiber (FTTH line)."

(4) Another question for those responding to (2) with "1. PC at home":

[1] Do you **plan to switch to a different line or lines**? Please **circle only one number that applies**.

- | | |
|-----------------|--|
| 1. Yes, we do. | 3. No, we don't have any plans to do so. |
| 2. Under study. | 4. Don't know. |

[2] If you have circled "1. Yes, we do." in [1] above, **what kinds of connection do you have in mind**? Please **circle all the numbers that apply**.

- | | | |
|---|--|--|
| ●Narrow-band connection | | |
| 1. Telephone line (dialup) | 3. ISDN (always-on connection) ² | 5. PHS line ¹ |
| 2. ISDN (on-demand connection) ² | 4. Mobile (cell) phone line (except 10 below) ¹ | |
| ●Broadband connection | | |
| 6. Cable TV (CATV) line | 8. Fixed wireless line (FWA) | 10. 3rd-generation mobile (cell) phone line ¹ |
| 7. Optical fiber (FTTH line) | 9. DSL | |

1) Here, "4. Mobile (cell) phone line (except 10 below)," "5. PHS line," and "10. 3rd-generation mobile (cell) phone line" apply to the cases in which they are connected to a PC when used, but not to the cases in which they are used by themselves (standalone).

2) The ISDN based on optical fiber should be categorized as "7. Optical fiber (FTTH line)."

- (5) A further question for those responding to (2) with "1. PC at home":
Are you using any file exchange program, such as Winny or Share?

1. Yes.	2. No.	3. I don't know.
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Q3. About problems encountered in using the Internet:

For those households responding to Q2 (1) with "1. At least one person has accessed the Internet":
Have you encountered any of the following problems while using the Internet during the past 12 months?

(Under each of the "PC (home)" and "Mobile phone (including PHS/PDA)" columns, please circle all the

	PC (home)	Mobile phone (including PHS/PDA)
Have detected a computer virus but have not been infected.	1	1
Have detected a computer virus and have been infected at least once.	2	2
Have received a spam mail (except phony invoice mails).	3	3
Have received a phony invoice mail.	4	4
Unauthorized access ¹	5	5
Leak of personal information through spyware, etc. ²	6	6
Personal slander on the web (electronic bulletin board, etc.).	7	7
Phishing ³	8	8
Other (infringement on copyright, etc.).	9	9
Have had no problems.	10	10

1) Refers to any incident in which somebody or some program breaks into a computer system without permission to cause some anomaly or abuse its resources.

2) Refers to any program that secretly collects personal information such as access history in a PC and transmits it outside.

3) Refers to a pseudo-fraud act of pretending to be a legitimate mail from, or a website of, an existing company and prompting the PC user to give out a password or a PIN.

For people who chose "Have detected a computer virus and have been infected at least once":

Sub-question 1: How many times have you been infected with a PC virus during the past 12 months?

(Under each of the "PC (home)" and "Mobile phone (including PHS/PDA)" columns, please **circle all the numbers that apply.**)

	PC (home)	Mobile phone (including PHS/PDA)
Once	1	1
Twice	2	2
Three times	3	3
Four times	4	4
Five times or more	5	5

For people who chose "Have received a spam mail (except phony invoice mails)" or "Have received a phony invoice mail":

Sub-question 2: How frequently have you received such mails?

(Under each of the "PC (home)" and "Mobile phone (including PHS/PDA)" columns, please **circle all the numbers that apply.**)

	PC (home)	Mobile phone (including PHS/PDA)
10 or more a day	1	1
5 – 9 a day	2	2
2 – 4 a day	3	3
About 1 a day	4	4
About 1 every 3 days	5	5
About 1 a week	6	6
Less than 1 a week	7	7

Q4. About security measures taken in using the Internet:

- (1) For those households responding to Q2 (1) with "1. At least one person has accessed the Internet": Which of the following security measures have you taken against viruses, unauthorized accesses, etc. during the past 12 months? (Please **circle all the numbers that apply.**)

1. Installed an anti-virus program.	8. Installed a firewall ² .
2. Subscribed to an anti-virus service offered by the provider, etc.	9. Used a firewall service offered by the provider, etc.
3. Installed an anti-spyware program ¹ .	10. Used different passwords for different accounts.
4. Updated the OS or the browser.	11. Changed passwords at certain intervals.
5. Made backups of files, etc.	12. Other.
6. Updated the mail software; Switched to different mail software.	13. Did nothing.
7. Did not open mails, attachments, or HTML files from people I don't know.	

1) If the anti-virus program, etc. you have includes a anti-spyware feature, please also circle "3. Installed an anti-spyware program."
 2) Refers to a system which protects a computer from unauthorized attacks from outside. If the OS or the anti-virus program, etc. you have includes the firewall feature, please also circle "8. Installed a firewall."

- (2) Another question for those households responding to Q2 (1) with "1. At least one person has accessed the Internet": Which of the following measures have you taken against spam mails during the past 12 months? (Under each of the "PC (home)" and "Mobile phone (including PHS/PDA)" columns, please **circle all the numbers that apply.**)

	PC (home)	Mobile phone (including PHS/PDA)
Chose a complex mail address.	1	1
Used the function of rejecting designated mails.	2	2
Used the function of accepting only designated mails.	3	3
Used the function of rejecting "unauthorized ad" mails.	4	4
Changed the email address at certain intervals.	5	5
Other.	6	6
Did nothing.	7	7

- (3) A further question for those households responding to Q2 (1) with "1. At least one person has accessed the Internet": Which of the following measures have you taken to protect personal information during the past 12 months? (Please **circle all the numbers that apply.**)

1. Refrained from putting personal information on the web such as a bulletin board.	5. Refrained from carelessly downloading from a website.
2. Refrained from using a website with a prize competition.	6. Other.
3. Refrained from entering credit card numbers.	7. Did nothing.
4. Installed an anti-spyware program.	

Q5. About filtering software:

- (1) Are there children aged below 18 in your household?

1. Yes.	2. No.
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- (2) For those households responding to (1) with "1. Yes": Do the children that are below 18 in your household access the Internet by using a PC at home or a mobile phone (including PHS/PDA)? Please **circle all the numbers that apply.**

1. Our children access the Internet by using our PC at home.	2. Our children access the Internet by using a mobile phone (including PHS/PDA).
3. Our children do not access the Internet by using our PC at home or a mobile phone (including PHS/PDA).	

(3) Do you know of any filtering software that blocks access to harmful Websites or any filtering services offered by mobile phone (including PHS/PDA) companies? Furthermore, are you using any such software or service?

① About filtering software available on the PC:

1. I am quite familiar with it.	2. I have heard of it.	3. I don't know.
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② Are you using any filtering software on the PC that is used by the children?

1. Yes.	2. No.
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③ About filtering services available on mobile phones (including PHS/PDA):

1. I am quite familiar with them.	2. I have heard of them.	3. I don't know.
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④ Are the mobile phones (including PHS/PDA) for the children's use utilizing filtering services?

1. Yes.	2. No.
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Q6. About concerns about using the Internet:

For those households responding to Q2 (1) with "1. At least one person has accessed the Internet":

Do you have fear or concerns about using the Internet?

(Please circle only one number that applies.)

1. Not particularly.
2. Aware of security threats, but not concerned very much because we take countermeasures.
3. Taking countermeasures against security threats, but they are insufficient and we are a little concerned.
4. Concerned.

→ For households who responded to the above question with 3 or 4
What kinds of concerns do you have?
(Please circle all the numbers that apply)

1. Protection of personal information	6. Deluge of illegal or harmful information
2. Reliability of means of electronic settlement	7. Not sure whether the mails I sent actually reached their addressees
3. Protection of intellectual property	8. Not sure how far I should go as to security measures
4. Virus infection	9. Security threats are too complicated for me to comprehend
5. Reliability of authentication technology	10. Other

Q7. About the reasons for not using the Internet:

For all households:

In what way are you dissatisfied with the Internet, or what are the reasons for not using the Internet?

(Please circle all the numbers that apply.)

1. Not dissatisfied.	6. Telecommunications charges are too high.
2. Information retrieval takes a lot of work.	7. There is no information (on the Internet) I need.
3. Connection is slow.	8. There is no need.
4. Equipment (PC, etc.) is too expensive.	9. Don't know much about the Internet.
5. Equipment (PC, etc.) is hard to operate.	10. Other.

Q8. About cable TV, satellite broadcast, and terrestrial digital broadcast:

[1] Do you **watch** any of the following broadcast ([1] through [3])? If so, **what reception methods do you use?**

For each section, please **circle only one number that applies.**

Type of broadcast	Watching?	Method of reception*
[1] Cable TV (CATV)	1. Watching 2. Not watching	{ 1. Cable TV { 2. Parabolic antenna { 1. Cable TV { 2. Antenna
[2] Satellite	1. Watching 2. Not watching	
[3] Terrestrial digital broadcast	1. Watching 2. Not watching	

* If signals are received by a shared antenna and then distributed to individual residences, as in a condominium, please circle 2.

Q9. About the radio:

① Do you know of any small-scale FM radio stations (community FM^{*10}) covering only a part of a municipality, as opposed to prefecture-level FM radio stations (e.g., FM Tokyo or its affiliates)?

1. Yes.	2. No.
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② Community FM is catching attention as a medium for local disaster prevention or for emergency communication, since it broadcasts information limited to a locality (Note: 212 stations are in operation as of August 2006). Do you think it is necessary to have a community FM station in your locality?

1. It is necessary.	2. It is not necessary.	3. I don't know.
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Q10. About the configuration of your household:

(1) How many persons (including yourself) are in your household? Please **enter a number** in the box.

(2) What is **the annual income (for the previous year)** of your household (you and your family combined)? Please **circle only one number that applies.**

1. Less than ¥2 million	4. ¥6 – 8 million	7. ¥15 – 20 million
2. ¥2 – 4 million	5. ¥8 – 10 million	8. ¥20 million or more
3. ¥4 – 6 million	6. ¥10 – 15 million	

(3) What kind of housing does your household live in? Please **circle only one number that applies.**

1. Detached house	2. Housing complex	3. Other
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<<For each member of your household>> This part of the questionnaire is directed to each member of your household.

- Ⓢ Please have each member of your household aged 6 or above fill out this part of the questionnaire. If it is not feasible to do so (e.g., because he/she is just a schoolboy/schoolgirl), then the head of the household is requested to fill it out.
- Ⓢ If there are more than 8 members aged 6 or above in your household, then please notify us so that we can send you extra copies of the questionnaire.

Please indicate the gender and age of each member of your household aged 6 or above.

Gender (Circle either one.)

Age (Enter a number in years)

A (Head of household)	B	C	D	E	F	G	H
Male Female	Male Female	Male Female	Male Female	Male Female	Male Female	Male Female	Male Female

For the questions below, please give the answers individually.

(Please make sure that everyone aged 6 or above fills out this part.)

Q1. Which of the following ICT equipment have you used during the past 12 months? (Please circle all the numbers that apply.)

1. Mobile (cell) phone, PHS
2. Personal digital assistant (PDA)
3. Personal computer (PC)
4. None

A	B	C	D	E	F	G	H
1	1	1	1	1	1	1	1
2	2	2	2	2	2	2	2
3	3	3	3	3	3	3	3
4	4	4	4	4	4	4	4

Q2.(1) Have you used any services based on the Internet (e.g., sending/receiving emails via a PC or a mobile phone or viewing a website)? (Please circle either number.)

1. Yes
2. No → Please go to Q6.

A	B	C	D	E	F	G	H
1	1	1	1	1	1	1	1
2	2	2	2	2	2	2	2

- Not just the Internet services via a PC. Those via a mobile phone, PHS, PDA, game console, or any other device should also be included.
- Personal uses as well as job-related uses should be included, regardless of where you have used the Internet from, inside or outside your home.
- Uses of the Internet via equipment not owned by your household, such as devices provided in libraries and Internet cafés, should also be included.

(Those who responded to Q2. (1) above with “2. No,” please go to Q6, skipping questions Q2. (2) through Q5.)

(2) For each one of those who have used the Internet during the past 12 months:

How often have you used the Internet, regardless of where? (For each of the “PC” and “Mobile phone” columns, please circle only one number that applies*.)

Here, “mobile phone” includes PHS and PDA.

1. At least once a day
2. At least once a week (not every day)
3. At least once a month (not every week)
4. Less frequently than the above (at least once a year)

A	B	C	D	E	F	G	H
PC Mobile phone	PC Mobile phone	PC Mobile phone	PC Mobile phone	PC Mobile phone	PC Mobile phone	PC Mobile phone	PC Mobile phone
1 1	1 1	1 1	1 1	1 1	1 1	1 1	1 1
2 2	2 2	2 2	2 2	2 2	2 2	2 2	2 2
3 3	3 3	3 3	3 3	3 3	3 3	3 3	3 3
4 4	4 4	4 4	4 4	4 4	4 4	4 4	4 4

* If you have used either a PC or a mobile phone (but not both) to access the Internet, then do not circle any numbers under the column for the device which was not used to access the Internet. This note applies to all the questions after this point for which you are requested to answer individually for PC and mobile phone.

(3) For each one of those who have used the Internet during the past 12 months:

What equipment have you used to access the Internet during the past 12 months? (Please circle all the numbers that apply.)

1. PC
2. Mobile phone, PHS
3. PDA
4. TV set capable of connecting to the Internet
5. Home-use game console capable of connecting to the Internet; other device

A	B	C	D	E	F	G	H
1	1	1	1	1	1	1	1
2	2	2	2	2	2	2	2
3	3	3	3	3	3	3	3
4	4	4	4	4	4	4	4
5	5	5	5	5	5	5	5

(4) For those who have accessed the Internet using a PC during the past 12 months:

Where have you accessed the Internet by using a PC? (Please circle all the numbers that apply.)

1. Home
2. School
3. Work place
4. Public facility (public office, library, community hall, etc.)
5. Airport, station
6. In a moving vehicle
7. Catering establishment such as restaurant and coffee shop (except 8)
8. Internet café
9. Accommodation facility such as a hotel
10. Other

	A	B	C	D	E	F	G	H
1	1	1	1	1	1	1	1	1
2	2	2	2	2	2	2	2	2
3	3	3	3	3	3	3	3	3
4	4	4	4	4	4	4	4	4
5	5	5	5	5	5	5	5	5
6	6	6	6	6	6	6	6	6
7	7	7	7	7	7	7	7	7
8	8	8	8	8	8	8	8	8
9	9	9	9	9	9	9	9	9
10	10	10	10	10	10	10	10	10

* "2. School" applies to pupils and students that use the Internet during a course, etc. at an elementary school, a junior high school, a high school, a college/university, or any institute of higher education.

* "3. Work place" applies also to those who use the Internet to work out of their home and teachers, lecturers, and professors, and any members of school staff who use the Internet at a school, etc.

(4) For those who responded to (4) above with "1. Home":

Sub-question: Do you use a broadband line* to access the Internet? (Please circle either number.)

1. Yes
2. No

	A	B	C	D	E	F	G	H
1	1	1	1	1	1	1	1	1
2	2	2	2	2	2	2	2	2

* Refers to any of cable TV, optical fiber (FTTH), fixed wireless (FWA), DSL, and 3rd-generation mobile telephone lines.

Q3. For each one of those who have used the Internet during the past 12 months:

Have you used, during the past 12 months, any Internet connection services based on a public wireless LAN provided in eating establishments (restaurants, etc.), hotels, or public places (airports, stations, etc.)? (Please circle either number that applies.)

1. Yes
2. No → Please go to Q4.

	A	B	C	D	E	F	G	H
1	1	1	1	1	1	1	1	1
2	2	2	2	2	2	2	2	2

For those who responded to Q3 with "1. Yes":

Sub-question 1: Where have you used the Internet? (Please circle all the numbers that apply.)

1. Public place such as an airport or a station
2. Eating establishment (restaurant, coffee shop, etc.)
3. Accommodation facility such as a hotel
4. Shop other than 2 and 3
5. Other

	A	B	C	D	E	F	G	H
1	1	1	1	1	1	1	1	1
2	2	2	2	2	2	2	2	2
3	3	3	3	3	3	3	3	3
4	4	4	4	4	4	4	4	4
5	5	5	5	5	5	5	5	5

Sub-question 2: How often have you used the Internet? (Please circle only one number that applies.)

1. About every day
2. At least once a week
3. At least once a month
4. Less frequently

	A	B	C	D	E	F	G	H
1	1	1	1	1	1	1	1	1
2	2	2	2	2	2	2	2	2
3	3	3	3	3	3	3	3	3
4	4	4	4	4	4	4	4	4

Q4.(1) For each one of those who have used the Internet during the past 12 months:
 What Internet functions or services, and for what purpose(s), have you used during the past 12 months?
 (For each of the "PC" and "Mobile phone" columns, please circle all the numbers that apply.)
Here, "mobile phone" includes PHS and PDA.

	A		B		C		D		E		F		G		H	
	PC	Mobile phone	PC	Mobile phone	PC	Mobile phone	PC	Mobile phone	PC	Mobile phone	PC	Mobile phone	PC	Mobile phone	PC	Mobile phone
1. Viewing somebody's website or a blog (Weblog) ¹¹	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1
2. Viewing a company's/government's/public office's website or blog (weblog)	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2
3. Sending/receiving email (except mail magazines)	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3
4. Viewing an electronic bulletin board (BBS) ¹² or a chat room ¹³	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4
5. Writing into a BBS or participating in a chat	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5
6. Receiving a mail magazine (regardless of whether chargeable or free)	6	6	6	6	6	6	6	6	6	6	6	6	6	6	6	6
7. Issuing a mail magazine	7	7	7	7	7	7	7	7	7	7	7	7	7	7	7	7
8. Participating in a social networking service (SNS) ¹⁴	8	8	8	8	8	8	8	8	8	8	8	8	8	8	8	8
9. Opening or updating a website (except blog)	9	9	9	9	9	9	9	9	9	9	9	9	9	9	9	9
10. Opening or updating a blog	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10
11. Exchange or download of electronic files (P2P ¹⁵ , FTP, etc.)	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11
12. Internet auction ¹⁶	12	12	12	12	12	12	12	12	12	12	12	12	12	12	12	12
13. Using a 3D virtual space ¹⁷ (e.g., "Second Life," "splume")	13	13	13	13	13	13	13	13	13	13	13	13	13	13	13	13
14. Use of electronic government (national, local) (electronic application, electronic submission, electronic report)	14	14	14	14	14	14	14	14	14	14	14	14	14	14	14	14
15. Purchase or trade of merchandise or services (except purchase of digital content and financial trading) → If yes, please also answer sub-questions 1 – 4. → If no, please answer Q4 (2) below.	15	15	15	15	15	15	15	15	15	15	15	15	15	15	15	15
16. Acquisition of, or listening to, digital content (music, voice recording, images/video, game software, etc.)	16	16	16	16	16	16	16	16	16	16	16	16	16	16	16	16
17. Financial trading (net banking ¹⁸ , net trading ¹⁹ , etc.) ²	17	17	17	17	17	17	17	17	17	17	17	17	17	17	17	17
18. Application to a quiz or a prize competition	18	18	18	18	18	18	18	18	18	18	18	18	18	18	18	18
19. Responding to a questionnaire/survey	19	19	19	19	19	19	19	19	19	19	19	19	19	19	19	19
20. Participation in an online game (net game)	20	20	20	20	20	20	20	20	20	20	20	20	20	20	20	20
21. Online study (e-learning)	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21
22. Stay-home work (teleworking, SOHO)	22	22	22	22	22	22	22	22	22	22	22	22	22	22	22	22
23. Job seeking/hunting (gathering information, sending applications, etc.)	23	23	23	23	23	23	23	23	23	23	23	23	23	23	23	23
24. Other	24	24	24	24	24	24	24	24	24	24	24	24	24	24	24	24

1) Includes downloading of ring tones. Includes both free and payable downloading.
 2) Refers to account balance and in/out transaction inquiries.

(Sub-questions 1 – 4 below are for people aged 15 and above.)

For those responding to (1) above with "15. Purchase or trade of merchandise or services":

Sub-question 1: What merchandise or services have you purchased or traded? (For each of the "PC" and "Mobile phone" columns, please circle all the numbers that apply.)	A		B		C		D		E		F		G		H	
	PC	Mobile phone	PC	Mobile phone	PC	Mobile phone	PC	Mobile phone	PC	Mobile phone	PC	Mobile phone	PC	Mobile phone	PC	Mobile phone
1. PCs or PC-related (PCs, peripheral devices, software such as OS [limited to tangible items such as DVD-ROM])	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1
2. Books, CD/DVD (except electronic books, etc. that are downloaded)	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2
3. Clothes, accessories	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3
4. Food stuff (foods, drinks (alcoholic, non-alcoholic))	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4
5. Hobby items, sundry goods (toys, game software, music instruments, sports items, stationery items, etc.)	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5
6. Tickets, coupons (air/train/bus tickets, concert/theater tickets, gift coupons, etc.)	6	6	6	6	6	6	6	6	6	6	6	6	6	6	6	6
7. Traveling (applying for a package tour, purchasing items for traveling, etc.)	7	7	7	7	7	7	7	7	7	7	7	7	7	7	7	7
8. Financial trading (banking, buying/selling securities and insurances, etc. via the Internet)	8	8	8	8	8	8	8	8	8	8	8	8	8	8	8	8
9. Other (durable goods, gift items, etc.)	9	9	9	9	9	9	9	9	9	9	9	9	9	9	9	9

Note: Only those aged 15 or above need to answer.

Here, "mobile phone" includes PHS and PDA.

For those responding to (1) above with "15. Purchase or trade of merchandise or services":

Sub-question 2: How much (including consumption taxes) have you spent during the past 12 months on the purchase of merchandise and services via the Internet? (For each of the "PC" and "Mobile phone" columns, please circle only one number that applies.)

	A	B	C	D	E	F	G	H
PC								
Mobile phone								

Note: Only those aged 15 or above need to answer. Here, "mobile phone" includes PHS and PDA.

1. Less than ¥10,000	1	1	1	1	1	1	1	1
2. ¥10,001 – 30,000	2	2	2	2	2	2	2	2
3. ¥30,001 – 50,000	3	3	3	3	3	3	3	3
4. ¥50,001 – 100,000	4	4	4	4	4	4	4	4
5. ¥100,001 – 200,000	5	5	5	5	5	5	5	5
6. ¥200,001 – 500,000	6	6	6	6	6	6	6	6
7. ¥500,001 – 1,000,000	7	7	7	7	7	7	7	7
8. ¥1,000,001 or more	8	8	8	8	8	8	8	8

For those responding to (1) above with "15. Purchase or trade of merchandise or services":

Sub-question 3: What settlement (payment) methods have you used during the past 12 months for the purchase of merchandise via the Internet?

	A	B	C	D	E	F	G	H
--	---	---	---	---	---	---	---	---

Note: Only those aged 15 or above need to answer.

1. Cash (except 3 and 5)	1	1	1	1	1	1	1	1
2. Credit card (except 3)*	2	2	2	2	2	2	2	2
3. Cash on delivery	3	3	3	3	3	3	3	3
4. Remittance of money at a counter of a bank or a post agency or through an ATM (bank/postal transfer)	4	4	4	4	4	4	4	4
5. Payment at a convenience store	5	5	5	5	5	5	5	5
6. Internet banking (via PC), mobile banking ¹⁸ (via a mobile phone)	6	6	6	6	6	6	6	6
7. Surcharge on telecommunications charge or provider's service charge	7	7	7	7	7	7	7	7
8. Other	8	8	8	8	8	8	8	8

* Includes payment by a debit card (cash card).

For those responding to (1) above with "15. Purchase or trade of merchandise or services":

Sub-question 4: What are the reasons for using the Internet? (Please circle all the numbers that apply.)

	A	B	C	D	E	F	G	H
--	---	---	---	---	---	---	---	---

Note: Only those aged 15 or above need to answer.

1. I can purchase or trade things regardless of shop business hours.	1	1	1	1	1	1	1	1
2. I don't have to spend time and money to go to a shop.	2	2	2	2	2	2	2	2
3. I can easily compare various goods.	3	3	3	3	3	3	3	3
4. A variety of payment methods are available.	4	4	4	4	4	4	4	4
5. I can compare prices.	5	5	5	5	5	5	5	5
6. I can purchase things that only a few shops carry.	6	6	6	6	6	6	6	6
7. I can read evaluation comments made by other purchasers.	7	7	7	7	7	7	7	7
8. I am not bothered by shop assistants that nag.	8	8	8	8	8	8	8	8
9. Other	9	9	9	9	9	9	9	9

(Questions 4 (2) – 5 below are for people aged 6 or above.)

Q4.(2) For those who have not purchased or traded merchandise or services via the Internet during the past 12 months:

What are the reasons for not using the Internet for these purposes? (Please circle all the numbers that apply.)

	A	B	C	D	E	F	G	H
--	---	---	---	---	---	---	---	---

Note: Only those aged 6 or above need to answer.

1. There is no need; I am not interested.	1	1	1	1	1	1	1	1
2. I would like to buy things after actually seeing them.	2	2	2	2	2	2	2	2
3. I am concerned about security when giving out credit card information.	3	3	3	3	3	3	3	3
4. I am concerned about protection of personal information.	4	4	4	4	4	4	4	4
5. I cannot rest assured about delivery or refund.	5	5	5	5	5	5	5	5
6. I cannot find the merchandise or services I want.	6	6	6	6	6	6	6	6
7. The procedures for purchase are a pain in the neck.	7	7	7	7	7	7	7	7
8. Other.	8	8	8	8	8	8	8	8

Q5. For each one of those who have used the Internet during the past 12 months:
 Have you purchased any chargeable digital content* via the Internet during the past 12 months?
 (For each of the "PC" and "Mobile phone" columns, please circle only one number that applies.)

	A	B	C	D	E	F	G	H
PC								
Mobile phone								

Note: Only those aged 6 or above need to answer.

Here, "mobile phone" includes PHS and PDA.

1. Yes	1	1	1	1	1	1	1	1
2. No → Please go to Q6.	2	2	2	2	2	2	2	2

1	1	1	1	1	1	1	1	1
2	2	2	2	2	2	2	2	2

* Refers to any information downloaded via the Internet such as computer programs, images, pictures, voice, and text.

For those who responded to Q5 with "1. Yes" for PC or mobile phone:

Sub-question 1: What kinds of content have you purchased via the Internet?
 (For each of the "PC" and "Mobile phone" columns, please circle all the numbers that apply.)

	A	B	C	D	E	F	G	H
PC								
Mobile phone								

Note: Only those aged 6 or above need to answer.

Here, "mobile phone" includes PHS and PDA.

1. Software (computer programs)	1	1	1	1	1	1	1	1
2. Music	2	2	2	2	2	2	2	2
3. Images/video	3	3	3	3	3	3	3	3
4. News, weather forecast	4	4	4	4	4	4	4	4
5. Chargeable mail magazines	5	5	5	5	5	5	5	5
6. Electronic books	6	6	6	6	6	6	6	6
7. Games	7	7	7	7	7	7	7	7
8. Ring tones	8	8	8	8	8	8	8	8
9. Image for standby screen	9	9	9	9	9	9	9	9
10. Other	10	10	10	10	10	10	10	10

1	1	1	1	1	1	1	1	1
2	2	2	2	2	2	2	2	2
3	3	3	3	3	3	3	3	3
4	4	4	4	4	4	4	4	4
5	5	5	5	5	5	5	5	5
6	6	6	6	6	6	6	6	6
7	7	7	7	7	7	7	7	7
8	8	8	8	8	8	8	8	8
9	9	9	9	9	9	9	9	9
10	10	10	10	10	10	10	10	10

For those who responded to Q5 with "1. Yes" for PC or mobile phone:

Sub-question 2: How much (including consumption taxes) have you spent during the past 12 months for items purchased via the Internet?
 (For each of the "PC" and "Mobile phone" columns, please circle only one number that applies.)

	A	B	C	D	E	F	G	H
PC								
Mobile phone								

Note: Only those aged 6 or above need to answer.

Here, "mobile phone" includes PHS and PDA.

1. Less than ¥500	1	1	1	1	1	1	1	1
2. ¥501 – 1,000	2	2	2	2	2	2	2	2
3. ¥1,001 – 2,000	3	3	3	3	3	3	3	3
4. ¥2,001 – 5,000	4	4	4	4	4	4	4	4
5. ¥5,001 – 10,000	5	5	5	5	5	5	5	5
6. ¥10,001 – 20,000	6	6	6	6	6	6	6	6
7. ¥20,001 – 30,000	7	7	7	7	7	7	7	7
8. ¥30,001 – 50,000	8	8	8	8	8	8	8	8
9. More than ¥50,000	9	9	9	9	9	9	9	9

1	1	1	1	1	1	1	1	1
2	2	2	2	2	2	2	2	2
3	3	3	3	3	3	3	3	3
4	4	4	4	4	4	4	4	4
5	5	5	5	5	5	5	5	5
6	6	6	6	6	6	6	6	6
7	7	7	7	7	7	7	7	7
8	8	8	8	8	8	8	8	8
9	9	9	9	9	9	9	9	9

(Q6 below is for people aged 15 or above.)

Q6. Do you have contactless e-money* (cyber cash)?
 (Please circle all the numbers that apply.)

	A	B	C	D	E	F	G	H
--	---	---	---	---	---	---	---	---

1. Smart card type	1	1	1	1	1	1	1	1
2. Mobile phone type	2	2	2	2	2	2	2	2
3. Combined with smart card train pass	3	3	3	3	3	3	3	3
4. None	4	4	4	4	4	4	4	4

1	1	1	1	1	1	1	1	1
2	2	2	2	2	2	2	2	2
3	3	3	3	3	3	3	3	3
4	4	4	4	4	4	4	4	4

* Edy, nanaco, WAON, iD, Smartplus, QUICPay, Suica, PASMO, ICOCA, Pitapa, OsaiFu-keitai, etc.

● This is the end of the questionnaire.

Please place the completed questionnaire into the enclosed envelope and send it back to us (there is no need to affix a postage stamp). Thank you very much.

We would like to send you a token of our appreciation in exchange of the completed questionnaire.

Please check only one of the three items below you would like to receive.

Finally, please confirm again that you have properly filled out the gender and age entries on Page 7.

Book card (¥500)	
Quo card (¥500)	
Stationery coupon (¥500)	

If you did not check any of the items above or checked more than one item, you will receive a book card. Please note that, if the gender and age entries on Page 7 are not properly filled out, the entire questionnaire may become invalid, and as a result, we may not be able to send you any token of appreciation.

<Glossary>

Term	Meaning
*1 personal digital assistant (PDA)	A computer of the size of an appointment organizer or smaller that serves as an electronic secretary managing personal information such as schedules, address lists, and memos and that is capable of remotely accessing email, the Internet, and an intranet via a mobile (cell) phone or a PHS. Does not include notebook computers.
*2 car navigation system	A system which detects the location of an automobile by means of signals sent from a satellite and displays it, together with its direction, on a map on a screen.
*3 car-mounted ETC	A car-mounted terminal capable of communicating with the toll gate of a highway, allowing the driver to go through it without stopping the car (electronic toll collection: ETC).
*4 IP telephony	A voice-telephone service that uses the Internet Protocol (IP) over a part or the whole of a telecommunications network.
*5 ISDN line	Acronym for Integrated Services Digital Network. A generic term for a digital telecommunications network that integrates telephony, facsimile (FAX), telex, data communications, etc.
*6 optical fiber (FTTH line)	A data communications service, based on optical fiber, which has a potential for high-speed transmission. Optical fiber is a cable made of glass that is used as a transmission path in optical telecommunications.
*7 fixed wireless line (FWA)	A wireless communication system in which each subscriber installs an antenna on his/her building through which wireless communication is established with base stations of telecommunications companies.
*8 DSL	A technology that uses existing telephone lines to realize high-speed transmission, thereby enabling high-speed Internet connection. Includes ADSL, VDSL, HDSL, and SDSL.
(for reference) ADSL	Acronym for Asymmetric Digital Subscriber Line. A high-speed telecommunications scheme which realizes transmission speeds of several Mbps to tens of Mbps using existing telephone subscriber lines that connect individual homes to telephone exchange stations. With ADSL, the transmission speeds (upward from, and downward to, the subscriber) are not equal (i.e., asymmetric).
*9 3rd-generation mobile (cell) phone	Includes NTTDoCoMo's FOMA, au's CDMA 1X WIN, and Vodafone's 700 Series or above.
*10 community FM	A small-scale FM radio broadcast covering a part of a municipality that can be received by a car radio as well as an ordinary standalone radio.
*11 blog (web log)	A website composed of day-by-day entries of a diary and others' comments on them, which is continually updated.
*12 electronic bulletin board service (BBS)	A service providing an electronic bulletin board. Once a member writes onto a bulletin board, all the members can view it and add responses to it.
*13 chat	A service that allows people to participate in conversation simultaneously in text form. All the other members can view whatever one member writes.
*14 social networking service (SNS)	A community site in which members can introduce their friends to each other, thereby expanding their social network. In many cases, one needs to be introduced by an existing member to join the community.
*15 P2P	A setup allowing any individual to share computer files with anyone else via the Internet.
*16 Internet auction	A setup for auction opened over the Internet.
*17 3D virtual space	A space realized by displaying, through projection on a computer screen, the existence of three-dimensional objects and spaces.
*18 net banking	A setup allowing a variety of bank processing and transactions to take place over the Internet.
*19 net trading	Securities trading conducted over the Internet.
*20 mobile banking	A setup allowing a variety of bank processing and transactions to take place by means of various Internet services utilized through a mobile (cell) phone.

Confidential Questionnaire on Use of Telecommunications <<for Businesses>>

- Telecommunications Usage Trend Survey, Ministry of Internal Affairs and Communications (MIC) (2007) -

- ◎ This survey is approved under the Statistical Reports Coordination Act.
The information obtained through this questionnaire will not be used for purposes other than creating a statistical report. Accurate and complete information would be appreciated.

(Space for affixing address label)	Department/Section to which the respondent belongs:	
	Name of the respondent	
	Telephone number of the respondent	

(In filling out this questionnaire, please note the following)

- Please indicate the facts as of December 31, 2007, except as otherwise noted.
- Please return this questionnaire to the following office:
Economic Research Office, General Policy Division, Information and Communications Policy Bureau,
Ministry of Public Management, Home Affairs, Posts and Telecommunications
Central Common Building #2, 2-1-2 Kasumigaseki, Chiyoda-ku, Tokyo 100-8926
- Please direct any questions to the following office:
- The above organization is entrusted by MIC to conduct this survey.

Q1. About the status of building and using a communication network and the Internet:

- (1) Do you **have a computer-based communication network in place**? **For each question item**, please **circle only one number that applies**.

Company communication network	Current status or future plans
[1] Intranet*	<ol style="list-style-type: none"> We have a corporate-wide intranet in place. We have a partial intranet in place (depending on offices). We have none in place today, but plan to build one. We have none in place, and have no plans to build one.
[2] Inter-company network**	<ol style="list-style-type: none"> We have a corporate-wide inter-company network in place. We have a partial inter-company network in place (depending on offices). We have none in place today, but plan to build one. We have none in place, and have no plans to build one.

* Means a network within the same premises or between one office and another office, other offices, or the headquarters of the same company.

** Means a network between one company and another company or other companies.

- (2) For companies giving a positive answer (1 or 2) to (1) above: **Which of the following services do you mainly use?**

1. Wide-area Ethernet ¹	4. Leased line ⁴	7. Telephone line (dialup)
2. IP-VPN ²	5. Frame relay ⁵	8. Other
3. Internet VPN ³	6. Cell relay ⁶	9. Don't know

1) Wide-area network services based on a combination of switching hubs, which are used on Ethernet (LAN protocol).

2) High-security virtual private network (VPN) services based on a closed IP network provided by a telecommunications carrier.

3) Virtual private network (VPN) services based on the Internet, which is a public network.

4) Telecommunications services based on monopolized lines directly interconnecting specific places.

5) Telecommunications services in which data is transmitted in units of frames of variable lengths.

6) Telecommunications services in which data is transmitted in units of cells of a fixed length.

- (3) Can you **connect to your intranets or an inter-company network from outside your company** by using a PC, a mobile (cell) phone, or a personal digital assistant (PDA)? **For each question item**, please **circle only one number that applies**.

Device (terminal)	Current status or future plans
[1] PC	1. Yes, we can. 2. No, we cannot, but we plan to make it possible. 3. No, we cannot, and we have no plans to make it possible.
[2] Mobile (cell) phone, PDA	1. Yes, we can. 2. No, we cannot, but we plan to make it possible. 3. No, we cannot, and we have no plans to make it possible.

- (4) Do you **use any Internet services (emailing, viewing websites, etc.)**? Please **circle only one number that applies**.

1. We use them corporate-wide.	3. We do not use them today, but plan to use them in the future.
2. We use them partially (depending on offices).	4. We do not use them today, and have no plans to use them in the future.

- (5) For companies responding to (4) above with 1 or 2: **How do you connect to the Internet?** Please **circle all the numbers that apply**.

1. Telephone line (dialup)	4. Cable TV (CATV) line	7. DSL
2. ISDN (on-demand connection)*	5. Optical fiber (FTTH line)	8. Leased line
3. ISDN (always-on connection)*	6. Fixed wireless line (FWA)	9. Other

* ISDN based on optical fiber should be categorized as 5. Optical fiber (FTTH line).

- (6) On average, about how many people, or what percentage of employees, are assigned to one terminal for connection to your intranet, an inter-company network, or the Internet? Please circle only one number that applies.

1. 1 or less (100% or more)	3. 3 (30 – 49%)	5. 5 or more (less than 25%)
2. 2 (50 – 99%)	4. 4 (25 – 29%)	6. no such terminals provided (0%)

- (7) Do you **have a website, a business blog, or SNS in place**? For each sub-question, please **circle all the numbers that apply**.

Website:	Business blog:	SNS:
1. We have one in place.	1. We have one in place.	1. We have one in place.
2. We have none in place.	2. We have none in place.	2. We have none in place.

- (8) For companies responding to either of the items in (7) above with 1 (yes): What are the purposes or uses? Please **circle all the numbers that apply**.

1. Announcement, advertisement, or display of products and events	4. Corporate profiling; recruiting	7. Electronic announcement and reporting (financial statements, etc.)
2. Periodical dissemination of information	5. Acceptance of applications or registration	8. Collection of consumers' voices and evaluation data
3. Advice or notification of invoices and usage data	6. Polls or surveys	9. Other

- (9) Do you use (view, analyze) consumer-operated blogs or SNS for marketing?

1. Yes, often.	3. Not very much.
2. Yes, sometimes.	4. No.

(10) Do you use any "Software as a Service" (SaaS) provided by an Application Service Provider (ASP)? If not, do you plan to use it in the future?

- | | |
|--|--|
| 1. Yes, we do, and we find it very useful. | 5. Yes, we do, but we can't tell the degree of effect. |
| 2. Yes, we do, and we find it somewhat useful. | 6. No, we don't, but we plan to use it in the future. |
| 3. Yes, we do, but we don't find it very useful. | 7. No, we don't, and we have no plans to use it. |
| 4. Yes, we do, but we see negative effects. | 8. We don't know much about SaaS. |

→ For companies responding to (10) above with "7. No, we don't, and we have no plans to use it": What are the reasons you don't use SaaS? Please **circle all the numbers that apply**.

- | | |
|---|---|
| 1. It is costly to modify the existing system to introduce SaaS. | 5. Concern about stability of the network |
| 2. The introduction of SaaS would compromise our compliance system. | 6. Concern about security |
| 3. Increased communication costs | 7. Other |
| 4. We can't customize the application to meet our needs. | |

(11) Do you use, or have you used, 3D virtual space on the Internet (e.g., "Second Life" and "splume") in your business/PR activities for such as opening a branch, promoting sales and hosting events?

- | | |
|---|---|
| 1. Yes, we do/have. | 3. No, we haven't, and we have no plans to do so. |
| 2. No, we haven't, but we plan to use it in the future. | 4. No, we haven't; we are undecided about future use. |

(12) **What do you consider problems in using** a telecommunications network (intranet, inter-company network, the Internet)? **For companies that do not use a telecommunications network today: What do you consider inhibitors?** Please **circle all the numbers that apply**.

- | | | |
|--|---|---|
| 1. Difficulty in establishing security measures | 6. Concern about virus infection | 11. Low level of security awareness among employees |
| 2. Increased costs of operation, management, and maintenance | 7. Difficulty in reaping benefits | 12. High cost of telecommunication |
| 3. Lack of staff for operation, management, and maintenance | 8. Difficulty in quantitatively evaluating benefits | 13. Low speed of telecommunication |
| 4. Difficulty in restoring operation in the event of a failure | 9. Concern about reliability of authentication technology | 14. Other |
| 5. Concern about protection of intellectual property rights | 10. Concern about reliability of electronic settlement | 15. No particular problems |

(13) Do you use **any systems or services based on so-called ubiquitous-related tools such as electronic tags and contactless smart cards?** **For each question item, please circle only one number that applies.**

Ubiquitous-related tool	Current status or future plans
[1] Electronic tags (RFID tags) e.g., for production management, inventory management, and physical distribution management based on identification of parts or products	1. We use them corporate-wide. 2. We use them partially (depending on offices). 3. We do not use them today, but plan to use them in the future. 4. We do not use them today, and have no plans to use them in the future.
[2] Contactless smart cards e.g., room access control based on person identification and cashless settlement	1. We use them corporate-wide. 2. We use them partially (depending on offices). 3. We do not use them today, but plan to use them in the future. 4. We do not use them today, and have no plans to use them in the future.
[3] New-generation devices equipped with network connection (network-connected cameras, network-connected sensors, etc.) e.g., security system based on network-connected cameras or network-connected human sensors	1. We use them corporate-wide. 2. We use them partially (depending on offices). 3. We do not use them today, but plan to use them in the future. 4. We do not use them today, and have no plans to use them in the future.
[4] Locating devices (mobile (cell) phones, etc.) based on GPS e.g., vehicle operation management based on vehicle location sensing	1. We use them corporate-wide. 2. We use them partially (depending on offices). 3. We do not use them today, but plan to use them in the future. 4. We do not use them today, and have no plans to use them in the future.

Q2. For all companies: About electronic commerce

(1) Do you **procure or sell anything (parts, materials, products, or services) via the Internet***? Please **circle all the numbers that apply**.

- | | |
|---|---|
| 1. We procure certain items from a company or companies via the Internet. | 3. We sell certain items to consumers via the Internet. |
| 2. We sell certain items to a company or companies via the Internet. | 4. None of the above. |

* In this section, the term "Internet" includes not only the Internet based on a public network but also any network based on the TCP/IP protocol (used by the Internet) (such as a leased line based on TCP/IP).

(2) For companies responding with 2 or 3 to (1) above: **About what percentage of the sales amount for the items put on the Internet actually came from the sales via the Internet (companies and consumers) in fiscal 2006?**

about	%
-------	---

(3) For companies responding with 2 or 3 to (1) above: Why do you sell items via the Internet? Please **circle all the numbers that apply**.

- | | |
|---|--|
| 1. It is efficient because there is no need to have a physical shop. | 6. We can accurately grasp the attributes of individual consumers. |
| 2. We can get new customers from a wide range. | 7. We can place effective advertisements. |
| 3. We can reduce the amount of indirect work for handling transactions. | 8. We can handle items that do not sell well. |
| 4. We can reduce the costs of physical distribution. | 9. Other. |
| 5. We can reduce inventory amounts. | |

(4) **For all companies:** What do you **consider problems in using electronic commerce?** **For companies that do not use electronic commerce today: What do you consider inhibitors?** Please **circle all the numbers that apply**.

- | | |
|--|--|
| 1. Construction of such a system requires expert knowledge. | 9. Electronic commerce is not compatible with traditional business practice. |
| 2. Telecommunications protocols, etc. vary from industry to industry. | 10. Telecommunications speeds are low. |
| 3. Formats of forms and data vary from industry to industry. | 11. Telecommunications charges are high. |
| 4. Security measures are not sufficiently robust. | 12. There are no appropriate settlement methods. |
| 5. Large investment is required for equipment. | 13. There is no need to introduce electronic commerce. |
| 6. Running costs of such an information system are high. | 14. Other. |
| 7. Legal and social mechanisms for regulation of electronic commerce are not in place yet. | 15. We don't see any problems. |
| 8. Suppliers/customers are not adequately computerized. | 16. Don't know. |

(5) **For all companies:** Do you **advertise on the Internet?** Please **circle all the numbers (types of advertisements) that apply**.

If not, then please circle "10. We don't."

- | | | |
|---|---|-------------------------------|
| (Web ad) | | |
| 1. Text ad ¹ | 2. Banner ad ² | 3. Rich media ad ³ |
| 4. Sponsorship ad (e.g., tie-up with editing) | 5. Linked to a search engine | 6. Linked to content |
| (Mail ad) | | |
| 7. Mail magazine | 8. Direct mailing (DM) (e.g., targeted mailing) | |
| (Other) | | |
| 9. Other Internet ad | 10. We don't. | |

1) Ad using text only. 2) Usually rectangular, with still photos/images

3) Ad using voice and images, e.g., with a display moved around by the movement of the mouse, or with a streaming-based motion picture

(6) For companies that **advertise on the Internet:** Why do you advertise on the Internet? Please **circle all the numbers that apply**.

- | | |
|--|--|
| 1. It is easier to comprehend the effects of advertisements. | 3. We can advertise by addressing individual consumers' needs. |
| 2. It is cheaper. | 4. We can address a larger audience. |

Q3. For all companies: About teleworking:

Do you **use a teleworking* scheme**? Please **circle only one number that applies**.

1. Yes, we do.	2. No, we don't, but plan to introduce one.	3. No, we don't, and have no plans to introduce one.
----------------	---	--

* Teleworking refers to the mode of working whereby employees located outside the premises of your company can use a telecommunications network to participate in work as if they were on the premises. It may take a variety of forms, depending on where they work, such as stay-home work, mobile work (conducting work via a mobile information terminal while on the road on a sales activity, etc.), and satellite office work (conducting work in an office other than your company's offices).

→ For companies choosing 1 above:

[1] **About what percentage of employees work** in teleworking mode? Please **circle only one number that applies**.

1. Less than 5%	3. 10% - 30%	5. 50% - 80%
2. 5% - 10%	4. 30% - 50%	6. 80% or more

→ [2] What are **the purposes of introducing teleworking**? Please **circle all the numbers that apply**.

1. To improve efficiency (productivity) of routine work	6. To improve customer satisfaction
2. To improve creativity in work that requires the creation of added value	7. To secure employment of capable people
3. To provide employees with more elbow room and a healthy life	8. To provide better working environments to employees having underprivileged working conditions (physically impaired persons, elderly persons, women who need to nurse children)
4. To reduce office costs	9. Don't know
5. To reduce commuting time	10. Other than the above

→ [3] Referring to the purposes given in [2] above, have you seen any **effects** on the whole?

Please **circle only one number that applies**.

1. Great effects	2. Some effects	3. No effects
------------------	-----------------	---------------

Q4. For all companies: About what you do for employees' ICT* (IT) training:

* ICT is an abbreviation for information and communications technology and is synonymous with IT.

Which of the following do you do?
Please **circle all the numbers that apply**.

1. Offer in-house ICT (IT) related training programs	5. Give privileges in working time to employees engaged in autonomous study in ICT (IT)
2. Send employees to external ICT (IT) related training programs	6. Give employees ICT (IT) related skills tests
3. Subsidize employees' autonomous study in ICT (IT)	7. Offer other kinds of training
4. Give awards to employees obtaining ICT (IT) related qualifications	8. Do nothing

Q5. For companies using a telecommunications network (intranet, inter-company network, or the Internet):
About security measures:

(1) During the past 12 months, have you **experienced any of the following security-threatening incidents**, numbered 1 through 8, while using the telecommunications network? Please **circle all the numbers that apply**. **If you have not experienced any of them**, please **circle 9**.

1. Have encountered a computer virus, but have not been infected	6. Unauthorized alteration of a website
2. Have encountered a computer virus, and have been infected at least once	7. Deliberate or inadvertent leakage of information
3. Unauthorized access*	8. Other problems
4. Used as a relay or a springboard for spam mail	9. None
5. DoS attack**	

* Any incident in which somebody or some program breaks into the office's computer system without permission to cause some anomaly or abuse its resources.

** An attack that renders a system unable to provide its services by, for example, sending an enormous quantity of email to the mail server and thereby causing a system down.

(2) If you have circled "2. Have encountered a computer virus, and have been infected at least once" in (1) above, **how many times** have you been **infected** with a virus during the past 12 months? Please **circle only one number that applies**.

1. Once	3. Three times	5. Five times or more
2. Twice	4. Four times	

(3) **What measures for ensuring data security or combating viruses on telecommunications networks** are you taking?

Please **circle all the numbers* that apply**.

- | | |
|--|---|
| 1. Establishing a security policy | 11. Recording access logs |
| 2. Conducting security audits | 12. Introducing an authentication technology for checking the user's identification |
| 3. Outsourcing security management | 13. Using a cipher (cryptographic) system for data or the network |
| 4. Training employees | 14. Monitoring the network |
| 5. Installing an antivirus program on terminals such as PCs (OS, software, etc.) | 15. Installing a firewall |
| 6. Installing an antivirus program on the servers | 16. Using a proxy server |
| 7. Applying security patches to the OS | 17. Installing an intrusion detection system (IDS)** |
| 8. Building a virus wall when making an external connection | 18. Other security measure |
| 9. Creating a manual for combating viruses | 19. Don't know |
| 10. Controlling access by ID and password | 20. None |

* Regardless of whether "3. Outsourcing security management" applies or not, please circle all the numbers that apply, even partially, directly or indirectly by utilizing an external service or through outsourcing.

** Including an intrusion prevention system (IPS).

(4) **Which of the following measures** do you **take** regarding **protection of personal information**?

Please **circle all the numbers that apply**.

- | | |
|--|---|
| 1. Obtain privacy mark certification | 6. Provide training |
| 2. Establish a privacy policy | 7. Narrow the supplier selection criteria (checking for privacy mark certification) |
| 3. Appoint an officer for protection of personal information | 8. Other measures |
| 4. Narrow down personal information to be kept | 9. No particular measures |
| 5. Reconstruct the system or restructure the organization | 10. Don't know |

Q6. About the incorporation of ICT (IT) into business management and its effects:

(1) ICT investment

[1] During the past three years, have you invested in your telecommunications network, ubiquitous-related tools, or Internet-based functions/services (such as blog and SNS)? Please **circle either number that applies**.

- | | |
|--------|-------|
| 1. Yes | 2. No |
|--------|-------|

[2] For companies responding to [1] with "1. Yes": What are the estimated effects of the ICT investment made during the past three years? **For each question item**, please **circle only one number that applies**.

	Effect observed					
	Degree of effect			No effect	Negative effect	Don't know
	High	Medium	Low			
Development of new products or services	1	2	3	4	5	6
Widening the range/scope of products or services	1	2	3	4	5	6
Expanding the market [share]	1	2	3	4	5	6
Improvement in quality of products or services	1	2	3	4	5	6
Increase in variety of production or sales methods	1	2	3	4	5	6
Expansion of production capacity	1	2	3	4	5	6
Reduction in labor cost per unit production	1	2	3	4	5	6
Reduction in procurement cost per unit production	1	2	3	4	5	6

(2) Are you using networks outside of your company* in development of products or services? Please **circle only one number that applies**.

- | | | | |
|---------------------------|------------------------------|---------------------------|--------------------------|
| 1. Using them extensively | 2. Using them to some extent | 3. Not using them so much | 4. Not using them at all |
|---------------------------|------------------------------|---------------------------|--------------------------|

* Includes not only networks with other companies outside your company group but also networks with other companies within your company group and networks with individuals and research institutes.

