

Communications Usage Trend Survey in 2001 compiled

The MPHPT has compiled this survey in order to grasp the usage of telecommunications and broadcasting services in households, offices (establishments) and companies (enterprises).

OUTLINES OF SURVEY

The "Communications Usage Trend Survey", which is divided into the following 3 sections: "Households", "Offices (establishments)" and "Companies (enterprises)", has been conducted annually since 1990* as a statistics survey authorized by the MPHPT in accordance with the Statistical Report Coordination Law. In 2001, the survey was conducted as indicated below:

(*The section "Companies (enterprises)", which was conducted as the annual survey on "Corporation Networks" in 1993, 1995 and 1996 separately, has been added in 1997 as a section of "Communications Usage Trend Survey".)

Section	Households	Offices (establishments)	Companies (Enterprises)
Survey area	Nationwide		
Survey period	As of November 1, 2001		
Population Size	46,273,503	1,886,067	45,796
Purpose	The usage trends and demands of telecommunications services and broadcasting services by households, establishments and enterprises will be viewed through the survey. The findings will be considered as basic data for making future communications policy.		
Survey Subjects	Households (including single households) headed by someone aged 20 or older as of April 1, 2001	Establishments with more than 5 regular employees excluding the industries "Postal Services" and "Telecommunication" as defined in JSIC.	Enterprises with more than 100 regular employees excluding the industries "Agriculture", "Forestry", "Fisheries" and "Mining" as defined in JSIC.
Sample Size	6,400	5,600	3,000
Sampling Method	Random Sampling (Stratified Two-stage Sampling on city, town or village status)	Random Sampling (Systematic Sampling on regular employee size for each industry)	Random Sampling (Systematic Sampling on regular employee size for each industry)
Effective replies (Rate)	3,845 (60.1%)	3,537 (63.2%)	1,783 (59.4%)

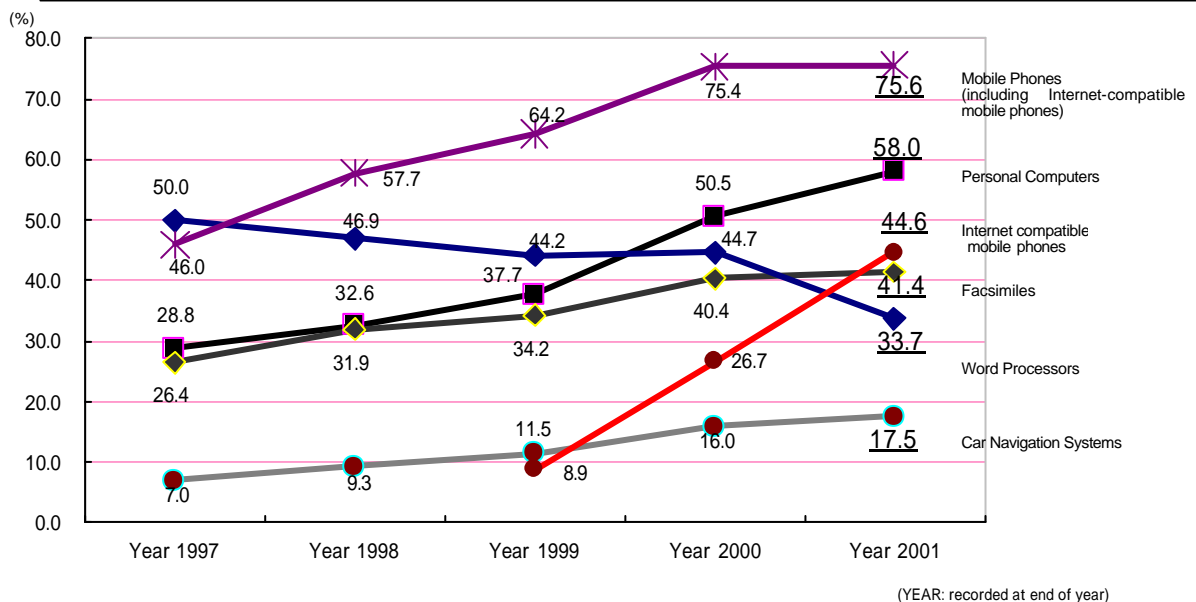
NOTE: "JSIC" stands for "Standard Industrial Classification for Japan"

Detailed reports of the survey results have been released on the website "Information and Communications Statistics Database" at <http://www.johotsusintokei.soumu.go.jp/> in Japanese only. For your reference, the followings are highlights of the reports:

A. HOUSEHOLDS/INDIVIDUALS (MEMBERS OF HOUSEHOLDS SURVEYED)

1) Penetration Rates of the ICT devices (Households)

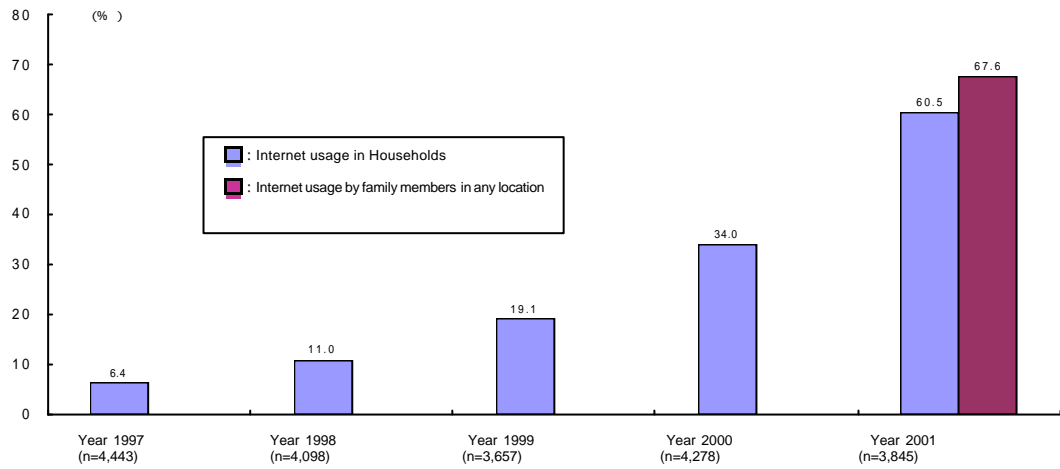
Note: -Personal computer: **58.0%** (increased by 7.5 points from 50.5% in 2000)
 -Mobile phones (including Internet-compatible ones): **75.6%** (increased by 0.2 points from 75.4% in 2000)
 -Internet-compatible mobile phones: **44.6%** (increased by 17.9 points from 26.7% in 2000)



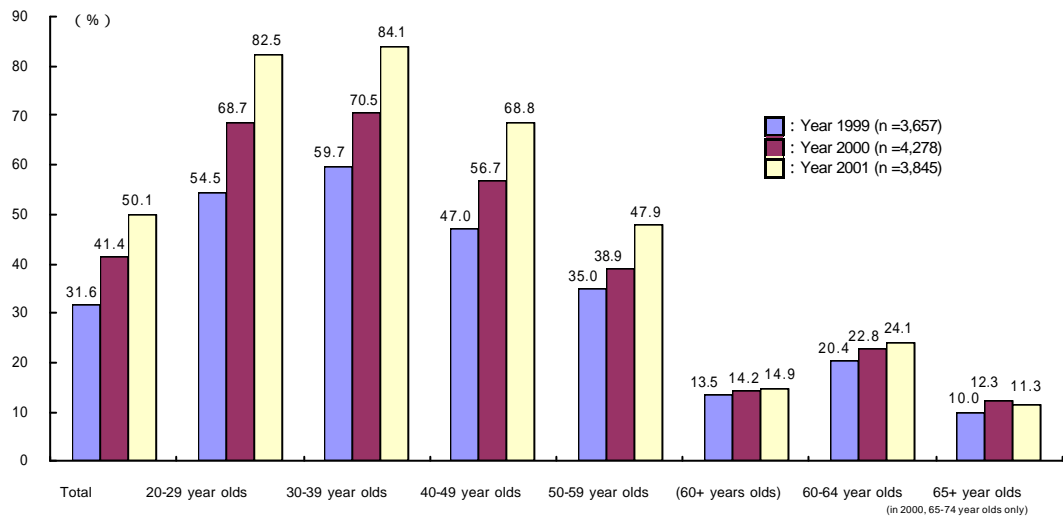
2) Internet Usage

a. Internet Penetration rate and number of Internet users

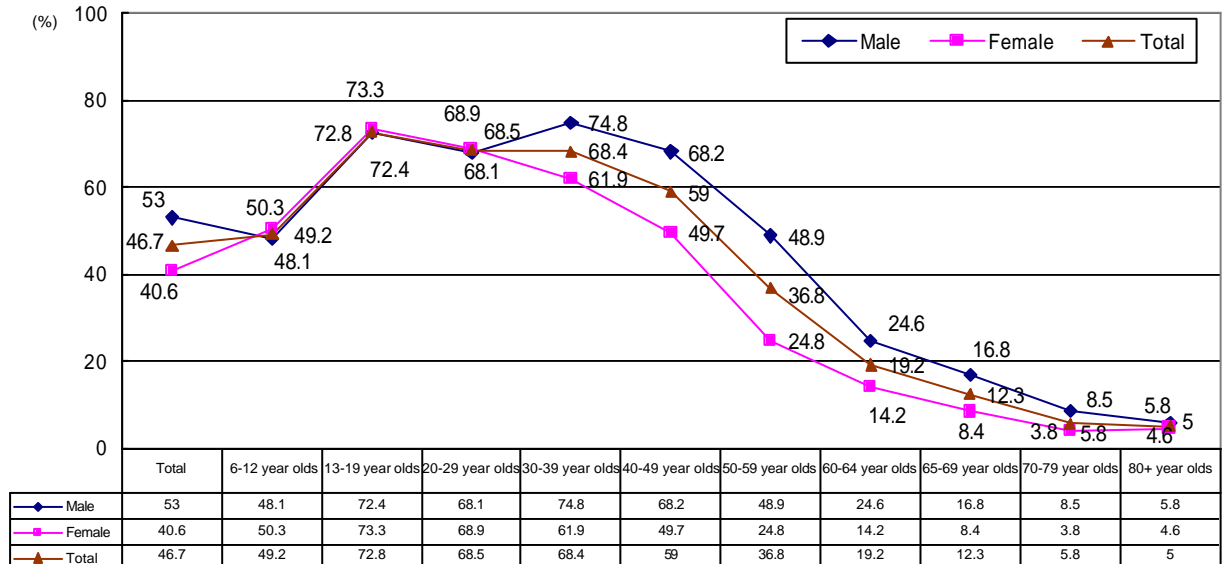
Note: Internet penetration rate of **Households**: **60.5%** (increased by 26.5 points from 34.0% in 2000)



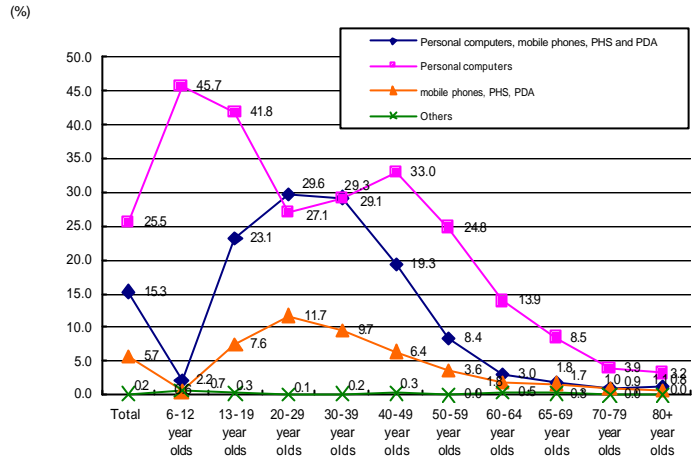
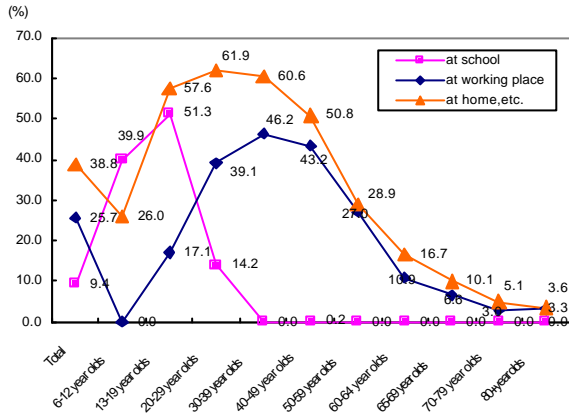
Note: Internet penetration rate of **Householders**: **50.1%** (increased by 8.7 points from 41.4% in 2000)



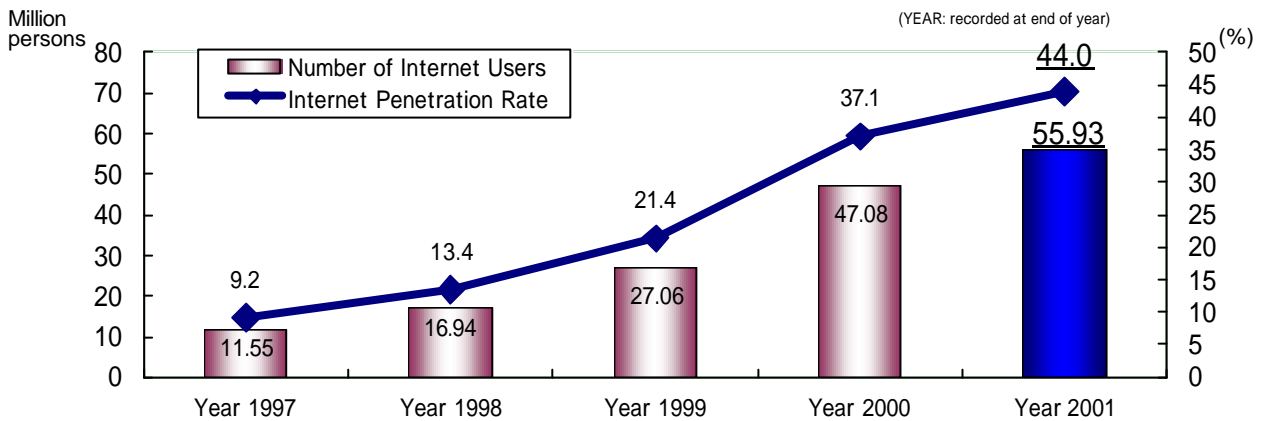
Note: -Internet penetration rate of **Individuals (aged 6 and older)**: **46.7%** (Male:53.0%, Female: 40.6%)



(Year 2001 n=12,114)



Note: Number of Internet users (aged 6 and older) in 2001 was estimated at approximately **55.93 million persons, 44.0%** of the total population of Japan.



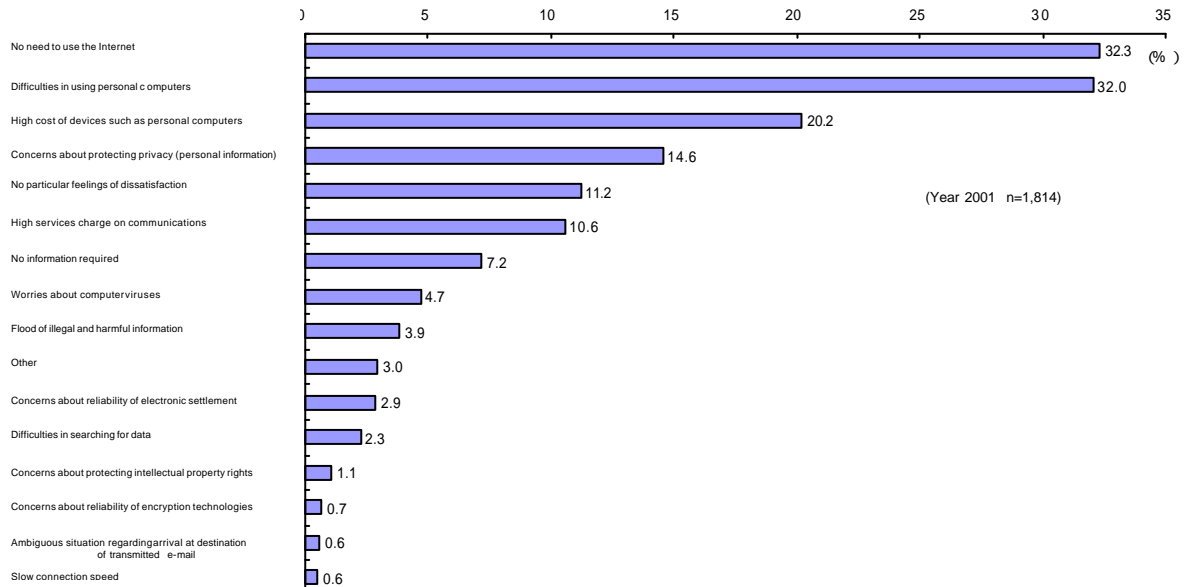
Notes:
 The figures for 1997 to 2000 referenced in "2001 WHITE PAPER Information and Communications in Japan" (Ministry of Public Managements, Home Affairs, Posts and Telecommunications).
 Internet users with Personal computers, Internet-compatible mobile phones/PHS, PDA, etc are included in the "Number of Internet Users".
 "55.93 million persons" in 2001 has been estimated on the basis of the internet access rate "46.7%" indicated in the survey. The survey, which was mailed to householders, asked them to respond themselves and their families (those composing their households) aged 6 and older on internet usage.
 "44.0%" in 2001 means the Internet penetration rate for the population of Japan (including aged 5 and younger), and it was reckoned as follows:
 "55.93 million persons ÷ 127.18 million persons (nation's total population) = 44.0%"
 *The total population of Japan was extracted from the data "Projected future population and proportion by age group, 2000-2050: Medium variant" (National Institute of Population and Social Security Research)

For your reference, the object and survey method were slightly different as indicated below:

Year	Survey subjects	Survey Method
1997-1999	Individuals aged 15-69	Individuals themselves were asked to respond in survey mailed
2000	Individuals aged 15-79	Individuals themselves were asked to respond in survey mailed.
2001	Those composing households surveyed (Individuals) aged 15-69	See mentioned above

b. Barrier to Internet use

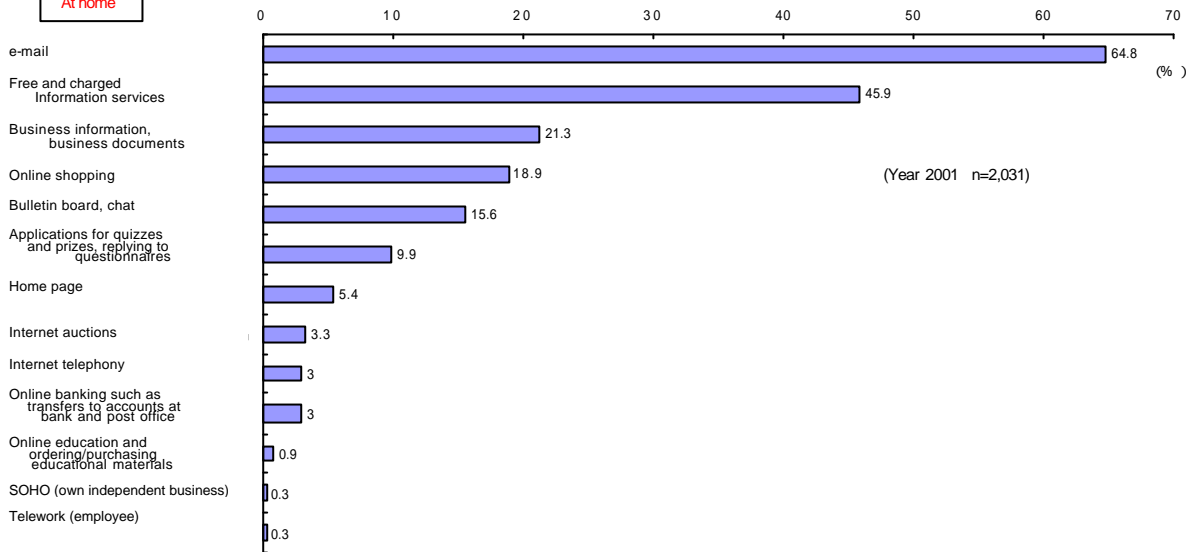
Note: Main barriers to Internet use (Householders-non Internet users):
"No need to use the Internet" (32.3%); "Difficulties in using personal computers"(32.0%)



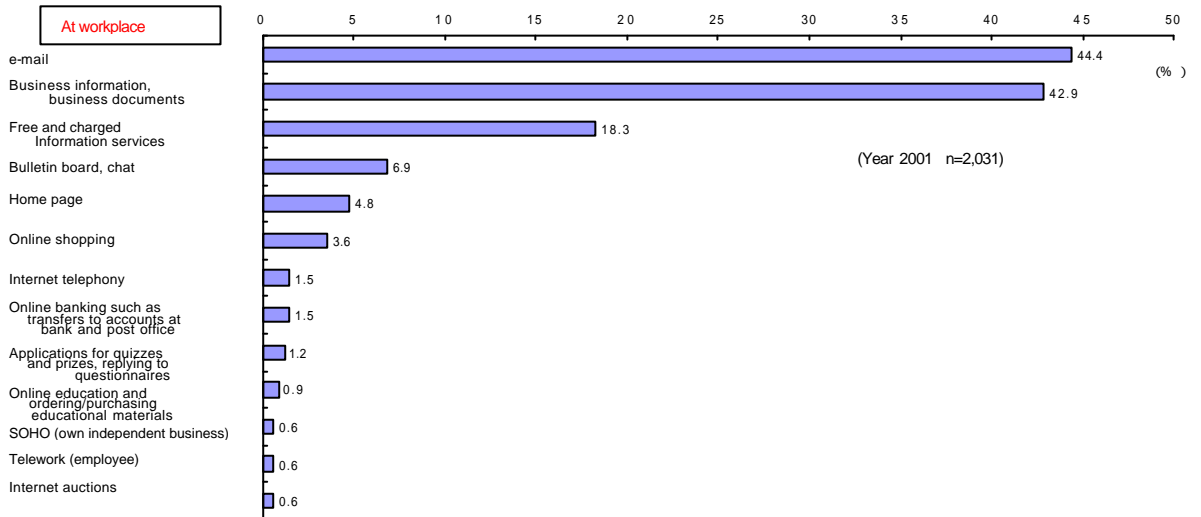
c. Activities using the Internet

Note: Main activities using the Internet (Householders-Internet users):
“e-mail” at home (64.8%) or at workplace (44.4%); “Free and charged information services” at other place (10.5%)

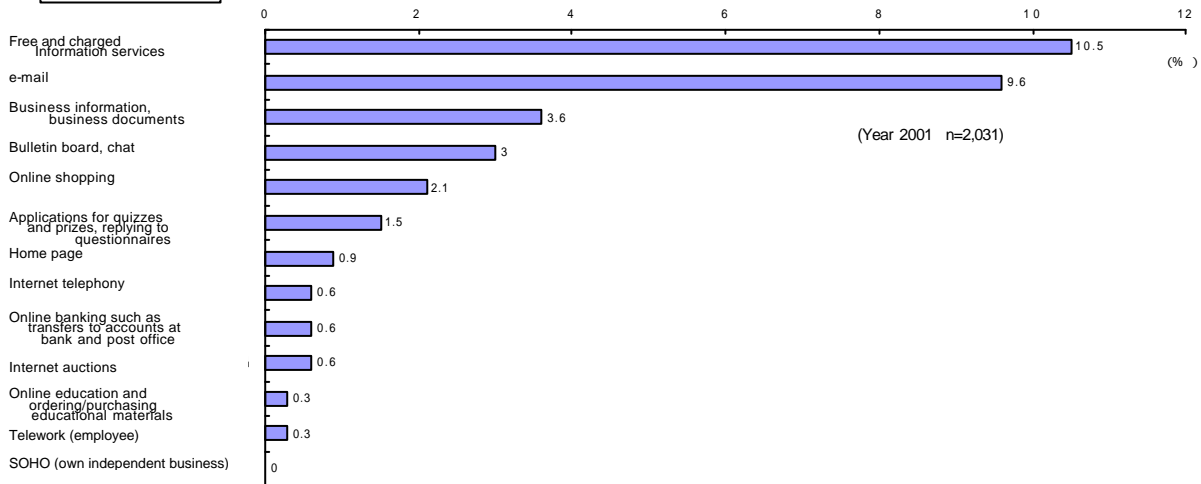
At home



At workplace

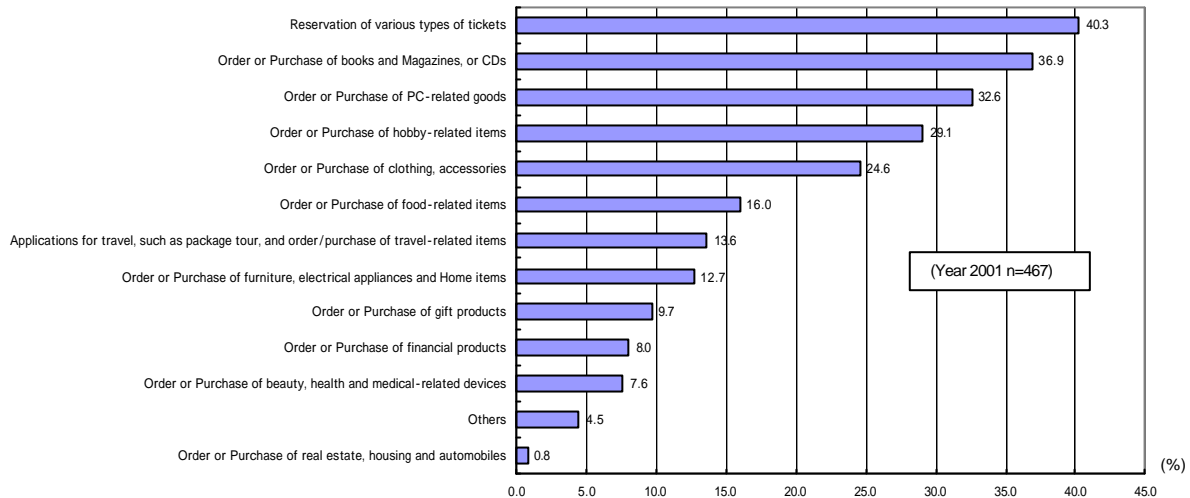


At other places

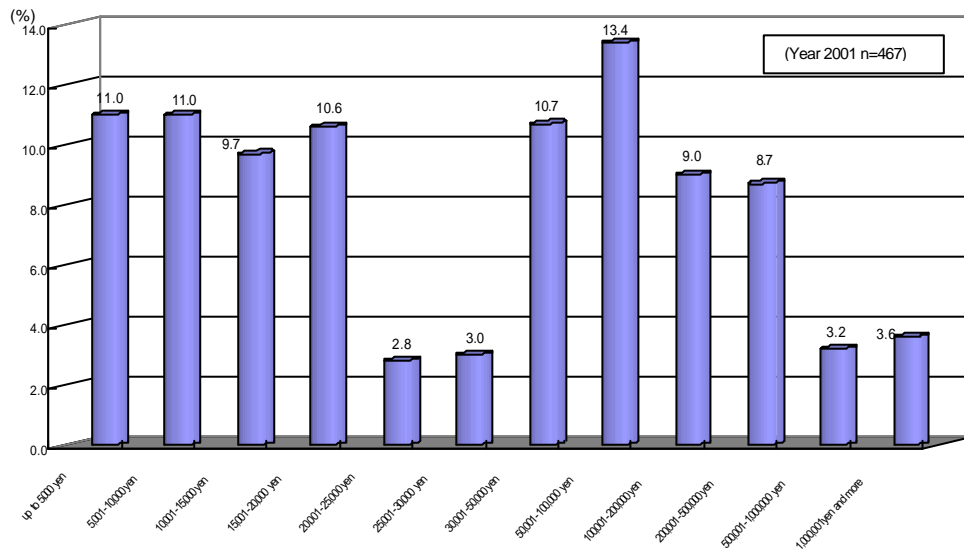


d. Status of online shopping (Householders-Internet and online shopping users)

Note: Most popular goods and services purchased in 2001 was “Reservation of various types of tickets” (40.3%)



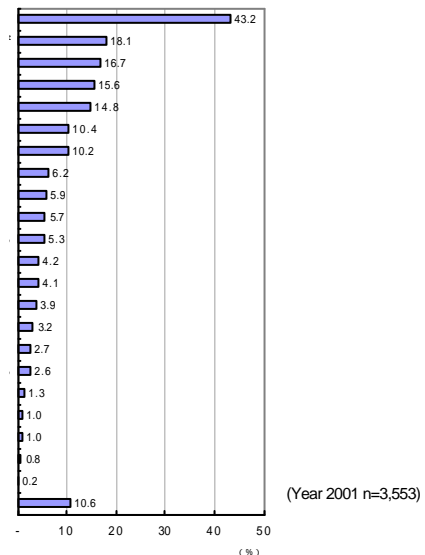
Note: Total value of the goods and services they purchased in 2001: **42.3%** of online shopping users (householders) spent **less than 20,000 yen**, while **24.5%** of them spent **more than 100,000 yen**.



3) Services expected by householders to expand, due to advances in ICT

Note: Top of them at home was “Services using your screen in which you can receive health consultations and diagnosis from a doctor and provide welfare and care services for the elderly” (43.2%)

- Services using your screen in which you can receive health consultations and diagnosis from a doctor and provide welfare and care services for the elderly.
- Video-on-demand (to be able to see the movies and programs you want to see at anytime) services
- Administrative services such as applications and notifications, and reservation services for public facilities
- TV phone services (be able to see the other party's face when using telephone)
- Procedures and services at banks and post offices, such as balance statements and transfers.
- Services using your computer and the network that allow you to receive classes in the same way as from school, and take the lectures of your choice.
- Services where you can make reservations and apply to purchase goods while viewing them on your screen (programs such as TV shopping, travel, leisure, security trading information to enable buying and selling of stocks and horse racing)
- Services providing sports programs where you can select the desired angle for the broadcast
- Services that enable you to watch 30-40 channels of programs on high definition TV
- Telework (working at home in the same way that you work at the office, using your computer and the network) services
- Services that enable you to search for required newspaper articles and view (read) them on the screen
- Services providing programs with audience participation (quizzes, games, debates, agony columns, study, education, medicine, health, participation in questionnaires, enabling voting)
- Services that enable you to obtain particular information about an area, such as the nearest restaurants and transportation facilities
- Services providing music programs that enable you to obtain (purchase) electronically distributed music data
- Services providing cooking programs where you can obtain the recipes and purchase the necessary ingredients
- Services providing economic information programs that enable you to obtain business information and documentary data
- Services that enable you to watch existing programs with much higher quality images
- Services that distribute the latest television games and allow you to compete against other players in remote locations
- Services providing drama programs in which the audience can rewrite the story or change the ending according to their own preference
- Services enabling cashless shopping using electronic money
- Services providing video displays that can be used as room interiors
- Other services
- Do not want anything in particular



Note: Top of them at outside was “Services that enable you to obtain particular information about an area, such as the nearest restaurants and transportation facilities” (39.9%)

Services that enable you to obtain particular information about an area, such as the nearest restaurants and transportation facilities

TV phone services (be able to see the other party's face when using telephone)

Administrative services such as applications and notifications, and reservation services for public facilities

Procedures and services at banks and post offices, such as balance statements and transfers.

Services providing economic information programs that enable you to obtain business information and documentary data

Services enabling cashless shopping using electronic money

Services that enable you to search for required newspaper articles and view (read) them on the screen

Services using your screen in which you can receive health consultations and diagnosis from a doctor and provide welfare and care services for the elderly.

Telework (working at home in the same way that you work at the office, using your computer and the network) services

Services where you can make reservations and apply to purchase goods while viewing them on your screen (programs such as TV shopping, travel, leisure, security trading information to enable buying and selling of stocks and horse racing)

Video-on-demand (to be able to see the movies and programs you want to see at anytime) services

Services using your computer and the network that allow you to receive classes in the same way as from school, and take the lectures of your choice.

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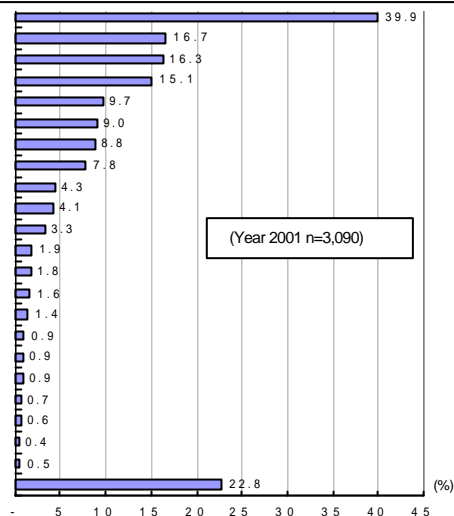
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Other services

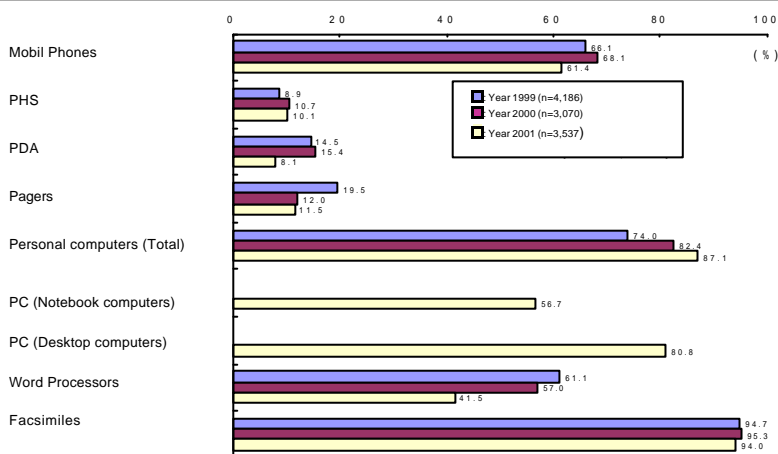
Do not want anything in particular



B. OFFICES (ESTABLISHMENTS)

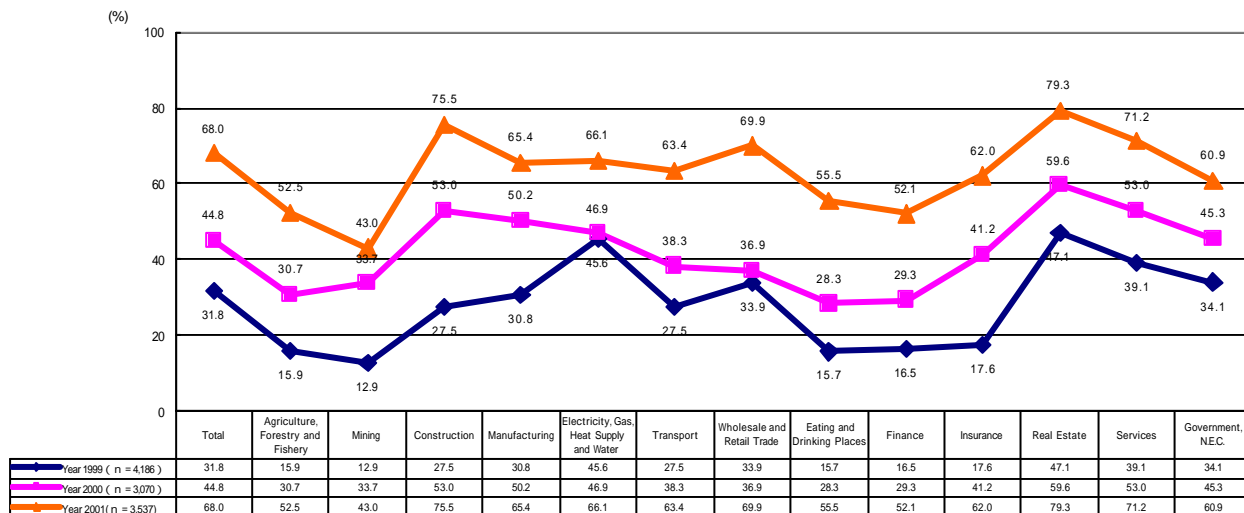
1) Penetration Rates of the ICT devices

Note: -Mobile phones: **61.4%** (decreased by 6.7 points from 68.1% in 2000)
 -PDA: **8.1%** (decreased by 7.3 points from 15.4% in 2000)
 -Personal computer: **87.1%** (increased by 4.7 points from 82.4% in 2000)

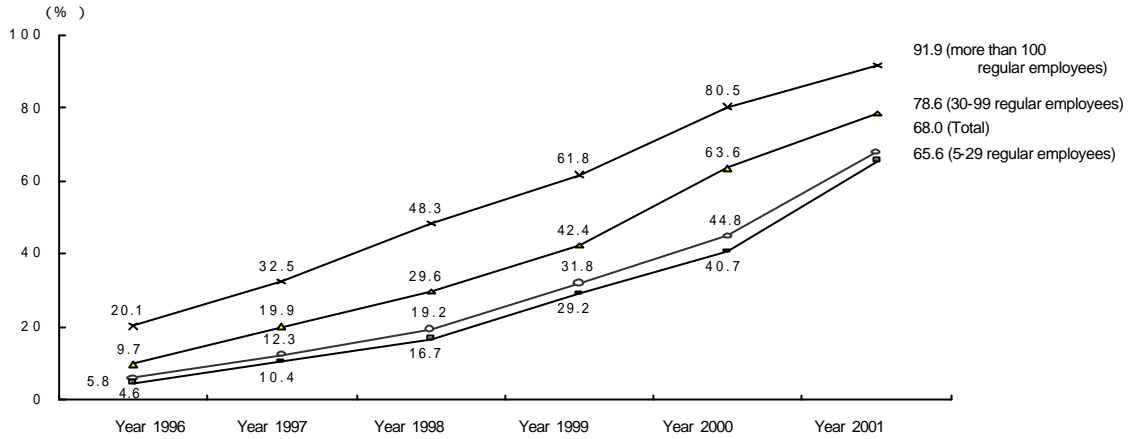


2) Usage of the Internet

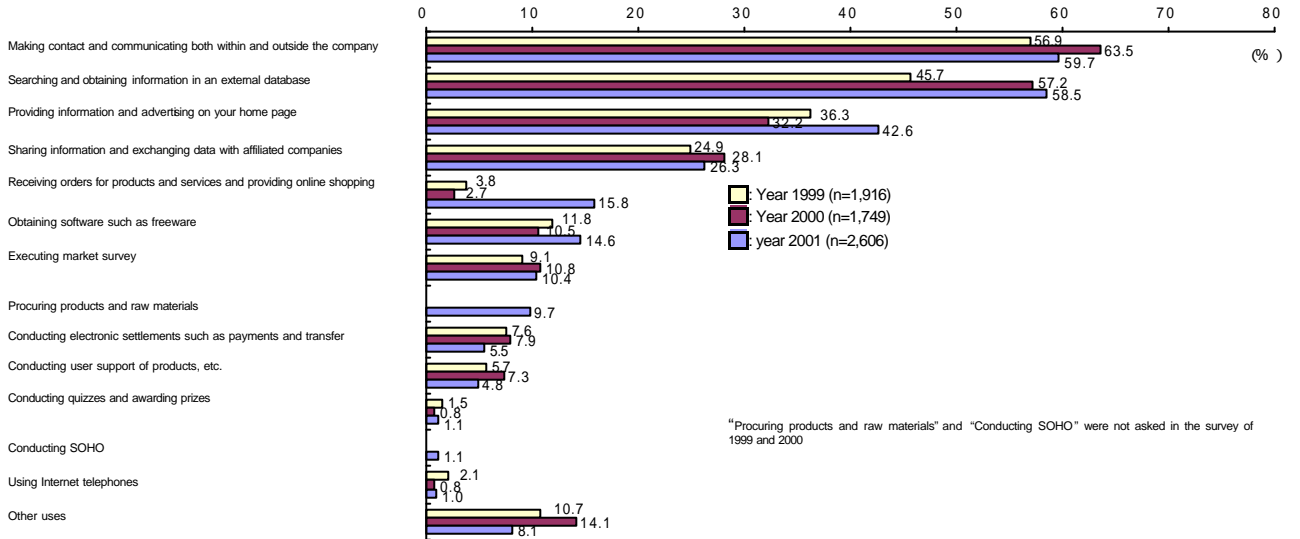
Note: Internet penetration rate: **68.0%** (increased by 23.2 points from 44.8% in 2000)
 -By industry, the rate of increase in “Wholesale & Retail Trade”, “Eating & Drinking Places” and “Transport” is remarkable.



Note: -By number of regular employees, “5-29 regular employees” marked the highest rate of increase.



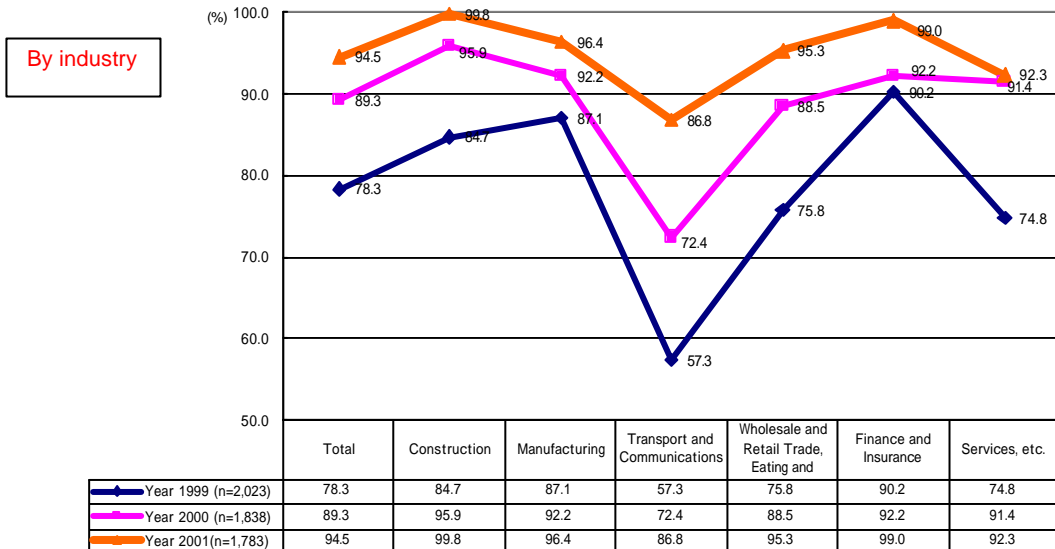
Note: Foremost are “Making contact and communicating both within and outside the company” (59.7%) and “Searching and obtaining information in an external database” (58.5%)
 Remarkable is “Providing information and advertising on your home page” increased to 42.6% by 10.4 points from 32.2% in 2000



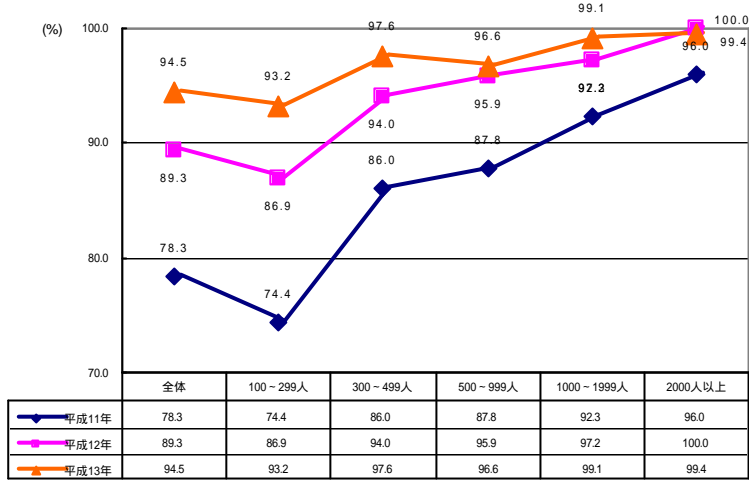
C. COMPANIES (ENTERPRISES)

1) Internet Usage

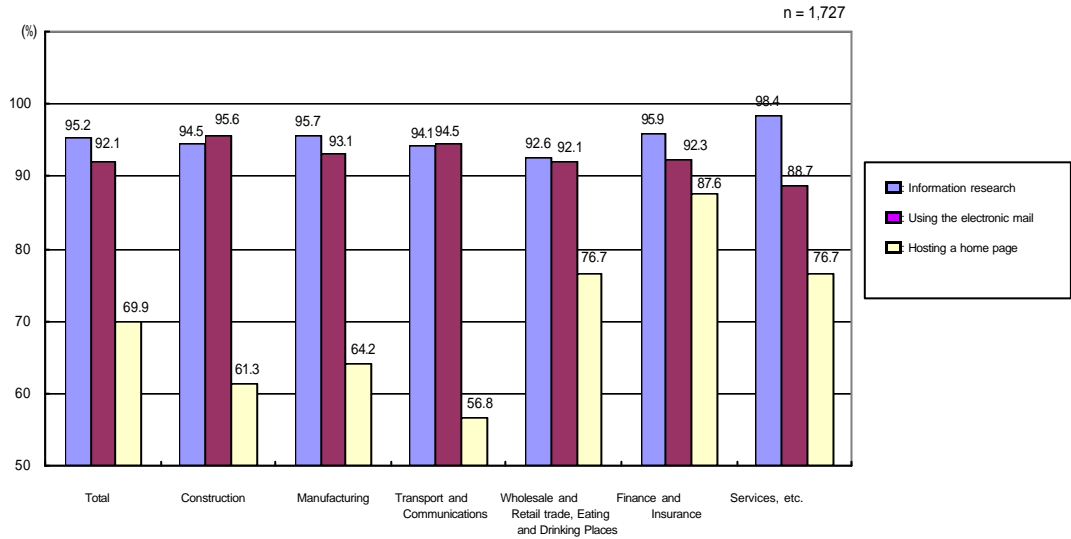
Note: -Internet penetration rates: **94.5%** ((increased by 5.2 points from 89.3 % in 2000)
 -The gap in the rate by industry and by number of regular employees has been bridged.



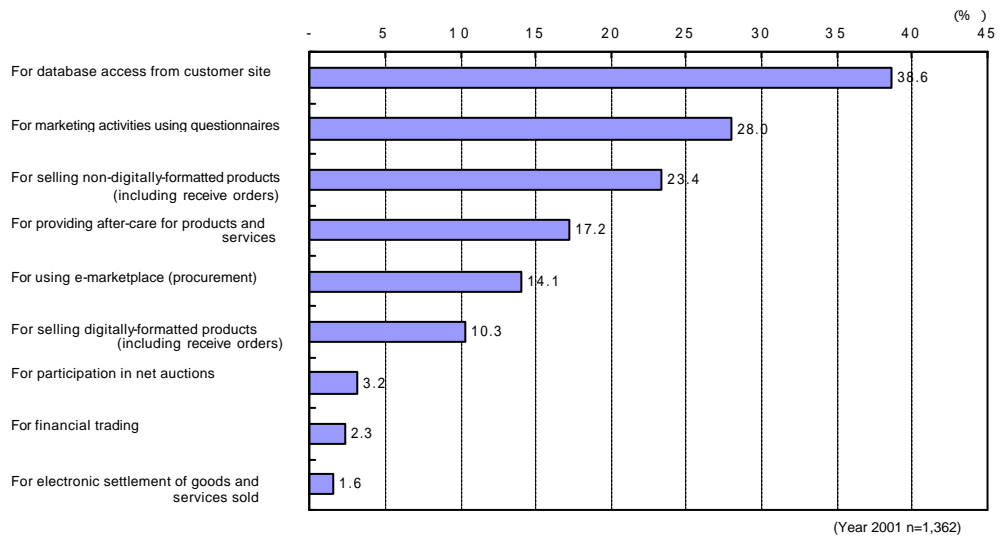
By number of regular employees



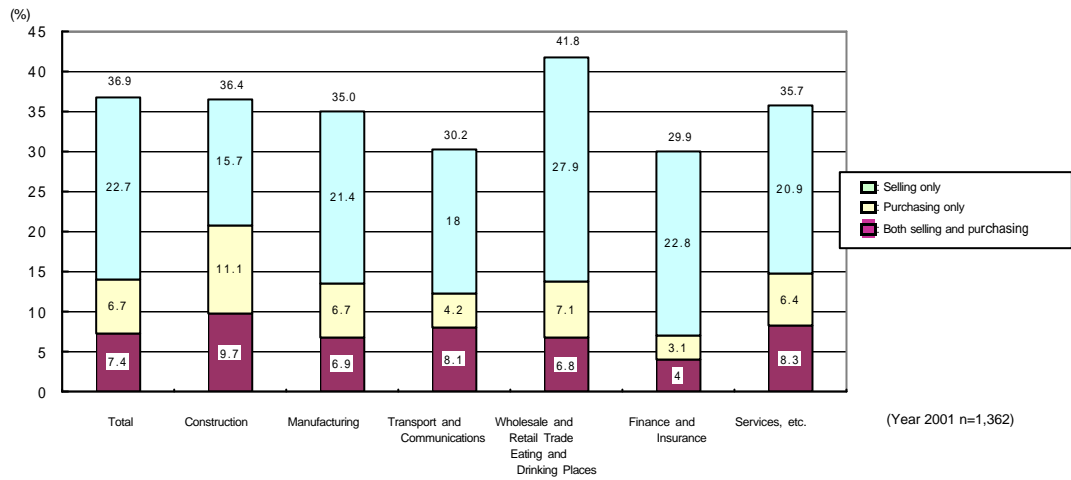
Note: Main purposes of Internet use were “Information search” (95.2%), “Using e-mail” (92.1%), “Hosting a home page” (69.9%)



Note: Main activities of hosting home pages: Foremost was “For database access from the customer site” (38.6%)

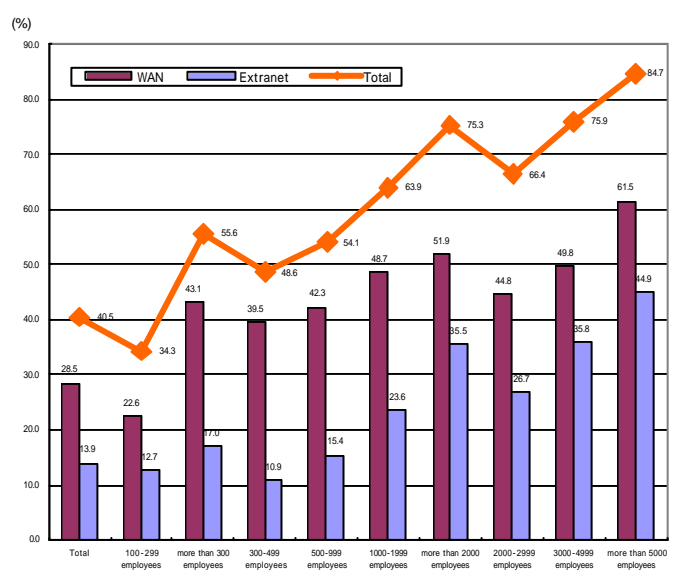
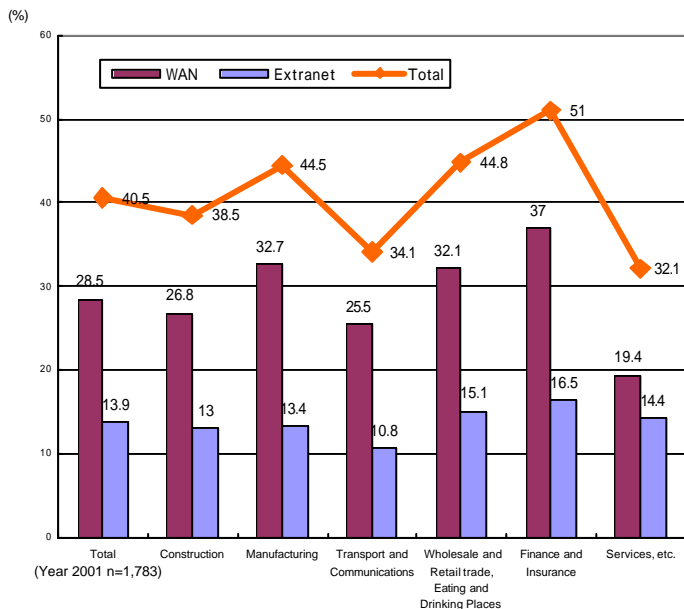
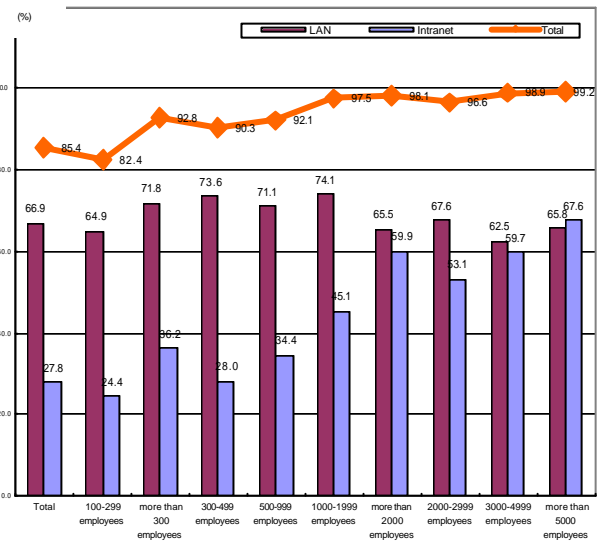
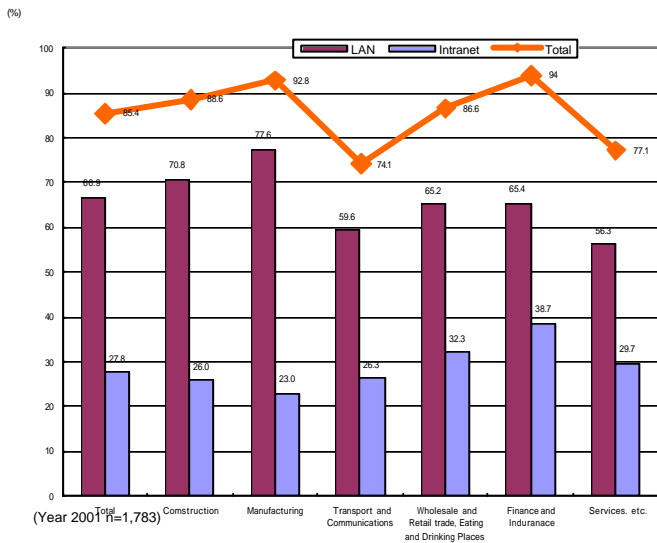


Note: Ecommerce penetration rate: **36.9%** of the enterprises hosting home pages
 -By industry, **“Wholesale and Retail Trade, Eating and Drinking Places”** marked the highest rate **41.8%**



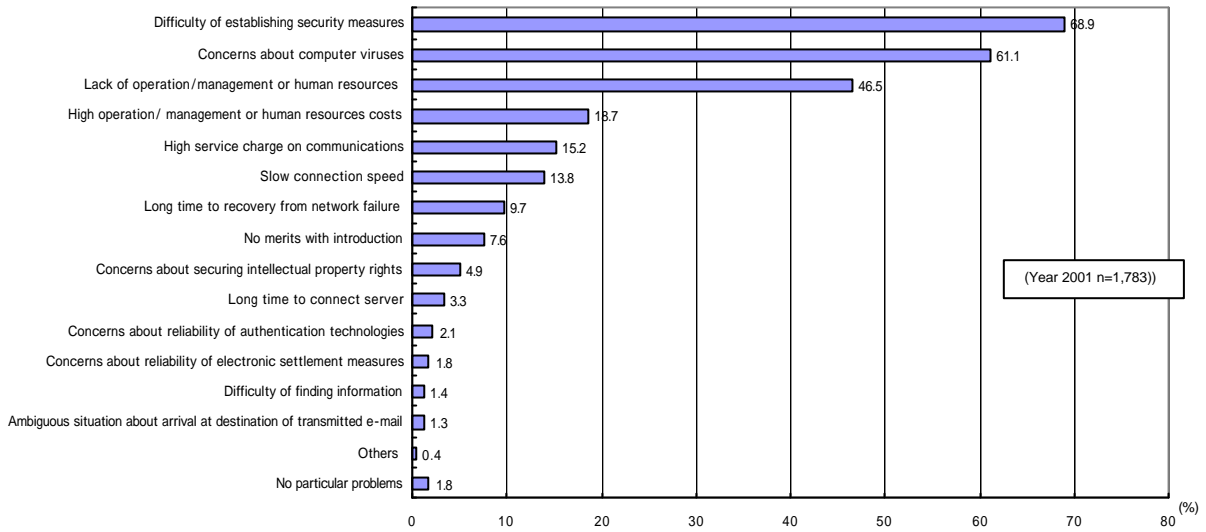
2) Status of Communications Network

Note: -The rate of having an **intra**-company communications network: **85.4%**
 (LAN: **66.9%** Intranet: **27.8%**)
 -The rate of having an **inter**- company communications network: **40.5%**
 (WAN:**28.5%** Extranet:**13.9%**)

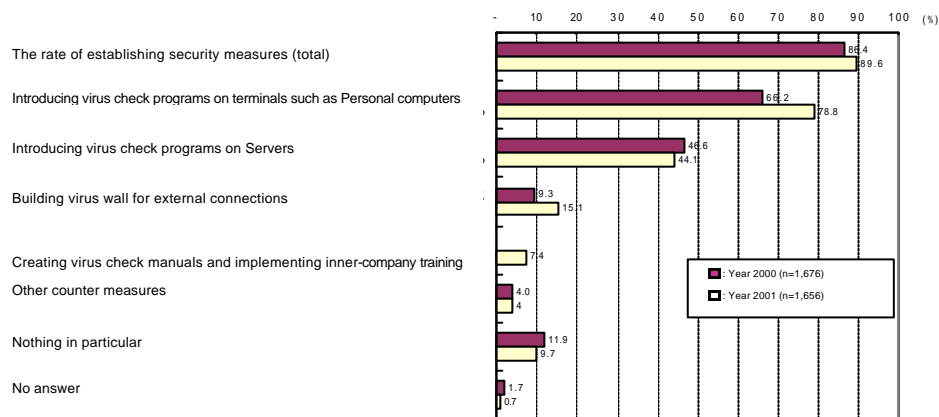


3) Concerns on using communications network or the Internet

Note: Main concerns about using communications network or the Internet were “**Difficulty of establishing security measures**” (68.9%), “**Concerns about computer viruses**” (61.1%)



Note: The rate of establishing security measures: **89.6%**(increased by 3 points from 86.4% in 2000)
The main security measures taken to the enterprises was “**Introducing virus check programs on terminals such as Personal computers**”(78.8%)



Note: Most of the enterprises introducing virus check programs renewed their virus check program pattern files “**every day**” (25.2%) and “**once or more a week**”(26.6%). They tend to shorten the interval of renewing files for security concerns.

