

Confidential

Questionnaire on Use of Telecommunications <<for Households>>

- Communications Usage Trend Survey, Ministry of Internal Affairs and Communications (MIC) (2011) -

This survey is approved under the Statistics 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)

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

- 1 This questionnaire contains questions about how and in what situations you (the person whose name appears on the address label) and the members of your household use ICT equipment and services in your daily life. Any member of your household can fill out this questionnaire.
- 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, 2011, except otherwise noted.
- 4 Please return this questionnaire to the following office:
Economic Research Office, International Policy Division, Global ICT Strategy Bureau, Ministry of Internal Affairs and Communications
2nd Bldg. of the Central Common Government Office, 2-1-2 Kasumigaseki, Chiyoda-ku, Tokyo 100-8786, Japan
- 5 Please direct any questions to the following numbers:
- 6 The above organization is entrusted by MIC to conduct this survey.

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?

<<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) About **the equipment with telecommunications capability you have:**

Do you have any of the following equipment (1 - 10)? **Please circle all the numbers that apply.**

For 2 - 5 and 7 - 10, please indicate the number of items you have.

1. Fixed-line telephone	6. FAX
2. Mobile (cell) phone (How many? _____) (including PHS, personal digital assistant (PDA) ^{*1})	7. TV set capable of connecting to the Internet (How many? _____)
3. Smartphone ^{*2} (How many? _____)	8. Home-use game console capable of connecting to the Internet (How many? _____)
4. Tablet terminal ^{*3} (How many? _____)	9. Mobile player capable of automatically recording content from a computer (How many? _____)
5. Computer (How many? _____)	10. Other intelligent appliances capable of connecting to the Internet (How many? _____)

Note 1: 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.

Note 2: **Please consider ordinary mobile phones and smartphones as separate when answering. The same applies to subsequent questions.**

(2) Do you use **wireless LAN^{*4}** in your home? 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.	

Note: Wireless LAN includes use in conjunction with wired LAN.

Sub-question: **For those households responding to (2) with "3. Currently no, and we have no plans to do so":**

What are the reasons you don't use wireless LAN?

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

1. Getting a weak signal due to housing conditions	4. Don't access the Internet so much or there is no need
2. Concern about security	5. Other
3. Setting it up is troublesome	

(3) Do you use **IP telephony^{*5}**? 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.**

Note 1: Here, the function of "sending/receiving email" dose not include a mail function such as short mail and SMS, which is available only on mobile phones and PHS.
Note 2: Here, access using **any kind of equipment** is assumed, including a computer, a mobile (cell) phone, a PHS, a personal digital assistant (PDA), a smartphone, or a game console.
Note 3: 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 home.
Note 4: Access from **any equipment (except one at home)**, 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 "2. Nobody has accessed the Internet"**:

What are the reasons you don't access the Internet?

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

- | | |
|---|--|
| 1. Don't know how to connect. | 6. There is no information (on the Internet) I need. |
| 2. Telecommunications environment is not developed. | 7. There is no need. |
| 3. Telecommunications charges are too high. | 8. Don't know much about the Internet. |
| 4. Equipment (computer, etc.) is too expensive. | 9. Other. |
| 5. Equipment (computer, etc.) is hard to operate. | |

Those households responding to Q2 (2), please go to Q7 on page 6 in the questionnaire for households, without responding to the next questions.

(3) 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. Computer at home | 3. Mobile phone/PHS/PDA | 5. Tablet terminal | 7. Other |
| 2. Computer outside home | 4. Smartphone | 6. TV set capable of connecting to the Internet | |

(4) For those responding to (3) with "1. Computer at home", "5. Tablet terminal", "6. TV set capable of connecting to the Internet" or "7. Other" :

How did you connect to the Internet through your home computer?

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

Please indicate the total number of subscriptions for each of narrow-band and broadband.

- | | | | |
|---|---|---|--|
| Narrow-band line | (Number of subscriptions:) | | |
| 1. Telephone line (dialup) | 3. ISDN line (always-on connection) ¹⁶ | 5. PHS line ² | |
| 2. ISDN line (on-demand connection) ¹⁶ | 4. Mobile (cell) phone line (except 12-14 below) ² | 6. Through a data communication terminal ³ | |
| Broadband line | (Number of subscriptions:) | | |
| 7. DSL ⁷ | 10. Fixed wireless line (FWA) ⁹ | 12. 3rd-generation mobile (cell) phone line ^{2,11} | |
| 8. Cable TV (CATV) line | 11. BWA access service ¹⁰ | 13. Through a data communication terminal ³ | |
| 9. Optical fiber (FTTH line) ⁸ | | 14. LTE ¹² | |
| Other | | | |
| 15. Other | | | |

Note 1: ISDN based on optical fiber should be categorized as "9. Optical fiber (FTTH line)."
Note 2: Here, "4. Mobile (cell) phone line (except 12-14 below)," "5. PHS line," and "12. 3rd-generation mobile (cell) phone line" apply to **the cases in which they are connected to a computer when used**, but not to the cases in which they are used by themselves (standalone).
Note 3: Data communication terminal includes all types, such as card-type, stick-type, and wireless-type (mobile Wi-Fi router-type).

Sub-question 1: **For those households not responding to (4) with "Broadband line" (any of 7 - 14):**

What are reasons you don't use broadband line?

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

- | | |
|--|---|
| 1. Broadband environment is not developed. | 4. Don't use so much or there is no need. |
| 2. Can't be installed due to housing conditions. | 5. Other |
| 3. The procedures are troublesome | |

Sub-question 2: **For those households not responding to (4) with "9. Optical fiber," among those responding with "Broadband line" (any of 7 -14):**

What are reasons you don't use optical fiber?

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

- | | |
|--|---|
| 1. Can't be installed due to housing conditions. | 4. Don't use so much or there is no need. |
| 2. The procedures are troublesome | 5. Other |
| 3. Satisfied with another connection. | |

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 column of equipment used, please **circle all the numbers that apply.**

Please circle 10 if you haven't encountered any problem.

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

2) Refers to any program that secretly collects personal information such as access history in a computer 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 computer user to give out a password or a PIN.

For those households choosing “Have detected a computer virus and have been infected at least once”:

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

Under each column of equipment used, please **circle only one number that applies.**

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

For those households choosing “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 column of equipment used, please **circle only one number that applies.**

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

Note 1: If the OS or the anti-virus program, etc. you have includes an anti-spyware feature, **please also circle "3. Installed an anti-spyware program."**

Note 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 column of equipment used, please **circle all the numbers that apply**.

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

(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 the use of the Internet by children aged below 18:

(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 computer at home or a mobile phone (including PHS/PDA)?**

(Please **circle all the numbers that apply for the child of that age**.)

(Age of the child)	a. Preschool age child	b. Elementary school (lower grades)	c. Elementary school (upper grades)	d. Junior high school	e. High school or graduates from junior highschool
1. Access the Internet on a home computer	1	1	1	1	1
2. Access the Internet by using a smartphone	2	2	2	2	2
3. Access the Internet by using a mobile phone (targetted at kids)*	3	3	3	3	3
4. Access the Internet by using a mobile phone (other than the above)	4	4	4	4	4
5. Our children do not access the Internet by using the above equipment.	5	5	5	5	5
6. We have no child in any of these age groups.	6	6	6	6	6

* Mobile phone for children of elementary school and junior high school, including NTT Docomo "Kids' Phone", au "Junior Phone", and softbank mobile "Kodomobile".

(3) Do you know of any **filtering software** that blocks access to harmful Websites or any **filtering services** offered by Internet Service Providers or mobile phone companies? Furthermore, are you using any such software or service?

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

For **all households**: about **filtering software or service available on a home computer**:

1. I am quite familiar with it.	2. I have heard of it.	3. I don't know.
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For **households whose children aged below 18 access the Internet on a home computer**:

Are you using any filtering software on the computer that is used by the children?

1. Yes.	2. No.
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For **all households**: about **filtering services available on mobile phones (including PHS/PDA) or smartphones**:

1. I am quite familiar with it.	2. I have heard of it.	3. I don't know.
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For **households whose children aged below 18 access the Internet by using a mobile phone or smartphone**:

Are you using any filtering services on the mobile phone (including PHS/PDA) or smartphone that is used by the children?

1. Yes.	2. No.
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(4) For those respond to (3) above with "1. Yes":

During the past 12 months, when you signed a contract for a mobile phone (including PHS/PDA) or smartphone for any of your children aged below 18, **did a shop clerk give you a leaflet or explain about filtering services?**

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

For a new contract:

1. Yes.	2. No.	3. Did not sign a contract during the past 12 months
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For change of model:

1. Yes.	2. No.	3. Did not change models during the past 12 months
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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 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 – less than 8 million	7. ¥15 – less than 20 million
2. ¥2 – less than 4 million	5. ¥8 – less than 10 million	8. ¥20 million or more
3. ¥4 – less than 6 million	6. ¥10 – less than 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 <small>(Head of household)</small>	B	C	D	E	F	G	H
Male Female							
<input style="width: 20px; height: 20px;" type="text"/>							

For the questions below, please give the answers individually.

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

Q1 About individual use (overview) of the Internet

(1) Have you **used** any services based on the **Internet** (e.g., sending/receiving emails via a computer or a mobile phone or viewing a website) **during the past 12 months**? Please **circle only one number that applies**.

1. Yes	
2. No Please go to Q5.	

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

Note 1: Here, function of "sending/receiving email" dose not include mail functions such as short mail and SMS, which are available only for mobile phones and PHS.
 Note 2: Not just the Internet services via a computer. Those via a mobile phone, PHS, PDA, smartphone, game console, or **any other device** should also be included.
 Note 3: In addition to personal use, **any use** such as job-related use should be included, **regardless of where** you have used the Internet from, inside or outside your home.
 Note 4: **Uses of the Internet via equipment not owned by your household**, such as devices provided in libraries and Internet cafés, **should also be included**.

(2) **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. Computer at home	
2. Computer outside home	
3. Mobile phone (including PHS, personal digital assistant (PDA))	
4. Smartphone	
5. Tablet terminal	
6. TV set capable of connecting to the Internet	
7. 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
6	6	6	6	6	6	6	6
7	7	7	7	7	7	7	7

Sub-question 1: **For each one of those who have used the Internet** during the past 12 months:

Which equipment **have you mainly used at home?**

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

	A	B	C	D	E	F	G	H
1. Computer at home	1	1	1	1	1	1	1	1
2. Mobile phone (including PHS, personal digital assistant (PDA))	2	2	2	2	2	2	2	2
3. Smartphone	3	3	3	3	3	3	3	3
4. Tablet terminal	4	4	4	4	4	4	4	4
5. TV set capable of connecting to the Internet	5	5	5	5	5	5	5	5
6. Home-use game console capable of connecting to the Internet; other device	6	6	6	6	6	6	6	6
7. Have not used the Internet at home	7	7	7	7	7	7	7	7

Sub-question 2: **For each one of those who have used the Internet** during the past 12 months:

Which equipment have you mainly **used outside home?**

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

	A	B	C	D	E	F	G	H
1. Computer outside home	1	1	1	1	1	1	1	1
2. Mobile phone (including PHS, personal digital assistant (PDA))	2	2	2	2	2	2	2	2
3. Smartphone	3	3	3	3	3	3	3	3
4. Tablet terminal	4	4	4	4	4	4	4	4
5. Other equipment	5	5	5	5	5	5	5	5
6. Have not used the Internet outside home	6	6	6	6	6	6	6	6

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

How **often** have you used the Internet?

For each of the "At home" and "Outside home" columns, please circle only one number that applies.

	A	B	C	D	E	F	G	H
	At home Outside home							
1. At least once a day	1 1	1 1	1 1	1 1	1 1	1 1	1 1	1 1
2. At least once a week (not every day)	2 2	2 2	2 2	2 2	2 2	2 2	2 2	2 2
3. At least once a month (not every week)	3 3	3 3	3 3	3 3	3 3	3 3	3 3	3 3
4. Less frequently than the above (at least once a year)	4 4	4 4	4 4	4 4	4 4	4 4	4 4	4 4

* If you have accessed the Internet either "at home" or "outside home," then only circle a number under the applicable column.

(4) For those who have accessed the Internet outside home during the past 12 months:

Where have you accessed the Internet outside home?

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

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

Note 1: "1. 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.

Note 2: "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 secondary school, a college/university, or any institute of higher education.

Sub-question: **What telecommunication methods (lines) have you used when you access the Internet outside home?**

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

Please **select only the one number for the means that you have mainly used.**

	A	B	C	D	E	F	G	H
1. Mobile phone line	1	1	1	1	1	1	1	1
2. Data communication terminal	2	2	2	2	2	2	2	2
3. Public wireless LAN	3	3	3	3	3	3	3	3
4. Other	4	4	4	4	4	4	4	4
Telecommunication method that you have mainly used (indicate only one number).								

Q2 About purposes of using the Internet

(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 "At home" and "Outside home" columns, please circle all the numbers that apply¹.

Please also respond to Q4.

Please also respond to Q3.

	A		B		C		D		E		F		G		H	
	At home	Outside home														
1. Viewing a company's/government's/public office's website or blog (weblog) ²	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1
2. Viewing somebody's website or a blog (Weblog) ^{2)*13}	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2
3. Opening or updating a website or a blog (Weblog) ²⁾	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3
4. Viewing and posting a microblog ^{*13}	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4
5. Participating in a social networking service (SNS) ^{*14}	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5
6. Viewing and writing on an electronic bulletin board (BBS) ¹⁵ or a chat room ¹⁶	6	6	6	6	6	6	6	6	6	6	6	6	6	6	6	6
7. Using video posting/sharing site	7	7	7	7	7	7	7	7	7	7	7	7	7	7	7	7
8. Online radio/TV program/video distribution service	8	8	8	8	8	8	8	8	8	8	8	8	8	8	8	8
9. Sending/receiving email (except mail magazines)	9	9	9	9	9	9	9	9	9	9	9	9	9	9	9	9
10. Receiving a mail magazine (regardless of whether chargeable or free)	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10
11. Exchange or download of electronic files (P2P, ^{*17} FTP, ^{*18} etc.)	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11
12. Internet auction ^{*19}	12	12	12	12	12	12	12	12	12	12	12	12	12	12	12	12
13. Use of electronic government (national, local) (electronic application, electronic submission, electronic report)	13	13	13	13	13	13	13	13	13	13	13	13	13	13	13	13
14. Purchase or trade of merchandise or services (except financial trading and purchase of digital content)	14	14	14	14	14	14	14	14	14	14	14	14	14	14	14	14
15. Financial trading (Internet banking, ^{*20} Internet trading, ^{*A} etc.)	15	15	15	15	15	15	15	15	15	15	15	15	15	15	15	15
16. Purchase of 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. Acquisition of, or listening to, digital content (free)	17	17	17	17	17	17	17	17	17	17	17	17	17	17	17	17
18. Application for a quiz or a prize competition, responding to a questionnaire/survey	18	18	18	18	18	18	18	18	18	18	18	18	18	18	18	18
19. Participation in an online game (Internet game)	19	19	19	19	19	19	19	19	19	19	19	19	19	19	19	19
20. Online study (e-learning)	20	20	20	20	20	20	20	20	20	20	20	20	20	20	20	20
21. Stay-home work (teleworking, SOHO)	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21
22. Job seeking/hunting (gathering information, sending applications, etc.)	22	22	22	22	22	22	22	22	22	22	22	22	22	22	22	22
23. Web mapping service ³⁾ (regardless of whether it is at a charge or free)	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

Note 1: If you have accessed the Internet either "at home" or "outside home," then only circle a number under the applicable column.

Note 2: Excludes microblog.

Note 3: Includes transfer guide and route search service.

(Sub-questions 1 - 4 and (2) below are for people aged 15 and above.)

Sub-question 1: For those aged 15 and above responding to (1) above with "14. Purchase or trade of

merchandise or services," "15. Financial trading," or "16. Purchase of digital content":

What merchandise or services have you purchased or traded?

For each of the "At home" and "Outside home" columns, please circle all the numbers that apply¹.

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

	A		B		C		D		E		F		G		H	
	At home	Outside home														
1. Computers or computer-related (computers, 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, Blu-ray Disc (except electronic books, etc. that are downloaded)	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2
3. Cosmetics, 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 (furniture, home electric appliances, automobile components, etc.)	9	9	9	9	9	9	9	9	9	9	9	9	9	9	9	9
10. Software (computer programs) (* those that are downloaded)	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10
11. Music (* those that are downloaded)	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11
12. Images/video (* those that are downloaded)	12	12	12	12	12	12	12	12	12	12	12	12	12	12	12	12
13. News, weather forecast	13	13	13	13	13	13	13	13	13	13	13	13	13	13	13	13
14. Chargeable mail magazines	14	14	14	14	14	14	14	14	14	14	14	14	14	14	14	14
15. Electronic books	15	15	15	15	15	15	15	15	15	15	15	15	15	15	15	15
16. Games	16	16	16	16	16	16	16	16	16	16	16	16	16	16	16	16
17. Ring tones	17	17	17	17	17	17	17	17	17	17	17	17	17	17	17	17
18. Image for standby screen	18	18	18	18	18	18	18	18	18	18	18	18	18	18	18	18
19. Web mapping service ²⁾	19	19	19	19	19	19	19	19	19	19	19	19	19	19	19	19
20. Other	20	20	20	20	20	20	20	20	20	20	20	20	20	20	20	20

Note 1: If you have accessed the Internet either "at home" or "Outside home," then only circle a number under the applicable column

Note 2: Includes transfer guide and route search service.

Sub-question 2: For those aged 15 and above responding to (1) above with "14. Purchase or trade of merchandise or services," "15. Financial trading," or "16. Purchase of digital content":

What **settlement (payment) methods** have you used for the purchase of merchandise or financial trading via the Internet?
(Please **circle all the numbers that apply.**)

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

	A	B	C	D	E	F	G	H
1. Credit card (except 2)*	1	1	1	1	1	1	1	1
2. Cash on delivery	2	2	2	2	2	2	2	2
3. Remittance of money at a counter of a bank or a post agency or through an ATM (bank/postal transfer)	3	3	3	3	3	3	3	3
4. Payment at a convenience store	4	4	4	4	4	4	4	4
5. Internet banking, mobile banking ²⁰	5	5	5	5	5	5	5	5
6. Surcharge on telecommunications charge or provider's service charge	6	6	6	6	6	6	6	6
7. Other (Sending money by registered mail, check, etc.)	7	7	7	7	7	7	7	7

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

Sub-question 3: For those aged 15 and above responding to (1) above with "14. Purchase or trade of merchandise or services," "15. Financial trading," or "16. Purchase of digital content":

What are the **reasons** for the purchase of merchandise or financial trading via the Internet?
(Please **circle all the numbers that apply.**)

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

	A	B	C	D	E	F	G	H
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

Sub-question 4: For those aged 15 and above responding to (1) above with "14. Purchase or trade of merchandise or services" or "16. Purchase of digital content":

How much is the **ceiling amount for each purchase** of merchandise and services via the Internet?

For each of the "At home" and "Outside home" columns, please circle only one number that applies.¹⁾

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

	A		B		C		D		E		F		G		H	
	At home	Outside home														
1. Less than ¥1,000	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1
2. ¥1,001 – 3,000	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2
3. ¥3,001 – 5,000	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3
4. ¥5,001 – 10,000	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4
5. ¥10,001 – 20,000	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5
6. ¥20,001 – 50,000	6	6	6	6	6	6	6	6	6	6	6	6	6	6	6	6
7. ¥50,001 – 100,000	7	7	7	7	7	7	7	7	7	7	7	7	7	7	7	7
8. ¥100,001 or more	8	8	8	8	8	8	8	8	8	8	8	8	8	8	8	8

Note 1: If you have accessed the Internet either "at home" or "Outside home," then only circle a number under the applicable column.

(2) For those aged 15 and above who have not purchased or traded merchandise or services, engaged in financial trading, or purchased digital content via the Internet during the past 12 months:

What are the reasons for **not using** the Internet to purchase merchandise or services, conduct financial trading, or purchase digital content?

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

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

	A	B	C	D	E	F	G	H
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

(Questions below are for people aged 6 and above)

Q3 Using images/video and voice recording content:

(1) **For those who responded to Q2 (1) with "7. Using video posting/sharing site" and "8. Online radio/TV program/video distribution service":**

What **services** have you used?

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

	A	B	C	D	E	F	G	H
1. Posting-type video sharing service ^B (On-demand ^D)	1	1	1	1	1	1	1	1
2. Posting-type video sharing service ^B (Real-time distribution ^E)	2	2	2	2	2	2	2	2
3. Broadcast program distribution service ^C (On-demand ^D)	3	3	3	3	3	3	3	3
4. Broadcast program distribution service ^C (Real-time distribution ^E)	4	4	4	4	4	4	4	4
5. Other	5	5	5	5	5	5	5	5

(2) What equipment is used for the services of (1) above?

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

	A	B	C	D	E	F	G	H
1. Computer	1	1	1	1	1	1	1	1
2. Mobile phone (including PHS, personal digital assistant (PDA))	2	2	2	2	2	2	2	2
3. Smartphone	3	3	3	3	3	3	3	3
4. Tablet terminal	4	4	4	4	4	4	4	4
5. TV set capable of connecting to the Internet	5	5	5	5	5	5	5	5

Sub-question: About equipment which you mainly use for the services of (1) above:

For each of using "at home" and "Outside home," please enter only the one number of the following equipment that applies.

	A	B	C	D	E	F	G	H
1. Computer								
2. Mobile phone (including PHS, PDA)								
3. Smartphone								
4. Tablet terminal								
5. TV set capable of connecting to the Internet								
6. Do not use at home (or outside home)								
Equipment used at home (please enter only one number)								
Equipment used Outside home (please enter only one number)								

(3) How **often** have you used the services of (1) above?

For each of the "At home" and "Outside home" columns, please circle only one number that applies.

	A		B		C		D		E		F		G		H	
	At home	Outside home														
1. At least once a day	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1
2. At least once a week (not every day)	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2
3. At least once a month (not every week)	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3
4. Less frequently than the above (at least once a year)	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4

* If you have accessed the Internet either "at home" or "Outside home," then only circle a number under the applicable column.

(4) **For those who responded to Q2 (1) with "7. Using video posting/sharing site" and "8. Online radio/TV program/video distribution service":**

What are the **reasons** you have used the service via the Internet?

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

	A	B	C	D	E	F	G	H
1. To watch videos, etc. of favorite artists, etc.	1	1	1	1	1	1	1	1
2. To watch missed programs	2	2	2	2	2	2	2	2
3. To watch topical videos/programs	3	3	3	3	3	3	3	3
4. To watch videos released only on the specific site	4	4	4	4	4	4	4	4
5. Because I can watch anytime/anywhere I want.	5	5	5	5	5	5	5	5
6. Because I have no a radio or TV, or it is difficult to listen radio or watch TV here.	6	6	6	6	6	6	6	6
7. Other	7	7	7	7	7	7	7	7

Q4 About using social media:

(1) **For those who responded to Q2 (1) with using social media^F (any of 3 - 7):**

What are the **purposes** of using social media services?

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

	A	B	C	D	E	F	G	H
1. To communicate with acquaintances for a long time	1	1	1	1	1	1	1	1
2. To seek information about things I want to know	2	2	2	2	2	2	2	2
3. To seek people who have the same hobbies/tastes	3	3	3	3	3	3	3	3
4. To introduce information and works of my own	4	4	4	4	4	4	4	4
5. To expand my relationship	5	5	5	5	5	5	5	5
6. To seek people who have the same worries and problems	6	6	6	6	6	6	6	6
7. To join volunteer activities and social action work	7	7	7	7	7	7	7	7
8. Other	8	8	8	8	8	8	8	8

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).

We would like to send a token of our appreciation (book card [¥500]) to households that return the completed questionnaire by the set deadline.

Finally, please confirm again that you have properly filled out the gender and age entries on Page 6.

Please note that, if the gender and age entries on Page 6 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 Smartphone	A mobile phone with functions of a personal mobile information terminal. Web browsing, sending and receiving email, creating and browsing document files, etc. are available in addition to voice calls. OS with opened specification is equipped, and users are freely available to add application software.
*3 Tablet terminal	A plate-like mobile information terminal operated with a touch panel in the liquid crystal display area. Includes representative examples, such as Sharp's GALAPAGOS and Apple's iPad.
*4 Wireless LAN	A network sending and receiving data wirelessly. Consists of wireless LAN access points as base units and wireless LAN adapters as extensions (some notebook computers and other equipment have a built-in wireless LAN adapter.)
*5 IP telephony	A voice-telephone service that uses the Internet Protocol (IP) over a part or the whole of a telecommunications network.
*6 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.
*7 DSL	Acronym for Digital Subscriber Line. 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).
*8 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.
*9 Fixed wireless line (FWA)	Acronym for Fixed Wireless Access. 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.
*10 BWA	Acronym for Broadband Wireless Access. Data communication service using wireless networking (access) instead of cable transmitting signals. Includes mobile WiMAX (such as UQ Communications's UQWiMAX) and Wireless City Planning's XGP.
*11 3rd-generation mobile (cell) phone	A digital mobile phone with the IMT-2000 standards. Includes NTT docomo's FOMA series, au's CDMA2000 1x and CDMA 1x WIN series, and Softbank mobile's Softbank 3G series.
*12 LTE	Acronym for Long Term Evolution. Standards for mobile communications that realize high-speed data communications as the successor to W-CDMA and HSPA standards and called 3.9G. Includes NTT docomo's Xi.
*13 Blog (web log), microblog	Blog is acronym for Weblog. A website composed of day-by-day entries of a diary and others' comments on them, which is continually updated. Microblog is a kind of blog, in which the blogger posts short messages of approximately 200 words (often called "muttering") by computer, mobile phone, etc. Also called miniblog.
*14 Social networking service (SNS)	A community site in which members can introduce their friends to each other, thereby expanding their social network. Some sites are open for anyone to join, and some require an introduction from an existing member.
*15 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.
*16 Chat	A service that allows people to participate in conversation simultaneously in text form. All the other members can view whatever one member writes.
*17 P2P	Acronym for Peer to Peer. A setup allowing any individual to share computer files with anyone else via the Internet.
*18 FTP	Acronym for File Transfer Protocol. A setup allowing transfer of files between user's computer and a server or between arbitrary hosts via the Internet, such as downloading files from a file server to a client.
*19 Internet auction	A service helping those who want to buy and sell goods over the Internet by means of auction.
*20 Internet banking, mobile banking	A service allowing a variety of bank processing, such as transfers and balance inquiries via the Internet, and basically available 24 hours a day. Mobile banking is a service used by a mobile terminal, such as mobile phone, conducted over the Internet.
*A Internet trading	Securities trading and exchange trading conducted over the Internet. Also called online trading.
*B Posting-type video sharing service	A service allowing unspecified users to watch videos posted by other unspecified users. Includes YouTube, Dailymotion, and Niconico Douga.
*C Broadcast program distribution service	A service distributing programs via the Internet by governments, TV stations, communications companies, etc. Includes Diet proceedings on the Internet, NHK On-demand, and BeeTV.
*D On-demand	A setup providing services responding to requests of viewers. A distribution method that is available anytime one wants.
*E Real-time distribution	A method that distributes videos in real time. Time available for watching is set to be the same as that for the TV program.
*F Social media	Media formed by users sending information, such as blogs, social networking services (SNS), and video sharing sites. Has characteristics of understanding relationships visually due to a variety of tools for promoting the expansion of relationships among users.

Confidential

Questionnaire on Use of Telecommunications <<for Businesses>>

- Communications Usage Trend Survey, Ministry of Internal Affairs and Communications (MIC) (2011) -

This survey is approved under the Statistics 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)

1. Please indicate the facts as of December 31, 2011, except as otherwise noted.
2. Please return this questionnaire to the following office:

Economic Research Office, International Policy Division, Global ICT Strategy Bureau, Ministry of Internal Affairs and Communications
2nd Bldg. of the Central Common Government Office, 2-1-2 Kasumigaseki, Chiyoda-ku. Tokyo 100-8786, Japan
3. Please direct any questions to the following office:
4. The above organization is entrusted by MIC to conduct this survey.

Q1 About the status of building a communication network:

(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*	1. We have a corporate-wide intranet in place. 2. We have a partial intranet in place (depending on offices). 3. We have none in place today, but plan to build one. 4. We have none in place, and have no plans to build one.
[2] Inter-company network**	1. We have a corporate-wide inter-company network in place. 2. We have a partial inter-company network in place (depending on offices). 3. We have none in place today, but plan to build one. 4. 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?**

Please **enter the first three numbers in order of services** which you use the most.

First		Second		Third	
-------	--	--------	--	-------	--

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

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.

Sub-question 1: What are the reasons you chose the first service in (2) above?

Please circle all the numbers that apply.

1. Reducing communication costs	7. Availability of XDSL and FTTH lines	13. Wide provision area
2. With reliability and communication quality	8. Having a good record	14. Introduction of VoIP/IP phones
3. Distance-free fee structure	9. Being a mainstream service	15. Using protocol other than IP
4. High-speed performance	10. High security	16. Other
5. Maintenance and operation system	11. Recommendation of a carrier/integrator	
6. Fulfilling supplementary services	12. With quality assurance function	

Sub-question 2: What are the reasons you chose the second service in (2) above?

Please circle all the numbers that apply.

1. Reducing communication costs	7. Availability of XDSL and FTTH lines	13. Wide provision area
2. With reliability and communication quality	8. Having a good record	14. Introduction of VoIP/IP phones
3. Distance-free fee structure	9. Being a mainstream service	15. Using protocol other than IP
4. High-speed performance	10. High security	16. Other
5. Maintenance and operation system	11. Recommendation of a carrier/integrator	
6. Fulfilling supplementary services	12. With quality assurance function	

Sub-question 3: What are the reasons you chose the third service in (2) above?

Please circle all the numbers that apply.

1. Reducing communication costs	7. Availability of XDSL and FTTH lines	13. Wide provision area
2. With reliability and communication quality	8. Having a good record	14. Introduction of VoIP/IP phones
3. Distance-free fee structure	9. Being a mainstream service	15. Using protocol other than IP
4. High-speed performance	10. High security	16. Other
5. Maintenance and operation system	11. Recommendation of a carrier/integrator	
6. Fulfilling supplementary services	12. With quality assurance function	

(3) Can you **connect to your intranets or an inter-company network from outside your company** by using a computer, 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] Computer	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, PHS, smartphone, 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) **On which line** do you **connect to the Internet**? Please **circle all the numbers that apply.**

If you don't connect to the Internet, please circle "12. Do not connect."

1. Telephone line (dialup)	5. Optical fiber (FTTH line)	9. Leased line
2. ISDN (on-demand connection)*	6. Fixed wireless line (FWA)	10. Satellite line
3. ISDN (always-on connection)*	7. BWA access service	11. Other
4. Cable TV (CATV) line	8. DSL	12. Do not connect

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

Q2 About information transmission on the Internet in your company:

(1) Do you have a website in place? Please **circle only one number that applies.**

_____	1. We have one in place.	2. We have none in place.
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Sub-question: For companies responding to (1) above with "1. We have one in place.": 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

(2) Do you utilize private social media services? Please **circle only one number that applies.**

_____	1. Yes, we do.	2. No, we don't.
-------	----------------	------------------

Sub-question: For companies responding to (2) above with "1. Yes, we do.": What are the purposes or uses?

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

1. Marketing	3. Periodic dissemination of information	5. Collection of consumers' voices and evaluation data
2. Announcement, advertisement, or display of products and events	4. Corporate profiling; recruiting	6. Other

Q3 About the status of conducting electronic commerce in your company:

(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 (services for computers)	5. None of the above.
2. We sell certain items to a company or companies via the Internet.	4. We sell certain items to consumers via the Internet (services for mobile phones and smartphones)	

* 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).

Sub-question: **For companies responding to (1) above with 3 or 4:**

What models do you employ to conduct electronic commerce? Please **circle all the numbers that apply.**

1. Online shop (company's own site)	3. Sales brokerage	5. Other
2. Online shop (opening at an online mall)	4. Online trade	

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

If not, then please circle "13. We don't."

(Web ad)	(Mobile ad)
1. Text ad ¹	9. Banner ad
2. Banner ad ²	10. Contents matching ad
3. Rich media ad ³	11. Mail type ad
4. Sponsorship ad (e.g., tie-up with editing)	(Other)
5. Linked to a search engine	12. Other Internet ad
6. Linked to content ⁴	
(Mail ad)	
7. Mail magazine	
8. Direct mailing (DM) (e.g., targeted mailing)	13. We don't.

1) Ad using text only.

2) Graphical web advertising that links to another website when clicked

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.

4) Ad that analyzes Web content or key words and displays materials related to the content.

Sub-question: **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.

Q4 About the status of implementing systems or tools based on wireless communication technology in your company:

Do you implement the following systems or services based on wireless communication technology?

For each question item, please circle only one number that applies.

Wireless communication technology-based systems or tools	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.

Q5 About the status of using cloud computing in your company:

(1) Do you use any cloud computing? Please **circle only one number that applies.**

1. Yes, we do, on a company-wide basis.	3. No, we don't, but we plan to use it in the future.
2. Yes, we do, in some offices or divisions.	4. No, we don't, and we have no plans to use it.
	5. We don't know much about cloud computing.

* Technologies that provide computing resources over a network via broadband lines, typically the Internet, as a service that end-users can use "when necessary, and as much as needed." Saas (Software as a Service) provided by ASP (Application Service Provider) is included.

Sub-question 1: For companies responding to (1) above with "1. Yes, we do, on a company-wide basis." or "2. Yes, we do, in some offices or divisions":

Do you also use cloud services for mobile devices?

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

1. Yes, we do.	2. No, we don't.
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Sub-question 2: For companies responding to Sub-question 1 above with "1. Yes, we do":

What devices do you use for using cloud services for mobile devices?

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

1. Mobile phone*	2. Smartphone*	3. Tablet terminal	4. Computer	5. Other (including PDA)
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* Please consider ordinary mobile phones and smartphones as separate when answering.

(2) For companies responding to (1) above with "1. Yes, we do, on a company-wide basis." or "2. Yes, we do, in some offices or divisions":

What services do you use specifically? Please **circle all the numbers that apply.**

1. Server use	8. Information sharing with clients	15. Purchase
2. File storage/data sharing	9. Business support	16. Production, logistics and store management
3. Data backup	10. Research and development-related	17. Billing and settlement system
4. Enterprise information sharing/portal	11. System development, website building	18. Authentication system
5. E-mail	12. e-learning	19. Other
6. Schedule sharing	13. Payroll, financial accounting, personnel affairs	
7. Project management	14. Sales on orders	

(3) Another question for companies responding to (1) above with "1. Yes, we do, on a company-wide basis." or "2. Yes, we do, in some offices or divisions":

What are the reasons you use the services? Please **circle all the numbers that apply.**

1. Because it is cheaper than the existing system.	9. Because it leads to higher security against information leakage, etc.
2. Because it was cheaper for introducing a new system.	10. Because it leads to stabler operation and higher availability.
3. Because there is no need to have assets or maintenance system in the company.	11. Because there was a varied service lineup.
4. Because changes of system capacity, etc. are swiftly available.	12. Because it could be introduced quickly.
5. Because system scalability is high.	13. Because service is available everywhere.
6. Because reliability of services is high.	14. Because the same service is available by any devices.
7. Because a system vender recommended it.	15. Because service can be suspended at any time.
8. Because it is easy to manage licenses.	16. Other

(4) A further question for companies responding to (1) above with "1. Yes, we do, on a company-wide basis." or "2. Yes, we do, in some offices or divisions":

Do you find the services useful? Please **circle all the numbers that apply.**

1. We find it very useful.	3. We don't find it very useful.	5. We can't tell the degree of effect.
2. We find it somewhat useful.	4. We see negative effects.	

(5) For companies responding to (1) above with "4. No, we don't, and we have no plans to use it.":

What are the reasons you don't use cloud computing? Please **circle all the numbers that apply.**

1. It is costly to modify the existing system to introduce cloud computing.	6. Concern about security including information leakage
2. The introduction of cloud computing would compromise our compliance system.	7. Underdeveloped legal system
3. Increased communication costs	8. We have no need.
4. We can't customize the application to meet our needs.	9. We don't know or can't evaluate it's merits.
5. Concern about stability of the network	10. Other

Q6 About the status of implementing teleworking in your company:

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

(If you use it, please circle 1 or 2, depending on whether the types of teleworking you have used include employees working from home or not.)

1. Yes, we do. (including employees working from home) (Please answer 1 to 3 below.)	3. No, we don't, but plan to introduce one.
2. Yes, we do. (not including employees working from home) (Please answer 1 to 3 below.)	4. No, we don't, and have no plans to introduce one. (Please answer [4] below)

* 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. Yes, we do. (including employees working from home)" or "2. Yes, we do. (not including employees working from home)" above:

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

1. Less than 5%	3. 10% - less than 30%	5. 50% - less than 80%
2. 5% - less than 10%	4. 30% - less than 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	7. To secure employment of capable people
2. To improve creativity in work that requires the creation of added value	8. To provide better working environments to employees having underprivileged working conditions (physically impaired persons, elderly persons, women who need to nurse children)
3. To provide employees with more elbow room and a healthy life	9. Prevention of global warming such as CO2 reduction through alternative modes of transport
4. To reduce office costs	10. For energy-saving and electricity-saving measures
5. To reduce commuting time	11. Preparation for business continuity in emergency situations (earthquakes, new strains of influenza, etc.)
6. To improve customer satisfaction	12. 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	3 Not so great effects	5 Can't tell the degree of effect
2. Some effects	4 Negative effects	

[4] For companies responding to Q6 above about teleworking with "4. No, we don't, and have no plans to introduce one": What are the reasons you don't use teleworking? Please **circle all the numbers that apply**. For companies choosing "14. Other," please fill in the details in the parentheses.

1. There is no work appropriate for teleworking.	9. Problems for responding to external elements such as clients.
2. Difficulty in advancing business operations.	10. High cost.
3. Uncertain about benefits of introducing teleworking.	11. A lot of trouble with setting up a personnel system.
4. Difficulty in evaluating employees.	12. Difficulty in payroll accounting
5. Problems for internal communications.	13. Documents are not adequately computerized.
6. Other employees would have to pick up the slack.	14. Other
7. Neither the labor union nor the employees have requested it.	()
8. Concern about leakage of information.	

Q7 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

Q8 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 (DDos) 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 sending an enormous quantity of packets to the server and resulting in the system going down.

- (2) For companies responding to (1) above with "2. Have encountered a computer virus, and have been infected at least once":
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 computers (OS, software, etc.)	15. Installing/implementing a firewall
6. Installing an antivirus program on the servers	16. Using a proxy (proxy server)
7. Applying security patches to the OS	17. Installing/implementing an intrusion detection system (IDS)**
8. Building a virus wall when making an external connection	18. Installing/implementing Web application firewall
9. Creating a manual for combating viruses	19. Other security measure
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	

- (5) Do you have a Chief Information Officer (CIO)*?
Please **circle only one number that applies**.

1. Yes, we have a full-time CIO.
2. We have a part-time CIO devoting the majority of time to ICT (IT) related work.
3. We have a part-time CIO devoting part of time to ICT (IT) related work.
4. We don't have one today, but plan to have one.
5. We don't have one today, and have no plans to have one.

* Executive officer responsible for coordinating and governing information and communication strategies as well as business strategies.

