



Confidenti

Ministry of Internal Affairs and Communications

Government

2014 Communications Usage Trend Survey Form <<For Households>>

© This statistics survey has been conducted in accordance with the Statistics Act. The privacy of information collected in this survey will be surely protected. Your accurate and complete answers are appreciated.

Please note the following before completing the survey.

- 1 This survey asks about the communication devices and services you and your household regularly use and when you use them. (Please confirm your name with the address label on the left.) Anyone in your household may complete the survey form.
2 Words defined in the Glossary are denoted with asterisks (*). Please refer to the Glossary as needed
3 Please give answers reflecting the situation in your household on December 31, 2014.
4 Submit the completed survey to:
* The survey form may also be obtained and submitted online. For detailed information, please look at "Request for cooperation" enclosed herein.
5 If you have any questions, please contact the survey firm at:
6 The Ministry of Internal Affairs and Communications has contracted the survey firm above to conduct this survey.

[Empty box for name and address label]

If you wish, please provide a telephone number below so that we may contact you if we have further questions about your survey answers.

[Empty box for telephone number]

Household section: Please give answers reflecting the situation for your entire household.

Q1 Concerning ownership and usage of communication devices

Note: Do not count company-provided devices or devices that you own but have not used even once in the past year.

(1) This question asks about your household's ownership of devices with communication functions.

Does your household own any of the devices 1 through 10 listed below? Please circle all devices that your household owns. For devices 3 through 11, please indicate the number of devices in your household.

Note: Please enter separate answers for conventional mobile phones and smartphones for this and all subsequent questions in the survey.

- 1. Fixed-line telephones
2. Fax machines
3. Mobile phones (includes PHS handsets) (how many?)
4. Smartphones* (how many?)
5. Tablets (iPad, GalaxyTab, etc.)* (how many?)
6. Computers (how many?)
7. Wearable devices (glasses-type, watch-type information devices, etc.)* (how many?)
8. Internet-enabled home game consoles that display video on a television or other monitor (Wii, PlayStation, etc.) (how many?)
9. Internet-enabled home game consoles with built-in displays (NintendoDS, PSP, etc.) (how many?)
10. Internet-enabled portable music players (iPod, etc.) (how many?)
11. Other Internet-enabled home appliances (information appliances*) (how many?)

(2) This question asks about **your household's ownership of devices that receive digital TV broadcasts***.

Does your household own any of the devices 1 through 6 listed below? Please **indicate the number of devices you own**. If you do not own such a device, please mark **"None" with a circle**. For devices 1 through 3, please **indicate the number of Internet-connected devices you own**.
 Note: For "No. of Internet-connected devices," count all devices that are directly connected to the Internet with either a LAN cable or a Wi-Fi connection.

	No. of owned devices	No. of Internet-connected devices
1. TVs (with digital broadcast support)	None • _____ (devices)	None • _____ (devices)
2. DVD / Blu-Ray disk recorders (with digital broadcast support)	None • _____ (devices)	None • _____ (devices)
3. Digital broadcast receiver tuners* (excluding types 4 and 5 below)	None • _____ (devices)	None • _____ (devices)
4. Cable TV tuners	None • _____ (devices)	
5. IPTV* (Hikari TV, etc.) tuners	None • _____ (devices)	
6. One-segment broadcast receiver tuners	None • _____ (devices)	
7. Other	None • _____ (devices)	

(3) Does your household use a home **Wi-Fi network***? Please **circle the one best answer**.

Note: A Wi-Fi network includes tethering of smartphones and mobile Wi-Fi terminals.

1. Use Wi-Fi	3. Do not use Wi-Fi, and have no plans to install Wi-Fi
2. Do not use Wi-Fi, but plan to install Wi-Fi	

Q2 Concerning general Internet usage

(1) **Has anyone in your household (excluding household members under 6 years of age) used the Internet in the past year?**

Please **circle the one best answer**.

- Note 1: Do not count the use of email functions, such as SMS,* **sending by an address without @** that are only used between mobile phones or PHS handsets for "sending / receiving email."
- Note 2: Count Internet use from **any kind of device**, including computers, mobile phones, smartphones, or game consoles.
- Note 3: Count Internet use for **any purpose**, including use for work as well as for personal use. Count Internet use from any location, such as at home or outside
- Note 4: Count Internet use from **any location**, such as at home or outside your home.
- Note 5: **Count Internet use from devices not owned by the household**, such as computers in libraries or Internet cafes.

1. At least one person has used the Internet	2. No one has used the Internet
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Please go to Question 7 on Page 6.

(2) **To households that answered 1 to (1) above (i.e., households with at least one Internet user):**

What device or devices have the Internet user(s) in your household used to access the Internet?

Please **circle all answers that apply**.

1. Computers at home	4. Smartphones
2. Computers outside the home	5. Tablets
3. Mobile phones (including PHS handsets and PDAs)	6. Other devices

(3) **To households that answered 1, 5, or 6 to (2) above (i.e., households where computers at home, tablets, or other devices are used): What type of connection is used to access the Internet?** Please **circle all answers that apply**.

- Note 1: Circle 5, 6, or 10 **only when the Internet is used by tethering to another device including a computer and a tablet**. Note that tethering here indicates the cases where a stick device is connected to a computer or where a smartphone or another device is connected by Wi-Fi.
- Note 2: Narrowband connections are low-speed connections with speeds generally less than 128 kbps. Broadband connections are connections capable of high speeds and ultra-high speeds
- Note 3: If you use ISDN over an optical fiber connection, please circle 3 "Optical fiber (FTTH)."

<p><input checked="" type="radio"/> Broadband connections* ^{Note 2}</p> <p><input type="radio"/> Wired: 1. DSL* 2. Cable TV (CATV)* 3. Optical fiber (FTTH)* 4. Fixed wireless access (FWA)*</p> <p><input type="radio"/> Wi-Fi: 5. Mobile phone (LTE, BWA) (such as an iPhone 5 or newer model, whose service is named "4G," "Xi," or "WiMAX")^{Note 1} 6. Mobile phone (other than 5; such as an iPhone up to iPhone 4S, whose service is named "3G" or "FOMA")^{Note 1}</p>	<p><input checked="" type="radio"/> Narrowband connections* ^{Note 2}</p> <p><input type="radio"/> Wired: 7. Telephone (dial-up) 8. ISDN (not continuously connected)* ^{Note 3} 9. ISDN (continuously connected)* ^{Note 3}</p> <p><input type="radio"/> Wi-Fi: 10 PHS^{Note 1}</p> <hr/> <p><input checked="" type="radio"/> Others</p> <p>11 Other 12 No Internet connection</p>
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Q3 Concerning losses associated with Internet use

To households that answered 1 to Question 2 (1) (i.e., households with at least one Internet user):

Have you **suffered** any of the following **losses** associated with Internet use **in the past year**? Please **circle all losses** for each access device.

Please **circle 10** if you have not suffered any losses. Please **circle 11** if no one has used the said device.

Note 1: *Phishing* is a type of fraud in which the attacker fakes emails from a real corporation or a real corporation's Website in order to get the victim to enter his or her PIN or password.

Note 2: *Illegal access* refers to access to a computer by abusing another person's ID and password (illegally using another person's account).

Note 3: *Spyware* refers to a program that collects personal information on a computer, such as access logs, and sends the information to an external computer.

	Computers (used at home)	Mobile phones (including PHS handsets)	Smartphones	Others (game consoles, etc.)
1. Discovered a computer virus* but not infected	1	1	1	1
2. Discovered a computer virus* and at least one incidence of an infection	2	2	2	2
3. Received spam* (do not include fraudulent emails)	3	3	3	3
4. Received fraudulent emails*	4	4	4	4
5. Phishing* ^{Note 1}	5	5	5	5
6. Illegal access* ^{Note 2}	6	6	6	6
7. Personal information security breach by spyware,* ^{Note 3} etc.	7	7	7	7
8. Defamation on forums,* social media, etc.	8	8	8	8
9. Other (copyright infringements, etc.)	9	9	9	9
10. No losses	10	10	10	10
11. No one has used the said devices	11	11	11	11

To households who received spam or fraudulent email:

Supplementary Question: **How frequently did you receive spam or fraudulent emails?**

Please **circle the one best answer** for each access device.

	Computers (used at home)	Mobile phones (including PHS handsets)	Smartphones
10 or more a day	1	1	1
5 to 9 a day	2	2	2
2 to 4 a day	3	3	3
About 1 a day	4	4	4
About 1 every three days	5	5	5
About 1 a week	6	6	6
Less than 1 a week	7	7	7

Q4 Concerning Internet security measures

To households that answered 1 to Question 2 (1) (i.e., households with at least one Internet user):

Have you taken measures against viruses or illegal access for devices that you use at home such as computers, mobile phones (including PHS handsets), smartphones, and tablets **in the past year**? Please **circle the one best answer**.

1. Yes	2. No
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Supplementary Question: **To households that answered 1 above (i.e., households that have taken measures):**

What measures have you taken against viruses or illegal access in the past year?

Please **circle all answers that apply**.

- 1. Installed or updated a security program
- 2. Signed up to or updated a security service from a provider or mobile telecom
- 3. Set a password on devices to prevent illegal access from outside or illegal use by outsiders
- 4. Did not connect to the Internet using an unknown or unsecured source
- 5. Set an administrator to check for changing the setting of device or installing suspicious software
- 6. Did not take the above measures
- 7. Don't know whether the above measures have been taken or not

Q5 Concerning your concerns about using the Internet

To households that answered 1 to Question 2 (1) (i.e., households with at least one Internet user):

Do you have any **concerns** about using the Internet?

Please **circle the one best answer**.

1. I'm concerned	2. I'm somewhat concerned	3. I'm not so concerned	4. I have no concerns
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Supplementary Question: **To households that answered 1 or 2 (i.e., households that answered they are concerned or somewhat concerned):** What specific concerns do you have?

Please **circle all answers that apply**.

- 1. Concern about leak of personal information and internet use history
- 2. Concern about the reliability of electronic payment means
- 3. Concern about unknowing breach of intellectual property rights of others such as copyrights
- 4. Concern about computer virus infections
- 5. Concern about the reliability of authentication technology*
- 6. Concern about a flood of illegal or harmful information
- 7. Concern about sending and receiving emails well
- 8. Unclear how far to take security measures
- 9. Concern about whether I understand security threats properly
- 10. Concern about trouble with communication on social media, etc.
- 11. Concern about myself or people close to me becoming an Internet addict
- 12. Concern about fraudulent email or fraud using the Internet
- 13. Concern about receiving spam
- 14. Other

Q6 Concerning Internet use by children under 18

(1) Do you have **a child under 18** in your household?

1. Yes	2. No
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(2) Does your household own **devices that children under 18 use**? Please choose "**yes**" or "**no**" for each device. For devices concerning "yes," please **circle the one best answer** for use of filtering software* or filtering services provided by Internet providers or mobile telecoms that can restrict access to harmful sites on the Internet.

	Internet use by children under 18 (Circle the one best answer for each device)		Filtering services or filtering software			
			Have used	Had used but have not used now	Have not used	Don't know whether having used
Computer	Yes	No	1	2	3	4
Mobile phone	Yes	No	1	2	3	4
Smartphone	Yes	No	1	2	3	4
Tablet	Yes	No	1	2	3	4

* Circle the one best answer for each device

(3) Concerning use of filtering software or services above (1),

To **households that answered 2 or 3** for any device:

Why does your household not use filtering? Please **circle all answers that apply**.

1. A child asked not to use filtering software/services
 2. Filtering software/services is an obstacle to my own use
 3. Setting of filtering software/services is troublesome
 4. Necessity faded away as my child has grown
 5. Dependence on filtering software/services may fail to improve child's judgment
 6. Didn't know about filtering software/services
 7. Have no particular reason

(4) **To households that answered in (2) above that children use Internet by a mobile phone (including PHS handsets) or smartphone:**

In the past year, **did a retail outlet's staff member explain filtering** when your household's under-18 child signed up for a mobile phone (including PHS handsets) or smartphone subscription?

Please **circle the one best answer**.

① Signing a new subscription

1. Yes	2. No	3. Don't remember	4. Did not sign up for a new subscription in the past year
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② Changing handset models

1. Yes	2. No	3. Don't remember	4. Did not sign up for a new subscription in the past year
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Q7 Concerning use of digital TV broadcast receivers

(1) **To households that answered in Question 1 (2) that they have at least one device that can receive digital TV broadcasts:**

How often has your household used the following functions of a digital TV broadcast receiver in the past year?

Please **circle the one best answer for each function.**

	Use at least once a day	Use at least once a week	Use at least once a month	Use at least once a year	Do not use at all
1. Data broadcast function (using the d button on the remote control)	1	2	3	4	5
2. Internet access function (Use "acTVila," "HikariTV," etc.)	1	2	3	4	5

Please answer Supplementary

Please answer Supplementary

Supplementary Question 1: **To households that answered any of 1-4 of data broadcast function in (1):**

For what purpose does your household use the data broadcast function?

Please **circle all answers that apply.**

1. Obtain news, weather, transportation, and other information
2. Obtain information related to the current program (E.g.: information related to music playing on the program)
3. Purchase goods or services presented by programs
4. Participate in quizzes, questionnaires, and other program projects
5. Use other services

Supplementary Question 2: **To households that answered any of 1-4 of Internet access function in (1):**

For what purpose does your household use the Internet access function?

Please **circle all answers that apply.**

1. Video on demand (VOD)* or other streamed programming
2. Web uses, such as browsing Websites, posting videos, using forums, chat,* social networking,* online shopping, etc.
3. Online gaming*
4. Videophone
5. Make recording settings or watch recorded programs on smartphones or tablets via a network
6. Obtain information related to the current program
7. Other

(2) Do you want to use **the following services using digital TV broadcast receivers if they become available** in the future?

Please **circle all answers that apply.**

1. Video on demand (VOD) or other streamed programming
2. Web uses, such as browsing Websites, posting videos, using forums, chat, social networking, online shopping, etc.
3. Online gaming
4. Videophone
5. Make recording settings or watch recorded programs on smartphones or tablets via a network
6. Obtain information related to the current program
7. Other
8. Have no particular

Q8 Concerning your household's members and income

(1) Please indicate **the number of people**, including yourself, in your household.

people

(2) What was your household's **combined annual income last year**?

Please **circle the one best answer.**

- | | | |
|---------------------------------------|---|---|
| 1. Less than ¥2 million | 4. ¥6 million to less than ¥8 million | 7. ¥15 million to less than ¥20 million |
| 2. ¥2 million to less than ¥4 million | 5. ¥8 million to less than ¥10 million | 8. ¥20 million and over |
| 3. ¥4 million to less than ¥6 million | 6. ¥10 million to less than ¥15 million | |

<Questionnaire> The following question concerns the answering method for this survey.

If you can respond to this survey on the Internet system display, would you like to respond via the Internet?

Please **circle the one best answer.**

- | | | |
|--------|-------|---------------|
| 1. Yes | 2. No | 3. Don't know |
|--------|-------|---------------|

Household member section: Please give answers reflecting the situation for each member in your household.

- ⊙ **Each member of your household who is 6 or older** should answer the following questions individually.
The head of the household may fill out answers for younger children or others who may find the questions difficult.
- ⊙ **If there are more than six people in your household who are 6 or older**, please contact us for an additional survey form.

Please indicate the gender and age of each household member **who is 6 or older**.

Gender (circle either male or female)
Age (fill in the person's age)

A <small>(Head of household)</small>	B	C	D	E
Male Female	Male Female	Male Female	Male Female	Male Female
__ years old	__ years old	__ years old	__ years old	__ years old

Please answer the following questions separately for each household member.

The following questions are intended for all household members 6 and older.

Q1 Concerning individual Internet usage

(1) This question asks about **your ownership of devices with communication functions**.

Do you own any of the devices 1 through 7 listed below?

Please **circle all answers that apply**.

1. Computers at home
2. Computers outside the home
3. Mobile phones (including PHS handsets)
4. Smartphones
5. Tablets
6. TV receivers
7. Internet-enabled home game consoles and other devices

A	B	C	D	E
1	1	1	1	1
2	2	2	2	2
3	3	3	3	3
4	4	4	4	4
5	5	5	5	5
6	6	6	6	6
7	7	7	7	7

Note: TV receivers (option 6) includes both digital TV receivers that connect directly to the Internet and the use of the Internet on the screen of a TV receiver via a recorder, tuner, or similar device. Please circle 7 if you used the Internet on the screen of a TV receiver via a home game console. This distinction applies to all subsequent questions.

(2) Have you **used the Internet** (including sending or receiving email, browsing Websites, etc. from a computer, mobile phone, or other device) **in the past year**?

Please **circle the one best answer**.

1. Yes
2. No

A	B	C	D	E
1	1	1	1	1
2	2	2	2	2

Note 1: Do not count the use of email functions, such as SMS,* **sending by an address without @** that are only used between mobile phones or PHS handsets for "sending / receiving email."

Note 2: Count Internet use from **any kind of device**, including computers, mobile phones, smartphones, or game consoles.

Note 3: Count Internet use for **any purpose**, including use for work as well as for personal use.

Note 4: Count Internet use from **any location**, such as at home or outside the home.

Note 5: **Count Internet use from devices not owned by the household**, such as computers in libraries or Internet cafes.

Supplementary Question: To all people who have used the Internet:

What **device or devices have you used** to access the Internet? Please **circle all answers that apply**.

In addition, please **enter the number of devices that you have used primarily**.

1. Computers at home
2. Computers outside the home
3. Mobile phones (including PHS handsets)
4. Smartphones
5. Tablets
6. TV receivers
7. Internet-enabled home game consoles and other devices

A	B	C	D	E
1	1	1	1	1
2	2	2	2	2
3	3	3	3	3
4	4	4	4	4
5	5	5	5	5
6	6	6	6	6
7	7	7	7	7

Device that have used primarily (please enter one number.)
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(3) **To all people who have used the Internet:**

How often do you use the Internet?

Please **circle the one best answer**.

1. Use at least once a day
2. Use at least once a week (but not every day)
3. Use at least once a month (but not every week)
4. Use at least once a year (but not every month)

A	B	C	D	E
1 1	1 1	1 1	1 1	1 1
2 2	2 2	2 2	2 2	2 2
3 3	3 3	3 3	3 3	3 3
4 4	4 4	4 4	4 4	4 4

(4) **To all people who have used the Internet outside the home** in the past year:

Where do you use the Internet **outside your home**?

Please **circle all answers that apply**.

	A	B	C	D	E
1. Workplaces	1	1	1	1	1
2. Schools	2	2	2	2	2
3. Public facilities (government offices, libraries, community centers, etc.)	3	3	3	3	3
4. Airports / train stations	4	4	4	4	4
5. While commuting on public transport	5	5	5	5	5
6. Restaurants, coffee shops, etc. (excluding Internet cafés in option 7)	6	6	6	6	6
7. Internet cafés	7	7	7	7	7
8. Hotels or other accommodations	8	8	8	8	8
9. Other locations	9	9	9	9	9

Note 1: *Workplaces* (option 1) includes employed people who work at home and use the Internet and teachers, instructors, etc. who use the Internet at a school.

Note 2: *Schools* (option 2) includes children, students, and university students who use the Internet in classes and elsewhere at elementary schools, junior high schools, high schools, secondary schools, universities, or graduate schools.

Supplementary Question 1: **What access methods (connections) do you use to access the Internet outside your home?**

Please **circle all answers that apply**.

Also **indicate your primary access method**.

	A	B	C	D	E
1. 3G mobile phone connection*	1	1	1	1	1
2. LTE*	2	2	2	2	2
3. Public Wi-Fi	3	3	3	3	3
4. Other	4	4	4	4	4
Primary access method (please enter one number)					

Supplementary Question 2: **To people who answered 3 to Supplementary Question 1 above (i.e., people who use public Wi-Fi connections)**

What information security measures do you take when using a public Wi-Fi connection?

Please **circle all answers that apply**.

	A	B	C	D	E
1. Confirm the access point I'm connecting to	1	1	1	1	1
2. Turn off file sharing functions	2	2	2	2	2
3. Exchange important information over SSL	3	3	3	3	3
4. Avoid exchanging important information	4	4	4	4	4
5. Take no measures	5	5	5	5	5

Supplementary Question 3: **To people who answered 5 to Supplementary Question 2 above (i.e., people who do not take any security measures): Why do you not take any information security measures?**

Please **circle the one best answer**.

	A	B	C	D	E
1. Don't know what to do	1	1	1	1	1
2. It's a nuisance	2	2	2	2	2
3. Don't feel it is necessary	3	3	3	3	3
4. Other	4	4	4	4	4

Supplementary Question 4: To people who did not mark "3. Public wireless LAN" with a circle in Supplementary Question 1.

Why do you not use public wireless LAN?

Please **circle all answers that apply**.

	A	B	C	D	E
1. The service area is small or is difficult to find.	1	1	1	1	1
2. The fee must be paid.	2	2	2	2	2
3. Concerned about security.	3	3	3	3	3
4. Cumbersome to switch between public wireless LAN and mobile phone network.	4	4	4	4	4
5. Transmission speed is slow.	5	5	5	5	5
6. Shortens the device's battery life.	6	6	6	6	6
7. Difficult to arrange the settings or to obtain registration.	7	7	7	7	7
8. The device does not have a public wireless LAN function.	8	8	8	8	8
9. Do not know what public wireless LAN is	9	9	9	9	9
10. Other reasons	10	10	10	10	10
11. No particular reason	11	11	11	11	11

Q2 Concerning the purpose and applications of Internet use

(1) **To all people who have used the Internet:**

For what purposes or applications have you used Internet functions or services **in the past year?**

Please **circle all answers that apply**.

Please answer Question 3 as well if you circled 6.

Please answer Question 4 as well if you circled 9 or 10.

1. Sending and receiving email (excluding newsletters)
2. Receiving newsletters by email (free newsletters)
3. Viewing / posting to business, government Websites and blogs*
4. Viewing / posting to personal Websites and blogs
5. Constructing / updating your Websites and blogs
6. Using social media (mixi, Facebook, GREE, Mobage, Twitter, LINE, etc.)
7. Using forums* and chat* sites
8. Using free calling apps or voice chat sites (Skype, LINE, etc.)
9. Using video posting / sharing sites (Youtube, Niconico Douga, etc.)*
10. Using on-demand radio, TV, and movie streaming services
11. Using web album (picture / image posting / sharing service including Flickr and Photozou)
12. Using online gaming
13. Entering quizzes and contests, answering questionnaires
14. Obtaining free map / traffic information services
15. Using free weather forecast
16. Using news sites
17. Using dictionary and encyclopedia sites
18. Exchanging / downloading digital files: P2P,* FTP,* etc.
19. Financial transactions: banking, securities, insurance, etc. transactions over the Internet
20. Buying / exchanging digital content: music, audio, video, games, etc.
21. Buying / exchanging goods and services: excluding digital content purchases and financial transactions
22. Internet auctions*
23. Using e-Government, e-Local Government services: online applications, online reports, and online notifications
24. Other

A	B	C	D	E
1	1	1	1	1
2	2	2	2	2
3	3	3	3	3
4	4	4	4	4
5	5	5	5	5
6	6	6	6	6
7	7	7	7	7
8	8	8	8	8
9	9	9	9	9
10	10	10	10	10
11	11	11	11	11
12	12	12	12	12
13	13	13	13	13
14	14	14	14	14
15	15	15	15	15
16	16	16	16	16
17	17	17	17	17
18	18	18	18	18
19	19	19	19	19
20	20	20	20	20
21	21	21	21	21
22	22	22	22	22
23	23	23	23	23
24	24	24	24	24

Please answer Supplementary Questions 1 through 3 as well if you circled 20, 21, or 22 in (1) above. These questions are to be answered only by people aged 15 and older.

Supplementary Question 1:

What goods or services have you purchased or exchanged? Please **circle all answers that apply**.

		A	B	C	D	E
Products and services	1. Computers and related items (computers, peripheral devices, and software (limited to physical products sold on DVD-ROMs, etc.))	1	1	1	1	1
	2. Books, CDs, DVDs, Blu-Ray disks (excluding e-books and other digitally distributed content)	2	2	2	2	2
	3. Everyday sundries (food products, clothing, cosmetics, stationery, etc.)	3	3	3	3	3
	4. Consumer durable goods (furniture, home appliances, etc.)	4	4	4	4	4
	5. Hobby-related goods (accessories, musical instruments, sporting goods, toys, automobile supplies, etc.)	5	5	5	5	5
	6. Tickets, cash vouchers (reservation and purchase of tickets for transportation, hotels, inns, concerts, etc.)	6	6	6	6	6
	7. Other products and services (excluding digitally distributed content)	7	7	7	7	7
Digital content ^{Note}	8. Software (including games)	8	8	8	8	8
	9. Music (including ring tones)	9	9	9	9	9
	10. Video	10	10	10	10	10
	11. Images (including wallpaper)	11	11	11	11	11
	12. Ebooks	12	12	12	12	12
	13. Online game fees and charges for game items and avatars	13	13	13	13	13
	14. Internet service fees excluding online games	14	14	14	14	14
	15. News and magazine articles	15	15	15	15	15
	16. Newsletters	16	16	16	16	16
	17. Map / traffic information services	17	17	17	17	17
	18. Other digital content	18	18	18	18	18

Note: Products and services here indicate those distributed digitally. Please exclude those provided for free.

Supplementary Question 2:

What payment methods have you used when purchasing goods or making financial transactions on the Internet? Please **circle all answers that apply**.

1. Credit card (excluding use for payment on delivery) ^{Note}
2. Payment on delivery
3. Payment at bank / post office branch or ATM
4. Payment at convenience store
5. Payment by Internet banking / mobile banking*
6. Payment by addition to communication charges / provider charges
7. Payment by electronic money (Edy, Suica, etc.)
8. Payment by cash remittance by registered mail, money order, personal cheque
9. Other

Note: This option includes payments by debit cards (cash cards).

A	B	C	D	E
1	1	1	1	1
2	2	2	2	2
3	3	3	3	3
4	4	4	4	4
5	5	5	5	5
6	6	6	6	6
7	7	7	7	7
8	8	8	8	8
9	9	9	9	9

Supplementary Question 3:

What is the highest amount you have spent when purchasing goods or services on the Internet? Please **circle the one best answer**.

1. ¥1,000 or less
2. Between ¥1,001 and ¥3,000
3. Between ¥3,001 and ¥5,000
4. Between ¥5,001 and ¥10,000
5. Between ¥10,001 and ¥20,000
6. Between ¥20,001 and ¥50,000
7. Between ¥50,001 and ¥100,000
8. ¥100,001 or more

A	B	C	D	E
1	1	1	1	1
2	2	2	2	2
3	3	3	3	3
4	4	4	4	4
5	5	5	5	5
6	6	6	6	6
7	7	7	7	7
8	8	8	8	8

The following questions are intended for all household members 6 and older.

Q3 Concerning use of social media

(1) **To people who answered 6 to Question 2 (1) (i.e., people who use social media*):**

For what purposes do you use social media services? Please **circle all answers that apply**.

Note: Social media refers to information services in which one can communicate with multiple people on the Internet including mixi, Facebook, GREE, Mobage, Twitter, and LINE.

	A	B	C	D	E
1. To communicate with current friends	1	1	1	1	1
2. To find information on topics of interest	2	2	2	2	2
3. To find people who share the same interests or tastes / broaden social relationships	3	3	3	3	3
4. To announce my own information or creative work	4	4	4	4	4
5. To find people with the same concerns or problems	5	5	5	5	5
6. To engage in volunteering or community building activities	6	6	6	6	6
7. To gather or provide information during emergencies or disasters	7	7	7	7	7
8. To find old friends	8	8	8	8	8
9. To release stress	9	9	9	9	9
10. To kill time	10	10	10	10	10
11. To escape from reality	11	11	11	11	11
12. Other	12	12	12	12	12

(2) **Which device or devices** do you use to access social media services?

Please **circle all answers that apply**.

In addition, please **enter the number of devices that you have used primarily**.

	A	B	C	D	E
1. Computers	1	1	1	1	1
2. Mobile phones (including PHS handsets)	2	2	2	2	2
3. Smartphones	3	3	3	3	3
4. Tablets	4	4	4	4	4
5. Others (game consoles, etc.)	5	5	5	5	5
Device that have used primarily (please enter one number.)					

(3) **How often** do you use social media services?

Please **circle the one best answer**.

	A	B	C	D	E
1. Use at least once a day	1	1	1	1	1
2. Use at least once a week (but not every day)	2	2	2	2	2
3. Use at least once a month (but not every week)	3	3	3	3	3
4. Use at least once a year (but not every month)	4	4	4	4	4

Q4 Concerning the use of audio and video content

(1) **To people who answered 9 or 10 to Question 2 (1):**

Which services do you use?

Please **circle all answers that apply.**

1. On-demand* video sharing services (such as YouTube and Niconico Douga)
2. Live-distribution* video sharing services (such as Ustream and Niconico Live)
3. On-demand broadcast program streaming services* (such as NHK On Demand)
4. Live-distribution broadcast program streaming services
5. Radio broadcast service (such as Radiko)
6. Others

A	B	C	D	E
1	1	1	1	1
2	2	2	2	2
3	3	3	3	3
4	4	4	4	4
5	5	5	5	5
6	6	6	6	6

(2) Which device or devices do you use to access the services you listed in (1) above?

Please **circle all answers that apply.**

In addition, please **enter the number of devices that you have used primarily.**

1. Computers
2. Mobile phones (including PHS handsets)
3. Smartphones
4. Tablets
5. Others (game consoles, etc.)

A	B	C	D	E
1	1	1	1	1
2	2	2	2	2
3	3	3	3	3
4	4	4	4	4
5	5	5	5	5

Device that have used primarily (please enter one number.)

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Note: *TV receivers* (option 5) includes both digital TV receivers that connect directly to the Internet and the use of the Internet on the screen of a TV receiver via a recorder, tuner, or similar device.

(3) **How often** do you use the services you listed in (1) above?

Please **circle the one best answer.**

1. Use at least once a day
2. Use at least once a week (but not every day)
3. Use at least once a month (but not every week)
4. Use at least once a year (but not every month)

A	B	C	D	E
1	1	1	1	1
2	2	2	2	2
3	3	3	3	3
4	4	4	4	4

(4) **To people who answered 9 or 10 to Question 2 (1):**

Why do you use these services over the Internet?

Please **circle all answers that apply.**

1. To watch videos by artists, etc., that I like
2. To watch programs that I missed
3. To watch popular / talked-about videos / programs
4. To watch videos released only on a specific site
5. Because I can watch when and where I want
6. Because I don't have a radio or TV / I live in an area with poor reception
7. Other

A	B	C	D	E
1	1	1	1	1
2	2	2	2	2
3	3	3	3	3
4	4	4	4	4
5	5	5	5	5
6	6	6	6	6
7	7	7	7	7

The following questions are intended only for household members 12 and older.

Q5 Concerning use of smartphones and tablets

(1) **To people (12 and older) who answered 4 or 5 to Question 1 (2) (i.e., smartphone or tablet users):**

Have you taken security measures for using them? Please **circle 1 if you have taken measures.**

Do you have security concerns for using them? Please **circle 2 if you have concerns.**

***To be answered only by people 12 and older**

	A	B	C	D	E
1. I have taken security measures.	1	1	1	1	1
2. I have security concerns.	2	2	2	2	2

Supplementary Question 1: **To people (12 and older) who answered 2 in (1) above (i.e., people who have security concerns):**

What specific concerns do you have?

Please **circle all answers that apply.**

***To be answered only by people 12 and older**

	A	B	C	D	E
1. Loss or theft of device	1	1	1	1	1
2. Infection by a computer virus	2	2	2	2	2
3. Receive spam (not including fraudulent email)	3	3	3	3	3
4. Receive fraudulent email	4	4	4	4	4
5. Breach of personal information security (phone number, email address, location information, etc.)	5	5	5	5	5
6. Receive nuisance phone calls	6	6	6	6	6
7. Phishing	7	7	7	7	7
8. See ad displays or emails connected to Web browsing history	8	8	8	8	8
9. Other	9	9	9	9	9

Supplementary Question 2: **To people (12 and older) who answered 1 in (1) above (i.e., people who have taken security measures):**

What specific security measures do you take?

Please **circle all answers that apply.**

***To be answered only by people 12 and older**

	A	B	C	D	E
1. Keep software updated to the latest version	1	1	1	1	1
2. Subscribe to security services provided by mobile telecom	2	2	2	2	2
3. Install anti-virus software	3	3	3	3	3
4. Take any measures against spam	4	4	4	4	4
5. Do not download from untrusted app stores	5	5	5	5	5
6. Download only apps whose terms of use I have read and agreed to	6	6	6	6	6
7. Set a password lock on my devices	7	7	7	7	7
8. Refrain from entering personal information	8	8	8	8	8
9. Do not connect to unknown Wi-Fi networks	9	9	9	9	9
10. Other	10	10	10	10	10

(2) **Have you experienced** any of the following while using your **smartphone** or **tablet**?

Please **circle all answers that apply.**

***To be answered only by people 12 and older**

	A	B	C	D	E
1. Loss or theft of device	1	1	1	1	1
2. Infection by a computer virus	2	2	2	2	2
3. Receive spam (not including fraudulent email)	3	3	3	3	3
4. Receive fraudulent email	4	4	4	4	4
5. Breach of personal information security (phone number, email address, location information, etc.)	5	5	5	5	5
6. Receive nuisance phone calls	6	6	6	6	6
7. Phishing	7	7	7	7	7
8. See ad displays or emails connected to Web browsing history	8	8	8	8	8
9. Other	9	9	9	9	9
10. None of the above	10	10	10	10	10

© This completes the survey questions. Thank you for your participation.

Please confirm once again that the gender and ages of each household member have been entered on Page 7 of the survey form before sending in the form.

Survey forms that do not include the gender and ages of each household member will be considered invalid. Please make sure to enter such information.