

# FY2023 Survey Report on Usage Time of Information and Communications Media and Information Behavior <Overview>

June 2024

Institute for Information and Communications Policy, Ministry of Internal Affairs and  
Communications

## Survey Purpose, etc.

- To obtain continuous information on the length and time slots of usage time, usage rates, and reliability of the Internet, Internet media, including social media, and information and communications media, including television and radio, to clarify the relationships between all types of media, including information and communications media other than newspapers and magazines, and changes in their utilization conditions. This survey has been conducted annually since 2012 (the current survey is the twelfth).
- This survey has been conducted in the form of joint research with Professor Emeritus HASHIMOTO Yoshiaki at the University of Tokyo, Professor KITAMURA Satoshi of the Faculty of Communication Studies at Tokyo Keizai University, and others\*
  - \* Assistant Professor KAWAI Daisuke, School of Cultural and Creative Studies, Aoyama Gakuin University.

## Survey Overview

- Subjects: 1,500 men and women between the ages of 13 and 69
    - The sample is composed of gender and age in 10-year increments proportional to the actual situation in the Basic Resident Register as of January 2023. The data was extracted by random location quota sampling at 125 sites across Japan.
    - Following the 2022 survey, a survey was also conducted on men and women in their 70s (296 respondents) as a trial (The survey results are described below).
  - Survey method: On-site inspection survey
- The actual survey was conducted by Yamate Information Processing Center, Ltd
- Survey period: December 2 (Saturday) to December 8 (Friday) 2023
  - Diary-style and questionnaire surveys were conducted concurrently
- \* The results of future surveys, etc., should also be considered to identify ongoing trends related to the survey results.

### (1) Diary-style survey (2 weekdays and 1 holiday)

A diary-style survey (24 hours, in 15-minute increments) was conducted regarding use of TV, newspapers, Internet, etc., to determine the use duration and concurrent use for each device and use details. (Holiday surveys have been conducted since 2013.)

### (2) Questionnaire survey

- Survey on ownership and use status of devices such as PCs and smartphones and feature phones, and use related to major websites and applications.
- Survey of traditional media such as TV and newspapers, and various types of media on the Internet, to determine their importance and trustworthiness as information sources for each type of information.

## Part I Usage Time and User Rates of Information and Communication Media and Devices

### Chapter 1 is Usage Time and User Rates of Main Media

- 1-1 Usage Time and User Rates of Television, Internet, Newspapers, and Radio
- 1-2 Concurrent Use of Real-time Viewing of Television and the Internet

### Chapter 2 Media Usage Time and User Rate by Content Type

- 2-1 Usage Time and User Rate for Internet Usage by Category
- 2-2 Comparison of Video-based Media
- 2-2 Comparison of Text-based Media
- 2-4 Comparison of Communication-based Media

### Chapter 3 Internet Usage Time and User Rate by Main Devices

- 3-1 Internet Usage Time and User Rate by Main Devices
- 3-2 Internet Usage Time by Location Type

## Part II Usage Rates of Devices and Various Services

### Chapter 4 Usage Rates Related to Devices

- 4-1 Usage Rate of Main Devices
- 4-2 Usage Rate for “Smartphones”, “Feature Phones”, “Tablets”, “E-book Readers”, and “Smartwatches”

### Chapter 5 Usage Rate of Various Services (Social Media Services/Apps, News Services, etc.)

- 5-1 Usage Rate of Main Social Media Services and Apps, etc.
- 5-2 Usage Rate of Newspapers and News Services
- 5-3 Usage Rate of Video Sharing and Distribution Services, etc.

## Part III Purpose of Media Usage and Media Image

### Chapter 6 Media Usage by Purpose and Information Type

- 6-1 Media Usage by Purpose
- 6-2 Major Media Used by Information Type

### Chapter 7 Importance and Trustworthiness of Media

- 7-1 Importance of Media
- 7-2 Trustworthiness of Media

## Reference: Definitions of terms and calculation methods used in this report

### (1) Definition of terms and calculation methods in diary-style surveys

#### a) Average usage time

The total time spent by all survey respondents on a certain information-related activity per survey day divided by the number of survey respondents. For weekdays, the average time is per day for the survey days (two days), and for holidays, the average time is the average for the survey days.

#### b) User rate

Percentage of survey respondents who performed an information-related activity per survey day. For weekdays, the average of the two survey days. For holidays, the percentage of survey days.

#### c) User average time

The total time spent on a certain information-related activity per survey day divided by the number of respondents on the same survey day. Average time limited to respondents who performed that information-related activity. For weekdays, the average time is per day for the survey days (two days), and for holidays, the average time is the average for the survey days.

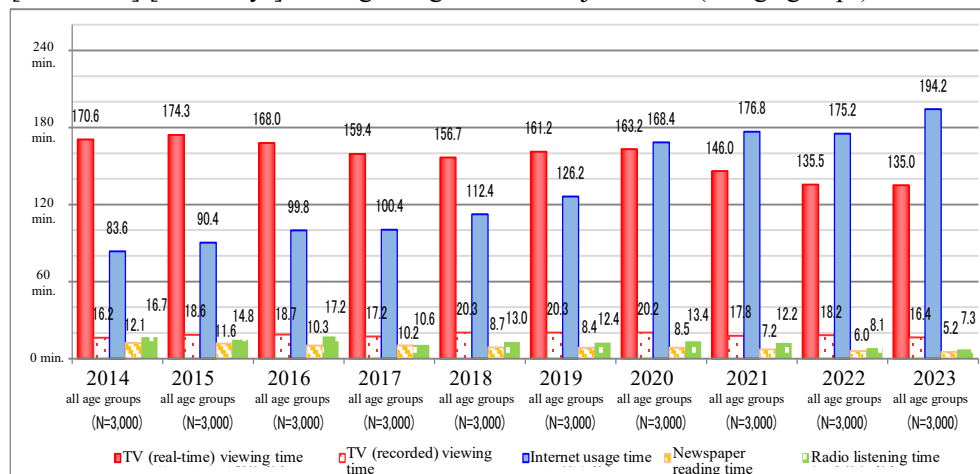
### (2) Definition of terms and calculation methods used in questionnaire survey

#### ◎ Usage rate

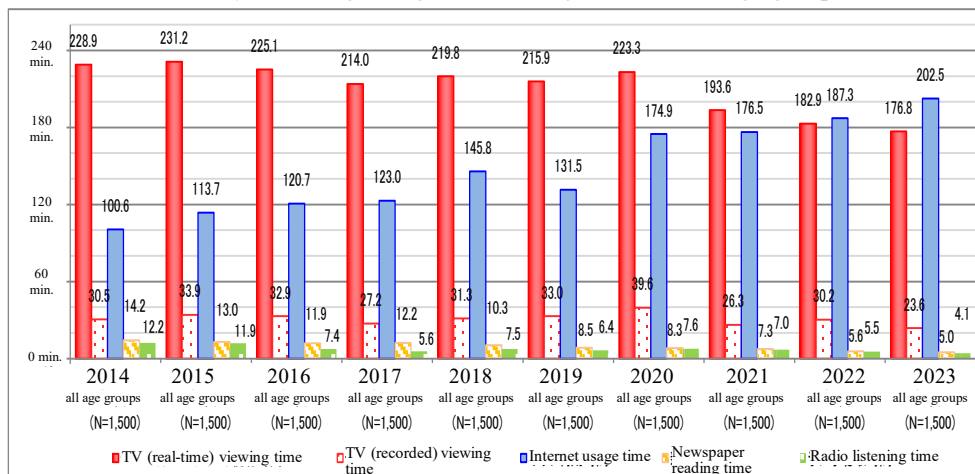
Percentage of respondents who answered “I am using” in the survey. (This differs from the percentage of people who actually used the service during the diary-style survey period (User rate).)

- The average usage time for all age groups continues to show a trend where both “TV (Real-time) viewing” and “Internet use” are longer on both weekdays and weekends
- The average usage time of “Internet use” on holidays exceeded 200 minutes for the first time.

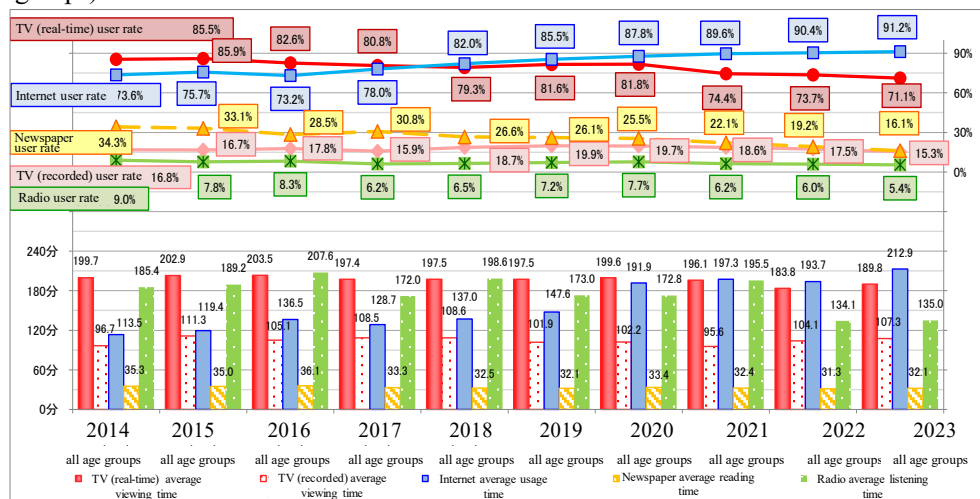
[Over time] [Weekdays] Average usage time of major media (all age groups)



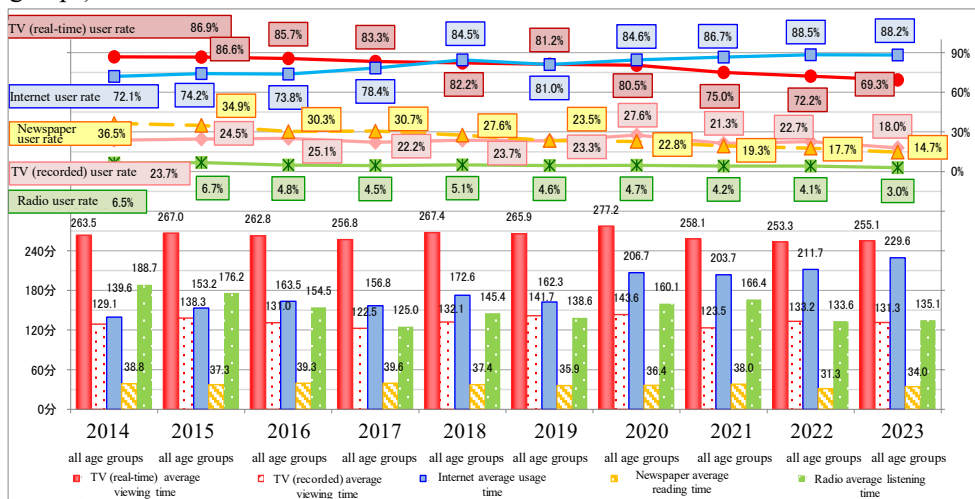
[Over time] [Holidays] Average usage time of major media (all age groups)



[Over time] [Weekdays] Main media user rate and average time of users (all age groups)



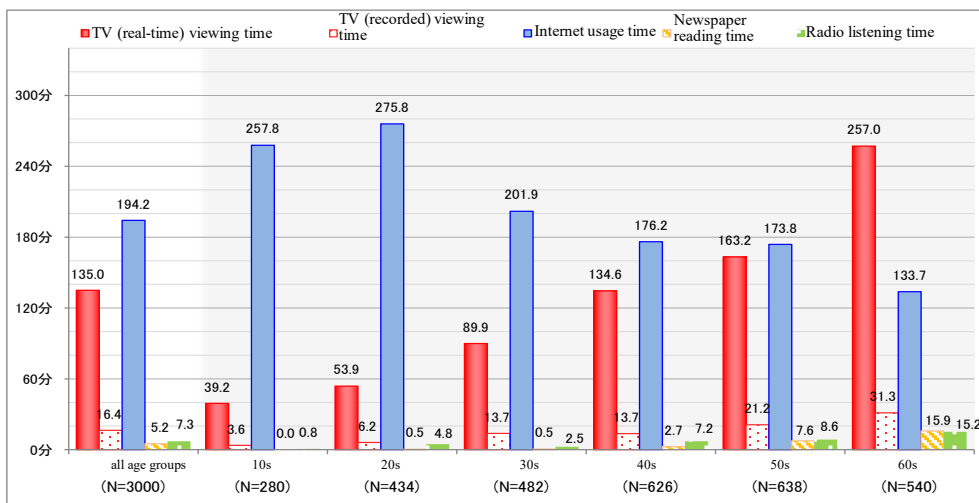
[Over time] [Holidays] Main media user rate and average time of users (all age groups)



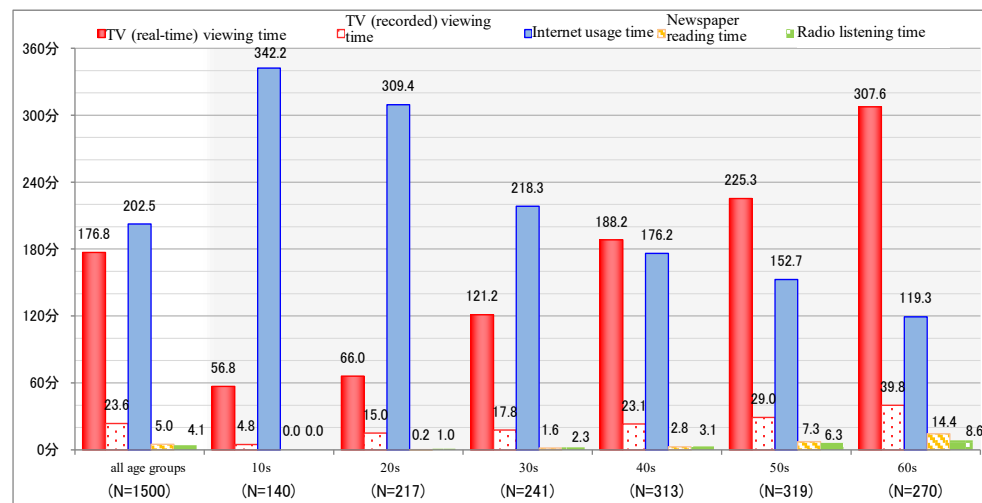
Note: The surveys are usually conducted from November to December. However, the FY2018 survey was conducted from February to March, and the surveys for FY2019 and FY2020 were conducted in January. In the graphs and tables below, the survey unit will be the fiscal year, and it will be indicated with “2018”, “2019”, “2020”, etc., considering the order of the past survey results.

- By age group, the average usage time of “Internet use” increased significantly among teenagers, in their 50s, and 60s on weekdays, and teenagers on weekends. “TV (real-time) viewing” was exceeded for the first time among 50s on weekdays.
- Average usage time of “TV (real-time) viewing” decreased significantly among those in their 20s and 30s on holidays. Exceeded 200 minutes on weekdays and 300 minutes on weekends for the 50s.

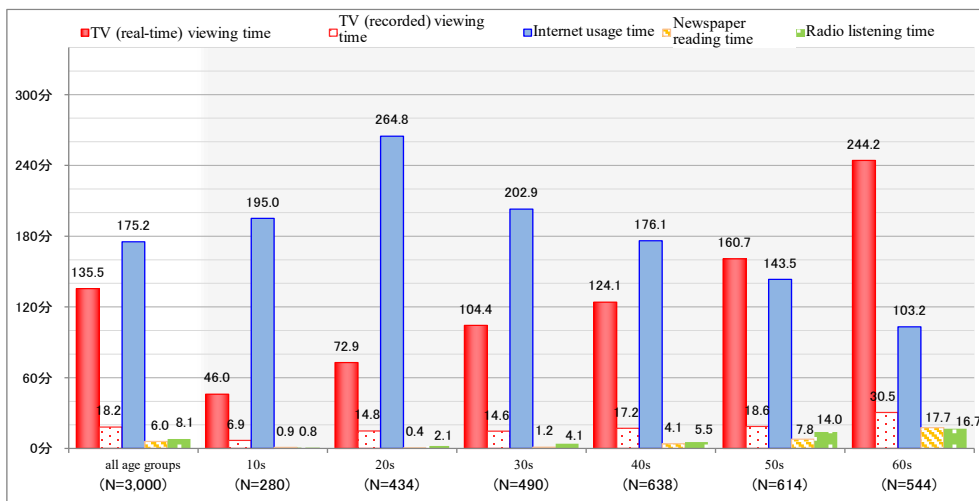
[FY2023] [Weekdays] Average usage time of major media (All age groups and by age group)



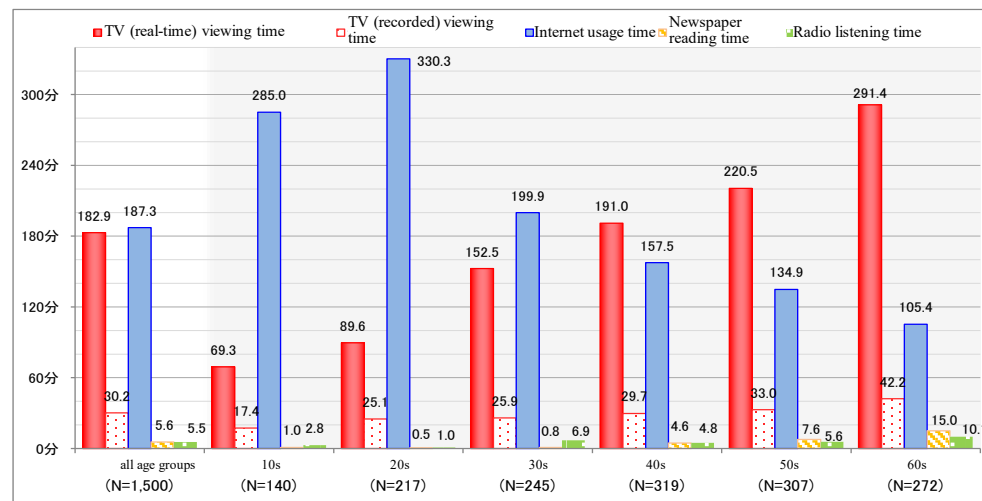
[FY2023] [Holidays] Average usage time of major media (All age groups and by age group)



(Reference) [2022] [Weekdays] Average usage time of major media (All age groups and by age group)

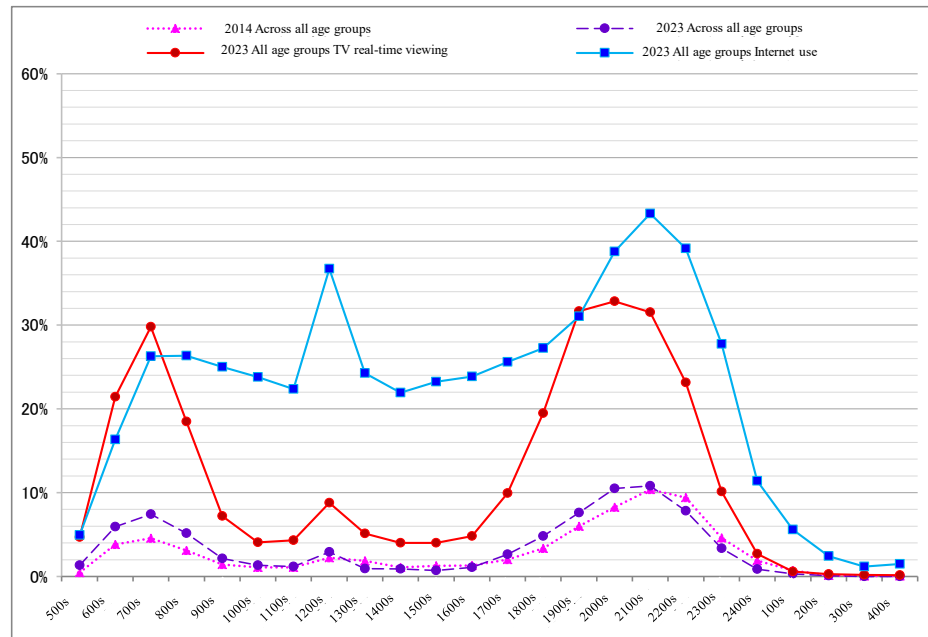


(Reference) [2023] [Weekdays] Average usage time of major media (All age groups and by age group)

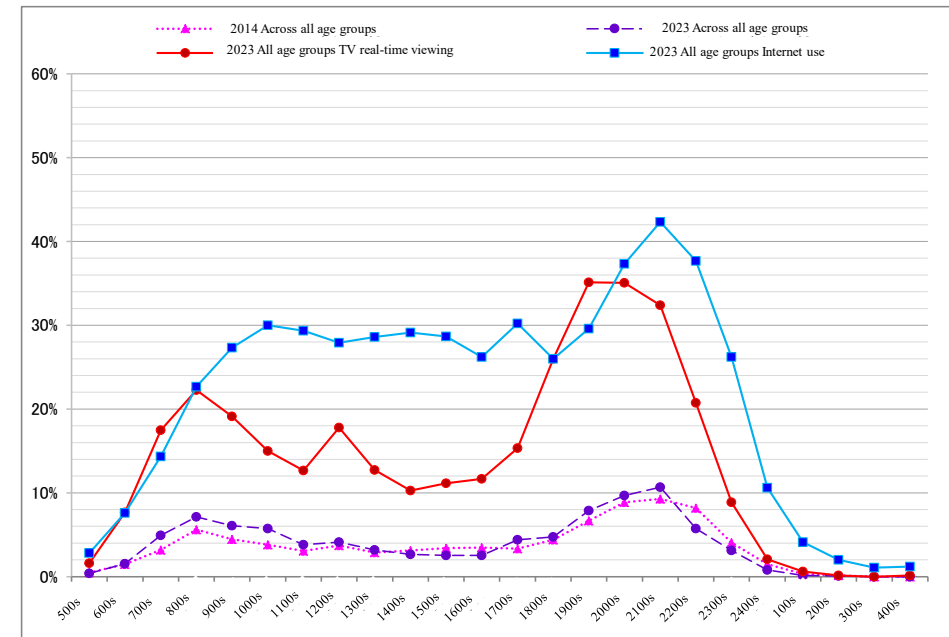


- Across all age groups, on weekdays, the highest user rate by time slot of “TV (real-time) viewing” is at 8 p.m. and 9 p.m., during which concurrent use (watching while doing other activities) is also high. On holidays the user rate is highest is at 9 p.m.
- During the “Golden Time” (between 7 p.m. and 10 p.m.), the proportion of concurrent use (watching while doing other activities) during “TV (real-time) viewing” is highest among people in their 20s on weekdays and among teenagers at 10 p.m.

[FY2014 and FY2023] [Weekdays] Concurrent use of “TV (real-time) viewing” and “Internet use” Highest user rate by time slot (All age groups)



[FY2014 and FY2023] [Holidays] Concurrent use of “TV (real-time) viewing” and “Internet use” Highest user rate by time slot (All age groups)



[FY2023] [Weekdays] Percentage of concurrent use during “TV (real-time) viewing” by time slot (by age group)

	10s			20s			30s			40s			50s			60s		
	Concurrent	TV	Concurrent	Concurrent	TV	Concurrent	Concurrent	TV	Concurrent	Concurrent	TV	Concurrent	Concurrent	TV	Concurrent	Concurrent	TV	Concurrent
	Real-time /	Real-time /	TV	Real-time /	Real-time /	TV	Real-time /	Real-time /	TV	Real-time /	Real-time /	TV	Real-time /	Real-time /	TV	Real-time /	Real-time /	TV
1900s	7.5%	18.6%	40.4%	3.9%	12.4%	31.5%	6.2%	28.8%	21.6%	7.8%	31.2%	25.1%	9.1%	35.0%	26.0%	9.8%	53.2%	18.5%
2000s	5.4%	14.6%	36.6%	7.6%	17.3%	44.0%	8.3%	22.0%	37.7%	12.6%	34.5%	36.6%	10.5%	36.8%	28.5%	15.0%	57.8%	26.0%
2100s	5.7%	10.4%	55.1%	8.5%	17.1%	50.0%	8.9%	19.5%	45.7%	15.5%	35.8%	43.3%	11.6%	36.5%	31.8%	10.6%	54.1%	19.5%
2200s	1.8%	3.9%	45.5%	7.1%	12.2%	58.5%	7.7%	14.5%	52.9%	9.4%	28.6%	32.9%	10.5%	30.4%	34.5%	6.7%	34.6%	19.3%

\* In the above tables, “Concurrent” and “Real-time” is the percentage of the total for each age group, “Concurrent/TV” represents the proportion of concurrent use during “TV (real-time) viewing”

[FY2023] [Holidays] Percentage of concurrent use during “TV (real-time) viewing” by time slot (by age group)

	10s			20s			30s			40s			50s			60s		
	Concurrent	TV	Concurrent	Concurrent	TV	Concurrent	Concurrent	TV	Concurrent	Concurrent	TV	Concurrent	Concurrent	TV	Concurrent	Concurrent	TV	Concurrent
	Real-time /	Real-time /	TV	Real-time /	Real-time /	TV	Real-time /	Real-time /	TV	Real-time /	Real-time /	TV	Real-time /	Real-time /	TV	Real-time /	Real-time /	TV
1900s	5.0%	16.4%	30.4%	5.5%	15.2%	36.4%	7.9%	27.0%	29.2%	8.6%	37.1%	23.3%	8.8%	41.1%	21.4%	9.3%	58.9%	15.7%
2000s	5.0%	13.6%	36.8%	8.3%	18.0%	46.1%	9.5%	22.4%	42.6%	9.0%	39.0%	23.0%	11.6%	40.8%	28.5%	11.9%	60.0%	19.8%
2100s	4.3%	10.7%	40.1%	8.3%	16.1%	51.4%	10.0%	19.5%	51.1%	11.5%	31.6%	36.4%	14.4%	43.0%	33.6%	11.1%	56.7%	19.6%
2200s	3.6%	5.0%	71.4%	4.2%	11.5%	36.0%	4.2%	11.6%	35.7%	6.7%	22.4%	30.0%	7.8%	30.4%	25.8%	5.9%	31.1%	19.1%

- For all ages, “Watching video postings and sharing services” was the longest on both weekdays and holidays, followed by “Reading and writing e-mail” on weekdays and “Watching and writing on social media” on holidays.
- By age group, average usage time of “Watching video postings and sharing services” on both weekdays and holidays is more for respondents in their teens and 20s, both exceeding 100 minutes.

[FY2023] [Weekdays] Average usage time of Internet by category  
(All age groups, by age group and by gender)

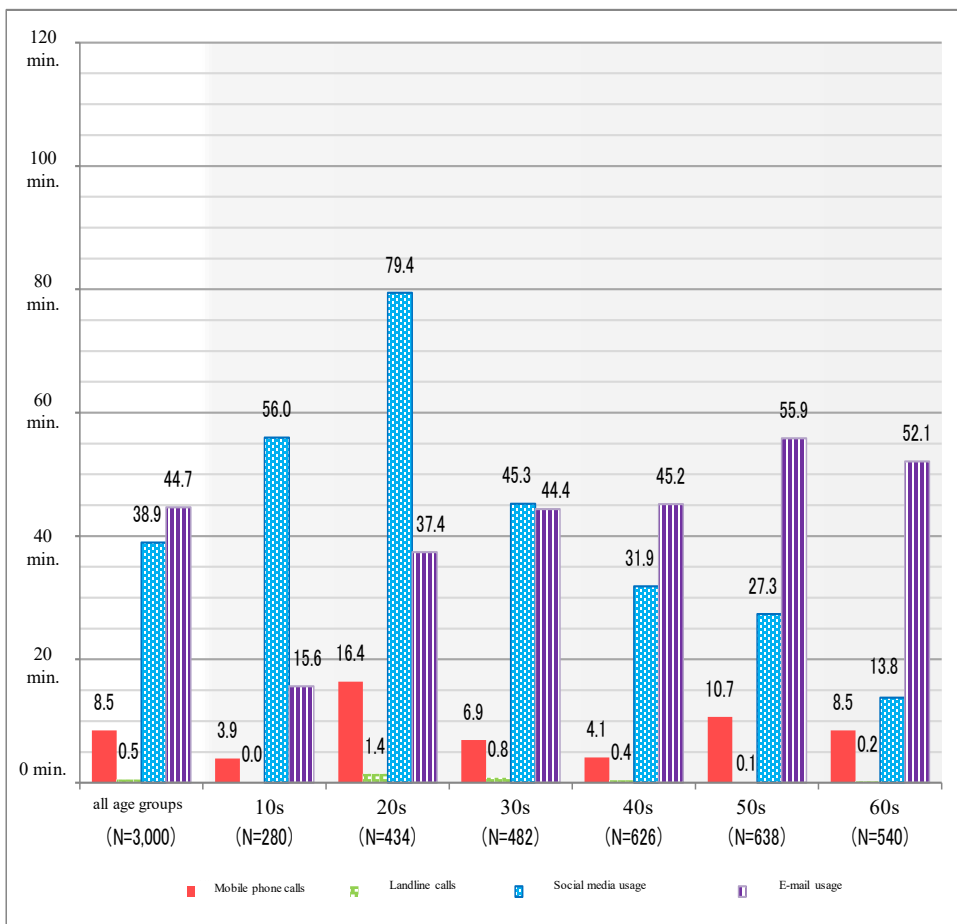
Unit: minutes	all age groups (N=3000)	10s (N=280)	20s (N=434)	30s (N=482)	40s (N=626)	50s (N=638)	60s (N=540)
Reading and writing e-mails	44.7	15.6	37.4	44.4	45.2	55.9	52.1
Viewing and writing blogs and websites	26.2	16.9	26.0	30.3	30.4	29.7	18.5
Viewing and posting on social media	38.9	56.0	79.4	45.3	31.9	27.3	13.8
Watching video posting and sharing services	54.0	112.1	101.4	54.9	41.1	30.4	27.9
Watching VOD (Video On Demand)	16.7	26.4	29.9	23.1	10.0	10.9	10.0
Playing online games and social games	24.2	66.6	41.4	27.4	20.9	10.2	5.7
Viewing digital versions of printed materials	5.3	4.9	9.8	7.0	5.4	4.6	1.4
Remote conferencing systems and video calls	8.9	9.0	7.6	14.3	10.9	6.6	5.3
	man (N=1520)	man 10s (N=144)	man 20s (N=222)	man 30s (N=246)	man 40s (N=320)	man 50s (N=322)	man 60s (N=266)
Reading and writing e-mails	54.8	8.6	35.5	55.3	51.0	82.4	66.6
Viewing and writing blogs and websites	33.3	15.7	33.0	42.1	30.8	41.5	28.2
Viewing and posting on social media	35.2	55.9	71.5	40.4	24.5	24.4	15.0
Watching video posting and sharing services	63.8	131.7	121.9	65.9	44.9	32.6	36.9
Watching VOD (Video On Demand)	14.8	26.0	27.7	22.2	3.7	9.9	10.2
Playing online games and social games	35.0	98.1	63.1	40.8	31.4	12.0	4.4
Viewing digital versions of printed materials	5.9	5.6	10.9	9.8	3.1	5.3	2.3
Remote conferencing systems and video calls	14.4	15.1	10.6	24.7	17.3	10.1	9.3
	woman (N=1480)	woman 10s (N=136)	woman 20s (N=212)	woman 30s (N=236)	woman 40s (N=306)	woman 50s (N=316)	woman 60s (N=274)
Reading and writing e-mails	34.3	23.1	39.4	33.0	39.1	28.8	38.0
Viewing and writing blogs and websites	18.9	18.2	18.7	18.1	30.1	17.6	9.1
Viewing and posting on social media	42.7	56.0	87.8	50.3	39.5	30.3	12.7
Watching video posting and sharing services	44.0	91.3	80.0	43.5	37.0	28.1	19.2
Watching VOD (Video On Demand)	18.7	26.8	32.1	24.0	16.6	11.9	9.8
Playing online games and social games	13.0	33.2	18.7	13.4	9.9	8.3	6.9
Viewing digital versions of printed materials	4.8	4.1	8.8	4.0	7.7	3.8	0.5
Remote conferencing systems and video calls	3.2	2.4	4.5	3.5	4.2	3.1	1.4

[FY2023] [Holidays] Average usage time of Internet by category  
(All age groups, by age group and by gender)

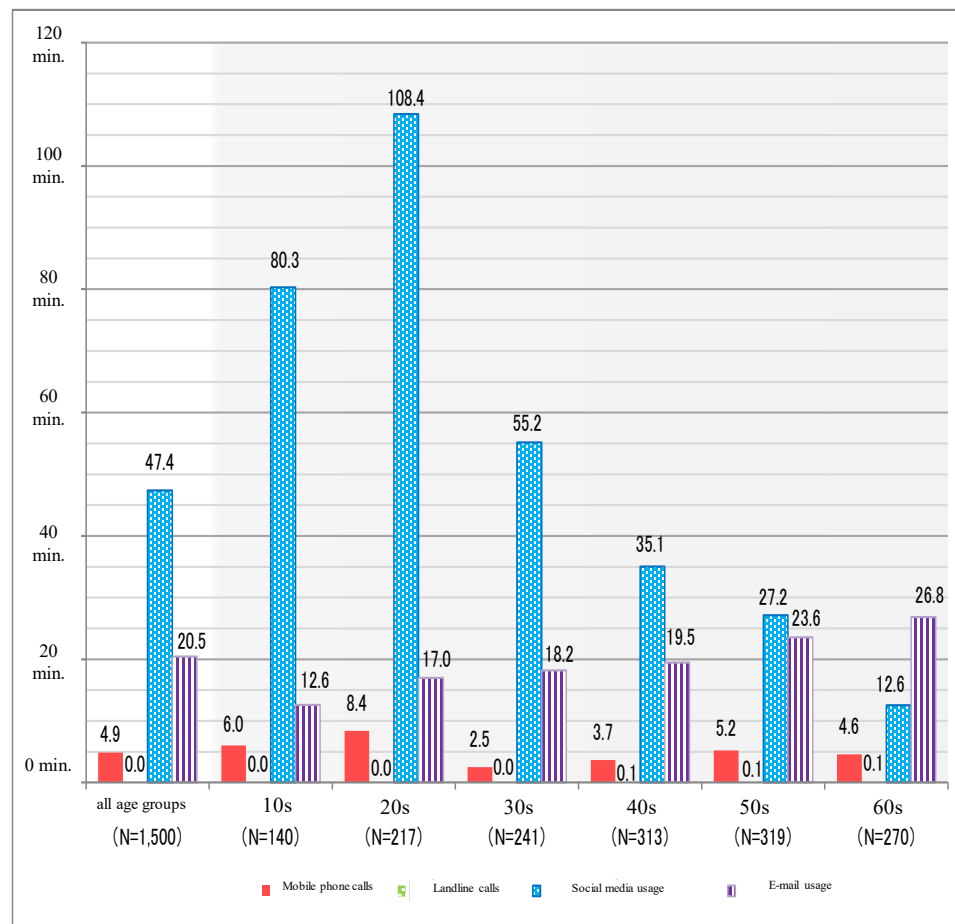
Unit: minutes	all age groups (N=1500)	10s (N=140)	20s (N=217)	30s (N=241)	40s (N=313)	50s (N=319)	60s (N=270)
Reading and writing e-mails	20.5	12.6	17.0	18.2	19.5	23.6	26.8
Viewing and writing blogs and websites	27.4	12.3	19.2	31.9	37.9	34.1	17.6
Viewing and posting on social media	47.4	80.3	108.4	55.2	35.1	27.2	12.6
Watching video posting and sharing services	79.6	174.0	134.9	79.6	68.6	43.0	42.2
Watching VOD (Video On Demand)	23.7	34.1	44.7	28.1	18.5	18.8	9.3
Playing online games and social games	34.0	91.2	56.7	47.1	26.6	11.5	9.5
Viewing digital versions of printed materials	7.3	3.6	5.8	12.8	10.1	6.8	2.9
Remote conferencing systems and video calls	1.2	0.6	2.0	1.6	0.1	1.5	1.5
	man (N=760)	man 10s (N=72)	man 20s (N=111)	man 30s (N=123)	man 40s (N=160)	man 50s (N=161)	man 60s (N=133)
Reading and writing e-mails	18.3	10.9	21.7	14.4	14.3	25.5	19.3
Viewing and writing blogs and websites	36.1	19.0	24.4	47.3	37.8	51.2	24.4
Viewing and posting on social media	46.1	88.8	96.0	58.3	29.9	26.4	13.5
Watching video posting and sharing services	95.8	162.9	164.5	108.9	85.1	53.2	54.5
Watching VOD (Video On Demand)	22.1	34.6	43.0	34.2	8.2	18.4	8.0
Playing online games and social games	50.3	136.8	85.8	72.0	36.6	18.9	8.4
Viewing digital versions of printed materials	7.4	3.1	4.9	15.1	7.1	8.8	3.4
Remote conferencing systems and video calls	1.1	1.3	0.7	1.0	0.1	2.9	0.8
	woman (N=740)	woman 10s (N=68)	woman 20s (N=106)	woman 30s (N=118)	woman 40s (N=153)	woman 50s (N=158)	woman 60s (N=137)
Reading and writing e-mails	22.7	14.4	12.1	22.2	24.8	21.6	34.2
Viewing and writing blogs and websites	18.4	5.1	13.6	15.8	38.0	16.7	11.1
Viewing and posting on social media	48.7	71.3	121.5	51.9	40.4	27.9	11.7
Watching video posting and sharing services	62.9	185.8	104.0	49.0	51.3	32.5	30.2
Watching VOD (Video On Demand)	25.3	33.5	46.5	21.7	29.2	19.3	10.5
Playing online games and social games	17.2	42.9	26.3	21.1	16.1	3.9	10.6
Viewing digital versions of printed materials	7.2	4.1	6.8	10.4	13.2	4.8	2.4
Remote conferencing systems and video calls	1.3	0.0	3.4	2.2	0.1	0.0	2.2

- The average usage time for all age groups was particularly high for “Social media use” and “e-mail use” on weekdays and longer for “Social media use” on weekends and holidays.
- The average usage time of “Social media use” was longer among teenagers and 20s on both weekdays and holidays.

[FY2023] [Weekdays] Average usage time of communication media (All age groups and by age group)



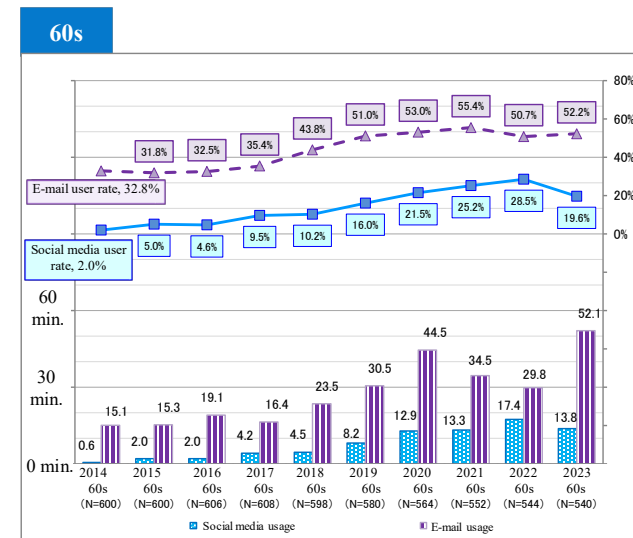
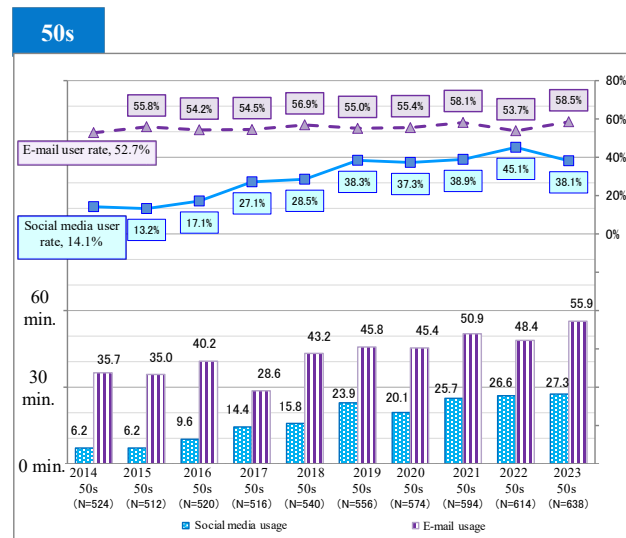
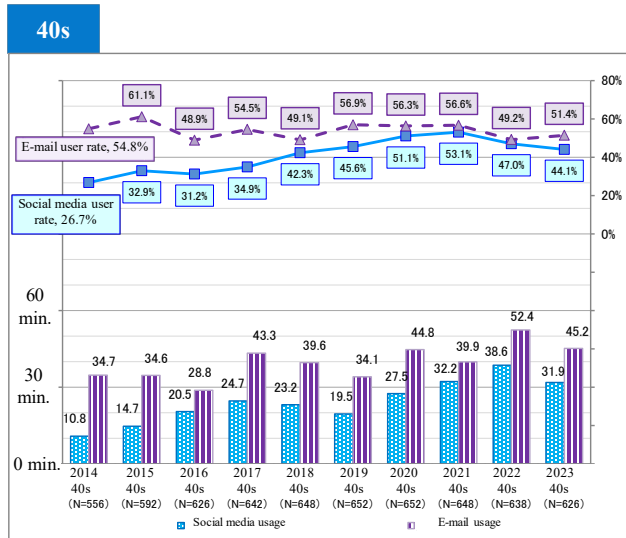
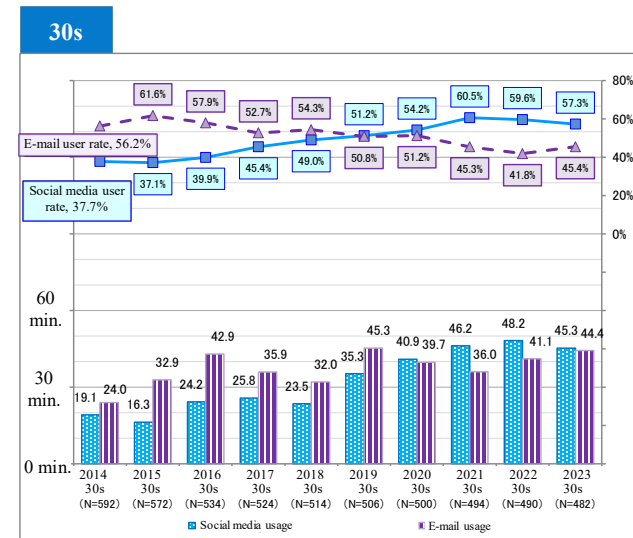
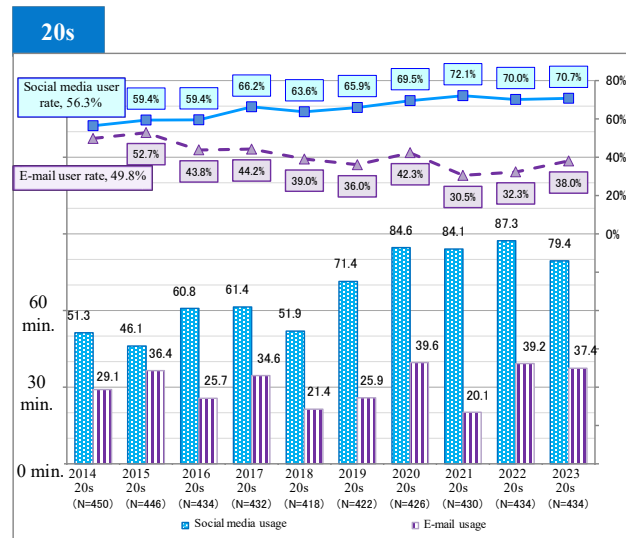
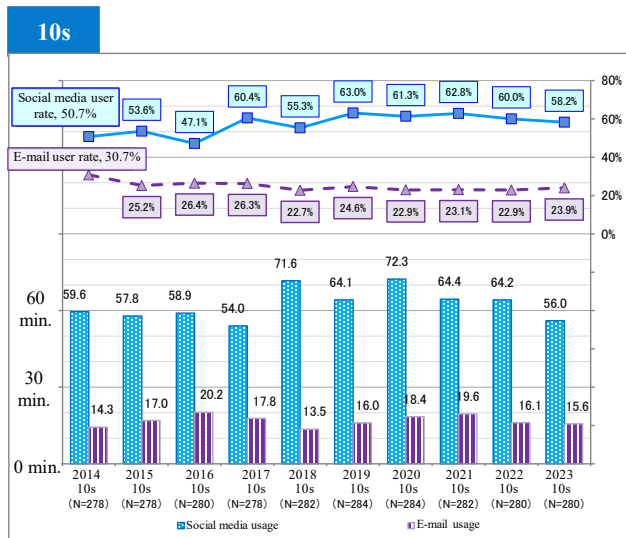
[FY2023] [Holidays] Average usage time of communication media (All age groups and by age group)





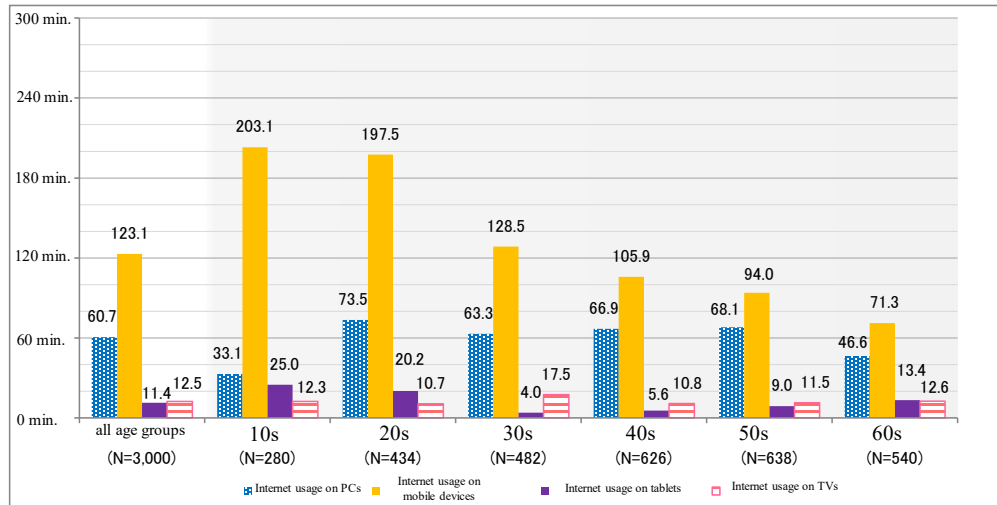
- The user rate of respondents in their teens to 30s of “Social media use” tends to be higher than that of “e-mail use”.
- Among those in their 40s to 60s, “e-mail use” exceeded “Social media use” in both user rate and average usage time.

[Over time] [Weekdays] Average usage time and user rate of “Social media use” and “e-mail use” (by age group)

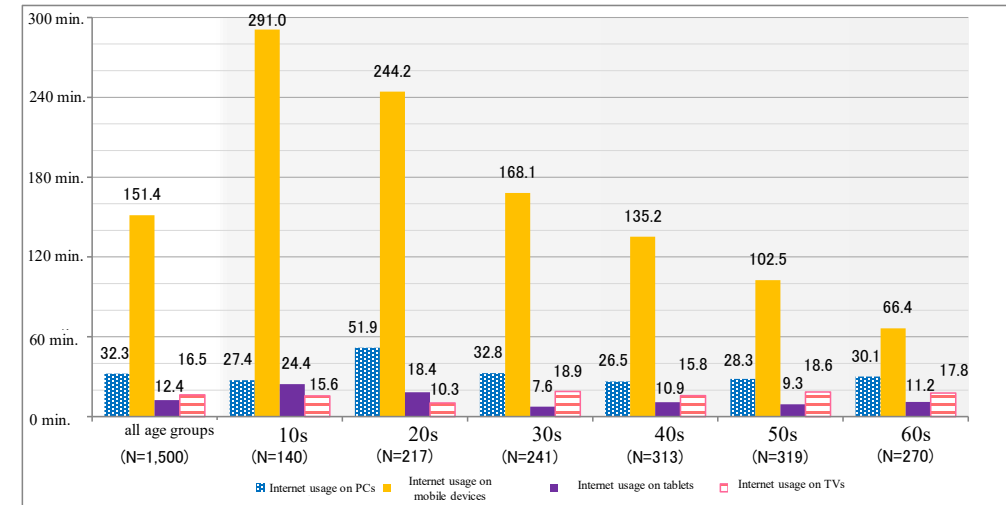


- The average time spent on the Internet using “mobile devices (‘smartphones’ and ‘feature phones’)” was longer for teens and 20s on both weekdays and holidays, with teens exceeding 200 minutes on both weekdays and holidays.
- The user rate of respondents who use the Internet on mobile devices exceeded 90% among teens to 30s on weekdays and teens and 20s on weekends and holidays.

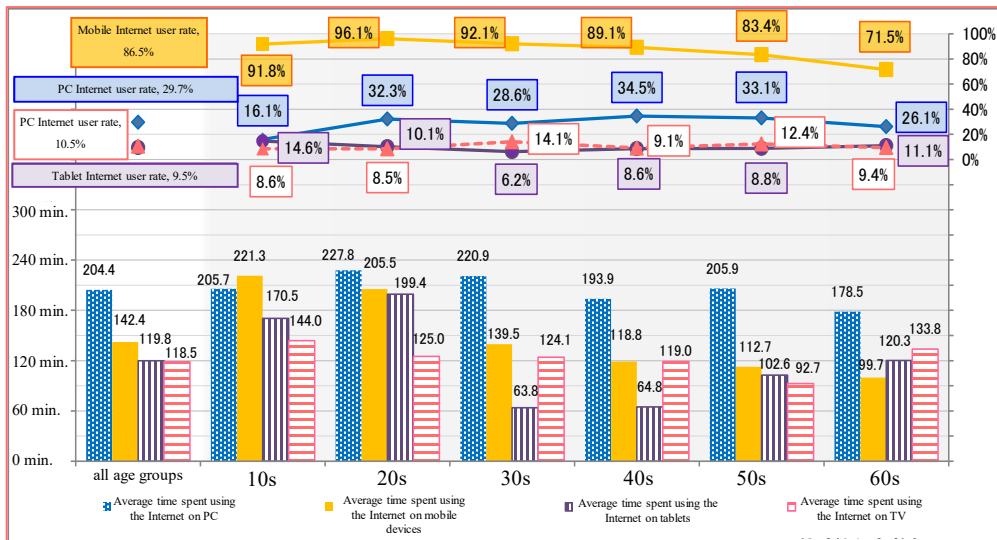
[FY2023] [Weekdays] Average Internet usage time by major devices (All age groups and by age group)



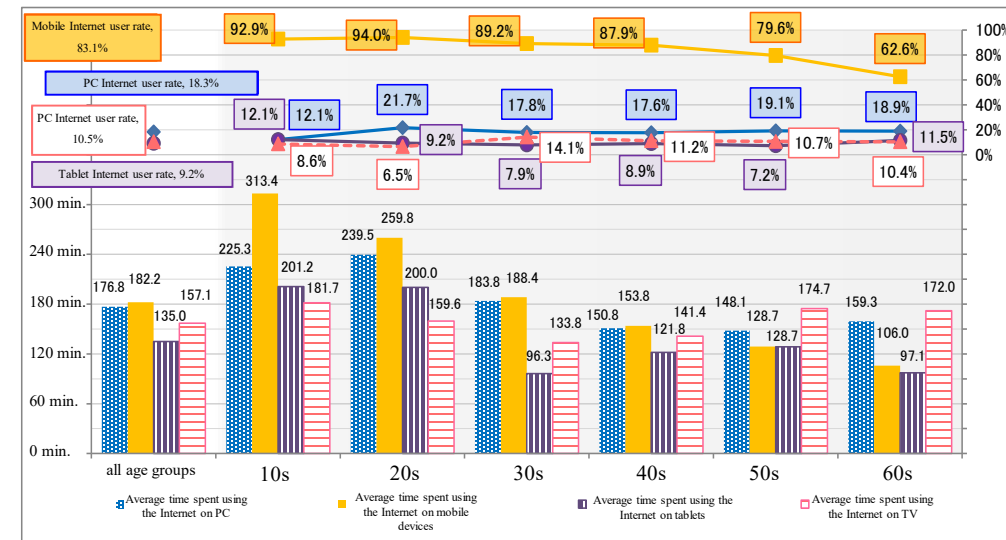
[FY2023] [Holidays] Average Internet usage time by major devices (All age groups and by age group)



[FY2023] [Weekdays] Internet user rate by main devices and average time spent online (All age groups and by age group)



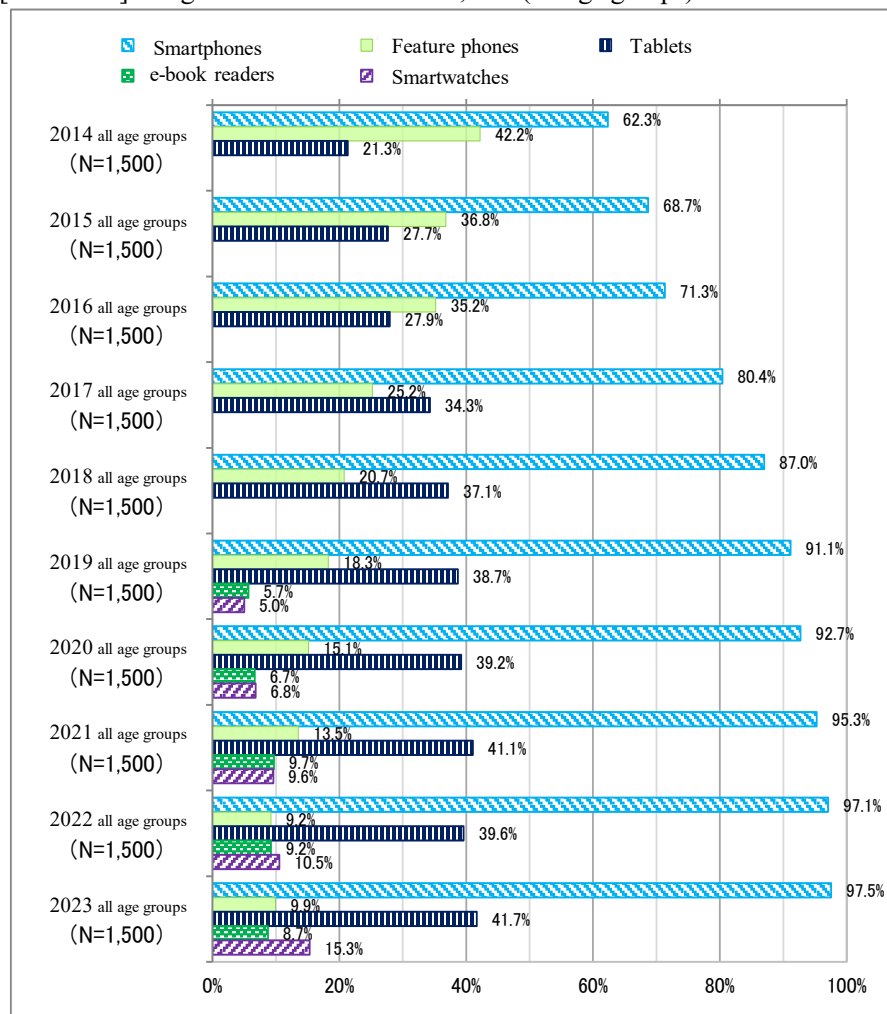
[FY2023] [Holidays] Internet user rate by main devices and average time spent online (All age groups and by age group)



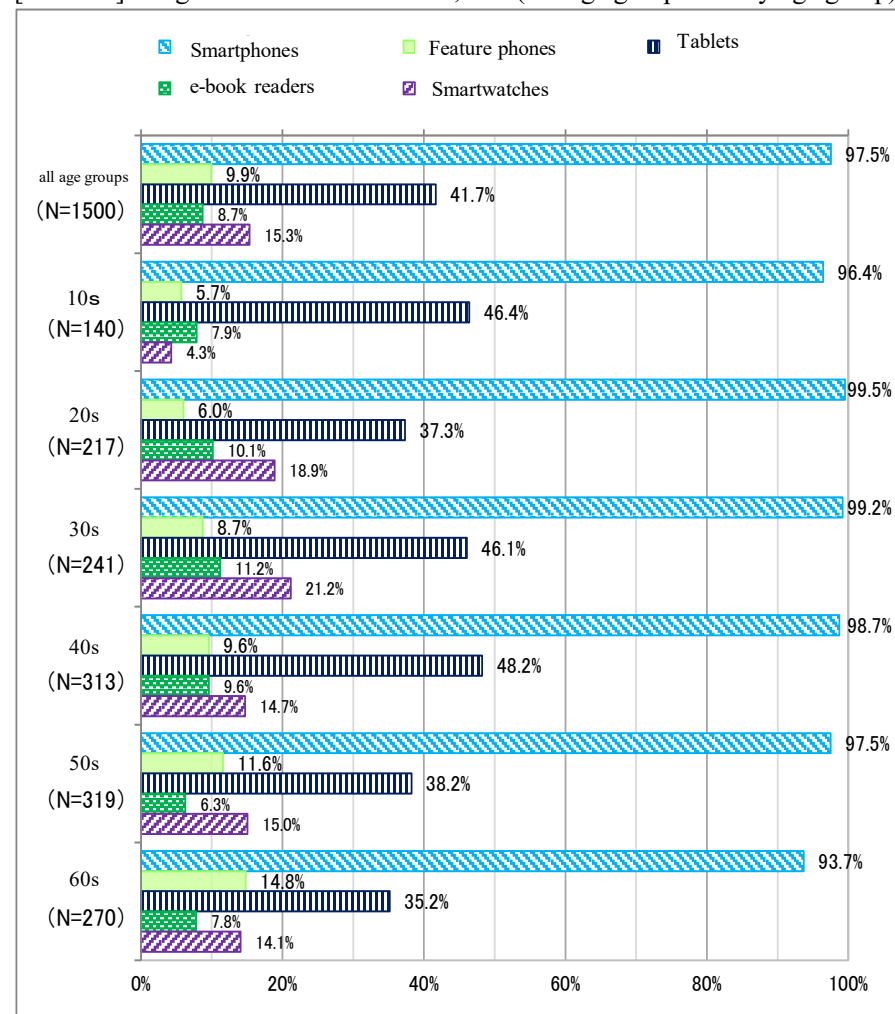
# Chapter 4 4-2 Usage Rate for “Smartphones”, “Feature Phones”, “Tablets”, “E-book Readers”, and “Smartwatches”

- For all ages, the use of “smartphones” is at a high level at 97.5%, almost 100%. Even by age group, the usage rate of “smartphones” exceeded 90% for all age groups.
- By device, the use of “smartphones” increased, reaching 15.3% for all ages and exceeding 20% for those in their 30s.

[Over time] Usage rate of mobile devices, etc. (all age groups)

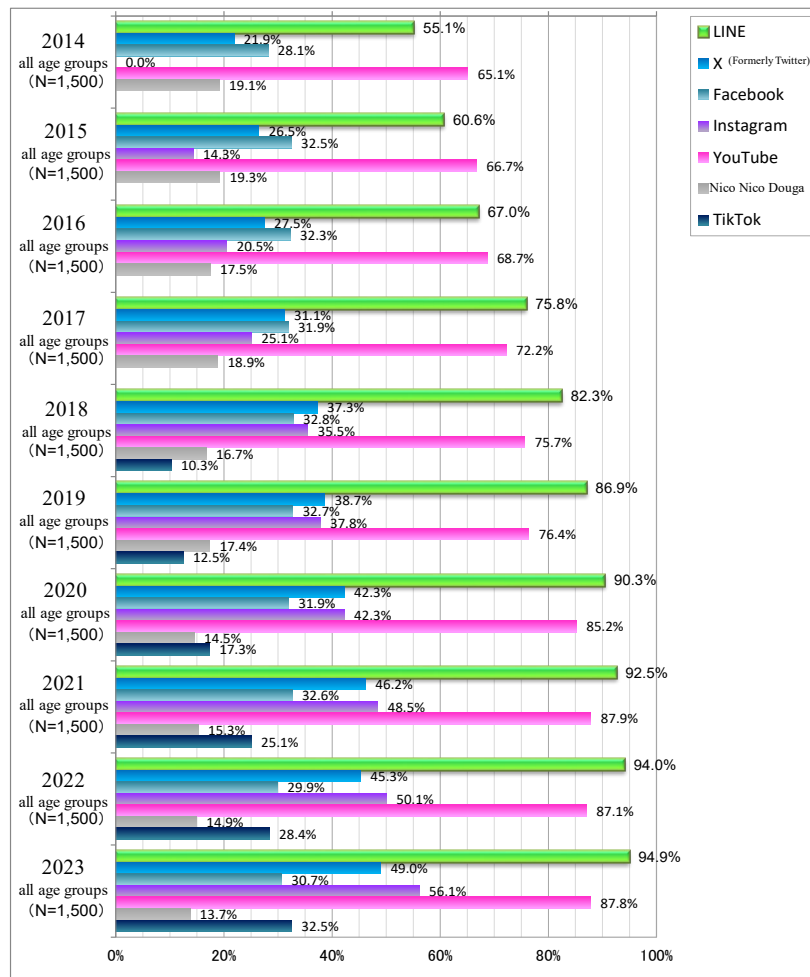


[FY2023] Usage rate of mobile devices, etc. (All age groups and by age group)



- The usage rate of “LINE” exceeded 90% for all age groups. Even by age group, the percentage of respondents in their teens to 50s exceeded 90%.
- The usage rate of X (formerly Twitter) is increasing among all age groups, with a high use rate of 81.6% among those in their 20s. The usage rate of “Facebook” remains almost flat. The usage rate of “Instagram” is increasing, with higher use among women.
- The usage rate of “YouTube” is high among video-sharing platforms, exceeding 90% among teens to 40s. “TikTok” is used by 70% of teenagers.

[Over time] Usage Rate of Main Social Media Services and Apps, etc. (all age groups)



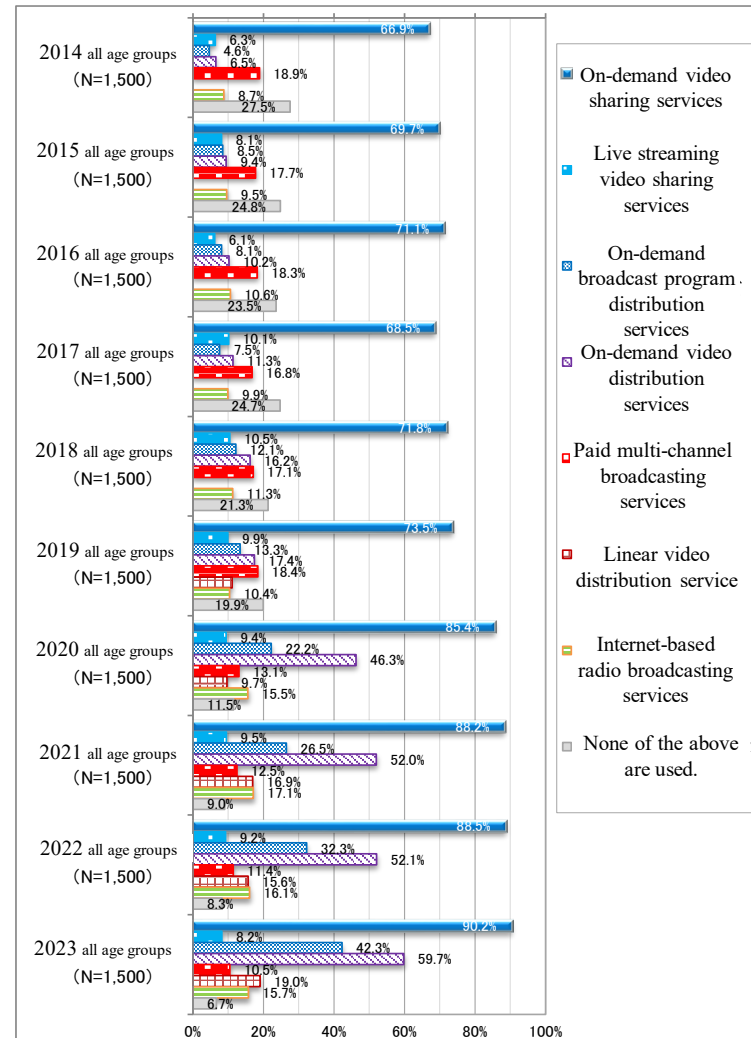
[FY2023] Usage Rate of Main Social Media Services and Apps, etc. (All age groups and by age group)

	all age groups (N=1,500)	10s (N=140)	20s (N=217)	30s (N=241)	40s (N=313)	50s (N=319)	60s (N=270)	man (N=760)	Woman (N=740)
LINE	94.9%	95.0%	99.5%	97.9%	97.8%	93.7%	86.3%	93.3%	96.5%
X (Formerly Twitter)	49.0%	65.7%	81.6%	61.0%	47.3%	37.0%	19.6%	49.9%	48.1%
Facebook	30.7%	10.0%	28.1%	44.4%	39.3%	32.6%	18.9%	32.8%	28.5%
Instagram	56.1%	72.9%	78.8%	68.0%	57.2%	51.7%	22.6%	48.8%	63.6%
YouTube	87.8%	94.3%	97.2%	97.1%	92.0%	85.6%	66.3%	89.6%	85.9%
Nico Nico Douga	13.7%	23.6%	24.4%	17.8%	10.5%	9.4%	5.2%	16.4%	10.9%
TikTok	32.5%	70.0%	52.1%	32.0%	26.8%	25.4%	13.0%	29.2%	35.9%

- Across all age groups, “on-demand\* video sharing services” continues to have the highest usage rate, exceeding 90%. By age group, the usage rate of “on-demand video sharing services” exceeded 90% among those in their teens to 40s.
- The usage rate of “on-demand video sharing services” exceeded 50% among those in their 10s to 50s.

(\*) A method in which services are provided at the time requested by the user

[Over time] Usage rate of video sharing and distribution services, etc. (all age groups)



[FY2023] Usage rate of video sharing and distribution services, etc. (All age groups and by age group)

	On-demand video sharing services	Live streaming video sharing services	On-demand broadcast program distribution services	On-demand video distribution services	Paid multi-channel broadcasting services	Linear video distribution service	Internet-based radio broadcasting services	None of the left are used.
all age groups (N=1,500)	90.2%	8.2%	42.3%	59.7%	10.5%	19.0%	15.7%	6.7%
10s (N=140)	95.7%	18.6%	38.6%	71.4%	2.1%	26.4%	9.3%	3.6%
20s (N=217)	98.2%	13.4%	47.9%	81.1%	3.7%	31.8%	15.7%	0.5%
30s (N=241)	97.5%	11.2%	42.7%	67.6%	7.1%	19.9%	16.2%	1.2%
40s (N=313)	94.6%	6.7%	44.7%	59.1%	9.9%	17.3%	18.5%	3.5%
50s (N=319)	87.8%	4.1%	43.3%	54.5%	13.5%	14.1%	19.7%	7.2%
60s (N=270)	72.2%	2.6%	35.2%	36.3%	20.4%	11.9%	10.7%	21.1%

[FY2023] Usage rate of main video sharing and distribution services, etc. (All age groups and by age group)

	YouTube	niconico	Netflix	Amazon	Disney +	DAZN	ABEMA	U-NEXT	Lemino	Hulu
all age groups (N=1,500)	90.2%	14.1%	26.2%	42.9%	8.5%	3.9%	17.9%	7.5%	1.9%	8.1%
10s (N=140)	95.7%	23.6%	32.9%	49.3%	5.7%	4.3%	26.4%	7.1%	4.3%	12.9%
20s (N=217)	98.2%	24.9%	46.1%	53.9%	16.1%	5.5%	30.0%	12.9%	4.6%	14.7%
30s (N=241)	97.5%	19.1%	27.0%	51.0%	10.8%	6.6%	18.3%	8.3%	1.7%	6.2%
40s (N=313)	94.6%	10.5%	22.0%	47.3%	6.7%	2.9%	16.0%	8.3%	1.0%	6.7%
50s (N=319)	87.8%	9.4%	22.9%	35.4%	7.8%	3.4%	12.9%	5.0%	0.6%	7.8%
60s (N=270)	72.2%	5.9%	14.8%	27.4%	4.8%	1.9%	11.9%	4.8%	1.1%	4.1%

	TELASA	FOD PREMIUM	NHK On-demand	WOWOW On-demand	TVer	NHK Plus	radiko	none of the above
all age groups (N=1,500)	1.8%	1.9%	4.5%	3.2%	34.7%	7.9%	13.8%	7.3%
10s (N=140)	0.0%	0.7%	0.0%	0.0%	35.7%	2.1%	7.9%	3.6%
20s (N=217)	2.8%	1.4%	2.3%	2.3%	42.9%	3.7%	13.8%	0.5%
30s (N=241)	0.8%	2.5%	2.5%	2.5%	35.3%	5.4%	14.9%	1.2%
40s (N=313)	1.9%	2.2%	3.5%	2.6%	39.6%	8.0%	16.3%	3.8%
50s (N=319)	2.5%	2.8%	7.2%	4.4%	36.1%	11.3%	16.6%	7.8%
60s (N=270)	1.9%	0.7%	8.1%	5.6%	19.6%	12.6%	9.6%	23.7%
man (N=760)	1.3%	1.4%	5.4%	3.9%	30.4%	8.6%	15.1%	6.2%
woman (N=740)	2.3%	2.3%	3.5%	2.4%	39.1%	7.3%	12.4%	8.5%

Note:

On-demand video sharing services: YouTube, Nico Nico Douga, etc.

Live streaming video sharing services: Niconico Live Broadcasting, TwitCasting, etc.

On-demand broadcast program distribution services: NHK On Demand, Fuji TV On Demand, TVer, etc. (provided by NHK and commercial key stations)

On-demand video distribution services: Netflix, Amazon Prime Video, Hulu, etc.

Paid multi-channel broadcasting services: WOWOW, SKY PerfectTV!, cable TV, etc.

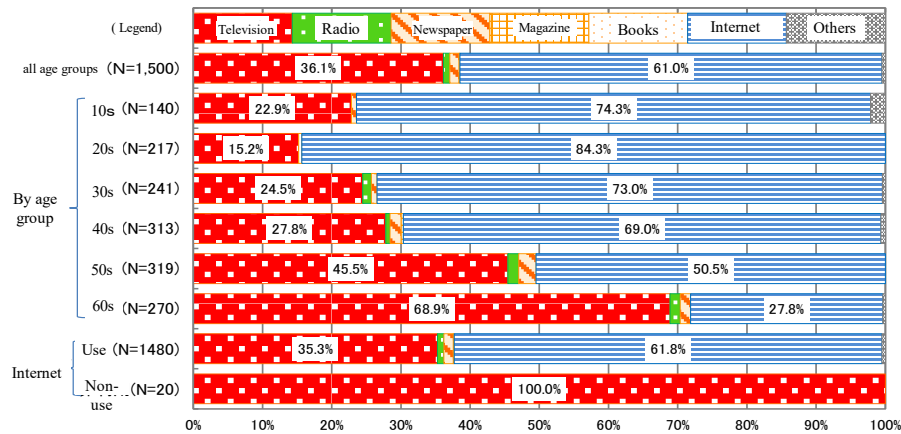
Linear video distribution service: ABEMA, etc.

Internet-based radio broadcasting services: radiko, etc.

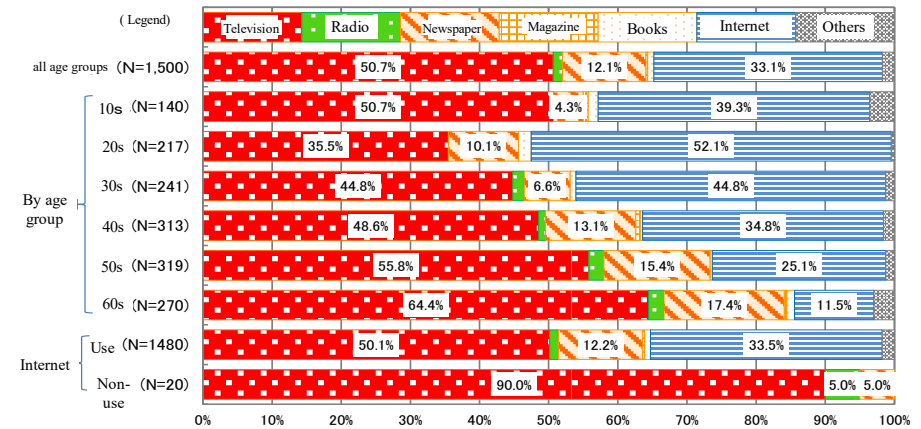
- The media most frequently used to “Quickly learn about events and trends in the world” is the Internet for respondents in their 10s to 50s, while those in their 60s most frequently use “Television”.
- The Internet was the most used method by respondents in their 20s to “Obtain reliable information about events and trends in the world”, TV and the Internet were used at the same rate among those in their 30s, and TV was the most used method among all other age groups. Among those in their 60s, “Newspapers” was used more than “Internet”.
- The “Internet” is the most used method to “Obtain information about hobbies and entertainment” among all age groups, at around 90% among those in their teens to the 30s age group.

[FY2023] Media used by purpose (Most used media) (All age groups and by age group, by Internet use/non-use)

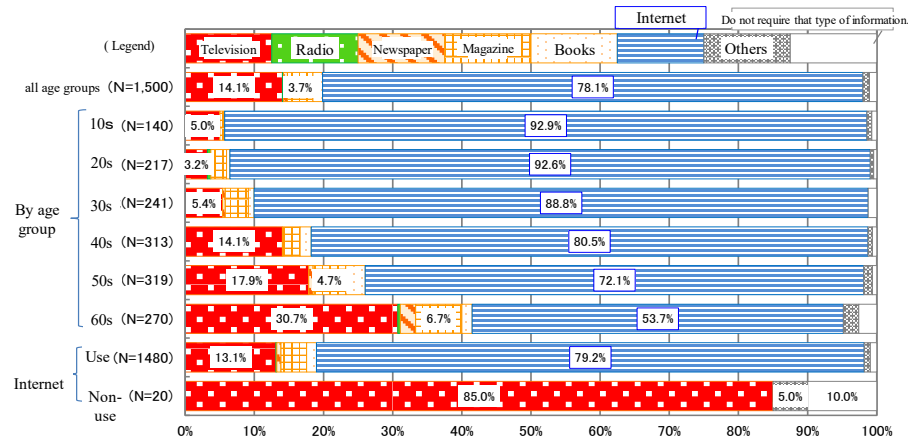
“Quickly learn about events and trends in the world”



“Obtain reliable information about events and trends in the world”



“Obtain information about hobbies and entertainment”



- The “Internet” surpassed “TV” in “Importance as a source of information” for all age groups. By age group, the “Internet” was the most common among people in their teens to 40s, while “TV” was the most common among people in their 50s and 60s.
- Regarding the “Importance for entertainment”, the “Internet” was the most common among people in their teens to 50s, while “TV” was the most common among people in their 60s.
- Regarding the “Trustworthiness as media”, “TV” was the most common among people in their teens to 30s, while “Newspaper” was the most common among people in their 50s to 60s.

[FY2023] Importance as a source of information (All age groups and by age group, by Internet use/non-use)

		Television	Newspaper	Internet	Magazine
all age groups	all age groups (N=1500)	79.7%	44.3%	81.5%	16.0%
By age group	10s (N=140)	73.6%	20.0%	89.3%	12.9%
	20s (N=217)	68.2%	28.6%	90.3%	11.5%
	30s (N=241)	73.0%	27.4%	88.4%	10.8%
	40s (N=313)	80.8%	42.5%	87.9%	18.8%
	50s (N=319)	84.3%	55.5%	78.4%	17.2%
	60s (N=270)	91.5%	73.7%	60.7%	21.1%
Internet	Use (N=1480)	79.6%	43.9%	82.4%	15.7%
	Non-use (N=20)	90.0%	75.0%	15.0%	40.0%

[FY2023] Importance for entertainment (All age groups and by age group, by Internet use/non-use)

		Television	Newspaper	Internet	Magazine
all age groups	all age groups (N=1500)	79.3%	24.9%	87.5%	30.3%
By age group	10s (N=140)	80.0%	5.0%	92.1%	15.0%
	20s (N=217)	68.2%	7.4%	97.2%	24.0%
	30s (N=241)	72.2%	10.4%	93.8%	24.9%
	40s (N=313)	79.2%	20.8%	92.0%	35.5%
	50s (N=319)	83.7%	36.1%	85.6%	35.7%
	60s (N=270)	89.3%	54.1%	68.9%	35.9%
Internet	Use (N=1480)	79.2%	24.7%	88.6%	30.3%
	Non-use (N=20)	90.0%	45.0%	5.0%	30.0%

[FY2023] Trustworthiness of each media (All age groups and by age group, by Internet use/non-use)

		Television	Newspaper	Internet	Magazine
all age groups	all age groups (N=1500)	60.7%	61.1%	28.9%	18.3%
Age group	10s (N=140)	67.1%	62.9%	30.7%	25.7%
	20s (N=217)	51.6%	50.2%	28.1%	18.4%
	30s (N=241)	51.5%	49.8%	27.8%	17.8%
	40s (N=313)	61.3%	62.9%	29.7%	22.7%
	50s (N=319)	64.3%	68.0%	31.7%	17.6%
	60s (N=270)	67.8%	68.5%	25.2%	10.7%
Internet	Use (N=1480)	60.4%	60.9%	28.9%	18.1%
	Non-use (N=20)	80.0%	75.0%	25.0%	35.0%

## <Importance>

The respondents were asked to rate the importance of each media as a “Means of obtaining information (information source)” or as a “Means of entertainment”. Responses were collected using a five-point scale: “Very important”, “Somewhat important”, “Neither”, “Not very important”, and “Not important at all”. For the purpose of tabulation, the responses of “Very Important” and “Somewhat Important” were combined and represented as “Importance”.

## <Trustworthiness>

The respondents were asked to indicate the degree of “Trustworthiness” of each media. Responses were collected using a five-point scale: “Can Trust All”, “Can Trust Most”, “About Half”, “Can Only Trust a Part”, and “Cannot Trust at All”. For the purpose of tabulation, the responses of “Can Trust All” and “Can Trust Most” were combined and represented as “Trustworthiness”.

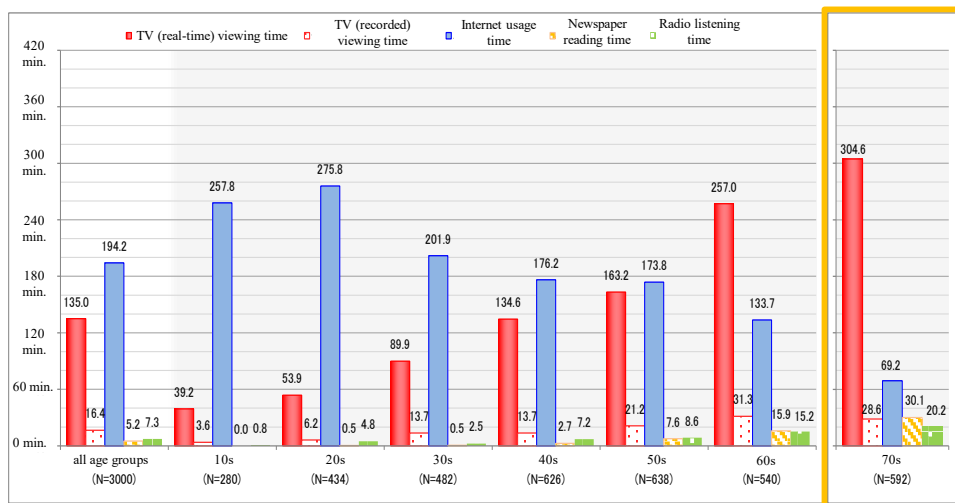


# (Reference) Average Usage Time of Major Media by Respondents in their 70s

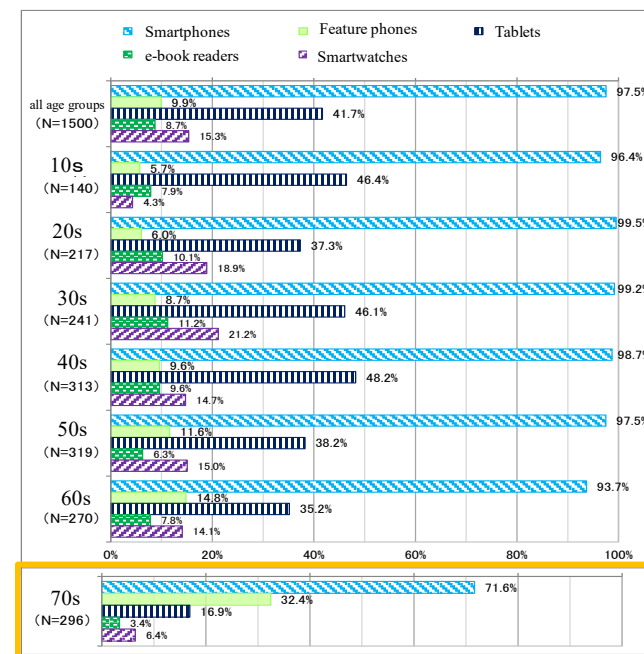
15

- “TV (real-time) viewing” had the longest average usage time for major media on both weekdays and holidays, both exceeding 300 minutes.
- Regarding usage rates by device, “Smartphones” had the highest use rate, exceeding 70%, although lower than the use rates of other age groups.

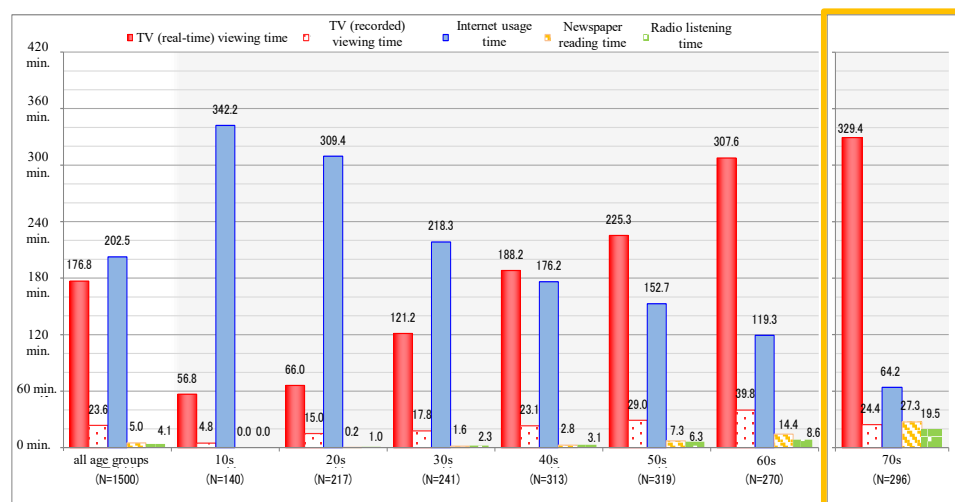
[FY2023] [Weekdays] Average time spent using major media



[FY2023] Usage rate by device



[FY2023] [Holidays] Average time spent using major media



[FY2023] Usage rate of main social media services and apps, etc.

	all age groups (N=1,500)	10s (N=140)	20s (N=217)	30s (N=241)	40s (N=313)	50s (N=319)	60s (N=270)	man (N=760)	wo man (N=740)	70s (N=296)
LINE	94.9%	95.0%	99.5%	97.9%	97.8%	93.7%	86.3%	93.3%	96.5%	64.2%
χ (Formerly Twitter)	49.0%	65.7%	81.6%	61.0%	47.3%	37.0%	19.6%	49.9%	48.1%	7.1%
Facebook	30.7%	10.0%	28.1%	44.4%	39.3%	32.6%	18.9%	32.8%	28.5%	11.1%
Instagram	56.1%	72.9%	78.8%	68.0%	57.2%	51.7%	22.6%	48.8%	63.6%	9.5%
YouTube	87.8%	94.3%	97.2%	97.1%	92.0%	85.6%	66.3%	89.6%	85.9%	39.9%
Nico Nico Douga	13.7%	23.6%	24.4%	17.8%	10.5%	9.4%	5.2%	16.4%	10.9%	2.0%
TikTok	32.5%	70.0%	52.1%	32.0%	26.8%	25.4%	13.0%	29.2%	35.9%	3.7%