

Q2. About the use of the Internet:

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

- * Here, the function of "sending/receiving email" does not include a mail function such as short mail and SMS, which is available only on mobile phones and PHS.
- * Here, access using **any kind of equipment** is assumed, including a PC, a mobile (cell) phone, a PHS, a personal digital assistant (PDA), or a game console.
- * Access for **any purpose** is assumed, including private use and work-related use. Also, access from **any place** is assumed, inside as well as outside the home.
- * Access from **any equipment (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.
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(2) For those **households responding to (1) with "1. At least one person has accessed the Internet"**:

What equipment was used to access the Internet?

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

1. PC at home	2. PC outside the home	3. Mobile phone/PHS/PDA	4. Other
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(3) For those responding to (2) with "1. PC at home":

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

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

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

- 1) ISDN based on optical fiber should be categorized as "7. Optical fiber (FTTH line)."
- 2) Here, "4. Mobile (cell) phone line (except 11 below)," "5. PHS line," and "11. 3rd-generation mobile (cell) phone line" apply to the cases in which they are connected to a PC when used, but not to the cases in which they are used by themselves (standalone).

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

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

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

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

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

- 1) ISDN based on optical fiber should be categorized as "7. Optical fiber (FTTH line)."
- 2) Here, "4. Mobile (cell) phone line (except 11 below)," "5. PHS line," and "11. 3rd-generation mobile (cell) phone line" apply to the cases in which they are connected to a PC when used, but not to the cases in which they are used by themselves (standalone).

Q3 About problems encountered in using the Internet:

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

Have you encountered any of the following problems while using the Internet during the past 12 months? (Under each of the “PC (home)” and “Mobile phone (including PHS/PDA)” columns, please **circle all the numbers that apply**. Please circle 10 if you haven't encountered any problem.)

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

- 1) Refers to any incident in which somebody or some program breaks into a computer system without permission to cause some anomaly or abuse its resources.
- 2) Refers to any program that secretly collects personal information such as access history in a PC and transmits it outside.
- 3) Refers to a pseudo-fraud act of pretending to be a legitimate mail from, or a website of, an existing company and prompting the PC user to give out a password or a PIN.

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

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

Under each of the “PC (home)” and “Mobile phone (including PHS/PDA)” columns, please **circle only one number that applies**.)

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

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

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

(Under each of the “PC (home)” and “Mobile phone (including PHS/PDA)” columns, please **circle only one number that applies**.)

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

Q4 About security measures taken in using the Internet:

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

Which of the following security measures have you taken against viruses, unauthorized accesses, etc. during the past 12 months?
(Please **circle all the numbers that apply.**)

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

1) If the anti-virus program, etc. you have includes a anti-spyware feature, please also circle "3. Installed an anti-spyware program."

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

(2) **Another question for those households responding to Q2 (1) with "1. At least one person has accessed the Internet"** :

Which of the following measures have you taken against spam mails during the past 12 months?

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

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

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

_____	1. Yes.	2. No.
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(2) **For those households responding to (1) with "1. Yes"**:

Do the children that are below 18 in your household access the Internet **by using a PC at home or a mobile phone (including PHS/PDA)?**

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

	Access the Internet on a home computer	Access the Internet by using a mobile phone (targetted at kids)*	Access the Internet by using a mobile phone (smartphone)	Access the Internet by using a mobile phone (other than the left)	Our children do not access the Internet by using our PC at home or a mobile phone (including PHS/PDA)
a. Preschool age child	1	2	3	4	5
b. Elementary school (lower grades)	1	2	3	4	5
c. Elementary school (upper grades)	1	2	3	4	5
d. Junior high school	1	2	3	4	5
e. High school or graduates from junior highschool	1	2	3	4	5

* 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 mobile phone (including PHS/PDA) companies? Furthermore, are you using any such software or service?

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

About filtering software available on the PC:

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

1. Yes.	2. No.
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Note: Only those responding in Q5(2) above that your children "access the Internet on a home computer" (1) need to answer.

About filtering services available on mobile phones (including PHS/PDA):

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

1. Yes.	2. No.
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Note: Only those responding in Q5(2) above that your children "access the Internet by using a mobile phone" (2-4) need to answer.

(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) 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.
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For change of model:

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

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

Do you have fear or concerns about using the Internet?

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

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

→ For **households who responded to the above question with 3 or 4:**

What kinds of concerns do you have?

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

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

Q7 About the reasons for not using the Internet:

For all households:

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

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

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

Q8 About cable TV, satellite broadcast:

For cable TV and satellite broadcasts, what do you think is **an appropriate amount to pay for one month?**

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

1. Less than ¥1,000	3. ¥1,501 - 2,000	5. ¥3,001 - 4,000
2. ¥1,001 - 1,500	4. ¥2,001 - 3,000	6. ¥4,001 and more

Q9 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 extracopies of the questionnaire.

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

Gender (Circle either one.)
Age (Enter a number in years)

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

For the questions below, please give the answers individually.

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

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

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

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

Q2 (1) Have you used any services based on the Internet (e.g., sending/receiving emails via a PC or a mobile phone or viewing a website) during the past 12 months? (Please **circle only one number that applies.**)

1. Yes
2. No No need to fill in for the following

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

- * 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.
- * Not just the Internet services via a PC. Those via a mobile phone, PHS, PDA, game console, or **any other device** should also be included.
- * 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.
- * **Uses of the Internet via equipment not owned by your household**, such as devices provided in libraries and Internet cafés, **should also be included.**

(Those who responded to Q2. (1) above with "1. Yes," please go to Q2(2) through Q5.)

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

How often have you used the Internet, regardless of where?

(For each of the "PC" and "Mobile phone" columns, please **circle only one number that applies***.)

Here, "mobile phone" includes PHS and PDA.

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

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

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

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

What equipment have you used to access the Internet during the past 12 months?

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

1. PC
2. Mobile phone (including PHS, personal digital assistant (PDA))
3. Tablet terminal*
4. TV set capable of connecting to the Internet
5. Home-use game console capable of connecting to the Internet; other device

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

* A mobile computer terminal (other than a mobile phone) integrated into a flat touch panel display and primarily operated by touching the panel.

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

Where have you accessed the Internet **by using a PC?**

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

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

A	B	C	D	E	F	G	H
1	1	1	1	1	1	1	1
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
8	8	8	8	8	8	8	8
9	9	9	9	9	9	9	9
10	10	10	10	10	10	10	10

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

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

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

Sub-question: Do you use a broadband line* to access the Internet from your home computer?

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

1. Yes
2. No

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

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

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

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

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

1. Yes
2. No <u>Please go to Q4.</u>

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

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

Sub question 1: Where have you used the Internet?

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

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

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

Sub-question 2: How often have you used the Internet?

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

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

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

Q4. (1) **For each one of those who have used the Internet** during the past 12 months:

What Internet functions or services, and for what purpose(s), have you used during the past 12 months?

(For each of the "PC" and "Mobile phone" columns, please circle all the numbers that apply.)*

Here, "mobile phone" includes PHS and PDA.

	A		B		C		D		E		F		G		H	
	PC	Mobile phone	PC	Mobile phone	PC	Mobile phone	PC	Mobile phone	PC	Mobile phone	PC	Mobile phone	PC	Mobile phone	PC	Mobile phone
1. Viewing somebody's website or a blog (Weblog) ^{*11}	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1
2. Viewing a company's/government's/public office's website or blog (weblog) ¹	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2
3. Sending/receiving email (except mail magazines)	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3
4. Viewing and writing on an electronic bulletin board (BBS) ^{*12} or a chat room ^{*13}	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4
5. Viewing and posting for a video posting site	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5
6. Viewing and posting a microblog ^{*11}	6	6	6	6	6	6	6	6	6	6	6	6	6	6	6	6
7. Receiving a mail magazine (regardless of whether chargeable or free)	7	7	7	7	7	7	7	7	7	7	7	7	7	7	7	7
8. Participating in a social networking service (SNS) ^{*14}	8	8	8	8	8	8	8	8	8	8	8	8	8	8	8	8
9. Opening or updating a website	9	9	9	9	9	9	9	9	9	9	9	9	9	9	9	9
10. Opening or updating a blog ¹⁾	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10
11. Exchange or download of electronic files (P2P ^{*15} , FTP ^{*16} , etc.)	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11
12. Internet auction ^{*17}	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 purchase of digital content and financial trading) If yes, please also answer sub-questions 1-3 and Q4 (2). If no, please answer Q4 (3) below.	14	14	14	14	14	14	14	14	14	14	14	14	14	14	14	14
15. Acquisition of, or listening to, digital content (music, voice recording images/video game software etc.) (regardless of whether there is a charge)	15	15	15	15	15	15	15	15	15	15	15	15	15	15	15	15
16. Financial trading (net banking ^{*18} , net trading ^{*19} , etc.) If yes, please also answer sub-questions 1-3. If no, please answer Q4 (3) below.	16	16	16	16	16	16	16	16	16	16	16	16	16	16	16	16
17. Application to a quiz or a prize competition	17	17	17	17	17	17	17	17	17	17	17	17	17	17	17	17
18. 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 (net 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 ²⁾ (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

1) Excludes microblog.

2) Includes transfer guide and route search service.

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

For those aged 15 and above responding to (1) above with "14. Purchase or trade of merchandise or services" or "16. Financial Trading":

Sub-question 1:

What merchandise or services have you purchased or traded?

(For each of the "PC" and "Mobile phone" columns, please

circle all the numbers that apply.)*

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

Here, "mobile phone" includes PHS and PDA.

	A		B		C		D		E		F		G		H	
	PC	Mobile phone	PC	Mobile phone	PC	Mobile phone	PC	Mobile phone	PC	Mobile phone	PC	Mobile phone	PC	Mobile phone	PC	Mobile phone
1. PCs or PC-related (PCs, peripheral devices, software such as OS [limited to tangible items such as DVD-ROM])	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1
2. Books, CD/DVD, 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. 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

For those aged 15 and above responding to (1) above with "14. Purchase or trade of merchandise or services" or "16. Financial Trading":

Sub-question 2:

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 (via PC), mobile banking ^{*20} (via a mobile phone)	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).

For those aged 15 and above responding to (1) above with "14. Purchase or trade of merchandise or services" or "16. Financial Trading":

Sub-question 3

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

Q4(2) For those aged 15 and above responding to (1) above with "14. Purchase or trade of merchandise or services":

How much (including consumption taxes) have you spent during the past 12 months on the purchase of merchandise and services via the Internet?

(For each of the "PC" and "Mobile phone" columns,

please **circle only one number that applies.**)

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

Here, "mobile phone" includes PHS and PDA.

	A		B		C		D		E		F		G		H	
	PC	Mobile phone	PC	Mobile phone	PC	Mobile phone	PC	Mobile phone	PC	Mobile phone	PC	Mobile phone	PC	Mobile phone	PC	Mobile phone
1. Less than ¥10,000	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1
2. ¥10,001 – 30,000	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2
3. ¥30,001 – 50,000	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3
4. ¥50,001 – 100,000	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4
5. ¥100,001 – 200,000	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5
6. ¥200,001 – 500,000	6	6	6	6	6	6	6	6	6	6	6	6	6	6	6	6
7. ¥500,001 – 1,000,000	7	7	7	7	7	7	7	7	7	7	7	7	7	7	7	7
8. ¥1,000,001 or more	8	8	8	8	8	8	8	8	8	8	8	8	8	8	8	8

Q4(3) For those aged 15 and above who have not purchased or traded merchandise or services or engaged in financial trading via the Internet during the past 12 months:

What are the reasons for not using the Internet for the purchase of merchandise or services and financial trading?

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

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

Q5 **For those (aged 15 and above) who have used the Internet** during the past 12 months:

Have you purchased any chargeable digital content* via the Internet during the past 12 months?

(For each of the "PC" and "Mobile phone" columns, please circle only one number that applies.)

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

Here, "mobile phone" includes PHS and PDA.

1. Yes	
2. No	No need to fill in for the following

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

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

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

Sub-question 1: What kinds of content have you purchased via the Internet?

(For each of the "PC" and "Mobile phone" columns, please circle all the numbers that apply.)

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

Here, "mobile phone" includes PHS and PDA.

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

A	B	C	D	E	F	G	H
PC Mobile phone	PC Mobile phone	PC Mobile phone	PC Mobile phone	PC Mobile phone	PC Mobile phone	PC Mobile phone	PC Mobile phone
1 1	1 1	1 1	1 1	1 1	1 1	1 1	1 1
2 2	2 2	2 2	2 2	2 2	2 2	2 2	2 2
3 3	3 3	3 3	3 3	3 3	3 3	3 3	3 3
4 4	4 4	4 4	4 4	4 4	4 4	4 4	4 4
5 5	5 5	5 5	5 5	5 5	5 5	5 5	5 5
6 6	6 6	6 6	6 6	6 6	6 6	6 6	6 6
7 7	7 7	7 7	7 7	7 7	7 7	7 7	7 7
8 8	8 8	8 8	8 8	8 8	8 8	8 8	8 8
9 9	9 9	9 9	9 9	9 9	9 9	9 9	9 9
10 10	10 10	10 10	10 10	10 10	10 10	10 10	10 10
11 11	11 11	11 11	11 11	11 11	11 11	11 11	11 11

* Includes transfer guide and route search service.

Sub-question 2: For those who responded to Sub-question 1 with "6. Electronic books":

What genres of electric books have you purchased via the Internet?

(For each of the "PC" and "Mobile phone" columns, please circle all the numbers that apply.)

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

Here, "mobile phone" includes PHS and PDA.

1. Novels, light novels	
2. Essays, non-fiction	
3. Hobbies, how-to books	
4. Business books	
5. Educational or study/certification-based books	
6. Comic books, manga	
7. Photography books, gravure pictures	
8. Newspapers and magazines	
9. Other	

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

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

Sub-question 3: How much (including consumption taxes) have you spent during the past 12 months for items purchased via the Internet?

(For each of the "PC" and "Mobile phone" columns, please circle only one number that applies.)

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

Here, "mobile phone" includes PHS and PDA.

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

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

This is the end of the questionnaire.

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

Thank you very much.

We would like to send 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 7.

Please note that, if the gender and age entries on Page 7 are not properly filled out, the entire questionnaire may become invalid, and as a result, we may not be able to send you any token of appreciation.

<Glossary>

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

Confidential

Questionnaire on Use of Telecommunications <<for Businesses>>

- Telecommunications Usage Trend Survey, Ministry of Internal Affairs and Communications (MIC) (2010) -

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, 2010, 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 100-8926, 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 and using a communication network and the Internet:

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

Company communication network	Current status or future plans
[1] Intranet*	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 **circle only one number that applies**.

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

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

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

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

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

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

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

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

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

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

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

- (5) For companies responding to (4) above with 1 or 2:

How do you connect to the Internet?
Please **circle all the numbers that apply.**

1. Telephone line (dialup)	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	

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

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

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

- (7) Do you have **a website or a business blog** in place? For each sub-question, please **circle only one number that applies.**

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

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

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

- (9) Do you use (view, analyze) consumer-operated blogs or SNS for marketing? Please **circle only one number that applies.**

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

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

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

* 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.

[1] For companies responding to (10) above with "1. Yes, we do, on a company-wide basis." or "2. Yes, we do, in some offices or divisions":
Do you find cloud useful? Please **circle only one number that applies**.

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

[2] For companies responding to (10) above about the use of cloud computing with "4. No, we don't, and we have no plans to use it":
What are the reasons you don't use cloud? Please **circle all the numbers that apply**.

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

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

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

(12) Do you use any systems or services based on **Information & Communications Technology (ICT)** tools such as electronic tags and contactless smart cards? For each question item, please **circle only one number that applies**.

ICT-based system 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.

Q2 For all companies: About electronic commerce

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

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

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

(2) For companies responding with 2 or 3 to (1) above: **About what percentage of the sales amount for the items put on the Internet actually came from the sales via the Internet (companies and consumers) in fiscal 2009?**

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

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

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

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

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

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

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

(Web ad)	(Mail ad)
1. Text ad ¹	7. Mail magazine
2. Banner ad ²	8. Direct mailing (DM) (e.g., targeted mailing)
3. Rich media ad ³	(Other)
4. Sponsorship ad (e.g., tie-up with editing)	9. Other Internet ad
5. Linked to a search engine	
6. Linked to content ⁴	10. 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.

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

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

Q3 For all companies: About teleworking:

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

Note: 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 by alternatives of transport modality
4. To reduce office costs	10. Preparation for business continuity in emergency situations (earthquakes, new strains of influenza, etc.)
5. To reduce commuting time	11. Other than the above
6. To improve customer satisfaction	

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

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

1. Great effects	2. Some effects	3. No effects
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[4] For companies responding to Q3 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.	

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

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

Which of the following do you do?

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

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

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

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

1. Have encountered a computer virus, but have not been infected	6. Unauthorized alteration of a website
2. Have encountered a computer virus, and have been infected at least once	7. Deliberate or inadvertent leakage of information
3. Unauthorized access*	8. Other problems
4. Used as a relay or a springboard for spam mail	9. None
5. DoS (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) If you have circled "2. Have encountered a computer virus, and have been infected at least once" in (1) above, **how many times** have you been **infected** with a virus during the past 12 months? Please **circle only one number that applies**.

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

- (3) **What measures for ensuring data security or combating viruses on telecommunications networks** are you taking?
Please **circle all the numbers* that apply**.

1. Establishing a security policy	11. Recording access logs
2. Conducting security audits	12. Introducing an authentication technology for checking the user's identification
3. Outsourcing security management	13. Using a cipher (cryptographic) system for data or the network
4. Training employees	14. Monitoring the network
5. Installing an antivirus program on terminals such as PCs (OS, software, etc.)	15. Installing/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 certifi	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.

Finally, about your company:

For the questions below, if your financial statements contain the answers, you may choose to attach a copy of the relevant pages instead of filling out that part of the questionnaire. In such a case, please underline the relevant descriptions.

F1 What is your capital (amount invested)? Please **circle only one number that applies.**

1. Less than ¥10 million	4. ¥50 - less than ¥100 million	7. ¥1 - less than ¥5 billion
2. ¥10 - less than ¥30 million	5. ¥100 - less than ¥500 million	8. ¥5 billion or more
3. ¥30 - less than ¥50 million	6. ¥500 million - less than ¥1 billion	

F2 What is your annual sales volume*? Please enter a number in units of ¥1 million.

										M¥
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* Please enter the sales volume for Fiscal Year 2009 (April 2009 – March 2010). If it is difficult to do so, then enter the sales volume for the closest fiscal year.

* For banks, please enter the current income; for life insurance companies, enter the premium income; for non-life insurance companies, enter the net premium income.

F3 What is your operating profit*? Please enter a number in units of ¥1 million.

										M¥
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* Please enter the operating profit for Fiscal Year 2009 (April 2009 – March 2010). If it is difficult to do so, then enter the operating profit for the closest fiscal year.

* For banks, please enter the net operating profit; for life insurance companies, enter the base profit; for non-life insurance companies, enter the insurance profit.

F4 What is your personnel cost*? Please enter a number in units of ¥1 million.

										M¥
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* Please enter the personnel cost for Fiscal Year 2009 (April 2009 – March 2010). If it is difficult to do so, then enter the personnel cost for the closest fiscal year.

F5 What is your allowance for depreciation*? Please enter a number in units of ¥1 million.

										M¥
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* Please enter the allowance for depreciation for Fiscal Year 2009 (April 2009 – March 2010). If it is difficult to do so, then enter the personnel cost for the most recent fiscal year.

F6 How many employees* does your company have? Please enter a number.

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* No. of employees: No. of people regularly employed in your company as of December 1, 2010 or the closest closing date for salary calculation. Of part-timers, temporary workers, and day laborers, those who are on contract with a term equal to or longer than 1 month and those who worked 18 or more days in each of October and November 2010 and are employed on the day of the survey are included in this count.

This is the end of the questionnaire. Please place the completed questionnaire into the enclosed envelope and send it back to us (there is no need to affix a postage stamp).

Thank you very much.