



Confidential

Submission deadline: February 28, 2013

Government

Ministry of Internal Affairs and Communications
2012 Communications Usage Trend Survey Form <<For Households>>

This survey has been approved under the Statistics Act. The information collected in this survey will be used for statistical purposes only. Your accurate and complete answers are appreciated.

(affix address label here)

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

Telephone number input field

Please note the following before completing the survey.

- 1 This survey asks about the communication devices and services you and your household regularly use...
2 Words defined in the Glossary are denoted with asterisks (\*). Please refer to the Glossary as needed.
3 Please give answers reflecting the situation in your household on December 31, 2012.
4 Submit the completed survey to: ICT Economic Research Office, ICT Strategy Policy Division, Global ICT Strategy Bureau, Ministry of Internal Affairs and Communications...
5 If you have any questions, please contact the survey firm at: "Communications Usage Trend Survey" Secretariat, Survey Research Center, Co., Ltd.
6 The Ministry of Internal Affairs and Communications has contracted the survey firm above to conduct this survey.

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

Q1 Concerning ownership and usage of communication devices

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

Does your household own any of the devices 1 through 10 listed below? Please circle all devices that your household owns.

For devices 2 through 5 and 7 through 10, please indicate the number of devices in your household.

Table with 10 items: 1. Fixed-line telephones, 2. Mobile phones, 3. Smartphones, 4. Tablets, 5. Computers, 6. Fax machines, 7. Internet-enabled home game consoles that display video on a television or other monitor, 8. Internet-enabled home game consoles with built-in displays, 9. Portable players that can automatically record content from computers or other devices, 10. Other Internet-enabled home appliances.

Note 1: Do not count company-provided devices or devices that you own but have not used even once in the past year.

Note 2: Please enter separate answers for conventional mobile phones and smartphones for this and all subsequent questions in the survey.

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

Does your household own any of the devices 1 through 5 listed below? Please indicate the number of devices you own.

For devices 1 through 3, please indicate the number of Internet-connected devices you own.

Table with 3 columns: Device type, No. of owned devices, No. of Internet-connected devices. Rows include TVs, DVD/Blu-Ray disk recorders, Digital broadcast receiver tuners, Cable TV tuners, IPTV tuners, and Other.

Note 1: For "No. of Internet-connected devices," count all devices that are directly connected to the Internet with either a LAN cable or a Wi-Fi connection.

Note 2: Do not count company-provided devices or devices that you own but have not used even once in the past year.

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

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

Note: Count home Wi-Fi networks that are used jointly with wired networks.

Q2 Concerning general Internet usage

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

Please **circle the one best answer**.

Note 1: Do not count the use of email functions, such as SMS,\* that are only used between mobile phones or PHS handsets for "sending / receiving email".

Note 2: Count Internet use from any kind of device, including computers, mobile phones, PHS handsets, personal digital assistants (PDAs), smartphones, or game consoles.

Note 3: Count Internet use for any purpose, including use for work as well as for personal use. Count Internet use from any location, such as at home or outside your home.

Note 4: **Count Internet use from devices not owned by the household**, such as computers in libraries or Internet cafes.

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

(2) To households that answered 1 to (1) above (i.e., households with at least one Internet user): What device or devices have the Internet user(s) in your household used to access the Internet? Please circle all answers that apply.

1. Computers at home	2. Computers outside the home	3. Mobile phones (including PHS handsets and PDAs)	4. Smartphones	5. Tablets	6. Other devoces
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(3) **To households that answered 1, 5, or 6 to (2) above (i.e., households where computers at home, tablets, or other devices are used): What type of connection is used to access the Internet? Please circle all answers that apply. Please indicate the number of subscriptions you have for narrowband connections and for broadband connections.**

<p>● <b>Narrowband connections</b> <sup>* Note 1</sup> (how many subscriptions? _____)</p>		
1. Telephone (dial-up)	3. ISDN (continuously connected) <sup>* Note 2</sup>	5. PHS <sup>Note 3</sup>
2. ISDN (not continuously connected) <sup>* Note 2</sup>	4. Mobile phone (excluding connection types 12, 13, and 14 below) <sup>Note 3</sup>	6. Connection depends on the data communication device <sup>Note 4</sup>
<p>● <b>Broadband connections</b> <sup>* Note 1</sup> (how many subscriptions? _____)</p>		
7. DSL <sup>*</sup>	10. Fixed wireless access (FWA) <sup>*</sup>	12. 3G mobile phone <sup>* Note 3</sup>
8. Cable TV (CATV) <sup>*</sup>	11. BWA <sup>*</sup> access service	13. Connection depends on the data communication device <sup>Note 4</sup>
9. Optical fiber (FTTH) <sup>*</sup>		14. LTE <sup>*</sup>
<p>● <b>Other</b></p>		
15. Other		

Note 1: Narrowband connections are low-speed connections with speeds generally less than 128 kbps. Broadband connections are connections capable of high speeds and ultra-high speeds.

Note 2: If you use ISDN over an optical fiber connection, please circle 9 "Optical fiber (FTTH)".

Note 3: Circle 4, 5, or 12 only **when the Internet is used by tethering to a computer**. Do not circle these answers if the Internet is accessed solely with a mobile phone or PHS handset.

Note 4: Includes card devices, stick devices, wireless devices (mobile Wi-Fi routers), and all other similar devices.

Q3 Concerning losses associated with Internet use

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

Have you suffered any of the following **losses associated with Internet use in the past year?**

Please **circle all losses** for each access device.

Please circle 10 if you have not suffered any losses.

	Computers (used at home)	Mobile phones (including PHS handsets and PDAs)	Smartphones
Discovered a computer virus* but not infected	1	1	1
Discovered a computer virus* and at least one incidence of an infection	2	2	2
Received spam* (do not include fraudulent emails)	3	3	3
Received fraudulent emails*	4	4	4
Illegal access* <sup>Note 1</sup>	5	5	5
Personal information security breach by spyware, <sup>Note 2</sup> etc.	6	6	6
Defamation on the Web (forums,* etc.)	7	7	7
Phishing* <sup>Note 3</sup>	8	8	8
Other (copyright infringements, etc.)	9	9	9
No losses	10	10	10

Note 1: *Illegal* access refers to infiltrating a computer system without permission and causing system failures or making use of the system without authorization.

Note 2: *Spyware* refers to a program that collects personal information on a computer, such as access logs, and sends the information to an external computer.

Note 3: *Phishing* is a type of fraud in which the attacker fakes emails from a real corporation or a real corporation's Website in order to get the victim to enter his or her PIN or password.

**To households who received spam or fraudulent email:**

Supplementary Question

How frequently did you receive spam or fraudulent emails?

Circle **the one best answer** for each access device.

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

Q4 Concerning Internet security measures

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

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

Please **circle all answers that apply**.

- |   |  |
|---|--|
| 1. Installed an anti-virus program  | 8. Did not click suspicious URL links in opened emails |
| 2. Used an anti-virus service from a provider, etc.                                       | 9. Used a firewall* <sup>Note 2</sup>                  |
| 3. Installed an anti-spyware program <sup>Note 1</sup>                                    | 10. Used a firewall service from a provider, etc.      |
| 4. Updated operating system* / browser*   | 11. Used different passwords for different accounts    |
| 5. Backed up files, etc.  | 12. Regularly changed passwords                        |
| 6. Updated / changed mailing software   | 13. Took other measures                                |
| 7. Did not open emails, attached files, or HTML files from unknown people without caution | 14. Took no measures                                   |

Note 1: Please **circle 3** if your anti-virus program or operating system has an anti-spyware function.

Note 2: Firewall refers to a system to protect computers from unauthorized intrusions from external networks. Please **circle 9** if your anti-virus program or operating system has a firewall function.

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

**What measures have you taken against spam in the past year?**

Please **circle all answers that apply** for each access device.

	Computers (used at home)	Mobile phones (including PHS handsets and PDAs)	Smartphones
Used multiple email addresses	1	1	1
Used an email blocking function	2	2	2
Used an email white-list function	3	3	3
Regularly changed email addresses	4	4	4
Took other measures	5	5	5
Took no measures	6	6	6

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

**What measures have you taken to protect your personal information in the past year?**

Please **circle all answers that apply**.

- |  |   |
|--|---|
| 1. Did not post personal information on forums or other Websites | 5. Did not download from Websites without caution |
| 2. Avoided using sites offering prizes, etc.                     | 6. Took other measures                            |
| 3. Avoided entering credit card number                           | 7. Took no measures                               |
| 4. Used an anti-spyware program                                  |   |

(4) **To households that answered 1 to Question 1 (3) (i.e., households that use home Wi-Fi networks):**

**What information security measures do you take when using your home Wi-Fi network?**

Please **circle all answers that apply**.

- |  |
|--|
| 1. Set an appropriate encryption method (WPA or WPA2*) at the access point* and device |
| 2. Exchange important information over SSL*  |
| 3. Take other measures   |
| 4. Take no measures  |
| 5. Don't know  |

Q5 Concerning Internet use by children under 18

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

1. Yes	2. No	(3) Please go to (3) below
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(2) To **households that answered 1 to (1) above (i.e., households with an under-18 child):**

Does the under-18 child in your household use the Internet **with a computer at home or a mobile phone (including PHS handsets and PDAs)?**

Please **circle all answers that apply for your child's age range.**

(child's school age)	a. Preschool	b. Lower elementary	c. Higher elementary	d. Junior high school	e. High school or graduate of junior high school
1. Uses the Internet with a computer at home	1	1	1	1	1
2. Uses the Internet with a smartphone	2	2	2	2	2
3. Uses the Internet with a mobile phone (designed for children <sup>Note</sup> )	3	3	3	3	3
4. Uses the Internet with a mobile phone (other than that above)	4	4	4	4	4
5. The child does not use the Internet with any of the above devices	5	5	5	5	5
6. No child of this school age	6	6	6	6	6

Note: *Mobile phones designed for children* refers to mobile phones designed especially for elementary and junior high school children, such as NTT Docomo's Kids' Keitai, au's Junior Keitai, and SoftBank Mobile's KodoMobile.

(3) Are you aware of **filtering software\*** or **filtering services** provided by Internet providers or mobile telecoms that can restrict access to harmful sites on the Internet? Do you use any such software or services?

Please **circle the one best answer.**

① To **all households:** Are you aware of **filtering software or services used with computers?**

1. Yes	2. I've heard of it	3. No
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② To **households with an under-18 child who accesses the Internet from a computer at home:**

Do you use filtering software or services with the computer your child uses?

1. Yes	2. No
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③ To **all households:** Are you aware of **filtering services used with mobile phones (including PHS handsets and PDAs) or smartphones?**

1. Yes	2. I've heard of it	3. No
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④ To **households with an under-18 child who accesses the Internet from a mobile phone or smartphone:**

Do you use filtering services with the mobile phone (including PHS handsets and PDAs) or smartphone your child uses?

1. Yes	2. No
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(4) To **households that answered 1 to Question (3) ④ above (i.e., households that use filtering software with their child's mobile phone or smartphone):** In the past year, **did a retail outlet's staff member explain filtering** when your household's under-18 child signed up for a mobile phone (including PHS handsets and PDAs) or smartphone subscription?

Please **circle the one best answer.**

① Signing a new subscription

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

1. Yes	2. No	3. Did not change handset models in the past year
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Q6 Concerning your concerns about using the Internet

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

Do you have any concerns about using the Internet?

Please **circle all answers that apply.**

- 1. I have no particular concerns
- 2. There are security threats, but I'm not so concerned because I've taken proper measures against them
- 3. I take measures against security threats, but I'm somewhat concerned because they are insufficient
- 4. I'm concerned

→ To **households that answered they are somewhat concerned or concerned:**

What specific concerns do you have?

Please **circle all answers that apply.**

- |  |  |
|--|--|
| 1. Concern about personal information protection               | 6. Flood of illegal or harmful information                     |
| 2. Concern about the reliability of electronic payment means   | 7. Do not know if sent email will arrive at its destination    |
| 3. Concern about intellectual property protection              | 8. Unclear how far to take security measures                   |
| 4. Concern about virus infections                              | 9. Cannot understand the specifics of complex security threats |
| 5. Concern about the reliability of authentication technology* | 10. Other  |

Q7 Concerning use of digital TV broadcast receivers

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

**Does your household use the data broadcast function (the d button on your remote control) of digital TV broadcasts?**

Please **circle the one best answer.**

- 1. Use at least once a day
- 2. Use at least once a week (but not every day)
- 3. Use at least once a month (but not every week)
- 4. Use at least once a year (but not every month)
- 5. Do not use at all

Supplementary Question: To **households that answered any of 1, 2, 3, or 4 to (1) above:**

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

Please **circle all answers that apply.**

- 1. Obtain news, weather, transportation, and emergency information
- 2. Obtain information related to the current program
- 3. Participate in quizzes, questionnaires, and other program projects
- 4. Purchase goods or services presented by programs
- 5. Use other services

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

**What services does your household use from the device that can receive digital TV broadcasts?**

Please **circle all answers that apply.**

- 1. Video on demand (VOD)\* or other streamed programming
- 2. Web uses, such as browsing Websites, posting videos, using forums, chat,\* social networking,\* online shopping, etc.
- 3. Online gaming\*
- 4. Videophone
- 5. Make recording settings or watch recorded programs on smartphones or tablets via a network
- 6. Do not use any of the above services

Supplementary Question 1: To **households that answered any of 1, 2, 3, 4, or 5 to (2) above:**

What improvements do you think should be made to these services?

Please **circle all answers that apply.**

- |   |   |
|---|---|
| 1. Lower the price of VOD and other pay services                                  | 7. Expand the compatibility for smartphones, tablets, and other devices that can make recording settings or watch recorded programs via a network |
| 2. Improve the video quality  | 8. Expand the ability to comment about the current program on social media*   |
| 3. Improve the remote control and other controls                                  | 9. Other  |
| 4. Better content selection for VOD, online games, etc.                           | 10. None  |
| 5. Improve the VOD viewing experience (eliminate audio and video drop outs, etc.) |   |
| 6. Rebroadcast missed programs  |   |

Supplementary Question 2: To **households that answered 6 to (2) above (i.e., households that do not use the listed services)**:

Why does your household not use these services?

Please **circle all answers that apply**.

1. Did not know about the services
2. Do not know how to access the services
3. Cannot access the services (receiver is not compatible with services, etc.)
4. Can access the services from other devices (such as computers, mobile phones, smartphones, or tablets)
5. They are pay services
6. No services I want to use
7. Other

(3) **Which of the following services would your household like to use (or continue to use) from a device that can receive digital TV broadcasts?**

Please **circle all answers that apply**.

1. Video on demand (VOD) or other streamed programming
2. Web uses, such as browsing Websites, posting videos, using forums, chat, social networking, online shopping, etc.
3. Online gaming
4. Videophone
5. Make recording settings or watch recorded programs on smartphones or tablets via a network
6. Other
7. None

(4) **If a smart TV\* — a television receiver with Internet access capability that obtains and displays Web information connected to the current program, that can run a wide variety of apps,\* and that can connect to smartphones and tablets from all manufacturers — were available, would you like to use a smart TV?**

1. Yes

2. No

Q8 Concerning your household's members and income

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

people

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

Please **circle the one best answer**.

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

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

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

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

Gender (circle either male or female)

Age (fill in the person's age)

A (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
___ years old	___ years old	___ years old	___ years old	___ years old	___ years old	___ years old	___ years old

Please answer the following questions separately for each household member.

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

**Q1 Concerning individual Internet usage**

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

Please **circle the one best answer**.

1. Yes
2. No

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

- Note 1: Do not count the use of email functions, such as SMS,\* that are only used between mobile phones or PHS handsets for "sending / receiving email".
- Note 2: Count Internet use from **any kind of device**, including computers, mobile phones, PHS handsets, personal digital assistants (PDAs), smartphones, or game consoles.
- Note 3: Count Internet use **for any purpose**, including use for work as well as for personal use. Count Internet use from **any location**, such as at home or outside the home.
- Note 4: **Count Internet use from devices not owned by the household**, such as computers in libraries or Internet cafes.

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

**Which devices** have you used to access the Internet **in the past year**?

Please **circle all answers that apply**.

1. Computers at home
2. Computers outside the home
3. Mobile phones (including PHS handsets and personal digital assistants (PDAs))
4. Smartphones
5. Tablets
6. TV receivers <sup>Note</sup>
7. Internet-enabled home game consoles and other devices

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

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

**Supplementary Question 1: To all people who have used the Internet:**

**Which primary device do you use to access the Internet at home?** Please **circle the one best answer**.

1. Computers at home
2. Mobile phones (including PHS handsets and personal digital assistants (PDAs))
3. Smartphones
4. Tablets
5. TV receivers
6. Internet-enabled home game consoles and other devices
7. Do not use the Internet at home

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

**Supplementary Question 2: To all people who have used the Internet:**

**Which primary device do you use to access the Internet outside your home?** Please **circle the one best answer**.

1. Computers outside the home
2. Mobile phones (including PHS handsets and personal digital assistants (PDAs))
3. Smartphones
4. Tablets
5. Internet-enabled home game consoles and other devices
6. Do not use the Internet outside my home

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



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

**How often** do you use the Internet?

Please **circle the one best answer for Internet use at home and for Internet use outside your home.**

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

A	B	C	D	E	F	G	H
At home Outside the home	At home Outside the home	At home Outside the home	At home Outside the home	At home Outside the home	At home Outside the home	At home Outside the home	At home Outside the home
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

Note: If you only use the Internet at home or only use the Internet outside your home, do not circle an answer for the other location.

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

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

Please **circle all answers that apply.**

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

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

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

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

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

Please **circle all answers that apply.**

Also **indicate your primary access method.**

1. 3G mobile phone connection*
2. LTE*
3. Public Wi-Fi
4. 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

Primary access method (please enter one number)

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

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

Please **circle all answers that apply.**

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

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

Supplementary Question 3: To **people who answered 5 to Supplementary Question 2 above (i.e., people who do not take any security**

**measures): Why do you not take any information security measures?** Please **circle the one best answer.**

1. Don't know what to do
2. It's a nuisance
3. Don't feel it is necessary
4. 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

Q2 Concerning the purpose and applications of Internet use

(1) To **all people who have used the Internet:**  
**For what purposes or applications** have you used Internet functions or services **in the past year?**

Please **circle all answers that apply to Internet use at home and to Internet use outside your home.**<sup>Note 1</sup>

Please answer Question 3 as well

Please answer Question 4 as well

1. Viewing business, government Websites and blogs <sup>* Note 2</sup>	1	1
2. Viewing personal Websites and blogs <sup>Note 2</sup>	2	2
3. Constructing / updating Websites and blogs <sup>Note 2</sup>	3	3
4. Viewing / posting to microblogs <sup>*</sup>	4	4
5. Participating in social networks <sup>*</sup>	5	5
6. Viewing / posting to forums <sup>*</sup> and chat <sup>*</sup> sites	6	6
7. Using video posting / sharing sites <sup>*</sup>	7	7
8. Internet radio, TV, and video streaming services	8	8
9. Sending and receiving email (excluding newsletters)	9	9
10. Receiving newsletters by email (both free and paid newsletters)	10	10
11. Exchanging / downloading digital files: P2P, <sup>*</sup> FTP, <sup>*</sup> etc.	11	11
12. Internet auctions <sup>*</sup>	12	12
13. Using e-Government, e-Local Government services: online applications, online reports, and online notifications	13	13
14. Buying / exchanging goods and services: excluding digital content purchases and financial transactions	14	14
15. Financial transactions: Net banking, <sup>*</sup> Net trading, <sup>*</sup> etc.	15	15
16. Buying digital content: music, audio, video, games, etc.	16	16
17. Obtaining / listening to free digital content	17	17
18. Entering quizzes and contests, answering	18	18
19. Participating in online gaming: Net gaming	19	19
20. Taking correspondence education: e-Learning <sup>*</sup>	20	20
21. Working from home: telework, <sup>*</sup> SOHO <sup>*</sup>	21	21
22. Finding work / changing jobs: obtaining help-wanted information, applying for jobs, etc.	22	22
23. Map information services: Note 3 both free and paid services	23	23
24. Other	24	24

A		B		C		D		E		F		G		H	
At home	Outside the home	At home	Outside the home	At home	Outside the home	At home	Outside the home	At home	Outside the home	At home	Outside the home	At home	Outside the home	At home	Outside the home
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
12	12	12	12	12	12	12	12	12	12	12	12	12	12	12	12
13	13	13	13	13	13	13	13	13	13	13	13	13	13	13	13
14	14	14	14	14	14	14	14	14	14	14	14	14	14	14	14
15	15	15	15	15	15	15	15	15	15	15	15	15	15	15	15
16	16	16	16	16	16	16	16	16	16	16	16	16	16	16	16
17	17	17	17	17	17	17	17	17	17	17	17	17	17	17	17
18	18	18	18	18	18	18	18	18	18	18	18	18	18	18	18
19	19	19	19	19	19	19	19	19	19	19	19	19	19	19	19
20	20	20	20	20	20	20	20	20	20	20	20	20	20	20	20
21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21
22	22	22	22	22	22	22	22	22	22	22	22	22	22	22	22
23	23	23	23	23	23	23	23	23	23	23	23	23	23	23	23
24	24	24	24	24	24	24	24	24	24	24	24	24	24	24	24

Note 1: If you only use the Internet at home or only use the Internet outside your home, do not circle an answer for the other location.

Note 2: This option does not include microblogs.

Note 3: This option includes information on public transportation schedules and transfers and route search services, etc.

**Supplementary Questions 1 though 3 are intended only for household members 15 and older.**

Supplementary Question 1: To **people (15 and older) who answered 14, 15, or 16 to (1) above:**

**What goods or services** have you purchased or exchanged?  
**Please circle all answers that apply to Internet use at home and to Internet use outside your home.**<sup>Note 1</sup>  
**\*To be answered only by people 15 and older.**

Products and services	1. Computers and related items (computers, peripheral devices, operating systems and other software (limited to physical products sold on DVD-ROMs, etc.))	1	1
	2. Books, CDs, DVDs, Blu-Ray disks (excluding e-books and other digitally distributed content)	2	2
	3. Cosmetics, clothing, accessories	3	3
	4. Food products (food, beverages, alcohol)	4	4
	5. Hobby-related goods and sundries (toys, game software, musical instruments, sporting goods, stationery, etc.)	5	5
	6. Tickets, coupons, vouchers (tickets for transportation, concerts, etc., gift certificates, etc.)	6	6
	7. Travel related (applications for travel packages, purchase of travel goods, etc.)	7	7
	8. Financial transactions (banking, securities, insurance, etc. transactions over the Internet)	8	8
	9. Other products (furniture, home appliances, auto parts, etc.)	9	9
Digital content	10. Software (computer programs) (distributed digitally)	10	10
	11. Music (distributed digitally)	11	11
	12. Video (distributed digitally)	12	12
	13. News and weather forecasts	13	13
	14. Paid newsletters	14	14
	15. Ebooks	15	15
	16. Games	16	16
	17. Ring tones	17	17
	18. Wallpaper	18	18
	19. Map information services <sup>Note 2</sup>	19	19
	20. Other digital content	20	20

A		B		C		D		E		F		G		H	
At home	Outside the home	At home	Outside the home	At home	Outside the home	At home	Outside the home	At home	Outside the home	At home	Outside the home	At home	Outside the home	At home	Outside the home
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
12	12	12	12	12	12	12	12	12	12	12	12	12	12	12	12
13	13	13	13	13	13	13	13	13	13	13	13	13	13	13	13
14	14	14	14	14	14	14	14	14	14	14	14	14	14	14	14
15	15	15	15	15	15	15	15	15	15	15	15	15	15	15	15
16	16	16	16	16	16	16	16	16	16	16	16	16	16	16	16
17	17	17	17	17	17	17	17	17	17	17	17	17	17	17	17
18	18	18	18	18	18	18	18	18	18	18	18	18	18	18	18
19	19	19	19	19	19	19	19	19	19	19	19	19	19	19	19
20	20	20	20	20	20	20	20	20	20	20	20	20	20	20	20

Note 1: If you only use the Internet at home or only use the Internet outside your home, do not circle an answer for the other location.

Note 2: This option includes information on public transportation schedules and transfers and route search services, etc.

Supplementary Question 2: To **people (15 and older) who answered 14, 15, or 16 to (1) above:**

**What payment methods** have you used when purchasing goods or making financial transactions on the Internet?

Please **circle all answers that apply**.

**※To be answered only by people 15 and older.**

	A	B	C	D	E	F	G	H
1. Credit card (excluding option 2) <sup>Note</sup>	1	1	1	1	1	1	1	1
2. Payment on delivery	2	2	2	2	2	2	2	2
3. Payment at bank / post office branch or ATM	3	3	3	3	3	3	3	3
4. Payment at convenience store counter	4	4	4	4	4	4	4	4
5. Payment by Internet banking / mobile banking*	5	5	5	5	5	5	5	5
6. Payment by addition to communication charges / provider charges	6	6	6	6	6	6	6	6
7. Other (cash remittance by registered mail, personal cheque, etc.)	7	7	7	7	7	7	7	7

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

Supplementary Question 3: To **people (15 and older) who answered 14 or 16 to (1) above:**

**What is the highest amount** you have spent when purchasing goods or services on the Internet?

Please **circle the one best answer for Internet use at home and for Internet use outside your home**.

<sup>Note</sup>

**※To be answered only by people 15 and older.**

	A		B		C		D		E		F		G		G	
	At home	Outside the home	At home	Outside the home	At home	Outside the home	At home	Outside the home	At home	Outside the home	At home	Outside the home	At home	Outside the home	At home	Outside the home
1. ¥1,000 or less	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1
2. Between ¥1,001 and ¥3,000	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2
3. Between ¥3,001 and ¥5,000	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3
4. Between ¥5,001 and ¥10,000	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4
5. Between ¥10,001 and ¥20,000	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5
6. Between ¥20,001 and ¥50,000	6	6	6	6	6	6	6	6	6	6	6	6	6	6	6	6
7. Between ¥50,001 and ¥100,000	7	7	7	7	7	7	7	7	7	7	7	7	7	7	7	7
8. ¥100,001 or more	8	8	8	8	8	8	8	8	8	8	8	8	8	8	8	8

Note: If you only use the Internet at home or only use the Internet outside your home, do not circle an answer for the other location.

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

Q3 Concerning use of social media

(1) To **people who use social media** (i.e., answered any of 3, 4, 5, 6, or 7 to Question 2 (1):

**For what purposes** do you use social media services?

Please **circle all answers that apply**.

	A	B	C	D	E	F	G	H
1. To communicate with current friends	1	1	1	1	1	1	1	1
2. To find information on topics of interest	2	2	2	2	2	2	2	2
3. To find people who share the same interests or tastes / broaden social relationships	3	3	3	3	3	3	3	3
4. To announce my own information or creative work	4	4	4	4	4	4	4	4
5. To find people with the same concerns or problems	5	5	5	5	5	5	5	5
6. To engage in volunteering or community building activities	6	6	6	6	6	6	6	6
7. To gather or provide information during emergencies or disasters	7	7	7	7	7	7	7	7
8. Other	8	8	8	8	8	8	8	8

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

Please **circle all answers that apply**.

	A	B	C	D	E	F	G	H
1. Computers	1	1	1	1	1	1	1	1
2. Mobile phones (including PHS handsets and personal digital assistants (PDAs))	2	2	2	2	2	2	2	2
3. Smartphones	3	3	3	3	3	3	3	3
4. Tablets	4	4	4	4	4	4	4	4

Supplementary Question: **What is the primary device** you use to access social media services?

Please **circle the one best answer for at home and for outside your home**.

	A	B	C	D	E	F	G	H
1. Computers								
2. Mobile phones (including PHS handsets and PDAs)								
3. Smartphones								
4. Tablets								
5. Do not use social media at home / outside my home								
① Primary device used at home (circle the one best answer)								
② Primary device used outside your home (circle the one best answer)								

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

Please **circle the one best answer for at home and for outside your home**.

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

Note: If you only use social media at home or only use social media outside your home, do not circle an answer for the other location.

Q4 Concerning the use of audio and video content

(1) To **people who answered 7 or 8 to Question 2 (1)**:

**Which services** do you use?

Please **circle all answers that apply**.

	A	B	C	D	E	F	G	H
1. User-submitted video sharing services (on-demand format*)	1	1	1	1	1	1	1	1
2. User-submitted video sharing services (live-distribution format*)	2	2	2	2	2	2	2	2
3. Broadcast program streaming services* (on-demand format)	3	3	3	3	3	3	3	3
4. Broadcast program streaming services (live-distribution format)	4	4	4	4	4	4	4	4
5. Other	5	5	5	5	5	5	5	5

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

Please **circle all answers that apply**.

	A	B	C	D	E	F	G	H
1. Computers	1	1	1	1	1	1	1	1
2. Mobile phones (including PHS handsets and personal digital assistants (PDAs))	2	2	2	2	2	2	2	2
3. Smartphones	3	3	3	3	3	3	3	3
4. Tablets	4	4	4	4	4	4	4	4
5. TV receivers	5	5	5	5	5	5	5	5

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

Supplementary Question: **What is the primary device** you use to access the services you listed in (1) above?

Please **circle the one best answer for at home and for outside your home**.

	A	B	C	D	E	F	G	H
1. Computers								
2. Mobile phones (including PHS handsets and PDAs)								
3. Smartphones								
4. Tablets								
5. TV receivers								
6. Do not use these services at home / outside my home								
① Primary device used at home (circle the one best answer)								
② Primary device used outside your home (circle the one best answer)								

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

Please **circle the one best answer for at home and for outside your home**.

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

Note: If you only use the services at home or only use the services outside your home, do not circle an answer for the other location.

(4) To **people who answered 7 or 8 to Question 2 (1)**:

**Why** do you use these services over the Internet?

Please **circle all answers that apply**.

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

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

Q5 Concerning use of smartphones and tablets

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

**Do you have any concerns about security** when you use these devices?

Please **circle the one best answer.**

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

	A	B	C	D	E	F	G	H
1. I take security measures and have no concerns	1	1	1	1	1	1	1	1
2. I do not take security measures but have no concerns	2	2	2	2	2	2	2	2
3. I take security measures but have concerns	3	3	3	3	3	3	3	3
4. I do not take security measures and have concerns	4	4	4	4	4	4	4	4

Supplementary Question 1: To **people (12 and older) who answered 3 or 4 to (1) above (i.e., people who have security concerns):**

**What specific concerns** do you have?

Please **circle all answers that apply.**

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

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

Supplementary Question 2: To **people (12 and older) who answered 1 or 3 to (1) above (i.e., people who take security measures):**

**What specific security measures** do you take?

Please **circle all answers that apply.**

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

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

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

Please **circle all answers that apply.**

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

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

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

Please return the completed survey form in the enclosed return envelope.

**No postage stamp is required.**

We will send a \$500 pre-paid book coupon to households that return the survey by the submission deadline as a token of our appreciation.

Please confirm once again that the gender and ages of each household member have been entered on Page 8 of the survey form before sending in the form.

Survey forms that do not include the gender and ages of each household member on Page 8 will be considered invalid. If a survey form is deemed invalid, we cannot send the book coupon.

## Glossary

See the table below for definitions of terms used in the survey.

Index	Term	Definition
	3G mobile phone	Digital mobile phones compliant with the IMT-2000 standard. Examples include NTT Docomo's FOMA series, AU's CDMA 2000 1x and CDMA 1x WIN series, and Softbank's SoftBank 3G series.
A	Access point	A radio-wave relay device that connects terminals via Wi-Fi network.
	App (application)	A software program used for a specific operational purpose, such as word-processing programs, spreadsheet programs, or image-editing programs.
	Authentication technology	A technology for verifying the proper identity of the target by some means. Examples include ID and passwords, fingerprint authentication, digital signatures, etc.
B	BWA	Short for Broadband Wireless Access. BWA is a generic name for data communication services that use wireless (radio waves) in place of cables to convey signals. Examples include mobile WiMAX (such as UQ WiMAX from UQ Communications) and AXGP from Wireless City Planning.
	Blog	Short for Weblog. A blog is a regularly updated Website with sequential articles much like a diary and comments posted about articles.
	Broadband	Communication lines capable of high speeds and ultra-high speeds such as FTTH, DSL, and cable Internet.
	Broadcast program delivery service	A service by which the government, TV stations, or communication companies deliver programs via the Internet. Examples include the National Diet Internet feed and NHK's on-demand BeeTV.
	Browser	A software program for viewing Web pages.
C	CATV	Refers to the application of cable TV cabling for Internet access.
	Chat	A service that allows the parties to have a text conversation simultaneously over a network. Because multiple parties converse simultaneously, the text from one party can be viewed by all parties.
	Computer virus	A program designed to damage or destroy a computer system. Computer infect files via other files or email in order to reach and attack a computer system.



D	DSL	<p>Short for Digital Subscriber Line.</p> <p>DSL permits existing phone lines to be used for high-speed Internet access with technologies that enables high-speed transmissions over phone lines. Variants include ADSL, VDSL, HDSL, and SDSL.</p>
	[reference] ADSL	<p>Short for Asymmetric Digital Subscriber Line.</p> <p>ADSL is a transmission method that enables high-speed data communications on the order of several Mbps to tens of Mbps using copper subscriber phone lines running from central offices to homes or offices. ADSL has an asymmetric structure, in that the data transmission speeds are different depending on the direction (from the user's standpoint, sending data upstream and receiving data downstream).</p>
	Digital TV broadcasting	<p>A television broadcasting method that uses digital signals. It also refers to the broadcasting itself. Digital TV broadcasting can deliver very high quality broadcasts and it makes more efficient use of the radio spectrum than existing analog broadcasting. Digital TV broadcasting is distinctive for its easy connectivity with computers and other digital devices.</p>
E	E-learning	<p>A form of learning using the Internet or other electromagnetic means. In a broad sense, e-learning is a kind of correspondence education. The advantages of e-learning include studying only the material necessary, real-time exchanges between the instructor and the students, and easy use of teaching materials including audio and video materials.</p>
F	FTP	<p>Short for File Transfer Protocol.</p> <p>FTP is used to transfer files between the user's computer and a server or another host computer via the Internet. It is frequently used to download files from a file server to a client.</p>
	FWA	<p>Short for Fixed Wireless Access.</p> <p>FWA is a system that involves installing an antenna at the subscriber's premises to connect wirelessly with the telecom's base station antenna.</p>
	Filtering software	<p>Software that assesses Web pages on the Internet according to set criteria and selectively blocks Web pages that are illegal or harmful.</p>
	Firewall	<p>Refers to a system to protect computers from unauthorized intrusions from external networks.</p>
	Forum	<p>A digital display board service.</p> <p>When a user posts a message to a forum, all members of the forum can view the message. Other members can post replies to the original message.</p>
	Fraudulent email	<p>A type of scam involving sending fraudulent invoices randomly by email and demanding payment, or email with similar fraudulent demands.</p>

I	IP phone	A voice call service that uses Internet protocol (IP) technology along some or all of its communication networks.
	IPTV	A service that delivers broadcast programming and other video content via an IP network.
	ISDN	Short for Integrated Service Digital Network. ISDN is a general name for a digital communication network that integrates telephone, fax, telex, data communications, and other services.
	Illegal access	Refers to infiltrating a computer system without permission and causing system failures or making use of the system without authorization.
	Information appliance	Household electric appliances such as refrigerators or air-conditioner units with connectivity to the Internet or other networks.
	Internet auction	A service that acts as an intermediary, in the form of an auction, between people wishing to buy and sell goods over the Internet.
	Internet banking, mobile banking	A service that provides bank transfers, balances, and other bank procedures via the Internet essentially 24 hours a day. Mobile banking services allow users to access the same banking procedures from mobile phones and other mobile devices via the Internet.
L	LTE	Short for Long Term Evolution. Also called 4G, LTE is a mobile communication standard for high-speed data communications that succeeds the W-CDMA and HSPA standards. An example is Xi from NTT Docomo.
	Live delivery	A method of delivering video or other content in real time. The viewing times are predetermined like TV broadcasts.
M	Microblog	Microblogs are a type of blog where posts from computers or mobile phones are limited to around 200 characters (usually called tweets). Also called miniblogs.
N	Narrowband	Low-speed communication lines with speeds generally less than 128 kbps. Examples include dial-up and ISDN.
	Net trading	Stock or currency trading done using the Internet. Also called online trading.
O	OS	Short for Operating System. This is the basic software of a computer system that manages the entire system and supplies I/O functionality, such as keyboard inputs and screen outputs, disk and memory functionality, and the basic functionality shared by many software applications that run on the computer system.
	On demand	The provision of services in respond to requests by the listener or viewer. On-demand distribution allows users to view material when they want to view it.
	Online gaming	Games that use the Internet so that multiple players can share in the same game experience.
	Optical fiber (FTTH)	A data communication service capable of very fast transmission speeds that uses optical fiber. Optical fiber is a cable made from glass fibers that is used as the transmission path for optical communications.

P	P2P	Short for Peer to Peer. P2P is the sharing of files between many computers via the Internet.
	Personal digital assistant (PDA)	A computer smaller than a notebook with digital assistant functions to manage personal information, such as schedules, address books, and memos, and remote access functions to email, the Internet and local Wi-Fi networks via a mobile phone or PHS handset. The PDA category does not include notebook computers.
	Phishing	A type of fraud in which the attacker fakes emails from a real corporation or a real corporation's Website in order to get the victim to enter his or her PIN or password.
S	SMS	Short for Short Message Service. SMS are services that send and receive short text messages and other information between mobile phones.
	SOHO	Short for Small Office/Home Office. SOHO is a work configuration in which a suburban home or small office is used as a work space using computer networks. SOHO also refers to this kind of work space.
	SSL	Short for Secure Socket Layer. SSL is a protocol for encrypting and sending and receiving information over the Internet. SSL can be used for securely sending and receiving sensitive information, credit card numbers, or confidential company information.
	Smart TV	A service centered on a television receiver with Internet access capability that obtains and displays Web information connected to the current program, that can run a wide variety of apps, and that can connect to smartphones and tablets from all manufacturers.
	Smartphone	A mobile phone with the additional functionality of a personal portable information device. In addition to voice calls, smartphones can browse the Web, send and receive email, and view and create documents. Smartphones have open-source operating systems, and users are free to add apps as they like.
	Social media	Media where users create and distribute information, such as blogs, social networking sites, and video-sharing sites. Social media are distinctive in having various mechanisms to encourage users to connect with each other and to see connections visually.
	Social networking site (SNS)	A community site where participants introduce friends in order to extend new personal relationships. Some sites allow anyone to join and others require an introduction from a current member.
	Social networking service	See the entry for "SNS"
	Spam	Email for promotional or advertising purposes sent to users without their consent.
	Spyware	Refers to a program that collects personal information on a computer, such as access logs, and sends the information to an external computer.

T	Tablet	A flat portable information device that has a touch LCD panel for its visual display and is operated by finger touches. Leading tablets are Apple's iPad and Amazon's Kindle.
	Telework	A flexible working arrangement using ICT that frees workers from time and location constraints. Telework can be divided into telework for employees of corporations (e.g., working from home, mobile working, or working at satellite offices) and telework for self-employed people or small businesses (e.g., SOHO or working from home).
	Tuner	A device, component, or an integrated circuit or circuit board (expansion card, etc.) containing the component for receiving broadcast signals.
V	VOD	Short for Video On Demand. VOD is a service that streams video content as instructed by the user.
	Video posting and sharing site	A Website on the Internet that allows users to post videos and share them for other users to view. Examples include YouTube, Dailymotion, and Niconico Douga.
W	WPA, WPA2	Short for Wi-Fi Protected Access. WPA is an information security standard for Wi-Fi networks. It patches vulnerabilities in previous standards and strengthens the overall information security measures. WPA2 is an even more secure standard than WPA.
	Wi-Fi network	A network on which data are sent and received wirelessly. Wi-Fi networks consist of Wi-Fi access points, which correspond to the base unit, and Wi-Fi adaptors, which correspond to extension units (Wi-Fi adaptors are built into notebook computers and other devices).



Confidential

Submission deadline: February 15, 2013

Government

Ministry of Internal Affairs and Communications

**2012 Communications Usage Trend Survey Form** <<For Businesses>>

© This survey has been approved under the Statistics Act.  
The information collected in this survey will be used for statistical purposes only. Your accurate and complete answers are appreciated.

(affix address label here)	Department / section of the respondent	
	Name of the respondent	
	Contact phone number	

Please note the following before completing the survey.

- 1 Please give answers reflecting the situation at your company on December 31, 2012, except where noted otherwise.
- 2 Submit the completed survey to: ICT Economic Research Office, ICT Strategy Policy Division, Global ICT Strategy Bureau, Ministry of Internal Affairs and Communications  
2nd Bldg. of the Central Common Government Office, 2-1-2 Kasumigaseki, Chiyoda-ku, Tokyo 100-8786, Japan
- 3 If you have any questions, please contact the survey firm at:  
"Communications Usage Trend Survey" Secretariat,  
Survey Research Center, Co., Ltd. (contracted by the Ministry of Internal Affairs and Communications)  
2-40-10 Nishi-Nippori, Arakawa-ku, Tokyo 116-8581, Japan  
Tel : 03-3802-6724 Fax: 03-3802-6728
- 4 The Ministry of Internal Affairs and Communications has contracted the survey firm above to conduct this survey.
- 5 Words defined in the Glossary are denoted with asterisks (\*). Please refer to the Glossary as needed.

Q1 The following questions concern your company's communication networks.

(1) Does your company have a **computer-based communication network** in place?  
Please **circle the one best answer** for each type of network.

Company communication network type	Implementation state or future construction plans
① Intranet* <sup>Note 1</sup>	1 We have a company-wide intranet in place 2 We have an intranet that serves some offices or divisions 3 We do not have an intranet, but plan to construct one 4 We do not have an intranet, and have no plans to construct one
② Inter-company network* <sup>Note 2</sup>	1 We have a company-wide inter-company network in place 2 We have an inter-company network that serves some offices or divisions 3 We do not have an inter-company network, but plan to construct one 4 We do not have an inter-company network, and have no plans to construct one

Note 1: *Intranet* refers to a communication network on the same premises or a communication network between the head office and branch offices or work sites of the same company.  
Note 2: *Inter-company network* refers to a communication network that connects to another or other companies.

(2) To companies that answered either 1 or 2 to (1) above: **Which of the following communication services do you use frequently?**  
Please **enter the numbers of the top three services your company uses in order of frequency.**

No. 1		No. 2		No. 3	
-------	--	-------	--	-------	--

- |  |                                   |               |
|--|-----------------------------------|---------------|
| 1. Wide-area Ethernet* <sup>Note 1</sup> | 4. Leased line* <sup>Note 4</sup> | 7. Don't know |
| 2. IP-VPN* <sup>Note 2</sup>             | 5. Telephone (dial-up)            |               |
| 3. Internet VPN* <sup>Note 3</sup>       | 6. Other                          |               |

Note 1: *Wide-area Ethernet* is a wide-area network service constructed by combining switching hubs using Ethernet, a LAN standard.  
Note 2: *VPN* is short for Virtual Private Network. *IP-VPN* is a service that offers a high level of security by constructing a virtual private communication network over the closed IP communication networks of a telecom.  
Note 3: *Internet VPN* is a service that constructs a virtual private network over the public Internet.  
Note 4: *Leased line* is a communication service that directly connects a specific network segment with a line reserved for the client's sole use.

Supplementary Question 1: Why did your company choose the service you listed as No. 1 in (2) above?

Please circle all answers that apply.

- |  |  |   |
|--|--|---|
| 1. Lower communication costs           | 7. Ability to use XDSL* or FTTH* connections | 13. Broad service area                            |
| 2. Reliability / communication quality | 8. Past performance                          | 14. VoIP / IP phone* functionality                |
| 3. Distance-independent fee structure  | 9. Mainstream service                        | 15. Ability to use other protocols* other than IP |
| 4. High speed                          | 10. High level of security                   | 16. Other reason                                  |
| 5. Maintenance and operation systems   | 11. Recommended by telecom / integrator      |   |
| 6. Enriched add-on services            | 12. QA functionality                         |   |

Supplementary Question 2: Why did your company choose the service you listed as No. 2 in (2) above?

Please circle all answers that apply.

- |  |  |   |
|--|--|---|
| 1. Lower communication costs           | 7. Ability to use XDSL* or FTTH* connections | 13. Broad service area                            |
| 2. Reliability / communication quality | 8. Past performance                          | 14. VoIP / IP phone* functionality                |
| 3. Distance-independent fee structure  | 9. Mainstream service                        | 15. Ability to use other protocols* other than IP |
| 4. High speed                          | 10. High level of security                   | 16. Other reason                                  |
| 5. Maintenance and operation systems   | 11. Recommended by telecom / integrator      |   |
| 6. Enriched add-on services            | 12. QA functionality                         |   |

Supplementary Question 3: Why did your company choose the service you listed as No. 3 in (2) above?

Please circle all answers that apply.

- |  |  |   |
|--|--|---|
| 1. Lower communication costs           | 7. Ability to use XDSL* or FTTH* connections | 13. Broad service area                            |
| 2. Reliability / communication quality | 8. Past performance                          | 14. VoIP / IP phone* functionality                |
| 3. Distance-independent fee structure  | 9. Mainstream service                        | 15. Ability to use other protocols* other than IP |
| 4. High speed                          | 10. High level of security                   | 16. Other reason                                  |
| 5. Maintenance and operation systems   | 11. Recommended by telecom / integrator      |   |
| 6. Enriched add-on services            | 12. QA functionality                         |   |

(3) Is it possible to **access your company's intranet or inter-company network from off premises** using a computer, a mobile phone, or a personal digital assistant (PDA\*)? Please **circle the one best answer** for each type of access device.

Access device	Accessibility or future accessibility plans
① Computers	1. Accessible 2. Not accessible, but plan to make networks accessible 3. Not accessible, and have no plans to make networks accessible
② Mobile phones, PHS handsets, smartphones, personal digital assistants (PDA*)	1. Accessible 2. Not accessible, but plan to make networks accessible 3. Not accessible, and have no plans to make networks accessible

(4) What **Internet access connection or connections** does your company have? Please **circle all answers that apply**.

Circle 12 if your company does not have Internet access.

- |   |                                 |                        |
|---|---------------------------------|------------------------|
| 1. Telephone (dial-up)                                | 5. Optical fiber* (FTTH)        | 9. Leased line         |
| 2. ISDN (not continuously connected)* <sup>Note</sup> | 6. Fixed wireless access (FWA)* | 10. Satellite link*    |
| 3. ISDN (continuously connected) <sup>Note</sup>      | 7. BWA access service*          | 11. Other              |
| 4. Cable TV*  | 8. DSL*                         | 12. No Internet access |

Note: If you use ISDN over an optical fiber connection, please circle 5 "Optical fiber (FTTH)".

Q2 The following questions concern your company's provision of information via the Internet.

(1) Does your company have a Website? Please **circle the one best answer**.

_____ 1. Yes	_____ 2. No
--------------	-------------

Supplementary Question: To companies that have a Website: What is the purpose or application of your Website?

Please **circle all answers that apply**.

- |   |   |  |
|---|---|--|
| 1. Publicize / promote products or events | 5. Accept applications or notifications               | 8. Collect consumers' ratings and opinions |
| 2. Provide periodic information           | 6. Conduct questionnaires                             | 9. Other                                   |
| 3. Provide billing or usage details       | 7. Electronic public notices and financial statements |  |
| 4. Company profile / recruiting           |   |  |

(2) Does your company use private social media services\*? Please **circle the one best answer**.

_____ 1. Yes	_____ 2. No
--------------	-------------

Supplementary Question: To companies that use social media services: For what purpose or application do you use social media?

Please **circle all answers that apply**.

- |   |  |
|---|--|
| 1. Marketing                              | 4. Company profile / recruiting            |
| 2. Publicize / promote products or events | 5. Collect consumers' ratings and opinions |
| 3. Provide periodic information           | 6. Other                                   |

Q3 The following questions concern your company's usage of e-commerce.

(1) Does your company **use the Internet<sup>Note</sup> to make purchases or sales?** Please **circle all answers that apply.**

1. Make purchases from other companies over the Internet	3. Sell to consumers over the Internet (with services intended for computers)	5. None of the above
2. Sell to other companies over the Internet	4. Sell to consumers over the Internet (with services intended for mobile phones or smartphones)	

Note: This question includes both purchases made over the public Internet and purchases made over TCP/IP\* (the communication protocol used on the Internet) networks, such as TCP/IP leased lines.

Supplementary Question: To **companies that sell to consumers over the Internet:**

Which model or models do you use to sell to consumers? Please **circle all answers that apply.**

1. E-store (own site)	3. Sales broker	5. Other
2. E-store (store in an e-mall)	4. Online trading	

(2) Does your company **use Internet advertising?**

Please **circle all types of advertising that apply.** Circle 13 if your company does not use Internet advertising.

<i>(Web advertising)</i>		<i>(Mobile advertising)</i>	
1. Text ads <sup>Note 1</sup>		9. Picture ads <sup>*</sup>	
2. Banner ads <sup>Note 2</sup>		10. Content ads <sup>*</sup>	
3. Rich media ads <sup>Note 3</sup>		11. Email ads <sup>*</sup>	
4. Sponsored ads <sup>*</sup> (editorial tie-ups, etc.)		<i>(Other forms of advertising)</i>	
5. Contextual search ads <sup>*</sup>		12. Other Internet ads	
6. Contextual content ads <sup>*</sup>			
<i>(Email advertising)</i>			
7. Newsletters			
8. Direct marketing ads <sup>*</sup> (targeted mailings, etc.)		13. Do not use Internet advertising	

Note 1: *Text ads* are ads composed only of text.

Note 2: *Banner ads* are images placed on Websites that advertise a different Website. When clicked, banner ads jump to the advertised Website.

Note 3: *Rich media ads* use audio and images and either respond to mouse movements or display video with streaming technology.

Note 4: Servers of *contextual content ads* analyze the context or keywords in the content on a Web page and display ads with the most relevance to the content.

Supplementary Question: To **companies that use Internet advertising:**

Why do you use Internet advertising? Please **circle all answers that apply.**

1. Easy to measure advertising effects	3. Able to target ads to the needs of individual consumers
2. Inexpensive ad prices	4. Able to provide information over a wide area

Q4 The following question concerns your company's adoption of systems and tools that use wireless communication technology.

Has your company adopted the **following systems and tools that use wireless communication technology?**

Please **circle the one best answer** for each system or tool.

System or tool that uses wireless communication technology	Adoption or future adoption plans
① RFID tags* Ex: Production, inventory, or distribution management by means of identifying items	1. Adopted company wide 2. Adopted in some offices or divisions 3. Not adopted, but have adoption plans 4. Not adopted, and have no adoption plans
② Contactless IC cards* Ex: Room access controls and cashless transactions by means of personal authentication	1. Adopted company wide 2. Adopted in some offices or divisions 3. Not adopted, but have adoption plans 4. Not adopted, and have no adoption plans
③ New network-enabled devices (network cameras, sensors, etc.) Ex: Example: Security systems using network cameras or motion sensors	1. Adopted company wide 2. Adopted in some offices or divisions 3. Not adopted, but have adoption plans 4. Not adopted, and have no adoption plans
④ GPS, mobile phone, or other location devices Ex: Traffic management based on vehicle location information	1. Adopted company wide 2. Adopted in some offices or divisions 3. Not adopted, but have adoption plans 4. Not adopted, and have no adoption plans

Q5 The following questions concern your company's use of cloud computing.\*

(1) Does your company use cloud computing (the cloud)<sup>Note</sup>? Please **circle the one best answer**.

- |                                      |                                       |
|--------------------------------------|---------------------------------------|
| 1. Used company wide                 | 3. Not used, but plan to use          |
| 2. Used by some offices or divisions | 4. Not used, and have no plans to use |
|                                      | 5. Do not understand cloud services   |

Note: Cloud computing is a technology that provides, as a service, users with network-based computer assets when needed and in the amount needed via broadband or other Internet connection methods. An example is software as a service\* (SaaS) provided by application service providers\* (ASP).

→(2) To companies that answered either 1 or 2 to (1) above: **Which device or devices** does your company use to access cloud computing services? Please **circle all answers that apply**.

- |   |              |                       |
|---|--------------|-----------------------|
| 1. Mobile phones <sup>Note</sup> / PHS handsets | 3. Tablets   | 5. Other (PDAs, etc.) |
| 2. Smartphones <sup>Note</sup>                  | 4. Computers |                       |

Note: Please give separate answers for conventional mobile phones and smartphones.

→(3) To companies that answered either 1 or 2 to (1) above: Which specific cloud computing services does your company use? Please **circle all answers that apply**.

- |   |   |  |
|---|---|--|
| 1. Server applications                        | 9. Sales support                                | 16. Production management, distribution management, store management |
| 2. File storage / data sharing                | 10. R&D related                                 | 17. Billing and payment systems                                      |
| 3. Data backups                               | 11. System development and Website construction | 18. Authentication systems   |
| 4. Internal information sharing / portal      | 12. e-Learning                                  | 19. Other  |
| 5. Email                                      | 13. Payroll, financial accounting, HR           |  |
| 6. Schedule sharing                           | 14. Order taking and sales                      |  |
| 7. Project management                         | 15. Purchasing                                  |  |
| 8. Sharing information with business partners |   |  |

→(4) To companies that answered either 1 or 2 to (1) above: Why do you use cloud computing services? Please **circle all answers that apply**.

- |   |  |
|---|--|
| 1. Costs are lower than existing systems                        | 9. Boost security against information theft, etc.  |
| 2. Initial investment is inexpensive                            | 10. Improve operational stability and availability |
| 3. No need to have internal asset and storage systems           | 11. Wealth of service options                      |
| 4. Quick response capability, such as upgrading system capacity | 12. Fast roll-out speed                            |
| 5. Easy system scalability                                      | 13. Access services from anywhere                  |
| 6. High service reliability                                     | 14. Access identical services from any device      |
| 7. Offered by system vendor                                     | 15. Can terminate use at any time                  |
| 8. Easy license management                                      | 16. Other  |

→(5) To companies that answered either 1 or 2 to (1) above: What impact has cloud computing had on the purposes given above? Please **circle the one best answer**.

- |                        |                        |                           |
|------------------------|------------------------|---------------------------|
| 1. Very beneficial     | 3. Not very beneficial | 5. Do not know the impact |
| 2. Somewhat beneficial | 4. Negative impact     |                           |

→(6) To companies that answered 4 to (1) above: Why does your company not use cloud computing services? Please **circle all answers that apply**.

- |   |   |
|---|---|
| 1. Considerable cost to retool existing systems when introducing cloud services | 6. Information theft and other security concerns              |
| 2. Cloud services would hinder corporate compliance                             | 7. No legal system in place                                   |
| 3. Increase in communication costs  | 8. Not necessary  |
| 4. Cannot customize applications to suit needs                                  | 9. Do not see the advantages, not convinced by the advantages |
| 5. Concerns about network stability   | 10. Other   |



Q6 The following question concerns your company's introduction of telework.

Has your company **introduced telework**\* <sup>Note</sup>? Please **circle the one best answer**.

(If your company has introduced telework, circle either 1 or 2 depending on whether your telework includes working from home.)

1. Have introduced telework (including working from home) (Please answer questions ①, ②, and ③ below)	3. Not introduced, but have specific plans to introduce telework
2. Have introduced telework (but not including working from home) (Please answer questions ①, ②, and ③ below)	4. Not introduced, and have no specific plans to introduce telework (Please answer question ④ below)

Note: *Telework* is a working arrangement where the worker works in a location physically separate from the company's building but with nearly the same work environment as in the company's building by means of communication networks. Depending on the worker's work location, telework is called working from home, mobile work (where the worker, such as a salesperson, works using a mobile information device while out of the office), or satellite office (where the worker works at an office that is not the company's office).

To companies that answered either 1 or 2 to the question above.

① **What percentage of your employees use telework?** Please **circle the one best answer**.

1. Less than 5 percent	4. 30 percent to less than 50 percent
2. 5 percent to less than 10 percent	5. 50 percent to less than 80 percent
3. 10 percent to less than 30 percent	6. 80 percent or more

② **What were the purposes of introducing telework** at your company?

Please **circle all answers that apply**.

1. Raise efficiency (productivity) of routine business processes	8. Support people who have difficulty using public transportation (physically disabled, older people, pregnant women, etc.)
2. Improve creativity of creative, value-added business processes	9. Counter global warming by lowering CO2 emissions through transportation alternatives
3. Provide healthy, comfortable lives for workers	10. Conserve energy and electricity
4. Reduce office costs	11. Prepare for business continuity in the event of emergencies (earthquakes, super-flu outbreaks, etc.)
5. Reduce workers' travel times	12. Other
6. Increase customer satisfaction	
7. Attract better employees	

③ What has been the overall **impact** of telework on the purposes given in ② above?

Please **circle the one best answer**.

1. Very beneficial	3. Not very beneficial	5. Do not know the impact
2. Somewhat beneficial	4. Negative impact	

④ To companies that have not introduced telework; i.e., answered 4 to the question above. Please **circle all reasons why you have not introduced telework**? If you circle 14 "Other", please give a specific reason in the space provided.

1. Work is not suited to telework	9. Impedes handling customers and other external entities
2. Difficult to advance work operations	10. Too expensive
3. Do not see the advantage of introducing telework	11. Troublesome to introduce an HR system
4. Difficult to assess employees	12. Difficult to calculate wages
5. Impedes office / internal communications	13. Have not moved to digital documents
6. Shifts burden to other employees	14. Other ( )
7. No requests from union or employees	
8. Concern about information security breaches	

Q7 The following question concerns all ICT (IT)\* <sup>Note</sup> education provided by your company to employees.

Note: *ICT* is short for Information and Communication Technology. It is synonymous with IT.

Which of the following education programs does your company provide?

Please **circle all answers that apply**.

1. Internal ICT (IT) education / training programs	5. Provide time to employees who voluntarily enroll in ICT (IT) courses
2. External ICT (IT) education / training programs	6. Test ICT (IT) abilities and skills
3. Provide financial assistance to employees who voluntarily enroll in ICT (IT) courses	7. Other education and training
4. Pay bonuses to employees who obtain ICT (IT) qualifications	8. None of the above

Q8 The following questions ask companies that use ICT networks (intranets, inter-company networks, the Internet, etc.) about their security measures.

(1) Have any **security breaches equivalent to 1 to 8 below occurred** in the past year in the use of ICT networks at your company?

Please **circle all answers that apply**. Circle **9** if no security breaches occurred.

- |   |   |
|---|---|
| 1. Discovered a computer virus* but not infected                          | 6. Website defacement                     |
| 2. Discovered a computer virus and at least one incidence of an infection | 7. Data breach due to theft or negligence |
| 3. Illegal access* <sup>Note 1</sup>                                      | 8. Other losses                           |
| 4. Used as a spam* bot or zombie  | 9. No breaches                            |
| 5. DoS (DDoS) attack* <sup>Note 2</sup>                                   |   |

Note 1: *Illegal access means infiltrating a company or individual's computer system without permission and causing system failures or making use of the system without authorization.*

Note 2: *DoS attack is an attack where the attacker sends massive amounts of packets to a server to bring down a system or disrupt services.*

(2) **What measures** has your company taken **for data security and anti-virus protection on ICT networks?**

Please **circle all answers Note 1 that apply**.

- |  |   |
|--|---|
| 1. Establish security policies   | 12. User authentication by means of authentication technologies               |
| 2. Security audits   | 13. Encrypt data or networks  |
| 3. Outsource security management   | 14. Line monitoring   |
| 4. Training for employees  | 15. Install and maintain firewalls  |
| 5. Install anti-virus programs on computers and other devices (operating system, software, etc.) | 16. Use proxy servers, etc.   |
| 6. Install anti-virus programs on servers  | 17. Install and maintain intrusion detection systems (IDS)* <sup>Note 2</sup> |
| 7. Apply security patches* for operating systems   | 18. Install and maintain Web application firewalls                            |
| 8. Construct anti-virus walls at external access points  | 19. Other measures  |
| 9. Establish manuals on responding to viruses  | 20. No particular measures  |
| 10. Control access with IDs, passwords, etc.   |   |
| 11. Maintain access logs   |   |

Note 1: Regardless of your answer to 3. "Outsource security management", circle all applicable answers even if the measures are implemented in part with the use of external suppliers or external services.

Note 2: Includes intrusion protection systems (IPS).

Supplementary Question 1: To companies that answered 1 to (2) above:

Does your company's security policies have **rules on the use of smartphones in work operations?**

Please **circle the one best answer**.

- |   |   |
|---|---|
| 1. Prohibit all use                                       | 4. Permit the use of both company-supplied smartphones and personal smartphones |
| 2. Permit use of only company-supplied smartphones        | 5. Have no specific rules   |
| 3. Permit use of personal smartphones for work operations |   |

Supplementary Question 2: To companies that answered 1 to (2) above:

Does your company's security policies have **rules on the use of social media?**

Please **circle all answers that apply**.

- |   |                             |
|---|-----------------------------|
| 1. Prohibit opening accounts with company name  | 4. Prohibit use during work |
| 2. Obligated to open accounts with company name | 5. Other rules              |
| 3. Prohibit work-related posts                  | 6. Have no specific rules   |

(3) Has your company received targeted emails\* <sup>Note 1</sup> in the past year?

Please **circle the one best answer**.

- |  |
|--|
| 1. Targeted emails reached an employee's device and there was at least one incidence of a computer virus infection |
| 2. Targeted emails reached an employee's device, but there were no computer virus infections                       |
| 3. Anti-virus programs and other measures blocked all targeted emails before reaching any device                   |
| 4. Have seen no traces of targeted emails  |

Note 1: Unlike spam that is sent to random recipients, *targeted email*, which often has virus attachments, is sent to a specific organization or person with the objective of stealing confidential information.





## Glossary

See the table below for definitions of terms used in the survey.

Index	Term	Definition
A	ASP	Short for Application Service Provider. An ASP is a business that provides customers with business applications over the Internet.
B	BWA	Short for Broadband Wireless Access. BWA is a generic name for data communication services that use wireless (radio waves) in place of cables to convey signals. Examples include mobile WiMAX (such as UQ WiMAX from UQ Communications) and AXGP from Wireless City Planning.
	Banner ads	A banner ad is placed on a Website and has an image promoting another Website. Clicking on the banner ad takes the user to the banner's Website.
C	CIO	Short for Chief Information Officer. A CIO is an executive officer who organizes and oversees information communication strategy and business strategy.
	Cable TV	Refers to the application of cable TV cabling for Internet access.
	Cloud computing	Cloud computing is a technology that provides, as a service, users with network-based computer assets when needed and in the amount needed via broadband or other Internet connection methods. An example is software as a service (SaaS) provided by application service providers (ASP).
	Computer virus	A program designed to damage or destroy a computer system. Computer viruses infect files via other files or email in order to reach and attack a computer system.
	Contactless IC card	An IC card with a built-in antenna that sends and receives data using weak radio waves emitted by an external reader. Data can be processed quickly just by bringing the IC card close to the reader. The operating principle is the same as RFIC tags.
	Content	An entire information unit or a portion of that information unit consisting of text, images, video, audio, games, etc. Content is often used to refer to information exchanged via digital media or networks.
	Contextual content ads	Contextual content ads automatically identify the keywords in a Website and what keywords are preferred by posting ad tags issued by the service operator in the Website.
	Contextual search ads	Ads displayed beside a search engine's search results that are linked to the search keywords entered by an ordinary user.

D	DSL	Short for Digital Subscriber Line. DSL permits existing phone lines to be used for high-speed Internet access with technologies that enables high-speed transmissions over phone lines. Variants include ADSL, VDSL, HDSL, and SDSL.
	Direct marketing	A type of advertising that uses email sent to a specific user where the entire message is a form of advertising.
	DoS (DDoS)	DoS is short for Denial of Service. It is a type of attack where the attacker sends massive amounts of data to the target computer or router to disrupt the normal operation of the targeted business or organization's systems.
E	Email ads	Advertisements that use email addressed to a specific user.
F	FTTH	Short for Fiber To The Home. FTTH offers ultra-high-speed Internet access of speeds from tens of Mbps to a maximum of 1 Gbps by installing fiber-optic cable all the way to the subscriber's home.
	FWA	Short for Fixed Wireless Access. FWA is a system that involves installing an antenna at the subscriber's premises to connect wirelessly with the telecom's base station antenna.
I	ICT (IT)	ICT is short for Information and Communication Technology. It is synonymous with IT.
	IDS	Short for Intrusion Detection System. An IDS monitors communication lines and notifies an administrator when it detects a network intrusion.
	IP-VPN	Short for Internet Protocol – Virtual Private Network. An IP-VPN is a service that constructs a virtual private communication network over the closed IP communication networks of a telecom. IP-VPNs allow remote networks to operate like LANs.
	ISDN	Short for Integrated Service Digital Network. ISDN is a general name for a digital communication network that integrates telephone, fax, telex, data communications, and other services.
	Illegal access	Refers to infiltrating a company or individual's computer system without permission and causing system failures or making use of the system without authorization.
	Inter-company network	Refers to a communication network that connects to another or other companies.
	Internet VPN	A service that constructs a virtual private network over the public Internet.
	Intranet	Refers to a communication network on the same premises or a communication network between the head office and branch offices or work sites of the same company.
L	Leased line	A communication service that directly connects a specific network segment with a line reserved for the client's sole use.

O	Optical fiber	A data communication service capable of very fast transmission speeds that uses optical fiber. Optical fiber is a cable made from glass fibers that is used as the transmission path for optical communications.
P	Personal digital assistant (PDA)	A computer smaller than a notebook with digital assistant functions to manage personal information, such as schedules, address books, and memos, and remote access functions to email, the Internet and local Wi-Fi networks via a mobile phone or PHS handset. The PDA category does not include notebook computers.
	Picture ads	Banner ads mainly posted on the top page of a mobile site.
	PrivacyMark System	The PrivacyMark is a registered trademark that JIPDEC authorizes businesses to use if they meet certain conditions regarding personal information protection.
	Protocol	A protocol is a set of predetermined conventions that allows computers to communicate via a network.
	Proxy server	A proxy server is a computer placed at the boundary of the Internet and a corporate or other internal network. This computer connects to the Internet as a “proxy” for computers in the internal network that cannot directly access the Internet.
R	RFID tag	A tag containing an IC chip and antenna. The IC chip stores a unique identifier and other data that can be read by radio waves when in the proximity of a reader without the tag coming into physical contact with the reader.
	Rich media ads	Ads that use audio and images and either respond to mouse movements or display video with streaming technology.
S	SPF	Short for Sender Policy Framework. SPF is a technology that prevents falsification of an email sender’s address.
	SaaS	Short for Software as a Service. SaaS is a mechanism that provides the functions of software applications to customers as needed over a network.
	Satellite link	A configuration that uses links with a communication satellite to provide Internet access. The advantage of satellite Internet is that it is unaffected by disasters that knock out mobile phones or normal Internet access methods.
	Security patch	A program distributed to repair another software program when a security hole is discovered in the program.
	Social media	Media where users create and distribute information, such as blogs, social networking sites, and video-sharing sites. Social media are distinctive in having various mechanisms to encourage users to connect with each other and to see connections visually.
	Spam	Email sent in massive volumes indiscriminately without regard for any attribute the recipients. Spam has become a problem because of the traffic it places on the public Internet.
	Sponsored ads	The provision by a specific advertiser of some or all of a Website’s content.

T	TCP/IP	The communication protocol used on the Internet.
	Targeted email	Unlike spam that is sent to random recipients, targeted email, which often has virus attachments, is sent to a specific organization or person with the objective of stealing confidential information.
	Telework	Telework is a working arrangement where the worker works in a location physically separate from the company's building but with nearly the same work environment as in the company's building by means of communication networks. Depending on the worker's work location, telework is called working from home, mobile work (where the worker, such as a salesperson, works using a mobile information device while out of the office), or satellite office (where the worker works at an office that is not the company's office).
	Text ads	Ads that consist entirely of text.
V	VoIP / IP phone	A voice call service that uses Internet protocol (IP) technology along some or all of its communication networks.
W	Wide-area Ethernet	A wide-area network service constructed by combining switching hubs using Ethernet, a LAN standard.
X	XDSL	DSL is short for Digital Subscriber Line. DSL permits existing phone lines to be used for high-speed Internet access with technologies that enables high-speed transmissions over phone lines. Variants include ADSL, VDSL, HDSL, and SDSL. XDSL is a general term for all DSL variants.