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Government

Ministry of Internal Affairs and Communications

2016 Communications Usage Trend Survey Form <<For Households>>

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

(affix address label here)

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.

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

— —

Please note the following before completing the survey.

1. This survey asks about the communication devices and services you and your household regularly use and when you use them. (Please confirm your name with the address label on the left.) Anyone in your household may complete the survey form.

2. **Words defined in the Glossary are denoted with asterisks (*). Please refer to the Glossary as needed**

3. Please give answers reflecting the situation in your household **on September 30, 2016**.

4. 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

   * **The survey form may also be obtained and submitted online.** For detailed information, please look at "Request for cooperation" enclosed herein.

5. If you have any questions, please contact the survey firm at:
   "Communications Usage Trend Survey" Secretariat,
   Public Opinion Research Center (contracted by the Ministry of Internal Affairs and Communications)
   4-8-6 Sendagaya, shibuya-ku, Tokyo 151-8509, Japan
   Tel.: 0120-377-363 (toll free) (Between 10:00 and 17:00, on weekdays)

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 of communication devices

This question asks about **your household's ownership of devices with communication functions**.
Do not count company-provided devices or devices that you own but have not used even once in the past year.
Does your household own any of the devices 1 through 11 listed below? Please **circle all devices that your household owns**.
For devices 3 through 11, please indicate the number of devices in your household.
Please enter separate answers for conventional mobile phones (feature phones) and smartphones for this and
all subsequent questions in the survey.

1. Fixed-line telephones
2. Fax machines
3. Mobile phones (includes PHS handsets) (how many? _____)
4. Smartphones* (how many? _____)
5. Tablets* (iPad, GalaxyTab, etc.) (how many? _____)
6. Computers (how many? _____)
7. Wearable devices* (glasses-type, watch-type information devices, etc.) (how many? _____)
8. Internet-enabled home game consoles that display video on a television or other monitor (Wii, PlayStation, etc.) (how many? _____)
9. Internet-enabled home game consoles with built-in displays (Nintendo3DS, PSP, etc.) (how many? _____)
10. Internet-enabled portable music players (iPod, etc.) (how many? _____)
11. Other Internet-enabled home appliances (information appliances*) (how many? _____)

Q2 Concerning general Internet usage

(1) **Has anyone in your household 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. At least one person has used the Internet	2. No one has used the Internet

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

Please go to Question 5 on Page 4.

(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) used to access the Internet?
Please **circle all answers that apply**.

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

Note: *Internet-enabled TV receivers* (option 6) includes both 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.

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

○Wired:	1. DSL* (ADSL, etc.) 2. Cable TV (CATV)* 3. Optical fiber (FTTH)* 4. Fixed wireless access (FWA)* 5. Telephone (dial-up) 6. ISDN* [Note 1]	○Wi-Fi: 7. Mobile phone (LTE*, BWA*) (such as an iPhone 5 or newer model, whose service is named "4G," "Xi," or "WiMAX")[Note 2] 8. Mobile phone (other than 7; such as an iPhone up to iPhone 4S, whose service is named "3G" or "FOMA")[Note 2]
		●Others 9. Other 10. No Internet connection

Note 1: If you use ISDN over an optical fiber connection, please circle 3 "Optical fiber (FTTH)."
Note 2: Circle 7 or 8 **only when the Internet is used by tethering to another device including a computer and a tablet**. Note that tethering here indicates the cases where a stick device is connected to a computer or where a smartphone or another device is connected by Wi-Fi.

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) and which used any of the following devices:

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 7** if you have not suffered any losses.

		Computers (used at home)	Mobile phones (including PHS handsets)	Smartphones	Other devices (game consoles, etc.)
1.	Discovered a computer virus* but not infected	1	1	1	1
2.	Discovered a computer virus* and at least one incidence of an infection	2	2	2	2
3.	Received spam* / fraudulent emails*	3	3	3	3
4.	Phishing* Note 1	4	4	4	4
5.	Illegal access* Note 2	5	5	5	5
6.	Other (personal information security breach, defamation, etc.)	6	6	6	6
7.	No losses	7	7	7	7

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

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

To households that answered 3 above (i.e., households who received spam or fraudulent email):

Supplementary Question: **How frequently did you receive spam or fraudulent emails**?
Please **circle the one best answer** for each access device.

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

Q4 Concerning Internet security measures

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

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

1. Yes	2. No	3. Don't know whether the measures have been taken or not

Supplementary Question: **To households that answered 1 above (i.e., households that have taken measures)**:
What measures have you taken against viruses or illegal access in the past year?
Please **circle all answers that apply**.

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

Q5　Concerning use of Internet-enabled TV receivers

(1) **If the following services are available through the use of an Internet-enabled TV receiver,** which of them would you like to use? 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, social networking services*, online shopping, etc.
> 3. Online gaming*
> 4. Videophone
> 5. Make recording settings or watch recorded programs on smartphones or tablets via a network
> 6. Obtain information related to the current program
> 7. Other
> 8. Have no particular

(2) **To households that replied that they are using "6. Internet-enabled TV receivers" in Q 2 (2).**
For which purposes do you use the Internet-enabled TV tuner?
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, social networking services, online shopping, etc.
> 3. Online gaming
> 4. Videophone
> 5. Make recording settings or watch recorded programs on smartphones or tablets via a network
> 6. Obtain information related to the current program
> 7. Other

(3) **To households that replied that they are using "6. Internet-enabled TV receivers" in Q 2 (2).**
Does your household **have the experience of using the hybridcasting function*[Note]**?
Please **circle the one best answer.**

| 1. Used the hybridcasting function | 2. Not used the hybridcasting function but planning to do so | 3. Neither used the hybridcasting function nor planning to do so |

Note: The hybridcasting function refers to a service that indicates information and contents transmitted via the Internet on the broadcast display. You can use this function by pushing the "d" button of the remote controller or by switching to the data broadcast display if your TV receiver is equipped with this function and is connected to the Internet (The word "Hybridcast" is indicated on the display when the function is on).

Q6　Concerning your household's members and income

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

(2) **How many of the above number are children aged less than six?**　　people

(3) What was your household's **combined annual income last year**?
Please **circle the one best answer**.

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

<Questionnaire> The following question concerns the answering method for this survey.
If you can respond to this survey on the Internet system display, would you like to respond via the Internet?
Please **circle the one best answer**.

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

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2016 Communications Usage Trend Survey Form <<For Businesses>>
◎ This statistics survey has been conducted in accordance with the Statistics Act. The privacy of information collected in this survey will be surely protected. Your accurate and complete answers are appreciated.

(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 September 30, 2016**, 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

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5 **Words defined in the Glossary are denoted with asterisks (*). Please refer to the Glossary as needed.**

Q1   Please answer questions about Internet connection at your company

What **Internet access connection or connections** does your company have? Please **circle all answers that apply.** Circle 10 if your company does not have Internet access.

1. Telephone (dial-up)	5. Fixed wireless access (FWA)*	9. Other
2. ISDN* Note	6. BWA access service*	10. No Internet access
3. Cable TV*	7. DSL*	
4. Optical fiber* (FTTH)	8. Leased line	

Note: If you use ISDN over an optical fiber connection, please circle 4 "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	4. Accept applications or notifications	7. Collect consumers' ratings and opinions
2. Provide periodic information	5. Conduct questionnaires	8. Other
3. Company profile / recruiting	6. Electronic public notices and financial statements	

(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^{Note} 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 answers that apply**.
    Circle 13 if your company does not use Internet advertising.

(*Web advertising*)	(Mobile advertising)
1. Text ads* Note 1	9. Picture ads*
2. Banner ads* Note 2	10. Content* ads
3. Rich media ads* Note 3	11. Email ads*
4. Sponsored ads* (editorial tie-ups, etc.)	
5. Contextual search ads*	(*Other forms of advertising*)
6. Contextual content ads* Note 4	12. Other Internet ads
(*Email advertising*)	
7. Newsletters	
8. Direct marketing ads* (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	Introduction
① RFID tags* Ex: Production, inventory, or distribution management by means of identifying items	1. Adopted 2. Not adopted
② Contactless IC cards* Ex: Room access controls and cashless transactions by means of personal authentication	1. Adopted 2. Not adopted
③ New network-enabled devices (network cameras, sensors, etc.) Ex: Security systems using network cameras or motion sensors	1. Adopted 2. Not adopted
④ GPS, mobile phone, or other location devices Ex: Traffic management based on vehicle location information	1. Adopted 2. Not adopted

Supplementary question: To companies that have adopted systems or tools using wireless communication technology:
    Do you **analyze information collected** through your system or tool and use the results for purposes such as product development and marketing? Please **circle the one best answer.**

1. Using	2. Not using but planning to use	3. Neither using nor planning to use

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

(1) Does your company **use cloud computing** (the cloud)[Note]? Please **circle the one best answer**.
ください。

> 1. Used company wide
> 2. Used by some offices or divisions
> 3. Not used, but plan to use
> 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 services?
Please **circle all answers that apply.**

> 1. Mobile phones[Note] / PHS handsets
> 2. Smartphones[Note]
> 3. Tablets
> 4. Computers
> 5. Other (PDAs*, etc.)

Note: Please give **separate answers for conventional mobile phones (feature 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
> 2. File storage / data sharing
> 3. Data backups
> 4. Internal information sharing / portal
> 5. Email
> 6. Schedule sharing
> 7. Project management
> 8. Sharing information with business partners
> 9. Sales support
> 10. R&D related
> 11. System development and Website construction
> 12. e-Learning
> 13. Payroll, financial accounting, HR
> 14. Order taking and sales
> 15. Purchasing
> 16. Production management, distribution management, store management
> 17. Billing and payment systems
> 18. Authentication systems
> 19. Other

(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
> 2. Initial investment is inexpensive
> 3. No need to have internal asset and storage systems
> 4. Quick response capability, such as upgrading system capacity
> 5. Easy system scalability
> 6. High service reliability
> 7. Offered by system vendor
> 8. Easy license management
> 9. Boost security against information theft, etc.
> 10. Improve operational stability and availability
> 11. Wealth of service options
> 12. Fast roll-out speed
> 13. Access services from anywhere
> 14. Access identical services from any device
> 15. Can terminate use at any time
> 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
> 2. Somewhat beneficial
> 3. Not very beneficial
> 4. Negative impact
> 5. Do not know the 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
> 2. Cloud services would hinder corporate compliance
> 3. Increase in communication costs
> 4. Cannot customize applications to suit needs
> 5. Concerns about network stability
> 6. Information theft and other security concerns
> 7. No legal system in place
> 8. Not necessary
> 9. Do not see the advantages, not convinced by the advantages
> 10. Other

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

(1) Has your company **introduced telework*** [Note]? Please **circle the one best answer**.
(**If your company has introduced telework, circle all answers of a, b, and c that your telework includes**.)

> 1. Have introduced telework (a Working from home   b Satellite office work   c Mobile work)
> (Please answer questions (2), (3), and (4) below)
>
> 2. Not introduced, but have specific plans to   3. Not introduced, and have no specific plans to
>   introduce telework   introduce telework
>   (Please answer question (5) 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, **satellite office work (where the worker works at an office that is not the original work place)**, or mobile work (where the worker, such as a salesperson, works using a mobile information device while out of the office).

To **companies that answered 1 to (1) above**.

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

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

(3) **What were the purposes of introducing telework** at your company?
Please **circle all answers that apply**.

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

(4) What has been the overall impact of telework on the purposes given in (3) 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

(5) To **companies that answered 3 to (1) above**:
Please **circle all reasons why you have not introduced** telework?

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

Q7 The following question concerns all **ICT**^Note **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 education / training programs
   2. External ICT education / training programs
   3. Provide financial assistance to employees who voluntarily enroll in ICT courses
   4. Pay bonuses to employees who obtain ICT qualifications
   5. Provide time to employees who voluntarily enroll in ICT courses
   6. Test ICT abilities and skills
   7. Other education and training
   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 occurred** in the past year in the use of ICT networks at your company?
   Please **circle all answers that apply**. **Circle 10 if no security breaches occurred.**

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

   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.
   Note 2: *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 3: *DoS attack* is an attack where the attacker sends massive amounts of packets to a server to bring down a system or disrupt services.

Supplementary Question: To **companies that answered 1 to (1) above**:
   What happened as a result of receiving targeted emails? 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

(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	
3. Outsource security management	13. Encrypt data or networks
4. Training for employees	14. Line monitoring
5. Install anti-virus programs on computers and other devices (operating system, software, etc.)	15. Install and maintain firewalls
	16. Use proxy servers*, etc.
6. Install anti-virus programs on servers	17. Install and maintain intrusion detection systems (IDS)* ^{Note 2}
7. Apply security patches* for operating systems	
8. Construct anti-virus walls at external access points	18. Install and maintain Web application firewalls
9. Establish manuals on responding to viruses	19. Other measures
10. Control access with IDs, passwords, etc.	20. No particular measures
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 smartphone
2. Permit use of only company-supplied smartphones	
3. Permit use of personal smartphones for work operations	5. Have no specific rules

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. Obliged to open accounts with company name	5. Other rules
3. Prohibit work-related posts	6. Have no specific rules

(3) **What measures** has your company taken **against targeted email**?
Please **circle all answers that apply**.

1. Training for employees	8. Line monitoring
2. Install anti-virus programs on computers and other devices (operating system, software, etc.)	9. Use proxy servers,* etc.
	10. Install and maintain intrusion detection systems (IDS)Note
3. Install anti-virus programs on servers	
4. Apply security patches for operating systems	11. Share information between organizations and divisions
5. Construct anti-virus walls at external access points	
6. Enhance access controls for servers and other devices that store sensitive data	12. Install a sender policy framework (SPF)*
	13. Other measures
7. Maintain access logs	14. No particular measures

Note: Includes intrusion protection systems (IPS).

(4) **What measures** has your company taken **for personal information protection**?
Please **circle all answers that apply**.

1. Obtained Privacy Mark certification*	6. Enhanced internal training
2. Established a privacy policy	7. Strengthened conditions on external supplier selection (e.g., has obtained Privacy Mark certification, etc.)
3. Appointed a manager in charge of personal information protection	
4. Minimized the personal information handled	8. Other measures
5. Rebuilt systems and organizations	9. No particular measures

Q9   The following question concerns issues associated with ICT network (intranets, inter-company networks, the Internet, etc.) usage and issues preventing ICT network usage.
What issues do you see associated with usage of ICT networks?
For companies that do not use ICT networks, what issues are preventing you from using ICT networks?
Please **circle all answers that apply**.

1. Difficulties in establishing security measures	8. Difficulties in quantifying benefits of network adoption
2. Rising operational and management costs	9. Concern about the reliability of authentication technology
3. Lack of operational and administrative personnel	
4. Difficulties in restoring operations after a fault	10. Concern about the reliability of electronic payments
5. Concern about protection of copyrights and intellectual property	11. Low security awareness among employees
	12. High communication charges
6. Concern about virus infections	13. Low communication speeds
7. Difficulties in achieving benefits from network adoption	14. Other
	15. No particular issues

<Questionnaire> The following question concerns the answering method for this survey.
Would you like to respond to this survey online (via the Internet)?
Please **circle the one best answer**.

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

The final questions concern general aspects of your company.
You may attach a copy of your annual financial statement in lieu of completing the answers on this form if the financial statement contains the same information as the questions. Please underline the relevant sections in the financial statement.

F1 What is the capitalization value (sum of investments and funds) of your company?
Please **circle the one best answer**.

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

F2 What are the **annual sales**[Notes1,2] of your company? Please indicate your annual sales to the nearest milli**on yen**.

								million yen

Note 1: Please enter your FY 2015 sales (the year April 2015 through March 2016). If this is difficult to calculate, please enter the most recently calculated annual sales.
Note 2: Companies in the banking industry, please enter your income before tax; life insurance companies, please enter your insurance contributions, etc.; and non-life insurance companies, please enter your net premiums written.

F3 What is the **operating profit**[Notes1,2] of your company? Please indicate your operating profit to **the nearest million yen**.

								million yen

Note 1: Please enter your FY 2015 operating profit (the year April 2015 through March 2016). If this is difficult to calculate, please enter the most recently calculated annual operating profit.
Note 2: Companies in the banking industry, please enter your net operating profit; life insurance companies, please enter your basic profits; and non-life insurance companies, please enter your underwriting profit.

F4 What are the **labor costs**[Note] of your company? Please indicate your labor costs to **the nearest million yen**.

								million yen

Note: Please enter your FY 2015 labor costs (the year April 2015 through March 2016). If this is difficult to calculate, please enter the most recently calculated annual labor costs.

F5 What are the **deprecation costs**[Note] of your company? Please indicate your deprecation costs to **the nearest million yen**.

								million yen

Note: Please enter your FY 2015 deprecation costs (the year April 2015 through March 2016). If this is difficult to calculate, please enter the most recently calculated annual deprecation costs.

F6 What is the **amount of** your company's **fixed assets**[Note]? Please indicate your deprecation costs to **the nearest million yen**.

								million yen

Note: Please fill in the amount of fixed assets as of the end of FY 2015. If it is difficult to identify the amount as of the end of FY 2015, please fill in the amount as of the end of the most recent fiscal year for which the figure is available.

F7 How many **full-time employees**[Note] does your company have?

					employees

Note: Full-time employees: This is the number of full-time employed people at your company as of December 1, 2015 or the nearest payroll deadline date. This definition includes people called temporary workers, day laborers, or part-time workers with employment contracts longer than one month and includes people employed on the date of the survey who worked 18 days or more in both October and November 2015.

◎ **This completes the survey questions. Please return the completed survey form in the enclosed return envelope. No postage stamp is required.**

Thank you for your participation.

<For Households> Glossary

Index	Term	Definition
B	Blog	Short for Weblog. A blog is a regularly updated Website with sequential articles much like a diary and comments posted about articles.
	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 (UQ WiMAX from UQ Communications) and AXGP from Wireless City Planning.
C	Cable TV (CATV)	Refers to the application of cable TV cabling for Internet access.
	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.
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.
F	Forum	An Internet bulletin board service. 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.
	Fraudulent email	A type of scam involving sending fraudulent invoices randomly by email and demanding payment, or email with similar fraudulent demands.
	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.
H	Hybridcasting function	A service that indicates information and contents transmitted via the Internet on the TV broadcast display. It can be used by pushing the "d" button of the remote controller or by switching to the data broadcast display if the hybricdcast-enabled TV is connected to the Internet.
I	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.
	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.
	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.
L	LTE	Short for Long Term Evolution. Also called 4G, LTE is a mobile communication standard for high-speed data communications. Examples include Xi from NTT Docomo, 4G LTE from AU and Softbank 4G LTE from Softbank.
O	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.

Index	Term	Definition
	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	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.
	SMS	Short for Short Message Service. SMS are services that send and receive short text messages and other information between mobile phones.
	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 service (SNS)	Services that create social networks through exchanges via the Internet. Representative services include Facebook, Twitter and LINE.
	Spam	Email for promotional or advertising purposes sent to users without their consent.
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 Samsung's Galaxy Tab.
	Telework	Use of a communication network to work at a location different from the primary location of work. Telework includes working from home, satellite office work, and mobile work.
V	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.
	VOD	Short for Video On Demand. VOD is a service that steams video content as instructed by the user.
W	Wearable devices	Information devices which can be worn and carried. Examples include the glasses type and the watch type.

\<For Businesses> Glossary

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	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.
	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 (UQ WiMAX from UQ Communications) and AXGP from Wireless City Planning.
C	Cable TV (CATV)	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.
	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	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.
	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.
F	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	IDS	Short for Intrusion Detection System. An IDS monitors communication lines and notifies an administrator when it detects a network intrusion.
	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.

Index	Term	Definition
	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.
	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.
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 (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	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	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.
	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.
	SPF	Short for Sender Policy Framework. SPF is a technology that prevents falsification of an email sender's address.
	Sponsored ads	The provision by a specific advertiser of some or all of a Website's content

Index	Term	Definition
T	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	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).