

**Questionnaire survey for consumers
on digital advertising**

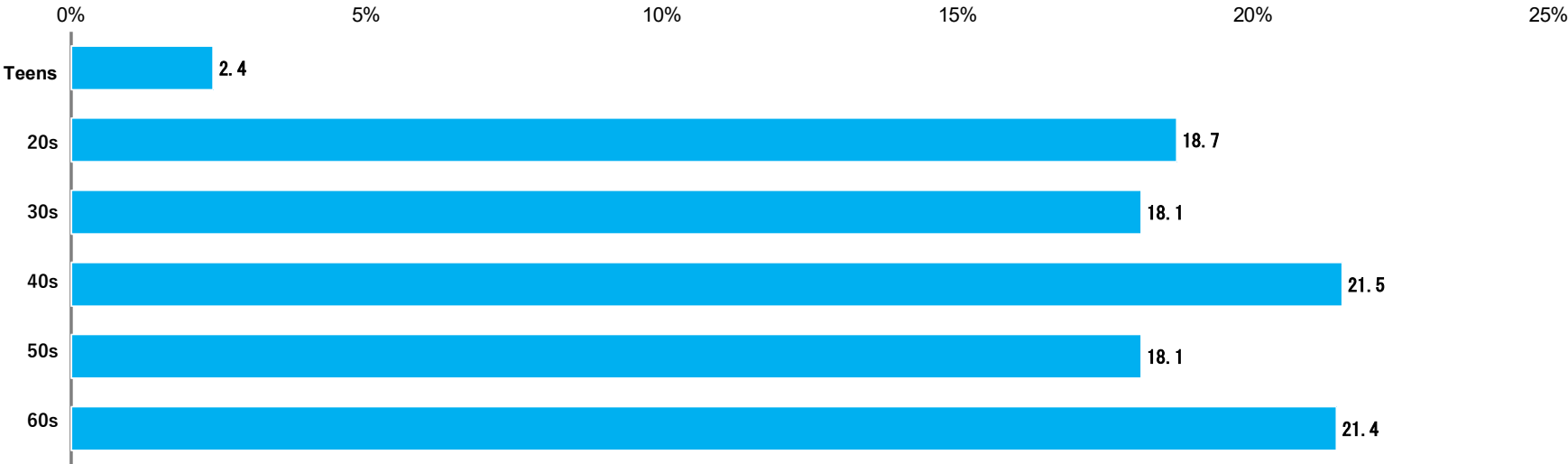
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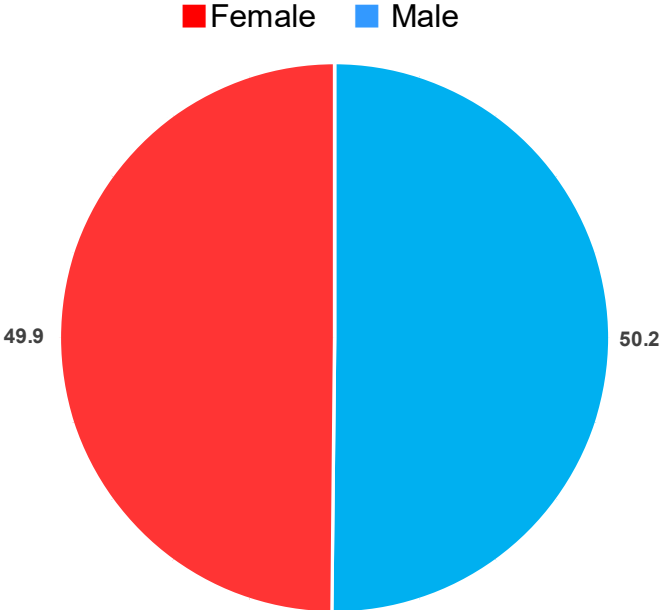
Questionnaire for search service users

Q1 What is your age?



Answers		Number of answers	Ratio (%)
a	Teens	47	2.4
b	20s	374	18.7
c	30s	361	18.1
d	40s	429	21.5
e	50s	362	18.1
f	60s	427	21.4
Number of respondents		2000	100.0

Q2 What is your gender?

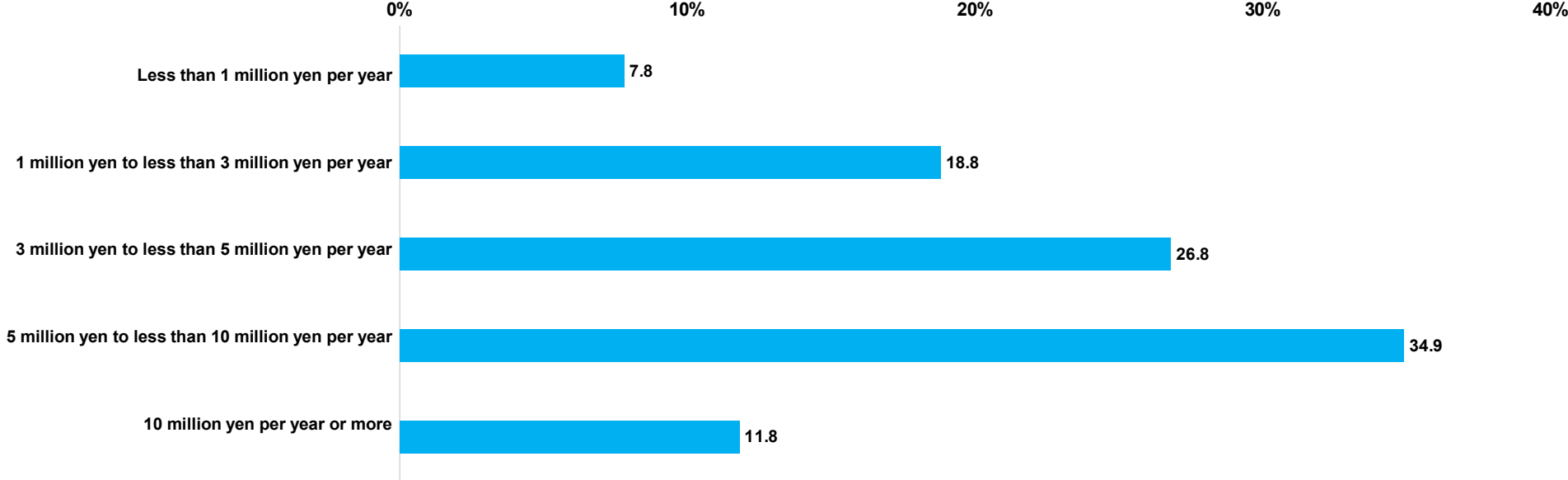


Answers		Number of answers	Ratio (%)
a	Male	1003	50.2
b	Female	997	49.9
Number of respondents		2000	100.0

Q3 What is the prefecture you reside in? (If you have multiple addresses/places of residence, please answer with the prefecture in which you consider it your main home)

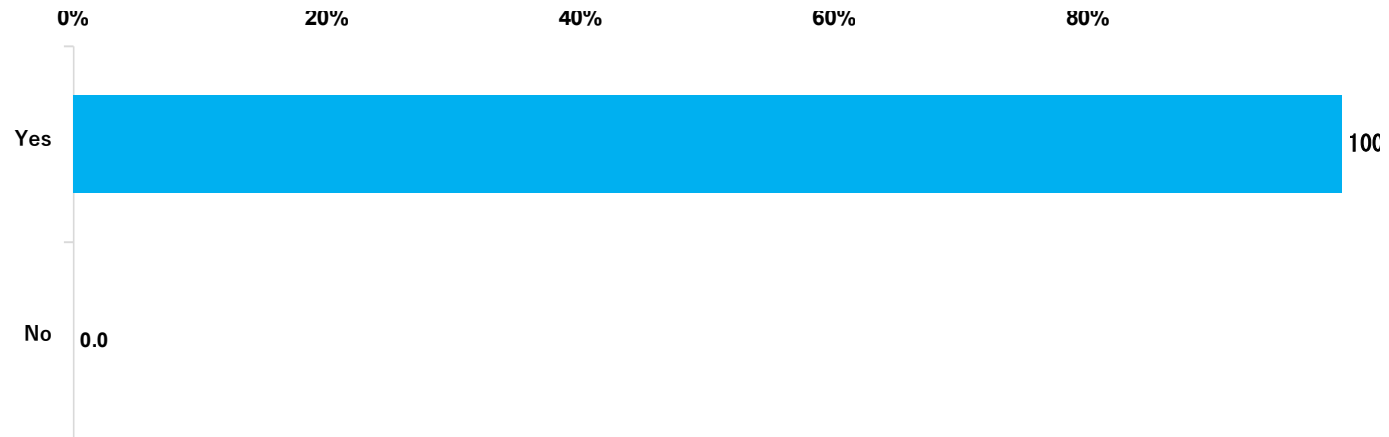
	Name of prefecture	Number of answers	Ratio (%)		Name of prefecture	Number of answers	Ratio (%)		Name of prefecture	Number of answers	Ratio (%)
1	Hokkaido	99	5.0	17	Ishikawa	20	1.0	33	Okayama	35	1.8
2	Aomori	19	1.0	18	Fukui	7	0.4	34	Hiroshima	38	1.9
3	Iwate	10	0.5	19	Yamanashi	11	0.6	35	Yamaguchi	18	0.9
4	Miyagi	38	1.9	20	Nagano	24	1.2	36	Tokushima	4	0.2
5	Akita	9	0.5	21	Gifu	30	1.5	37	Kagawa	11	0.6
6	Yamagata	11	0.6	22	Shizuoka	46	2.3	38	Ehime	23	1.2
7	Fukushima	18	0.9	23	Aichi	126	6.3	39	Kochi	10	0.5
8	Ibaraki	37	1.9	24	Mie	17	0.9	40	Fukuoka	66	3.3
9	Tochigi	27	1.4	25	Shiga	22	1.1	41	Saga	5	0.3
10	Gunma	24	1.2	26	Kyoto	43	2.2	42	Nagasaki	18	0.9
11	Saitama	133	6.7	27	Osaka	139	7.0	43	Kumamoto	11	0.6
12	Chiba	114	5.7	28	Hyogo	99	5.0	44	Oita	14	0.7
13	Tokyo	291	14.6	29	Nara	23	1.2	45	Miyazaki	8	0.4
14	Kanagawa	203	10.2	30	Wakayama	9	0.5	46	Kagoshima	16	0.8
15	Niigata	34	1.7	31	Tottori	5	0.3	47	Okinawa	13	0.7
16	Toyama	16	0.8	32	Shimane	6	0.3	Total		2000	100.0

Q4 What is your household income?



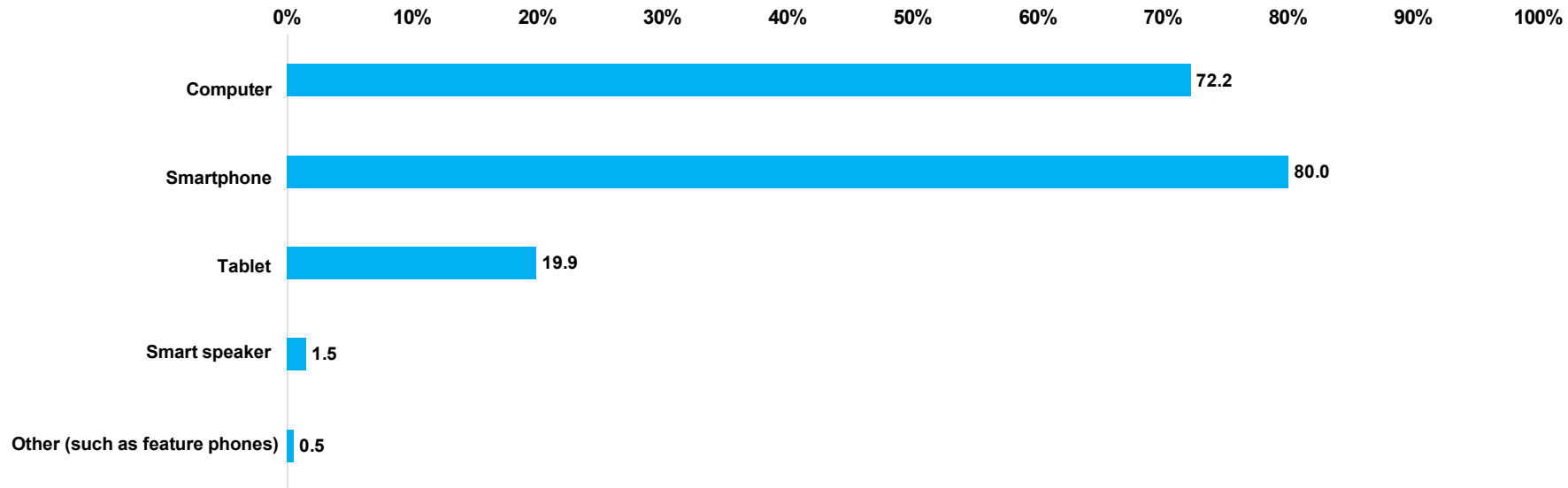
Answers		Number of answers	Ratio (%)
a	Less than 1 million yen per year	156	7.8
b	1 million yen to less than 3 million yen per year	376	18.8
c	3 million yen to less than 5 million yen per year	535	26.8
d	5 million yen to less than 10 million yen per year	697	34.9
e	10 million yen per year or more	236	11.8
Number of respondents		2000	100.0

Q4-2 Do you use search services?



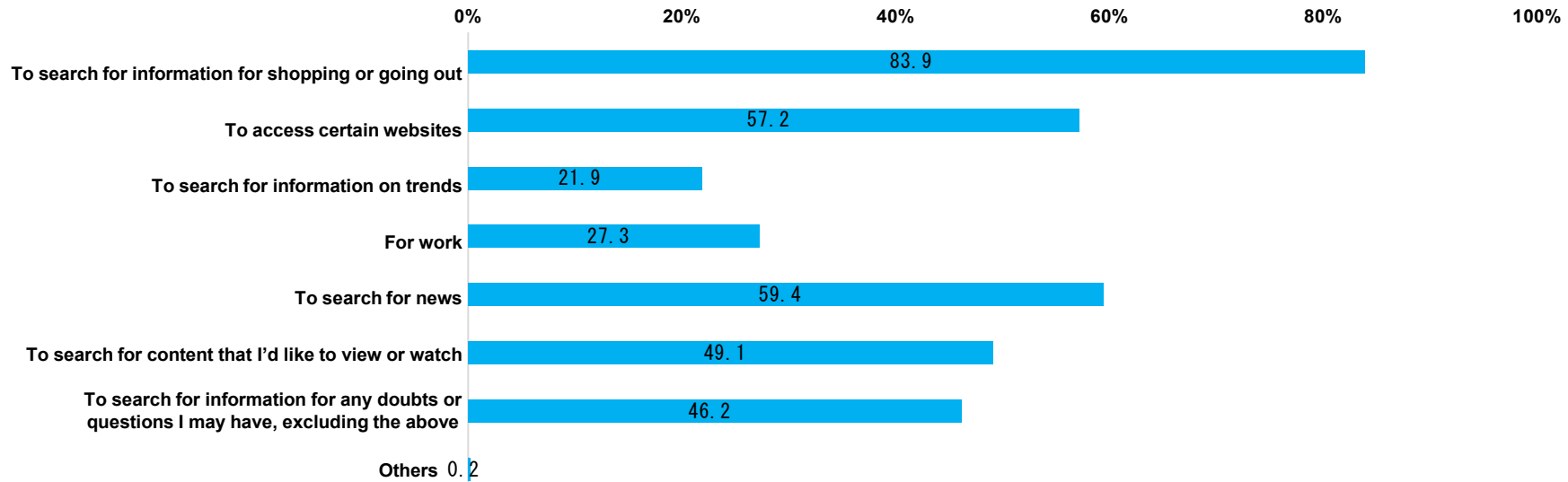
Answers		Number of answers	Ratio (%)
1	Yes	2000	100.0
2	No	0	0.0
Number of respondents		2000	100.0

Q5 What type of device is used for search services? [Multiple answers accepted]



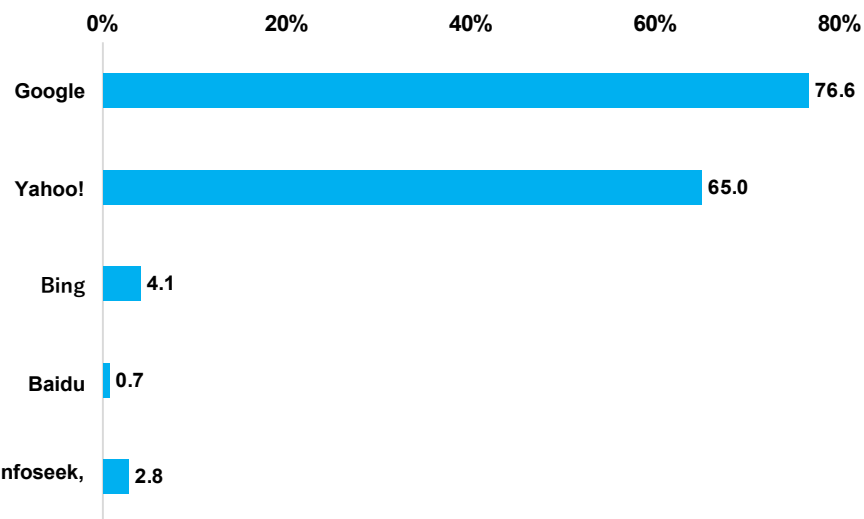
Answers		Number of answers	Ratio (%)
a	Computer	1444	72.2
b	Smartphone	1600	80.0
c	Tablet	398	19.9
d	Smart speaker	30	1.5
e	Other (such as feature phones)	10	0.5
Number of respondents		2000	100.0

Q6 What is your purpose when using search services? [Multiple answers accepted]



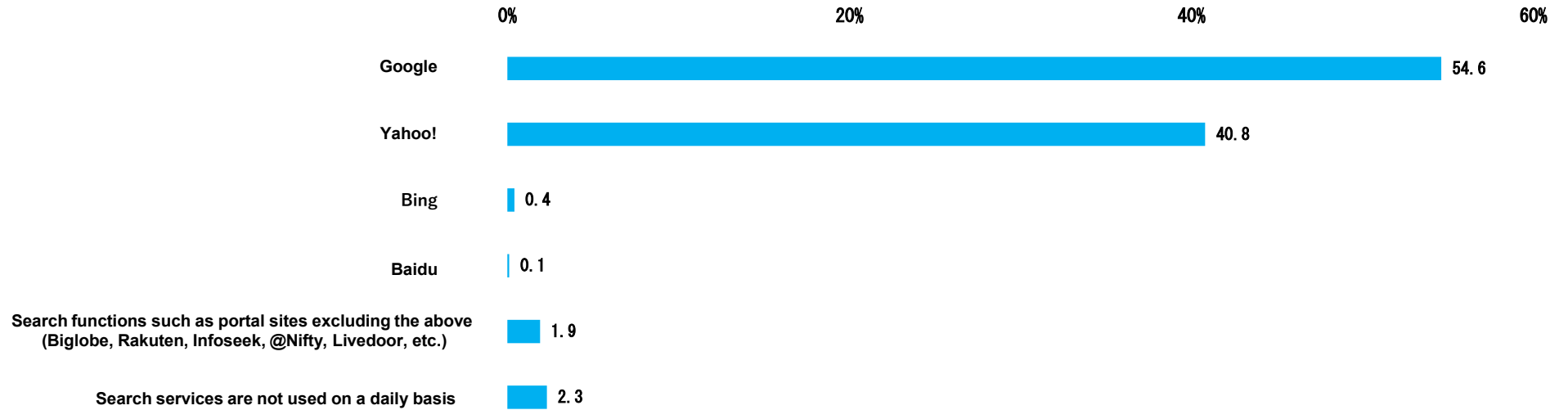
Answers		Number of answers	Ratio (%)
a	To search for information for shopping or going out	1678	83.9
b	To access certain websites	1144	57.2
c	To search for information on trends	438	21.9
d	For work	545	27.3
e	To search for news	1188	59.4
f	To search for content that I'd like to view or watch	982	49.1
g	To search for information for any doubts or questions I may have, excluding the above	924	46.2
h	Others	4	0.2
Number of respondents		2000	100.0

Q7 What search services do you use? (Please answer with search services, and not web browsers.)
 [Multiple answers accepted]



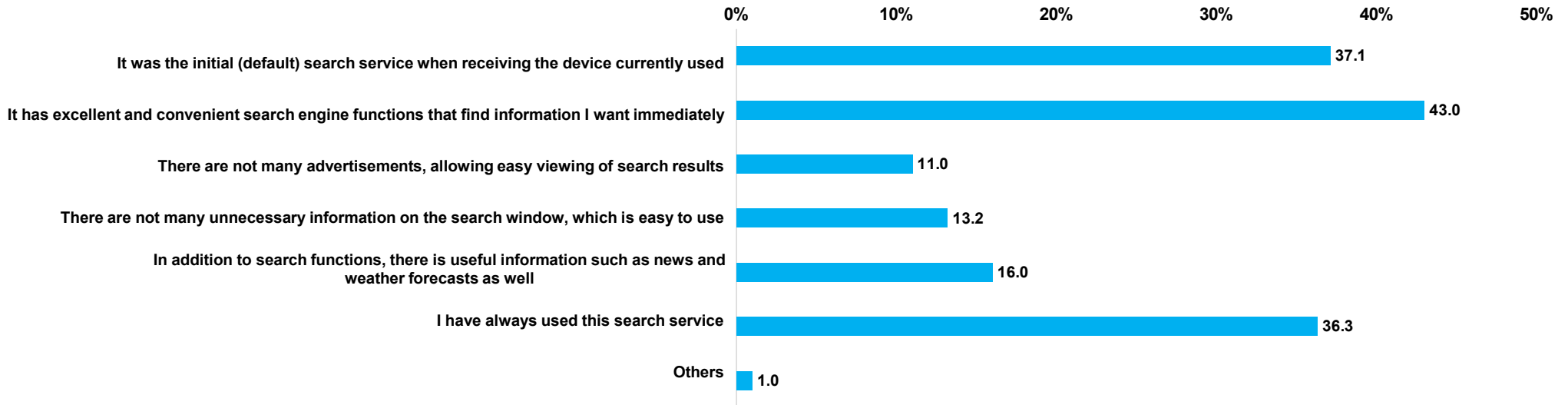
Answers		Number of answers	Ratio (%)
a	Google	1532	76.6
b	Yahoo!	1299	65.0
c	Bing	81	4.1
d	Baidu	14	0.7
e	Search functions such as portal sites excluding the above (Biglobe, Rakuten, Infoseek, @Nifty, Livedoor, etc.)	55	2.8
Number of respondents		2000	100.0

Q8 Of the search services stated at Q7, which is used most on a daily basis? If multiple services are used, please answer the service that is used most frequently.



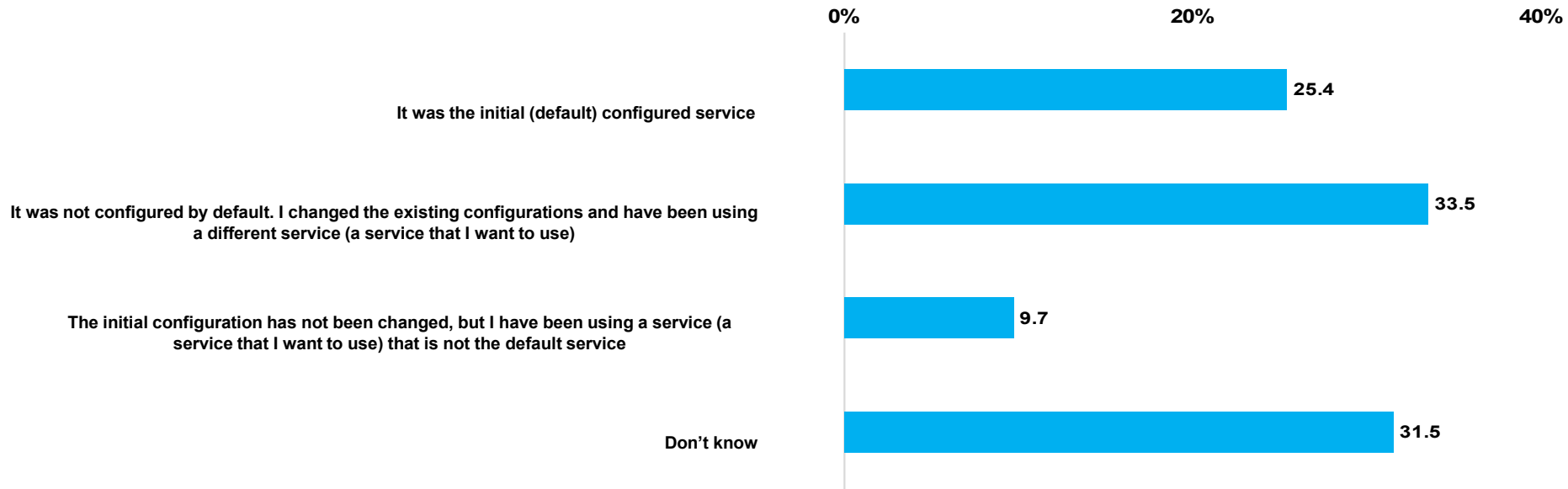
Answers		Number of answers	Ratio (%)
a	Google	1091	54.6
b	Yahoo!	816	40.8
c	Bing	8	0.4
d	Baidu	2	0.1
e	Search functions such as portal sites excluding the above (Biglobe, Rakuten, Infoseek, @Nifty, Livedoor, etc.)	37	1.9
f	Search services are not used on a daily basis	46	2.3
Total		2000	100.0

Q8-1 This question is for all users except those who answered “f) Search services are not used on a daily basis” at Q8. What is the reason for selecting the said search services? [Multiple answers accepted]



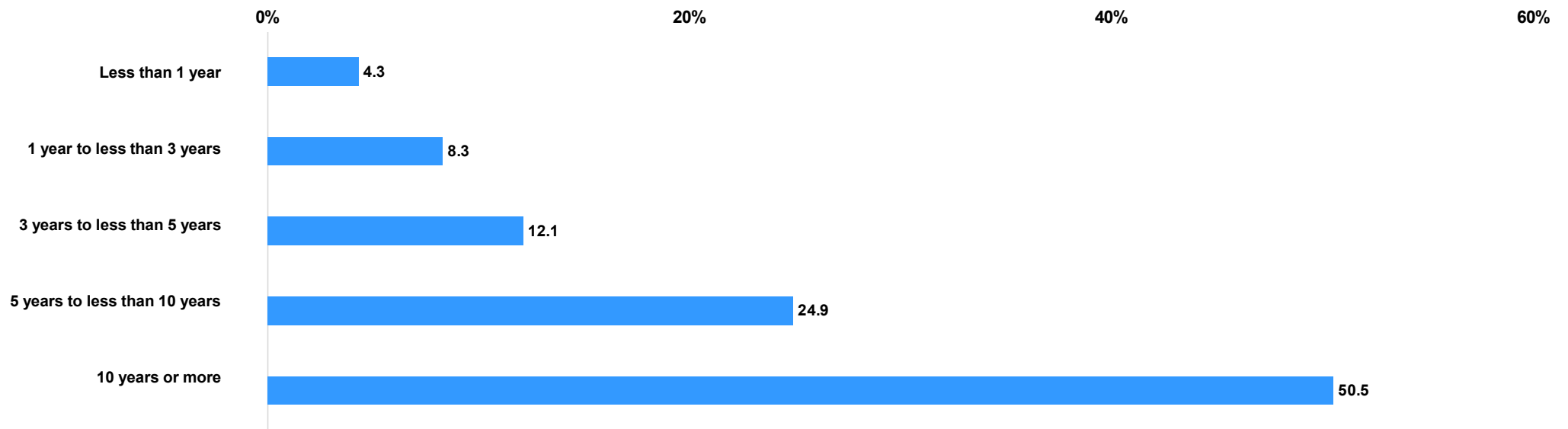
Answers		Number of answers	Ratio
a	It was the initial (default) search service when receiving the device currently used	724	37.1
b	It has excellent and convenient search engine functions that find information I want immediately	841	43.0
c	There are not many advertisements, allowing easy viewing of search results	215	11.0
d	There are not many unnecessary information on the search window, which is easy to use	258	13.2
e	In addition to search functions, there is useful information such as news and weather forecasts as well	313	16.0
f	I have always used this search service	710	36.3
g	Others	19	1.0
Number of respondents		1954	100.0

Q8-1-1 This question is for all users except those who answered “a) it was the default service” at Q8-1. Of the search services stated at Q8, was it the initial (default) search service configured in your computer or mobile device?



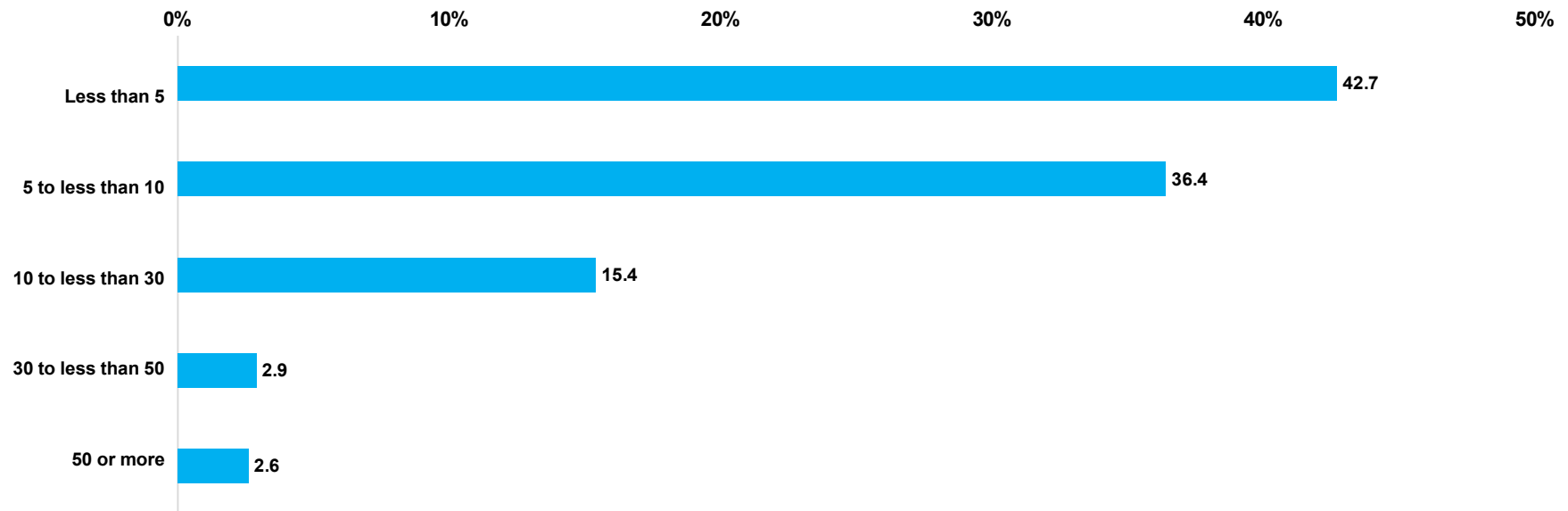
Answers		Number of answers	Ratio
a	It was the initial (default) configured service	312	25.4
b	It was not configured by default. I changed the existing configurations and have been using a different service (a service that I want to use)	412	33.5
c	The initial configuration has not been changed, but I have been using a service (a service that I want to use) that is not the default service	119	9.7
d	Don't know	387	31.5
Number of respondents		1230	100.0

Q8-2 This question is for all users except those who answered “f) Search services are not used on a daily basis” at Q8. How long have you been using the said services? (A rough estimate is acceptable.)



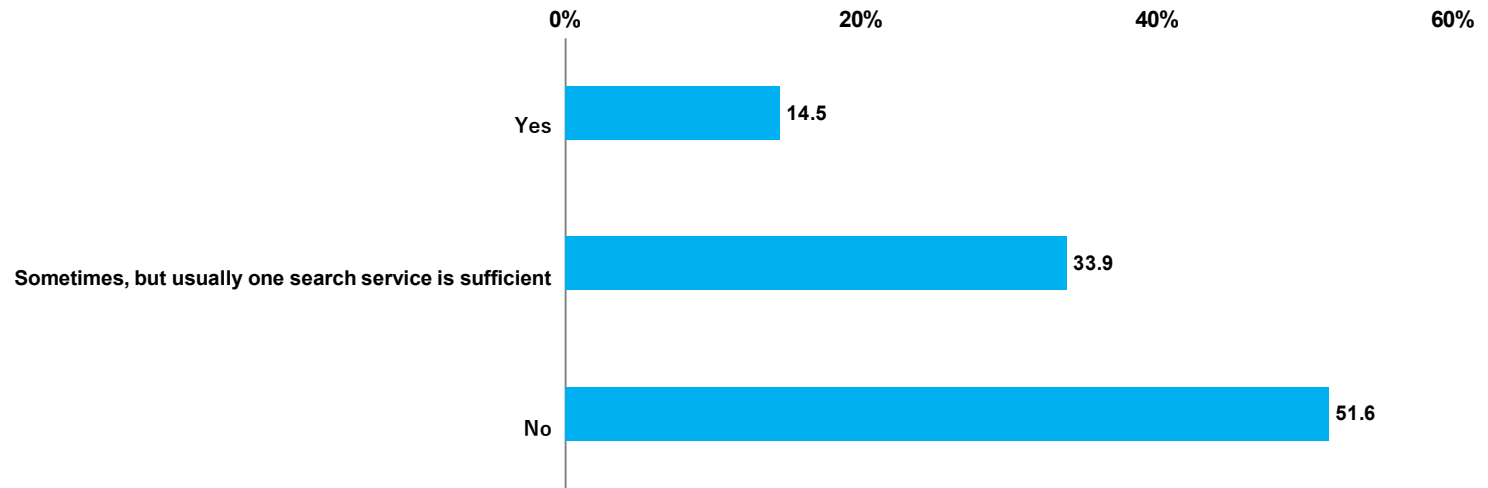
Answers		Number of answers	Ratio
a	Less than 1 year	84	4.3
b	1 year to less than 3 years	162	8.3
c	3 years to less than 5 years	236	12.1
d	5 years to less than 10 years	486	24.9
e	10 years or more	986	50.5
Number of respondents		1954	100.0

Q8-3 This question is for all users except those who answered “f) Search services are not used on a daily basis” at Q8. On average, how many times do you search each day?
 (a rough estimate is acceptable.)



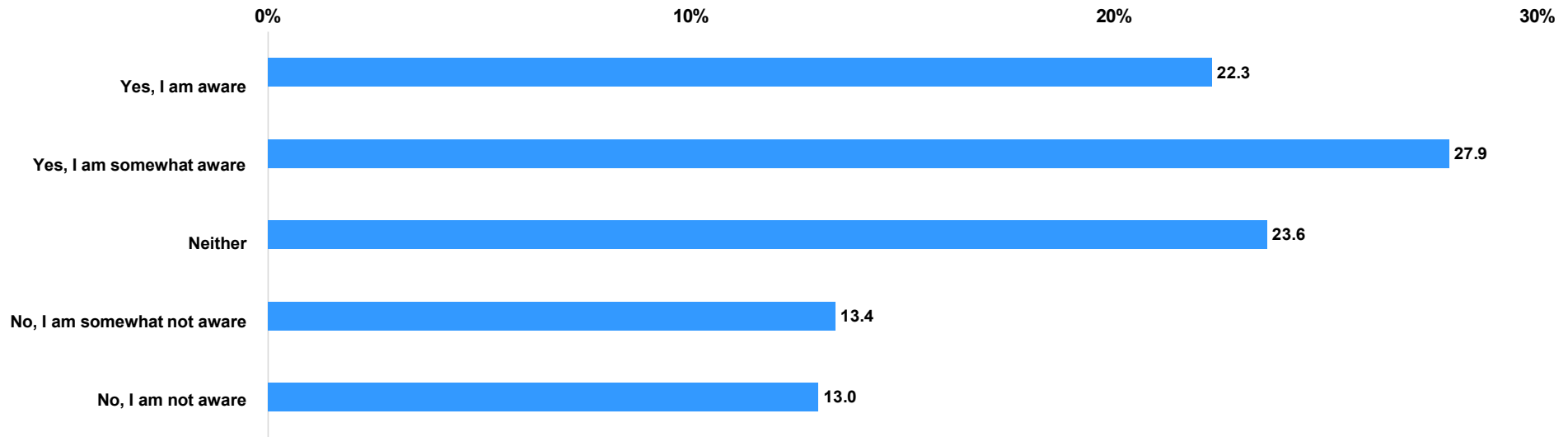
Answers		Number of answers
a	Less than 5	835
b	5 to less than 10	711
c	10 to less than 30	300
d	30 to less than 50	57
e	50 or more	51
Number of respondents		1954

Q9 This question is for all users except those who answered “f) Search services are not used on a daily basis” at Q8. Do you change search services according to your search goals? (For example, using service A to search word meanings, and using service B for news searches.)



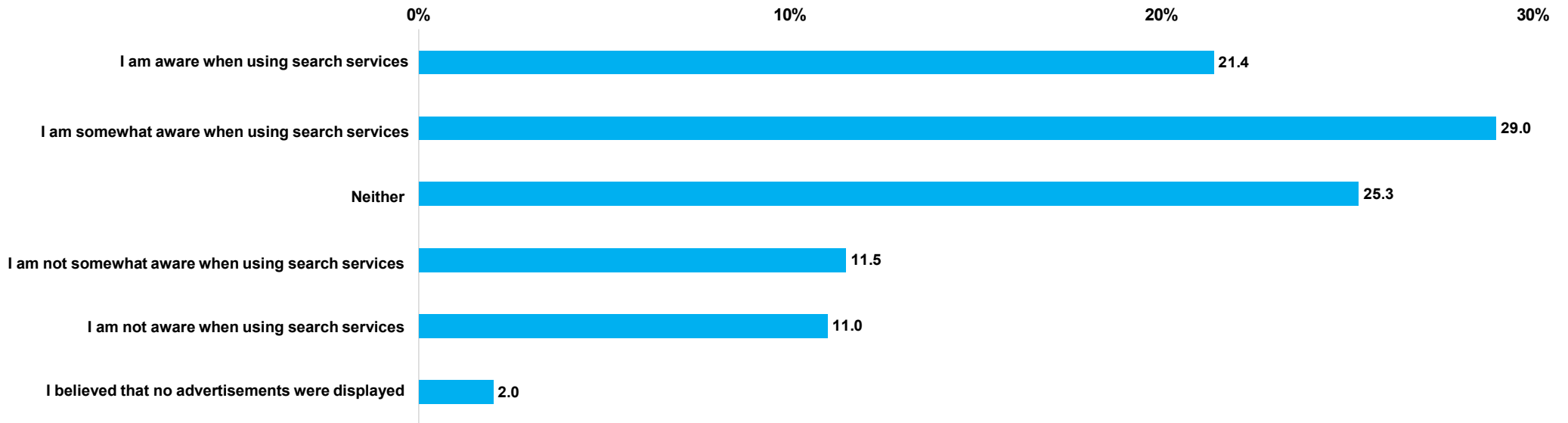
Answers		Number of answers	Ratio
a	Yes	284	14.5
b	Sometimes, but usually one search service is sufficient	662	33.9
c	No	1008	51.6
Number of respondents		1954	100.0

Q10 It is said that although search services are free, they gather user information. Are you aware of the fact that you are offering information to the said service providers when using search services?



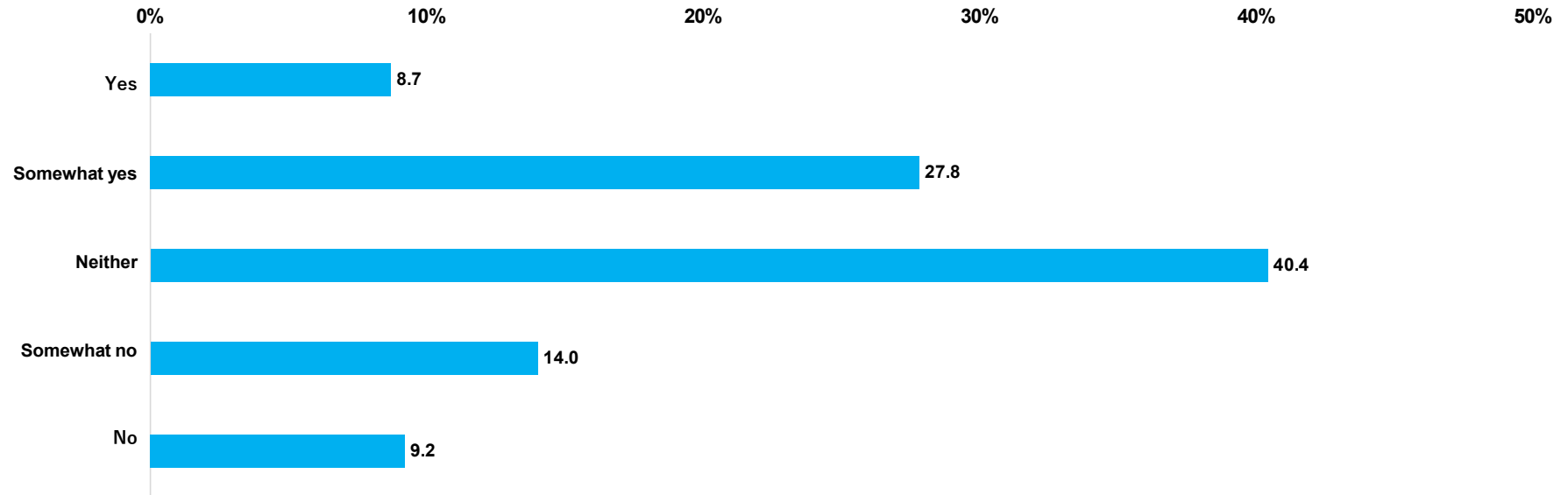
Answers		Number of answers	Ratio (%)
a	Yes, I am aware	446	22.3
b	Yes, I am somewhat aware	557	27.9
c	Neither	471	23.6
d	No, I am somewhat not aware	267	13.4
e	No, I am not aware	259	13.0
Number of respondents		1954	100.0

Q11 Advertisements based on often-entered keywords, etc. are displayed on the results page of search services. Are you aware which contents are advertisement when using search services?



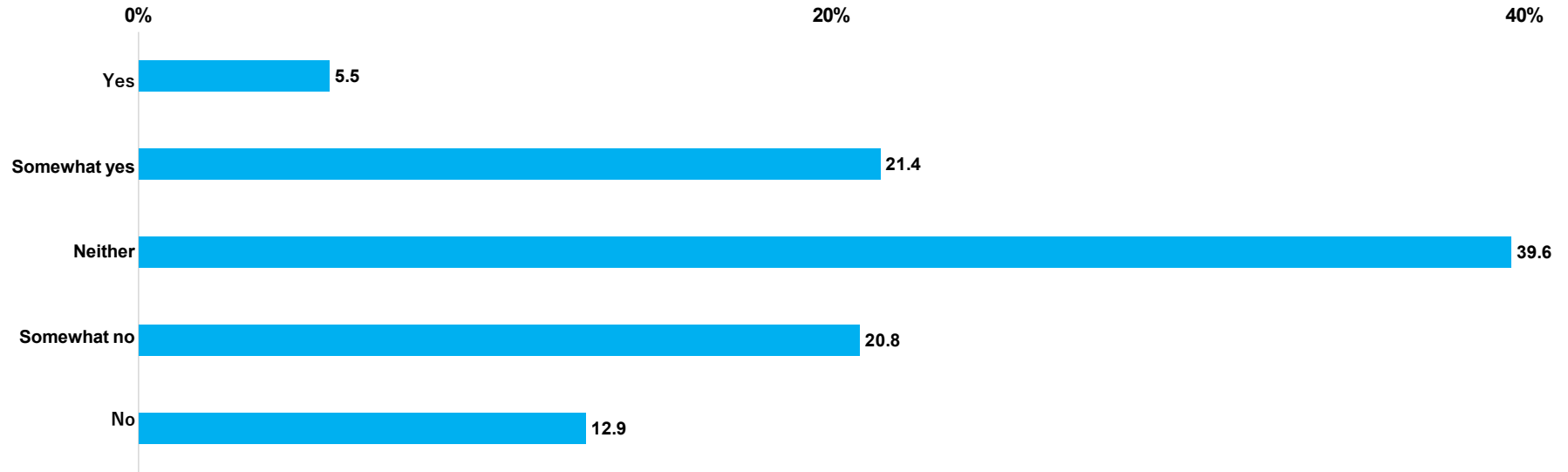
Answers		Number of answers	Ratio (%)
a	I am aware when using search services	427	21.4
b	I am somewhat aware when using search services	579	29.0
c	Neither	505	25.3
d	I am not somewhat aware when using search services	230	11.5
e	I am not aware when using search services	219	11.0
f	I believed that no advertisements were displayed	40	2.0
Number of respondents		2000	100.0

Q12 Do you think that the advertisements displayed on search result screens reflect your own interests?



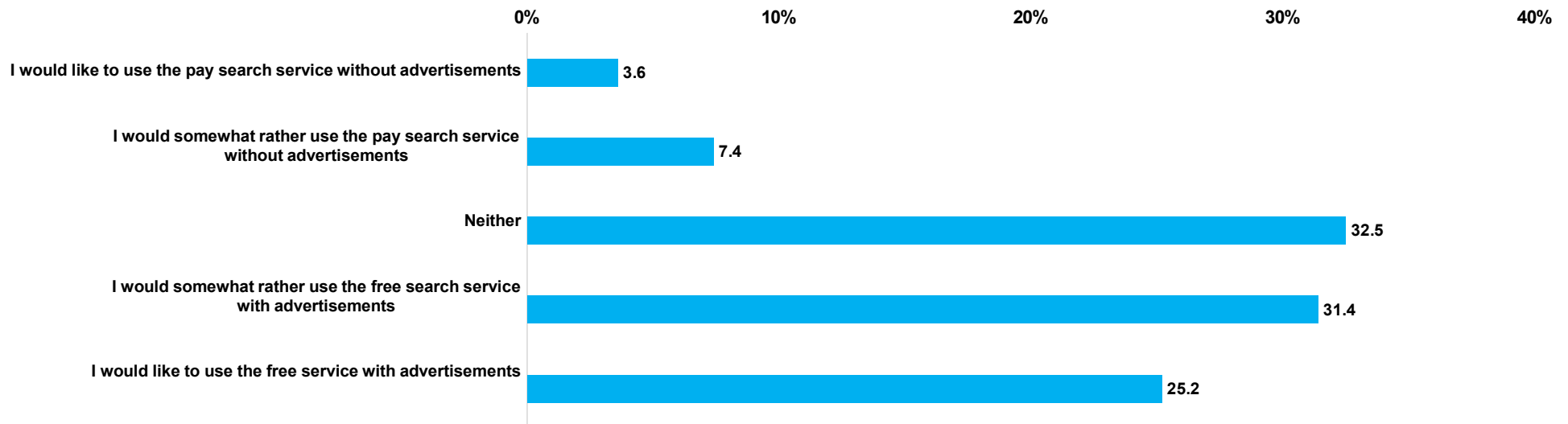
Answers		Number of answers	Ratio (%)
a	Yes	173	8.7
b	Somewhat yes	556	27.8
c	Neither	808	40.4
d	Somewhat no	280	14.0
e	No	183	9.2
Number of respondents		2000	100.0

Q13 Do you think that the advertisements displayed on search result screens are of convenience (the advertisements matches information you want) to you?



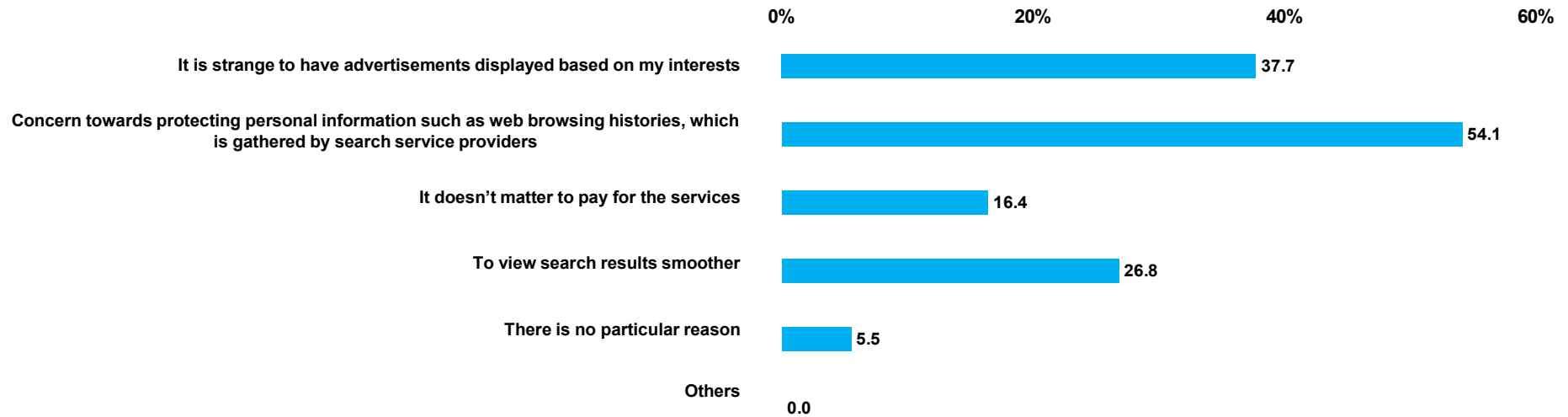
Answers		Number of answers	Ratio (%)
a	Yes	110	5.5
b	Somewhat yes	427	21.4
c	Neither	791	39.6
d	Somewhat no	415	20.8
e	No	257	12.9
Number of respondents		2000	100.0

Q14 Suppose that there is a pay search service that does not display advertisements, and a free search service that displays advertisements--which would you rather use?



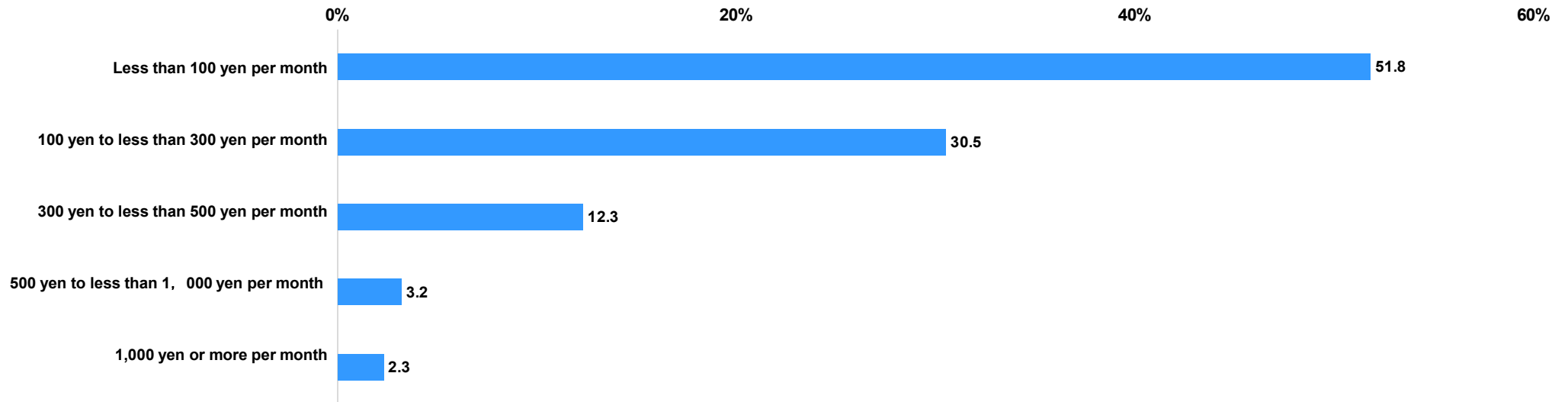
Answers		Number of answers	Ratio (%)
a	I would like to use the pay search service without advertisements	72	3.6
b	I would somewhat rather use the pay search service without advertisements	148	7.4
c	Neither	649	32.5
d	I would somewhat rather use the free search service with advertisements	627	31.4
e	I would like to use the free service with advertisements	504	25.2
Number of respondents		2000	100.0

Q14-2 This question is for users who answered “a) prefer pay services/no advertisements” or “b) somewhat rather would use pay services/no advertisements” at Q14. What is the reason for this?
 [Multiple answers accepted]



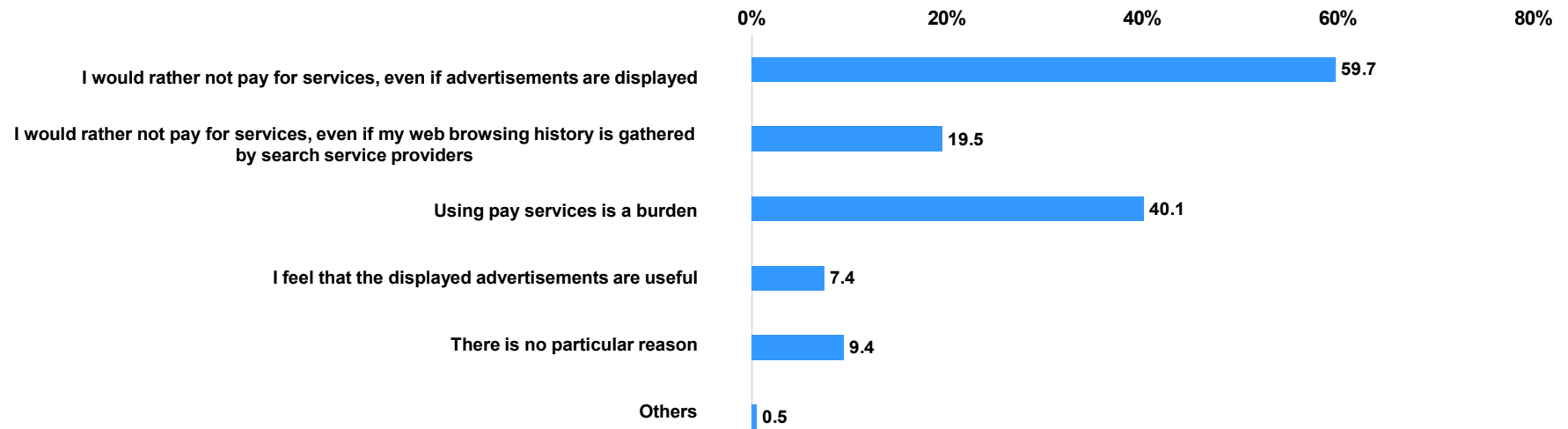
Answers		Number of answers	Ratio (%)
a	It is strange to have advertisements displayed based on my interests	83	37.7
b	Concern towards protecting personal information such as web browsing histories, which is gathered by search service providers	119	54.1
c	It doesn't matter to pay for the services	36	16.4
d	To view search results smoother	59	26.8
e	There is no particular reason	12	5.5
f	Others	0	0.0
Number of respondents		220	100.0

Q14-3 This question is for users who answered “a) prefer pay services/no advertisements” or “b) somewhat rather would use pay services/no advertisements” at Q14. How much would you pay monthly for a pay search service with no advertisements?



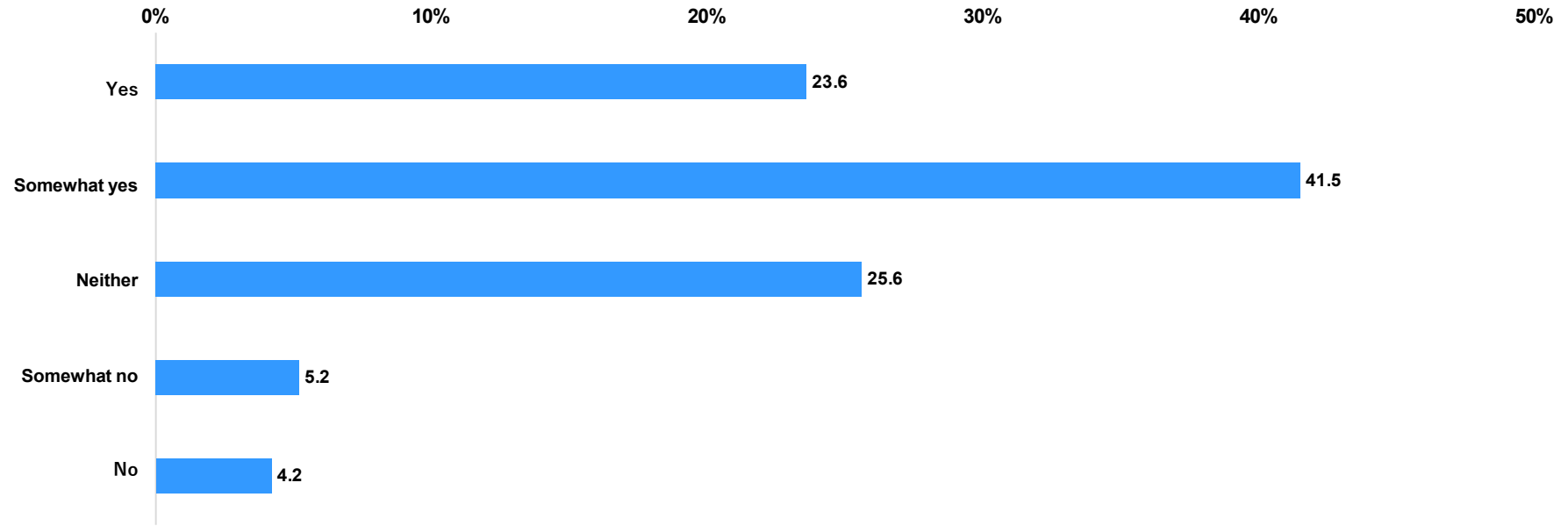
Answers		Number of answers	Ratio (%)
a	Less than 100 yen per month	114	51.8
b	100 yen to less than 300 yen per month	67	30.5
c	300 yen to less than 500 yen per month	27	12.3
d	500 yen to less than 1,000 yen per month	7	3.2
e	1,000 yen or more per month	5	2.3
Number of respondents		220	100.0

Q14-4 This question is for users who answered “d) somewhat rather use free services with advertisements” or “e) prefer free services with advertisements” at Q14. What is the reason for this?
 [Multiple answers accepted]



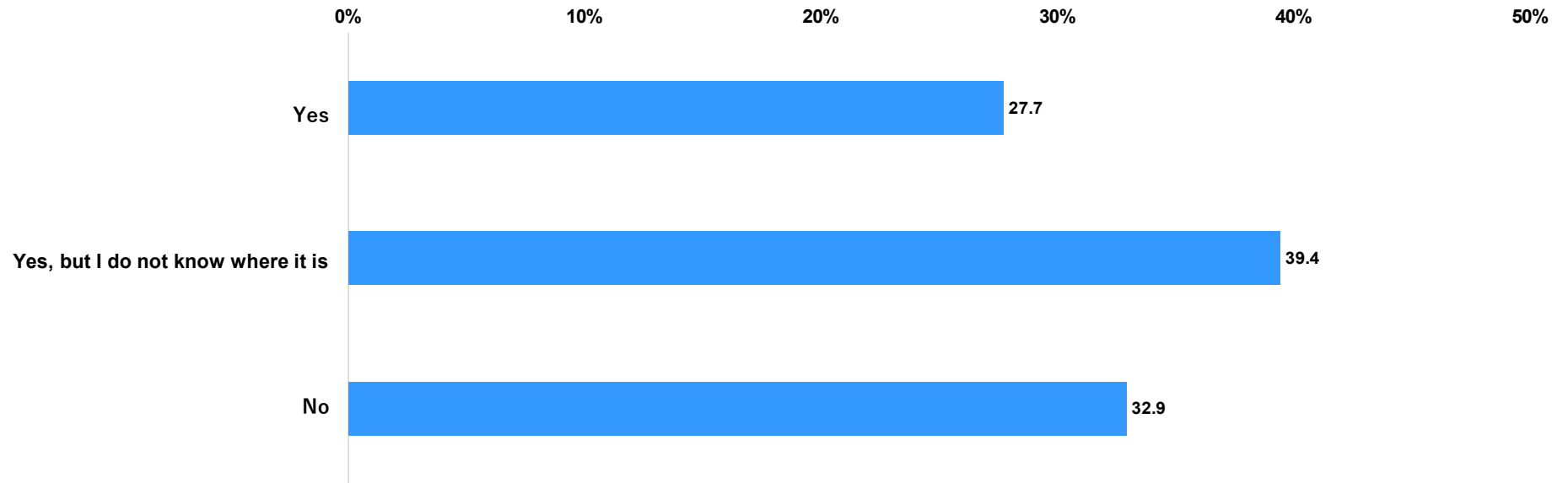
Answers		Number of answers	Ratio (%)
a	I would rather not pay for services, even if advertisements are displayed	675	59.7
b	I would rather not pay for services, even if my web browsing history is gathered by search service providers	220	19.5
c	Using pay services is a burden	454	40.1
d	I feel that the displayed advertisements are useful	84	7.4
e	There is no particular reason	106	9.4
f	Others	6	0.5
Number of respondents		1131	100.0

Q14-5 Currently, free search services display advertisements. Do you feel that this cannot be helped, as the service is offered for free?



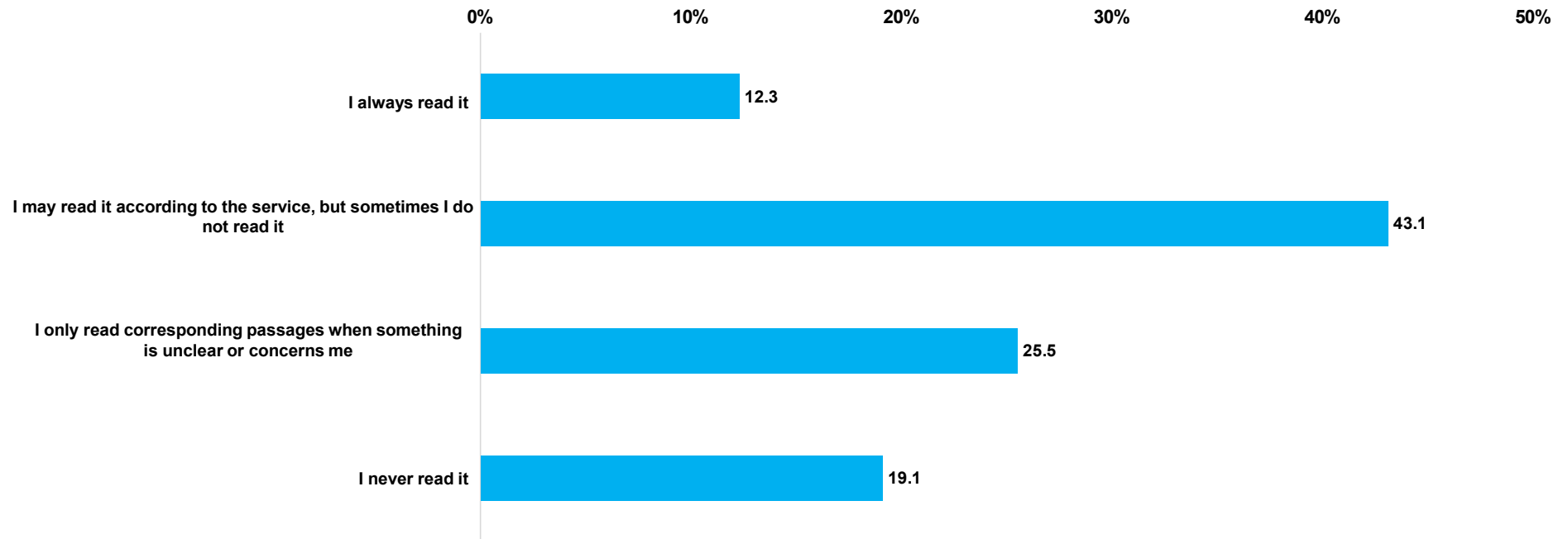
Answers		Number of answers	Ratio (%)
a	Yes	472	23.6
b	Somewhat yes	829	41.5
c	Neither	512	25.6
d	Somewhat no	104	5.2
e	No	83	4.2
Number of respondents		1954	100.0

Q15 When using search services, are you aware of the terms of service for the said search services?



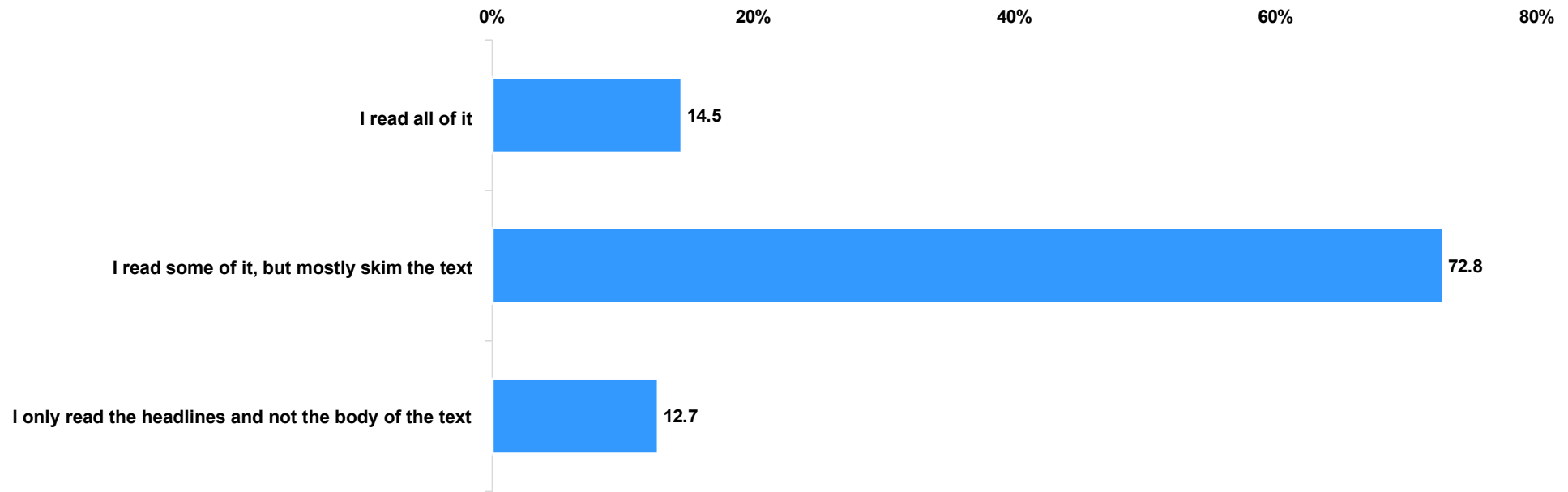
Answers		Number of answers	Ratio (%)
a	Yes	554	27.7
b	Yes, but I do not know where it is	788	39.4
c	No	658	32.9
Number of respondents		2000	100.0

Q15-2 This question is for users who answered "a) Yes" at Q15. Do you read the terms of service when using search services?



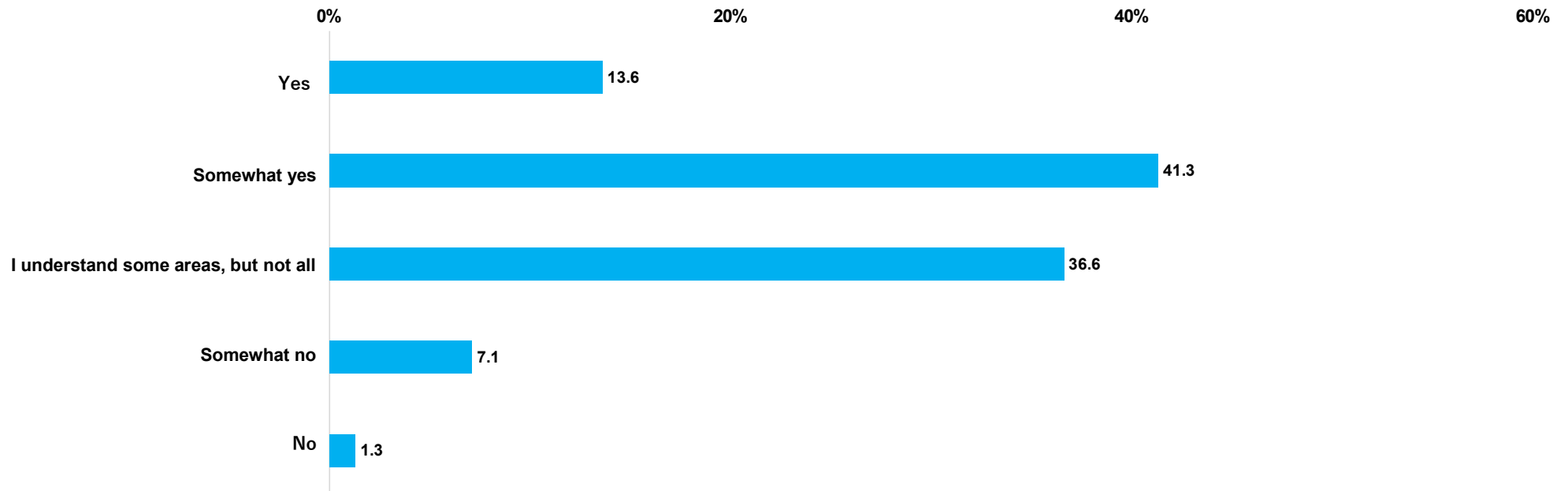
Answers		Number of answers	Ratio (%)
a	I always read it	68	12.3
b	I may read it according to the service, but sometimes I do not read it	239	43.1
c	I only read corresponding passages when something is unclear or concerns me	141	25.5
d	I never read it	106	19.1
Number of respondents		554	100.0

Q15-3 This question is for users who answered a), b) or c) at Q15-2. How thoroughly do you read the terms of service?



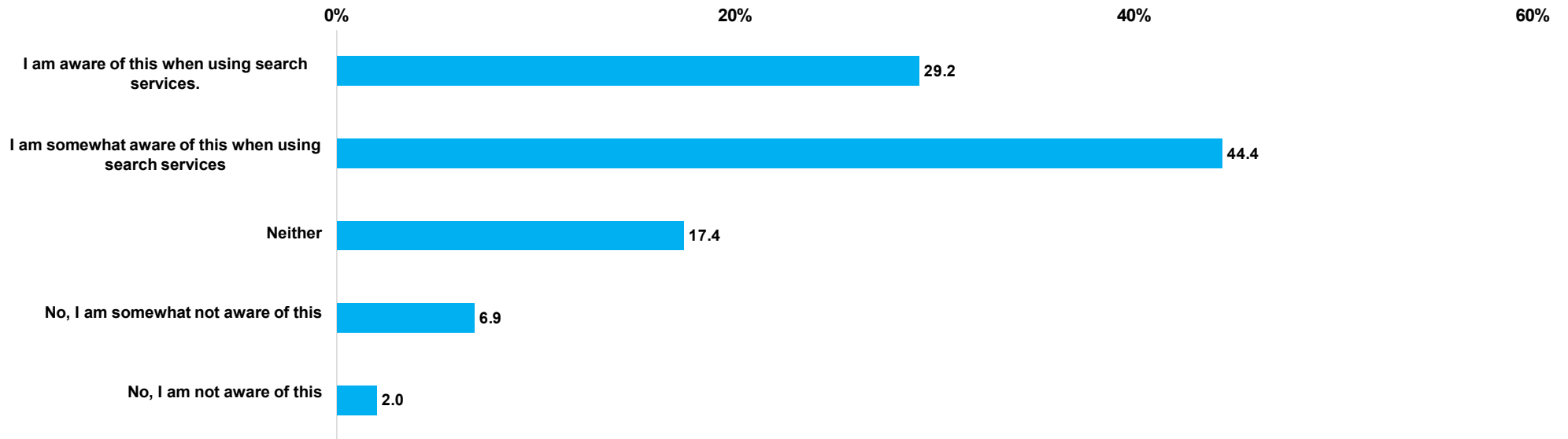
Answers		Number of answers	Ratio (%)
a	I read all of it	65	14.5
b	I read some of it, but mostly skim the text	326	72.8
c	I only read the headlines and not the body of the text	57	12.7
Number of respondents		448	100.0

Q15-4 This question is for users who answered a), b) or c) at Q15-2. Do you understand the content of the terms of service?



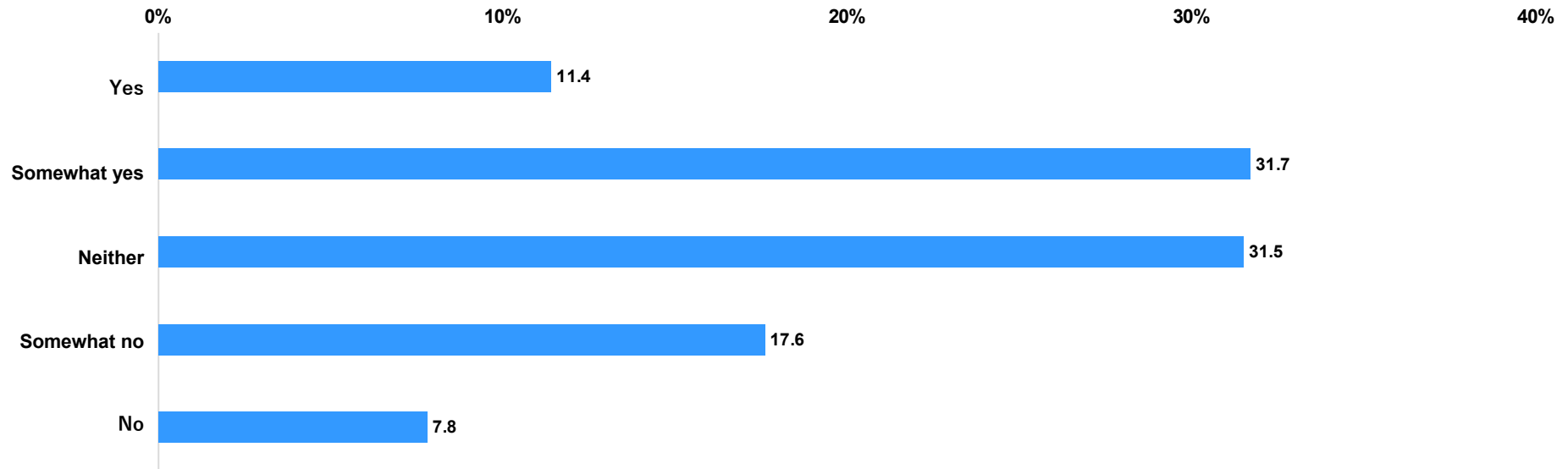
Answers		Number of answers	Ratio (%)
a	Yes	61	13.6
b	Somewhat yes	185	41.3
c	I understand some areas, but not all	164	36.6
d	Somewhat no	32	7.1
e	No	6	1.3
Number of respondents		448	100.0

Q15-5 This question is for users who answered a), b) or c) at 15-2. The terms of service of search services contain the collection and use of a certain amount of user information for the purpose of advertisement display. Are you aware of this when using search services?



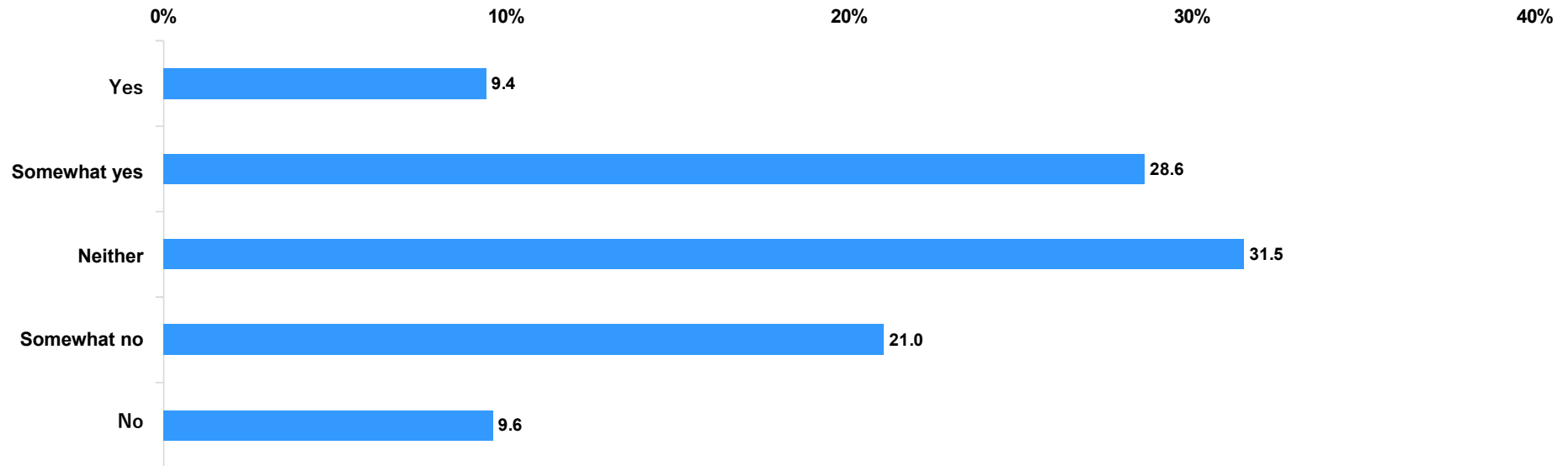
Answers		Number of answers	Ratio (%)
a	I am aware of this when using search services.	131	29.2
b	I am somewhat aware of this when using search services	199	44.4
c	Neither	78	17.4
d	No, I am somewhat not aware of this	31	6.9
e	No, I am not aware of this	9	2.0
Number of respondents		448	100.0

Q15-6 This question is for users who answered a), b) or c) at Q15-2. Do you feel that the location of passages related to collection and usage of user information within terms of service is easy to find?



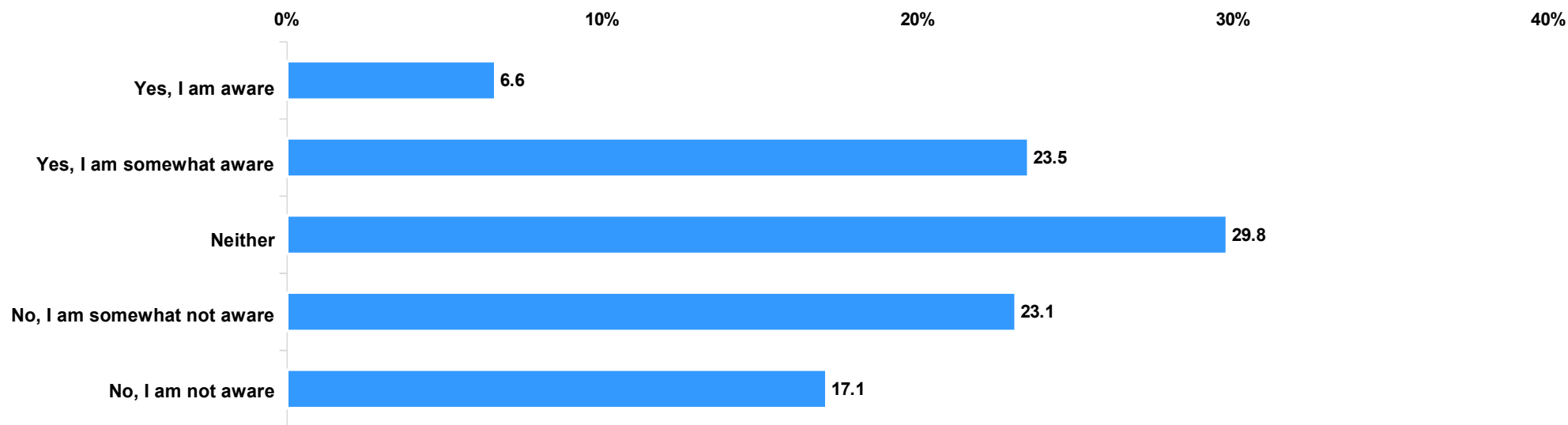
Answers		Number of answers	Ratio (%)
a	Yes	51	11.4
b	Somewhat yes	142	31.7
c	Neither	141	31.5
d	Somewhat no	79	17.6
e	No	35	7.8
Number of respondents		448	100.0

Q15-7 This question is for users who answered a), b) or c) at Q15-2. Do you feel that the content of passages related to collection and usage of user information within terms of service is easy to understand?



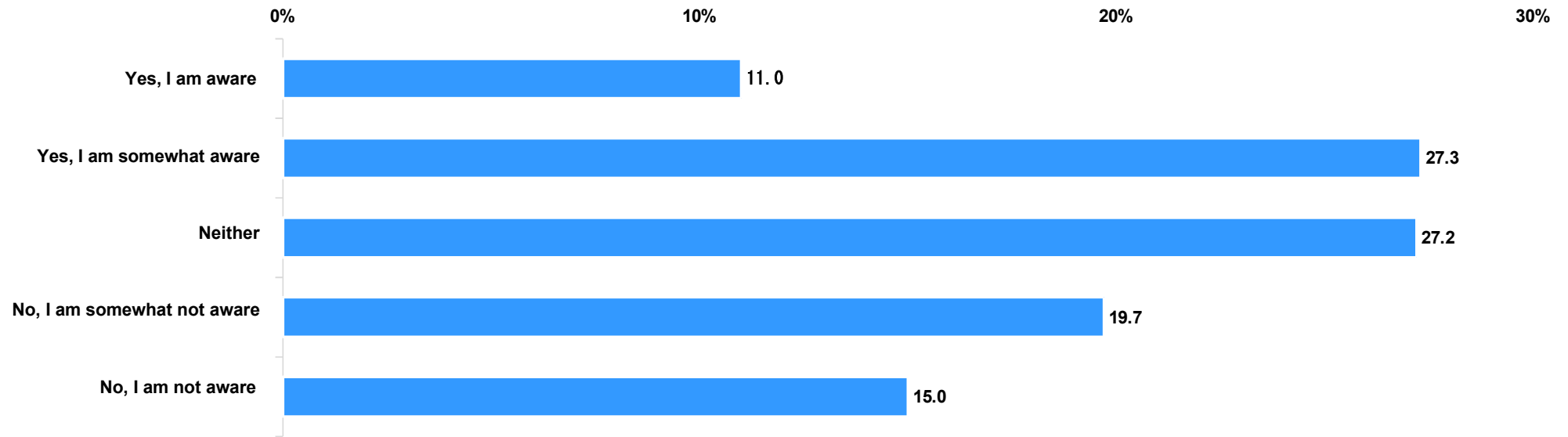
Answers		Number of answers	Ratio (%)
a	Yes	42	9.4
b	Somewhat yes	128	28.6
c	Neither	141	31.5
d	Somewhat no	94	21.0
e	No	43	9.6
Number of respondents		448	100.0

Q16 Are you aware of what information is collected/used for displaying advertisements when using search services.



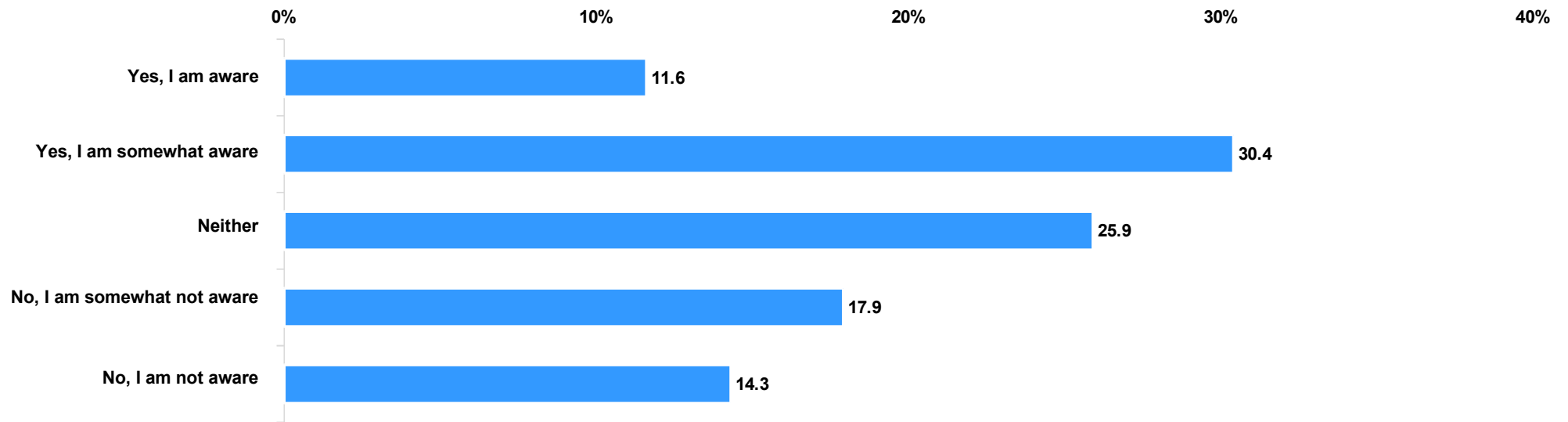
Answers		Number of answers	Ratio (%)
a	Yes, I am aware	132	6.6
b	Yes, I am somewhat aware	470	23.5
c	Neither	595	29.8
d	No, I am somewhat not aware	461	23.1
e	No, I am not aware	342	17.1
Number of respondents		2000	100.0

Q17 Are you aware that the collected information and data are shared with third parties?



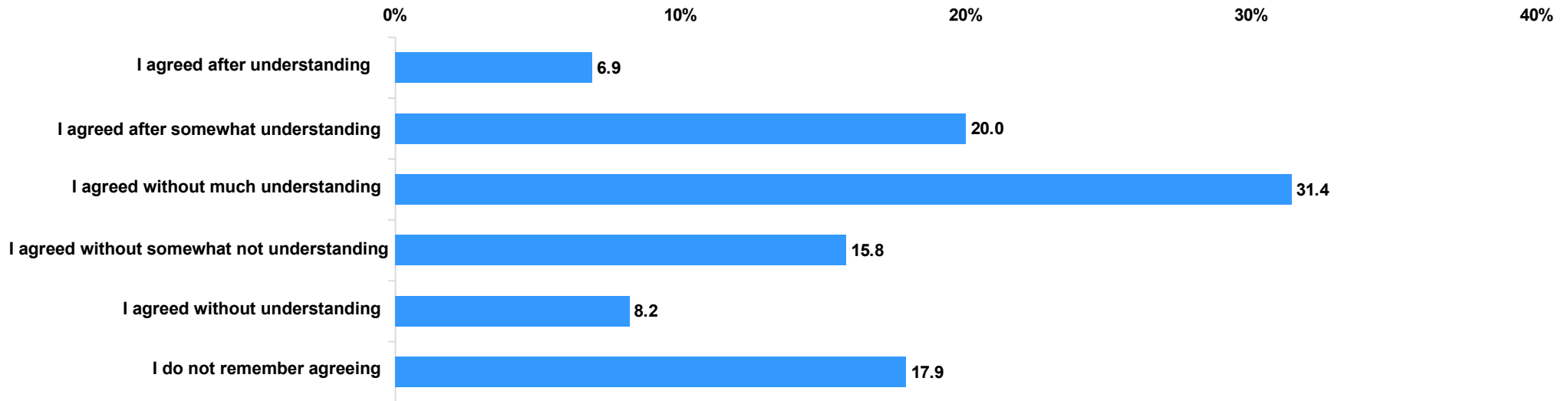
Answers		Number of answers	Ratio (%)
a	Yes, I am aware	219	11.0
b	Yes, I am somewhat aware	545	27.3
c	Neither	543	27.2
d	No, I am somewhat not aware	394	19.7
e	No, I am not aware	299	15.0
Number of respondents		2000	100.0

Q18 Although the collected information and data is anonymous (such as location information, search history, purchase history), are you aware that this information may be linked to your personal information at collection or when shared between parties?



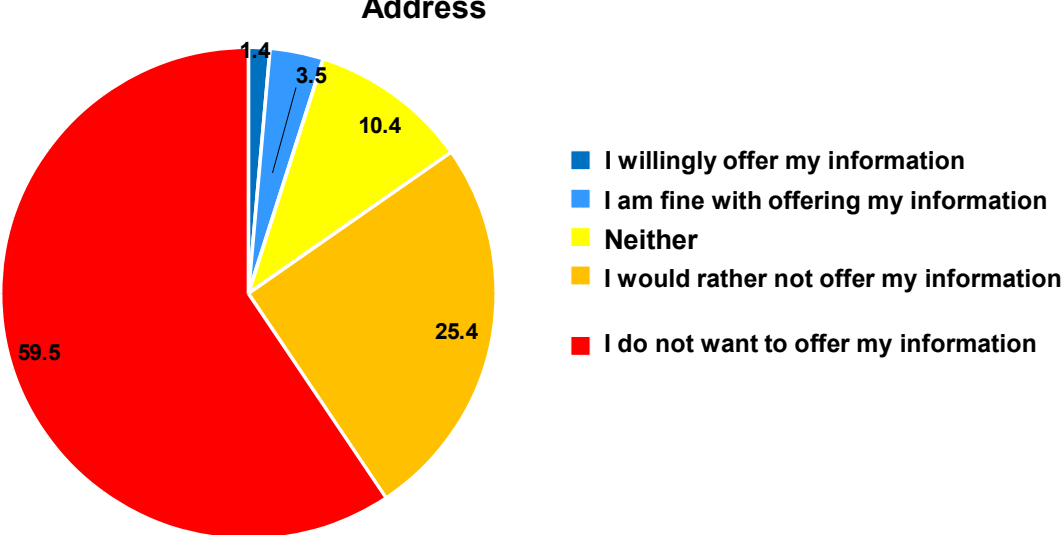
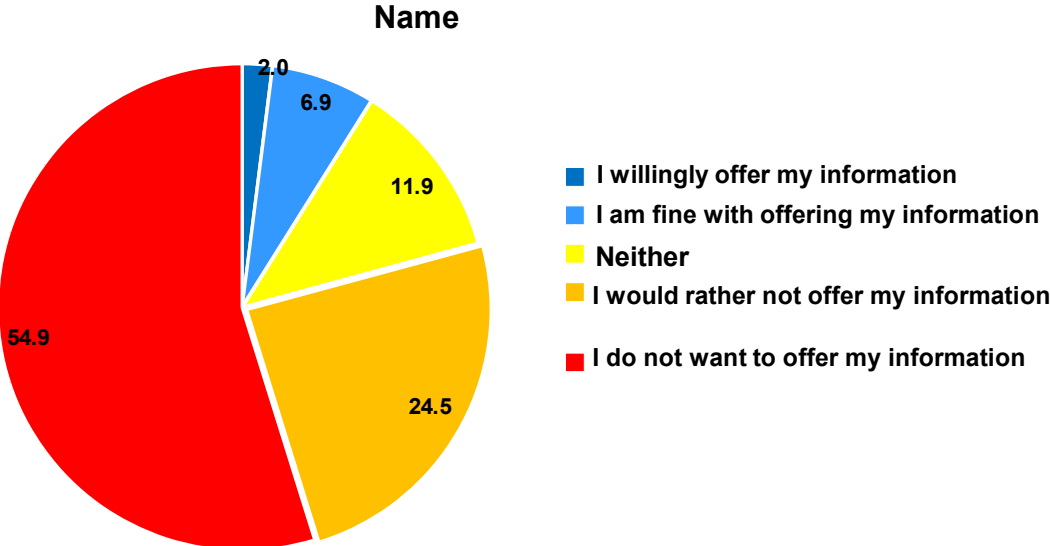
Answers		Number of answers	Ratio (%)
a	Yes, I am aware	232	11.6
b	Yes, I am somewhat aware	607	30.4
c	Neither	518	25.9
d	No, I am somewhat not aware	358	17.9
e	No, I am not aware	285	14.3
Number of respondents		2000	100.0

Q19 When agreeing to terms of services for search services, are you aware of what type of information is collected and used for advertisement display?



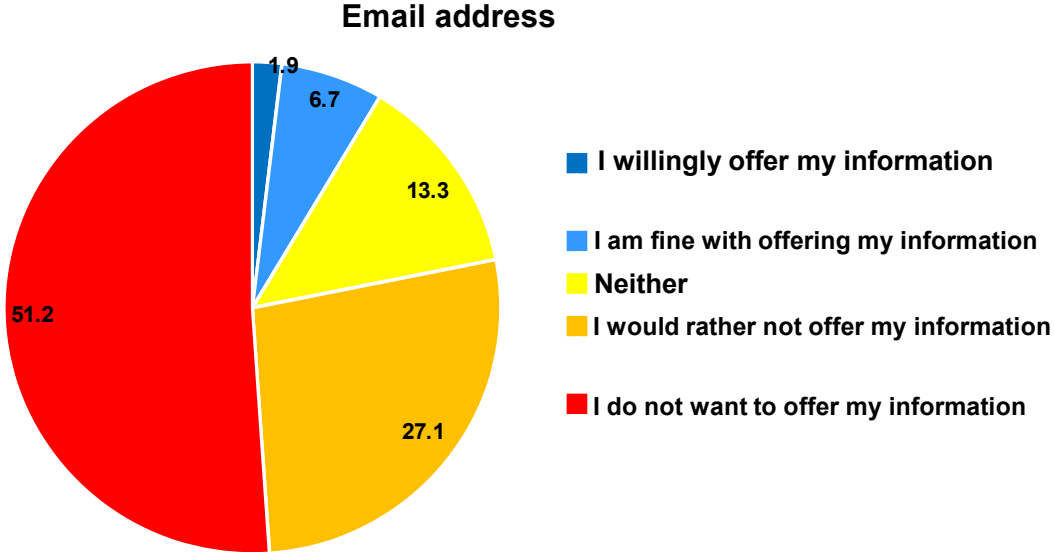
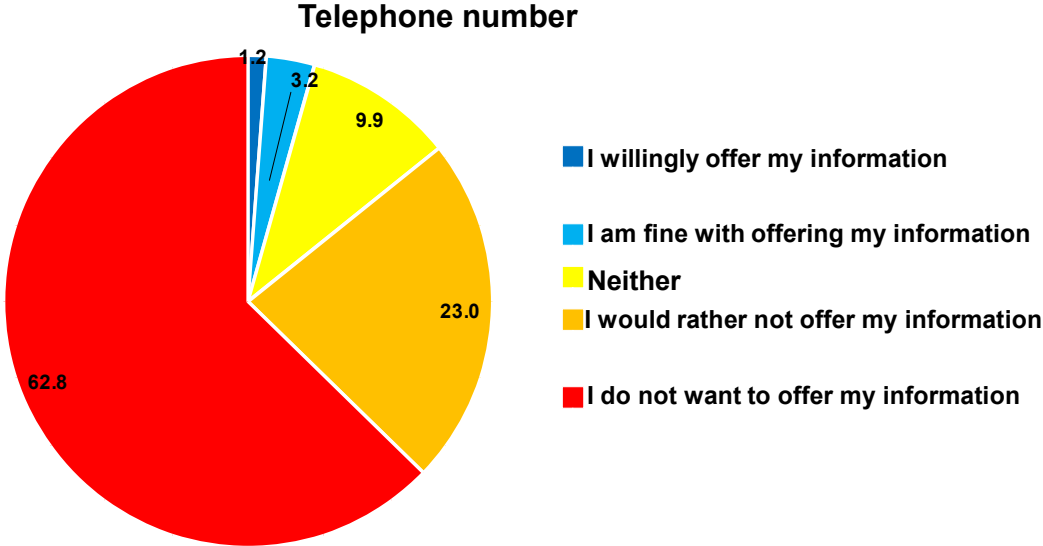
Answers		Number of answers	Ratio (%)
a	I agreed after understanding	138	6.9
b	I agreed after somewhat understanding	399	20.0
c	I agreed without much understanding	627	31.4
d	I agreed without somewhat not understanding	315	15.8
e	I agreed without understanding	164	8.2
f	I do not remember agreeing	357	17.9
Number of respondents		2000	100.0

Q20-1 This question is about collected and used personal information. How do you feel about providing the following user data to display advertisements based on your interests and focus of attention when using search services?



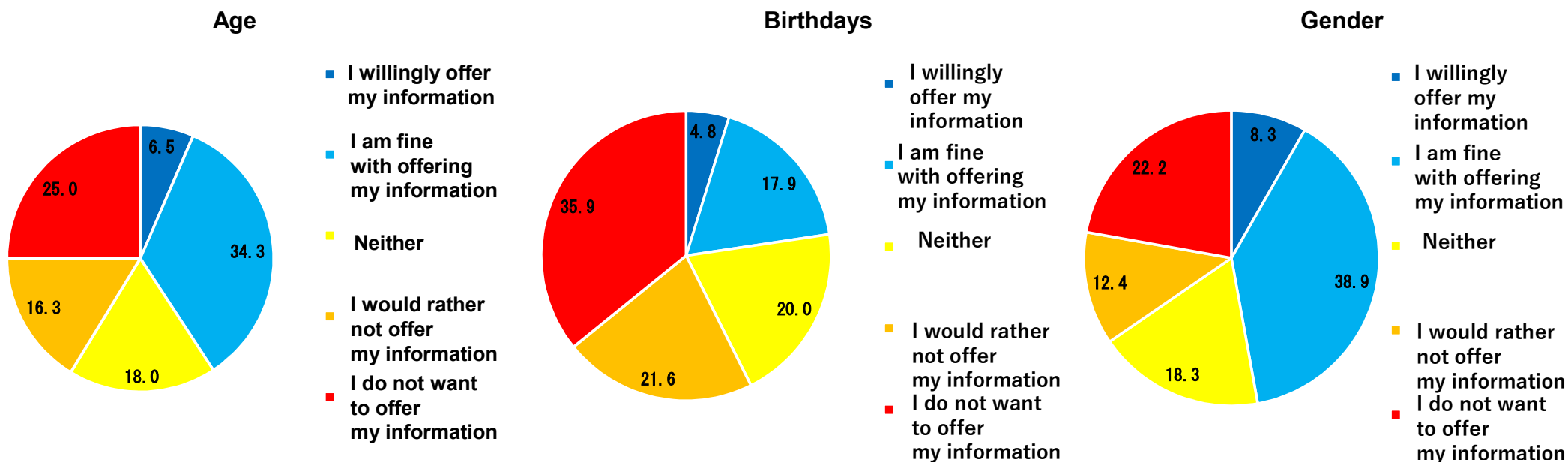
Answers		Name	Ratio (%)	Address	Ratio (%)
1	I willingly offer my information	39	2.0	28	1.4
2	I am fine with offering my information	137	6.9	69	3.5
3	Neither	237	11.9	207	10.4
4	I would rather not offer my information	490	24.5	507	25.4
5	I do not want to offer my information	1097	54.9	1189	59.5
Number of respondents		2000	100.0	2000	100.0

Q20-2 This question is about collected and used personal information. How do you feel about providing the following user data to display advertisements based on your interests and focus of attention when using search services?



Answers		Telephone number	Ratio (%)	Email address	Ratio (%)
1	I willingly offer my information	24	1.2	37	1.9
2	I am fine with offering my information	64	3.2	134	6.7
3	Neither	197	9.9	265	13.3
4	I would rather not offer my information	459	23.0	541	27.1
5	I do not want to offer my information	1256	62.8	1023	51.2
Number of respondents		2000	100.0	2000	100.0

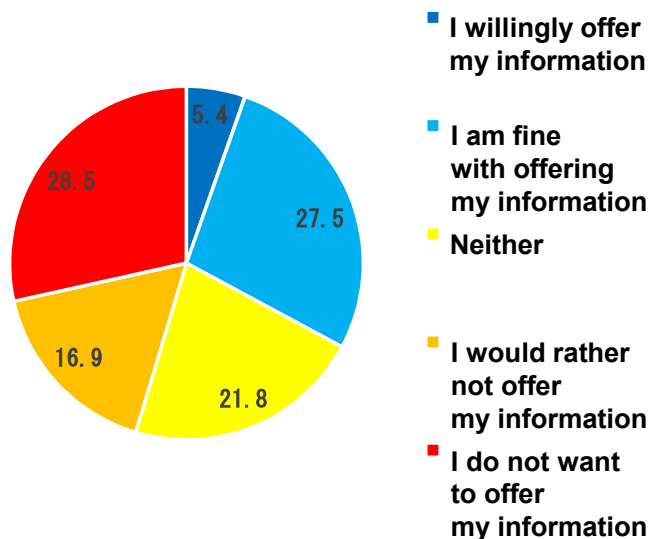
Q21-1-1 This question is about collected and used personal information that is anonymous. How do you feel about providing user data to display advertisements based on your interests and focus of attention when using search services?



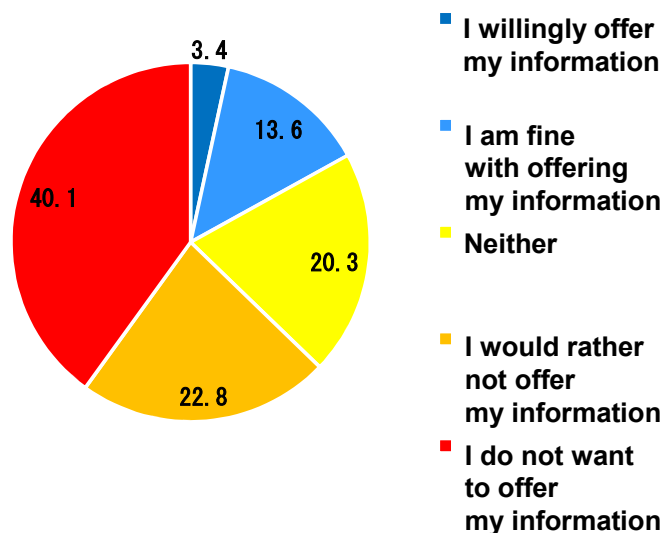
Answers		Age	Ratio (%)	Birthdays	Ratio (%)	Gender	Ratio (%)
1	I willingly offer my information	129	6.5	95	4.8	166	8.3
2	I am fine with offering my information	685	34.3	357	17.9	778	38.9
3	Neither	360	18.0	400	20.0	365	18.3
4	I would rather not offer my information	326	16.3	431	21.6	247	12.4
5	I do not want to offer my information	500	25.0	717	35.9	444	22.2
Total		2000	100.0	2000	100.0	2000	100.0

Q21-1-2 This question is about collected and used personal information that is anonymous. How do you feel about providing the following user data to display advertisements based on your interests and focus of attention when using search services?

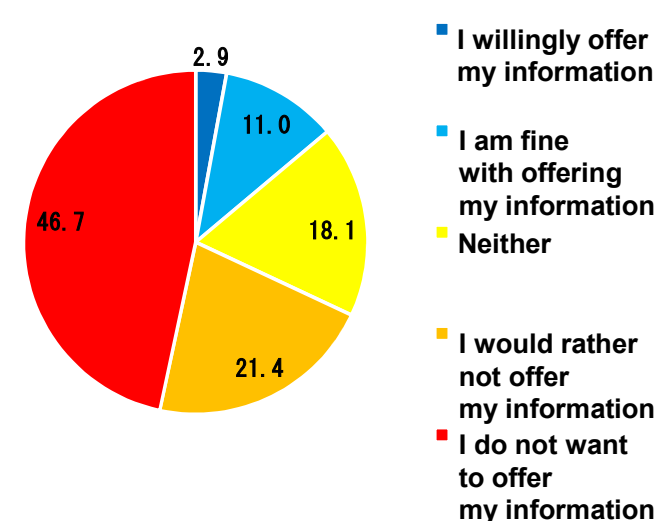
Occupation



Annual income



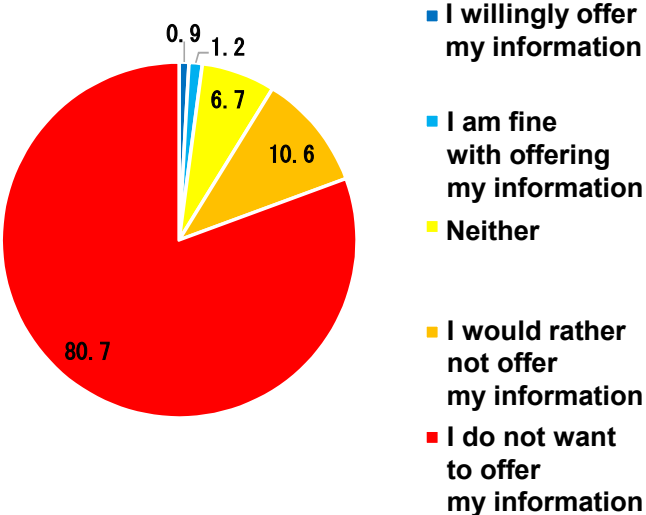
Medical history and medical treatment history



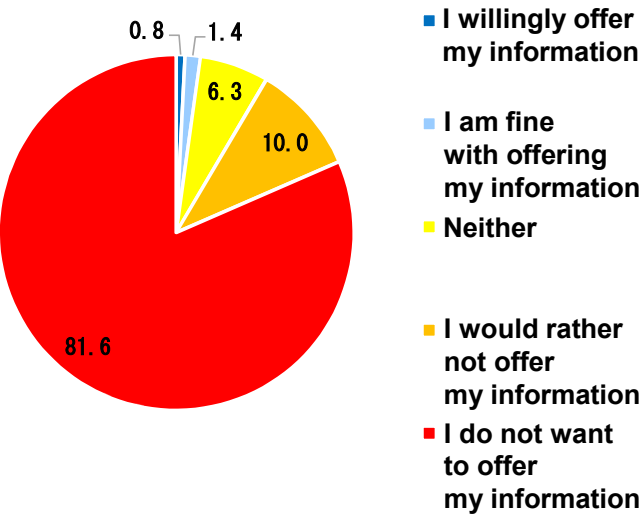
Answers		Occupation	Ratio (%)	Annual income	Ratio (%)	Medical history and medical treatment history	Ratio (%)
1	I willingly offer my information	107	5.4	67	3.4	57	2.9
2	I am fine with offering my information	550	27.5	271	13.6	219	11.0
3	Neither	436	21.8	405	20.3	362	18.1
4	I would rather not offer my information	338	16.9	455	22.8	428	21.4
5	I do not want to offer my information	569	28.5	802	40.1	934	46.7
Number of respondents		2000	100.0	2000	100.0	2000	100.0

Q21-1-3 This question is about collected and used personal information that is anonymous. How do you feel about providing the following user data to display advertisements based on your interests and focus of attention when using search services?

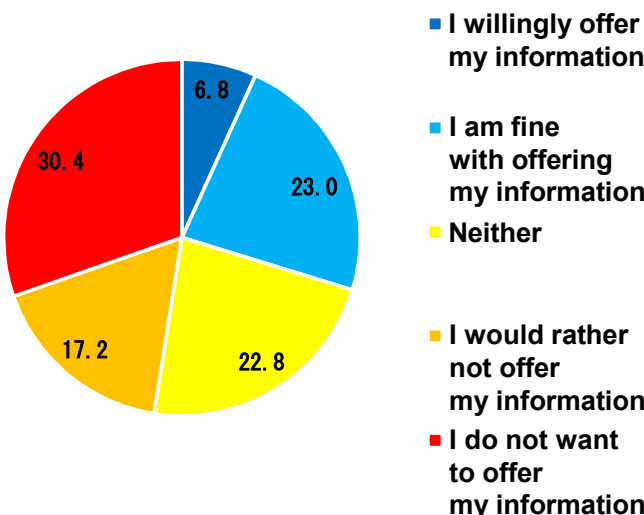
Bank account number



Credit card number



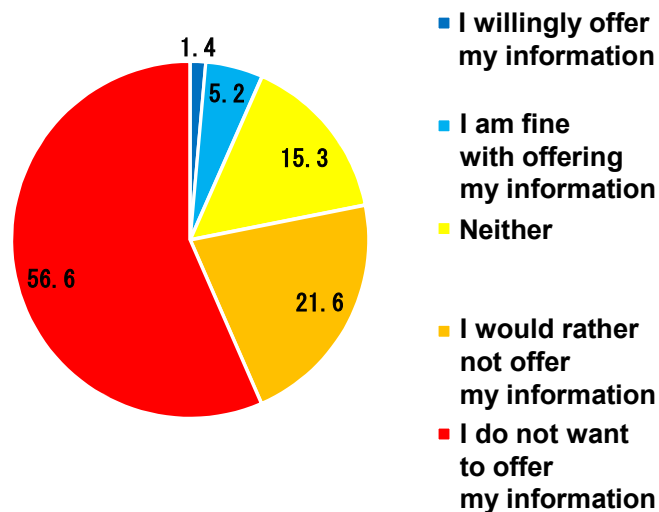
Interests and preferences



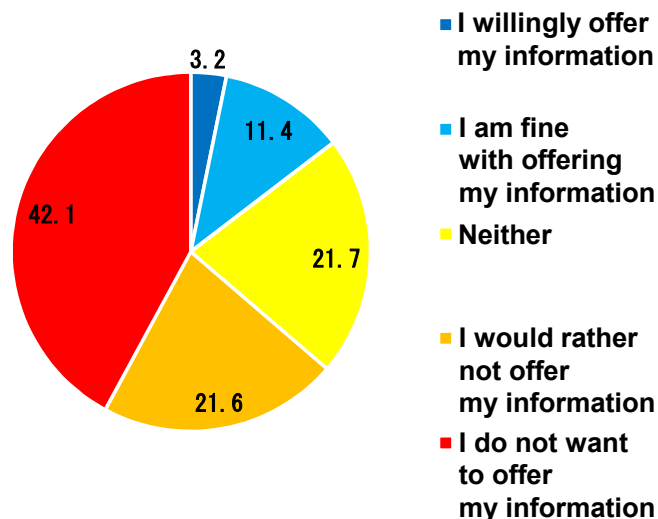
Answers		Bank account number	Ratio (%)	Credit card number	Ratio (%)	Interests and preferences	Ratio (%)
1	I willingly offer my information	18	0.9	16	0.8	135	6.8
2	I am fine with offering my information	24	1.2	28	1.4	459	23.0
3	Neither	134	6.7	126	6.3	455	22.8
4	I would rather not offer my information	211	10.6	199	10.0	344	17.2
5	I do not want to offer my information	1613	80.7	1631	81.6	607	30.4
Number of respondents		2000	100.0	2000	100.0	2000	100.0

Q21-1-4 This question is about collected and used personal information that is anonymous. How do you feel about providing the following user data to display advertisements based on your interests and focus of attention when using search services?

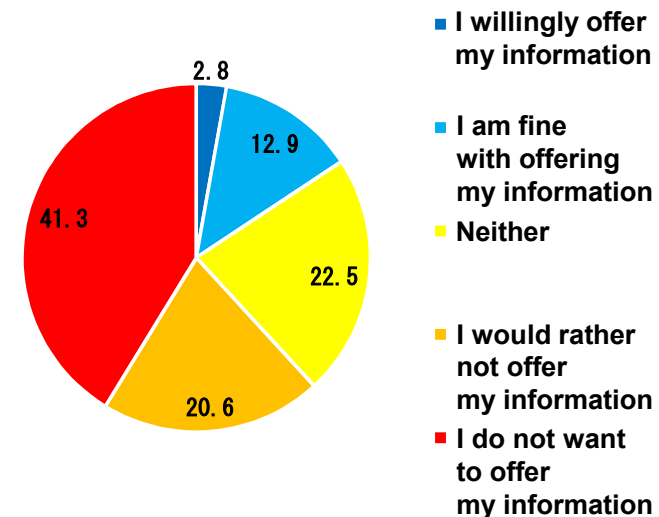
Location information



Purchasing information

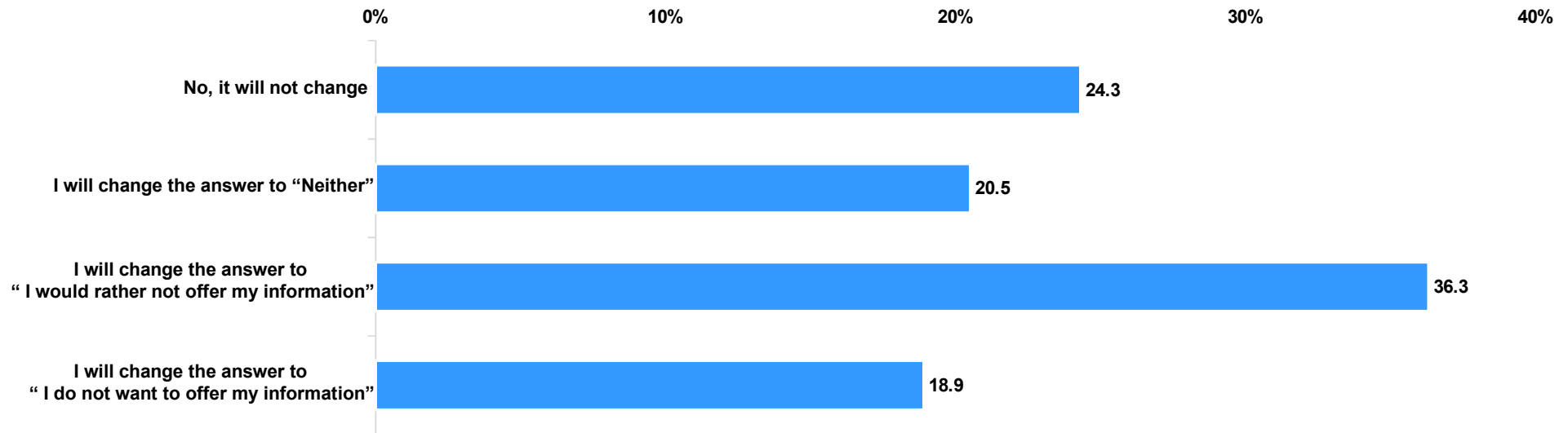


Search history



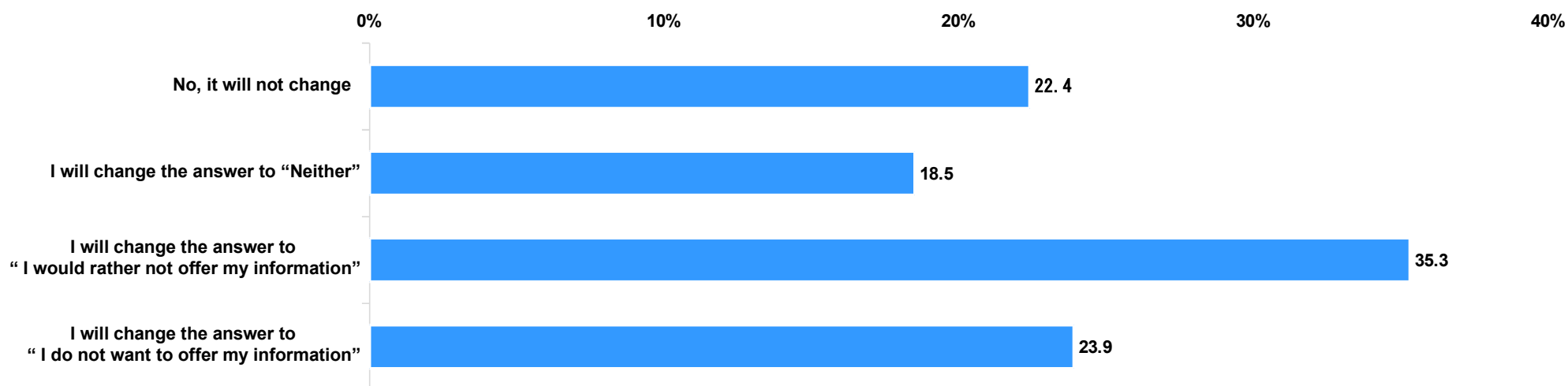
Answers		Location information	Ratio (%)	Purchasing information	Ratio (%)	Search history	Ratio (%)
1	I willingly offer my information	28	1.4	64	3.2	56	2.8
2	I am fine with offering my information	103	5.2	228	11.4	257	12.9
3	Neither	306	15.3	434	21.7	450	22.5
4	I would rather not offer my information	431	21.6	432	21.6	412	20.6
5	I do not want to offer my information	1132	56.6	842	42.1	825	41.3
Number of respondents		2000	100.0	2000	100.0	2000	100.0

Q21-2 This question is for those who answered “1) I willingly offer my information” or “2) I am fine with offering my information” at Q21. The said data is accumulated internally at the search service provider or where the information is shared. This information may accumulate enough to enable individual identification and be used. In this case, will your answer for Q21 change?



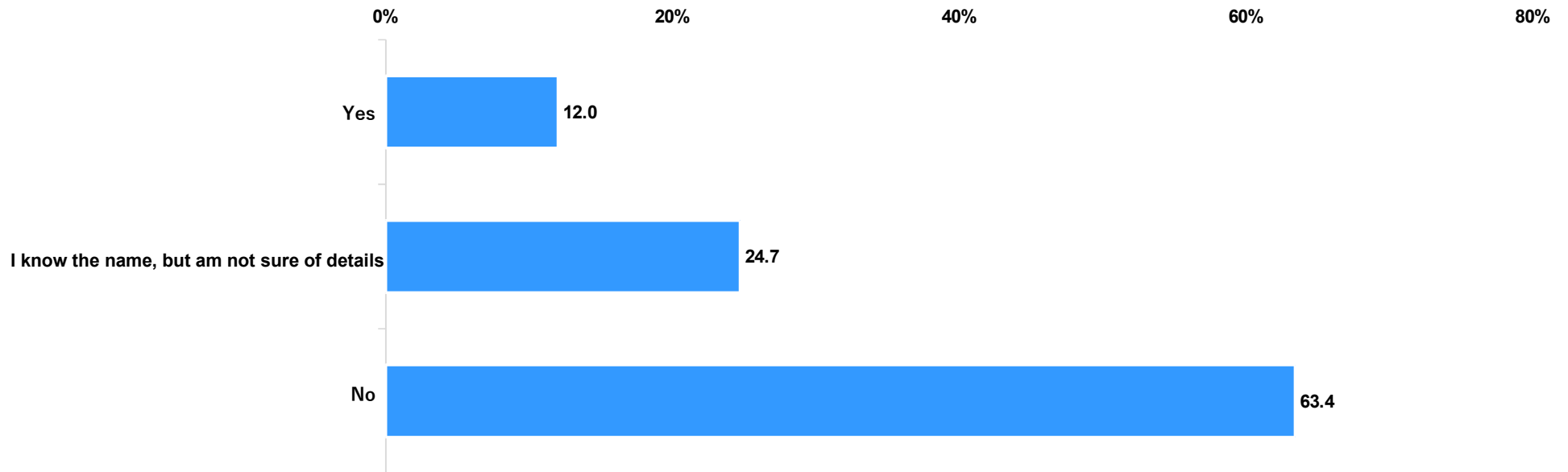
Answers		Number of answers	Ratio (%)
a	No, it will not change	252	24.3
b	I will change the answer to “Neither”	213	20.5
c	I will change the answer to “ I would rather not offer my information”	377	36.3
d	I will change the answer to “ I do not want to offer my information”	196	18.9
Number of respondents		1038	100.0

Q21-3 This question is for those who answered “1) I willingly offer my information” or “2) I am fine with offering my information” at Q21. The said data may be linked to personal information, which may be used to identify individuals at the search services or where the information is shared. In this case, will your answer for Q21 change?



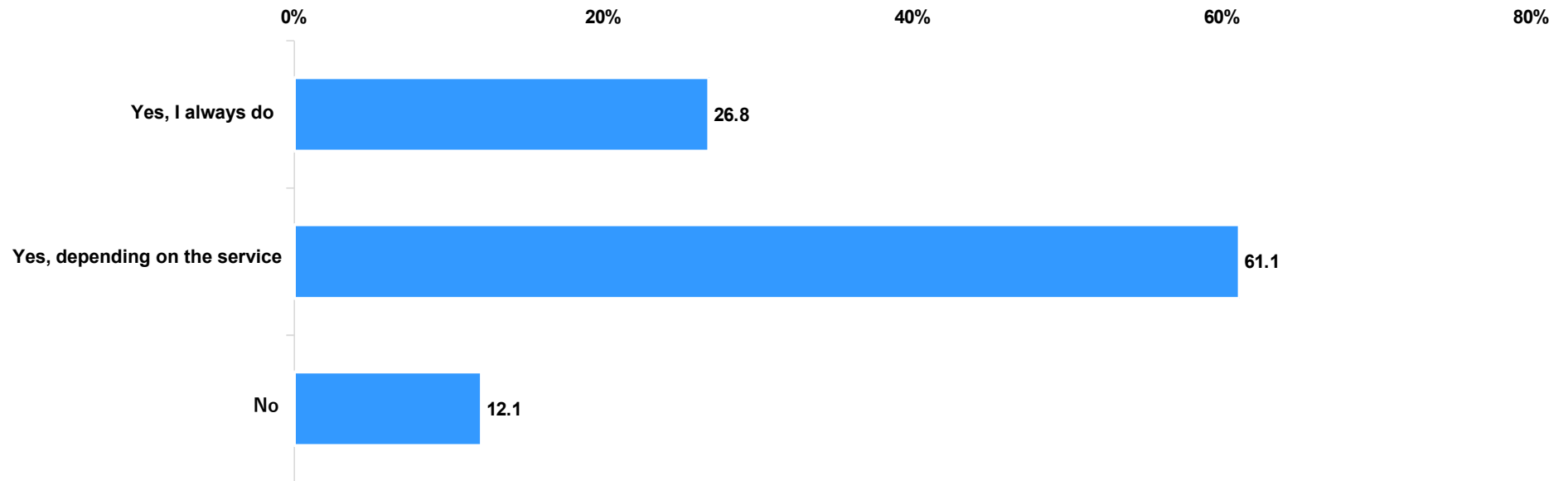
Answers		Number of answers	Ratio (%)
a	No, it will not change	232	22.4
b	I will change the answer to “Neither”	192	18.5
c	I will change the answer to “ I would rather not offer my information”	366	35.3
d	I will change the answer to “ I do not want to offer my information”	248	23.9
Number of respondents		1038	100.0

Q22 Some search services offer configurations that do not allow collection and usage of your personal information (“opt out configurations”). Do you know about this function?



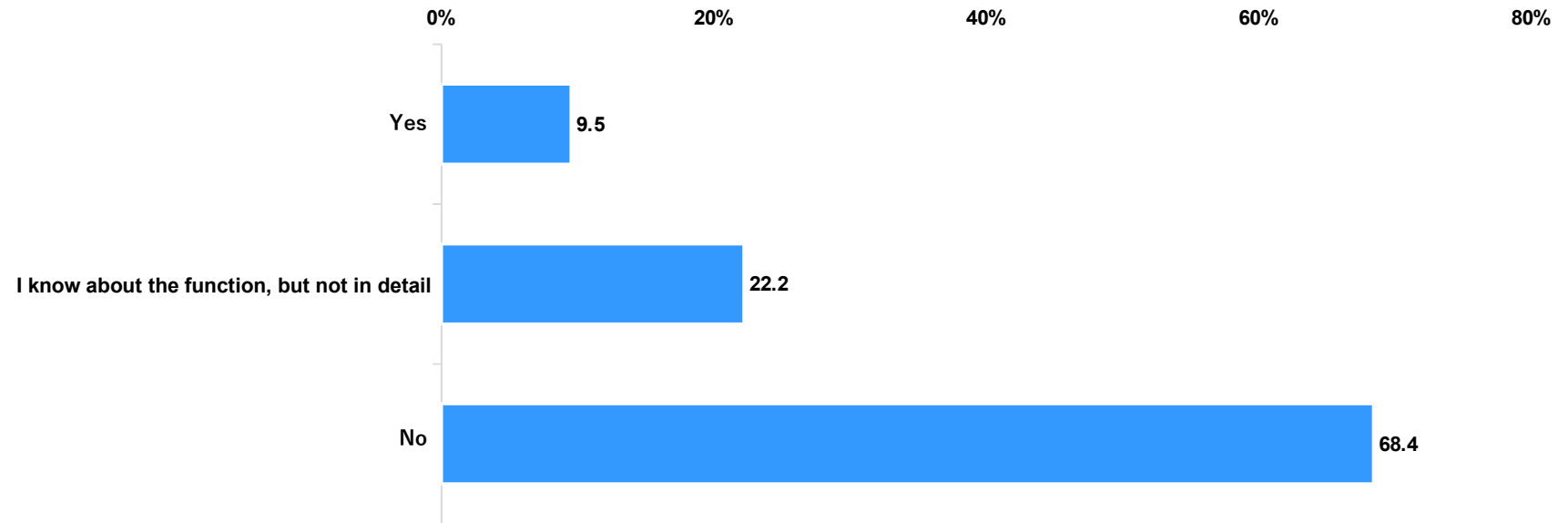
Answers		Number of answers	Ratio (%)
a	Yes	239	12.0
b	I know the name, but am not sure of details	493	24.7
c	No	1268	63.4
Number of respondents		2000	100.0

Q22-2 This question is for those who answered "a) Yes" at Q22. Do you use the opt out configurations?



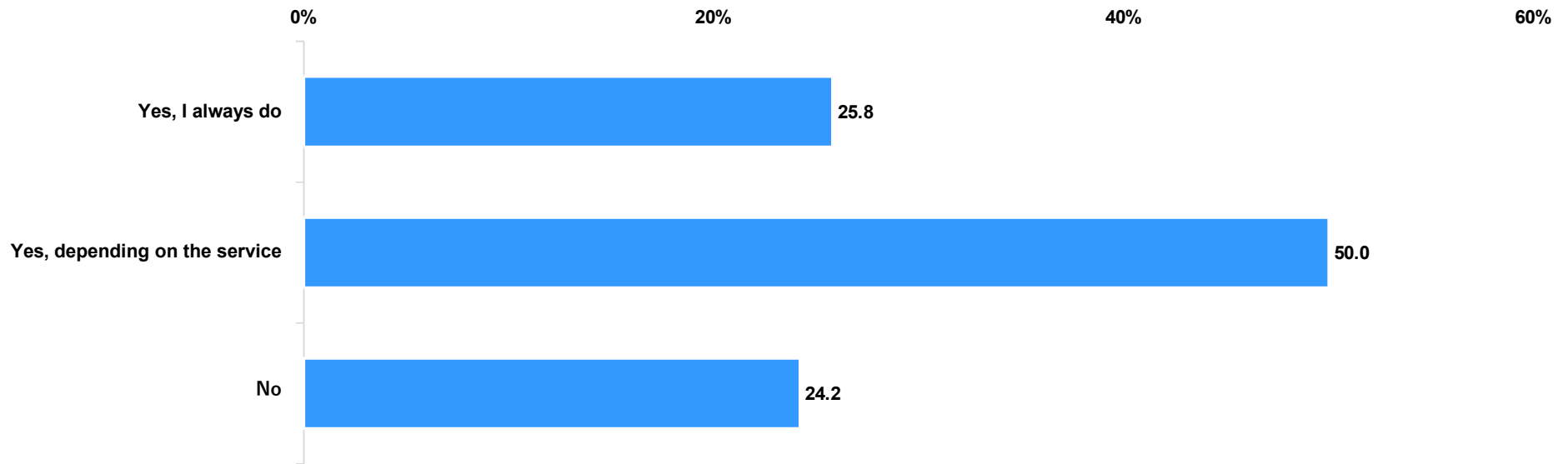
Answers		Number of answers	Ratio (%)
a	Yes, I always do	64	26.8
b	Yes, depending on the service	146	61.1
c	No	29	12.1
Number of respondents		239	100.0

Q23 Are you aware that some search services have a function that displays the reasons an advertisement is shown?



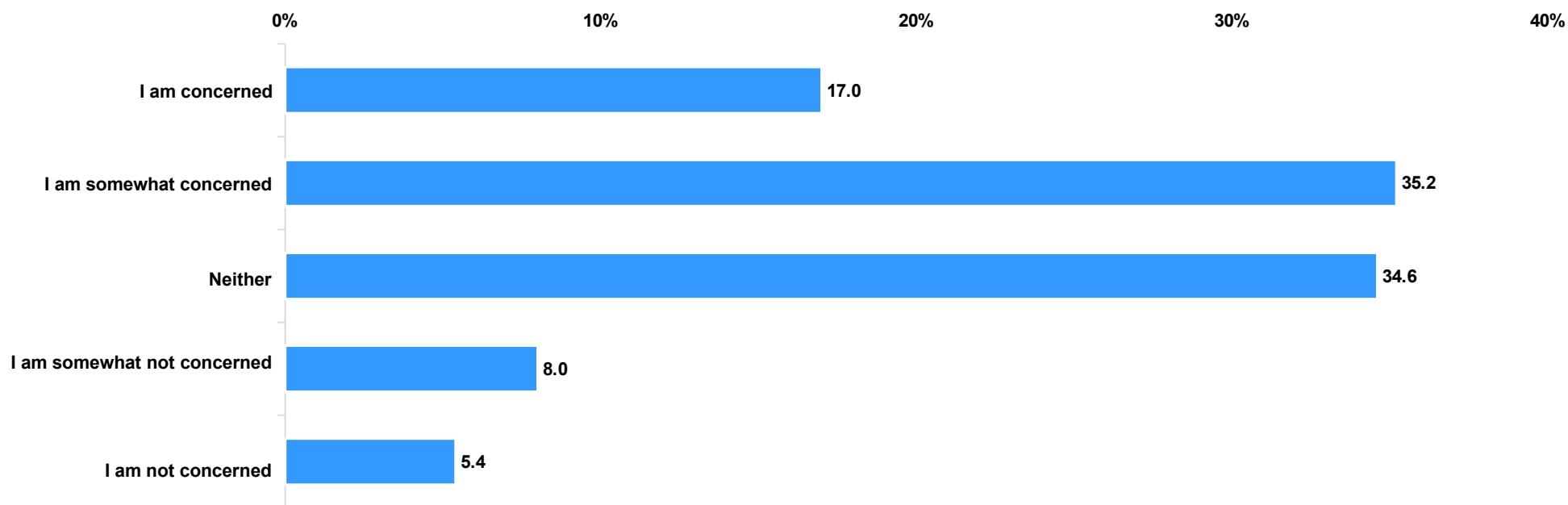
Answers		Number of answers	Ratio (%)
a	Yes	190	9.5
b	I know about the function, but not in detail	443	22.2
c	No	1367	68.4
Number of respondents		2000	100.0

Q23-2 This question is for those who answered "a) Yes" at Q23. Do you use the function that displays reasons an advertisement is shown?



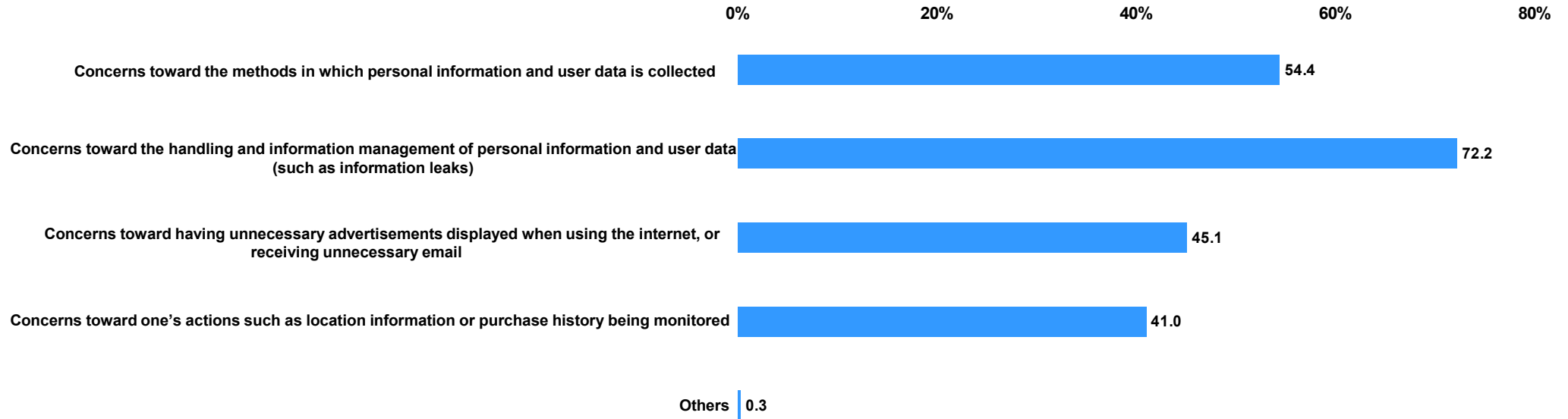
Answers		Number of answers	Ratio (%)
a	Yes, I always do	49	25.8
b	Yes, depending on the service	95	50.0
c	No	46	24.2
Number of respondents		190	100.0

Q24 Do you have any concerns about the collection and usage of user data by search service providers?



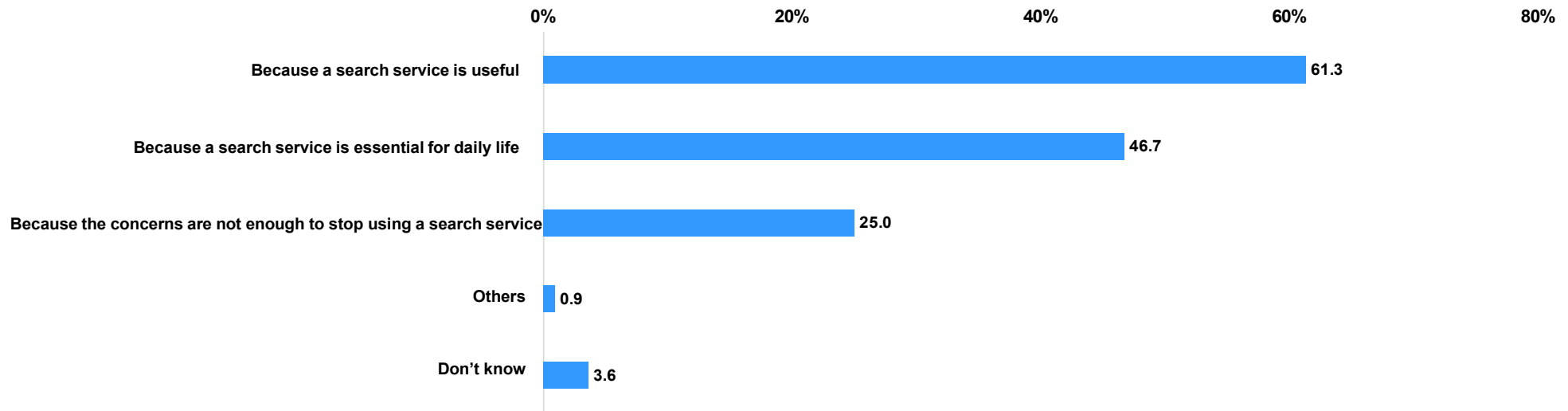
Answers		Number of answers	Ratio (%)
a	I am concerned	339	17.0
b	I am somewhat concerned	703	35.2
c	Neither	691	34.6
d	I am somewhat not concerned	160	8.0
e	I am not concerned	107	5.4
Number of respondents		2000	100.0

Q24-2 This question is for those who answered “a) I am concerned” or “b) I am somewhat concerned” at Q24. What concerns do you have in detail? [Multiple answers accepted]



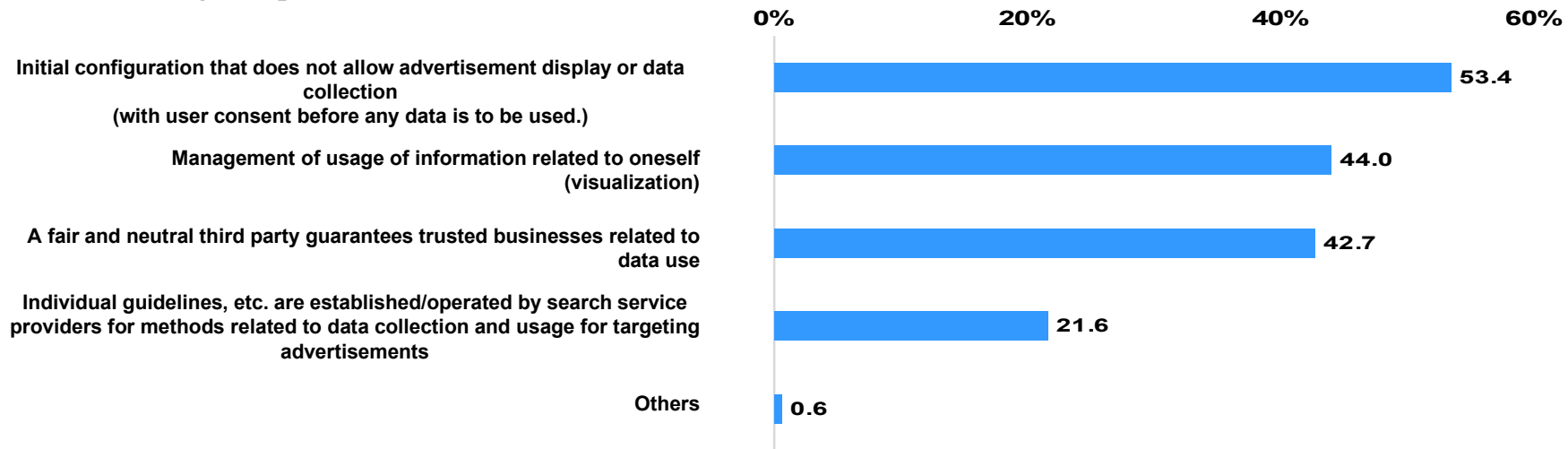
Answers		Number of answers	Ratio (%)
a	Concerns toward the methods in which personal information and user data is collected	567	54.4
b	Concerns toward the handling and information management of personal information and user data (such as information leaks)	752	72.2
c	Concerns toward having unnecessary advertisements displayed when using the internet, or receiving unnecessary email	470	45.1
d	Concerns toward one's actions such as location information or purchase history being monitored	427	41.0
e	Others	3	0.3
Number of respondents		1042	-

Q24-3 This question is for those who answered “a) I am concerned” or b) I am somewhat concerned” at Q24. What is the reason for using this type of search service, despite having concerns? [Multiple answers accepted]



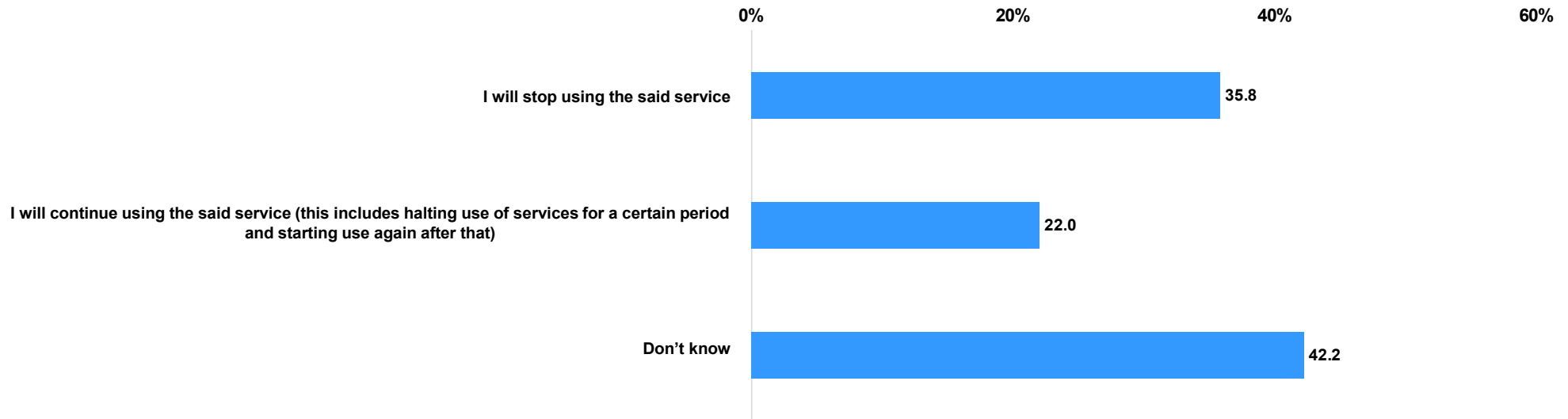
Answers		Number of answers	Ratio (%)
a	Because a search service is useful	639	61.3
b	Because a search service is essential for daily life	487	46.7
c	Because the concerns are not enough to stop using a search service	260	25.0
d	Others	9	0.9
e	Don't know	37	3.6
Number of respondents		1042	-

Q24-4 This question is for those who answered “a) I am concerned” or “b) I am somewhat concerned” at Q24. What is an optimal search service environment to address these types of concerns? [Multiple answers accepted]



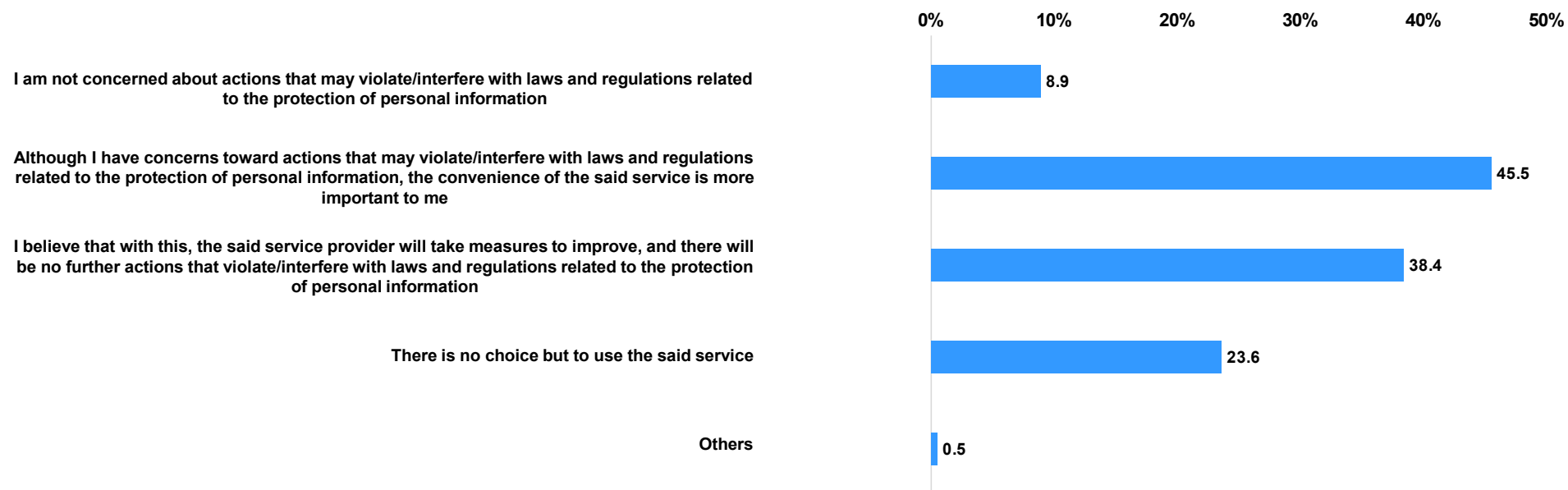
Answers		Number of answers	Ratio (%)
a	Initial configuration that does not allow advertisement display or data collection (with user consent before any data is to be used.)	556	53.4
b	Management of usage of information related to oneself (visualization)	458	44.0
c	A fair and neutral third party guarantees trusted businesses related to data use	445	42.7
d	Individual guidelines, etc. are established/operated by search service providers for methods related to data collection and usage for targeting advertisements	225	21.6
e	Others	6	0.6
Number of respondents		1042	-

Q25 If a search service provider becomes a target of administrative guidance/disposition due to violation/interference (such as leak or improper use of personal information) of Act on the Protection of Personal Information (laws and regulations for the protection of personal information), will you continue to use the services of the said search service provider?



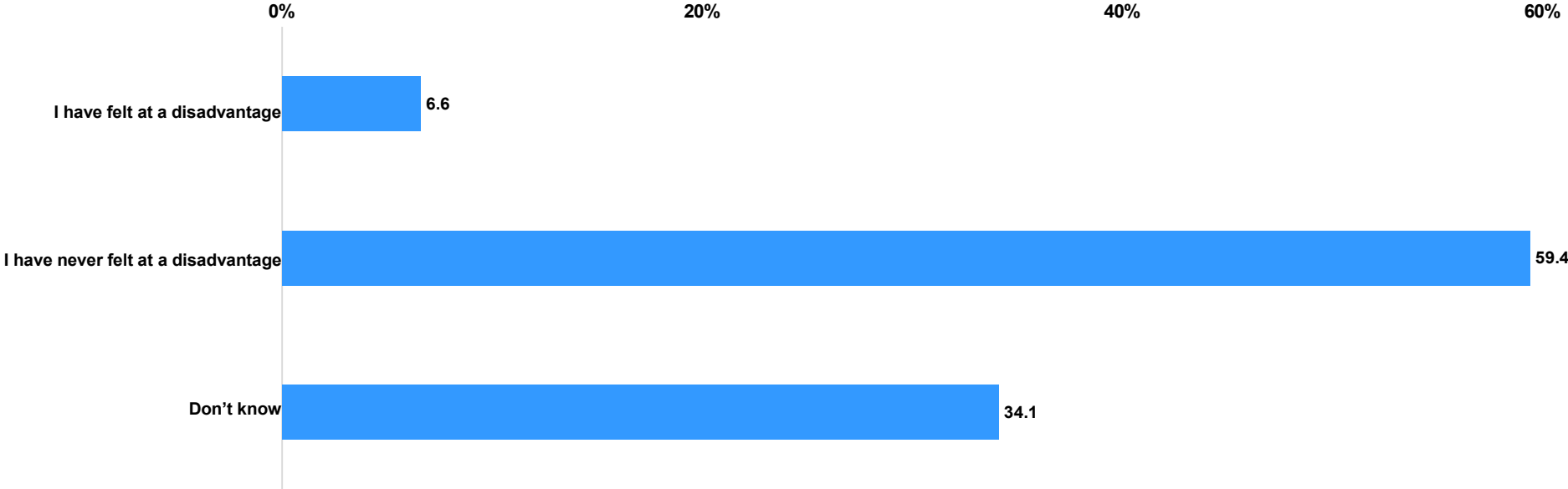
Answers		Number of answers	Ratio (%)
a	I will stop using the said service	716	35.8
b	I will continue using the said service (this includes halting use of services for a certain period and starting use again after that)	440	22.0
c	Don't know	844	42.2
Number of respondents		2000	100.0

Q25-2 This question is for those who answered “b) I will continue using the said service” at Q25. What is the reason to continue to use the said search service? [Multiple answers accepted]



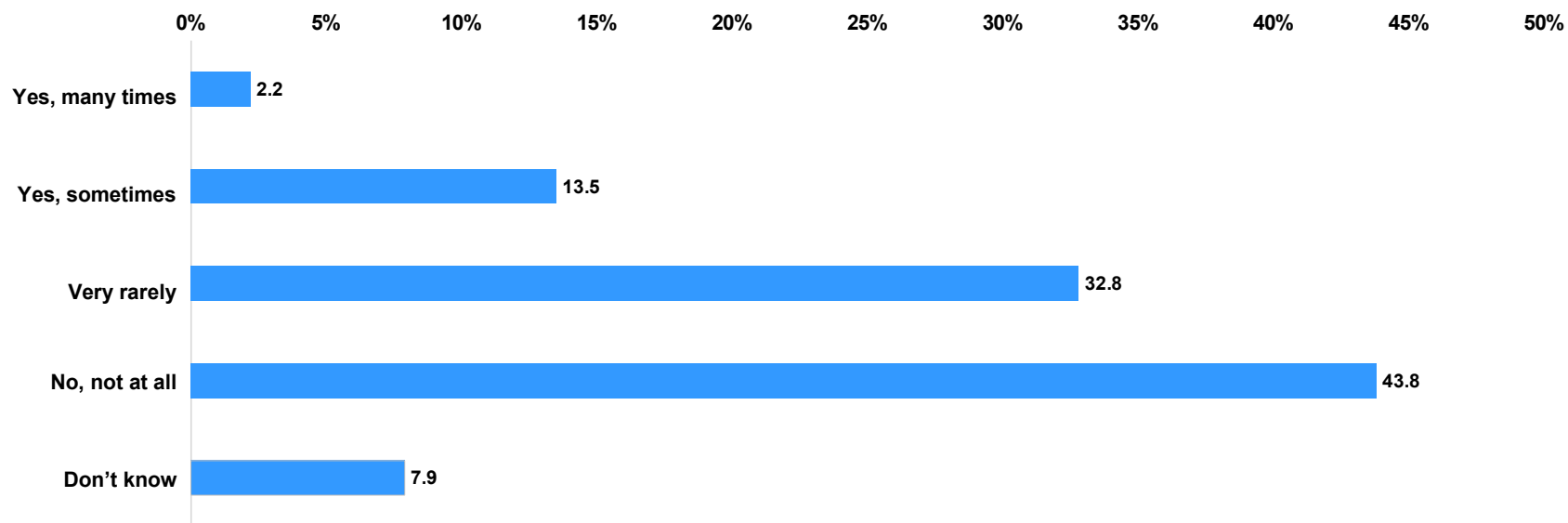
Answers		Number of answers	Ratio (%)
a	I am not concerned about actions that may violate/interfere with laws and regulations related to the protection of personal information	39	8.9
b	Although I have concerns toward actions that may violate/interfere with laws and regulations related to the protection of personal information, the convenience of the said service is more important to me	200	45.5
c	I believe that with this, the said service provider will take measures to improve, and there will be no further actions that violate/interfere with laws and regulations related to the protection of personal information	169	38.4
d	There is no choice but to use the said service	104	23.6
e	Others	2	0.5
Number of respondents		440	-

Q26 Do you feel that you have been at a disadvantage in a specific way related to collection and usage of personal information and user data when using search services?



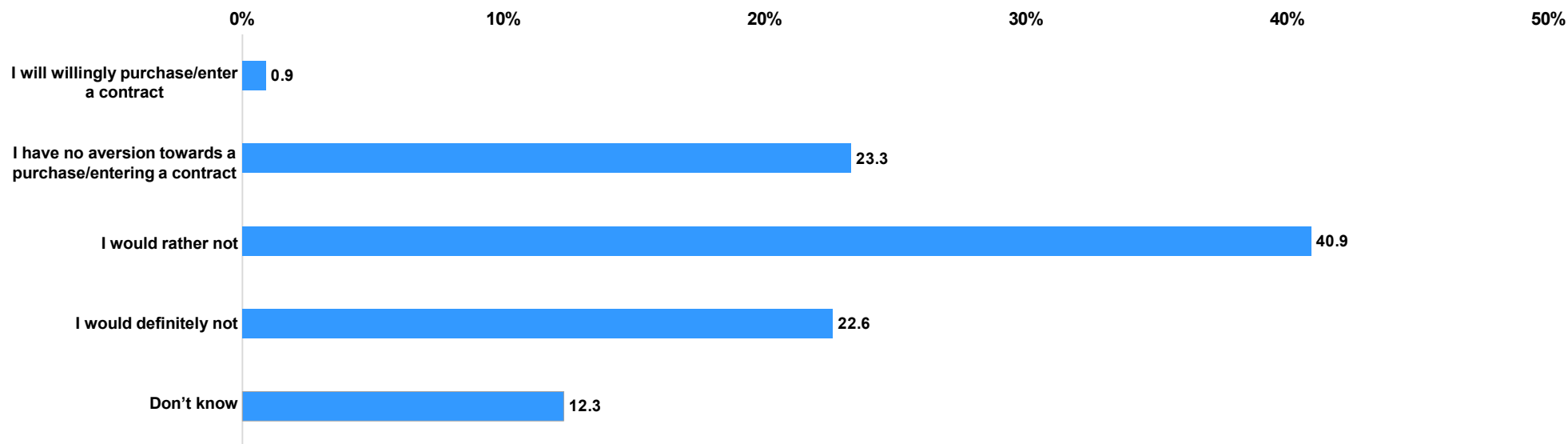
Answers		Number of answers	Ratio (%)
a	I have felt at a disadvantage	132	6.6
b	I have never felt at a disadvantage	1187	59.4
c	Don't know	681	34.1
Number of respondents		2000	100.0

Q27 Have you ever purchased/entered a contract with some kind of product/service displayed on a search service?



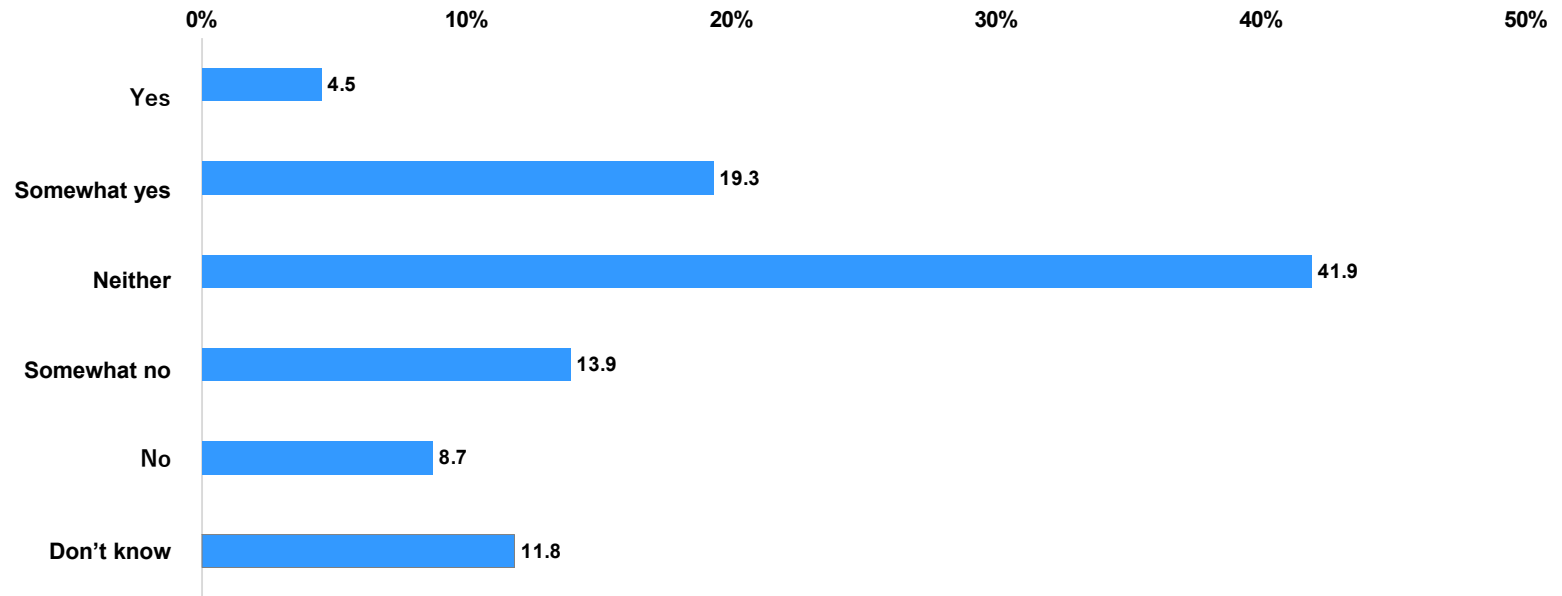
Answers		Number of answers	Ratio (%)
a	Yes, many times	44	2.2
b	Yes, sometimes	269	13.5
c	Very rarely	655	32.8
d	No, not at all	875	43.8
e	Don't know	157	7.9
Number of respondents		2000	100.0

Q27-2 This question is for those who answered b), c) or d) at Q27. If a more appropriate/attractive advertisement was to be distributed, do you believe you would like to purchase/enter a contract with products/services through that link, etc.?



Answers		Number of answers	Ratio (%)
a	I will willingly purchase/enter a contract	16	0.9
b	I have no aversion towards a purchase/entering a contract	419	23.3
c	I would rather not	736	40.9
d	I would definitely not	406	22.6
e	Don't know	222	12.3
Number of respondents		1799	100.0

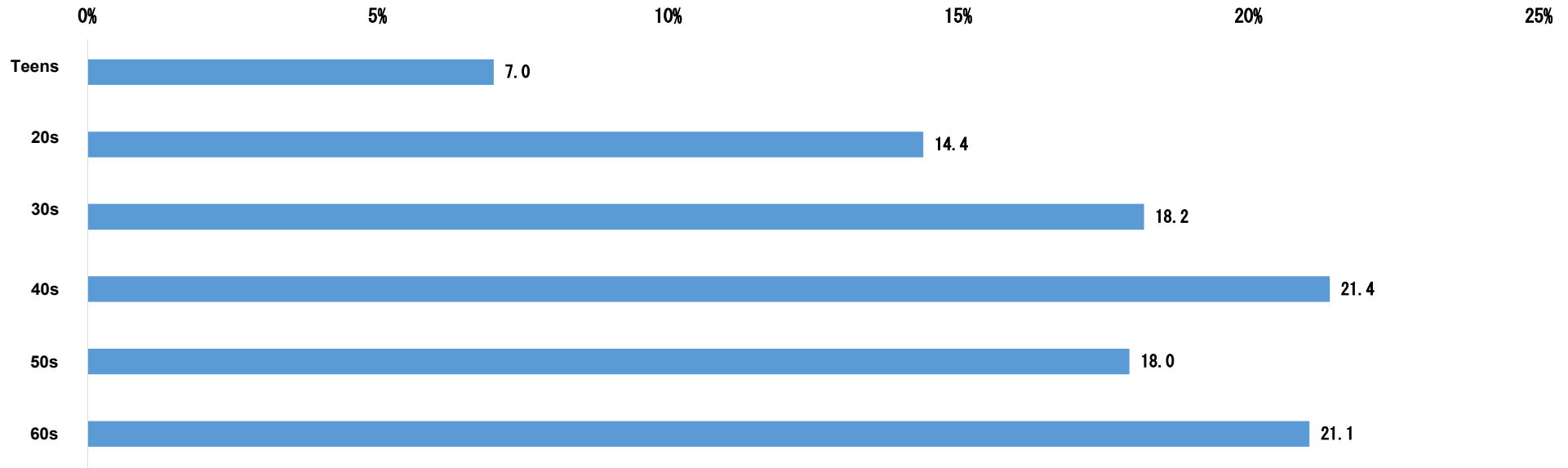
Q28 Do you believe that the collected information and data is managed appropriately by search service providers, in order to prevent leaks or misuse?



Answers		Number of answers	Ratio (%)
a	Yes	89	4.5
b	Somewhat yes	386	19.3
c	Neither	837	41.9
d	Somewhat no	278	13.9
e	No	174	8.7
f	Don't know	236	11.8
Number of respondents		2000	100.0

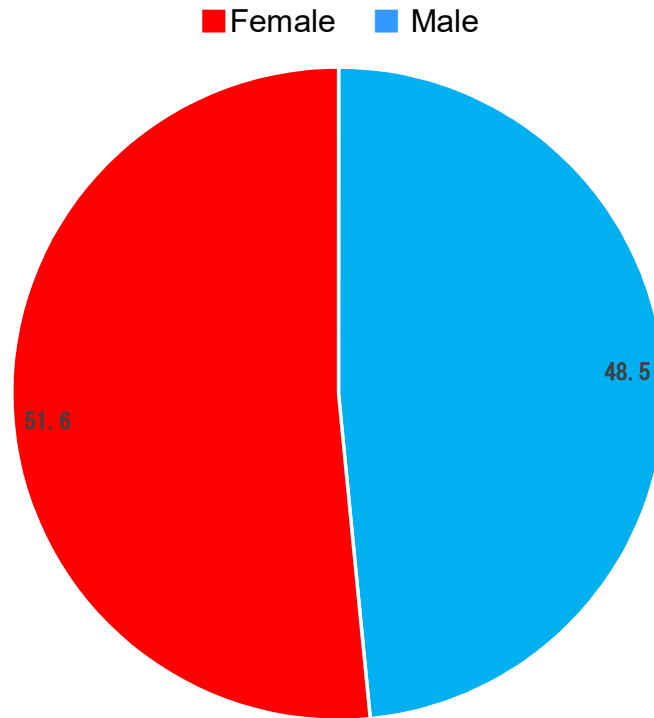
Questionnaire for social media users

Q1 What is your age?



Answers		Number of answers	Ratio(%)
a	Teens	140	7.0
b	20s	288	14.4
c	30s	364	18.2
d	40s	428	21.4
e	50s	359	18.0
f	60s	421	21.1
Number of respondents		2000	100.0

Q2 What is your gender?



Answers		Number of answers	Ratio(%)
a	Male	969	48.5
b	Famale	1031	51.6
Number of respondents		2000	100.0

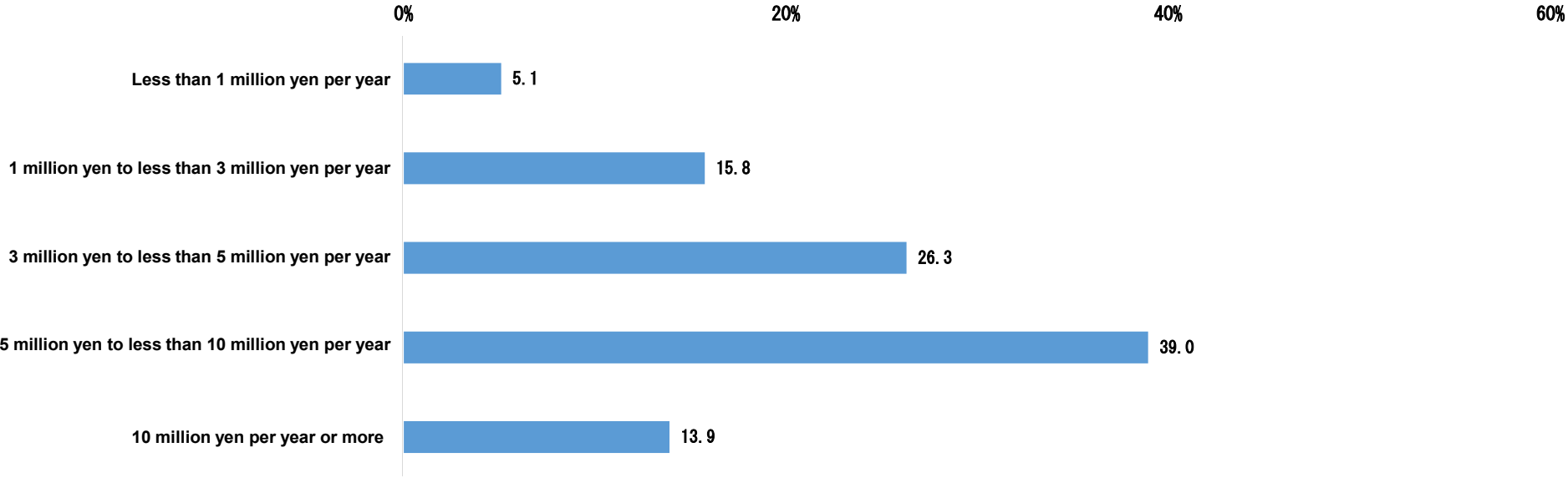
Q3 What is the prefecture you reside in? (If you have multiple addresses/places of residence, please answer with the prefecture in which you consider it your main home.)

	Name of prefecture	Number of Answers	Ratio(%)
1	Hokkaido	101	5.1
2	Aomori	12	0.6
3	Iwate	12	0.6
4	Miyagi	39	2.0
5	Akita	13	0.7
6	Yamagata	12	0.6
7	Fukushima	19	1.0
8	Ibaraki	39	2.0
9	Tochigi	28	1.4
10	Gunma	21	1.1
11	Saitama	136	6.8
12	Chiba	109	5.5
13	Tokyo	314	15.7
14	Kanagawa	172	8.6
15	Niigata	30	1.5
16	Toyama	5	0.3

	Name of prefecture	Number of Answers	Ratio(%)
17	Ishikawa	11	0.6
18	Fukui	9	0.5
19	Yamanashi	11	0.6
20	Nagano	26	1.3
21	Gifu	31	1.6
22	Shizuoka	30	1.5
23	Aichi	112	5.6
24	Mie	33	1.7
25	Shiga	19	1.0
26	Kyoto	54	2.7
27	Osaka	157	7.9
28	Hyogo	88	4.4
29	Nara	31	1.6
30	Wakayama	13	0.7
31	Tottori	6	0.3
32	Shimane	6	0.3

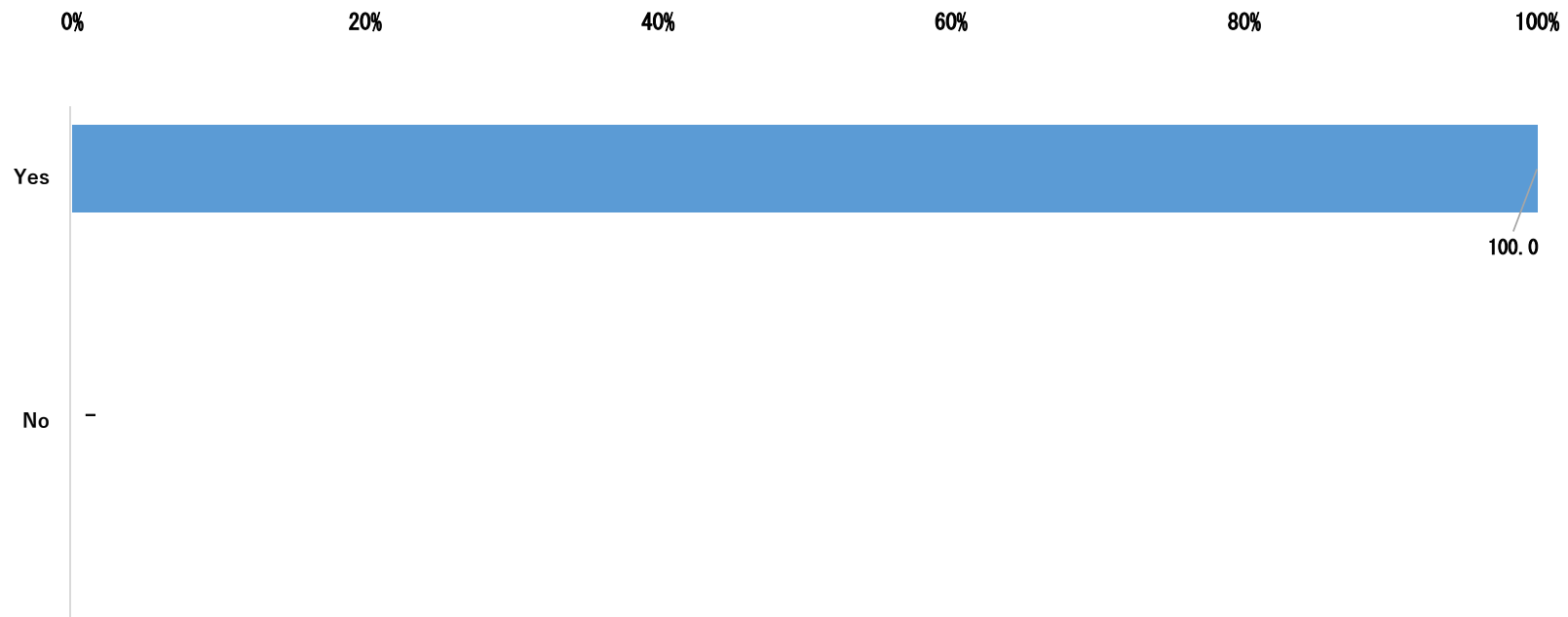
	Name of prefecture	Number of Answers	Ratio(%)
33	Okayama	27	1.4
34	Hiroshima	62	3.1
35	Yamaguchi	19	1.0
36	Tokushima	6	0.3
37	Kagawa	11	0.6
38	Ehime	22	1.1
39	Kochi	4	0.2
40	Fukuoka	79	4.0
41	Saga	7	0.4
42	Nagasaki	15	0.8
43	Kumamoto	18	0.9
44	Oita	4	0.2
45	Miyazaki	4	0.2
46	Kagoshima	13	0.7
47	Okinawa	10	0.5
	Total	2000	100.0

Q4 What is your household income?



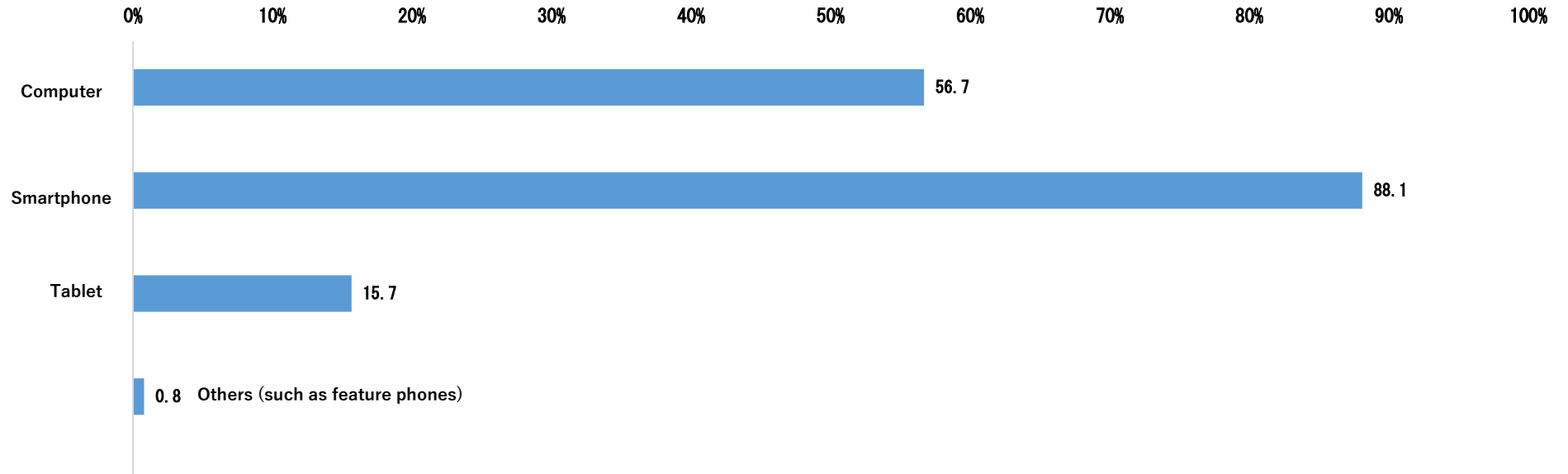
Answers		Number of answers	Ratio (%)
a	Less than 1 million yen per year	102	5.1
b	1 million yen to less than 3 million yen per year	315	15.8
c	3 million yen to less than 5 million yen per year	526	26.3
d	5 million yen to less than 10 million yen per year	779	39.0
e	10 million yen per year or more	278	13.9
Number of respondents		2000	100.0

Q5 Do you use social media?



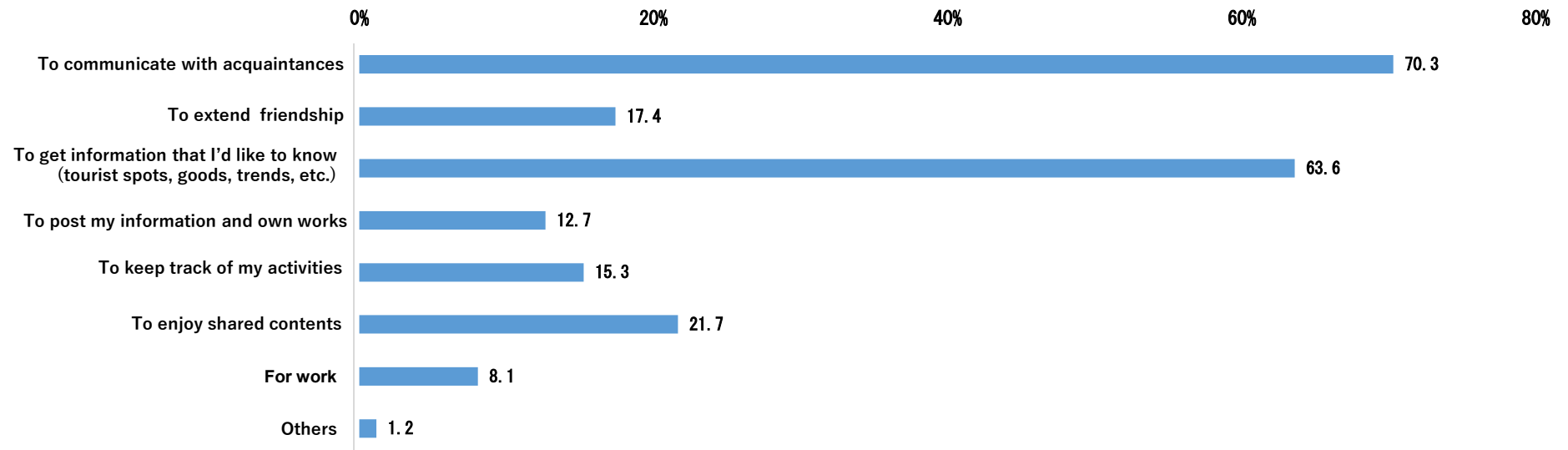
Answers		Number of answers	Ratio (%)
a	Yes	2000	100.0
b	No	-	-
Number of respondents		2000	100.0

Q6 What type of device is used for social media? [Multiple answers accepted]



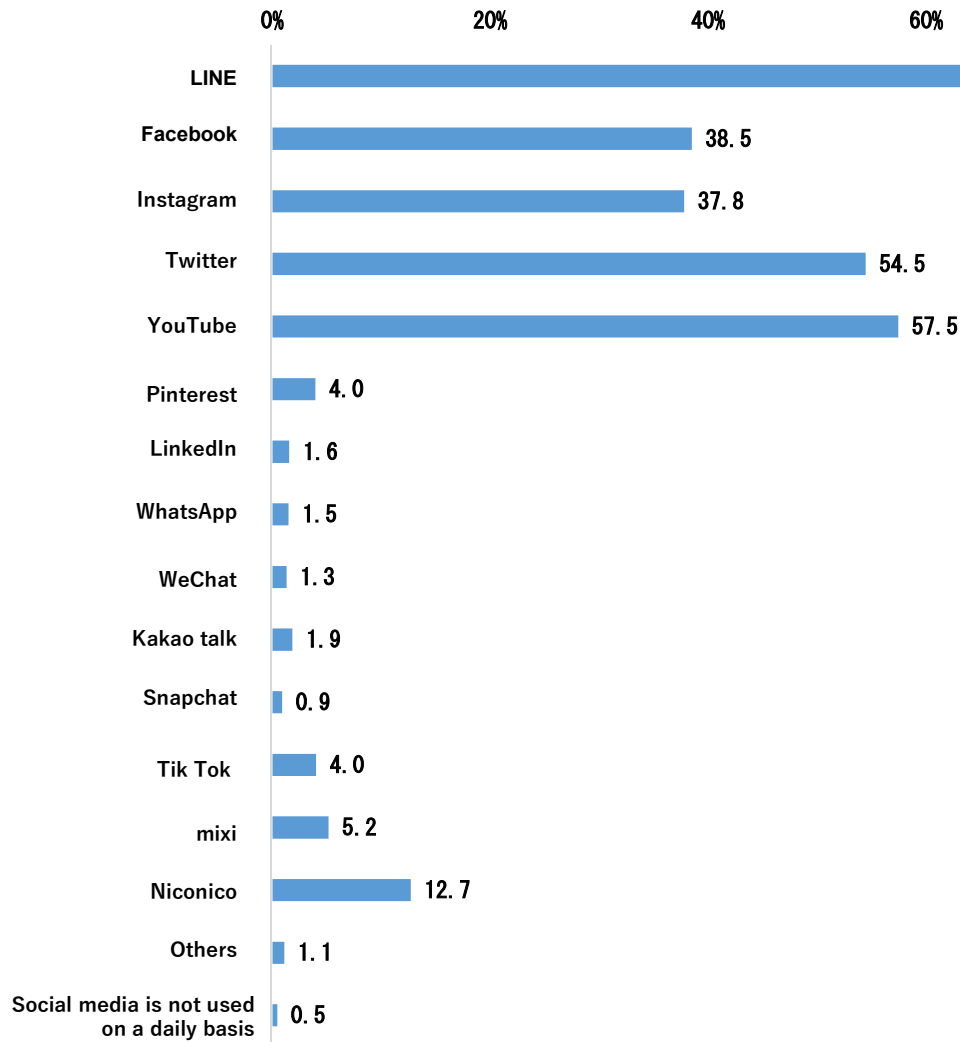
Answers		Number of answers	Ratio (%)
a	Computer	1134	56.7
b	Smartphone	1762	88.1
c	Tablet	313	15.7
d	Others (such as feature phones)	16	0.8
Number of respondents		2000	–

Q7 What is your purpose when using social media? [Multiple answers accepted]



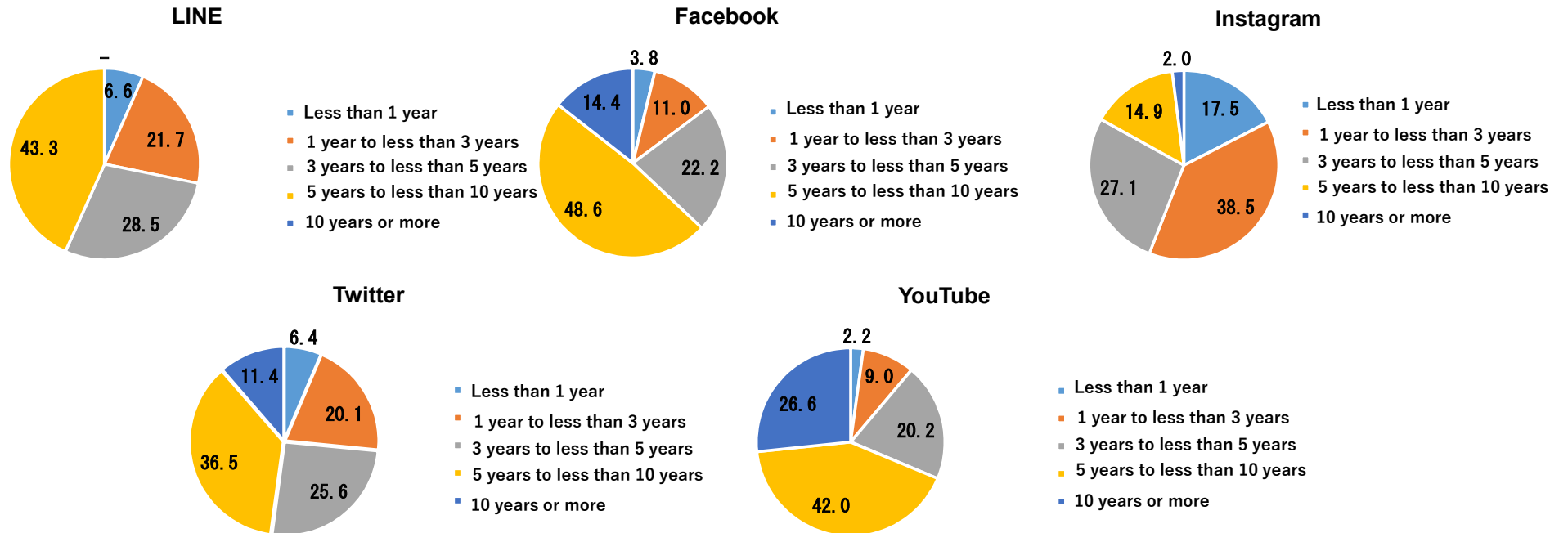
Answers		Number of answers	Ratio (%)
a	To communicate with acquaintances	1406	70.3
b	To extend friendship	348	17.4
c	To get information that I'd like to know (tourist spots, goods, trends, etc.)	1272	63.6
d	To post my information and own works	253	12.7
e	To keep track of my activities	305	15.3
f	To enjoy shared contents	433	21.7
g	For work	161	8.1
h	Others	23	1.2
Number of respondents		2000	-

Q8 What social media do you use? [Multiple answers accepted]



Answers		Number of answers	Ratio (%)
a	LINE	1672	83.6
b	Facebook	770	38.5
c	Instagram	756	37.8
d	Twitter	1089	54.5
e	YouTube	1149	57.5
f	Pinterest	79	4.0
g	LinkedIn	31	1.6
h	WhatsApp	30	1.5
i	WeChat	26	1.3
j	Kakao talk	37	1.9
k	Snapchat	18	0.9
l	Tik Tok	80	4.0
m	mixi	103	5.2
n	Niconico	254	12.7
o	Others	22	1.1
p	Social media is not used on a daily basis	9	0.5
Number of respondents		2000	-

Q9 How long have you been using the said social media?

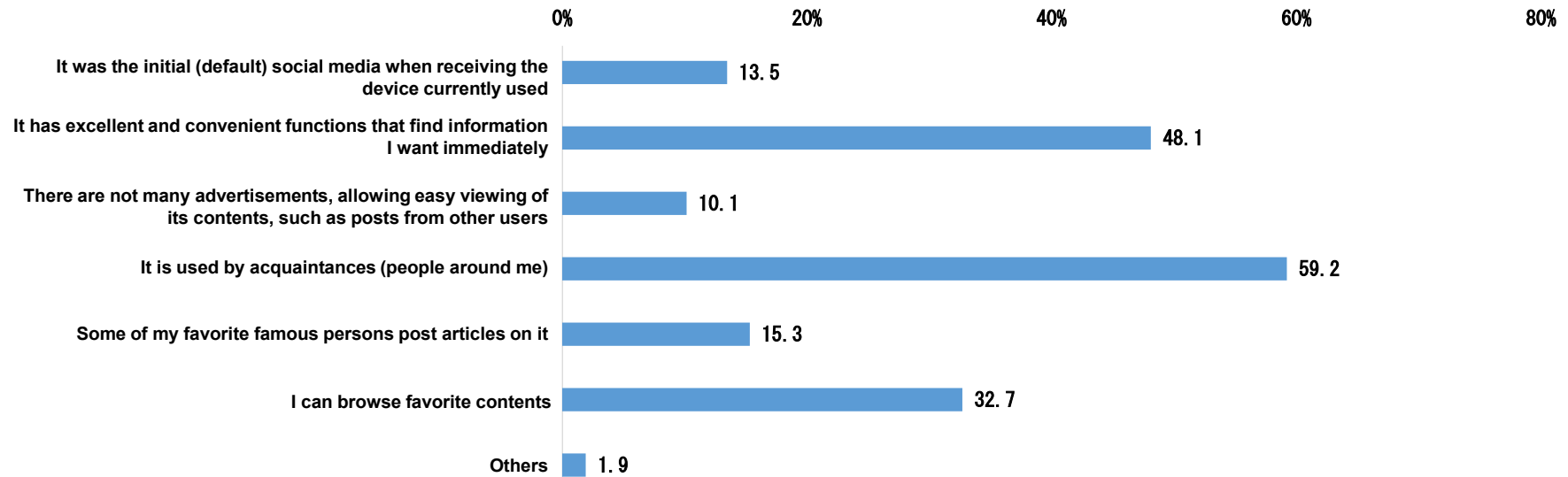


Answers		LINE	Ratio(%)	Facebook	Ratio(%)	Instagram	Ratio(%)	Twitter	Ratio(%)	YouTube	Ratio(%)
a	Less than 1 year	110	6.6	29	3.8	132	17.5	70	6.4	25	2.2
b	1 year to less than 3 years	362	21.7	85	11.0	291	38.5	219	20.1	103	9.0
c	3 years to less than 5 years	476	28.5	171	22.2	205	27.1	279	25.6	232	20.2
d	5 years to less than 10 years	724	43.3	374	48.6	113	14.9	397	36.5	483	42.0
5	10 years or more	-	-	111	14.4	15	2.0	124	11.4	306	26.6
Number of respondents		1672	100.0	770	100.0	756	100.0	1089	100.0	1149	100.0

Q10 How long do you use the said social media per day?

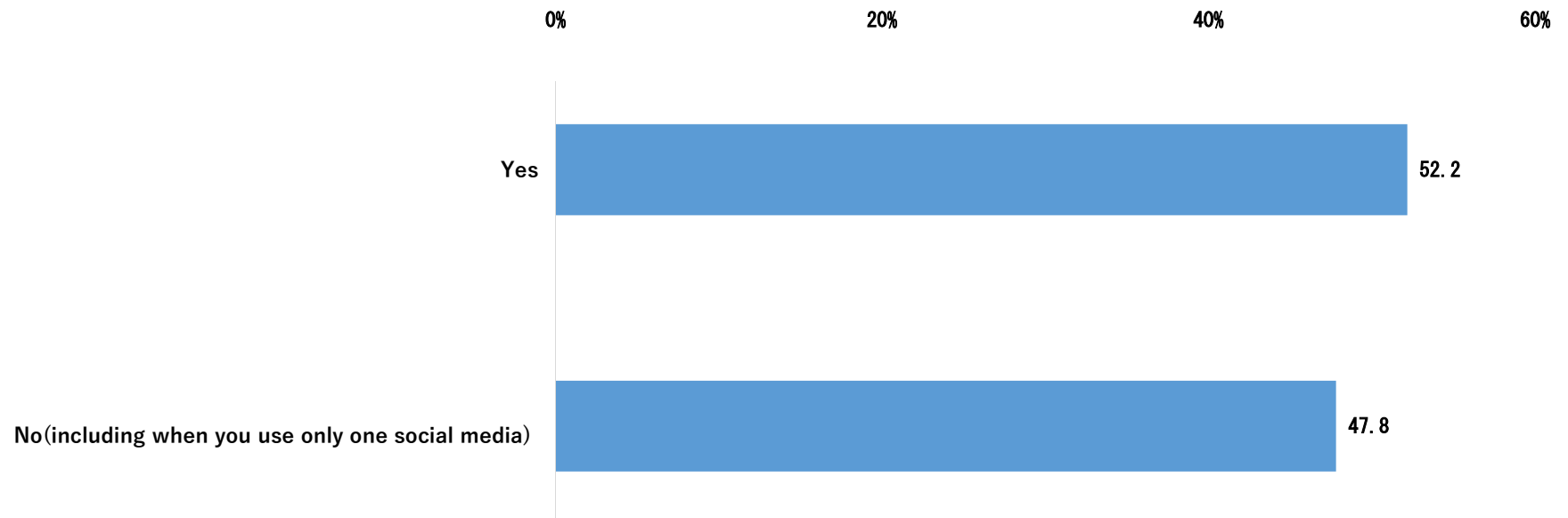
		Answers					Number of answers
	Name of social media	Less than 10 minutes	10 minutes to less than 30 minutes	30 minutes to less than 1 hour	1 hour to less than 3 hours	3 hours or more	
a	LINE	765 (45.8%)	571 (34.2%)	218 (13.0%)	91 (5.4%)	27 (1.6%)	1672
b	Facebook	492 (63.9%)	182 (23.6%)	69 (9.0%)	22 (2.9%)	5 (0.6%)	770
c	Instagram	405 (53.6%)	203 (26.9%)	98 (13.0%)	39 (5.2%)	11 (1.5%)	756
d	Twitter	464 (42.6%)	318 (29.2%)	179 (16.4%)	85 (7.8%)	43 (3.9%)	1089
e	YouTube	279 (24.3%)	309 (26.9%)	281 (24.5%)	197 (17.1%)	83 (7.2%)	1149
f	Pinterest	45 (57.0%)	20 (25.3%)	9 (11.4%)	1 (1.3%)	4 (5.1%)	79
g	LinkedIn	19 (61.3%)	5 (16.1%)	3 (9.7%)	1 (3.2%)	3 (9.7%)	31
h	WhatsApp	17 (56.7%)	5 (16.7%)	4 (13.3%)	2 (6.7%)	2 (6.7%)	30
i	WeChat	14 (53.8%)	3 (11.5%)	6 (23.1%)	1 (3.8%)	2 (7.7%)	26
j	Kakao talk	14 (37.8%)	11 (29.7%)	6 (16.2%)	4 (10.8%)	2 (5.4%)	37
k	Snapchat	6 (33.3%)	5 (27.8%)	2 (11.1%)	3 (16.7%)	2 (11.1%)	18
l	Tik Tok	32 (40.0%)	31 (38.8%)	9 (11.3%)	6 (7.5%)	2 (2.5%)	80
m	mixi	73 (70.9%)	20 (19.4%)	2 (1.9%)	5 (4.9%)	3 (2.9%)	103
n	Niconico	85 (33.5%)	81 (31.9%)	45 (17.7%)	27 (10.6%)	16 (6.3%)	254
o	Others	7 (31.8%)	10 (45.5%)	5 (22.7%)	0 (0.0%)	0 (0.0%)	22

Q11 What is the reason for selecting the said social media? [Multiple answers accepted]



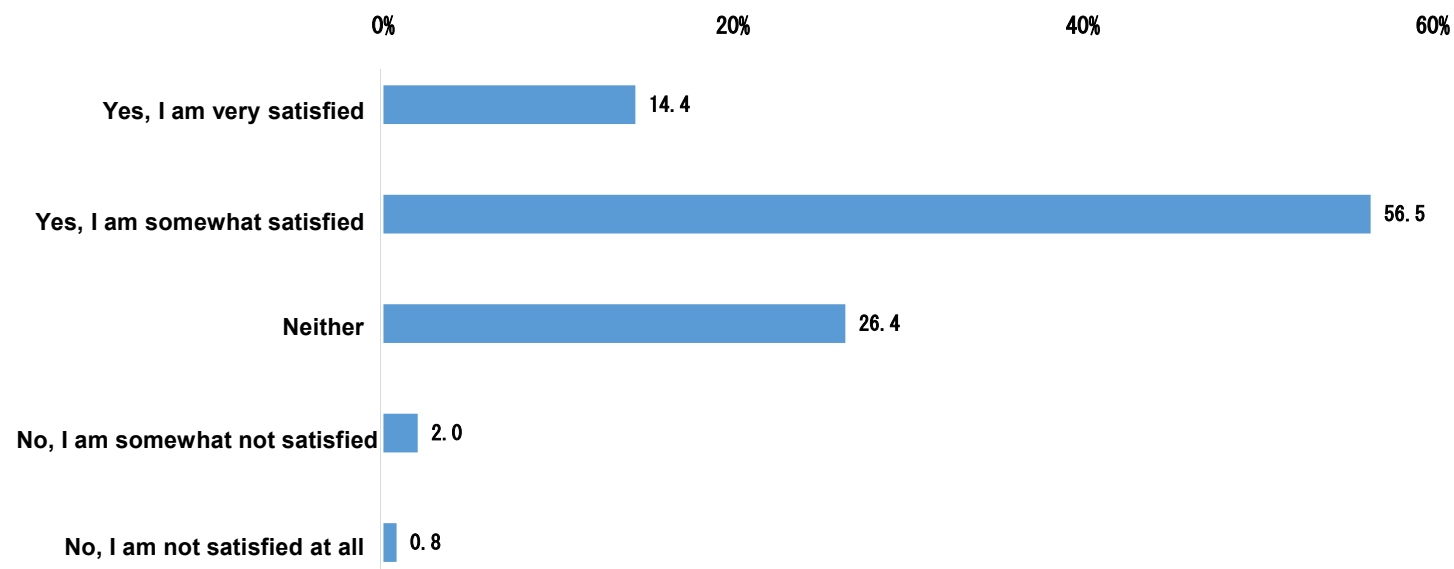
Answers		Number of answers	Ratio(%)
a	It was the initial (default) social media when receiving the device currently used	268	13.5
b	It has excellent and convenient functions that find information I want immediately	958	48.1
c	There are not many advertisements, allowing easy viewing of its contents, such as posts from other users	202	10.1
d	It is used by acquaintances (people around me)	1179	59.2
e	Some of my favorite famous persons post articles on it	305	15.3
f	I can browse favorite contents	651	32.7
g	Others	38	1.9
Number of respondents		1991	-

Q12 Do you change social media according to your purpose? (For example, using service A to exchange messages with friend A, and using service B with your families)



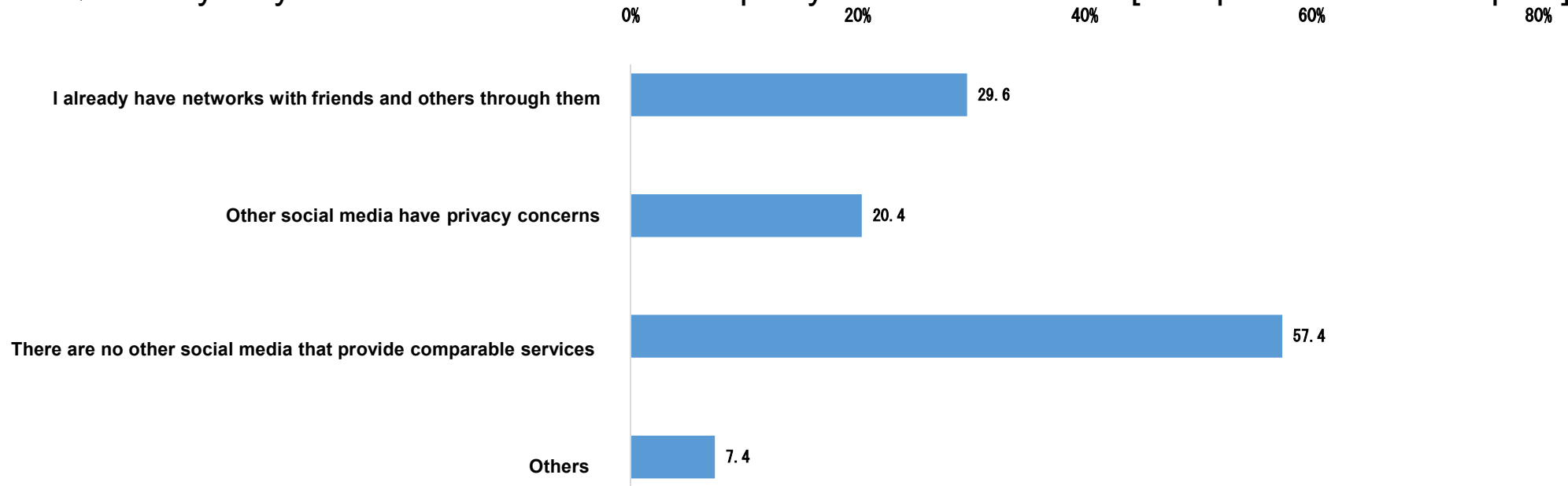
Answers		Number of answers	Ratio (%)
a	Yes	1039	52.2
b	No (including when you use only one social media)	952	47.8
Number of respondents		1991	100.0

Q13 Are you satisfied with the services provided by the social media you use regularly?



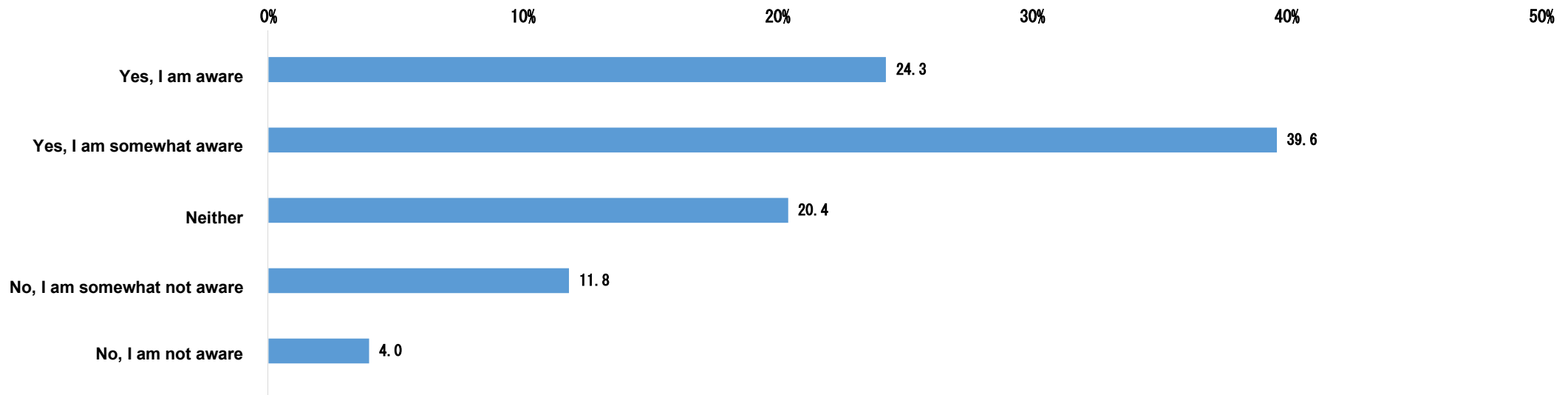
Answers		Number of answers	Ratio (%)
a	Yes, I am very satisfied	287	14.4
b	Yes, I am somewhat satisfied	1124	56.5
c	Neither	526	26.4
d	No, I am somewhat not satisfied	39	2.0
e	No, I am not satisfied at all	15	0.8
Number of respondents		1991	100.0

Q14 This question is for users who answered “d) I am somewhat not satisfied” or “e) I am not satisfied at all” at Q13. Why do you continue to use them despite your dissatisfaction?[Multiple answers accepted]



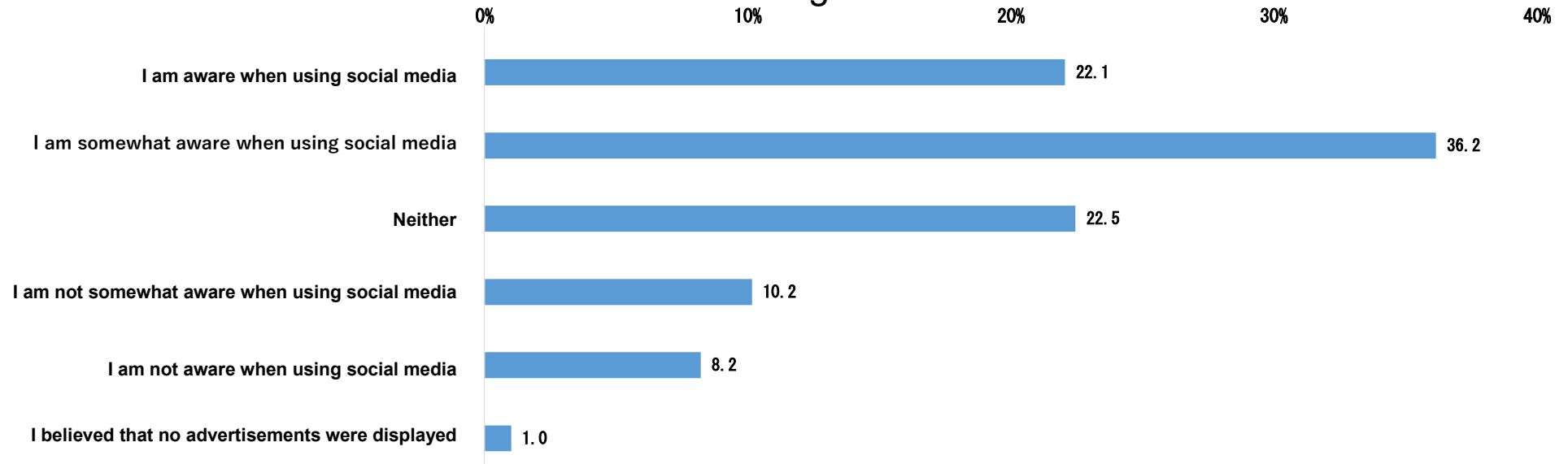
Answers		Number of answers	Ratio (%)
a	I already have networks with friends through them	16	29.6
b	Other social media have privacy concerns	11	20.4
c	There are no other social media that provide comparable services	31	57.4
d	Others	4	7.4
Number of respondents		54	–

Q15 Are you aware of the fact that you are offering information to the said service providers when using social media?



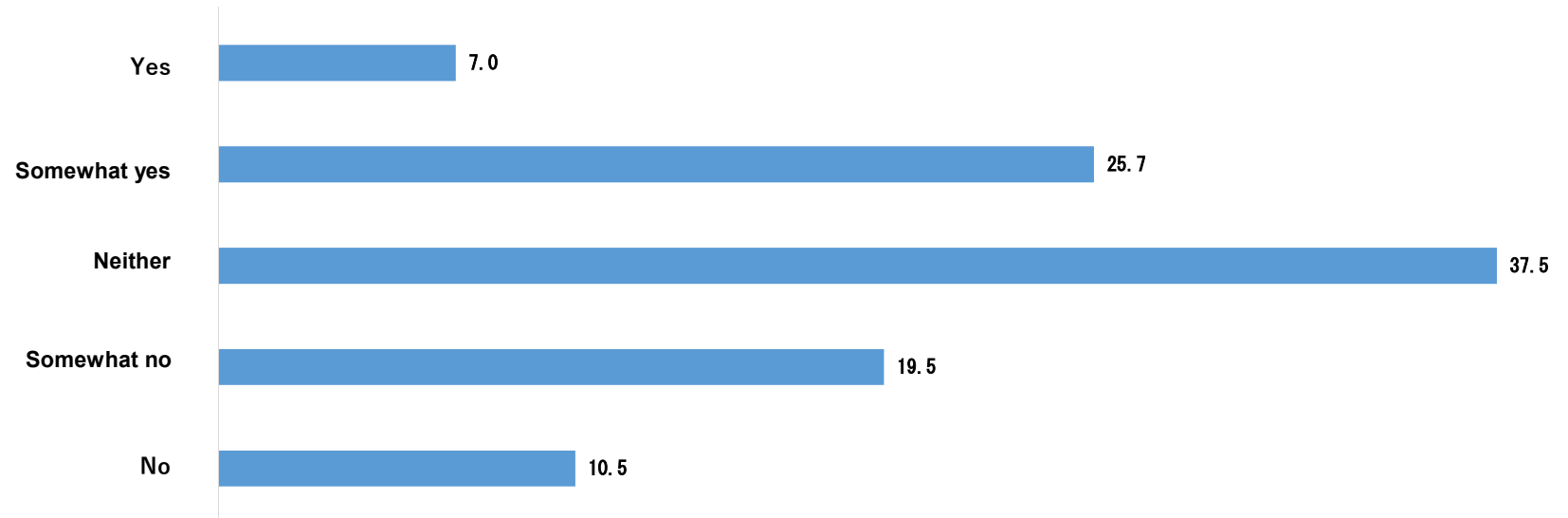
Answers		Number of answers	Ratio (%)
a	Yes, I am aware	485	24.3
b	Yes, I am somewhat aware	792	39.6
c	Neither	408	20.4
d	No, I am somewhat not aware	236	11.8
e	No, I am not aware	79	4.0
Number of respondents		2000	100.0

Q16 Advertisements based on user information, etc. often are displayed on the page of social media. Are you aware which contents are advertisement when using social media?



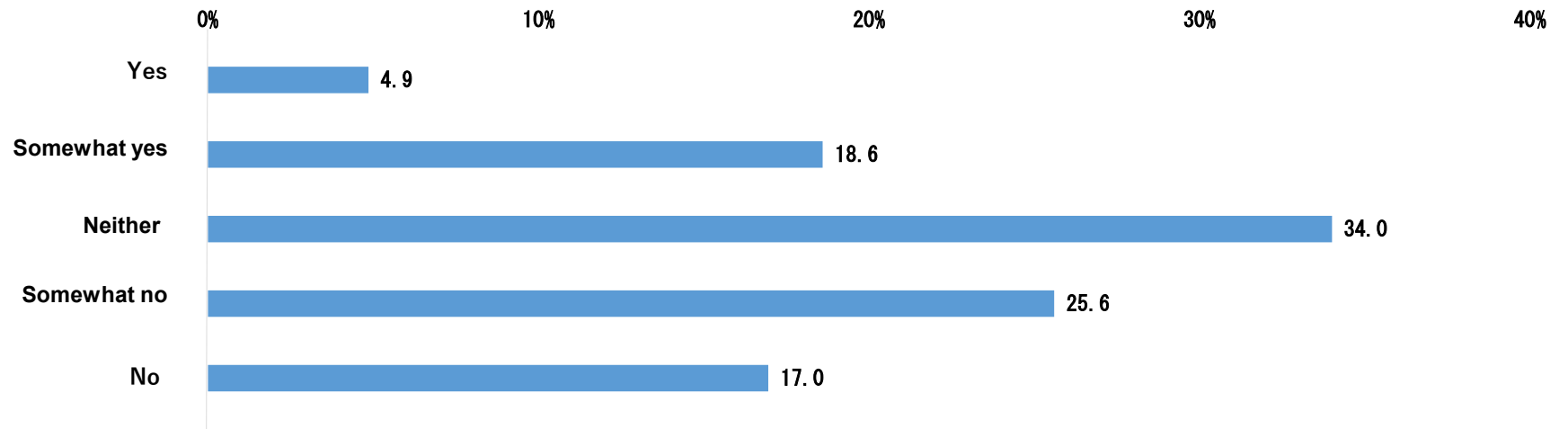
Answers		Number of answers	Ratio (%)
a	I am aware when using social media	441	22.1
b	I am somewhat aware when using social media	723	36.2
c	Neither	449	22.5
d	I am not somewhat aware when using social media	203	10.2
e	I am not aware when using social media	164	8.2
f	I believed that no advertisements were displayed	20	1.0
Number of respondents		2000	100.0

Q17 Do you think that the advertisements displayed on the page of social media reflect your own interests?



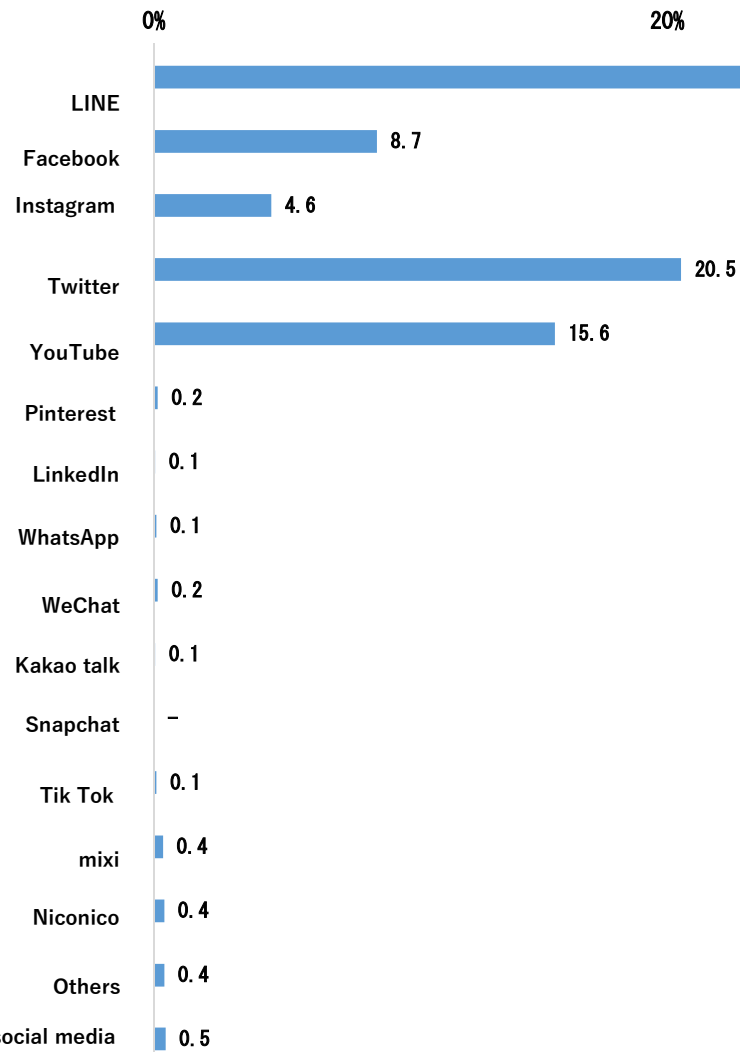
Answers		Number of answers	割合 (%)
a	Yes	139	7.0
b	Somewhat yes	513	25.7
c	Neither	749	37.5
d	Somewhat no	390	19.5
e	No	209	10.5
Number of respondents		2000	100.0

Q18 Do you think that the advertisements displayed on the page of social media are of convenience (the advertisements matches information you want) to you?



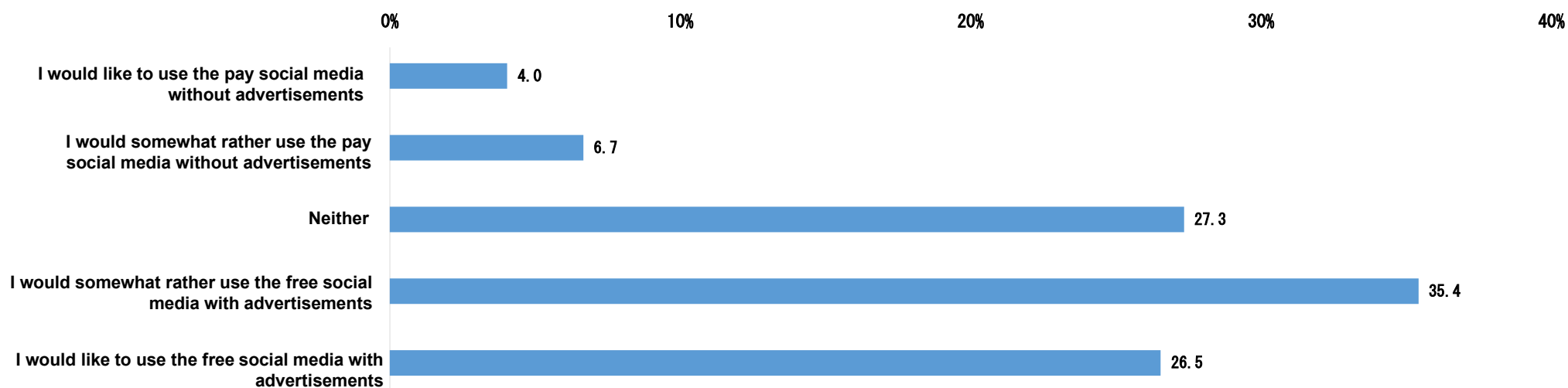
Answers		Number of answers	Ratio (%)
a	Yes	97	4.9
b	Somewhat yes	372	18.6
c	Neither	680	34.0
d	Somewhat no	512	25.6
e	No	339	17.0
Number of respondents		2000	100.0

Q19 Of the free social media, which is used most frequently?



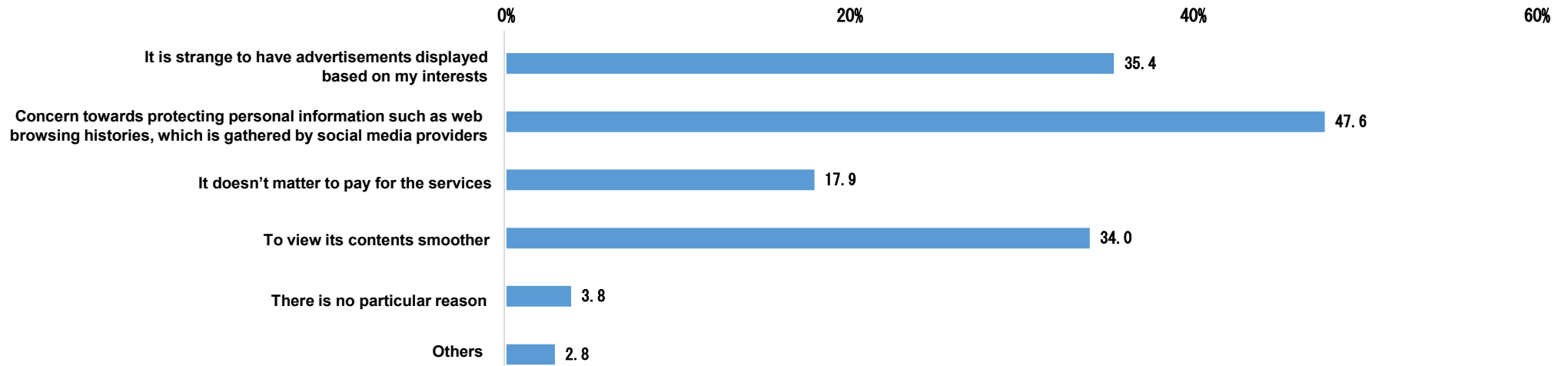
Anwers		Number of answers	Ratio (%)
a	LINE	963	48.4
b	Facebook	173	8.7
c	Instagram	91	4.6
d	Twitter	409	20.5
e	YouTube	311	15.6
f	Pinterest	3	0.2
g	LinkedIn	1	0.1
h	WhatsApp	2	0.1
i	WeChat	3	0.2
j	Kakao talk	1	0.1
k	Snapchat	-	-
l	Tik Tok	2	0.1
m	mixi	7	0.4
n	Niconico	8	0.4
o	Others	8	0.4
p	I don't use free social media	9	0.5
Number of respondents		1991	100.0

Q20 Suppose that there is a pay social media that does not display advertisements, and a free social media that displays advertisements--which would you rather use?



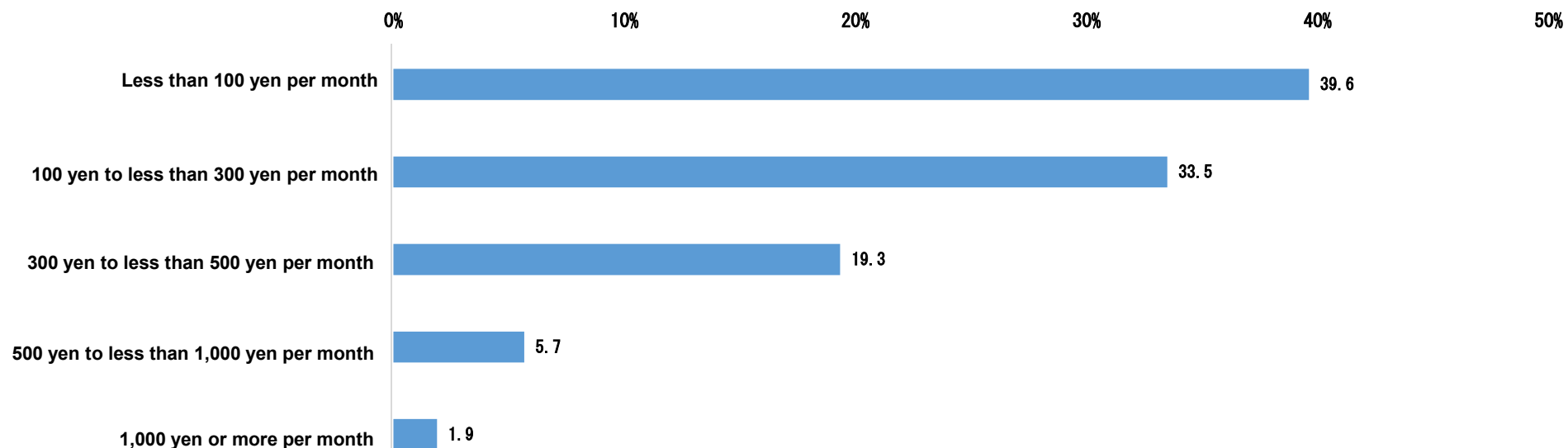
Answers		Number of answers	Ratio (%)
a	I would like to use the pay social media without advertisements	80	4.0
b	I would somewhat rather use the pay social media without advertisements	132	6.7
c	Neither	542	27.3
d	I would somewhat rather use the free social media with advertisements	702	35.4
e	I would like to use the free social media with advertisements	526	26.5
Number of respondents		1982	100.0

Q21 This question is for users who answered “a) prefer pay services/no advertisements” or “b) somewhat rather would use pay services/no advertisements” at Q20. What is the reason for this? [Multiple answers accepted]



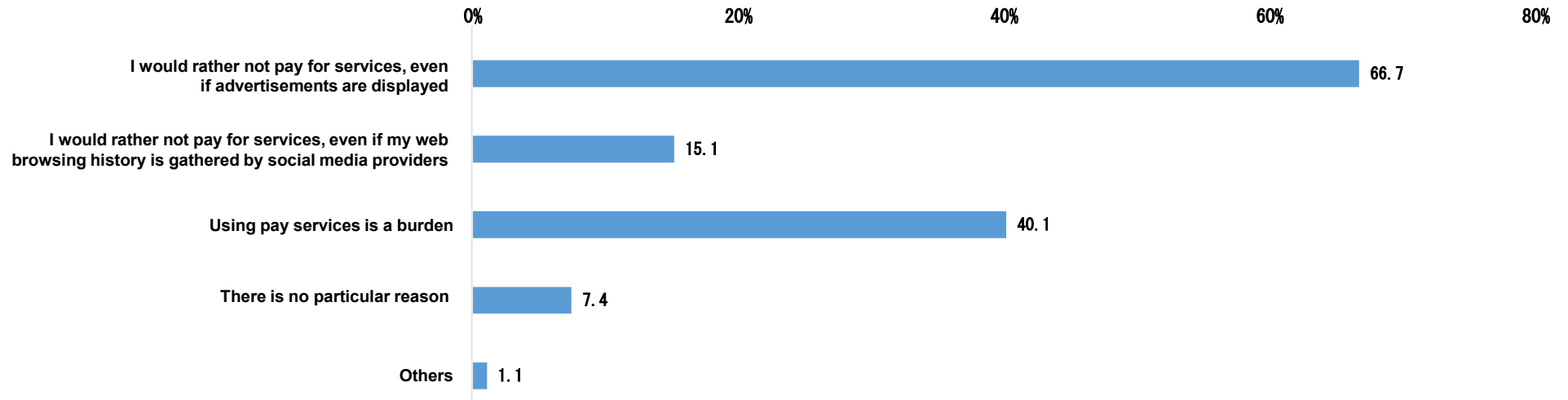
Answers		Number of answers	Ratio (%)
a	It is strange to have advertisements displayed based on my interests	75	35.4
b	Concern towards protecting personal information such as web browsing histories, which is gathered by social media providers	101	47.6
c	It doesn' t matter to pay for the services	38	17.9
d	To view its contents smoother	72	34.0
e	There is no particular reason	8	3.8
f	Others	6	2.8
Number of respondents		212	-

Q22 This question is for users who answered “a) prefer pay services/no advertisements” or “b) somewhat rather would use pay services/no advertisements” at Q20. How much would you pay monthly for a pay social media with no advertisements?



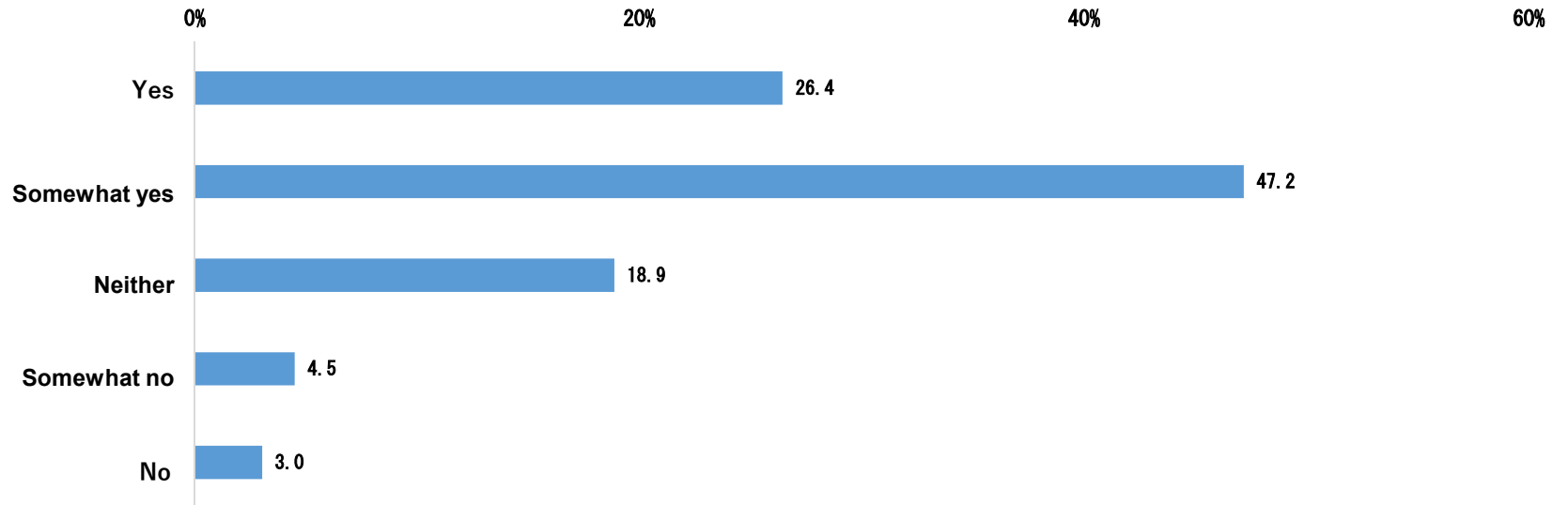
Answers		Number of answers	Ratio (%)
a	Less than 100 yen per month	84	39.6
b	100 yen to less than 300 yen per month	71	33.5
c	300 yen to less than 500 yen per month	41	19.3
d	500 yen to less than 1, 000 yen per month	12	5.7
e	1, 000 yen or more per month	4	1.9
Number of respondents		212	100.0

Q23 This question is for users who answered “d) somewhat rather use free services with advertisements” or “e) prefer free services with advertisements” at Q20. What is the reason for this? [Multiple answers accepted]



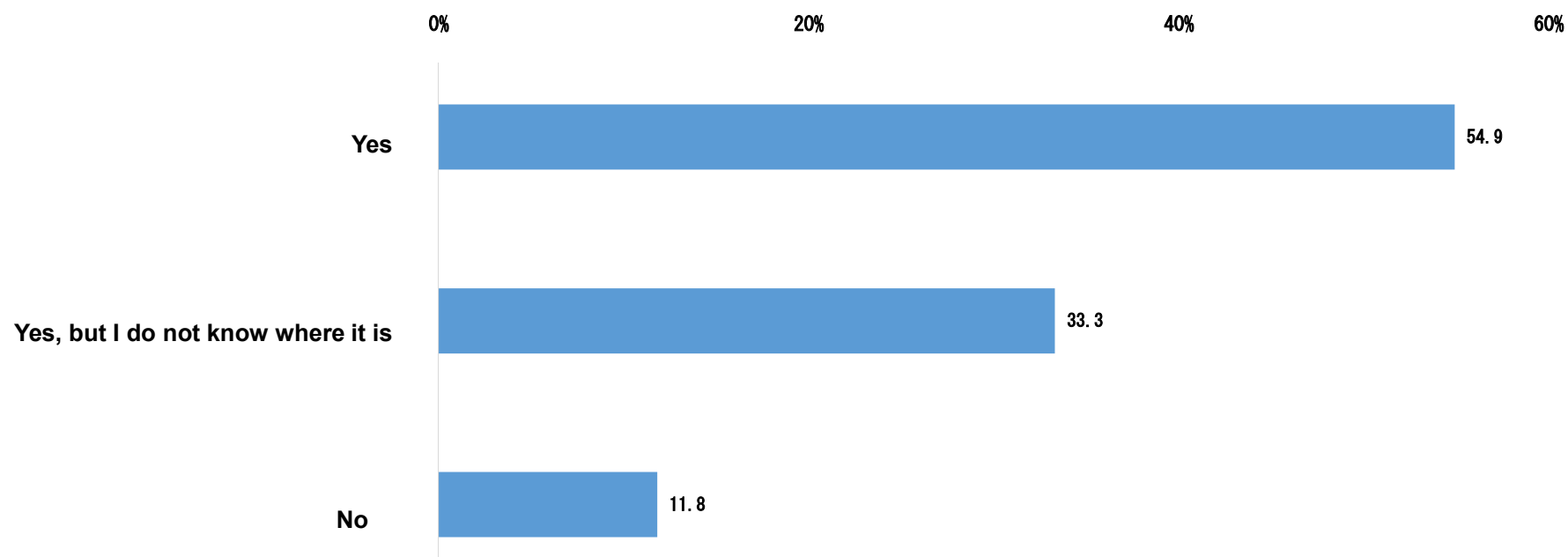
Answers		Number of answers	Ratio (%)
a	I would rather not pay for services, even if advertisements are displayed	819	66.7
b	I would rather not pay for services, even if my web browsing history is gathered by social media providers	186	15.1
c	Using pay services is a burden	493	40.1
d	There is no particular reason	91	7.4
e	Others	13	1.1
Number of respondents		1228	–

Q24 Currently, free social media display advertisements. Do you feel that this cannot be helped, as the service is offered for free?



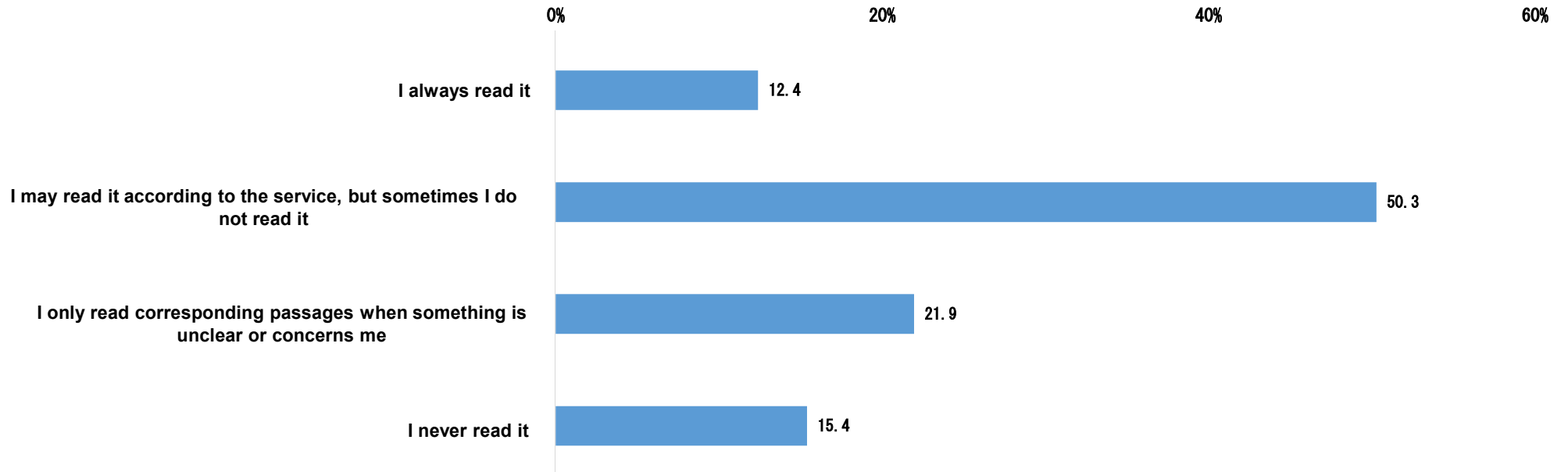
Answers		Number of answers	Ratio (%)
a	Yes	524	26.4
b	Somewhat yes	935	47.2
c	Neither	374	18.9
d	Somewhat no	89	4.5
e	No	60	3.0
Number of respondents		1982	100.0

Q25 When using social media, are you aware of the terms of service for the said social media?



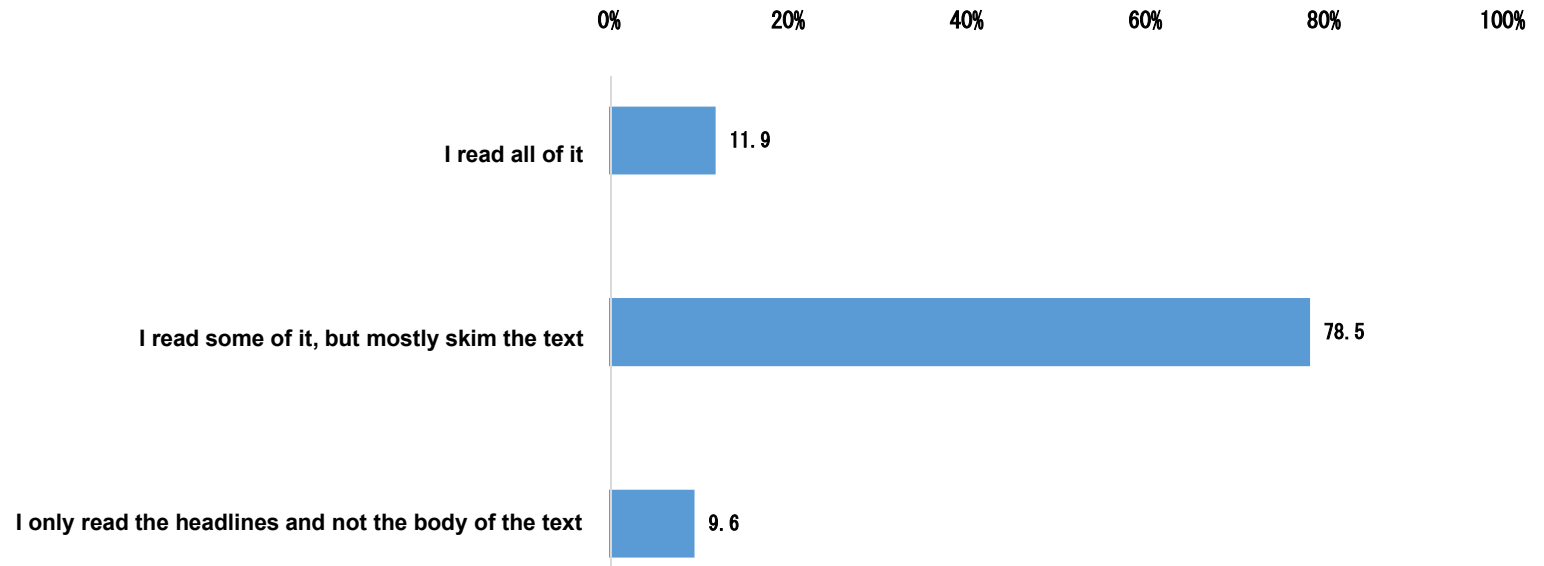
Answers		Number of answers	Ratio (%)
a	Yes	1098	54.9
b	Yes, but I do not know where it is	666	33.3
c	No	236	11.8
Number of respondents		2000	100.0

Q26 This question is for users who answered "a) Yes" at Q25. Do you read the terms of service when using social media?



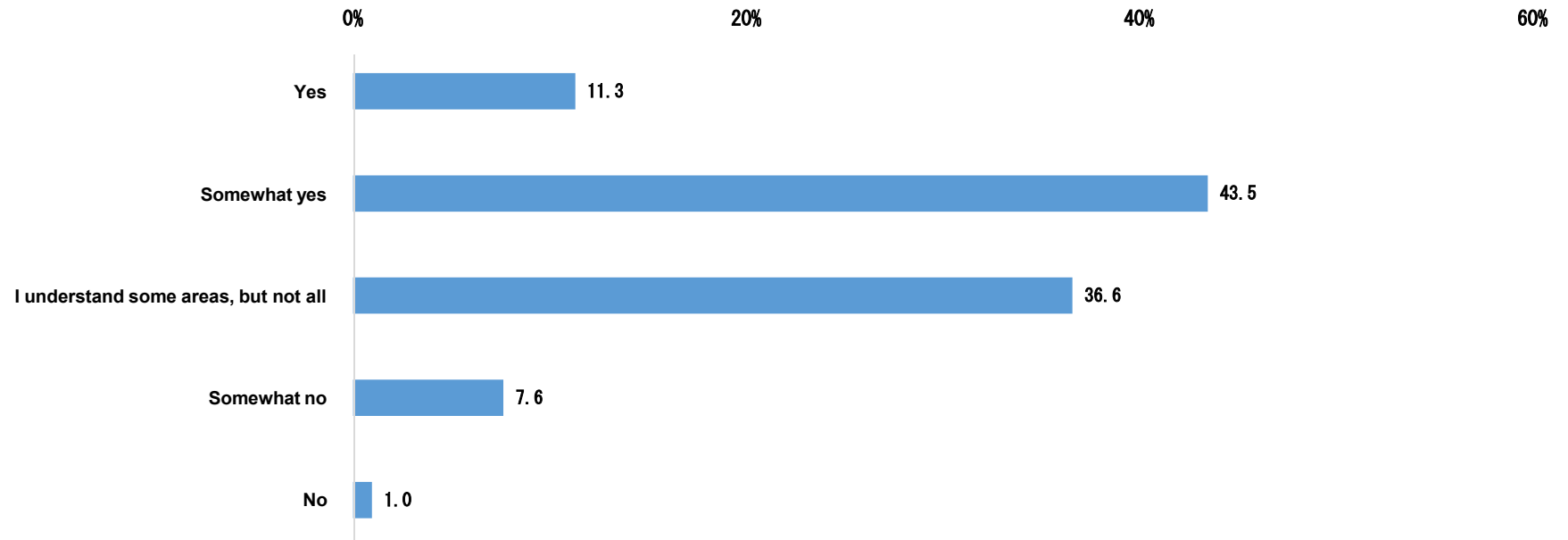
Answers		Number of answers	Ratio (%)
a	I always read it	136	12.4
b	I may read it according to the service, but sometimes I do not read it	552	50.3
c	I only read corresponding passages when something is unclear or concerns me	241	21.9
d	I never read it	169	15.4
Number of respondents		1098	100.0

Q27 This question is for users who answered a), b) or c) at Q26. How thoroughly do you read the terms of service?



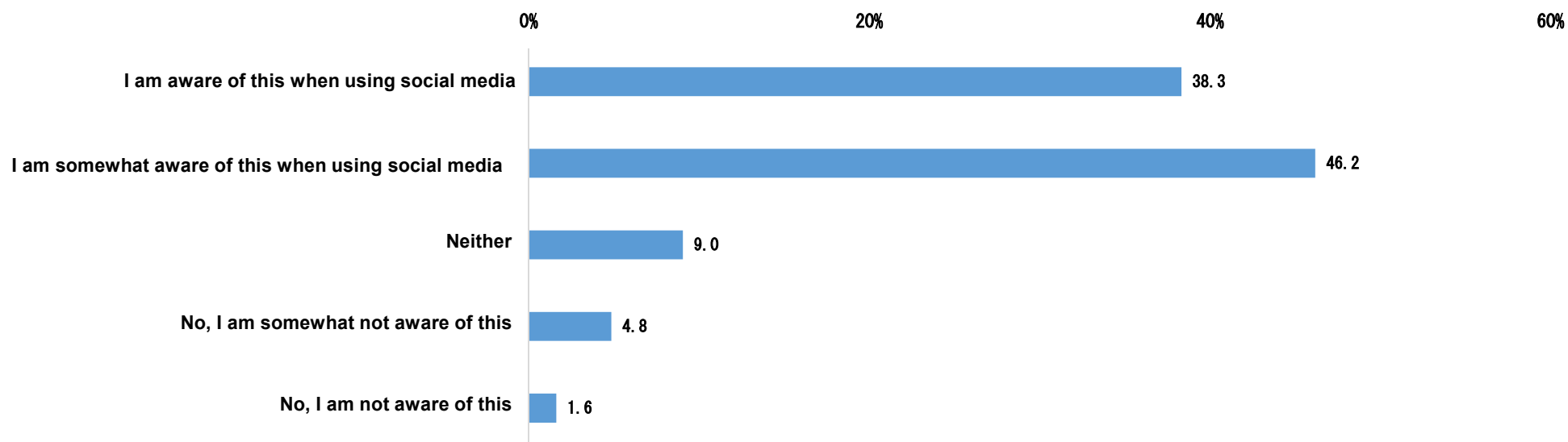
Answers		Number of answers	Ratio (%)
a	I read all of it	111	11.9
b	I read some of it, but mostly skim the text	729	78.5
c	I only read the headlines and not the body of the text	89	9.6
Number of respondents		929	100.0

Q28 This question is for users who answered a), b) or c) at Q26. Do you understand the content of the terms of service?



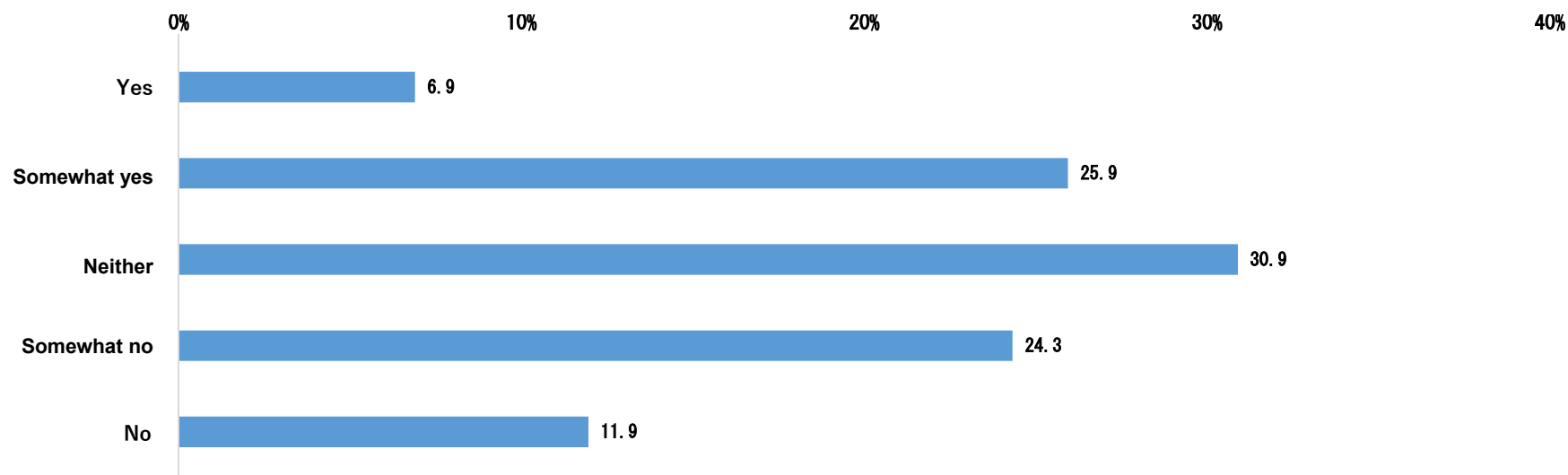
Answers		Number of answers	Ratio (%)
a	Yes	105	11.3
b	Somewhat yes	404	43.5
c	I understand some areas, but not all	340	36.6
d	Somewhat no	71	7.6
e	No	9	1.0
Number of respondents		929	100.0

Q29 The terms of service of social media contain the collection and use of a certain amount of user information for the purpose of advertisement display. Are you aware of this when creating an account on social media?



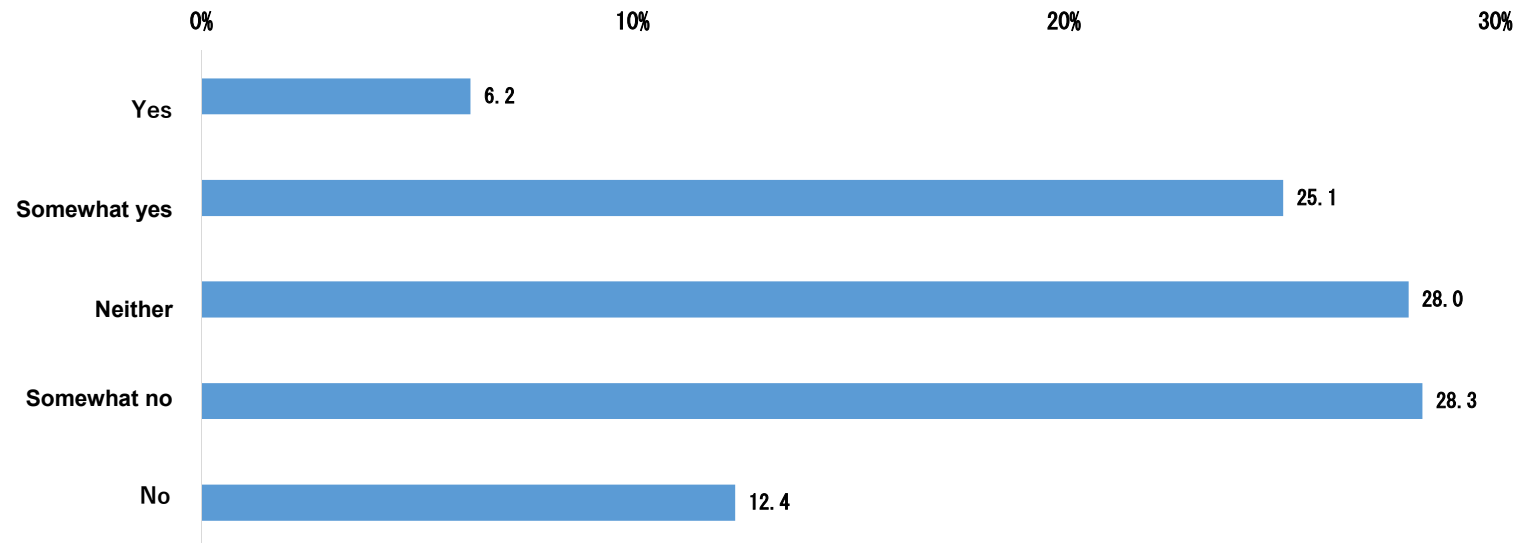
Answers		Number of answers	Ratio (%)
a	I am aware of this when using social media	356	38.3
b	I am somewhat aware of this when using social media	429	46.2
c	Neither	84	9.0
d	No, I am somewhat not aware of this	45	4.8
e	No, I am not aware of this	15	1.6
Number of respondents		929	100.0

Q30 Do you feel that the location of passages related to collection and usage of user information within terms of service is easy to find?



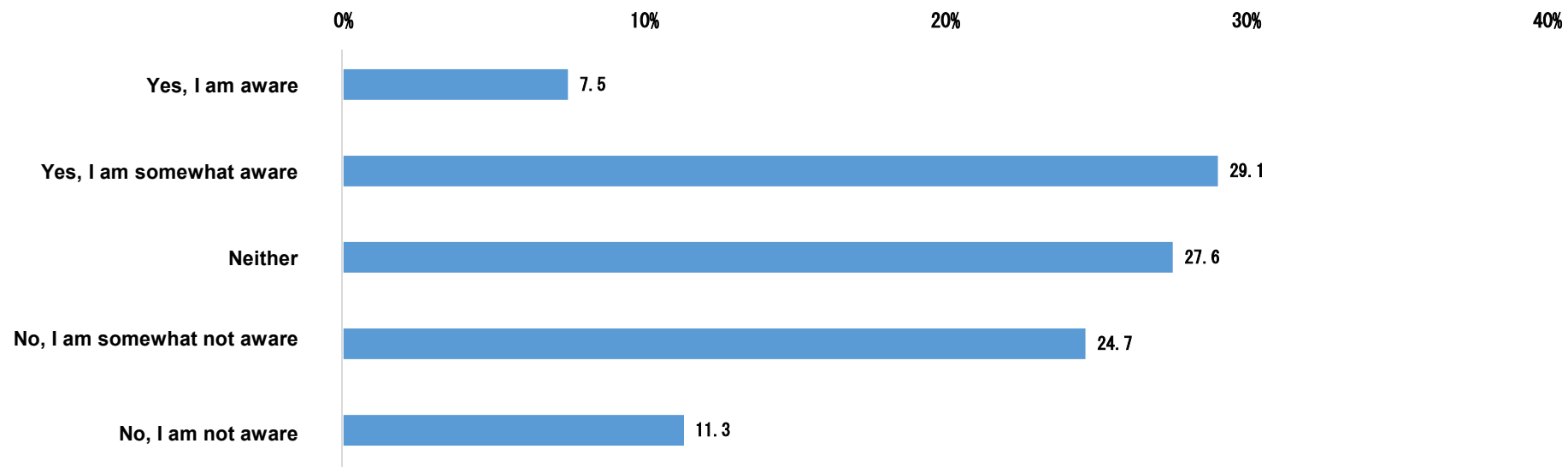
Answers		Number of answers	Ratio (%)
a	Yes	64	6.9
b	Somewhat yes	241	25.9
c	Neither	287	30.9
d	Somewhat no	226	24.3
e	No	111	11.9
Number of respondents		929	100.0

Q31 This question is for users who answered a), b) or c) at Q26. Do you feel that the content of passages related to collection and usage of user information within terms of service is easy to understand?



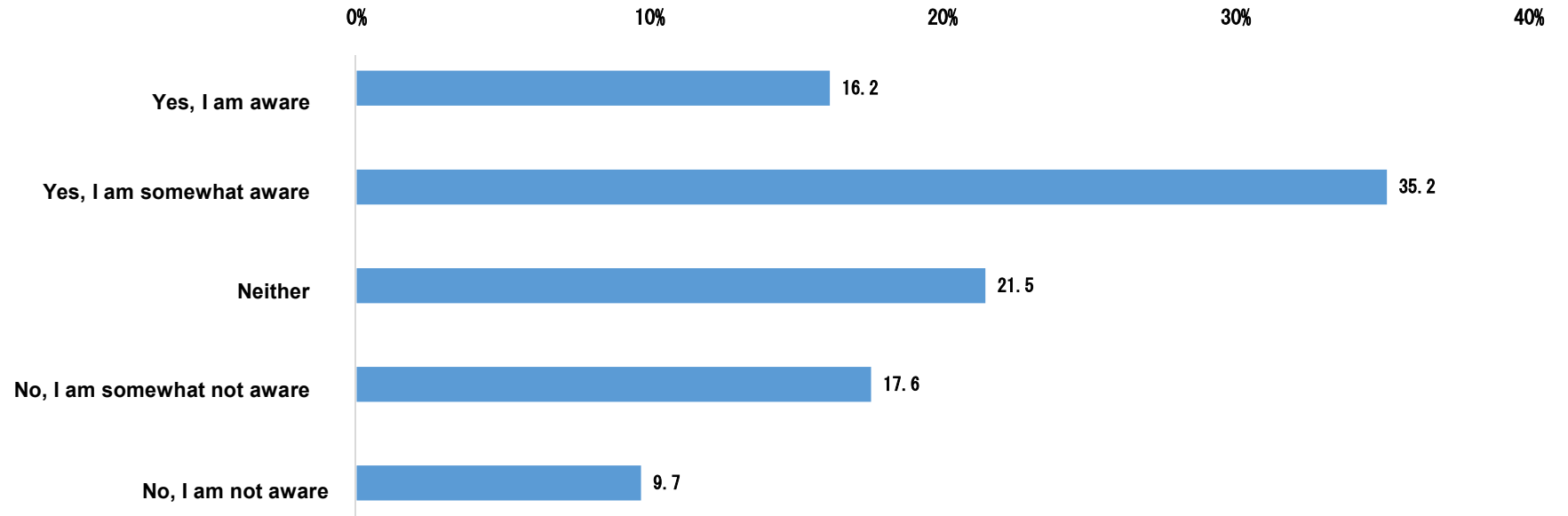
Answers		Number of answers	Ratio (%)
a	Yes	58	6.2
b	Somewhat yes	233	25.1
c	Neither	260	28.0
d	Somewhat no	263	28.3
e	No	115	12.4
Number of respondents		929	100.0

Q32 Are you aware of what information is collected/used for displaying advertisements when using social media?



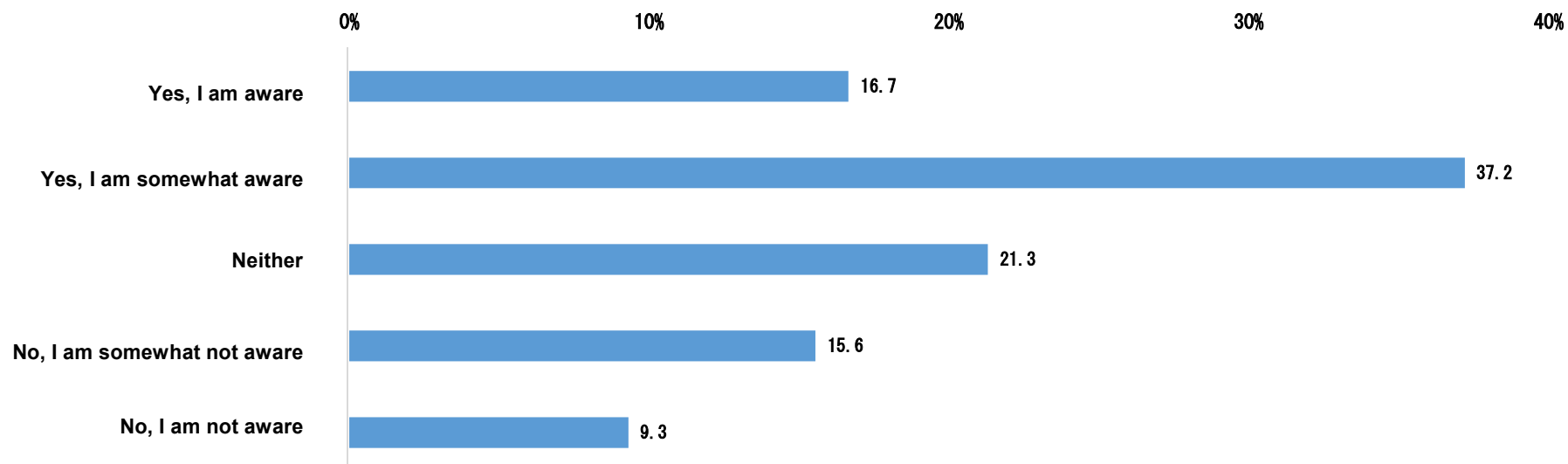
Answers		Number of answers	Ratio (%)
a	Yes, I am aware	149	7.5
b	Yes, I am somewhat aware	581	29.1
c	Neither	551	27.6
d	No, I am somewhat not aware	493	24.7
e	No, I am not aware	226	11.3
Number of respondents		2000	100.0

Q33 Are you aware that the collected information and data is shared with third parties?



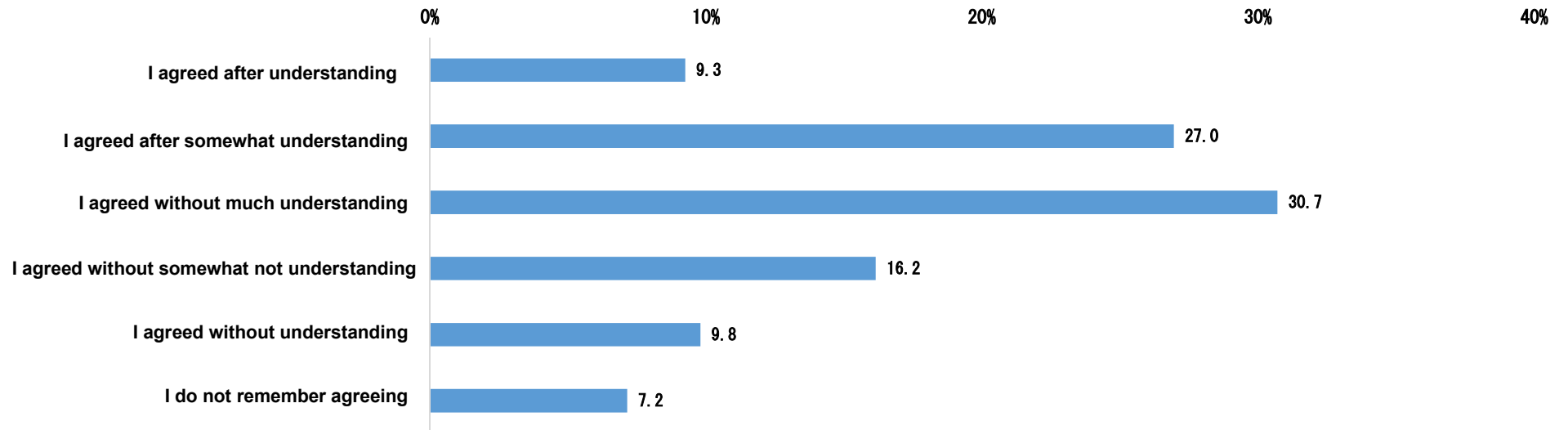
Answers		Number of answers	Ratio (%)
a	Yes	323	16.2
b	Yes, I am somewhat aware	703	35.2
c	Neither	429	21.5
d	No, I am somewhat not aware	351	17.6
e	No	194	9.7
Number of respondents		2000	100.0

Q34 Although the collected information and data is anonymous, are you aware that this information may be linked to your personal information at collection or when shared between parties?



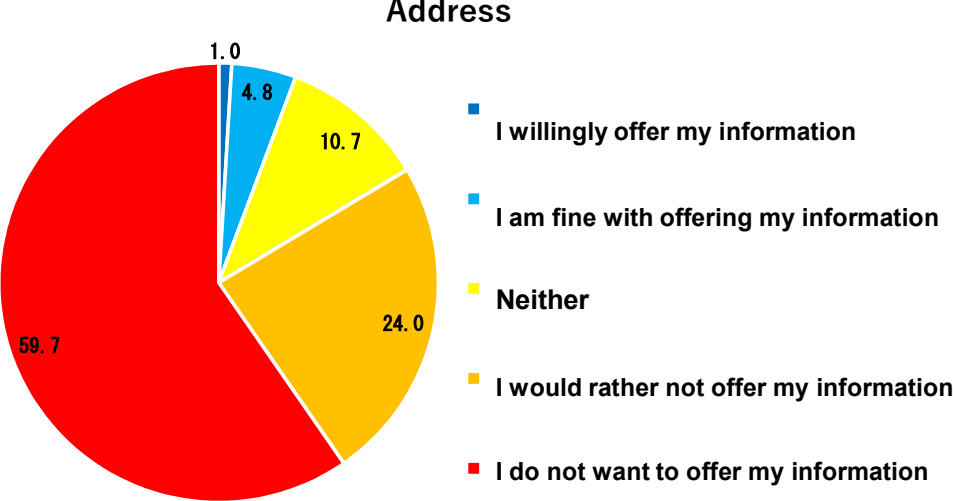
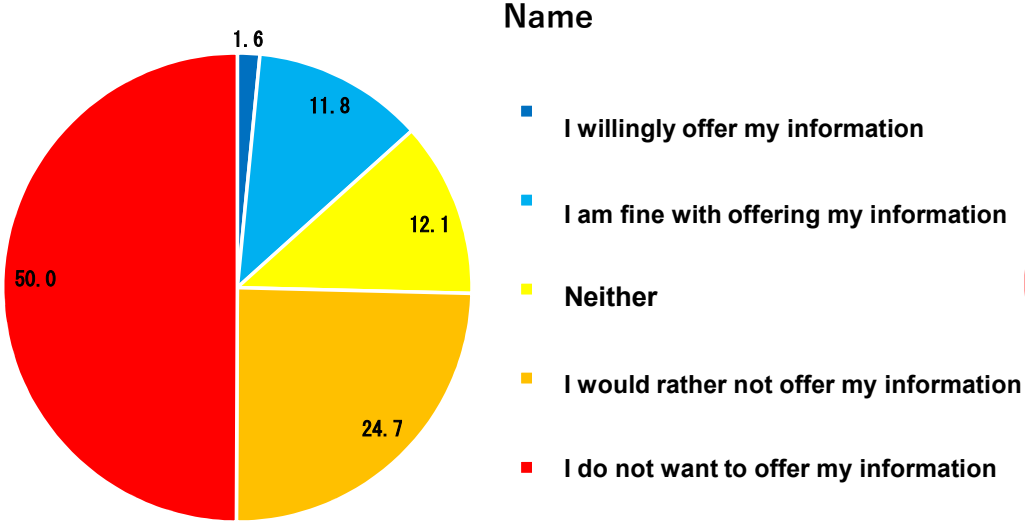
Answers		Number of answers	Ratio (%)
a	Yes, I am aware	333	16.7
b	Yes, I am somewhat aware	744	37.2
c	Neither	426	21.3
d	No, I am somewhat not aware	311	15.6
e	No, I am not aware	186	9.3
Number of respondents		2000	100.0

Q35 When agreeing to terms of services for social media, are you aware of what type of information is collected and used for advertisement display?



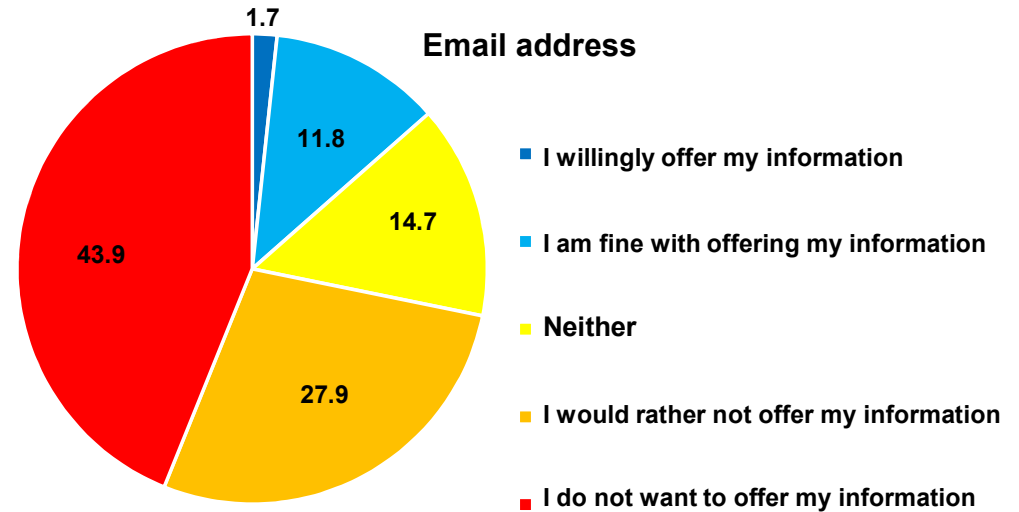
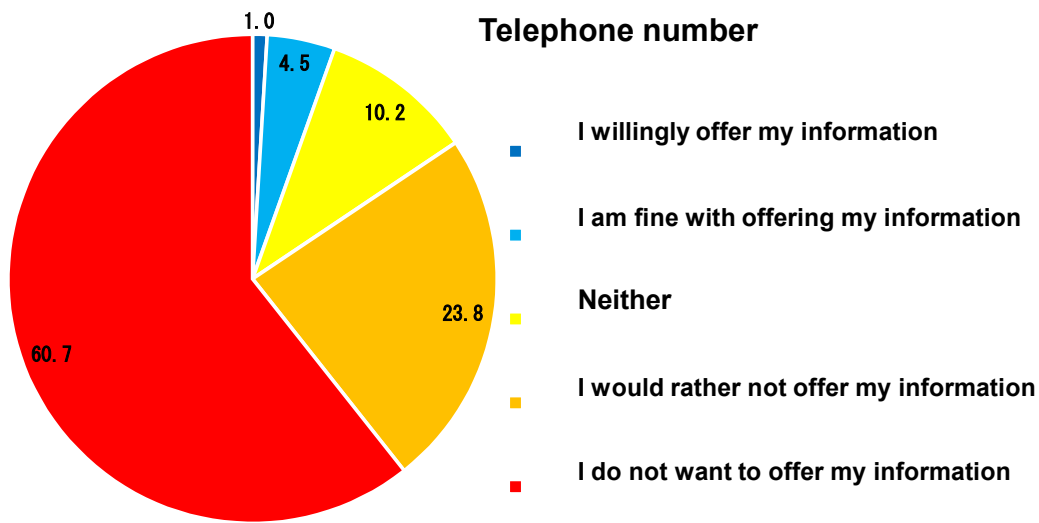
Answers		Number of answers	Ratio (%)
a	I agreed after understanding	185	9.3
b	I agreed after somewhat understanding	539	27.0
c	I agreed without much understanding	614	30.7
d	I agreed without somewhat not understanding	323	16.2
e	I agreed without understanding	196	9.8
f	I do not remember agreeing	143	7.2
Number of respondents		2000	100.0

Q36-1 How do you feel about providing the following user data to display advertisements based on your interests and focus of attention when using social media?



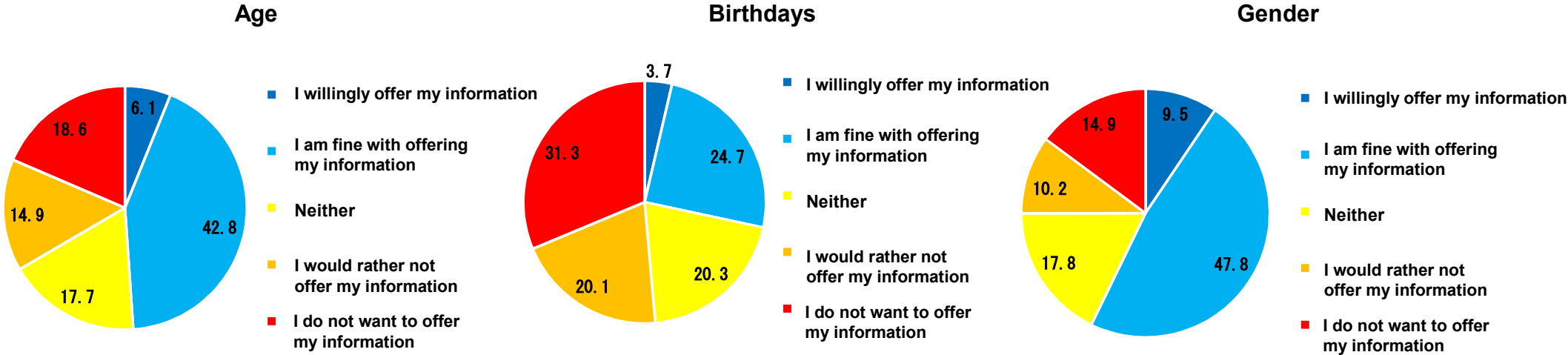
Answers		Name	Ratio (%)	Address	Ratio (%)
a	I willingly offer my information	31	1.6	19	1.0
b	I am fine with offering my information	236	11.8	95	4.8
c	Neither	241	12.1	214	10.7
d	I would rather not offer my information	493	24.7	479	24.0
e	I do not want to offer my information	999	50.0	1193	59.7
Number of respondents		2000	100.0	2000	100.0

Q36-2 How do you feel about providing the following user data to display advertisements based on your interests and focus of attention when using social media?



Answers		Telephone number	Ratio (%)	Email address	Ratio (%)
a	I willingly offer my information	19	1.0	34	1.7
b	I am fine with offering my information	90	4.5	236	11.8
c	Neither	203	10.2	294	14.7
d	I would rather not offer my information	475	23.8	558	27.9
e	I do not want to offer my information	1213	60.7	878	43.9
Number of respondents		2000	100.0	2000	100.0

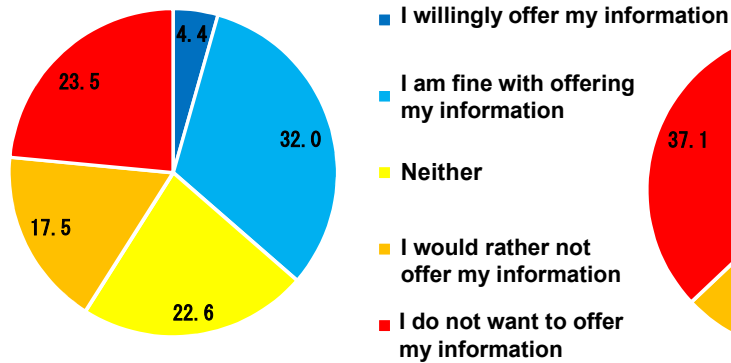
Q37-1 How do you feel about providing the following user data to display advertisements based on your interests and focus of attention when using social media?



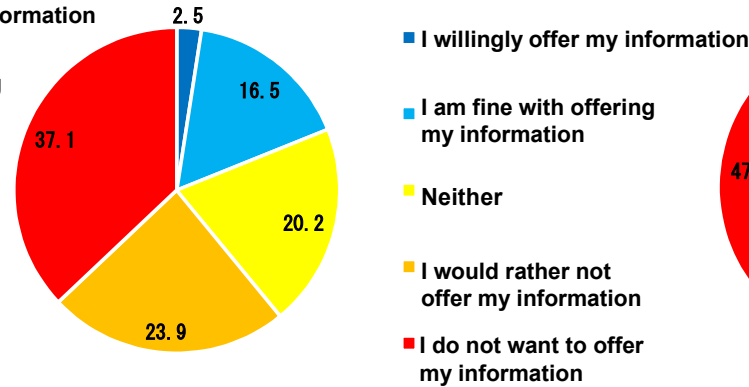
Answers		Age	Ratio (%)	Birthdays	Ratio (%)	Gender	Ratio (%)
a	I willingly offer my information	122	6.1	73	3.7	189	9.5
b	I am fine with offering my information	856	42.8	494	24.7	955	47.8
c	Neither	354	17.7	405	20.3	355	17.8
d	I would rather not offer my information	297	14.9	402	20.1	204	10.2
e	I do not want to offer my information	371	18.6	626	31.3	297	14.9
Number of respondents		2000	100.0	2000	100.0	2000	100.0

Q37-2 How do you feel about providing the following user data to display advertisements based on your interests and focus of attention when using social media?

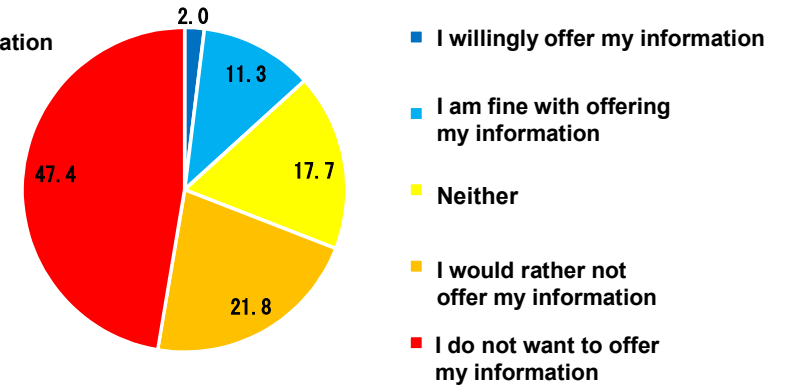
Occupation



Annual income



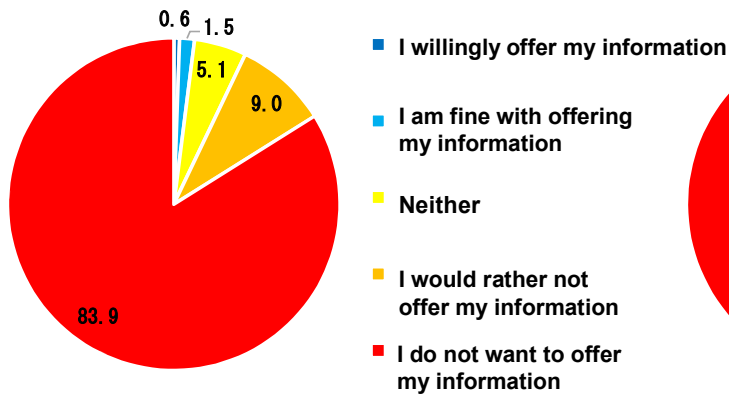
Medical history and medical treatment history



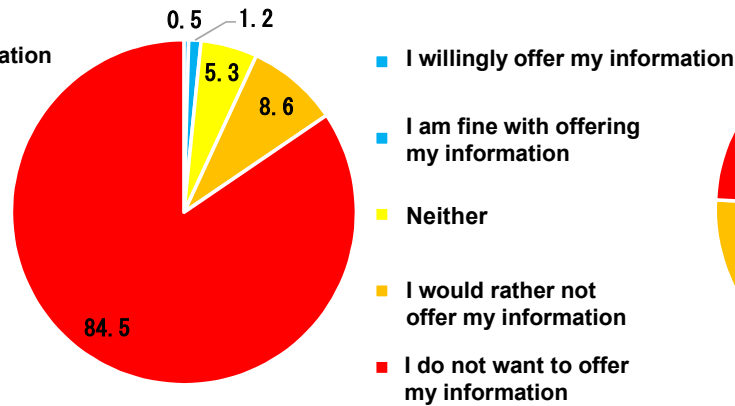
Answers		Occupation	Ratio (%)	Annual income	Ratio (%)	Medical history and medical treatment history	Ratio (%)
a	I willingly offer my information	88	4.4	49	2.5	39	2.0
b	I am fine with offering my information	640	32.0	329	16.5	226	11.3
c	Neither	452	22.6	403	20.2	353	17.7
d	I would rather not offer my information	350	17.5	478	23.9	435	21.8
e	I do not want to offer my information	470	23.5	741	37.1	947	47.4
Number of respondents		2000	100.0	2000	100.0	2000	100.0

Q37-3 How do you feel about providing the following user data to display advertisements based on your interests and focus of attention when using social media?

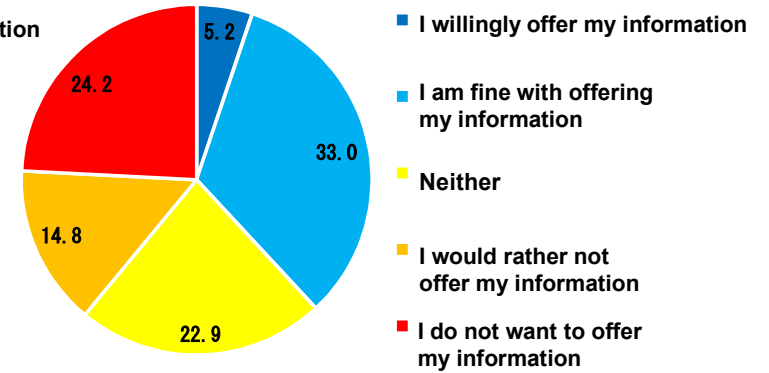
Bank account number



Credit card number



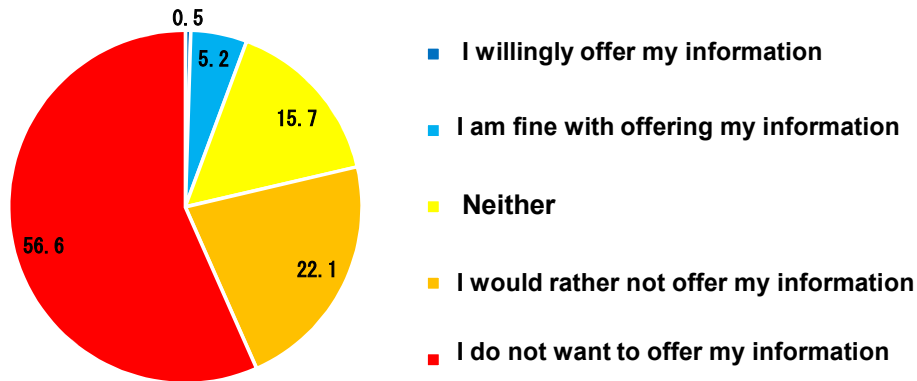
Interests and preferences



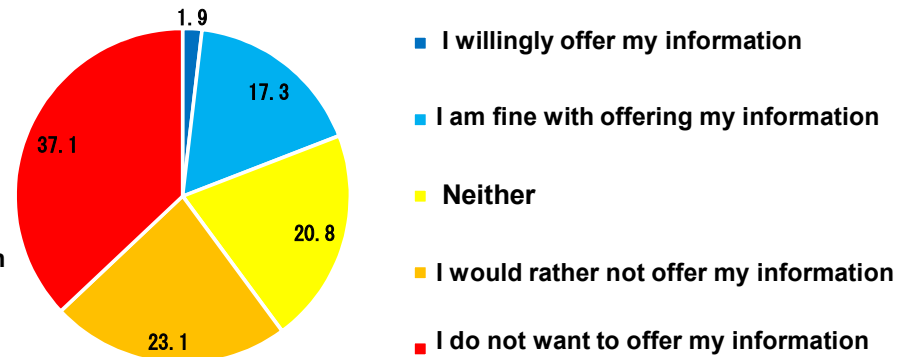
Answers		Bank account number	Ratio (%)	Credit card number	Ratio (%)	Interests and preferences	Ratio (%)
a	I willingly offer my information	11	0.6	9	0.5	103	5.2
b	I am fine with offering my information	29	1.5	23	1.2	659	33.0
c	Neither	102	5.1	106	5.3	458	22.9
d	I would rather not offer my information	180	9.0	172	8.6	296	14.8
e	I do not want to offer my information	1678	83.9	1690	84.5	484	24.2
Number of respondents		2000	100.0	2000	100.0	2000	100.0

Q37-4 How do you feel about providing the following user data to display advertisements based on your interests and focus of attention when using social media?

Location information



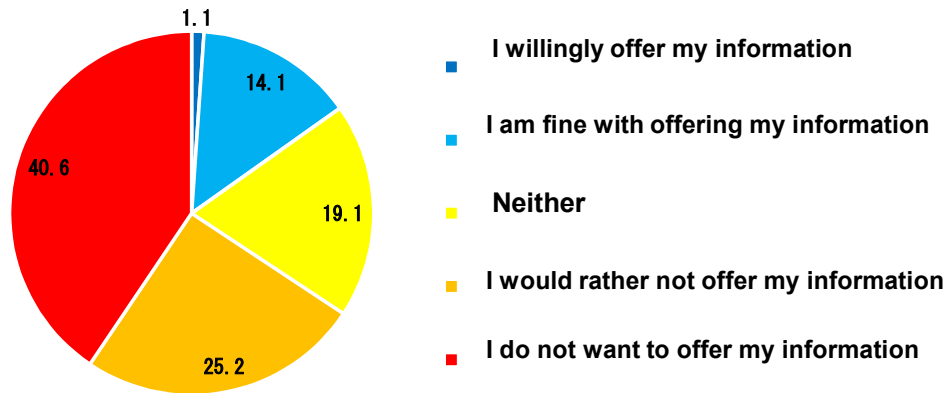
Purchasing information



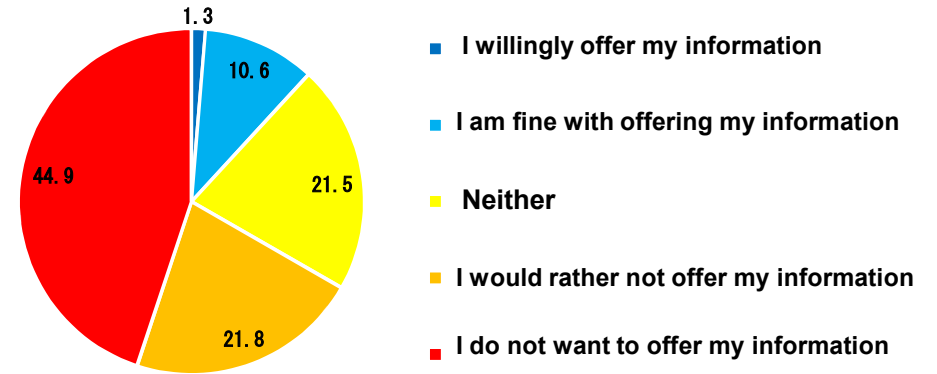
Answers		Location information	Ratio (%)	Purchasing information	Ratio (%)
a	I willingly offer my information	10	0.5	37	1.9
b	I am fine with offering my information	103	5.2	346	17.3
c	Neither	314	15.7	415	20.8
d	I would rather not offer my information	441	22.1	461	23.1
e	I do not want to offer my information	1132	56.6	741	37.1
Number of respondents		2000	100.0	2000	100.0

Q37-5 How do you feel about providing the following user data to display advertisements based on your interests and focus of attention when using social media?

Search history

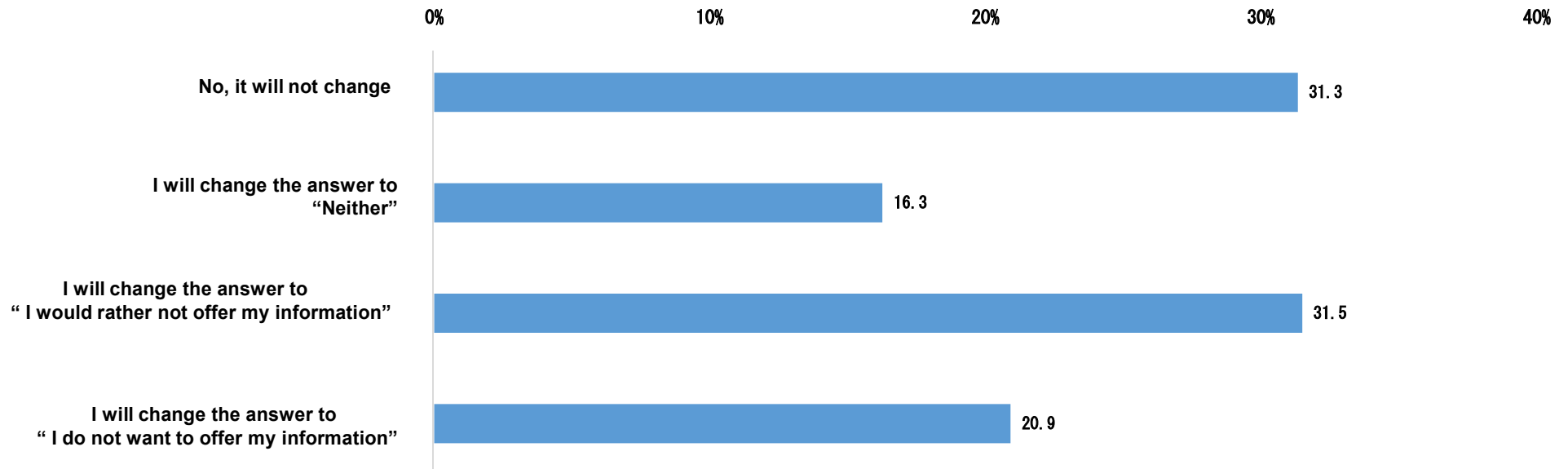


What you posted



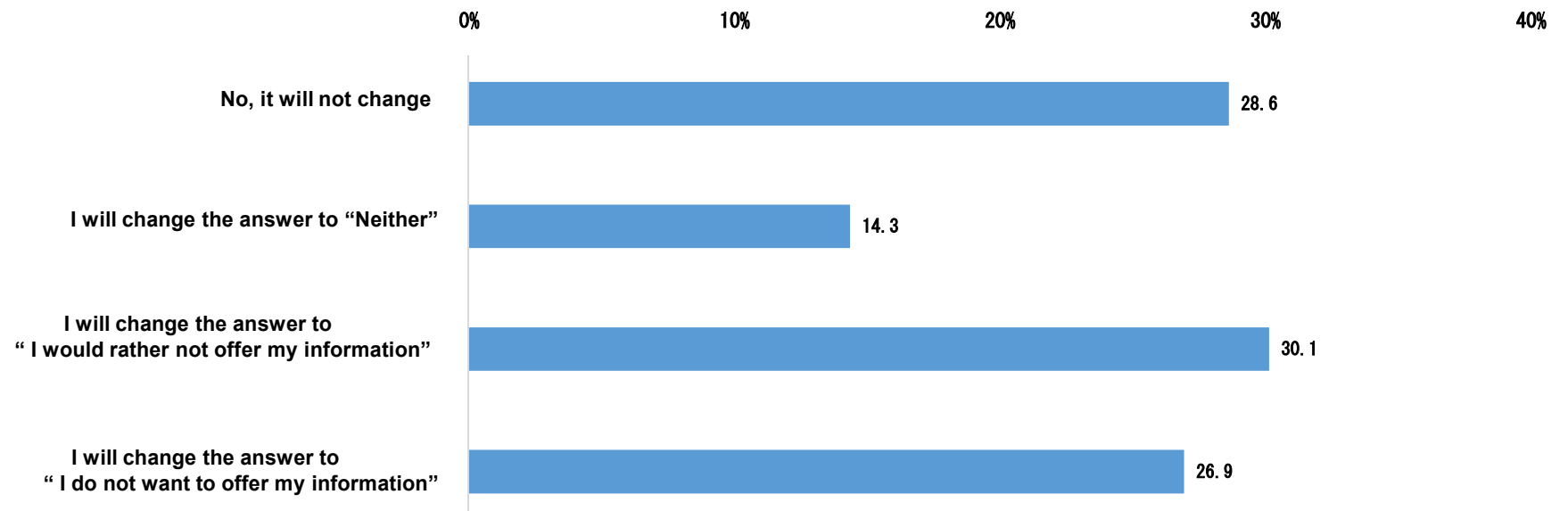
Answers		Search history	Ratio (%)	What you posted	Ratio (%)
a	I willingly offer my information	22	1.1	26	1.3
b	I am fine with offering my information	282	14.1	211	10.6
c	Neither	382	19.1	429	21.5
d	I would rather not offer my information	503	25.2	436	21.8
e	I do not want to offer my information	811	40.6	898	44.9
Number of respondents		2000	100.0	2000	100.0

Q38 The said data is accumulated internally at the social media provider or where the information is shared. This information may accumulate enough to enable individual identification and be used. In this case, will your answer for Q37 change?



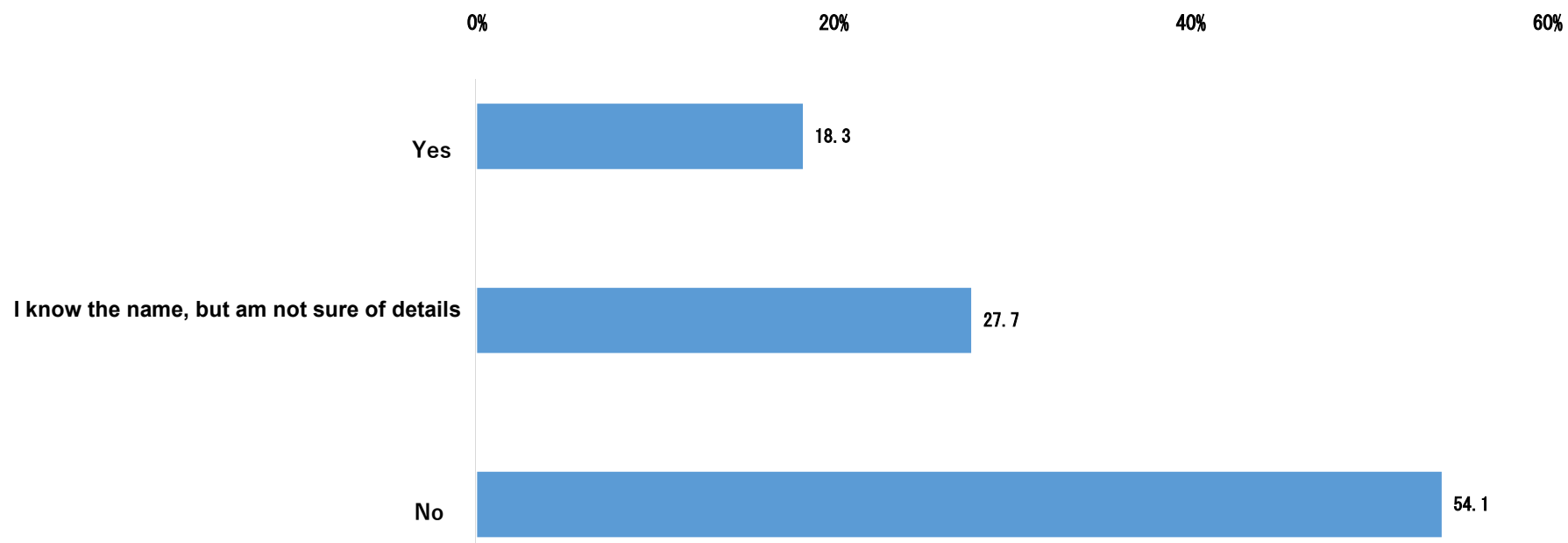
Answers		Number of answers	Ratio (%)
a	No, it will not change	391	31.3
b	I will change the answer to "Neither"	203	16.3
c	I will change the answer to "I would rather not offer my information"	393	31.5
d	I will change the answer to "I do not want to offer my information"	261	20.9
Number of respondents		1248	100.0

Q39 The said data may be linked to personal information, which may be used to identify individuals at the social media provider or where the information is shared. In this case, will your answer for Q37 change?



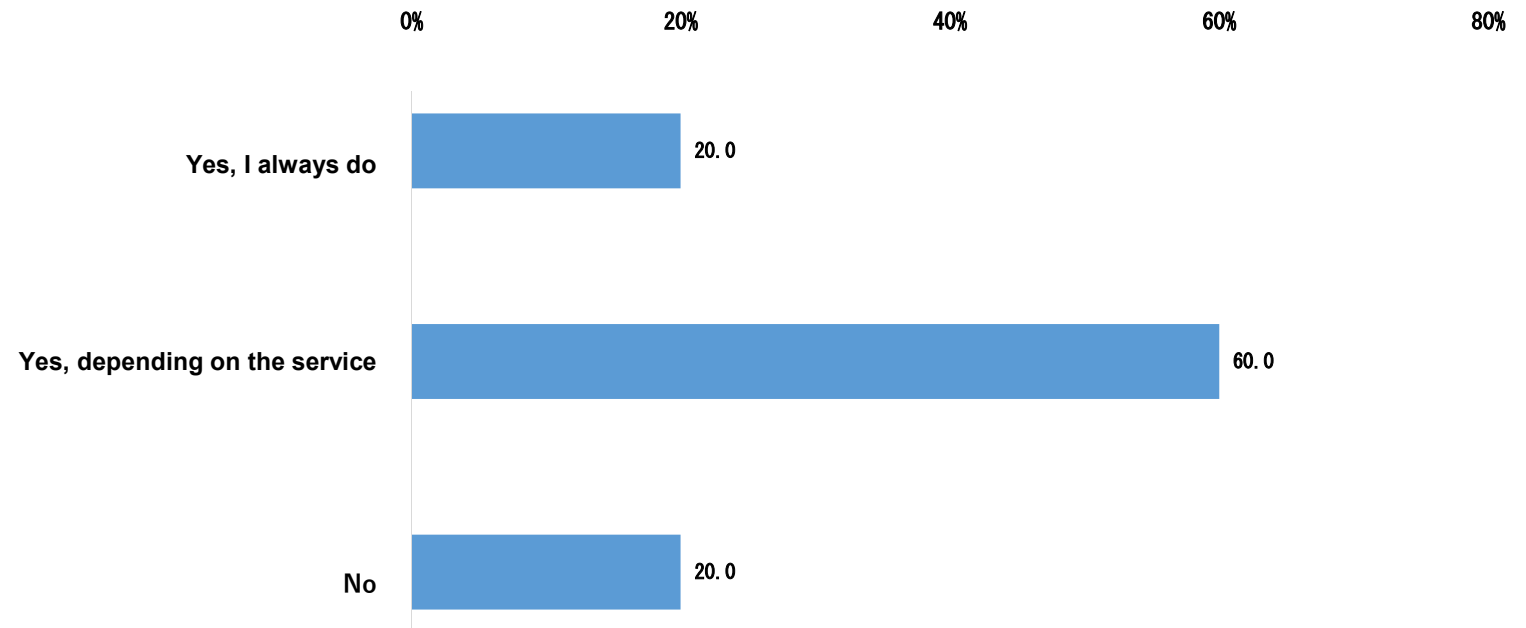
Answers		Number of answers	Ratio (%)
a	No, it will not change	357	28.6
b	I will change the answer to "Neither"	179	14.3
c	I will change the answer to "I would rather not offer my information"	376	30.1
d	I will change the answer to "I do not want to offer my information"	336	26.9
Number of respondents		1248	100.0

Q40 Some social media offer configurations that do not allow collection and usage of your personal information (“opt out configurations”). Do you know about this function?



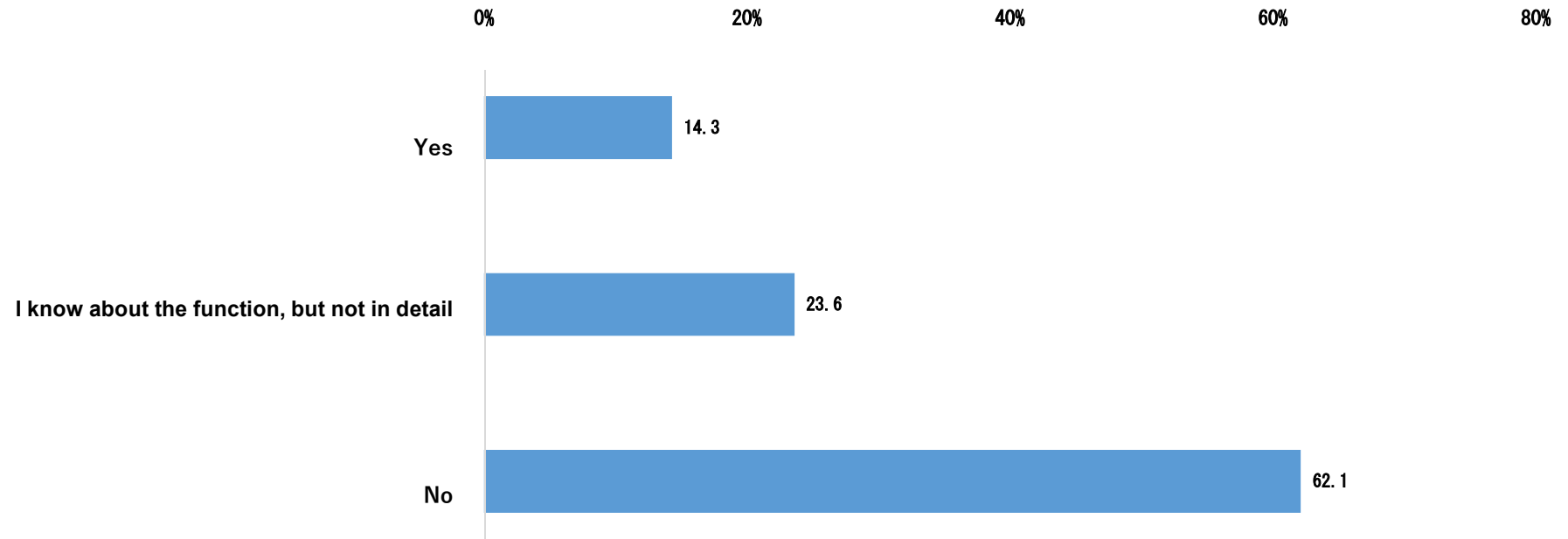
Answers		Number of answers	Ratio (%)
a	Yes	365	18.3
b	I know the name, but am not sure of details	554	27.7
c	No	1081	54.1
Number of respondents		2000	100.0

Q41 This question is for those who answered "a) Yes" at Q40. Do you use the opt out configurations?



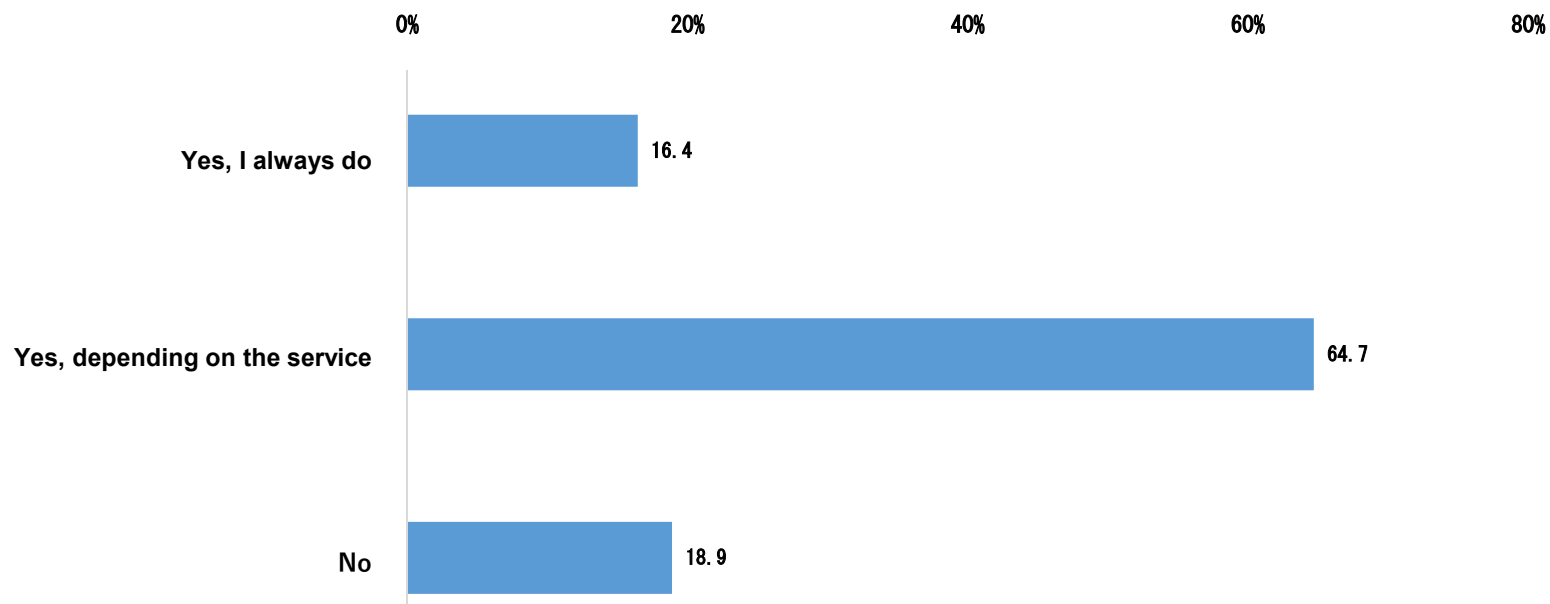
Answers		Number of answers	Ratio (%)
a	Yes, I always do	73	20.0
b	Yes, depending on the service	219	60.0
c	No	73	20.0
Number of respondents		365	100.0

Q42 Are you aware that some social media have a function that displays the reasons an advertisement is shown?



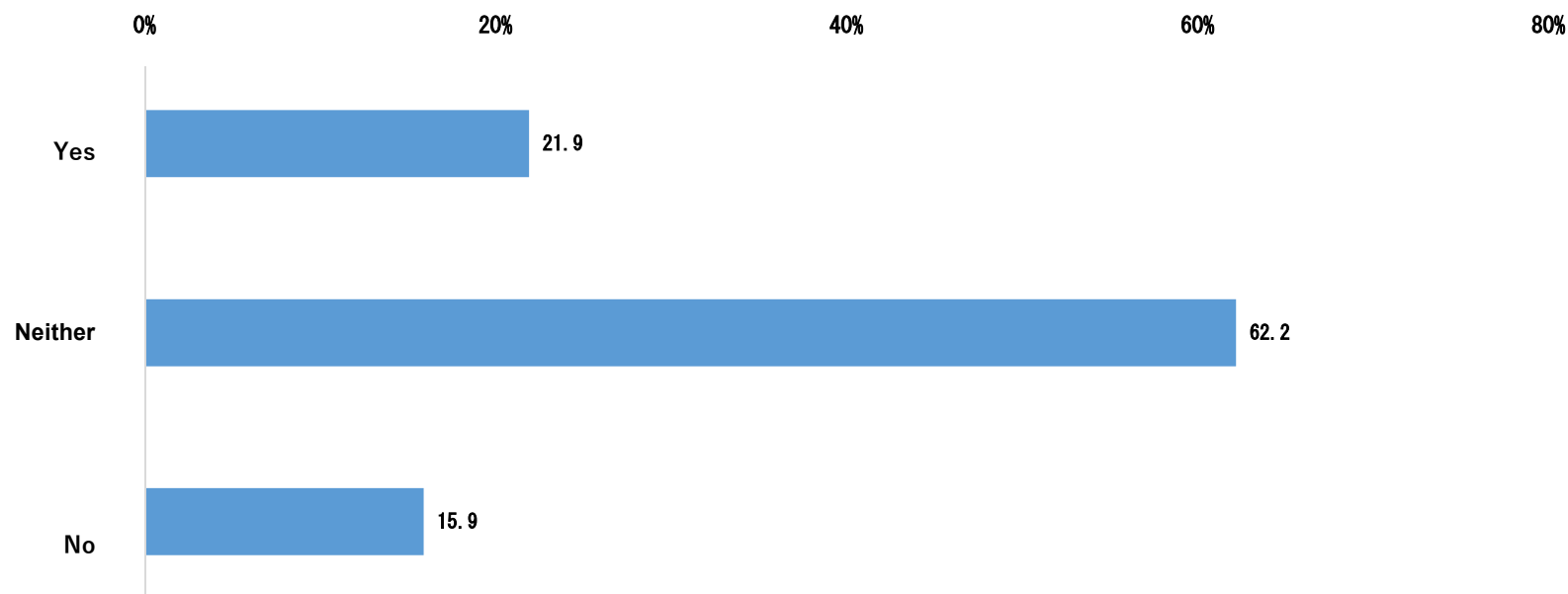
Answers		Number of answers	Ratio (%)
a	Yes	286	14.3
b	I know the name, but am not sure of details	472	23.6
c	No	1242	62.1
Number of respondents		2000	100.0

Q43 This question is for those who answered "a) Yes" at Q42. Do you use the function that displays reasons an advertisement is shown?



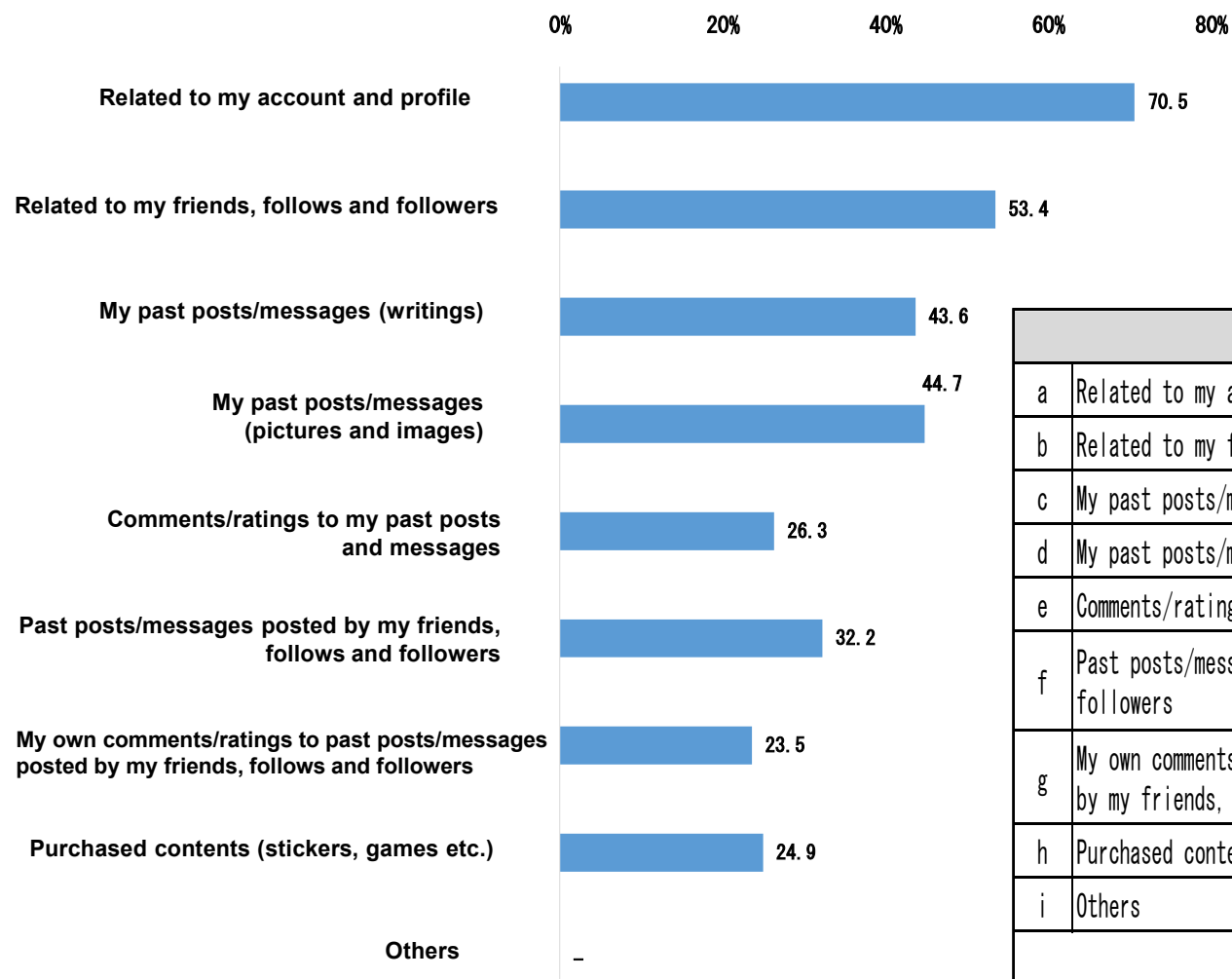
Answers		Number of answers	Ratio (%)
a	Yes, I always do	47	16.4
b	Yes, depending on the service	185	64.7
c	No	54	18.9
Number of respondents		286	100.0

Q44 Do you want to use other social media if you can transfer your registration data about friends and past communications, etc. and continue to communicate with friends?



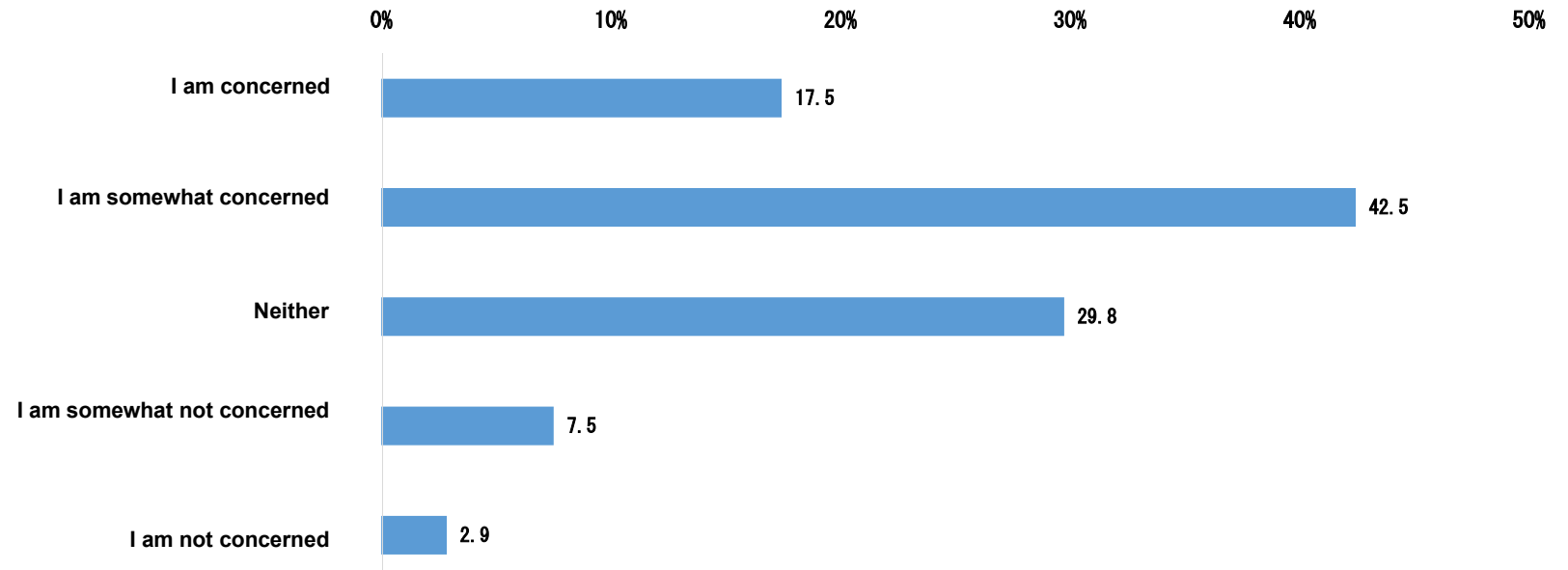
Answers		Number of answers	Ratio (%)
a	Yes	438	21.9
b	Neither	1244	62.2
c	No	318	15.9
Number of respondents		2000	100.0

Q45 This question is for those who answered "a) Yes" at Q44. What kind of data on existed social media do you want to transfer when you use other social media?



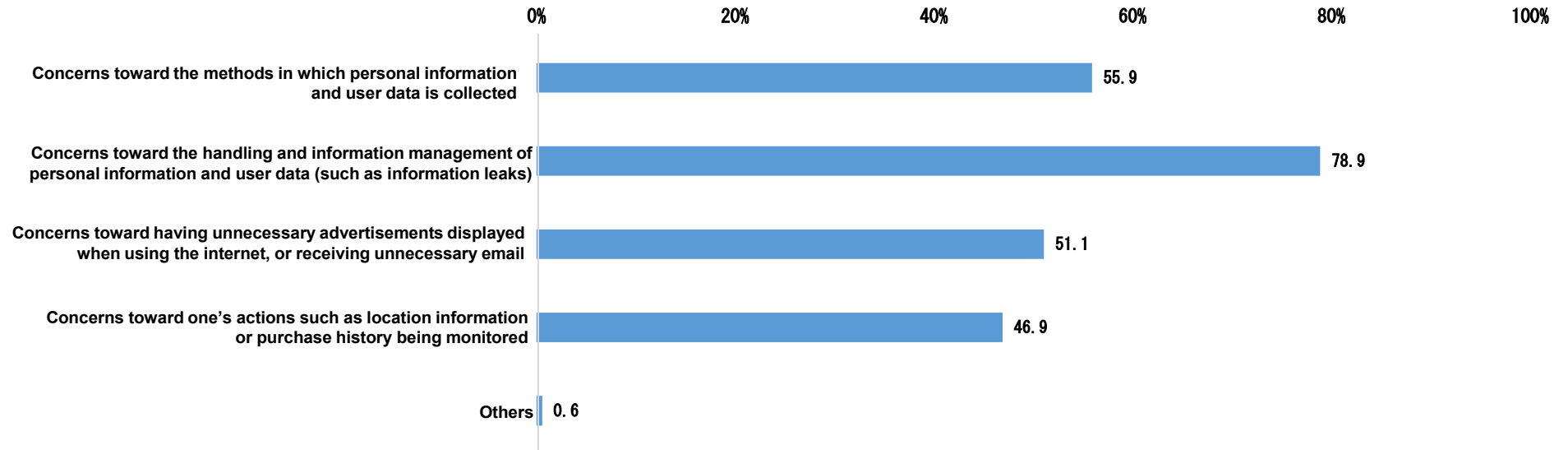
Answers		Number of answers	Ratio(%)
a	Related to my account and profile	309	70.5
b	Related to my friends, follows and followers	234	53.4
c	My past posts/messages (writings)	191	43.6
d	My past posts/messages (pictures and images)	196	44.7
e	Comments/ratings to my past posts and messages	115	26.3
f	Past posts/messages posted by my friends, follows and followers	141	32.2
g	My own comments/ratings to past posts/messages posted by my friends, follows and followers	103	23.5
h	Purchased contents (stickers, games etc.)	109	24.9
i	Others	-	-
Number of respondents		438	-

Q46 Do you have any concerns about the collection and usage of user data by social media providers?



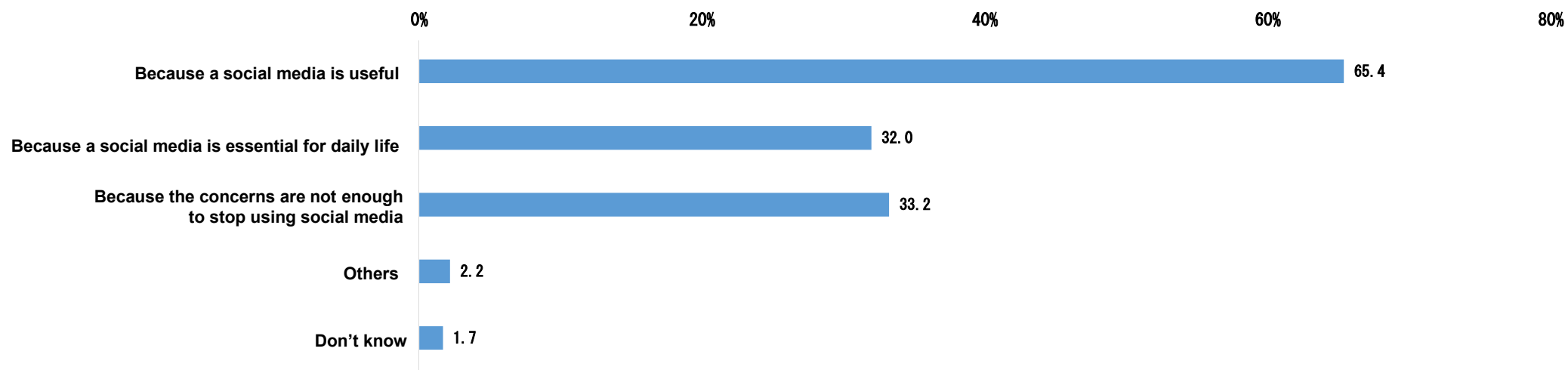
Answers		Number of answers	Ratio (%)
a	I am concerned	349	17.5
b	I am somewhat concerned	849	42.5
c	Neither	595	29.8
d	I am somewhat not concerned	150	7.5
e	I am not concerned	57	2.9
Number of respondents		2000	100.0

Q47 This question is for those who answered “a) I am concerned” or “b) I am somewhat concerned” at Q46. What concerns do you have in detail? [Multiple answers accepted]



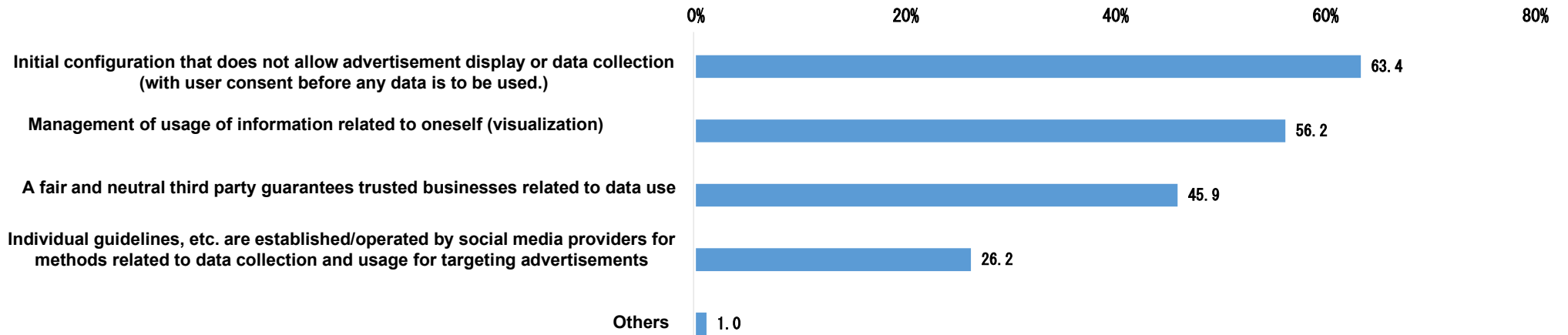
Answers		Number of answers	Ratio (%)
a	Concerns toward the methods in which personal information and user data is collected	670	55.9
b	Concerns toward the handling and information management of personal information and user data (such as information leaks)	945	78.9
c	Concerns toward having unnecessary advertisements displayed when using the internet, or receiving unnecessary email	612	51.1
d	Concerns toward one's actions such as location information or purchase history being monitored	562	46.9
e	Oters	7	0.6
Number of respondents		1198	-

Q48 This question is for those who answered “a) I am concerned” or “b) I am somewhat concerned” at Q46. What is the reason for using this type of social media, despite having concerns? [Multiple answers accepted]



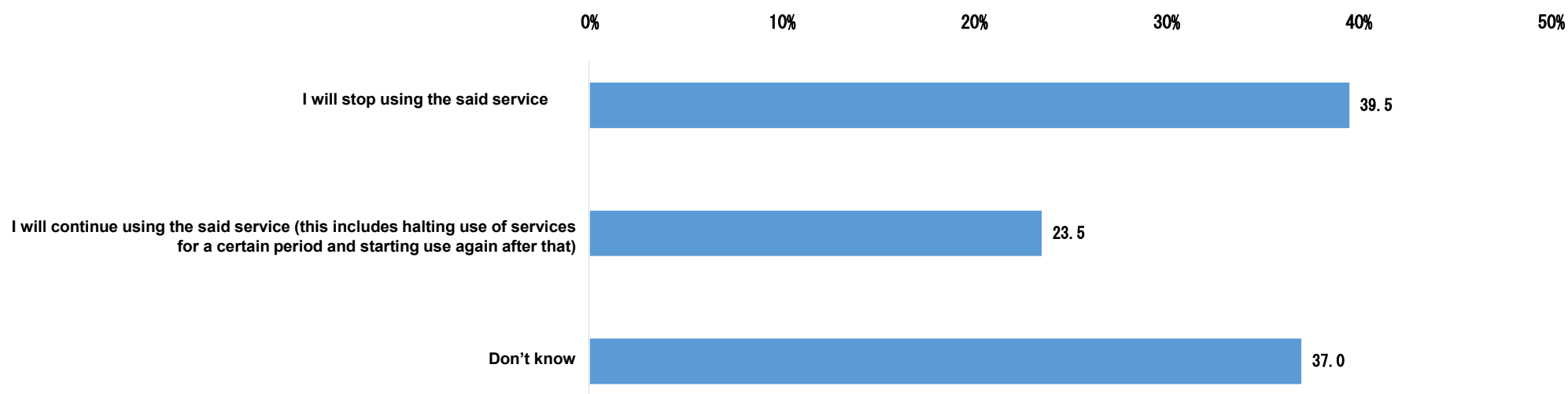
Answers		Number of answers	Ratio (%)
a	Because a social media is useful	783	65.4
b	Because a social media is essential for daily life	383	32.0
c	Because the concerns are not enough to stop using a social media	398	33.2
d	Others	26	2.2
e	Don't know	20	1.7
Number of respondents		1198	–

Q49 This question is for those who answered “a) I am concerned” or “b) I am somewhat concerned” at Q46. What is an optimal social media environment to address these types of concerns? [Multiple answers accepted]



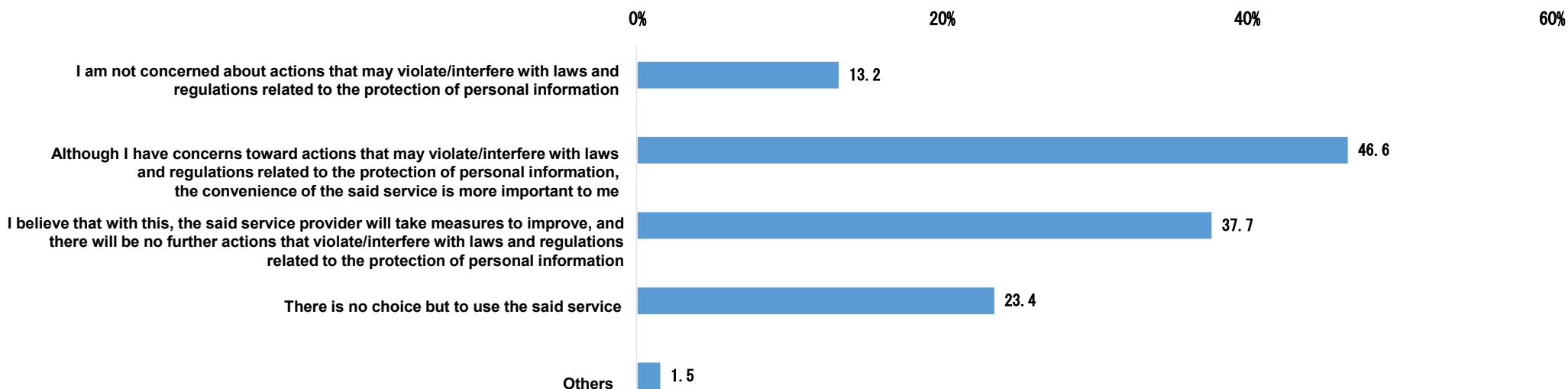
Answers		Number of answers	Ratio (%)
a	Initial configuration that does not allow advertisement display or data collection (with user consent before any data is to be used.)	759	63.4
b	Management of usage of information related to oneself (visualization)	673	56.2
c	A fair and neutral third party guarantees trusted businesses related to data use	550	45.9
d	Individual guidelines, etc. are established/operated by social media providers for methods related to data collection and usage for targeting advertisements	314	26.2
e	Others	12	1.0
Number of respondents		1198	–

Q50 If a social media provider becomes a target of administrative guidance/disposition due to violation/interference (such as leak or improper use of personal information) of Act on the Protection of Personal Information (laws and regulations for the protection of personal information), will you continue to use the services of the said social media provider?



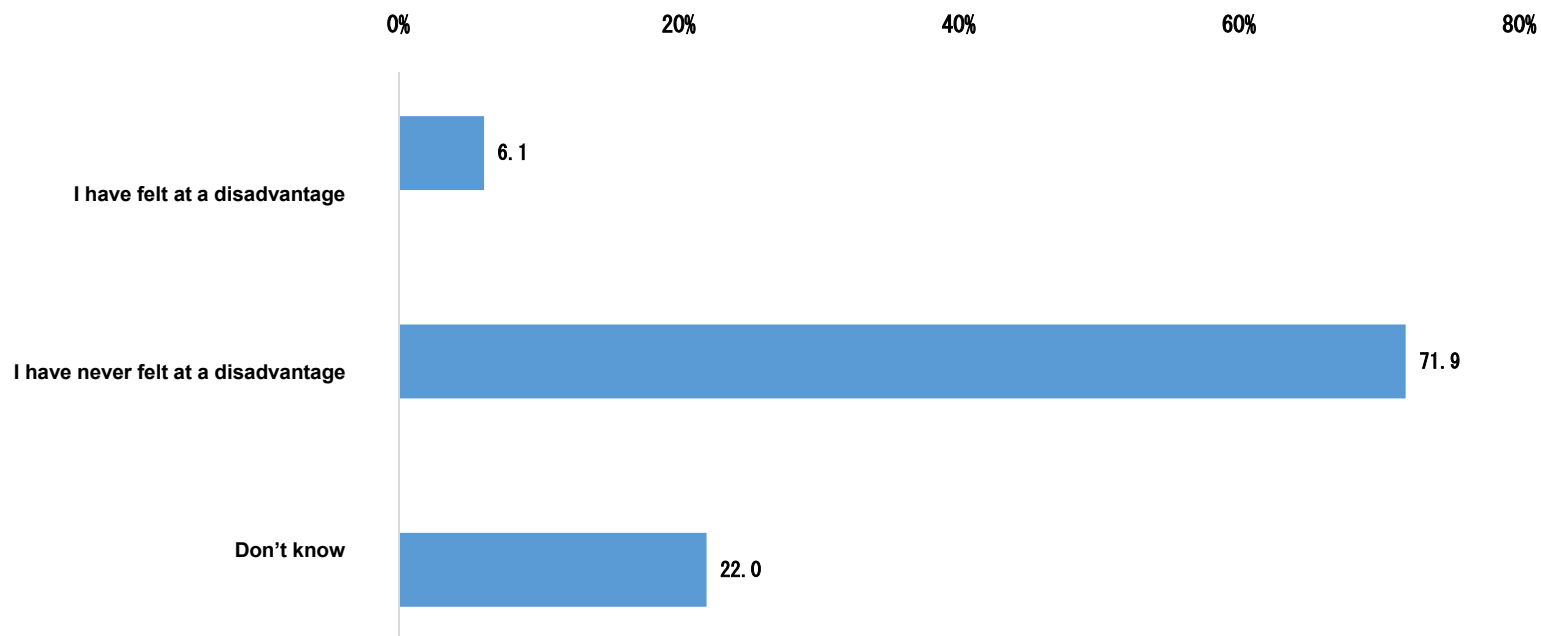
Answers		Number of answers	Ratio (%)
a	I will stop using the said service	790	39.5
b	I will continue using the said service (this includes halting use of services for a certain period and starting use again after that)	470	23.5
c	Don' t know	740	37.0
Number of respondents		2000	100.0

Q51 This question is for those who answered “b) I will continue using the said service” at Q50. What is the reason to continue to use the said social media? [Multiple answers accepted]



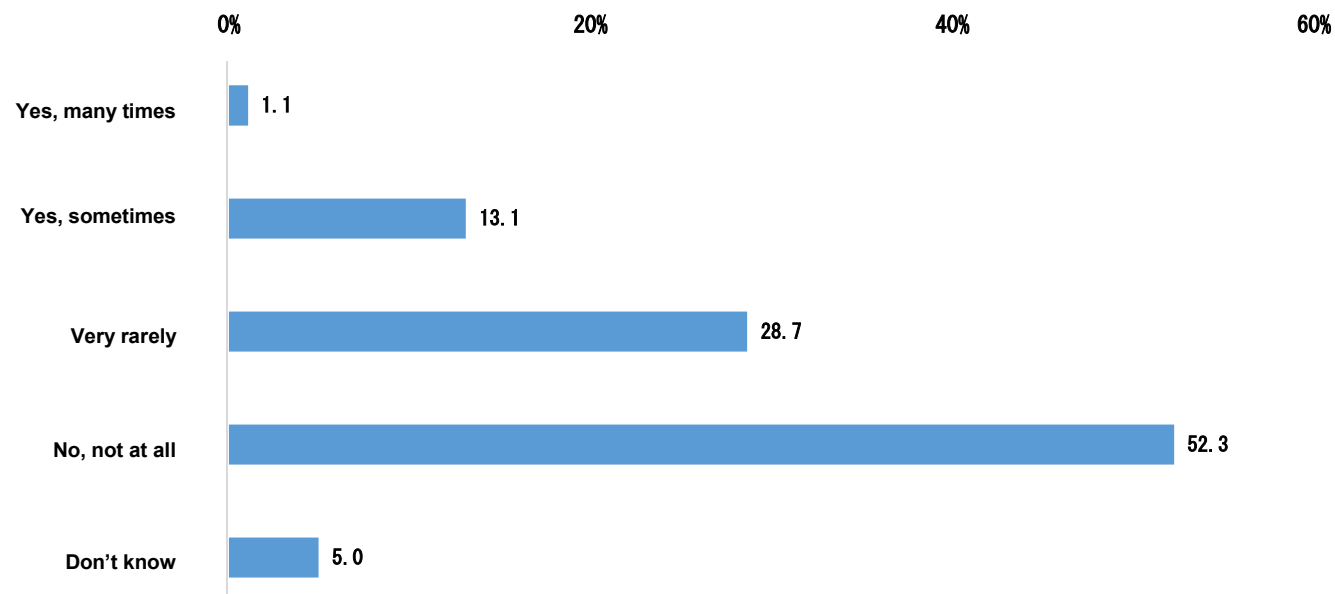
Answers		Number of answers	Ratio (%)
a	I am not concerned about actions that may violate/interfere with laws and regulations related to the protection of personal information	62	13.2
b	Although I have concerns toward actions that may violate/interfere with laws and regulations related to the protection of personal information, the convenience of the said service is more important to me	219	46.6
c	I believe that with this, the said service provider will take measures to improve, and there will be no further actions that violate/interfere with laws and regulations related to the protection of personal information	177	37.7
d	There is no choice but to use the said service	110	23.4
e	Others	7	1.5
Number of respondents		470	-

Q52 Do you feel that you have been at a disadvantage in a specific way related to collection and usage of personal information and user data when using social media?



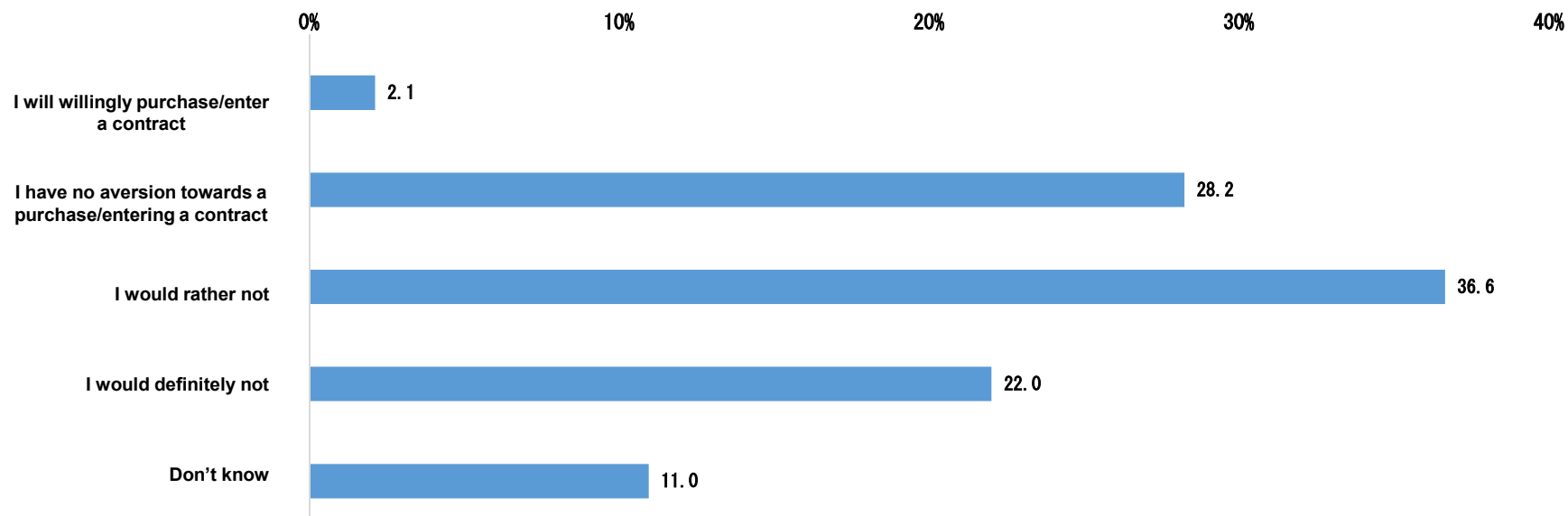
Answers		Number of answers	Ratio (%)
a	I have felt at a disadvantage	122	6.1
b	I have never felt at a disadvantage	1438	71.9
c	Don't know	440	22.0
Number of respondents		2000	100.0

Q54 Have you ever purchased/entered a contract with some kind of product/service displayed on a social media?



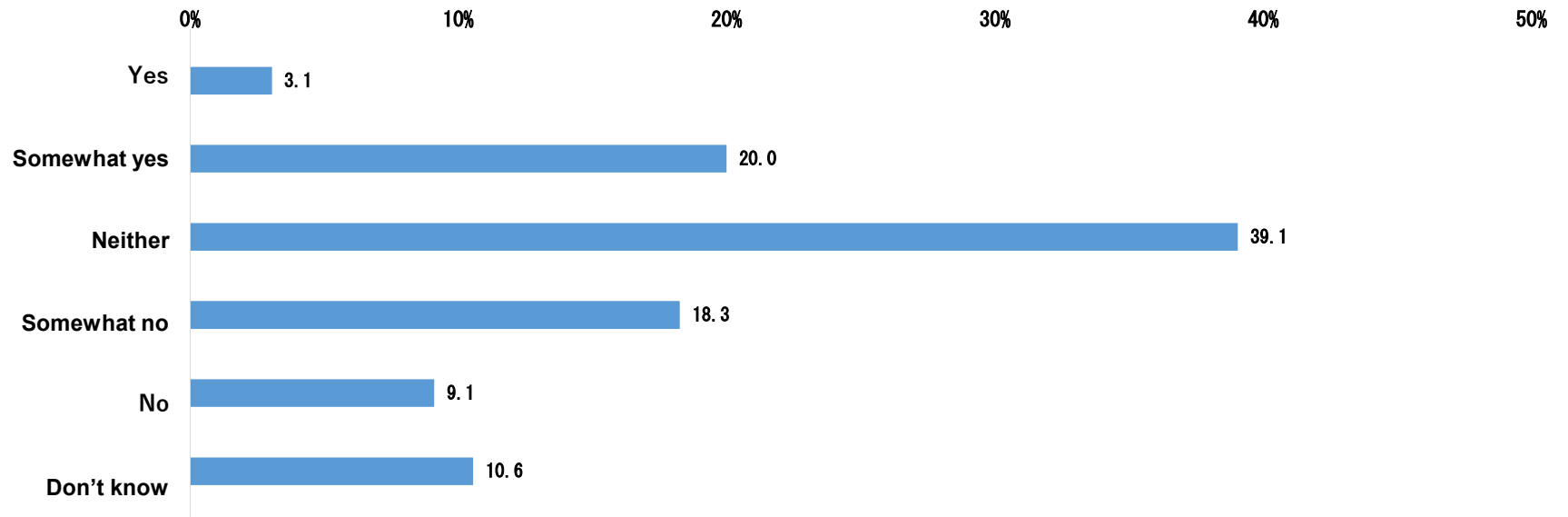
Answers		Number of answers	Ratio (%)
a	Yes, many times	21	1.1
b	Yes, sometimes	262	13.1
c	Very rarely	573	28.7
d	No, not at all	1045	52.3
e	Don' t know	99	5.0
Number of respondents		2000	100.0

Q55 If a more appropriate/attractive advertisement was to be distributed, do you believe you would like to purchase/enter a contract with products/services through that link, etc.?



Answers		Number of answers	Ratio (%)
a	I will willingly purchase/enter a contract	40	2.1
b	I have no aversion towards a purchase/entering a contract	531	28.2
c	I would rather not	689	36.6
d	I would definitely not	414	22.0
e	Don't know	206	11.0
Number of respondents		1880	100.0

Q56 Do you believe that the collected information and data is managed appropriately by social media providers, in order to prevent leaks or misuse?



Answers		Number of answers	Ratio (%)
a	Yes	61	3.1
b	Somewhat yes	400	20.0
c	Neither	781	39.1
d	Somewhat no	365	18.3
e	No	182	9.1
f	Don't know	211	10.6
Number of respondents		2000	100.0