

**Results of Questionnaire Survey for Consumers  
Regarding News Content Distribution**

### <Questionnaire Survey Summary>

A survey was conducted in the form of a questionnaire with consumers registered with a research firm regarding their use of various services that enable the viewing of News Content on smartphones, tablets, PCs, etc. The survey was conducted in the form of a questionnaire to the research firm's consumer monitors. A summary of the survey is as follows.

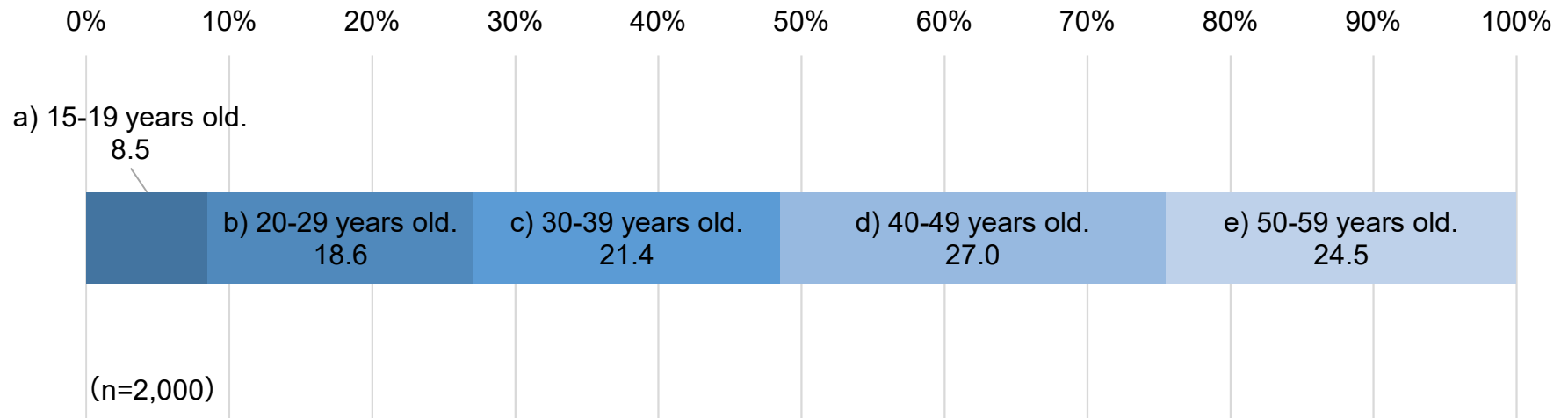
- Survey target: Consumers who view News Content at least 3 days a week via smartphones, tablets, PCs, etc.
- Survey method: Web-based survey (carried out by contractor)
- Implementation period: February 17 to 20, 2023
- Number of respondents: 2,000 (Screening survey was conducted in Q1 through Q4.)

#### (Notes)

- This document generally presents the survey results for multiple-choice questions in all questions in the questionnaire.
- In this document, "Google News, etc." refers to responses from users of Google's news related services (Google News, News Showcase, and Discover).
- In this document, the term "LINE NEWS" includes news browsing from the news tab in the LINE app as well as news browsing from the talk tab.
- In this document, "{1}" refers to responses from respondents regarding the most frequently used service, "{2}" refers to those regarding the second most frequently used service, "{3}" refers to those regarding the third most frequently used service, and finally these are aggregated as "Total."

# 1 Respondent's own situation

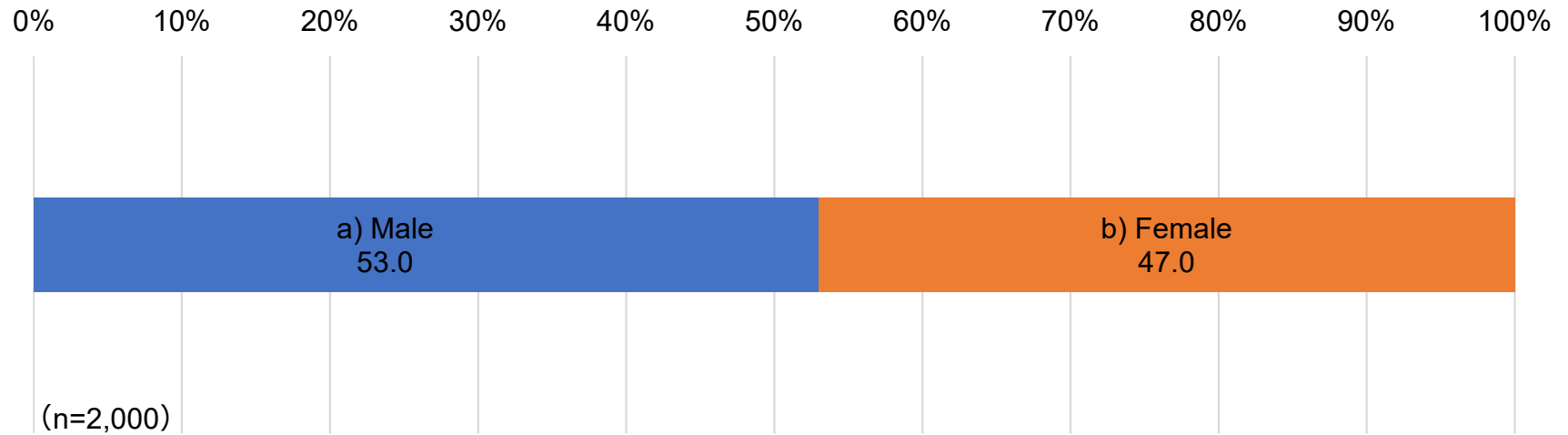
Q1 What is your age?



Responses	Number of respondents	Percentage (%)
a) 15-19 years old.	170	8.5
b) 20-29 years old.	372	18.6
c) 30-39 years old.	428	21.4
d) 40-49 years old.	540	27.0
e) 50-59 years old.	490	24.5
<b>Total</b>	<b>2,000</b>	<b>100.0</b>

# 1 Respondent's own situation

Q2 What is your gender?



Responses	Number of respondents	Percentage (%)
a) Male	1,060	53.0
b) Female	940	47.0
Total	2,000	100.0

# 1 Respondent's own situation

Q3 What prefecture do you live in? (If you have more than one address, please select the one that best describes the prefecture where your principal residence is in your opinion.)

	Prefecture name	Number of respondents	Percentage (%)
1	Hokkaido	87	4.4
2	Aomori	13	0.7
3	Iwate	21	1.1
4	Miyagi	40	2.0
5	Akita	10	0.5
6	Yamagata	14	0.7
7	Fukushima	21	1.1
8	Ibaraki	32	1.6
9	Tochigi	35	1.8
10	Gunma	22	1.1
11	Saitama	111	5.6
12	Chiba	117	5.9
13	Tokyo	304	15.2
14	Kanagawa	171	8.6
15	Niigata	35	1.8
16	Toyama	21	1.1

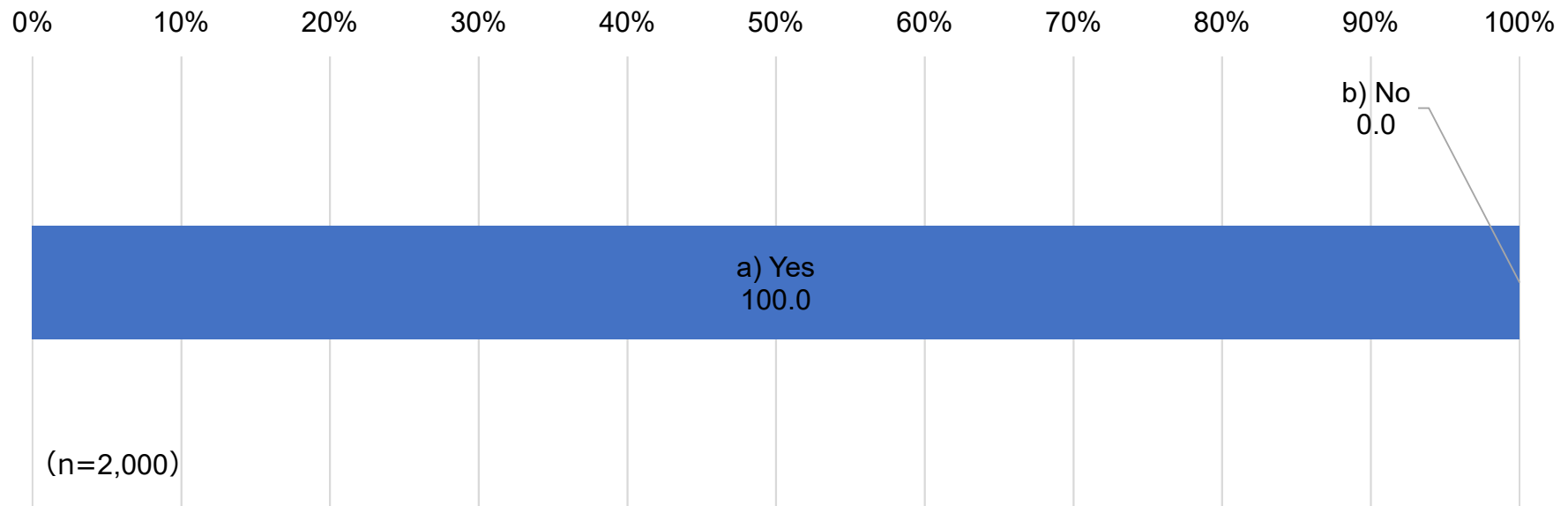
	Prefecture name	Number of respondents	Percentage (%)
17	Ishikawa	15	0.8
18	Fukui	9	0.5
19	Yamanashi	5	0.3
20	Nagano	23	1.2
21	Gifu	26	1.3
22	Shizuoka	41	2.1
23	Aichi	129	6.5
24	Mie	29	1.5
25	Shiga	23	1.2
26	Kyoto	42	2.1
27	Osaka	157	7.9
28	Hyogo	96	4.8
29	Nara	26	1.3
30	Wakayama	14	0.7
31	Tottori	12	0.6
32	Shimane	11	0.6

	Prefecture name	Number of respondents	Percentage (%)
33	Okayama	30	1.5
34	Hiroshima	45	2.3
35	Yamaguchi	24	1.2
36	Tokushima	8	0.4
37	Kagawa	10	0.5
38	Ehime	15	0.8
39	Kouchi (Kochi)	7	0.4
40	Fukuoka	59	3.0
41	Saga	11	0.6
42	Nagasaki	14	0.7
43	Kumamoto	9	0.5
44	Oita	16	0.8
45	Miyazaki	5	0.3
46	Kagoshima	19	1.0
47	Okinawa	16	0.8
Total		2,000	100

# 1 Respondent's own situation

Q4 Do you browse News Content on your mobile phone (including smartphones), tablet, or PC at least 3 days a week?

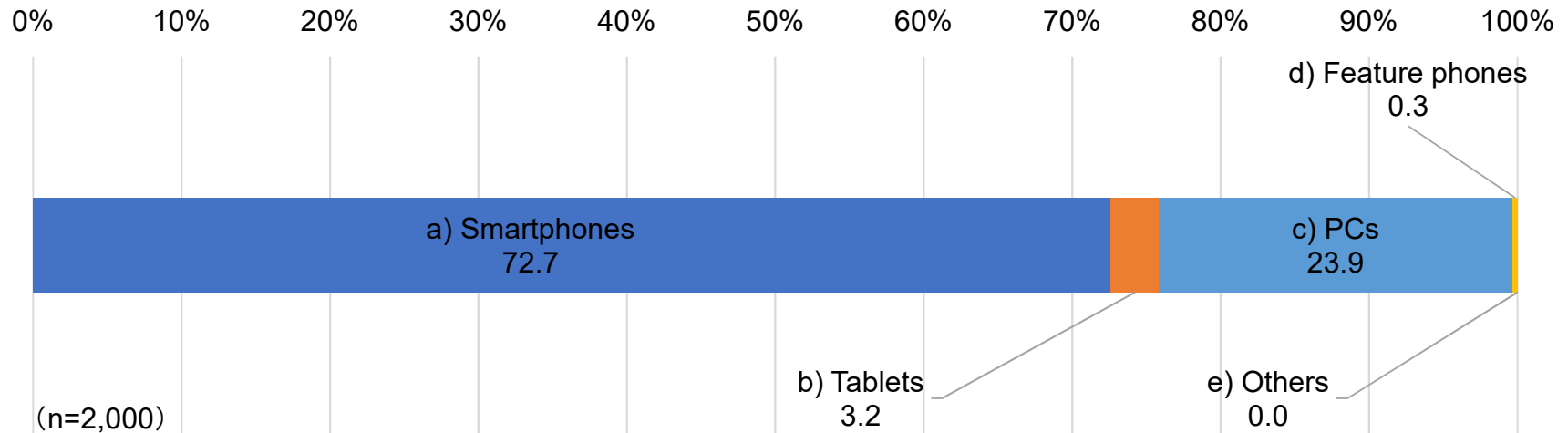
“News Content” means news articles consisting of headlines, article text, photos, videos, etc.



Responses	Number of respondents	Percentage (%)
a) Yes	2,000	100.0
b) No	0	0.0
Total	2,000	100.0

## 2 Viewing of News Content in general

Q5 Please indicate the primary device you use for browsing News Content on the Internet.

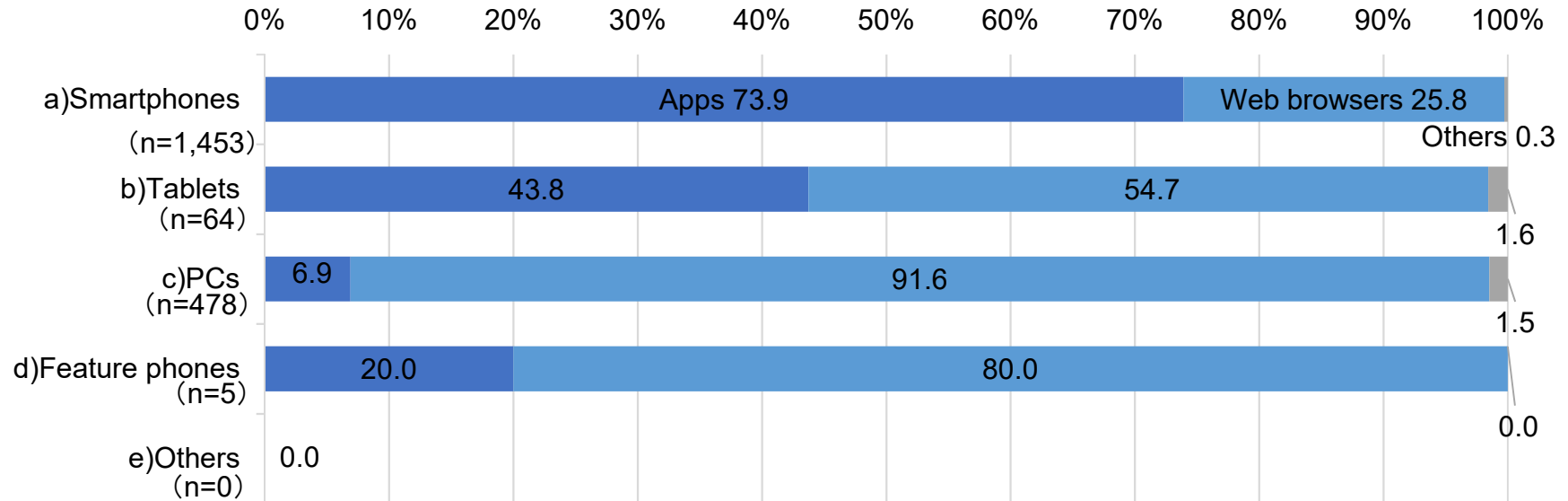


Responses	Number of respondents	Percentage (%)
a) Smartphones	1,453	72.7
b) Tablets	64	3.2
c) PCs	478	23.9
d) Feature phones	5	0.3
e) Others	0	0.0
<b>Total</b>	<b>2,000</b>	<b>100.0</b>

## 2 Viewing of News Content in general

Q6 Please indicate your primary means for browsing News Content on an electronic device (smartphones, tablets, PCs, etc.).

\* "Web browsers" refers to Internet browsers like Google Chrome and Yahoo! Japan.



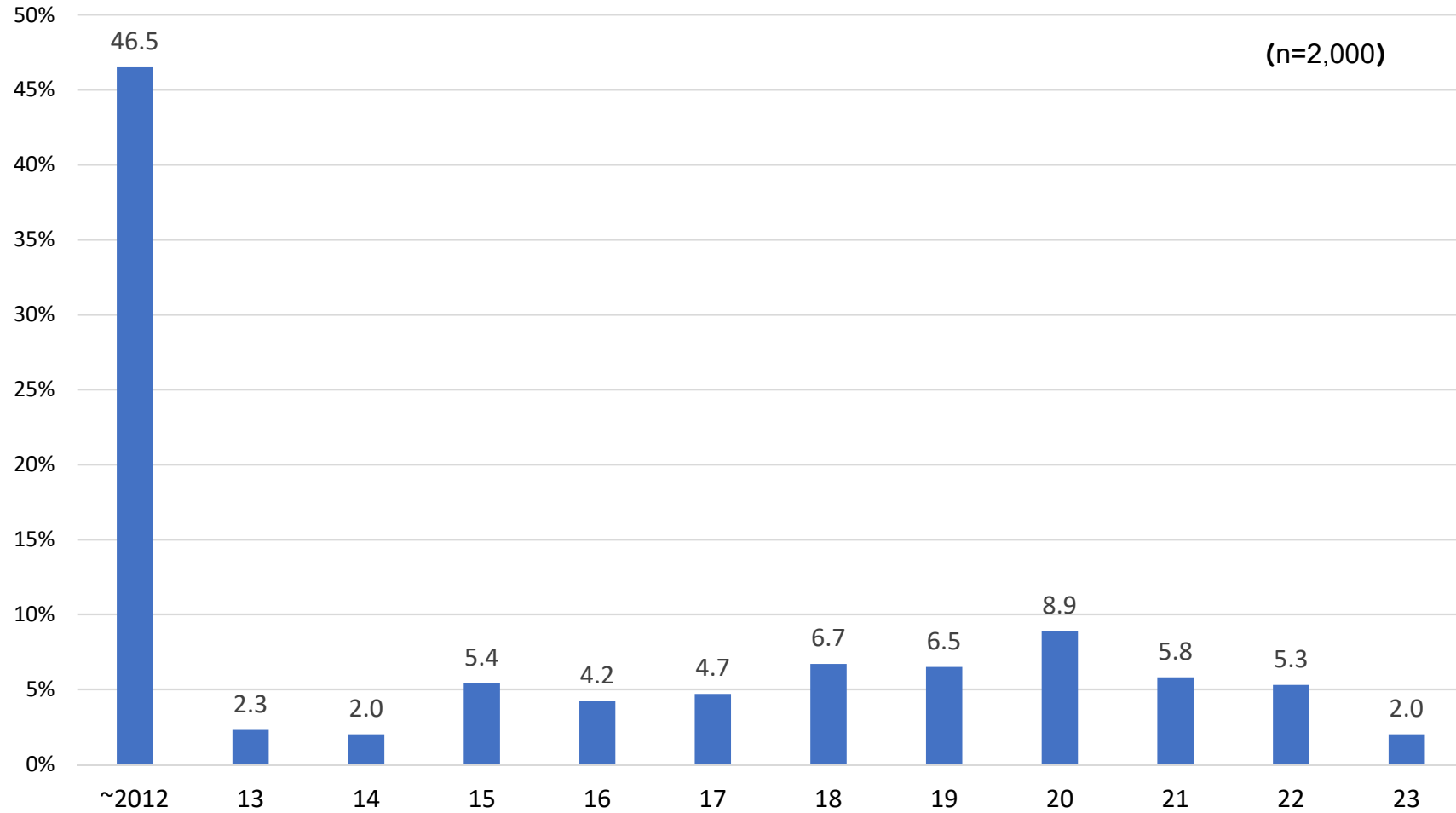
			Q6			
			Apps	Web browsers	Others	Total
Q5 (*1)	a) Smartphones	Number of respondents	1,074	375	4	1,453
		Percentage (%)	73.9	25.8	0.3	100.0
	b) Tablets	Number of respondents	28	35	1	64
		Percentage (%)	43.8	54.7	1.6	100.0
	c) PCs	Number of respondents	33	438	7	478
		Percentage (%)	6.9	91.6	1.5	100.0
	d) Feature phones	Number of respondents	1	4	0	5
		Percentage (%)	20.0	80.0	0.0	100.0
	e) Others	Number of respondents	0	0	0	0
		Percentage (%)	0.0	0.0	0.0	-

(\*1) News Content browsing methods were tabulated for each device selected in Q5.



## 2 Viewing of News Content in general

Q7 Please indicate when you started reading News Content via electronic devices.

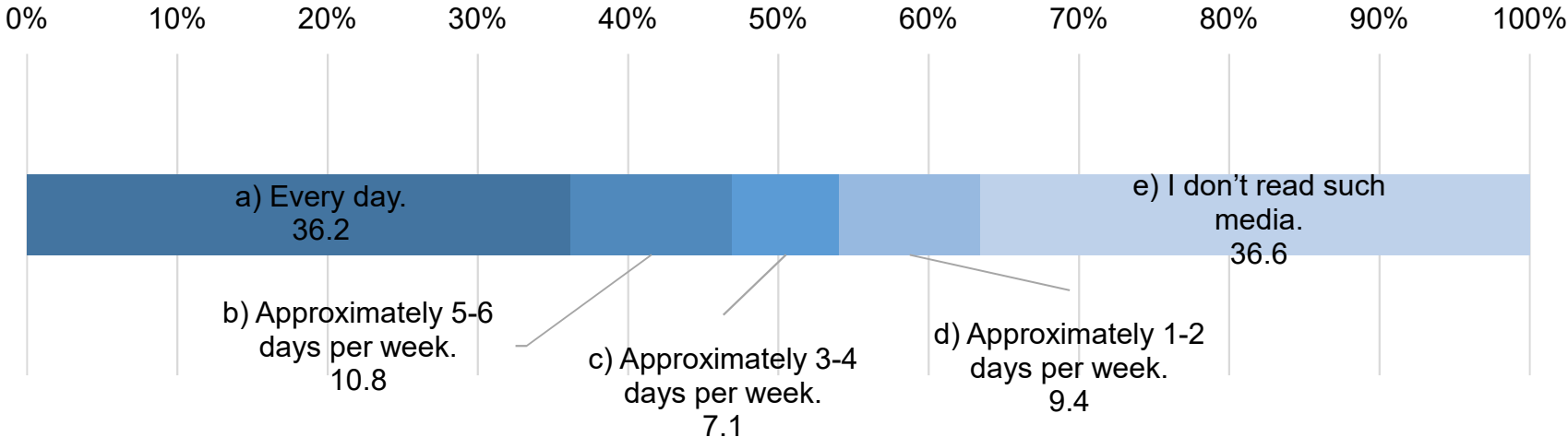


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Responses	Number of respondents	Percentage (%)
2012 or before	929	46.5
2013	45	2.3
2014	40	2.0
2015	107	5.4
2016	83	4.2
2017	94	4.7
2018	133	6.7
2019	130	6.5
2020	178	8.9
2021	115	5.8
2022	106	5.3
2023	40	2.0
Total	2,000	100.0

## 2 Viewing of News Content in general

Q8 To what extent do you read News Content using paper-based media (those printed on paper, such as newspapers and magazines)?

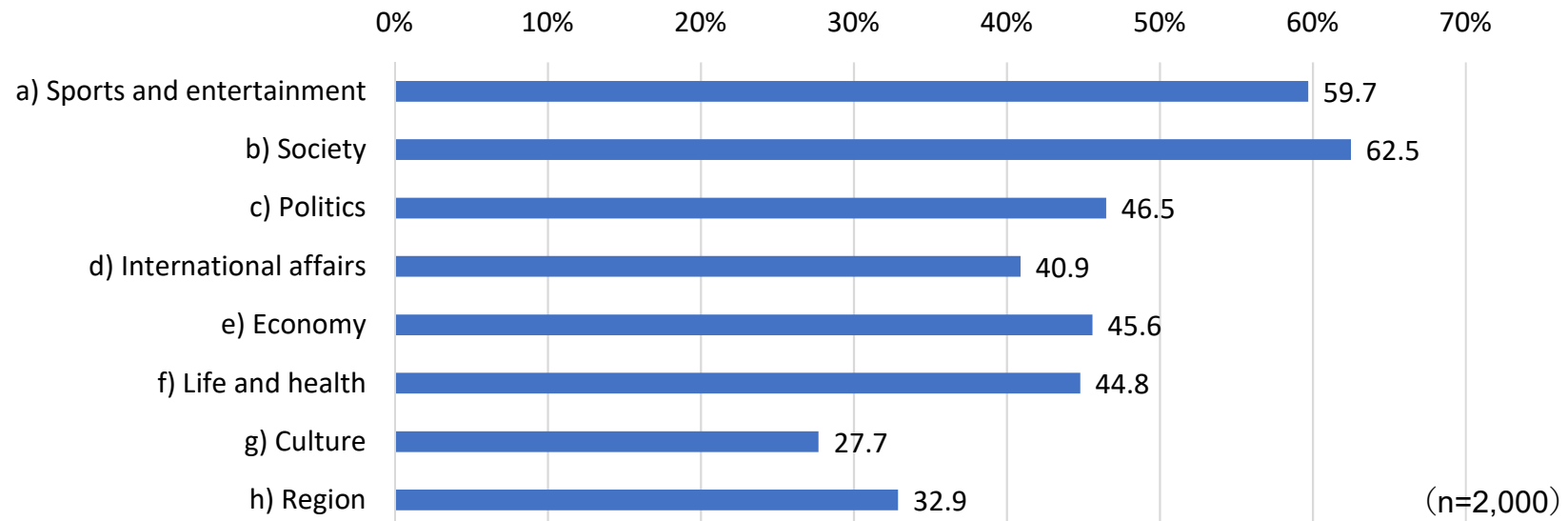


(n=2,000)

Responses	Number of respondents	Percentage (%)
a) Every day.	723	36.2
b) Approximately 5-6 days per week.	215	10.8
c) Approximately 3-4 days per week.	142	7.1
d) Approximately 1-2 days per week.	188	9.4
e) I don't read such media.	732	36.6
Total	2,000	100.0

## 2 Viewing of News Content in general

Q9 Please select the category of News Content you browse most frequently when you browse News Content on an electronic device.



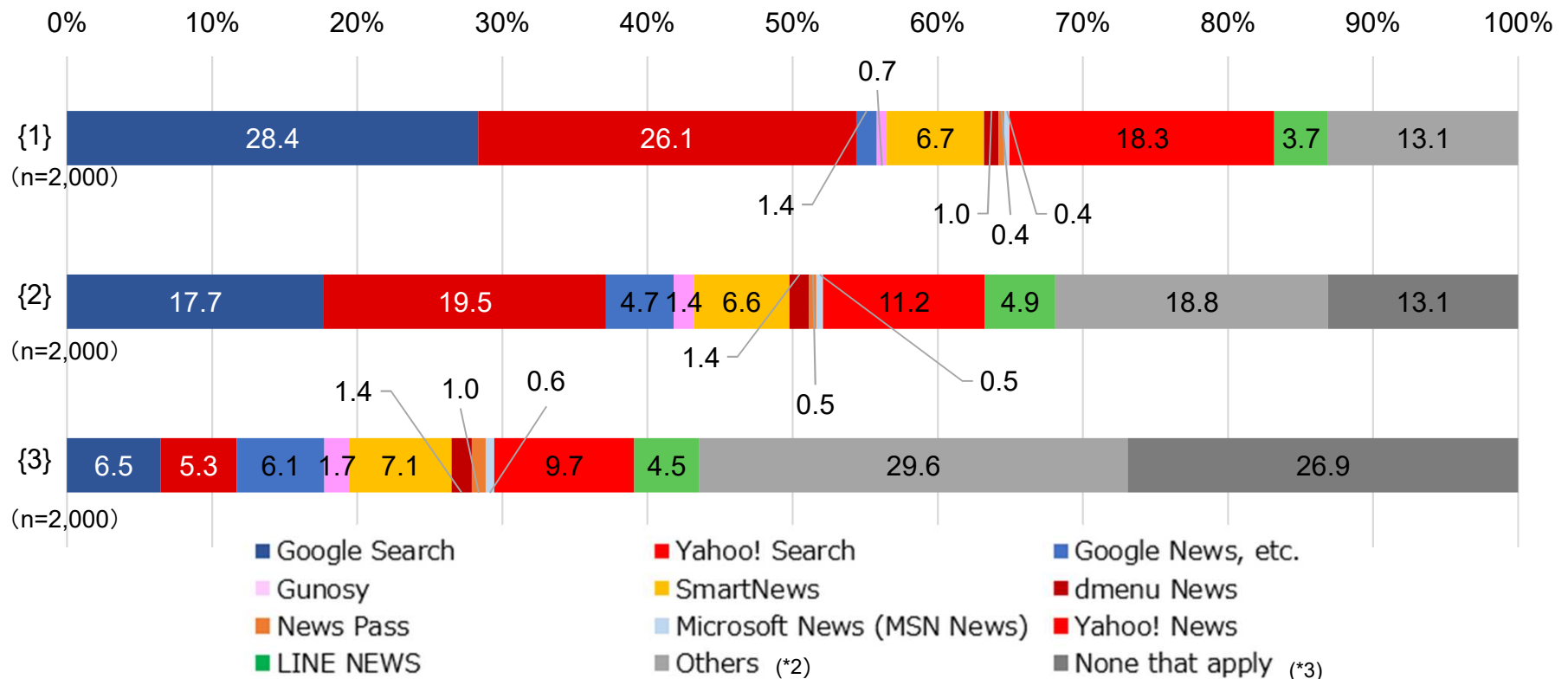
Responses	Number of responses	Percentage (%)
a) Sports and entertainment	1,194	59.7
b) Society	1,250	62.5
c) Politics	930	46.5
d) International affairs	817	40.9
e) Economy	912	45.6
f) Life and health	896	44.8
g) Culture	553	27.7
h) Region	658	32.9
Number of respondents	2,000	-

## 2 Viewing of News Content in general

Q10 Please select the service you use in order of most frequently, second most frequently, and third most frequently to find News Content using an electronic device. Please select only the services you use at least approximately 3 days a week. Please refer to the following examples when selecting services.

Example 1: If you search using the name of a News Media Site or News Portal in an Internet Search and look for News Content on that site, please select the News Media Site or News Portal that you access.

Example 2: If you search for News Content via an Internet Search, for example, by searching using news-related keywords, please select the Internet Search that you use.

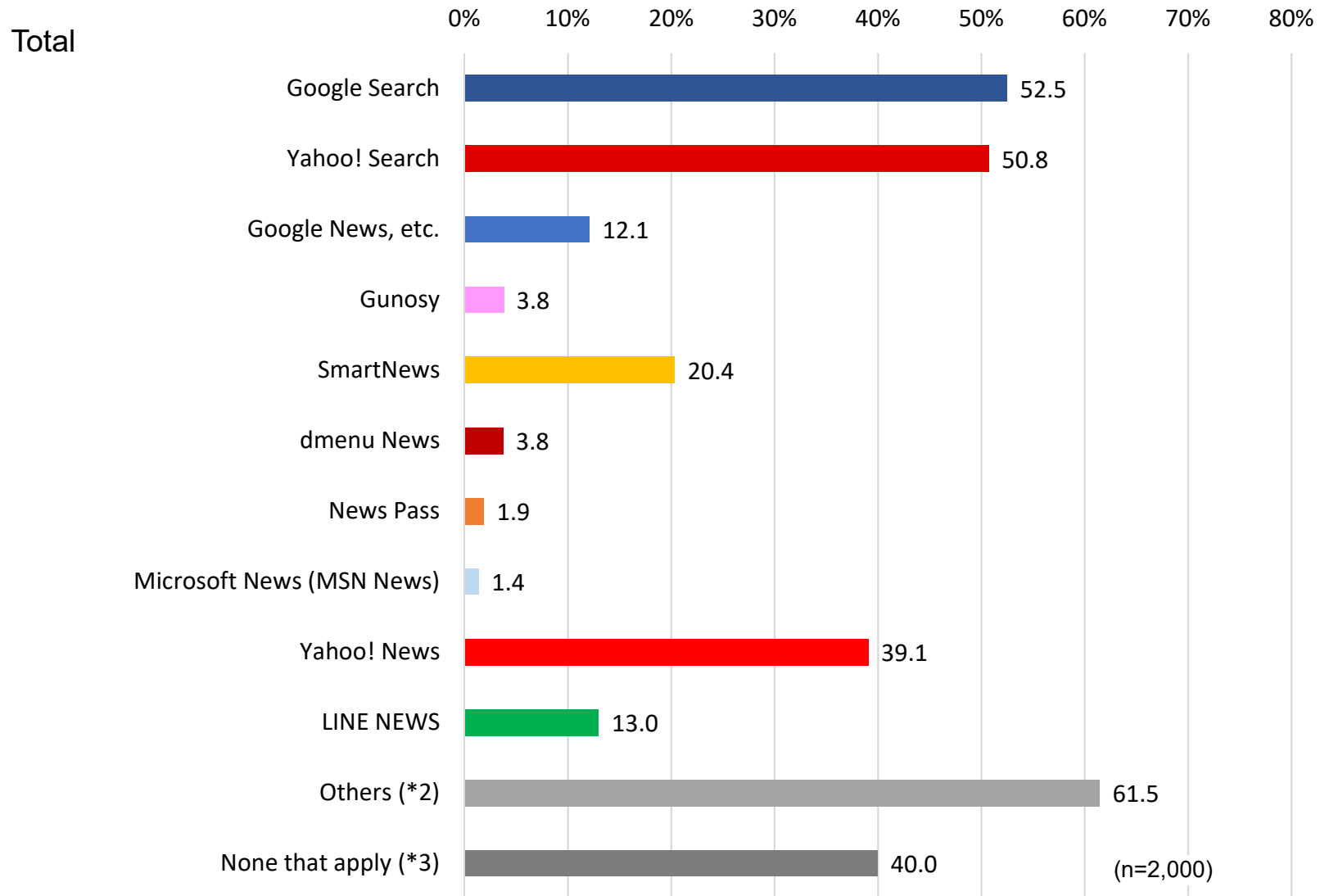


(\*2) In the questionnaire survey for consumers, News Portals, News Media Sites/apps, social media, etc., other than those listed above that were likely to have a large number of users were indicated as choices, and such services are collectively stipulated herein as "Others".

The 61.5% in the "Others" category in the total of the response results for {1} through {3} includes 16.4% for News Portals operated by News Portal Operators that are not subject to News Platforms RFI, 10.0% for News Media Sites, and 35.1% for social media and other services.

(\*3) This choice was selected when the respondent used less than 3 services. This choice was not available in {1}.

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(\*2) In the questionnaire survey for consumers, News Portals, News Media Sites/apps, social media, etc., other than those listed above that were likely to have a large number of users were indicated as choices, and such services are collectively stipulated herein as “Others”.

The 61.5% in the “Others” category in the total of the response results for {1} through {3} includes 16.4% for News Portals operated by News Portal Operators that are not subject to News Platforms RFI, 10.0% for News Media Sites, and 35.1% for social media and other services.

(\*3) This choice was selected when the respondent used less than 3 services. This choice was not available in {1}.

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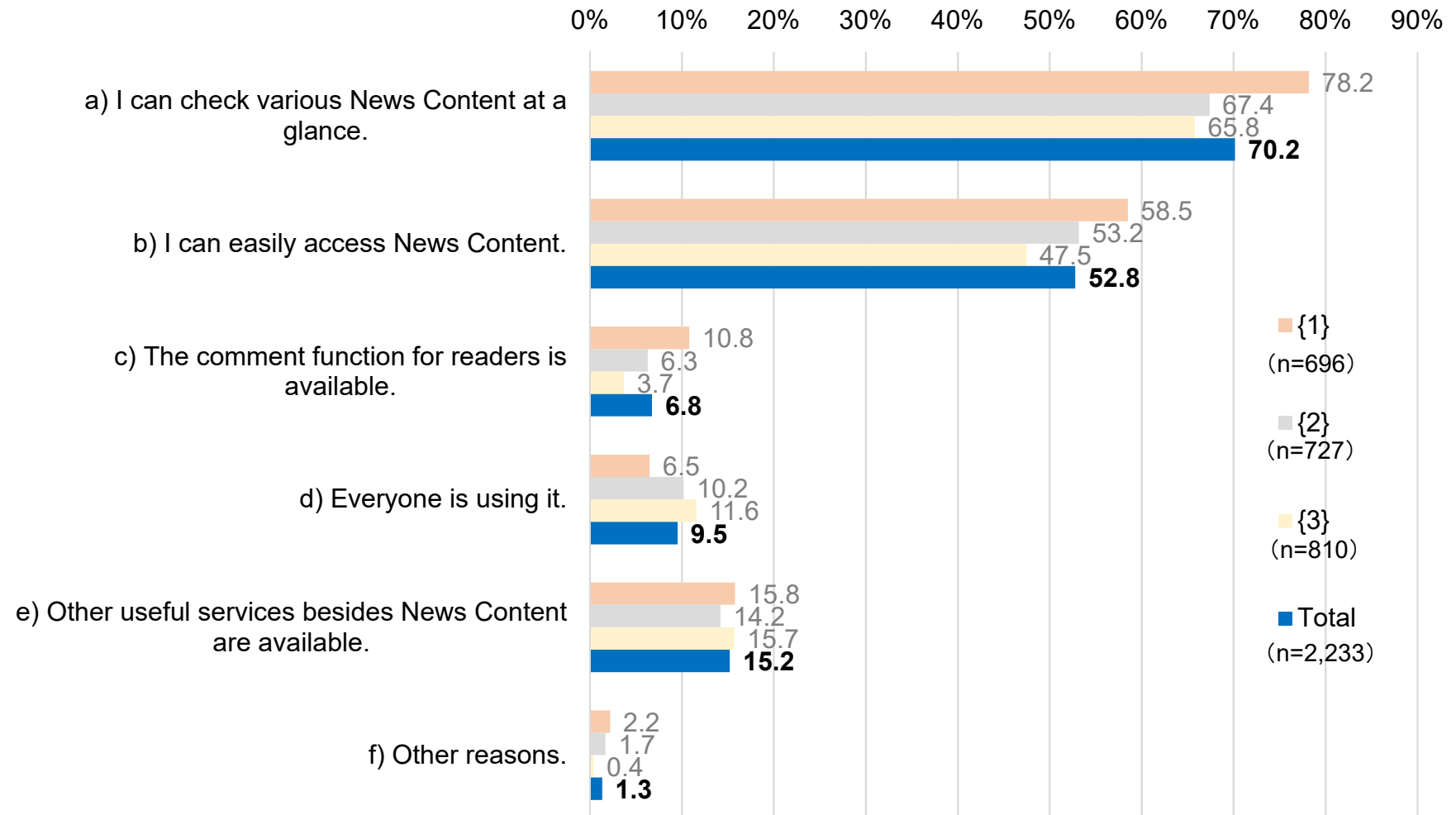
Responses	{1}		{2}		{3}		Total	
	Number of respondents	Percentage (%)	Number of respondents	Percentage (%)	Number of respondents	Percentage (%)	Number of respondents	Percentage (%)
Google Search	567	28.4	354	17.7	129	6.5	1,050	52.5
Yahoo! Search	521	26.1	389	19.5	105	5.3	1,015	50.8
Google News, etc.	28	1.4	93	4.7	121	6.1	242	12.1
Gunosy	14	0.7	28	1.4	34	1.7	76	3.8
SmartNews	134	6.7	132	6.6	141	7.1	407	20.4
dmenu News	20	1.0	27	1.4	28	1.4	75	3.8
News Pass	8	0.4	10	0.5	19	1.0	37	1.9
Microsoft News (MSN News)	7	0.4	9	0.5	12	0.6	28	1.4
Yahoo! News	365	18.3	223	11.2	193	9.7	781	39.1
LINE NEWS	74	3.7	97	4.9	89	4.5	260	13.0
Others (*2)	262	13.1	376	18.8	591	29.6	1,229	61.5
None that apply (*3)	-	-	262	13.1	538	26.9	800	40.0
Total	2,000	100.0	2,000	100.0	2,000	100.0	2,000	-

(\*2) In the questionnaire survey for consumers, News Portals, News Media Sites/apps, social media, etc., other than those listed above that were likely to have a large number of users were indicated as choices, and such services are collectively stipulated herein as “Others”. The 61.5% in the “Others” category in the total of the response results for {1} through {3} includes 16.4% for News Portals operated by News Portal Operators that are not subject to News Platforms RFI, 10.0% for News Media Sites, and 35.1% for social media and other services.

(\*3) This choice was selected when the respondent used less than 3 services. This choice was not available in {1}.

### 3 If you selected “News Portal” in Q10

Q11 Please select up to 3 reasons why you use each News Portal that you selected in Q10. (Multiple answers acceptable)





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Responses	{1}		{2}		{3}		Total	
	Number of responses	Percentage (%)	Number of responses	Percentage (%)	Number of responses	Percentage (%)	Number of responses	Percentage (%)
a) I can check various News Content at a glance.	544	78.2	490	67.4	533	65.8	1,567	70.2
b) I can easily access News Content.	407	58.5	387	53.2	385	47.5	1,179	52.8
c) The comment function for readers is available. (*4)	75	10.8	46	6.3	30	3.7	151	6.8
d) Everyone is using it.	45	6.5	74	10.2	94	11.6	213	9.5
e) Other useful services besides News Content are available.	110	15.8	103	14.2	127	15.7	340	15.2
f) Other reasons.	15	2.2	12	1.7	3	0.4	30	1.3
Number of respondents	696	-	727	-	810	-	2,233 (*5)	-

(\*4) Choice "c)" was not available for respondents who selected News Portal without comment function in Q10.

(\*5) Total number of respondents for {1} through {3}.

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Q11 Please select up to 3 reasons why you use each News Portal that you selected in Q10.

Q10 The services you use to find News Content on electronic devices (total of {1} through {3})

		a) I can check various News Content at a glance.	b) I can easily access News Content.	c) The comment function for readers is available. (*4)	d) Everyone is using it.	e) Other useful services besides News Content are available.	f) Other reasons.	Number of respondents
Google News, etc.	Number of responses	149	126	-	35	38	4	242
	Percentage (%)	61.6	52.1	-	14.5	15.7	1.7	-
Gunosy	Number of responses	42	35	-	8	20	1	76
	Percentage (%)	55.3	46.1	-	10.5	26.3	1.3	-
SmartNews	Number of responses	300	207	-	37	85	2	407
	Percentage (%)	73.7	50.9	-	9.1	20.9	0.5	-
dmenu News	Number of responses	46	44	-	6	11	1	75
	Percentage (%)	61.3	58.7	-	8.0	14.7	1.3	-
News Pass	Number of responses	20	22	-	4	13	1	37
	Percentage (%)	54.1	59.5	-	10.8	35.1	2.7	-
Microsoft News (MSN News)	Number of responses	18	14	1	1	2	2	28
	Percentage (%)	64.3	50.0	3.6	3.6	7.1	7.1	-
Yahoo! News	Number of responses	636	434	146	52	71	4	781
	Percentage (%)	81.4	55.6	18.7	6.7	9.1	0.5	-
LINE NEWS	Number of responses	154	155	-	26	31	1	260
	Percentage (%)	59.2	59.6	-	10.0	11.9	0.4	-
Others (*6)	Number of responses	202	142	4	44	69	14	327
	Percentage (%)	61.8	43.4	1.2	13.5	21.1	4.3	-
Total	Number of responses	1,567	1,179	151	213	340	30	2,233
	Percentage (%)	70.2	52.8	6.8	9.5	15.2	1.3	-

(If the number of respondents is 30 or more)

■ Total +10 points or more

■ Total +5 points or more

■ Total - 5 points or less

■ Total - 10 points or less

For the cross-tabulation table, cells are colored respectively if the percentage amount in each cell is greater by 10 points or more, greater by 5 points or more, less by 5 points or below, or less by 10 points or below than the percentage amount in "Total" cell. For example, 81.4% of Yahoo! News users indicated that they use Yahoo! News because "a) they can check various News Content at a glance", which is more than 10 percentage points larger than 70.2% in the "Total", so the cell is colored in dark orange. This is made only in the case the number of respondents has to be 30 or more.

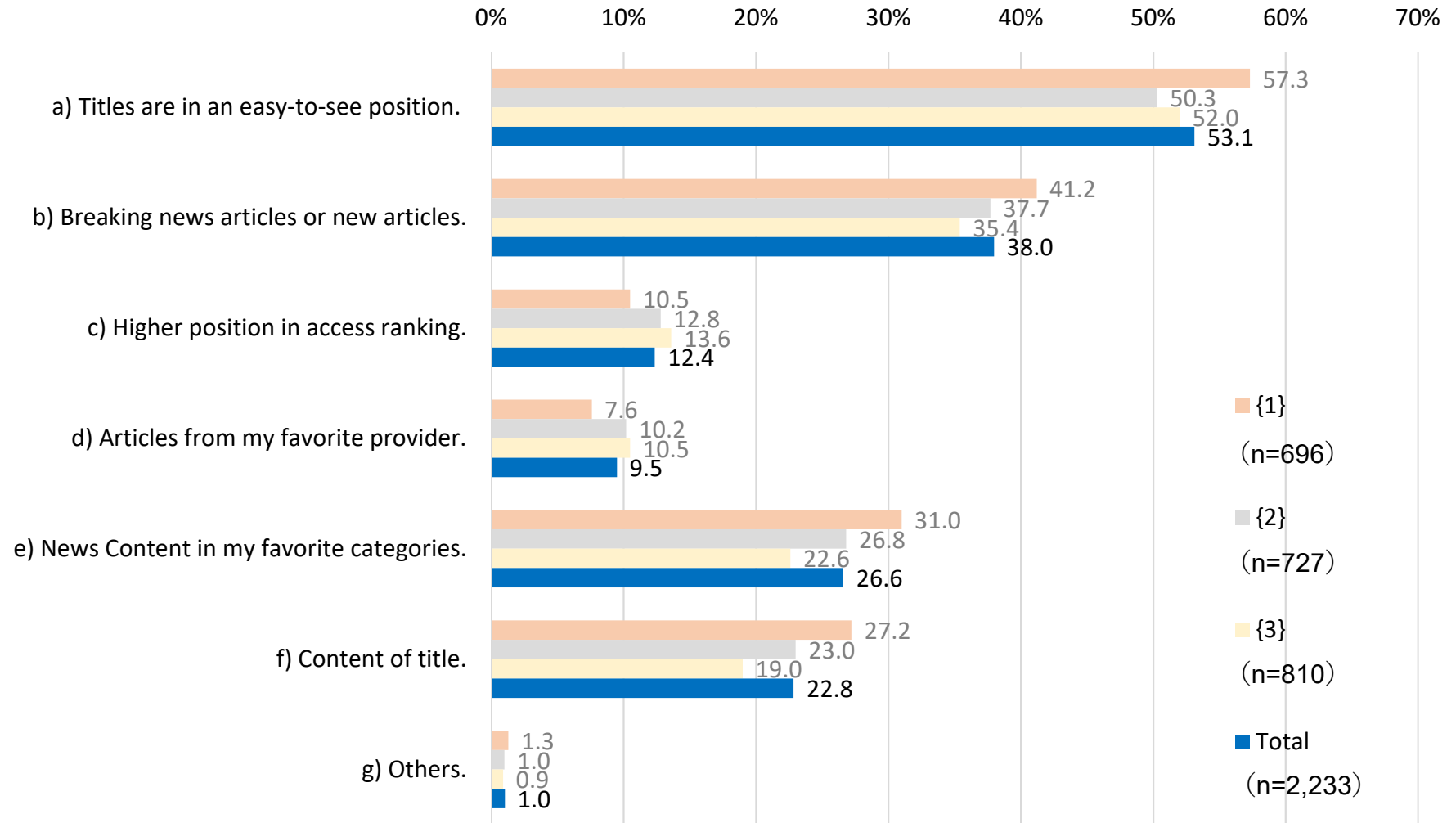
(\*4) Choice "c)" was not available for respondents who selected News Portal without comment function in Q10.

(\*6) Total amount for News Portal other than the above (The same applies to the following Q12 through 15)

### 3 If you selected "News Portal" in Q10

Q12 What influences your choice of News Content to read?

Please select up to 3 choices for each News Portal you selected in Q10. (Multiple answers acceptable)



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Responses	{1}		{2}		{3}		Total	
	Number of responses	Percentage (%)	Number of responses	Percentage (%)	Number of responses	Percentage (%)	Number of responses	Percentage (%)
a) Titles are in an easy-to-see position.	399	57.3	366	50.3	421	52.0	1,186	53.1
b) Breaking news articles or new articles.	287	41.2	274	37.7	287	35.4	848	38.0
c) Higher position in access ranking.	73	10.5	93	12.8	110	13.6	276	12.4
d) Articles from my favorite provider.	53	7.6	74	10.2	85	10.5	212	9.5
e) News Content in my favorite categories.	216	31.0	195	26.8	183	22.6	594	26.6
f) Content of title.	189	27.2	167	23.0	154	19.0	510	22.8
g) Others.	9	1.3	7	1.0	7	0.9	23	1.0
Number of respondents	696	-	727	-	810	-	2,233 (*5)	-

(\*5) Total number of respondents for {1} through {3}.


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Q12 What influences your choice of News Content to read? Please select up to 3 choices for each News Portal you selected in Q10.


Q10 The services you use to find News Content on electronic devices (total of {1} through {3})


		a) Titles are in an easy-to-see position.	b) Breaking news articles or new articles.	c) Higher position in access ranking.	d) Articles from my favorite provider.	e) News Content in my favorite categories.	f) Content of title.	g) Others	Number of respondents
Google News, etc.	Number of responses	100	81	35	30	65	64	2	242
	Percentage (%)	41.3	33.5	14.5	12.4	26.9	26.4	0.8	-
Gunosy	Number of responses	38	21	12	11	15	14	1	76
	Percentage (%)	50.0	27.6	15.8	14.5	19.7	18.4	1.3	-
SmartNews	Number of responses	234	149	41	39	127	69	2	407
	Percentage (%)	57.5	36.6	10.1	9.6	31.2	17.0	0.5	-
dmenu News	Number of responses	35	24	9	13	14	18	3	75
	Percentage (%)	46.7	32.0	12.0	17.3	18.7	24.0	4.0	-
News Pass	Number of responses	15	16	5	6	10	8	0	37
	Percentage (%)	40.5	43.2	13.5	16.2	27.0	21.6	0.0	-
Microsoft News (MSN News)	Number of responses	13	10	3	1	9	9	0	28
	Percentage (%)	46.4	35.7	10.7	3.6	32.1	32.1	0.0	-
Yahoo! News	Number of responses	473	347	83	57	202	210	3	781
	Percentage (%)	60.6	44.4	10.6	7.3	25.9	26.9	0.4	-
LINE NEWS	Number of responses	134	98	36	14	71	65	2	260
	Percentage (%)	51.5	37.7	13.8	5.4	27.3	25.0	0.8	-
Others	Number of responses	144	102	52	41	81	53	10	327
	Percentage (%)	44.0	31.2	15.9	12.5	24.8	16.2	3.1	-
Total	Number of responses	1,186	848	276	212	594	510	23	2,233 (*5)
	Percentage (%)	53.1	38.0	12.4	9.5	26.6	22.8	1.0	-

(If the number of respondents is 30 or more)

 Total +10 points or more

 Total +5 points or more

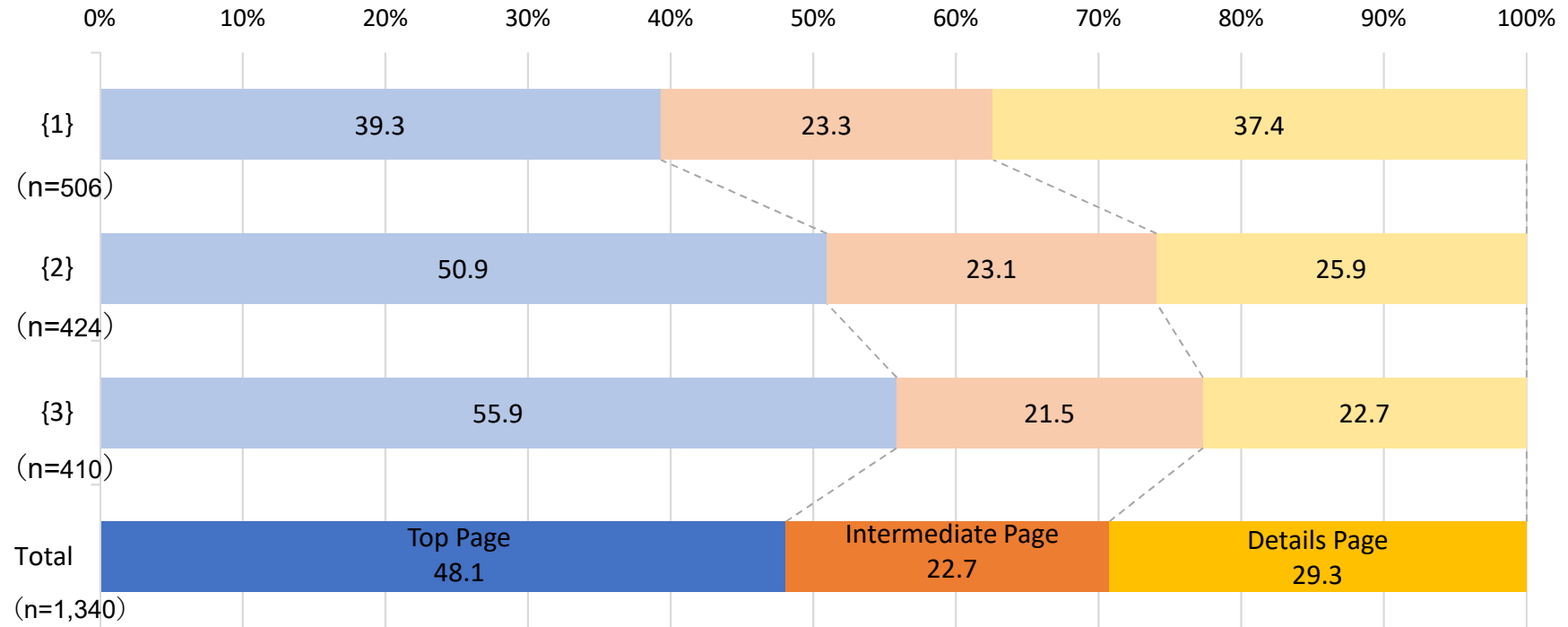
 Total - 5 points or less

 Total - 10 points or less

(\*5) Total number of respondents for {1} through {3}.

### 3 If you selected “News Portal” in Q10

Q13 If there is a Top Page, Intermediate Pages, and Details Page, up to which page do you most often browse? Please answer for each News Portal you selected in Q10. (\*7)



Responses	{1}		{2}		{3}		Total	
	Number of respondents	Percentage (%)	Number of respondents	Percentage (%)	Number of respondents	Percentage (%)	Number of respondents	Percentage (%)
Top page	199	39.3	216	50.9	229	55.9	644	48.1
Intermediate page	118	23.3	98	23.1	88	21.5	304	22.7
Details page	189	37.4	110	25.9	93	22.7	392	29.3
<b>Total</b>	<b>506</b>	<b>100.0</b>	<b>424</b>	<b>100.0</b>	<b>410</b>	<b>100.0</b>	<b>1,340</b>	<b>100.0</b>

(\*7) Q13 is a question for respondents who selected News Portal having Intermediate Pages in Q10.


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Q13 If there is a Top Page, Intermediate Pages, and Details Page, up to which page do you most often browse?  
Please answer for each News Portal you selected in Q10.


Q10 The services you use to find News Content on electronic devices (total of {1} through {3})


		Top Page	Intermediate Page	Details Page	Total
Google News, etc.	Number of respondents	-	-	-	-
	Percentage (%)	-	-	-	-
Gunosy	Number of respondents	42	21	13	76
	Percentage (%)	55.3	27.6	17.1	100.0
SmartNews	Number of respondents	-	-	-	-
	Percentage (%)	-	-	-	-
dmenu News	Number of respondents	35	21	19	75
	Percentage (%)	46.7	28.0	25.3	100.0
News Pass	Number of respondents	19	10	8	37
	Percentage (%)	51.4	27.0	21.6	100.0
Microsoft News (MSN News)	Number of respondents	-	-	-	-
	Percentage (%)	-	-	-	-
Yahoo! News	Number of respondents	374	164	243	781
	Percentage (%)	47.9	21.0	31.1	100.0
LINE NEWS	Number of respondents	134	56	70	260
	Percentage (%)	51.5	21.5	26.9	100.0
Others	Number of respondents	40	32	39	111
	Percentage (%)	36.0	28.8	35.1	100.0
Total	Number of respondents	644	304	392	1,340
	Percentage (%)	48.1	22.7	29.3	100.0

(If the number of respondents is 30 or more)

 Total +10 points or more

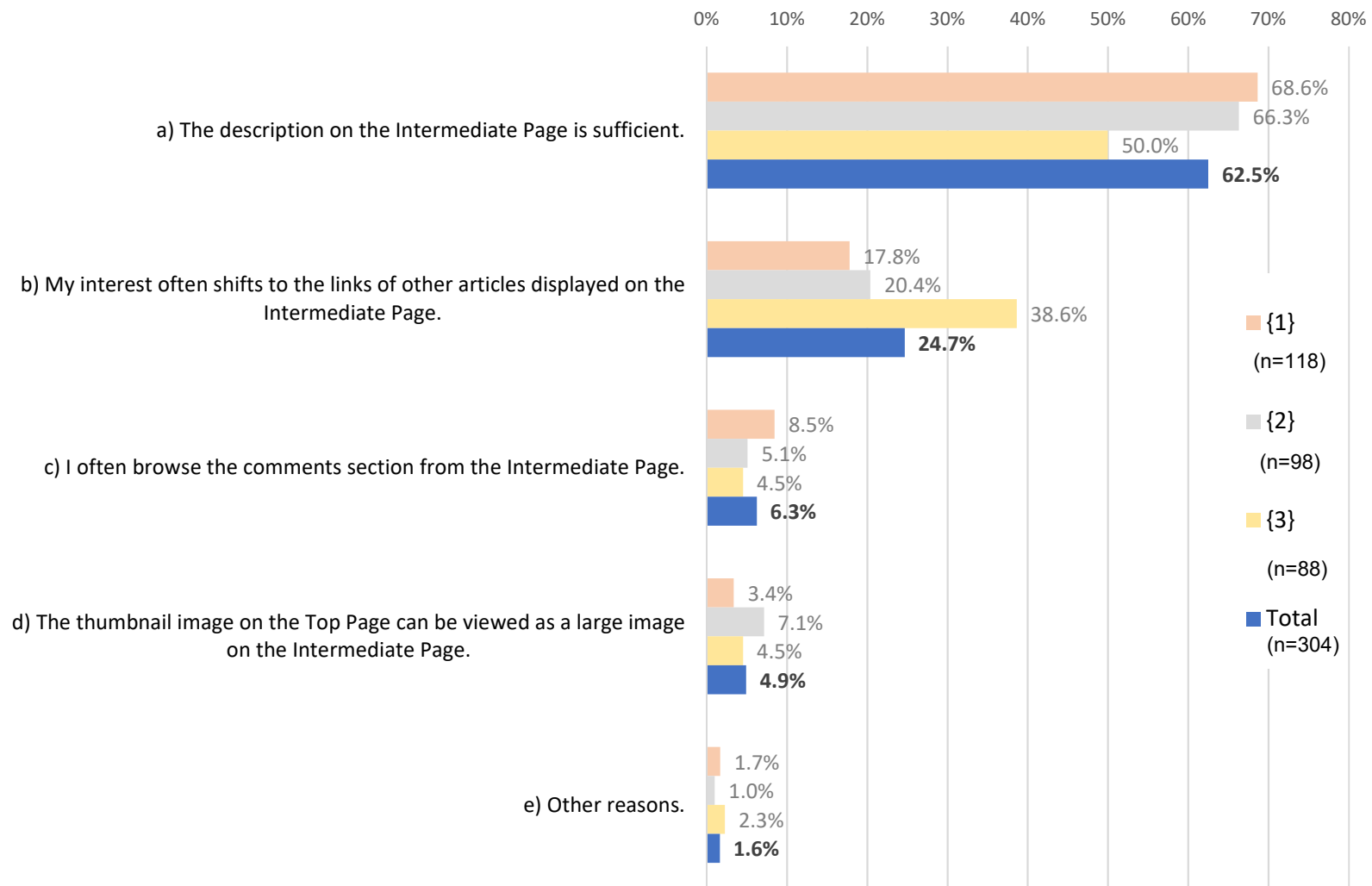
 Total +5 points or more

 Total - 5 points or less

 Total - 10 points or less

### 3 If you selected “News Portal” in Q10

Q14 If you selected “Intermediate Page” in Q13. What is the reason you often browse up to the Intermediate Page? Please answer for each News Portal you selected in Q10.





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Responses	{1}		{2}		{3}		Total	
	Number of respondents	Percentage (%)	Number of respondents	Percentage (%)	Number of respondents	Percentage (%)	Number of respondents	Percentage (%)
a) The description on the Intermediate Page is sufficient.	81	68.6	65	66.3	44	50.0	190	62.5
b) My interest often shifts to the links of other articles displayed on the Intermediate Page .	21	17.8	20	20.4	34	38.6	75	24.7
c) I often browse the comments section from the Intermediate Page.	10	8.5	5	5.1	4	4.5	19	6.3
d) The thumbnail image on the Top Page can be viewed as a large image on the Intermediate Page.	4	3.4	7	7.1	4	4.5	15	4.9
e) Other reasons.	2	1.7	1	1.0	2	2.3	5	1.6
Total	118	100.0	98	100.0	88	100.0	304	100.0


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Q14 If you selected "Intermediate Page" in Q13. What is the reason you often browse up to the Intermediate Page? Please answer for each News Portal you selected in Q10.


		a) The description on the Intermediate Page is sufficient.	b) My interest often shifts to the links of other articles displayed on the Intermediate Page.	c) I often browse the comments section from the Intermediate Page.	d) The thumbnail image on the Top Page can be viewed as a large image on the Intermediate Page.	e) Other reasons.	Total	
Q10 The services you use to find News Content on electronic devices (total of {1} through {3})	Google News	Number of respondents	-	-	-	-	-	
		Percentage (%)	-	-	-	-	-	
	Gunosy	Number of respondents	8	9	0	4	0	21
		Percentage (%)	38.1	42.9	0.0	19.0	0.0	100.0
	SmartNews	Number of respondents	-	-	-	-	-	-
		Percentage (%)	-	-	-	-	-	-
	dmenu News	Number of respondents	9	8	0	3	1	21
		Percentage (%)	42.9	38.1	0.0	14.3	4.8	100.0
	News Pass	Number of respondents	5	5	0	0	0	10
		Percentage (%)	50.0	50.0	0.0	0.0	0.0	100.0
	Microsoft News (MSN News)	Number of respondents	-	-	-	-	-	-
		Percentage (%)	-	-	-	-	-	-
	Yahoo! News	Number of respondents	109	31	19	3	2	164
		Percentage (%)	66.5	18.9	11.6	1.8	1.2	100.0
	LINE NEWS	Number of respondents	36	17	0	3	0	56
		Percentage (%)	64.3	30.4	0.0	5.4	0.0	100.0
	Others	Number of respondents	23	5	0	2	2	32
		Percentage (%)	71.9	15.6	0.0	6.3	6.3	100.0
Total	Number of respondents	190	75	19	15	5	304	
	Percentage (%)	62.5	24.7	6.3	4.9	1.6	100.0	

(If the number of respondents is 30 or more)

 Total +10 points or more

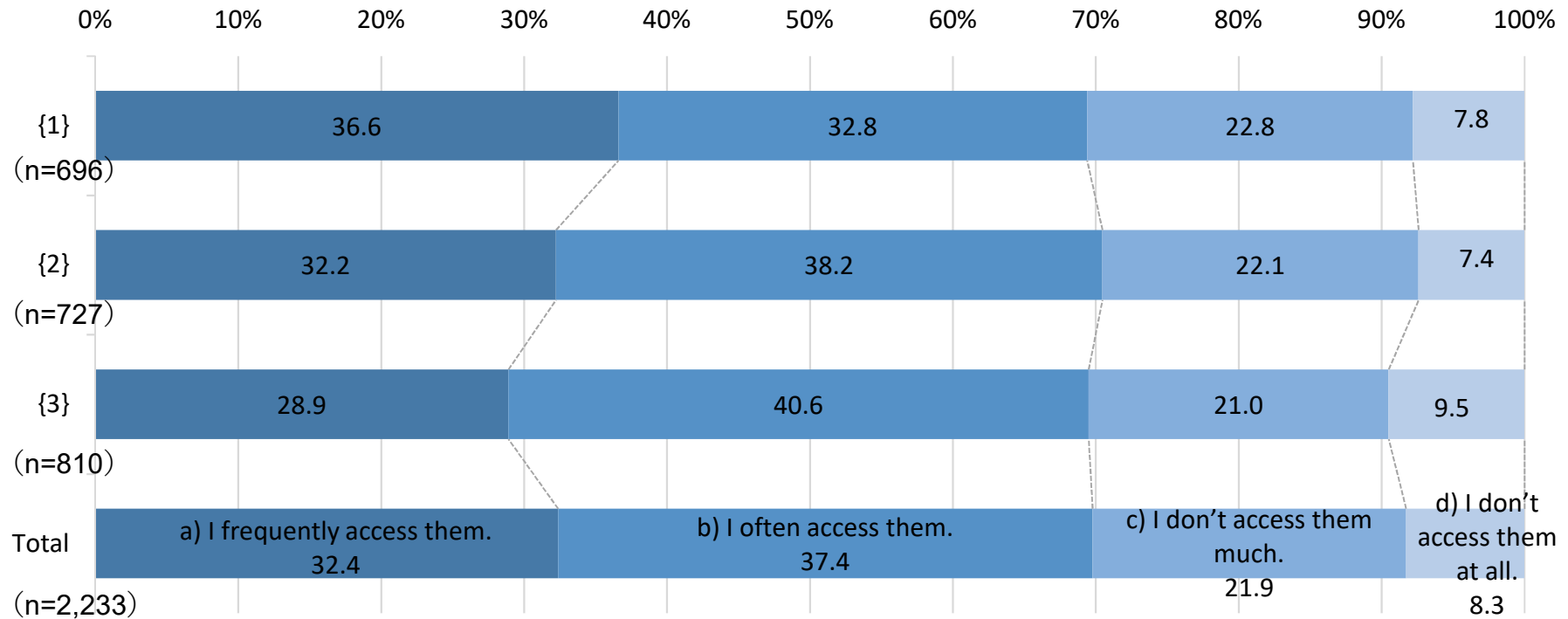
 Total +5 points or more

 Total - 5 points or less

 Total - 10 points or less

### 3 If you selected “News Portal” in Q10

Q15 When using a News Portal, do you ever access News Media Sites from the News Portal by clicking (tapping) a link to the Top Page or a related article on the News Media Site (external links)? Please answer for each News Portal you selected in Q10.



Responses	{1}		{2}		{3}		Total	
	Number of respondents	Percentage (%)	Number of respondents	Percentage (%)	Number of respondents	Percentage (%)	Number of respondents	Percentage (%)
a) I frequently access them.	255	36.6	234	32.2	234	28.9	723	32.4
b) I often access them.	228	32.8	278	38.2	329	40.6	835	37.4
c) I don't access them much.	159	22.8	161	22.1	170	21.0	490	21.9
d) I don't access them at all.	54	7.8	54	7.4	77	9.5	185	8.3
Total	696	100.0	727	100.0	810	100.0	2,233	100.0

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Q15 When using a News Portal, do you ever access News Media Sites from the News Portal by clicking (tapping) a link to the Top Page or a related article on the News Media Site (external links)? Please answer for each News Portal you selected in Q10.

Q10 The services you use to find News Content on electronic devices (total of {1} through {3})

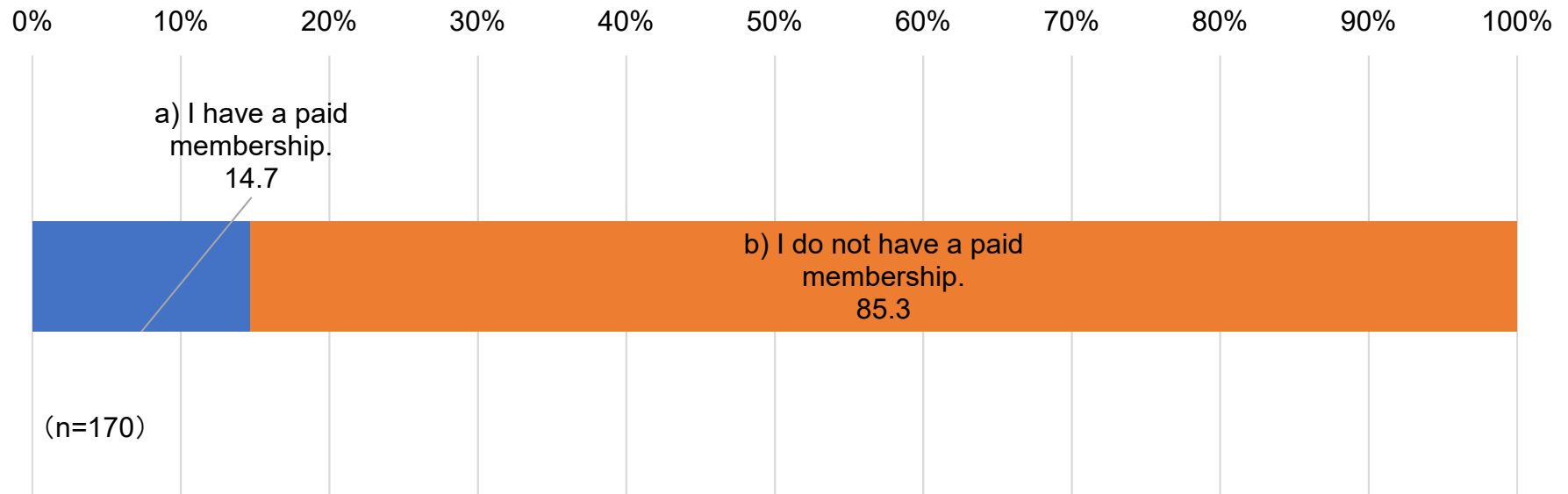
		a) I frequently access them.	b) I often access them	c) I don't access them much.	d) I don't access them at all.	Total
Google News, etc.	Number of respondents	68	88	60	26	242
	Percentage (%)	28.1	36.4	24.8	10.7	100.0
Gunosy	Number of respondents	21	26	17	12	76
	Percentage (%)	27.6	34.2	22.4	15.8	100.0
SmartNews	Number of respondents	149	158	77	23	407
	Percentage (%)	36.6	38.8	18.9	5.7	100.0
dmenu News	Number of respondents	19	32	20	4	75
	Percentage (%)	25.3	42.7	26.7	5.3	100.0
News Pass	Number of respondents	16	15	4	2	37
	Percentage (%)	43.2	40.5	10.8	5.4	100.0
Microsoft News (MSN News)	Number of respondents	5	10	7	6	28
	Percentage (%)	17.9	35.7	25.0	21.4	100.0
Yahoo! News	Number of respondents	273	277	186	45	781
	Percentage (%)	35.0	35.5	23.8	5.8	100.0
LINE NEWS	Number of respondents	74	107	59	20	260
	Percentage (%)	28.5	41.2	22.7	7.7	100.0
Others	Number of respondents	98	122	60	47	327
	Percentage (%)	30.0	37.3	18.3	14.4	100.0
Total	Number of respondents	723	835	490	185	2,233
	Percentage (%)	32.4	37.4	21.9	8.3	100.0

(If the number of respondents is 30 or more)

- Total +10 points or more
- Total +5 points or more
- Total - 5 points or less
- Total - 10 points or less

#### 4 If you selected “News Media Site/app” in Q10

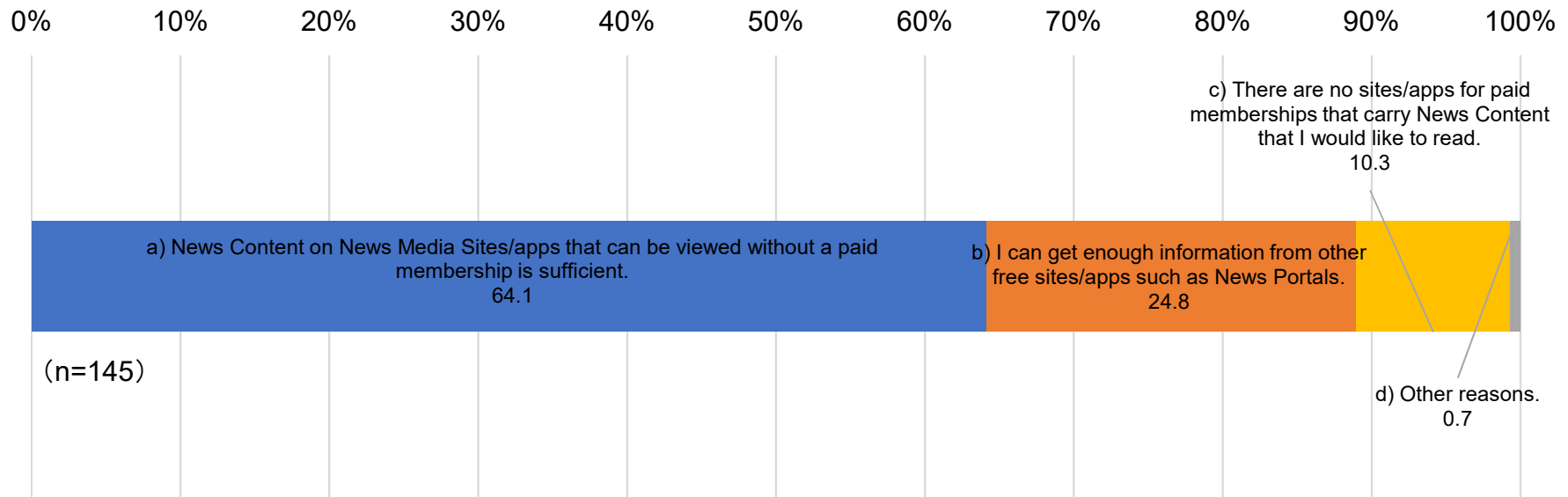
Q16 Do you currently have a paid membership for a News Media Site/app?



Responses	Number of respondents	Percentage (%)
a) I have a paid membership.	25	14.7
b) I do not have a paid membership.	145	85.3
Total	170	100.0

#### 4 If you selected “News Media Site/app” in Q10

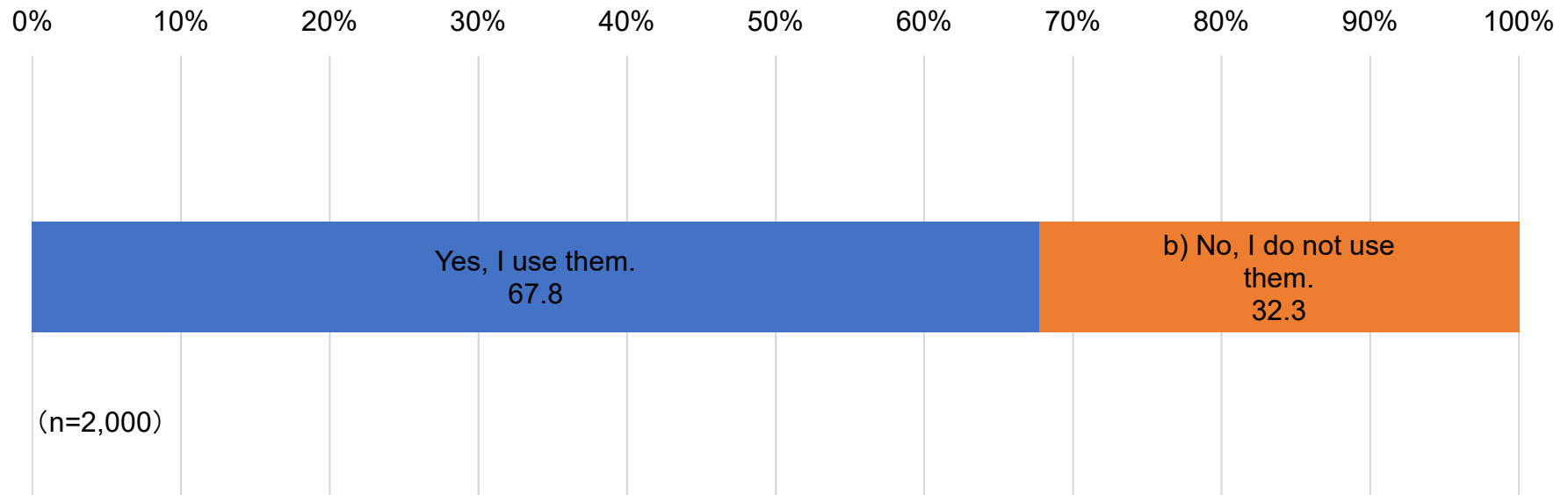
Q17 If you selected “b) I do not have a paid membership.” in Q16. Please select the most applicable reason for not having a paid membership.



Responses	Number of respondents	Percentage (%)
a) News Content on News Media Sites/apps that can be viewed without a paid membership is sufficient.	93	64.1
b) I can get enough information from other free sites/apps such as News Portals.	36	24.8
c) There are no sites/apps for paid memberships that carry News Content that I would like to read.	15	10.3
d) Other reasons.	1	0.7
<b>Total</b>	<b>145</b>	<b>100.0</b>

## 5 Use of Internet Search

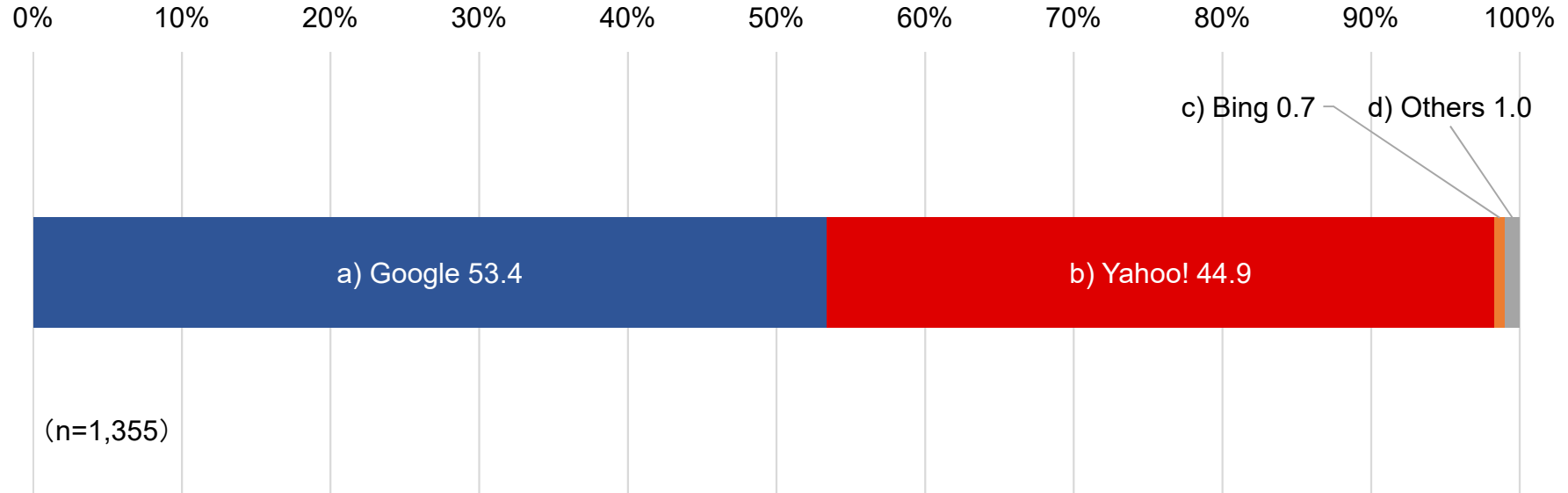
Q18 Do you use an Internet Search to browse News Content approximately 3 days a week or more often? Even if you use an Internet Search to search with keywords related to news and only browse the search results (headings, short excerpts of the content, and thumbnail photos), please select "a) Yes, I use them."



Responses	Number of respondents	Percentage (%)
a) Yes, I use them.	1,355	67.8
b) No, I do not use them.	645	32.3
Total	2,000	100.0

## 5 Use of Internet Search

Q19 Please select the Internet Search you mainly use.

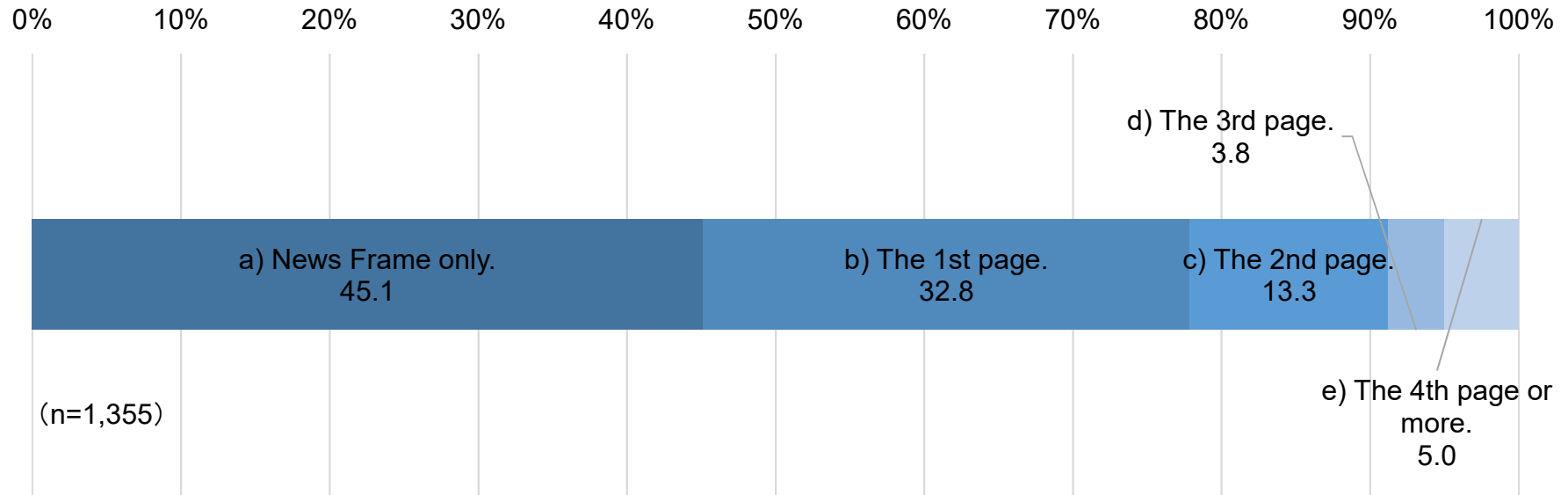


Responses	Number of respondents	Percentage (%)
a) Google	723	53.4
b) Yahoo!	609	44.9
c) Bing	10	0.7
d) Others	13	1.0
<b>Total</b>	<b>1,355</b>	<b>100.0</b>



## 5 Use of Internet Search

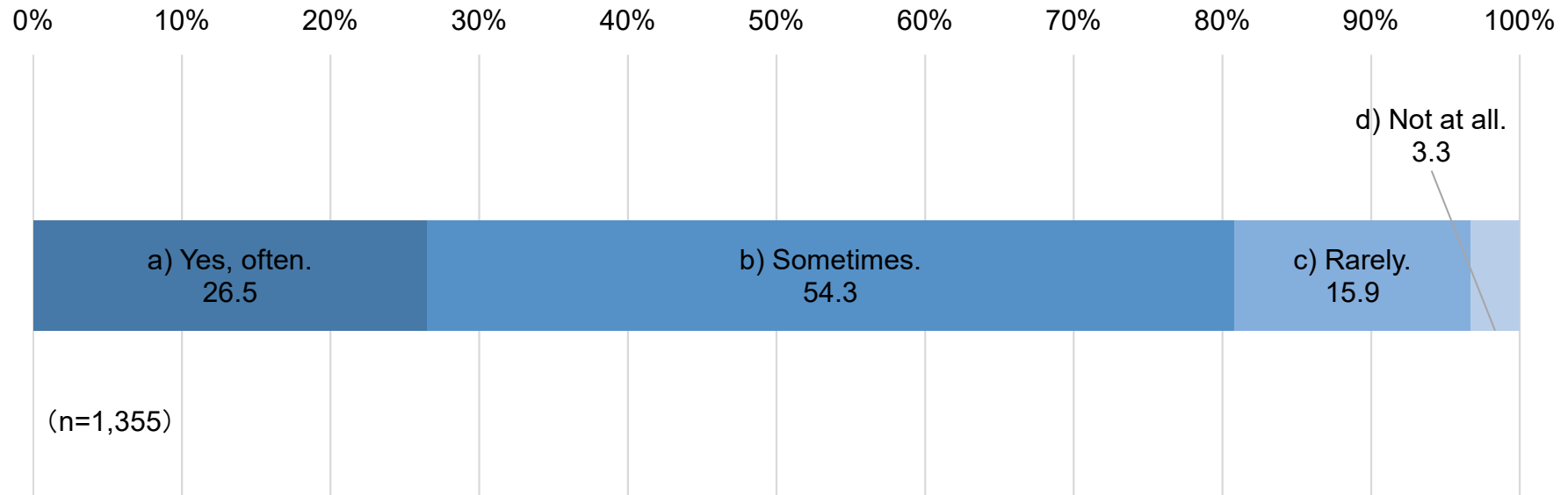
Q20 When you search for News Content using an Internet Search, up to how many pages of search results do you usually check? “News Frame” means a set of search results related to news.



Responses	Number of respondents	Percentage (%)
a) News Frame only.	611	45.1
b) The 1st page.	445	32.8
c) The 2nd page.	180	13.3
d) The 3rd page.	51	3.8
e) The 4th page or more.	68	5.0
Total	1,355	100.0

## 5 Use of Internet Search

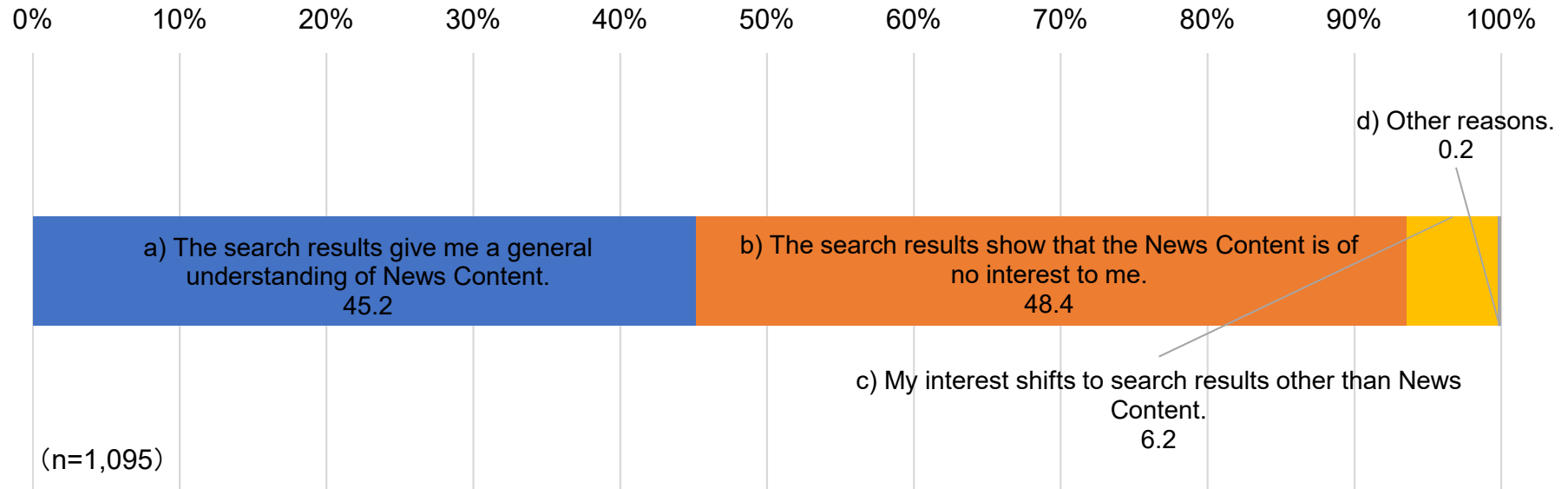
Q21 Do you ever only look at search results (headings, short excerpts of the content, and thumbnail photos) and do not access the links?



Responses	Number of respondents	Percentage (%)
a) Yes, often.	359	26.5
b) Sometimes.	736	54.3
c) Rarely.	215	15.9
d) Not at all.	45	3.3
<b>Total</b>	<b>1,355</b>	<b>100.0</b>

## 5 Use of Internet Search

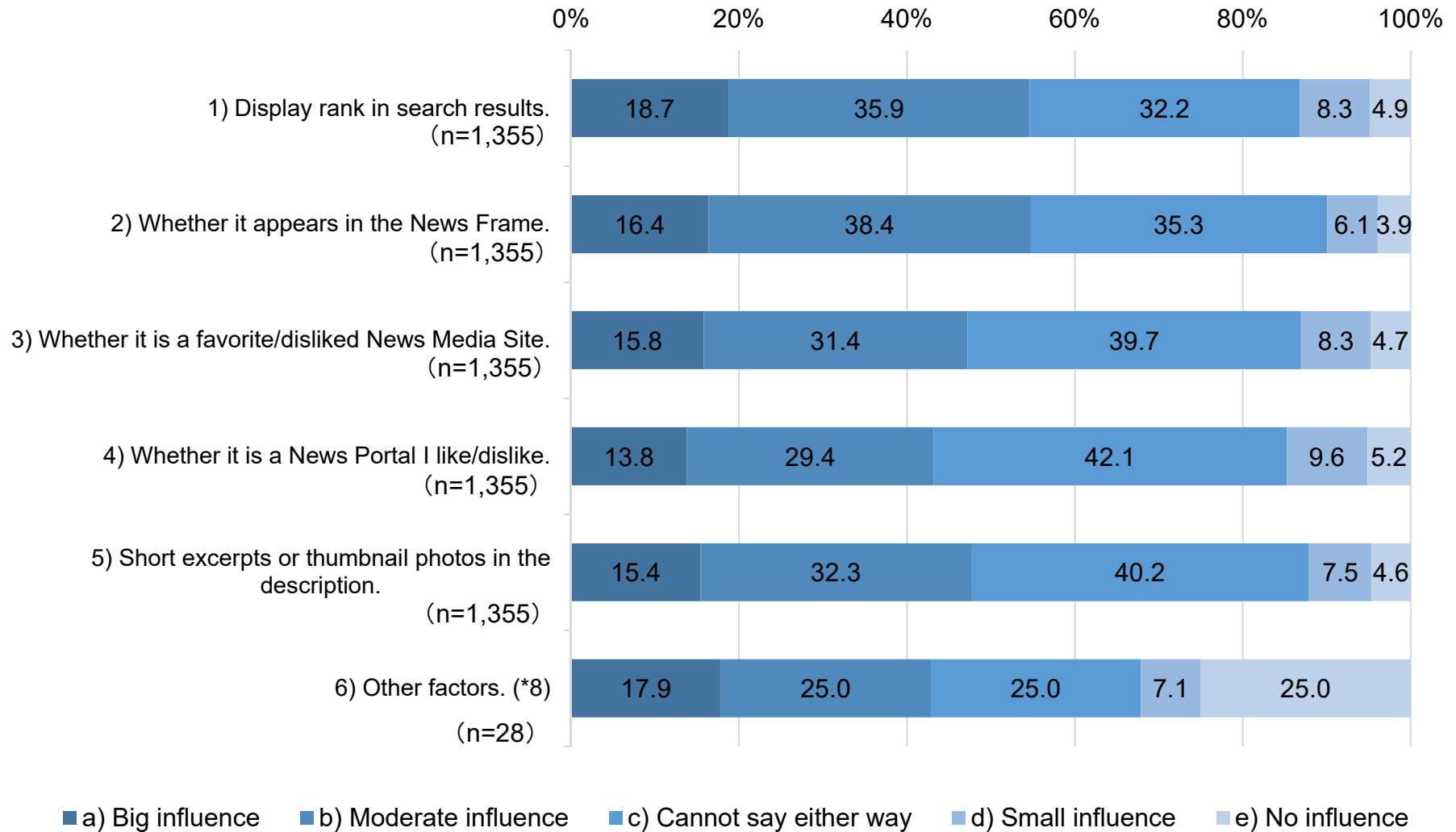
Q22 If you selected "a) Yes, often." or "b) Sometimes." in Q21. Which of the following is most likely to be the reason why you only look at search results (headings, short excerpts of the content, and thumbnail photos) and do not access the links?



Responses	Number of respondents	Percentage (%)
a) The search results give me a general understanding of News Content.	495	45.2
b) The search results show that the News Content is of no interest to me.	530	48.4
c) My interest shifts to search results other than News Content.	68	6.2
d) Other reasons.	2	0.2
<b>Total</b>	<b>1,095</b>	<b>100.0</b>

## 5 Use of Internet Search

Q23 Please select from a) through e) for the degree to which factors 1) through 6) below influence whether or not you click on search results when using an Internet Search to find News Content.



(\*8) This choice was voluntarily selected when any factor other than 1) through 5) influences the respondent (with open answer column)

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		a) Big influence	b) Moderate influence	c) Cannot say either way	d) Small influence	e) No influence	Total
1) Display rank in search results.	Number of respondents	254	486	436	113	66	1,355
	Percentage (%)	18.7	35.9	32.2	8.3	4.9	100.0
2) Whether it appears in the News Frame.	Number of respondents	222	520	478	82	53	1,355
	Percentage (%)	16.4	38.4	35.3	6.1	3.9	100.0
3) Whether it is a favorite/disliked News Media Site.	Number of respondents	214	426	538	113	64	1,355
	Percentage (%)	15.8	31.4	39.7	8.3	4.7	100.0
4) Whether it is a News Portal I like/dislike.	Number of respondents	187	398	570	130	70	1,355
	Percentage (%)	13.8	29.4	42.1	9.6	5.2	100.0
5) Short excerpts or thumbnail photos in the description.	Number of respondents	209	437	545	101	63	1,355
	Percentage (%)	15.4	32.3	40.2	7.5	4.6	100.0
6) Other factors. (*8)	Number of respondents	5	7	7	2	7	28
	Percentage (%)	17.9	25.0	25.0	7.1	25.0	100.0

(\*8) This choice was voluntarily selected when any factor other than 1) through 5) influences the respondent (with open answer column)