

Results of Questionnaire Survey for Consumers  
regarding the usage of smartphones and smartphone-related services

## < Questionnaire survey for consumers >

A questionnaire survey was conducted to the consumer testers of a research company regarding the usage of smartphones and smartphone-related services. The outline is as follows.

Target: Consumers using smartphones

Method: Online questionnaire (commissioned survey)

Implementation period: February 7, 2022 to February 16, 2022

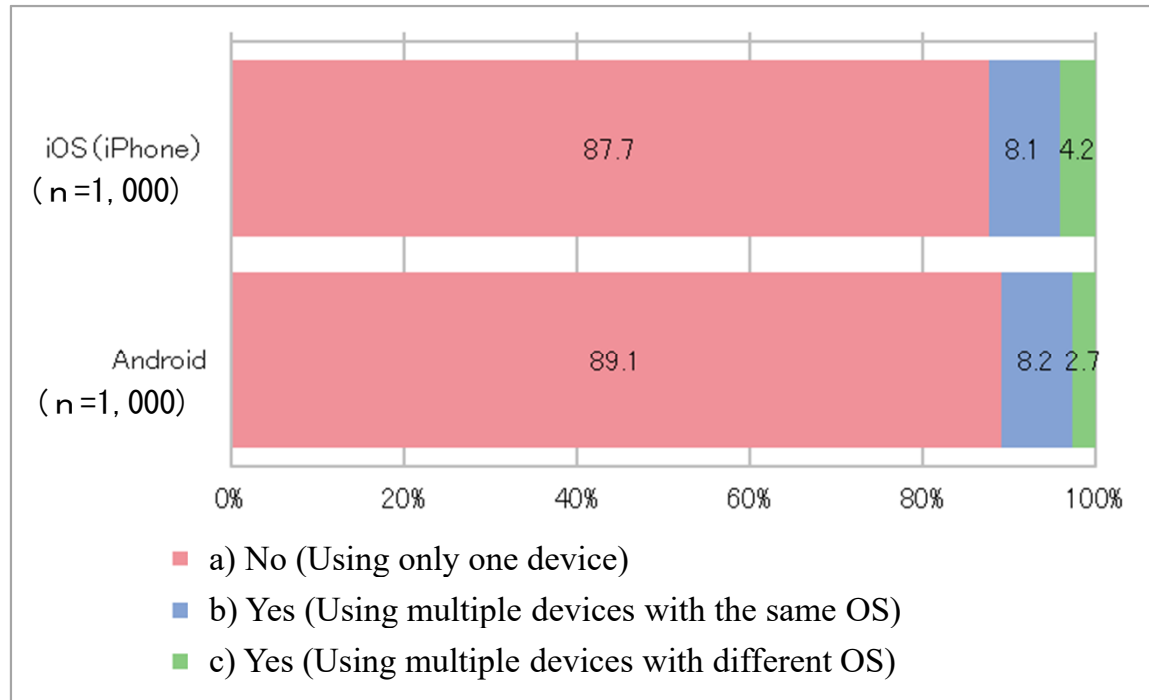
Number of respondents: 2,000 (1,000 iOS users and Android users respectively)

### <Points>

- This attachment shows the results of the questionnaire survey by OS, except for screening questions.
- The male-to-female ratio of respondents was 1:1, and the age group is as follows.

	Number of answers	Percentage(%)
a) 20s	338	16.9
b) 30s	384	19.2
c) 40s	506	25.3
d) 50s	416	20.8
e) 60s	356	17.8
Number of responses	2,000	100.0

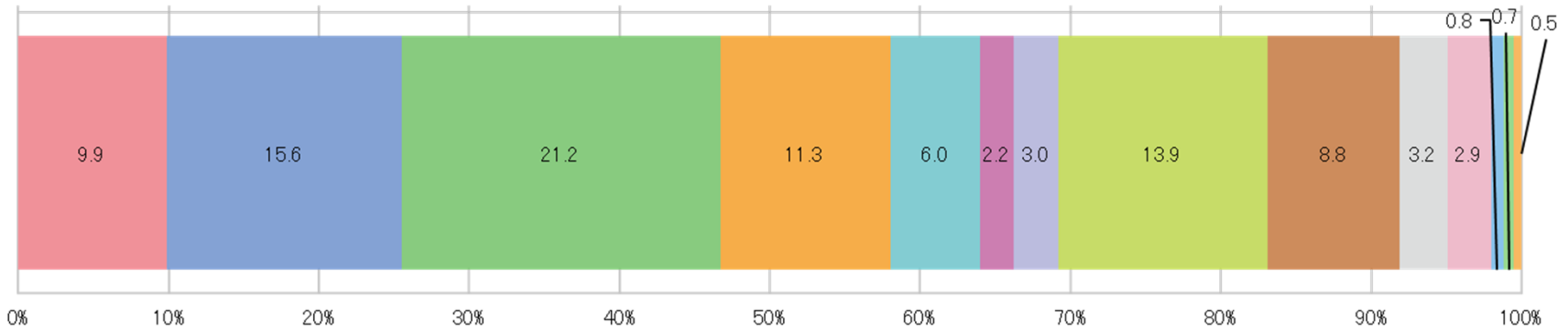
Q1. Do you have more than one smartphone for personal use on a daily basis? (single answer)



		a) No (Using only one device)	b) Yes (Using multiple devices with the same OS)	c) Yes (Using multiple devices with different OS)	Number of responses
iOS(iPhone)	Number of answers	877	81	42	1,000
	Percentage	87.7	8.1	4.2	100.0
Android	Number of answers	891	82	27	1,000
	Percentage	89.1	8.2	2.7	100.0
Number of responses	Number of answers	1,768	163	69	2,000
	Percentage	88.4	8.2	3.5	100.0

- If you have more than one smartphone, please answer the question regarding the smartphone you currently use as your primary phone. -

Q2. (For iOS users) Please select the smartphone device you are using. (single answer)



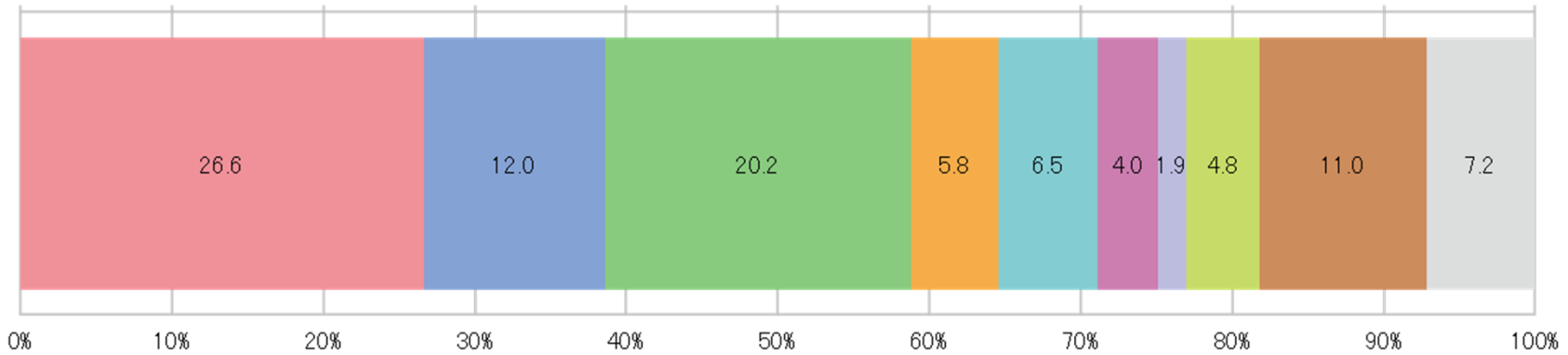
(n=1,000)

- a) iPhone 13 / mini / Pro / Pro Max
- b) iPhone 12 / mini / Pro / Pro Max
- c) iPhone SE (2<sup>nd</sup> Edition)
- d) iPhone 11 / Pro / Pro Max
- e) iPhone XR
- f) iPhone XS / XS Max
- g) iPhone X
- h) iPhone 8 / 8 Plus
- i) iPhone 7 / 7 Plus
- j) iPhone SE
- k) iPhone 6s / 6s Plus
- l) iPhone 6 / 6 Plus
- m) Previous versions
- n) I don't know.

	Number of answers	Percentage(%)
a) iPhone 13 / mini / Pro / Pro Max	99	9.9
b) iPhone 12 / mini / Pro / Pro Max	156	15.6
c) iPhone SE (2 <sup>nd</sup> Edition)	212	21.2
d) iPhone 11 / Pro / Pro Max	113	11.3
e) iPhone XR	60	6.0
f) iPhone XS / XS Max	22	2.2
g) iPhone X	30	3.0
h) iPhone 8 / 8 Plus	139	13.9
i) iPhone 7 / 7 Plus	88	8.8
j) iPhone SE	32	3.2
k) iPhone 6s / 6s Plus	29	2.9
l) iPhone 6 / 6 Plus	8	0.8
m) Previous versions	7	0.7
n) I don't know	5	0.5
<b>Number of responses</b>	<b>1,000</b>	<b>100.0</b>

~If you have more than one smartphone, please answer the question regarding the smartphone you currently use as your primary phone.~

Q3. (For Android users) Please select the smartphone device you are using. (single answer)



(n=1,000)

- a) AQUOS
- b) Galaxy
- c) Xperia
- d) arrows
- e) OPPO
- f) Google Pixel
- g) Xiaomi
- h) Huawei
- i) Others
- j) I don't know.

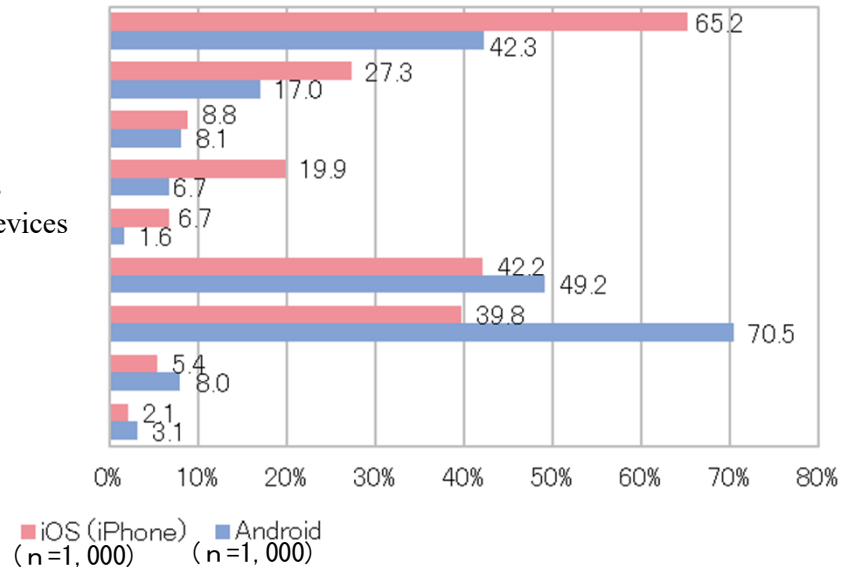
	Number of answers	Percentage(%)
a) AQUOS	266	26.6
b) Galaxy	120	12.0
c) Xperia	202	20.2
d) arrows	58	5.8
e) OPPO	65	6.5
f) Google Pixel	40	4.0
g) Xiaomi	19	1.9
h) Huawei	48	4.8
i) Other (free answer)	110	11.0
j) I don't know.	72	7.2
Number of responses	1,000	100.0

Q4. What factors do you consider important when choosing a Smartphone? Please select all applicable answers. (multiple answers allowed)

\* Please answer this question not only for smartphones that are currently on the market, but also for any new OS smartphones that may be released in the future.

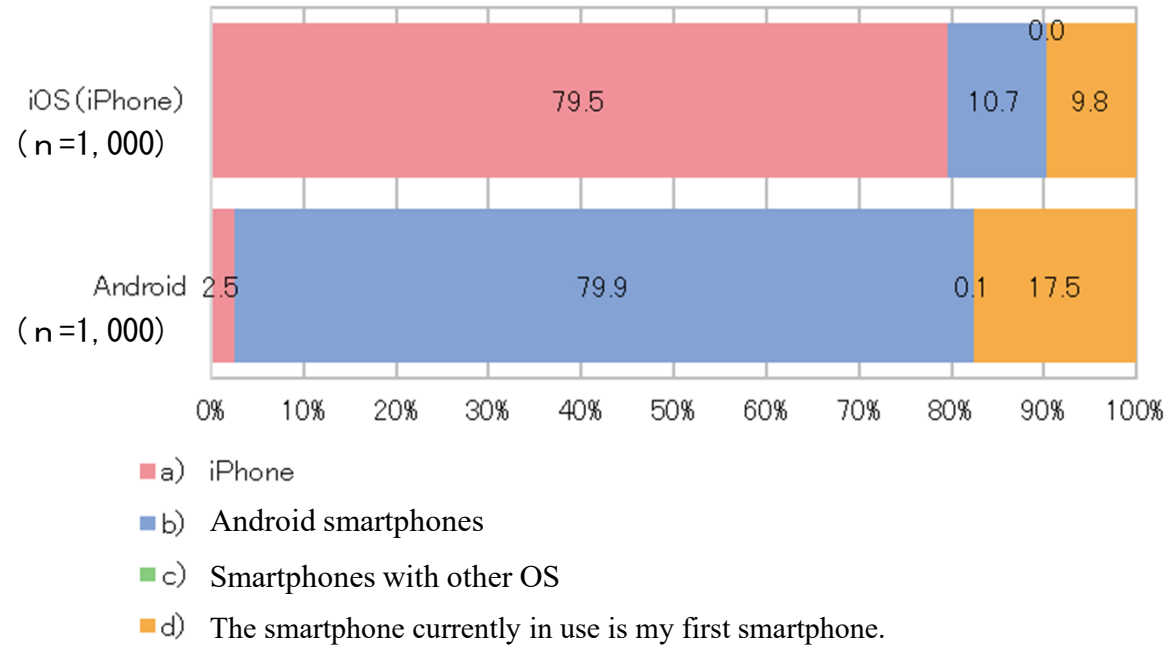
\* Assume that communication costs remain the same regardless of which smartphone you choose.

- a) Attractiveness of the OS  
(Functions, operability, security, etc.)
- b) Number of apps and contents available
- c) Prices of apps and contents available
- d) Same as the OS used by family or friends
- e) Connectivity with smartphone-related devices
- f) Attractiveness of the device  
(Camera performance, screen size, etc.)
- g) Price of the device
- h) I don't know
- i) Other



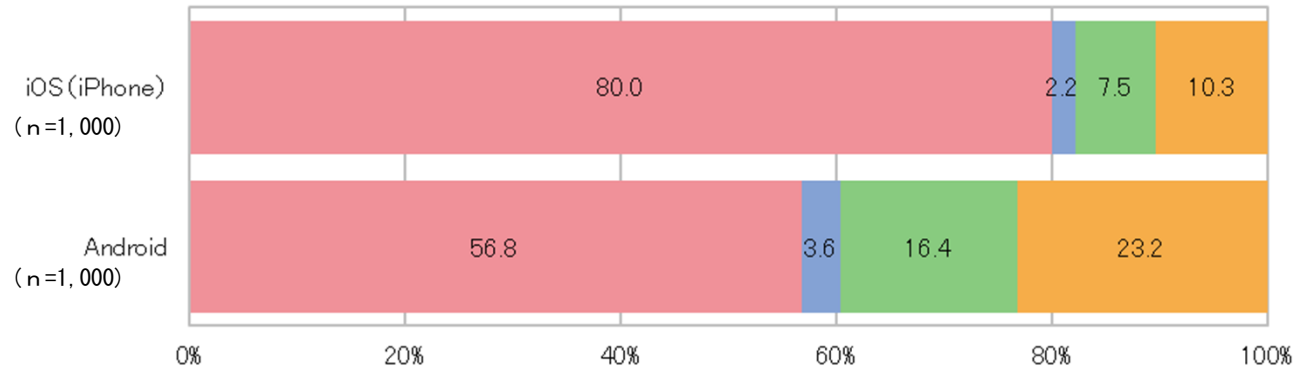
		a) Attractiveness of the OS (Functions, operability, security, etc.)	b) Number of apps and contents available	c) Prices of apps and contents available	d) Same as the OS used by family or friends	e) Connectivity with smartphone-related devices	f) Attractiveness of the device (Camera performance, screen size, etc.)	g) Price of the device	h) I don't know	i) Other	Number of responses
iOS(iPhone)	Number of answers	652	273	88	199	67	422	398	54	21	1,000
	Percentage	65.2	27.3	8.8	19.9	6.7	42.2	39.8	5.4	2.1	-
Android	Number of answers	423	170	81	67	16	492	705	80	31	1,000
	Percentage	42.3	17.0	8.1	6.7	1.6	49.2	70.5	8.0	3.1	-
Number of responses	Number of answers	1,075	443	169	266	83	914	1,103	134	52	2,000
	Percentage	53.8	22.2	8.5	13.3	4.2	45.7	55.2	6.7	2.6	-

Q5. Which of the following smartphones did you most recently use before your current smartphone? (single answer)



		a) iPhone	b) Android smartphones	c) Smartphones with other OS	d) The smartphone currently in use is my first smartphone.	Number of responses
iOS(iPhone)	Number of answers	795	107	0	98	1,000
	Percentage	79.5	10.7	0.0	9.8	100.0
Android	Number of answers	25	799	1	175	1,000
	Percentage	2.5	79.9	0.1	17.5	100.0
Number of responses	Number of answers	820	906	1	273	2,000
	Percentage	41.0	45.3	0.1	13.7	100.0

Q6. What would you do when you buy a smartphone next time? (single answer)

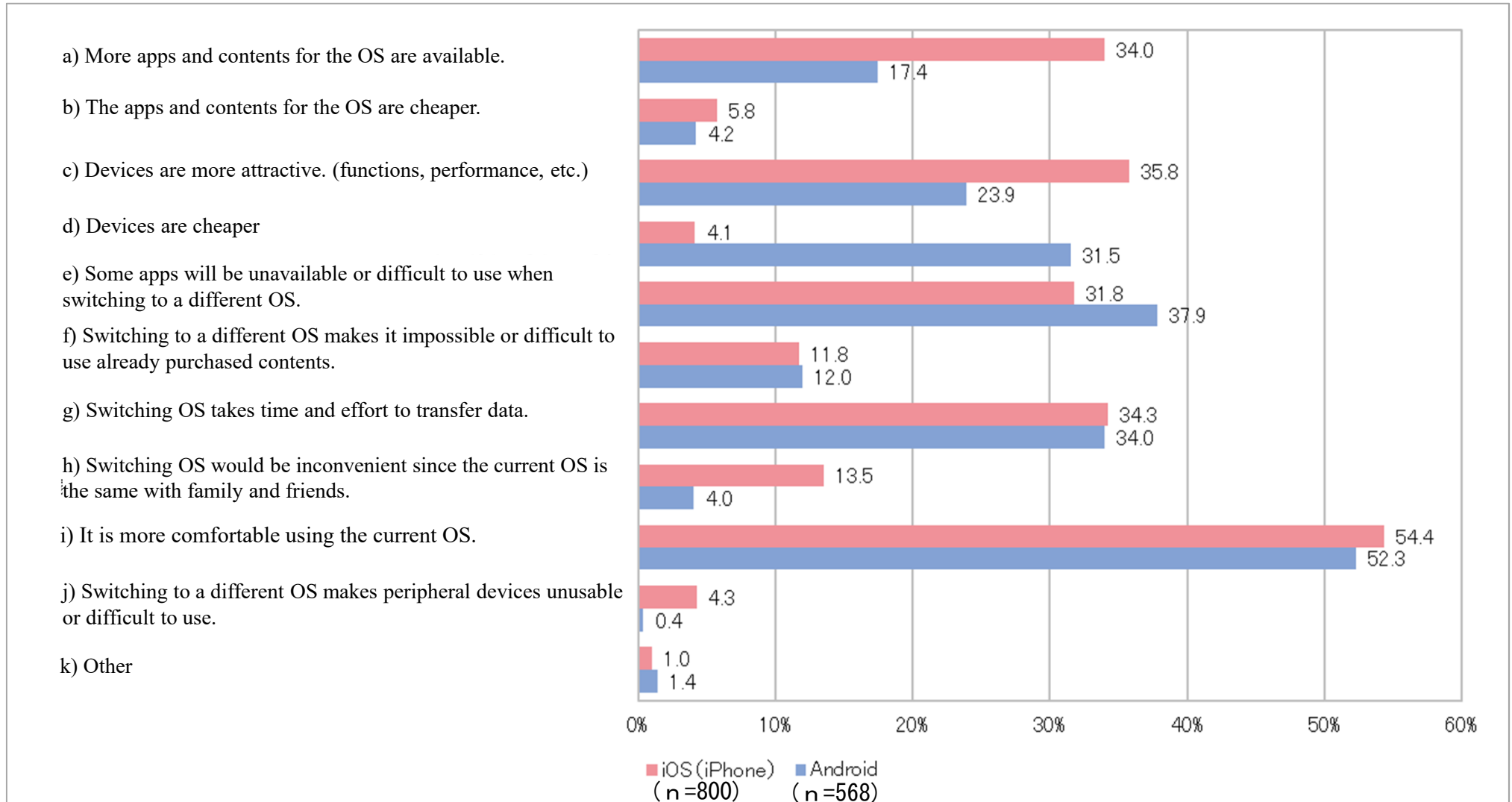


- a) Choose a smartphone with the same OS as current one (iOS/Android).
- b) Choose a smartphone with an OS that is different from current one (iOS/Android).
- c) Choose one based on the quality of the device regardless of the OS (iOS/Android) of the smartphone currently using.
- d) I don't know.

		a) Choose a smartphone with the same OS as current one (iOS/Android).	b) Choose a smartphone with an OS that is different from current one (iOS/Android).	c) Choose one based on the quality of the device regardless of the OS (iOS/Android) of the smartphone currently using.	d) I don't know.	Number of responses
iOS(iPhone)	Number of answers	800	22	75	103	1,000
	Percentage	80.0	2.2	7.5	10.3	100.0
Android	Number of answers	568	36	164	232	1,000
	Percentage	56.8	3.6	16.4	23.2	100.0
Number of responses	Number of answers	1,368	58	239	335	2,000
	Percentage	68.4	2.9	12.0	16.8	100.0



Q7. (For those who answered in the previous question that they choose a smartphone with the same OS as their current one (iOS/Android) at the next purchase) Why would you choose a smartphone with the same OS as your current smartphone? Please select all applicable answers. (multiple answers allowed)

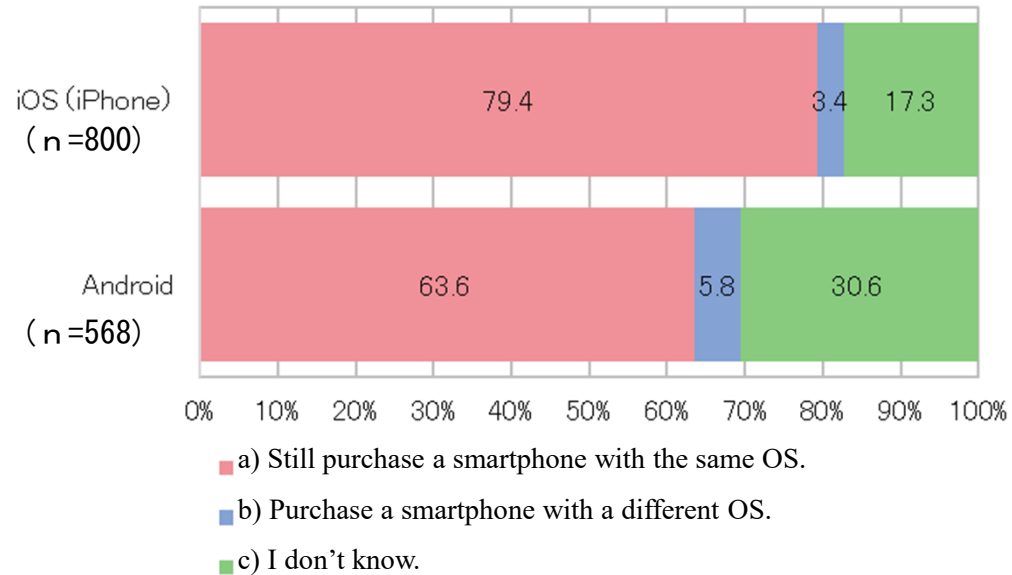


Q7. (For those who answered in the previous question that they choose a smartphone with the same OS as their current one (iOS/Android) at the next purchase) Why would you choose a smartphone with the same OS as your current smartphone? Please select all applicable answers. (multiple answers allowed)

		a) More apps and contents for the OS are available.	b) The apps and contents for the OS are cheaper.	c) Devices are more attractive. (functions, performance, etc.)	d) Devices are cheaper	e) Some apps will be unavailable or difficult to use when switching to a different OS.	f) Switching to a different OS makes it impossible or difficult to use already purchased contents.	g) Switching OS takes time and effort to transfer data.	h) Switching OS would be inconvenient since the current OS is the same with family and friends.	i) It is more comfortable using the current OS.	j) Switching to a different OS makes peripheral devices unusable or difficult to use.	k) Other	Number of responses
iOS(iPhone)	Number of answers	272	46	286	33	254	94	274	108	435	34	8	800
	Percentage	34.0	5.8	35.8	4.1	31.8	11.8	34.3	13.5	54.4	4.3	1.0	-
Android	Number of answers	99	24	136	179	215	68	193	23	297	2	8	568
	Percentage	17.4	4.2	23.9	31.5	37.9	12.0	34.0	4.0	52.3	0.4	1.4	-
Number of responses	Number of answers	371	70	422	212	469	162	467	131	732	36	16	1,368
	Percentage	27.1	5.1	30.8	15.5	34.3	11.8	34.1	9.6	53.5	2.6	1.2	-

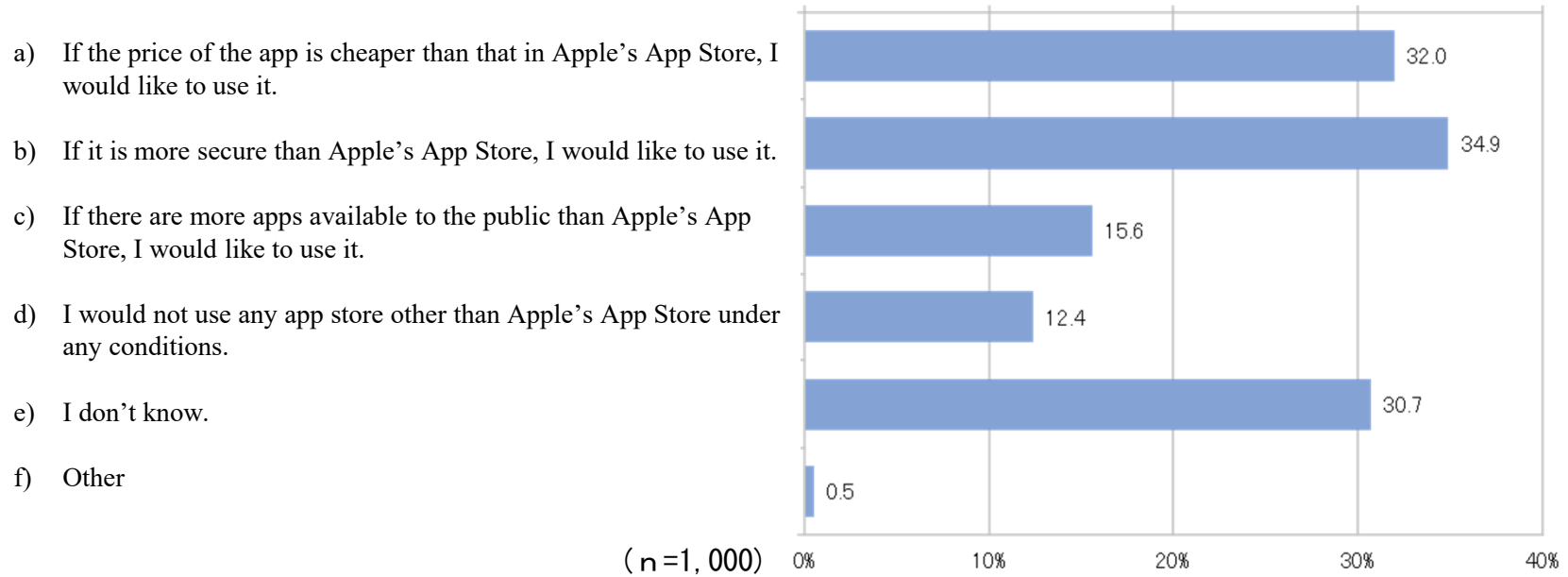
Q8. Assume the OS (iOS/Android) of the smartphone you are planning to purchase in the next time. When the price of the smartphone (or apps) with the same mobile OS as the current one rises by 5-10%, what would you do (assuming the price of all smartphones with other OS remain the same)? (single answer)

\* Assume that communication costs remain the same regardless of which OS you choose.



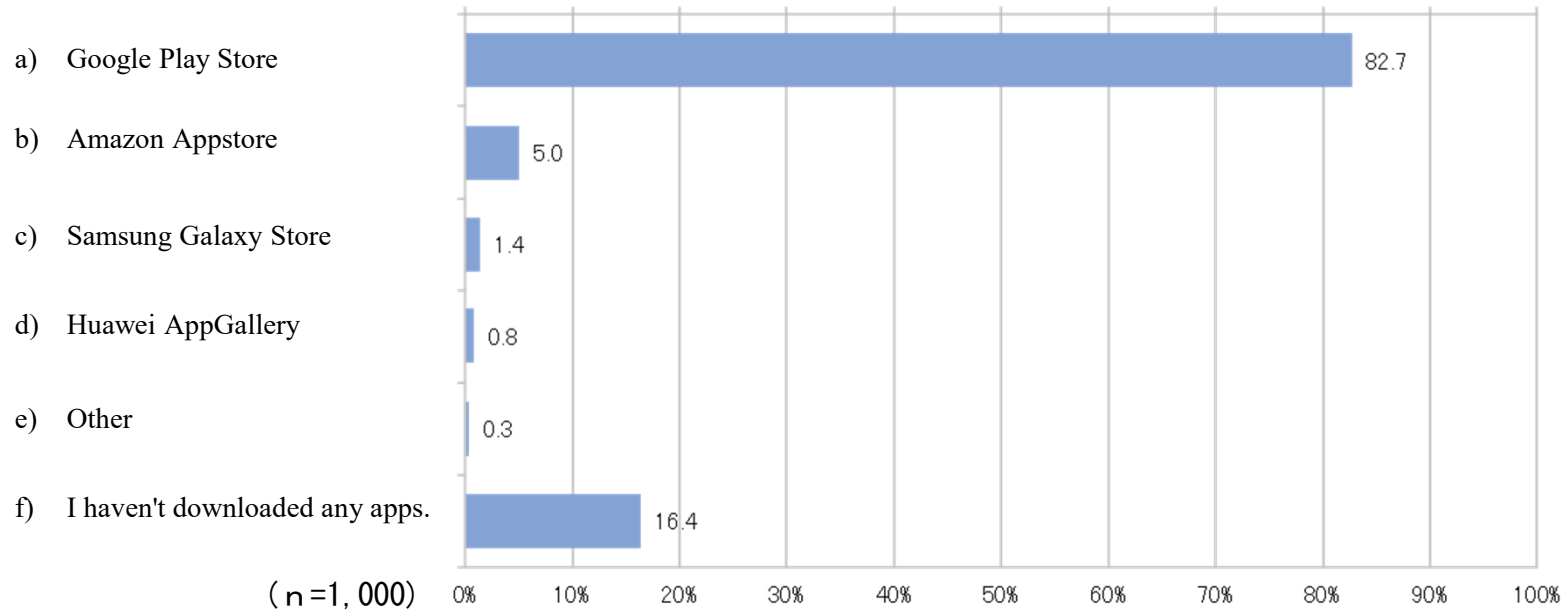
		a) Still purchase a smartphone with the same OS.	b) Purchase a smartphone with a different OS.	c) I don't know.	Number of responses
iOS(iPhone)	Number of answers	635	27	138	800
	Percentage	79.4	3.4	17.3	100.0
Android	Number of answers	361	33	174	568
	Percentage	63.6	5.8	30.6	100.0
Number of responses	Number of answers	996	60	312	1,368
	Percentage	72.8	4.4	22.8	100.0

Q9. (For iOS users) When downloading apps to the iPhone, you can only use Apple’s App Store. If app stores other than the Apple’s App Store were available, under what conditions would you prefer to use those app stores? Please select all that apply. (multiple answers allowed)



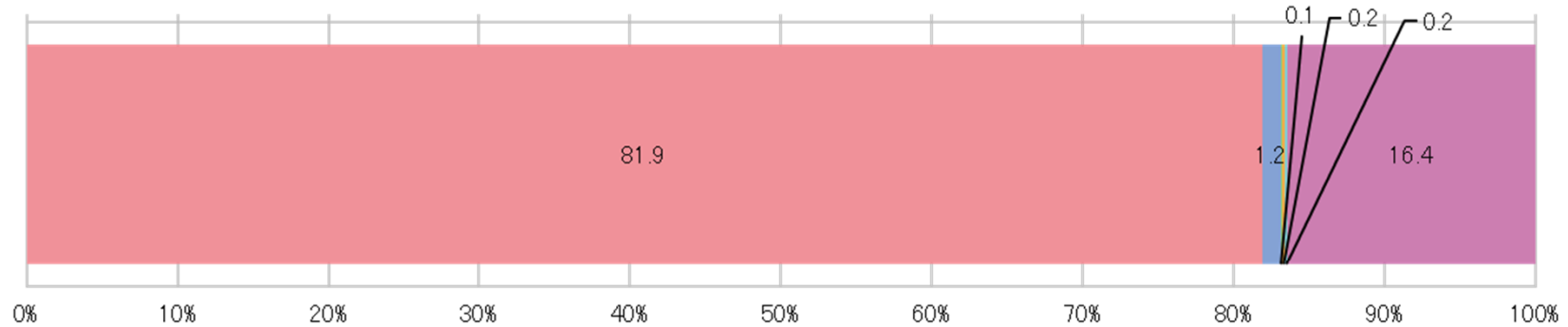
	Number of answers	Percentage(%)
a) If the price of the app is cheaper than that in Apple’s App Store, I would like to use it.	320	32.0
b) If it is more secure than Apple’s App Store, I would like to use it.	349	34.9
c) If there are more apps available to the public than Apple’s App Store, I would like to use it.	156	15.6
d) I would not use any app store other than Apple’s App Store under any conditions.	124	12.4
e) I don’t know.	307	30.7
f) Other	5	0.5
Number of responses	1,000	-

Q10A. (For Android users) We would like to ask you about the apps you have downloaded to your current smartphone.  
 (a) Please select all app stores from which you have downloaded apps. (multiple answers allowed)



	Number of answers	Percentage(%)
a) Google Play Store	827	82.7
b) Amazon Appstore	50	5.0
c) Samsung Galaxy Store	14	1.4
d) Huawei AppGallery	8	0.8
e) Other	3	0.3
f) I haven't downloaded any apps.	164	16.4
Number of responses	1,000	-

Q10A. (For Android users) We would like to ask you about the apps you have downloaded to your current smartphone.  
 (b) Please answer the app store from which you have downloaded the largest number of apps. (single answer)

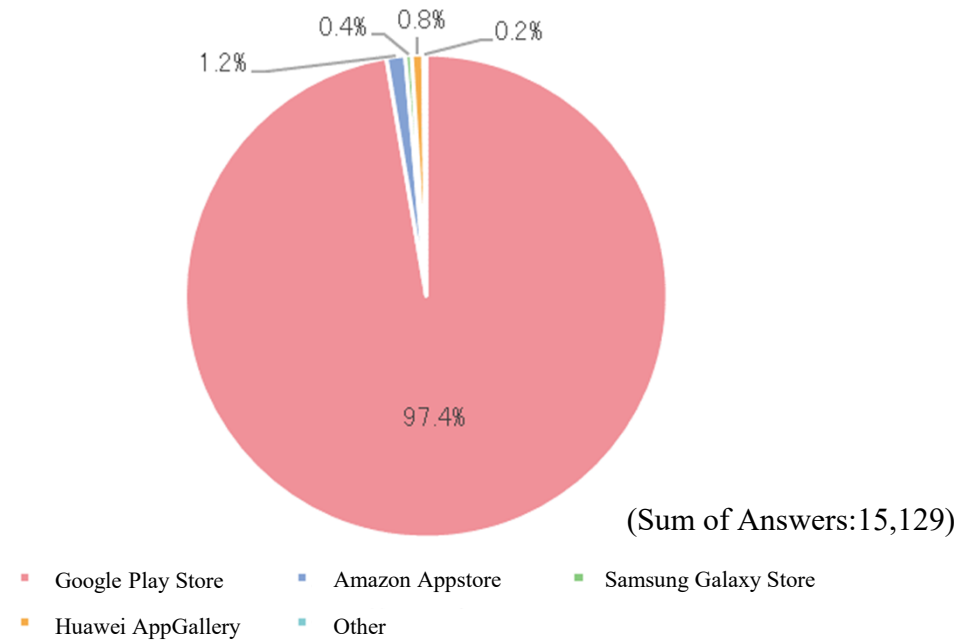


(n=1,000)

- a) Google Play Store
- b) Amazon Appstore
- c) Samsung Galaxy Store
- d) Huawei AppGallery
- e) Other
- f) I haven't downloaded any apps.

	Number of answers	Percentage(%)
a) Google Play Store	819	81.9
b) Amazon Appstore	12	1.2
c) Samsung Galaxy Store	1	0.1
d) Huawei AppGallery	2	0.2
e) Other	2	0.2
f) I haven't downloaded any apps.	164	16.4
Number of responses	1,000	100.0

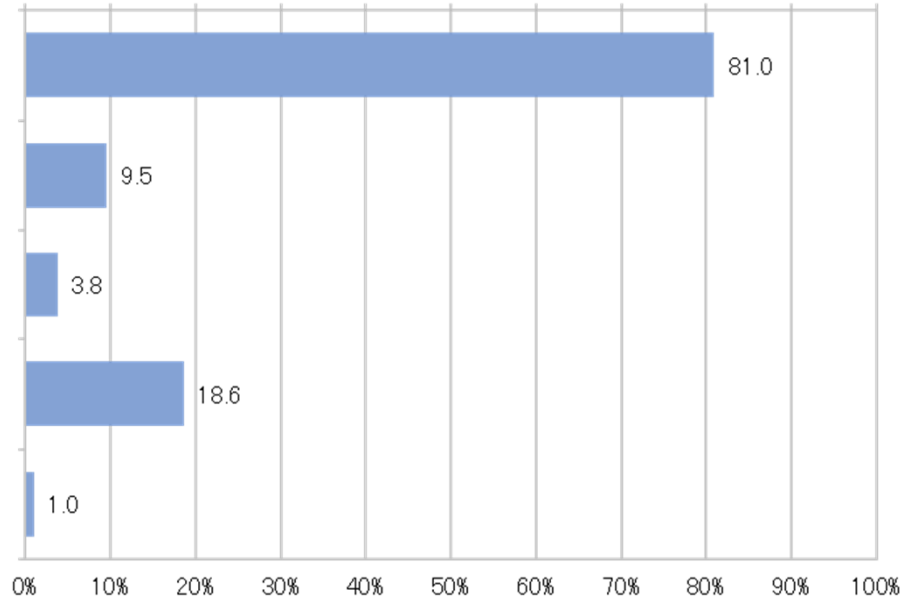
Q10B. (For those who answered in Q10A(a) that they have downloaded apps from an app store)  
 Please indicate how many apps you downloaded from what app store and give a breakdown (for example, (Number) apps from the Google Play Store and (Number) apps from the Amazon Appstore). (free answer)



	Sum of Answers	Percentage
Google Play Store	14,729	97.4
Amazon Appstore	189	1.2
Samsung Galaxy Store	65	0.4
Huawei AppGallery	117	0.8
Other	29	0.2
<b>Sum</b>	<b>15,129</b>	<b>100.0</b>

Q11. (For those who answered in Q10A(b) that they have download the largest number of apps from Google Play Store)  
 Why do you seldom use app stores other than Google Play Store? Please select all that apply.

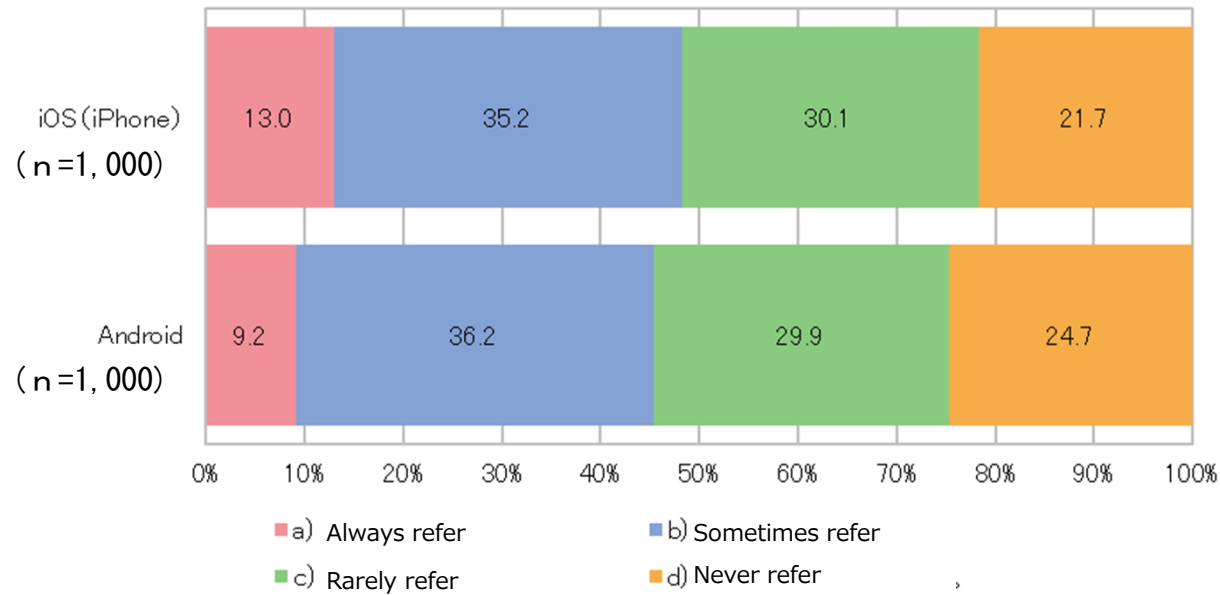
- a) Because Google Play Store is pre-installed in the device and it is enough for me to download apps from Google Play Store, so there is no (little) need to use other app stores.
- b) Because app stores other than Google Play Store have few apps that I want to use.
- c) Because security warnings may appear, if trying to download an app outside of Google Play Store.
- d) Because I didn't know there was an app store other than Google Play Store.
- e) Other



	Number of answers	Percentage(%)
a) Because Google Play Store is pre-installed in the device and it is enough for me to download apps from the Google Play Store, so there is no (little) need to use other app stores.	663	81.0
b) Because app stores other than Google Play Store have few apps that I want to use.	78	9.5
c) Because security warnings may appear, if trying to download an app outside of Google Play Store.	31	3.8
d) Because I didn't know there was an app store other than Google Play Store.	152	18.6
e) Other	8	1.0
Number of responses	819	-

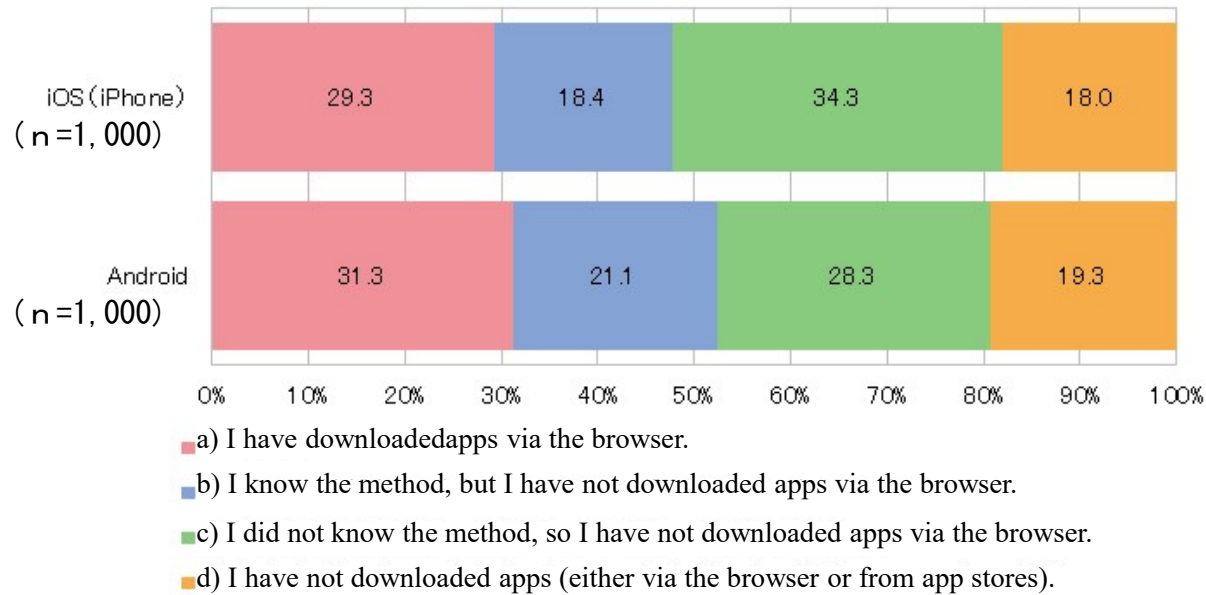


Q12. How much do you refer to app store rankings, recommendations and ad space on app stores when downloading apps?  
(single answer)



		a) Always refer	b) Sometimes refer	c) Rarely refer	d) Never refer	Number of responses
iOS(iPhone)	Number of answers	130	352	301	217	1,000
	Percentage	13.0	35.2	30.1	21.7	100.0
Android	Number of answers	92	362	299	247	1,000
	Percentage	9.2	36.2	29.9	24.7	100.0
Number of responses	Number of answers	222	714	600	464	2,000
	Percentage	11.1	35.7	30.0	23.2	100.0

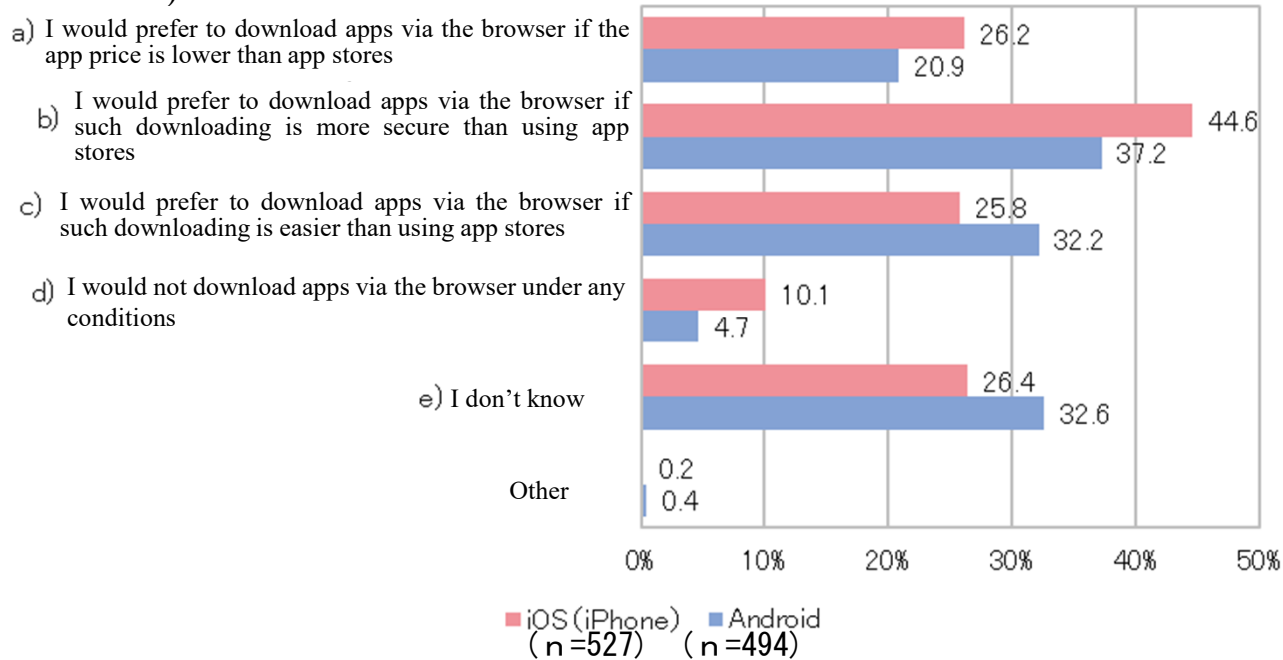
Q13. Have you ever downloaded an app in the past via the browser instead of the app store? (single answer)



		a) I have downloaded apps via the browser.	b) I know the method, but I have not downloaded apps via the browser.	c) I did not know the method, so I have not downloaded apps via the browser.	d) I have not downloaded apps (either via the browser or from app stores).	Number of responses
iOS(iPhone)	Number of answers	293	184	343	180	1,000
	Percentage	29.3	18.4	34.3	18.0	100.0
Android	Number of answers	313	211	283	193	1,000
	Percentage	31.3	21.1	28.3	19.3	100.0
Number of responses	Number of answers	606	395	626	373	2,000
	Percentage	30.3	19.8	31.3	18.7	100.0

Q14. (For those who answered “b) I know the method, but I have not downloaded apps via the browser.” or “c) (I did not know the method, so I have not downloaded apps via the browser.” in Q13)

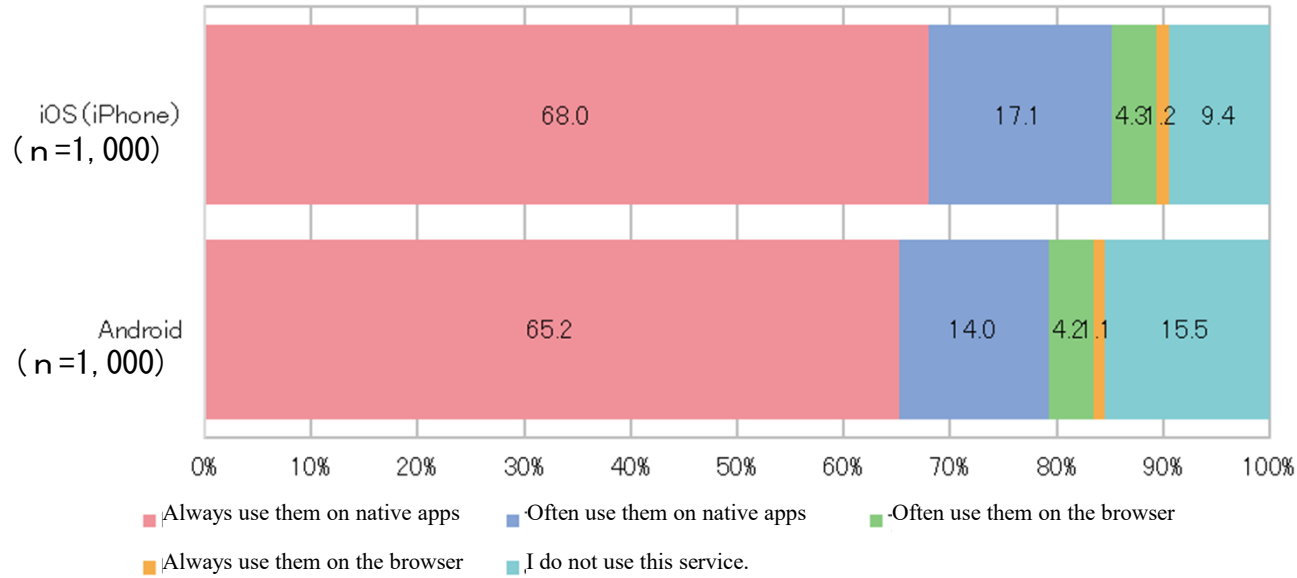
Under what conditions would you prefer to download an app via a browser (assuming the performance of the app remains the same)? (multiple answers allowed)



		a) I would prefer to download apps via the browser if the app price is lower than app stores.	b) I would prefer to download apps via the browser if such downloading is more secure than using app stores	c) I would prefer to download apps via the browser if such downloading is easier than using app stores	d) I would not download apps via the browser under any conditions	e) I don't know	Other	Number of responses
iOS(iPhone)	Number of answers	138	235	136	53	139	1	527
	Percentage	26.2	44.6	25.8	10.1	26.4	0.2	-
Android	Number of answers	103	184	159	23	161	2	494
	Percentage	20.9	37.2	32.2	4.7	32.6	0.4	-
Number of responses	Number of answers	241	419	295	76	300	3	1,021
	Percentage	23.6	41.0	28.9	7.4	29.4	0.3	-

Q15. When using the following service on your smartphone, are you more likely to use the app or via the browser (e.g. Safari, Chrome, etc.)? (single answer)

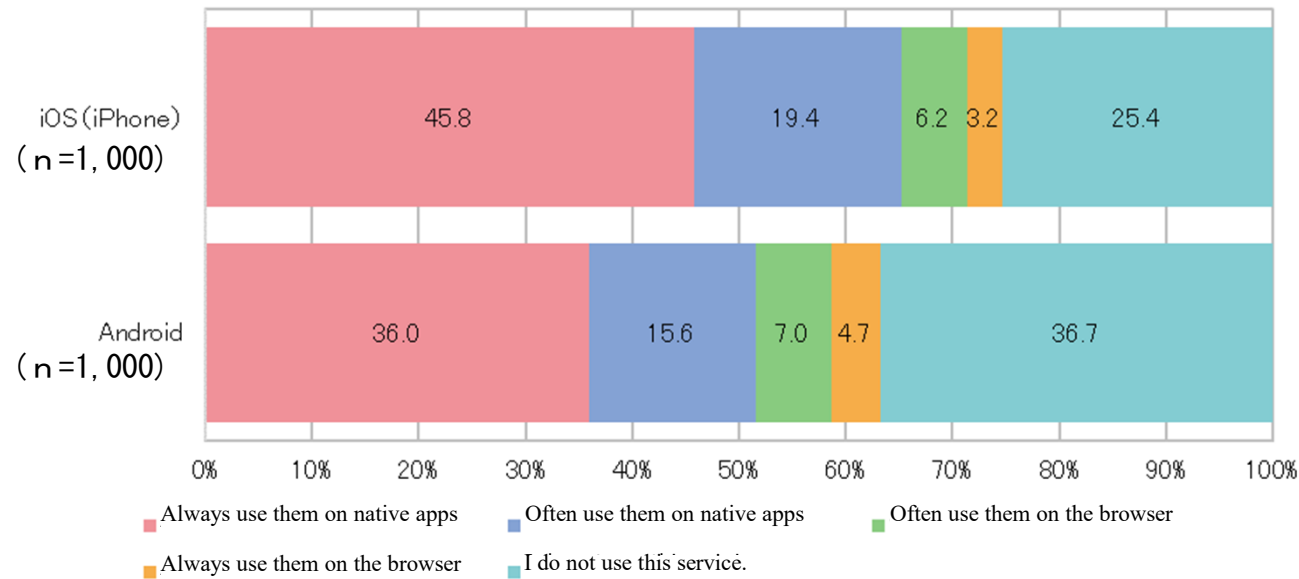
a. Messenger apps (LINE, Messenger, etc.)



		Always use them on native apps	Often use them on native apps	Often use them on the browser	Always use them on the browser	I do not use this service.	Number of responses
iOS(iPhone)	Number of answers	680	171	43	12	94	1,000
	Percentage	68.0	17.1	4.3	1.2	9.4	100.0
Android	Number of answers	652	140	42	11	155	1,000
	Percentage	65.2	14.0	4.2	1.1	15.5	100.0
Number of responses	Number of answers	1,332	311	85	23	249	2,000
	Percentage	66.6	15.6	4.3	1.2	12.5	100.0

Q15. When using the following service on your smartphone, are you more likely to use the app or via the browser (e.g. Safari, Chrome, etc.)? (single answer)

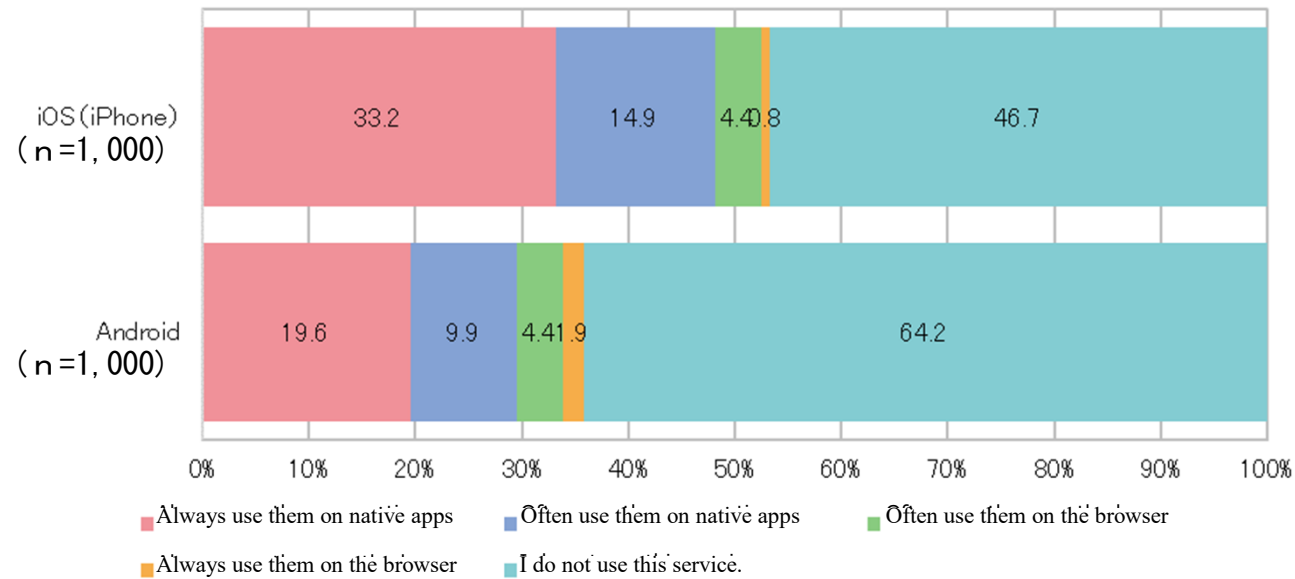
b. SNS (Twitter, Facebook, Instagram, etc.)



		Always use them on native apps	Often use them on native apps	Often use them on the browser	Always use them on the browser	I do not use this service.	Number of responses
iOS(iPhone)	Number of answers	458	194	62	32	254	1,000
	Percentage	45.8	19.4	6.2	3.2	25.4	100.0
Android	Number of answers	360	156	70	47	367	1,000
	Percentage	36.0	15.6	7.0	4.7	36.7	100.0
Number of responses	Number of answers	818	350	132	79	621	2,000
	Percentage	40.9	17.5	6.6	4.0	31.1	100.0

Q15. When using the following service on your smartphone, are you more likely to use the app or via the browser (e.g. Safari, Chrome, etc.)? (single answer)

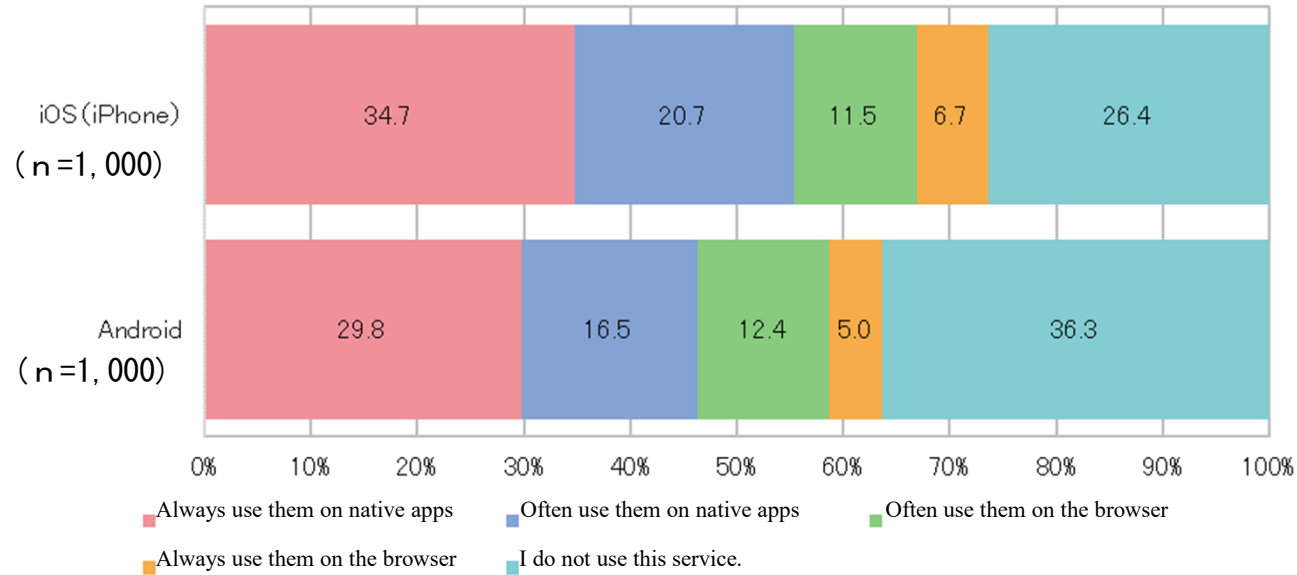
c. Music distribution services



		Always use them on native apps	Often use them on native apps	Often use them on the browser	Always use them on the browser	I do not use this service.	Number of responses
iOS(iPhone)	Number of answers	332	149	44	8	467	1,000
	Percentage	33.2	14.9	4.4	0.8	46.7	100.0
Android	Number of answers	196	99	44	19	642	1,000
	Percentage	19.6	9.9	4.4	1.9	64.2	100.0
Number of responses	Number of answers	528	248	88	27	1109	2,000
	Percentage	26.4	12.4	4.4	1.4	55.5	100.0

Q15. When using the following service on your smartphone, are you more likely to use the app or via the browser (e.g. Safari, Chrome, etc.)? (single answer)

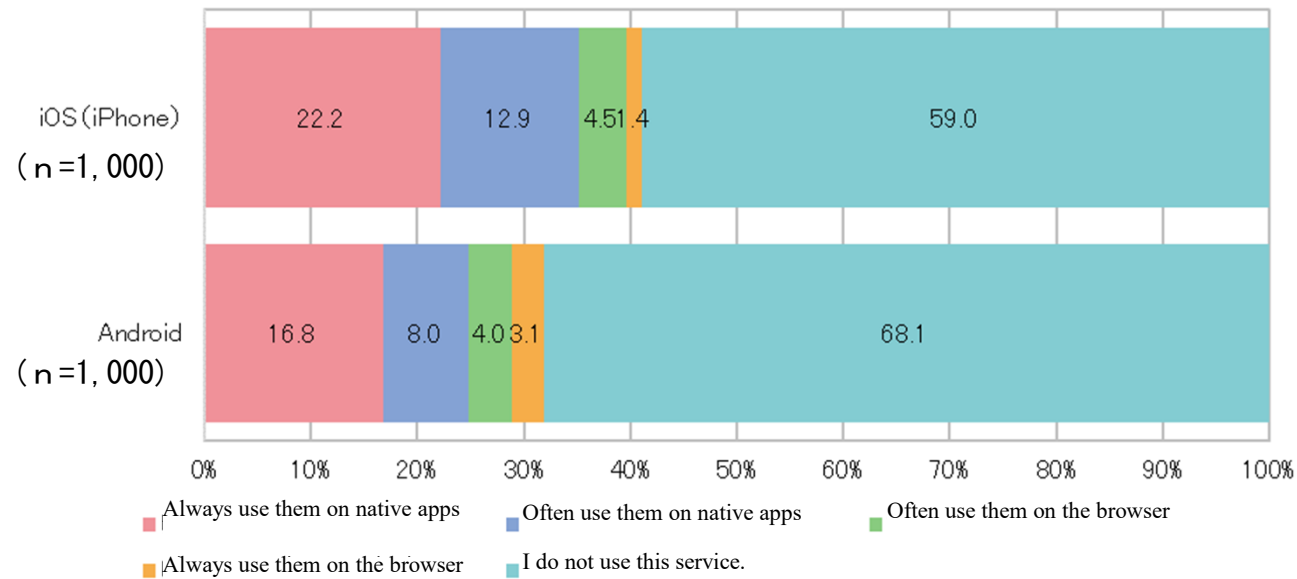
d. Video distribution services



		Always use them on native apps	Often use them on native apps	Often use them on the browser	Always use them on the browser	I do not use this service.	Number of responses
iOS(iPhone)	Number of answers	347	207	115	67	264	1,000
	Percentage	34.7	20.7	11.5	6.7	26.4	100.0
Android	Number of answers	298	165	124	50	363	1,000
	Percentage	29.8	16.5	12.4	5.0	36.3	100.0
Number of responses	Number of answers	645	372	239	117	627	2,000
	Percentage	32.3	18.6	12.0	5.9	31.4	100.0

Q15. When using the following service on your smartphone, are you more likely to use the app or via the browser (e.g. Safari, Chrome, etc.)? (single answer)

e. E-books

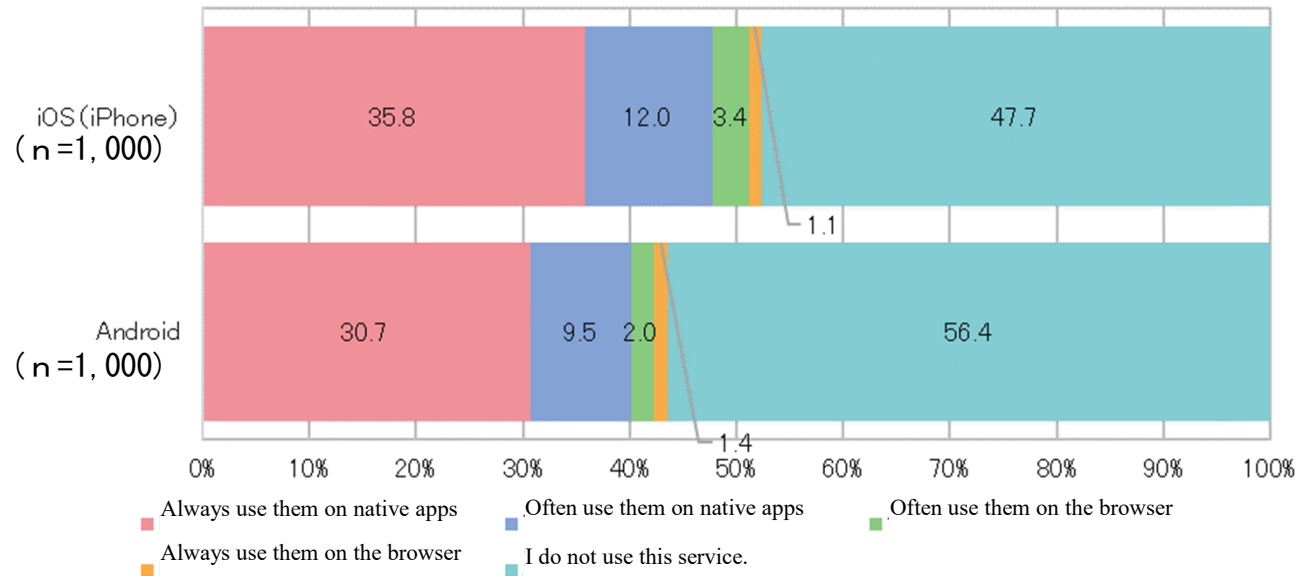


		Always use them on native apps	Often use them on native apps	Often use them on the browser	Always use them on the browser	I do not use this service.	Number of responses
iOS(iPhone)	Number of answers	222	129	45	14	590	1,000
	Percentage	22.2	12.9	4.5	1.4	59.0	100.0
Android	Number of answers	168	80	40	31	681	1,000
	Percentage	16.8	8.0	4.0	3.1	68.1	100.0
Number of responses	Number of answers	390	209	85	45	1271	2,000
	Percentage	19.5	10.5	4.3	2.3	63.6	100.0



Q15. When using the following service on your smartphone, are you more likely to use the app or via the browser (e.g. Safari, Chrome, etc.)? (single answer)

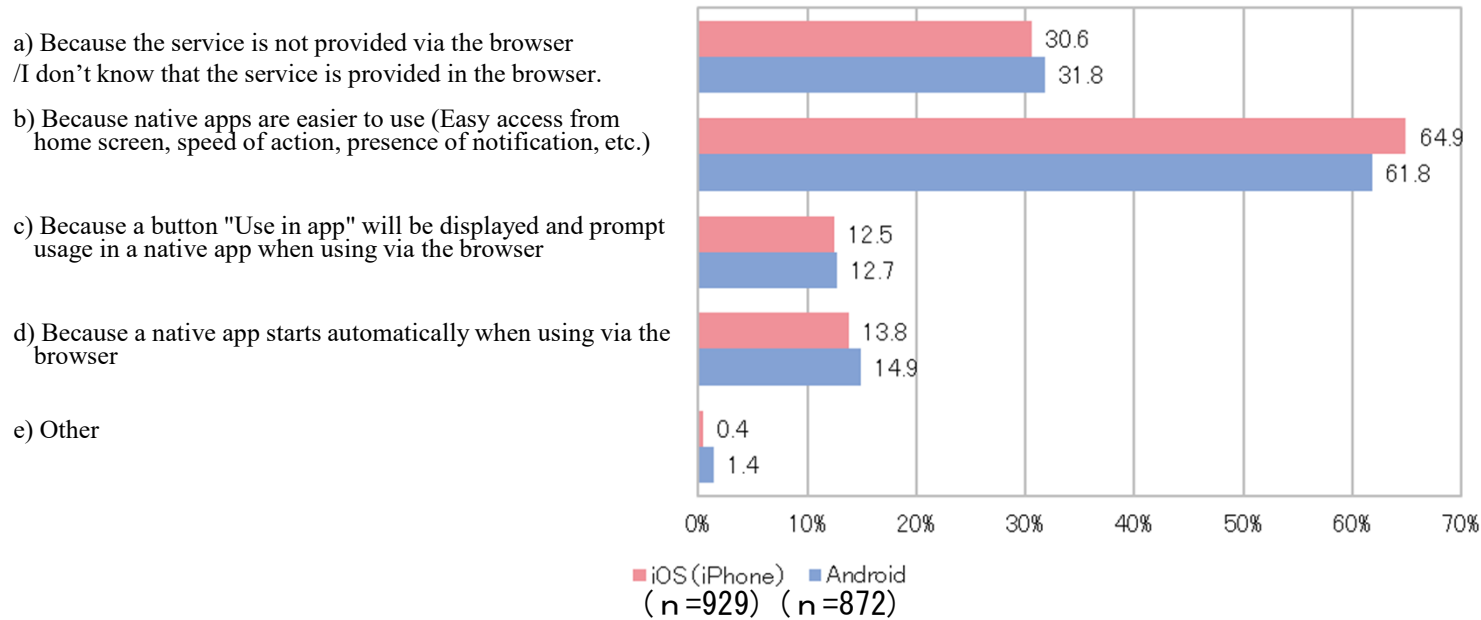
f. Games



		Always use them on native apps	Often use them on native apps	Often use them on the browser	Always use them on the browser	I do not use this service.	Number of responses
iOS(iPhone)	Number of answers	358	120	34	11	477	1,000
	Percentage	35.8	12.0	3.4	1.1	47.7	100.0
Android	Number of answers	307	95	20	14	564	1,000
	Percentage	30.7	9.5	2.0	1.4	56.4	100.0
Number of responses	Number of answers	665	215	54	25	1041	2,000
	Percentage	33.3	10.8	2.7	1.3	52.1	100.0

Q16. Please answer this question about services that you answered “always use them on native apps” or “often use them on native apps” in Q15.

Please select all applicable reasons for using apps. (multiple answers allowed)

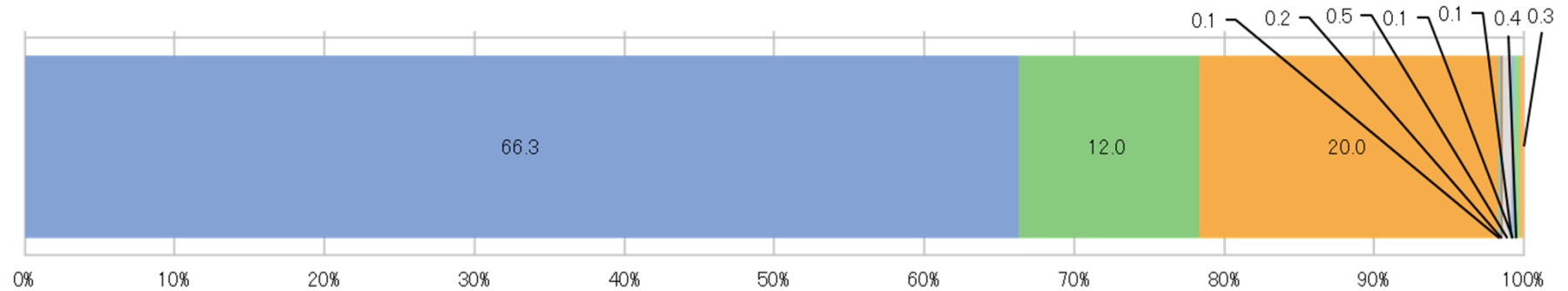


		a) Because the service is not provided via the browser /I don't know that the service is provided in the browser.	b) Because native apps are easier to use (Easy access from home screen, speed of action, presence of notification, etc.)	c) Because a button "Use in app" will be displayed and prompt usage in a native app when using via the browser	d) Because a native app starts automatically when using via the browser	e) Other	Number of responses
iOS(iPhone)	Number of answers	284	603	116	128	4	929
	Percentage	30.6	64.9	12.5	13.8	0.4	-
Android	Number of answers	277	539	111	130	12	872
	Percentage	31.8	61.8	12.7	14.9	1.4	-
Number of responses	Number of answers	561	1,142	227	258	16	1,801
	Percentage	31.1	63.4	12.6	14.3	0.9	-

Q17A. Which browser do you use to browse websites with your smartphone?

Please select the browser you use most frequently and the browser you use second most frequently. (single answer)

iOS user: The most frequently used browser



(n=1,000)

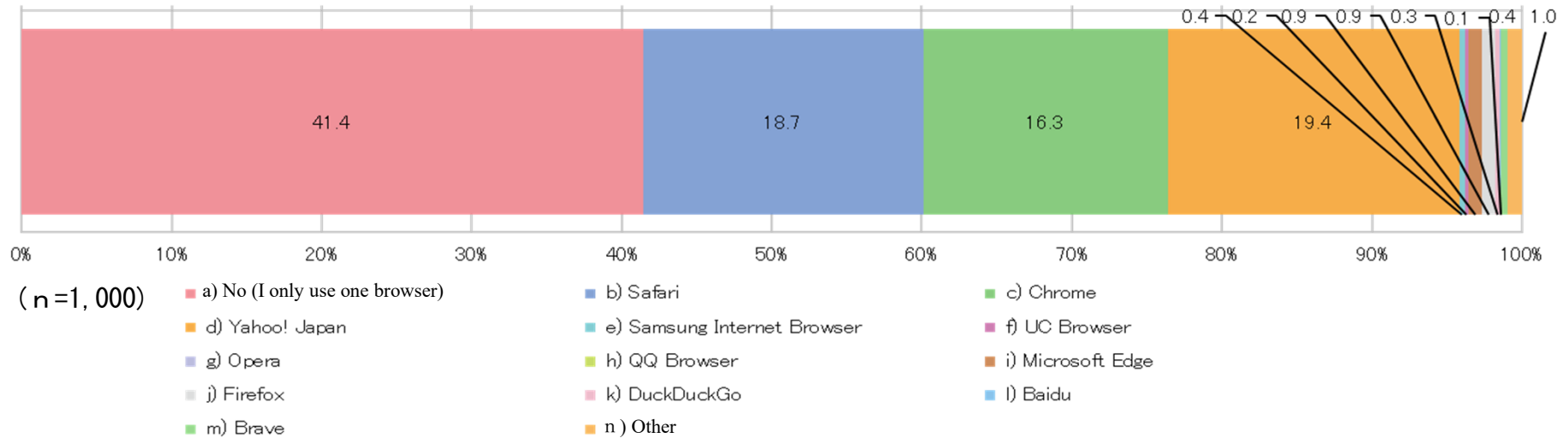
- a) Safari
- b) Chrome
- c) Yahoo! Japan
- d) Samsung Internet Browser
- e) UC Browser
- f) Opera
- g) QQ Browser
- h) Microsoft Edge
- i) Firefox
- j) DuckDuckGo
- k) Baidu
- l) Brave
- m) Other

	Number of answers	Percentage(%)
a) Safari	663	66.3
b) Chrome	120	12.0
c) Yahoo! Japan	200	20.0
d) Samsung Internet Browser	1	0.1
e) UC Browser	0	0.0
f) Opera	0	0.0
g) QQ Browser	0	0.0
h) Microsoft Edge	2	0.2
i) Firefox	5	0.5
j) DuckDuckGo	1	0.1
k) Baidu	1	0.1
l) Brave	4	0.4
m) Other	3	0.3
<b>Number of responses</b>	<b>1,000</b>	<b>100.0</b>

Q17A. Which browser do you use to browse websites with your smartphone?

Please select the browser you use most frequently and the browser you use second most frequently. (single answer)

iOS user: The second most frequently used browser

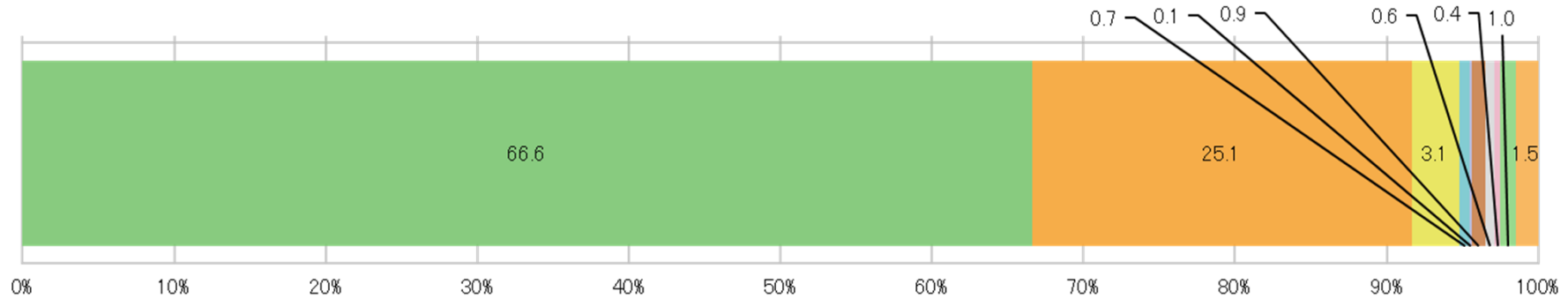


	Number of answers	Percentage(%)
a) No(I only use one browser)	414	41.4
b) Safari	187	18.7
c) Chrome	163	16.3
d) Yahoo! Japan	194	19.4
e) Samsung Internet Browser	4	0.4
f) UC Browser	2	0.2
g) Opera	0	0.0
h) QQ Browser	0	0.0
i) Microsoft Edge	9	0.9
j) Firefox	9	0.9
k) DuckDuckGo	3	0.3
l) Baidu	1	0.1
m) Brave	4	0.4
n) Other	10	1.0
<b>Number of responses</b>	<b>1,000</b>	<b>100.0</b>

Q17B. Which browser do you use to browse websites with your smartphone?

Please select the browser you use most frequently and the browser you use second most frequently. (single answer)

Android user: The most frequently used browser



(n=1,000)

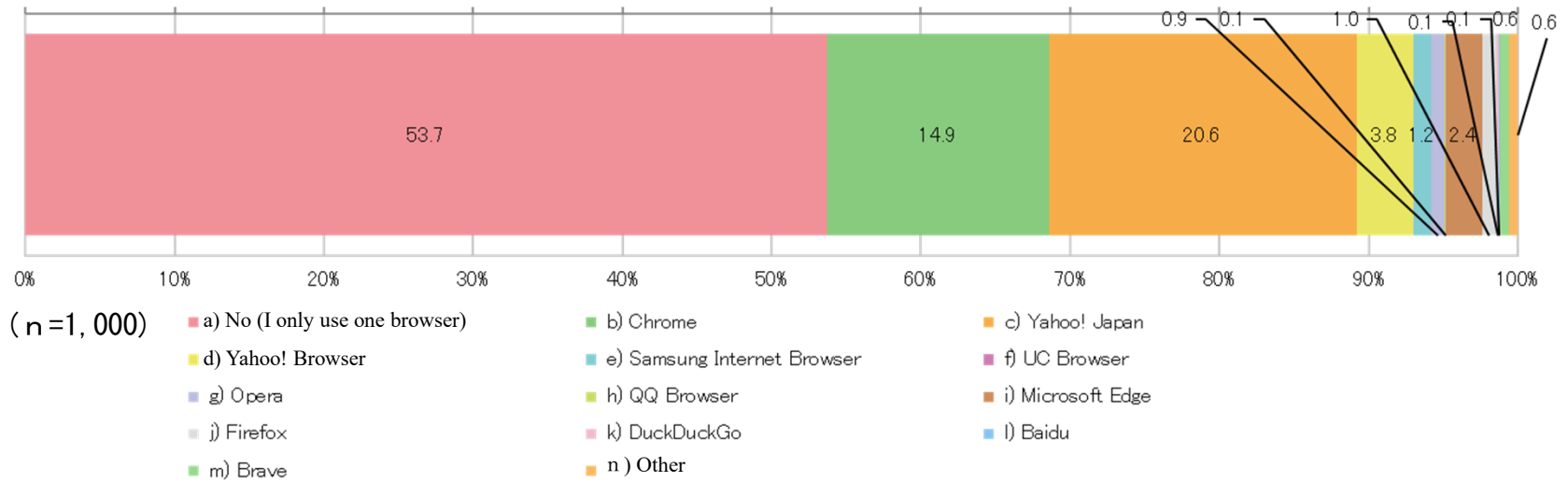
- a) Chrome
- b) Yahoo! Japan
- c) Yahoo! Browser
- d) Samsung Internet Browser
- e) UC Browser
- f) Opera
- g) QQ Browser
- h) Microsoft Edge
- i) Firefox
- j) DuckDuckGo
- k) Baidu
- l) Brave
- m) Other

	Number of answers	Percentage(%)
a) Chrome	666	66.6
b) Yahoo! Japan	251	25.1
c) Yahoo! Browser	31	3.1
d) Samsung Internet Browser	7	0.7
e) UC Browser	0	0.0
f) Opera	1	0.1
g) QQ Browser	0	0.0
h) Microsoft Edge	9	0.9
i) Firefox	6	0.6
j) DuckDuckGo	4	0.4
k) Baidu	0	0.0
l) Brave	10	1.0
m) Other	15	1.5
<b>Number of responses</b>	<b>1,000</b>	<b>100.0</b>

Q17B. Which browser do you use to browse websites with your smartphone?

Please select the browser you use most frequently and the browser you use second most frequently. (single answer)

Android user: The second most frequently used browser

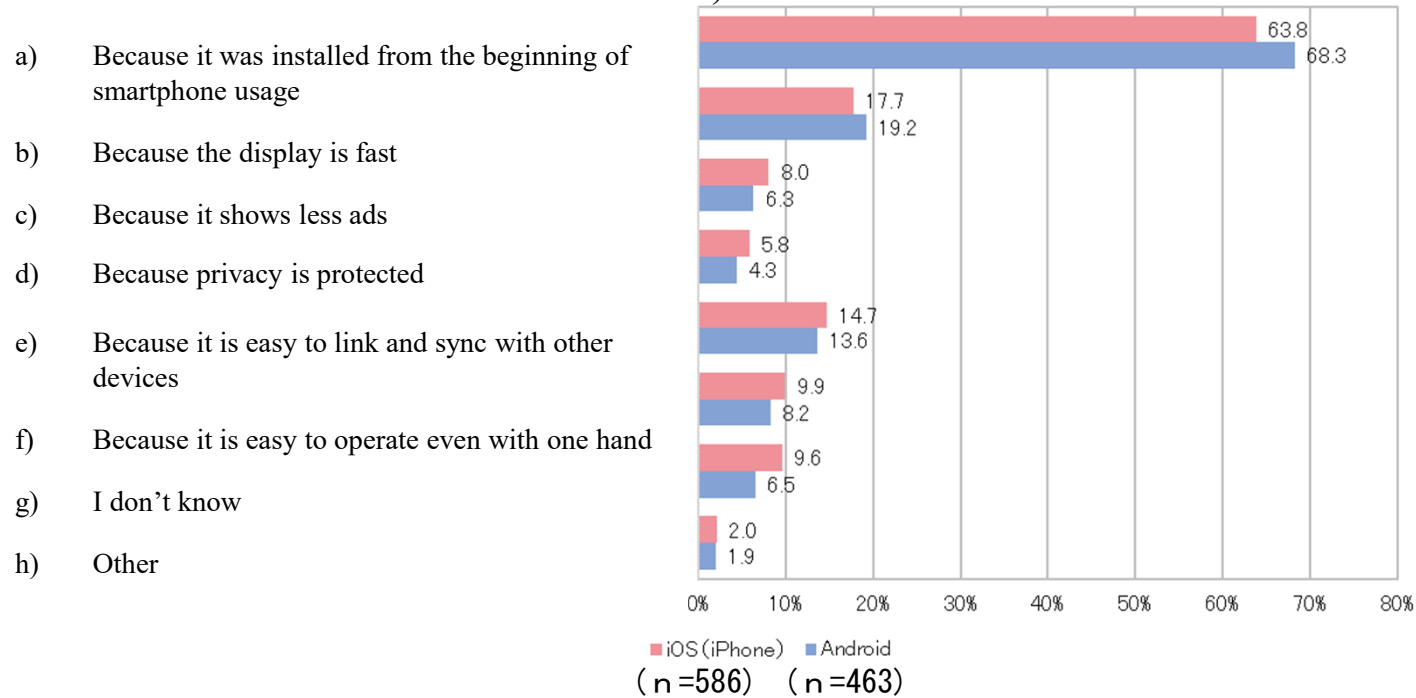


	Number of answers	Percentage(%)
a) No (I only use one browser)	537	53.7
b) Chrome	149	14.9
c) Yahoo! Japan	206	20.6
d) Yahoo! Browser	38	3.8
e) Samsung Internet Browser	12	1.2
f) UC Browser	0	0.0
g) Opera	9	0.9
h) QQ Browser	1	0.1
i) Microsoft Edge	24	2.4
j) Firefox	10	1.0
k) DuckDuckGo	1	0.1
l) Baidu	1	0.1
m) Brave	6	0.6
n) Other	6	0.6
<b>Number of responses</b>	<b>1,000</b>	<b>100.0</b>

Q18. Why do you use the browser you answered in Q17A or Q17B?

Those who chose a browser other than “a) No (I only use one browser)” as their second most frequently used browser in Q17A or Q17B:

The most frequently used browser (multiple answers allowed)

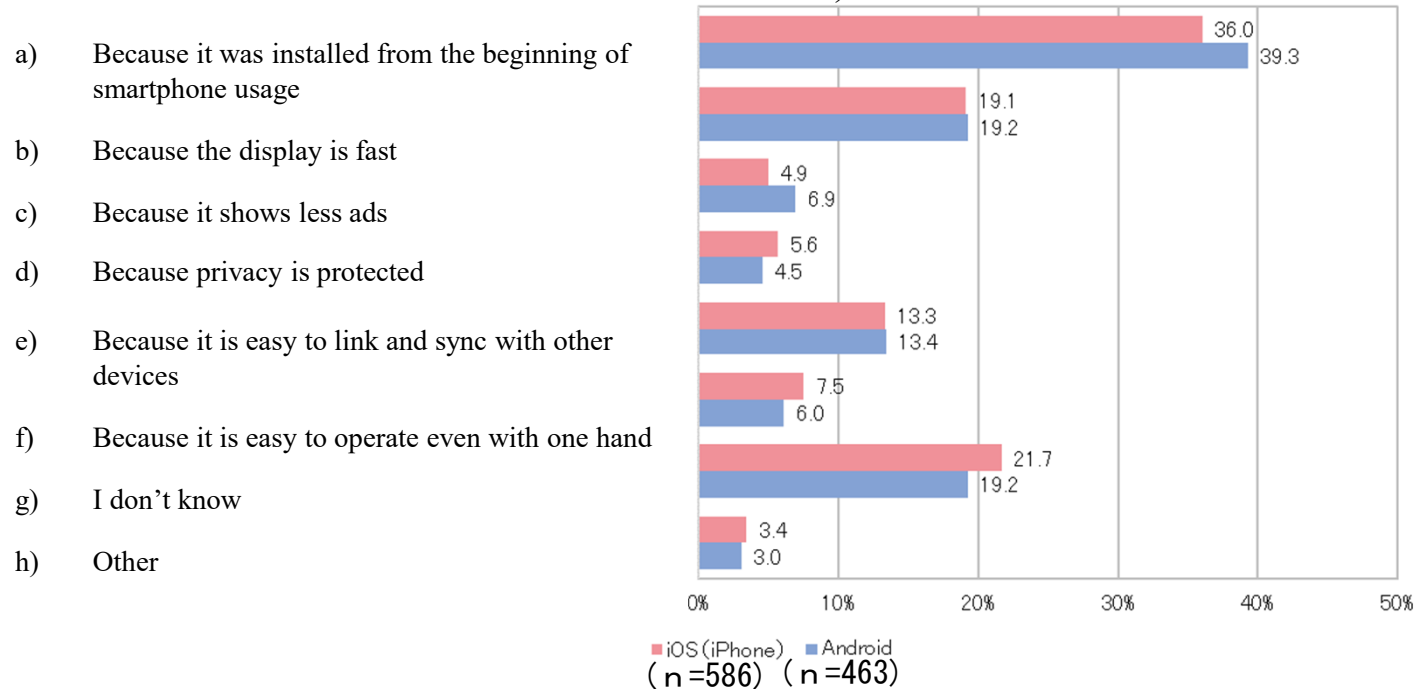


		a) Because it was installed from the beginning of smartphone usage	b) Because the display is fast	c) Because it shows less ads	d) Because privacy is protected	e) Because it is easy to link and sync with other devices	f) Because it is easy to operate even with one hand	g) I don't know	h) Other	Number of answers
iOS(iPhone)	Number of answers	374	104	47	34	86	58	56	12	586
	Percentage	63.8	17.7	8.0	5.8	14.7	9.9	9.6	2.0	-
Android	Number of answers	316	89	29	20	63	38	30	9	463
	Percentage	68.3	19.2	6.3	4.3	13.6	8.2	6.5	1.9	-
Number of responses	Number of answers	690	193	76	54	149	96	86	21	1,049
	Percentage	65.8	18.4	7.2	5.1	14.2	9.2	8.2	2.0	-

Q18. Why do you use the browser you answered in Q17A or Q17B?

Those who chose a browser other than “a) No (I only use one browser)” as their second most frequently used browser in Q17A or Q17B:

The second most frequently used browser (multiple answers allowed)



		a) Because it was installed from the beginning of smartphone usage	b) Because the display is fast	c) Because it shows less ads	d) Because privacy is protected	e) Because it is easy to link and sync with other devices	f) Because it is easy to operate even with one hand	g) I don't know	h) Other	Number of answers
iOS(iPhone)	Number of answers	211	112	29	33	78	44	127	20	586
	Percentage	36.0	19.1	4.9	5.6	13.3	7.5	21.7	3.4	-
Android	Number of answers	182	89	32	21	62	28	89	14	463
	Percentage	39.3	19.2	6.9	4.5	13.4	6.0	19.2	3.0	-
Number of responses	Number of answers	393	201	61	54	140	72	216	34	1,049
	Percentage	37.5	19.2	5.8	5.1	13.3	6.9	20.6	3.2	-

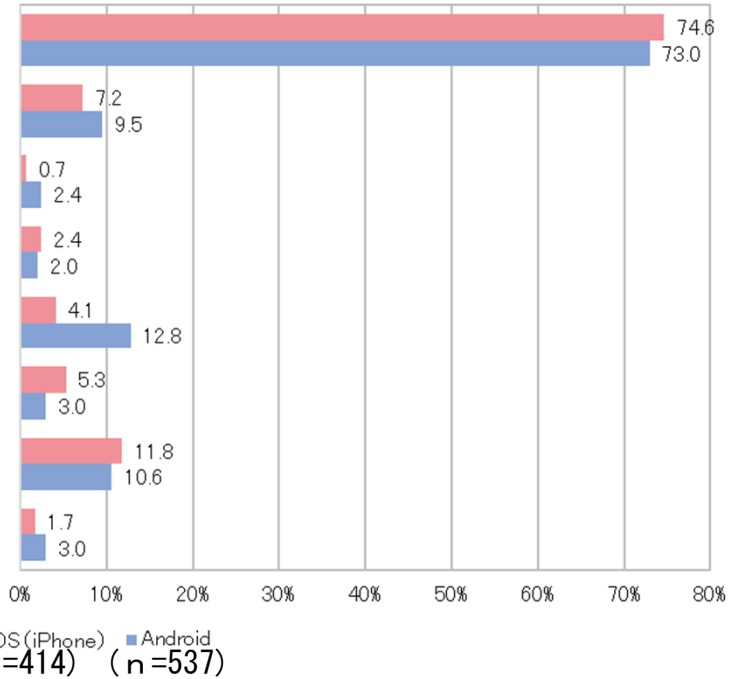


Q18. Why do you use the browser you answered in Q17A or Q17B?

Those who chose “a) no (I only use one browser)” as their second most frequently used browser in Q17A or Q17B:

The most frequently used browser (multiple answers allowed)

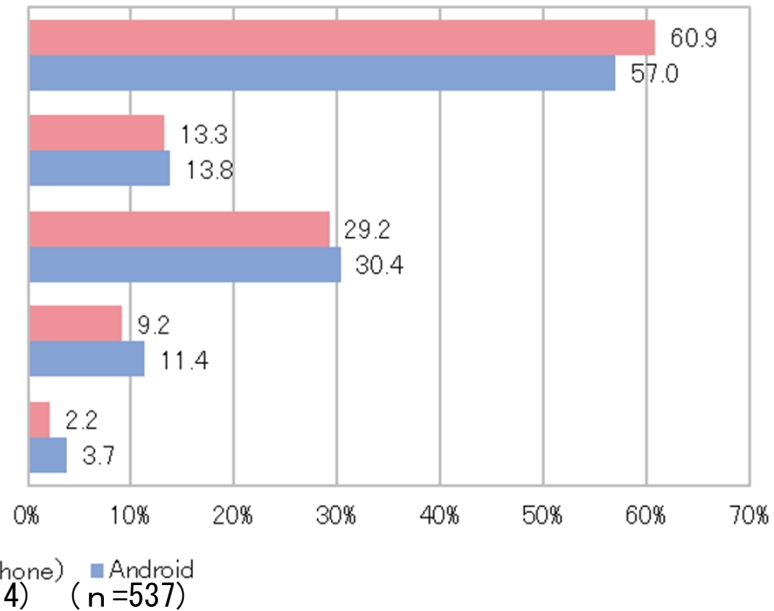
- a) Because it was installed from the beginning of smartphone usage
- b) Because the display is fast
- c) Because it shows less ads
- d) Because privacy is protected
- e) Because it is easy to link and sync with other devices
- f) Because it is easy to operate even with one hand
- g) I don't know
- h) Other



		a) Because it was installed from the beginning of smartphone usage	b) Because the display is fast	c) Because it shows less ads	d) Because privacy is protected	e) Because it is easy to link and sync with other devices	f) Because it is easy to operate even with one hand	g) I don't know	h) Other	Number of answers
iOS(iPhone)	Number of answers	309	30	3	10	17	22	49	7	414
	Percentage	74.6	7.2	0.7	2.4	4.1	5.3	11.8	1.7	-
Android	Number of answers	392	51	13	11	69	16	57	16	537
	Percentage	73.0	9.5	2.4	2.0	12.8	3.0	10.6	3.0	-
Number of responses	Number of answers	701	81	16	21	86	38	106	23	951
	Percentage	73.7	8.5	1.7	2.2	9.0	4.0	11.1	2.4	-

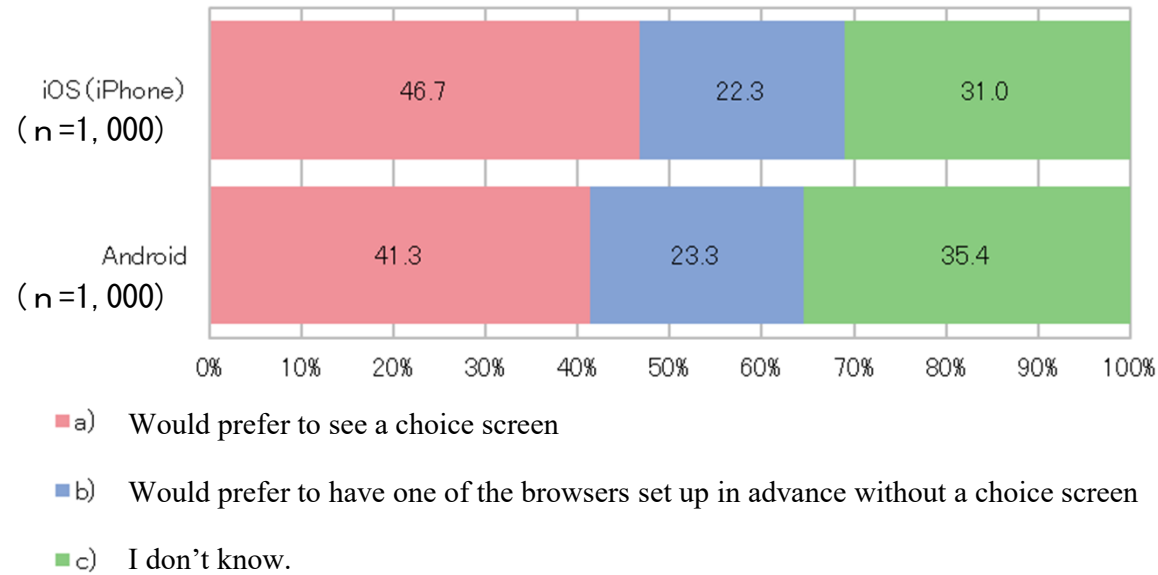
Q19. (For those who answered that they use only one browser when browsing websites using a smartphone)  
Please select all of the following as reasons for not using a browser other than the one you currently use. (multiple answers allowed)

- a) Because I don't know what features and benefits other browsers have
- b) Because I don't know how to use other browsers
- c) Because it is troublesome to find the other browser and download it
- d) using only the current browser as a result of comparing multiple browsers
- e) Other



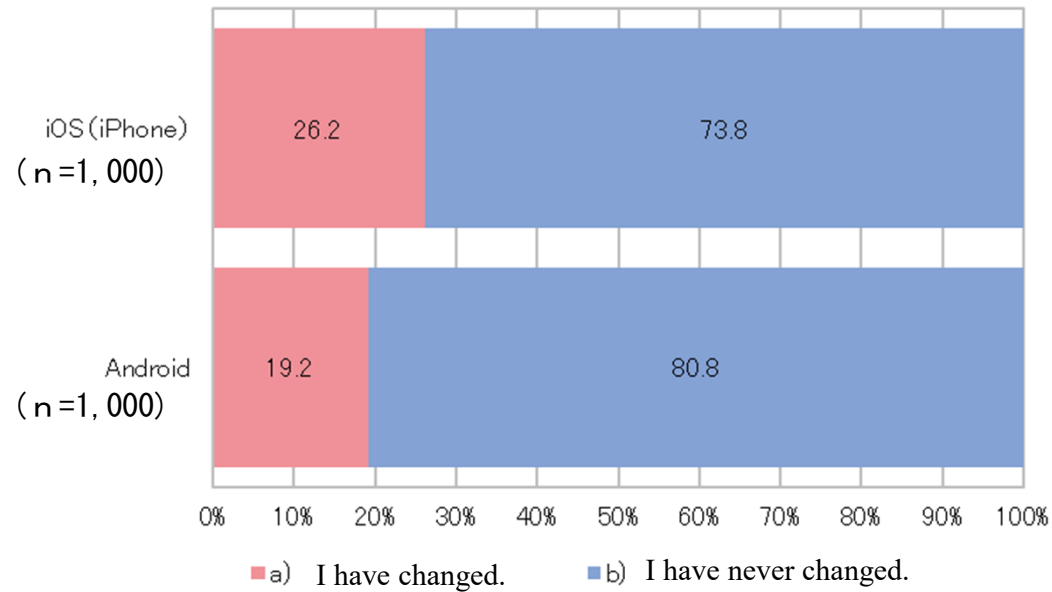
		a) Because I don't know what features and benefits other browsers have	b) Because I don't know how to use other browsers	c) Because it is troublesome to find the other browser and download it	d) using only the current browser as a result of comparing multiple browsers	e) Other	Number of answers
iOS(iPhone)	Number of answers	252	55	121	38	9	414
	Percentage	60.9	13.3	29.2	9.2	2.2	-
Android	Number of answers	306	74	163	61	20	537
	Percentage	57.0	13.8	30.4	11.4	3.7	-
Number of responses	Number of answers	558	129	284	99	29	951
	Percentage	58.7	13.6	29.9	10.4	3.0	-

Q20. Some browsers have features such as fewer advertisements or emphasis on privacy, etc. Would you like to see a screen that displays several browsers with their features and allows you to choose the browser installed on your home screen, such as at the first startup of a smartphone? (single answer)



		a) Would prefer to see a choice screen	b) Would prefer to have one of the browsers set up in advance without a choice screen	c) I don't know.	Number of answers
iOS(iPhone)	Number of answers	467	223	310	1,000
	Percentage	46.7	22.3	31.0	100.0
Android	Number of answers	413	233	354	1,000
	Percentage	41.3	23.3	35.4	100.0
Number of responses	Number of answers	880	456	664	2,000
	Percentage	44.0	22.8	33.2	100.0

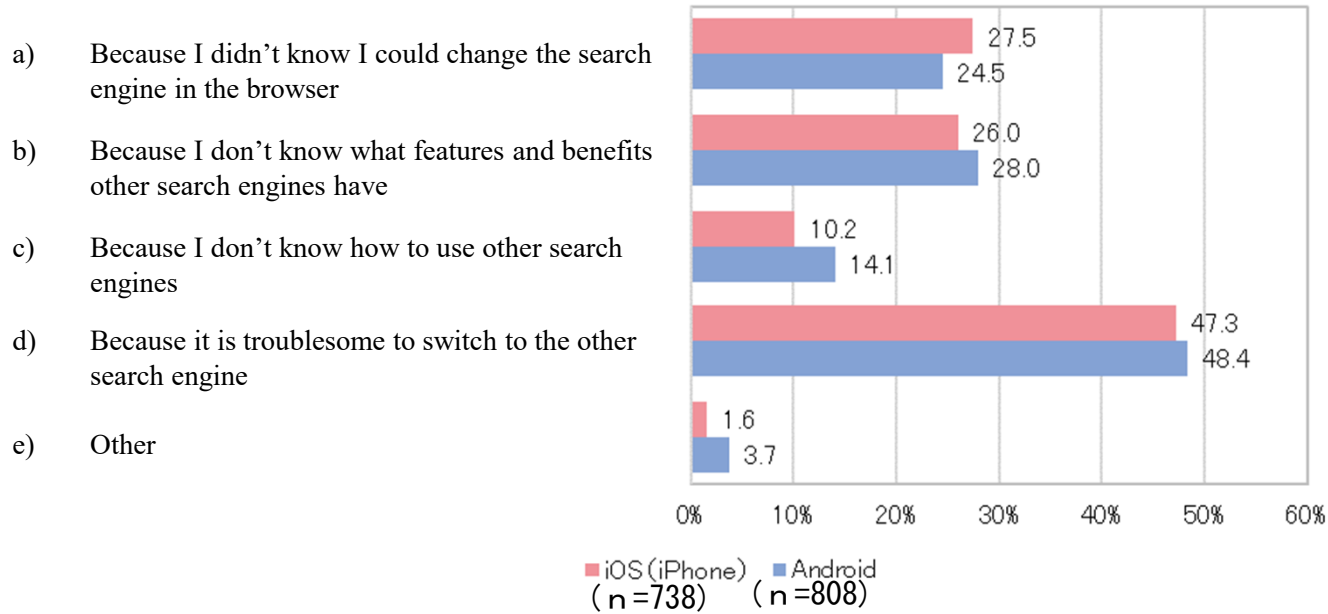
Q21. Have you ever changed the default search engine (e.g. Google, Bing, Yahoo, etc.) within the browser? (single answer)



		a) I have changed	b) I have never changed.	Number of answers
iOS(iPhone)	Number of answers	262	738	1,000
	Percentage	26.2	73.8	100.0
Android	Number of answers	192	808	1,000
	Percentage	19.2	80.8	100.0
Number of responses	Number of answers	454	1,546	2,000
	Percentage	22.7	77.3	100.0

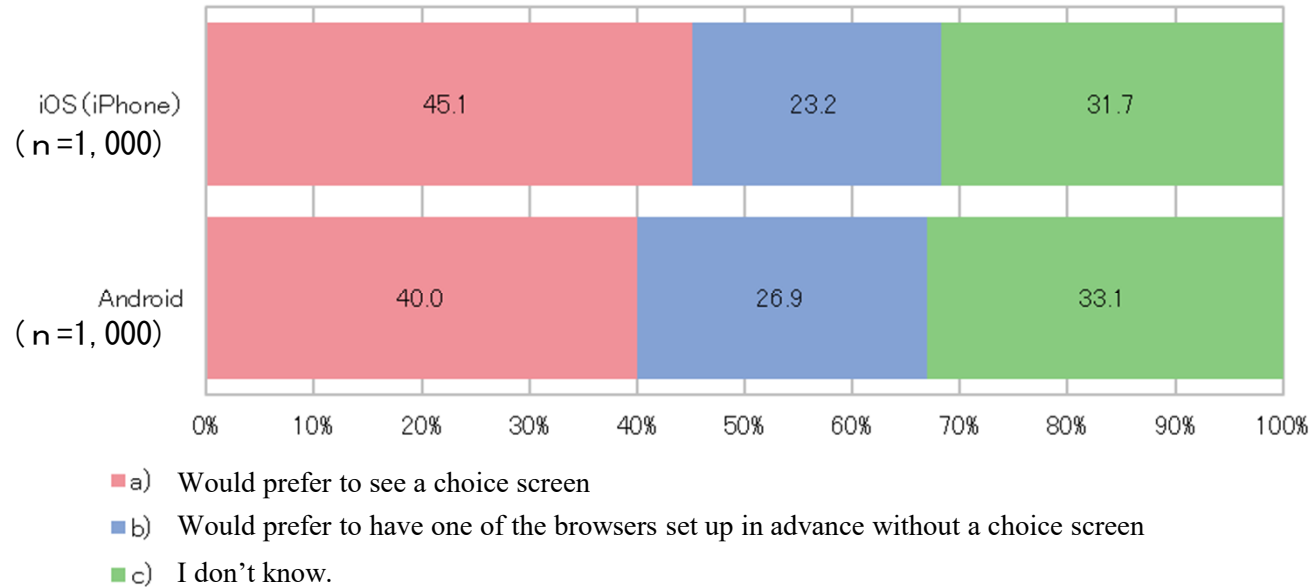
Q22. (For those who answered in Q21 that they have never changed the default search engine within their browser (e.g. Google, Bing, Yahoo, etc.))

Why have you never changed the default search engine within your browser? Please select all of the following that apply. (multiple answers allowed)



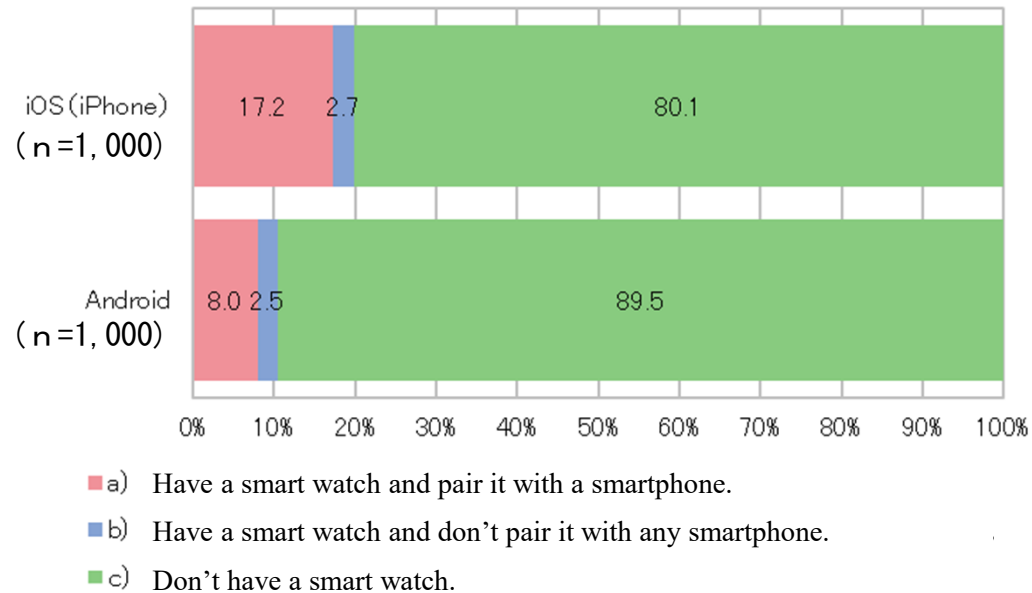
		a) Because I didn't know I could change the search engine in the browser	b) Because I don't know what features and benefits other search engines have	c) Because I don't know how to use other search engines	d) Because it is troublesome to switch to the other search engine	e) Other	Number of answers
iOS(iPhone)	Number of answers	203	192	75	349	12	738
	Percentage	27.5	26.0	10.2	47.3	1.6	-
Android	Number of answers	198	226	114	391	30	808
	Percentage	24.5	28.0	14.1	48.4	3.7	-
Number of responses	Number of answers	401	418	189	740	42	1,546
	Percentage	25.9	27.0	12.2	47.9	2.7	-

Q23. Some search engines have features such as emphasis on privacy, etc. Would you like to see a screen that displays several search engines (e.g., Google, Bing, Yahoo, etc.) with their features and allows you to choose the default search engine, such as at the first launch of the browser after purchasing a smartphone? (single answer)



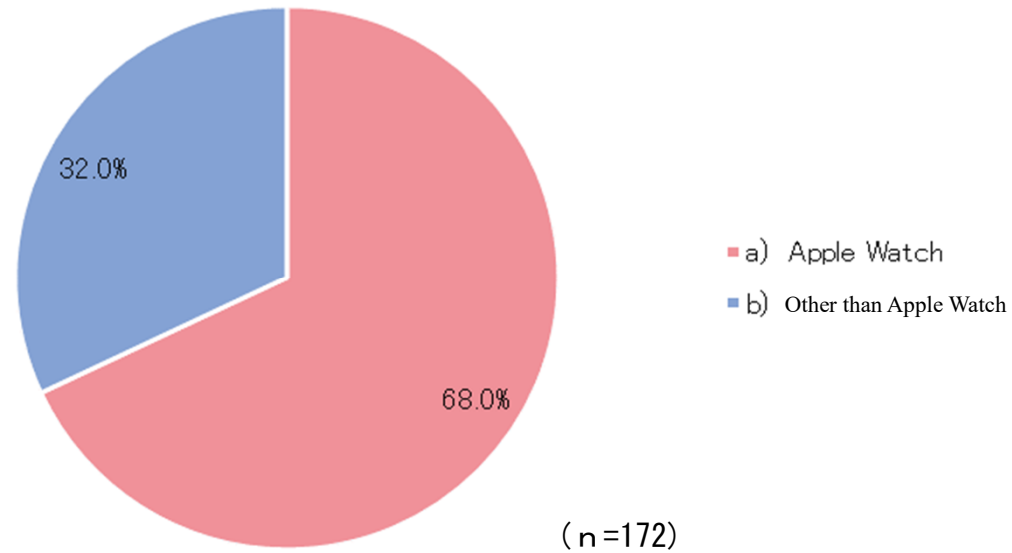
		a) Would prefer to see a choice screen	b) Would prefer to have one of the browsers set up in advance without a choice screen	c) I don't know.	Number of answers
iOS(iPhone)	Number of answers	451	232	317	1,000
	Percentage	45.1	23.2	31.7	100.0
Android	Number of answers	400	269	331	1,000
	Percentage	40.0	26.9	33.1	100.0
Number of responses	Number of answers	851	501	648	2,000
	Percentage	42.6	25.1	32.4	100.0

Q24. Do you have a smartwatch? If so, do you pair it to your smartphone? (single answer)



		a) Have a smart watch and pair it with a smartphone.	b) Have a smart watch and don't pair it with any smartphone.	c) Don't have a smart watch.	Number of answers
iOS(iPhone)	Number of answers	172	27	801	1,000
	Percentage	17.2	2.7	80.1	100.0
Android	Number of answers	80	25	895	1,000
	Percentage	8.0	2.5	89.5	100.0
Number of responses	Number of answers	252	52	1696	2,000
	Percentage	12.6	2.6	84.8	100.0

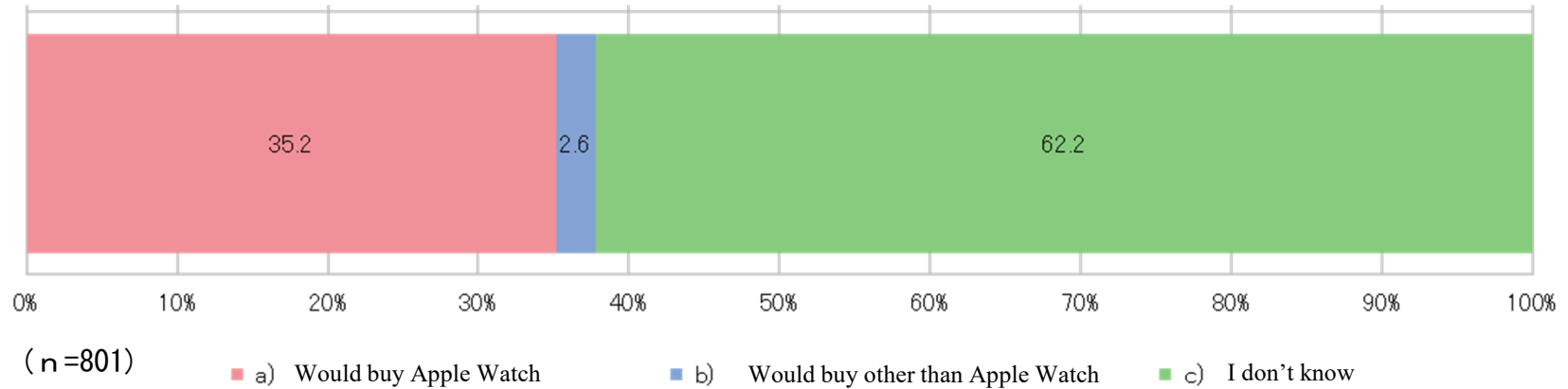
Q25. (For iOS users) We would like to ask those who answered in Q24 that they have a smartwatch and pair it with their smartphone. Which of the following smartwatches do you have? (single answer)



	Number of answers	Percentage(%)
a) Apple Watch	117	68.0
b) Other than Apple Watch	55	32.0
Number of answers	172	100.0



Q26. (For iOS users) We would like to ask those who answered in Q24 that they don't have a smartwatch. If you were to purchase a smartwatch now, which of the following would you choose? (single answer)

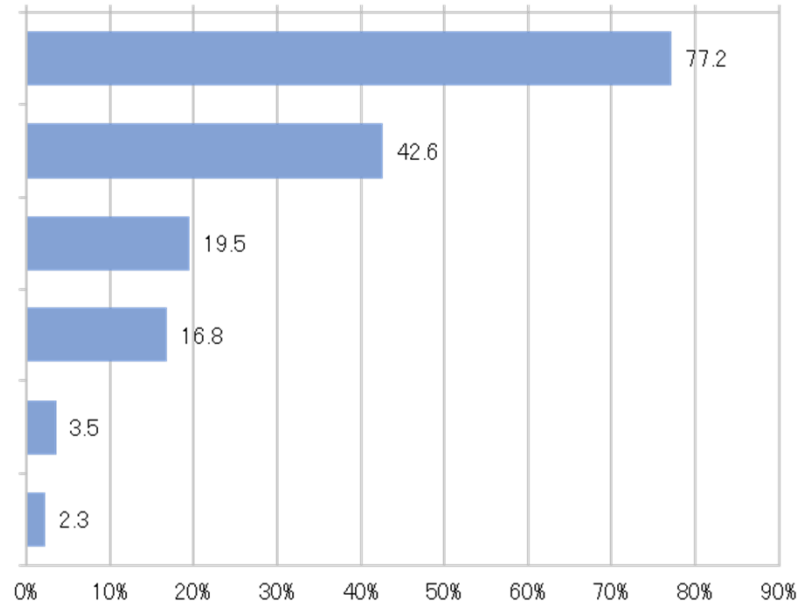


	Number of answers	Percentage(%)
a) Would buy Apple Watch	282	35.2
b) Would buy other than Apple Watch	21	2.6
c) I don't know.	498	62.2
Number of answers	801	100.0

Q27. (For those who answered either Q25 or Q26 that they currently own an Apple Watch or that they would purchase an Apple Watch if they were going to purchase a smartwatch)

Please select all applicable reasons why you have purchased or will purchase an Apple Watch instead of other smartwatches. (multiple answers allowed)

- a) Because the combination of iPhone and Apple Watch is easier and smoother to set up.
- b) Because the combination of iPhone and Apple Watch is better for connecting and syncing data.
- c) Because some functions on iPhone (e.g. answering calls, playing music, etc.) may be impossible or difficult to do without Apple Watch.
- d) Regardless of connecting with iPhone, Apple Watch is more reliable in terms of performance.
- e) I don't know.
- f) Other

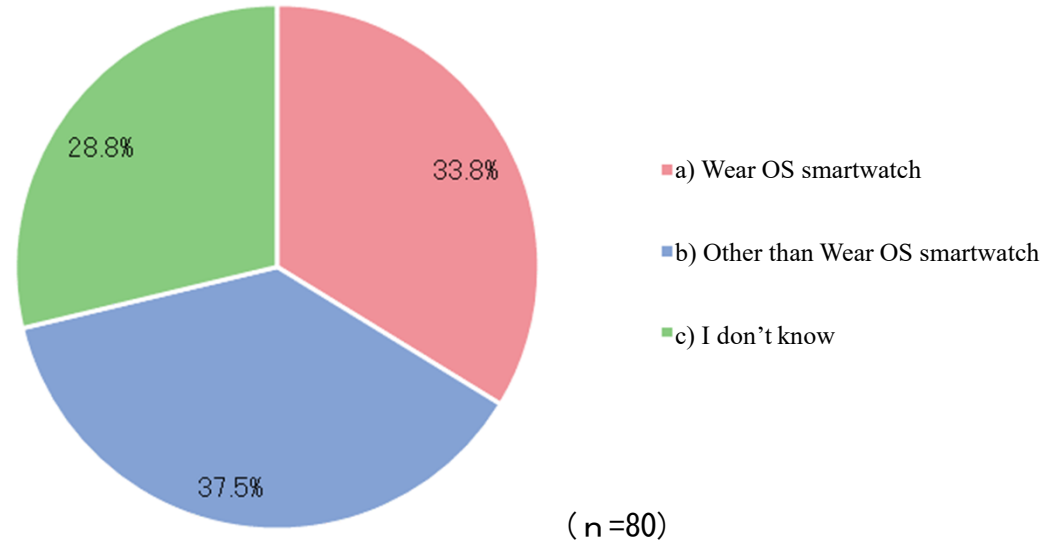


(n=399)

	Number of answers	Percentage(%)
a) Because the combination of iPhone and Apple Watch is easier and smoother to set up.	308	77.2
b) Because the combination of iPhone and Apple Watch is better for connecting and syncing data.	170	42.6
c) Because some functions on iPhone (e.g. answering calls, playing music, etc.) may be impossible or difficult to do without Apple Watch.	78	19.5
d) Regardless of connecting with iPhone, Apple Watch is more reliable in terms of performance.	67	16.8
e) I don't know.	14	3.5
f) Other	9	2.3
<b>Number of answers</b>	<b>399</b>	<b>-</b>

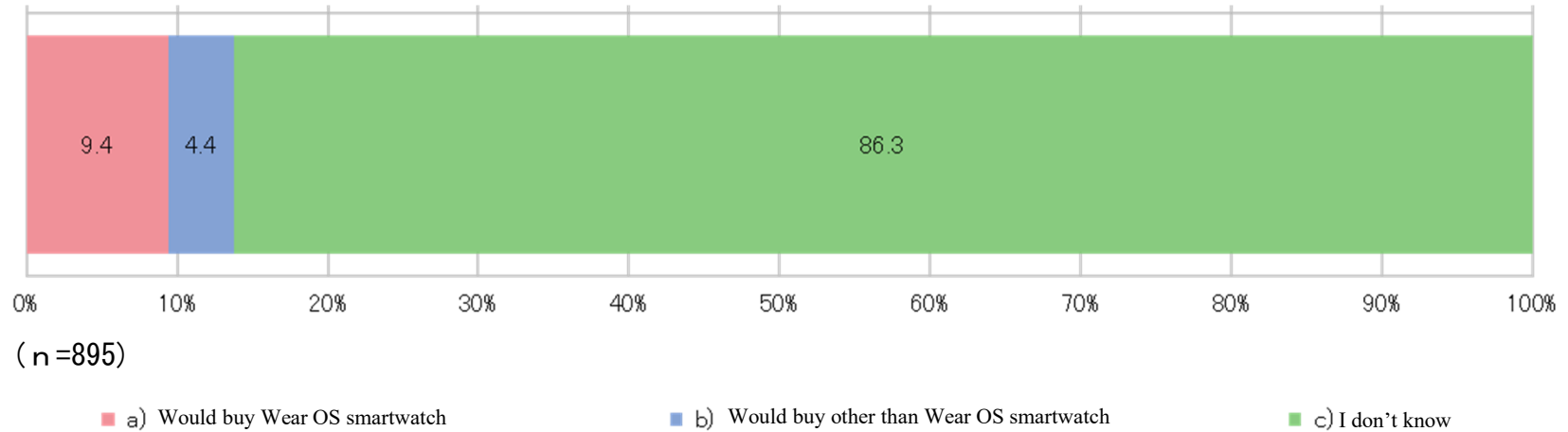
Q28. (For Android users.) We would like to ask those who answered in Q24 that they have a smartwatch and pair it with their smartphone. Which of the following smartwatches do you own? (single answer)

\* “Wear OS” is an OS for smartwatches provided by Google.



	Number of answers	Percentage(%)
a) Wear OS smartwatch	27	33.8
b) Other than Wear OS smartwatch	30	37.5
c) I don't know	23	28.8
Number of answers	80	100.0

Q29. (For Android users.) We would like to ask those who answered in Q24 that they do not have a smartwatch. If you were to purchase a smartwatch now, which of the following would you choose? (single answer)  
 \* “Wear OS” is an OS for smartwatches provided by Google.

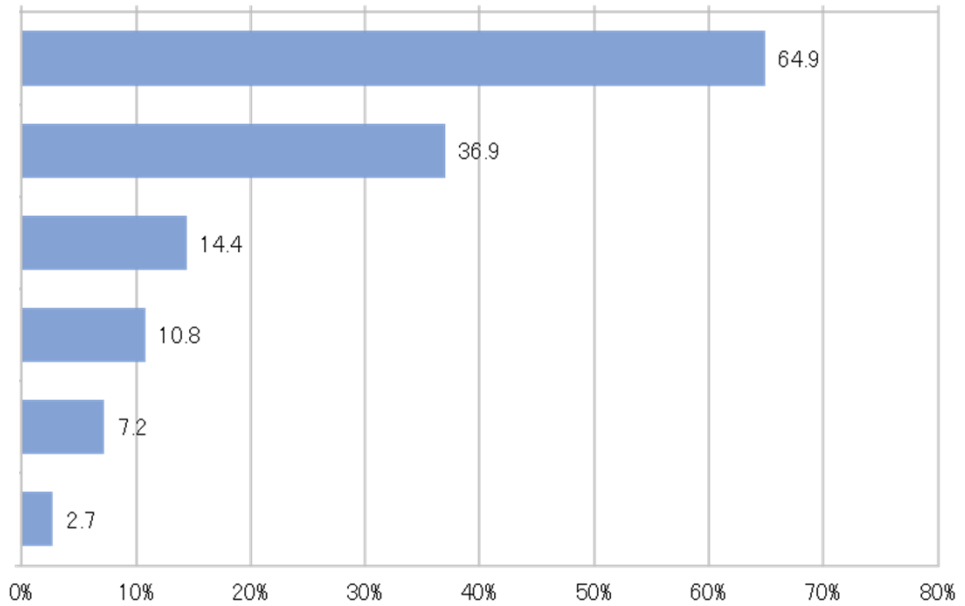


	Number of answers	Percentage(%)
a) Would buy Wear OS smartwatch	84	9.4
b) Would buy other than Wear OS smartwatch	39	4.4
c) I don't know	772	86.3
<b>Number of answers</b>	<b>895</b>	<b>100.0</b>

Q30. (For those who answered either Q28 or Q29 that they currently own a Wear OS smartwatch or that they would purchase a Wear OS smartwatch if they were going to purchase a smartwatch.)

Please select all applicable reasons why you have purchased or will purchase a Wear OS smartwatch instead of other smartwatches. (multiple answers allowed)

- a) Because the combination of Android smartphone and Wear OS smartwatch is easier and smoother to set up.
- b) Because the combination of Android smartphone and Wear OS smartwatch is better for connecting and syncing data.
- c) Because some functions on Android smartphone (e.g. answering calls, playing music, etc.) may be impossible or difficult to do without Wear OS smartwatch.
- d) Regardless of connecting with Android smartphone, Wear OS smartwatch is more reliable in terms of performance.
- e) I don't know.
- f) Other

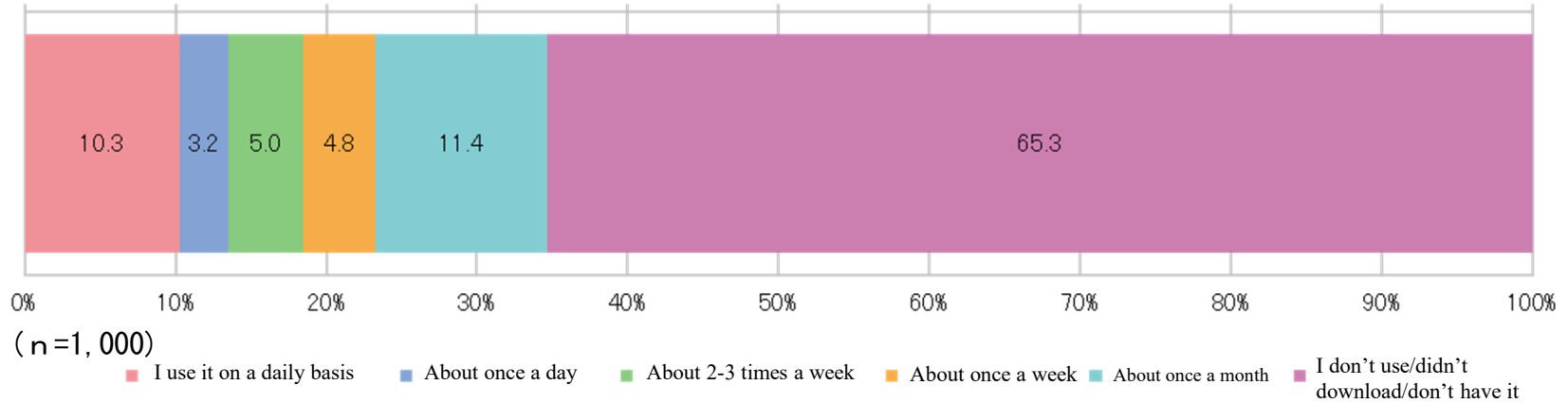


(n=111)

	Number of answers	Percentage(%)
a) Because the combination of Android smartphone and Wear OS smartwatch is easier and smoother to set up.	72	64.9
b) Because the combination of Android smartphone and Wear OS smartwatch is better for connecting and syncing data.	41	36.9
c) Because some functions on Android smartphone (e.g. answering calls, playing music, etc.) may be impossible or difficult to do without Wear OS smartwatch.	16	14.4
d) Regardless of connecting with Android smartphone, Wear OS smartwatch is more reliable in terms of performance.	12	10.8
e) I don't know.	8	7.2
f) Others	3	2.7
Number of answers	111	-

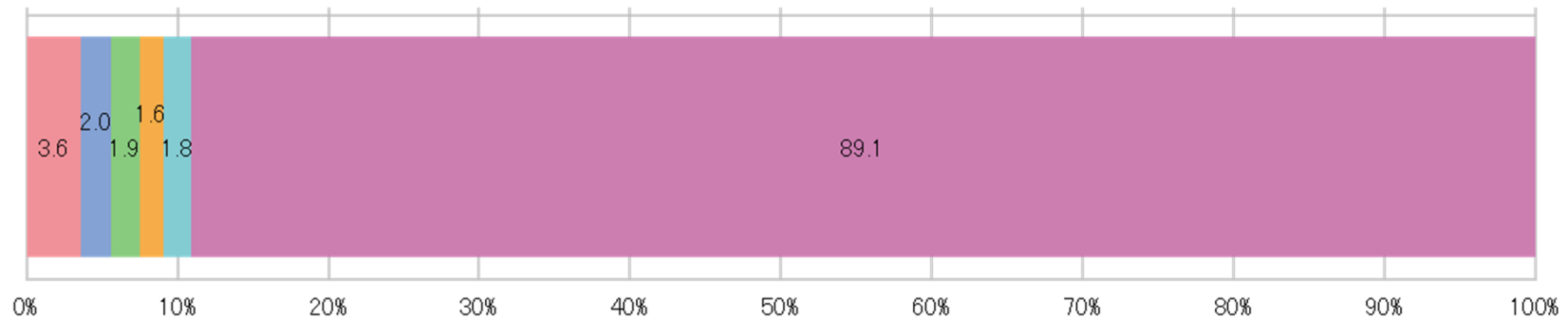
Q31A. (For iOS users) Please select how frequently you use each of the following a-f voice assistants. (single answer)

a) Siri on iPhone



	Number of answers	Percentage(%)
I use it on a daily basis	103	10.3
About once a day	32	3.2
About 2-3 times a week	50	5.0
About once a week	48	4.8
About once a month	114	11.4
I don't use/didn't download/don't have it	653	65.3
Number of answers	1,000	100.0

Q31A. (For iOS users) Please select how frequently you use each of the following a-f voice assistants. (single answer)  
 b) Amazon Alexa on iPhone

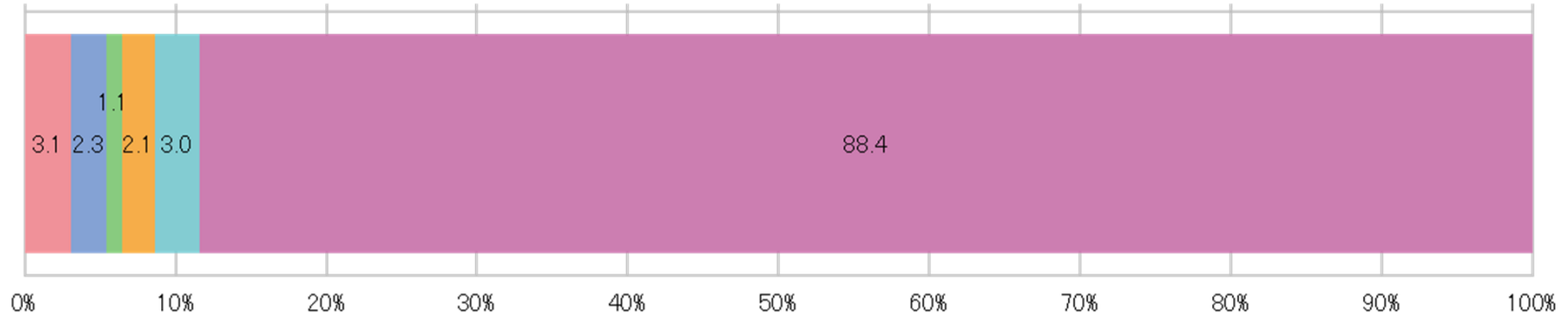


(n=1,000)

■ I use it on a daily basis 
 ■ About once a day 
 ■ About 2-3 times a week 
 ■ About once a week 
 ■ About once a month 
 ■ I don't use/didn't download/don't have it

	Number of answers	Percentage(%)
I use it on a daily basis	36	3.6
About once a day	20	2.0
About 2-3 times a week	19	1.9
About once a week	16	1.6
About once a month	18	1.8
I don't use/didn't download/don't have it	891	89.1
<b>Number of answers</b>	<b>1,000</b>	<b>100.0</b>

Q31A. (For iOS users) Please select how frequently you use each of the following a-f voice assistants. (single answer)  
 c) Google Assistant on iPhone



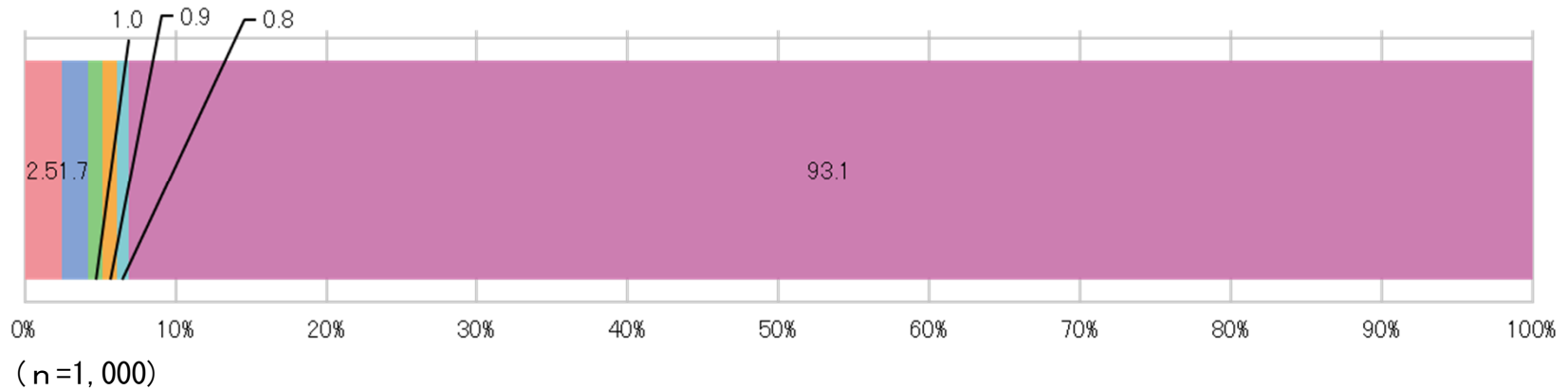
(n=1,000)

■ I use it on a daily basis 
 ■ About once a day 
 ■ About 2-3 times a week 
 ■ About once a week 
 ■ About once a month 
 ■ I don't use/didn't download/don't have it

	Number of answers	Percentage(%)
I use it on a daily basis	31	3.1
About once a day	23	2.3
About 2-3 times a week	11	1.1
About once a week	21	2.1
About once a month	30	3.0
I don't use/didn't download/don't have it	884	88.4
<b>Number of answers</b>	<b>1,000</b>	<b>100.0</b>



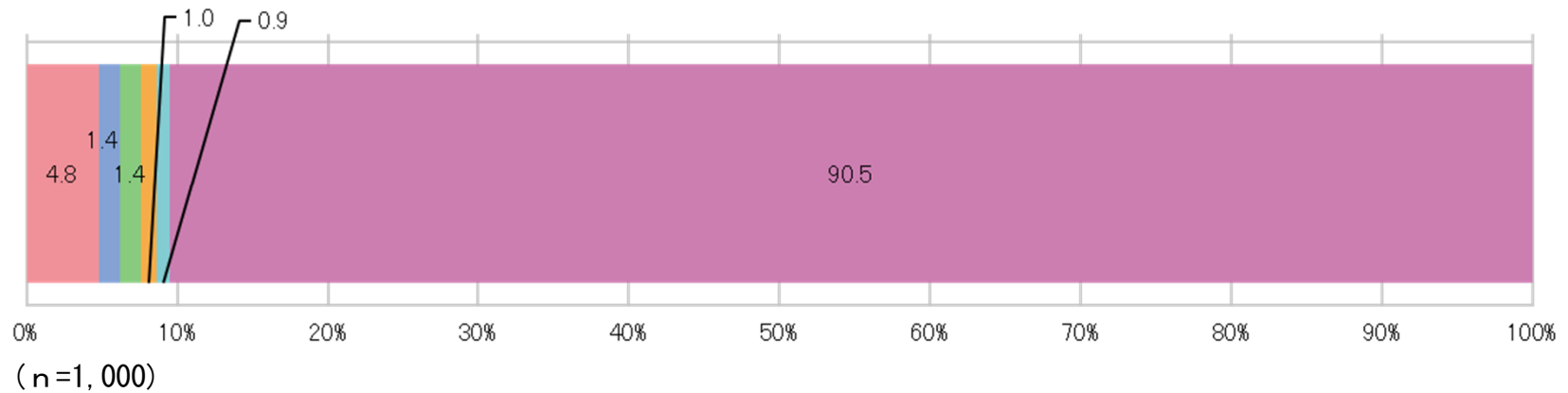
Q31A. (For iOS users) Please select how frequently you use each of the following a-f voice assistants. (single answer)  
 d) Apple HomePod Smart speaker



■ I use it on a daily basis  
 ■ About once a day  
 ■ About 2-3 times a week  
 ■ About once a week  
 ■ About once a month  
 ■ I don't use/didn't download/don't have it

	Number of answers	Percentage(%)
I use it on a daily basis	25	2.5
About once a day	17	1.7
About 2-3 times a week	10	1.0
About once a week	9	0.9
About once a month	8	0.8
I don't use/didn't download/don't have it	931	93.1
<b>Number of answers</b>	<b>1,000</b>	<b>100.0</b>

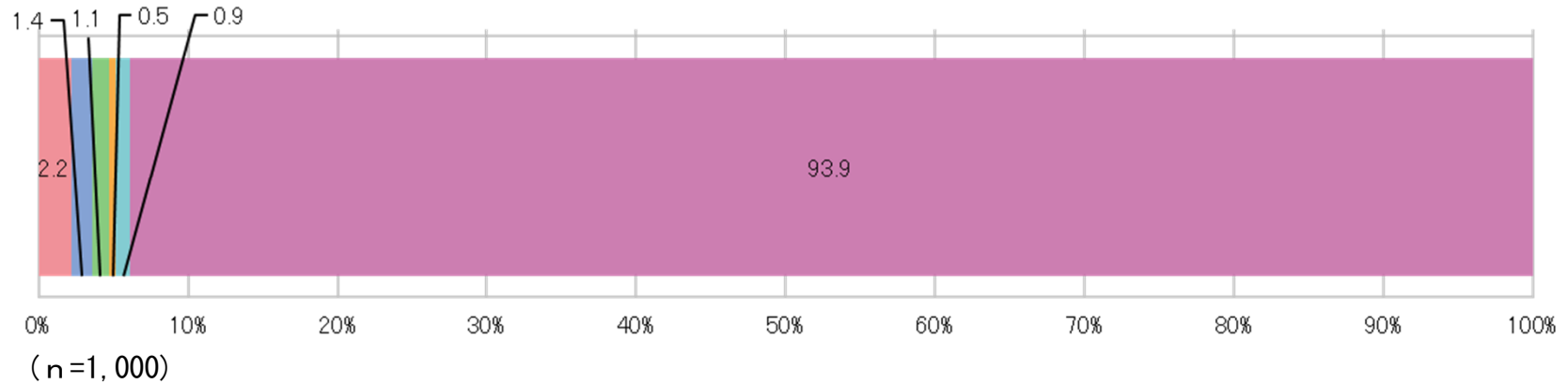
Q31A. (For iOS users) Please select how frequently you use each of the following a-f voice assistants. (single answer)  
 e) Amazon Echo Smart speaker



■ I use it on a daily basis  
 ■ About once a day  
 ■ About 2-3 times a week  
 ■ About once a week  
 ■ About once a month  
 ■ I don't use/didn't download/don't have it

	Number of answers	Percentage(%)
I use it on a daily basis	48	4.8
About once a day	14	1.4
About 2-3 times a week	14	1.4
About once a week	10	1.0
About once a month	9	0.9
I don't use/didn't download/don't have it	905	90.5
Number of answers	1,000	100.0

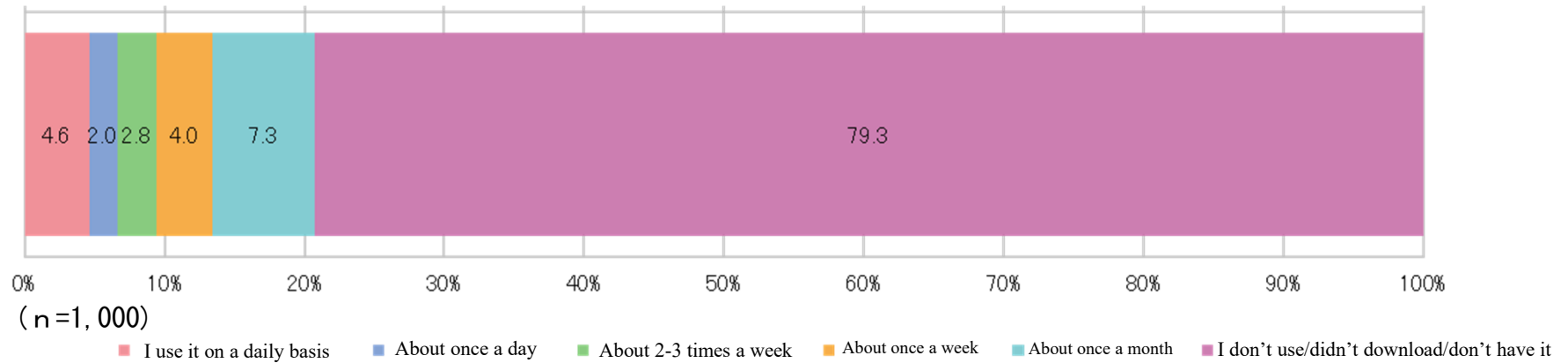
Q31A. (For iOS users) Please select how frequently you use each of the following a-f voice assistants. (single answer)  
 f) Google Nest Smart speaker



■ I use it on a daily basis ■ About once a day ■ About 2-3 times a week ■ About once a week ■ About once a month ■ I don't use/didn't download/don't have it

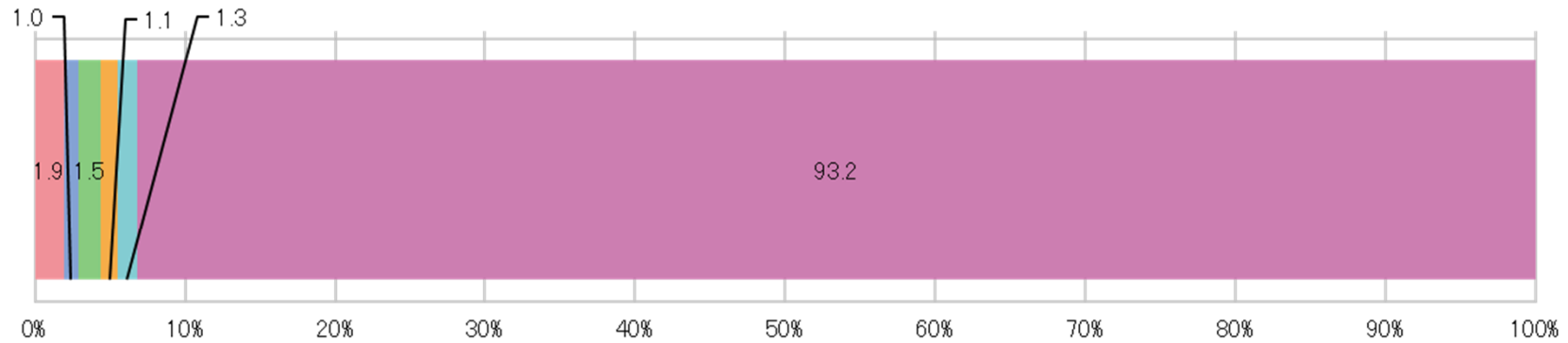
	Number of answers	Percentage(%)
I use it on a daily basis	22	2.2
About once a day	14	1.4
About 2-3 times a week	11	1.1
About once a week	5	0.5
About once a month	9	0.9
I don't use/didn't download/don't have it	939	93.9
Number of answers	1,000	100.0

Q31B. (For Android users) Please select how frequently you use each of the following a-f voice assistants. (single answer)  
a) Google Assistant on a smartphone



	Number of answers	Percentage(%)
I use it on a daily basis	46	4.6
About once a day	20	2.0
About 2-3 times a week	28	2.8
About once a week	40	4.0
About once a month	73	7.3
I don't use/didn't download/don't have it	793	79.3
<b>Number of answers</b>	<b>1,000</b>	<b>100.0</b>

Q31B. (For Android users) Please select how frequently you use each of the following a-f voice assistants. (single answer)  
 b) Amazon Alexa on a smartphone

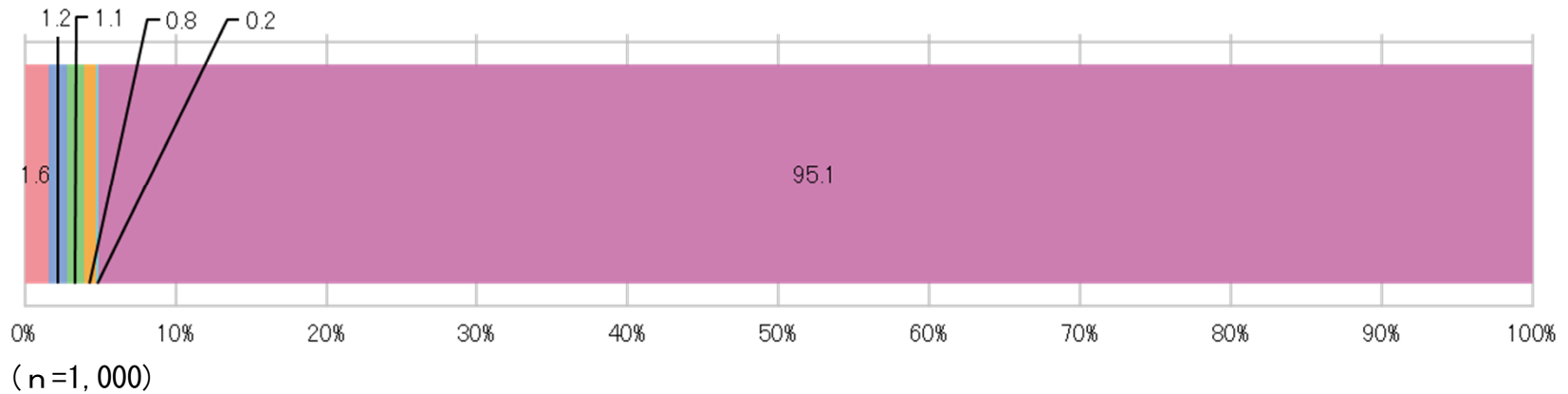


(n=1,000)

■ I use it on a daily basis ■ About once a day ■ About 2-3 times a week ■ About once a week ■ About once a month ■ I don't use/didn't download/don't have it

	Number of answers	Percentage(%)
I use it on a daily basis	19	1.9
About once a day	10	1.0
About 2-3 times a week	15	1.5
About once a week	11	1.1
About once a month	13	1.3
I don't use/didn't download/don't have it	932	93.2
<b>Number of answers</b>	<b>1,000</b>	<b>100.0</b>

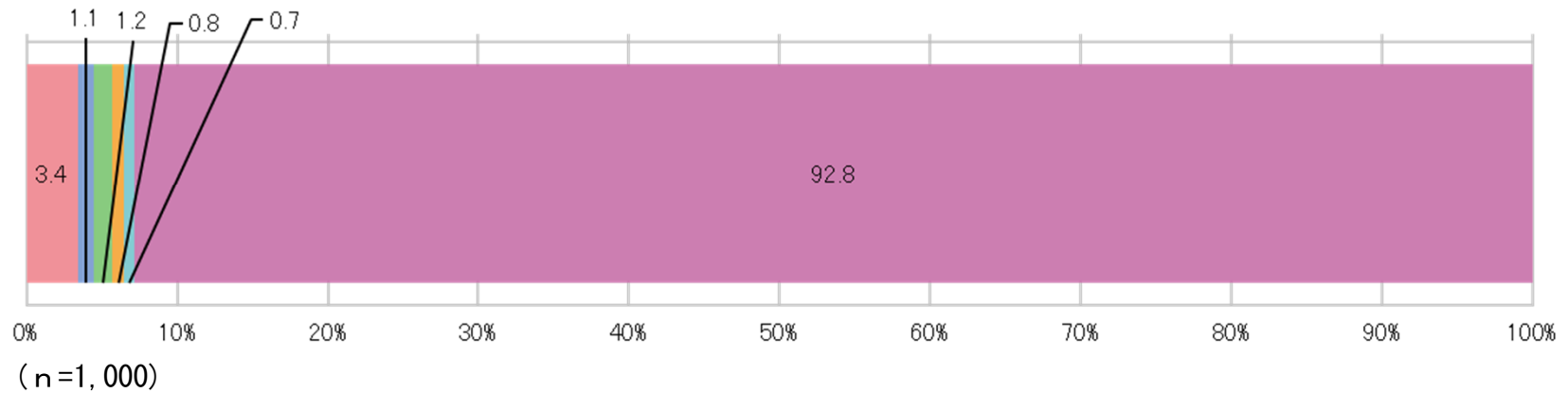
Q31B. (For Android users) Please select how frequently you use each of the following a-f voice assistants. (single answer)  
 c) Google Nest Smart speaker



■ I use it on a daily basis ■ About once a day ■ About 2-3 times a week ■ About once a week ■ About once a month ■ I don't use/didn't download/don't have it

	Number of answers	Percentage(%)
I use it on a daily basis	16	1.6
About once a day	12	1.2
About 2-3 times a week	11	1.1
About once a week	8	0.8
About once a month	2	0.2
I don't use/didn't download/don't have it	951	95.1
Number of answers	1,000	100.0

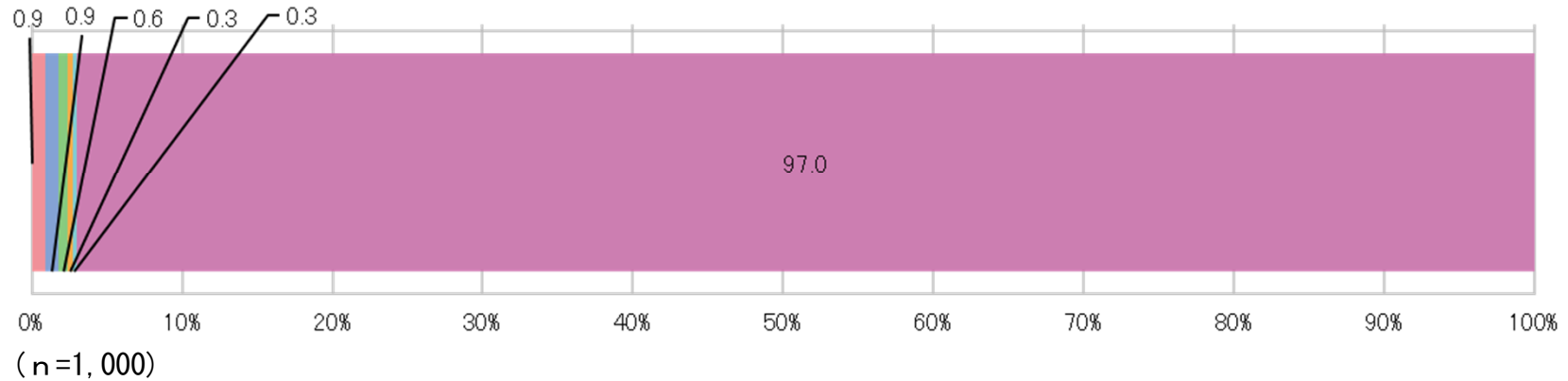
Q31B. (For Android users) Please select how frequently you use each of the following a-f voice assistants. (single answer)  
d) Amazon Echo Smart speaker



■ I use it on a daily basis
■ About once a day
■ About 2-3 times a week
■ About once a week
■ About once a month
■ I don't use/didn't download/don't have it

	Number of answers	Percentage(%)
I use it on a daily basis	34	3.4
About once a day	11	1.1
About 2-3 times a week	12	1.2
About once a week	8	0.8
About once a month	7	0.7
I don't use/didn't download/don't have it	928	92.8
Number of answers	1,000	100.0

Q31B. (For Android users) Please select how frequently you use each of the following a-f voice assistants. (single answer)  
 e) Apple HomePod Smart speaker



■ I use it on a daily basis  
 ■ About once a day  
 ■ About 2-3 times a week  
 ■ About once a week  
 ■ About once a month  
 ■ I don't use/didn't download/don't have it

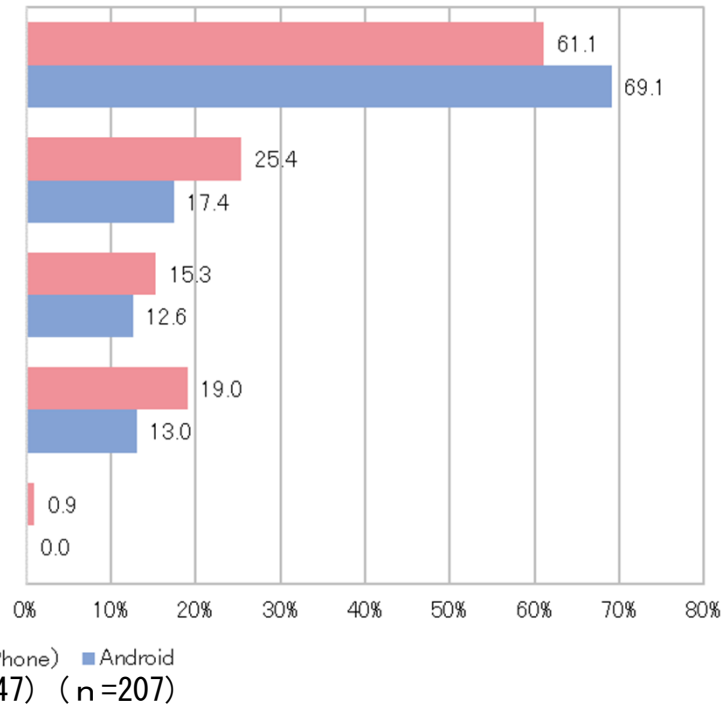
	Number of answers	Percentage(%)
I use it on a daily basis	9	0.9
About once a day	9	0.9
About 2-3 times a week	6	0.6
About once a week	3	0.3
About once a month	3	0.3
I don't use/didn't download/don't have it	970	97.0
Number of answers	1,000	100.0



Q32. (For those who use “Siri on iPhone” or “Google Assistant on a smartphone”)

Please select all applicable reasons for using the voice assistant (Siri for iOS users and Google Assistant for Android users) on your smartphone. (multiple answers allowed)

- a) Because the voice assistant was included at the time of purchase.
- b) Because the voice assistant activates with a wake word (e.g. "Hey Siri" or "OK Google") without need to unlock or launch apps.
- c) Because there is a function on the smartphone that is available or easy to use only with that voice assistant.
- d) I don't know.
- e) Other



		a) Because the voice assistant was included at the time of purchase.	b) Because the voice assistant activates with a wake word (e.g. "Hey Siri" or "OK Google") without need to unlock or launch apps.	c) Because there is a function on the smartphone that is available or easy to use only with that voice assistant.	d) I don't know.	e) Other	Number of answers
iOS(iPhone)	Number of answers	212	88	53	66	3	347
	Percentage	61.1	25.4	15.3	19.0	0.9	-
Android	Number of answers	143	36	26	27	0	207
	Percentage	69.1	17.4	12.6	13.0	0.0	-
Number of responses	Number of answers	355	124	79	93	3	554
	Percentage	64.1	22.4	14.3	16.8	0.5	-