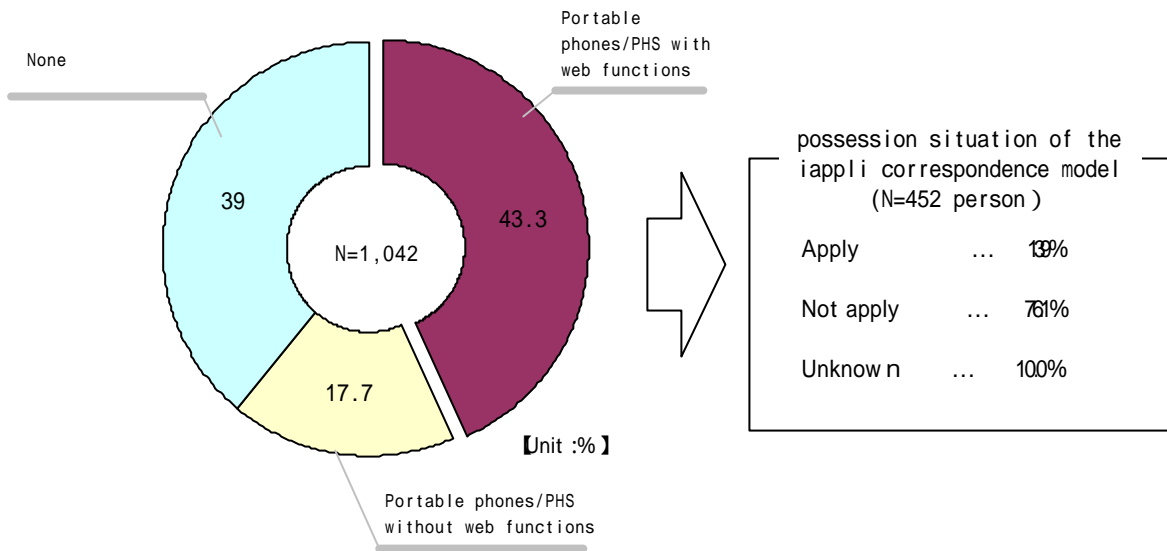


. State of the use of portable phones and PHS

1. Possession of a portable phone/PHS

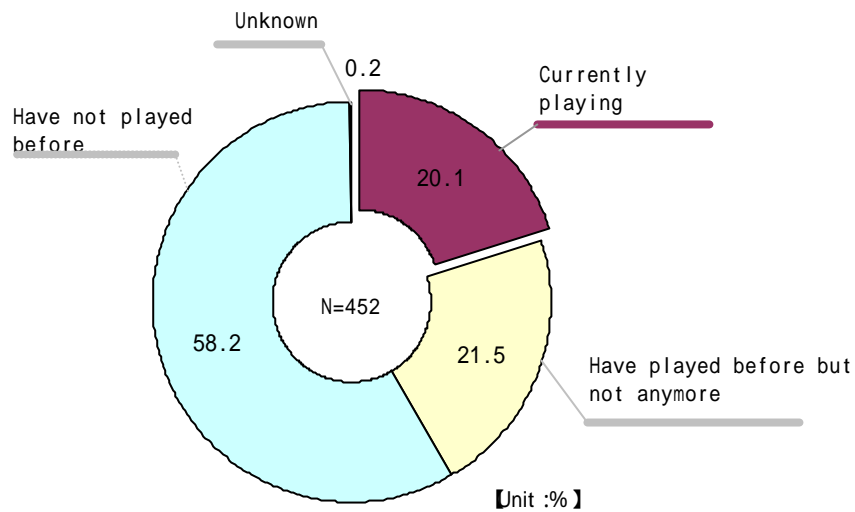


【Unit :%】

	Gender and age														
	2001 Spring Total	Male	10 yrs. Old	13 yrs. Old	16 yrs. Old	19 yrs. Old	25 yrs. Old	30 yrs. Old	Female	10 yrs. Old	13 yrs. Old	16 yrs. Old	19 yrs. Old	25 yrs. Old	30 yrs. Old
Portable phones/PHS with web functions	43.3	42.3	4.2	26.4	53.2	54.7	49.6	34.2	47.8	14.3	30.6	48.3	80.4	48.8	46.0
Portable phones/PHS without web	17.7	16.7	10.4	6.2	8.2	24.5	28.1	27.8	21.5	28.6	13.9	13.8	9.8	31.7	32.4
None	39.0	41.0	85.4	67.4	38.6	20.8	22.3	38.0	30.7	57.1	55.5	37.9	9.8	19.5	21.6

60% of the whole sample owned a portable phone/PHS. Furthermore, the rate of possessing a phone with web functions was 43.3%. The age group of 19 to 24 years old in both genders had the highest proportion. Specifically, 80% of the females between 19 and 24 years old owned a phone with web functions.

2.Experience of playing games using web functions
 < among subjects owning a portable phone/PHS with web functions >

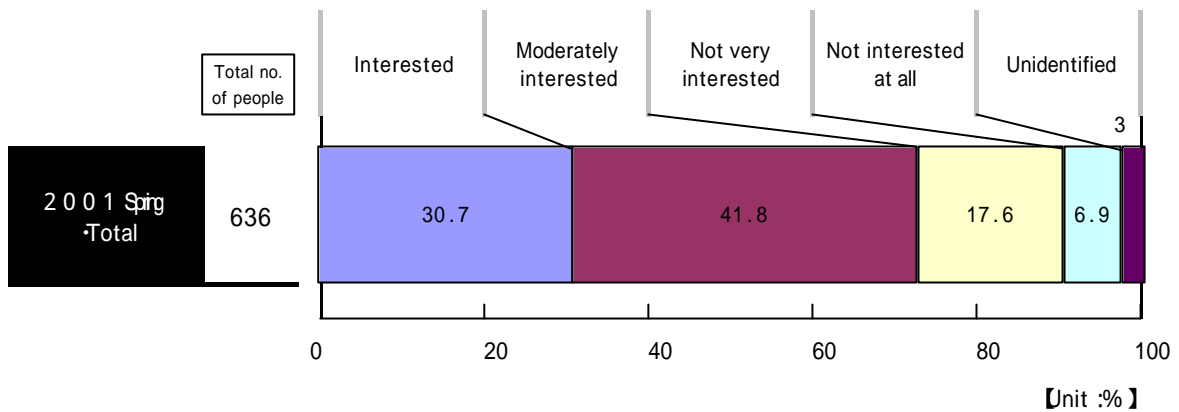


	Gender and age														Sorted by the frequency of contact to games			
	2001 Spring · Total	Male	10 yrs. Old	13 yrs. Old	16 yrs. Old	19 yrs. Old	25 yrs. Old	30 yrs. Old	Female	10 yrs. Old	13 yrs. Old	16 yrs. Old	19 yrs. Old	25 yrs. Old	30 yrs. Old	Heavy user	Middle user	Light user
Currently playing	20.1	20.9	0.0	29.4	25.5	16.4	15.0	22.2	17.3	33.4	27.3	21.4	15.2	10.0	17.6	22.8	17.4	14.6
Have played before but not anymore	21.5	20.9	0.0	21.6	28.6	12.9	31.7	3.7	23.5	33.3	27.3	14.3	30.3	30.0	5.9	20.8	24.2	14.6
Have not played before	58.2	57.9	100.0	49.0	45.9	69.8	53.3	74.1	59.2	33.3	45.4	64.3	54.5	60.0	76.5	56.4	57.8	70.8
Unknown	0.2	0.3	0.0	0.0	0.0	0.9	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.6	0.0

40% of the subjects with a portable phone with web functions have played games using web functions. Nonetheless, people who still play them now are barely half of the number above (20.1%).

Considering the rate of playing games at present by the frequency of game contact, heavy users held the greatest proportion.

3. Intentions to play games using web functions in future
 < among subjects owning a portable phone/PHS with web functions >



Total no. of people	Interested	Moderately interested	Not very interested	Not interested at all	Unidentified
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2001 Spring ·Total	636	30.7	41.8	17.6	6.9	3.0
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Gender and age		Total no. of people	Interested	Moderately interested	Not very interested	Not interested at all	Unidentified
		Male	494	31.8	41.9	16.2	7.1
	10 ~ 12 yrs. Old	7	14.3	57.1	0.0	14.3	14.3
	13 ~ 15 yrs. Old	63	42.9	42.9	9.5	3.2	1.5
	16 ~ 18 yrs. Old	113	52.2	30.1	8.8	4.4	4.5
	19 ~ 24 yrs. Old	168	23.2	42.3	22.6	10.1	1.8
	25 ~ 29 yrs. Old	94	23.4	47.9	18.1	6.4	4.2
	30 ~ 39 yrs. Old	49	18.4	53.1	18.4	8.2	1.9
	Female	142	26.8	41.5	22.5	6.3	2.9
	10 ~ 12 yrs. Old	9	33.4	22.2	33.3	11.1	0.0
	13 ~ 15 yrs. Old	16	43.8	37.5	6.3	6.3	6.1
	16 ~ 18 yrs. Old	18	27.8	44.4	22.2	5.6	0.0
	19 ~ 24 yrs. Old	37	29.7	54.1	13.5	0.0	2.7
	25 ~ 29 yrs. Old	33	18.2	36.4	33.3	9.1	3.0
	30 ~ 39 yrs. Old	29	20.7	37.9	27.6	10.3	3.5

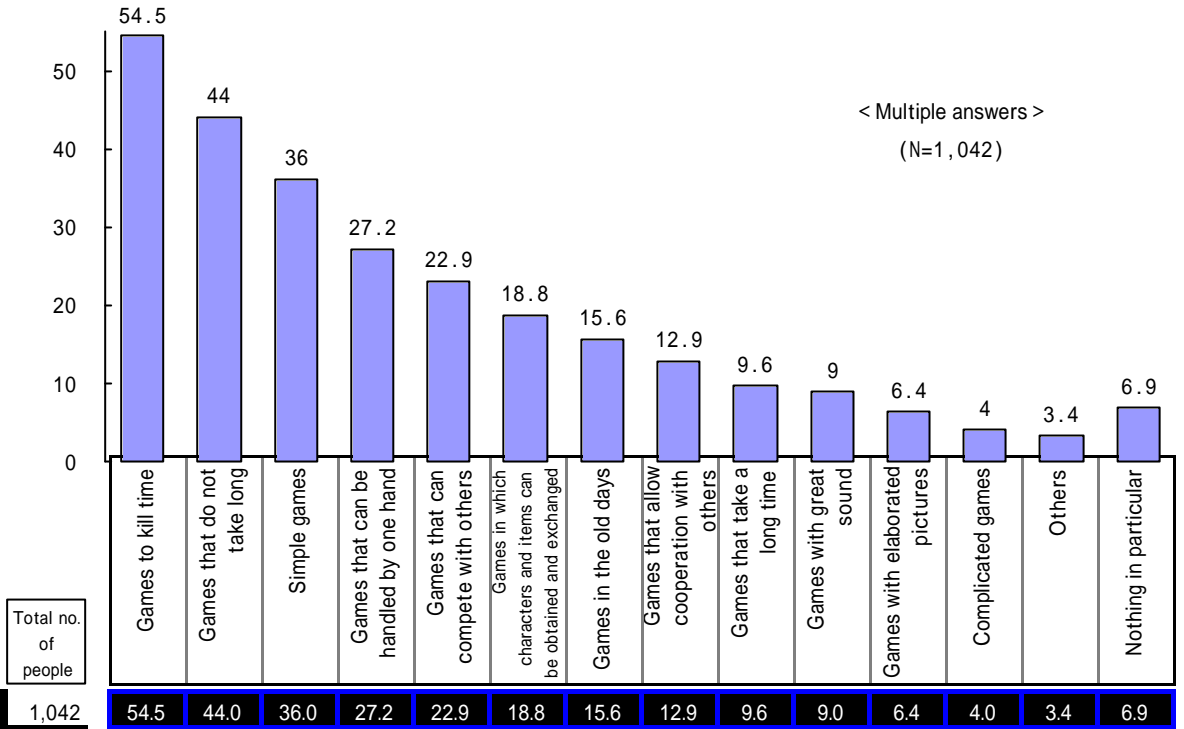
Sorted by the frequency of contact to		Total no. of people	Interested	Moderately interested	Not very interested	Not interested at all	Unidentified
		Heavy users	347	34.3	40.9	14.7	6.9
	Middle users	233	27.9	43.8	19.7	5.6	3.0
	Light users	56	19.6	39.3	26.8	12.5	1.8

When questioned about the intention to play games with web functions whether or not their phones contain the functions, over 70% of the subjects with a portable phone/PHS responded that they were "very interested" or "moderately interested" to play.

Subjects who were especially positive about playing games with web functions were 16- to 18-year-old males and 13- to 15-year-old females. Additionally, the more frequent the users were in contact with games, the more willing they were to play those with web functions.

4. Image of games using web functions

[Unit : %]



2001 Spring · Total		Total no. of people	54.5	44.0	36.0	27.2	22.9	18.8	15.6	12.9	9.6	9.0	6.4	4.0	3.4	6.9
Gender and age	Male	837	52.0	44.1	35.8	26.2	24.9	18.5	16.0	14.1	10.3	9.0	7.4	4.4	3.3	7.0
	1 0 ~ 1 2 yrs Old	48	33.3	29.2	18.8	20.8	25.0	16.7	12.5	6.3	12.5	14.6	2.1	4.2	0.0	12.5
	1 3 ~ 1 5 yrs Old	193	45.1	41.5	36.8	24.9	32.6	20.7	13.0	18.1	19.2	11.4	11.4	7.8	2.6	8.3
	1 6 ~ 1 8 yrs Old	184	54.9	43.5	38.0	25.0	25.5	15.8	16.8	14.7	8.7	13.0	10.9	4.3	3.3	4.3
	1 9 ~ 2 4 yrs Old	212	55.2	44.3	36.8	25.5	20.8	18.9	17.9	13.7	9.4	6.1	3.8	2.8	5.2	7.1
	2 5 ~ 2 9 yrs Old	121	61.2	50.4	44.6	33.1	22.3	22.3	21.5	14.9	3.3	5.8	5.8	3.3	5.0	5.0
	3 0 ~ 3 9 yrs Old	79	50.6	50.6	22.8	26.6	19.0	13.9	10.1	7.6	3.8	2.5	5.1	2.5	0.0	10.1
	Female	205	64.9	43.9	36.6	31.2	15.1	20.0	14.1	7.8	6.8	9.3	2.4	2.4	3.4	6.3
	1 0 ~ 1 2 yrs Old	21	42.9	47.6	28.6	33.3	14.3	23.8	14.3	0.0	19.0	19.0	0.0	4.8	0.0	9.5
	1 3 ~ 1 5 yrs Old	36	63.9	50.0	55.6	41.7	13.9	16.7	16.7	8.3	2.8	11.1	5.6	0.0	5.6	8.3
	1 6 ~ 1 8 yrs Old	29	69.0	27.6	31.0	24.1	20.7	17.2	6.9	17.2	10.3	17.2	6.9	6.9	6.9	6.9
	1 9 ~ 2 4 yrs Old	41	68.3	56.1	36.6	31.7	19.5	26.8	19.5	9.8	4.9	7.3	2.4	0.0	0.0	4.9
	2 5 ~ 2 9 yrs Old	41	70.7	43.9	36.6	29.3	12.2	17.1	22.0	2.4	4.9	4.9	0.0	2.4	4.9	2.4
3 0 ~ 3 9 yrs Old	37	64.9	35.1	27.0	27.0	10.8	18.9	2.7	8.1	5.4	2.7	0.0	2.7	2.7	8.1	
Sorted by the frequency of contact to	Heavy users	623	53.0	41.7	36.9	27.0	25.0	19.4	16.7	14.4	11.6	10.9	7.2	4.8	3.0	7.4
	Middle users	325	56.9	46.8	31.4	26.8	20.6	19.1	13.8	11.1	7.4	6.8	6.2	2.8	3.4	5.2
	Light users	94	56.4	50.0	45.7	29.8	17.0	13.8	14.9	8.5	4.3	4.3	2.1	3.2	5.3	9.6
Sorted by the type of the owned portable phone/PHS	Subjects who own a portable	636	59.3	47.0	35.4	25.5	21.7	17.1	16.5	12.1	7.5	8.0	6.6	3.6	4.1	4.7
	There is a browser function	389	59.4	44.5	33.7	24.7	22.4	16.7	18.3	12.9	9.3	8.5	8.2	4.6	5.1	4.4
	Apply to iappli	63	58.7	49.2	49.2	23.8	20.6	11.1	14.3	9.5	7.9	9.5	9.5	0.0	3.2	1.6
	There is no browser function	184	59.2	51.6	34.2	27.7	20.7	20.1	13.6	11.4	3.8	6.5	2.2	2.7	2.2	6.5
	Subjects who do not own a portable phone/PHS	406	47.0	39.4	36.9	29.8	24.9	21.4	14.3	14.0	12.8	10.6	6.2	4.7	2.2	10.3

Regardless of the possession of a portable phone/PHS, the users' most common image of the games with web functions was "games to kill time", followed by "games that does not take long" and "simple games".