In March 2010, the NHK Broadcasting Culture Research Institute conducted “The Japanese and Television 2010” survey, a nationwide public opinion poll carried out every five years since 1985 to track popular attitudes and behavior toward television. This sixth survey revealed long-term changes not only in behavior but attitudes toward television viewing.

The first “Japanese and Television” survey was conducted in 1985, when decreasing television viewing time had become an issue of public discussion in Japan. One of the goals of the survey at the time was to understand the attitudes that led to the decrease. Toward the end of the 1980s, however, television viewing time began to increase once again, and in 2010, remains high. In recent years, with the spread of satellite and cable television and a greatly expanded number of channels available for viewing as well as the growth in the number of Internet users, the television and media environment has changed markedly compared to 25 years ago. To better suit the current media environment, the question items for the 2010 survey were completely reviewed and revised.

To coincide with this revision of the questionnaire, the survey method was also changed from personal interview to household drop-off, a method that yields responses with a fairly high validity rate. However, as changing the survey method means that the results could not be compared with previous results, we conducted a parallel, smaller-scale survey (sample 1,800) for the purpose of time series analysis, using the previous personal interview method and asking the same questions. The particulars of the two surveys are given below.

**Drop-off survey (From 2010)**
Survey period: Saturday, March 6 to Sunday, March 14, 2010
Survey method: Drop-off/pick up method
Sample: 3,600 Japanese aged 16 and over
Valid responses (response rate): 2,710 (75.3 percent)
Personal interview survey (for time series analysis)
Survey period: Saturday, March 6 to Sunday, March 7, 2010
Survey method: Face-to-face interview
Sample: 1,800 Japanese aged 16 and over
Valid responses (response rate): 1,046 (58.1 percent)

Both surveys covered two main topics: (1) behavior and attitudes toward television and (2) behavior and attitudes toward various forms of media, including television. This report first examines people’s current television viewing behavior and opinions regarding television as well as how these have changed (pp. 2–16). It then looks at appraisal of television in relation to other types of media (pp. 16–37). It also reviews how respondents see the influence of television and mass media (pp. 37–43).

Our report centers on the results of this survey in the time series analysis, but questions from the newly added drop-off surveys will also be discussed. Unless otherwise stated, figures in this report are based on data from the personal interviews. Figures based on data from the drop-off surveys will be identified as such. Outlines of the surveys and the distribution of their samples are included at the end of the report (see pp. xx–xx).

With regard to changes in the sample distribution of the personal interview surveys over the last 25 years, the proportions of respondents aged 16 to 29 years and respondents in their thirties, which were 21 and 24 percent respectively in 1985, dropped to 12 and 16 percent in 2010. Meanwhile, the proportions of respondents in their sixties increased from 10 to 20 percent and respondents aged 70 and over also increased from 8 to 21 percent; the 2010 sample thus has a higher proportion of respondents of the older generations.

TELEVISION-VIEWING BEHAVIOR

To identify some features of viewing behavior, this survey asked respondents questions such as how long they watch television, whether they watch particular programs and at fixed times, whether they prefer to watch television alone or with others, and how they select television programs.

Longer TV-viewing Time
When asked how many hours of television they watch on ordinary weekdays, most participants responded “2 hours” or “3 hours.” Thirty-eight percent of those who responded said “4 hours or more,” which is considered a long viewing time. (Figure 1) The proportion for the response “4 hours or more” was
Observing the change in television-viewing time from 1985 onwards, we see that the response “4 hours or more,” chosen by approximately 30 percent of respondents between 1985 and 1995, increased to about 36 to 38 percent after 2000, resulting in an overall increase in hours of television viewing (Figure 2). Also, the response “4 hours or more” has increased among respondents aged 70 and over from 49 to 61 percent in the last 25 years.

Considering this and the marked increase in the proportion of respondents aged 60 and over in the whole sample (18 percent in 1985 to 40 percent in 2010), it can be suggested that some of the reasons for the increase in television viewing time are the aging Japanese population and the increase in television viewing time among people of the older generation.

**Majority Watches Specific TV Programs or at Fixed Times**

In this survey, participants are asked about their television viewing habits from a variety of angles, such as what time of the day they watch television, what programs they watch, and their interest in television. (Figure 3)

The responses “TV-watching time is generally fixed” (75 percent), “I usually select programs myself” (62 percent), and “I watch only programs I want to see” (60 percent) all exceed the 60 percent level. We found that the major-

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*The numbers in this figure may not correspond to those in the text due to rounding in the first decimal place. (Same applies below.)*
ity of respondents prefer to watch specific programs or have a time of day when they watch television.

When asked about their interest in television, only about 20 percent of all respondents said that they “often manage to find time to watch TV,” but approximately 40 percent said that they “often find themselves carried away by TV.” Although television is a medium that people generally don’t go out of their way to watch, they seem to get carried away unintentionally and end up watching it. This level of response has not changed much in all of the six surveys.

Television Viewing Continues to Be an Individual Activity

The book *Terebi shicho no goju-nen*¹ includes a statement on the increase of solitary television viewing. “Back when each household had only one television set, the family would gather in the living room to watch television together. . . . Although the response ‘I tend to watch TV with others’ is still the majority, the response ‘I tend to watch TV alone’ increased to nearly 40 percent in the 1980s.” The book observes that living situations, such as the increase in the number of televisions in the household, the decrease in the number of household members, the increase of people living alone, and the increase of separate rooms in the house, are factors that have affected television-viewing habits.

¹ NHK Broadcasting Culture Research Institute, *Terebi shicho no goju-nen* [Fifty Years of Television Viewing], NHK Shuppan, 2003, pp. 123, 125.
Since 1990, we also have been asking a question regarding solitary television viewing (see Figure 4). In the last 20 years, the response “I usually watch TV with others” decreased (53 percent in 1990 to 45 percent in 2010) and “I usually watch TV alone” increased (36 percent in 1990 to 43 percent in 2010); currently these percentages are about the same. Solitary viewing may be considered to be more common in households with fewer family members. Indeed, the smaller the number of household members the more people watch television alone, and this tendency has been observed in each survey. Compared with the 1990 survey, the 2010 survey shows a steady decrease in
the number of household members, as well as an increase in the number of one-member households. Over the past 20 years, the number of households with less than four members has risen, from 4 percent to 8 percent for households of one member, from 14 percent to 26 percent for a family of two, and from 18 percent to 22 percent for a family of three. This indicates the effect of the decrease in the number of household members on the increase of solitary viewing.

Participants were asked in the survey whether they preferred to watch television alone or with others. In 1985, the percentage of people who “prefer to watch with others” was greater than that of people who “prefer to watch alone,” but thereafter the figure for “prefer to watch alone” kept increasing. Since 2005, when choosing “prefer to watch alone” overtook “prefer to watch with others,” this continues to remain the top response (see Figure 5). Studying the results by age group, we find that the proportion of “prefer to watch alone” has increased among participants aged 70 and over from 36 percent in 1985 to 49 percent in 2010. In other words, the increase in the number of people who watch television alone is linked to the decrease in the number of people in the household and changes in attitudes, particularly among the older generation.

Change in TV-viewing Habits among Young Viewers
From Figure 3, we see that the response for which the number of responses changed the most in the last five years was “I usually select programs myself.” In five years, the proportion of this response among 16 to 29 year-olds
decreased from 80 to 68 percent, and among respondents in their thirties from 57 to 46 percent, showing a decrease among respondents aged 39 and younger. (Figure 6)

Also in the last five years, there has been a considerable decrease in the response “I feel uneasy unless the TV is on” from 22 to 10 percent among respondents aged between 16 and 29. Although not seen in the figure, respondents were also asked to choose from “often,” “sometimes,” or “almost never”
for the statement “I automatically turn the TV on when I get home.” Among respondents aged 16 to 29, the proportion of the response “almost never” increased from 20 to 29 percent in the last five years.

Meanwhile, looking at the “number of household members” of respondents aged 16 to 29, we find that the number of people living alone has increased from 4 to 10 percent in the last five years. Despite the increase of people in this age range who live alone, in the last five years, we have seen a decrease in people who “select programs themselves” or “feel uneasy unless the TV is on.” This suggests, therefore, that the role of television is diminishing among younger viewers.

**Fewer Refer to “TV Listings in the Newspaper”**

Since 2000, the survey has been asking respondents how they select television programs. The respondents were asked to select one method that they use most frequently to select programs when they watch TV. “TV listings in newspapers” is still selected by approximately half of the respondents, but the percentage for this response has been decreasing since 2000 (60 to 56 to 49 percent). Meanwhile, the response rate for “selecting channels with a remote control device” has been increasing (14 to 17 to 24 percent). The trend is seen among people aged 59 and younger, indicating that more people in a wide age range are selecting programs using their remote control rather than television listings in newspapers and other media. On the questionnaire for the drop-off survey conducted parallel to the time series survey, we also added the option “electronic program guide (EPG)” (see Figure 7). As was the case for the time series survey, the results for the drop-off survey indicated that “newspapers” (50 percent) and “channel surfing with remote control” (18 percent) were the most frequently used methods of program selection. Seven percent of respondents said they use an electronic program guide. Furthermore, 3 percent of respondents selected “TV listings in information magazines” and 1 percent “TV listings on the Internet,” indicating that few people select programs using television listings in non-newspaper media. Looking at the figure by gender and age group, we find that the proportion of those who responded “TV listings in newspapers” among men and women aged 39 and younger was lower than among the responses overall, while the figures for use of EPG and remote control surfing were higher.

**ATTITUDES TOWARD TELEVISION**

This section will look at viewers’ attitudes toward television regarding their satisfaction with television, its usefulness and importance in their lives, functions in society, and so forth.
The survey asks respondents about the benefits—usefulness or effectiveness in their lives—of having a television. The results suggest that the benefits are widely appreciated as a source of information and as a communication aid, as people think television can help them “understand various perspectives and ideas” (75 percent), obtain “information indispensable in daily life” (73 percent), acquire “conversational topics” (75 percent), and be a “center of family togetherness” (65 percent). (Figure 8)

Observing the data from the last 25 years, we find that while more than 70 percent of respondents continue to think that television is an important source of information and can help them “understand various perspectives and ideas,” the value of other benefits are on a decline. This was seen in benefits of television as a communication tool, such as “source of conversational topics” and “center of family togetherness,” and as a substitute, such as a “form

<table>
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<tr>
<th>Benefit</th>
<th>Overall</th>
<th>16-29 yrs. old</th>
<th>30s</th>
<th>40s</th>
<th>50s</th>
<th>60s</th>
<th>70 and over</th>
<th>16-29 yrs. old</th>
<th>30s</th>
<th>40s</th>
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<td>36</td>
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<td>17</td>
<td>9</td>
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<td>23</td>
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<td>19</td>
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<td>Whatever my family selects</td>
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<td>7</td>
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<td>(232)</td>
<td>(234)</td>
<td>(279)</td>
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The shaded areas indicate that the percentage is statistically higher than the overall percentage. (Same applies in figures below)

The figures in parentheses are numbers of respondents in each age group. The same applies to Figures 12 and 29.

**Partial Decline in Benefits of Television**

The survey asks respondents about the benefits—usefulness or effectiveness in their lives—of having a television. The results suggest that the benefits are widely appreciated as a source of information and as a communication aid, as people think television can help them “understand various perspectives and ideas” (75 percent), obtain “information indispensable in daily life” (73 percent), acquire “conversational topics” (75 percent), and be a “center of family togetherness” (65 percent). (Figure 8)

Observing the data from the last 25 years, we find that while more than 70 percent of respondents continue to think that television is an important source of information and can help them “understand various perspectives and ideas,” the value of other benefits are on a decline. This was seen in benefits of television as a communication tool, such as “source of conversational topics” and “center of family togetherness,” and as a substitute, such as a “form
of companionship” and “way to get a taste of experiences not obtainable in reality.” However, this shift was also seen between 1995 and 2005, and is hence not a result of a sudden decline in the last five years.

Meanwhile, the response “provide rhythm or routine in daily activities” is on the rise. Looking at the data by age group, we can see that selection of this response has increased among respondents between their thirties and fifties. It can be presumed that approximately 50 percent of people in these age groups use their television as a time-keeping device.
In the section of the drop-off survey questionnaire concerning the benefits of television, we partially modified the questions and added the item “source of information about important current affairs and events.” As a result, 90 percent of respondents (including those who responded “somewhat agree”) agreed with this item, surpassing the proportion of respondents who selected “help to understand various perspectives and ideas” (81 percent) and “source of information indispensable in daily life” (78 percent). In other words, the vast majority of respondents recognize the strengths of television in reporting current events as they actually happen. For example, the entire nation was engrossed in the performances of women figure skaters Asada Mao and Kim Yu-Na, which took place during the Vancouver Olympics in February 2010, right before this survey was conducted. The sense of participation produced when a large number of people share the same experience by watching an event taking place on television is also one of the important functions of television in society.

Half Think of TV as “Nothing More Than a Convenience”

The time series survey asks respondents about the degree of satisfaction with and importance of television in general, including NHK and commercial broadcasting.

With regard to the importance of television, between 1985 and 1995, the proportion of respondents who said that television is “indispensable” increased from 37 to 43 percent, and those who responded that it is “nothing more than a convenience” decreased from 56 to 52 percent. (Figure 9) Around 1985, there was a period during which television-viewing time declined for the first time, a drift away from television that was described by the term *tere-bi banare*. However, with the increase of television-viewing time, the value of television has begun to recover. There have not been any notable changes thereafter, and approximately half of respondents currently feel that television is “nothing more than a convenience.”

Looking at the results by age group, 71 percent of respondents aged 16 to 29 indicated that television is “nothing more than a convenience.” Significantly higher than the 52 percent for the sample overall, this trend has not changed over the last 25 years.

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2 NHK Broadcasting Culture Research Institute, *Terebi shicho no goju-nen*, p. 151.
3 According to the Japanese Time Use Survey conducted by NHK, average daily television-viewing times for weekdays, Saturdays, and Sundays have been on the rise between 1985 and 1995. The weekday average increased from 2 hours and 59 minutes to 3 hours and 32 minutes, the Saturday average from 3 hours and 16 minutes to 3 hours and 55 minutes, and the Sunday average from 3 hours and 40 minutes to 4 hours and 23 minutes.
Decline in Satisfaction with TV Compared to 25 Years Ago
Observing the time series data of respondents’ satisfaction with television, we see that nearly 80 percent of respondents indicate that they are “(very and fairly) satisfied” even in a low year, showing that the vast majority of people are satisfied. (Figure 10) The proportion of “satisfied” respondents, which had been on the decline until 2005, has stopped decreasing. That being said, the percentage is still low compared to 1985. Comparing the data by age group, we see an increase in the number of respondents aged 50 and over who are “(very and fairly) dissatisfied,” affecting the overall result. (Figure 11) We have not included a figure here, but this dissatisfaction is even more visible when we look at the figure for “very satisfied” respondents in this age group.
Some Young Viewers Dislike Fixed Program Schedules

The drop-off survey questionnaire asked respondents about their attitudes toward television using eight statements, as shown in Figure 12. With regard to men and women in the younger age group (ages 16 to 29), we see that the figures for the responses “it’s too much trouble to watch TV at fixed times, even for my favorite programs” and “I often feel that I have wasted time after I watch TV” are higher than for the respondents overall. This suggests that they dislike being tied to a fixed program schedule and prefer to use their time efficiently. Meanwhile, the figure for “I want to watch TV wherever and whenever I want” is also high among this age group, suggesting that they want to watch programs when and wherever they feel like it.

Of the eight items, the one with the most respondents who “agree” and “somewhat agree” is “I love watching TV,” at over 60 percent for both genders and any age group. The love for television viewing seems to prevail in every age group.

Change in Young Viewers’ Perceptions of TV

Looking at the results up until this point, we find that although television-viewing time has indeed increased, there is little change in the overall impor-
tance of and satisfaction with television in the last 25 years. However, there was a change in viewers’ perception of television when the results are examined by age group. For example, among respondents aged 50 and over, the importance of television has not changed, but their satisfaction with television has decreased. Meanwhile, among the younger generation, the figure for those who feel that television is “nothing more than a convenience” continues to be higher than that for the overall sample, but the proportion of young respondents who feel “fully satisfied” with television has increased in the last 25 years (from 9 to 21 percent among 16 to 29 year-olds). With regard to young viewers’ attitudes toward television, it appears that television is becoming less important. However, two contradictory points of view—that television is an unimportant medium and that it is nevertheless fully satisfactory—are found among the younger generation.

**PROGRAM PREFERENCES**

Responses regarding which types of television programs they want most to have broadcast and what they actually watch most yield some insights into viewers’ attitudes and actions towards programming.
Most Viewers Prefer News Programs

In the survey, the respondents were asked to select which of three types of television programs they most want stations to broadcast: “programs I can enjoy while relaxing” (entertainment), “programs that report on current events and issues” (news), or “programs that help me acquire culture and knowledge” (culture). The proportions for “news” and “entertainment” share the dominant position, but that of “news” ranked highest at 46 percent. (Figure 13) Respondents who selected “news” increased between 1985 and 1995, decreased in 2000, but increased once again in 2005 and have since remained consistent.

Looking at the results by age group, we can see that the number of respondents who chose “news” increases with rising age, while for those who chose “entertainment” the number decreases with decreasing age. The selection of the response “culture” programs does not seem to vary much among different age groups. (Figure 14)

Increase in Viewers of “Programs on Politics, Economics, and Society”

Respondents were also asked to select the type or types of programs that they watch most frequently from a list of 15 items. The three top-ranking categories were “news and news shows” (71 percent), “weather forecasts” (55 percent), and “dramas” (43 percent), in that order. This ranking has remained unchanged from the previous five surveys.

When analyzing the results of these most-viewed programs, we must keep in mind the television programming at the time of the survey, any incidents and events prior to the survey that may affect the responses, and the fact that
many new programs that do not fit into the categories established in 1985 are now broadcast.

With regard to the results between 2005 and 2010, respondents choosing “programs on politics, economics, and society,” “quiz and game shows,” and “sports programs” have increased in the last five years. (Figure 15) In particular, choice of “programs on politics, economics, and society” also increased from 24 to 27 percent between 2000 and 2005. One reason for this change may be people’s increased interest in politics since the advent of the Koizumi Jun’ichiro administration in 2001 and the historic change of ruling governments from the Liberal Democratic Party to the Democratic Party of Japan that took place in 2009.

MEDIA ENVIRONMENT: LARGE, FLAT-PANEL SCREENS

The media environment has changed greatly since 1985 when this survey began, becoming increasingly abundant. People have access to an ever-growing variety of media that they can choose from to suit the situation and conditions of their daily lives.

With regard to media equipment in their households, more respondents seem to own large, flat-panel screen televisions than in the previous survey in 2005. (Figure 16) Respondents choosing “25-inch or larger TV” increased from 67 to 76 percent, “widescreen TV” from 27 to 46 percent, and “flat-panel TV” from 9 to 53 percent. In particular, flat-panel televisions have
Figure 15. Most Frequently Watched Programs (Multiple Answers, Time Series)

1. News and news shows: 2005 - 73%, 2010 - 71%
2. Weather forecasts: 2005 - 58%, 2010 - 55%
3. Dramas: 2005 - 46%, 2010 - 43%
4. Sports programs: 2005 - 36%, 2010 - 41%
5. Entertainment, comedy, and variety shows: 2005 - 30%, 2010 - 33%
6. Programs on politics, economics, and society: 2005 - 27%, 2010 - 32%
7. Song and music programs: 2005 - 31%, 2010 - 28%
8. Cultural programs on nature, history, travel, science, and other topics: 2005 - 25%, 2010 - 25%
9. Quiz and game shows: 2005 - 19%, 2010 - 24%
10. Morning and daytime "wide shows": 2005 - 20%, 2010 - 22%
11. Movies: 2005 - 17%, 2010 - 15%
12. Lifestyle and practical information programs: 2005 - 15%, 2010 - 15%
13. Vaudeville shows including rakugo and manzai: 2005 - 14%, 2010 - 14%
15. Educational programs on languages, skills, hobbies, and other topics: 2005 - 9%, 2010 - 9%
increased notably, their distribution rate exceeding 50 percent. In addition, there was an increase in “CATV” (18 to 27 percent), “satellite TV” (40 to 50 percent), and “CS digital TV” (10 to 26 percent), indicating the growing access to a large number of channels. Digital recording and playing devices have also spread steadily, with both “DVD players” and “hard disk recorders” showing a considerable increase from 45 to 62 percent and from 11 to 34 percent, respectively. While digital recording and playing devices are on the increase, the figure for “home video recorders” has been on the decline since its peak in 2000.
For number of televisions in the household (Figure 17), the top ranking response was “2,” at 32 percent. Combined with the responses for “3” (24 percent) and “4 or more” (19 percent), the survey showed that 74 percent of respondents had more than one television in their household. Twenty-three percent of respondents said that they own only one television. The time series graph shows that the proportion of respondents who own multiple televisions (total of those who responded “2,” “3,” and “4 or more”) increased between 1985 and 2000. In particular, respondents who had “3” and “4 or more” televisions increased greatly. However, since the peak in 2000, that figure has begun to decrease, whereas the number of respondents who own one television has begun to increase. The decrease in the number of televisions can generally be attributed to the decrease in the number of household members. Indeed, between 2000 and 2010, those who live alone or with one other person increased from 6 to 8 percent and from 21 to 26 percent, respectively. The increase in these one- and two-person households is clearly a factor in the increase in number of people who own only one television.

While an increasing number of people have only one television in the household, we see that the spread of large, flat-panel television sets, wide choice of channels, the spread of digital recording and playing devices, and other new media devices have been introduced into the household, creating an ever-richer media environment in the home. The following sections look at how these people’s habits and attitudes towards media use have changed.

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4 The total of the figures for each response and the figure for respondents with multiple televisions may not correspond due to rounding off of figures.
FREQUENCY OF MEDIA ACCESS

Televi sions are often used in combination or in competition with different forms of media. Attention must be focused not only on television viewing itself, but also on its relationship with other media. In this and following three sections, we will discuss the significance of television among different forms of media. First, we will look at the respondents’ habits of media use, or the frequency of access to each media form, then analyze their attitudes toward the media, such as their appreciation for each medium’s functions and which media they find indispensable. Finally, we will discuss the overall value of television among other forms of media according to the respondents’ habits and attitudes. Let us look first at respondents’ frequency of access to different forms of media.

Over 90 Percent of Respondents Watch TV Every Day

Respondents were asked about the frequency of their access to ten forms of media, such as television, newspapers, and the Internet. (Figure 18) More than 90 percent of respondents watched television daily. In 2010, 92 percent of respondents said that they have access to television every day, and 96 percent said that they watch television at least one day a week (total of “every day,” “3 or 4 days a week,” and “1 or 2 days a week”). The proportion of respondents who watch television every day had not changed between 1985 and 2000, but has been on a slight decline thereafter. However, the percentage of those who watch television every day has remained steady at over 90 in the last 25 years, indicating that access to television has been consistent.

Studying the graph of daily access by age group (Figure 19), we find that respondents aged 60 and over have the highest daily access to television, while the lowest access frequency is for respondents aged 39 and younger. However, over 80 percent of respondents in every age group watch some television daily, and no other form of media is as accessed by people in such a wide age range. That being said, when we compare the results from 2005 and 2010 by age, we see a decrease in daily access among respondents aged 16 to 29. Between 1985 and 2005, consistently more than 90 percent in this age group said they watched television daily, but the figure dropped in the last five years to 82 percent in 2010. Although more than 80 percent of this category of respondents still watch television daily, in the last five years there has been a considerable increase in the number who do not watch television every day.

In sum, with regard to television viewing habits, although there has been a slight decline, usage rates have changed little between 1985 and today. However, it appears that viewers between 16 and 29 years of age have started to move away from television slightly.
Figure 18. Frequency of Access to Media (Time Series)

TV

1985 94
1990 94
1995 94
2000 94
2005 92
2010 92

Video, DVD, Blu-ray Disc*

1985 14 5 8 17
1990 6 9 19 34
1995 6 9 20 34
2000 7 8 20 35
2005 6 9 18 33
2010 8 6 18 32

* DVD was added to the list in 2005, and Blu-ray Disc in 2010.

Hard disk recorder

2005 22 3 6
2010 7 5 9 20

Radio

1985 39
1990 35
1995 35
2000 35
2005 32
2010 26

CD, MD, Cassette tapes*

1985 18 8 12 34
1990 17 8 11 36
1995 21 10 12 42
2000 22 10 13 46
2005 21 10 11 42
2010 18 9 10 37

* CD was added in 1990, and MD in 2000.
Records were removed in 2005.

Newspapers

1985 91
1990 88
1995 88
2000 86
2005 83
2010 78

Weekly magazines

1985 14 8 18 30
1990 16 16 26
1995 16 18 27
2000 15 17 25
2005 13 19
2010 13 10 15

Books

1985 13 8 12 33
1990 11 9 12 32
1995 13 9 13 34
2000 13 9 12 34
2005 12 7 12 31
2010 12 7 11 29

Significantly higher than 2005

Manga

1985 8 10 17
1990 9 10 17
1995 5 10 19
2000 8 9 17
2005 7 14
2010 8 14

Internet*

2000 8 14 15
2005 17 7 30
2010 27 8 41

* In 2000, this included email exchange and website browsing and surfing from computers and cell phones. From 2005 onwards, this does not include email exchange. (Same applies for below)

Note: The numbers on the right side of the graph are the percentages of respondents who have access to that media form at least 1 day a week (total of the responses of “every day,” “3 or 4 days a week,” and “1 or 2 days a week”).

- Every day
- 3 or 4 days a week
- 1 or 2 days a week
Decreased Newspaper Reading among Younger and Middle-aged People
Seventy-four percent of respondents read the newspaper daily, the highest figure of any of the media after television. (Figure 18) Although much higher compared to other forms of media, this figure has been decreasing with every survey since 2000. Especially in the five years between 2005 (83 percent) and 2010 (74 percent), there has been a considerable decrease, dropping under 80 percent in 2010. The proportion of respondents who “rarely or never” read the newspaper, moreover, was 14 percent in the 2010 survey, up from 7 percent in 2005 and rising over 10 percent for the first time.

The percentage of respondents who read the newspaper daily differs markedly from one age group to another. (Figure 20) For those aged 50 and over it is over 80 percent, but by contrast, is lower than the overall figure for those aged 39 and younger. For example, 55 percent of respondents in their thirties say they read the newspaper daily; for those between 16 and 29, it is 36 percent, only one in three. Although not shown in Figure 20, those aged 16 to 29 who do read the newspaper but not daily (the total of those who said they read the newspaper “3 or 4 times a week,” “once or twice a week,” and “once or twice a month”) was 33 percent, higher than the overall figure. Among respondents aged 50 and over, it is less than 5 percent. This indicates that the newspaper is a daily medium for people aged 50 and over, but not necessarily for those aged 16 to 29.

The percentage of respondents aged 39 and under who “rarely or never” read the newspaper was also higher than the overall figure (28 percent for 16
We see that nearly 30 percent of 16 to 29 year-olds rarely read the newspaper. Comparing the results from 1985 and 2010 by age group, we find that the proportion of people who read the newspaper daily has decreased among respondents aged 59 and under. Among respondents aged 16 to 29, there was a sharp decline in daily readers; in 1985, nearly 90 percent were daily readers but in 2010 the figure had dropped to 36 percent. In 2005, less than 80 percent of daily readers among the respondents were aged 39 and under, but in 2010, among people in their forties, too, less than 80 percent were daily readers (74 percent). This indicates that not only the younger generation, but also the middle-aged generation is also moving away from newspapers.

Aging Radio Listeners
In this survey, 26 percent of respondents listened to the radio daily and 39 percent listened at least once a week. (Figure 18) The number of daily radio listeners has been on the decline in the last 25 years, and the continuation of the decline was shown in both the 2005 and 2010 surveys. The decrease was particularly great in the last five years, dropping from 32 to 26 percent.

Looking at the figures for daily listeners by age group (Figure 21), the proportion of respondents in their fifties and sixties was higher than the overall percentage, while it was lowest among respondents aged 39 and under; among respondents aged 16 to 29, it was particularly low, at 10 percent. In 1985, the age group with the highest proportion of daily listeners was people in their
thirties, but the top-ranking age group shifted to those in their fifties in 2005, and to those in their sixties in 2010, indicating that the top-ranking age group is rising in age.

Figures for those who “rarely or never” listen to the radio by age group, while not included in Figure 21, indicate that among respondents aged 39 and under (68 percent among 16 to 29 year-olds and 63 percent among those in their thirties) the non-listening rate is higher than the overall rate. In other words, two out of three 16 to 29 year-olds rarely listen to the radio.

Rapid Rise in Internet Users among All Age Groups
Twenty-seven percent of respondents said they use the Internet daily (not including email exchange)\(^5\) from a personal computer and/or cell phone, while 41 percent said they use the Internet “at least once a week.” (Figure 18) Meanwhile, the percentage of people who “rarely or never” use the Internet was 52 percent. Looking at the time series results, we see that the number of daily Internet users has increased with every survey, and has shown a rapid rise in the last 10 years.

Studying the figures for daily Internet users by age (Figure 22), we find that the younger respondents are more frequent users. The proportion of those aged 49 and younger is higher than that for the overall sample. The figure for

\(^5\) In the 2000 survey, “Internet use” included email exchange and website browsing and surfing from computers and cell phones. From 2005 onwards, “Internet use” does not include email exchange.
daily use is particularly high among respondents aged 16 to 29, at 52 percent, and if we include those who use the Internet at least once or twice a week among this age group, the figure is 83 percent. Indeed, the increase in the number of daily Internet users compared to the year 2000 is large among the younger generation and small among the older generation. However, we see an increase in users among all age groups, indicating that an increasing number of older people are also starting to use the Internet.

In the drop-off survey, respondents were asked about their video viewing habits on the Internet in relation to television viewing. Twenty percent of respondents said they watch videos on the Internet “at least one day a week” (combined total of “every day,” “3 or 4 days a week,” and “1 or 2 days a week”). Thirty-four percent watch online videos “at least a few days a year” (“at least one day a week” combined with “1 or 2 days a month” and “a few days a year”). Looking at the results by gender, we see that these rates are higher than the overall figure for men aged 49 and under and women aged 39 and under. Nearly 70 percent of both men and women aged between 16 and 29 watch online videos.

We asked respondents who watch online videos to respond to three statements regarding video-viewing habits, as shown in Figure 23. Forty percent of respondents who said they view videos online indicated that they “use the Internet to watch TV programs that they missed” (total of “often” and “sometimes”), or 14 percent in the overall total including those who do not watch online videos. The tally of results by gender shows that, at 45 percent, more
women use the Internet to watch TV programs that they missed than do men. By age group, the figure for respondents aged 29 and under was higher than the overall figure and particularly high among those aged between 16 and 19, at 70 percent (51 percent among those in their twenties). With more than half (51 percent) of 16 to 19-year-old respondents, including those who do not watch online videos, using the Internet to watch missed programs, we can get a glimpse of the younger generation’s new television-viewing style.

Rapid Increase in Hard Disk Recorder Users
The survey showed that the number of hard disk recorder users greatly increased in the last five years, at 7 percent for “every day” and 20 percent for “at least one day a week.” (Figure 18) As mentioned above, the number of people who have a hard disk recorder at home has increased a great deal in the last five years, and the spread of the device has led to an increase in users.

In the time series survey, respondents were asked about “videos, DVD, Blu-ray Discs” and “hard disk recorders,” but in the drop-off survey, we asked respondents how often they watch television programs that they recorded in order to grasp precisely the use of time-shift viewing. (Figure 24) Eight percent said they watch recorded programs “every day”; 35 percent “at least one day a week,” or one in three respondents. Meanwhile, 47 percent of respondents “rarely or never” watch recorded television programs—nearly half. The tally of results by gender shows that the proportion of people who watch recorded programs “at least one day a week” is highest among men in their thirties and women (45 percent in their thirties and 47 percent in their forties) and among women aged 49 and younger (47 percent for 16 to 29 year-olds, 48 percent in their thirties, and 46 percent in their forties), at nearly 50 percent among both genders.

As we have seen, access to new media is increasing, while access to old media is decreasing. Looking at the trend over the last five years, we can see
how access to new media such as the Internet and hard disk recorders has increased, while access to older audio and printed media, such as newspapers, radios, weekly magazines, CDs, MDs, and cassette tapes has declined.

USEFUL MEDIA

Each medium has its own characteristics and particular functions, and people select the media they need to suit various situations in their lives. In order to determine the value of television in terms of their attitudes toward it, the survey asked respondents to select the most useful of eleven forms of media with regard to seven functions such as “news” and “entertainment.” The media were grouped into seven categories—TV, radio, Internet, newspaper, audio-visual media, printed media, and conversation—and the results were organized by function as in Figure 25. The seven functions are as defined in the figure.

“News,” “Entertainment,” and “Commentary” Functions Valued

In the 2010 survey, television was the most-mentioned medium for all of the functions except for “social life,” and was regarded as a highly useful media for all of the functions. However, its value in relation to other forms of media tended to vary depending on the function. Sixty-three percent of respondents thought that television is useful for “news,” 60 percent for “entertainment,” and 57 percent for “commentary.” That well over 50 percent of respondents select these items shows that television is in the leading position among the media in regard to these three functions.

Meanwhile, only three or four out of ten respondents said that the television was useful for “culture,” “information,” “relaxation,” and “social life,” and its relative value for these purposes is lower compared to that for functions “news,” “entertainment,” and “commentary.” Diverse forms of media ranked high in these functions: for the function “culture,” printed media (weekly magazines, town/information magazines, books) and newspapers were also regarded as useful media, while the Internet and printed media were highly
**Figure 25. Comparison of Other Useful Media (Time Series)**

<table>
<thead>
<tr>
<th>Year</th>
<th>News</th>
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<th>Newspapers</th>
<th>Other</th>
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<th>Radio</th>
<th>Internet</th>
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<th>Culture</th>
<th>Audio visual media</th>
<th>TV</th>
<th>Radio</th>
<th>Printed media</th>
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<th>Radio</th>
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<th>Printed media</th>
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<td>2010</td>
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<td>15</td>
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<table>
<thead>
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<th>Commentary</th>
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<th>Audio visual media</th>
<th>Printed media</th>
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<td>2010</td>
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<th>Radio</th>
<th>Audio visual media</th>
<th>Printed media</th>
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</thead>
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<td>2010</td>
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<td>15</td>
<td>24</td>
<td>11</td>
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</table>

<table>
<thead>
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<th>Social life</th>
<th>TV</th>
<th>Radio</th>
<th>Audio visual media</th>
<th>Printed media</th>
</tr>
</thead>
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<td>55</td>
<td>9</td>
<td></td>
<td></td>
</tr>
<tr>
<td>2005</td>
<td>23</td>
<td>52</td>
<td>11</td>
<td></td>
<td></td>
</tr>
<tr>
<td>2010</td>
<td>25</td>
<td>48</td>
<td>12</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**Audio-visual media:** CD, MD, cassette tapes, films, videos
**Printed media:** Weekly magazines, town/information magazines, books
**Conversation:** Conversing with family and friends
**Other:** None of the above, don’t know, no response

**News:** Learn about world events
**Entertainment:** Get excited and enjoy
**Culture:** Acquire cultural information
**Information:** Acquire information about
daily life and hobbies
**Commentary:** Gain insight into political or social issues
**Social life:** Socialize and network with people
**Relaxation:** Rejuvenate and relax
rated media for “information.” For “relaxation,” conversation (with family and friends) and audio-visual media (CD, MD, cassette tapes, films, videos) also had high ratings.

Let us look at the time series data for the three functions “news,” “information,” and “commentary” from 2000. The proportion of respondents who think television is useful for “news” remained consistent at approximately 65 percent in 2000 and after. However, the figure for those who choose “Internet” has been increasing with every survey since 2000, while that for newspapers decreased from 24 percent in 2000 to 18 percent in 2010. We see that the figure for newspapers has decreased in proportion to the increase in Internet use.

Looking at the time series survey data for the function “information,” we see that respondents’ choice of “television” for this function has not shown any considerable changes; it has fluctuated slightly but generally remains stable in each survey, at nearly 40 percent. Their choice of printed media (weekly magazines, town/information magazines, books) has largely decreased compared to 2000. Meanwhile, the proportion for the Internet has increased with every survey since 2000, indicating how it has risen in the estimation of users. The proportion for Internet use in 2010 was 18 percent, second only to television. The value of the Internet has increased as a source of information about daily life and hobbies, taking over the role of magazines as the medium that one seeks for specific purposes.

With regard to the time series survey data for the function “commentary,” in 2000, the proportions for newspapers and television were almost equal, at 41 and 48 percent respectively. However, the figure for newspapers fell sharply to 35 percent in 2005 and 27 percent in 2010. We find that estimation of newspapers’ value for publishing commentaries, long considered their great strength, has been decreasing. Meanwhile, estimation of television’s commentary function has been on the rise since 2000 (from 48 to 57 percent). There have not been any significant changes in other media, but we can see that much of the decrease in estimation of newspaper commentary has been absorbed by television. With the decline in newspaper readers, we may speculate that the television is becoming more useful as a medium for “insight into political and social issues.”

Next, we will look at the forms of media that respondents found useful for the functions “information” and “commentary,” by age group. Figure 26

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The “Survey of Media and Daily Life” conducted in 2001, when the Internet was beginning to gain popularity, indicated that websites can function in a similar way as information magazines in that they can be used to search for specific kind of information. The study points out that the Internet fulfills the function of information magazines. (Kamimura and Ida 2001.)
charts the figures for television, Internet, newspapers, and printed media (weekly magazines, town/information magazines, books) for acquiring “information” by age group. Among respondents aged 50 and over, television is by far the most relied on compared to all other forms of media. Meanwhile, among respondents aged 49 and younger, the Internet is the top-ranking medium, although the difference between the percentages for the Internet and television is small. People in this age group indicated that the Internet was the most useful media for “acquiring information about daily life and hobbies,” suggesting that the Internet has become an essential part of daily life.

Figure 27 illustrates how useful respondents, by age group, consider television, the Internet, and newspaper in seeking “commentary.” Around 50 percent or more among all age groups turn to television for news and other commentary, indicating the high value of television among viewers of all ages. When the 2010 survey’s results are compared to the results from 2000, we find that television has increased in importance as a source of commentary for people aged 39 and younger and for those aged 70 and over. Also, the figures for television and newspapers were about the same among respondents aged 49 and younger in 2000. In the 2010 survey, we see that the figure for newspapers has decreased notably in this age group, resulting in a large gap between the two media.

Especially among people aged 39 and younger, television, not the Internet, seems to have taken over the newspapers’ function as the medium to obtain “insight into political or social issues.” Among the younger generation, television is increasingly recognized and valued as a useful media for commentary.
TV Highly Valued for Its “Promptness” and “Understandability”

In addition to comparing useful media with regard to function, respondents were asked to indicate which of the six forms of media were best in terms of four different qualities (such as “promptness”) for acquiring news and other information. (Figure 28) The four qualities are defined in Figure 28.

Seventy-three percent of respondents selected television for “promptness” and 67 percent for “understandability”; these figures outnumbered the other media by far. The merits of real-time news and information with moving images that television can provide are highly regarded. Respondents’ estimation of television for its “promptness” has been decreasing, however, in every survey since 2000, while their estimation for the Internet has been growing, catching up with radio in 2010. Although there is still a considerable differ–
ence between the figures for television and the Internet, recognition of the prompt availability of news and information via the Internet is on the rise.

With regard to “detail,” both television and newspaper were at 37 percent in the latest survey. While the figure for television has remained stable since 2000, that for newspapers, which reached 51 percent in 2000, has been decreasing with every survey, finally showing the same figure as for television in the 2010 survey. The figure for the Internet, meanwhile, has been increasing with every survey since 2000, indicating the rise in people’s estimation of the Internet as the medium that provides the most detailed information. We can see that the decline in the figure for newspapers has been absorbed in the figure showing the rise in the Internet.

Results for “ease of selection” were about the same for the Internet and television at 31 and 34 percent, respectively. Responses citing the “Internet” for this quality have been on the increase with every survey since 2000, while

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**Figure 28. Comparison of Media Characteristics (Time Series)**

<table>
<thead>
<tr>
<th>Promptness</th>
<th>TV</th>
<th>Radio</th>
<th>Internet</th>
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</thead>
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<table>
<thead>
<tr>
<th>Understandability</th>
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<td>69</td>
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<td>2010</td>
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<table>
<thead>
<tr>
<th>Detail</th>
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<th>2005</th>
<th>2010</th>
</tr>
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<td>17</td>
</tr>
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<td>51</td>
<td>46</td>
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</table>

<table>
<thead>
<tr>
<th>Ease of selection</th>
<th>2000</th>
<th>2005</th>
<th>2010</th>
</tr>
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</tr>
<tr>
<td>21</td>
<td>25</td>
<td>20</td>
<td>11</td>
</tr>
</tbody>
</table>

Other: Conversations with family and friends, none of the above, don’t know, no response

Promptness: Conveys information most promptly
Understanding: Information is easiest to understand
Detail: Provides the most detailed information
Ease of selection: Easiest to select only the necessary information
those choosing newspapers and magazines have been decreasing. The ease-of-selection figure for television has also been on a decline compared to 2000. These results seem to reflect the rising role of the Internet as a medium that can be actively used to select only the necessary information.

Figure 29 illustrates the top three forms of media for the qualities “detail” and “ease of selection” by age group. For these qualities, different media are selected from one age group to another. The choice of respondents aged 16 to 29 of “Internet” as the best source for “detail” was greater than that for television and newspapers; nearly 50 percent identified the Internet as the best medium for detailed information. With regard to “ease of selection,” the Internet was the top-ranking response among people aged 49 and younger while television was most popular among people aged 50 and over. We see that the figure for the Internet was higher among younger respondents, with nearly 70 percent among respondents aged 16 to 29. This indicates that in this age group, the Internet has become established as the medium where necessary information can be selected easily.

In the drop-off survey questionnaire, respondents were asked about “reliability” and how media can “arouse interest” in addition to the four qualities mentioned earlier. (Figure 30)

For “reliability,” both television (37 percent) and newspaper (36 percent) gathered the majority of responses. Meanwhile, the proportion for the Internet was 5 percent.
Although newspaper reading is on the decline among participants aged 16 to 29, both television and newspapers had the same percentage of responses for “reliability” among respondents in this age group. Furthermore, among men aged 16 to 29, newspapers ranked first (30 percent), followed by television (24 percent). The results indicate that the newspaper is relatively highly valued in terms of reliability.

At 51 percent, television was the top-ranking medium cited as arousing interest in a new topic. The second-ranking medium was newspapers, at 20 percent. The strength of newspapers and television lies in providing readers and viewers with a variety of topics and views (Sunstein 2001), and we can see from the results that people have a high estimation of these social functions. Although the choice of the Internet as the optimal media in arousing interest in new topics is much smaller than that of television, it ranked third after newspapers. However, when the total is limited to people who use the Internet “every day” (720 respondents), the figure for Internet is 36 percent, surpassing that for newspapers (15 percent) and closing up on television (38 percent). With the spread of the Internet, people are able to filter information according to their tastes and customize the type of information they access—a method that Nicholas Negroponte calls “The Daily Me” (Negroponte 1995). However, the results of our survey indicate that people recognize that the Internet can be used not only for accessing information that interests them, but also for accidentally discovering new information.

INDISPENSABLE MEDIA

In order to determine the overall value of television without specifying function, the survey asked respondents to select one indispensable medium from a list of eleven items. (Figure 31)
Television as Indispensable Media

The top-ranking indispensable media were “television” (33 percent) and “conversations with family” (32 percent) followed by “newspaper” (10 percent) and “Internet” (8 percent). Compared to the results from 2000, the figures for “television” and “conversations with family” have not changed. While the figures for “newspaper” and “audio-visual media” are on a decline, that for “Internet” has been increasing with every survey. We can see that the overall value of the Internet is on the rise.

Looking at the results by age group (Figure 32), the top-ranking indispensable medium among people aged 59 and younger was “conversations with family,” while among people aged 60 and over it was “television.” Among people aged between 30 and 59, “television” was the second-ranking medium after “conversations with family.” Among people aged between 16 and 29, the “Internet” was more often cited as indispensable compared with “television” and claimed second-place after “conversations with family.”

When the results of the 2010 survey were compared to those from 2000, we see that the figure for “Internet” has increased greatly among people aged 16 to 29, while the figure for “television” has decreased notably. Every five years since 2000, the figure for “Internet” of this age group has grown, from one, to six, to 24 percent, making a large leap in the last five years. While the figure for “television” among this age group remained steady between 2000 and 2005 (27 percent), it decreased greatly in the last five years. This trend corresponds to the decrease in 16- to 29-year-old daily television viewers mentioned earlier.

Among respondents in their thirties and forties, the figure for “Internet” increased, and among respondents in their forties, “newspapers” decreased. As a result, among respondents in their thirties and forties, “Internet” overtook “newspapers,” claiming the spot as the third most indispensable medium.
We see that the overall value of newspapers, along with frequency of access, is starting to decrease among the middle-aged as well.

**OVERALL VALUE OF TELEVISION: HIGH BUT WANING**

Here let us sum up the overall value of television among other forms of media according to both people’s television-viewing habits and attitudes toward television. In the last 25 years, numerous new media have been introduced to the household, but television continues to maintain its position as the sole form of media that more than 90 percent of people access daily. Compared to other media, it was considered the best medium for “news,” “entertainment,” and “commentary.” It also ranked first for “promptness” and “understandability” as a medium for news and information, not yielding its position to other forms of media. Most notably, television’s “commentary” value has been increasing in the last ten years. Television, thus, is highly valued, and the relative importance of some of its functions appears to be rising. Earlier, we indicated that, although television-viewing time is on the rise, people’s satisfaction with television or its usefulness and importance are not necessarily rising (see...
“Attitudes toward Television” section above). However, considering television’s value among other media, it has succeeded in maintaining its high status in 2010.

When we look at the results by age group, however, there has been a decrease in daily viewing among people aged between 16 and 29 in the last five years. In addition, the number of people in this age group who think that television is an indispensable medium markedly decreased, allowing the Internet to overtake television as an indispensable medium. The value of television has thus decreased in relation to other forms of media. In terms of both behavior and attitudes, people aged between 16 and 29 seem to have begun to move away from television.

INFLUENCE OF TELEVISION AND VIEWS ON THE MASS MEDIA

This section looks at people’s opinions regarding the influence of television. The findings of the survey do not indicate the actual influence of television, but rather how individual respondents perceive it to be influential.

Nine Out of Ten Think TV Is “Influential”

Respondents were asked how much influence they think television has on people’s perceptions and actions. Twenty-seven percent responded that it was “very influential” and 64 percent responded that it was “somewhat influential,” for a total of over 90 percent of respondents who felt that television has at least some influence on society. (Figure 33) No figure is provided here, but the total of “very influential” and “somewhat influential” in every age group and gender is more or less 90 percent. Television’s influence is widely recognized, regardless of age and gender.

The survey then asked respondents who indicated they felt that television has at least some degree of influence (2,555 people who responded either “very influential,” “somewhat influential,” or “not very influential”) whether they thought that the influence was generally more positive or negative. With 12 percent answering “more positive influence” and 29 percent answering “more negative influence,” more people perceived the influence of television to be negative. The most popular response, with over half of the responses (59 percent), however, was “hard to say which.” (Figure 34)

When we look at the results in relation to the strength of television influence, we see that, of the respondents who felt that television was “very influential” (732 people), 40 percent felt that the influence of television was “more negative” than positive. It seems that the more influential people perceive television to be, the more negative they believe its influence.
Negative Image of Television on the Decline

In the time series survey, we asked respondents to indicate whether television provides more positive or negative influence with regard to five different topics (viewpoints). (Figure 35) Responses for “hard to say which” occupied around 40 to 50 percent of all topics except for “interest in political and social issues.” This indicates that respondents found it hard to judge whether television itself had some influence in these topical areas, and if it did have, in what way.

Of the five topics, respondents seemed to feel that television has a positive influence on the “ability to think” and “interest in political and social issues.” Meanwhile, responses reflected the view that television has a negative influence on “people’s lifestyles” and on “juvenile delinquency.” The results for “spiritual or material wealth” were about the same.

The time series data show that the number of respondents who felt that television strengthened “interest in political and social issues” had increased since 2000. As mentioned on pages 15–16, the percentage of respondents who
answered they regularly watch “programs on politics, economics, and society” continued to increase in 2005 and 2010. Also, while the number of newspaper readers is decreasing, the value of the “commentary” function of television has been on the rise in comparison to 2000 (see page 29). Possible factors behind these new trends are the influence of television programming, people’s increasing interest in politics, and a relative growth in the role of television as a tool for forging links between viewers and political and social issues.

The negative responses regarding other topics—“ability to think,” “people’s lifestyles,” “juvenile delinquency,” and “spiritual or material wealth”—have decreased with every survey since 2000. This suggests that the negative image of television with regard to these issues is on the decline.

<table>
<thead>
<tr>
<th>Figure 35. Positive and Negative Views of the Influence of TV (Time Series)</th>
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<tbody>
<tr>
<td><strong>A. Ability to think was</strong></td>
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<tr>
<td>Strengthened</td>
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<tr>
<td>Weakened</td>
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<tr>
<td>Hard to say which</td>
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<tr>
<td><strong>B. People’s lifestyles were</strong></td>
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<tr>
<td>Individualized</td>
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<tr>
<td>Made uniform</td>
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<tr>
<td>Hard to say which</td>
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<tr>
<td><strong>C. Juvenile delinquency was</strong></td>
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<td></td>
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<tr>
<td>Curbed</td>
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<tr>
<td>Aggravated</td>
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<tr>
<td>Hard to say which</td>
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<tr>
<td><strong>D. TV made people prioritize</strong></td>
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<td></td>
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<tr>
<td>Spiritual wealth</td>
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<tr>
<td>Material wealth</td>
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<tr>
<td>Hard to say which</td>
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<td><strong>E. Interest in political and social issues was</strong></td>
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<td>Strengthened</td>
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<tr>
<td>Weakened</td>
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<tr>
<td>Hard to say which</td>
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</table>

< > indicates the difference from the previous survey. ≪ ≫ indicates a statistically significant difference between the 1995 and 2010 results.

Of the three answer choices, the first choice was analyzed as a “positive” image, and the second as “negative.”
This section looks at the survey findings relating to how people’s attitudes have changed vis-à-vis information obtained from the mass media. (Figure 36) In the last 25 years, those selecting “television reports are as believable as something I heard or saw firsthand” decreased from 52 to 37 percent, and those who believe “mass media generally reports the truth” fell from 37 to 26 percent. We see a long, steady decline in both of these responses. Observing the data by age group, we see that, compared to 1985, responses for “television reports are as believable as something I heard or saw firsthand” and “mass media generally reports the truth” have declined in every age group except among people aged 70 and over. These results may suggest simply that trust in the mass media has declined, but it also demonstrates that people of different age groups are increasingly aware and critical of what is reported in the mass media.

Meanwhile, with regard to the influence of the mass media on public opinion, as in previous surveys, more than 70 percent of respondents felt that “people’s opinions are often unknowingly influenced by the mass media.” Although on the individual level people have become less apt to believe everything the mass media says in the last 25 years, the view that public opinion is affected by the mass media is still strong. These results suggest that individual respondents consider themselves different from the general public.
**TV has More Influence on “Society” than “Myself”**

The survey results reported above show how people feel about television’s influence on society. To find out the extent to which respondents think they are personally influenced by television, the survey asked them to indicate how much their perceptions and actions are influenced by television. Nine percent said “very influential” and 53 percent “somewhat influential,” for a total of 61 percent. (Figure 37) While six out of ten respondents recognized that they were influenced by television, 90 percent—nine out of ten—felt that television influences society. (Figure 33)

When we look at the responses for those who felt they are personally influenced by television (“very influential” and “somewhat influential”) by gender and age, we find that these people make up over 50 percent of every age group. The figure is higher than the overall figure for men and women between ages 16 and 29, each at 69 percent.

Furthermore, people who watch longer hours of television are more likely to feel that they are personally influenced by television. Among respondents who watched television for “2 hours or less” daily (1,051), 53 percent said that television is “influential” (“very influential” and “somewhat influential”); for those who watch three hours (566) the figure was 65 percent, and for those who watch four hours or more daily (1,088), 68 percent. We find that a large number of people among those who watch television for 4 or more hours daily feel that they are influenced by television. This trend can be seen in all age groups.
Even Young Viewers Have High Hopes for Television

The survey asked respondents about how much influence they think television will have in the future. The largest number of the responses, 46 percent, said that the influence of television “will not change,” while 39 percent responded that the influence “will grow.” Combined, 85 percent of participants responded that the influence of television will either remain as it is or grow stronger. Meanwhile, 14 percent of respondents said that they thought the influence of television “will weaken.”

While there was no notable difference in responses regarding the current influence of television among different age groups and between men and women, the responses regarding influence of television in the future varied considerably between men and women. (Figure 38) A large number of men aged 60 and over thought that the influence of television “will grow,” while the prediction that it “will weaken” was fairly marked among men aged 49 and younger and women aged 16 to 29. However, the number selecting “will weaken” in any age group is only about 20 percent at its highest, and the opinion that television’s influence “will grow” was more common in every age group.

Respondents were also asked for their opinions on television programs in the future. They were asked to indicate which of the following two opinions they agreed with more:

A: There is still room for improvement of television. More can be done with different programming styles and topics.
B: Television has done almost everything it can do. I don’t have any more expectations of it.
Including those who responded “somewhat agree,” 78 percent of respondents responded that “There is still room for improvement of television,” and 21 percent responded that “Television has done everything it can do.” (Figure 39)

There was no marked difference in the responses for men and women of all age groups. More than 70 percent of respondents in all age groups responded that “There is still room for improvement of television.” Even the younger age groups who watch television for a relatively shorter time daily are not negative about the potential of television in the future.

CONCLUSION

Using the data collected in “The Japanese and Television” survey, we have looked at television-viewing habits and attitudes towards television, how people use television compared to other forms of media, and the relative value of television. In the long term, television-viewing hours, frequency of use, and place in estimation of users have not changed much. Although some of its qualities may be less highly regarded than in the past, television has retained an extremely important position among the media in general.

When we compare results of the surveys between 2005 and 2010, however, the number of 16- to 29-year-olds who watch television daily has decreased and so has the number who consider television an indispensable medium.
With regard to television-viewing habits, the number of those who feel “uneasy unless the TV is on” has also fallen, indicating the somewhat diminished role of television in the lives of the younger generation.

On the other hand, we have seen from the drop-off survey initiated in 2010 that there is a fairly large number of young people who love television and have positive expectations of it for the future. Also, approximately half of the 16- to 19-year-old group responded that they “use the Internet to watch TV programs that they missed,” indicating a new way of watching television programs.

In our research report published by the NHK Broadcasting Culture Research Institute in 2008 we suggest that as part of the changing media environment, television is perhaps finding a unique but important place in the lives of young people today. (Aramaki, Masuda, and Nakano 2008) The results of this “Japanese and Television” survey further confirm that observation. It will be important to continue to observe in long-term perspective whether or not these new tendencies will strengthen over time and whether they will expand into other age groups in the future.

(Translated by Horibe Nozomi)

References
Appendix

Personal Interview Surveys (1985 to 2005)


<table>
<thead>
<tr>
<th>Survey period</th>
<th>Survey 1</th>
<th>Survey 2</th>
<th>Survey 3</th>
<th>Survey 4</th>
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Survey method: Face-to-face interviews

Population: Japanese aged 16 and older

Sample:
- 3,600 people* (12 people x 300 spots)
- 3,600 people* (12 people x 300 spots)
- 3,600 people* (12 people x 300 spots)
- 5,400 people* (12 people x 450 spots)
- 3,600 people* (12 people x 300 spots)
- 1,800 people* (12 people x 150 spots)

*selected from the Basic Resident Registers by stratified two-stage random sampling

Valid responses (response rate):
- 2,632 (73.1 %)
- 2,508 (69.7 %)
- 2,423 (67.3 %)
- 3,584 (66.4 %)
- 1,920 (53.3 %)
- 1,046 (58.1 %)

Sample Distribution

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<thead>
<tr>
<th>Year</th>
<th>Overall</th>
<th>Gender</th>
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TELEVISION VIEWING AND MEDIA USE TODAY
"The Japanese and Television 2010" (Drop-off Survey) Outline
Survey period: Saturday, March 6 to Sunday, March 14, 2010
Survey method: Drop-off survey
Population: Japanese aged 16 and older
Sample: 3,600 people selected from the Basic Resident Registers by stratified two-stage random sampling (12 people x 300 spots)
Valid responses (response rate): 2,710 (75.3 percent)

Sample Distribution

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