

# The Present State and Change of Media Use Observed in the Recent Time-Use Survey From the 2010 NHK Japanese Time Use Survey

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June, 2011

The results of the latest Time Use Survey, conducted in October 2010, are summed up in Kobayashi, Morofuji, and Watanabe 2011.<sup>1</sup> The present report focuses on the 2010 Time Use Survey findings on media use. The survey studied the state of media use under the seven categories of “television,” “radio,” “newspapers,” “magazines, comic books, and books,” “videos, HDDs, DVDs,” “CDs, tapes,” and “Internet as hobby, entertainment, or cultural activity.” The last category, hereafter referred to as “Internet,” was confined to Internet use as part of free-time activities and did not include Internet use for work or housework.

The report will first outline changes in the doers’ ratios (the ratio of people engaged in a given activity for 15 minutes or more during a given day) for each of the media and then discuss the present state and changes in time use for each medium as of the 2010 survey. Finally, we will consider the implications of those changes. For the overview of the survey, definitions of the major indices used, composition of the samples, etc., see the Kobayashi et al. 2011.

## OVERVIEW OF MEDIA USE

Figure 1 ascertains the relative position of one medium to another, showing the state of media use for weekdays, Saturdays, and Sundays and listing the media in descending order according to doers’ ratio for the whole nation. For any day of the week “television” was far ahead of other media in doers’ ratio and amount of time spent, followed by “newspapers,” “Internet,” and “magazines, comic books, and books” in that order. Comparing the figures with the 2005 survey, we see that “television” came in first and “newspapers” second as in 2005, but “Internet” ranked higher, now receiving the doers’ ratio next highest to “television” and “newspapers.” “Videos, HDDs, DVDs,” too, ranked higher than in 2005 for all days of the week, while “magazines, comic books, and books” and “radio” ranked lower. As a result, “videos, HDDs, DVDs” overtook “radio” in terms of the doers’ ratio. By contrast, doers’ ratios for audio media (“radio” and “CDs, tapes”), were low, at around 10 percent.

**Figure 1. Doers' Ratios for and Time Spent on Individual Media**

**(3 days; whole nation)**

		2010		2005	
		Doers' ratio (%)	Overall average time (hrs/mins)	Doers' ratio (%)	Ranking
Weekdays	Television	89	3:28	90	①
	Newspapers	41	0:19	44	②
	Internet	20	0:23	13	⑤
	Magazines, comic books, and books	18	0:13	18	③
	Radio	13	0:20	15	④
	Videos, HDDs, DVDs	11	0:13	8	⑦
	CDs, tapes	8	0:07	9	⑥
Saturdays	Television	88	3:44	91	①
	Newspapers	43	0:21	47	②
	Internet	21	0:29	14	④
	Magazines, comic books, and books	18	0:14	19	③
	Radio	15	0:20	10	⑦
	Videos, HDDs, DVDs	11	0:19	13	⑤
	CDs, tapes	7	0:08	11	⑥
Sundays	Television	89	4:09	90	①
	Newspapers	39	0:19	43	②
	Internet	21	0:31	15	④
	Magazines, comic books, and books	18	0:15	21	③
	Radio	15	0:20	11	⑥
	Videos, HDDs, DVDs	9	0:15	12	⑤
	CDs, tapes	7	0:10	10	⑦

Note: Ranking from 1 to 7 was for the doers' ratios in the 2005 survey.

## CHANGES AND CURRENT STATE BY MEDIUM

Here let us take a closer look at the present state and changes in media use, beginning with broadcasting media (“television” and “radio”), then print media (“newspapers” and “magazines, comic books, and books”), and finally, relatively new media (“CDs, tapes,” “videos, HDDs, DVDs,” and “Internet”).

### Television

*Long-time viewing has continued, but one out of five people in their 20s not watching television on weekdays.*

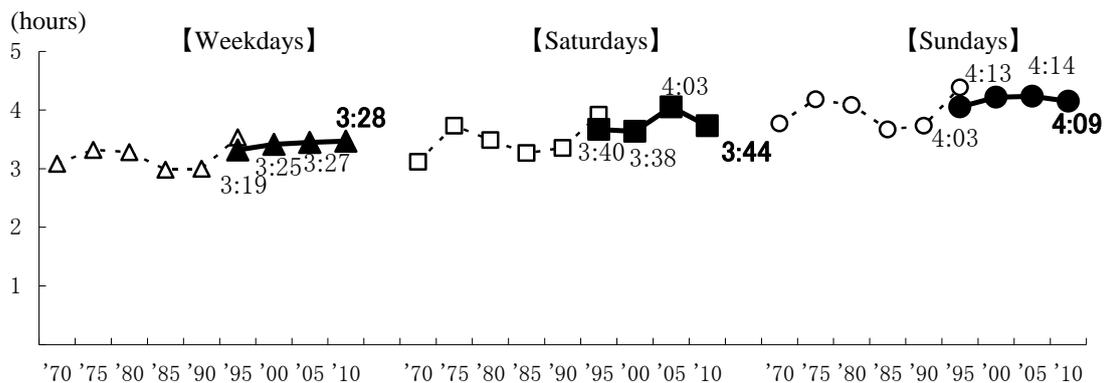
Television overwhelmed the other media in both doers' ratio and amount of time spent, as seen in Figure 1. A comparison with the 2005 survey shows, however, that the doers' ratio for television declined slightly on weekdays and Saturdays, falling below 90 percent on these days. By gender and age group, the doers' ratios decreased for men

aged 10–19 (from 89 to 82 percent) and women in their 20s (from 86 to 78 percent) on weekdays and for women in their 40s (94 to 87 percent) on Saturdays. Looking at doers' ratios for men and women in their 20s, we can see that the ratios for both men and women of this age group were below 80 percent on weekdays in the 2010 survey, although the ratio for the former had already dropped below 80 percent in 2000 (Figure 2).

**Figure 2. Doers' Ratios for and Time Spent on Television**  
(weekdays; whole nation; by gender and age group)

		Doers' ratio (%)				Overall average time (hrs/mins)			
		1995	2000	2005	2010	1995	2000	2005	2010
Whole nation		92	91	90	<b>89</b>	3:19	3:25	3:27	<b>3:28</b>
Men	10-19	90	86	89	<b>82</b>	2:12	2:02	2:06	<b>1:50</b>
	20s	81	78	79	<b>78</b>	2:19	2:13	2:11	<b>1:54</b>
	30s	88	86	83	<b>80</b>	2:29	2:27	2:15	<b>2:03</b>
	40s	92	91	85	<b>86</b>	2:43	2:43	2:23	<b>2:30</b>
	50s	94	90	90	<b>93</b>	3:01	2:42	2:56	<b>3:02</b>
	60s	96	94	96	<b>93</b>	4:23	4:09	4:18	<b>4:29</b>
	70 and over	97	97	96	<b>98</b>	5:10	5:34	5:22	<b>5:39</b>
Women	10-19	91	93	87	<b>83</b>	2:11	2:27	2:12	<b>2:01</b>
	20s	90	89	86	<b>78</b>	2:57	3:01	2:40	<b>2:33</b>
	30s	94	91	87	<b>86</b>	3:16	3:05	2:45	<b>2:43</b>
	40s	93	95	92	<b>92</b>	3:25	3:34	3:28	<b>3:26</b>
	50s	96	96	95	<b>93</b>	4:06	4:08	3:53	<b>4:00</b>
	60s	97	98	94	<b>96</b>	4:47	4:42	4:37	<b>4:39</b>
	70 and over	96	94	95	<b>95</b>	5:08	5:04	5:29	<b>5:29</b>

**Figure 3. Time-Series Changes in Amount of Time Spent Watching Television**  
(3 days; whole nation; overall average time)



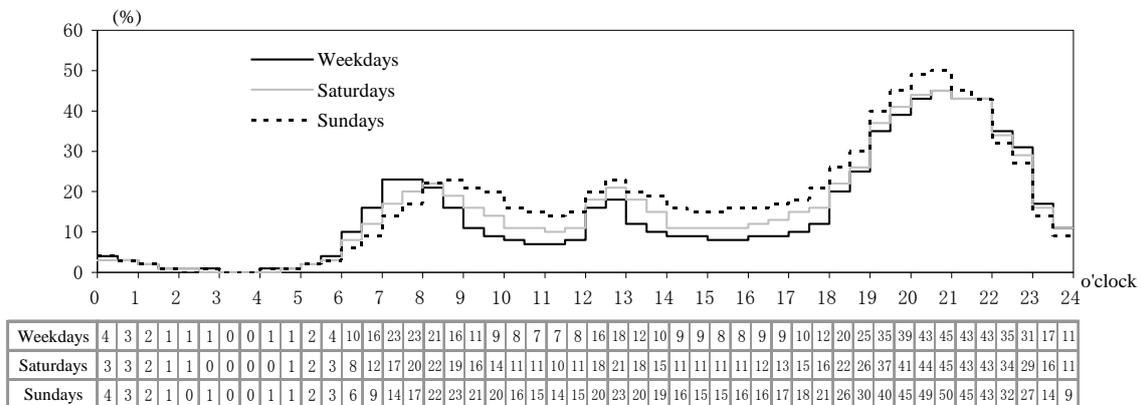
Note: The time use survey changed its survey method in 1995. The old method was used for 1970-95 (smaller, white marks) and the new method for 1995-2010 (bigger, black marks). Both results are shown here to illustrate long-term trends of change since 1970, but a direct comparison of the figures cannot be made. (The same applies in the figures below.)

A close look at long-term trends for time spent on television viewing shows people have constantly spent a great amount of time watching television on all days of the week since 1995 (Figure 3). That the time remained high despite decreasing doers' ratios is largely due to more extended viewing by older people. These people tended to watch television for long hours (Figure 2), most notably men in their 70s and over, who spent more than five hours watching television on all days of the week. As mentioned at the beginning of Kobayashi et al. 2011 report, older people showed a still higher proportion in the Japanese population in comparison with 2005. The progress of the aging of the Japanese society as a whole made up for young people's short-time viewing, resulting in the continuing of long-time viewing for the whole nation.

As for television viewing by days of the week, the doers' ratios for all days of the week showed little difference, at 88 or 89 percent, but a clear difference was seen in terms of time spent on viewing. Overall average time (average among all people, including even those who did not watch television) was 3 hours 28 minutes for weekdays, 3 hours 44 minutes for Saturdays, and 4 hours 9 minutes for Sundays, indicating longer times spent on weekends than on weekdays, as well as longer times on Sundays than on Saturdays. The more free time people had on a given day, the longer they watched television that day.

Looking at average doers' ratios by time slot (every 30 minutes), we see television viewing had three peaks, in the morning, at noon, and at night, and that relatively many people watched television even in the afternoon on Sundays compared with weekdays and Saturdays (Figure 4). The time slot of the day when television was watched by most people was 8:00-10:00 p.m. for weekdays and 8:00-9:00 p.m. for Saturdays and Sundays.

**Figure 4. Average Doers' Ratios for Television by Time Slot**  
(every 30 minutes; 3 days; whole nation)



Finally, let us look at where people watched television (at home or outside of the home) and the amount of time devoted exclusively to watching television and the amount spent watching television while also doing something else.

Time spent on television viewing outside the home had been expected to increase because, in addition to TV viewing at place of work, school, and so forth, the “1seg” (one-seg) mobile digital terrestrial broadcasting service began in April 2006. No increase was indicated, however. The time spent on viewing outside the home for weekdays was 13 minutes in both 2005 and 2010. The overwhelming proportion—more than 90 percent—of all time spent on television viewing was at home. According to the 2010 survey on digital broadcasting by the NHK Broadcasting Culture Research Institute, only 7 percent of the whole nation used the 1seg service at least one day a week, a figure not large enough to have any effect on the trend in television viewing outside the home for the whole nation.

What about television viewing while also doing something else? In the present survey, time periods of “television viewing” overlapped by that of other activities were counted as time spent watching television “concurrently” with other activities while time periods not overlapped by that of any activity were counted as the time spent watching television “exclusively.” Compared with the 2005 survey, there was not much difference in the figures. The time spent watching television concurrently with other activities was 1 hour 20 minutes on weekdays, making up less than 40 percent of the entire time spent on television (3 hours 28 minutes). The activities most often engaged in concurrently with television viewing were, as in the previous surveys, “meals” (35 minutes) and “housework” (23 minutes), indicating that television is part of life in the home. Among other media on which people spent time concurrently with television were reading newspapers (7 minutes) and using the Internet (4 minutes).

## **Radio**

*Increasingly the medium of senior adults.*

People listening to the radio accounted for 13 percent of the whole nation on weekdays, 11 percent on Saturdays, and 9 percent on Sundays, indicating around 10 percent for any day of the week and slightly more listeners on weekdays than Saturdays and Sundays. Most of the radio listening on weekdays was done concurrently with other activities (around 70 percent of all listening time), a high percentage probably attributable to many listening to the radio while also working (around 30 percent of all listening time).

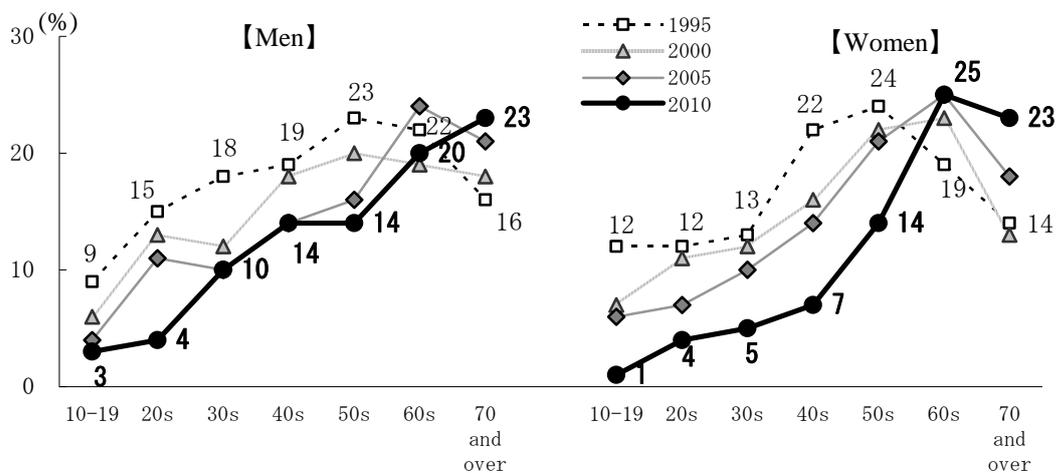
Compared with 2005, the doers’ ratios for weekdays and Sundays have decreased, dropping below 10 percent for Sundays. When viewed in the long run, the proportion of people listening to the radio in the whole nation peaked in 1980 but has been on the decrease since, except for a temporary rise in 1995.

The doers' average time (average among those listening to the radio), on the other hand, has remained stable, showing little change for any day of the week since 1995: 2 hours 36 minutes on weekdays, 2 hours 50 minutes on Saturdays, and 2 hours 37 minutes on Sundays. In other words, the radio remains a medium that, while its listeners are on the decline, is used for long hours a day among those who do listen.

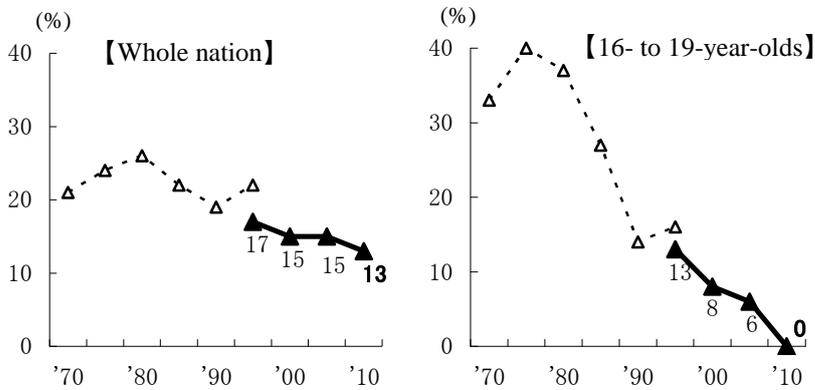
By gender and age group, most radio listeners were men and women in their 60s and over, with a doers' ratio over 20 percent on weekdays. A look at changes in doers' ratios on weekdays (Figure 5) shows that, compared with 1995, the ratios decreased for all age groups of men and women in their 50s and younger. The main group of listeners was getting older. The age group of people with the highest doers' ratio was in their 50s in 1995; in their 50s and 60s in 2000; in their 60s in 2005; and then in their 60s and 70s in 2010, showing a sliding peak. A look at long-term changes in the doers' ratio for people aged 16 to 19, a group representing the younger generations, shows that the ratio peaked in 1975-1980, a heyday of late-night radio broadcasting, and has since been decreasing rapidly. The custom of listening to the radio has faded over the last 30 years (Figure 6).

**Figure 5. Changes in Doers' Ratios for Radio 1995-2010**

(weekdays; by gender and age group)



**Figure 6. Time-Series Changes in Doers' Ratios for Radio**  
(weekdays; whole nation; 16- to 19-year-olds)



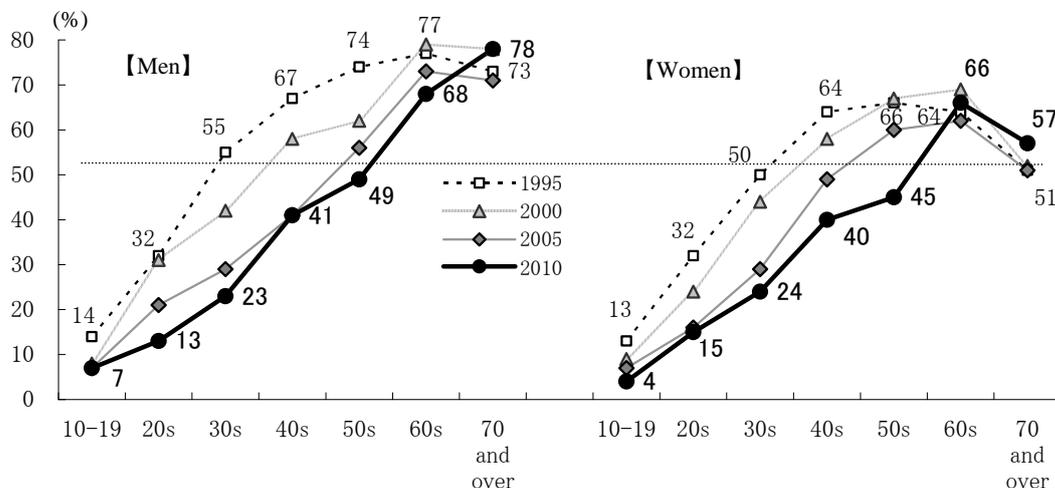
### Newspapers

*The shift away from newspapers spreads further.*

The doers' ratio for newspapers, the second highest among the media next to television, decreased for all days of the week over the last five years. Overall average time spent reading newspapers has also fallen as a result.

The doers' ratio for the whole nation was around 40 percent and overall average time around 20 minutes, for all days of the week, with little difference by the day of the week. For doers' ratio on weekdays by gender and age group (Figure 7), nearly 80 percent of men in their 70s and over read newspapers, whereas for 10- to 19-year-olds the figure was less than 10 percent, demonstrating a greater generational disparity than in the case of television or radio.

**Figure 7. Changes in Doers' Ratios for Newspapers 1995-2010**  
(weekdays; by gender and age group)



In the 2005 survey it was confirmed that the decrease in the doers' ratio for newspaper reading was not confined to the younger generations but was also seen even among middle-aged and older people.<sup>2</sup> In the 2010 survey the doers' ratio on weekdays dropped even further among men in their 20s, 30s, 50s, and 60s and women in their 40s and 50s. The figures for those who read newspapers have fallen below 50 percent among both men and women in their 50s and under. Considering that people reading newspapers fell below 50 percent among people in their 20s and under in 1995, among people in their 30s and under in 2000, and among people in their 40s and under in 2005, we can see that the drift away from newspapers occurred among a wider range of generations in each survey.

We can also glimpse the relative decline in the importance of newspapers as compared with other media in the results of the "Japanese and Television 2010" survey (conducted every five years by the NHK Broadcasting Culture Research Institute). For instance, the proportion of people who regarded newspapers as useful for their "commentary" function,<sup>3</sup> long considered a forte of newspapers, decreased from 35 percent to 27 percent over the last five years, especially among young people in their 30s and under.

Regarding usefulness of newspapers for acquiring news and other information, the proportion of people believing newspapers were the best medium in terms of "detail" and "ease of selection"<sup>4</sup> has decreased with every survey since 2000. By contrast, the value of the Internet has risen in this regard.

### **Magazines, Comic Books, and Books**

*A slight decline in readership among girls aged 10-19.*

For the whole nation, the doers' ratios for "magazines, comic books, and books" stood at 18 percent without any disparity by day of the week. Average time among those who read these media was 1 hour 12 minutes on weekdays and 1 hour 22 minutes on Saturdays and Sundays, showing a little longer time spent for the weekends.

Compared with the 2005 survey, the doers' ratio for Sundays declined only slightly and there was almost no difference in either doers' ratio or overall average time. Despite a prolonged slump in the magazine business as represented by the cessation of publication of several well-known magazines, there did not seem to be a widespread drift away from print media. By age group, 10- to 19-year-olds read "magazines, comic books, and books" often on all days of the week, and their doers' ratios stood at around 30 percent for Saturdays and Sundays. A comparison with 2005, though, shows a decrease in doers' ratios among 10- to 19-year-old girls on weekdays and Saturdays and among students on weekdays and Sundays.

## **CDs, Tapes**

*More 10- to 19-year-olds turning away from “CDs, tapes.”*

The doers’ ratio for “CDs, tapes” (including digital audio players) in the whole nation decreased from the 2005 survey for all days of the week to under 10 percent, that is, at 8 percent for weekdays and at 7 percent for Saturdays and Sundays. This is because more 10- to 19-year-olds, the core listeners, showed a shift away from “CDs, tapes,” although CDs and tapes had replaced radio as the main music medium among young people. Most notably, doers’ ratio for 10- to 19-year-old girls sharply dropped by around 10 percent over the 2005 survey for all days of the week, with the ratio for 10- to 19-year-olds standing at about 20 percent.

## **Videos, HDDs, DVDs**

*Viewers increasing in a wider range of age groups and time slots.*

For “videos” (including HDDs and DVDs but referred to as “videos” hereafter), the doers’ ratios were 11 percent on weekdays and 15 percent on Saturdays and Sundays, indicating more “video” viewers on weekends than on weekdays. Among those who watched “videos,” the average time spent was 1 hour 49 minutes for weekdays, 2 hours 7 minutes for Saturdays, and 2 hours 15 minutes for Sundays, that is: weekdays < Saturdays < Sundays, in that order.

“Video” viewing showed a marked increase over the last five years, in both doers’ ratio and overall average time, and for all days of the week. The increase in overall average time is attributable not only to the increased number of viewers but also to the increased doers’ average time (1 hour 40 minutes → 1 hour 49 minutes for weekdays; 1 hour 43 minutes → 2 hours 7 minutes for Saturdays; 1 hour 58 minutes → 2 hours 15 minutes for Sundays).

Now let us look at doers’ ratios by gender, age group, and occupation (Figure 8). Compared with 2005 the ratios were higher for a wider spectrum of age groups, with “video” viewing widespread not only among young and middle-aged people but people in their 60s as well. Even on weekdays, 16-18 percent of men in their 20s and 30s and women in their 30s and 40s watched “videos,” so did 20 or more percent of men in their 30s and 40s and women in their 30s-50s on Saturdays and Sundays. By occupation, employed people showed an increase for all days of the week and housewives on weekdays and Saturdays.

**Figure 8. Doers' Ratios for Videos**

(whole nation; by gender and age group; by occupation)

		Weekdays		Saturdays		Sundays	
		2005	2010	2005	2010	2005	2010
Whole nation		8	<b>11</b>	10	<b>15</b>	11	<b>15</b>
Men	10-19	9	<b>12</b>	10	<b>15</b>	13	<b>19</b>
	20s	10	<b>18</b>	13	<b>16</b>	14	<b>16</b>
	30s	9	<b>17</b>	11	<b>21</b>	17	<b>20</b>
	40s	7	<b>10</b>	12	<b>20</b>	13	<b>20</b>
	50s	5	<b>8</b>	6	<b>12</b>	8	<b>13</b>
	60s	5	<b>10</b>	10	<b>11</b>	8	<b>13</b>
	70 and over	6	<b>6</b>	8	<b>7</b>	4	<b>4</b>
Women	10-19	10	<b>15</b>	19	<b>20</b>	16	<b>17</b>
	20s	9	<b>15</b>	13	<b>19</b>	14	<b>19</b>
	30s	12	<b>17</b>	18	<b>25</b>	13	<b>21</b>
	40s	12	<b>16</b>	14	<b>23</b>	17	<b>21</b>
	50s	8	<b>13</b>	7	<b>23</b>	9	<b>23</b>
	60s	5	<b>8</b>	4	<b>8</b>	8	<b>7</b>
	70 and over	3	<b>2</b>	4	<b>4</b>	1	<b>5</b>
Agriculture, forestry, or fishery		2	<b>6</b>	—	—	—	—
Self-employed		8	<b>7</b>	7	<b>7</b>	10	<b>9</b>
Employed		7	<b>12</b>	11	<b>19</b>	12	<b>18</b>
Housewives		10	<b>17</b>	8	<b>17</b>	9	<b>14</b>
Jobless		7	<b>9</b>	7	<b>9</b>	6	<b>8</b>
Students		10	<b>12</b>	16	<b>17</b>	14	<b>18</b>

Note: Saturday and Sunday figures for "agriculture, forestry or fishery" are omitted because the sample was less than 50 people.

An examination of doers' ratios by time slot (Figure 9) indicates that for the whole nation the highest ratio was in the evening, any day of the week. Except for late night on Sundays, the ratio was higher in all time slots and for all days of the week than in 2005.

**Figure 9. Doers' Ratio for Videos by Time Slot**

		Weekdays		Saturdays		Sundays	
		2005	2010	2005	2010	2005	2010
Whole nation	Late night	1	<b>2</b>	1	<b>2</b>	2	<b>2</b>
	Morning	1	<b>2</b>	2	<b>4</b>	3	<b>4</b>
	Afternoon	3	<b>4</b>	4	<b>6</b>	5	<b>7</b>
	Evening	5	<b>7</b>	5	<b>9</b>	5	<b>8</b>
		(%)					
Housewives	Late night	1	<b>1</b>	1	<b>1</b>	0	<b>1</b>
	Morning	2	<b>6</b>	2	<b>4</b>	1	<b>2</b>
	Afternoon	5	<b>10</b>	3	<b>6</b>	5	<b>7</b>
	Evening	5	<b>7</b>	2	<b>11</b>	4	<b>7</b>
Employed	Late night	1	<b>2</b>	1	<b>3</b>	3	<b>4</b>
	Morning	1	<b>2</b>	2	<b>4</b>	2	<b>4</b>
	Afternoon	2	<b>2</b>	4	<b>5</b>	4	<b>8</b>
	Evening	5	<b>8</b>	6	<b>12</b>	7	<b>10</b>

Note: The day is divided into four time slots: "late night" 0-6; "morning" 6-12; "afternoon" 12-18; and "evening" 18-24. The same applies below.

The increase of “video” viewing differed somewhat depending on whether people were employed or not. More housewives began watching “videos” even during the daytime on weekdays and Saturdays in addition to evening. More employed people watched “videos” in a wide range of time slots regardless of the day of the week, with the doers’ ratio at more than 10 percent for evening on Saturdays and Sundays.

The increase in the number of “video” viewers in a wide range of time slots can be attributed to the wider use of HDDs.<sup>5</sup> The hard drive disk (HDD) makes recording and replay much easier through enabling recording and storage of long-hours of programming, timed recording using the electronic program guide (EPG), and follow-up replay. Viewers have apparently begun to frequently record television programs using these functions.<sup>6</sup>

While time-shift viewing has become widespread, the per-day doers’ ratio may seem low despite the broad distribution of recorders. As reasons for this, it should be noted that for many people “video” is not a medium used everyday (“The Japanese and Television 2010” survey); “video” is usually viewed exclusively (accounting for about 70 percent of the entire time spent on “video” viewing), which means that people tend to watch “video” when they have ample time.

### **Internet as Hobby, Entertainment, or Cultural Activity**

*Wider use of “Internet” among middle-aged and older people and even more users among young people.*

Let us first define “Internet” as intended in this survey. In the NHK time use survey, the free-time use of the Internet that had been previously covered under the “hobbies, entertainment, cultural activities” category became a new, separate category, “Internet as hobby, entertainment, or cultural activity,” in 2005. “Internet” here, therefore, is confined to its use in free time, while Internet use for work, study, housework is excluded. Reading and writing email is part of the “conversation/personal association” category and is not included in “Internet.” Specific activities that fall under the “Internet” category are Web browsing (excluding that for purposes of work, housework, or study), making home pages or blogs, using SNS (social networking service) or microblogs, watching online video, shopping via Internet auctions, enjoying online games, and the like.

For the whole nation, those using “Internet” accounted for 20 percent on weekdays, 21 percent on Saturdays and 21 percent on Sundays, showing no difference by the day of the week (Figure 10). Doers’ average time was 1 hour 53 minutes on weekdays, 2 hours 19 minutes on Saturdays, and 2 hours 24 minutes on Sundays. More time was spent on Saturdays and Sundays than on weekdays. Compared with 2005, an increase both in doers’ ratio and in overall average time was observed for any day of the week, but the increase for the doers’ ratio was greater, indicating a wider use of “Internet” for entertainment. As the result, the doers’ ratio for “Internet” was the third highest for all days of the week next only to television and newspapers, as mentioned at the beginning of this report. By age group, all age groups, except for women in their 70s and over, showed an increase. Among those in their 40s and under, the ratio was over 20 percent for any day of the week, and most markedly, young people in their 20s exceeded 30 percent.

**Figure 10. Doers’ Ratios and Amount of Time Spent for “Internet”**  
(whole nation; by gender and age group)

		Weekdays				Saturdays				Sundays			
		Doers’ ratio (%)		Overall average time (hrs/mins)		Doers’ ratio (%)		Overall average time (hrs/mins)		Doers’ ratio (%)		Overall average time (hrs/mins)	
		2005	2010	2005	2010	2005	2010	2005	2010	2005	2010	2005	2010
Whole nation		13	<b>20</b>	0:13	<b>0:23</b>	14	<b>21</b>	0:18	<b>0:29</b>	15	<b>21</b>	0:20	<b>0:31</b>
Men	10-19	18	<b>23</b>	0:18	<b>0:27</b>	20	<b>34</b>	0:29	<b>1:05</b>	20	<b>29</b>	0:27	<b>0:55</b>
	20s	22	<b>32</b>	0:29	<b>1:08</b>	20	<b>31</b>	0:44	<b>1:03</b>	28	<b>35</b>	0:51	<b>1:28</b>
	30s	18	<b>33</b>	0:20	<b>0:49</b>	21	<b>25</b>	0:45	<b>0:40</b>	29	<b>30</b>	0:49	<b>0:47</b>
	40s	15	<b>22</b>	0:13	<b>0:24</b>	20	<b>33</b>	0:27	<b>0:53</b>	20	<b>29</b>	0:33	<b>0:49</b>
	50s	9	<b>12</b>	0:08	<b>0:10</b>	14	<b>21</b>	0:13	<b>0:26</b>	16	<b>23</b>	0:19	<b>0:39</b>
	60s	12	<b>16</b>	0:11	<b>0:14</b>	11	<b>19</b>	0:14	<b>0:26</b>	12	<b>19</b>	0:17	<b>0:24</b>
	70 and over	10	<b>12</b>	0:13	<b>0:15</b>	9	<b>11</b>	0:10	<b>0:14</b>	6	<b>14</b>	0:07	<b>0:17</b>
Women	10-19	17	<b>24</b>	0:16	<b>0:25</b>	25	<b>27</b>	0:32	<b>0:32</b>	22	<b>30</b>	0:18	<b>0:44</b>
	20s	20	<b>33</b>	0:16	<b>0:41</b>	18	<b>35</b>	0:23	<b>1:00</b>	16	<b>37</b>	0:24	<b>0:54</b>
	30s	17	<b>29</b>	0:14	<b>0:23</b>	17	<b>28</b>	0:17	<b>0:30</b>	20	<b>28</b>	0:20	<b>0:30</b>
	40s	13	<b>23</b>	0:11	<b>0:18</b>	15	<b>21</b>	0:20	<b>0:23</b>	12	<b>20</b>	0:15	<b>0:24</b>
	50s	8	<b>16</b>	0:07	<b>0:14</b>	9	<b>16</b>	0:04	<b>0:17</b>	11	<b>15</b>	0:10	<b>0:16</b>
	60s	8	<b>12</b>	0:07	<b>0:09</b>	6	<b>10</b>	0:10	<b>0:08</b>	4	<b>10</b>	0:03	<b>0:05</b>
	70 and over	6	<b>6</b>	0:07	<b>0:08</b>	3	<b>4</b>	0:03	<b>0:03</b>	4	<b>7</b>	0:05	<b>0:06</b>

The way “Internet” use increased differed by gender and age group, but can be classified in the following three patterns: (1) increase in both doers’ ratio and doer’s average time on weekdays; (2) increase in doers’ ratio in “Internet” use on weekdays; and (3) increase not on weekdays but on Saturdays and Sundays. First, those who showed an increase in both doers’ ratio and doers’ average time (30 minutes or more) on weekdays were men in their 20s and 30s and women aged 10-19 (2 hours 15 minutes → 3 hours 32 minutes for men in their 20s; 1 hour 50 minutes → 2 hours 32 minutes for men in their 30s; 1 hour 19 minutes → 2 hours 4 minutes for women in their 20s).

The doers' ratios for people in these age groups exceeded 30 percent even for weekdays, which suggests that "Internet" use has been spreading as part of daily activities. Second, for men in their 40s and 60s and women aged 10-19 and in their 30s-60s, on the other hand, the doers' ratios on weekdays increased but doers' average time remained almost unchanged, indicating that the Internet is being accessed among a much wider segment of people than before, including more light users in addition to advanced, heavy users. Third, for men aged 10-19 and in their 50s, while their doers' ratios did not increase on weekdays both their doers' ratios and average time have been on the rise on Saturdays and Sundays, signaling an increase in "Internet" use on the weekends when people have ample free time.

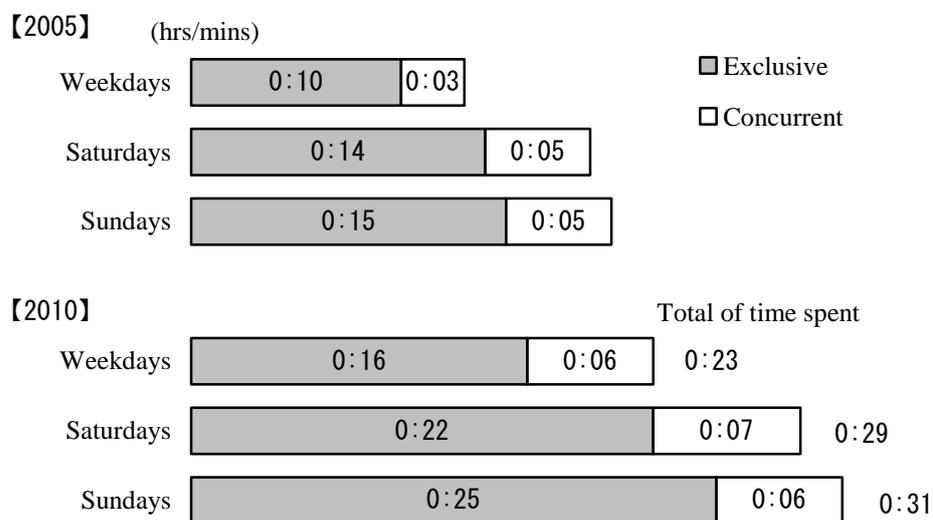
Looking at "Internet" use by time slot, we can see that the doers' ratio for the whole nation was high for evening, exceeding 10 percent, for all days of the week. The ratios were higher for morning and afternoon on Saturdays and Sundays than on weekdays (Figure 11). Compared with 2005, every time slot except for late night on Saturdays showed an increase, and there was no change in the tendency of the doers' ratio to be highest in the evening, followed by afternoon, morning, and late at night, in that order.

**Figure 11. Doers' Ratios for "Internet" by Time Slot (whole nation)**

Time Slot (%)	Weekdays		Saturdays		Sundays	
	2005	2010	2005	2010	2005	2010
Late night	1	<b>3</b>	2	<b>3</b>	2	<b>3</b>
Morning	3	<b>4</b>	4	<b>6</b>	4	<b>7</b>
Afternoon	4	<b>7</b>	7	<b>9</b>	7	<b>10</b>
Evening	9	<b>14</b>	8	<b>14</b>	9	<b>13</b>

Comparing exclusive "Internet" use and concurrent "Internet" use with other activities (Figure 12), we can see that the former was overwhelming for any day of the week. The concurrent use showed little difference by day of the week, but exclusive use was more frequent on Saturdays and Sundays, when people had ample free time, than on weekdays. Compared with 2005, both concurrent and exclusive "Internet" uses increased on weekdays, but exclusive use showed a large increase on Saturdays and Sundays. As the result, while in 2005 the percentages of exclusive use in the total time spent on "Internet" showed no difference by day of the week, in 2010 there was a clear difference, at 70 percent on weekdays as compared with 76 percent on Saturdays and even higher on Sundays at 81 percent. The high percentage of exclusive "Internet" use on Saturdays and Sundays is a marked feature common with television use.<sup>7</sup>

**Figure 12. Amount of Time Spent for Exclusive and Concurrent Uses of “Internet”  
(whole nation; overall average time)**



These observations may be summed up as follows: (1) “Internet” use has increased for the whole nation; (2) “Internet” use is frequent on Saturdays and Sundays and in the evening, and more often exclusive rather than concurrent with other activities (these features were the same as found in the 2005 survey; and (3) “Internet” use has been spreading to women and middle-aged and older people, and young people showed further increases in both doers’ ratio and amount of time spent.

According to the Communications Usage Trend Survey<sup>8</sup> conducted by the Ministry of Internal Affairs and Communications in 2009, the Internet was often used for the purpose of accessing “corporate/government” and “private” websites/weblogs (blogs) among all age groups (53 percent of the whole sample for “corporate/government” and 42 percent for “private”). Many young people in their teens and 20s (55 percent of them and 37 percent of the whole sample) also frequently used the Internet to obtain and enjoy digital content (music, voice, videos, game software, etc.), showing very active access to content among the younger age groups.

The reason for the large increase in “Internet” use, including a greater amount of time spent, is partly because of the spread of available services and equipment. We can attribute it also to the fact that the Internet has more and better functions to enjoy and therefore plays a bigger role in daily entertainment.

## CONCLUSION

As observed above, doers' ratios are on the decrease to varying degrees for television, radio, and newspapers, with the main users of these media now older people. Increases in both doers' ratio and amount of time were found for video and "Internet" use compared with 2005, with use spreading across a wide range of age groups, including senior adults. Regarding "Internet" use, especially, the findings showed a further increase for the young people, who are its main users, in doers' ratio and amount of time.

As for "magazines, comic books, and books" and "CDs, tapes," compared to 2005 the doers' ratios for both were on the decrease among young people aged 10-19, their main readers and listeners. A focus on this age group's media use on weekdays reveals that as of 2005 the medium with the highest frequency of use was television (88 percent), followed by "magazines, comic books, and books" (32 percent) and then "CDs, tapes" (24 percent), while in 2010 television again came in first (82 percent) as previously, followed almost equally by "magazines, comic books, and books" (25 percent) and "Internet" (23 percent), and "CDs, tapes" (16 percent) fell to fourth place. As mentioned earlier, data from the Communications Usage Trend Survey of 2009 showed active access to digital content on the Internet among the younger age groups. There is also a possibility that, as more functions to enjoy became available, "Internet" may have emerged to a significant degree as a substitute for "magazines, comic books, and books" and "CDs, tapes" among those aged 10-19.

The 2010 time use survey does not provide specific details regarding Internet use, which varies widely in terms of purposes and available data; the Internet can now be used to access, search, or send information or for entertainment purposes such as playing online games. Data available via the Internet can also range widely from world and social events to updates about friends. The formats of data are diverse, such as written word, video, music, etc. Internet functions, moreover, have not become established; they are still in the process of changing and evolving.

Companies in the four media industries of television, newspapers, radio, and magazines have begun content delivery services on the Internet in addition to their regular media. For instance, the Nippon Television Network Corporation established "NTV2" in 2005 to offer Internet video-on-demand services, and the business daily Nikkei Shimbun launched its electronic version in 2010. Also in 2010, 13 commercial radio stations in Kanto and Kansai regions started simultaneous broadcasting on the Internet via "radiko." In this way, with more and more content available on the Internet the framework of conventional media has been changing.

In order to grasp the changing media situation it may be necessary to closely study the framework of the survey itself. We plan to analyze details about the use of the Internet through a time use survey focusing on the media use to be conducted in 2012.

Drawing on not only time use surveys but other research and studies, we will explore future media use from various angles, including media functions and effects.

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<sup>1</sup> The survey is outlined as follows:

Dates: Four sessions, consisting of two consecutive days each, held during October 14 to 24, 2010

Method: Pre-code system using the drop-off/pick up method

Population: Japanese people aged 10 and over

Sample: 7,200 people (12 people x 150 spots x 4 sessions); selected from the Basic Resident Registers by stratified two-stage random sampling

Valid responses\* (response rate):  
4,905 (68.1 percent)

\* Return of valid responses for at least one of the two days.

See Toshiyuki Kobayashi, Emi Morofuji, and Yoko Watanabe, "Nihonjin no seikatsu jikan 2010" [Japanese Time Use in 2010], *Hoso kenkyu to chosa*, April 2011, pp. 2-21.

<sup>2</sup> Rie Yoshida, Sachiko Nakano, and Yoko Watanabe, "Nihonjin no seikatsu jikan 2005" [Japanese Time Use in 2005], *Hoso kenkyu to chosa*, April 2006, pp. 2-25.

<sup>3</sup> With regard to the commentary function, the survey asked respondents to select the medium they thought most useful for "insight into political and social issues" from among 11 forms of media.

<sup>4</sup> Respondents were asked to select from among six forms of media the one they regarded as best for acquiring news and other information in terms of "providing the most detailed information (detail)" and that for which it was "easiest to select the necessary information (ease of selection)."

<sup>5</sup> According to the "Japanese and Television 2010" survey, while the proportion of those who used "videos, DVDs, Blue-ray disks" at least one day a week changed little from 2005 (33 percent → 32 percent), that of those using "HDDs" increased from 6 percent to 20 percent. From this we can say that the increase in the doers' ratio for "video" viewing was attributable to the wider use of HDDs.

For a detailed analysis of notes 3 to 5, see Hirata Akihiro, Morofuji Emi, and Aramaki Hiroshi, "Television Viewing and Media Use Today: From 'The Japanese and Television 2010' Survey," *NHK Broadcasting Studies*, No. 9 (2011).

<sup>6</sup> According to the "2010 Survey on Digital Broadcasting," as the device most often used to record television programs the use of videos decreased, while that of HDDs increased. It was also revealed that the frequency of recording by HDD users was higher than by those doing video recording.

<sup>7</sup> Yoshida Rie and Nakano Sachiko, "Changes and Trends in Media Use: From the Results of the 2005 Japanese Time Use Survey" in *NHK Broadcasting Studies*, No. 5 (NHK Broadcasting Culture Research Institute, 2007).

<sup>8</sup> In the Communications Usage Trend Survey, "e-mail" is included in "Internet." Among the purposes of Internet use, the item "receiving and sending e-mail (except for e-mail newsletters)" was chosen most frequently, at 62 percent of all respondents.