

Age-Based Mobile Phone Usage Survey

More than 60% of young people use their mobiles when
「Relaxing at home」 「Right before they go to sleep」

Most teens–20s mail on their mobile phones
when they have nothing particular to do

When relaxing at home, games, blogs & SNS usage is around the same as calls
More discuss something with their boy/girlfriend by mobile mail than
speak to them in person

Tokyo—May 07, 2007—The R&D Division of Hakuhodo Inc. and the Interactive Media Division of Hakuhodo DY Media Partners Inc. recently polled 1,451 male and female mobile Internet users aged 15–49 around Japan to find out how they use their mobile phones in their everyday lives. Our analysis of the results found clear differences in mobile phone usage depending on the age of the user. Key findings of this research appear below.

We found that mobile phone usage among young people in their teens and twenties was generally higher than that of people in their 30s and 40s in all usage situations, highlighting the difference in mobile phone penetration between the two groups.

When we asked them the situations where they use their mobile phones, **three key patterns** emerged amongst the teens¹–20s group: **right before bed (66.2%)**, **relaxing at home (66.0%)** and **while waiting (58.1%)**. The difference between young people and those in their 30s–40s was particularly noticeable in use during relaxed private time, such as right before bed and when relaxing at home.

Breaking down how they generally use their mobile phones when relaxing at home, mailing was the top function used by both the teens–20s and the 30s–40s group, far ahead of making calls. Amongst the teens–20s group blogs/SNS etc. (33.9%) and games (33.7%) were also ahead of making calls (31.2%).

¹ In this report, “teens” refers to those aged 15–19 years old (excluding junior high school students)

We asked both groups what they do when they have nothing special to do. While watching TV came out on top with both age groups, a majority of the teens–20s group also mail with their mobile phones (54.6%), giving TV a run for its money (68.0%). More than half (50.6%) of teens-20s have also used a mobile search engine to look up something while watching TV, suggesting that use of mobile phones for quick access to detailed information is fairly widespread.

To find out whether the role of mobile phones is on the rise in everyday communications, we asked respondents what means of communication they used when they had something to discuss with their boyfriend or girlfriend. Amongst the teens–20s group, mobile emailing (58.4%) came out slightly ahead of talking in person (54.1%).

Access to the Internet via their mobile phone is a given for the teens-20s generation. Our research indicates just how much higher interest in and dependence on mobile phones is for this generation compared to the pervious one.

Survey outline

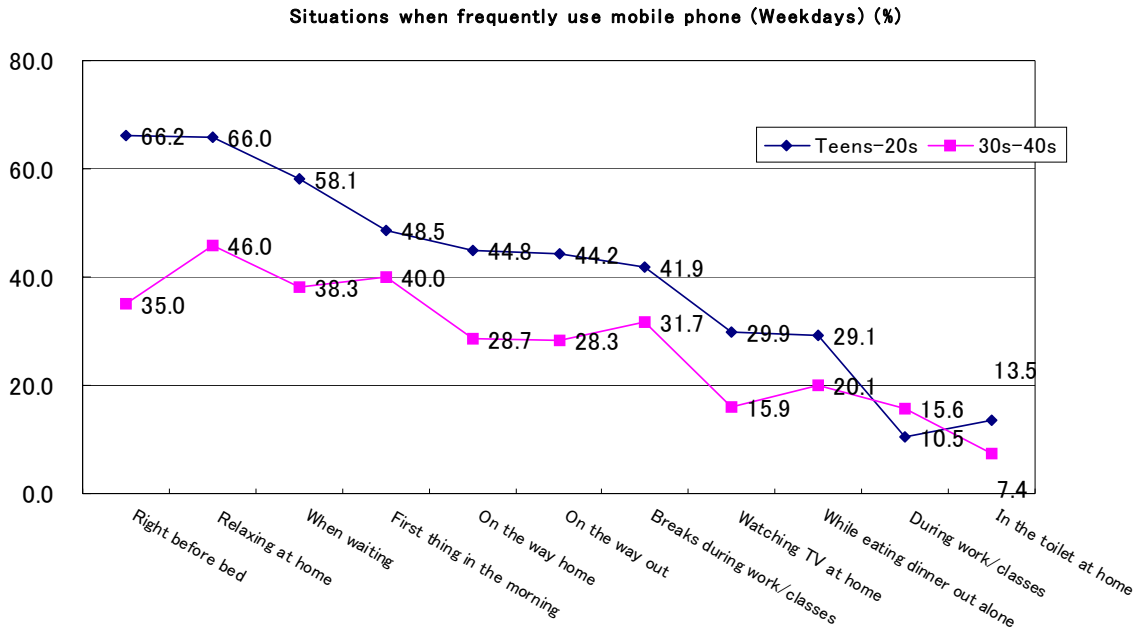
Period: November 20–December 3, 2006
Territory: Nationwide
Method: Postal survey (using a sample of monitors from a mobile phone site)
Population: Males and females aged 15–49 (who use mobile Internet) n = 1,451

Survey data

- **The Big 3 situations in which young people in their teens–20s use their mobile phones are right before bed, while relaxing at home and while waiting**

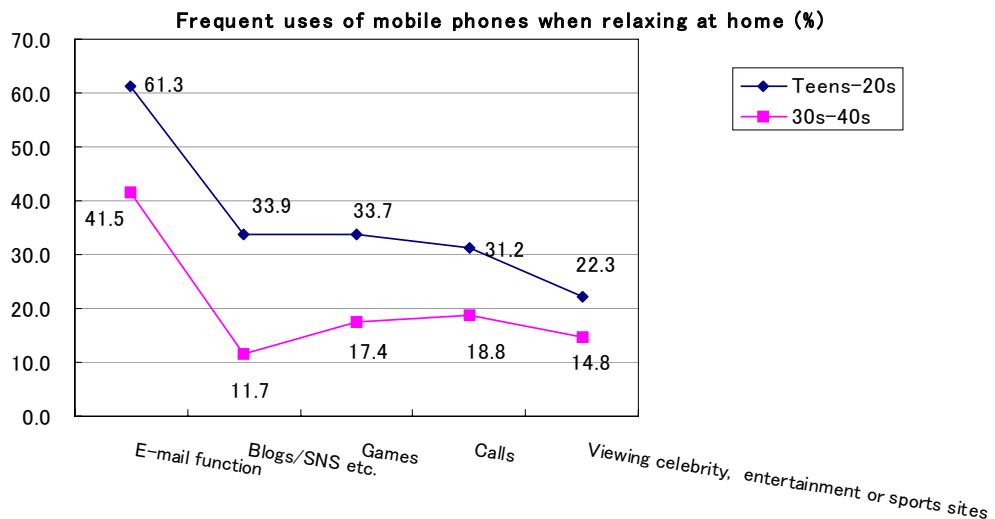
When we asked when they most often use their mobile phones, right before bed (66.2%), while relaxing at home (66.0%) and while waiting (58.1%) all scored high at around 60%, among teens–20s, suggesting that these are the Big 3 mobile phone situations. Notably, the score for right before bed was almost twice as high as the same for those in their 30s–40s (35.0%).

Though mobile phones, by their very nature, are often thought to be most frequently used when going from place to place, the most biggest usage windows for teens–20s are actually during private down time, such as when relaxing at home or in bed just before going to sleep.



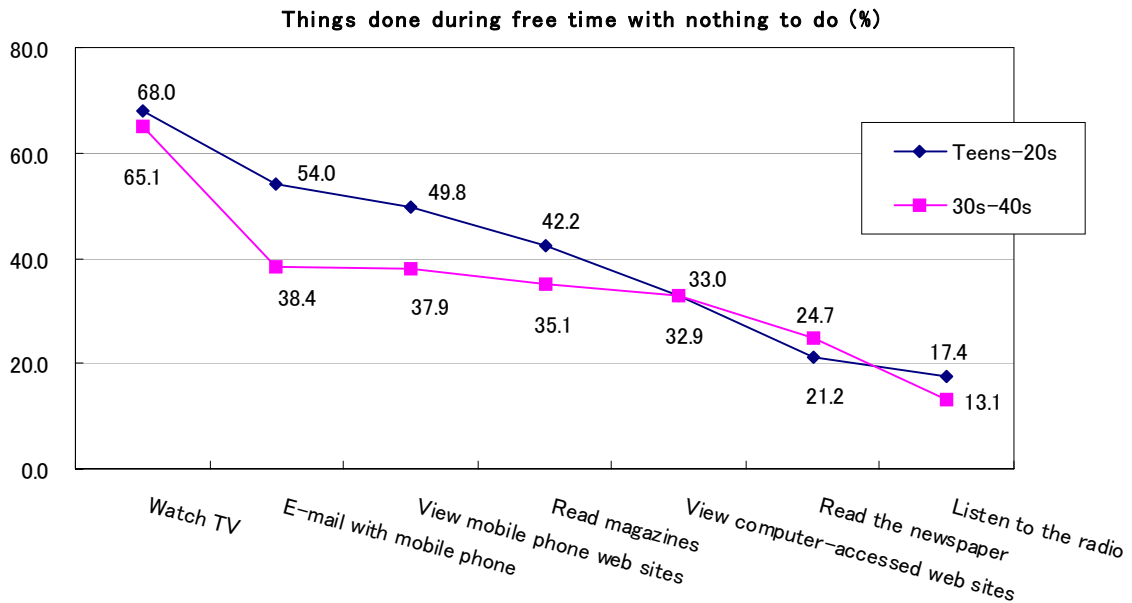
- **Mailing is the most frequently used function when relaxing at home. Amongst teens–20s, usage of blog/SNS, etc. and game functions is at the same level as making calls**

We asked how respondents specifically use their mobile phone when relaxing at home, the most common usage situation overall. Mailing was the top choice with both age groups, beating making calls by a considerable margin. Blogs/SNS, etc. (33.9%), games (33.7%) and other relatively new mobile phone functions also topped making calls (31.2%) with the teens–20s group.



- **A majority of young people in their teens–20s mail with their mobiles when they have nothing particular to do.**

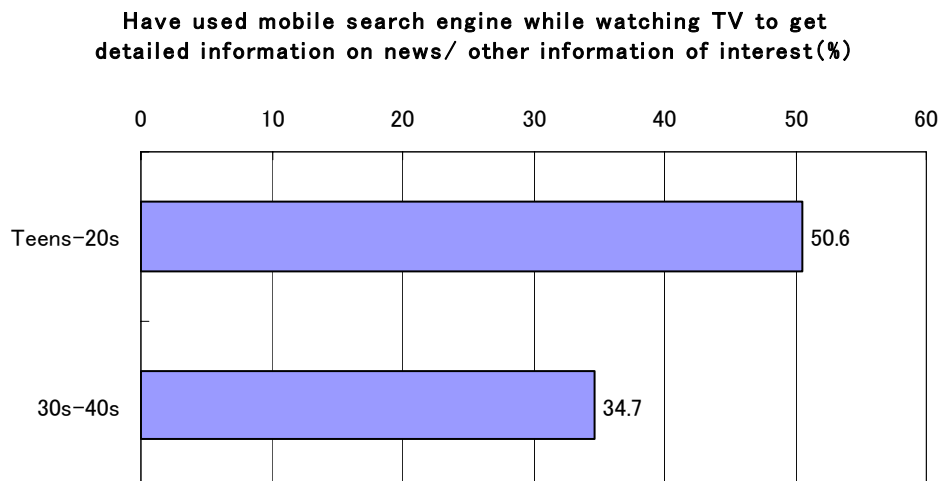
When we asked what they do when they do not have anything particular to do, watching TV came out on top with both the teens–20s and 30s–40s groups. However, a majority of teens–20s also mail with their mobile phones (54.0%). Nearly half (49.8%) of this group also views web sites with their mobiles, considerably higher than the 30s–40s group (37.9%). This provides further evidence of the increasingly prominent place of mobile phones in the free time of today's young people in their teens–20s.



- **A majority of teens–20s have used a mobile search engine to look up detailed information when watching TV**

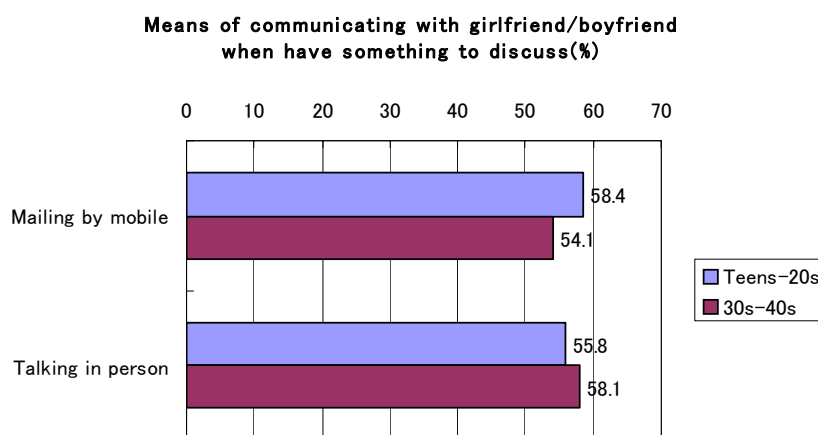
A majority of teens–20s (50.6%) responded in the affirmative when we asked whether they had used a mobile search engine when watching TV, indicating widespread use of mobile phones to gain quick access to detailed information. Mobile phone carriers' positioning of mobile search facilities provided by Yahoo!, Google and the like on their official portals since last year is likely pushing up mobile search engine usage.

Have used mobile search engine while watching TV to get detailed information on news/ other information of interest



- **Young people in their teens–20s choose to email their girlfriend/boyfriend when they have something to talk to them about rather than speaking to them in person**

We asked single respondents what means of communication they choose when they have something to discuss with their boyfriend or girlfriend and compared the responses for talking in person and mailing with their mobile. Among those in their teens–20s, mailing by mobile came out just ahead (58.4%) of talking in person (55.8%). Among those in their 30s–40s, talking in person (58.1%) came out higher, but mailing one’s significant other by mobile was not far behind (54.1%), indicating just how broadly communicating by mobile phone has penetrated, even into the most intimate communication situations of all.



Note: figures in the graph above are for non-married people in each age group. The ration of unmarried people in each group was 87.0% for teens–20s and 29.9% for 30s–40s.

###

Media contacts:

- Hakuodo Inc.

Corporate Public Relations Division

Ushio Hirasawa: USHIO.HIRASAWA@hakuodo.co.jp

Mariko Fujimoto: MARIKO.FUJIMOTO@hakuodo.co.jp

Tel: +81-(0)3-5446-6161 Fax: +81-(0)3-5446-6166

- Hakuodo DY Media Partners Inc.

Corporate Public Relations Department Hakuodo DY Media Partners

Masaharu Kato: Masaharu.Kato@hakuodody-media.co.jp

Shuichi Kamiko: Shuichi.Kamiko@hakuodody-media.co.jp