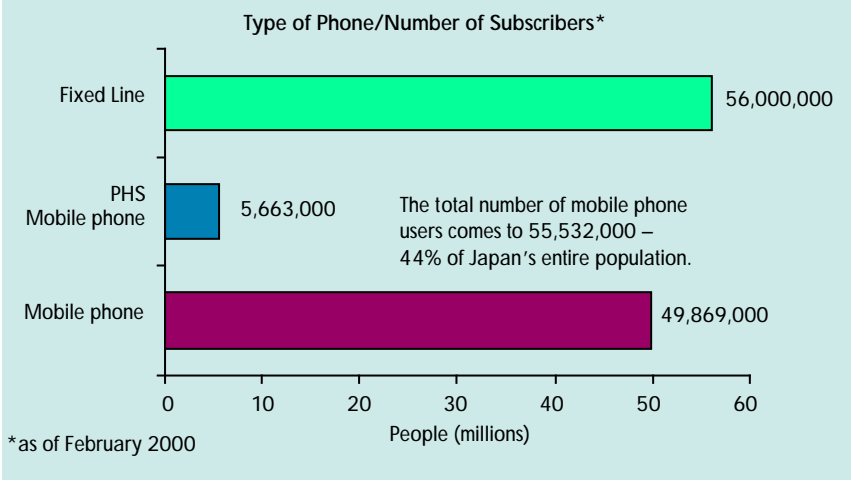


SATISFACTION WITH MOBILE PHONES

The Ministry of Post and Telecommunications announced in March that the number of subscribers to mobile phones (both regular and PHS) is likely to exceed the number of fixed-line subscribers.



Profile of Mobile Phone Users

ATTRIBUTE OF USER:	PERCENTAGE OF USERS:
Male	67.6
Female	32.4
Age	
<19	0.6
20-29	18.4
30-39	48.7
40-49	21.3
50-59	8.1
60-69	2.7
70+	0.2
Office worker, manager, government official	60.3
Independent enterprise	15.7
Housewife	13.0
Part-time worker	7.3
Students	2.5
Other	1.1

SATISFACTION WITH MOBILE PHONES

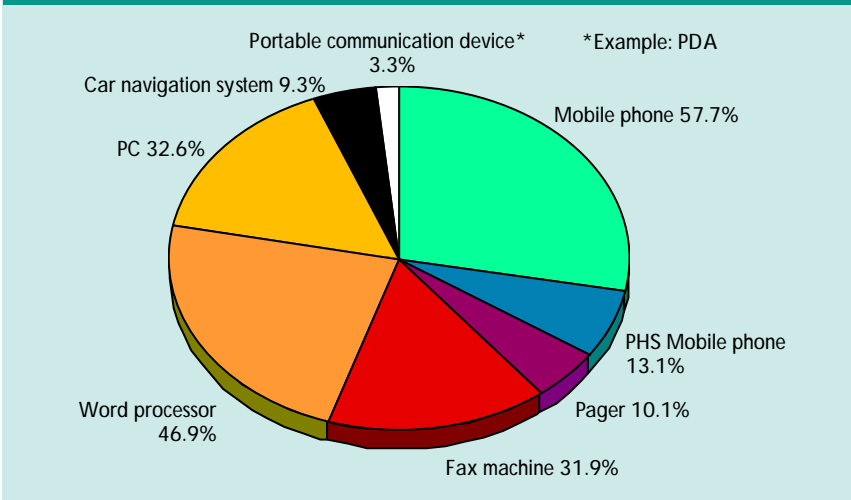
Mobile phones allow one to be reached anytime, anywhere. The MPT research shows that the more people use a mobile phone, the more they feel it's efficient to have one.

	Frequent Users	Occasional	Less Frequent
Expected phone to be efficient and found it is	82.7	74.6	40.0
Expected but found is not	10.0	11.9	20.0
Not expected but found is	4.7	6.8	20.0
Neither	1.3	5.1	20.0
No answer	1.3	1.7	0.0

Compiled by Chieko Tashiro

COMMUNICATION DEVICES IN JAPANESE HOUSEHOLDS

This chart seems to support the argument that in Japan the Internet's primary device will be a mobile one.



Source for all: the Ministry of Post and Telecommunications