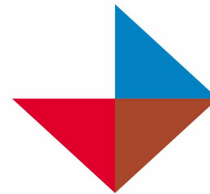




Edelman International Blogging Study: Japan

Conducted by **StrategyOne**

StrategyOne



March 2007

Objectives and Research Approach

Research Objective

- To determine the level and profile of blogging in Japan.

Research Approach

- The execution of this study was carried out by international research firm, StrategyOne, a Daniel J. Edelman company.
- We conducted the survey using an online survey drawing the sample from an existing panel in Japan. In all other countries referred to in this report, an omnibus survey amongst the general population was used.
- The sample comprised of 1000 respondents in Japan.
- The fieldwork was conducted in November 2006.
- Note: because the Japanese survey was conducted online, it is effectively a sample of Internet users as opposed to the general population. Hence it is expected that the figures may be skewed in favour of showing a higher readership of blogs.



Key Learnings

A huge majority of Japanese Internet users claim to read blogs at least once a week

- In an average week, almost three quarters (74%) of the Japanese Internet users who participated in the survey said they read blogs at least once a week. This is significantly more compared to all other countries with just under a half (43%) in South Korea, just under a quarter in the UK (23%) and France (22%) and just over a quarter in the USA (27%).
- In Japan only a minority claimed to not read any blogs (26%), far less than other countries such as South Korea (57%), the UK (73%), France (68%) and the USA (69%).

The younger the respondents and female, the more they read blogs in Japan

- Age and gender are strong influences on how frequently an individual is likely to read blogs in Japan. The younger the respondent, particularly the under-35 year olds, the more frequently they blog. People between 18 and 24 years old are likely to read blogs over five days per week, on average. Almost four in ten (38%) of this age group read blogs every day.
- Women are equally likely as men to read blogs, but when they do, they are more frequent readers of blogs, on average, compared to Japanese men.



Key Learnings

In Japan, fewer people are likely to take part in any activity after reading a blog compared to any other country.

- Less than 1 in 5 (18%) of people interviewed in Japan said they took some sort of action as a result of reading a blog, similar to South Korea (19%) but significantly less than respondents in UK (28%), France (27%) and the US (28%).
- Among respondents who claim to have taken part in at least three (3) activities ('Influencers'), fewer of this group (29%) were likely to do so as a result of reading a blog in Japan, compared to similar groups in other countries with 4 in 10 (41%) of Influencers interviewed in South Korea, UK (48%) and the US (49%), taking action after reading a blog.

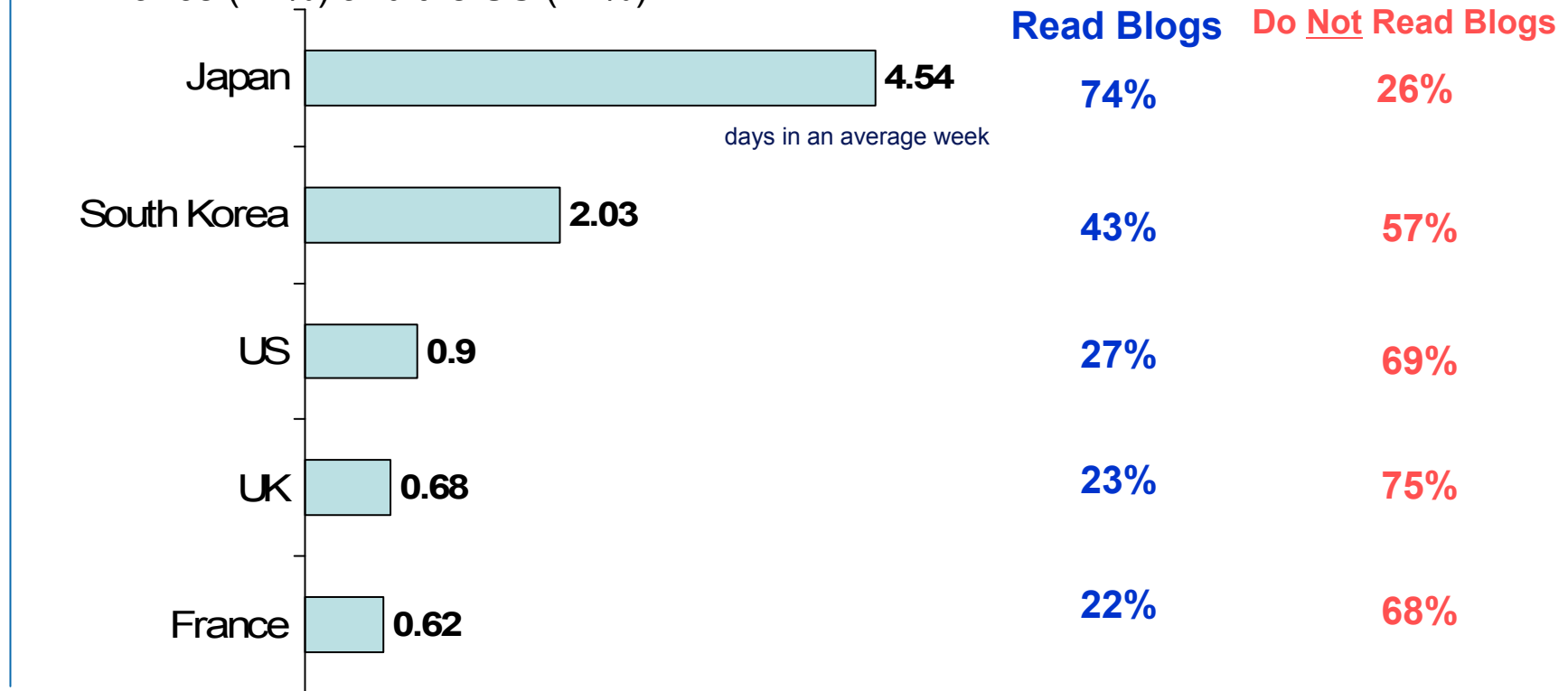
Signing petitions and attending a public meeting were the most popular activities taken part in, in Japan.

- People interviewed in Japan were most likely to have signed a petition (18%) followed by attended a public meeting (9%).



Frequency of Blogging – Japan, South Korea, USA, UK, France

- Japanese respondents read blogs more frequently (4.54 times/average week) than people interviewed in South Korea (2.03), the UK (0.68), France (0.62) & the US (0.9).
- A large majority (74%) of respondents in Japan claim to read blogs at least once in an average week which is more than three times the number of people in UK (23%), France (22%) and the US (27%).



Base: Japan 1000; South Korea 1000; UK 1002; France 940; US 1000

Q.1 How many days in an average week do you read so-called web-logs or blogs (these are websites that provide personal commentary, journal entries, recommendations and links to news articles and other sites of interest compiled by an author and his or her readers)?



What is an 'Influencer'?

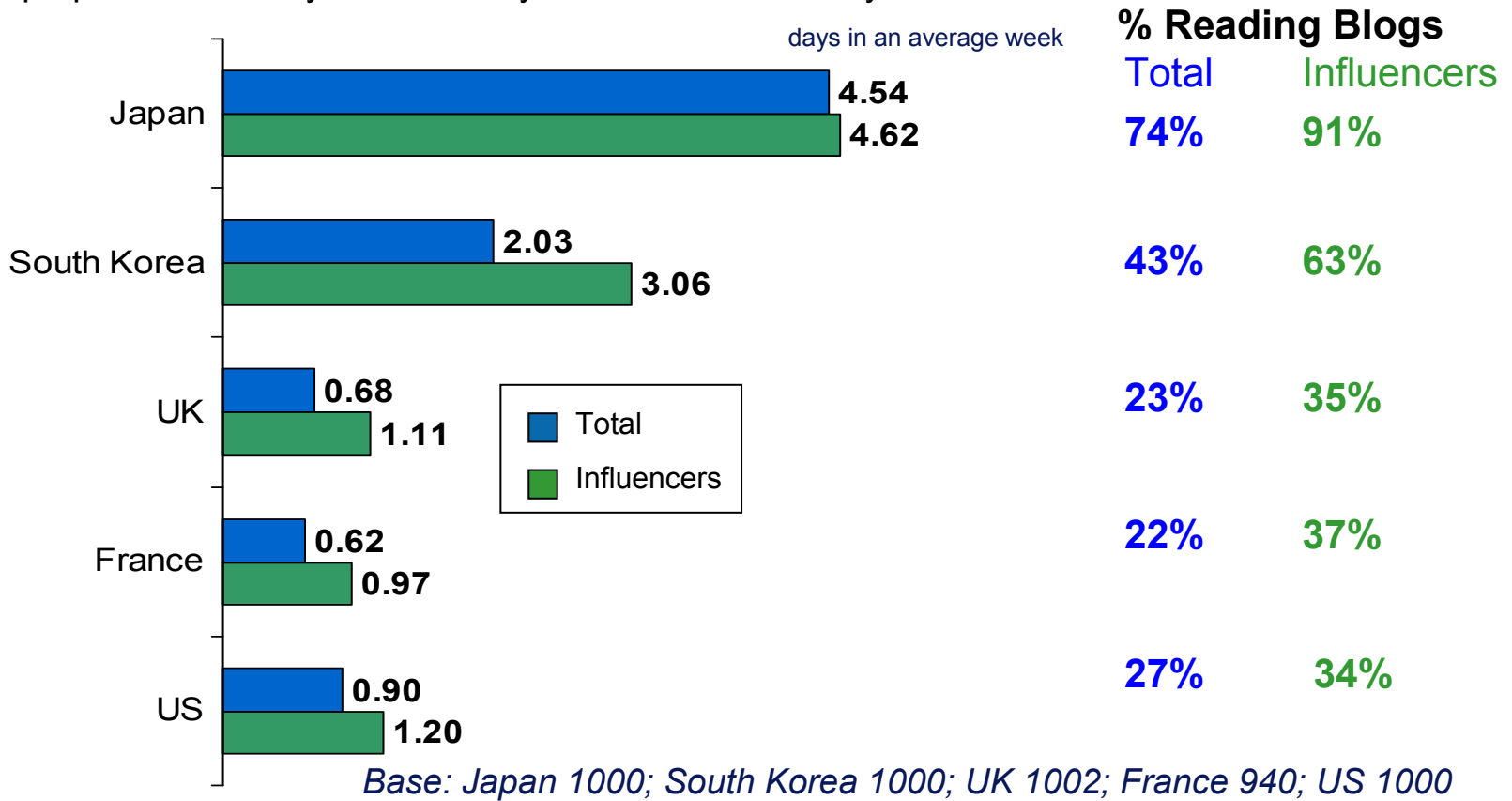
An Influencer is a person who claims to have taken part in at least three (3) of the following activities...

- Written or called a politician
- Attended a political rally, speech, or organized a protest
- Attended a public meeting on local issues
- Held or run for political office
- Served on the committee of a local organization
- Served as an officer for a club or organization
- Written a letter to the editor of a newspaper or magazine or called a live radio or television show to express an opinion
- Signed a petition
- Worked for a political party
- Made a public speech
- Written an article for a magazine or newspaper
- Been an active member of any group that tries to influence public policy or government



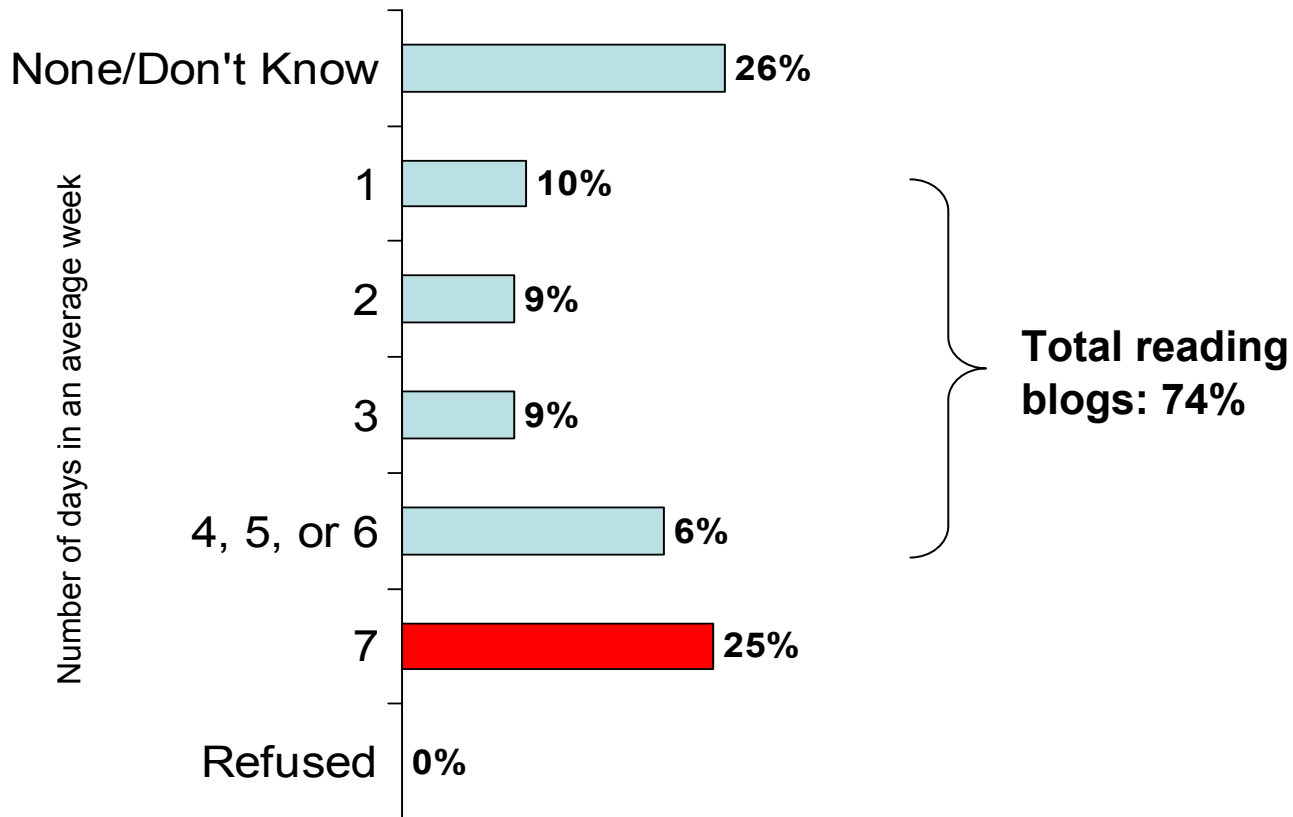
Frequency of Influencer Blogging – Japan, South Korea, UK, France, USA

- Japanese respondents read blogs substantially more frequently (4.54 times in an average week) than people interviewed in South Korea (2.03) the UK (0.68), France (0.62) and the US (0.9).
- Influencers are considerably more frequent bloggers in all countries. In Japan, all with the exception of very few, Influencers said they read blogs, which represents a substantially higher proportion than any other country involved in the survey.



Frequency of Blogging - Japan

- Japan has the highest proportion (25%) of people who read blogs every day, compared to all countries participating in this research.

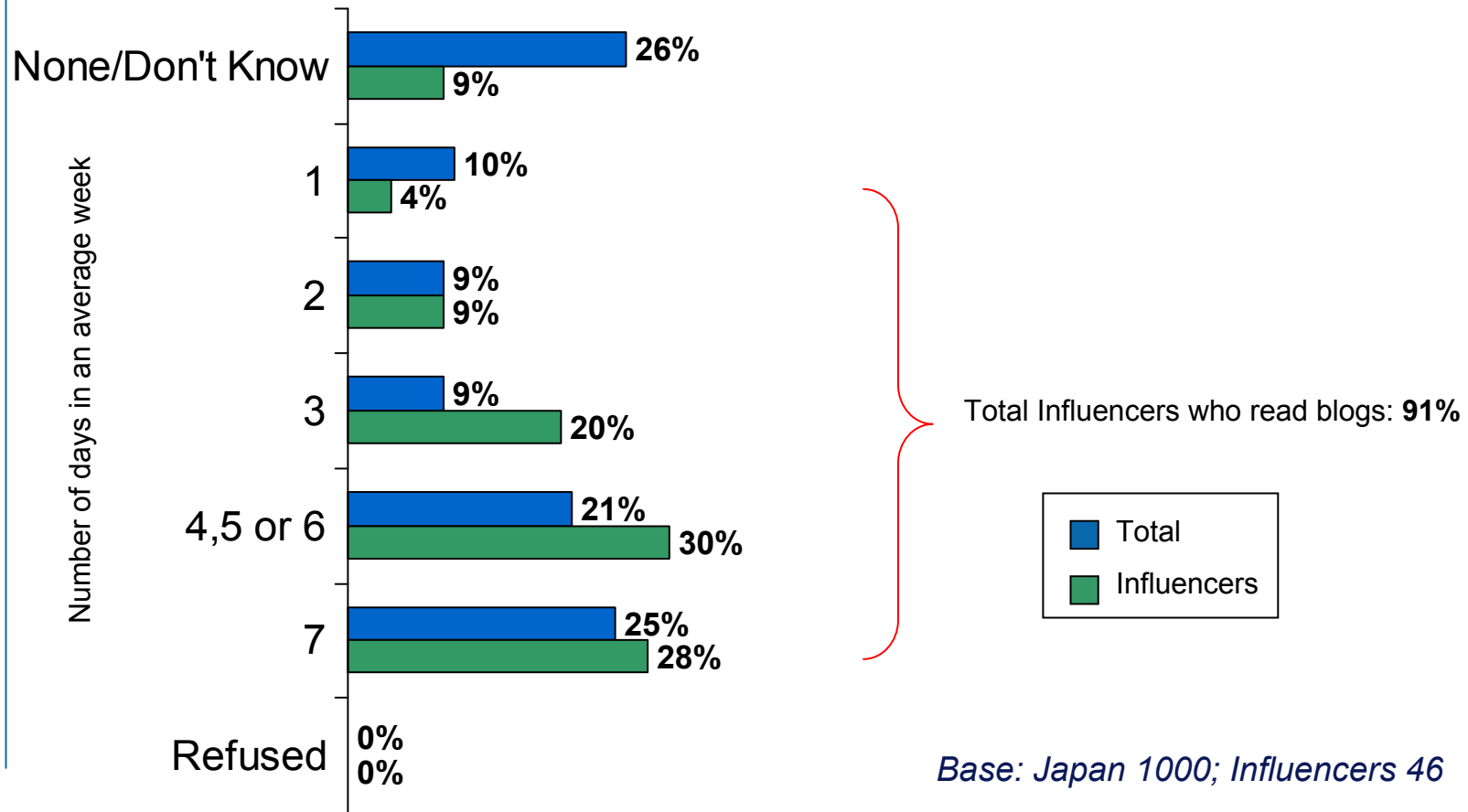


Base: Japan 1000



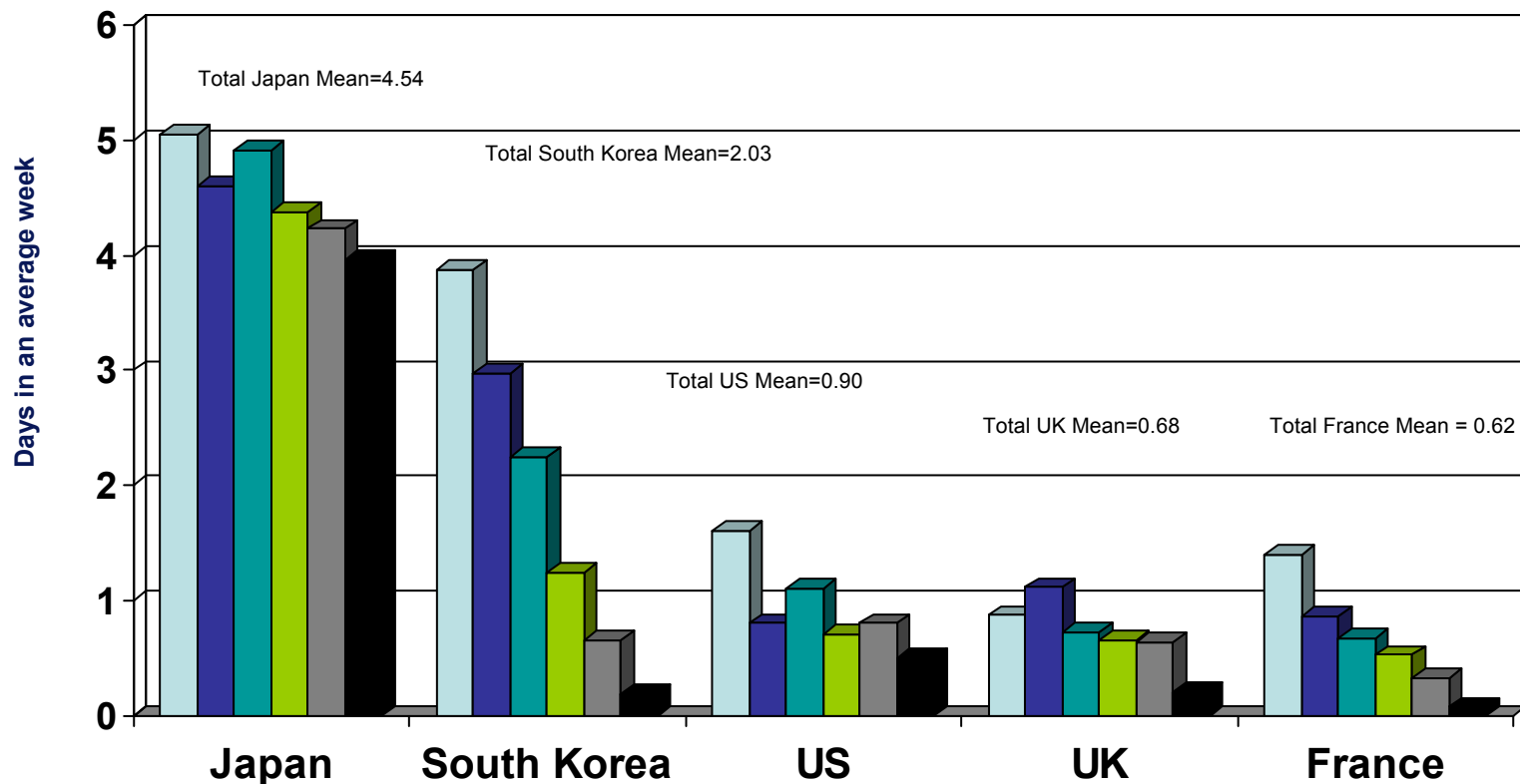
Frequency of Blogging – Japanese Influencers

- On overwhelming majority of people interviewed in Japan who participated in at least three (3) activities ('Influencers') claim to read blogs at least once in an average week and less than one in ten (9%) said they don't.



Frequency of Blogging – Japan, South Korea, USA, UK, France

- In all countries, the younger the age, the more frequently people read blogs.
- 38% of 18-24 year old Japanese people interviewed said that they read blogs everyday.



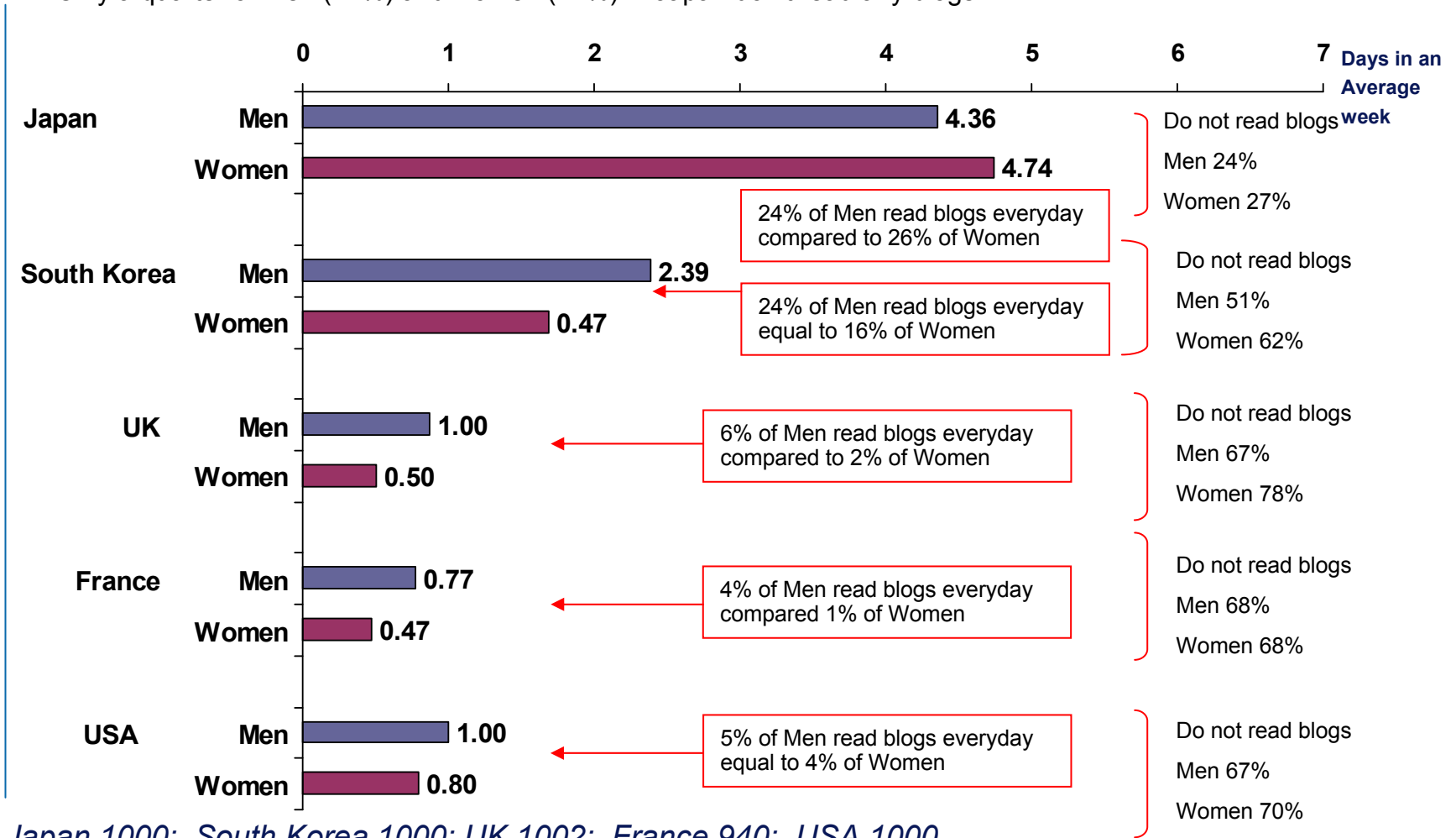
Base: Japan 1000; South Korea 1000;
UK 1002; France 940; US 1000

18-24 25-34 35-44 45-54 55-64 65+



Frequency of Blogging – Japan, South Korea, UK, France, USA (mean scores by gender)

- The men who participated in this survey claimed to be more frequent readers of blogs than the women, except in Japan.
- In Japan and South Korea, the average was higher for both men and women compared to the other countries.
- Only a quarter of men (24%) and women (27%) in Japan don't read any blogs.

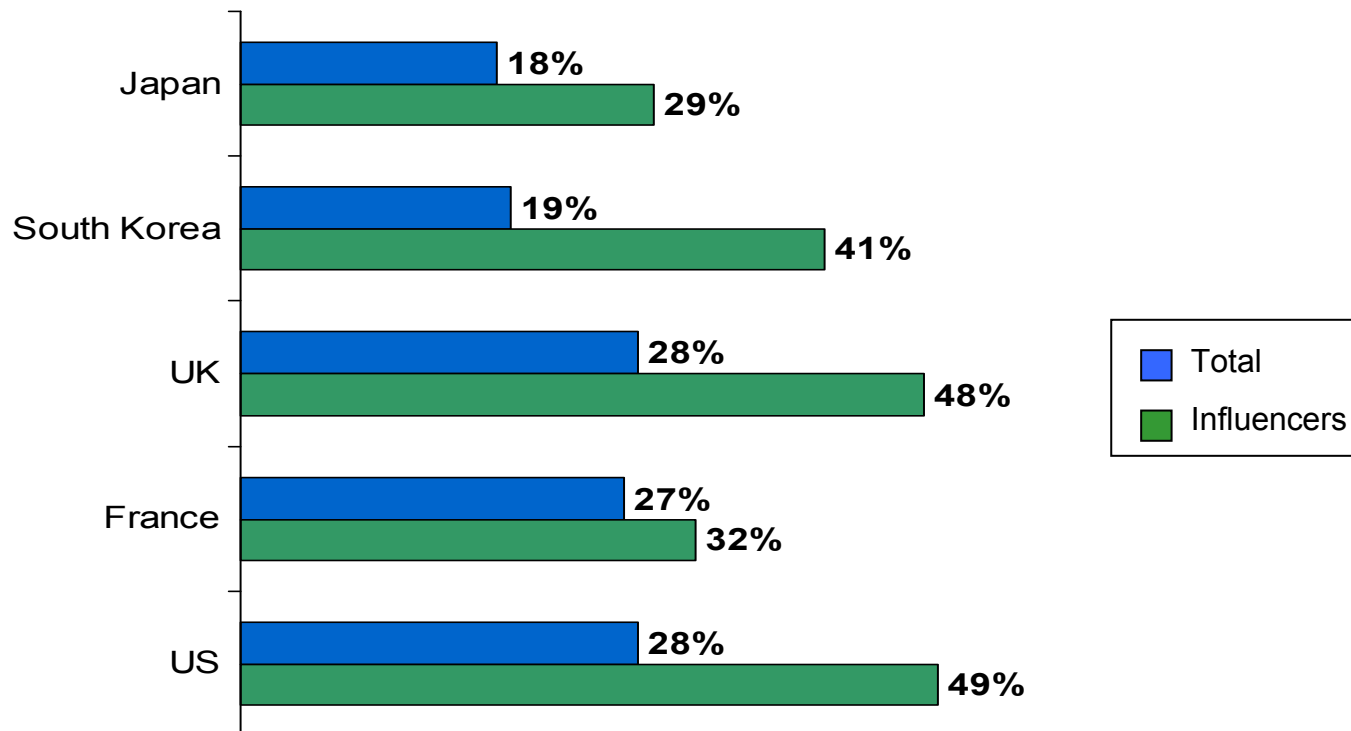


Base: Japan 1000; South Korea 1000; UK 1002; France 940; USA 1000



Taken Action because of a Blog – Influencers in Japan, South Korea, UK, France & USA

- Less than 1 in 5 (18%) of people interviewed in Japan said they took some sort of action as a result of reading a blog, similar to South Korea (19%) but significantly less than respondents in UK (28%), France (27%) and the US (28%).
- Considerably fewer (29%) Japanese Influencers took action after reading a blog, compared to South Korea (41%), US (49%), UK (48%) and to some degree in France (32%) .

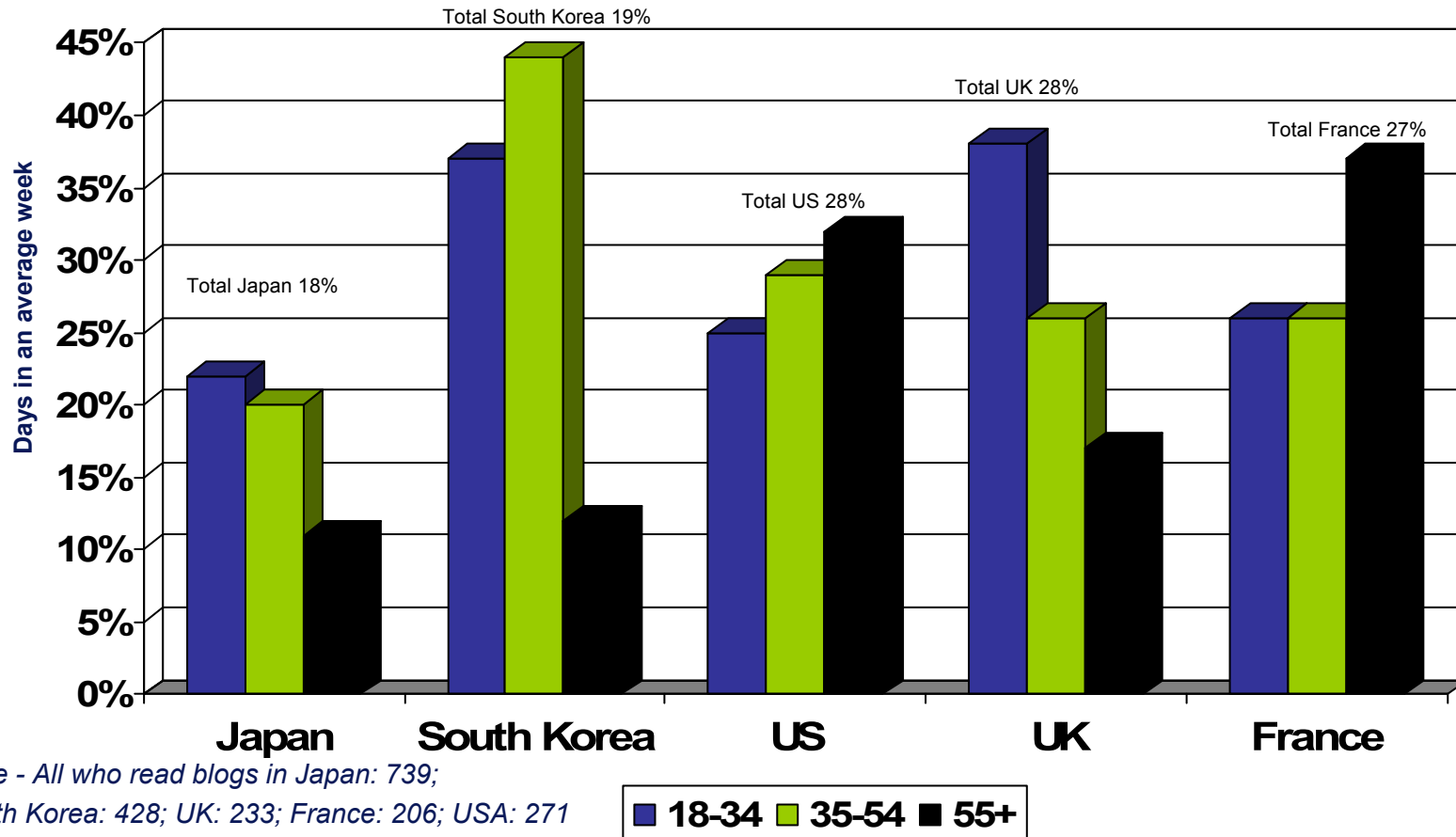


Base: All who read blogs in Japan: 739; South Korea: 428; UK: 233; France: 206; USA: 271



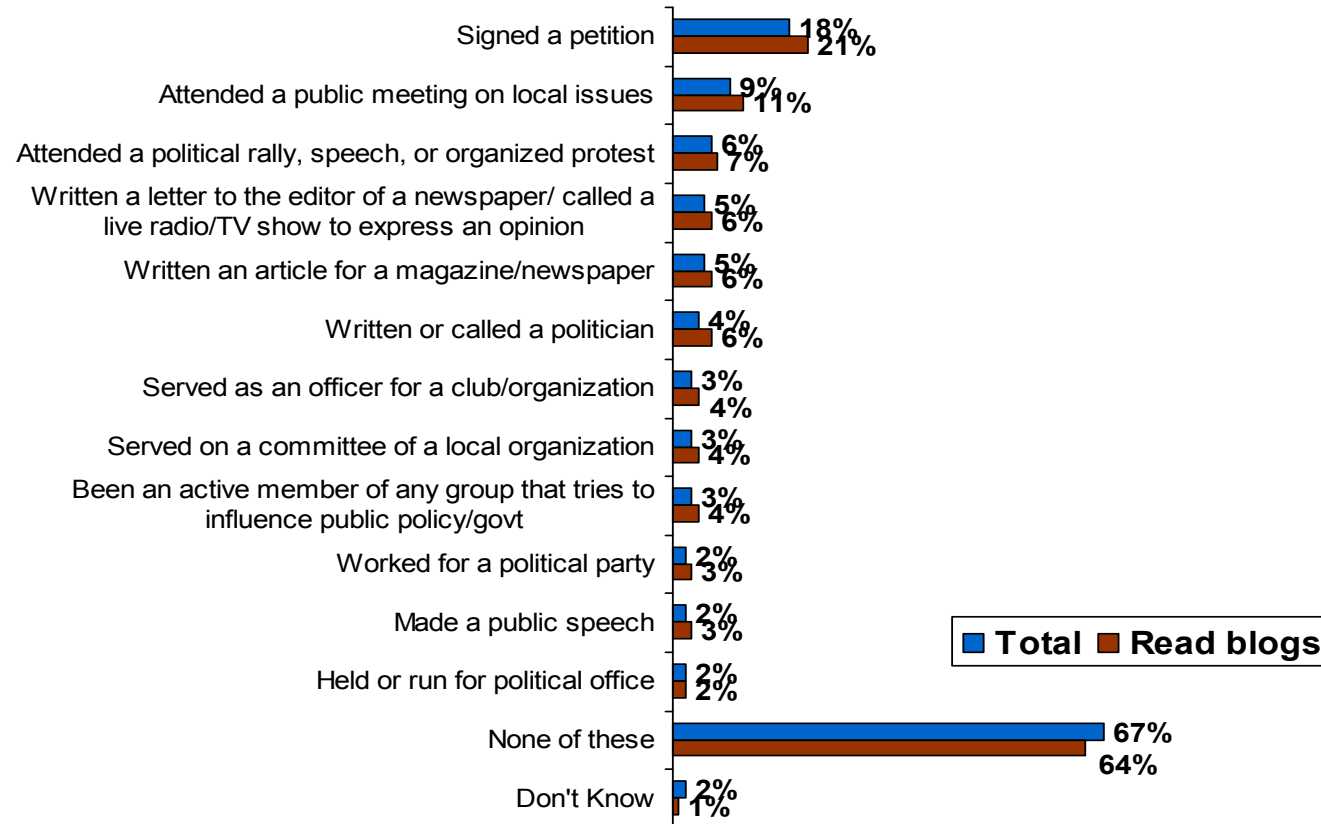
Taken Action because of a Blog – Japan, South Korea, USA, UK, France (by age)

- In Japan, like the UK, the youngest are more proactive.
- In the US, the older the respondent, the more likely they were to have taken action as a result of reading a blog.
- In France, age did not seem to have a major influence.



Activities Participated In Last 12 months – Japan

- People interviewed in Japan were most likely to have signed a petition (18%) followed by attended a public meeting (9%).
- Those who read blogs were slightly more likely to have taken part in all the activities listed.

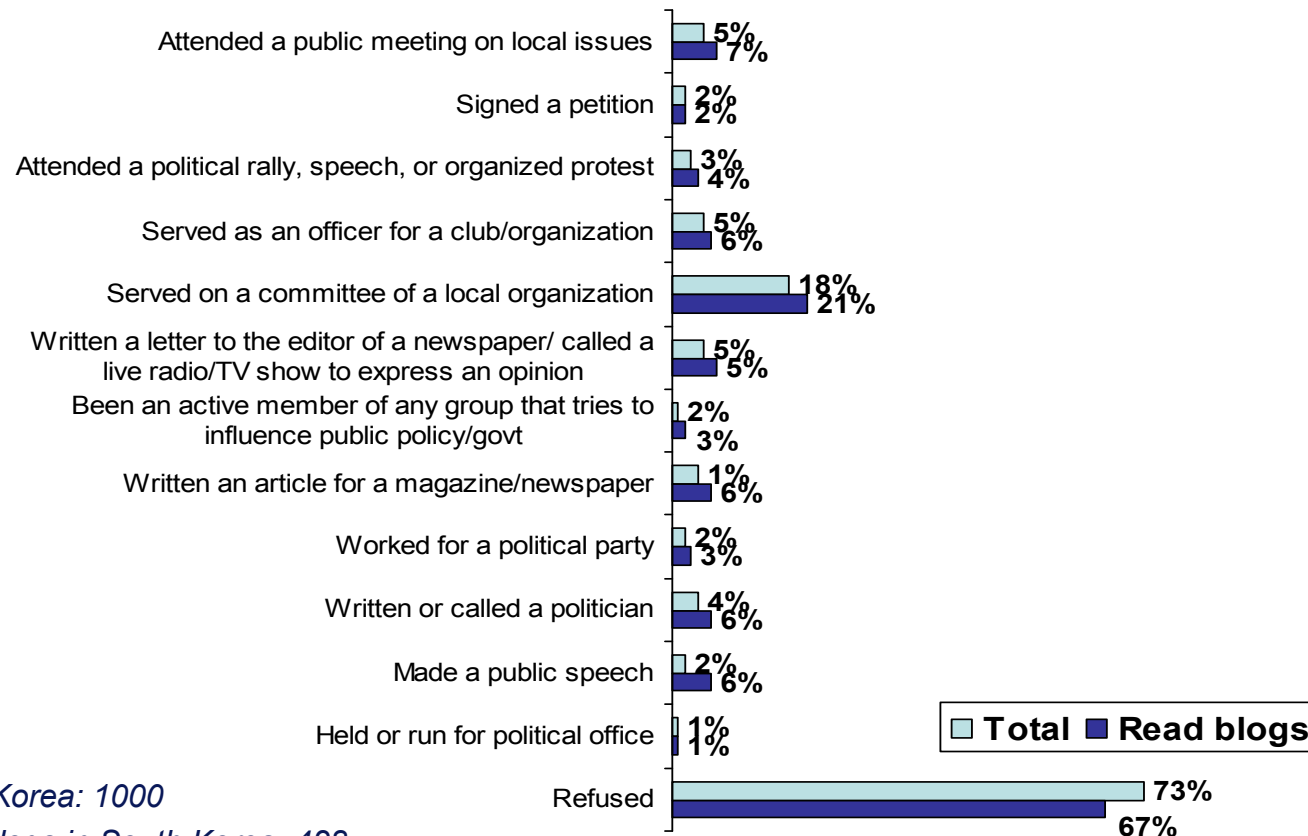


Base - Japan: 1000; all who read blogs in Japan: 739



Activities Participated In Last 12 months – South Korea

- People interviewed in South Korea were most likely to have served on a committee of a local organisation (18%) or served as an officer for a club or attended a public meeting (5%).
- Those who read blogs were slightly more likely to have taken part in the same above actions as well as writing an article, calling a politician or attending a public meeting.



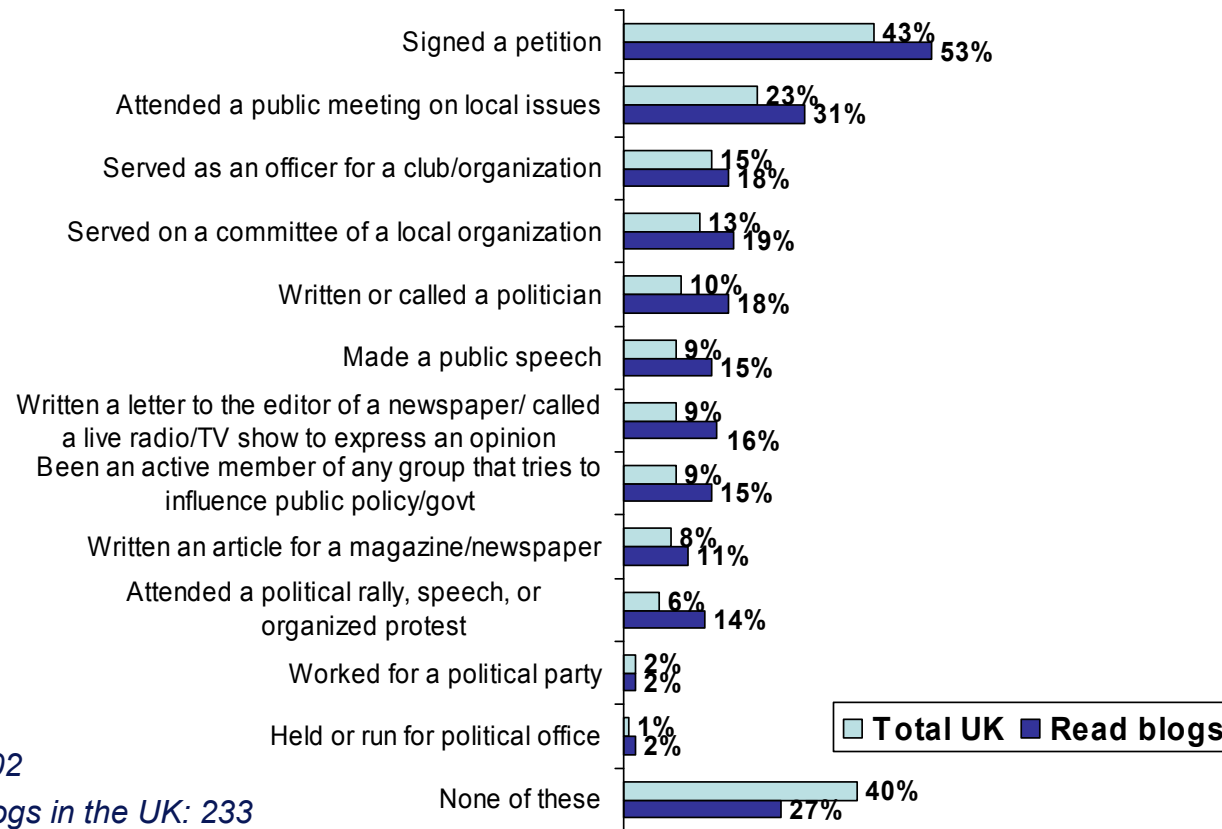
Base - South Korea: 1000

All who read blogs in South Korea: 428



Activities Participated In Last 12 months - UK

- People interviewed in the UK were most likely to have signed a petition (43%), served as an officer for a club (23%) or served on a committee of a local organization (15%).
- Those who read blogs were more likely to have participated in each of the prompted activities than those who hadn't.



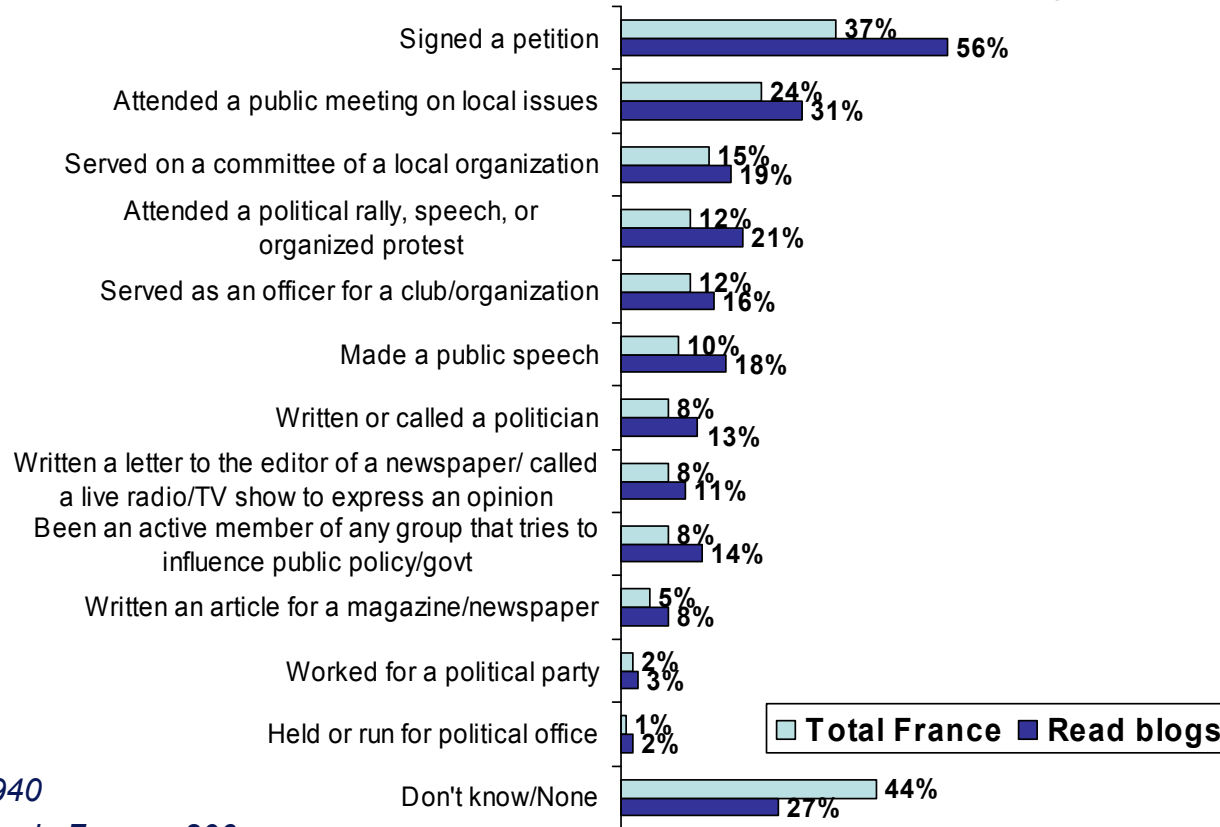
Base – UK: 1002

All who read blogs in the UK: 233



Activities Participated In Last 12 months - France

- In France the most popular activities were to have signed a petition (37%), attended a public meeting on local issues (24%) and served on a committee of a local organization (15%).
- The French were significantly more likely to have attended a political rally, speech or organized protest (12%) compared to the UK (6%).
- Similar to the UK, the French respondents who read blogs were more likely to have participated in the prompted activities than those who did not read blogs.



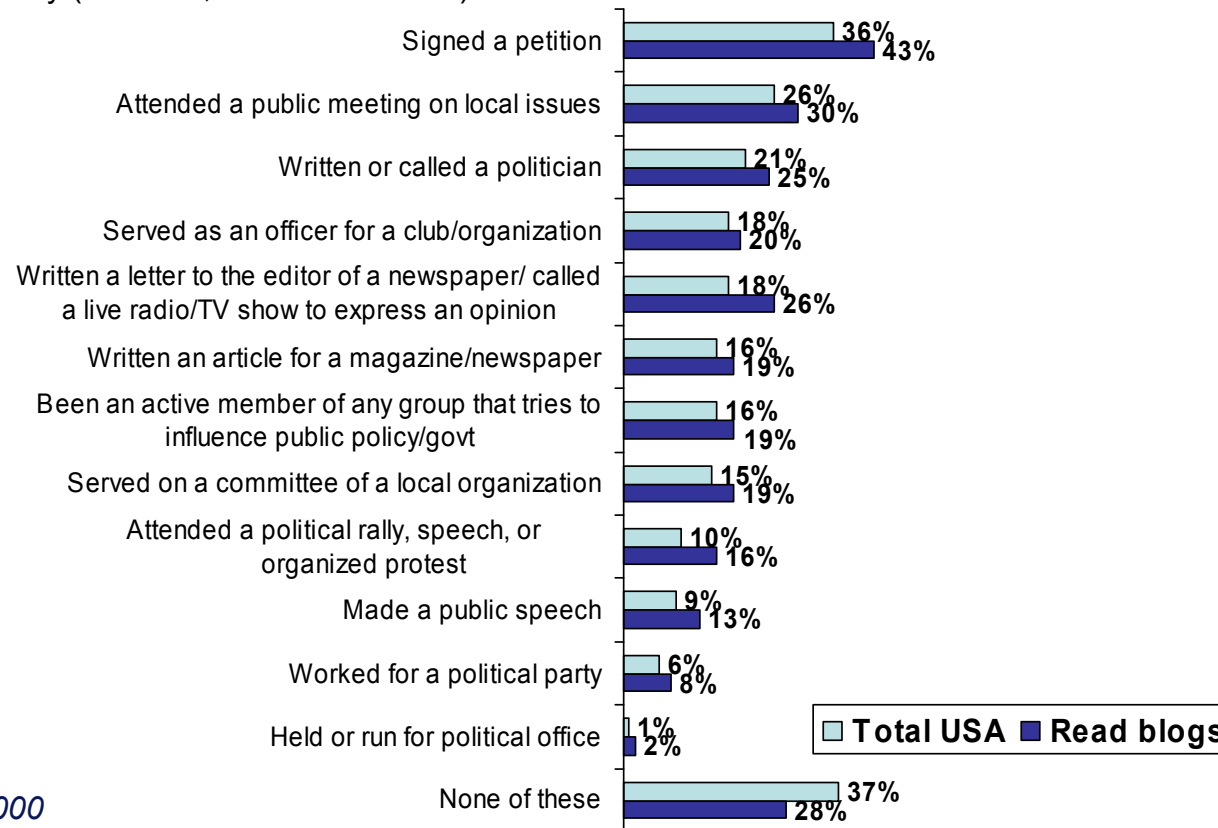
Base – France: 940

All who read blogs in France: 206



Activities Participated In Last 12 months - USA

- Similar to the UK and France, the popular activities for the people interviewed in the USA were to have signed a petition (36%) followed by attended a public meeting on local issues (26%).
- The US respondents were more likely (21%) to have written or called a politician than in the UK (10%) and France (8%), to have contacted the media to express an opinion (USA 18% cf. UK 9% France 8%), to have written an article for a magazine/newspaper (USA 16%, cf. UK 8% France 5%) and to have worked for a political party (USA 6%, UK & France 2%).



Base – USA: 1000

All who read blogs in the USA: 271

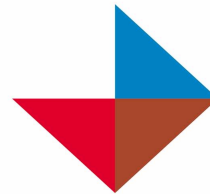




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