

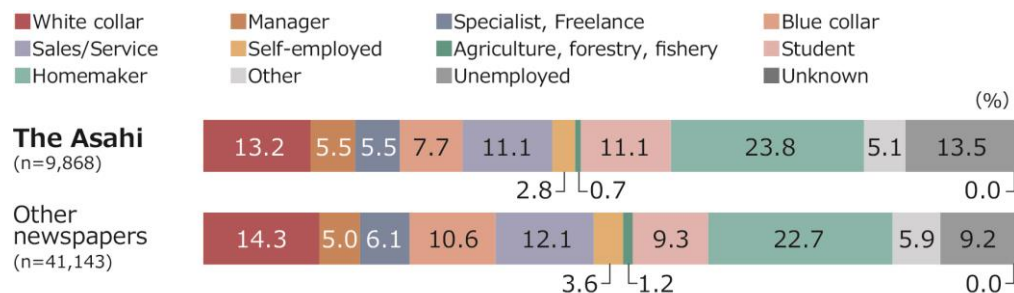
Circulation & reader profile

Source: "ABC Report of Jan-Jun. 2020," Japan Audit Bureau of Circulations / "Comprehensive National Newspaper Survey (J-READ)," October 2019, Video Research Ltd.

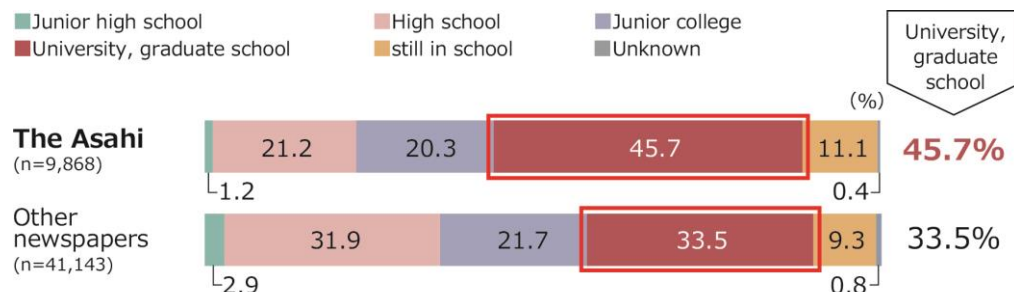
Daily circulation

[AREA]	MORNING Edition	EVENING Edition
TOTAL	5,160,355	1,552,422
TOKYO	2,927,835	900,180
OSAKA	1,410,136	543,886
SEIBU(KYUSYU)	438,640	33,262
NAGOYA	281,604	53,091
HOKKAIDO	102,140	22,003

Job

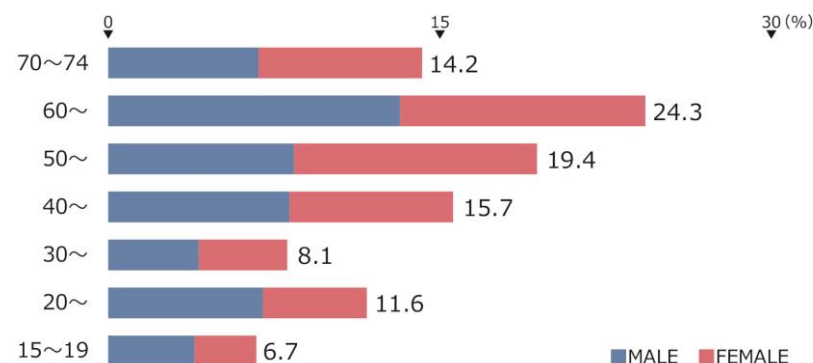


Academic background

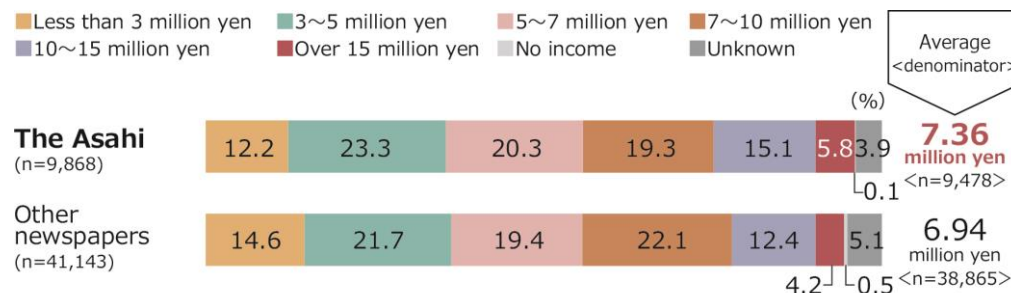


Gender and age

The Asahi (n=9,868)

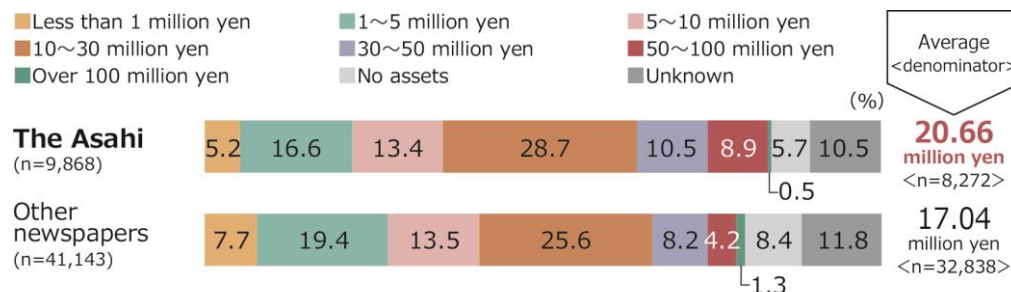


Household annual incomes



Household financial assets

※Ages 20 and over



※The sample size indicates the normalized sample size after weighting according to the population of each prefecture from the age of 15 to 74 years. Please note that this is different from the number collected.

Reach rate by area

Reach rate by two papers

Cross reach rate

Source: "Comprehensive National Newspaper Survey (J-READ)," October 2019, Video Research Ltd.

Reach rate by area

(%)

Area	Sample size	Asahi	Mainichi	Yomiuri	Sankei	Nikkei	Hokkaido	Chunichi	Nishinippon
Total	79,864	12.4	3.8	14.7	2.1	4.7	1.3	6.0	1.0
Tokyo	41,364	14.9	2.9	18.4	1.4	5.6	-	0.6	-
Osaka	20,475	11.7	6.4	14.5	5.4	4.6	-	0.5	-
Seibu(Kyusyu)	8,276	7.7	5.6	9.3	0.4	2.4	-	-	10.1
Nagoya	7,568	7.2	1.0	2.5	-	3.6	-	58.2	-
Hokkaido	2,181	4.4	0.5	6.4	-	1.7	49.3	-	-

Reach rate by two papers

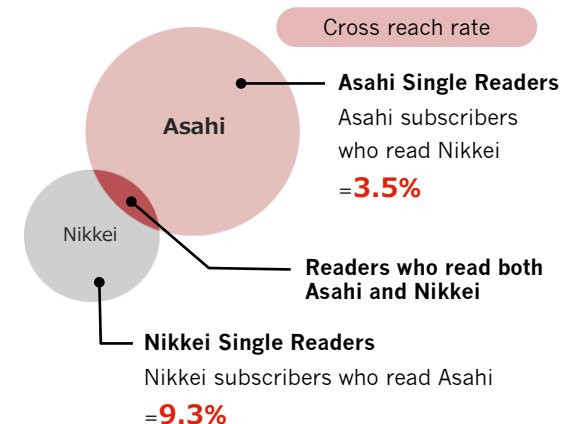
(%)

Area	Sample size		Asahi + Mainichi	Asahi + Yomiuri	Asahi + Sankei	Asahi + Nikkei	Asahi + Hokkaido	Asahi + Chunichi	Asahi + Nishinippon
Total	79,864		16.0	26.8	14.4	16.6	13.7	18.3	13.4
Tokyo	41,364		17.7	33.1	16.2	20.1	14.9	15.6	14.9
Osaka	20,475		17.9	26.1	17.1	15.8	11.7	12.3	11.7
Seibu(Kyusyu)	8,276		12.8	16.8	8.0	9.8	7.7	7.7	17.7
Nagoya	7,568		8.0	9.7	7.2	10.7	7.2	65.1	7.2
Hokkaido	2,181		4.8	10.8	4.4	6.1	53.2	4.4	4.4

Cross reach rate

(%)

	Sample size	Asahi	Mainichi	Yomiuri	Sankei	Nikkei
Asahi	9,868	-	1.8	1.8	0.6	3.5
Mainichi	3,062	5.9	-	6.8	1.3	5.0
Yomiuri	11,704	1.5	1.8	-	0.6	3.0
Sankei	1,707	3.3	2.3	4.4	-	4.9
Nikkei	3,773	9.3	4.0	9.3	2.2	-



※Reach rate by area is for home delivery subscription level individuals (15-74 years old).

※The sample size indicates the normalized sample size after weighting according to the population of each prefecture from the age of 15 to 74 years. Please note that this is different from the number collected.

Reach rate by prefecture

Source: "Comprehensive National Newspaper Survey (J-READ)," October 2019, Video Research Ltd.

Reach rate by prefecture

(%)									
Area	Sample size	Asahi	Mainichi	Yomiuri	Sankei	Nikkei	Hokkaido	Chunichi	Nishi nippon
Total	79,864	12.4	3.8	14.7	2.1	4.7	1.3	6.0	1.0
Hokkaido	2,181	4.4	0.5	6.4	-	1.7	49.3	-	-
Aomori	645	3.4	0.5	8.4	0.9	2.0	-	-	-
Iwate	607	8.8	1.7	6.5	-	1.6	-	-	-
Miyagi	1,105	7.5	0.3	6.9	0.3	4.8	-	-	-
Akita	449	5.6	2.4	7.1	0.5	0.5	-	-	-
Yamagata	556	11.4	4.6	17.3	0.5	2.2	-	-	-
Fukushima	877	7.1	2.2	5.9	0.4	1.9	-	-	-
Ibaraki	2,199	17.3	5.0	31.8	3.2	3.1	-	-	-
Tochigi	1,482	9.7	1.7	25.2	1.5	2.9	-	-	-
Gunma	1,469	9.0	4.0	26.9	2.3	2.4	-	-	-
Saitama	5,580	17.4	7.7	25.3	1.2	6.4	-	-	-
Chiba	4,748	19.6	3.2	24.5	1.8	7.8	-	-	-
Tokyo	10,479	15.1	1.0	14.7	1.1	7.4	-	-	-
Kanagawa	6,938	22.7	2.9	21.0	1.9	6.3	-	-	-
Niigata	1,037	3.3	2.2	9.5	0.3	3.7	-	-	-
Yamanashi	391	5.7	0.3	6.8	-	1.3	-	-	-
Nagano	1,094	3.8	0.3	5.7	0.9	3.2	-	4.2	-
Shizuoka	1,709	3.2	1.0	3.6	0.3	3.1	-	12.7	-
Gifu	1,151	6.1	0.4	2.7	-	3.9	-	56.2	-
Aichi	5,525	7.0	0.6	2.2	-	3.5	-	59.9	-
Mie	891	10.0	4.5	4.2	-	4.2	-	50.9	-
Toyama	556	1.1	-	13.5	-	4.8	-	-	-
Ishikawa	631	2.1	1.1	4.9	1.5	4.9	-	-	-

※Reach rate by area is for home delivery subscription level individuals (15-74 years old).

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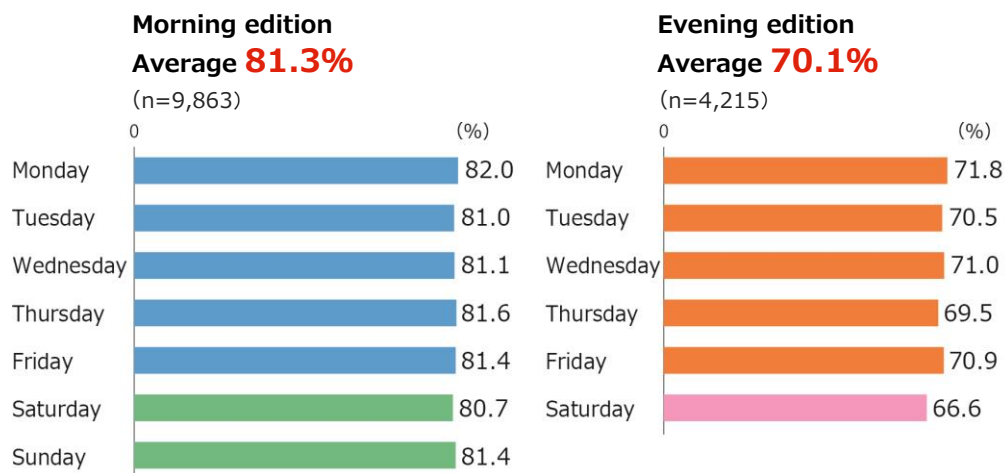
(%)									
Area	Sample size	Asahi	Mainichi	Yomiuri	Sankei	Nikkei	Hokkaido	Chunichi	Nishi nippon
Fukui	367	2.9	1.0	2.4	0.7	3.1	-	2.8	-
Shiga	701	16.5	5.9	18.4	2.9	6.8	-	13.7	-
Kyoto	1,648	12.2	4.2	14.7	0.3	7.0	-	-	-
Osaka	6,614	13.3	10.5	19.0	10.9	4.8	-	-	-
Hyogo	3,498	15.4	6.4	15.9	5.5	5.7	-	-	-
Nara	921	17.9	17.2	22.7	11.0	4.2	-	-	-
Wakayama	432	18.1	14.6	22.5	6.0	2.2	-	-	-
Tottori	325	3.7	1.0	8.9	0.5	1.4	-	-	-
Shimane	321	6.3	0.5	4.3	-	3.9	-	-	-
Okayama	884	11.4	2.1	12.8	1.0	1.5	-	-	-
Hiroshima	1,710	7.8	0.8	4.9	-	3.2	-	-	-
Yamaguchi	778	18.4	9.2	25.5	0.9	1.9	-	-	-
Tokushima	352	5.7	-	1.7	0.6	2.6	-	-	-
Kagawa	467	9.2	-	11.0	1.6	5.2	-	-	-
Ehime	664	9.3	1.9	9.4	0.4	3.1	-	-	-
Kochi	384	1.6	0.5	3.1	1.7	0.5	-	-	-
Fukuoka	3,178	8.4	8.7	9.2	-	3.0	-	-	22.7
Saga	391	8.4	1.5	6.8	0.5	2.5	-	-	10.3
Nagasaki	670	10.1	6.9	8.0	0.5	2.3	-	-	9.4
Kumamoto	782	4.4	0.3	8.6	0.9	1.5	-	-	1.5
Oita	540	8.1	6.5	13.3	1.0	2.4	-	-	0.4
Miyazaki	510	5.6	1.3	7.0	0.9	1.8	-	-	-
Kagoshima	724	3.0	1.9	3.4	-	2.8	-	-	-
Okinawa	704	0.4	0.4	-	-	0.8	-	-	-

Reading rate Readers per copy Reading time & time zone

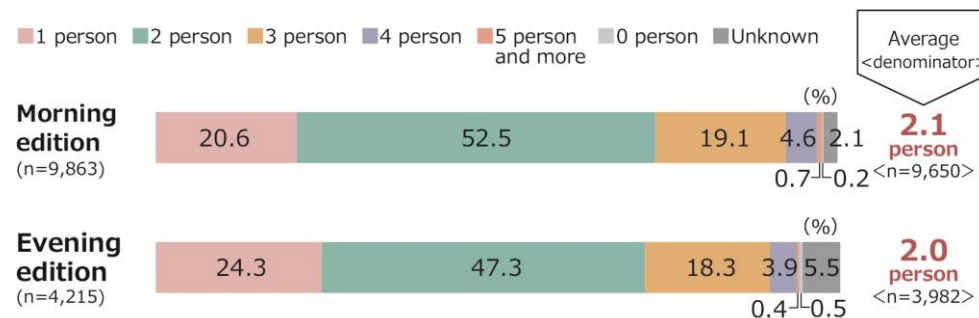
Source: "Comprehensive National Newspaper Survey (J-READ)," October 2019, Video Research Ltd.

Reading rate & readers per copy

Reading rate



Readers per copy



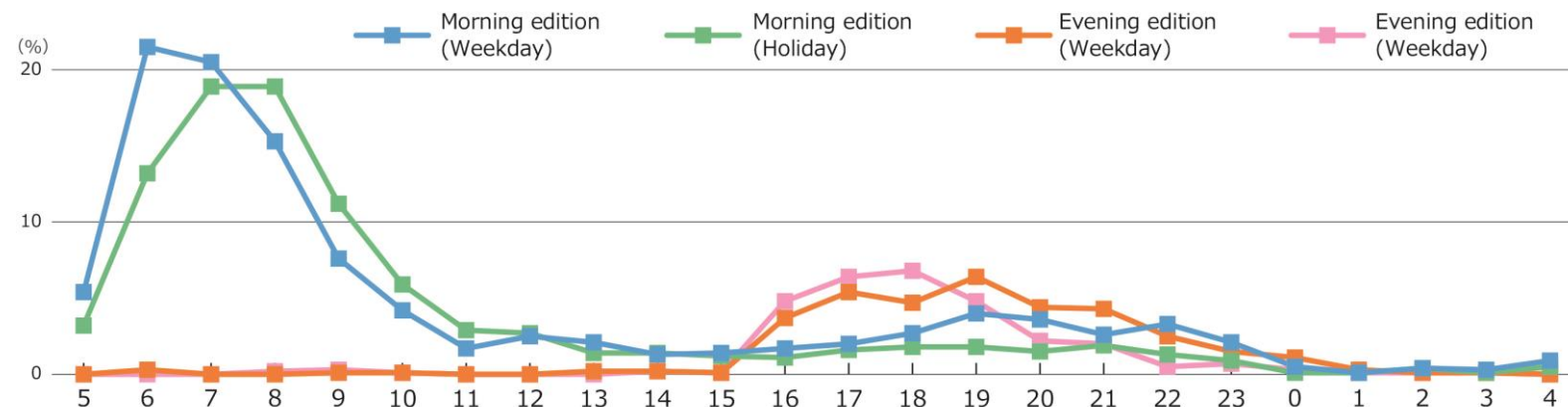
Reading time & time zone

(n=9,868) ※Multiple answers ※Aggregate total including those who have not subscribed to the evening edition

【Total】 Average reading time
25.5 Minutes

【Weekday】 Average reading time
24.5 Minutes

【Holiday】 Average reading time
28.1 Minutes



※The sample size indicates the normalized sample size after weighting according to the population of each prefecture from the age of 15 to 74 years. Please note that this is different from the number collected.