

## Preferred by Opinion-Leaders

The Asahi Shimbun is the most widely read paper among cultural leaders and other influential opinion leaders.

## Subscription rate by occupation Member of parliament University president Medical doctor 2015 (%) 2013 (%) 2013 (%) (n=56)(n=243)(n=175)50 30 40 60 10 20 40 30 40 50 20 53.6 30.9 Asahi Asahi Asahi 40.0 Nikkei 48.2 Nikkei 21.4 Nikkei 27.4 Yomiuri 48.2 Yomiuri 26.3 Yomiuri 16.0 10 20 0 0 10 20 **Deputy Director or higher at Ministry** of Internal Affairs and Communications $_{2013}$ **Editor of Women's Magazine** Deputy Director or higher at Ministry (%) 2010 (%) 2015 (%) of Economy, Trade and Industry (n=87)(n=74)(n=194)10 20 30 40 30 10 20 30 10 20 40 33.8 Asahi 26.4 Asahi 34.0 Asahi Nikkei 24.3 Nikkei 11.5 Nikkei 22.7 23.0 Yomiuri Yomiuri 6.9 27.3 Yomiuri

Source: "Specific Occupational Demografic Survey" The Asahi Shimbun Company