

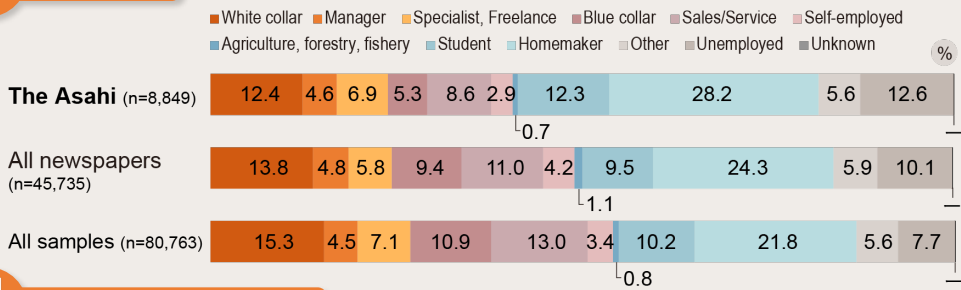
Circulation & reader profile

Source: "ABC Report of Jul-Dec. 2022," Japan Audit Bureau of Circulations
 "Comprehensive National Newspaper Survey (J-READ)," October 2021, Video Research Ltd.

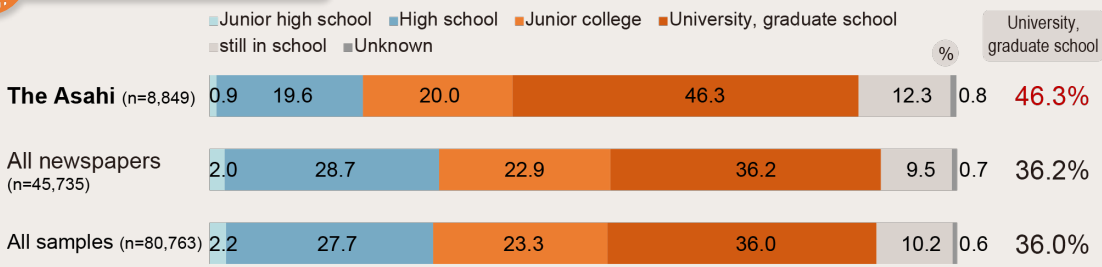
Daily circulation

AREA	MORNING Edition	EVENING Edition
TOTAL	3,974,942	1,235,184
TOKYO	2,289,378	712,640
OSAKA	1,065,325	437,868
SEIBU(KYUSYU)	323,992	26,181
NAGOYA	217,903	-
HOKKAIDO	78,344	17,459

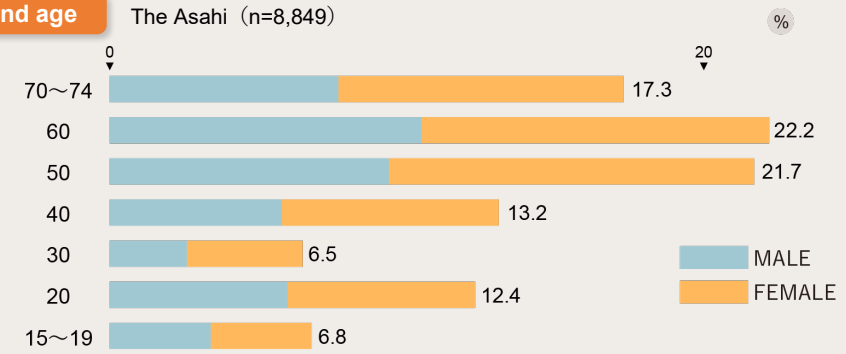
Job



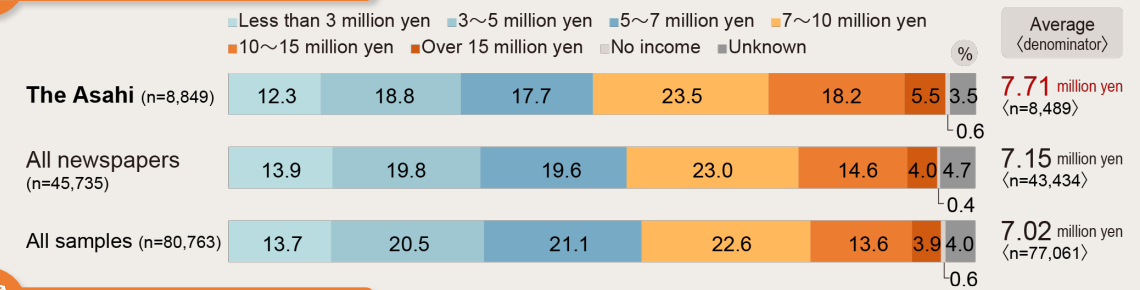
Academic background



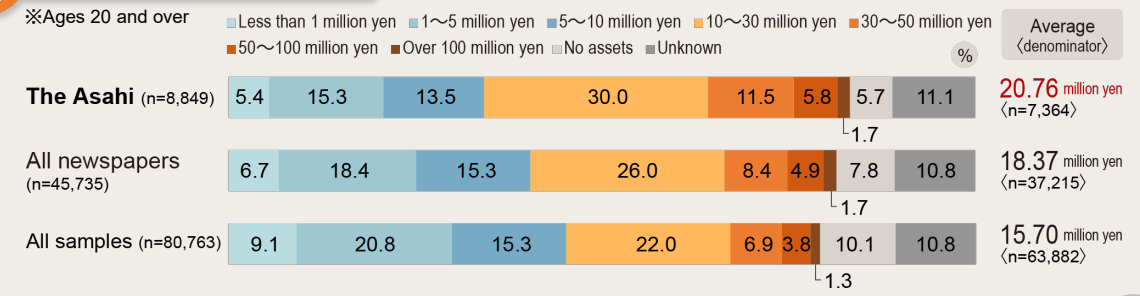
Gender and age



Household annual incomes

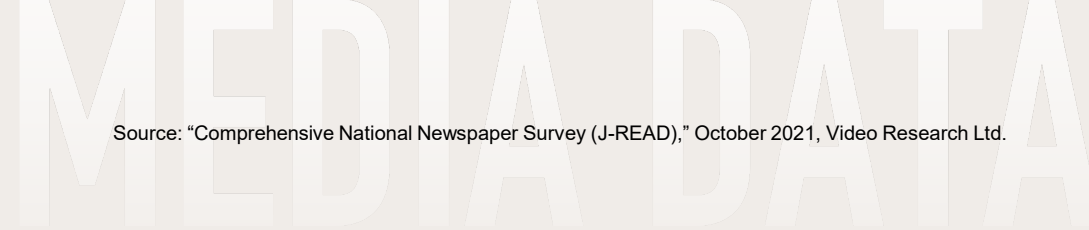


Household financial assets





Reach rate by area / Reach rate by two papers Cross reach rate



Source: "Comprehensive National Newspaper Survey (J-READ)," October 2021, Video Research Ltd.

Reach rate by area

Area	Sample size	Asahi	Mainichi	Yomiuri	Sankei	Nikkei	Hokkaido	Chunichi	Nishinippon
Total	80,763	11.0	3.0	13.2	2.1	3.5	1.1	4.6	0.9
Tokyo	41,894	13.3	2.0	17.3	1.6	3.9	—	0.4	—
Osaka	20,687	9.9	5.6	11.9	4.9	3.6	—	0.4	—
Seibu(Kyusyu)	8,404	7.4	3.6	7.4	0.4	2.3	—	—	8.8
Nagoya	7,626	6.7	0.9	2.6	0.1	3.3	—	46.0	—
Hokkaido	2,153	3.7	0.7	6.3	—	1.9	40.4	—	—

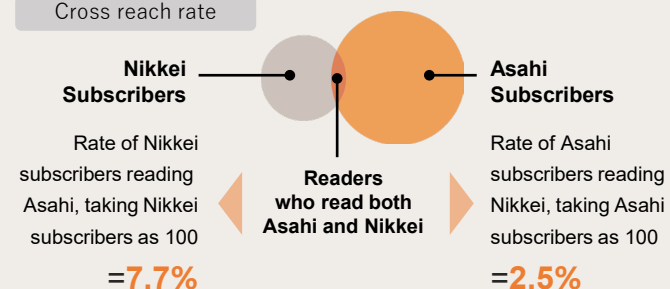
Reach rate by two papers

Area	Sample size	Asahi + Mainichi	Asahi + Yomiuri	Asahi + Sankei	Asahi + Nikkei	Asahi + Hokkaido	Asahi + Chunichi	Asahi + Nishinippon
Total	80,763	13.8	23.9	13.0	14.2	12.0	15.5	11.8
Tokyo	41,894	15.3	30.3	14.9	17.0	13.3	13.7	13.3
Osaka	20,687	15.4	21.6	14.8	13.2	9.9	10.3	9.9
Seibu(Kyusyu)	8,404	10.7	14.5	7.7	9.4	7.4	7.4	15.9
Nagoya	7,626	7.6	9.3	6.8	9.8	6.7	52.2	6.7
Hokkaido	2,153	4.4	10.0	3.7	5.6	43.7	3.7	3.7

Cross reach rate

Area	Sample size	Asahi	Mainichi	Yomiuri	Sankei	Nikkei
Asahi	8,849	—	1.0	2.7	0.5	2.5
Mainichi	2,388	3.7	—	3.0	1.3	2.7
Yomiuri	10,657	2.2	0.7	—	0.5	2.2
Sankei	1,713	2.3	1.8	3.0	—	2.6
Nikkei	2,849	7.7	2.3	8.3	1.6	—

Cross reach rate





Reach rate by prefecture

Source: "Comprehensive National Newspaper Survey (J-READ)," October 2021, Video Research Ltd.

Reach rate by prefecture

Area	Sample size	Asahi	Mainichi	Yomiuri	Sankei	Nikkei	Hokkaido	Chunichi	Nishi nippon
Total	80,763	11.0	3.0	13.2	2.1	3.5	1.1	4.6	0.9
Hokkaido	2,153	3.7	0.7	6.3	—	1.9	40.4	—	—
Aomori	671	3.6	—	6.0	—	0.5	—	—	—
Iwate	632	9.5	1.0	8.9	0.5	1.2	—	—	—
Miyagi	1,099	6.8	0.6	7.6	0.7	2.0	—	—	—
Akita	498	6.1	0.5	7.2	—	—	—	—	—
Yamagata	545	9.7	1.6	17.5	0.5	1.0	—	—	—
Fukushima	1,093	6.7	2.0	6.3	0.4	1.9	—	—	—
Ibaraki	2,159	12.8	4.0	29.8	2.1	2.3	—	—	—
Tochigi	1,459	7.1	1.3	22.3	1.7	3.3	—	—	—
Gunma	1,443	6.0	1.0	24.8	1.4	2.0	—	—	—
Saitama	5,536	15.7	3.8	21.5	1.6	2.9	—	—	—
Chiba	4,711	18.2	3.2	21.0	2.2	4.8	—	—	—
Tokyo	10,576	15.4	1.1	16.1	1.9	6.2	—	—	—
Kanagawa	6,909	18.1	2.4	20.9	2.1	3.6	—	—	—
Niigata	1,145	3.5	0.3	8.8	0.6	4.1	—	—	—
Yamanashi	439	5.9	0.5	5.6	0.9	2.7	—	—	—
Nagano	1,073	4.2	0.4	6.2	0.4	1.2	—	0.7	—
Shizuoka	1,905	4.4	1.1	1.3	—	3.4	—	8.5	—
Gifu	1,135	5.9	—	3.5	—	2.6	—	46.3	—
Aichi	5,505	6.6	0.5	2.2	—	3.4	—	47.1	—
Mie	986	8.2	4.3	4.0	0.8	3.5	—	39.3	—
Toyama	546	1.2	0.6	14.9	—	4.3	—	—	—
Ishikawa	625	2.7	—	2.2	—	4.4	—	—	—

%

Area	Sample size	Asahi	Mainichi	Yomiuri	Sankei	Nikkei	Hokkaido	Chunichi	Nishi nippon
Fukui	428	0.8	0.5	2.2	—	0.6	—	1.8	—
Shiga	784	14.6	4.7	12.4	2.2	3.0	—	8.3	—
Kyoto	1,625	9.4	3.8	14.5	1.2	4.0	—	—	—
Osaka	6,550	11.9	7.9	15.7	9.8	4.3	—	—	—
Hyogo	3,452	12.7	7.6	13.8	4.1	4.1	—	—	—
Nara	899	14.2	17.5	16.3	13.2	5.8	—	—	—
Wakayama	421	12.5	13.8	18.0	9.9	1.1	—	—	—
Tottori	319	3.6	1.4	5.6	0.5	1.1	—	—	—
Shimane	316	4.2	1.6	6.4	1.0	2.6	—	—	—
Okayama	968	12.4	0.7	5.3	1.5	1.9	—	—	—
Hiroshima	1,785	4.8	0.8	4.4	—	3.0	—	—	—
Yamaguchi	760	15.6	6.1	17.5	0.9	0.5	—	—	—
Tokushima	397	3.2	—	2.0	0.4	1.9	—	—	—
Kagawa	462	9.2	1.0	10.9	0.5	3.1	—	—	—
Ehime	736	8.9	2.7	8.1	—	2.0	—	—	—
Kochi	375	1.8	—	0.5	0.5	0.9	—	—	—
Fukuoka	3,169	10.3	6.3	8.0	0.5	3.5	—	—	19.1
Saga	425	4.4	0.5	5.8	—	1.4	—	—	10.3
Nagasaki	722	6.6	1.4	7.6	0.5	0.5	—	—	9.6
Kumamoto	773	4.6	1.6	6.9	—	2.5	—	—	2.4
Oita	578	6.3	2.8	7.9	0.9	4.2	—	—	—
Miyazaki	554	2.9	2.6	5.1	1.0	2.0	—	—	—
Kagoshima	715	2.1	0.3	3.6	—	1.4	—	—	—
Okinawa	710	1.1	—	—	—	1.3	—	—	—

%



Reading rate / Readers per copy / Reading time & time zone

Source: "Comprehensive National Newspaper Survey (J-READ)," October 2021, Video Research Ltd.



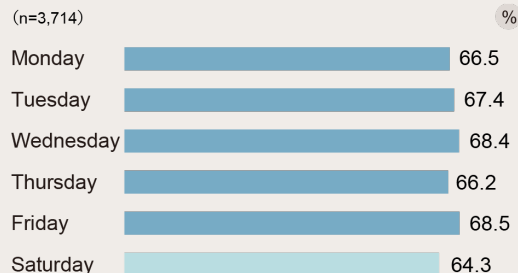
Reading rate & readers per copy

Reading rate

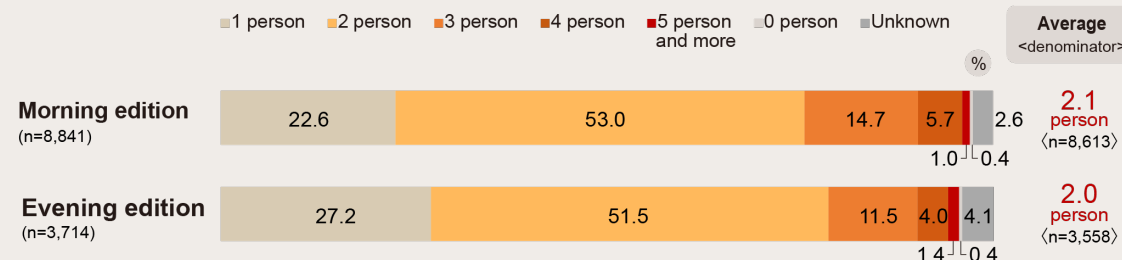
Morning edition Average 76.6%



Evening edition Average 66.9%



Readers per copy



Reading time & time zone

(n=8,849) ※Multiple answers ※Aggregate total including those who have not subscribed to the evening edition

[Total]

Average reading time **25.6 Minutes**

[Weekday]

Average reading time **24.6 Minutes**

[Weekend]

Average reading time **28.3 Minutes**

