ABSTRACT OF THE DISCLOSURE

A message searching and system and a terminal, which display messages to terminal users based on their individual characteristics profile, even when a plurality of users use the same terminal and even when users copy and use the same program. The system includes a message user database for storing records defining user characteristics profiles of terminal users, and a transmittal condition database for storing searching conditions for each message which may be transmitted to the terminal. This system detects a necessity to revise the user characteristics when communicating with the terminal, and revises the user characteristics if necessary. This system reads user characteristics from the message user database, and searches for appropriate messages from the transmittal condition database based on the user characteristics and characteristics associated with each message identifier. The message user database stores each user's birth date and the last system communication date. The user's characteristics profile is updated based on various conditions. For example, if the date obtained by adding a predetermined period to the user's birth date is after the last communication date with the user, the characteristics profile is revised.