

# 消費者のICTネットワーク利用状況調査 報告書

平成 18年 3月

総務省 情報通信政策局

総合政策課 情報通信経済室



# 目次

第1章 消費者の ICT ネットワーク利用状況調査概要 .....	1
1 - 1 調査の実施概要.....	1
1 - 1 - 1 調査研究の目的.....	1
1 - 1 - 2 調査方法.....	1
1 - 1 - 3 調査対象.....	1
1 - 1 - 4 調査期間.....	1
1 - 1 - 5 回収数.....	2
1 - 1 - 6 調査項目.....	2
第2章 消費者の ICT ネットワーク利用状況調査結果 .....	3
参考資料	
アンケート調査票 .....	81



# 第1章 消費者のICTネットワーク利用状況調査概要

## 1 - 1 調査の実施概要

### 1 - 1 - 1 調査研究の目的

我が国の情報通信の進展は、国民の日常生活においても大きな影響を与えている。本調査研究では、これら利用者側の状況を正確に把握し、多様なユビキタスシーンにおける情報通信の利用状況を明らかにするために、日常生活における情報通信ネットワークの利用や、その理由等について把握することを目的として、アンケートを調査を実施した。

### 1 - 1 - 2 調査方法

Webによるアンケート調査。

なお、本調査は、総務省 情報通信政策局 総合政策課 情報通信経済室から三井情報開発株式会社 総合研究所が委託を受け、実施したものである。

### 1 - 1 - 3 調査対象

調査にあたっては、国内の人口分布をもとに、男女別、世代別で割付を行い実施した。割付は国立社会保障・人口問題研究所の平成 17 年の中位推計を基に、以下の割合で行った。

区分	範囲	割合 (%)	
		男性	女性
20代	18歳以上 29歳以下	9.07	8.65
30代	30歳以上 39歳以下	8.86	8.68
40代	40歳以上 49歳以下	7.48	7.43
50代	50歳以上 59歳以下	8.88	9.03
60代以上	60歳以上	13.96	17.94
合計		48.26	51.74

### 1 - 1 - 4 調査期間

平成 18 年 2 月 24 日（会員へのメールの送信）～2 月 27 日（3000 件到達時）

#### 1 - 1 - 5 回収数

回収は性・世代別の割付値を基に合計 3,000 件に達した時点で調査を終了した。

結果、60 代以上を除き、ほぼ割付値通りの票数を確保できた。60 代以上に関しては女性の票数が確保できず、男性で代替したため男性の割合が約 1.5 ポイント程割付時の割合より上昇している。

区分	アンケート結果		区分	アンケート結果	
	n	%		n	%
20 代男性	272	( 9.07%)	20 代女性	260	( 8.67%)
30 代男性	267	( 8.90%)	30 代女性	260	( 8.67%)
40 代男性	224	( 7.47%)	40 代女性	223	( 7.43%)
50 代男性	266	( 8.87%)	50 代女性	271	( 9.03%)
60 代以上男性	464	( 15.47%)	60 代以上女性	493	( 16.43%)

#### 1 - 1 - 6 調査項目

調査項目は以下の通りである。

商品サービスの購買状況について

- 昨年 1 年間に購入した商品、商品を知ったきっかけ、商品内容や購入先の検討方法
- インターネットを利用した商品購入割合
- 商品の評価の伝達方法

資産の保有状況について

- 貯蓄額、保有額、ネットバンキング利用額、クレジットカード利用額、電子マネー利用額
- 株式・債券などの有価証券の保有額の取引方法、インターネット経由での保有額
- 取引におけるインターネット活用の利用

リサイクルショップ・フリーマーケット・オークションの利用について

- リサイクルショップ、フリーマーケット、ネットオークションへの参加の有無

セキュリティ対応状況について

- セキュリティ対応状況

その他

- ユビキタスネットワークによって充実させたい分野



Q2商品を知ったきっかけ(書籍・雑誌) (n=2043)

	全体	テレビ・ラジオ・新聞・雑誌	通販カタログ・チラシ	店頭(商品そのもののPOP、店員の説明)	友人や知人からの紹介・口コミ	インターネットのメーカーサイト	インターネットのショッピングサイト	インターネットの掲示板	インターネットの個人ホームページ・ブログ	各種サイトのバナー広告やショップからの配信メール	その他		
全体	2043 (100.0%)	408 (20.0%)	16 (0.8%)	871 (42.6%)	60 (2.9%)	75 (3.7%)	412 (20.2%)	26 (1.3%)	44 (2.2%)	32 (1.6%)	99 (4.8%)		
性・世代	20代男性	211 (100.0%)	30 (14.2%)	1 (0.5%)	84 (39.8%)	10 (4.7%)	6 (2.8%)	47 (22.3%)	6 (2.8%)	10 (4.7%)	3 (1.4%)	14 (6.6%)	
	30代男性	197 (100.0%)	29 (14.7%)	2 (1.0%)	86 (43.7%)	3 (1.5%)	12 (6.1%)	46 (23.4%)	2 (1.0%)	4 (2.0%)	5 (2.5%)	8 (4.1%)	
	40代男性	169 (100.0%)	30 (17.8%)	1 (0.6%)	56 (33.1%)	5 (3.0%)	7 (4.1%)	50 (29.6%)	1 (0.6%)	5 (3.0%)	5 (3.0%)	9 (5.3%)	
	50代男性	164 (100.0%)	37 (22.6%)	1 (0.6%)	73 (44.5%)	2 (1.2%)	5 (3.0%)	33 (20.1%)	1 (0.6%)	1 (0.6%)	5 (3.0%)	6 (3.7%)	
	60代男性	294 (100.0%)	91 (31.0%)	2 (0.7%)	110 (37.4%)	3 (1.0%)	16 (5.4%)	44 (15.0%)	3 (1.0%)	3 (1.0%)	6 (2.0%)	16 (5.4%)	
	20代女性	204 (100.0%)	28 (13.7%)	0 (0.0%)	97 (47.5%)	14 (6.9%)	4 (2.0%)	37 (18.1%)	3 (1.5%)	7 (3.4%)	1 (0.5%)	13 (6.4%)	
	30代女性	207 (100.0%)	30 (14.5%)	1 (0.5%)	114 (55.1%)	2 (1.0%)	4 (1.9%)	36 (17.4%)	3 (1.4%)	2 (1.0%)	3 (1.4%)	12 (5.8%)	
	40代女性	150 (100.0%)	24 (16.0%)	3 (2.0%)	59 (39.3%)	3 (2.0%)	7 (4.7%)	39 (26.0%)	1 (0.7%)	5 (3.3%)	2 (1.3%)	7 (4.7%)	
	50代女性	163 (100.0%)	36 (22.1%)	3 (1.8%)	71 (43.6%)	6 (3.7%)	7 (4.3%)	30 (18.4%)	0 (0.0%)	3 (1.8%)	2 (1.2%)	5 (3.1%)	
	60代女性	284 (100.0%)	73 (25.7%)	2 (0.7%)	121 (42.6%)	12 (4.2%)	7 (2.5%)	50 (17.6%)	6 (2.1%)	4 (1.4%)	0 (0.0%)	9 (3.2%)	
	職業	経営者・役員	49 (100.0%)	7 (14.3%)	0 (0.0%)	23 (46.9%)	1 (2.0%)	4 (8.2%)	11 (22.4%)	0 (0.0%)	1 (2.0%)	0 (0.0%)	2 (4.1%)
		会社員(事務系)	253 (100.0%)	48 (19.0%)	3 (1.2%)	104 (41.1%)	4 (1.6%)	7 (2.8%)	70 (27.7%)	2 (0.8%)	5 (2.0%)	2 (0.8%)	8 (3.2%)
会社員(技術系)		240 (100.0%)	37 (15.4%)	1 (0.4%)	100 (41.7%)	7 (2.9%)	8 (3.3%)	51 (21.3%)	5 (2.1%)	6 (2.5%)	8 (3.3%)	17 (7.1%)	
会社員(その他)		124 (100.0%)	21 (16.9%)	0 (0.0%)	49 (39.5%)	6 (4.8%)	6 (4.8%)	27 (21.8%)	2 (1.6%)	4 (3.2%)	2 (1.6%)	7 (5.6%)	
公務員		81 (100.0%)	18 (22.2%)	1 (1.2%)	27 (33.3%)	1 (1.2%)	4 (4.9%)	25 (30.9%)	0 (0.0%)	2 (2.5%)	2 (2.5%)	1 (1.2%)	
自営業		136 (100.0%)	31 (22.8%)	1 (0.7%)	52 (38.2%)	3 (2.2%)	6 (4.4%)	33 (24.3%)	1 (0.7%)	1 (0.7%)	5 (3.7%)	3 (2.2%)	
自由業		73 (100.0%)	19 (26.0%)	0 (0.0%)	28 (38.4%)	3 (4.1%)	3 (4.1%)	11 (15.1%)	1 (1.4%)	2 (2.7%)	3 (4.1%)	3 (4.1%)	
専業主婦		498 (100.0%)	96 (19.3%)	6 (1.2%)	243 (48.8%)	12 (2.4%)	15 (3.0%)	81 (16.3%)	8 (1.6%)	11 (2.2%)	4 (0.8%)	22 (4.4%)	
パート・アルバイト		235 (100.0%)	46 (19.6%)	2 (0.9%)	104 (44.3%)	12 (5.1%)	5 (2.1%)	46 (19.6%)	2 (0.9%)	5 (2.1%)	4 (1.7%)	9 (3.8%)	
学生		104 (100.0%)	21 (20.2%)	0 (0.0%)	44 (42.3%)	9 (8.7%)	3 (2.9%)	15 (14.4%)	1 (1.0%)	2 (1.9%)	1 (1.0%)	8 (7.7%)	
その他		250 (100.0%)	64 (25.6%)	2 (0.8%)	97 (38.8%)	2 (0.8%)	14 (5.6%)	42 (16.8%)	4 (1.6%)	5 (2.0%)	1 (0.4%)	19 (7.6%)	
同居人数		1人	246 (100.0%)	38 (15.4%)	1 (0.4%)	98 (39.8%)	9 (3.7%)	10 (4.1%)	55 (22.4%)	5 (2.0%)	7 (2.8%)	4 (1.6%)	19 (7.7%)
	2人	575 (100.0%)	138 (24.0%)	5 (0.9%)	256 (44.5%)	11 (1.9%)	16 (2.8%)	94 (16.3%)	12 (2.1%)	8 (1.4%)	7 (1.2%)	28 (4.9%)	
	3人	543 (100.0%)	93 (17.1%)	3 (0.6%)	235 (43.3%)	24 (4.4%)	18 (3.3%)	124 (22.8%)	2 (0.4%)	11 (2.0%)	9 (1.7%)	24 (4.4%)	
	4人	409 (100.0%)	76 (18.6%)	4 (1.0%)	174 (42.5%)	9 (2.2%)	17 (4.2%)	90 (22.0%)	4 (1.0%)	10 (2.4%)	7 (1.7%)	18 (4.4%)	
	5人	176 (100.0%)	42 (23.9%)	2 (1.1%)	65 (36.9%)	6 (3.4%)	7 (4.0%)	36 (20.5%)	3 (1.7%)	6 (3.4%)	1 (0.6%)	8 (4.5%)	
	6人以上	94 (100.0%)	21 (22.3%)	1 (1.1%)	43 (45.7%)	1 (1.1%)	7 (7.4%)	13 (13.8%)	0 (0.0%)	2 (2.1%)	4 (4.3%)	2 (2.1%)	
地域	北海道	84 (100.0%)	18 (21.4%)	1 (1.2%)	35 (41.7%)	0 (0.0%)	2 (2.4%)	20 (23.8%)	1 (1.2%)	2 (2.4%)	0 (0.0%)	5 (6.0%)	
	東北地方	104 (100.0%)	14 (13.5%)	1 (1.0%)	48 (46.2%)	1 (1.0%)	4 (3.8%)	25 (24.0%)	1 (1.0%)	3 (2.9%)	4 (3.8%)	3 (2.9%)	
	関東地方	841 (100.0%)	162 (19.3%)	7 (0.8%)	363 (43.2%)	24 (2.9%)	26 (3.1%)	172 (20.5%)	12 (1.4%)	20 (2.4%)	10 (1.2%)	45 (5.4%)	
	中部地方	291 (100.0%)	59 (20.3%)	0 (0.0%)	121 (41.6%)	10 (3.4%)	14 (4.8%)	64 (22.0%)	3 (1.0%)	5 (1.7%)	4 (1.4%)	11 (3.8%)	
	近畿地方	420 (100.0%)	96 (22.9%)	3 (0.7%)	182 (43.3%)	17 (4.0%)	20 (4.8%)	63 (15.0%)	4 (1.0%)	9 (2.1%)	7 (1.7%)	19 (4.5%)	
	中国地方	102 (100.0%)	15 (14.7%)	2 (2.0%)	44 (43.1%)	3 (2.9%)	2 (2.0%)	25 (24.5%)	2 (2.0%)	1 (1.0%)	2 (2.0%)	6 (5.9%)	
	四国地方	49 (100.0%)	12 (24.5%)	0 (0.0%)	15 (30.6%)	2 (4.1%)	2 (4.1%)	11 (22.4%)	1 (2.0%)	2 (4.1%)	1 (2.0%)	3 (6.1%)	
	九州地方	152 (100.0%)	32 (21.1%)	2 (1.3%)	63 (41.4%)	3 (2.0%)	5 (3.3%)	32 (21.1%)	2 (1.3%)	2 (1.3%)	4 (2.6%)	7 (4.6%)	
	回答者年収	-200万円未満	888 (100.0%)	166 (18.7%)	9 (1.0%)	422 (47.5%)	27 (3.0%)	29 (3.3%)	151 (17.0%)	13 (1.5%)	18 (2.0%)	7 (0.8%)	46 (5.2%)
200-400万円未満	468 (100.0%)	101 (21.6%)	3 (0.6%)	188 (40.2%)	21 (4.5%)	15 (3.2%)	99 (21.2%)	5 (1.1%)	11 (2.4%)	4 (0.9%)	21 (4.5%)		
400-600万円未満	348 (100.0%)	56 (16.1%)	2 (0.6%)	137 (39.4%)	5 (1.4%)	17 (4.9%)	82 (23.6%)	5 (1.4%)	10 (2.9%)	14 (4.0%)	20 (5.7%)		
600-800万円未満	187 (100.0%)	44 (23.5%)	2 (1.1%)	69 (36.9%)	6 (3.2%)	5 (2.7%)	44 (23.5%)	3 (1.6%)	3 (1.6%)	5 (2.7%)	6 (3.2%)		
800-1000万円未満	83 (100.0%)	21 (25.3%)	0 (0.0%)	35 (42.2%)	1 (1.2%)	5 (6.0%)	16 (19.3%)	0 (0.0%)	2 (2.4%)	2 (2.4%)	1 (1.2%)		
1000万円以上	69 (100.0%)	20 (29.0%)	0 (0.0%)	20 (29.0%)	0 (0.0%)	4 (5.8%)	20 (29.0%)	0 (0.0%)	0 (0.0%)	0 (0.0%)	5 (7.2%)		
世帯年収	-200万円未満	152 (100.0%)	27 (17.8%)	2 (1.3%)	65 (42.8%)	8 (5.3%)	4 (2.6%)	23 (15.1%)	3 (2.0%)	2 (1.3%)	4 (2.6%)	14 (9.2%)	
	200-400万円未満	335 (100.0%)	62 (18.5%)	5 (1.5%)	163 (48.7%)	15 (4.5%)	9 (2.7%)	58 (17.3%)	3 (0.9%)	8 (2.4%)	0 (0.0%)	12 (3.6%)	
	400-600万円未満	562 (100.0%)	103 (18.3%)	3 (0.5%)	243 (43.2%)	9 (1.6%)	22 (3.9%)	114 (20.3%)	10 (1.8%)	11 (2.0%)	16 (2.8%)	31 (5.5%)	
	600-800万円未満	374 (100.0%)	86 (23.0%)	3 (0.8%)	154 (41.2%)	13 (3.5%)	13 (3.5%)	75 (20.1%)	4 (1.1%)	5 (1.3%)	5 (1.3%)	16 (4.3%)	
	800-1000万円未満	247 (100.0%)	51 (20.6%)	1 (0.4%)	92 (37.2%)	6 (2.4%)	11 (4.5%)	58 (23.5%)	3 (1.2%)	10 (4.0%)	3 (1.2%)	12 (4.9%)	
	1000万円以上	373 (100.0%)	79 (21.2%)	2 (0.5%)	154 (41.3%)	9 (2.4%)	16 (4.3%)	84 (22.5%)	3 (0.8%)	8 (2.1%)	4 (1.1%)	14 (3.8%)	



Q2商品を知ったきっかけ(CDソフト、DVDソフト) (n=1347)

	全体	テレビ・ラジオ・新聞・雑誌	通販カタログ・チラシ	店頭(商品そのもののPOP、店員の説明)	友人や知人からの紹介・口コミ	インターネットのメーカーサイト	インターネットのショッピングサイト	インターネットの掲示板	インターネットの個人ホームページ・ブログ	各種サイトのバナー広告やショップからの配信メール	その他	
全体	1347 (100.0%)	313 (23.2%)	22 (1.6%)	303 (22.5%)	45 (3.3%)	130 (9.7%)	376 (27.9%)	9 (0.7%)	25 (1.9%)	60 (4.5%)	64 (4.8%)	
性・世代	20代男性	172 (100.0%)	45 (26.2%)	1 (0.6%)	36 (20.9%)	6 (3.5%)	21 (12.2%)	44 (25.6%)	1 (0.6%)	6 (3.5%)	6 (3.5%)	
	30代男性	170 (100.0%)	43 (25.3%)	2 (1.2%)	34 (20.0%)	3 (1.8%)	18 (10.6%)	55 (32.4%)	0 (0.0%)	2 (1.2%)	5 (2.9%)	
	40代男性	127 (100.0%)	30 (23.6%)	2 (1.6%)	19 (15.0%)	2 (1.6%)	10 (7.9%)	41 (32.3%)	1 (0.8%)	1 (0.8%)	12 (9.4%)	
	50代男性	114 (100.0%)	19 (16.7%)	5 (4.4%)	27 (23.7%)	4 (3.5%)	10 (8.8%)	38 (33.3%)	1 (0.9%)	0 (0.0%)	5 (4.4%)	
	60代男性	150 (100.0%)	27 (18.0%)	5 (3.3%)	42 (28.0%)	4 (2.7%)	20 (13.3%)	39 (26.0%)	2 (1.3%)	0 (0.0%)	7 (4.7%)	
	20代女性	144 (100.0%)	37 (25.7%)	0 (0.0%)	29 (20.1%)	5 (3.5%)	17 (11.8%)	36 (25.0%)	3 (2.1%)	7 (4.9%)	5 (3.5%)	
	30代女性	151 (100.0%)	37 (24.5%)	3 (2.0%)	43 (28.5%)	5 (3.3%)	6 (4.0%)	35 (23.2%)	1 (0.7%)	4 (2.6%)	8 (5.3%)	
	40代女性	109 (100.0%)	29 (26.6%)	1 (0.9%)	17 (15.6%)	3 (2.8%)	8 (7.3%)	35 (32.1%)	0 (0.0%)	0 (0.0%)	6 (5.5%)	
	50代女性	85 (100.0%)	23 (27.1%)	2 (2.4%)	18 (21.2%)	1 (1.2%)	8 (9.4%)	24 (28.2%)	0 (0.0%)	3 (3.5%)	3 (3.5%)	
	60代女性	125 (100.0%)	23 (18.4%)	1 (0.8%)	38 (30.4%)	12 (9.6%)	12 (9.6%)	29 (23.2%)	0 (0.0%)	2 (1.6%)	3 (2.4%)	
	職業	経営者・役員	26 (100.0%)	4 (15.4%)	1 (3.8%)	6 (23.1%)	1 (3.8%)	2 (7.7%)	10 (38.5%)	0 (0.0%)	0 (0.0%)	0 (0.0%)
		会社員(事務系)	192 (100.0%)	47 (24.5%)	3 (1.6%)	33 (17.2%)	4 (2.1%)	17 (8.9%)	62 (32.3%)	1 (0.5%)	4 (2.1%)	10 (5.2%)
会社員(技術系)		182 (100.0%)	37 (20.3%)	5 (2.7%)	38 (20.9%)	5 (2.7%)	20 (11.0%)	61 (33.5%)	0 (0.0%)	3 (1.6%)	5 (2.7%)	
会社員(その他)		99 (100.0%)	23 (23.2%)	0 (0.0%)	22 (22.2%)	2 (2.0%)	8 (8.1%)	27 (27.3%)	0 (0.0%)	2 (2.0%)	5 (5.1%)	
公務員		65 (100.0%)	19 (29.2%)	0 (0.0%)	15 (23.1%)	0 (0.0%)	3 (4.6%)	20 (30.8%)	0 (0.0%)	1 (1.5%)	5 (7.7%)	
自営業		98 (100.0%)	18 (18.4%)	2 (2.0%)	20 (20.4%)	1 (1.0%)	15 (15.3%)	33 (33.7%)	2 (2.0%)	1 (1.0%)	4 (4.1%)	
自由業		55 (100.0%)	11 (20.0%)	1 (1.8%)	8 (14.5%)	4 (7.3%)	8 (14.5%)	14 (25.5%)	1 (1.8%)	2 (3.6%)	4 (7.3%)	
専業主婦		267 (100.0%)	69 (25.8%)	5 (1.9%)	73 (27.3%)	12 (4.5%)	18 (6.7%)	55 (20.6%)	2 (0.7%)	4 (1.5%)	14 (5.2%)	
パート・アルバイト		159 (100.0%)	37 (23.3%)	3 (1.9%)	35 (22.0%)	10 (6.3%)	12 (7.5%)	48 (30.2%)	2 (1.3%)	3 (1.9%)	5 (3.1%)	
学生		73 (100.0%)	25 (34.2%)	0 (0.0%)	13 (17.8%)	3 (4.1%)	11 (15.1%)	12 (16.4%)	0 (0.0%)	4 (5.5%)	2 (2.7%)	
その他		131 (100.0%)	23 (17.6%)	2 (1.5%)	40 (30.5%)	3 (2.3%)	16 (12.2%)	34 (26.0%)	1 (0.8%)	1 (0.8%)	6 (4.6%)	
同居人数		1人	183 (100.0%)	35 (19.1%)	3 (1.6%)	32 (17.5%)	6 (3.3%)	22 (12.0%)	59 (32.2%)	1 (0.5%)	4 (2.2%)	10 (5.5%)
	2人	338 (100.0%)	78 (23.1%)	6 (1.8%)	88 (26.0%)	10 (3.0%)	27 (8.0%)	82 (24.3%)	2 (0.6%)	4 (1.2%)	20 (5.9%)	
	3人	344 (100.0%)	81 (23.5%)	6 (1.7%)	83 (24.1%)	12 (3.5%)	29 (8.4%)	97 (28.2%)	1 (0.3%)	4 (1.2%)	14 (4.1%)	
	4人	276 (100.0%)	74 (26.8%)	3 (1.1%)	58 (21.0%)	13 (4.7%)	27 (9.8%)	73 (26.4%)	2 (0.7%)	8 (2.9%)	10 (3.6%)	
	5人	135 (100.0%)	30 (22.2%)	3 (2.2%)	27 (20.0%)	4 (3.0%)	15 (11.1%)	42 (31.1%)	1 (0.7%)	4 (3.0%)	3 (2.2%)	
	6人以上	71 (100.0%)	15 (21.1%)	1 (1.4%)	15 (21.1%)	0 (0.0%)	10 (14.1%)	23 (32.4%)	2 (2.8%)	1 (1.4%)	3 (4.2%)	
	地域	北海道	55 (100.0%)	13 (23.6%)	0 (0.0%)	11 (20.0%)	2 (3.6%)	9 (16.4%)	14 (25.5%)	0 (0.0%)	2 (3.6%)	1 (1.8%)
東北地方		66 (100.0%)	22 (33.3%)	1 (1.5%)	12 (18.2%)	1 (1.5%)	4 (6.1%)	20 (30.3%)	0 (0.0%)	1 (1.5%)	1 (1.5%)	
関東地方		572 (100.0%)	140 (24.5%)	12 (2.1%)	129 (22.6%)	16 (2.8%)	57 (10.0%)	152 (26.6%)	5 (0.9%)	13 (2.3%)	23 (4.0%)	
中部地方		174 (100.0%)	43 (24.7%)	1 (0.6%)	42 (24.1%)	6 (3.4%)	14 (8.0%)	50 (28.7%)	1 (0.6%)	3 (1.7%)	8 (4.6%)	
近畿地方		286 (100.0%)	58 (20.3%)	2 (0.7%)	69 (24.1%)	15 (5.2%)	25 (8.7%)	79 (27.6%)	1 (0.3%)	3 (1.0%)	15 (5.2%)	
中国地方		64 (100.0%)	10 (15.6%)	0 (0.0%)	18 (28.1%)	1 (1.6%)	10 (15.6%)	19 (29.7%)	0 (0.0%)	2 (3.1%)	3 (4.7%)	
四国地方		32 (100.0%)	6 (18.8%)	1 (3.1%)	7 (21.9%)	1 (3.1%)	3 (9.4%)	13 (40.6%)	0 (0.0%)	0 (0.0%)	0 (0.0%)	
九州地方		98 (100.0%)	21 (21.4%)	5 (5.1%)	15 (15.3%)	3 (3.1%)	8 (8.2%)	29 (29.6%)	2 (2.0%)	1 (1.0%)	9 (9.2%)	
回答者年収		<200万円未満	556 (100.0%)	136 (24.5%)	12 (2.2%)	128 (23.0%)	27 (4.9%)	27 (9.0%)	139 (25.0%)	5 (0.9%)	11 (2.0%)	25 (4.5%)
	200~400万円未満	302 (100.0%)	65 (21.5%)	3 (1.0%)	71 (23.5%)	9 (3.0%)	31 (10.3%)	87 (28.8%)	1 (0.3%)	10 (3.3%)	11 (3.6%)	
	400~600万円未満	250 (100.0%)	54 (21.6%)	2 (0.8%)	55 (22.0%)	2 (0.8%)	27 (10.8%)	77 (30.8%)	2 (0.8%)	3 (1.2%)	12 (4.8%)	
	600~800万円未満	121 (100.0%)	29 (24.0%)	2 (1.7%)	27 (22.3%)	3 (2.5%)	11 (9.1%)	35 (28.9%)	1 (0.8%)	0 (0.0%)	6 (5.0%)	
	800~1000万円未満	64 (100.0%)	16 (25.0%)	2 (3.1%)	12 (18.8%)	1 (1.6%)	5 (7.8%)	22 (34.4%)	0 (0.0%)	1 (1.6%)	4 (6.3%)	
	1000万円以上	54 (100.0%)	13 (24.1%)	1 (1.9%)	10 (18.5%)	3 (5.6%)	6 (11.1%)	16 (29.6%)	0 (0.0%)	0 (0.0%)	2 (3.7%)	
	世帯年収	<200万円未満	103 (100.0%)	24 (23.3%)	4 (3.9%)	15 (14.6%)	6 (5.8%)	12 (11.7%)	27 (26.2%)	1 (1.0%)	1 (1.0%)	8 (7.8%)
200~400万円未満		195 (100.0%)	37 (19.0%)	3 (1.5%)	47 (24.1%)	8 (4.1%)	16 (8.2%)	55 (28.2%)	1 (0.5%)	8 (4.1%)	9 (4.6%)	
400~600万円未満		345 (100.0%)	79 (22.9%)	3 (0.9%)	84 (24.3%)	8 (2.3%)	31 (9.0%)	103 (29.9%)	2 (0.6%)	2 (0.6%)	17 (4.9%)	
600~800万円未満		257 (100.0%)	71 (27.6%)	3 (1.2%)	58 (22.6%)	7 (2.7%)	22 (8.6%)	68 (26.5%)	1 (0.4%)	3 (1.2%)	8 (3.1%)	
800~1000万円未満		177 (100.0%)	45 (25.4%)	6 (3.4%)	36 (20.3%)	7 (4.0%)	16 (9.0%)	46 (26.0%)	1 (0.6%)	4 (2.3%)	9 (5.1%)	
1000万円以上		270 (100.0%)	57 (21.1%)	3 (1.1%)	63 (23.3%)	9 (3.3%)	33 (12.2%)	77 (28.5%)	3 (1.1%)	7 (2.6%)	9 (3.3%)	

Q2商品を知ったきっかけ(ゲームソフト、コンピュータソフト) (n=1049)

	全体	テレビ・ラジオ・新聞・雑誌	通販カタログ・チラシ	店頭(商品そのもののPOP、店員の説明)	友人や知人からの紹介・口コミ	インターネットのメーカーサイト	インターネットのショッピングサイト	インターネットの掲示板	インターネットの個人ホームページ・ブログ	各種サイトのバナー広告やショップからの配信メール	その他		
全体	1049 (100.0%)	195 (18.6%)	17 (1.6%)	179 (17.1%)	51 (4.9%)	218 (20.8%)	225 (21.4%)	18 (1.7%)	18 (1.7%)	83 (7.9%)	45 (4.3%)		
性・世代	20代男性	146 (100.0%)	36 (24.7%)	0 (0.0%)	27 (18.5%)	6 (4.1%)	31 (21.2%)	26 (17.8%)	3 (2.1%)	5 (3.4%)	4 (2.7%)	8 (5.5%)	
	30代男性	143 (100.0%)	27 (18.9%)	4 (2.8%)	28 (19.6%)	11 (7.7%)	24 (16.8%)	31 (21.7%)	3 (2.1%)	4 (2.8%)	4 (2.8%)	7 (4.9%)	
	40代男性	125 (100.0%)	25 (20.0%)	0 (0.0%)	23 (18.4%)	3 (2.4%)	21 (16.8%)	36 (28.8%)	4 (3.2%)	2 (1.6%)	9 (7.2%)	2 (1.6%)	
	50代男性	96 (100.0%)	7 (7.3%)	2 (2.1%)	10 (10.4%)	2 (2.1%)	37 (38.5%)	24 (25.0%)	2 (2.1%)	0 (0.0%)	10 (10.4%)	2 (2.1%)	
	60代男性	138 (100.0%)	13 (9.4%)	3 (2.2%)	10 (7.2%)	3 (2.2%)	49 (35.5%)	29 (21.0%)	4 (2.9%)	1 (0.7%)	24 (17.4%)	2 (1.4%)	
	20代女性	95 (100.0%)	25 (26.3%)	0 (0.0%)	17 (17.9%)	13 (13.7%)	9 (9.5%)	18 (18.9%)	0 (0.0%)	4 (4.2%)	6 (6.3%)	3 (3.2%)	
	30代女性	105 (100.0%)	27 (25.7%)	2 (1.9%)	27 (25.7%)	1 (1.0%)	8 (7.6%)	21 (20.0%)	0 (0.0%)	2 (1.9%)	6 (5.7%)	11 (10.5%)	
	40代女性	89 (100.0%)	22 (24.7%)	3 (3.4%)	18 (20.2%)	8 (9.0%)	10 (11.2%)	16 (18.0%)	0 (0.0%)	0 (0.0%)	5 (5.6%)	7 (7.9%)	
	50代女性	47 (100.0%)	6 (12.8%)	1 (2.1%)	7 (14.9%)	1 (2.1%)	13 (27.7%)	8 (17.0%)	2 (4.3%)	0 (0.0%)	9 (19.1%)	0 (0.0%)	
	60代女性	65 (100.0%)	7 (10.8%)	2 (3.1%)	12 (18.5%)	3 (4.6%)	16 (24.6%)	16 (24.6%)	0 (0.0%)	0 (0.0%)	6 (9.2%)	3 (4.6%)	
	職業	経営者・役員	21 (100.0%)	2 (9.5%)	0 (0.0%)	6 (28.6%)	1 (4.8%)	7 (33.3%)	4 (19.0%)	0 (0.0%)	0 (0.0%)	0 (0.0%)	1 (4.8%)
		会社員(事務系)	139 (100.0%)	28 (20.1%)	1 (0.7%)	26 (18.7%)	10 (7.2%)	19 (13.7%)	33 (23.7%)	2 (1.4%)	2 (1.4%)	13 (9.4%)	5 (3.6%)
会社員(技術系)		168 (100.0%)	26 (15.5%)	1 (0.6%)	30 (17.9%)	4 (2.4%)	41 (24.4%)	45 (26.8%)	2 (1.2%)	3 (1.8%)	11 (6.5%)	5 (3.0%)	
会社員(その他)		76 (100.0%)	16 (21.1%)	2 (2.6%)	14 (18.4%)	3 (3.9%)	9 (11.8%)	20 (26.3%)	3 (3.9%)	1 (1.3%)	3 (3.9%)	5 (6.6%)	
公務員		50 (100.0%)	7 (14.0%)	0 (0.0%)	10 (20.0%)	3 (6.0%)	11 (22.0%)	11 (22.0%)	1 (2.0%)	1 (2.0%)	4 (8.0%)	2 (4.0%)	
自営業		78 (100.0%)	8 (10.3%)	2 (2.6%)	8 (10.3%)	3 (3.8%)	21 (26.9%)	21 (26.9%)	2 (2.6%)	1 (1.3%)	10 (12.8%)	2 (2.6%)	
自由業		34 (100.0%)	4 (11.8%)	1 (2.9%)	5 (14.7%)	3 (8.8%)	7 (20.6%)	7 (20.6%)	1 (2.9%)	1 (2.9%)	1 (2.9%)	4 (11.8%)	
専業主婦		196 (100.0%)	44 (22.4%)	4 (2.0%)	44 (22.4%)	7 (3.6%)	31 (15.8%)	30 (15.3%)	2 (1.0%)	4 (2.0%)	21 (10.7%)	9 (4.6%)	
パート・アルバイト		111 (100.0%)	29 (26.1%)	4 (3.6%)	14 (12.6%)	8 (7.2%)	24 (21.6%)	19 (17.1%)	2 (1.8%)	3 (2.7%)	4 (3.6%)	4 (3.6%)	
学生		58 (100.0%)	19 (32.8%)	0 (0.0%)	5 (8.6%)	6 (10.3%)	12 (20.7%)	9 (15.5%)	0 (0.0%)	1 (1.7%)	3 (5.2%)	3 (5.2%)	
その他		118 (100.0%)	12 (10.2%)	2 (1.7%)	17 (14.4%)	3 (2.5%)	36 (30.5%)	26 (22.0%)	3 (2.5%)	1 (0.8%)	13 (11.0%)	5 (4.2%)	
同居人数		1人	135 (100.0%)	23 (17.0%)	0 (0.0%)	24 (17.8%)	8 (5.9%)	25 (18.5%)	33 (24.4%)	2 (1.5%)	3 (2.2%)	11 (8.1%)	6 (4.4%)
	2人	252 (100.0%)	30 (11.9%)	4 (1.6%)	47 (18.7%)	13 (5.2%)	63 (25.0%)	45 (17.9%)	3 (1.6%)	3 (1.2%)	29 (11.5%)	14 (5.6%)	
	3人	271 (100.0%)	45 (16.6%)	4 (1.5%)	46 (17.0%)	14 (5.2%)	67 (24.7%)	52 (19.2%)	5 (1.8%)	6 (2.2%)	22 (8.1%)	10 (3.7%)	
	4人	222 (100.0%)	54 (24.3%)	5 (2.3%)	37 (16.7%)	10 (4.5%)	34 (15.3%)	53 (23.9%)	2 (0.9%)	4 (1.8%)	13 (5.9%)	10 (4.5%)	
	5人	106 (100.0%)	24 (22.6%)	3 (2.8%)	15 (14.2%)	5 (4.7%)	22 (20.8%)	26 (24.5%)	0 (0.0%)	2 (1.9%)	6 (5.7%)	3 (2.8%)	
	6人以上	63 (100.0%)	19 (30.2%)	1 (1.6%)	10 (15.9%)	1 (1.6%)	7 (11.1%)	16 (25.4%)	5 (7.9%)	0 (0.0%)	2 (3.2%)	2 (3.2%)	
地域	北海道	47 (100.0%)	6 (12.8%)	1 (2.1%)	12 (25.5%)	3 (6.4%)	9 (19.1%)	11 (23.4%)	0 (0.0%)	1 (2.1%)	2 (4.3%)	2 (4.3%)	
	東北地方	57 (100.0%)	11 (19.3%)	1 (1.8%)	9 (15.8%)	4 (7.0%)	12 (21.1%)	12 (24.6%)	0 (0.0%)	0 (0.0%)	5 (8.8%)	1 (1.8%)	
	関東地方	429 (100.0%)	79 (18.4%)	3 (0.7%)	64 (14.9%)	20 (4.7%)	90 (21.0%)	101 (23.5%)	11 (2.6%)	10 (2.3%)	34 (7.9%)	17 (4.0%)	
	中部地方	143 (100.0%)	29 (20.3%)	3 (2.1%)	19 (13.3%)	7 (4.9%)	34 (23.8%)	24 (16.8%)	3 (2.1%)	3 (2.1%)	11 (7.7%)	10 (7.0%)	
	近畿地方	225 (100.0%)	42 (18.7%)	7 (3.1%)	40 (17.8%)	10 (4.4%)	48 (21.3%)	45 (20.0%)	2 (0.9%)	1 (0.4%)	18 (8.0%)	12 (5.3%)	
	中国地方	53 (100.0%)	12 (22.6%)	1 (1.9%)	13 (24.5%)	1 (1.9%)	7 (13.2%)	11 (20.8%)	1 (1.9%)	1 (1.9%)	6 (11.3%)	0 (0.0%)	
	四国地方	22 (100.0%)	3 (13.6%)	0 (0.0%)	3 (13.6%)	0 (0.0%)	7 (31.8%)	7 (31.8%)	0 (0.0%)	0 (0.0%)	0 (0.0%)	2 (9.1%)	
	九州地方	73 (100.0%)	13 (17.8%)	1 (1.4%)	19 (26.0%)	6 (8.2%)	11 (15.1%)	12 (16.4%)	1 (1.4%)	2 (2.7%)	7 (9.6%)	1 (1.4%)	
	~200万円未満	410 (100.0%)	94 (22.9%)	9 (2.2%)	72 (17.6%)	27 (6.6%)	27 (18.0%)	74 (16.6%)	68 (12.2%)	5 (2.2%)	9 (7.6%)	21 (5.1%)	
200~400万円未満	233 (100.0%)	36 (15.5%)	2 (0.9%)	46 (19.7%)	8 (3.4%)	41 (17.6%)	59 (25.3%)	5 (2.1%)	5 (2.1%)	20 (8.6%)	11 (4.7%)		
400~600万円未満	200 (100.0%)	27 (13.5%)	6 (3.0%)	35 (17.5%)	8 (4.0%)	56 (28.0%)	42 (21.0%)	4 (2.0%)	1 (0.5%)	12 (6.0%)	9 (4.5%)		
600~800万円未満	121 (100.0%)	22 (18.2%)	0 (0.0%)	15 (12.4%)	7 (5.8%)	25 (20.7%)	33 (27.3%)	3 (2.5%)	2 (1.7%)	12 (9.9%)	2 (1.7%)		
800~1000万円未満	47 (100.0%)	12 (25.5%)	0 (0.0%)	5 (10.6%)	0 (0.0%)	8 (17.0%)	17 (36.2%)	1 (2.1%)	1 (2.1%)	3 (6.4%)	0 (0.0%)		
1000万円以上	38 (100.0%)	4 (10.5%)	0 (0.0%)	6 (15.8%)	1 (2.6%)	14 (36.8%)	6 (15.8%)	0 (0.0%)	0 (0.0%)	5 (13.2%)	2 (5.3%)		
世帯年収	~200万円未満	78 (100.0%)	21 (26.9%)	1 (1.3%)	10 (12.8%)	6 (7.7%)	11 (14.1%)	12 (15.4%)	1 (1.3%)	2 (2.6%)	8 (10.3%)	6 (7.7%)	
	200~400万円未満	159 (100.0%)	20 (12.6%)	3 (1.9%)	34 (21.4%)	6 (3.8%)	39 (24.5%)	31 (19.5%)	5 (3.1%)	4 (2.5%)	12 (7.5%)	5 (3.1%)	
	400~600万円未満	272 (100.0%)	50 (18.4%)	2 (0.7%)	49 (18.0%)	16 (5.9%)	58 (21.3%)	61 (22.4%)	6 (2.2%)	3 (1.1%)	14 (5.1%)	13 (4.8%)	
	600~800万円未満	235 (100.0%)	46 (19.6%)	6 (2.6%)	45 (19.1%)	11 (4.7%)	42 (17.9%)	48 (20.4%)	2 (0.9%)	5 (2.1%)	21 (8.9%)	9 (3.8%)	
	800~1000万円未満	134 (100.0%)	31 (23.1%)	3 (2.2%)	16 (11.9%)	5 (3.7%)	25 (18.7%)	31 (23.1%)	1 (0.7%)	3 (2.2%)	14 (10.4%)	5 (3.7%)	
	1000万円以上	171 (100.0%)	27 (15.8%)	2 (1.2%)	25 (14.6%)	7 (4.1%)	43 (25.1%)	42 (24.6%)	3 (1.8%)	1 (0.6%)	14 (8.2%)	7 (4.1%)	

Q2商品を知ったきっかけ(家電、AV機器、パソコン)(n=1577)

	全体	テレビ・ラジオ・新聞・雑誌	通販カタログ・チラシ	店頭(商品そのもののPOP、店員の説明)	友人や知人からの紹介・口コミ	インターネットのメーカーサイト	インターネットのショッピングサイト	インターネットの掲示板	インターネットの個人ホームページ・ブログ	各種サイトのバナー広告やショップからの配信メール	その他		
全体	1577 (100.0%)	117 (7.4%)	72 (4.6%)	688 (43.6%)	37 (2.3%)	188 (11.9%)	364 (23.1%)	21 (1.3%)	11 (0.7%)	34 (2.2%)	45 (2.9%)		
性・世代	20代男性	156 (100.0%)	10 (6.4%)	7 (4.5%)	58 (37.2%)	3 (1.9%)	29 (18.6%)	37 (23.7%)	2 (1.3%)	3 (1.9%)	1 (0.6%)	6 (3.8%)	
	30代男性	171 (100.0%)	13 (7.6%)	7 (4.1%)	58 (33.9%)	1 (0.6%)	27 (15.8%)	47 (27.5%)	5 (2.9%)	4 (2.3%)	4 (2.3%)	5 (2.9%)	
	40代男性	129 (100.0%)	11 (8.5%)	3 (2.3%)	49 (38.0%)	1 (0.8%)	13 (10.1%)	38 (29.5%)	3 (2.3%)	0 (0.0%)	8 (6.2%)	3 (2.3%)	
	50代男性	154 (100.0%)	10 (6.5%)	4 (2.6%)	58 (37.7%)	2 (1.3%)	19 (12.3%)	53 (34.4%)	0 (0.0%)	0 (0.0%)	3 (1.9%)	5 (3.2%)	
	60代男性	270 (100.0%)	26 (9.6%)	14 (5.2%)	111 (41.1%)	2 (0.7%)	37 (13.7%)	61 (22.6%)	3 (1.1%)	0 (0.0%)	8 (3.0%)	8 (3.0%)	
	20代女性	106 (100.0%)	4 (3.8%)	4 (3.8%)	53 (50.0%)	6 (5.7%)	8 (7.5%)	22 (20.8%)	3 (2.8%)	2 (1.9%)	1 (0.9%)	3 (2.8%)	
	30代女性	135 (100.0%)	9 (6.7%)	8 (5.9%)	76 (56.3%)	6 (4.4%)	13 (9.6%)	19 (14.1%)	1 (0.7%)	0 (0.0%)	0 (0.0%)	3 (2.2%)	
	40代女性	113 (100.0%)	8 (7.1%)	4 (3.5%)	52 (46.0%)	2 (1.8%)	8 (7.1%)	26 (23.0%)	1 (0.9%)	1 (0.9%)	4 (3.5%)	7 (6.2%)	
	50代女性	132 (100.0%)	14 (10.6%)	8 (6.1%)	70 (53.0%)	1 (0.8%)	15 (11.4%)	19 (14.4%)	0 (0.0%)	1 (0.8%)	2 (1.5%)	2 (1.5%)	
	60代女性	211 (100.0%)	12 (5.7%)	13 (6.2%)	103 (48.8%)	13 (6.2%)	19 (9.0%)	42 (19.9%)	3 (1.4%)	0 (0.0%)	3 (1.4%)	3 (1.4%)	
	職業	経営者・役員	43 (100.0%)	3 (7.0%)	0 (0.0%)	20 (46.5%)	0 (0.0%)	4 (9.3%)	14 (32.6%)	0 (0.0%)	0 (0.0%)	1 (2.3%)	1 (2.3%)
		会社員(事務系)	201 (100.0%)	17 (8.5%)	10 (5.0%)	79 (39.3%)	3 (1.5%)	25 (12.4%)	49 (24.4%)	7 (3.5%)	2 (1.0%)	5 (2.5%)	4 (2.0%)
会社員(技術系)		200 (100.0%)	16 (8.0%)	5 (2.5%)	63 (31.5%)	5 (2.5%)	32 (16.0%)	62 (31.0%)	3 (1.5%)	3 (1.5%)	5 (2.5%)	6 (3.0%)	
会社員(その他)		93 (100.0%)	8 (8.6%)	5 (5.4%)	42 (45.2%)	0 (0.0%)	12 (12.9%)	20 (21.5%)	1 (1.1%)	1 (1.1%)	2 (2.2%)	2 (2.2%)	
公務員		54 (100.0%)	5 (9.3%)	3 (5.6%)	19 (35.2%)	1 (1.9%)	8 (14.8%)	13 (24.1%)	1 (1.9%)	1 (1.9%)	1 (1.9%)	2 (3.7%)	
自営業		125 (100.0%)	12 (9.6%)	4 (3.2%)	50 (40.0%)	2 (1.6%)	17 (13.6%)	32 (25.6%)	0 (0.0%)	0 (0.0%)	5 (4.0%)	3 (2.4%)	
自由業		59 (100.0%)	3 (5.1%)	1 (1.7%)	25 (42.4%)	1 (1.7%)	8 (13.6%)	17 (28.8%)	0 (0.0%)	1 (1.7%)	1 (1.7%)	2 (3.4%)	
専業主婦		362 (100.0%)	25 (6.9%)	25 (6.9%)	196 (54.1%)	15 (4.1%)	32 (8.8%)	56 (15.5%)	1 (0.3%)	1 (0.3%)	4 (1.1%)	7 (1.9%)	
パート・アルバイト		175 (100.0%)	16 (9.1%)	7 (4.0%)	77 (44.0%)	3 (1.7%)	20 (11.4%)	35 (20.0%)	3 (1.7%)	2 (1.1%)	5 (2.9%)	7 (4.0%)	
学生		60 (100.0%)	2 (3.3%)	2 (3.3%)	22 (36.7%)	5 (8.3%)	5 (8.3%)	20 (33.3%)	0 (0.0%)	0 (0.0%)	0 (0.0%)	4 (6.7%)	
その他		205 (100.0%)	10 (4.9%)	10 (4.9%)	95 (46.3%)	2 (1.0%)	25 (12.2%)	46 (22.4%)	5 (2.4%)	0 (0.0%)	5 (2.4%)	7 (3.4%)	
同居人数		1人	189 (100.0%)	10 (5.3%)	3 (1.6%)	79 (41.8%)	7 (3.7%)	22 (11.6%)	52 (27.5%)	1 (0.5%)	4 (2.1%)	6 (3.2%)	5 (2.6%)
		2人	447 (100.0%)	36 (8.1%)	18 (4.0%)	210 (47.0%)	10 (2.2%)	56 (12.5%)	93 (20.8%)	5 (1.1%)	2 (0.4%)	5 (1.1%)	12 (2.7%)
	3人	434 (100.0%)	30 (6.9%)	23 (5.3%)	188 (43.3%)	5 (1.2%)	57 (13.1%)	105 (24.2%)	5 (1.2%)	1 (0.2%)	11 (2.5%)	9 (2.1%)	
	4人	312 (100.0%)	22 (7.1%)	14 (4.5%)	133 (42.6%)	8 (2.6%)	35 (11.2%)	68 (21.8%)	6 (1.9%)	3 (1.0%)	9 (2.9%)	14 (4.5%)	
	5人	128 (100.0%)	13 (10.2%)	11 (8.6%)	46 (35.9%)	5 (3.9%)	14 (10.9%)	30 (23.4%)	3 (2.3%)	1 (0.8%)	3 (2.3%)	2 (1.6%)	
	6人以上	67 (100.0%)	6 (9.0%)	3 (4.5%)	32 (47.8%)	2 (3.0%)	4 (6.0%)	16 (23.9%)	1 (1.5%)	0 (0.0%)	0 (0.0%)	3 (4.5%)	
	地域	北海道	66 (100.0%)	4 (6.1%)	4 (6.1%)	35 (53.0%)	0 (0.0%)	7 (10.6%)	13 (19.7%)	0 (0.0%)	0 (0.0%)	1 (1.5%)	2 (3.0%)
東北地方		62 (100.0%)	2 (3.2%)	2 (3.2%)	30 (48.4%)	1 (1.6%)	5 (8.1%)	18 (29.0%)	0 (0.0%)	1 (1.6%)	2 (3.2%)	1 (1.6%)	
関東地方		669 (100.0%)	47 (7.0%)	28 (4.2%)	284 (42.5%)	15 (2.2%)	80 (12.0%)	163 (24.4%)	11 (1.6%)	6 (0.9%)	15 (2.2%)	20 (3.0%)	
中部地方		219 (100.0%)	22 (10.0%)	4 (1.8%)	101 (46.1%)	6 (2.7%)	15 (6.8%)	54 (24.7%)	3 (1.4%)	1 (0.5%)	7 (3.2%)	6 (2.7%)	
近畿地方		339 (100.0%)	27 (8.0%)	19 (5.6%)	142 (41.9%)	10 (2.9%)	50 (14.7%)	73 (21.5%)	3 (0.9%)	2 (0.6%)	5 (1.5%)	8 (2.4%)	
中国地方		68 (100.0%)	5 (7.4%)	3 (4.4%)	36 (52.9%)	2 (2.9%)	10 (14.7%)	10 (14.7%)	1 (1.5%)	0 (0.0%)	0 (0.0%)	1 (1.5%)	
四国地方		35 (100.0%)	3 (8.6%)	5 (14.3%)	10 (28.6%)	0 (0.0%)	8 (22.9%)	7 (20.0%)	1 (2.9%)	0 (0.0%)	0 (0.0%)	1 (2.9%)	
九州地方		119 (100.0%)	7 (5.9%)	7 (5.9%)	50 (42.0%)	3 (2.5%)	13 (10.9%)	26 (21.8%)	2 (1.7%)	1 (0.8%)	4 (3.4%)	6 (5.0%)	
回答者年収		~200万円未満	639 (100.0%)	36 (5.6%)	37 (5.8%)	319 (49.9%)	23 (3.6%)	64 (10.0%)	120 (18.8%)	7 (1.1%)	2 (0.3%)	10 (1.6%)	21 (3.3%)
	200~400万円未満	352 (100.0%)	27 (7.7%)	18 (5.1%)	151 (42.9%)	7 (2.0%)	36 (10.2%)	89 (25.3%)	6 (1.7%)	5 (1.4%)	6 (1.7%)	7 (2.0%)	
	400~600万円未満	293 (100.0%)	26 (8.9%)	8 (2.7%)	102 (34.8%)	5 (1.7%)	49 (16.7%)	74 (25.3%)	5 (1.7%)	3 (1.0%)	12 (4.1%)	9 (3.1%)	
	600~800万円未満	152 (100.0%)	13 (8.6%)	3 (2.0%)	62 (40.8%)	1 (0.7%)	19 (12.5%)	45 (29.6%)	3 (2.0%)	1 (0.7%)	3 (2.0%)	2 (1.3%)	
	800~1000万円未満	73 (100.0%)	6 (8.2%)	4 (5.5%)	30 (41.1%)	0 (0.0%)	8 (11.0%)	20 (27.4%)	0 (0.0%)	0 (0.0%)	3 (4.1%)	2 (2.7%)	
	1000万円以上	68 (100.0%)	9 (13.2%)	2 (2.9%)	24 (35.3%)	1 (1.5%)	12 (17.6%)	16 (23.5%)	0 (0.0%)	0 (0.0%)	0 (0.0%)	4 (5.9%)	
	世帯年収	~200万円未満	114 (100.0%)	4 (3.5%)	5 (4.4%)	45 (39.5%)	6 (5.3%)	15 (13.2%)	27 (23.7%)	3 (2.6%)	1 (0.9%)	4 (3.5%)	4 (3.5%)
200~400万円未満		255 (100.0%)	17 (6.7%)	11 (4.3%)	126 (49.4%)	8 (3.1%)	21 (8.2%)	58 (22.7%)	2 (0.8%)	2 (0.8%)	4 (1.6%)	6 (2.4%)	
400~600万円未満		416 (100.0%)	26 (6.3%)	20 (4.8%)	180 (43.3%)	6 (1.4%)	50 (12.0%)	105 (25.2%)	5 (1.2%)	3 (0.7%)	10 (2.4%)	11 (2.6%)	
600~800万円未満		302 (100.0%)	24 (7.9%)	12 (4.0%)	140 (46.4%)	11 (3.6%)	33 (10.9%)	57 (18.9%)	5 (1.7%)	2 (0.7%)	7 (2.3%)	11 (3.6%)	
800~1000万円未満		187 (100.0%)	14 (7.5%)	9 (4.8%)	85 (45.5%)	3 (1.6%)	22 (11.8%)	41 (21.9%)	4 (2.1%)	1 (0.5%)	5 (2.7%)	3 (1.6%)	
1000万円以上		303 (100.0%)	32 (10.6%)	15 (5.0%)	112 (37.0%)	3 (1.0%)	47 (15.5%)	76 (25.1%)	2 (0.7%)	2 (0.7%)	4 (1.3%)	10 (3.3%)	













	全体	テレビラジオ・新聞・雑誌	通販カタログ・チラシ	店頭(商品そのもののPOP、店員の説明)	友人や知人からの紹介・口コミ	インターネットのメーカーサイト	インターネットのショッピングサイト	インターネットの掲示板	インターネットの個人ホームページ・ブログ	各種サイトのバナー広告やショップからの配信メール	その他	
全体	52 (100.0%)	7 (13.5%)	5 (9.6%)	11 (21.2%)	6 (11.5%)	6 (11.5%)	3 (5.8%)	0 (0.0%)	1 (1.9%)	0 (0.0%)	13 (25.0%)	
性・世代	20代男性	9 (100.0%)	2 (22.2%)	0 (0.0%)	1 (11.1%)	0 (0.0%)	2 (22.2%)	2 (22.2%)	0 (0.0%)	1 (11.1%)	0 (0.0%)	
	30代男性	3 (100.0%)	2 (66.7%)	0 (0.0%)	0 (0.0%)	0 (0.0%)	0 (0.0%)	0 (0.0%)	0 (0.0%)	0 (0.0%)	1 (33.3%)	
	40代男性	3 (100.0%)	0 (0.0%)	0 (0.0%)	0 (0.0%)	0 (0.0%)	0 (0.0%)	0 (0.0%)	0 (0.0%)	0 (0.0%)	3 (100.0%)	
	50代男性	4 (100.0%)	0 (0.0%)	0 (0.0%)	3 (75.0%)	0 (0.0%)	1 (25.0%)	0 (0.0%)	0 (0.0%)	0 (0.0%)	0 (0.0%)	
	60代男性	10 (100.0%)	3 (30.0%)	1 (10.0%)	0 (0.0%)	2 (20.0%)	0 (0.0%)	0 (0.0%)	0 (0.0%)	0 (0.0%)	4 (40.0%)	
	20代女性	8 (100.0%)	0 (0.0%)	1 (12.5%)	2 (25.0%)	1 (12.5%)	1 (12.5%)	1 (12.5%)	0 (0.0%)	0 (0.0%)	0 (0.0%)	
	30代女性	9 (100.0%)	0 (0.0%)	2 (22.2%)	3 (33.3%)	2 (22.2%)	1 (11.1%)	0 (0.0%)	0 (0.0%)	0 (0.0%)	1 (11.1%)	
	40代女性	0 (100.0%)	0 (0.0%)	0 (0.0%)	0 (0.0%)	0 (0.0%)	0 (0.0%)	0 (0.0%)	0 (0.0%)	0 (0.0%)	0 (0.0%)	
	50代女性	0 (100.0%)	0 (0.0%)	0 (0.0%)	0 (0.0%)	0 (0.0%)	0 (0.0%)	0 (0.0%)	0 (0.0%)	0 (0.0%)	0 (0.0%)	
	60代女性	6 (100.0%)	0 (0.0%)	1 (16.7%)	2 (33.3%)	1 (16.7%)	1 (16.7%)	0 (0.0%)	0 (0.0%)	0 (0.0%)	1 (16.7%)	
	職業	経営者・役員	1 (100.0%)	1 (100.0%)	0 (0.0%)	0 (0.0%)	0 (0.0%)	0 (0.0%)	0 (0.0%)	0 (0.0%)	0 (0.0%)	0 (0.0%)
		会社員(事務系)	8 (100.0%)	0 (0.0%)	0 (0.0%)	2 (25.0%)	2 (25.0%)	0 (0.0%)	3 (37.5%)	0 (0.0%)	0 (0.0%)	1 (12.5%)
会社員(技術系)		7 (100.0%)	1 (14.3%)	0 (0.0%)	1 (14.3%)	0 (0.0%)	2 (28.6%)	0 (0.0%)	0 (0.0%)	0 (0.0%)	3 (42.9%)	
会社員(その他)		8 (100.0%)	4 (50.0%)	0 (0.0%)	1 (12.5%)	0 (0.0%)	1 (12.5%)	0 (0.0%)	0 (0.0%)	0 (0.0%)	2 (25.0%)	
公務員		2 (100.0%)	0 (0.0%)	0 (0.0%)	1 (50.0%)	0 (0.0%)	0 (0.0%)	0 (0.0%)	0 (0.0%)	0 (0.0%)	1 (50.0%)	
自営業		1 (100.0%)	0 (0.0%)	0 (0.0%)	0 (0.0%)	0 (0.0%)	0 (0.0%)	0 (0.0%)	0 (0.0%)	0 (0.0%)	0 (0.0%)	
自由業		0 (100.0%)	0 (0.0%)	0 (0.0%)	0 (0.0%)	0 (0.0%)	0 (0.0%)	0 (0.0%)	0 (0.0%)	0 (0.0%)	0 (0.0%)	
専業主婦		10 (100.0%)	0 (0.0%)	2 (20.0%)	4 (40.0%)	1 (10.0%)	1 (10.0%)	0 (0.0%)	0 (0.0%)	0 (0.0%)	2 (20.0%)	
パート・アルバイト		5 (100.0%)	0 (0.0%)	1 (20.0%)	0 (0.0%)	2 (40.0%)	1 (20.0%)	0 (0.0%)	0 (0.0%)	1 (20.0%)	0 (0.0%)	
学生		3 (100.0%)	0 (0.0%)	1 (33.3%)	1 (33.3%)	0 (0.0%)	1 (33.3%)	0 (0.0%)	0 (0.0%)	0 (0.0%)	0 (0.0%)	
その他		7 (100.0%)	1 (14.3%)	1 (14.3%)	1 (14.3%)	1 (14.3%)	0 (0.0%)	0 (0.0%)	0 (0.0%)	0 (0.0%)	3 (42.9%)	
同居人数	1人	8 (100.0%)	1 (12.5%)	0 (0.0%)	1 (12.5%)	0 (0.0%)	2 (25.0%)	1 (12.5%)	0 (0.0%)	1 (12.5%)	2 (25.0%)	
	2人	16 (100.0%)	3 (18.8%)	2 (12.5%)	4 (25.0%)	3 (18.8%)	2 (12.5%)	0 (0.0%)	0 (0.0%)	0 (0.0%)		
	3人	15 (100.0%)	0 (0.0%)	2 (13.3%)	4 (26.7%)	2 (13.3%)	1 (6.7%)	0 (0.0%)	0 (0.0%)	0 (0.0%)		
	4人	7 (100.0%)	2 (28.6%)	1 (14.3%)	1 (14.3%)	0 (0.0%)	0 (0.0%)	1 (14.3%)	0 (0.0%)	0 (0.0%)		
	5人	4 (100.0%)	1 (25.0%)	0 (0.0%)	0 (0.0%)	1 (25.0%)	1 (25.0%)	1 (25.0%)	0 (0.0%)	0 (0.0%)		
	6人以上	2 (100.0%)	0 (0.0%)	0 (0.0%)	1 (50.0%)	0 (0.0%)	0 (0.0%)	0 (0.0%)	0 (0.0%)	0 (0.0%)		
地域	北海道	2 (100.0%)	1 (50.0%)	1 (50.0%)	0 (0.0%)	0 (0.0%)	0 (0.0%)	0 (0.0%)	0 (0.0%)	0 (0.0%)		
	東北地方	4 (100.0%)	1 (25.0%)	0 (0.0%)	2 (50.0%)	0 (0.0%)	0 (0.0%)	0 (0.0%)	0 (0.0%)	1 (25.0%)		
	関東地方	26 (100.0%)	1 (3.8%)	1 (3.8%)	7 (26.9%)	5 (19.2%)	5 (19.2%)	0 (0.0%)	0 (0.0%)	7 (26.9%)		
	中部地方	4 (100.0%)	1 (25.0%)	1 (25.0%)	1 (25.0%)	1 (25.0%)	0 (0.0%)	0 (0.0%)	0 (0.0%)	0 (0.0%)		
	近畿地方	12 (100.0%)	2 (16.7%)	2 (16.7%)	1 (8.3%)	0 (0.0%)	1 (8.3%)	3 (25.0%)	0 (0.0%)	0 (0.0%)		
	中国地方	2 (100.0%)	1 (50.0%)	0 (0.0%)	0 (0.0%)	0 (0.0%)	0 (0.0%)	0 (0.0%)	0 (0.0%)	1 (50.0%)		
	四国地方	0 (100.0%)	0 (0.0%)	0 (0.0%)	0 (0.0%)	0 (0.0%)	0 (0.0%)	0 (0.0%)	0 (0.0%)	0 (0.0%)		
	九州地方	2 (100.0%)	0 (0.0%)	0 (0.0%)	0 (0.0%)	0 (0.0%)	0 (0.0%)	0 (0.0%)	0 (0.0%)	1 (50.0%)		
回答者年収	<200万円未満	16 (100.0%)	0 (0.0%)	4 (25.0%)	5 (31.3%)	2 (12.5%)	2 (12.5%)	0 (0.0%)	1 (6.3%)	0 (0.0%)		
	200-400万円未満	10 (100.0%)	2 (20.0%)	1 (10.0%)	1 (10.0%)	1 (10.0%)	1 (10.0%)	0 (0.0%)	0 (0.0%)	3 (30.0%)		
	400-600万円未満	13 (100.0%)	2 (15.4%)	0 (0.0%)	1 (7.7%)	3 (23.1%)	0 (0.0%)	1 (7.7%)	0 (0.0%)	6 (46.2%)		
	600-800万円未満	8 (100.0%)	1 (12.5%)	0 (0.0%)	2 (25.0%)	0 (0.0%)	2 (25.0%)	1 (12.5%)	0 (0.0%)	2 (25.0%)		
	800-1000万円未満	3 (100.0%)	0 (0.0%)	0 (0.0%)	2 (66.7%)	0 (0.0%)	1 (33.3%)	0 (0.0%)	0 (0.0%)	0 (0.0%)		
	1000万円以上	2 (100.0%)	2 (100.0%)	0 (0.0%)	0 (0.0%)	0 (0.0%)	0 (0.0%)	0 (0.0%)	0 (0.0%)	0 (0.0%)		
	>200万円未満	2 (100.0%)	0 (0.0%)	0 (0.0%)	1 (50.0%)	0 (0.0%)	0 (0.0%)	0 (0.0%)	1 (50.0%)	0 (0.0%)		
世帯年収	<200万円未満	6 (100.0%)	0 (0.0%)	2 (33.3%)	1 (16.7%)	0 (0.0%)	1 (16.7%)	0 (0.0%)	0 (0.0%)	2 (33.3%)		
	200-400万円未満	12 (100.0%)	3 (25.0%)	1 (8.3%)	2 (16.7%)	1 (8.3%)	0 (0.0%)	0 (0.0%)	0 (0.0%)			
	400-600万円未満	14 (100.0%)	1 (7.1%)	1 (7.1%)	3 (21.4%)	2 (14.3%)	3 (21.4%)	1 (7.1%)	0 (0.0%)			
	600-800万円未満	6 (100.0%)	0 (0.0%)	0 (0.0%)	1 (16.7%)	2 (33.3%)	1 (16.7%)	0 (0.0%)	0 (0.0%)			
	800-1000万円未満	12 (100.0%)	3 (25.0%)	1 (8.3%)	3 (25.0%)	1 (8.3%)	2 (16.7%)	2 (16.7%)	0 (0.0%)			

















Q3商品内容の情報収集・比較検討方法(雑貨・家具)(複数回答)(n=1326)

	全体	テレビ・ラジオ・新聞・雑誌	通販カタログ・チラシ	店頭(商品そのもののPOP、店員の説明)	友人や知人からの紹介・口コミ	インターネットのメーカーサイト	インターネットのショッピングサイト	インターネットの掲示板	インターネットの個人ホームページ・ブログ	各種サイトのBanner広告やショップからの配信メール	その他	商品内容の情報収集・比較検討は行わなかった		
全体	1326 (1.37)	118 (8.9%)	207 (15.6%)	604 (45.6%)	40 (3.0%)	119 (9.0%)	376 (28.4%)	34 (2.6%)	23 (1.7%)	37 (2.8%)	25 (1.9%)	238 (17.9%)		
性・世代	20代男性	126 (1.45)	12 (9.5%)	14 (11.1%)	59 (46.8%)	6 (4.8%)	17 (13.5%)	36 (28.6%)	7 (5.6%)	5 (4.0%)	3 (2.4%)	3 (2.4%)	21 (16.7%)	
	30代男性	116 (1.47)	10 (8.6%)	10 (8.6%)	60 (51.7%)	4 (3.4%)	19 (16.4%)	40 (34.5%)	5 (4.3%)	2 (1.7%)	1 (0.9%)	1 (0.9%)	18 (15.5%)	
	40代男性	81 (1.37)	13 (16.0%)	7 (8.6%)	35 (43.2%)	0 (0.0%)	10 (12.3%)	21 (25.9%)	2 (2.5%)	1 (1.2%)	3 (3.7%)	2 (2.5%)	17 (21.0%)	
	50代男性	89 (1.36)	7 (7.9%)	16 (18.0%)	32 (36.0%)	1 (1.1%)	12 (13.5%)	28 (31.5%)	4 (4.5%)	1 (1.1%)	4 (4.5%)	2 (2.2%)	14 (15.7%)	
	60代男性	165 (1.24)	19 (11.5%)	21 (12.7%)	75 (45.5%)	4 (2.4%)	7 (4.2%)	34 (20.6%)	1 (0.6%)	1 (0.6%)	6 (3.6%)	6 (3.6%)	30 (18.2%)	
	20代女性	154 (1.51)	12 (7.8%)	27 (17.5%)	70 (45.5%)	8 (5.2%)	19 (12.3%)	48 (31.2%)	3 (1.9%)	8 (5.2%)	6 (3.9%)	1 (0.6%)	31 (20.1%)	
	30代女性	163 (1.44)	15 (9.2%)	34 (20.9%)	71 (43.6%)	2 (1.2%)	5 (3.1%)	52 (31.9%)	6 (3.7%)	4 (2.5%)	4 (2.5%)	4 (2.5%)	4 (2.2%)	37 (22.7%)
	40代女性	108 (1.29)	7 (6.5%)	16 (14.8%)	43 (39.8%)	1 (0.9%)	7 (6.5%)	39 (36.1%)	3 (2.8%)	0 (0.0%)	1 (0.9%)	2 (1.9%)	2 (1.8%)	20 (18.5%)
	50代女性	118 (1.31)	11 (9.3%)	22 (18.6%)	55 (46.6%)	2 (1.7%)	10 (8.5%)	31 (26.3%)	0 (0.0%)	0 (0.0%)	2 (1.7%)	1 (0.8%)	20 (16.9%)	
	60代女性	206 (1.32)	12 (5.8%)	40 (19.4%)	104 (50.5%)	12 (5.8%)	13 (6.3%)	47 (22.8%)	3 (1.5%)	1 (0.5%)	7 (3.4%)	3 (1.5%)	30 (14.6%)	
	職業	経営者・役員	29 (1.31)	3 (10.3%)	5 (17.2%)	11 (37.9%)	1 (3.4%)	4 (13.8%)	5 (17.2%)	0 (0.0%)	1 (3.4%)	2 (6.9%)	2 (6.9%)	4 (13.8%)
		会社員(事務系)	161 (1.40)	16 (9.9%)	16 (9.9%)	62 (38.5%)	4 (2.5%)	17 (10.6%)	50 (31.1%)	11 (6.8%)	6 (3.7%)	5 (3.1%)	3 (1.9%)	35 (21.7%)
会社員(技術系)		130 (1.42)	10 (7.7%)	20 (15.4%)	65 (50.0%)	4 (3.1%)	24 (18.5%)	35 (26.9%)	2 (1.5%)	1 (0.8%)	2 (1.5%)	5 (3.8%)	17 (13.1%)	
会社員(その他)		77 (1.52)	8 (10.4%)	8 (10.4%)	36 (46.8%)	1 (1.3%)	11 (14.3%)	34 (44.2%)	4 (5.2%)	2 (2.6%)	4 (5.2%)	0 (0.0%)	9 (11.7%)	
公務員		51 (1.41)	6 (11.8%)	10 (19.6%)	24 (47.1%)	0 (0.0%)	5 (9.8%)	12 (23.5%)	2 (3.9%)	1 (2.0%)	3 (5.9%)	0 (0.0%)	9 (17.6%)	
自営業		87 (1.45)	12 (13.8%)	10 (11.5%)	36 (41.4%)	5 (5.7%)	11 (12.6%)	27 (31.0%)	3 (3.4%)	2 (2.3%)	3 (3.4%)	4 (4.6%)	13 (14.9%)	
自由業		39 (1.38)	5 (12.8%)	7 (17.9%)	16 (41.0%)	2 (5.1%)	2 (5.1%)	13 (33.3%)	0 (0.0%)	0 (0.0%)	0 (0.0%)	1 (2.6%)	8 (20.5%)	
専業主婦		379 (1.33)	24 (6.3%)	80 (21.1%)	180 (47.5%)	11 (2.9%)	17 (4.5%)	101 (26.6%)	5 (1.3%)	2 (0.5%)	7 (1.8%)	2 (0.5%)	75 (19.8%)	
パート・アルバイト		152 (1.44)	18 (11.8%)	21 (13.8%)	67 (44.1%)	4 (2.6%)	12 (7.9%)	50 (32.9%)	4 (2.6%)	5 (3.3%)	4 (2.6%)	3 (2.0%)	31 (20.4%)	
学生		59 (1.36)	4 (6.8%)	9 (15.3%)	32 (54.2%)	3 (5.1%)	5 (8.5%)	13 (22.0%)	1 (1.7%)	3 (5.1%)	0 (0.0%)	1 (1.7%)	9 (15.3%)	
その他		162 (1.24)	12 (7.4%)	21 (13.0%)	75 (46.3%)	5 (3.1%)	11 (6.8%)	36 (22.2%)	2 (1.2%)	0 (0.0%)	7 (4.3%)	4 (2.5%)	28 (17.3%)	
同居人数		1人	159 (1.39)	16 (10.1%)	17 (10.7%)	72 (45.3%)	5 (3.1%)	17 (10.7%)	51 (32.1%)	4 (2.5%)	5 (3.1%)	6 (3.8%)	4 (2.5%)	24 (15.1%)
	2人	375 (1.35)	37 (9.9%)	69 (18.4%)	171 (45.6%)	11 (2.9%)	23 (6.1%)	95 (25.3%)	8 (2.1%)	6 (1.6%)	11 (2.9%)	9 (2.4%)	67 (17.9%)	
	3人	357 (1.39)	29 (8.1%)	53 (14.8%)	172 (48.2%)	10 (2.8%)	39 (10.9%)	103 (28.9%)	11 (3.1%)	8 (2.2%)	9 (2.5%)	6 (1.7%)	57 (16.0%)	
	4人	252 (1.37)	21 (8.3%)	49 (19.4%)	114 (45.2%)	6 (2.4%)	22 (8.7%)	75 (29.8%)	4 (1.6%)	1 (0.4%)	4 (1.6%)	3 (1.2%)	47 (18.7%)	
	5人	122 (1.39)	8 (6.6%)	10 (8.2%)	53 (43.4%)	7 (5.7%)	14 (11.5%)	36 (29.5%)	5 (4.1%)	3 (2.5%)	6 (4.9%)	1 (0.8%)	26 (21.3%)	
	6人以上	61 (1.33)	7 (11.5%)	9 (14.8%)	22 (36.1%)	1 (1.6%)	4 (6.6%)	16 (26.2%)	2 (3.3%)	0 (0.0%)	1 (1.6%)	2 (3.3%)	17 (27.9%)	
	地域	北海道	54 (1.20)	4 (7.4%)	8 (14.8%)	25 (46.3%)	1 (1.9%)	0 (0.0%)	17 (31.5%)	0 (0.0%)	2 (3.7%)	0 (0.0%)	2 (3.7%)	6 (11.1%)
東北地方		66 (1.36)	5 (7.6%)	12 (18.2%)	33 (50.0%)	1 (1.5%)	3 (4.5%)	21 (31.8%)	0 (0.0%)	1 (1.5%)	2 (3.0%)	1 (1.5%)	11 (16.7%)	
関東地方		553 (1.42)	58 (10.5%)	80 (14.5%)	261 (47.2%)	20 (3.6%)	56 (10.1%)	172 (31.1%)	16 (2.9%)	14 (2.5%)	14 (1.6%)	9 (1.6%)	88 (15.9%)	
中部地方		185 (1.35)	12 (6.5%)	30 (16.2%)	88 (47.6%)	5 (2.7%)	15 (8.1%)	50 (27.0%)	5 (2.7%)	1 (0.5%)	5 (2.7%)	5 (2.7%)	33 (17.8%)	
近畿地方		272 (1.35)	24 (8.8%)	53 (19.5%)	116 (42.6%)	7 (2.6%)	24 (8.8%)	67 (24.6%)	6 (2.2%)	1 (0.4%)	9 (3.3%)	3 (1.1%)	56 (20.6%)	
中国地方		59 (1.29)	7 (11.9%)	4 (6.8%)	25 (42.4%)	1 (1.7%)	4 (6.8%)	14 (23.7%)	3 (5.1%)	2 (3.4%)	4 (6.8%)	2 (3.4%)	10 (16.9%)	
四国地方		38 (1.29)	1 (2.6%)	4 (10.5%)	11 (28.9%)	1 (2.6%)	6 (15.8%)	15 (39.5%)	0 (0.0%)	0 (0.0%)	1 (2.6%)	2 (5.3%)	8 (21.1%)	
九州地方		99 (1.39)	7 (7.1%)	16 (16.2%)	45 (45.5%)	4 (4.0%)	11 (11.1%)	20 (20.2%)	4 (4.0%)	2 (2.0%)	2 (2.0%)	1 (1.0%)	26 (26.3%)	
回答者年収		-200万円未満	633 (1.38)	46 (7.3%)	117 (18.5%)	298 (47.1%)	21 (3.3%)	48 (7.6%)	177 (28.0%)	9 (1.4%)	12 (1.9%)	16 (2.5%)	10 (1.6%)	119 (18.8%)
	200-400万円未満	297 (1.34)	27 (9.1%)	35 (11.8%)	128 (43.1%)	12 (4.0%)	27 (9.1%)	88 (29.6%)	11 (3.7%)	8 (2.7%)	7 (2.4%)	5 (1.7%)	51 (17.2%)	
	400-600万円未満	204 (1.34)	24 (11.8%)	25 (12.3%)	84 (41.2%)	6 (2.9%)	17 (8.3%)	58 (28.4%)	6 (2.9%)	1 (0.5%)	3 (1.5%)	5 (2.5%)	44 (21.6%)	
	600-800万円未満	99 (1.49)	11 (11.1%)	15 (15.2%)	48 (48.5%)	1 (1.0%)	12 (12.1%)	28 (28.3%)	6 (6.1%)	1 (1.0%)	8 (8.1%)	2 (2.0%)	16 (16.2%)	
	800-1000万円未満	51 (1.39)	5 (9.8%)	8 (15.7%)	26 (51.0%)	0 (0.0%)	8 (15.7%)	16 (31.4%)	2 (3.9%)	0 (0.0%)	2 (3.9%)	1 (2.0%)	3 (5.9%)	
	1000万円以上	42 (1.36)	5 (11.9%)	7 (16.7%)	20 (47.6%)	0 (0.0%)	7 (16.7%)	9 (21.4%)	0 (0.0%)	1 (2.4%)	1 (2.4%)	2 (4.8%)	5 (11.9%)	
	世帯年収	-200万円未満	101 (1.46)	11 (10.9%)	14 (13.9%)	41 (40.6%)	3 (3.0%)	11 (10.9%)	37 (36.6%)	3 (3.0%)	4 (4.0%)	5 (5.0%)	3 (3.0%)	15 (14.9%)
200-400万円未満		221 (1.26)	16 (7.2%)	27 (12.2%)	103 (46.6%)	7 (3.2%)	17 (7.7%)	51 (23.1%)	5 (2.3%)	4 (1.8%)	5 (2.3%)	6 (2.7%)	38 (17.2%)	
400-600万円未満		342 (1.35)	34 (9.9%)	54 (15.8%)	149 (43.6%)	5 (1.5%)	24 (7.0%)	108 (31.6%)	7 (2.0%)	3 (0.9%)	8 (2.3%)	4 (1.2%)	66 (19.3%)	
600-800万円未満		250 (1.42)	21 (8.4%)	43 (17.2%)	124 (49.6%)	7 (2.8%)	30 (12.0%)	66 (26.4%)	6 (2.4%)	2 (0.8%)	8 (3.2%)	4 (1.6%)	45 (18.0%)	
800-1000万円未満		161 (1.37)	12 (7.5%)	29 (18.0%)	76 (47.2%)	3 (1.9%)	13 (8.1%)	46 (28.6%)	4 (2.5%)	2 (1.2%)	3 (1.9%)	3 (1.9%)	29 (18.0%)	
1000万円以上		251 (1.42)	24 (9.6%)	40 (15.9%)	111 (44.2%)	15 (6.0%)	24 (9.6%)	68 (27.1%)	9 (3.6%)	8 (3.2%)	8 (3.2%)	5 (2.0%)	45 (17.9%)	

Q3商品内容の情報収集・比較検討方法(自動車、自動車用品)(複数回答)(n=410)

	全体	テレビ・ラジオ・新聞・雑誌	通販カタログ・チラシ	店頭(商品そのもののPOP、店員の説明)	友人や知人からの紹介・口コミ	インターネットのメーカーサイト	インターネットのショッピングサイト	インターネットの掲示板	インターネットの個人ホームページ・ブログ	各種サイトのバナー広告やショップからの配信メール	その他	商品内容の情報収集・比較検討は行わなかった		
全体	410 (1.64)	62 (15.1%)	33 (8.0%)	219 (53.4%)	45 (11.0%)	103 (25.1%)	69 (16.8%)	43 (10.5%)	17 (4.1%)	4 (1.0%)	16 (3.9%)	63 (15.4%)		
性・世代	20代男性	47 (2.11)	8 (17.0%)	5 (10.6%)	24 (51.1%)	8 (17.0%)	16 (34.0%)	14 (29.8%)	11 (23.4%)	5 (10.6%)	2 (4.3%)	4 (8.5%)		
	30代男性	68 (1.85)	11 (16.2%)	5 (7.4%)	31 (45.6%)	5 (7.4%)	27 (39.7%)	16 (23.5%)	12 (17.6%)	7 (10.3%)	1 (1.5%)	10 (14.7%)		
	40代男性	41 (1.44)	6 (14.6%)	3 (7.3%)	18 (43.9%)	3 (7.3%)	11 (26.8%)	9 (22.0%)	1 (2.4%)	1 (2.4%)	0 (0.0%)	7 (17.1%)		
	50代男性	38 (1.61)	7 (18.4%)	2 (5.3%)	20 (52.6%)	3 (7.9%)	9 (23.7%)	5 (13.2%)	8 (21.1%)	0 (0.0%)	0 (0.0%)	0 (0.0%)	7 (18.4%)	
	60代男性	48 (1.33)	4 (8.3%)	3 (6.3%)	27 (56.3%)	4 (8.3%)	7 (14.6%)	4 (8.3%)	0 (0.0%)	1 (2.1%)	1 (2.1%)	7 (14.6%)	6 (12.5%)	
	20代女性	34 (1.65)	3 (8.8%)	1 (2.9%)	20 (58.8%)	6 (17.6%)	9 (26.5%)	4 (11.8%)	6 (17.6%)	2 (5.9%)	0 (0.0%)	0 (0.0%)	5 (14.7%)	
	30代女性	40 (1.50)	7 (17.5%)	4 (10.0%)	24 (60.0%)	2 (5.0%)	8 (20.0%)	2 (5.0%)	3 (7.5%)	0 (0.0%)	0 (0.0%)	2 (5.0%)	8 (20.0%)	
	40代女性	28 (1.57)	4 (14.3%)	4 (14.3%)	14 (50.0%)	0 (0.0%)	6 (21.4%)	6 (21.4%)	1 (3.6%)	0 (0.0%)	0 (0.0%)	3 (10.7%)	6 (21.4%)	
	50代女性	31 (1.74)	7 (22.6%)	5 (16.1%)	24 (77.4%)	4 (12.9%)	7 (22.6%)	3 (9.7%)	1 (3.2%)	0 (0.0%)	0 (0.0%)	0 (0.0%)	3 (9.7%)	
	60代女性	35 (1.46)	5 (14.3%)	1 (2.9%)	17 (48.6%)	10 (28.6%)	3 (8.6%)	6 (17.1%)	0 (0.0%)	1 (2.9%)	0 (0.0%)	1 (2.9%)	7 (20.0%)	
	職業	経営者・役員	15 (1.40)	3 (20.0%)	0 (0.0%)	9 (60.0%)	1 (6.7%)	1 (6.7%)	2 (13.3%)	2 (13.3%)	0 (0.0%)	0 (0.0%)	1 (6.7%)	2 (13.3%)
		会社員(事務系)	55 (1.75)	11 (20.0%)	5 (9.1%)	29 (52.7%)	6 (10.9%)	19 (34.5%)	10 (18.2%)	6 (10.9%)	1 (1.8%)	2 (3.6%)	5 (9.1%)	
会社員(技術系)		60 (1.80)	7 (11.7%)	5 (8.3%)	28 (46.7%)	7 (11.7%)	22 (36.7%)	13 (21.7%)	11 (18.3%)	4 (6.7%)	0 (0.0%)	0 (0.0%)	11 (18.3%)	
会社員(その他)		36 (1.31)	3 (8.3%)	0 (0.0%)	14 (38.9%)	2 (5.6%)	8 (22.2%)	7 (19.4%)	2 (5.6%)	1 (2.8%)	0 (0.0%)	0 (0.0%)	10 (27.8%)	
公務員		24 (2.17)	8 (33.3%)	2 (8.3%)	17 (70.8%)	3 (12.5%)	9 (37.5%)	3 (12.5%)	4 (16.7%)	2 (8.3%)	0 (0.0%)	1 (4.2%)	3 (12.5%)	
自営業		33 (1.36)	3 (9.1%)	2 (6.1%)	13 (39.4%)	5 (15.2%)	6 (18.2%)	5 (15.2%)	4 (12.1%)	1 (3.0%)	0 (0.0%)	3 (9.1%)	3 (9.1%)	
自由業		10 (2.10)	2 (20.0%)	1 (10.0%)	6 (60.0%)	1 (10.0%)	4 (40.0%)	4 (40.0%)	1 (10.0%)	1 (10.0%)	0 (0.0%)	1 (10.0%)	0 (0.0%)	
専業主婦		88 (1.43)	12 (13.6%)	9 (10.2%)	51 (58.0%)	9 (10.2%)	10 (11.4%)	7 (8.0%)	7 (8.0%)	1 (1.1%)	0 (0.0%)	1 (1.1%)	19 (21.6%)	
パート・アルバイト		51 (1.84)	7 (13.7%)	5 (9.8%)	28 (54.9%)	6 (11.8%)	14 (27.5%)	15 (29.4%)	4 (7.8%)	4 (7.8%)	1 (2.0%)	4 (7.8%)	6 (11.8%)	
学生		10 (2.00)	2 (20.0%)	1 (10.0%)	5 (50.0%)	2 (20.0%)	3 (30.0%)	2 (20.0%)	2 (20.0%)	2 (20.0%)	0 (0.0%)	0 (0.0%)	1 (10.0%)	
その他		28 (1.57)	4 (14.3%)	3 (10.7%)	19 (67.9%)	3 (10.7%)	7 (25.0%)	1 (3.6%)	0 (0.0%)	0 (0.0%)	1 (3.6%)	3 (10.7%)	3 (10.7%)	
同居人数		1人	39 (1.74)	2 (5.1%)	0 (0.0%)	19 (48.7%)	3 (7.7%)	12 (30.8%)	15 (38.5%)	5 (12.8%)	3 (7.7%)	1 (2.6%)	2 (5.1%)	6 (15.4%)
	2人	101 (1.50)	18 (17.8%)	9 (8.9%)	50 (49.5%)	9 (8.9%)	21 (20.8%)	8 (7.9%)	9 (8.9%)	3 (3.0%)	1 (1.0%)	5 (5.0%)	19 (18.8%)	
	3人	110 (1.73)	14 (12.7%)	12 (10.9%)	66 (60.0%)	12 (10.9%)	26 (23.6%)	21 (19.1%)	15 (13.6%)	6 (5.5%)	1 (0.9%)	4 (3.6%)	13 (11.8%)	
	4人	100 (1.60)	18 (18.0%)	8 (8.0%)	51 (51.0%)	11 (11.0%)	30 (30.0%)	13 (13.0%)	9 (9.0%)	3 (3.0%)	1 (1.0%)	0 (0.0%)	16 (16.0%)	
	5人	33 (1.70)	3 (9.1%)	1 (3.0%)	18 (54.5%)	7 (21.2%)	6 (18.2%)	8 (24.2%)	3 (9.1%)	1 (3.0%)	0 (0.0%)	3 (9.1%)	6 (18.2%)	
	6人以上	27 (1.78)	7 (25.9%)	3 (11.1%)	15 (55.6%)	3 (11.1%)	8 (29.6%)	4 (14.8%)	2 (7.4%)	1 (3.7%)	0 (0.0%)	2 (7.4%)	3 (11.1%)	
	地域	北海道	19 (1.37)	3 (15.8%)	2 (10.5%)	9 (47.4%)	1 (5.3%)	3 (15.8%)	2 (10.5%)	0 (0.0%)	1 (5.3%)	1 (5.3%)	2 (10.5%)	2 (10.5%)
東北地方		29 (1.59)	2 (6.9%)	3 (10.3%)	18 (62.1%)	5 (17.2%)	9 (31.0%)	3 (10.3%)	1 (3.4%)	1 (3.4%)	0 (0.0%)	2 (6.9%)	2 (6.9%)	
関東地方		139 (1.70)	17 (12.2%)	7 (5.0%)	74 (53.2%)	14 (10.1%)	36 (25.9%)	30 (21.6%)	21 (15.1%)	7 (5.0%)	1 (0.7%)	6 (4.3%)	23 (16.5%)	
中部地方		65 (1.68)	17 (26.2%)	6 (9.2%)	35 (53.8%)	11 (16.9%)	13 (20.0%)	9 (13.8%)	6 (9.2%)	1 (1.5%)	0 (0.0%)	1 (1.5%)	10 (15.4%)	
近畿地方		78 (1.62)	15 (19.2%)	6 (7.7%)	41 (52.6%)	6 (7.7%)	17 (21.8%)	14 (17.9%)	9 (11.5%)	2 (2.6%)	1 (1.3%)	3 (3.8%)	12 (15.4%)	
中国地方		31 (1.48)	2 (6.5%)	3 (9.7%)	18 (58.1%)	4 (12.9%)	8 (25.8%)	1 (3.2%)	1 (3.2%)	0 (0.0%)	0 (0.0%)	2 (6.5%)	7 (22.6%)	
四国地方		13 (1.77)	3 (23.1%)	2 (15.4%)	6 (46.2%)	0 (0.0%)	5 (38.5%)	2 (15.4%)	2 (15.4%)	1 (7.7%)	0 (0.0%)	0 (0.0%)	2 (15.4%)	
九州地方		36 (1.72)	3 (8.3%)	4 (11.1%)	18 (50.0%)	4 (11.1%)	12 (33.3%)	8 (22.2%)	3 (8.3%)	4 (11.1%)	1 (2.8%)	0 (0.0%)	5 (13.9%)	
回答者年収		<200万円未満	157 (1.64)	26 (16.6%)	15 (9.6%)	88 (56.1%)	17 (10.8%)	35 (22.3%)	23 (14.6%)	15 (9.6%)	7 (4.5%)	1 (0.6%)	3 (1.9%)	27 (17.2%)
	200-400万円未満	90 (1.76)	13 (14.4%)	9 (10.0%)	49 (54.4%)	15 (16.7%)	23 (25.6%)	15 (16.7%)	10 (11.1%)	4 (4.4%)	3 (3.3%)	5 (5.6%)	12 (13.3%)	
	400-600万円未満	79 (1.42)	12 (15.2%)	4 (5.1%)	37 (46.8%)	5 (6.3%)	18 (22.8%)	12 (15.2%)	6 (7.6%)	1 (1.3%)	0 (0.0%)	3 (3.8%)	14 (17.7%)	
	600-800万円未満	44 (1.98)	6 (13.6%)	2 (4.5%)	24 (54.5%)	6 (13.6%)	19 (43.2%)	12 (27.3%)	8 (18.2%)	4 (9.1%)	0 (0.0%)	2 (4.5%)	4 (9.1%)	
	800-1000万円未満	17 (1.53)	2 (11.8%)	2 (11.8%)	10 (58.8%)	1 (5.9%)	5 (29.4%)	2 (11.8%)	1 (5.9%)	1 (5.9%)	0 (0.0%)	0 (0.0%)	2 (11.8%)	
	1000万円以上	23 (1.48)	3 (13.0%)	1 (4.3%)	11 (47.8%)	1 (4.3%)	3 (13.0%)	5 (21.7%)	3 (13.0%)	0 (0.0%)	0 (0.0%)	3 (13.0%)	4 (17.4%)	
	<200万円未満	21 (1.52)	3 (14.3%)	1 (4.8%)	7 (33.3%)	1 (4.8%)	7 (33.3%)	6 (28.6%)	2 (9.5%)	1 (4.8%)	1 (4.8%)	0 (0.0%)	3 (14.3%)	
	200-400万円未満	57 (1.58)	6 (10.5%)	6 (10.5%)	34 (59.6%)	7 (12.3%)	12 (21.1%)	7 (12.3%)	5 (8.8%)	1 (1.8%)	3 (5.3%)	3 (5.3%)	6 (10.5%)	
400-600万円未満	100 (1.52)	12 (12.0%)	7 (7.0%)	51 (51.0%)	8 (8.0%)	22 (22.0%)	15 (15.0%)	10 (10.0%)	3 (3.0%)	0 (0.0%)	4 (4.0%)	20 (20.0%)		
600-800万円未満	93 (1.77)	16 (17.2%)	5 (5.4%)	48 (51.6%)	8 (8.6%)	33 (35.5%)	18 (19.4%)	11 (11.8%)	6 (6.5%)	0 (0.0%)	4 (4.3%)	16 (17.2%)		
800-1000万円未満	50 (1.50)	7 (14.0%)	6 (12.0%)	26 (52.0%)	7 (14.0%)	11 (22.0%)	6 (12.0%)	3 (6.0%)	3 (6.0%)	0 (0.0%)	0 (0.0%)	6 (12.0%)		
1000万円以上	89 (1.80)	18 (20.2%)	8 (9.0%)	53 (59.6%)	14 (15.7%)	18 (20.2%)	12 (13.5%)	3 (3.4%)	0 (0.0%)	0 (0.0%)	5 (5.6%)	12 (13.5%)		

Q3商品内容の情報収集・比較検討方法(不動産、住宅)(複数回答)(n=52)

	全体	テレビ・ラジオ・新聞・雑誌	通販カタログ・チラシ	店頭(商品そのもののPOP、店員の説明)	友人や知人からの紹介・口コミ	インターネットのメーカーサイト	インターネットのショッピングサイト	インターネットの掲示板	インターネットの個人ホームページ・ブログ	各種サイトのバナー広告やショップからの配信メール	その他	商品内容の情報収集・比較検討は行わなかった	
全体	52 (1.50)	12 (23.1%)	5 (9.6%)	16 (30.8%)	4 (7.7%)	10 (19.2%)	6 (11.5%)	4 (7.7%)	2 (3.8%)	2 (3.8%)	9 (17.3%)	8 (15.4%)	
性・世代	20代男性	9 (2.56)	3 (33.3%)	2 (22.2%)	1 (11.1%)	1 (11.1%)	5 (55.6%)	4 (44.4%)	3 (33.3%)	2 (22.2%)	1 (11.1%)	0 (0.0%)	1 (11.1%)
	30代男性	3 (1.00)	1 (33.3%)	0 (0.0%)	1 (33.3%)	0 (0.0%)	0 (0.0%)	0 (0.0%)	0 (0.0%)	0 (0.0%)	0 (0.0%)	0 (0.0%)	1 (33.3%)
	40代男性	3 (1.67)	0 (0.0%)	0 (0.0%)	0 (0.0%)	0 (0.0%)	1 (33.3%)	1 (0.0%)	0 (33.3%)	0 (0.0%)	0 (0.0%)	3 (100.0%)	0 (0.0%)
	50代男性	4 (1.00)	0 (0.0%)	0 (0.0%)	2 (50.0%)	0 (0.0%)	1 (25.0%)	1 (25.0%)	0 (0.0%)	0 (0.0%)	0 (0.0%)	0 (0.0%)	0 (0.0%)
	60代男性	10 (1.10)	2 (20.0%)	1 (10.0%)	1 (10.0%)	1 (10.0%)	0 (0.0%)	0 (0.0%)	0 (0.0%)	0 (0.0%)	0 (0.0%)	2 (20.0%)	4 (40.0%)
	20代女性	8 (1.50)	3 (37.5%)	0 (0.0%)	3 (37.5%)	1 (12.5%)	1 (12.5%)	1 (12.5%)	0 (0.0%)	0 (0.0%)	0 (0.0%)	2 (25.0%)	1 (12.5%)
	30代女性	9 (1.44)	2 (22.2%)	1 (11.1%)	5 (55.6%)	1 (11.1%)	1 (11.1%)	0 (0.0%)	0 (0.0%)	0 (0.0%)	1 (11.1%)	1 (11.1%)	1 (11.1%)
	40代女性	0	0	0	0	0	0	0	0	0	0	0	0
	50代女性	0	0	0	0	0	0	0	0	0	0	0	0
	60代女性	6 (116.7%)	1 (16.7%)	1 (16.7%)	3 (50.0%)	0 (0.0%)	1 (16.7%)	0 (0.0%)	0 (0.0%)	0 (0.0%)	0 (0.0%)	1 (16.7%)	0 (0.0%)
職業	経営者・役員	1 (1.00)	1 (100.0%)	0 (0.0%)	0 (0.0%)	0 (0.0%)	0 (0.0%)	0 (0.0%)	0 (0.0%)	0 (0.0%)	0 (0.0%)	0 (0.0%)	0 (0.0%)
	会社員(事務系)	8 (1.38)	2 (25.0%)	1 (12.5%)	2 (25.0%)	0 (0.0%)	1 (12.5%)	3 (37.5%)	0 (0.0%)	0 (0.0%)	0 (0.0%)	0 (0.0%)	2 (25.0%)
	会社員(技術系)	7 (1.86)	0 (0.0%)	1 (14.3%)	2 (28.6%)	0 (0.0%)	3 (42.9%)	1 (14.3%)	1 (14.3%)	0 (0.0%)	1 (14.3%)	2 (28.6%)	2 (28.6%)
	会社員(その他)	8 (1.50)	4 (50.0%)	0 (0.0%)	1 (12.5%)	1 (12.5%)	2 (25.0%)	1 (12.5%)	1 (12.5%)	0 (0.0%)	0 (0.0%)	2 (25.0%)	0 (0.0%)
	公務員	2 (1.00)	0 (0.0%)	0 (0.0%)	1 (50.0%)	0 (0.0%)	0 (0.0%)	0 (0.0%)	0 (0.0%)	0 (0.0%)	0 (0.0%)	0 (0.0%)	1 (50.0%)
	自営業	1 (1.00)	0 (0.0%)	0 (0.0%)	0 (0.0%)	0 (0.0%)	0 (0.0%)	0 (0.0%)	0 (0.0%)	0 (0.0%)	0 (0.0%)	0 (0.0%)	1 (100.0%)
	自由業	0	0	0	0	0	0	0	0	0	0	0	0
	専業主婦	10 (1.20)	3 (30.0%)	1 (10.0%)	4 (40.0%)	1 (10.0%)	1 (10.0%)	0 (0.0%)	0 (0.0%)	0 (0.0%)	0 (0.0%)	2 (20.0%)	0 (0.0%)
	パート・アルバイト	5 (2.40)	1 (20.0%)	1 (20.0%)	3 (60.0%)	0 (0.0%)	2 (40.0%)	1 (20.0%)	1 (20.0%)	1 (20.0%)	1 (20.0%)	1 (20.0%)	0 (0.0%)
	学生	3 (1.67)	0 (0.0%)	0 (0.0%)	1 (33.3%)	0 (0.0%)	1 (33.3%)	0 (0.0%)	1 (33.3%)	1 (33.3%)	0 (0.0%)	0 (0.0%)	1 (33.3%)
その他	7 (1.29)	1 (14.3%)	1 (14.3%)	2 (28.6%)	2 (28.6%)	0 (0.0%)	0 (0.0%)	0 (0.0%)	0 (0.0%)	0 (0.0%)	1 (14.3%)	2 (28.6%)	
同居人数	1人	8 (2.00)	0 (0.0%)	0 (0.0%)	3 (37.5%)	0 (0.0%)	3 (37.5%)	2 (25.0%)	2 (25.0%)	2 (25.0%)	2 (25.0%)	0 (0.0%)	2 (25.0%)
	2人	16 (1.38)	7 (43.8%)	2 (12.5%)	6 (37.5%)	1 (6.3%)	2 (12.5%)	0 (0.0%)	0 (0.0%)	0 (0.0%)	0 (0.0%)	2 (12.5%)	2 (12.5%)
	3人	15 (1.60)	2 (13.3%)	2 (13.3%)	4 (26.7%)	3 (20.0%)	3 (20.0%)	2 (13.3%)	2 (13.3%)	0 (0.0%)	4 (26.7%)	2 (13.3%)	2 (13.3%)
	4人	7 (1.43)	2 (28.6%)	1 (14.3%)	1 (14.3%)	0 (0.0%)	1 (14.3%)	1 (14.3%)	0 (0.0%)	0 (0.0%)	0 (0.0%)	2 (28.6%)	2 (28.6%)
	5人	4 (1.00)	1 (25.0%)	0 (0.0%)	1 (25.0%)	0 (0.0%)	1 (25.0%)	1 (25.0%)	0 (0.0%)	0 (0.0%)	0 (0.0%)	0 (0.0%)	0 (0.0%)
	6人以上	2 (1.00)	0 (0.0%)	0 (0.0%)	1 (50.0%)	0 (0.0%)	0 (0.0%)	0 (0.0%)	0 (0.0%)	0 (0.0%)	0 (0.0%)	1 (50.0%)	0 (0.0%)
	地域	北海道	2 (1.50)	2 (100.0%)	1 (50.0%)	0 (0.0%)	0 (0.0%)	0 (0.0%)	0 (0.0%)	0 (0.0%)	0 (0.0%)	0 (0.0%)	0 (0.0%)
東北地方	4 (1.75)	1 (25.0%)	0 (0.0%)	2 (50.0%)	1 (25.0%)	1 (25.0%)	0 (0.0%)	1 (25.0%)	0 (0.0%)	0 (0.0%)	1 (25.0%)	0 (0.0%)	
関東地方	26 (1.38)	5 (19.2%)	1 (3.8%)	8 (30.8%)	3 (11.5%)	6 (23.1%)	2 (7.7%)	2 (7.7%)	1 (3.8%)	1 (3.8%)	5 (19.2%)	4 (15.4%)	
中部地方	4 (1.25)	1 (25.0%)	1 (25.0%)	2 (50.0%)	1 (25.0%)	0 (0.0%)	0 (0.0%)	0 (0.0%)	0 (0.0%)	0 (0.0%)	0 (0.0%)	0 (0.0%)	
近畿地方	12 (1.58)	3 (25.0%)	2 (16.7%)	4 (33.3%)	1 (8.3%)	2 (16.7%)	3 (25.0%)	0 (0.0%)	0 (0.0%)	0 (0.0%)	1 (8.3%)	3 (25.0%)	
中国地方	2 (1.00)	0 (0.0%)	0 (0.0%)	0 (0.0%)	0 (0.0%)	0 (0.0%)	0 (0.0%)	0 (0.0%)	0 (0.0%)	0 (0.0%)	2 (100.0%)	0 (0.0%)	
四国地方	0	0	0	0	0	0	0	0	0	0	0	0	
九州地方	2 (300.0%)	0 (0.0%)	0 (0.0%)	0 (0.0%)	0 (0.0%)	1 (50.0%)	1 (50.0%)	1 (50.0%)	1 (50.0%)	1 (50.0%)	0 (0.0%)	1 (50.0%)	
回答者年収	-200万円未満	16 (1.69)	5 (31.3%)	2 (12.5%)	8 (50.0%)	2 (12.5%)	2 (12.5%)	1 (6.3%)	1 (6.3%)	1 (6.3%)	1 (6.3%)	3 (18.8%)	1 (6.3%)
	200-400万円未満	10 (1.70)	3 (30.0%)	2 (20.0%)	3 (30.0%)	1 (10.0%)	2 (20.0%)	1 (10.0%)	1 (10.0%)	0 (0.0%)	1 (10.0%)	2 (20.0%)	
	400-600万円未満	13 (1.15)	3 (23.1%)	0 (0.0%)	0 (0.0%)	1 (7.7%)	2 (15.4%)	1 (7.7%)	1 (7.7%)	0 (0.0%)	0 (0.0%)	4 (30.8%)	3 (23.1%)
	600-800万円未満	8 (1.75)	0 (0.0%)	1 (12.5%)	4 (50.0%)	0 (0.0%)	3 (37.5%)	2 (25.0%)	1 (12.5%)	0 (0.0%)	1 (12.5%)	0 (0.0%)	2 (25.0%)
	800-1000万円未満	3 (1.00)	0 (0.0%)	0 (0.0%)	1 (33.3%)	0 (0.0%)	1 (33.3%)	1 (33.3%)	0 (0.0%)	0 (0.0%)	0 (0.0%)	0 (0.0%)	0 (0.0%)
	1000万円以上	2 (1.00)	1 (50.0%)	0 (0.0%)	0 (0.0%)	0 (0.0%)	0 (0.0%)	0 (0.0%)	0 (0.0%)	0 (0.0%)	0 (0.0%)	1 (50.0%)	0 (0.0%)
世帯年収	-200万円未満	2 (3.00)	0 (0.0%)	0 (0.0%)	1 (50.0%)	0 (0.0%)	1 (50.0%)	1 (50.0%)	1 (50.0%)	1 (50.0%)	1 (50.0%)	0 (0.0%)	0 (0.0%)
	200-400万円未満	6 (1.67)	1 (16.7%)	2 (33.3%)	2 (33.3%)	0 (0.0%)	1 (16.7%)	0 (0.0%)	1 (16.7%)	0 (0.0%)	0 (0.0%)	2 (33.3%)	
	400-600万円未満	12 (1.25)	4 (33.3%)	1 (8.3%)	4 (33.3%)	2 (16.7%)	0 (0.0%)	0 (0.0%)	0 (0.0%)	0 (0.0%)	3 (25.0%)	1 (8.3%)	
	600-800万円未満	14 (1.71)	3 (21.4%)	1 (7.1%)	6 (42.9%)	2 (14.3%)	4 (28.6%)	2 (14.3%)	1 (7.1%)	0 (0.0%)	1 (7.1%)	2 (14.3%)	2 (14.3%)
	800-1000万円未満	6 (1.33)	1 (16.7%)	0 (0.0%)	0 (0.0%)	0 (0.0%)	2 (33.3%)	1 (16.7%)	1 (16.7%)	0 (0.0%)	0 (0.0%)	2 (33.3%)	1 (16.7%)
	1000万円以上	12 (1.25)	3 (25.0%)	1 (8.3%)	3 (25.0%)	0 (0.0%)	2 (16.7%)	2 (16.7%)	0 (0.0%)	0 (0.0%)	0 (0.0%)	2 (16.7%)	2 (16.7%)

Q4購入先の情報収集・比較検討方法(書籍・雑誌)(複数回答)(n=2043)

	全体	テレビ・ラジオ・新聞・雑誌	通販カタログ・チラシ	店頭(商品そのもの、POP、店員の説明)	友人や知人からの紹介・口コミ	インターネットのメーカーサイト	インターネットのショッピングサイト	インターネットの掲示板	インターネットの個人ホームページ・ブログ	各種サイトのバナー広告やジョブからの配信メール	その他	購入先(販売店やジョブ等)の情報収集・比較検討は行わなかった		
全体	2043 (1.25)	260 (12.7%)	43 (2.1%)	600 (29.4%)	68 (3.3%)	154 (7.5%)	504 (24.7%)	74 (3.6%)	41 (2.0%)	39 (1.9%)	23 (1.1%)	753 (36.9%)		
性・世代	20代男性	211 (1.43)	23 (10.9%)	7 (3.3%)	62 (29.4%)	15 (7.1%)	19 (9.0%)	71 (33.6%)	22 (10.4%)	16 (7.6%)	4 (1.9%)	4 (1.9%)	58 (27.5%)	
	30代男性	197 (1.26)	16 (8.1%)	1 (0.5%)	56 (28.4%)	6 (3.0%)	20 (10.2%)	57 (28.9%)	11 (5.6%)	5 (2.5%)	4 (2.0%)	2 (1.0%)	71 (36.0%)	
	40代男性	169 (1.25)	19 (11.2%)	3 (1.8%)	40 (23.7%)	3 (1.8%)	19 (11.2%)	50 (29.6%)	5 (3.0%)	2 (1.2%)	4 (2.4%)	4 (2.4%)	63 (37.3%)	
	50代男性	164 (1.18)	17 (10.4%)	3 (1.8%)	54 (32.9%)	2 (1.2%)	10 (6.1%)	38 (23.2%)	2 (1.2%)	2 (1.2%)	1 (0.6%)	2 (1.2%)	63 (38.4%)	
	60代男性	294 (1.23)	66 (22.4%)	8 (2.7%)	83 (28.2%)	3 (1.0%)	20 (6.8%)	49 (16.7%)	7 (2.4%)	1 (0.3%)	11 (3.7%)	4 (1.4%)	110 (37.4%)	
	20代女性	204 (1.22)	16 (7.8%)	2 (1.0%)	57 (27.9%)	10 (4.9%)	13 (6.4%)	13 (26.0%)	7 (3.4%)	2 (1.0%)	3 (1.5%)	1 (0.5%)	1 (0.5%)	84 (41.2%)
	30代女性	207 (1.22)	14 (6.8%)	2 (1.0%)	67 (32.4%)	9 (4.3%)	6 (2.9%)	47 (22.7%)	5 (2.4%)	2 (1.0%)	4 (1.9%)	4 (1.9%)	4 (44.4%)	
	40代女性	150 (1.34)	25 (16.7%)	3 (2.0%)	40 (26.7%)	3 (2.0%)	20 (13.3%)	54 (36.0%)	6 (4.0%)	4 (2.7%)	2 (1.3%)	0 (0.0%)	0 (29.3%)	
	50代女性	163 (1.23)	14 (8.6%)	6 (3.7%)	55 (33.7%)	7 (4.3%)	12 (7.4%)	27 (16.6%)	5 (3.1%)	1 (0.6%)	5 (3.1%)	1 (0.6%)	1 (41.7%)	
	60代女性	284 (1.19)	50 (17.6%)	8 (2.8%)	86 (30.3%)	10 (3.5%)	15 (5.3%)	58 (20.4%)	4 (1.4%)	6 (2.1%)	1 (0.4%)	1 (0.4%)	1 (35.2%)	
職業	経営者・役員	49 (1.22)	5 (10.2%)	1 (2.0%)	17 (34.7%)	0 (0.0%)	2 (4.1%)	14 (28.6%)	1 (2.0%)	1 (4.1%)	2 (4.1%)	0 (0.0%)	17 (34.7%)	
	会社員(事務系)	253 (1.25)	29 (11.5%)	3 (1.2%)	57 (22.5%)	9 (3.6%)	20 (7.9%)	84 (33.2%)	13 (5.1%)	4 (1.6%)	4 (1.6%)	4 (1.6%)	89 (35.2%)	
	会社員(技術系)	240 (1.23)	23 (9.6%)	5 (2.1%)	71 (29.6%)	7 (2.9%)	18 (7.5%)	57 (23.8%)	9 (3.8%)	5 (2.1%)	6 (2.5%)	6 (2.5%)	89 (37.1%)	
	会社員(その他)	124 (1.23)	13 (10.5%)	3 (2.4%)	31 (25.0%)	0 (0.0%)	11 (8.9%)	28 (22.6%)	4 (3.2%)	3 (2.4%)	1 (0.8%)	0 (0.0%)	58 (46.8%)	
	公務員	81 (1.25)	7 (8.6%)	0 (0.0%)	19 (23.5%)	5 (6.2%)	9 (11.1%)	27 (33.3%)	4 (4.9%)	1 (1.2%)	0 (0.0%)	0 (0.0%)	29 (35.8%)	
	自営業	136 (1.31)	21 (15.4%)	2 (1.5%)	47 (34.6%)	4 (2.9%)	13 (9.6%)	37 (27.2%)	3 (2.2%)	1 (0.7%)	5 (3.7%)	2 (1.5%)	2 (31.6%)	
	自由業	73 (1.18)	9 (12.3%)	0 (0.0%)	18 (24.7%)	5 (6.8%)	5 (6.8%)	19 (26.0%)	1 (1.4%)	1 (1.4%)	0 (0.0%)	2 (2.7%)	26 (35.6%)	
	専業主婦	498 (1.20)	58 (11.6%)	12 (2.4%)	166 (33.3%)	15 (3.0%)	28 (5.6%)	98 (19.7%)	13 (2.6%)	6 (1.2%)	6 (1.2%)	3 (0.6%)	192 (38.6%)	
	パート・アルバイト	235 (1.34)	35 (14.9%)	9 (3.8%)	68 (28.9%)	9 (3.8%)	22 (9.4%)	67 (27.2%)	9 (3.8%)	7 (3.0%)	7 (3.0%)	1 (0.4%)	83 (35.3%)	
	学生	104 (1.39)	11 (10.6%)	3 (2.9%)	31 (29.8%)	11 (10.6%)	6 (5.8%)	29 (27.9%)	7 (6.7%)	8 (7.7%)	0 (0.0%)	2 (1.9%)	37 (35.6%)	
その他	250 (1.26)	49 (19.6%)	5 (2.0%)	75 (30.0%)	3 (1.2%)	20 (8.0%)	47 (18.8%)	10 (4.0%)	4 (1.6%)	8 (3.2%)	3 (1.2%)	90 (36.0%)		
同居人数	1人	246 (1.26)	26 (10.6%)	6 (2.4%)	68 (27.6%)	11 (4.5%)	14 (5.7%)	72 (29.3%)	5 (2.0%)	6 (2.4%)	6 (2.4%)	4 (1.6%)	91 (37.0%)	
	2人	575 (1.18)	85 (14.8%)	8 (1.4%)	159 (27.7%)	14 (2.4%)	30 (5.2%)	125 (21.7%)	19 (3.3%)	6 (1.0%)	8 (1.4%)	9 (1.6%)	217 (37.7%)	
	3人	543 (1.28)	55 (10.1%)	15 (2.8%)	176 (32.4%)	23 (4.2%)	44 (8.1%)	140 (25.8%)	23 (4.2%)	12 (2.2%)	8 (1.5%)	3 (0.6%)	196 (36.1%)	
	4人	409 (1.27)	48 (11.7%)	9 (2.2%)	119 (29.1%)	13 (3.2%)	34 (8.3%)	101 (24.7%)	17 (4.2%)	11 (2.7%)	11 (2.7%)	2 (0.5%)	153 (37.4%)	
	5人	176 (1.30)	28 (15.9%)	5 (2.8%)	47 (26.7%)	5 (2.8%)	18 (10.2%)	44 (25.0%)	6 (3.4%)	4 (2.3%)	4 (2.3%)	3 (1.7%)	65 (36.9%)	
	6人以上	94 (1.36)	18 (19.1%)	0 (0.0%)	31 (33.0%)	2 (2.1%)	14 (14.9%)	22 (23.4%)	4 (4.3%)	2 (2.1%)	2 (2.1%)	2 (2.1%)	31 (33.0%)	
地域	北海道	84 (1.27)	12 (14.3%)	3 (3.6%)	23 (27.4%)	4 (4.8%)	7 (8.3%)	22 (26.2%)	5 (6.0%)	3 (3.6%)	0 (0.0%)	0 (0.0%)	28 (33.3%)	
	東北地方	104 (1.31)	8 (7.7%)	2 (1.9%)	31 (29.8%)	2 (1.9%)	8 (7.7%)	30 (28.8%)	4 (3.8%)	5 (4.8%)	4 (3.8%)	2 (1.9%)	40 (38.5%)	
	関東地方	841 (1.27)	122 (14.5%)	17 (2.0%)	255 (30.3%)	26 (3.1%)	55 (6.5%)	214 (25.4%)	29 (3.4%)	20 (2.4%)	16 (1.9%)	12 (1.4%)	302 (35.9%)	
	中部地方	291 (1.22)	36 (12.4%)	5 (1.7%)	77 (26.5%)	12 (4.1%)	22 (7.6%)	77 (26.5%)	10 (3.4%)	3 (1.0%)	4 (1.4%)	1 (0.3%)	107 (36.8%)	
	近畿地方	420 (1.25)	47 (11.2%)	11 (2.6%)	135 (32.1%)	16 (3.8%)	44 (10.5%)	86 (20.5%)	13 (3.1%)	7 (1.7%)	9 (2.1%)	6 (1.4%)	151 (36.0%)	
	中国地方	102 (1.17)	9 (8.8%)	1 (1.0%)	33 (32.4%)	1 (1.0%)	6 (5.9%)	24 (23.5%)	3 (2.9%)	1 (1.0%)	1 (1.0%)	1 (1.0%)	39 (38.2%)	
	四国地方	49 (1.29)	8 (16.3%)	1 (2.0%)	9 (18.4%)	1 (2.0%)	3 (6.1%)	16 (32.7%)	2 (4.1%)	0 (0.0%)	2 (4.1%)	0 (0.0%)	21 (42.9%)	
	九州地方	152 (1.23)	18 (11.8%)	3 (2.0%)	37 (24.3%)	6 (3.9%)	9 (5.9%)	35 (23.0%)	8 (5.3%)	2 (1.3%)	3 (2.0%)	1 (0.7%)	65 (42.8%)	
回答者年収	~200万円未満	888 (1.28)	106 (11.9%)	22 (2.5%)	293 (33.0%)	35 (3.9%)	67 (7.5%)	213 (24.0%)	29 (3.3%)	24 (2.7%)	19 (2.1%)	8 (0.9%)	318 (35.8%)	
	200~400万円未満	468 (1.25)	62 (13.2%)	11 (2.4%)	129 (27.6%)	15 (3.2%)	34 (7.3%)	116 (24.8%)	20 (4.3%)	7 (1.5%)	7 (1.5%)	5 (1.1%)	180 (38.5%)	
	400~600万円未満	348 (1.18)	42 (12.1%)	4 (1.1%)	87 (25.0%)	9 (2.6%)	21 (6.0%)	89 (25.6%)	13 (3.7%)	4 (1.1%)	3 (0.9%)	6 (1.7%)	134 (38.5%)	
	600~800万円未満	187 (1.29)	29 (15.5%)	3 (1.6%)	43 (23.0%)	6 (3.2%)	17 (9.1%)	42 (22.5%)	12 (6.4%)	5 (2.7%)	7 (3.7%)	2 (1.1%)	76 (40.6%)	
	800~1000万円未満	83 (1.20)	11 (13.3%)	1 (1.2%)	29 (34.9%)	2 (2.4%)	10 (12.0%)	18 (21.7%)	0 (0.0%)	1 (1.2%)	2 (2.4%)	1 (1.2%)	25 (30.1%)	
	1000万円以上	69 (1.23)	10 (14.5%)	2 (2.9%)	19 (27.5%)	1 (1.4%)	5 (7.2%)	26 (37.7%)	0 (0.0%)	0 (0.0%)	1 (1.4%)	1 (1.4%)	20 (29.0%)	
	世帯年収	~200万円未満	152 (1.29)	17 (11.2%)	3 (2.0%)	49 (32.2%)	7 (4.6%)	11 (7.2%)	41 (27.0%)	6 (3.9%)	7 (4.6%)	6 (3.9%)	3 (2.0%)	46 (30.3%)
200~400万円未満	335 (1.22)	48 (14.3%)	7 (2.1%)	102 (30.4%)	8 (2.4%)	20 (6.0%)	77 (23.0%)	8 (2.4%)	6 (1.8%)	4 (1.2%)	3 (0.9%)	125 (37.3%)		
400~600万円未満	562 (1.19)	65 (11.6%)	6 (1.1%)	172 (30.6%)	15 (2.7%)	30 (5.3%)	145 (25.8%)	17 (3.0%)	5 (0.9%)	5 (0.9%)	7 (1.2%)	200 (35.6%)		
600~800万円未満	374 (1.24)	45 (12.0%)	5 (1.3%)	100 (26.7%)	11 (2.9%)	29 (7.8%)	81 (21.7%)	17 (4.5%)	7 (1.9%)	9 (2.4%)	2 (0.5%)	159 (42.5%)		
800~1000万円未満	247 (1.29)	30 (12.1%)	12 (4.9%)	60 (24.3%)	10 (4.0%)	24 (9.7%)	57 (23.1%)	9 (3.6%)	9 (3.6%)	7 (2.8%)	5 (2.0%)	95 (38.5%)		
1000万円以上	373 (1.35)	55 (14.7%)	10 (2.7%)	117 (31.4%)	17 (4.6%)	40 (10.7%)	103 (27.6%)	17 (4.6%)	7 (1.9%)	8 (2.1%)	3 (0.8%)	128 (34.3%)		

Q4購入先の情報収集・比較検討方法(CDソフト、DVDソフト) (複数回答) (n=1347)

	全体	テレビ・ラジオ・新聞・雑誌	通販カタログ・チラシ	店頭(商品そのもの、POP、店員の説明)	友人や知人からの紹介・口コミ	インターネットのメーカーサイト	インターネットのショッピングサイト	インターネットの掲示板	インターネットの個人ホームページ・ブログ	各種サイトのバナー広告やショップからの配信メール	その他	購入先(販売店やショップ等)の情報収集・比較検討は行わなかった		
全体	1347 (1.35)	146 (10.8%)	36 (2.7%)	322 (23.9%)	52 (3.9%)	173 (12.8%)	473 (35.1%)	63 (4.7%)	34 (2.5%)	47 (3.5%)	20 (1.5%)	447 (33.2%)		
性・世代	20代男性	172 (1.56)	25 (14.5%)	7 (4.1%)	45 (26.2%)	8 (4.7%)	26 (15.1%)	66 (38.4%)	18 (10.5%)	11 (6.4%)	7 (4.1%)	6 (3.5%)	49 (28.5%)	
	30代男性	170 (1.36)	18 (10.6%)	0 (0.0%)	40 (23.5%)	7 (4.1%)	23 (13.5%)	62 (36.5%)	13 (7.6%)	6 (3.5%)	3 (1.8%)	1 (0.6%)	58 (34.1%)	
	40代男性	127 (1.33)	12 (9.4%)	4 (3.1%)	24 (18.9%)	3 (2.4%)	22 (17.3%)	54 (42.5%)	6 (4.7%)	4 (3.1%)	6 (4.7%)	2 (1.6%)	32 (25.2%)	
	50代男性	114 (1.21)	7 (6.1%)	5 (4.4%)	22 (19.3%)	5 (4.4%)	16 (14.0%)	40 (35.1%)	4 (3.5%)	0 (0.0%)	3 (2.6%)	1 (0.9%)	35 (30.7%)	
	60代男性	150 (1.28)	19 (12.7%)	4 (2.7%)	38 (25.3%)	3 (2.0%)	20 (13.3%)	43 (28.7%)	0 (0.0%)	1 (0.7%)	9 (6.0%)	3 (2.0%)	52 (34.7%)	
	20代女性	144 (1.32)	15 (10.4%)	1 (0.7%)	38 (26.4%)	6 (4.2%)	15 (10.4%)	47 (32.6%)	4 (4.2%)	4 (2.8%)	4 (2.8%)	0 (0.0%)	4 (3.7%)	54 (37.5%)
	30代女性	151 (1.33)	12 (7.9%)	4 (2.6%)	43 (28.5%)	4 (2.6%)	13 (8.6%)	51 (33.8%)	6 (4.0%)	3 (2.0%)	4 (2.6%)	3 (2.0%)	3 (3.8%)	58 (38.4%)
	40代女性	109 (1.38)	13 (11.9%)	2 (1.8%)	24 (22.0%)	4 (3.7%)	4 (3.8%)	15 (45.9%)	3 (2.8%)	2 (1.8%)	4 (3.7%)	0 (0.0%)	0 (30.3%)	33
	50代女性	85 (1.34)	8 (9.4%)	4 (4.7%)	18 (21.2%)	2 (2.4%)	11 (12.9%)	23 (27.1%)	4 (4.7%)	2 (2.4%)	5 (5.9%)	1 (1.2%)	1 (42.4%)	36
	60代女性	125 (1.28)	17 (13.6%)	5 (4.0%)	30 (24.0%)	10 (8.0%)	12 (9.6%)	37 (29.6%)	3 (2.4%)	1 (0.8%)	2 (1.6%)	3 (2.4%)	3 (32.0%)	40
職業	経営者・役員	26 (1.27)	2 (7.7%)	1 (3.8%)	8 (30.8%)	1 (3.8%)	3 (11.5%)	5 (19.2%)	3 (11.5%)	0 (0.0%)	1 (3.8%)	0 (0.0%)	9 (34.6%)	
	会社員(事務系)	192 (1.33)	20 (10.4%)	4 (2.1%)	40 (20.8%)	5 (2.6%)	26 (13.5%)	82 (42.7%)	11 (5.7%)	3 (1.6%)	6 (3.1%)	0 (0.0%)	58 (30.2%)	
	会社員(技術系)	182 (1.39)	12 (6.6%)	3 (1.6%)	47 (25.8%)	10 (5.5%)	31 (17.0%)	65 (35.7%)	10 (5.5%)	5 (2.7%)	7 (3.8%)	6 (3.3%)	57 (31.3%)	
	会社員(その他)	99 (1.26)	8 (8.1%)	3 (3.0%)	22 (22.2%)	1 (1.0%)	9 (9.1%)	34 (34.3%)	5 (5.1%)	1 (1.0%)	2 (2.0%)	0 (0.0%)	4 (40.4%)	
	公務員	65 (1.32)	9 (13.8%)	1 (1.5%)	10 (15.4%)	4 (6.2%)	5 (7.7%)	25 (38.5%)	4 (6.2%)	2 (3.1%)	1 (1.5%)	1 (1.5%)	1 (36.9%)	24
	自営業	98 (1.37)	12 (12.2%)	4 (4.1%)	23 (23.5%)	2 (2.0%)	17 (17.3%)	33 (33.7%)	4 (4.1%)	2 (2.0%)	6 (6.1%)	4 (4.1%)	4 (27.6%)	27
	自由業	55 (1.27)	6 (10.9%)	1 (1.8%)	9 (16.4%)	2 (3.6%)	5 (9.1%)	25 (45.5%)	2 (3.6%)	1 (1.8%)	1 (1.8%)	1 (1.8%)	1 (30.9%)	17
	専業主婦	267 (1.26)	26 (9.7%)	8 (3.0%)	68 (25.5%)	12 (4.5%)	23 (8.6%)	78 (29.2%)	6 (2.2%)	4 (1.5%)	9 (3.4%)	1 (0.4%)	1 (37.8%)	101
	パート・アルバイト	159 (1.50)	25 (15.7%)	6 (3.8%)	44 (27.7%)	5 (3.1%)	27 (17.0%)	60 (37.7%)	7 (4.4%)	7 (4.4%)	7 (4.4%)	2 (1.3%)	2 (30.2%)	48
	学生	73 (1.49)	11 (15.1%)	4 (5.5%)	14 (19.2%)	5 (6.8%)	7 (9.6%)	24 (32.9%)	7 (9.6%)	8 (11.0%)	1 (1.4%)	1 (1.4%)	1 (37.0%)	27
	その他	131 (1.33)	15 (11.5%)	1 (0.8%)	37 (28.2%)	5 (3.8%)	20 (15.3%)	42 (32.1%)	4 (3.1%)	1 (0.8%)	6 (4.6%)	4 (3.1%)	4 (29.8%)	39
	同居人数	1人	183 (1.37)	20 (10.9%)	4 (2.2%)	41 (22.4%)	8 (4.4%)	22 (12.0%)	65 (35.5%)	9 (4.9%)	5 (2.7%)	10 (5.5%)	4 (2.2%)	62 (33.9%)
2人		338 (1.27)	36 (10.7%)	6 (1.8%)	78 (23.1%)	7 (2.1%)	37 (10.9%)	109 (32.2%)	15 (4.4%)	4 (1.2%)	14 (4.1%)	7 (2.1%)	115 (34.0%)	
3人		344 (1.38)	33 (9.6%)	10 (2.9%)	81 (23.5%)	20 (5.8%)	52 (15.1%)	134 (39.0%)	16 (4.7%)	11 (3.2%)	6 (1.7%)	2 (0.6%)	108 (31.4%)	
4人		276 (1.35)	29 (10.5%)	8 (2.9%)	71 (25.7%)	11 (4.0%)	35 (12.7%)	97 (35.1%)	14 (5.1%)	9 (3.3%)	7 (2.5%)	3 (1.1%)	89 (32.2%)	
5人		135 (1.47)	18 (13.3%)	7 (5.2%)	35 (25.9%)	3 (2.2%)	19 (14.1%)	46 (34.1%)	7 (5.2%)	4 (3.0%)	10 (7.4%)	2 (1.5%)	47 (34.8%)	
6人以上		71 (1.28)	10 (14.1%)	1 (1.4%)	16 (22.5%)	3 (4.2%)	8 (11.3%)	22 (31.0%)	2 (2.8%)	1 (1.4%)	0 (0.0%)	2 (2.8%)	2 (36.6%)	
地域		北海道	55 (1.38)	11 (20.0%)	2 (3.6%)	9 (16.4%)	4 (7.3%)	9 (16.4%)	18 (32.7%)	5 (9.1%)	2 (3.6%)	1 (1.8%)	1 (1.8%)	14 (25.5%)
	東北地方	66 (1.45)	9 (13.6%)	2 (3.0%)	14 (21.2%)	2 (3.0%)	6 (9.1%)	29 (43.9%)	2 (3.0%)	4 (6.1%)	4 (6.1%)	2 (3.0%)	22 (33.3%)	
	関東地方	572 (1.35)	68 (11.9%)	16 (2.8%)	146 (25.5%)	22 (3.8%)	75 (13.1%)	203 (35.5%)	26 (4.5%)	12 (2.1%)	19 (3.3%)	8 (1.4%)	180 (31.5%)	
	中部地方	174 (1.36)	20 (11.5%)	4 (2.3%)	39 (22.4%)	10 (5.7%)	21 (12.1%)	65 (37.4%)	6 (6.9%)	6 (3.4%)	6 (3.4%)	2 (1.1%)	52 (29.9%)	
	近畿地方	286 (1.35)	24 (8.4%)	7 (2.4%)	73 (25.5%)	8 (2.8%)	44 (15.4%)	96 (33.6%)	11 (3.8%)	8 (2.8%)	7 (2.4%)	5 (1.7%)	103 (36.0%)	
	中国地方	64 (1.17)	4 (6.3%)	0 (0.0%)	18 (28.1%)	0 (0.0%)	6 (9.4%)	22 (34.4%)	1 (1.6%)	1 (1.6%)	2 (3.1%)	2 (3.1%)	19 (29.7%)	
	四国地方	32 (1.34)	1 (3.1%)	1 (3.1%)	5 (15.6%)	1 (3.1%)	4 (12.5%)	11 (34.4%)	2 (6.3%)	0 (0.0%)	2 (6.3%)	0 (0.0%)	0 (50.0%)	
	九州地方	98 (1.28)	9 (9.2%)	4 (4.1%)	18 (18.4%)	5 (5.1%)	8 (8.2%)	29 (29.6%)	4 (4.1%)	1 (1.0%)	6 (6.1%)	0 (0.0%)	41 (41.8%)	
回答者年収	~200万円未満	556 (1.38)	67 (12.1%)	18 (3.2%)	140 (25.2%)	24 (4.3%)	71 (12.8%)	190 (34.2%)	23 (4.1%)	20 (3.6%)	21 (3.8%)	7 (1.3%)	185 (33.3%)	
	200~400万円未満	302 (1.38)	39 (12.9%)	5 (1.7%)	81 (26.8%)	12 (4.0%)	39 (12.9%)	100 (33.1%)	15 (5.0%)	7 (2.3%)	10 (3.3%)	6 (2.0%)	102 (33.8%)	
	400~600万円未満	250 (1.29)	16 (6.4%)	3 (1.2%)	51 (20.4%)	7 (2.8%)	31 (12.4%)	96 (38.4%)	15 (6.0%)	4 (1.6%)	9 (3.6%)	3 (1.2%)	87 (34.8%)	
	600~800万円未満	121 (1.36)	11 (9.1%)	6 (5.0%)	24 (19.8%)	3 (2.5%)	16 (13.2%)	47 (38.8%)	8 (6.6%)	3 (2.5%)	3 (2.5%)	2 (1.7%)	42 (34.7%)	
	800~1000万円未満	64 (1.23)	6 (9.4%)	2 (3.1%)	15 (23.4%)	3 (4.7%)	12 (18.8%)	22 (34.4%)	2 (3.1%)	0 (0.0%)	2 (3.1%)	1 (1.6%)	14 (21.9%)	
	1000万円以上	54 (1.20)	7 (13.0%)	2 (3.7%)	11 (20.4%)	3 (5.6%)	4 (7.4%)	18 (33.3%)	0 (0.0%)	0 (0.0%)	2 (3.7%)	1 (1.9%)	17 (31.5%)	
	世帯年収	~200万円未満	103 (1.41)	15 (14.6%)	2 (1.9%)	23 (22.3%)	6 (5.8%)	19 (18.4%)	39 (37.9%)	5 (4.9%)	4 (3.9%)	5 (4.9%)	1 (1.0%)	26 (25.2%)
200~400万円未満		195 (1.31)	24 (12.3%)	3 (1.5%)	51 (26.2%)	7 (3.6%)	22 (11.3%)	65 (33.3%)	3 (1.5%)	4 (2.1%)	6 (3.1%)	4 (2.1%)	66 (33.8%)	
400~600万円未満		345 (1.33)	33 (9.6%)	7 (2.0%)	85 (24.6%)	13 (3.8%)	40 (11.6%)	124 (35.9%)	20 (5.8%)	6 (1.7%)	12 (3.5%)	6 (1.7%)	112 (32.5%)	
600~800万円未満		257 (1.32)	24 (9.3%)	4 (1.6%)	60 (23.3%)	2 (0.8%)	34 (13.2%)	84 (32.7%)	13 (5.1%)	8 (3.1%)	7 (2.7%)	2 (0.8%)	102 (39.7%)	
800~1000万円未満		177 (1.33)	15 (8.5%)	7 (4.0%)	34 (19.2%)	11 (6.2%)	22 (12.4%)	65 (36.7%)	8 (4.5%)	6 (3.4%)	9 (5.1%)	5 (2.8%)	53 (29.9%)	
1000万円以上		270 (1.41)	35 (13.0%)	13 (4.8%)	69 (25.6%)	13 (4.8%)	36 (13.3%)	96 (35.6%)	14 (5.2%)	6 (2.2%)	8 (3.0%)	2 (0.7%)	88 (32.6%)	

Q4購入先の情報収集・比較検討方法(ゲームソフト、コンピュータソフト)(複数回答)(n=1049)

	全体	テレビラジオ・新聞・雑誌	通販カタログ・チラシ	店頭(商品そのもの、POP、店員の説明)	友人や知人からの紹介・口コミ	インターネットのメーカーサイト	インターネットのショッピングサイト	インターネットの掲示板	インターネットの個人ホームページ・ブログ	各種サイトのバナー広告やショップからの配信メール	その他	購入先(販売店やショップ等)の情報収集・比較検討は行わなかった		
全体	1049 (1.41)	112 (10.7%)	37 (3.5%)	231 (22.0%)	58 (5.5%)	219 (20.9%)	365 (34.8%)	64 (6.1%)	38 (3.6%)	52 (5.0%)	18 (1.7%)	290 (27.6%)		
性・世代	20代男性	146 (1.66)	22 (15.1%)	8 (5.5%)	39 (26.7%)	13 (8.9%)	31 (21.2%)	56 (38.4%)	15 (10.3%)	9 (6.2%)	3 (2.1%)	5 (3.4%)	41 (28.1%)	
	30代男性	143 (1.45)	17 (11.9%)	2 (1.4%)	33 (23.1%)	9 (6.3%)	28 (19.6%)	55 (38.5%)	15 (10.5%)	9 (6.3%)	5 (3.5%)	1 (0.7%)	33 (23.1%)	
	40代男性	125 (1.42)	12 (9.6%)	2 (1.6%)	27 (21.6%)	1 (0.8%)	28 (22.4%)	53 (42.4%)	7 (5.6%)	7 (5.6%)	8 (6.4%)	4 (3.2%)	29 (23.2%)	
	50代男性	96 (1.41)	7 (7.3%)	4 (4.2%)	15 (15.6%)	3 (3.1%)	30 (31.3%)	31 (32.3%)	5 (5.2%)	1 (1.0%)	9 (9.4%)	2 (2.1%)	28 (29.2%)	
	60代男性	138 (1.33)	10 (7.2%)	3 (2.2%)	19 (13.8%)	6 (4.3%)	37 (26.8%)	42 (30.4%)	7 (5.1%)	3 (2.2%)	14 (10.1%)	1 (0.7%)	42 (30.4%)	
	20代女性	95 (1.33)	13 (13.7%)	2 (2.1%)	18 (18.9%)	8 (8.4%)	11 (11.6%)	34 (35.8%)	5 (5.3%)	3 (3.2%)	3 (3.2%)	1 (1.1%)	28 (29.5%)	
	30代女性	105 (1.30)	8 (7.6%)	5 (4.8%)	31 (29.5%)	4 (3.8%)	12 (11.4%)	30 (28.6%)	4 (3.8%)	0 (0.0%)	3 (2.9%)	3 (2.9%)	37 (35.2%)	
	40代女性	89 (1.46)	13 (14.6%)	6 (6.7%)	26 (29.2%)	9 (10.1%)	16 (18.0%)	36 (40.4%)	1 (1.1%)	2 (2.2%)	2 (2.2%)	0 (0.0%)	19 (21.3%)	
	50代女性	47 (1.13)	4 (8.5%)	1 (2.1%)	9 (19.1%)	2 (4.3%)	8 (17.0%)	5 (10.6%)	1 (2.1%)	1 (2.1%)	2 (4.3%)	0 (0.0%)	20 (42.6%)	
	60代女性	65 (1.42)	6 (9.2%)	4 (6.2%)	14 (21.5%)	3 (4.6%)	18 (27.7%)	23 (35.4%)	4 (6.2%)	3 (4.6%)	3 (4.6%)	1 (1.5%)	13 (20.0%)	
	職業	経営者・役員	21 (1.67)	0 (0.0%)	1 (4.8%)	9 (42.9%)	1 (4.8%)	8 (38.1%)	8 (38.1%)	1 (4.8%)	2 (9.5%)	2 (9.5%)	0 (0.0%)	3 (14.3%)
		会社員(事務系)	139 (1.37)	16 (11.5%)	2 (1.4%)	25 (18.0%)	6 (4.3%)	22 (15.8%)	22 (40.3%)	10 (7.2%)	2 (1.4%)	7 (5.0%)	1 (0.7%)	44 (31.7%)
会社員(技術系)		168 (1.46)	12 (7.1%)	6 (3.6%)	35 (20.8%)	8 (4.8%)	43 (25.6%)	62 (36.9%)	11 (6.5%)	9 (5.4%)	9 (5.4%)	6 (3.6%)	44 (26.2%)	
会社員(その他)		76 (1.36)	7 (9.2%)	2 (2.6%)	16 (21.1%)	1 (1.3%)	10 (13.2%)	27 (35.5%)	8 (10.5%)	3 (3.9%)	6 (7.9%)	1 (1.3%)	22 (28.9%)	
公務員		50 (1.54)	10 (20.0%)	1 (2.0%)	10 (20.0%)	4 (8.0%)	11 (22.0%)	18 (36.0%)	4 (8.0%)	3 (6.0%)	2 (4.0%)	1 (2.0%)	13 (26.0%)	
自営業		78 (1.45)	10 (12.8%)	2 (2.6%)	14 (17.9%)	2 (2.6%)	23 (29.5%)	30 (38.5%)	2 (2.6%)	3 (3.8%)	8 (10.3%)	2 (2.6%)	17 (21.8%)	
自由業		34 (1.26)	2 (5.9%)	0 (0.0%)	8 (23.5%)	0 (0.0%)	6 (17.6%)	13 (38.2%)	2 (5.9%)	2 (5.9%)	0 (0.0%)	0 (0.0%)	10 (29.4%)	
専業主婦		196 (1.29)	18 (9.2%)	10 (5.1%)	48 (24.5%)	16 (8.2%)	27 (13.8%)	49 (25.0%)	6 (3.1%)	5 (2.6%)	7 (3.6%)	1 (0.5%)	66 (33.7%)	
パート・アルバイト		111 (1.57)	21 (18.9%)	8 (7.2%)	29 (26.1%)	6 (5.4%)	27 (24.3%)	42 (37.8%)	10 (9.0%)	2 (3.6%)	2 (1.8%)	1 (0.9%)	24 (21.6%)	
学生		58 (1.53)	11 (19.0%)	3 (5.2%)	15 (25.9%)	7 (12.1%)	8 (13.8%)	18 (31.0%)	3 (5.2%)	4 (6.9%)	1 (1.7%)	2 (3.4%)	17 (29.3%)	
その他		118 (1.36)	5 (4.2%)	2 (1.7%)	22 (18.6%)	7 (5.9%)	34 (28.8%)	42 (35.6%)	7 (5.9%)	1 (0.8%)	8 (6.8%)	3 (2.5%)	30 (25.4%)	
同居人数		1人	135 (1.38)	12 (8.9%)	2 (1.5%)	30 (22.2%)	4 (3.0%)	23 (17.0%)	51 (37.8%)	10 (7.4%)	5 (3.7%)	8 (5.9%)	2 (1.5%)	39 (28.9%)
	2人	252 (1.33)	24 (9.5%)	8 (3.2%)	51 (20.2%)	10 (4.0%)	49 (19.4%)	71 (28.2%)	13 (5.2%)	6 (2.4%)	15 (6.0%)	5 (2.0%)	82 (32.5%)	
	3人	271 (1.41)	24 (8.9%)	9 (3.3%)	53 (19.6%)	19 (7.0%)	67 (24.7%)	96 (35.4%)	20 (7.4%)	11 (4.1%)	12 (4.4%)	2 (0.7%)	70 (25.8%)	
	4人	222 (1.44)	29 (13.1%)	7 (3.2%)	58 (26.1%)	13 (5.9%)	44 (19.8%)	85 (38.3%)	9 (4.1%)	5 (2.3%)	7 (3.2%)	4 (1.8%)	58 (26.1%)	
	5人	106 (1.55)	13 (12.3%)	9 (8.5%)	24 (22.6%)	6 (5.7%)	23 (21.7%)	41 (38.7%)	6 (5.7%)	6 (5.7%)	8 (7.5%)	3 (2.8%)	25 (23.6%)	
	6人以上	63 (1.56)	10 (15.9%)	2 (3.2%)	15 (23.8%)	6 (9.5%)	13 (20.6%)	21 (33.3%)	6 (9.5%)	5 (7.9%)	2 (3.2%)	2 (3.2%)	16 (25.4%)	
	地域	北海道	47 (1.47)	8 (17.0%)	3 (6.4%)	13 (27.7%)	3 (6.4%)	11 (23.4%)	16 (34.0%)	3 (6.4%)	2 (4.3%)	0 (0.0%)	3 (6.4%)	7 (14.9%)
東北地方		57 (1.65)	6 (10.5%)	1 (1.8%)	12 (21.1%)	4 (7.0%)	16 (28.1%)	21 (36.8%)	5 (8.8%)	3 (5.3%)	7 (12.3%)	3 (5.3%)	16 (28.1%)	
関東地方		429 (1.42)	47 (11.0%)	14 (3.3%)	95 (22.1%)	23 (5.4%)	89 (20.7%)	155 (36.1%)	20 (4.7%)	14 (3.3%)	18 (4.2%)	3 (0.7%)	130 (30.3%)	
中部地方		143 (1.44)	18 (12.6%)	3 (2.1%)	21 (14.7%)	10 (7.0%)	31 (21.7%)	48 (33.6%)	11 (7.7%)	11 (7.7%)	8 (5.6%)	4 (2.8%)	41 (28.7%)	
近畿地方		225 (1.35)	17 (7.6%)	11 (4.9%)	53 (23.6%)	12 (5.3%)	49 (21.8%)	72 (32.0%)	14 (6.2%)	5 (2.2%)	8 (3.6%)	4 (1.8%)	58 (25.8%)	
中国地方		53 (1.28)	4 (7.5%)	1 (1.9%)	18 (34.0%)	1 (1.9%)	3 (5.7%)	18 (34.0%)	4 (7.5%)	1 (1.9%)	5 (9.4%)	0 (0.0%)	13 (24.5%)	
四国地方		22 (1.18)	0 (0.0%)	2 (9.1%)	3 (13.6%)	1 (4.5%)	4 (18.2%)	8 (36.4%)	0 (0.0%)	0 (0.0%)	1 (4.5%)	1 (4.5%)	6 (27.3%)	
九州地方		73 (1.51)	12 (16.4%)	2 (2.7%)	16 (21.9%)	4 (5.5%)	16 (21.9%)	27 (37.0%)	7 (9.6%)	2 (2.7%)	5 (6.8%)	0 (0.0%)	19 (26.0%)	
回答者年収	~200万円未満	410 (1.43)	50 (12.2%)	20 (4.9%)	106 (25.9%)	32 (7.8%)	79 (19.3%)	133 (32.4%)	21 (5.1%)	15 (3.7%)	15 (3.7%)	2 (0.5%)	113 (27.6%)	
	200~400万円未満	233 (1.41)	23 (9.9%)	7 (3.0%)	47 (20.2%)	11 (4.7%)	47 (20.2%)	79 (33.9%)	16 (6.9%)	9 (3.9%)	12 (5.2%)	6 (2.6%)	71 (30.5%)	
	400~600万円未満	200 (1.37)	19 (9.5%)	3 (1.5%)	42 (21.0%)	6 (3.0%)	45 (22.5%)	74 (37.0%)	13 (6.5%)	5 (2.5%)	10 (5.0%)	5 (2.5%)	51 (25.5%)	
	600~800万円未満	121 (1.50)	12 (9.9%)	5 (4.1%)	20 (16.5%)	6 (5.0%)	26 (21.5%)	48 (39.7%)	10 (8.3%)	8 (6.6%)	8 (6.6%)	3 (2.5%)	35 (28.9%)	
	800~1000万円未満	47 (1.43)	6 (12.8%)	1 (2.1%)	11 (23.4%)	2 (4.3%)	13 (27.7%)	19 (40.4%)	3 (6.4%)	1 (2.1%)	2 (4.3%)	1 (2.1%)	8 (17.0%)	
	1000万円以上	38 (1.29)	2 (5.3%)	1 (2.6%)	5 (13.2%)	1 (2.6%)	9 (23.7%)	12 (31.6%)	1 (2.6%)	0 (0.0%)	5 (13.2%)	1 (2.6%)	12 (31.6%)	
	世帯年収	~200万円未満	78 (1.47)	9 (11.5%)	1 (1.3%)	17 (21.8%)	6 (7.7%)	17 (21.8%)	32 (41.0%)	7 (9.0%)	4 (5.1%)	5 (6.4%)	0 (0.0%)	17 (21.8%)
200~400万円未満		159 (1.33)	16 (10.1%)	7 (4.4%)	34 (21.4%)	9 (5.7%)	33 (20.8%)	45 (28.3%)	7 (4.4%)	4 (2.5%)	6 (3.8%)	3 (1.9%)	48 (30.2%)	
400~600万円未満		272 (1.32)	21 (7.7%)	6 (2.2%)	62 (22.8%)	8 (2.9%)	59 (21.7%)	96 (35.3%)	16 (5.9%)	4 (1.5%)	11 (4.0%)	4 (1.5%)	73 (26.8%)	
600~800万円未満		235 (1.41)	28 (11.9%)	7 (3.0%)	57 (24.3%)	7 (3.8%)	44 (18.7%)	83 (35.3%)	13 (5.5%)	11 (4.7%)	12 (5.1%)	4 (1.7%)	63 (26.8%)	
800~1000万円未満		134 (1.54)	17 (12.7%)	8 (6.0%)	30 (22.4%)	15 (11.2%)	24 (17.9%)	46 (34.3%)	12 (9.0%)	7 (5.2%)	6 (4.5%)	5 (3.7%)	36 (26.9%)	
1000万円以上	171 (1.52)	21 (12.3%)	8 (4.7%)	31 (18.1%)	11 (6.4%)	42 (24.6%)	63 (36.8%)	9 (5.3%)	8 (4.7%)	12 (7.0%)	2 (1.2%)	53 (31.0%)		

Q4購入先の情報収集・比較検討方法(家電、AV機器、パソコン)(複数回答)(n=1577)

	全体	テレビ・ラジオ・新聞・雑誌	通販カタログ・チラシ	店頭(商品そのもの、POP、店員の説明)	友人や知人からの紹介・口コミ	インターネットのメーカーサイト	インターネットのショッピングサイト	インターネットの掲示板	インターネットの個人ホームページ・ブログ	各種サイトのバナー広告やショップからの配信メール	その他	購入先(販売店やショップ等)の情報収集・比較検討は行わなかった		
全体	1577 (1.52)	130 (8.2%)	160 (10.1%)	629 (39.9%)	75 (4.8%)	347 (22.0%)	563 (35.7%)	130 (8.2%)	34 (2.2%)	47 (3.0%)	27 (1.7%)	255 (16.2%)		
性・世代	20代男性	156 (1.76)	13 (8.3%)	14 (9.0%)	56 (35.9%)	18 (11.5%)	44 (28.2%)	71 (45.5%)	26 (16.7%)	9 (5.8%)	3 (1.9%)	3 (1.9%)	18 (11.5%)	
	30代男性	171 (1.46)	10 (5.8%)	1 (0.6%)	58 (33.9%)	6 (3.5%)	34 (19.9%)	70 (40.9%)	22 (12.9%)	7 (4.1%)	4 (2.3%)	2 (1.2%)	35 (20.5%)	
	40代男性	129 (1.62)	10 (7.8%)	12 (9.3%)	45 (34.9%)	1 (0.8%)	39 (30.2%)	56 (43.4%)	13 (10.1%)	5 (3.9%)	9 (7.0%)	3 (2.3%)	16 (12.4%)	
	50代男性	154 (1.58)	17 (11.0%)	20 (13.0%)	53 (34.4%)	2 (1.3%)	37 (24.0%)	67 (43.5%)	12 (7.8%)	1 (0.6%)	5 (3.2%)	4 (2.6%)	26 (16.9%)	
	60代男性	270 (1.42)	27 (10.0%)	22 (8.1%)	98 (36.3%)	7 (2.6%)	72 (26.7%)	143 (28.9%)	14 (5.2%)	0 (0.0%)	12 (4.4%)	5 (1.9%)	49 (18.1%)	
	20代女性	106 (1.42)	3 (2.8%)	9 (8.5%)	45 (42.5%)	5 (4.7%)	14 (13.2%)	40 (37.7%)	9 (8.5%)	2 (1.9%)	0 (0.0%)	1 (0.9%)	23 (21.7%)	
	30代女性	135 (1.49)	10 (7.4%)	15 (11.1%)	60 (44.4%)	6 (4.4%)	20 (14.8%)	42 (31.1%)	14 (10.4%)	4 (3.0%)	3 (2.2%)	3 (2.2%)	24 (17.8%)	
	40代女性	113 (1.50)	12 (10.6%)	16 (14.2%)	43 (38.1%)	4 (3.5%)	18 (15.9%)	40 (35.4%)	7 (6.2%)	1 (0.9%)	4 (3.5%)	3 (2.7%)	22 (19.5%)	
	50代女性	132 (1.51)	13 (9.8%)	19 (14.4%)	63 (47.7%)	9 (6.8%)	30 (22.7%)	33 (25.0%)	6 (4.5%)	3 (2.3%)	2 (1.5%)	1 (0.8%)	20 (15.2%)	
	60代女性	211 (1.49)	15 (7.1%)	32 (15.2%)	108 (51.2%)	17 (8.1%)	39 (18.5%)	66 (31.3%)	7 (3.3%)	2 (0.9%)	5 (2.4%)	2 (0.9%)	22 (10.4%)	
	職業	経営者・役員	43 (1.84)	9 (20.9%)	5 (11.6%)	21 (48.8%)	1 (2.3%)	11 (25.6%)	18 (41.9%)	3 (7.0%)	2 (4.7%)	2 (4.7%)	1 (2.3%)	6 (14.0%)
		会社員(事務系)	201 (1.57)	21 (10.4%)	20 (10.0%)	64 (31.8%)	8 (4.0%)	43 (21.4%)	89 (44.3%)	23 (11.4%)	3 (1.5%)	7 (3.5%)	1 (0.5%)	36 (17.9%)
会社員(技術系)		200 (1.58)	13 (6.5%)	11 (5.5%)	71 (35.5%)	7 (3.5%)	51 (25.5%)	93 (46.5%)	22 (11.0%)	9 (4.5%)	8 (4.0%)	6 (3.0%)	25 (12.5%)	
会社員(その他)		93 (1.47)	8 (8.6%)	5 (5.4%)	36 (38.7%)	3 (3.2%)	20 (21.5%)	34 (36.6%)	7 (7.5%)	0 (0.0%)	3 (3.2%)	0 (0.0%)	21 (22.6%)	
公務員		54 (1.65)	8 (14.8%)	5 (9.3%)	22 (40.7%)	2 (3.7%)	12 (22.2%)	17 (31.5%)	11 (20.4%)	1 (1.9%)	2 (3.7%)	1 (1.9%)	8 (14.8%)	
自営業		125 (1.50)	11 (8.8%)	7 (5.6%)	50 (40.0%)	4 (3.2%)	33 (26.4%)	46 (36.8%)	8 (6.4%)	3 (2.4%)	6 (4.8%)	3 (2.4%)	17 (13.6%)	
自由業		59 (1.36)	2 (3.4%)	2 (3.4%)	16 (27.1%)	2 (3.4%)	15 (25.4%)	26 (44.1%)	0 (0.0%)	2 (3.4%)	2 (3.4%)	1 (1.7%)	12 (20.3%)	
専業主婦		362 (1.44)	21 (5.8%)	47 (13.0%)	177 (48.9%)	23 (6.4%)	60 (16.6%)	99 (27.3%)	25 (6.9%)	6 (1.7%)	7 (1.9%)	5 (1.4%)	51 (14.1%)	
パート・アルバイト		175 (1.51)	19 (10.9%)	26 (14.9%)	68 (38.9%)	7 (4.0%)	32 (18.3%)	55 (31.4%)	12 (6.9%)	4 (3.4%)	4 (2.3%)	3 (1.7%)	32 (18.3%)	
学生		60 (1.63)	4 (6.7%)	6 (10.0%)	22 (36.7%)	11 (18.3%)	16 (26.7%)	21 (35.0%)	6 (10.0%)	2 (3.3%)	0 (0.0%)	1 (1.7%)	9 (15.0%)	
その他		205 (1.51)	14 (6.8%)	26 (12.7%)	82 (40.0%)	7 (3.4%)	54 (26.3%)	65 (31.7%)	13 (6.3%)	0 (0.0%)	6 (2.9%)	5 (2.4%)	38 (18.5%)	
同居人数		1人	189 (1.54)	13 (6.9%)	17 (9.0%)	78 (41.3%)	7 (3.7%)	44 (23.3%)	73 (38.6%)	14 (7.4%)	4 (2.1%)	6 (3.2%)	2 (1.1%)	34 (18.0%)
	2人	447 (1.51)	44 (9.8%)	51 (11.4%)	192 (43.0%)	22 (4.9%)	89 (19.9%)	138 (30.9%)	36 (8.1%)	6 (1.3%)	15 (3.4%)	11 (2.5%)	71 (15.9%)	
	3人	434 (1.53)	35 (8.1%)	40 (9.2%)	163 (37.6%)	20 (4.6%)	107 (24.7%)	170 (39.2%)	36 (8.3%)	13 (3.0%)	11 (2.5%)	4 (0.9%)	67 (15.4%)	
	4人	312 (1.48)	24 (7.7%)	27 (8.7%)	117 (37.5%)	14 (4.5%)	67 (21.5%)	117 (37.5%)	18 (5.8%)	3 (1.0%)	11 (3.5%)	7 (2.2%)	56 (17.9%)	
	5人	128 (1.64)	10 (7.8%)	19 (14.8%)	50 (39.1%)	8 (6.3%)	29 (22.7%)	50 (39.1%)	16 (12.5%)	7 (5.5%)	3 (2.3%)	2 (1.6%)	16 (12.5%)	
	6人以上	67 (1.39)	4 (6.0%)	6 (9.0%)	29 (43.3%)	4 (6.0%)	11 (16.4%)	15 (22.4%)	10 (14.9%)	1 (1.5%)	1 (1.5%)	1 (1.5%)	11 (16.4%)	
	地域	北海道	66 (1.65)	8 (12.1%)	8 (12.1%)	30 (45.5%)	2 (3.0%)	13 (19.7%)	20 (30.3%)	7 (10.6%)	2 (3.0%)	2 (3.0%)	0 (0.0%)	17 (25.8%)
東北地方		62 (1.53)	5 (8.1%)	4 (6.5%)	25 (40.3%)	2 (3.2%)	15 (24.2%)	27 (43.5%)	3 (4.8%)	1 (1.6%)	2 (3.2%)	3 (4.8%)	8 (12.9%)	
関東地方		669 (1.55)	49 (7.3%)	68 (10.2%)	269 (40.2%)	34 (5.1%)	148 (22.1%)	262 (39.2%)	64 (9.6%)	14 (2.1%)	22 (3.3%)	7 (1.0%)	101 (15.1%)	
中部地方		219 (1.53)	26 (11.9%)	21 (9.6%)	90 (41.1%)	11 (5.0%)	40 (18.3%)	79 (36.1%)	11 (5.0%)	7 (3.2%)	11 (5.0%)	7 (3.2%)	33 (15.1%)	
近畿地方		339 (1.46)	24 (7.1%)	34 (10.0%)	129 (38.1%)	16 (4.7%)	87 (25.7%)	110 (32.4%)	26 (7.7%)	6 (1.8%)	6 (1.8%)	5 (1.5%)	53 (15.6%)	
中国地方		68 (1.34)	4 (5.9%)	6 (8.8%)	28 (41.2%)	4 (5.9%)	13 (19.1%)	16 (23.5%)	5 (7.4%)	1 (1.5%)	1 (1.5%)	1 (1.5%)	12 (17.6%)	
四国地方		35 (1.71)	4 (11.4%)	6 (17.1%)	9 (25.7%)	1 (2.9%)	14 (40.0%)	15 (42.9%)	4 (11.4%)	0 (0.0%)	1 (2.9%)	1 (2.9%)	5 (14.3%)	
九州地方		119 (1.45)	10 (8.4%)	13 (10.9%)	49 (41.2%)	5 (4.2%)	17 (14.3%)	34 (28.6%)	10 (8.4%)	3 (2.5%)	2 (1.7%)	3 (2.5%)	26 (21.8%)	
回答者年収	~200万円未満	639 (1.51)	46 (7.2%)	79 (12.4%)	282 (44.1%)	44 (6.9%)	119 (18.6%)	206 (32.2%)	48 (7.5%)	16 (2.5%)	14 (2.2%)	11 (1.7%)	99 (15.5%)	
	200~400万円未満	352 (1.49)	26 (7.4%)	36 (10.2%)	129 (36.6%)	15 (4.3%)	81 (23.0%)	125 (35.5%)	25 (7.1%)	4 (1.1%)	10 (2.8%)	4 (1.1%)	71 (20.2%)	
	400~600万円未満	293 (1.49)	24 (8.2%)	20 (6.8%)	110 (37.5%)	10 (3.4%)	62 (21.2%)	111 (37.9%)	29 (9.9%)	8 (2.7%)	12 (4.1%)	6 (2.0%)	46 (15.7%)	
	600~800万円未満	152 (1.64)	14 (9.2%)	12 (7.9%)	54 (35.5%)	3 (2.0%)	45 (29.6%)	69 (45.4%)	18 (11.8%)	5 (3.3%)	6 (3.9%)	2 (1.3%)	21 (13.8%)	
	800~1000万円未満	73 (1.48)	6 (8.2%)	8 (11.0%)	31 (42.5%)	2 (2.7%)	20 (27.4%)	27 (37.0%)	5 (6.8%)	0 (0.0%)	2 (2.7%)	1 (1.4%)	6 (8.2%)	
	1000万円以上	68 (1.65)	14 (20.6%)	5 (7.4%)	23 (33.8%)	1 (1.5%)	20 (29.4%)	25 (36.8%)	5 (7.4%)	1 (1.5%)	3 (4.4%)	3 (4.4%)	12 (17.6%)	
	世帯年収	~200万円未満	114 (1.59)	7 (6.1%)	11 (9.6%)	45 (39.5%)	8 (7.0%)	27 (23.7%)	51 (44.7%)	9 (7.9%)	4 (3.5%)	4 (3.5%)	2 (1.8%)	13 (11.4%)
200~400万円未満		255 (1.45)	21 (8.2%)	27 (10.6%)	106 (41.6%)	15 (5.9%)	53 (20.8%)	72 (28.2%)	16 (6.3%)	3 (1.2%)	5 (2.0%)	4 (1.6%)	49 (19.2%)	
400~600万円未満		416 (1.41)	22 (5.3%)	33 (7.9%)	173 (41.6%)	11 (2.6%)	83 (20.0%)	143 (34.4%)	33 (7.9%)	5 (1.2%)	13 (3.1%)	7 (1.7%)	65 (15.6%)	
600~800万円未満		302 (1.55)	30 (9.9%)	23 (7.6%)	123 (40.7%)	12 (4.0%)	68 (22.5%)	108 (35.8%)	25 (8.3%)	7 (2.3%)	11 (3.6%)	5 (1.7%)	55 (18.2%)	
800~1000万円未満		187 (1.51)	12 (6.4%)	28 (15.0%)	66 (35.3%)	12 (6.4%)	36 (19.3%)	75 (40.1%)	15 (8.0%)	4 (2.1%)	5 (2.7%)	3 (1.6%)	27 (14.4%)	
1000万円以上		303 (1.67)	38 (12.5%)	38 (12.5%)	116 (38.3%)	17 (5.6%)	80 (26.4%)	114 (37.6%)	32 (10.6%)	11 (3.6%)	9 (3.0%)	6 (2.0%)	46 (15.2%)	















Q5インターネットでの購入・注文割合(書籍・雑誌) (n=2043)

	全体	利用していない	20%未満	20-40%未満	40-60%未満	60-80%未満	80%以上		
全体	2043 (100.0%)	773 (37.8%)	507 (24.8%)	279 (13.7%)	218 (10.7%)	64 (3.1%)	202 (9.9%)		
性・世代	20代男性	211 (100.0%)	58 (27.5%)	51 (24.2%)	36 (17.1%)	25 (11.8%)	11 (5.2%)	30 (14.2%)	
	30代男性	197 (100.0%)	66 (33.5%)	49 (24.9%)	27 (13.7%)	24 (12.2%)	9 (4.6%)	22 (11.2%)	
	40代男性	169 (100.0%)	40 (23.7%)	56 (33.1%)	28 (16.6%)	19 (11.2%)	4 (2.4%)	22 (13.0%)	
	50代男性	164 (100.0%)	64 (39.0%)	43 (26.2%)	24 (14.6%)	12 (7.3%)	3 (1.8%)	18 (11.0%)	
	60代男性	294 (100.0%)	130 (44.2%)	61 (20.7%)	43 (14.6%)	23 (7.8%)	8 (2.7%)	29 (9.9%)	
	20代女性	204 (100.0%)	78 (38.2%)	50 (24.5%)	26 (12.7%)	28 (13.7%)	8 (3.9%)	14 (6.9%)	
	30代女性	207 (100.0%)	82 (39.6%)	51 (24.6%)	21 (10.1%)	23 (11.1%)	7 (3.4%)	23 (11.1%)	
	40代女性	150 (100.0%)	40 (26.7%)	46 (30.7%)	27 (18.0%)	17 (11.3%)	6 (4.0%)	14 (9.3%)	
	50代女性	163 (100.0%)	71 (43.6%)	36 (22.1%)	19 (11.7%)	21 (12.9%)	4 (2.5%)	12 (7.4%)	
	60代女性	284 (100.0%)	144 (50.7%)	64 (22.5%)	28 (9.9%)	26 (9.2%)	4 (1.4%)	18 (6.3%)	
	職業	経営者・役員	49 (100.0%)	17 (34.7%)	13 (26.5%)	7 (14.3%)	5 (10.2%)	1 (2.0%)	6 (12.2%)
		会社員(事務系)	253 (100.0%)	69 (27.3%)	74 (29.2%)	44 (17.4%)	34 (13.4%)	8 (3.2%)	24 (9.5%)
会社員(技術系)		240 (100.0%)	87 (36.3%)	57 (23.8%)	33 (13.8%)	26 (10.8%)	10 (4.2%)	27 (11.3%)	
会社員(その他)		124 (100.0%)	44 (35.5%)	41 (33.1%)	15 (12.1%)	9 (7.3%)	3 (2.4%)	12 (9.7%)	
公務員		81 (100.0%)	12 (14.8%)	21 (25.9%)	21 (25.9%)	11 (13.6%)	5 (6.2%)	11 (13.6%)	
自営業		136 (100.0%)	45 (33.1%)	27 (19.9%)	27 (19.9%)	18 (13.2%)	4 (2.9%)	15 (11.0%)	
自由業		73 (100.0%)	25 (34.2%)	17 (23.3%)	9 (12.3%)	8 (11.0%)	3 (4.1%)	11 (15.1%)	
専業主婦		498 (100.0%)	233 (46.8%)	119 (23.9%)	48 (9.6%)	51 (10.2%)	10 (2.0%)	37 (7.4%)	
パート・アルバイト		235 (100.0%)	91 (38.7%)	60 (25.5%)	31 (13.2%)	24 (10.2%)	8 (3.4%)	21 (8.9%)	
学生		104 (100.0%)	37 (35.6%)	22 (21.2%)	16 (15.4%)	13 (12.5%)	6 (5.8%)	10 (9.6%)	
その他		250 (100.0%)	113 (45.2%)	56 (22.4%)	28 (11.2%)	19 (7.6%)	6 (2.4%)	28 (11.2%)	
同居人数		1人	246 (100.0%)	84 (34.1%)	54 (22.0%)	33 (13.4%)	30 (12.2%)	11 (4.5%)	34 (13.8%)
		2人	575 (100.0%)	252 (43.8%)	136 (23.7%)	69 (12.0%)	58 (10.1%)	14 (2.4%)	46 (8.0%)
	3人	543 (100.0%)	200 (36.8%)	138 (25.4%)	77 (14.2%)	55 (10.1%)	14 (2.6%)	59 (10.9%)	
	4人	409 (100.0%)	147 (35.9%)	104 (25.4%)	59 (14.4%)	42 (10.3%)	12 (2.9%)	45 (11.0%)	
	5人	176 (100.0%)	60 (34.1%)	45 (25.6%)	26 (14.8%)	22 (12.5%)	8 (4.5%)	15 (8.5%)	
	6人以上	94 (100.0%)	30 (31.9%)	30 (31.9%)	15 (16.0%)	11 (11.7%)	5 (5.3%)	3 (3.2%)	
地域	北海道	84 (100.0%)	27 (32.1%)	19 (22.6%)	15 (17.9%)	12 (14.3%)	3 (3.6%)	8 (9.5%)	
	東北地方	104 (100.0%)	36 (34.6%)	24 (23.1%)	13 (12.5%)	13 (12.5%)	5 (4.8%)	13 (12.5%)	
	関東地方	841 (100.0%)	317 (37.7%)	214 (25.4%)	122 (14.5%)	86 (10.2%)	24 (2.9%)	78 (9.3%)	
	中部地方	291 (100.0%)	113 (38.8%)	67 (23.0%)	33 (11.3%)	33 (11.3%)	12 (4.1%)	33 (11.3%)	
	近畿地方	420 (100.0%)	174 (41.4%)	101 (24.0%)	60 (14.3%)	40 (9.5%)	11 (2.6%)	34 (8.1%)	
	中国地方	102 (100.0%)	35 (34.3%)	33 (32.4%)	8 (7.8%)	10 (9.8%)	4 (3.9%)	12 (11.8%)	
	四国地方	49 (100.0%)	18 (36.7%)	10 (20.4%)	6 (12.2%)	7 (14.3%)	2 (4.0%)	7 (14.3%)	
	九州地方	152 (100.0%)	53 (34.9%)	39 (25.7%)	22 (14.5%)	17 (11.2%)	4 (2.6%)	17 (11.2%)	
回答者年収	~200万円未満	888 (100.0%)	369 (41.6%)	220 (24.8%)	101 (11.4%)	98 (11.0%)	24 (2.7%)	76 (8.6%)	
	200-400万円未満	468 (100.0%)	184 (39.3%)	105 (22.4%)	58 (12.4%)	52 (11.1%)	16 (3.4%)	53 (11.3%)	
	400-600万円未満	348 (100.0%)	123 (35.3%)	84 (24.1%)	57 (16.4%)	33 (9.5%)	13 (3.7%)	38 (10.9%)	
	600-800万円未満	187 (100.0%)	57 (30.5%)	49 (26.2%)	36 (19.3%)	18 (9.6%)	7 (3.7%)	20 (10.7%)	
	800-1000万円未満	83 (100.0%)	23 (27.7%)	26 (31.3%)	17 (20.5%)	8 (9.6%)	1 (1.2%)	8 (9.6%)	
	1000万円以上	69 (100.0%)	17 (24.6%)	23 (33.3%)	10 (14.5%)	9 (13.0%)	3 (4.3%)	7 (10.1%)	
世帯年収	~200万円未満	152 (100.0%)	62 (40.8%)	48 (31.6%)	13 (8.6%)	14 (9.2%)	2 (1.3%)	13 (8.6%)	
	200-400万円未満	335 (100.0%)	147 (43.9%)	73 (21.8%)	36 (10.7%)	35 (10.4%)	8 (2.4%)	36 (10.7%)	
	400-600万円未満	562 (100.0%)	223 (39.7%)	135 (24.0%)	77 (13.7%)	55 (9.8%)	21 (3.7%)	51 (9.1%)	
	600-800万円未満	374 (100.0%)	138 (36.9%)	84 (22.5%)	60 (16.0%)	40 (10.7%)	13 (3.5%)	39 (10.4%)	
	800-1000万円未満	247 (100.0%)	76 (30.8%)	71 (28.7%)	37 (15.0%)	31 (12.6%)	6 (2.4%)	26 (10.5%)	
	1000万円以上	373 (100.0%)	127 (34.0%)	96 (25.7%)	56 (15.0%)	43 (11.5%)	14 (3.8%)	37 (9.9%)	

Q5インターネットでの購入・注文割合(CDソフト、DVDソフト) (n=1347)

	全体	利用していない	20%未満	20～40%未満	40～60%未満	60～80%未満	80%以上		
全体	1347 (100.0%)	387 (28.7%)	245 (18.2%)	170 (12.6%)	179 (13.3%)	37 (2.7%)	329 (24.4%)		
性・世代	20代男性	172 (100.0%)	46 (26.7%)	29 (16.9%)	26 (15.1%)	27 (15.7%)	4 (2.3%)	40 (23.3%)	
	30代男性	170 (100.0%)	44 (25.9%)	30 (17.6%)	26 (15.3%)	21 (12.4%)	7 (4.1%)	42 (24.7%)	
	40代男性	127 (100.0%)	25 (19.7%)	23 (18.1%)	22 (17.3%)	20 (15.7%)	5 (3.9%)	32 (25.2%)	
	50代男性	114 (100.0%)	28 (24.6%)	23 (20.2%)	17 (14.9%)	8 (7.0%)	5 (4.4%)	33 (28.9%)	
	60代男性	150 (100.0%)	54 (36.0%)	26 (17.3%)	17 (11.3%)	16 (10.7%)	3 (2.0%)	34 (22.7%)	
	20代女性	144 (100.0%)	49 (34.0%)	26 (18.1%)	12 (8.3%)	23 (16.0%)	7 (4.9%)	27 (18.8%)	
	30代女性	151 (100.0%)	52 (34.4%)	27 (17.9%)	15 (9.9%)	13 (8.6%)	1 (0.7%)	43 (28.5%)	
	40代女性	109 (100.0%)	23 (21.1%)	17 (15.6%)	15 (13.8%)	21 (19.3%)	2 (1.8%)	31 (28.4%)	
	50代女性	85 (100.0%)	23 (27.1%)	16 (18.8%)	12 (14.1%)	14 (16.5%)	0 (0.0%)	20 (23.5%)	
	60代女性	125 (100.0%)	43 (34.4%)	28 (22.4%)	8 (6.4%)	16 (12.8%)	3 (2.4%)	27 (21.6%)	
	職業	経営者・役員	26 (100.0%)	8 (30.8%)	9 (34.6%)	4 (15.4%)	2 (7.7%)	0 (0.0%)	3 (11.5%)
		会社員(事務系)	192 (100.0%)	46 (24.0%)	37 (19.3%)	27 (14.1%)	31 (16.1%)	7 (3.6%)	44 (22.9%)
会社員(技術系)		182 (100.0%)	52 (28.6%)	31 (17.0%)	31 (17.0%)	20 (11.0%)	4 (2.2%)	44 (24.2%)	
会社員(その他)		99 (100.0%)	31 (31.3%)	22 (22.2%)	8 (8.1%)	13 (13.1%)	4 (4.0%)	21 (21.2%)	
公務員		65 (100.0%)	14 (21.5%)	11 (16.9%)	12 (18.5%)	6 (9.2%)	3 (4.6%)	19 (29.2%)	
自営業		98 (100.0%)	18 (18.4%)	19 (19.4%)	23 (23.5%)	14 (14.3%)	1 (1.0%)	23 (23.5%)	
自由業		55 (100.0%)	7 (12.7%)	9 (16.4%)	1 (1.8%)	7 (12.7%)	4 (7.3%)	27 (49.1%)	
専業主婦		267 (100.0%)	96 (36.0%)	47 (17.6%)	26 (9.7%)	37 (13.9%)	3 (1.1%)	58 (21.7%)	
パート・アルバイト		159 (100.0%)	45 (28.3%)	27 (17.0%)	18 (11.3%)	19 (11.9%)	5 (3.1%)	45 (28.3%)	
学生		73 (100.0%)	27 (37.0%)	10 (13.7%)	5 (6.8%)	14 (19.2%)	2 (2.7%)	15 (20.5%)	
その他		131 (100.0%)	43 (32.8%)	23 (17.6%)	15 (11.5%)	16 (12.2%)	4 (3.1%)	30 (22.9%)	
同居人数		1人	183 (100.0%)	48 (26.2%)	31 (16.9%)	22 (12.0%)	20 (10.9%)	7 (3.8%)	55 (30.1%)
		2人	338 (100.0%)	113 (33.4%)	70 (20.7%)	34 (10.1%)	36 (10.7%)	7 (2.1%)	78 (23.1%)
		3人	344 (100.0%)	101 (29.4%)	60 (17.4%)	40 (11.6%)	58 (16.9%)	8 (2.3%)	77 (22.4%)
	4人	276 (100.0%)	79 (28.6%)	43 (15.6%)	39 (14.1%)	34 (12.3%)	7 (2.5%)	74 (26.8%)	
	5人	135 (100.0%)	29 (21.5%)	21 (15.6%)	27 (20.0%)	20 (14.8%)	4 (3.0%)	34 (25.2%)	
	6人以上	71 (100.0%)	17 (23.9%)	20 (28.2%)	8 (11.3%)	11 (15.5%)	4 (5.6%)	11 (15.5%)	
地域	北海道	55 (100.0%)	13 (23.6%)	6 (10.9%)	7 (12.7%)	11 (20.0%)	2 (3.6%)	16 (29.1%)	
	東北地方	66 (100.0%)	19 (28.8%)	15 (22.7%)	9 (13.6%)	7 (10.6%)	2 (3.0%)	14 (21.2%)	
	関東地方	572 (100.0%)	168 (29.4%)	105 (18.4%)	75 (13.1%)	79 (13.8%)	16 (2.8%)	129 (22.6%)	
	中部地方	174 (100.0%)	48 (27.6%)	31 (17.8%)	23 (13.2%)	19 (10.9%)	4 (2.3%)	49 (28.2%)	
	近畿地方	286 (100.0%)	84 (29.4%)	57 (19.9%)	35 (12.2%)	36 (12.6%)	9 (3.1%)	65 (22.7%)	
	中国地方	64 (100.0%)	18 (28.1%)	13 (20.3%)	7 (10.9%)	7 (10.9%)	1 (1.6%)	18 (28.1%)	
	四国地方	32 (100.0%)	12 (37.5%)	2 (6.3%)	5 (15.6%)	8 (18.8%)	0 (0.0%)	7 (21.9%)	
	九州地方	98 (100.0%)	25 (25.5%)	16 (16.3%)	9 (9.2%)	14 (14.3%)	3 (3.1%)	31 (31.6%)	
回答者年収	～200万円未満	556 (100.0%)	170 (30.6%)	93 (16.7%)	65 (11.7%)	82 (14.7%)	12 (2.2%)	134 (24.1%)	
	200～400万円未満	302 (100.0%)	95 (31.5%)	52 (17.2%)	32 (10.6%)	41 (13.6%)	8 (2.6%)	74 (24.5%)	
	400～600万円未満	250 (100.0%)	67 (26.8%)	46 (18.4%)	36 (14.4%)	26 (10.4%)	11 (4.4%)	64 (25.6%)	
	600～800万円未満	121 (100.0%)	31 (25.6%)	23 (19.0%)	16 (13.2%)	18 (14.9%)	3 (2.5%)	30 (24.8%)	
	800～1000万円未満	64 (100.0%)	12 (18.8%)	14 (21.9%)	12 (18.8%)	10 (15.6%)	1 (1.6%)	15 (23.4%)	
	1000万円以上	54 (100.0%)	12 (22.2%)	17 (31.5%)	9 (16.7%)	2 (3.7%)	2 (3.7%)	12 (22.2%)	
	～200万円未満	103 (100.0%)	26 (25.2%)	19 (18.4%)	16 (15.5%)	18 (17.5%)	2 (1.9%)	22 (21.4%)	
200～400万円未満	195 (100.0%)	64 (32.8%)	25 (12.8%)	26 (13.3%)	20 (10.3%)	5 (2.6%)	55 (28.2%)		
400～600万円未満	345 (100.0%)	111 (32.2%)	56 (16.2%)	45 (13.0%)	41 (11.9%)	13 (3.8%)	79 (22.9%)		
600～800万円未満	257 (100.0%)	72 (28.0%)	47 (18.3%)	30 (11.7%)	35 (13.6%)	3 (1.2%)	70 (27.2%)		
800～1000万円未満	177 (100.0%)	45 (25.4%)	39 (22.0%)	21 (11.9%)	21 (11.9%)	7 (4.0%)	44 (24.9%)		
1000万円以上	270 (100.0%)	69 (25.6%)	59 (21.9%)	32 (11.9%)	44 (16.3%)	7 (2.6%)	59 (21.9%)		

Q5インターネットでの購入・注文割合(ゲームソフト、コンピュータソフト) (n=1049)

	全体	利用していない	20%未満	20-40%未満	40-60%未満	60-80%未満	80%以上		
全体	1049 (100.0%)	286 (27.3%)	205 (19.5%)	137 (13.1%)	128 (12.2%)	19 (1.8%)	274 (26.1%)		
性・世代	20代男性	146 (100.0%)	39 (26.7%)	31 (21.2%)	27 (18.5%)	17 (11.6%)	3 (2.1%)	29 (19.9%)	
	30代男性	143 (100.0%)	41 (28.7%)	29 (20.3%)	15 (10.5%)	22 (15.4%)	6 (4.2%)	30 (21.0%)	
	40代男性	125 (100.0%)	29 (23.2%)	27 (21.6%)	22 (17.6%)	22 (17.6%)	2 (1.6%)	23 (18.4%)	
	50代男性	96 (100.0%)	13 (13.5%)	19 (19.8%)	13 (13.5%)	11 (11.5%)	2 (2.1%)	38 (39.6%)	
	60代男性	138 (100.0%)	21 (15.2%)	23 (16.7%)	22 (15.9%)	18 (13.0%)	2 (1.4%)	52 (37.7%)	
	20代女性	95 (100.0%)	37 (38.9%)	14 (14.7%)	12 (12.6%)	9 (9.5%)	1 (1.1%)	22 (23.2%)	
	30代女性	105 (100.0%)	41 (39.0%)	21 (20.0%)	7 (6.7%)	12 (11.4%)	1 (1.0%)	23 (21.9%)	
	40代女性	89 (100.0%)	33 (37.1%)	21 (23.6%)	7 (7.9%)	6 (6.7%)	2 (2.2%)	20 (22.5%)	
	50代女性	47 (100.0%)	14 (29.8%)	11 (23.4%)	6 (12.8%)	5 (10.6%)	0 (0.0%)	11 (23.4%)	
	60代女性	65 (100.0%)	18 (27.7%)	9 (13.8%)	6 (9.2%)	6 (9.2%)	0 (0.0%)	26 (40.0%)	
	職業	経営者・役員	21 (100.0%)	5 (23.8%)	3 (14.3%)	3 (14.3%)	2 (9.5%)	1 (4.8%)	7 (33.3%)
		会社員(事務系)	139 (100.0%)	41 (29.5%)	23 (16.5%)	21 (15.1%)	16 (11.5%)	3 (2.2%)	35 (25.2%)
会社員(技術系)		168 (100.0%)	36 (21.4%)	40 (23.8%)	29 (17.3%)	22 (13.1%)	4 (2.4%)	37 (22.0%)	
会社員(その他)		76 (100.0%)	25 (32.9%)	17 (22.4%)	4 (5.3%)	11 (14.5%)	1 (1.3%)	18 (23.7%)	
公務員		50 (100.0%)	11 (22.0%)	14 (28.0%)	5 (10.0%)	8 (16.0%)	2 (4.0%)	10 (20.0%)	
自営業		78 (100.0%)	8 (10.3%)	11 (14.1%)	21 (26.9%)	12 (15.4%)	0 (0.0%)	26 (33.3%)	
自由業		34 (100.0%)	7 (20.6%)	5 (14.7%)	3 (8.8%)	8 (23.5%)	1 (2.9%)	10 (29.4%)	
専業主婦		196 (100.0%)	74 (37.8%)	39 (19.9%)	16 (8.2%)	20 (10.2%)	3 (1.5%)	44 (22.4%)	
パート・アルバイト		111 (100.0%)	36 (32.4%)	21 (18.9%)	14 (12.6%)	11 (9.9%)	2 (1.8%)	27 (24.3%)	
学生		58 (100.0%)	19 (32.8%)	11 (19.0%)	7 (12.1%)	6 (10.3%)	0 (0.0%)	15 (25.9%)	
その他		118 (100.0%)	24 (20.3%)	21 (17.8%)	14 (11.9%)	12 (10.2%)	2 (1.7%)	45 (38.1%)	
同居人数		1人	135 (100.0%)	28 (20.7%)	29 (21.5%)	20 (14.8%)	15 (11.1%)	4 (3.0%)	39 (28.9%)
		2人	252 (100.0%)	74 (29.4%)	34 (13.5%)	26 (10.3%)	27 (10.7%)	4 (1.6%)	87 (34.5%)
	3人	271 (100.0%)	73 (26.9%)	58 (21.4%)	34 (12.5%)	37 (13.7%)	2 (0.7%)	67 (24.7%)	
	4人	222 (100.0%)	60 (27.0%)	51 (23.0%)	31 (14.0%)	31 (14.0%)	6 (2.7%)	43 (19.4%)	
	5人	106 (100.0%)	29 (27.4%)	20 (18.9%)	17 (16.0%)	10 (9.4%)	2 (1.9%)	28 (26.4%)	
	6人以上	63 (100.0%)	22 (34.9%)	13 (20.6%)	9 (14.3%)	8 (12.7%)	1 (1.6%)	10 (15.9%)	
地域	北海道	47 (100.0%)	14 (29.8%)	9 (19.1%)	9 (19.1%)	4 (8.5%)	1 (2.1%)	10 (21.3%)	
	東北地方	57 (100.0%)	18 (31.6%)	8 (14.0%)	6 (10.5%)	8 (14.0%)	2 (3.5%)	15 (26.3%)	
	関東地方	429 (100.0%)	113 (26.3%)	86 (20.0%)	59 (13.8%)	50 (11.7%)	10 (2.3%)	111 (25.9%)	
	中部地方	143 (100.0%)	38 (26.6%)	27 (18.9%)	14 (9.8%)	18 (12.6%)	1 (0.7%)	45 (31.5%)	
	近畿地方	225 (100.0%)	62 (27.6%)	42 (18.7%)	33 (14.7%)	28 (12.4%)	4 (1.8%)	56 (24.9%)	
	中国地方	53 (100.0%)	14 (26.4%)	15 (28.3%)	4 (7.5%)	5 (9.4%)	0 (0.0%)	15 (28.3%)	
	四国地方	22 (100.0%)	7 (31.8%)	4 (18.2%)	1 (4.5%)	3 (13.6%)	0 (0.0%)	7 (31.8%)	
	九州地方	73 (100.0%)	20 (27.4%)	14 (19.2%)	11 (15.1%)	12 (16.4%)	1 (1.4%)	15 (20.5%)	
回答者年収	~200万円未満	410 (100.0%)	136 (33.2%)	79 (19.3%)	42 (10.2%)	44 (10.7%)	5 (1.2%)	104 (25.4%)	
	200-400万円未満	233 (100.0%)	63 (27.0%)	44 (18.9%)	35 (15.0%)	23 (9.9%)	3 (1.3%)	65 (27.9%)	
	400-600万円未満	200 (100.0%)	49 (24.5%)	39 (19.5%)	30 (15.0%)	28 (14.0%)	7 (3.5%)	47 (23.5%)	
	600-800万円未満	121 (100.0%)	26 (21.5%)	26 (21.5%)	13 (10.7%)	22 (18.2%)	2 (1.7%)	32 (26.4%)	
	800-1000万円未満	47 (100.0%)	7 (14.9%)	13 (27.7%)	7 (14.9%)	6 (12.8%)	0 (0.0%)	14 (29.8%)	
	1000万円以上	38 (100.0%)	5 (13.2%)	4 (10.5%)	10 (26.3%)	5 (13.2%)	2 (5.3%)	12 (31.6%)	
世帯年収	~200万円未満	78 (100.0%)	22 (28.2%)	19 (24.4%)	9 (11.5%)	8 (10.3%)	0 (0.0%)	20 (25.6%)	
	200-400万円未満	159 (100.0%)	48 (30.2%)	29 (18.2%)	24 (15.1%)	13 (8.2%)	1 (0.6%)	44 (27.7%)	
	400-600万円未満	272 (100.0%)	80 (29.4%)	46 (16.9%)	33 (12.1%)	34 (12.5%)	9 (3.3%)	70 (25.7%)	
	600-800万円未満	235 (100.0%)	70 (29.8%)	48 (20.4%)	25 (10.6%)	30 (12.8%)	4 (1.7%)	58 (24.7%)	
	800-1000万円未満	134 (100.0%)	39 (29.1%)	30 (22.4%)	15 (11.2%)	19 (14.2%)	3 (2.2%)	28 (20.9%)	
	1000万円以上	171 (100.0%)	27 (15.8%)	33 (19.3%)	31 (18.1%)	24 (14.0%)	2 (1.2%)	54 (31.6%)	



Q5インターネットでの購入・注文割合(家電、AV機器、パソコン)(n=1577)

	全体	利用していない	20%未満	20～40%未満	40～60%未満	60～80%未満	80%以上		
全体	1577 (100.0%)	685 (43.4%)	246 (15.6%)	201 (12.7%)	177 (11.2%)	61 (3.9%)	207 (13.1%)		
性・世代	20代男性	156 (100.0%)	63 (40.4%)	25 (16.0%)	21 (13.5%)	16 (10.3%)	10 (6.4%)	21 (13.5%)	
	30代男性	171 (100.0%)	56 (32.7%)	27 (15.8%)	27 (15.8%)	21 (12.3%)	12 (7.0%)	28 (16.4%)	
	40代男性	129 (100.0%)	42 (32.6%)	26 (20.2%)	25 (19.4%)	15 (11.6%)	6 (4.7%)	15 (11.6%)	
	50代男性	154 (100.0%)	52 (33.8%)	23 (14.9%)	20 (13.0%)	27 (17.5%)	11 (7.1%)	21 (13.6%)	
	60代男性	270 (100.0%)	109 (40.4%)	34 (12.6%)	42 (15.6%)	34 (12.6%)	11 (4.1%)	40 (14.8%)	
	20代女性	106 (100.0%)	58 (54.7%)	14 (13.2%)	9 (8.5%)	7 (6.6%)	1 (0.9%)	17 (16.0%)	
	30代女性	135 (100.0%)	76 (56.3%)	17 (12.6%)	12 (8.9%)	14 (10.4%)	1 (0.7%)	15 (11.1%)	
	40代女性	113 (100.0%)	47 (41.6%)	27 (23.9%)	14 (12.4%)	9 (8.0%)	3 (2.7%)	13 (11.5%)	
	50代女性	132 (100.0%)	74 (56.1%)	18 (13.6%)	11 (8.3%)	11 (8.3%)	3 (2.3%)	15 (11.4%)	
	60代女性	211 (100.0%)	108 (51.2%)	35 (16.6%)	20 (9.5%)	23 (10.9%)	3 (1.4%)	22 (10.4%)	
	職業	経営者・役員	43 (100.0%)	18 (41.9%)	8 (18.6%)	6 (14.0%)	2 (4.7%)	5 (11.6%)	4 (9.3%)
		会社員(事務系)	201 (100.0%)	74 (36.8%)	37 (18.4%)	28 (13.9%)	28 (13.9%)	6 (3.0%)	28 (13.9%)
会社員(技術系)		200 (100.0%)	63 (31.5%)	38 (19.0%)	37 (18.5%)	23 (11.5%)	10 (5.0%)	29 (14.5%)	
会社員(その他)		93 (100.0%)	39 (41.9%)	13 (14.0%)	15 (16.1%)	9 (9.7%)	4 (4.3%)	13 (14.0%)	
公務員		54 (100.0%)	21 (38.9%)	10 (18.5%)	9 (16.7%)	8 (14.8%)	2 (3.7%)	4 (7.4%)	
自営業		125 (100.0%)	42 (33.6%)	12 (9.6%)	24 (19.2%)	17 (13.6%)	9 (7.2%)	21 (16.8%)	
自由業		59 (100.0%)	23 (38.0%)	5 (8.5%)	4 (6.8%)	11 (18.6%)	3 (5.1%)	13 (22.0%)	
専業主婦		362 (100.0%)	199 (55.0%)	55 (15.2%)	30 (8.3%)	36 (9.9%)	6 (1.7%)	36 (9.9%)	
パート・アルバイト		175 (100.0%)	83 (47.4%)	33 (18.9%)	13 (7.4%)	14 (8.0%)	8 (4.6%)	24 (13.7%)	
学生		60 (100.0%)	33 (55.0%)	4 (6.7%)	9 (15.0%)	4 (6.7%)	4 (6.7%)	6 (10.0%)	
その他		205 (100.0%)	90 (43.9%)	31 (15.1%)	26 (12.7%)	25 (12.2%)	4 (2.0%)	29 (14.1%)	
同居人数		1人	189 (100.0%)	72 (38.1%)	32 (16.9%)	21 (11.1%)	19 (10.1%)	10 (5.3%)	35 (18.5%)
		2人	447 (100.0%)	209 (46.8%)	62 (13.9%)	42 (9.4%)	54 (12.1%)	18 (4.0%)	62 (13.9%)
		3人	434 (100.0%)	180 (41.5%)	74 (17.1%)	55 (12.7%)	50 (11.5%)	16 (3.7%)	59 (13.6%)
	4人	312 (100.0%)	139 (44.6%)	45 (14.4%)	56 (17.9%)	36 (11.5%)	6 (1.9%)	30 (9.6%)	
	5人	128 (100.0%)	52 (40.6%)	22 (17.2%)	21 (16.4%)	11 (8.6%)	7 (5.5%)	15 (11.7%)	
	6人以上	67 (100.0%)	33 (49.3%)	11 (16.4%)	6 (9.0%)	7 (10.4%)	4 (6.0%)	6 (9.0%)	
地域	北海道	66 (100.0%)	36 (54.5%)	7 (10.6%)	10 (15.2%)	4 (6.1%)	1 (1.5%)	8 (12.1%)	
	東北地方	62 (100.0%)	25 (40.3%)	9 (14.5%)	9 (14.5%)	6 (9.7%)	1 (1.6%)	12 (19.4%)	
	関東地方	669 (100.0%)	295 (44.1%)	97 (14.5%)	86 (12.9%)	74 (11.1%)	25 (3.7%)	92 (13.8%)	
	中部地方	219 (100.0%)	90 (41.1%)	38 (17.4%)	29 (13.2%)	29 (13.2%)	11 (5.0%)	22 (10.0%)	
	近畿地方	339 (100.0%)	135 (39.8%)	57 (16.8%)	44 (13.0%)	39 (11.5%)	17 (5.0%)	47 (13.9%)	
	中国地方	68 (100.0%)	35 (51.5%)	13 (19.1%)	6 (8.8%)	8 (11.8%)	0 (0.0%)	6 (8.8%)	
	四国地方	35 (100.0%)	10 (28.6%)	9 (25.7%)	6 (17.1%)	6 (17.1%)	1 (2.9%)	3 (8.6%)	
	九州地方	119 (100.0%)	59 (49.6%)	16 (13.4%)	11 (9.2%)	11 (9.2%)	5 (4.2%)	17 (14.3%)	
回答者年収	～200万円未満	639 (100.0%)	333 (52.1%)	97 (15.2%)	61 (9.5%)	58 (9.1%)	18 (2.8%)	72 (11.3%)	
	200～400万円未満	352 (100.0%)	148 (42.0%)	55 (15.6%)	41 (11.6%)	36 (10.2%)	9 (2.6%)	63 (17.9%)	
	400～600万円未満	293 (100.0%)	101 (34.5%)	38 (13.0%)	48 (16.4%)	47 (16.0%)	19 (6.5%)	40 (13.7%)	
	600～800万円未満	152 (100.0%)	57 (37.5%)	26 (17.1%)	25 (16.4%)	20 (13.2%)	7 (4.6%)	17 (11.2%)	
	800～1000万円未満	73 (100.0%)	24 (32.9%)	16 (21.9%)	15 (20.5%)	9 (12.3%)	1 (1.4%)	8 (11.0%)	
	1000万円以上	68 (100.0%)	22 (32.4%)	14 (20.6%)	11 (16.2%)	7 (10.3%)	7 (10.3%)	7 (10.3%)	
世帯年収	～200万円未満	114 (100.0%)	53 (46.5%)	21 (18.4%)	14 (12.3%)	13 (11.4%)	1 (0.9%)	12 (10.5%)	
	200～400万円未満	255 (100.0%)	130 (51.0%)	36 (14.1%)	17 (6.7%)	27 (10.6%)	7 (2.7%)	38 (14.9%)	
	400～600万円未満	416 (100.0%)	179 (43.0%)	60 (14.4%)	49 (11.8%)	46 (11.1%)	19 (4.6%)	63 (15.1%)	
	600～800万円未満	302 (100.0%)	138 (45.7%)	49 (16.2%)	39 (12.9%)	30 (9.9%)	9 (3.0%)	37 (12.3%)	
	800～1000万円未満	187 (100.0%)	69 (36.9%)	29 (15.5%)	34 (18.2%)	28 (15.0%)	8 (4.3%)	19 (10.2%)	
	1000万円以上	303 (100.0%)	116 (38.3%)	51 (16.8%)	48 (15.8%)	33 (10.9%)	17 (5.6%)	38 (12.5%)	

Q5インターネットでの購入・注文割合(旅行、イベントチケット) (n=1545)

	全体	利用していない	20%未満	20～40%未満	40～60%未満	60～80%未満	80%以上		
全体	1545 (100.0%)	448 (29.0%)	197 (12.8%)	173 (11.2%)	238 (15.4%)	63 (4.1%)	426 (27.6%)		
性・世代	20代男性	124 (100.0%)	28 (22.6%)	22 (17.7%)	11 (8.9%)	14 (11.3%)	8 (6.5%)	41 (33.1%)	
	30代男性	134 (100.0%)	36 (26.9%)	13 (9.7%)	14 (10.4%)	26 (19.4%)	4 (3.0%)	41 (30.6%)	
	40代男性	113 (100.0%)	19 (16.8%)	16 (14.2%)	12 (10.6%)	22 (19.5%)	2 (1.8%)	42 (37.2%)	
	50代男性	127 (100.0%)	35 (27.6%)	10 (7.9%)	16 (12.6%)	20 (15.7%)	8 (6.3%)	38 (29.9%)	
	60代男性	253 (100.0%)	83 (32.8%)	40 (15.8%)	32 (12.6%)	36 (14.2%)	10 (4.0%)	52 (20.6%)	
	20代女性	148 (100.0%)	40 (27.0%)	16 (10.8%)	18 (12.2%)	22 (14.9%)	5 (3.4%)	47 (31.8%)	
	30代女性	138 (100.0%)	40 (29.0%)	8 (5.8%)	10 (7.2%)	27 (19.6%)	8 (5.8%)	45 (32.6%)	
	40代女性	110 (100.0%)	23 (20.9%)	20 (18.2%)	14 (12.7%)	17 (15.5%)	1 (0.9%)	35 (31.8%)	
	50代女性	154 (100.0%)	34 (22.1%)	18 (11.7%)	22 (14.3%)	27 (17.5%)	8 (5.2%)	45 (29.2%)	
	60代女性	244 (100.0%)	110 (45.1%)	34 (13.9%)	24 (9.8%)	27 (11.1%)	9 (3.7%)	40 (16.4%)	
職業	経営者・役員	33 (100.0%)	8 (24.2%)	1 (3.0%)	6 (18.2%)	5 (15.2%)	2 (6.1%)	11 (33.3%)	
	会社員(事務系)	213 (100.0%)	38 (17.8%)	28 (13.1%)	22 (10.3%)	42 (19.7%)	15 (7.0%)	68 (31.9%)	
	会社員(技術系)	177 (100.0%)	33 (18.6%)	22 (12.4%)	17 (9.6%)	30 (16.9%)	8 (4.5%)	67 (37.9%)	
	会社員(その他)	89 (100.0%)	30 (33.7%)	10 (11.2%)	8 (9.0%)	15 (16.9%)	4 (4.5%)	22 (24.7%)	
	公務員	67 (100.0%)	15 (22.4%)	8 (11.9%)	11 (16.4%)	15 (22.4%)	0 (0.0%)	18 (26.9%)	
	自営業	99 (100.0%)	30 (30.3%)	16 (16.2%)	14 (14.1%)	11 (11.1%)	3 (3.0%)	25 (25.3%)	
	自由業	48 (100.0%)	12 (25.0%)	5 (10.4%)	5 (10.4%)	7 (14.6%)	6 (12.5%)	13 (27.1%)	
	専業主婦	402 (100.0%)	154 (38.3%)	52 (12.9%)	41 (10.2%)	55 (13.7%)	13 (3.2%)	87 (21.6%)	
	パート・アルバイト	170 (100.0%)	41 (24.1%)	24 (14.1%)	15 (8.8%)	24 (14.1%)	6 (3.5%)	60 (35.3%)	
	学生	61 (100.0%)	22 (36.1%)	6 (9.8%)	5 (8.2%)	10 (16.4%)	1 (1.6%)	17 (27.9%)	
	その他	186 (100.0%)	65 (34.9%)	25 (13.4%)	29 (15.6%)	24 (12.9%)	5 (2.7%)	38 (20.4%)	
	同居人数	1人	194 (100.0%)	43 (22.2%)	27 (13.9%)	18 (9.3%)	31 (16.0%)	8 (4.1%)	67 (34.5%)
		2人	494 (100.0%)	170 (34.4%)	59 (11.9%)	54 (10.9%)	59 (11.9%)	20 (4.0%)	132 (26.7%)
3人		384 (100.0%)	114 (29.7%)	48 (12.5%)	44 (11.5%)	77 (20.1%)	13 (3.4%)	88 (22.9%)	
4人		280 (100.0%)	75 (26.8%)	31 (11.1%)	24 (8.6%)	48 (17.1%)	17 (6.1%)	85 (30.4%)	
5人		123 (100.0%)	29 (23.6%)	18 (14.6%)	22 (17.9%)	13 (10.6%)	4 (3.3%)	37 (30.1%)	
6人以上		70 (100.0%)	17 (24.3%)	14 (20.0%)	11 (15.7%)	10 (14.3%)	1 (1.4%)	17 (24.3%)	
地域	北海道	52 (100.0%)	14 (26.9%)	3 (5.8%)	7 (13.5%)	10 (19.2%)	3 (5.8%)	15 (28.8%)	
	東北地方	72 (100.0%)	19 (26.4%)	10 (13.9%)	12 (16.7%)	7 (9.7%)	6 (8.3%)	18 (25.0%)	
	関東地方	675 (100.0%)	175 (25.9%)	95 (14.1%)	89 (13.2%)	105 (15.6%)	27 (4.0%)	184 (27.3%)	
	中部地方	212 (100.0%)	59 (27.8%)	21 (9.9%)	23 (10.8%)	34 (16.0%)	8 (3.8%)	67 (31.6%)	
	近畿地方	319 (100.0%)	107 (33.5%)	48 (15.0%)	23 (7.2%)	48 (15.0%)	13 (4.1%)	80 (25.1%)	
	中国地方	78 (100.0%)	30 (38.5%)	7 (9.0%)	6 (7.7%)	15 (19.2%)	1 (1.3%)	19 (24.4%)	
	四国地方	35 (100.0%)	14 (40.0%)	1 (2.9%)	2 (5.7%)	7 (20.0%)	0 (0.0%)	11 (31.4%)	
	九州地方	102 (100.0%)	30 (29.4%)	12 (11.8%)	11 (10.8%)	12 (11.8%)	5 (4.9%)	32 (31.4%)	
回答者年収	～200万円未満	655 (100.0%)	220 (33.6%)	83 (12.7%)	67 (10.2%)	91 (13.9%)	20 (3.1%)	174 (26.6%)	
	200～400万円未満	343 (100.0%)	103 (30.0%)	45 (13.1%)	37 (10.8%)	48 (14.0%)	19 (5.5%)	91 (26.5%)	
	400～600万円未満	262 (100.0%)	65 (24.8%)	31 (11.8%)	36 (13.7%)	46 (17.6%)	10 (3.8%)	74 (28.2%)	
	600～800万円未満	150 (100.0%)	36 (24.0%)	18 (12.0%)	22 (14.7%)	26 (17.3%)	7 (4.7%)	41 (27.3%)	
	800～1000万円未満	71 (100.0%)	12 (16.9%)	10 (14.1%)	6 (8.5%)	15 (21.1%)	2 (2.8%)	26 (36.6%)	
	1000万円以上	64 (100.0%)	12 (18.8%)	10 (15.6%)	5 (7.8%)	12 (18.8%)	5 (7.8%)	20 (31.3%)	
	～200万円未満	119 (100.0%)	45 (37.8%)	17 (14.3%)	7 (5.9%)	14 (11.8%)	5 (4.2%)	31 (26.1%)	
200～400万円未満	233 (100.0%)	76 (32.6%)	34 (14.6%)	21 (9.0%)	28 (12.0%)	7 (3.0%)	67 (28.8%)		
400～600万円未満	379 (100.0%)	124 (32.7%)	38 (10.0%)	40 (10.6%)	57 (15.0%)	13 (3.4%)	107 (28.2%)		
600～800万円未満	298 (100.0%)	83 (27.9%)	30 (10.1%)	44 (14.8%)	47 (15.8%)	12 (4.0%)	82 (27.5%)		
800～1000万円未満	199 (100.0%)	56 (28.1%)	27 (13.6%)	21 (10.6%)	31 (15.6%)	8 (4.0%)	56 (28.1%)		
1000万円以上	317 (100.0%)	64 (20.2%)	51 (16.1%)	40 (12.6%)	61 (19.2%)	18 (5.7%)	83 (26.2%)		

Q5インターネットでの購入・注文割合(化粧品、健康食品) (n=1703)

	全体	利用していない	20%未満	20～40%未満	40～60%未満	60～80%未満	80%以上		
全体	1703 (100.0%)	559 (32.8%)	268 (15.7%)	244 (14.3%)	255 (15.0%)	112 (6.6%)	265 (15.6%)		
性・世代	20代男性	83 (100.0%)	40 (48.2%)	21 (25.3%)	5 (6.0%)	10 (12.0%)	3 (3.6%)	4 (4.8%)	
	30代男性	95 (100.0%)	33 (34.7%)	17 (17.9%)	14 (14.7%)	15 (15.8%)	2 (2.1%)	14 (14.7%)	
	40代男性	76 (100.0%)	27 (35.5%)	12 (15.8%)	7 (9.2%)	10 (13.2%)	3 (3.9%)	17 (22.4%)	
	50代男性	110 (100.0%)	32 (29.1%)	21 (19.1%)	13 (11.8%)	15 (13.6%)	10 (9.1%)	19 (17.3%)	
	60代男性	198 (100.0%)	63 (31.8%)	44 (22.2%)	29 (14.6%)	23 (11.6%)	10 (5.1%)	29 (14.6%)	
	20代女性	201 (100.0%)	66 (32.8%)	25 (12.4%)	38 (18.9%)	35 (17.4%)	6 (3.0%)	31 (15.4%)	
	30代女性	208 (100.0%)	65 (31.3%)	19 (9.1%)	30 (14.4%)	33 (15.9%)	16 (7.7%)	45 (21.6%)	
	40代女性	180 (100.0%)	41 (22.8%)	25 (13.9%)	26 (14.4%)	28 (15.6%)	22 (12.2%)	38 (21.1%)	
	50代女性	203 (100.0%)	59 (29.1%)	24 (11.8%)	34 (16.7%)	38 (18.7%)	19 (9.4%)	29 (14.3%)	
	60代女性	349 (100.0%)	133 (38.1%)	60 (17.2%)	48 (13.8%)	48 (13.8%)	21 (6.0%)	39 (11.2%)	
	職業	経営者・役員	35 (100.0%)	12 (34.3%)	9 (25.7%)	4 (11.4%)	5 (14.3%)	2 (5.7%)	3 (8.6%)
		会社員(事務系)	199 (100.0%)	53 (26.6%)	31 (15.6%)	35 (17.6%)	41 (20.6%)	13 (6.5%)	26 (13.1%)
会社員(技術系)		133 (100.0%)	49 (36.8%)	24 (18.0%)	12 (9.0%)	19 (14.3%)	11 (8.3%)	18 (13.5%)	
会社員(その他)		89 (100.0%)	32 (36.0%)	15 (16.9%)	9 (10.1%)	17 (19.1%)	5 (5.6%)	11 (12.4%)	
公務員		51 (100.0%)	11 (21.6%)	9 (17.6%)	11 (21.6%)	7 (13.7%)	5 (9.8%)	8 (15.7%)	
自営業		114 (100.0%)	31 (27.2%)	16 (14.0%)	18 (15.8%)	19 (16.7%)	7 (6.1%)	23 (20.2%)	
自由業		51 (100.0%)	17 (33.3%)	6 (11.8%)	7 (13.7%)	6 (11.8%)	4 (7.8%)	11 (21.6%)	
専業主婦		587 (100.0%)	204 (34.8%)	82 (14.0%)	86 (14.7%)	81 (13.8%)	38 (6.5%)	96 (16.4%)	
パート・アルバイト		217 (100.0%)	62 (28.6%)	32 (14.7%)	30 (13.8%)	36 (16.6%)	20 (9.2%)	37 (17.1%)	
学生		54 (100.0%)	30 (55.6%)	8 (14.8%)	7 (13.0%)	5 (9.3%)	0 (0.0%)	4 (7.4%)	
その他		173 (100.0%)	58 (33.5%)	36 (20.8%)	25 (14.5%)	19 (11.0%)	7 (4.0%)	28 (16.2%)	
同居人数		1人	183 (100.0%)	60 (32.8%)	29 (15.8%)	22 (12.0%)	35 (19.1%)	10 (5.5%)	27 (14.8%)
		2人	516 (100.0%)	162 (31.4%)	84 (16.3%)	78 (15.1%)	75 (14.5%)	31 (6.0%)	86 (16.7%)
		3人	465 (100.0%)	161 (34.6%)	70 (15.1%)	73 (15.7%)	71 (15.3%)	22 (4.7%)	68 (14.6%)
	4人	337 (100.0%)	107 (31.8%)	51 (15.1%)	48 (14.2%)	48 (14.2%)	29 (8.6%)	54 (16.0%)	
	5人	134 (100.0%)	45 (33.6%)	21 (15.7%)	17 (12.7%)	15 (11.2%)	15 (11.2%)	21 (15.7%)	
	6人以上	68 (100.0%)	24 (35.3%)	13 (19.1%)	6 (8.8%)	11 (16.2%)	5 (7.4%)	9 (13.2%)	
地域	北海道	70 (100.0%)	15 (21.4%)	13 (18.6%)	10 (14.3%)	15 (21.4%)	4 (5.7%)	13 (18.6%)	
	東北地方	86 (100.0%)	26 (30.2%)	14 (16.3%)	13 (15.1%)	14 (16.3%)	6 (7.0%)	13 (15.1%)	
	関東地方	705 (100.0%)	238 (33.8%)	103 (14.6%)	110 (15.6%)	102 (14.5%)	51 (7.2%)	101 (14.3%)	
	中部地方	239 (100.0%)	86 (36.0%)	37 (15.5%)	34 (14.2%)	32 (13.4%)	14 (5.9%)	36 (15.1%)	
	近畿地方	357 (100.0%)	125 (35.0%)	62 (17.4%)	43 (12.0%)	52 (14.6%)	18 (5.0%)	57 (16.0%)	
	中国地方	82 (100.0%)	25 (30.5%)	16 (19.5%)	8 (9.8%)	15 (18.3%)	4 (4.9%)	14 (17.1%)	
	四国地方	37 (100.0%)	7 (18.9%)	8 (21.6%)	9 (24.3%)	6 (16.2%)	3 (8.1%)	4 (10.8%)	
	九州地方	127 (100.0%)	37 (29.1%)	15 (11.8%)	17 (13.4%)	19 (15.0%)	12 (9.4%)	27 (21.3%)	
回答者年収	～200万円未満	885 (100.0%)	311 (35.1%)	115 (13.0%)	135 (15.3%)	129 (14.6%)	51 (5.8%)	144 (16.3%)	
	200～400万円未満	377 (100.0%)	117 (31.0%)	67 (17.8%)	52 (13.8%)	52 (13.8%)	28 (7.4%)	61 (16.2%)	
	400～600万円未満	233 (100.0%)	69 (29.6%)	47 (20.2%)	33 (14.2%)	42 (18.0%)	18 (7.7%)	24 (10.3%)	
	600～800万円未満	110 (100.0%)	31 (28.2%)	18 (16.4%)	14 (12.7%)	17 (15.5%)	9 (8.2%)	21 (19.1%)	
	800～1000万円未満	50 (100.0%)	16 (32.0%)	12 (24.0%)	4 (8.0%)	7 (14.0%)	3 (6.0%)	8 (16.0%)	
	1000万円以上	48 (100.0%)	15 (31.3%)	9 (18.8%)	6 (12.5%)	8 (16.7%)	3 (6.3%)	7 (14.6%)	
世帯年収	～200万円未満	118 (100.0%)	52 (44.1%)	18 (15.3%)	16 (13.6%)	13 (11.0%)	3 (2.5%)	16 (13.6%)	
	200～400万円未満	291 (100.0%)	104 (35.7%)	45 (15.5%)	34 (11.7%)	47 (16.2%)	11 (3.8%)	50 (17.2%)	
	400～600万円未満	449 (100.0%)	142 (31.6%)	64 (14.3%)	81 (18.0%)	60 (13.4%)	31 (6.9%)	71 (15.8%)	
	600～800万円未満	327 (100.0%)	106 (32.4%)	46 (14.1%)	45 (13.8%)	52 (15.9%)	29 (8.9%)	49 (15.0%)	
	800～1000万円未満	198 (100.0%)	59 (29.8%)	38 (19.2%)	23 (11.6%)	24 (12.1%)	11 (5.6%)	43 (21.7%)	
	1000万円以上	320 (100.0%)	96 (30.0%)	57 (17.8%)	45 (14.1%)	59 (18.4%)	27 (8.4%)	36 (11.3%)	

Q5インターネットでの購入・注文割合(食品、飲料、酒類)(n=2017)

	全体	利用していない	20%未満	20-40%未満	40-60%未満	60-80%未満	80%以上		
全体	2017 (100.0%)	881 (42.7%)	597 (29.6%)	304 (15.1%)	128 (6.3%)	41 (2.0%)	86 (4.3%)		
性・世代	20代男性	166 (100.0%)	92 (55.4%)	45 (27.1%)	14 (8.4%)	10 (6.0%)	3 (1.8%)	2 (1.2%)	
	30代男性	162 (100.0%)	77 (47.5%)	57 (35.2%)	17 (10.5%)	8 (4.9%)	1 (0.6%)	2 (1.2%)	
	40代男性	144 (100.0%)	57 (39.6%)	45 (31.3%)	23 (16.0%)	9 (6.3%)	3 (2.1%)	7 (4.9%)	
	50代男性	167 (100.0%)	66 (39.5%)	51 (30.5%)	22 (13.2%)	14 (8.4%)	3 (1.8%)	11 (6.6%)	
	60代男性	284 (100.0%)	110 (38.7%)	89 (31.3%)	40 (14.1%)	13 (4.6%)	8 (2.8%)	24 (8.5%)	
	20代女性	190 (100.0%)	108 (56.8%)	40 (21.1%)	26 (13.7%)	9 (4.7%)	2 (1.1%)	5 (2.6%)	
	30代女性	198 (100.0%)	76 (38.4%)	65 (32.8%)	31 (15.7%)	16 (8.1%)	2 (1.0%)	8 (4.0%)	
	40代女性	158 (100.0%)	47 (29.7%)	56 (35.4%)	36 (22.8%)	10 (6.3%)	4 (2.5%)	5 (3.2%)	
	50代女性	193 (100.0%)	75 (38.9%)	50 (25.9%)	43 (22.3%)	11 (5.7%)	4 (2.1%)	10 (5.2%)	
	60代女性	355 (100.0%)	153 (43.1%)	99 (27.9%)	52 (14.6%)	28 (7.9%)	11 (3.1%)	12 (3.4%)	
	職業	経営者・役員	43 (100.0%)	17 (39.5%)	12 (27.9%)	4 (9.3%)	2 (4.7%)	3 (7.0%)	5 (11.6%)
		会社員(事務系)	236 (100.0%)	102 (43.2%)	70 (29.7%)	35 (14.8%)	17 (7.2%)	6 (2.5%)	6 (2.5%)
会社員(技術系)		222 (100.0%)	86 (38.7%)	70 (31.5%)	37 (16.7%)	15 (6.8%)	3 (1.4%)	11 (5.0%)	
会社員(その他)		118 (100.0%)	48 (40.7%)	37 (31.4%)	16 (13.6%)	11 (9.3%)	2 (1.7%)	4 (3.4%)	
公務員		65 (100.0%)	21 (32.3%)	22 (33.8%)	12 (18.5%)	3 (4.6%)	3 (4.6%)	4 (6.2%)	
自営業		135 (100.0%)	51 (37.8%)	42 (31.1%)	23 (17.0%)	10 (7.4%)	4 (3.0%)	5 (3.7%)	
自由業		62 (100.0%)	25 (40.3%)	17 (27.4%)	12 (19.4%)	4 (6.5%)	0 (0.0%)	4 (6.5%)	
専業主婦		580 (100.0%)	246 (42.4%)	172 (29.7%)	87 (15.0%)	35 (6.0%)	13 (2.2%)	27 (4.7%)	
パート・アルバイト		240 (100.0%)	96 (40.0%)	69 (28.8%)	47 (19.6%)	17 (7.1%)	3 (1.3%)	8 (3.3%)	
学生		78 (100.0%)	59 (75.6%)	15 (19.2%)	2 (2.6%)	1 (1.3%)	1 (1.3%)	0 (0.0%)	
その他		238 (100.0%)	110 (46.2%)	71 (29.8%)	29 (12.2%)	13 (5.5%)	3 (1.3%)	12 (5.0%)	
同居人数		1人	234 (100.0%)	108 (46.2%)	69 (29.5%)	27 (11.5%)	19 (8.1%)	5 (2.1%)	6 (2.6%)
		2人	604 (100.0%)	246 (40.7%)	165 (27.3%)	97 (16.1%)	46 (7.6%)	15 (2.5%)	35 (5.8%)
		3人	554 (100.0%)	226 (40.8%)	163 (29.4%)	98 (17.7%)	32 (5.8%)	14 (2.5%)	21 (3.8%)
	4人	381 (100.0%)	170 (44.6%)	120 (31.5%)	54 (14.2%)	22 (5.8%)	3 (0.8%)	12 (3.1%)	
	5人	155 (100.0%)	71 (45.8%)	47 (30.3%)	21 (13.5%)	5 (3.2%)	3 (1.9%)	8 (5.2%)	
	6人以上	89 (100.0%)	40 (44.9%)	33 (37.1%)	7 (7.9%)	4 (4.5%)	1 (1.1%)	4 (4.5%)	
	地域	北海道	87 (100.0%)	28 (32.2%)	30 (34.5%)	13 (14.9%)	7 (8.0%)	4 (4.6%)	5 (5.7%)
東北地方		97 (100.0%)	47 (48.5%)	25 (25.8%)	16 (16.5%)	5 (5.2%)	3 (3.1%)	1 (1.0%)	
関東地方		844 (100.0%)	348 (41.2%)	258 (30.6%)	129 (15.3%)	51 (6.0%)	19 (2.3%)	39 (4.6%)	
中部地方		275 (100.0%)	126 (45.8%)	76 (27.6%)	46 (16.7%)	13 (4.7%)	3 (1.1%)	11 (4.0%)	
近畿地方		428 (100.0%)	189 (44.2%)	123 (28.7%)	57 (13.3%)	33 (7.7%)	9 (2.1%)	17 (4.0%)	
中国地方		104 (100.0%)	43 (41.3%)	31 (29.8%)	19 (18.3%)	7 (6.7%)	0 (0.0%)	4 (3.8%)	
四国地方		44 (100.0%)	16 (36.4%)	19 (43.2%)	6 (13.6%)	1 (2.3%)	0 (0.0%)	2 (4.5%)	
九州地方		138 (100.0%)	64 (46.4%)	35 (25.4%)	18 (13.0%)	11 (8.0%)	3 (2.2%)	7 (5.1%)	
回答者年収		~200万円未満	939 (100.0%)	427 (45.5%)	263 (28.0%)	143 (15.2%)	58 (6.2%)	13 (1.4%)	35 (3.7%)
	200-400万円未満	452 (100.0%)	204 (45.1%)	127 (28.1%)	61 (13.5%)	28 (6.2%)	9 (2.0%)	23 (5.1%)	
	400-600万円未満	316 (100.0%)	133 (42.1%)	97 (30.7%)	47 (14.9%)	19 (6.0%)	8 (2.5%)	12 (3.8%)	
	600-800万円未満	165 (100.0%)	50 (30.3%)	66 (40.0%)	21 (12.7%)	11 (6.7%)	6 (3.6%)	11 (6.7%)	
	800-1000万円未満	75 (100.0%)	30 (40.0%)	18 (24.0%)	17 (22.7%)	5 (6.7%)	2 (2.7%)	3 (4.0%)	
	1000万円以上	70 (100.0%)	17 (24.3%)	26 (37.1%)	15 (21.4%)	7 (10.0%)	3 (4.3%)	2 (2.9%)	
	~200万円未満	146 (100.0%)	69 (47.3%)	43 (29.5%)	20 (13.7%)	11 (7.5%)	1 (0.7%)	2 (1.4%)	
	200-400万円未満	342 (100.0%)	175 (51.2%)	89 (26.0%)	35 (10.2%)	18 (5.3%)	3 (0.9%)	22 (6.4%)	
	400-600万円未満	544 (100.0%)	246 (45.2%)	146 (26.8%)	82 (15.1%)	35 (6.4%)	12 (2.2%)	23 (4.2%)	
	600-800万円未満	392 (100.0%)	158 (40.3%)	110 (28.1%)	72 (18.4%)	30 (7.7%)	9 (2.3%)	13 (3.3%)	
800-1000万円未満	238 (100.0%)	92 (38.7%)	74 (31.1%)	41 (17.2%)	10 (4.2%)	7 (2.9%)	14 (5.9%)		
1000万円以上	355 (100.0%)	121 (34.1%)	135 (38.0%)	54 (15.2%)	24 (6.8%)	9 (2.5%)	12 (3.4%)		

	全体	利用していない	20%未満	20～40%未満	40～60%未満	60～80%未満	80%以上		
全体	1326 (100.0%)	617 (46.5%)	304 (22.9%)	183 (13.8%)	117 (8.8%)	32 (2.4%)	73 (5.5%)		
性・世代	20代男性	126 (100.0%)	56 (44.4%)	34 (27.0%)	13 (10.3%)	14 (11.1%)	1 (0.8%)	8 (6.3%)	
	30代男性	116 (100.0%)	53 (45.7%)	26 (22.4%)	17 (14.7%)	11 (9.5%)	1 (0.9%)	8 (6.9%)	
	40代男性	81 (100.0%)	36 (44.4%)	23 (28.4%)	11 (13.6%)	5 (6.2%)	3 (3.7%)	3 (3.7%)	
	50代男性	89 (100.0%)	32 (36.0%)	30 (33.7%)	16 (18.0%)	6 (6.7%)	1 (1.1%)	4 (4.5%)	
	60代男性	165 (100.0%)	93 (56.4%)	34 (20.6%)	19 (11.5%)	8 (4.8%)	3 (1.8%)	8 (4.8%)	
	20代女性	154 (100.0%)	68 (44.2%)	24 (15.6%)	20 (13.0%)	23 (14.9%)	6 (3.9%)	13 (8.4%)	
	30代女性	163 (100.0%)	62 (38.0%)	32 (19.6%)	31 (19.0%)	17 (10.4%)	6 (3.7%)	15 (9.2%)	
	40代女性	108 (100.0%)	43 (39.8%)	27 (25.0%)	18 (16.7%)	14 (13.0%)	4 (3.7%)	2 (1.9%)	
	50代女性	118 (100.0%)	59 (50.0%)	31 (26.3%)	16 (13.6%)	6 (5.1%)	2 (1.7%)	4 (3.4%)	
	60代女性	206 (100.0%)	115 (55.8%)	43 (20.9%)	22 (10.7%)	13 (6.3%)	5 (2.4%)	8 (3.9%)	
職業	経営者・役員	29 (100.0%)	13 (44.8%)	10 (34.5%)	3 (10.3%)	2 (6.9%)	0 (0.0%)	1 (3.4%)	
	会社員(事務系)	161 (100.0%)	74 (46.0%)	34 (21.1%)	28 (17.4%)	14 (8.7%)	4 (2.5%)	7 (4.3%)	
	会社員(技術系)	130 (100.0%)	56 (43.1%)	32 (24.6%)	15 (11.5%)	14 (10.8%)	1 (0.8%)	12 (9.2%)	
	会社員(その他)	77 (100.0%)	28 (36.4%)	21 (27.3%)	11 (14.3%)	7 (9.1%)	3 (3.9%)	7 (9.1%)	
	公務員	51 (100.0%)	23 (45.1%)	14 (27.5%)	6 (11.8%)	4 (7.8%)	1 (2.0%)	3 (5.9%)	
	自営業	87 (100.0%)	34 (39.1%)	17 (19.5%)	23 (26.4%)	9 (10.3%)	2 (2.3%)	2 (2.3%)	
	自由業	39 (100.0%)	17 (43.6%)	8 (20.5%)	7 (17.9%)	3 (7.7%)	2 (5.1%)	2 (5.1%)	
	専業主婦	379 (100.0%)	195 (51.5%)	78 (20.6%)	47 (12.4%)	34 (9.0%)	9 (2.4%)	16 (4.2%)	
	パート・アルバイト	152 (100.0%)	61 (40.1%)	38 (25.0%)	20 (13.2%)	19 (12.5%)	6 (3.9%)	8 (5.3%)	
	学生	59 (100.0%)	34 (57.6%)	15 (25.4%)	1 (1.7%)	2 (3.4%)	2 (3.4%)	5 (8.5%)	
	その他	162 (100.0%)	82 (50.6%)	37 (22.8%)	22 (13.6%)	9 (5.6%)	2 (1.2%)	10 (6.2%)	
	同居人数	1人	159 (100.0%)	66 (41.5%)	38 (23.9%)	19 (11.9%)	14 (8.8%)	6 (3.8%)	16 (10.1%)
		2人	375 (100.0%)	184 (49.1%)	74 (19.7%)	53 (14.1%)	43 (11.5%)	6 (1.6%)	15 (4.0%)
3人		357 (100.0%)	158 (44.3%)	89 (24.9%)	55 (15.4%)	29 (8.1%)	8 (2.2%)	18 (5.0%)	
4人		252 (100.0%)	127 (50.4%)	52 (20.6%)	33 (13.1%)	17 (6.7%)	6 (2.4%)	17 (6.7%)	
5人		122 (100.0%)	55 (45.1%)	31 (25.4%)	14 (11.5%)	12 (9.8%)	4 (3.3%)	6 (4.9%)	
6人以上		61 (100.0%)	27 (44.3%)	20 (32.8%)	9 (14.8%)	2 (3.3%)	2 (3.3%)	1 (1.6%)	
地域		北海道	54 (100.0%)	23 (42.6%)	12 (22.2%)	8 (14.8%)	6 (11.1%)	1 (1.9%)	4 (7.4%)
	東北地方	66 (100.0%)	33 (50.0%)	15 (22.7%)	9 (13.6%)	6 (9.1%)	1 (1.5%)	2 (3.0%)	
	関東地方	553 (100.0%)	263 (47.6%)	116 (21.0%)	72 (13.0%)	55 (9.9%)	17 (3.1%)	30 (5.4%)	
	中部地方	185 (100.0%)	90 (48.6%)	49 (26.5%)	23 (12.4%)	13 (7.0%)	2 (1.1%)	8 (4.3%)	
	近畿地方	272 (100.0%)	118 (43.4%)	72 (26.5%)	39 (14.3%)	18 (6.6%)	6 (2.2%)	19 (7.0%)	
	中国地方	59 (100.0%)	24 (40.7%)	14 (23.7%)	12 (20.3%)	5 (8.5%)	1 (1.7%)	3 (5.1%)	
	四国地方	38 (100.0%)	14 (36.8%)	12 (31.6%)	4 (10.5%)	6 (15.8%)	1 (2.6%)	1 (2.6%)	
	九州地方	99 (100.0%)	52 (52.5%)	14 (14.1%)	16 (16.2%)	8 (8.1%)	3 (3.0%)	6 (6.1%)	
	回答者年収	～200万円未満	633 (100.0%)	302 (47.7%)	143 (22.6%)	79 (12.5%)	59 (9.3%)	18 (2.8%)	32 (5.1%)
200～400万円未満		297 (100.0%)	140 (47.1%)	58 (19.5%)	45 (15.2%)	28 (9.4%)	6 (2.0%)	20 (6.7%)	
400～600万円未満		204 (100.0%)	87 (42.6%)	46 (22.5%)	29 (14.2%)	20 (9.8%)	5 (2.5%)	17 (8.3%)	
600～800万円未満		99 (100.0%)	48 (48.5%)	25 (25.3%)	15 (15.2%)	7 (7.1%)	1 (1.0%)	3 (3.0%)	
800～1000万円未満		51 (100.0%)	22 (43.1%)	18 (35.3%)	6 (11.8%)	3 (5.9%)	1 (2.0%)	1 (2.0%)	
1000万円以上		42 (100.0%)	18 (42.9%)	14 (33.3%)	9 (21.4%)	0 (0.0%)	1 (2.4%)	0 (0.0%)	
世帯年収		～200万円未満	101 (100.0%)	41 (40.6%)	27 (26.7%)	12 (11.9%)	13 (12.9%)	3 (3.0%)	5 (5.0%)
	200～400万円未満	221 (100.0%)	118 (53.4%)	39 (17.6%)	28 (12.7%)	18 (8.1%)	1 (0.5%)	17 (7.7%)	
	400～600万円未満	342 (100.0%)	153 (44.7%)	77 (22.5%)	43 (12.6%)	38 (11.1%)	7 (2.0%)	24 (7.0%)	
	600～800万円未満	250 (100.0%)	121 (48.4%)	47 (18.8%)	39 (15.6%)	24 (9.6%)	7 (2.8%)	12 (4.8%)	
	800～1000万円未満	161 (100.0%)	73 (45.3%)	43 (26.7%)	20 (12.4%)	11 (6.8%)	6 (3.7%)	8 (5.0%)	
	1000万円以上	251 (100.0%)	111 (44.2%)	71 (28.3%)	41 (16.3%)	13 (5.2%)	8 (3.2%)	7 (2.8%)	

Q5インターネットでの購入・注文割合(自動車、自動車用品)(n=410)

	全体	利用していない	20%未満	20-40%未満	40-60%未満	60-80%未満	80%以上		
全体	410 (100.0%)	301 (73.4%)	38 (9.3%)	19 (4.6%)	19 (4.6%)	2 (0.5%)	31 (7.6%)		
性・世代	20代男性	47 (100.0%)	29 (61.7%)	6 (12.8%)	1 (2.1%)	3 (6.4%)	0 (0.0%)	8 (17.0%)	
	30代男性	68 (100.0%)	45 (66.2%)	9 (13.2%)	2 (2.9%)	8 (11.8%)	0 (0.0%)	4 (5.9%)	
	40代男性	41 (100.0%)	28 (68.3%)	1 (2.4%)	4 (9.8%)	4 (9.8%)	1 (2.4%)	3 (7.3%)	
	50代男性	38 (100.0%)	25 (65.8%)	4 (10.5%)	5 (13.2%)	0 (0.0%)	0 (0.0%)	4 (10.5%)	
	60代男性	48 (100.0%)	33 (68.8%)	7 (14.6%)	3 (6.3%)	2 (4.2%)	0 (0.0%)	3 (6.3%)	
	20代女性	34 (100.0%)	28 (82.4%)	2 (5.9%)	3 (8.8%)	0 (0.0%)	0 (0.0%)	1 (2.9%)	
	30代女性	40 (100.0%)	34 (85.0%)	3 (7.5%)	0 (0.0%)	0 (0.0%)	0 (0.0%)	3 (7.5%)	
	40代女性	28 (100.0%)	24 (85.7%)	2 (7.1%)	1 (3.6%)	0 (0.0%)	0 (0.0%)	1 (3.6%)	
	50代女性	31 (100.0%)	24 (77.4%)	2 (6.5%)	0 (0.0%)	2 (6.5%)	1 (3.2%)	2 (6.5%)	
	60代女性	35 (100.0%)	31 (88.6%)	2 (5.7%)	0 (0.0%)	0 (0.0%)	0 (0.0%)	2 (5.7%)	
	職業	経営者・役員	15 (100.0%)	9 (60.0%)	3 (20.0%)	1 (6.7%)	0 (0.0%)	0 (0.0%)	2 (13.3%)
		会社員(事務系)	55 (100.0%)	43 (78.2%)	2 (3.6%)	3 (5.5%)	1 (1.8%)	0 (0.0%)	6 (10.9%)
会社員(技術系)		60 (100.0%)	35 (58.3%)	9 (15.0%)	4 (6.7%)	7 (11.7%)	0 (0.0%)	5 (8.3%)	
会社員(その他)		36 (100.0%)	25 (69.4%)	4 (11.1%)	1 (2.8%)	2 (5.6%)	0 (0.0%)	4 (11.1%)	
公務員		24 (100.0%)	20 (83.3%)	2 (8.3%)	1 (4.2%)	1 (4.2%)	0 (0.0%)	0 (0.0%)	
自営業		33 (100.0%)	20 (60.6%)	3 (9.1%)	4 (12.1%)	1 (3.0%)	1 (3.0%)	4 (12.1%)	
自由業		10 (100.0%)	6 (60.0%)	1 (10.0%)	1 (10.0%)	2 (20.0%)	0 (0.0%)	0 (0.0%)	
専業主婦		88 (100.0%)	77 (87.5%)	5 (5.7%)	1 (1.1%)	1 (1.1%)	1 (1.1%)	3 (3.4%)	
パート・アルバイト		51 (100.0%)	38 (74.5%)	6 (11.8%)	1 (2.0%)	1 (2.0%)	0 (0.0%)	5 (9.8%)	
学生		10 (100.0%)	7 (70.0%)	1 (10.0%)	0 (0.0%)	2 (20.0%)	0 (0.0%)	0 (0.0%)	
その他		28 (100.0%)	21 (75.0%)	2 (7.1%)	2 (7.1%)	1 (3.6%)	0 (0.0%)	2 (7.1%)	
同居人数		1人	39 (100.0%)	22 (56.4%)	4 (10.3%)	4 (10.3%)	4 (10.3%)	0 (0.0%)	5 (12.8%)
		2人	101 (100.0%)	80 (79.2%)	8 (7.9%)	3 (3.0%)	6 (5.9%)	1 (1.0%)	3 (3.0%)
		3人	110 (100.0%)	76 (69.1%)	12 (10.9%)	7 (6.4%)	3 (2.7%)	1 (0.9%)	11 (10.0%)
	4人	100 (100.0%)	80 (80.0%)	7 (7.0%)	4 (4.0%)	4 (4.0%)	0 (0.0%)	5 (5.0%)	
	5人	33 (100.0%)	24 (72.7%)	5 (15.2%)	0 (0.0%)	1 (3.0%)	0 (0.0%)	3 (9.1%)	
	6人以上	27 (100.0%)	19 (70.4%)	2 (7.4%)	1 (3.7%)	1 (3.7%)	0 (0.0%)	4 (14.8%)	
地域	北海道	19 (100.0%)	15 (78.9%)	1 (5.3%)	0 (0.0%)	0 (0.0%)	0 (0.0%)	3 (15.8%)	
	東北地方	29 (100.0%)	24 (82.8%)	1 (3.4%)	0 (0.0%)	2 (6.9%)	0 (0.0%)	2 (6.9%)	
	関東地方	139 (100.0%)	101 (72.7%)	11 (7.9%)	10 (7.2%)	8 (5.8%)	0 (0.0%)	9 (6.5%)	
	中部地方	65 (100.0%)	51 (78.5%)	9 (13.8%)	2 (3.1%)	1 (1.5%)	0 (0.0%)	2 (3.1%)	
	近畿地方	78 (100.0%)	46 (59.0%)	10 (12.8%)	5 (6.4%)	6 (7.7%)	2 (2.6%)	9 (11.5%)	
	中国地方	31 (100.0%)	24 (77.4%)	5 (16.1%)	1 (3.2%)	1 (3.2%)	0 (0.0%)	0 (0.0%)	
	四国地方	13 (100.0%)	12 (92.3%)	0 (0.0%)	0 (0.0%)	0 (0.0%)	0 (0.0%)	1 (7.7%)	
	九州地方	36 (100.0%)	28 (77.8%)	1 (2.8%)	1 (2.8%)	1 (2.8%)	0 (0.0%)	5 (13.9%)	
回答者年収	~200万円未満	157 (100.0%)	128 (81.5%)	9 (5.7%)	3 (1.9%)	5 (3.2%)	1 (0.6%)	11 (7.0%)	
	200-400万円未満	90 (100.0%)	59 (65.6%)	7 (7.8%)	7 (7.8%)	6 (6.7%)	0 (0.0%)	11 (12.2%)	
	400-600万円未満	79 (100.0%)	61 (77.2%)	9 (11.4%)	3 (3.8%)	4 (5.1%)	0 (0.0%)	2 (2.5%)	
	600-800万円未満	44 (100.0%)	29 (65.9%)	5 (11.4%)	2 (4.5%)	3 (6.8%)	0 (0.0%)	5 (11.4%)	
	800-1000万円未満	17 (100.0%)	9 (52.9%)	3 (17.6%)	2 (11.8%)	1 (5.9%)	1 (5.9%)	1 (5.9%)	
	1000万円以上	23 (100.0%)	15 (65.2%)	5 (21.7%)	2 (8.7%)	0 (0.0%)	0 (0.0%)	1 (4.3%)	
	世帯年収	~200万円未満	21 (100.0%)	14 (66.7%)	1 (4.8%)	1 (4.8%)	1 (4.8%)	0 (0.0%)	4 (19.0%)
200-400万円未満	57 (100.0%)	43 (75.4%)	2 (3.5%)	3 (5.3%)	2 (3.5%)	1 (1.8%)	6 (10.5%)		
400-600万円未満	100 (100.0%)	81 (81.0%)	10 (10.0%)	3 (3.0%)	4 (4.0%)	0 (0.0%)	2 (2.0%)		
600-800万円未満	93 (100.0%)	64 (68.8%)	6 (6.5%)	4 (4.3%)	9 (9.7%)	0 (0.0%)	10 (10.8%)		
800-1000万円未満	50 (100.0%)	36 (72.0%)	6 (12.0%)	2 (4.0%)	1 (2.0%)	1 (2.0%)	4 (8.0%)		
1000万円以上	89 (100.0%)	63 (70.8%)	13 (14.6%)	6 (6.7%)	2 (2.2%)	0 (0.0%)	5 (5.6%)		

Q5インターネットでの購入・注文割合(不動産、住宅) (n=52)

	全体	利用していない	20%未満	20～40%未満	40～60%未満	60～80%未満	80%以上	
全体	52 (100.0%)	44 (84.6%)	2 (3.8%)	1 (1.9%)	2 (3.8%)	1 (1.9%)	2 (3.8%)	
性・世代	20代男性	9 (100.0%)	6 (66.7%)	0 (0.0%)	0 (0.0%)	2 (22.2%)	0 (0.0%)	1 (11.1%)
	30代男性	3 (100.0%)	3 (100.0%)	0 (0.0%)	0 (0.0%)	0 (0.0%)	0 (0.0%)	0 (0.0%)
	40代男性	3 (100.0%)	3 (100.0%)	0 (0.0%)	0 (0.0%)	0 (0.0%)	0 (0.0%)	0 (0.0%)
	50代男性	4 (100.0%)	4 (100.0%)	0 (0.0%)	0 (0.0%)	0 (0.0%)	0 (0.0%)	0 (0.0%)
	60代男性	10 (100.0%)	8 (80.0%)	1 (10.0%)	1 (10.0%)	0 (0.0%)	0 (0.0%)	1 (10.0%)
	20代女性	8 (100.0%)	5 (62.5%)	2 (25.0%)	0 (0.0%)	0 (0.0%)	1 (12.5%)	0 (0.0%)
	30代女性	9 (100.0%)	9 (100.0%)	0 (0.0%)	0 (0.0%)	0 (0.0%)	0 (0.0%)	0 (0.0%)
	40代女性	0 (100.0%)	0 (100.0%)	0 (0.0%)	0 (0.0%)	0 (0.0%)	0 (0.0%)	0 (0.0%)
	50代女性	0 (100.0%)	0 (100.0%)	0 (0.0%)	0 (0.0%)	0 (0.0%)	0 (0.0%)	0 (0.0%)
	60代女性	6 (100.0%)	6 (100.0%)	0 (0.0%)	0 (0.0%)	0 (0.0%)	0 (0.0%)	0 (0.0%)
職業	経営者・役員	1 (100.0%)	1 (100.0%)	0 (0.0%)	0 (0.0%)	0 (0.0%)	0 (0.0%)	0 (0.0%)
	会社員(事務系)	8 (100.0%)	4 (50.0%)	1 (12.5%)	0 (0.0%)	1 (12.5%)	1 (12.5%)	1 (12.5%)
	会社員(技術系)	7 (100.0%)	7 (100.0%)	0 (0.0%)	0 (0.0%)	0 (0.0%)	0 (0.0%)	0 (0.0%)
	会社員(その他)	8 (100.0%)	8 (100.0%)	0 (0.0%)	0 (0.0%)	0 (0.0%)	0 (0.0%)	0 (0.0%)
	公務員	2 (100.0%)	2 (100.0%)	0 (0.0%)	0 (0.0%)	0 (0.0%)	0 (0.0%)	0 (0.0%)
	自営業	1 (100.0%)	1 (100.0%)	0 (0.0%)	0 (0.0%)	0 (0.0%)	0 (0.0%)	0 (0.0%)
	自由業	0 (100.0%)	0 (100.0%)	0 (0.0%)	0 (0.0%)	0 (0.0%)	0 (0.0%)	0 (0.0%)
	専業主婦	10 (100.0%)	10 (100.0%)	0 (0.0%)	0 (0.0%)	0 (0.0%)	0 (0.0%)	0 (0.0%)
	パート・アルバイト	5 (100.0%)	5 (100.0%)	0 (0.0%)	0 (0.0%)	0 (0.0%)	0 (0.0%)	0 (0.0%)
	学生	3 (100.0%)	2 (66.7%)	0 (0.0%)	0 (0.0%)	1 (33.3%)	0 (0.0%)	0 (0.0%)
	その他	7 (100.0%)	4 (57.1%)	1 (14.3%)	1 (14.3%)	0 (0.0%)	0 (0.0%)	1 (14.3%)
	同居人数	1人	8 (100.0%)	5 (62.5%)	0 (0.0%)	0 (0.0%)	2 (25.0%)	0 (0.0%)
2人		16 (100.0%)	14 (87.5%)	0 (0.0%)	1 (6.3%)	0 (0.0%)	1 (6.3%)	0 (0.0%)
3人		15 (100.0%)	14 (93.3%)	1 (6.7%)	0 (0.0%)	0 (0.0%)	0 (0.0%)	0 (0.0%)
4人		7 (100.0%)	6 (85.7%)	0 (0.0%)	0 (0.0%)	0 (0.0%)	0 (0.0%)	1 (14.3%)
5人		4 (100.0%)	3 (75.0%)	1 (25.0%)	0 (0.0%)	0 (0.0%)	0 (0.0%)	0 (0.0%)
6人以上		2 (100.0%)	2 (100.0%)	0 (0.0%)	0 (0.0%)	0 (0.0%)	0 (0.0%)	0 (0.0%)
地域	北海道	2 (100.0%)	2 (100.0%)	0 (0.0%)	0 (0.0%)	0 (0.0%)	0 (0.0%)	0 (0.0%)
	東北地方	4 (100.0%)	4 (100.0%)	0 (0.0%)	0 (0.0%)	0 (0.0%)	0 (0.0%)	0 (0.0%)
	関東地方	26 (100.0%)	23 (88.5%)	0 (0.0%)	0 (0.0%)	1 (3.8%)	1 (3.8%)	1 (3.8%)
	中部地方	4 (100.0%)	4 (100.0%)	0 (0.0%)	0 (0.0%)	0 (0.0%)	0 (0.0%)	0 (0.0%)
	近畿地方	12 (100.0%)	7 (58.3%)	2 (16.7%)	1 (8.3%)	1 (8.3%)	0 (0.0%)	1 (8.3%)
	中国地方	2 (100.0%)	2 (100.0%)	0 (0.0%)	0 (0.0%)	0 (0.0%)	0 (0.0%)	0 (0.0%)
	四国地方	0 (100.0%)	0 (100.0%)	0 (0.0%)	0 (0.0%)	0 (0.0%)	0 (0.0%)	0 (0.0%)
	九州地方	2 (100.0%)	2 (100.0%)	0 (0.0%)	0 (0.0%)	0 (0.0%)	0 (0.0%)	0 (0.0%)
回答者年収	～200万円未満	16 (100.0%)	15 (93.8%)	1 (6.3%)	0 (0.0%)	0 (0.0%)	0 (0.0%)	0 (0.0%)
	200～400万円未満	10 (100.0%)	7 (70.0%)	0 (0.0%)	0 (0.0%)	1 (10.0%)	0 (0.0%)	2 (20.0%)
	400～600万円未満	13 (100.0%)	10 (76.9%)	1 (7.7%)	1 (7.7%)	0 (0.0%)	1 (7.7%)	0 (0.0%)
	600～800万円未満	8 (100.0%)	7 (87.5%)	0 (0.0%)	0 (0.0%)	1 (12.5%)	0 (0.0%)	0 (0.0%)
	800～1000万円未満	3 (100.0%)	3 (100.0%)	0 (0.0%)	0 (0.0%)	0 (0.0%)	0 (0.0%)	0 (0.0%)
	1000万円以上	2 (100.0%)	2 (100.0%)	0 (0.0%)	0 (0.0%)	0 (0.0%)	0 (0.0%)	0 (0.0%)
世帯年収	～200万円未満	2 (100.0%)	2 (100.0%)	0 (0.0%)	0 (0.0%)	0 (0.0%)	0 (0.0%)	0 (0.0%)
	200～400万円未満	6 (100.0%)	4 (66.7%)	0 (0.0%)	0 (0.0%)	1 (16.7%)	0 (0.0%)	1 (16.7%)
	400～600万円未満	12 (100.0%)	11 (91.7%)	0 (0.0%)	1 (8.3%)	0 (0.0%)	0 (0.0%)	0 (0.0%)
	600～800万円未満	14 (100.0%)	12 (85.7%)	1 (7.1%)	0 (0.0%)	1 (7.1%)	0 (0.0%)	0 (0.0%)
	800～1000万円未満	6 (100.0%)	5 (83.3%)	0 (0.0%)	0 (0.0%)	0 (0.0%)	1 (16.7%)	0 (0.0%)
	1000万円以上	12 (100.0%)	10 (83.3%)	1 (8.3%)	0 (0.0%)	0 (0.0%)	0 (0.0%)	1 (8.3%)

	全体	直に話して伝達した(電話を含む)	インターネットの掲示板で伝達した	インターネットの個人ホームページ・ブログで伝達した	メールで伝達した	その他	購入後に使用感・評価などの伝達はしなかった	
全体	2043 ( 1.04)	239 ( 11.7%)	49 ( 2.4%)	82 ( 4.0%)	102 ( 5.0%)	28 ( 1.4%)	1620 ( 79.3%)	
性・世代	20代男性	211 ( 1.11)	39 ( 18.5%)	13 ( 6.2%)	19 ( 9.0%)	12 ( 5.7%)	3 ( 1.4%)	148 ( 70.1%)
	30代男性	197 ( 1.05)	27 ( 13.7%)	6 ( 3.0%)	4 ( 2.0%)	7 ( 3.6%)	3 ( 1.5%)	159 ( 80.7%)
	40代男性	169 ( 1.01)	13 ( 7.7%)	3 ( 1.8%)	7 ( 4.1%)	9 ( 5.3%)	2 ( 1.2%)	136 ( 80.5%)
	50代男性	164 ( 1.01)	14 ( 8.5%)	2 ( 1.2%)	4 ( 2.4%)	2 ( 1.2%)	4 ( 2.4%)	139 ( 84.8%)
	60代男性	294 ( 1.02)	30 ( 10.2%)	3 ( 1.0%)	2 ( 0.7%)	16 ( 5.4%)	3 ( 1.0%)	245 ( 83.3%)
	20代女性	204 ( 1.06)	30 ( 14.7%)	6 ( 2.9%)	13 ( 6.4%)	16 ( 7.8%)	2 ( 1.0%)	150 ( 73.5%)
	30代女性	207 ( 1.05)	26 ( 12.6%)	4 ( 1.9%)	15 ( 7.2%)	8 ( 3.9%)	4 ( 1.9%)	161 ( 77.8%)
	40代女性	150 ( 1.07)	22 ( 14.7%)	4 ( 2.7%)	15 ( 10.0%)	11 ( 7.3%)	1 ( 0.7%)	108 ( 72.0%)
	50代女性	163 ( 1.01)	12 ( 7.4%)	5 ( 3.1%)	1 ( 0.6%)	7 ( 4.3%)	1 ( 0.6%)	139 ( 85.3%)
	60代女性	284 ( 1.00)	26 ( 9.2%)	3 ( 1.1%)	2 ( 0.7%)	14 ( 4.9%)	5 ( 1.8%)	235 ( 82.7%)
職業	経営者・役員	49 ( 1.02)	7 ( 14.3%)	0 ( 0.0%)	0 ( 0.0%)	2 ( 4.1%)	2 ( 4.1%)	39 ( 79.6%)
	会社員(事務系)	253 ( 1.05)	29 ( 11.5%)	8 ( 3.2%)	13 ( 5.1%)	11 ( 4.3%)	2 ( 0.8%)	203 ( 80.2%)
	会社員(技術系)	240 ( 1.03)	26 ( 10.8%)	10 ( 4.2%)	9 ( 3.8%)	9 ( 3.8%)	4 ( 1.7%)	190 ( 79.2%)
	会社員(その他)	124 ( 1.02)	15 ( 12.1%)	2 ( 1.6%)	5 ( 4.0%)	5 ( 4.0%)	0 ( 0.0%)	100 ( 80.6%)
	公務員	81 ( 1.00)	6 ( 7.4%)	2 ( 2.5%)	4 ( 4.9%)	4 ( 4.9%)	4 ( 4.9%)	61 ( 75.3%)
	自営業	136 ( 1.05)	17 ( 12.5%)	2 ( 1.5%)	6 ( 4.4%)	7 ( 5.1%)	2 ( 1.5%)	109 ( 80.1%)
	自由業	73 ( 1.04)	5 ( 6.8%)	4 ( 5.5%)	3 ( 4.1%)	3 ( 4.1%)	1 ( 1.4%)	60 ( 82.2%)
	専業主婦	498 ( 1.02)	51 ( 10.2%)	6 ( 1.2%)	14 ( 2.8%)	21 ( 4.2%)	7 ( 1.4%)	410 ( 82.3%)
	パート・アルバイト	235 ( 1.06)	31 ( 13.2%)	7 ( 3.0%)	9 ( 3.8%)	16 ( 6.8%)	2 ( 0.9%)	183 ( 77.9%)
	学生	104 ( 1.11)	23 ( 22.1%)	4 ( 3.8%)	13 ( 12.5%)	8 ( 7.7%)	2 ( 1.9%)	65 ( 62.5%)
	その他	250 ( 1.03)	29 ( 11.6%)	4 ( 1.6%)	6 ( 2.4%)	16 ( 6.4%)	2 ( 0.8%)	200 ( 80.0%)
	同居人数	1人	246 ( 1.06)	41 ( 16.7%)	10 ( 4.1%)	12 ( 4.9%)	12 ( 4.9%)	5 ( 2.0%)
2人		575 ( 1.02)	58 ( 10.1%)	12 ( 2.1%)	12 ( 2.1%)	23 ( 4.0%)	8 ( 1.4%)	474 ( 82.4%)
3人		543 ( 1.05)	67 ( 12.3%)	10 ( 1.8%)	30 ( 5.5%)	32 ( 5.9%)	5 ( 0.9%)	428 ( 78.8%)
4人		409 ( 1.03)	43 ( 10.5%)	9 ( 2.2%)	17 ( 4.2%)	19 ( 4.6%)	5 ( 1.2%)	328 ( 80.2%)
5人		176 ( 1.04)	20 ( 11.4%)	3 ( 1.7%)	8 ( 4.5%)	11 ( 6.3%)	3 ( 1.7%)	138 ( 78.4%)
6人以上		94 ( 1.03)	10 ( 10.6%)	5 ( 5.3%)	3 ( 3.2%)	5 ( 5.3%)	2 ( 2.1%)	72 ( 76.6%)
地域	北海道	84 ( 1.01)	8 ( 9.5%)	0 ( 0.0%)	5 ( 6.0%)	5 ( 6.0%)	1 ( 1.2%)	66 ( 78.6%)
	東北地方	104 ( 1.00)	8 ( 7.7%)	2 ( 1.9%)	1 ( 1.0%)	6 ( 5.8%)	4 ( 3.8%)	83 ( 79.8%)
	関東地方	841 ( 1.05)	114 ( 13.6%)	19 ( 2.3%)	34 ( 4.0%)	43 ( 5.1%)	14 ( 1.7%)	661 ( 78.6%)
	中部地方	291 ( 1.01)	28 ( 9.6%)	5 ( 1.7%)	10 ( 3.4%)	9 ( 3.1%)	2 ( 0.7%)	239 ( 82.1%)
	近畿地方	420 ( 1.04)	40 ( 9.5%)	15 ( 3.6%)	16 ( 3.8%)	23 ( 5.5%)	5 ( 1.2%)	336 ( 80.0%)
	中国地方	102 ( 1.02)	11 ( 10.8%)	3 ( 2.9%)	5 ( 4.9%)	7 ( 6.9%)	0 ( 0.0%)	78 ( 76.5%)
	四国地方	49 ( 1.06)	7 ( 14.3%)	0 ( 0.0%)	4 ( 8.2%)	2 ( 4.1%)	0 ( 0.0%)	39 ( 79.6%)
	九州地方	152 ( 1.07)	23 ( 15.1%)	5 ( 3.3%)	7 ( 4.6%)	7 ( 4.6%)	2 ( 1.3%)	118 ( 77.6%)
回答者年収	～200万円未満	888 ( 1.05)	111 ( 12.5%)	22 ( 2.5%)	45 ( 5.1%)	49 ( 5.5%)	13 ( 1.5%)	694 ( 78.2%)
	200～400万円未満	468 ( 1.04)	61 ( 13.0%)	9 ( 1.9%)	21 ( 4.5%)	24 ( 5.1%)	4 ( 0.9%)	368 ( 78.6%)
	400～600万円未満	348 ( 1.02)	36 ( 10.3%)	10 ( 2.9%)	9 ( 2.6%)	14 ( 4.0%)	3 ( 0.9%)	283 ( 81.3%)
	600～800万円未満	187 ( 1.02)	16 ( 8.6%)	3 ( 1.6%)	3 ( 1.6%)	10 ( 5.3%)	2 ( 1.1%)	156 ( 83.4%)
	800～1000万円未満	83 ( 1.01)	10 ( 12.0%)	2 ( 2.4%)	2 ( 2.4%)	4 ( 4.8%)	3 ( 3.6%)	63 ( 75.9%)
	1000万円以上	69 ( 1.01)	5 ( 7.2%)	3 ( 4.3%)	2 ( 2.9%)	1 ( 1.4%)	3 ( 4.3%)	56 ( 81.2%)
	～200万円未満	152 ( 1.11)	18 ( 11.8%)	9 ( 5.9%)	9 ( 5.9%)	10 ( 6.6%)	3 ( 2.0%)	119 ( 78.3%)
200～400万円未満	335 ( 1.04)	44 ( 13.1%)	4 ( 1.2%)	13 ( 3.9%)	16 ( 4.8%)	4 ( 1.2%)	266 ( 79.4%)	
400～600万円未満	562 ( 1.02)	59 ( 10.5%)	9 ( 1.6%)	16 ( 2.8%)	24 ( 4.3%)	4 ( 0.7%)	462 ( 82.2%)	
600～800万円未満	374 ( 1.02)	39 ( 10.4%)	10 ( 2.7%)	17 ( 4.5%)	18 ( 4.8%)	4 ( 1.1%)	295 ( 78.9%)	
800～1000万円未満	247 ( 1.04)	30 ( 12.1%)	7 ( 2.8%)	9 ( 3.6%)	14 ( 5.7%)	7 ( 2.8%)	190 ( 76.9%)	
1000万円以上	373 ( 1.05)	49 ( 13.1%)	10 ( 2.7%)	18 ( 4.8%)	20 ( 5.4%)	6 ( 1.6%)	288 ( 77.2%)	



Q6評価の伝達方法 (CDソフト、DVDソフト) (複数回答) (n=1347)

	全体	直に話して伝達した(電話を含む)	インターネットの掲示板で伝達した	インターネットの個人ホームページ・ブログで伝達した	メールで伝達した	その他	購入後に使用感・評価などの伝達はしなかった	
全体	1347 ( 1.06)	217 ( 16.1%)	39 ( 2.9%)	79 ( 5.9%)	87 ( 6.5%)	19 ( 1.4%)	982 ( 72.9%)	
性・世代	20代男性	172 ( 1.15)	42 ( 24.4%)	15 ( 8.7%)	18 ( 10.5%)	17 ( 9.9%)	1 ( 0.6%)	104 ( 60.5%)
	30代男性	170 ( 1.07)	34 ( 20.0%)	6 ( 3.5%)	10 ( 5.9%)	10 ( 5.9%)	3 ( 1.8%)	119 ( 70.0%)
	40代男性	127 ( 1.02)	18 ( 14.2%)	3 ( 2.4%)	5 ( 3.9%)	7 ( 5.5%)	1 ( 0.8%)	96 ( 75.6%)
	50代男性	114 ( 1.01)	15 ( 13.2%)	0 ( 0.0%)	3 ( 2.6%)	5 ( 4.4%)	4 ( 3.5%)	88 ( 77.2%)
	60代男性	150 ( 1.02)	15 ( 10.0%)	3 ( 2.0%)	0 ( 0.0%)	10 ( 6.7%)	2 ( 1.3%)	123 ( 82.0%)
	20代女性	144 ( 1.08)	30 ( 20.8%)	4 ( 2.8%)	15 ( 10.4%)	8 ( 5.6%)	2 ( 1.4%)	96 ( 66.7%)
	30代女性	151 ( 1.05)	23 ( 15.2%)	2 ( 1.3%)	14 ( 9.3%)	10 ( 6.6%)	4 ( 2.6%)	105 ( 69.5%)
	40代女性	109 ( 1.10)	19 ( 17.4%)	3 ( 2.8%)	11 ( 10.1%)	7 ( 6.4%)	1 ( 0.9%)	79 ( 72.5%)
	50代女性	85 ( 1.02)	8 ( 9.4%)	3 ( 3.5%)	0 ( 0.0%)	5 ( 5.9%)	0 ( 0.0%)	71 ( 83.5%)
	60代女性	125 ( 1.01)	13 ( 10.4%)	0 ( 0.0%)	3 ( 2.4%)	8 ( 6.4%)	1 ( 0.8%)	101 ( 80.8%)
職業	経営者・役員	26 ( 1.00)	4 ( 15.4%)	0 ( 0.0%)	0 ( 0.0%)	1 ( 3.8%)	0 ( 0.0%)	21 ( 80.8%)
	会社員(事務系)	192 ( 1.05)	31 ( 16.1%)	6 ( 3.1%)	11 ( 5.7%)	12 ( 6.3%)	3 ( 1.6%)	139 ( 72.4%)
	会社員(技術系)	182 ( 1.05)	35 ( 19.2%)	6 ( 3.3%)	12 ( 6.6%)	11 ( 6.0%)	3 ( 1.6%)	125 ( 68.7%)
	会社員(その他)	99 ( 1.03)	17 ( 17.2%)	1 ( 1.0%)	7 ( 7.1%)	4 ( 4.0%)	1 ( 1.0%)	72 ( 72.7%)
	公務員	65 ( 1.03)	8 ( 12.3%)	3 ( 4.6%)	2 ( 3.1%)	5 ( 7.7%)	3 ( 4.6%)	46 ( 70.8%)
	自営業	98 ( 1.06)	13 ( 13.3%)	4 ( 4.1%)	5 ( 5.1%)	5 ( 5.1%)	1 ( 1.0%)	76 ( 77.6%)
	自由業	55 ( 1.09)	7 ( 12.7%)	1 ( 1.8%)	3 ( 5.5%)	6 ( 10.9%)	1 ( 1.8%)	42 ( 76.4%)
	専業主婦	267 ( 1.03)	36 ( 13.5%)	4 ( 1.5%)	11 ( 4.1%)	12 ( 4.5%)	3 ( 1.1%)	210 ( 78.7%)
	パート・アルバイト	159 ( 1.10)	32 ( 20.1%)	7 ( 4.4%)	14 ( 8.8%)	12 ( 7.5%)	1 ( 0.6%)	109 ( 68.6%)
	学生	73 ( 1.14)	22 ( 30.1%)	4 ( 5.5%)	9 ( 12.3%)	6 ( 8.2%)	2 ( 2.7%)	40 ( 54.8%)
	その他	131 ( 1.04)	12 ( 9.2%)	3 ( 2.3%)	5 ( 3.8%)	13 ( 9.9%)	1 ( 0.8%)	102 ( 77.9%)
	同居人数	1人	183 ( 1.07)	40 ( 21.9%)	7 ( 3.8%)	10 ( 5.5%)	11 ( 6.0%)	3 ( 1.6%)
2人		338 ( 1.04)	57 ( 16.9%)	10 ( 3.0%)	12 ( 3.6%)	21 ( 6.2%)	3 ( 0.9%)	249 ( 73.7%)
3人		344 ( 1.08)	53 ( 15.4%)	10 ( 2.9%)	29 ( 8.4%)	24 ( 7.0%)	7 ( 2.0%)	248 ( 72.1%)
4人		276 ( 1.05)	41 ( 14.9%)	9 ( 3.3%)	14 ( 5.1%)	18 ( 6.5%)	4 ( 1.4%)	204 ( 73.9%)
5人		135 ( 1.05)	17 ( 12.6%)	2 ( 1.5%)	11 ( 8.1%)	10 ( 7.4%)	2 ( 1.5%)	100 ( 74.1%)
6人以上		71 ( 1.03)	9 ( 12.7%)	1 ( 1.4%)	3 ( 4.2%)	3 ( 4.2%)	0 ( 0.0%)	57 ( 80.3%)
地域	北海道	55 ( 1.02)	7 ( 12.7%)	3 ( 5.5%)	5 ( 9.1%)	4 ( 7.3%)	1 ( 1.8%)	36 ( 65.5%)
	東北地方	66 ( 1.02)	7 ( 10.6%)	1 ( 1.5%)	2 ( 3.0%)	4 ( 6.1%)	2 ( 3.0%)	51 ( 77.3%)
	関東地方	572 ( 1.06)	106 ( 18.5%)	15 ( 2.6%)	33 ( 5.8%)	38 ( 6.6%)	8 ( 1.4%)	409 ( 71.5%)
	中部地方	174 ( 1.02)	30 ( 17.2%)	3 ( 1.7%)	9 ( 5.2%)	7 ( 4.0%)	1 ( 0.6%)	128 ( 73.6%)
	近畿地方	286 ( 1.06)	38 ( 13.3%)	10 ( 3.5%)	14 ( 4.9%)	20 ( 7.0%)	5 ( 1.7%)	217 ( 75.9%)
	中国地方	64 ( 1.02)	7 ( 10.9%)	1 ( 1.6%)	5 ( 7.8%)	7 ( 10.9%)	1 ( 1.6%)	44 ( 68.8%)
	四国地方	32 ( 1.06)	4 ( 12.5%)	1 ( 3.1%)	3 ( 9.4%)	1 ( 3.1%)	0 ( 0.0%)	25 ( 78.1%)
	九州地方	98 ( 1.12)	18 ( 18.4%)	5 ( 5.1%)	8 ( 8.2%)	6 ( 6.1%)	1 ( 1.0%)	72 ( 73.5%)
回答者年収	～200万円未満	556 ( 1.08)	100 ( 18.0%)	19 ( 3.4%)	44 ( 7.9%)	35 ( 6.3%)	7 ( 1.3%)	398 ( 71.6%)
	200～400万円未満	302 ( 1.05)	45 ( 14.9%)	10 ( 3.3%)	20 ( 6.6%)	22 ( 7.3%)	2 ( 0.7%)	218 ( 72.2%)
	400～600万円未満	250 ( 1.04)	38 ( 15.2%)	4 ( 1.6%)	10 ( 4.0%)	15 ( 6.0%)	4 ( 1.6%)	188 ( 75.2%)
	600～800万円未満	121 ( 1.02)	16 ( 13.2%)	3 ( 2.5%)	3 ( 2.5%)	8 ( 6.6%)	2 ( 1.7%)	92 ( 76.0%)
	800～1000万円未満	64 ( 1.02)	11 ( 17.2%)	3 ( 4.7%)	1 ( 1.6%)	5 ( 7.8%)	2 ( 3.1%)	43 ( 67.2%)
	1000万円以上	54 ( 1.02)	7 ( 13.0%)	0 ( 0.0%)	1 ( 1.9%)	2 ( 3.7%)	2 ( 3.7%)	43 ( 79.6%)
	～200万円未満	103 ( 1.17)	20 ( 19.4%)	5 ( 4.9%)	10 ( 9.7%)	11 ( 10.7%)	1 ( 1.0%)	74 ( 71.8%)
200～400万円未満	195 ( 1.06)	35 ( 17.9%)	5 ( 2.6%)	12 ( 6.2%)	11 ( 5.6%)	4 ( 2.1%)	140 ( 71.8%)	
400～600万円未満	345 ( 1.03)	55 ( 15.9%)	11 ( 3.2%)	14 ( 4.1%)	11 ( 3.2%)	2 ( 0.6%)	263 ( 76.2%)	
600～800万円未満	257 ( 1.04)	38 ( 14.8%)	3 ( 1.2%)	20 ( 7.8%)	16 ( 6.2%)	3 ( 1.2%)	186 ( 72.4%)	
800～1000万円未満	177 ( 1.05)	25 ( 14.1%)	6 ( 3.4%)	6 ( 3.4%)	15 ( 8.5%)	5 ( 2.8%)	129 ( 72.9%)	
1000万円以上	270 ( 1.06)	44 ( 16.3%)	9 ( 3.3%)	17 ( 6.3%)	23 ( 8.5%)	4 ( 1.5%)	190 ( 70.4%)	

Q6評価の伝達方法(ゲームソフト、コンピュータソフト)(複数回答)(n=1049)

	全体	直に話して伝達した(電話を含む)	インターネットの掲示板で伝達した	インターネットの個人ホームページ・ブログで伝達した	メールで伝達した	その他	購入後に使用感・評価などの伝達はしなかった	
全体	1049 ( 1.04)	170 ( 16.2%)	35 ( 3.3%)	47 ( 4.5%)	74 ( 7.1%)	14 ( 1.3%)	754 ( 71.9%)	
性・世代	20代男性	146 ( 1.10)	36 ( 24.7%)	11 ( 7.5%)	11 ( 7.5%)	13 ( 8.9%)	3 ( 2.1%)	87 ( 59.6%)
	30代男性	143 ( 1.06)	29 ( 20.3%)	4 ( 2.8%)	6 ( 4.2%)	9 ( 6.3%)	3 ( 2.1%)	101 ( 70.6%)
	40代男性	125 ( 1.02)	18 ( 14.4%)	4 ( 3.2%)	5 ( 4.0%)	6 ( 4.8%)	0 ( 0.0%)	95 ( 76.0%)
	50代男性	96 ( 1.01)	11 ( 11.5%)	2 ( 2.1%)	2 ( 2.1%)	9 ( 9.4%)	3 ( 3.1%)	70 ( 72.9%)
	60代男性	138 ( 1.01)	16 ( 11.6%)	3 ( 2.2%)	1 ( 0.7%)	14 ( 10.1%)	2 ( 1.4%)	104 ( 75.4%)
	20代女性	95 ( 1.05)	25 ( 26.3%)	2 ( 2.1%)	8 ( 8.4%)	8 ( 8.4%)	1 ( 1.1%)	56 ( 58.9%)
	30代女性	105 ( 1.03)	11 ( 10.5%)	3 ( 2.9%)	7 ( 6.7%)	3 ( 2.9%)	2 ( 1.9%)	82 ( 78.1%)
	40代女性	89 ( 1.06)	11 ( 12.4%)	3 ( 3.4%)	4 ( 4.5%)	6 ( 6.7%)	0 ( 0.0%)	70 ( 78.7%)
	50代女性	47 ( 1.00)	3 ( 6.4%)	0 ( 0.0%)	1 ( 2.1%)	1 ( 2.1%)	0 ( 0.0%)	42 ( 89.4%)
	60代女性	65 ( 1.03)	10 ( 15.4%)	3 ( 4.6%)	2 ( 3.1%)	5 ( 7.7%)	0 ( 0.0%)	47 ( 72.3%)
職業	経営者・役員	21 ( 1.00)	5 ( 23.8%)	0 ( 0.0%)	0 ( 0.0%)	1 ( 4.8%)	0 ( 0.0%)	15 ( 71.4%)
	会社員(事務系)	139 ( 1.06)	25 ( 18.0%)	8 ( 5.8%)	7 ( 5.0%)	12 ( 8.6%)	0 ( 0.0%)	96 ( 69.1%)
	会社員(技術系)	168 ( 1.03)	29 ( 17.3%)	2 ( 1.2%)	6 ( 3.6%)	12 ( 7.1%)	1 ( 0.6%)	123 ( 73.2%)
	会社員(その他)	76 ( 1.01)	12 ( 15.8%)	1 ( 1.3%)	5 ( 6.6%)	1 ( 1.3%)	1 ( 1.3%)	57 ( 75.0%)
	公務員	50 ( 1.04)	3 ( 6.0%)	1 ( 2.0%)	0 ( 0.0%)	4 ( 8.0%)	3 ( 6.0%)	41 ( 82.0%)
	自営業	78 ( 1.06)	13 ( 16.7%)	3 ( 3.8%)	3 ( 3.8%)	7 ( 9.0%)	2 ( 2.6%)	55 ( 70.5%)
	自由業	34 ( 1.09)	4 ( 11.8%)	3 ( 8.8%)	2 ( 5.9%)	2 ( 5.9%)	0 ( 0.0%)	26 ( 76.5%)
	専業主婦	196 ( 1.02)	29 ( 14.8%)	3 ( 1.5%)	8 ( 4.1%)	6 ( 3.1%)	0 ( 0.0%)	154 ( 78.6%)
	パート・アルバイト	111 ( 1.05)	18 ( 16.2%)	7 ( 6.3%)	4 ( 3.6%)	7 ( 6.3%)	2 ( 1.8%)	78 ( 70.3%)
	学生	58 ( 1.14)	20 ( 34.5%)	3 ( 5.2%)	7 ( 12.1%)	7 ( 12.1%)	4 ( 6.9%)	25 ( 43.1%)
	その他	118 ( 1.03)	12 ( 10.2%)	4 ( 3.4%)	5 ( 4.2%)	15 ( 12.7%)	1 ( 0.8%)	84 ( 71.2%)
同居人数	1人	135 ( 1.07)	27 ( 20.0%)	3 ( 2.2%)	6 ( 4.4%)	10 ( 7.4%)	3 ( 2.2%)	95 ( 70.4%)
	2人	252 ( 1.04)	35 ( 13.9%)	7 ( 2.8%)	13 ( 5.2%)	14 ( 5.6%)	1 ( 0.4%)	191 ( 75.8%)
	3人	271 ( 1.06)	51 ( 18.8%)	10 ( 3.7%)	17 ( 6.3%)	21 ( 7.7%)	4 ( 1.5%)	185 ( 68.3%)
	4人	222 ( 1.02)	34 ( 15.3%)	6 ( 2.7%)	6 ( 2.7%)	19 ( 8.6%)	3 ( 1.4%)	158 ( 71.2%)
	5人	106 ( 1.03)	15 ( 14.2%)	5 ( 4.7%)	4 ( 3.8%)	8 ( 7.5%)	3 ( 2.8%)	74 ( 69.8%)
	6人以上	63 ( 1.05)	8 ( 12.7%)	4 ( 6.3%)	1 ( 1.6%)	2 ( 3.2%)	0 ( 0.0%)	51 ( 81.0%)
地域	北海道	47 ( 1.04)	7 ( 14.9%)	1 ( 2.1%)	2 ( 4.3%)	3 ( 6.4%)	1 ( 2.1%)	35 ( 74.5%)
	東北地方	57 ( 1.02)	6 ( 10.5%)	3 ( 5.3%)	2 ( 3.5%)	4 ( 7.0%)	0 ( 0.0%)	43 ( 75.4%)
	関東地方	429 ( 1.06)	68 ( 15.9%)	17 ( 4.0%)	21 ( 4.9%)	35 ( 8.2%)	6 ( 1.4%)	307 ( 71.6%)
	中部地方	143 ( 1.01)	26 ( 18.2%)	0 ( 0.0%)	9 ( 6.3%)	6 ( 4.2%)	0 ( 0.0%)	103 ( 72.0%)
	近畿地方	225 ( 1.05)	35 ( 15.6%)	10 ( 4.4%)	8 ( 3.6%)	18 ( 8.0%)	4 ( 1.8%)	161 ( 71.6%)
	中国地方	53 ( 1.02)	7 ( 13.2%)	0 ( 0.0%)	3 ( 5.7%)	6 ( 11.3%)	0 ( 0.0%)	38 ( 71.7%)
	四国地方	22 ( 1.05)	3 ( 13.6%)	1 ( 4.5%)	0 ( 0.0%)	1 ( 4.5%)	0 ( 0.0%)	18 ( 81.8%)
	九州地方	73 ( 1.04)	18 ( 24.7%)	3 ( 4.1%)	2 ( 2.7%)	1 ( 1.4%)	3 ( 4.1%)	49 ( 67.1%)
回答者年収	～200万円未満	410 ( 1.05)	71 ( 17.3%)	16 ( 3.9%)	28 ( 6.8%)	25 ( 6.1%)	4 ( 1.0%)	288 ( 70.2%)
	200～400万円未満	233 ( 1.05)	40 ( 17.2%)	10 ( 4.3%)	10 ( 4.3%)	18 ( 7.7%)	3 ( 1.3%)	164 ( 70.4%)
	400～600万円未満	200 ( 1.03)	33 ( 16.5%)	7 ( 3.5%)	5 ( 2.5%)	15 ( 7.5%)	3 ( 1.5%)	143 ( 71.5%)
	600～800万円未満	121 ( 1.02)	15 ( 12.4%)	0 ( 0.0%)	2 ( 1.7%)	8 ( 6.6%)	2 ( 1.7%)	96 ( 79.3%)
	800～1000万円未満	47 ( 1.04)	4 ( 8.5%)	2 ( 4.3%)	1 ( 2.1%)	5 ( 10.6%)	1 ( 2.1%)	36 ( 76.6%)
	1000万円以上	38 ( 1.03)	7 ( 18.4%)	0 ( 0.0%)	1 ( 2.6%)	3 ( 7.9%)	1 ( 2.6%)	27 ( 71.1%)
	～200万円未満	78 ( 1.14)	17 ( 21.8%)	4 ( 5.1%)	9 ( 11.5%)	9 ( 11.5%)	0 ( 0.0%)	50 ( 64.1%)
200～400万円未満	159 ( 1.04)	27 ( 17.0%)	3 ( 1.9%)	5 ( 3.1%)	8 ( 5.0%)	3 ( 1.9%)	119 ( 74.8%)	
400～600万円未満	272 ( 1.03)	34 ( 12.5%)	12 ( 4.4%)	8 ( 2.9%)	13 ( 4.8%)	4 ( 1.5%)	208 ( 76.5%)	
600～800万円未満	235 ( 1.03)	41 ( 17.4%)	4 ( 1.7%)	12 ( 5.1%)	17 ( 7.2%)	1 ( 0.4%)	168 ( 71.5%)	
800～1000万円未満	134 ( 1.03)	20 ( 14.9%)	3 ( 2.2%)	4 ( 3.0%)	13 ( 9.7%)	4 ( 3.0%)	94 ( 70.1%)	
1000万円以上	171 ( 1.05)	31 ( 18.1%)	9 ( 5.3%)	9 ( 5.3%)	14 ( 8.2%)	2 ( 1.2%)	115 ( 67.3%)	

Q6評価の伝達方法(家電、AV機器、パソコン) (複数回答) (n=1577)

	全体	直に話して伝達した(電話を含む)	インターネットの掲示板で伝達した	インターネットの個人ホームページ・ブログで伝達した	メールで伝達した	その他	購入後に使用感・評価などの伝達はしなかった		
全体	1577 (1.05)	281 (17.8%)	56 (3.6%)	47 (3.0%)	126 (8.0%)	19 (1.2%)	1121 (71.1%)		
性・世代	20代男性	156 (1.08)	47 (30.1%)	9 (5.8%)	8 (5.1%)	12 (7.7%)	2 (1.3%)	90 (57.7%)	
	30代男性	171 (1.09)	37 (21.6%)	9 (5.3%)	9 (5.3%)	18 (10.5%)	3 (1.8%)	110 (64.3%)	
	40代男性	129 (1.06)	25 (19.4%)	7 (5.4%)	3 (2.3%)	15 (11.6%)	2 (1.6%)	85 (65.9%)	
	50代男性	154 (1.01)	15 (9.7%)	2 (1.3%)	3 (1.9%)	8 (5.2%)	3 (1.9%)	125 (81.2%)	
	60代男性	270 (1.03)	31 (11.5%)	11 (4.1%)	4 (1.5%)	31 (11.5%)	2 (0.7%)	199 (73.7%)	
	20代女性	106 (1.09)	28 (26.4%)	2 (1.9%)	7 (6.6%)	8 (7.5%)	1 (0.9%)	70 (66.0%)	
	30代女性	135 (1.02)	22 (16.3%)	5 (3.7%)	7 (5.2%)	5 (3.7%)	3 (2.2%)	96 (71.1%)	
	40代女性	113 (1.07)	21 (18.6%)	5 (4.4%)	3 (2.7%)	8 (7.1%)	1 (0.9%)	83 (73.5%)	
	50代女性	132 (1.01)	21 (15.9%)	3 (2.3%)	1 (0.8%)	6 (4.5%)	0	102 (77.3%)	
	60代女性	211 (1.03)	34 (16.1%)	3 (1.4%)	2 (0.9%)	15 (7.1%)	2 (0.9%)	161 (76.3%)	
	職業	経営者・役員	43 (1.02)	11 (25.6%)	2 (4.7%)	1 (2.3%)	3 (7.0%)	0	27 (62.8%)
		会社員(事務系)	201 (1.06)	38 (18.9%)	12 (6.0%)	6 (3.0%)	15 (7.5%)	2 (1.0%)	141 (70.1%)
会社員(技術系)		200 (1.05)	40 (20.0%)	10 (5.0%)	4 (2.0%)	22 (11.0%)	4 (2.0%)	130 (65.0%)	
会社員(その他)		93 (1.04)	13 (14.0%)	3 (3.2%)	7 (7.5%)	7 (7.5%)	0	67 (72.0%)	
公務員		54 (1.06)	10 (18.5%)	0	2 (3.7%)	4 (7.4%)	2 (3.7%)	39 (72.2%)	
自営業		125 (1.06)	15 (12.0%)	6 (4.8%)	4 (3.2%)	13 (10.4%)	1 (0.8%)	93 (74.4%)	
自由業		59 (1.05)	6 (10.2%)	3 (5.1%)	5 (8.5%)	2 (3.4%)	0	46 (78.0%)	
専業主婦		362 (1.03)	70 (19.3%)	5 (1.4%)	4 (1.1%)	17 (4.7%)	0	277 (76.5%)	
パート・アルバイト		175 (1.06)	34 (19.4%)	6 (3.4%)	6 (3.4%)	14 (8.0%)	5 (2.9%)	121 (69.1%)	
学生		60 (1.02)	19 (31.7%)	2 (3.3%)	2 (3.3%)	2 (3.3%)	1 (1.7%)	35 (58.3%)	
その他		205 (1.04)	25 (12.2%)	7 (3.4%)	6 (2.9%)	27 (13.2%)	4 (2.0%)	145 (70.7%)	
同居人数		1人	189 (1.04)	48 (25.4%)	8 (4.2%)	7 (3.7%)	13 (6.9%)	4 (2.1%)	117 (61.9%)
	2人	447 (1.06)	78 (17.4%)	18 (4.0%)	9 (2.0%)	41 (9.2%)	3 (0.7%)	324 (72.5%)	
	3人	434 (1.05)	73 (16.8%)	11 (2.5%)	16 (3.7%)	35 (8.1%)	5 (1.2%)	315 (72.6%)	
	4人	312 (1.03)	44 (14.1%)	11 (3.5%)	11 (3.5%)	22 (7.1%)	4 (1.3%)	230 (73.7%)	
	5人	128 (1.04)	29 (22.7%)	5 (3.9%)	2 (1.6%)	11 (8.6%)	1 (0.8%)	85 (66.4%)	
	6人以上	67 (1.04)	9 (13.4%)	3 (4.5%)	2 (3.0%)	4 (6.0%)	2 (3.0%)	50 (74.6%)	
地域	北海道	66 (1.02)	9 (13.6%)	1 (1.5%)	1 (1.5%)	5 (7.6%)	0	51 (77.3%)	
	東北地方	62 (1.02)	10 (16.1%)	2 (3.2%)	0	6 (9.7%)	1 (1.6%)	44 (71.0%)	
	関東地方	669 (1.05)	119 (17.8%)	29 (4.3%)	18 (2.7%)	54 (8.1%)	11 (1.6%)	474 (70.9%)	
	中部地方	219 (1.02)	33 (15.1%)	5 (2.3%)	7 (3.2%)	16 (7.3%)	2 (0.9%)	160 (73.1%)	
	近畿地方	339 (1.06)	60 (17.7%)	14 (4.1%)	14 (4.1%)	31 (9.1%)	3 (0.9%)	236 (69.6%)	
	中国地方	68 (1.01)	13 (19.1%)	2 (2.9%)	3 (4.4%)	4 (5.9%)	0	47 (69.1%)	
	四国地方	35 (1.03)	8 (22.9%)	0	2 (5.7%)	2 (5.7%)	0	24 (68.6%)	
	九州地方	119 (1.08)	29 (24.4%)	3 (2.5%)	2 (1.7%)	8 (6.7%)	2 (1.7%)	85 (71.4%)	
回答者年収	～200万円未満	639 (1.05)	128 (20.0%)	18 (2.8%)	21 (3.3%)	40 (6.3%)	5 (0.8%)	461 (72.1%)	
	200～400万円未満	352 (1.04)	60 (17.0%)	12 (3.4%)	10 (2.8%)	39 (11.1%)	5 (1.4%)	239 (67.9%)	
	400～600万円未満	293 (1.04)	49 (16.7%)	16 (5.5%)	9 (3.1%)	24 (8.2%)	4 (1.4%)	204 (69.6%)	
	600～800万円未満	152 (1.05)	25 (16.4%)	1 (0.7%)	2 (1.3%)	12 (7.9%)	2 (1.3%)	117 (77.0%)	
	800～1000万円未満	73 (1.05)	9 (12.3%)	6 (8.2%)	3 (4.1%)	6 (8.2%)	1 (1.4%)	52 (71.2%)	
	1000万円以上	68 (1.03)	10 (14.7%)	3 (4.4%)	2 (2.9%)	5 (7.4%)	2 (2.9%)	48 (70.6%)	
	～200万円未満	114 (1.09)	20 (17.5%)	7 (6.1%)	6 (5.3%)	11 (9.6%)	0	80 (70.2%)	
200～400万円未満	255 (1.03)	54 (21.2%)	4 (1.6%)	4 (1.6%)	23 (9.0%)	3 (1.2%)	174 (68.2%)		
400～600万円未満	416 (1.02)	60 (14.4%)	15 (3.6%)	8 (1.9%)	26 (6.3%)	4 (1.0%)	313 (75.2%)		
600～800万円未満	302 (1.06)	54 (17.9%)	5 (1.7%)	9 (3.0%)	26 (8.6%)	4 (1.3%)	221 (73.2%)		
800～1000万円未満	187 (1.07)	41 (21.9%)	12 (6.4%)	10 (5.3%)	14 (7.5%)	5 (2.7%)	119 (63.6%)		
1000万円以上	303 (1.05)	52 (17.2%)	13 (4.3%)	10 (3.3%)	26 (8.6%)	3 (1.0%)	214 (70.6%)		

Q6評価の伝達方法(旅行、イベントチケット) (複数回答) (n=1545)

	全体	直に話して伝達した(電話を含む)	インターネットの掲示板で伝達した	インターネットの個人ホームページ・ブログで伝達した	メールで伝達した	その他	購入後に使用感・評価などの伝達はしなかった	
全体	1545 ( 1.07)	332 ( 21.5%)	63 ( 4.1%)	68 ( 4.4%)	126 ( 8.2%)	37 ( 2.4%)	1023 ( 66.2%)	
性・世代	20代男性	124 ( 1.15)	34 ( 27.4%)	11 ( 8.9%)	13 ( 10.5%)	10 ( 8.1%)	2 ( 1.6%)	73 ( 58.9%)
	30代男性	134 ( 1.06)	21 ( 15.7%)	11 ( 8.2%)	5 ( 3.7%)	9 ( 6.7%)	2 ( 1.5%)	94 ( 70.1%)
	40代男性	113 ( 1.02)	23 ( 20.4%)	2 ( 1.8%)	3 ( 2.7%)	6 ( 5.3%)	3 ( 2.7%)	78 ( 69.0%)
	50代男性	127 ( 1.01)	13 ( 10.2%)	3 ( 2.4%)	2 ( 1.6%)	8 ( 6.3%)	3 ( 2.4%)	99 ( 78.0%)
	60代男性	253 ( 1.05)	51 ( 20.2%)	8 ( 3.2%)	6 ( 2.4%)	23 ( 9.1%)	10 ( 4.0%)	168 ( 66.4%)
	20代女性	148 ( 1.16)	44 ( 29.7%)	7 ( 4.7%)	16 ( 10.8%)	19 ( 12.8%)	5 ( 3.4%)	80 ( 54.1%)
	30代女性	138 ( 1.07)	32 ( 23.2%)	6 ( 4.3%)	15 ( 10.9%)	6 ( 4.3%)	2 ( 1.4%)	86 ( 62.3%)
	40代女性	110 ( 1.08)	28 ( 25.5%)	8 ( 7.3%)	4 ( 3.6%)	8 ( 7.3%)	3 ( 2.7%)	68 ( 61.8%)
	50代女性	154 ( 1.06)	33 ( 21.4%)	5 ( 3.2%)	1 ( 0.6%)	14 ( 9.1%)	2 ( 1.3%)	108 ( 70.1%)
	60代女性	244 ( 1.05)	53 ( 21.7%)	2 ( 0.8%)	3 ( 1.2%)	23 ( 9.4%)	5 ( 2.0%)	169 ( 69.3%)
職業	経営者・役員	33 ( 1.09)	12 ( 36.4%)	1 ( 3.0%)	0 ( 0.0%)	5 ( 15.2%)	1 ( 3.0%)	17 ( 51.5%)
	会社員(事務系)	213 ( 1.06)	38 ( 17.8%)	9 ( 4.2%)	13 ( 6.1%)	12 ( 5.6%)	6 ( 2.8%)	147 ( 69.0%)
	会社員(技術系)	177 ( 1.05)	32 ( 18.1%)	10 ( 5.6%)	8 ( 4.5%)	18 ( 10.2%)	4 ( 2.3%)	114 ( 64.4%)
	会社員(その他)	89 ( 1.07)	24 ( 27.0%)	5 ( 5.6%)	7 ( 7.9%)	3 ( 3.4%)	1 ( 1.1%)	55 ( 61.8%)
	公務員	67 ( 1.04)	8 ( 11.9%)	1 ( 1.5%)	3 ( 4.5%)	6 ( 9.0%)	2 ( 3.0%)	50 ( 74.6%)
	自営業	99 ( 1.08)	20 ( 20.2%)	7 ( 7.1%)	3 ( 3.0%)	10 ( 10.1%)	2 ( 2.0%)	65 ( 65.7%)
	自由業	48 ( 1.06)	5 ( 10.4%)	2 ( 4.2%)	3 ( 6.3%)	4 ( 8.3%)	2 ( 4.2%)	35 ( 72.9%)
	専業主婦	402 ( 1.05)	93 ( 23.1%)	12 ( 3.0%)	8 ( 2.0%)	29 ( 7.2%)	4 ( 1.0%)	275 ( 68.4%)
	パート・アルバイト	170 ( 1.12)	46 ( 27.1%)	10 ( 5.9%)	9 ( 5.3%)	21 ( 12.4%)	3 ( 1.8%)	101 ( 59.4%)
	学生	61 ( 1.15)	18 ( 29.5%)	2 ( 3.3%)	8 ( 13.1%)	4 ( 6.6%)	2 ( 3.3%)	36 ( 59.0%)
	その他	186 ( 1.06)	36 ( 19.4%)	4 ( 2.2%)	6 ( 3.2%)	14 ( 7.5%)	10 ( 5.4%)	128 ( 68.8%)
	同居人数	1人	194 ( 1.12)	49 ( 25.3%)	10 ( 5.2%)	13 ( 6.7%)	17 ( 8.8%)	7 ( 3.6%)
2人		494 ( 1.05)	106 ( 21.5%)	20 ( 4.0%)	14 ( 2.8%)	38 ( 7.7%)	13 ( 2.6%)	327 ( 66.2%)
3人		384 ( 1.07)	90 ( 23.4%)	13 ( 3.4%)	21 ( 5.5%)	34 ( 8.9%)	6 ( 1.6%)	248 ( 64.6%)
4人		280 ( 1.04)	40 ( 14.3%)	10 ( 3.6%)	9 ( 3.2%)	23 ( 8.2%)	6 ( 2.1%)	202 ( 72.1%)
5人		123 ( 1.08)	34 ( 27.6%)	8 ( 6.5%)	8 ( 6.5%)	6 ( 4.9%)	4 ( 3.3%)	73 ( 59.3%)
6人以上		70 ( 1.11)	13 ( 18.6%)	2 ( 2.9%)	3 ( 4.3%)	8 ( 11.4%)	1 ( 1.4%)	51 ( 72.9%)
地域	北海道	52 ( 1.02)	9 ( 17.3%)	1 ( 1.9%)	4 ( 7.7%)	1 ( 1.9%)	1 ( 1.9%)	37 ( 71.2%)
	東北地方	72 ( 1.07)	16 ( 22.2%)	3 ( 4.2%)	1 ( 1.4%)	5 ( 6.9%)	4 ( 5.6%)	48 ( 66.7%)
	関東地方	675 ( 1.07)	147 ( 21.8%)	25 ( 3.7%)	37 ( 5.5%)	61 ( 9.0%)	16 ( 2.4%)	436 ( 64.6%)
	中部地方	212 ( 1.06)	53 ( 25.0%)	10 ( 4.7%)	5 ( 2.4%)	16 ( 7.5%)	9 ( 4.2%)	131 ( 61.8%)
	近畿地方	319 ( 1.08)	63 ( 19.7%)	14 ( 4.4%)	12 ( 3.8%)	30 ( 9.4%)	3 ( 0.9%)	222 ( 69.6%)
	中国地方	78 ( 1.04)	15 ( 19.2%)	5 ( 6.4%)	3 ( 3.8%)	6 ( 7.7%)	1 ( 1.3%)	51 ( 65.4%)
	四国地方	35 ( 1.06)	9 ( 25.7%)	2 ( 5.7%)	1 ( 2.9%)	3 ( 8.6%)	0 ( 0.0%)	22 ( 62.9%)
	九州地方	102 ( 1.09)	20 ( 19.6%)	3 ( 2.9%)	5 ( 4.9%)	4 ( 3.9%)	3 ( 2.9%)	76 ( 74.5%)
回答者年収	～200万円未満	655 ( 1.08)	158 ( 24.1%)	24 ( 3.7%)	31 ( 4.7%)	51 ( 7.8%)	10 ( 1.5%)	432 ( 66.0%)
	200～400万円未満	343 ( 1.10)	72 ( 21.0%)	15 ( 4.4%)	22 ( 6.4%)	27 ( 7.9%)	13 ( 3.8%)	229 ( 66.8%)
	400～600万円未満	262 ( 1.03)	46 ( 17.6%)	15 ( 5.7%)	8 ( 3.1%)	28 ( 10.7%)	3 ( 1.1%)	171 ( 65.3%)
	600～800万円未満	150 ( 1.04)	30 ( 20.0%)	5 ( 3.3%)	6 ( 4.0%)	11 ( 7.3%)	4 ( 2.7%)	100 ( 66.7%)
	800～1000万円未満	71 ( 1.04)	13 ( 18.3%)	4 ( 5.6%)	1 ( 1.4%)	7 ( 9.9%)	5 ( 7.0%)	44 ( 62.0%)
	1000万円以上	64 ( 1.00)	13 ( 20.3%)	0 ( 0.0%)	0 ( 0.0%)	2 ( 3.1%)	2 ( 3.1%)	47 ( 73.4%)
	～200万円未満	119 ( 1.16)	27 ( 22.7%)	6 ( 5.0%)	11 ( 9.2%)	13 ( 10.9%)	2 ( 1.7%)	79 ( 66.4%)
200～400万円未満	233 ( 1.05)	56 ( 24.0%)	4 ( 1.7%)	10 ( 4.3%)	13 ( 5.6%)	8 ( 3.4%)	153 ( 65.7%)	
400～600万円未満	379 ( 1.06)	72 ( 19.0%)	20 ( 5.3%)	14 ( 3.7%)	28 ( 7.4%)	5 ( 1.3%)	262 ( 69.1%)	
600～800万円未満	298 ( 1.06)	66 ( 22.1%)	11 ( 3.7%)	16 ( 5.4%)	25 ( 8.4%)	8 ( 2.7%)	190 ( 63.8%)	
800～1000万円未満	199 ( 1.05)	41 ( 20.6%)	7 ( 3.5%)	8 ( 4.0%)	18 ( 9.0%)	2 ( 1.0%)	132 ( 66.3%)	
1000万円以上	317 ( 1.08)	70 ( 22.1%)	15 ( 4.7%)	9 ( 2.8%)	29 ( 9.1%)	12 ( 3.8%)	207 ( 65.3%)	

Q6評価の伝達方法(化粧品、健康食品) (複数回答) (n=1703)

	全体	直に話して伝達した(電話を含む)	インターネットの掲示板で伝達した	インターネットの個人ホームページ・ブログで伝達した	メールで伝達した	その他	購入後に使用感・評価などの伝達はしなかった	
全体	1703 ( 1.03)	230 ( 13.5%)	61 ( 3.6%)	37 ( 2.2%)	81 ( 4.8%)	24 ( 1.4%)	1327 ( 77.9%)	
性・世代	20代男性	83 ( 1.08)	12 ( 14.5%)	7 ( 8.4%)	5 ( 6.0%)	6 ( 7.2%)	1 ( 1.2%)	59 ( 71.1%)
	30代男性	95 ( 1.06)	14 ( 14.7%)	4 ( 4.2%)	2 ( 2.1%)	6 ( 6.3%)	1 ( 1.1%)	74 ( 77.9%)
	40代男性	76 ( 1.01)	7 ( 9.2%)	1 ( 1.3%)	1 ( 1.3%)	3 ( 3.9%)	1 ( 1.3%)	64 ( 84.2%)
	50代男性	110 ( 1.00)	6 ( 5.5%)	2 ( 1.8%)	0 ( 0.0%)	4 ( 3.6%)	3 ( 2.7%)	95 ( 86.4%)
	60代男性	198 ( 1.01)	14 ( 7.1%)	5 ( 2.5%)	0 ( 0.0%)	15 ( 7.6%)	3 ( 1.5%)	163 ( 82.3%)
	20代女性	201 ( 1.06)	40 ( 19.9%)	10 ( 5.0%)	8 ( 4.0%)	7 ( 3.5%)	4 ( 2.0%)	145 ( 72.1%)
	30代女性	208 ( 1.05)	37 ( 17.8%)	10 ( 4.8%)	9 ( 4.3%)	8 ( 3.8%)	1 ( 0.5%)	153 ( 73.6%)
	40代女性	180 ( 1.03)	31 ( 17.2%)	8 ( 4.4%)	7 ( 3.9%)	9 ( 5.0%)	2 ( 1.1%)	128 ( 71.1%)
	50代女性	203 ( 1.02)	24 ( 11.8%)	7 ( 3.4%)	1 ( 0.5%)	7 ( 3.4%)	2 ( 1.0%)	167 ( 82.3%)
	60代女性	349 ( 1.02)	45 ( 12.9%)	7 ( 2.0%)	4 ( 1.1%)	16 ( 4.6%)	6 ( 1.7%)	279 ( 79.9%)
職業	経営者・役員	35 ( 1.03)	3 ( 8.6%)	1 ( 2.9%)	0 ( 0.0%)	2 ( 5.7%)	0 ( 0.0%)	30 ( 85.7%)
	会社員(事務系)	199 ( 1.04)	31 ( 15.6%)	15 ( 7.5%)	3 ( 1.5%)	4 ( 2.0%)	4 ( 2.0%)	149 ( 74.9%)
	会社員(技術系)	133 ( 1.03)	12 ( 9.0%)	1 ( 0.8%)	4 ( 3.0%)	7 ( 5.3%)	4 ( 3.0%)	109 ( 82.0%)
	会社員(その他)	89 ( 1.07)	11 ( 12.4%)	2 ( 2.2%)	4 ( 4.5%)	8 ( 9.0%)	0 ( 0.0%)	70 ( 78.7%)
	公務員	51 ( 1.02)	3 ( 5.9%)	2 ( 3.9%)	1 ( 2.0%)	1 ( 2.0%)	1 ( 2.0%)	44 ( 86.3%)
	自営業	114 ( 1.00)	19 ( 16.7%)	3 ( 2.6%)	1 ( 0.9%)	6 ( 5.3%)	2 ( 1.8%)	83 ( 72.8%)
	自由業	51 ( 1.04)	1 ( 2.0%)	3 ( 5.9%)	1 ( 2.0%)	2 ( 3.9%)	0 ( 0.0%)	46 ( 90.2%)
	専業主婦	587 ( 1.03)	83 ( 14.1%)	17 ( 2.9%)	11 ( 1.9%)	24 ( 4.1%)	5 ( 0.9%)	463 ( 78.9%)
	パート・アルバイト	217 ( 1.05)	42 ( 19.4%)	9 ( 4.1%)	8 ( 3.7%)	10 ( 4.6%)	3 ( 1.4%)	156 ( 71.9%)
	学生	54 ( 1.07)	9 ( 16.7%)	4 ( 7.4%)	2 ( 3.7%)	1 ( 1.9%)	2 ( 3.7%)	40 ( 74.1%)
	その他	173 ( 1.03)	16 ( 9.2%)	4 ( 2.3%)	2 ( 1.2%)	16 ( 9.2%)	3 ( 1.7%)	137 ( 79.2%)
同居人数	1人	183 ( 1.08)	28 ( 15.3%)	9 ( 4.9%)	8 ( 4.4%)	10 ( 5.5%)	3 ( 1.6%)	139 ( 76.0%)
	2人	516 ( 1.03)	63 ( 12.2%)	16 ( 3.1%)	9 ( 1.7%)	20 ( 3.9%)	9 ( 1.7%)	413 ( 80.0%)
	3人	465 ( 1.03)	69 ( 14.8%)	13 ( 2.8%)	7 ( 1.5%)	27 ( 5.8%)	4 ( 0.9%)	359 ( 77.2%)
	4人	337 ( 1.01)	40 ( 11.9%)	8 ( 2.4%)	7 ( 2.1%)	15 ( 4.5%)	3 ( 0.9%)	269 ( 79.8%)
	5人	134 ( 1.05)	21 ( 15.7%)	12 ( 9.0%)	4 ( 3.0%)	7 ( 5.2%)	3 ( 2.2%)	94 ( 70.1%)
	6人以上	68 ( 1.04)	9 ( 13.2%)	3 ( 4.4%)	2 ( 2.9%)	2 ( 2.9%)	2 ( 2.9%)	53 ( 77.9%)
地域	北海道	70 ( 1.03)	7 ( 10.0%)	3 ( 4.3%)	1 ( 1.4%)	5 ( 7.1%)	0 ( 0.0%)	56 ( 80.0%)
	東北地方	86 ( 1.03)	12 ( 14.0%)	0 ( 0.0%)	3 ( 3.5%)	8 ( 9.3%)	2 ( 2.3%)	64 ( 74.4%)
	関東地方	705 ( 1.05)	91 ( 12.9%)	28 ( 4.0%)	18 ( 2.6%)	37 ( 5.2%)	12 ( 1.7%)	551 ( 78.2%)
	中部地方	239 ( 1.02)	46 ( 19.2%)	5 ( 2.1%)	2 ( 0.8%)	9 ( 3.8%)	2 ( 0.8%)	179 ( 74.9%)
	近畿地方	357 ( 1.02)	35 ( 9.8%)	12 ( 3.4%)	6 ( 1.7%)	15 ( 4.2%)	5 ( 1.4%)	291 ( 81.5%)
	中国地方	82 ( 1.01)	13 ( 15.9%)	6 ( 7.3%)	1 ( 1.2%)	4 ( 4.9%)	2 ( 2.4%)	57 ( 69.5%)
	四国地方	37 ( 1.03)	5 ( 13.5%)	1 ( 2.7%)	1 ( 2.7%)	0 ( 0.0%)	0 ( 0.0%)	31 ( 83.8%)
	九州地方	127 ( 1.06)	21 ( 16.5%)	6 ( 4.7%)	5 ( 3.9%)	3 ( 2.4%)	1 ( 0.8%)	98 ( 77.2%)
回答者年収	～200万円未満	885 ( 1.04)	137 ( 15.5%)	29 ( 3.3%)	26 ( 2.9%)	37 ( 4.2%)	10 ( 1.1%)	679 ( 76.7%)
	200～400万円未満	377 ( 1.03)	48 ( 12.7%)	15 ( 4.0%)	8 ( 2.1%)	20 ( 5.3%)	4 ( 1.1%)	295 ( 78.2%)
	400～600万円未満	233 ( 1.03)	30 ( 12.9%)	11 ( 4.7%)	2 ( 0.9%)	11 ( 4.7%)	5 ( 2.1%)	182 ( 78.1%)
	600～800万円未満	110 ( 1.02)	8 ( 7.3%)	4 ( 3.6%)	1 ( 0.9%)	10 ( 9.1%)	2 ( 1.8%)	87 ( 79.1%)
	800～1000万円未満	50 ( 1.00)	2 ( 4.0%)	1 ( 2.0%)	0 ( 0.0%)	1 ( 2.0%)	2 ( 4.0%)	44 ( 88.0%)
	1000万円以上	48 ( 1.02)	5 ( 10.4%)	1 ( 2.1%)	0 ( 0.0%)	2 ( 4.2%)	1 ( 2.1%)	40 ( 83.3%)
	～200万円未満	118 ( 1.07)	14 ( 11.9%)	5 ( 4.2%)	8 ( 6.8%)	5 ( 4.2%)	1 ( 0.8%)	93 ( 78.8%)
200～400万円未満	291 ( 1.02)	35 ( 12.0%)	7 ( 2.4%)	3 ( 1.0%)	8 ( 2.7%)	4 ( 1.4%)	240 ( 82.5%)	
400～600万円未満	449 ( 1.02)	58 ( 12.9%)	16 ( 3.6%)	6 ( 1.3%)	19 ( 4.2%)	2 ( 0.4%)	358 ( 79.7%)	
600～800万円未満	327 ( 1.03)	51 ( 15.6%)	10 ( 3.1%)	10 ( 3.1%)	16 ( 4.9%)	4 ( 1.2%)	246 ( 75.2%)	
800～1000万円未満	198 ( 1.02)	26 ( 13.1%)	2 ( 1.0%)	4 ( 2.0%)	11 ( 5.6%)	6 ( 3.0%)	152 ( 76.8%)	
1000万円以上	320 ( 1.06)	46 ( 14.4%)	21 ( 6.6%)	6 ( 1.9%)	22 ( 6.9%)	7 ( 2.2%)	238 ( 74.4%)	

Q6評価の伝達方法(食品、飲料、酒類) (複数回答) (n=2017)

	全体	直に話して伝達した(電話を含む)	インターネットの掲示板で伝達した	インターネットの個人ホームページ・ブログで伝達した	メールで伝達した	その他	購入後に使用感・評価などの伝達はしなかった		
全体	2017 ( 1.04)	273 ( 13.5%)	79 ( 3.9%)	68 ( 3.4%)	122 ( 6.0%)	30 ( 1.5%)	1530 ( 75.9%)		
性・世代	20代男性	166 ( 1.11)	31 ( 18.7%)	8 ( 4.8%)	12 ( 7.2%)	10 ( 6.0%)	1 ( 0.6%)	122 ( 73.5%)	
	30代男性	162 ( 1.06)	21 ( 13.0%)	7 ( 4.3%)	3 ( 1.9%)	9 ( 5.6%)	2 ( 1.2%)	129 ( 79.6%)	
	40代男性	144 ( 1.01)	19 ( 13.2%)	3 ( 2.1%)	2 ( 1.4%)	9 ( 6.3%)	1 ( 0.7%)	112 ( 77.8%)	
	50代男性	167 ( 1.01)	7 ( 4.2%)	2 ( 1.2%)	2 ( 1.2%)	8 ( 4.8%)	3 ( 1.8%)	146 ( 87.4%)	
	60代男性	284 ( 1.01)	30 ( 10.6%)	10 ( 3.5%)	2 ( 0.7%)	18 ( 6.3%)	6 ( 2.1%)	222 ( 78.2%)	
	20代女性	190 ( 1.11)	41 ( 21.6%)	5 ( 2.6%)	16 ( 8.4%)	12 ( 6.3%)	4 ( 2.1%)	132 ( 69.5%)	
	30代女性	198 ( 1.04)	35 ( 17.7%)	9 ( 4.5%)	16 ( 8.1%)	9 ( 4.5%)	2 ( 1.0%)	135 ( 68.2%)	
	40代女性	158 ( 1.05)	26 ( 16.5%)	12 ( 7.6%)	8 ( 5.1%)	7 ( 4.4%)	4 ( 2.5%)	109 ( 69.0%)	
	50代女性	193 ( 1.04)	23 ( 11.9%)	14 ( 7.3%)	2 ( 1.0%)	14 ( 7.3%)	3 ( 1.6%)	144 ( 74.6%)	
	60代女性	355 ( 1.02)	40 ( 11.3%)	9 ( 2.5%)	5 ( 1.4%)	26 ( 7.3%)	4 ( 1.1%)	279 ( 78.6%)	
	職業	経営者・役員	43 ( 1.02)	7 ( 16.3%)	1 ( 2.3%)	2 ( 4.7%)	4 ( 9.3%)	0 ( 0.0%)	30 ( 69.8%)
		会社員(事務系)	236 ( 1.05)	33 ( 14.0%)	9 ( 3.8%)	11 ( 4.7%)	14 ( 5.9%)	1 ( 0.4%)	179 ( 75.8%)
会社員(技術系)		222 ( 1.04)	24 ( 10.8%)	5 ( 2.3%)	8 ( 3.6%)	11 ( 5.0%)	4 ( 1.8%)	179 ( 80.6%)	
会社員(その他)		118 ( 1.06)	22 ( 18.6%)	5 ( 4.2%)	6 ( 5.1%)	6 ( 5.1%)	1 ( 0.8%)	85 ( 72.0%)	
公務員		65 ( 1.02)	5 ( 7.7%)	2 ( 3.1%)	1 ( 1.5%)	3 ( 4.6%)	2 ( 3.1%)	53 ( 81.5%)	
自営業		135 ( 1.02)	20 ( 14.8%)	3 ( 2.2%)	3 ( 2.2%)	5 ( 3.7%)	2 ( 1.5%)	105 ( 77.8%)	
自由業		62 ( 1.03)	4 ( 6.5%)	3 ( 4.8%)	2 ( 3.2%)	4 ( 6.5%)	0 ( 0.0%)	51 ( 82.3%)	
専業主婦		580 ( 1.03)	82 ( 14.1%)	24 ( 4.1%)	13 ( 2.2%)	39 ( 6.7%)	9 ( 1.6%)	431 ( 74.3%)	
パート・アルバイト		240 ( 1.06)	43 ( 17.9%)	14 ( 5.8%)	12 ( 5.0%)	12 ( 5.0%)	3 ( 1.3%)	171 ( 71.3%)	
学生		78 ( 1.10)	14 ( 17.9%)	4 ( 5.1%)	3 ( 3.8%)	3 ( 3.8%)	2 ( 2.6%)	60 ( 76.9%)	
その他		238 ( 1.04)	19 ( 8.0%)	9 ( 3.8%)	7 ( 2.9%)	21 ( 8.8%)	6 ( 2.5%)	186 ( 78.2%)	
同居人数		1人	234 ( 1.09)	39 ( 16.7%)	10 ( 4.3%)	12 ( 5.1%)	16 ( 6.8%)	5 ( 2.1%)	174 ( 74.4%)
	2人	604 ( 1.03)	84 ( 13.9%)	28 ( 4.6%)	9 ( 1.5%)	40 ( 6.6%)	8 ( 1.3%)	454 ( 75.2%)	
	3人	554 ( 1.04)	73 ( 13.2%)	16 ( 2.9%)	19 ( 3.4%)	36 ( 6.5%)	7 ( 1.3%)	423 ( 76.4%)	
	4人	381 ( 1.03)	47 ( 12.3%)	10 ( 2.6%)	14 ( 3.7%)	17 ( 4.5%)	5 ( 1.3%)	300 ( 78.7%)	
	5人	155 ( 1.05)	22 ( 14.2%)	10 ( 6.5%)	10 ( 6.5%)	9 ( 5.8%)	2 ( 1.3%)	109 ( 70.3%)	
	6人以上	89 ( 1.06)	8 ( 9.0%)	5 ( 5.6%)	4 ( 4.5%)	4 ( 4.5%)	3 ( 3.4%)	70 ( 78.7%)	
地域	北海道	87 ( 1.02)	11 ( 12.6%)	4 ( 4.6%)	3 ( 3.4%)	8 ( 9.2%)	0 ( 0.0%)	63 ( 72.4%)	
	東北地方	97 ( 1.05)	19 ( 19.6%)	5 ( 5.2%)	2 ( 2.1%)	8 ( 8.2%)	0 ( 0.0%)	68 ( 70.1%)	
	関東地方	844 ( 1.05)	118 ( 14.0%)	29 ( 3.4%)	27 ( 3.2%)	56 ( 6.6%)	15 ( 1.8%)	643 ( 76.2%)	
	中部地方	275 ( 1.01)	36 ( 13.1%)	5 ( 1.8%)	9 ( 3.3%)	9 ( 3.3%)	4 ( 1.5%)	215 ( 78.2%)	
	近畿地方	428 ( 1.05)	51 ( 11.9%)	19 ( 4.4%)	18 ( 4.2%)	26 ( 6.1%)	6 ( 1.4%)	328 ( 76.6%)	
	中国地方	104 ( 1.02)	12 ( 11.5%)	7 ( 6.7%)	2 ( 1.9%)	4 ( 3.8%)	2 ( 1.9%)	79 ( 76.0%)	
	四国地方	44 ( 1.02)	8 ( 18.2%)	4 ( 9.1%)	1 ( 2.3%)	1 ( 2.3%)	0 ( 0.0%)	31 ( 70.5%)	
	九州地方	138 ( 1.06)	18 ( 13.0%)	6 ( 4.3%)	6 ( 4.3%)	10 ( 7.2%)	3 ( 2.2%)	103 ( 74.6%)	
回答者年収	～200万円未満	939 ( 1.05)	131 ( 14.0%)	44 ( 4.7%)	38 ( 4.0%)	60 ( 6.4%)	16 ( 1.7%)	695 ( 74.0%)	
	200～400万円未満	452 ( 1.05)	65 ( 14.4%)	15 ( 3.3%)	19 ( 4.2%)	24 ( 5.3%)	3 ( 0.7%)	350 ( 77.4%)	
	400～600万円未満	316 ( 1.03)	39 ( 12.3%)	13 ( 4.1%)	6 ( 1.9%)	16 ( 5.1%)	5 ( 1.6%)	247 ( 78.2%)	
	600～800万円未満	165 ( 1.02)	22 ( 13.3%)	4 ( 2.4%)	3 ( 1.8%)	11 ( 6.7%)	4 ( 2.4%)	125 ( 75.8%)	
	800～1000万円未満	75 ( 1.00)	7 ( 9.3%)	2 ( 2.7%)	0 ( 0.0%)	3 ( 4.0%)	1 ( 1.3%)	62 ( 82.7%)	
	1000万円以上	70 ( 1.03)	9 ( 12.9%)	1 ( 1.4%)	2 ( 2.9%)	8 ( 11.4%)	1 ( 1.4%)	51 ( 72.9%)	
	～200万円未満	146 ( 1.11)	17 ( 11.6%)	10 ( 6.8%)	9 ( 6.2%)	14 ( 9.6%)	2 ( 1.4%)	110 ( 75.3%)	
200～400万円未満	342 ( 1.02)	44 ( 12.9%)	7 ( 2.0%)	6 ( 1.8%)	20 ( 5.8%)	4 ( 1.2%)	269 ( 78.7%)		
400～600万円未満	544 ( 1.03)	64 ( 11.8%)	24 ( 4.4%)	14 ( 2.6%)	25 ( 4.6%)	3 ( 0.6%)	430 ( 79.0%)		
600～800万円未満	392 ( 1.04)	56 ( 14.3%)	14 ( 3.6%)	15 ( 3.8%)	22 ( 5.6%)	7 ( 1.8%)	294 ( 75.0%)		
800～1000万円未満	238 ( 1.03)	34 ( 14.3%)	8 ( 3.4%)	7 ( 2.9%)	13 ( 5.5%)	7 ( 2.9%)	177 ( 74.4%)		
1000万円以上	355 ( 1.06)	58 ( 16.3%)	16 ( 4.5%)	17 ( 4.8%)	28 ( 7.9%)	7 ( 2.0%)	250 ( 70.4%)		

Q6評価の伝達方法(雑貨、家具) (複数回答) (n=1326)

	全体	直に話して伝達した(電話を含む)	インターネットの掲示板で伝達した	インターネットの個人ホームページ・ブログで伝達した	メールで伝達した	その他	購入後に使用感・評価などの伝達はしなかった	
全体	1326 ( 1.03)	156 ( 11.8%)	39 ( 2.9%)	31 ( 2.3%)	73 ( 5.5%)	15 ( 1.1%)	1056 ( 79.6%)	
性・世代	20代男性	126 ( 1.07)	20 ( 15.9%)	7 ( 5.6%)	7 ( 5.6%)	9 ( 7.1%)	2 ( 1.6%)	90 ( 71.4%)
	30代男性	116 ( 1.05)	16 ( 13.8%)	4 ( 3.4%)	2 ( 1.7%)	7 ( 6.0%)	3 ( 2.6%)	90 ( 77.6%)
	40代男性	81 ( 1.02)	8 ( 9.9%)	0 ( 0.0%)	0 ( 0.0%)	5 ( 6.2%)	0 ( 0.0%)	70 ( 86.4%)
	50代男性	89 ( 1.01)	6 ( 6.7%)	2 ( 2.2%)	0 ( 0.0%)	8 ( 9.0%)	3 ( 3.4%)	71 ( 79.8%)
	60代男性	165 ( 1.01)	17 ( 10.3%)	3 ( 1.8%)	0 ( 0.0%)	5 ( 3.0%)	4 ( 2.4%)	137 ( 83.0%)
	20代女性	154 ( 1.07)	24 ( 15.6%)	2 ( 1.3%)	4 ( 2.6%)	11 ( 7.1%)	0 ( 0.0%)	124 ( 80.5%)
	30代女性	163 ( 1.03)	18 ( 11.0%)	8 ( 4.9%)	13 ( 8.0%)	8 ( 4.9%)	2 ( 1.2%)	119 ( 73.0%)
	40代女性	108 ( 1.05)	14 ( 13.0%)	5 ( 4.6%)	4 ( 3.7%)	7 ( 6.5%)	0 ( 0.0%)	83 ( 76.9%)
	50代女性	118 ( 1.02)	15 ( 12.7%)	3 ( 2.5%)	1 ( 0.8%)	5 ( 4.2%)	0 ( 0.0%)	96 ( 81.4%)
	60代女性	206 ( 1.01)	18 ( 8.7%)	5 ( 2.4%)	0 ( 0.0%)	8 ( 3.9%)	1 ( 0.5%)	176 ( 85.4%)
職業	経営者・役員	29 ( 1.00)	4 ( 13.8%)	1 ( 3.4%)	0 ( 0.0%)	3 ( 10.3%)	0 ( 0.0%)	21 ( 72.4%)
	会社員(事務系)	161 ( 1.04)	19 ( 11.8%)	5 ( 3.1%)	4 ( 2.5%)	10 ( 6.2%)	1 ( 0.6%)	128 ( 79.5%)
	会社員(技術系)	130 ( 1.03)	13 ( 10.0%)	5 ( 3.8%)	2 ( 1.5%)	7 ( 5.4%)	4 ( 3.1%)	103 ( 79.2%)
	会社員(その他)	77 ( 1.01)	13 ( 16.9%)	1 ( 1.3%)	2 ( 2.6%)	6 ( 7.8%)	0 ( 0.0%)	56 ( 72.7%)
	公務員	51 ( 1.02)	3 ( 5.9%)	2 ( 3.9%)	0 ( 0.0%)	1 ( 2.0%)	3 ( 5.9%)	43 ( 84.3%)
	自営業	87 ( 1.05)	14 ( 16.1%)	2 ( 2.3%)	2 ( 2.3%)	7 ( 8.0%)	0 ( 0.0%)	66 ( 75.9%)
	自由業	39 ( 1.03)	2 ( 5.1%)	1 ( 2.6%)	1 ( 2.6%)	1 ( 2.6%)	0 ( 0.0%)	35 ( 89.7%)
	専業主婦	379 ( 1.02)	41 ( 10.8%)	4 ( 1.1%)	11 ( 2.9%)	16 ( 4.2%)	1 ( 0.3%)	315 ( 83.1%)
	パート・アルバイト	152 ( 1.07)	22 ( 14.5%)	10 ( 6.6%)	5 ( 3.3%)	7 ( 4.6%)	2 ( 1.3%)	116 ( 76.3%)
	学生	59 ( 1.05)	9 ( 15.3%)	2 ( 3.4%)	2 ( 3.4%)	2 ( 3.4%)	1 ( 1.7%)	46 ( 78.0%)
	その他	162 ( 1.03)	16 ( 9.9%)	6 ( 3.7%)	2 ( 1.2%)	13 ( 8.0%)	3 ( 1.9%)	127 ( 78.4%)
同居人数	1人	159 ( 1.06)	25 ( 15.7%)	7 ( 4.4%)	4 ( 2.5%)	10 ( 6.3%)	3 ( 1.9%)	119 ( 74.8%)
	2人	375 ( 1.02)	42 ( 11.2%)	9 ( 2.4%)	7 ( 1.9%)	19 ( 5.1%)	1 ( 0.3%)	306 ( 81.6%)
	3人	357 ( 1.03)	42 ( 11.8%)	10 ( 2.8%)	11 ( 3.1%)	24 ( 6.7%)	4 ( 1.1%)	278 ( 77.9%)
	4人	252 ( 1.03)	20 ( 7.9%)	5 ( 2.0%)	6 ( 2.4%)	12 ( 4.8%)	3 ( 1.2%)	213 ( 84.5%)
	5人	122 ( 1.03)	22 ( 18.0%)	6 ( 4.9%)	2 ( 1.6%)	5 ( 4.1%)	2 ( 1.6%)	89 ( 73.0%)
	6人以上	61 ( 1.05)	5 ( 8.2%)	2 ( 3.3%)	1 ( 1.6%)	3 ( 4.9%)	2 ( 3.3%)	51 ( 83.6%)
地域	北海道	54 ( 1.02)	6 ( 11.1%)	1 ( 1.9%)	2 ( 3.7%)	5 ( 9.3%)	0 ( 0.0%)	41 ( 75.9%)
	東北地方	66 ( 1.03)	2 ( 3.0%)	2 ( 3.0%)	1 ( 1.5%)	5 ( 7.6%)	1 ( 1.5%)	57 ( 86.4%)
	関東地方	553 ( 1.03)	66 ( 11.9%)	13 ( 2.4%)	11 ( 2.0%)	28 ( 5.1%)	8 ( 1.4%)	446 ( 80.7%)
	中部地方	185 ( 1.02)	21 ( 11.4%)	5 ( 2.7%)	2 ( 1.1%)	7 ( 3.8%)	0 ( 0.0%)	153 ( 82.7%)
	近畿地方	272 ( 1.04)	31 ( 11.4%)	11 ( 4.0%)	7 ( 2.6%)	16 ( 5.9%)	1 ( 0.4%)	217 ( 79.8%)
	中国地方	59 ( 1.00)	9 ( 15.3%)	4 ( 6.8%)	2 ( 3.4%)	2 ( 3.4%)	3 ( 5.1%)	39 ( 66.1%)
	四国地方	38 ( 1.03)	6 ( 15.8%)	0 ( 0.0%)	1 ( 2.6%)	1 ( 2.6%)	0 ( 0.0%)	31 ( 81.6%)
	九州地方	99 ( 1.07)	15 ( 15.2%)	3 ( 3.0%)	5 ( 5.1%)	9 ( 9.1%)	2 ( 2.0%)	72 ( 72.7%)
回答者年収	～200万円未満	633 ( 1.04)	82 ( 13.0%)	20 ( 3.2%)	22 ( 3.5%)	34 ( 5.4%)	3 ( 0.5%)	499 ( 78.8%)
	200～400万円未満	297 ( 1.04)	32 ( 10.8%)	8 ( 2.7%)	7 ( 2.4%)	16 ( 5.4%)	4 ( 1.3%)	241 ( 81.1%)
	400～600万円未満	204 ( 1.01)	22 ( 10.8%)	5 ( 2.5%)	2 ( 1.0%)	12 ( 5.9%)	5 ( 2.5%)	161 ( 78.9%)
	600～800万円未満	99 ( 1.01)	11 ( 11.1%)	3 ( 3.0%)	0 ( 0.0%)	4 ( 4.0%)	2 ( 2.0%)	80 ( 80.8%)
	800～1000万円未満	51 ( 1.02)	5 ( 9.8%)	3 ( 5.9%)	0 ( 0.0%)	1 ( 2.0%)	1 ( 2.0%)	42 ( 82.4%)
	1000万円以上	42 ( 1.02)	4 ( 9.5%)	0 ( 0.0%)	0 ( 0.0%)	6 ( 14.3%)	0 ( 0.0%)	33 ( 78.6%)
	～200万円未満	101 ( 1.09)	16 ( 15.8%)	5 ( 5.0%)	4 ( 4.0%)	10 ( 9.9%)	0 ( 0.0%)	75 ( 74.3%)
200～400万円未満	221 ( 1.03)	27 ( 12.2%)	3 ( 1.4%)	6 ( 2.7%)	14 ( 6.3%)	2 ( 0.9%)	175 ( 79.2%)	
400～600万円未満	342 ( 1.02)	35 ( 10.2%)	10 ( 2.9%)	5 ( 1.5%)	11 ( 3.2%)	4 ( 1.2%)	283 ( 82.7%)	
600～800万円未満	250 ( 1.04)	31 ( 12.4%)	6 ( 2.4%)	7 ( 2.8%)	14 ( 5.6%)	3 ( 1.2%)	198 ( 79.2%)	
800～1000万円未満	161 ( 1.01)	14 ( 8.7%)	4 ( 2.5%)	3 ( 1.9%)	8 ( 5.0%)	3 ( 1.9%)	131 ( 81.4%)	
1000万円以上	251 ( 1.05)	33 ( 13.1%)	11 ( 4.4%)	6 ( 2.4%)	16 ( 6.4%)	3 ( 1.2%)	194 ( 77.3%)	

Q6評価の伝達方法(自動車、自動車用品)(複数回答)(n=410)

	全体	直に話して伝達した(電話を含む)	インターネットの掲示板で伝達した	インターネットの個人ホームページ・ブログで伝達した	メールで伝達した	その他	購入後に使用感・評価などの伝達はしなかった		
全体	410 (1.06)	98 (23.9%)	18 (4.4%)	18 (4.4%)	22 (5.4%)	11 (2.7%)	269 (65.6%)		
性・世代	20代男性	47 (1.19)	11 (23.4%)	5 (10.6%)	9 (19.1%)	6 (12.8%)	0 (0.0%)	25 (53.2%)	
	30代男性	68 (1.07)	17 (25.0%)	4 (5.9%)	3 (4.4%)	6 (8.8%)	0 (0.0%)	43 (63.2%)	
	40代男性	41 (1.05)	5 (12.2%)	2 (4.9%)	2 (4.9%)	3 (7.3%)	1 (2.4%)	30 (73.2%)	
	50代男性	38 (1.00)	7 (18.4%)	0 (0.0%)	0 (0.0%)	2 (5.3%)	3 (7.9%)	26 (68.4%)	
	60代男性	48 (1.02)	18 (37.5%)	1 (2.1%)	0 (0.0%)	1 (2.1%)	4 (8.3%)	25 (52.1%)	
	20代女性	34 (1.15)	7 (20.6%)	3 (8.8%)	2 (5.9%)	1 (2.9%)	1 (2.9%)	25 (73.5%)	
	30代女性	40 (1.05)	8 (20.0%)	1 (2.5%)	2 (5.0%)	1 (2.5%)	0 (0.0%)	30 (75.0%)	
	40代女性	28 (1.00)	5 (17.9%)	1 (3.6%)	0 (0.0%)	0 (0.0%)	0 (0.0%)	22 (78.6%)	
	50代女性	31 (1.06)	11 (35.5%)	1 (3.2%)	0 (0.0%)	1 (3.2%)	0 (0.0%)	20 (64.5%)	
	60代女性	35 (1.00)	9 (25.7%)	0 (0.0%)	0 (0.0%)	1 (2.9%)	2 (5.7%)	23 (65.7%)	
	職業	経営者・役員	15 (1.07)	3 (20.0%)	1 (6.7%)	0 (0.0%)	1 (6.7%)	0 (0.0%)	11 (73.3%)
		会社員(事務系)	55 (1.09)	13 (23.6%)	5 (9.1%)	2 (3.6%)	3 (5.5%)	0 (0.0%)	37 (67.3%)
会社員(技術系)		60 (1.12)	15 (25.0%)	4 (6.7%)	4 (6.7%)	7 (11.7%)	2 (3.3%)	35 (58.3%)	
会社員(その他)		36 (1.00)	5 (13.9%)	0 (0.0%)	3 (8.3%)	2 (5.6%)	1 (2.8%)	25 (69.4%)	
公務員		24 (1.00)	3 (12.5%)	1 (4.2%)	0 (0.0%)	0 (0.0%)	0 (0.0%)	20 (83.3%)	
自営業		33 (1.06)	8 (24.2%)	1 (3.0%)	2 (6.1%)	3 (9.1%)	2 (6.1%)	19 (57.6%)	
自由業		10 (1.20)	0 (0.0%)	1 (10.0%)	2 (20.0%)	0 (0.0%)	1 (10.0%)	8 (80.0%)	
専業主婦		88 (1.00)	20 (22.7%)	0 (0.0%)	1 (1.1%)	0 (0.0%)	1 (1.1%)	66 (75.0%)	
パート・アルバイト		51 (1.18)	17 (33.3%)	5 (9.8%)	3 (5.9%)	5 (9.8%)	1 (2.0%)	29 (56.9%)	
学生		10 (1.00)	2 (20.0%)	0 (0.0%)	1 (10.0%)	1 (10.0%)	0 (0.0%)	6 (60.0%)	
その他		28 (1.00)	12 (42.9%)	0 (0.0%)	0 (0.0%)	0 (0.0%)	3 (10.7%)	13 (46.4%)	
同居人数		1人	39 (1.15)	6 (15.4%)	5 (12.8%)	4 (10.3%)	3 (7.7%)	0 (0.0%)	27 (69.2%)
	2人	101 (1.06)	20 (19.8%)	2 (2.0%)	4 (4.0%)	5 (5.0%)	5 (5.0%)	71 (70.3%)	
	3人	110 (1.06)	32 (29.1%)	7 (6.4%)	4 (3.6%)	6 (5.5%)	3 (2.7%)	65 (59.1%)	
	4人	100 (1.02)	25 (25.0%)	1 (1.0%)	2 (2.0%)	4 (4.0%)	2 (2.0%)	68 (68.0%)	
	5人	33 (1.06)	13 (39.4%)	1 (3.0%)	2 (6.1%)	3 (9.1%)	0 (0.0%)	16 (48.5%)	
	6人以上	27 (1.11)	2 (7.4%)	2 (7.4%)	2 (7.4%)	1 (3.7%)	1 (3.7%)	22 (81.5%)	
地域	北海道	19 (1.00)	5 (26.3%)	0 (0.0%)	1 (5.3%)	1 (5.3%)	0 (0.0%)	12 (63.2%)	
	東北地方	29 (1.10)	6 (20.7%)	0 (0.0%)	3 (10.3%)	2 (6.9%)	0 (0.0%)	21 (72.4%)	
	関東地方	139 (1.09)	40 (28.8%)	9 (6.5%)	5 (3.6%)	10 (7.2%)	6 (4.3%)	81 (58.3%)	
	中部地方	65 (1.02)	15 (23.1%)	2 (3.1%)	1 (1.5%)	0 (0.0%)	2 (3.1%)	46 (70.8%)	
	近畿地方	78 (1.06)	12 (15.4%)	6 (7.7%)	4 (5.1%)	6 (7.7%)	2 (2.6%)	53 (67.9%)	
	中国地方	31 (1.03)	6 (19.4%)	0 (0.0%)	2 (6.5%)	1 (3.2%)	0 (0.0%)	23 (74.2%)	
	四国地方	13 (1.00)	1 (7.7%)	0 (0.0%)	0 (0.0%)	0 (0.0%)	0 (0.0%)	12 (92.3%)	
	九州地方	36 (1.11)	13 (36.1%)	1 (2.8%)	2 (5.6%)	2 (5.6%)	1 (2.8%)	21 (58.3%)	
回答者年収	~200万円未満	157 (1.08)	36 (22.9%)	6 (3.8%)	8 (5.1%)	6 (3.8%)	3 (1.9%)	111 (70.7%)	
	200~400万円未満	90 (1.06)	29 (32.2%)	4 (4.4%)	6 (6.7%)	6 (6.7%)	0 (0.0%)	50 (55.6%)	
	400~600万円未満	79 (1.03)	16 (20.3%)	3 (3.8%)	2 (2.5%)	5 (6.3%)	4 (5.1%)	51 (64.6%)	
	600~800万円未満	44 (1.05)	10 (22.7%)	2 (4.5%)	1 (2.3%)	3 (6.8%)	3 (6.8%)	27 (61.4%)	
	800~1000万円未満	17 (1.24)	3 (17.6%)	3 (17.6%)	1 (5.9%)	2 (11.8%)	1 (5.9%)	11 (64.7%)	
	1000万円以上	23 (1.00)	4 (17.4%)	0 (0.0%)	0 (0.0%)	0 (0.0%)	0 (0.0%)	19 (82.6%)	
世帯年収	~200万円未満	21 (1.19)	2 (9.5%)	2 (9.5%)	2 (9.5%)	2 (9.5%)	0 (0.0%)	17 (81.0%)	
	200~400万円未満	57 (1.05)	16 (28.1%)	1 (1.8%)	2 (3.5%)	3 (5.3%)	0 (0.0%)	38 (66.7%)	
	400~600万円未満	100 (1.01)	19 (19.0%)	3 (3.0%)	3 (3.0%)	4 (4.0%)	1 (1.0%)	71 (71.0%)	
	600~800万円未満	93 (1.06)	15 (16.1%)	6 (6.5%)	5 (5.4%)	7 (7.5%)	3 (3.2%)	63 (67.7%)	
	800~1000万円未満	50 (1.10)	14 (28.0%)	3 (6.0%)	3 (6.0%)	3 (6.0%)	4 (8.0%)	28 (56.0%)	
1000万円以上	89 (1.08)	32 (36.0%)	3 (3.4%)	3 (3.4%)	3 (3.4%)	3 (3.4%)	52 (58.4%)		



Q6評価の伝達方法(不動産、住宅)(複数回答)(n=52)

	全体	直に話して伝達した(電話を含む)	インターネットの掲示板で伝達した	インターネットの個人ホームページ・ブログで伝達した	メールで伝達した	その他	購入後に使用感・評価などの伝達はしなかった	
全体	52 ( 1.10)	14 ( 26.9%)	2 ( 3.8%)	1 ( 1.9%)	4 ( 7.7%)	1 ( 1.9%)	35 ( 67.3%)	
性・世代	20代男性	9 ( 1.33)	2 ( 22.2%)	2 ( 22.2%)	1 ( 11.1%)	2 ( 22.2%)	0 ( 0.0%)	5 ( 55.6%)
	30代男性	3 ( 1.33)	1 ( 33.3%)	0 ( 0.0%)	0 ( 0.0%)	1 ( 33.3%)	0 ( 0.0%)	2 ( 66.7%)
	40代男性	3 ( 1.00)	1 ( 33.3%)	0 ( 0.0%)	0 ( 0.0%)	0 ( 0.0%)	0 ( 0.0%)	2 ( 66.7%)
	50代男性	4 ( 1.00)	0 ( 0.0%)	0 ( 0.0%)	0 ( 0.0%)	0 ( 0.0%)	1 ( 25.0%)	3 ( 75.0%)
	60代男性	10 ( 1.00)	2 ( 20.0%)	0 ( 0.0%)	0 ( 0.0%)	0 ( 0.0%)	0 ( 0.0%)	8 ( 80.0%)
	20代女性	8 ( 1.13)	4 ( 50.0%)	0 ( 0.0%)	0 ( 0.0%)	1 ( 12.5%)	0 ( 0.0%)	4 ( 50.0%)
	30代女性	9 ( 1.00)	3 ( 33.3%)	0 ( 0.0%)	0 ( 0.0%)	0 ( 0.0%)	0 ( 0.0%)	6 ( 66.7%)
	40代女性	0	0	0	0	0	0	0
	50代女性	0	0	0	0	0	0	0
	60代女性	6 (100.0%)	1 ( 16.7%)	0 ( 0.0%)	0 ( 0.0%)	0 ( 0.0%)	0 ( 0.0%)	5 ( 83.3%)
職業	経営者・役員	1 ( 1.00)	0 ( 0.0%)	0 ( 0.0%)	0 ( 0.0%)	0 ( 0.0%)	0 ( 0.0%)	1 ( 100.0%)
	会社員(事務系)	8 ( 1.13)	2 ( 25.0%)	1 ( 12.5%)	0 ( 0.0%)	1 ( 12.5%)	0 ( 0.0%)	5 ( 62.5%)
	会社員(技術系)	7 ( 1.00)	2 ( 28.6%)	0 ( 0.0%)	0 ( 0.0%)	1 ( 14.3%)	0 ( 0.0%)	4 ( 57.1%)
	会社員(その他)	8 ( 1.00)	1 ( 12.5%)	0 ( 0.0%)	0 ( 0.0%)	0 ( 0.0%)	1 ( 12.5%)	6 ( 75.0%)
	公務員	2 ( 1.50)	1 ( 50.0%)	0 ( 0.0%)	0 ( 0.0%)	1 ( 50.0%)	0 ( 0.0%)	1 ( 50.0%)
	自営業	1 ( 1.00)	0 ( 0.0%)	0 ( 0.0%)	0 ( 0.0%)	0 ( 0.0%)	0 ( 0.0%)	1 ( 100.0%)
	自由業	0	0	0	0	0	0	0
	専業主婦	10 ( 1.00)	2 ( 20.0%)	0 ( 0.0%)	0 ( 0.0%)	0 ( 0.0%)	0 ( 0.0%)	8 ( 80.0%)
	パート・アルバイト	5 ( 1.60)	4 ( 80.0%)	1 ( 20.0%)	1 ( 20.0%)	1 ( 20.0%)	0 ( 0.0%)	1 ( 20.0%)
	学生	3 ( 1.00)	0 ( 0.0%)	0 ( 0.0%)	0 ( 0.0%)	0 ( 0.0%)	0 ( 0.0%)	3 ( 100.0%)
その他	7 ( 1.00)	2 ( 28.6%)	0 ( 0.0%)	0 ( 0.0%)	0 ( 0.0%)	0 ( 0.0%)	5 ( 71.4%)	
同居人数	1人	8 ( 1.50)	3 ( 37.5%)	2 ( 25.0%)	1 ( 12.5%)	2 ( 25.0%)	0 ( 0.0%)	4 ( 50.0%)
	2人	16 ( 1.06)	5 ( 31.3%)	0 ( 0.0%)	0 ( 0.0%)	1 ( 6.3%)	0 ( 0.0%)	11 ( 68.8%)
	3人	15 ( 1.00)	3 ( 20.0%)	0 ( 0.0%)	0 ( 0.0%)	1 ( 6.7%)	0 ( 0.0%)	11 ( 73.3%)
	4人	7 ( 1.00)	2 ( 28.6%)	0 ( 0.0%)	0 ( 0.0%)	0 ( 0.0%)	0 ( 0.0%)	5 ( 71.4%)
	5人	4 ( 1.00)	1 ( 25.0%)	0 ( 0.0%)	0 ( 0.0%)	0 ( 0.0%)	1 ( 25.0%)	2 ( 50.0%)
	6人以上	2 ( 1.00)	0 ( 0.0%)	0 ( 0.0%)	0 ( 0.0%)	0 ( 0.0%)	0 ( 0.0%)	2 ( 100.0%)
地域	北海道	2 ( 1.00)	1 ( 50.0%)	0 ( 0.0%)	0 ( 0.0%)	0 ( 0.0%)	0 ( 0.0%)	1 ( 50.0%)
	東北地方	4 ( 1.00)	0 ( 0.0%)	0 ( 0.0%)	0 ( 0.0%)	0 ( 0.0%)	0 ( 0.0%)	4 ( 100.0%)
	関東地方	26 ( 1.04)	6 ( 23.1%)	0 ( 0.0%)	0 ( 0.0%)	2 ( 7.7%)	1 ( 3.8%)	18 ( 69.2%)
	中部地方	4 ( 1.00)	2 ( 50.0%)	0 ( 0.0%)	0 ( 0.0%)	0 ( 0.0%)	0 ( 0.0%)	2 ( 50.0%)
	近畿地方	12 ( 1.08)	4 ( 33.3%)	1 ( 8.3%)	0 ( 0.0%)	1 ( 8.3%)	0 ( 0.0%)	7 ( 58.3%)
	中国地方	2 ( 1.00)	0 ( 0.0%)	0 ( 0.0%)	0 ( 0.0%)	0 ( 0.0%)	0 ( 0.0%)	2 ( 100.0%)
	四国地方	0	0	0	0	0	0	0
	九州地方	2 (250.0%)	1 ( 50.0%)	1 ( 50.0%)	1 ( 50.0%)	1 ( 50.0%)	0 ( 0.0%)	1 ( 50.0%)
回答者年収	～200万円未満	16 ( 1.19)	6 ( 37.5%)	1 ( 6.3%)	1 ( 6.3%)	1 ( 6.3%)	0 ( 0.0%)	10 ( 62.5%)
	200～400万円未満	10 ( 1.00)	2 ( 20.0%)	0 ( 0.0%)	0 ( 0.0%)	0 ( 0.0%)	0 ( 0.0%)	8 ( 80.0%)
	400～600万円未満	13 ( 1.08)	4 ( 30.8%)	0 ( 0.0%)	0 ( 0.0%)	1 ( 7.7%)	0 ( 0.0%)	9 ( 69.2%)
	600～800万円未満	8 ( 1.13)	2 ( 25.0%)	1 ( 12.5%)	0 ( 0.0%)	2 ( 25.0%)	0 ( 0.0%)	4 ( 50.0%)
	800～1000万円未満	3 ( 1.00)	0 ( 0.0%)	0 ( 0.0%)	0 ( 0.0%)	0 ( 0.0%)	1 ( 33.3%)	2 ( 66.7%)
	1000万円以上	2 ( 1.00)	0 ( 0.0%)	0 ( 0.0%)	0 ( 0.0%)	0 ( 0.0%)	0 ( 0.0%)	2 ( 100.0%)
	～200万円未満	2 ( 2.50)	1 ( 50.0%)	1 ( 50.0%)	1 ( 50.0%)	1 ( 50.0%)	0 ( 0.0%)	1 ( 50.0%)
200～400万円未満	6 ( 1.00)	0 ( 0.0%)	0 ( 0.0%)	0 ( 0.0%)	0 ( 0.0%)	0 ( 0.0%)	6 ( 100.0%)	
400～600万円未満	12 ( 1.00)	4 ( 33.3%)	0 ( 0.0%)	0 ( 0.0%)	0 ( 0.0%)	0 ( 0.0%)	8 ( 66.7%)	
600～800万円未満	14 ( 1.07)	6 ( 42.9%)	1 ( 7.1%)	0 ( 0.0%)	2 ( 14.3%)	0 ( 0.0%)	6 ( 42.9%)	
800～1000万円未満	6 ( 1.17)	2 ( 33.3%)	0 ( 0.0%)	0 ( 0.0%)	1 ( 16.7%)	1 ( 16.7%)	3 ( 50.0%)	
1000万円以上	12 ( 1.00)	1 ( 8.3%)	0 ( 0.0%)	0 ( 0.0%)	0 ( 0.0%)	0 ( 0.0%)	11 ( 91.7%)	

Q7貯蓄額 (n=3000)

	全体	貯蓄していない	~200万円未満	200~400万円未満	200~600万円未満	600~800万円未満	800~1000万円未満	1000万円以上	
全体	3000 (100.0%)	671 (22.4%)	823 (27.4%)	401 (13.4%)	292 (9.7%)	77 (2.6%)	45 (1.5%)	691 (23.0%)	
性・世代	20代男性	272 (100.0%)	57 (21.0%)	146 (53.7%)	38 (14.0%)	13 (4.8%)	2 (0.7%)	0 (0.0%)	
	30代男性	267 (100.0%)	56 (21.0%)	81 (30.3%)	45 (16.9%)	38 (14.2%)	11 (4.1%)	5 (1.9%)	
	40代男性	224 (100.0%)	61 (27.2%)	64 (28.6%)	37 (16.5%)	16 (7.1%)	8 (3.6%)	2 (0.9%)	
	50代男性	266 (100.0%)	66 (24.8%)	49 (18.4%)	29 (10.9%)	28 (10.5%)	4 (1.5%)	6 (2.3%)	
	60代男性	464 (100.0%)	69 (14.9%)	46 (9.9%)	37 (8.0%)	46 (9.9%)	15 (3.2%)	13 (2.8%)	
	20代女性	260 (100.0%)	61 (23.5%)	146 (56.2%)	31 (11.9%)	8 (3.1%)	6 (2.3%)	2 (0.8%)	
	30代女性	260 (100.0%)	78 (30.0%)	87 (33.5%)	45 (17.3%)	21 (8.1%)	7 (2.7%)	10 (3.8%)	
	40代女性	223 (100.0%)	57 (25.6%)	70 (31.4%)	39 (17.5%)	17 (7.6%)	5 (2.2%)	1 (0.4%)	
	50代女性	271 (100.0%)	67 (24.7%)	55 (20.3%)	35 (12.9%)	39 (14.4%)	7 (2.6%)	3 (1.1%)	
	60代女性	493 (100.0%)	99 (20.1%)	79 (16.0%)	65 (13.2%)	66 (13.4%)	12 (2.4%)	3 (0.6%)	
	職業	経営者・役員	68 (100.0%)	9 (13.2%)	7 (10.3%)	8 (11.8%)	4 (5.9%)	1 (1.5%)	1 (1.5%)
		会社員(事務系)	358 (100.0%)	66 (18.4%)	113 (31.6%)	53 (14.8%)	39 (10.9%)	12 (3.4%)	6 (1.7%)
会社員(技術系)		350 (100.0%)	70 (20.0%)	108 (30.9%)	65 (18.6%)	40 (11.4%)	5 (1.4%)	8 (2.3%)	
会社員(その他)		179 (100.0%)	42 (23.5%)	60 (33.5%)	25 (14.0%)	16 (8.9%)	8 (4.5%)	2 (1.1%)	
公務員		101 (100.0%)	15 (14.9%)	23 (22.8%)	24 (23.8%)	12 (11.9%)	6 (5.9%)	2 (2.0%)	
自営業		218 (100.0%)	71 (32.6%)	46 (21.1%)	20 (9.2%)	22 (10.1%)	2 (0.9%)	7 (3.2%)	
自由業		90 (100.0%)	28 (31.1%)	23 (25.6%)	7 (7.8%)	6 (6.7%)	3 (3.3%)	0 (0.0%)	
専業主婦		794 (100.0%)	185 (23.3%)	192 (24.2%)	109 (13.7%)	94 (11.8%)	18 (2.3%)	7 (0.9%)	
パート・アルバイト		341 (100.0%)	102 (29.9%)	99 (29.0%)	53 (15.5%)	26 (7.6%)	9 (2.6%)	3 (0.9%)	
学生		123 (100.0%)	21 (17.1%)	89 (72.4%)	4 (3.3%)	2 (1.6%)	1 (0.8%)	0 (0.0%)	
その他		378 (100.0%)	62 (16.4%)	63 (16.7%)	33 (8.7%)	31 (8.2%)	12 (3.2%)	9 (2.4%)	
同居人数		1人	365 (100.0%)	96 (26.3%)	107 (29.3%)	49 (13.4%)	32 (8.8%)	13 (3.6%)	3 (0.8%)
		2人	866 (100.0%)	187 (21.6%)	170 (19.6%)	85 (9.8%)	101 (11.7%)	23 (2.7%)	15 (1.7%)
	3人	804 (100.0%)	170 (21.1%)	227 (28.2%)	110 (13.7%)	86 (10.7%)	18 (2.2%)	12 (1.5%)	
	4人	582 (100.0%)	130 (22.3%)	189 (32.5%)	91 (15.6%)	45 (7.7%)	13 (2.2%)	9 (1.5%)	
	5人	249 (100.0%)	58 (23.3%)	94 (37.8%)	36 (14.5%)	17 (6.8%)	7 (2.8%)	5 (2.0%)	
	6人以上	134 (100.0%)	30 (22.4%)	36 (26.9%)	30 (22.4%)	11 (8.2%)	3 (2.2%)	1 (0.7%)	
地域	北海道	126 (100.0%)	33 (26.2%)	31 (24.6%)	16 (12.7%)	13 (10.3%)	6 (4.8%)	2 (1.6%)	
	東北地方	142 (100.0%)	36 (25.4%)	57 (40.1%)	25 (17.6%)	11 (7.7%)	1 (0.7%)	0 (0.0%)	
	関東地方	1268 (100.0%)	268 (21.1%)	337 (26.6%)	178 (14.0%)	123 (9.7%)	29 (2.3%)	21 (1.7%)	
	中部地方	407 (100.0%)	77 (18.9%)	120 (29.5%)	50 (12.3%)	46 (11.3%)	15 (3.7%)	5 (1.2%)	
	近畿地方	633 (100.0%)	143 (22.6%)	155 (24.5%)	76 (12.0%)	75 (11.8%)	15 (2.4%)	11 (1.7%)	
	中国地方	145 (100.0%)	27 (18.6%)	44 (30.3%)	20 (13.8%)	6 (4.1%)	3 (2.1%)	2 (1.4%)	
	四国地方	70 (100.0%)	23 (32.9%)	19 (27.1%)	10 (14.3%)	6 (8.6%)	2 (2.9%)	1 (1.4%)	
	九州地方	209 (100.0%)	64 (30.6%)	60 (28.7%)	26 (12.4%)	12 (5.7%)	6 (2.9%)	3 (1.4%)	
回答者年収	~200万円未満	1337 (100.0%)	399 (29.8%)	436 (32.6%)	158 (11.8%)	116 (8.7%)	27 (2.0%)	11 (0.8%)	
	200~400万円未満	694 (100.0%)	140 (20.2%)	226 (32.6%)	101 (14.6%)	47 (6.8%)	20 (2.9%)	10 (1.4%)	
	400~600万円未満	495 (100.0%)	76 (15.4%)	115 (23.2%)	78 (15.8%)	78 (15.8%)	14 (2.8%)	14 (2.8%)	
	600~800万円未満	255 (100.0%)	38 (14.9%)	41 (16.1%)	43 (16.9%)	27 (10.6%)	9 (3.5%)	8 (3.1%)	
	800~1000万円未満	117 (100.0%)	8 (6.8%)	18 (15.4%)	20 (17.1%)	15 (12.8%)	4 (3.4%)	3 (2.6%)	
	1000万円以上	102 (100.0%)	10 (9.8%)	5 (4.9%)	5 (4.9%)	11 (10.8%)	5 (4.9%)	0 (0.0%)	
世帯年収	~200万円未満	244 (100.0%)	150 (61.5%)	64 (26.2%)	10 (4.1%)	6 (2.5%)	1 (0.4%)	1 (0.4%)	
	200~400万円未満	527 (100.0%)	152 (28.8%)	171 (32.4%)	54 (10.2%)	38 (7.2%)	19 (3.6%)	6 (1.1%)	
	400~600万円未満	810 (100.0%)	171 (21.1%)	244 (30.1%)	114 (14.1%)	102 (12.6%)	21 (2.6%)	9 (1.1%)	
	600~800万円未満	564 (100.0%)	95 (16.8%)	169 (30.0%)	98 (17.4%)	53 (9.4%)	14 (2.5%)	11 (2.0%)	
	800~1000万円未満	330 (100.0%)	38 (11.5%)	87 (26.4%)	64 (19.4%)	40 (12.1%)	9 (2.7%)	11 (3.3%)	
1000万円以上	525 (100.0%)	65 (12.4%)	106 (20.2%)	65 (12.4%)	55 (10.5%)	15 (2.9%)	8 (1.5%)		

	全体	貯蓄していない	~200万円未満	200~400万円未満	200~600万円未満	600~800万円未満	800~1000万円未満	1000万円以上		
全体	3000 (100.0%)	663 (22.1%)	1289 (43.0%)	417 (13.9%)	224 (7.5%)	46 (1.5%)	45 (1.5%)	316 (10.5%)		
性・世代	20代男性	272 (100.0%)	61 (22.4%)	169 (62.1%)	26 (9.6%)	8 (2.9%)	1 (0.4%)	1 (0.4%)	6 (2.2%)	
	30代男性	267 (100.0%)	60 (22.5%)	129 (48.3%)	32 (12.0%)	25 (9.4%)	4 (1.5%)	2 (0.7%)	15 (5.6%)	
	40代男性	224 (100.0%)	57 (25.4%)	101 (45.1%)	24 (10.7%)	20 (8.9%)	5 (2.2%)	4 (1.8%)	13 (5.8%)	
	50代男性	266 (100.0%)	67 (25.2%)	83 (31.2%)	38 (14.3%)	29 (10.9%)	1 (0.4%)	5 (1.9%)	43 (16.2%)	
	60代男性	464 (100.0%)	66 (14.2%)	122 (26.3%)	75 (16.2%)	56 (12.1%)	15 (3.2%)	11 (2.4%)	119 (25.6%)	
	20代女性	260 (100.0%)	57 (21.9%)	170 (65.4%)	20 (7.7%)	6 (2.3%)	2 (0.8%)	0 (0.0%)	5 (1.9%)	
	30代女性	260 (100.0%)	84 (32.3%)	126 (48.5%)	31 (11.9%)	6 (2.3%)	5 (1.9%)	4 (1.5%)	4 (1.5%)	
	40代女性	223 (100.0%)	55 (24.7%)	102 (45.7%)	37 (16.6%)	10 (4.5%)	1 (0.4%)	3 (1.3%)	15 (6.7%)	
	50代女性	271 (100.0%)	65 (24.0%)	106 (39.1%)	43 (15.9%)	22 (8.1%)	3 (1.1%)	5 (1.8%)	27 (10.0%)	
	60代女性	493 (100.0%)	91 (18.5%)	181 (36.7%)	91 (18.5%)	42 (8.5%)	9 (1.8%)	10 (2.0%)	69 (14.0%)	
	職業	経営者・役員	68 (100.0%)	9 (13.2%)	13 (19.1%)	11 (16.2%)	9 (13.2%)	1 (1.5%)	0 (0.0%)	25 (36.8%)
		会社員(事務系)	358 (100.0%)	64 (17.9%)	162 (45.3%)	55 (15.4%)	32 (8.9%)	5 (1.4%)	2 (0.6%)	38 (10.6%)
会社員(技術系)		350 (100.0%)	72 (20.6%)	168 (48.0%)	44 (12.6%)	27 (7.7%)	6 (1.7%)	5 (1.4%)	28 (8.0%)	
会社員(その他)		179 (100.0%)	43 (24.0%)	83 (46.4%)	23 (12.8%)	15 (8.4%)	0 (0.0%)	3 (1.7%)	12 (6.7%)	
公務員		101 (100.0%)	18 (17.8%)	47 (46.5%)	15 (14.9%)	8 (7.9%)	4 (4.0%)	2 (2.0%)	7 (6.9%)	
自営業		218 (100.0%)	68 (31.2%)	73 (33.5%)	19 (8.7%)	20 (9.2%)	5 (2.3%)	5 (2.3%)	28 (12.8%)	
自由業		90 (100.0%)	24 (26.7%)	33 (36.7%)	12 (13.3%)	8 (8.9%)	3 (3.3%)	0 (0.0%)	10 (11.1%)	
専業主婦		794 (100.0%)	180 (22.7%)	336 (42.3%)	129 (16.2%)	52 (6.5%)	9 (1.1%)	17 (2.1%)	71 (8.9%)	
パート・アルバイト		341 (100.0%)	101 (29.6%)	149 (43.7%)	49 (14.4%)	14 (4.1%)	2 (0.6%)	3 (0.9%)	23 (6.7%)	
学生		123 (100.0%)	24 (19.5%)	91 (74.0%)	4 (3.3%)	1 (0.8%)	0 (0.0%)	0 (0.0%)	3 (2.4%)	
その他		378 (100.0%)	60 (15.9%)	134 (35.4%)	56 (14.8%)	38 (10.1%)	11 (2.9%)	8 (2.1%)	71 (18.8%)	
同居人数		1人	365 (100.0%)	96 (26.3%)	162 (44.4%)	43 (11.8%)	26 (7.1%)	6 (1.6%)	3 (0.8%)	29 (7.9%)
		2人	866 (100.0%)	174 (20.1%)	314 (36.3%)	127 (14.7%)	75 (8.7%)	20 (2.3%)	20 (2.3%)	136 (15.7%)
		3人	804 (100.0%)	171 (21.3%)	356 (44.3%)	121 (15.0%)	62 (7.7%)	10 (1.2%)	12 (1.5%)	72 (9.0%)
	4人	582 (100.0%)	137 (23.5%)	266 (45.7%)	77 (13.2%)	38 (6.5%)	7 (1.2%)	6 (1.0%)	51 (8.8%)	
	5人	249 (100.0%)	56 (22.5%)	131 (52.6%)	28 (11.2%)	13 (5.2%)	3 (1.2%)	3 (1.2%)	15 (6.0%)	
	6人以上	134 (100.0%)	29 (21.6%)	60 (44.8%)	21 (15.7%)	10 (7.5%)	0 (0.0%)	1 (0.7%)	13 (9.7%)	
	地域	北海道	126 (100.0%)	31 (24.6%)	55 (43.7%)	16 (12.7%)	10 (7.9%)	5 (4.0%)	2 (1.6%)	7 (5.6%)
東北地方		142 (100.0%)	39 (27.5%)	72 (50.7%)	16 (11.3%)	6 (4.2%)	0 (0.0%)	0 (0.0%)	9 (6.3%)	
関東地方		1268 (100.0%)	263 (20.7%)	535 (42.2%)	198 (15.6%)	97 (7.6%)	21 (1.7%)	13 (1.0%)	141 (11.1%)	
中部地方		407 (100.0%)	75 (18.4%)	192 (47.2%)	50 (12.3%)	33 (8.1%)	3 (0.7%)	9 (2.2%)	45 (11.1%)	
近畿地方		633 (100.0%)	142 (22.4%)	250 (39.5%)	91 (14.4%)	50 (7.9%)	11 (1.7%)	16 (2.5%)	73 (11.5%)	
中国地方		145 (100.0%)	26 (17.9%)	69 (47.6%)	20 (13.8%)	6 (4.1%)	2 (1.4%)	2 (1.4%)	20 (13.8%)	
四国地方		70 (100.0%)	25 (35.7%)	29 (41.4%)	7 (10.0%)	3 (4.3%)	2 (2.9%)	1 (1.4%)	3 (4.3%)	
九州地方		209 (100.0%)	62 (29.7%)	87 (41.6%)	19 (9.1%)	19 (9.1%)	2 (1.0%)	2 (1.0%)	18 (8.6%)	
回答者年収		~200万円未満	1337 (100.0%)	396 (29.6%)	622 (46.5%)	167 (12.5%)	62 (4.6%)	10 (0.7%)	15 (1.1%)	65 (4.9%)
	200~400万円未満	694 (100.0%)	138 (19.9%)	327 (47.1%)	96 (13.8%)	51 (7.3%)	10 (1.4%)	10 (1.4%)	62 (8.9%)	
	400~600万円未満	495 (100.0%)	68 (13.7%)	217 (43.8%)	82 (16.6%)	51 (10.3%)	12 (2.4%)	8 (1.6%)	57 (11.5%)	
	600~800万円未満	255 (100.0%)	42 (16.5%)	90 (35.3%)	44 (17.3%)	30 (11.8%)	6 (2.4%)	7 (2.7%)	36 (14.1%)	
	800~1000万円未満	117 (100.0%)	10 (8.5%)	44 (37.6%)	16 (13.7%)	15 (12.8%)	3 (2.6%)	3 (2.6%)	26 (22.2%)	
	1000万円以上	102 (100.0%)	9 (8.8%)	15 (14.7%)	16 (15.7%)	18 (17.6%)	5 (4.9%)	2 (2.0%)	37 (36.3%)	
	世帯年収	~200万円未満	244 (100.0%)	145 (59.4%)	81 (33.2%)	7 (2.9%)	5 (2.0%)	0 (0.0%)	0 (0.0%)	6 (2.5%)
200~400万円未満		527 (100.0%)	153 (29.0%)	241 (45.7%)	59 (11.2%)	33 (6.3%)	5 (0.9%)	3 (0.6%)	33 (6.3%)	
400~600万円未満		810 (100.0%)	166 (20.5%)	383 (47.3%)	111 (13.7%)	64 (7.9%)	9 (1.1%)	10 (1.2%)	67 (8.3%)	
600~800万円未満		564 (100.0%)	95 (16.8%)	272 (48.2%)	96 (17.0%)	37 (6.6%)	13 (2.3%)	12 (2.1%)	39 (6.9%)	
800~1000万円未満		330 (100.0%)	39 (11.8%)	151 (45.8%)	60 (18.2%)	31 (9.4%)	9 (2.7%)	9 (2.7%)	31 (9.4%)	
1000万円以上	525 (100.0%)	65 (12.4%)	187 (35.6%)	88 (16.8%)	57 (10.9%)	10 (1.9%)	11 (2.1%)	107 (20.4%)		

	全体	保有していない	～500円未満	500～1000円未満	1000～5000円未満	5000～1万円未満	1万～5万円未満	5万～10万円未満	10万円～50万円未満	50万円以上	
全体	3000 (100.0%)	427 (14.2%)	501 (16.7%)	13 (0.4%)	77 (2.6%)	115 (3.8%)	765 (25.5%)	459 (15.3%)	553 (18.4%)	90 (3.0%)	
性・世代	20代男性	272 (100.0%)	26 (9.6%)	46 (16.9%)	4 (1.5%)	17 (6.3%)	17 (6.3%)	102 (37.5%)	34 (12.5%)	4 (1.5%)	
	30代男性	267 (100.0%)	41 (15.4%)	36 (13.5%)	1 (0.4%)	13 (4.9%)	10 (3.7%)	73 (27.3%)	44 (16.5%)	45 (16.9%)	
	40代男性	224 (100.0%)	32 (14.3%)	36 (16.1%)	0 (0.0%)	4 (1.8%)	12 (5.4%)	64 (28.6%)	31 (13.8%)	37 (16.5%)	
	50代男性	266 (100.0%)	42 (15.8%)	33 (12.4%)	1 (0.4%)	3 (1.1%)	5 (1.9%)	66 (24.8%)	46 (17.3%)	63 (23.7%)	
	60代男性	464 (100.0%)	54 (11.6%)	88 (19.0%)	1 (0.2%)	5 (1.1%)	8 (1.7%)	74 (15.9%)	86 (18.5%)	120 (25.9%)	
	20代女性	260 (100.0%)	24 (9.2%)	38 (14.6%)	2 (0.8%)	15 (5.8%)	21 (8.1%)	100 (38.5%)	39 (15.0%)	20 (7.7%)	
	30代女性	260 (100.0%)	44 (16.9%)	36 (13.8%)	2 (0.8%)	8 (3.1%)	16 (6.2%)	91 (35.0%)	33 (12.7%)	27 (10.4%)	
	40代女性	223 (100.0%)	38 (17.0%)	35 (15.7%)	0 (0.0%)	4 (1.8%)	7 (3.1%)	58 (26.0%)	32 (14.3%)	40 (17.9%)	
	50代女性	271 (100.0%)	50 (18.5%)	55 (20.3%)	0 (0.0%)	3 (1.1%)	8 (3.0%)	52 (19.2%)	39 (14.4%)	55 (20.3%)	
	60代女性	493 (100.0%)	76 (15.4%)	98 (19.9%)	2 (0.4%)	5 (1.0%)	11 (2.2%)	85 (17.2%)	75 (15.2%)	124 (25.2%)	
	職業	経営者・役員	68 (100.0%)	4 (5.9%)	12 (17.6%)	0 (0.0%)	1 (1.5%)	0 (0.0%)	14 (20.6%)	7 (10.3%)	23 (33.8%)
		会社員(事務系)	358 (100.0%)	49 (13.7%)	55 (15.4%)	1 (0.3%)	10 (2.8%)	12 (3.4%)	102 (28.5%)	58 (16.2%)	63 (17.6%)
会社員(技術系)		350 (100.0%)	44 (12.6%)	45 (12.9%)	2 (0.6%)	10 (2.9%)	19 (5.4%)	108 (30.9%)	58 (16.6%)	56 (16.0%)	
会社員(その他)		179 (100.0%)	29 (16.2%)	31 (17.3%)	0 (0.0%)	7 (3.9%)	4 (2.2%)	52 (29.1%)	28 (15.6%)	26 (14.5%)	
公務員		101 (100.0%)	13 (12.9%)	17 (16.8%)	0 (0.0%)	1 (1.0%)	3 (3.0%)	36 (36.6%)	13 (12.9%)	16 (15.8%)	
自営業		218 (100.0%)	36 (16.5%)	26 (11.9%)	2 (0.9%)	3 (1.4%)	3 (1.4%)	47 (21.6%)	36 (16.5%)	57 (26.1%)	
自由業		90 (100.0%)	14 (15.6%)	17 (18.9%)	1 (1.1%)	4 (4.4%)	5 (5.6%)	16 (17.8%)	15 (16.7%)	15 (16.7%)	
専業主婦		794 (100.0%)	134 (16.9%)	159 (20.0%)	1 (0.1%)	11 (1.4%)	25 (3.1%)	167 (21.0%)	108 (13.6%)	162 (20.4%)	
パート・アルバイト		341 (100.0%)	55 (16.1%)	59 (17.3%)	4 (1.2%)	15 (4.4%)	14 (4.1%)	95 (27.9%)	48 (14.1%)	46 (13.5%)	
学生		123 (100.0%)	9 (7.3%)	25 (20.3%)	0 (0.0%)	6 (4.9%)	18 (14.6%)	43 (35.0%)	15 (12.2%)	6 (4.9%)	
その他		378 (100.0%)	40 (10.6%)	55 (14.6%)	2 (0.5%)	9 (2.4%)	12 (3.2%)	85 (22.5%)	73 (19.3%)	83 (22.0%)	
同居人数		1人	365 (100.0%)	60 (16.4%)	42 (11.5%)	3 (0.8%)	12 (3.3%)	18 (4.9%)	112 (30.7%)	60 (16.4%)	53 (14.5%)
		2人	866 (100.0%)	133 (15.4%)	150 (17.3%)	2 (0.2%)	18 (2.1%)	26 (3.0%)	182 (21.0%)	147 (17.0%)	177 (20.4%)
	3人	804 (100.0%)	101 (12.6%)	140 (17.4%)	3 (0.4%)	15 (1.9%)	27 (3.4%)	209 (26.0%)	132 (16.4%)	150 (18.7%)	
	4人	582 (100.0%)	79 (13.6%)	112 (19.2%)	4 (0.7%)	19 (3.3%)	29 (5.0%)	155 (26.6%)	69 (11.9%)	95 (16.3%)	
	5人	249 (100.0%)	37 (14.9%)	32 (12.9%)	1 (0.4%)	9 (3.6%)	10 (4.0%)	64 (25.7%)	38 (15.3%)	55 (22.1%)	
	6人以上	134 (100.0%)	17 (12.7%)	25 (18.7%)	0 (0.0%)	4 (3.0%)	5 (3.7%)	43 (32.1%)	13 (9.7%)	23 (17.2%)	
地域	北海道	126 (100.0%)	18 (14.3%)	24 (19.0%)	0 (0.0%)	8 (6.3%)	8 (6.3%)	32 (25.4%)	13 (10.3%)	19 (15.1%)	
	東北地方	142 (100.0%)	18 (12.7%)	25 (17.6%)	1 (0.7%)	7 (4.9%)	2 (1.4%)	37 (26.1%)	27 (19.0%)	19 (13.4%)	
	関東地方	1268 (100.0%)	186 (14.7%)	216 (17.0%)	5 (0.4%)	24 (1.9%)	49 (3.9%)	315 (24.8%)	204 (16.1%)	230 (18.1%)	
	中部地方	407 (100.0%)	57 (14.0%)	85 (20.9%)	3 (0.7%)	12 (2.9%)	14 (3.4%)	101 (24.8%)	47 (11.5%)	77 (18.9%)	
	近畿地方	633 (100.0%)	89 (14.1%)	101 (16.0%)	3 (0.5%)	10 (1.6%)	20 (3.2%)	157 (24.8%)	97 (15.3%)	138 (21.8%)	
	中国地方	145 (100.0%)	15 (10.3%)	20 (13.8%)	1 (0.7%)	5 (3.4%)	9 (6.2%)	37 (25.5%)	25 (17.2%)	29 (20.0%)	
	四国地方	70 (100.0%)	12 (17.1%)	5 (7.1%)	0 (0.0%)	0 (0.0%)	1 (1.4%)	24 (34.3%)	11 (15.7%)	16 (22.9%)	
	九州地方	209 (100.0%)	32 (15.3%)	25 (12.0%)	0 (0.0%)	11 (5.3%)	12 (5.7%)	62 (29.7%)	35 (16.7%)	25 (12.0%)	
回答者年収	～200万円未満	1337 (100.0%)	252 (18.8%)	232 (17.4%)	7 (0.5%)	40 (3.0%)	65 (4.9%)	336 (25.1%)	169 (12.6%)	208 (15.6%)	
	200～400万円未満	694 (100.0%)	89 (12.8%)	105 (15.1%)	2 (0.3%)	17 (2.4%)	28 (4.0%)	204 (29.4%)	114 (16.4%)	113 (16.3%)	
	400～600万円未満	495 (100.0%)	41 (8.3%)	89 (18.0%)	2 (0.4%)	13 (2.6%)	11 (2.2%)	123 (24.8%)	92 (18.6%)	106 (21.4%)	
	600～800万円未満	255 (100.0%)	32 (12.5%)	36 (14.1%)	1 (0.4%)	5 (2.0%)	8 (3.1%)	59 (23.1%)	49 (19.2%)	59 (23.1%)	
	800～1000万円未満	117 (100.0%)	7 (6.0%)	19 (16.2%)	0 (0.0%)	1 (0.9%)	3 (2.6%)	27 (23.1%)	18 (15.4%)	36 (30.8%)	
	1000万円以上	102 (100.0%)	6 (5.9%)	20 (19.6%)	1 (1.0%)	1 (1.0%)	0 (0.0%)	16 (15.7%)	17 (16.7%)	31 (30.4%)	
	世帯年収	～200万円未満	244 (100.0%)	107 (43.9%)	25 (10.2%)	1 (0.4%)	10 (4.1%)	11 (4.5%)	59 (24.2%)	17 (7.0%)	14 (5.7%)
200～400万円未満		527 (100.0%)	93 (17.6%)	79 (15.0%)	4 (0.8%)	18 (3.4%)	27 (5.1%)	143 (27.1%)	91 (17.3%)	81 (11.6%)	
400～600万円未満		810 (100.0%)	96 (11.9%)	132 (16.3%)	3 (0.4%)	22 (2.7%)	37 (4.6%)	227 (28.0%)	123 (15.2%)	153 (18.9%)	
600～800万円未満		564 (100.0%)	65 (11.5%)	93 (16.5%)	3 (0.5%)	17 (3.0%)	20 (3.5%)	149 (26.4%)	98 (17.4%)	108 (19.1%)	
800～1000万円未満		330 (100.0%)	27 (8.2%)	55 (16.7%)	1 (0.3%)	3 (0.9%)	11 (3.3%)	90 (27.3%)	59 (17.9%)	67 (20.3%)	
1000万円以上	525 (100.0%)	39 (7.4%)	117 (22.3%)	1 (0.2%)	7 (1.3%)	9 (1.7%)	97 (18.5%)	71 (13.5%)	150 (28.6%)		

Q10ネットバンクの利用額 (n=3000)

	全体	利用していない	～500円未満	500～1000円未満	1000～5000円未満	5000～10000円未満	10000～50000円未満	50000円以上		
全体	3000 (100.0%)	1457 (46.6%)	109 (3.6%)	36 (1.2%)	287 (9.6%)	194 (6.5%)	471 (15.7%)	446 (14.9%)		
性・世代	20代男性	272 (100.0%)	124 (45.6%)	11 (4.0%)	7 (2.6%)	34 (12.5%)	16 (5.9%)	41 (15.1%)	39 (14.3%)	
	30代男性	267 (100.0%)	105 (39.3%)	16 (6.0%)	2 (0.7%)	21 (7.9%)	22 (8.2%)	52 (19.5%)	49 (18.4%)	
	40代男性	224 (100.0%)	83 (37.1%)	8 (3.6%)	3 (1.3%)	23 (10.3%)	14 (6.3%)	53 (23.7%)	40 (17.9%)	
	50代男性	266 (100.0%)	108 (40.6%)	13 (4.9%)	1 (0.4%)	23 (8.6%)	20 (7.5%)	47 (17.7%)	54 (20.3%)	
	60代男性	464 (100.0%)	231 (49.8%)	12 (2.6%)	2 (0.4%)	31 (6.7%)	28 (6.0%)	63 (13.6%)	97 (20.9%)	
	20代女性	260 (100.0%)	116 (44.6%)	7 (2.7%)	6 (2.3%)	49 (18.8%)	15 (5.8%)	38 (14.6%)	29 (11.2%)	
	30代女性	260 (100.0%)	126 (48.5%)	9 (3.5%)	7 (2.7%)	30 (11.5%)	19 (7.3%)	37 (14.2%)	32 (12.3%)	
	40代女性	223 (100.0%)	119 (53.4%)	6 (2.7%)	3 (1.3%)	23 (10.3%)	18 (8.1%)	31 (13.9%)	23 (10.3%)	
	50代女性	271 (100.0%)	155 (57.2%)	11 (4.1%)	4 (1.5%)	12 (4.4%)	11 (4.1%)	46 (17.0%)	32 (11.8%)	
	60代女性	493 (100.0%)	290 (58.8%)	16 (3.2%)	1 (0.2%)	41 (8.3%)	31 (6.3%)	63 (12.8%)	51 (10.3%)	
	職業	経営者・役員	68 (100.0%)	28 (41.2%)	3 (4.4%)	0 (0.0%)	3 (4.4%)	1 (1.5%)	12 (17.6%)	21 (30.9%)
		会社員(事務系)	358 (100.0%)	135 (37.7%)	9 (2.5%)	7 (2.0%)	40 (11.2%)	25 (7.0%)	67 (18.7%)	75 (20.9%)
会社員(技術系)		350 (100.0%)	135 (38.6%)	15 (4.3%)	3 (0.9%)	36 (10.3%)	22 (6.3%)	73 (20.9%)	66 (18.9%)	
会社員(その他)		179 (100.0%)	93 (52.0%)	5 (2.8%)	1 (0.6%)	14 (7.8%)	10 (5.6%)	27 (15.1%)	29 (16.2%)	
公務員		101 (100.0%)	39 (38.6%)	9 (8.9%)	1 (1.0%)	6 (5.9%)	11 (10.9%)	22 (21.8%)	13 (12.9%)	
自営業		218 (100.0%)	108 (49.5%)	8 (3.7%)	0 (0.0%)	13 (6.0%)	10 (4.6%)	43 (19.7%)	36 (16.5%)	
自由業		90 (100.0%)	34 (37.8%)	4 (4.4%)	2 (2.2%)	3 (3.3%)	5 (5.6%)	25 (27.8%)	17 (18.9%)	
専業主婦		794 (100.0%)	452 (56.9%)	24 (3.0%)	11 (1.4%)	73 (9.2%)	54 (6.8%)	104 (13.1%)	76 (9.6%)	
パート・アルバイト		341 (100.0%)	176 (51.6%)	17 (5.0%)	4 (1.2%)	36 (10.6%)	22 (6.5%)	49 (14.4%)	37 (10.9%)	
学生		123 (100.0%)	69 (56.1%)	4 (3.3%)	3 (2.4%)	23 (18.7%)	8 (6.5%)	6 (4.9%)	10 (8.1%)	
その他		378 (100.0%)	188 (49.7%)	11 (2.9%)	4 (1.1%)	40 (10.6%)	26 (6.9%)	43 (11.4%)	66 (17.5%)	
同居人数		1人	365 (100.0%)	166 (45.5%)	13 (3.6%)	3 (0.8%)	37 (10.1%)	20 (5.5%)	46 (12.6%)	80 (21.9%)
		2人	866 (100.0%)	459 (53.0%)	32 (3.7%)	5 (0.6%)	78 (9.0%)	50 (5.8%)	117 (13.5%)	125 (14.4%)
		3人	804 (100.0%)	409 (50.9%)	22 (2.7%)	14 (1.7%)	72 (9.0%)	45 (5.6%)	125 (15.5%)	117 (14.6%)
	4人	582 (100.0%)	283 (48.6%)	26 (4.5%)	6 (1.0%)	63 (10.8%)	51 (8.8%)	104 (17.9%)	69 (11.9%)	
	5人	249 (100.0%)	95 (38.2%)	11 (4.4%)	7 (2.8%)	28 (11.2%)	19 (7.6%)	48 (19.3%)	41 (16.5%)	
	6人以上	134 (100.0%)	65 (48.5%)	5 (3.7%)	1 (0.7%)	9 (6.7%)	9 (6.7%)	31 (23.1%)	14 (10.4%)	
地域	北海道	126 (100.0%)	63 (50.0%)	6 (4.8%)	3 (2.4%)	16 (12.7%)	9 (7.1%)	14 (11.1%)	15 (11.9%)	
	東北地方	142 (100.0%)	78 (54.9%)	4 (2.8%)	1 (0.7%)	20 (14.1%)	11 (7.7%)	21 (14.8%)	7 (4.9%)	
	関東地方	1268 (100.0%)	576 (45.4%)	42 (3.3%)	7 (0.6%)	106 (8.4%)	84 (6.6%)	214 (16.9%)	239 (18.8%)	
	中部地方	407 (100.0%)	194 (47.7%)	19 (4.7%)	10 (2.5%)	43 (10.6%)	24 (5.9%)	64 (15.7%)	53 (13.0%)	
	近畿地方	633 (100.0%)	330 (52.1%)	27 (4.3%)	7 (1.1%)	55 (8.7%)	38 (6.0%)	96 (15.2%)	80 (12.6%)	
	中国地方	145 (100.0%)	81 (55.9%)	5 (3.4%)	2 (1.4%)	14 (9.7%)	11 (7.6%)	18 (12.4%)	14 (9.7%)	
	四国地方	70 (100.0%)	39 (55.7%)	2 (2.9%)	2 (2.9%)	7 (10.0%)	4 (5.7%)	7 (10.0%)	9 (12.9%)	
	九州地方	209 (100.0%)	96 (45.9%)	4 (1.9%)	4 (1.9%)	26 (12.4%)	13 (6.2%)	37 (17.7%)	29 (13.9%)	
	回答者年収	～200万円未満	1337 (100.0%)	760 (56.8%)	46 (3.4%)	22 (1.6%)	157 (11.7%)	89 (6.7%)	162 (12.1%)	101 (7.6%)
200～400万円未満		694 (100.0%)	332 (47.8%)	16 (2.3%)	6 (0.9%)	58 (8.4%)	45 (6.5%)	125 (18.0%)	112 (16.1%)	
400～600万円未満		495 (100.0%)	209 (42.2%)	21 (4.2%)	5 (1.0%)	34 (6.9%)	20 (4.0%)	98 (19.8%)	108 (21.8%)	
600～800万円未満		255 (100.0%)	96 (37.6%)	12 (4.7%)	2 (0.8%)	20 (7.8%)	26 (10.2%)	45 (17.6%)	54 (21.2%)	
800～1000万円未満		117 (100.0%)	31 (26.5%)	7 (6.0%)	1 (0.9%)	11 (9.4%)	10 (8.5%)	25 (21.4%)	32 (27.4%)	
1000万円以上		102 (100.0%)	29 (28.4%)	7 (6.9%)	0 (0.0%)	7 (6.9%)	4 (3.9%)	16 (15.7%)	39 (38.2%)	
世帯年収		～200万円未満	244 (100.0%)	172 (70.5%)	4 (1.6%)	2 (0.8%)	29 (11.9%)	15 (6.1%)	10 (4.1%)	12 (4.9%)
	200～400万円未満	527 (100.0%)	292 (55.4%)	19 (3.6%)	8 (1.5%)	56 (10.6%)	36 (6.8%)	69 (13.1%)	47 (8.9%)	
	400～600万円未満	810 (100.0%)	402 (49.6%)	30 (3.7%)	9 (1.1%)	80 (9.9%)	44 (5.4%)	124 (15.3%)	121 (14.9%)	
	600～800万円未満	564 (100.0%)	244 (43.3%)	21 (3.7%)	10 (1.8%)	59 (10.5%)	41 (7.3%)	107 (19.0%)	82 (14.5%)	
	800～1000万円未満	330 (100.0%)	136 (41.2%)	9 (2.7%)	1 (0.3%)	35 (10.6%)	31 (9.4%)	60 (18.2%)	58 (17.6%)	
1000万円以上	525 (100.0%)	211 (40.2%)	26 (5.0%)	6 (1.1%)	28 (5.3%)	27 (5.1%)	101 (19.2%)	126 (24.0%)		

Q11クレジットカードの利用額 (n=3000)

	全体	保有していない	~500円未満	500~1000円未満	1000~5000円未満	5000~10000円未満	10000~50000円未満	50000円以上		
全体	3000 (100.0%)	846 (28.2%)	104 (3.5%)	6 (0.2%)	140 (4.7%)	205 (6.8%)	1008 (33.6%)	691 (23.0%)		
性・世代	20代男性	272 (100.0%)	108 (39.7%)	7 (2.6%)	1 (0.4%)	10 (3.7%)	18 (6.6%)	81 (29.8%)	47 (17.3%)	
	30代男性	267 (100.0%)	70 (26.2%)	13 (4.9%)	0 (0.0%)	13 (4.9%)	16 (6.0%)	92 (34.5%)	63 (23.6%)	
	40代男性	224 (100.0%)	41 (18.3%)	5 (2.2%)	0 (0.0%)	6 (2.7%)	14 (6.3%)	94 (42.0%)	64 (28.6%)	
	50代男性	266 (100.0%)	65 (24.4%)	7 (2.6%)	0 (0.0%)	13 (4.9%)	25 (9.4%)	82 (30.8%)	74 (27.8%)	
	60代男性	464 (100.0%)	108 (23.3%)	20 (4.3%)	0 (0.0%)	29 (6.3%)	31 (6.7%)	162 (34.9%)	114 (24.6%)	
	20代女性	260 (100.0%)	90 (34.6%)	7 (2.7%)	1 (0.4%)	10 (3.8%)	16 (6.2%)	96 (36.9%)	40 (15.4%)	
	30代女性	260 (100.0%)	69 (26.5%)	12 (4.6%)	3 (1.2%)	15 (5.8%)	18 (6.9%)	89 (34.2%)	54 (20.8%)	
	40代女性	223 (100.0%)	48 (21.5%)	10 (4.5%)	1 (0.4%)	11 (4.9%)	19 (8.5%)	71 (31.8%)	63 (28.3%)	
	50代女性	271 (100.0%)	61 (22.5%)	12 (4.4%)	0 (0.0%)	6 (2.2%)	15 (5.5%)	97 (35.8%)	80 (29.5%)	
	60代女性	493 (100.0%)	186 (37.7%)	11 (2.2%)	0 (0.0%)	27 (5.5%)	33 (6.7%)	144 (29.2%)	92 (18.7%)	
	職業	経営者・役員	68 (100.0%)	8 (11.8%)	3 (4.4%)	0 (0.0%)	1 (1.5%)	2 (2.9%)	18 (26.5%)	36 (52.9%)
		会社員(事務系)	358 (100.0%)	66 (18.4%)	12 (3.4%)	1 (0.3%)	12 (3.4%)	24 (6.7%)	150 (41.9%)	93 (26.0%)
会社員(技術系)		350 (100.0%)	76 (21.7%)	12 (3.4%)	0 (0.0%)	10 (2.9%)	19 (5.4%)	136 (38.9%)	97 (27.7%)	
会社員(その他)		179 (100.0%)	53 (29.6%)	5 (2.8%)	1 (0.6%)	11 (6.1%)	11 (6.1%)	60 (33.5%)	38 (21.2%)	
公務員		101 (100.0%)	11 (10.9%)	8 (7.9%)	0 (0.0%)	4 (4.0%)	9 (8.9%)	33 (32.7%)	36 (35.6%)	
自営業		218 (100.0%)	62 (28.4%)	11 (5.0%)	0 (0.0%)	13 (6.0%)	14 (6.4%)	72 (33.0%)	46 (21.1%)	
自由業		90 (100.0%)	26 (28.9%)	1 (1.1%)	0 (0.0%)	4 (4.4%)	2 (2.2%)	31 (34.4%)	26 (28.9%)	
専業主婦		794 (100.0%)	244 (30.7%)	30 (3.8%)	1 (0.1%)	36 (4.5%)	58 (7.3%)	242 (30.5%)	183 (23.0%)	
パート・アルバイト		341 (100.0%)	111 (32.6%)	8 (2.3%)	0 (0.0%)	18 (5.3%)	22 (6.5%)	117 (34.3%)	65 (19.1%)	
学生		123 (100.0%)	73 (59.3%)	1 (0.8%)	2 (1.6%)	6 (4.9%)	9 (7.3%)	25 (20.3%)	7 (5.7%)	
その他		378 (100.0%)	116 (30.7%)	13 (3.4%)	1 (0.3%)	25 (6.6%)	35 (9.3%)	124 (32.8%)	64 (16.9%)	
同居人数		1人	365 (100.0%)	117 (32.1%)	14 (3.8%)	0 (0.0%)	13 (3.6%)	20 (5.5%)	130 (35.6%)	71 (19.5%)
	2人	866 (100.0%)	241 (27.8%)	36 (4.2%)	1 (0.1%)	41 (4.7%)	60 (6.9%)	286 (33.0%)	201 (23.2%)	
	3人	804 (100.0%)	201 (25.0%)	24 (3.0%)	2 (0.2%)	47 (5.8%)	64 (8.0%)	273 (34.0%)	193 (24.0%)	
	4人	582 (100.0%)	161 (27.7%)	19 (3.3%)	3 (0.5%)	24 (4.1%)	42 (7.2%)	202 (34.7%)	131 (22.5%)	
	5人	249 (100.0%)	80 (32.1%)	9 (3.6%)	0 (0.0%)	12 (4.8%)	10 (4.0%)	75 (30.1%)	63 (25.3%)	
	6人以上	134 (100.0%)	46 (34.3%)	2 (1.5%)	0 (0.0%)	3 (2.2%)	9 (6.7%)	42 (31.3%)	32 (23.9%)	
地域	北海道	126 (100.0%)	28 (22.2%)	1 (0.8%)	0 (0.0%)	12 (9.5%)	12 (9.5%)	48 (38.1%)	25 (19.8%)	
	東北地方	142 (100.0%)	41 (28.9%)	7 (4.9%)	0 (0.0%)	10 (7.0%)	10 (7.0%)	51 (35.9%)	23 (16.2%)	
	関東地方	1268 (100.0%)	348 (27.4%)	51 (4.0%)	5 (0.4%)	51 (4.0%)	73 (5.8%)	404 (31.9%)	336 (26.5%)	
	中部地方	407 (100.0%)	123 (30.2%)	14 (3.4%)	0 (0.0%)	21 (5.2%)	36 (8.8%)	127 (31.2%)	86 (21.1%)	
	近畿地方	633 (100.0%)	172 (27.2%)	20 (3.2%)	0 (0.0%)	29 (4.6%)	37 (5.8%)	228 (36.0%)	147 (23.2%)	
	中国地方	145 (100.0%)	46 (31.7%)	6 (4.1%)	0 (0.0%)	5 (3.4%)	11 (7.6%)	49 (33.8%)	28 (19.3%)	
	四国地方	70 (100.0%)	23 (32.9%)	1 (1.4%)	0 (0.0%)	3 (4.3%)	11 (15.7%)	23 (32.9%)	9 (12.9%)	
	九州地方	209 (100.0%)	65 (31.1%)	4 (1.9%)	1 (0.5%)	9 (4.3%)	15 (7.2%)	78 (37.3%)	37 (17.7%)	
回答者年収	~200万円未満	1337 (100.0%)	500 (37.4%)	39 (2.9%)	5 (0.4%)	65 (4.9%)	97 (7.3%)	396 (29.6%)	235 (17.6%)	
	200~400万円未満	694 (100.0%)	176 (25.4%)	22 (3.2%)	1 (0.1%)	48 (6.9%)	47 (6.8%)	273 (39.3%)	127 (18.3%)	
	400~600万円未満	495 (100.0%)	106 (21.4%)	22 (4.4%)	0 (0.0%)	16 (3.2%)	33 (6.7%)	185 (37.4%)	133 (26.9%)	
	600~800万円未満	255 (100.0%)	40 (15.7%)	11 (4.3%)	0 (0.0%)	7 (2.7%)	17 (6.7%)	86 (33.7%)	94 (36.9%)	
	800~1000万円未満	117 (100.0%)	15 (12.8%)	4 (3.4%)	0 (0.0%)	1 (0.9%)	8 (6.8%)	42 (35.9%)	47 (40.2%)	
	1000万円以上	102 (100.0%)	9 (8.8%)	6 (5.9%)	0 (0.0%)	3 (2.9%)	3 (2.9%)	26 (25.5%)	55 (53.9%)	
	世帯年収	~200万円未満	244 (100.0%)	151 (61.9%)	7 (2.9%)	1 (0.4%)	10 (4.1%)	12 (4.9%)	46 (18.9%)	17 (7.0%)
200~400万円未満		527 (100.0%)	169 (32.1%)	17 (3.2%)	1 (0.2%)	43 (8.2%)	46 (8.7%)	182 (34.5%)	69 (13.1%)	
400~600万円未満		810 (100.0%)	250 (30.9%)	26 (3.2%)	1 (0.1%)	34 (4.2%)	56 (6.9%)	290 (35.8%)	153 (18.9%)	
600~800万円未満		564 (100.0%)	120 (21.3%)	20 (3.5%)	1 (0.2%)	27 (4.8%)	42 (7.4%)	210 (37.2%)	144 (25.5%)	
800~1000万円未満		330 (100.0%)	60 (18.2%)	14 (4.2%)	0 (0.0%)	13 (3.9%)	29 (8.8%)	119 (36.1%)	95 (28.8%)	
1000万円以上	525 (100.0%)	96 (18.3%)	20 (3.8%)	2 (0.4%)	13 (2.5%)	20 (3.8%)	161 (30.7%)	213 (40.6%)		

Q12電子マネーの利用額 (n=3000)

	全体	利用していない	～500円未満	500～1000円未満	1000～5000円未満	5000～10000円未満	10000～50000円未満	50000円以上		
全体	3000 (100.0%)	2543 ( 84.8%)	13 ( 0.4%)	25 ( 0.8%)	225 ( 7.5%)	95 ( 3.2%)	96 ( 3.2%)	3 ( 0.1%)		
性・世代	20代男性	272 (100.0%)	206 ( 75.7%)	2 ( 0.7%)	3 ( 1.1%)	31 (11.4%)	18 ( 6.6%)	12 ( 4.4%)	0 ( 0.0%)	
	30代男性	267 (100.0%)	197 ( 73.8%)	2 ( 0.7%)	2 ( 0.7%)	33 (12.4%)	15 ( 5.6%)	18 ( 6.7%)	0 ( 0.0%)	
	40代男性	224 (100.0%)	175 ( 78.1%)	1 ( 0.4%)	3 ( 1.3%)	17 ( 7.6%)	10 ( 4.5%)	17 ( 7.6%)	1 ( 0.4%)	
	50代男性	266 (100.0%)	216 ( 81.2%)	1 ( 0.4%)	4 ( 1.5%)	22 ( 8.3%)	12 ( 4.5%)	11 ( 4.1%)	0 ( 0.0%)	
	60代男性	464 (100.0%)	401 ( 86.4%)	1 ( 0.2%)	3 ( 0.6%)	32 ( 6.9%)	11 ( 2.4%)	16 ( 3.4%)	0 ( 0.0%)	
	20代女性	260 (100.0%)	220 ( 84.6%)	1 ( 0.4%)	4 ( 1.5%)	25 ( 9.6%)	5 ( 1.9%)	5 ( 1.9%)	0 ( 0.0%)	
	30代女性	260 (100.0%)	232 ( 89.2%)	2 ( 0.8%)	3 ( 1.2%)	13 ( 5.0%)	6 ( 2.3%)	3 ( 1.2%)	1 ( 0.4%)	
	40代女性	223 (100.0%)	201 ( 90.1%)	2 ( 0.9%)	0 ( 0.0%)	15 ( 6.7%)	1 ( 0.4%)	4 ( 1.8%)	0 ( 0.0%)	
	50代女性	271 (100.0%)	243 ( 89.7%)	1 ( 0.4%)	2 ( 0.7%)	12 ( 4.4%)	8 ( 3.0%)	5 ( 1.8%)	0 ( 0.0%)	
	60代女性	493 (100.0%)	452 ( 91.7%)	0 ( 0.0%)	1 ( 0.2%)	25 ( 5.1%)	9 ( 1.8%)	5 ( 1.0%)	1 ( 0.2%)	
	職業	経営者・役員	68 (100.0%)	46 ( 67.6%)	0 ( 0.0%)	1 ( 1.5%)	8 (11.8%)	5 ( 7.4%)	8 (11.8%)	0 ( 0.0%)
		会社員(事務系)	358 (100.0%)	289 ( 75.1%)	4 ( 1.1%)	2 ( 0.6%)	42 (11.7%)	15 ( 4.2%)	25 ( 7.0%)	1 ( 0.3%)
会社員(技術系)		350 (100.0%)	259 ( 74.0%)	4 ( 1.1%)	9 ( 2.6%)	34 ( 9.7%)	24 ( 6.9%)	20 ( 5.7%)	0 ( 0.0%)	
会社員(その他)		179 (100.0%)	148 ( 82.7%)	0 ( 0.0%)	1 ( 0.6%)	10 ( 5.6%)	11 ( 6.1%)	9 ( 5.0%)	0 ( 0.0%)	
公務員		101 (100.0%)	82 ( 81.2%)	1 ( 1.0%)	2 ( 2.0%)	10 ( 9.9%)	0 ( 0.0%)	6 ( 5.9%)	0 ( 0.0%)	
自営業		218 (100.0%)	194 ( 89.0%)	0 ( 0.0%)	3 ( 1.4%)	12 ( 5.5%)	5 ( 2.3%)	3 ( 1.4%)	1 ( 0.5%)	
自由業		90 (100.0%)	71 ( 78.9%)	0 ( 0.0%)	0 ( 0.0%)	11 (12.2%)	3 ( 3.3%)	5 ( 5.6%)	0 ( 0.0%)	
専業主婦		794 (100.0%)	738 ( 92.9%)	1 ( 0.1%)	3 ( 0.4%)	34 ( 4.3%)	11 ( 1.4%)	7 ( 0.9%)	0 ( 0.0%)	
パート・アルバイト		341 (100.0%)	304 ( 89.1%)	1 ( 0.3%)	2 ( 0.6%)	17 ( 5.0%)	11 ( 3.2%)	5 ( 1.5%)	1 ( 0.3%)	
学生		123 (100.0%)	89 ( 72.4%)	1 ( 0.8%)	1 ( 0.8%)	25 (20.3%)	6 ( 4.9%)	1 ( 0.8%)	0 ( 0.0%)	
その他		378 (100.0%)	343 ( 90.7%)	1 ( 0.3%)	1 ( 0.3%)	22 ( 5.8%)	4 ( 1.1%)	7 ( 1.9%)	0 ( 0.0%)	
同居人数		1人	365 (100.0%)	292 ( 80.0%)	4 ( 1.1%)	2 ( 0.5%)	35 ( 9.6%)	14 ( 3.8%)	18 ( 4.9%)	0 ( 0.0%)
		2人	866 (100.0%)	761 ( 87.9%)	3 ( 0.3%)	2 ( 0.2%)	53 ( 6.1%)	29 ( 3.3%)	18 ( 2.1%)	0 ( 0.0%)
		3人	804 (100.0%)	675 ( 84.0%)	1 ( 0.1%)	10 ( 1.2%)	70 ( 8.7%)	22 ( 2.7%)	25 ( 3.1%)	1 ( 0.1%)
	4人	582 (100.0%)	487 ( 83.7%)	4 ( 0.7%)	6 ( 1.0%)	43 ( 7.4%)	18 ( 3.1%)	23 ( 4.0%)	1 ( 0.2%)	
	5人	249 (100.0%)	216 ( 86.7%)	0 ( 0.0%)	3 ( 1.2%)	12 ( 4.8%)	8 ( 3.2%)	9 ( 3.6%)	1 ( 0.4%)	
	6人以上	134 (100.0%)	112 ( 83.6%)	1 ( 0.7%)	2 ( 1.5%)	12 ( 9.0%)	4 ( 3.0%)	3 ( 2.2%)	0 ( 0.0%)	
	地域	北海道	126 (100.0%)	110 ( 87.3%)	0 ( 0.0%)	1 ( 0.8%)	9 ( 7.1%)	1 ( 0.8%)	5 ( 4.0%)	0 ( 0.0%)
東北地方		142 (100.0%)	135 ( 95.1%)	0 ( 0.0%)	0 ( 0.0%)	4 ( 2.8%)	0 ( 0.0%)	3 ( 2.1%)	0 ( 0.0%)	
関東地方		1268 (100.0%)	978 ( 77.1%)	10 ( 0.8%)	9 ( 0.7%)	148 (11.7%)	63 ( 5.0%)	58 ( 4.6%)	2 ( 0.2%)	
中部地方		407 (100.0%)	366 ( 89.9%)	0 ( 0.0%)	6 ( 1.5%)	23 ( 5.7%)	6 ( 1.5%)	5 ( 1.2%)	1 ( 0.2%)	
近畿地方		633 (100.0%)	562 ( 88.8%)	1 ( 0.2%)	5 ( 0.8%)	27 ( 4.3%)	18 ( 2.8%)	20 ( 3.2%)	0 ( 0.0%)	
中国地方		145 (100.0%)	136 ( 93.8%)	0 ( 0.0%)	1 ( 0.7%)	5 ( 3.4%)	3 ( 2.1%)	0 ( 0.0%)	0 ( 0.0%)	
四国地方		70 (100.0%)	64 ( 91.4%)	1 ( 1.4%)	0 ( 0.0%)	3 ( 4.3%)	1 ( 1.4%)	1 ( 1.4%)	0 ( 0.0%)	
九州地方		209 (100.0%)	192 ( 91.9%)	1 ( 0.5%)	3 ( 1.4%)	6 ( 2.9%)	3 ( 1.4%)	4 ( 1.9%)	0 ( 0.0%)	
回答者年収		～200万円未満	1337 (100.0%)	1213 ( 90.7%)	4 ( 0.3%)	7 ( 0.5%)	74 ( 5.5%)	26 ( 1.9%)	13 ( 1.0%)	0 ( 0.0%)
	200～400万円未満	694 (100.0%)	596 ( 85.9%)	3 ( 0.4%)	7 ( 1.0%)	54 ( 7.8%)	16 ( 2.3%)	16 ( 2.3%)	2 ( 0.3%)	
	400～600万円未満	495 (100.0%)	386 ( 78.0%)	1 ( 0.2%)	4 ( 0.8%)	46 ( 9.3%)	32 ( 6.5%)	25 ( 5.1%)	1 ( 0.2%)	
	600～800万円未満	255 (100.0%)	194 ( 76.1%)	2 ( 0.8%)	3 ( 1.2%)	29 (11.4%)	10 ( 3.9%)	17 ( 6.7%)	0 ( 0.0%)	
	800～1000万円未満	117 (100.0%)	86 ( 73.5%)	2 ( 1.7%)	3 ( 2.6%)	9 ( 7.7%)	5 ( 4.3%)	12 (10.3%)	0 ( 0.0%)	
	1000万円以上	102 (100.0%)	68 ( 66.7%)	1 ( 1.0%)	1 ( 1.0%)	13 (12.7%)	6 ( 5.9%)	13 (12.7%)	0 ( 0.0%)	
	世帯年収	～200万円未満	244 (100.0%)	227 ( 93.0%)	3 ( 1.2%)	0 ( 0.0%)	11 ( 4.5%)	1 ( 0.4%)	2 ( 0.8%)	0 ( 0.0%)
200～400万円未満		527 (100.0%)	479 ( 90.9%)	3 ( 0.6%)	4 ( 0.8%)	26 ( 4.9%)	5 ( 0.9%)	9 ( 1.7%)	1 ( 0.2%)	
400～600万円未満		810 (100.0%)	704 ( 86.9%)	0 ( 0.0%)	2 ( 0.2%)	63 ( 7.8%)	25 ( 3.1%)	16 ( 2.0%)	0 ( 0.0%)	
600～800万円未満		564 (100.0%)	462 ( 81.9%)	1 ( 0.2%)	9 ( 1.6%)	43 ( 7.6%)	26 ( 4.6%)	23 ( 4.1%)	0 ( 0.0%)	
800～1000万円未満		330 (100.0%)	262 ( 79.4%)	1 ( 0.3%)	5 ( 1.5%)	33 (10.0%)	14 ( 4.2%)	14 ( 4.2%)	1 ( 0.3%)	
1000万円以上	525 (100.0%)	409 ( 77.9%)	5 ( 1.0%)	5 ( 1.0%)	49 ( 9.3%)	24 ( 4.6%)	32 ( 6.1%)	1 ( 0.2%)		

	全体	保有している	保有していない		
全体	3000 (100.0%)	1069 ( 35.6%)	1931 ( 64.4%)		
性・世代	20代男性	272 (100.0%)	72 ( 26.5%)	200 ( 73.5%)	
	30代男性	267 (100.0%)	91 ( 34.1%)	176 ( 65.9%)	
	40代男性	224 (100.0%)	68 ( 30.4%)	156 ( 69.6%)	
	50代男性	266 (100.0%)	122 ( 45.9%)	144 ( 54.1%)	
	60代男性	464 (100.0%)	285 ( 61.4%)	179 ( 38.6%)	
	20代女性	260 (100.0%)	22 ( 8.5%)	238 ( 91.5%)	
	30代女性	260 (100.0%)	43 ( 16.5%)	217 ( 83.5%)	
	40代女性	223 (100.0%)	59 ( 26.5%)	164 ( 73.5%)	
	50代女性	271 (100.0%)	95 ( 35.1%)	176 ( 64.9%)	
	60代女性	493 (100.0%)	212 ( 43.0%)	281 ( 57.0%)	
	職業	経営者・役員	68 (100.0%)	41 ( 60.3%)	27 ( 39.7%)
		会社員(事務系)	358 (100.0%)	118 ( 33.0%)	240 ( 67.0%)
会社員(技術系)		350 (100.0%)	127 ( 36.3%)	223 ( 63.7%)	
会社員(その他)		179 (100.0%)	51 ( 28.5%)	128 ( 71.5%)	
公務員		101 (100.0%)	38 ( 37.6%)	63 ( 62.4%)	
自営業		218 (100.0%)	78 ( 35.8%)	140 ( 64.2%)	
自由業		90 (100.0%)	38 ( 42.2%)	52 ( 57.8%)	
専業主婦		794 (100.0%)	276 ( 34.8%)	518 ( 65.2%)	
パート・アルバイト		341 (100.0%)	84 ( 24.6%)	257 ( 75.4%)	
学生		123 (100.0%)	20 ( 16.3%)	103 ( 83.7%)	
その他		378 (100.0%)	198 ( 52.4%)	180 ( 47.6%)	
同居人数		1人	365 (100.0%)	121 ( 33.2%)	244 ( 66.8%)
		2人	866 (100.0%)	365 ( 42.1%)	501 ( 57.9%)
	3人	804 (100.0%)	288 ( 35.8%)	516 ( 64.2%)	
	4人	582 (100.0%)	184 ( 31.6%)	398 ( 68.4%)	
	5人	249 (100.0%)	76 ( 30.5%)	173 ( 69.5%)	
	6人以上	134 (100.0%)	35 ( 26.1%)	99 ( 73.9%)	
地域	北海道	126 (100.0%)	34 ( 27.0%)	92 ( 73.0%)	
	東北地方	142 (100.0%)	24 ( 16.9%)	118 ( 83.1%)	
	関東地方	1268 (100.0%)	494 ( 39.0%)	774 ( 61.0%)	
	中部地方	407 (100.0%)	137 ( 33.7%)	270 ( 66.3%)	
	近畿地方	633 (100.0%)	254 ( 40.1%)	379 ( 59.9%)	
	中国地方	145 (100.0%)	52 ( 35.9%)	93 ( 64.1%)	
	四国地方	70 (100.0%)	21 ( 30.0%)	49 ( 70.0%)	
	九州地方	209 (100.0%)	53 ( 25.4%)	156 ( 74.6%)	
回答者年収	～200万円未満	1337 (100.0%)	353 ( 26.4%)	984 ( 73.6%)	
	200～400万円未満	694 (100.0%)	242 ( 34.9%)	452 ( 65.1%)	
	400～600万円未満	495 (100.0%)	216 ( 43.6%)	279 ( 56.4%)	
	600～800万円未満	255 (100.0%)	128 ( 50.2%)	127 ( 49.8%)	
	800～1000万円未満	117 (100.0%)	61 ( 52.1%)	56 ( 47.9%)	
	1000万円以上	102 (100.0%)	69 ( 67.6%)	33 ( 32.4%)	
世帯年収	～200万円未満	244 (100.0%)	50 ( 20.5%)	194 ( 79.5%)	
	200～400万円未満	527 (100.0%)	145 ( 27.5%)	382 ( 72.5%)	
	400～600万円未満	810 (100.0%)	277 ( 34.2%)	533 ( 65.8%)	
	600～800万円未満	564 (100.0%)	205 ( 36.3%)	359 ( 63.7%)	
	800～1000万円未満	330 (100.0%)	133 ( 40.3%)	197 ( 59.7%)	
	1000万円以上	525 (100.0%)	259 ( 49.3%)	266 ( 50.7%)	



	全体	利用していない	20%未満	20-40%未満	40-60%未満	60-80%未満	80%以上		
全体	1069 (100.0%)	641 (60.0%)	41 (3.8%)	56 (5.2%)	65 (6.1%)	14 (1.3%)	252 (23.6%)		
性・世代	20代男性	72 (100.0%)	63 (87.5%)	2 (2.8%)	0 (0.0%)	1 (1.4%)	0 (0.0%)	6 (8.3%)	
	30代男性	91 (100.0%)	79 (86.8%)	1 (1.1%)	0 (0.0%)	3 (3.3%)	0 (0.0%)	8 (8.8%)	
	40代男性	68 (100.0%)	50 (73.5%)	3 (4.4%)	2 (2.9%)	1 (1.5%)	1 (1.5%)	11 (16.2%)	
	50代男性	122 (100.0%)	82 (67.2%)	3 (2.5%)	5 (4.1%)	7 (5.7%)	0 (0.0%)	25 (20.5%)	
	60代男性	285 (100.0%)	135 (47.4%)	15 (5.3%)	25 (8.8%)	16 (5.6%)	8 (2.8%)	86 (30.2%)	
	20代女性	22 (100.0%)	13 (59.1%)	0 (0.0%)	2 (9.1%)	0 (0.0%)	0 (0.0%)	7 (31.8%)	
	30代女性	43 (100.0%)	30 (69.8%)	3 (7.0%)	1 (2.3%)	1 (2.3%)	0 (0.0%)	8 (18.6%)	
	40代女性	59 (100.0%)	36 (61.0%)	1 (1.7%)	2 (3.4%)	3 (5.1%)	1 (1.7%)	16 (27.1%)	
	50代女性	95 (100.0%)	55 (57.9%)	5 (5.3%)	5 (5.3%)	9 (9.5%)	1 (1.1%)	20 (21.1%)	
	60代女性	212 (100.0%)	98 (46.2%)	8 (3.8%)	14 (6.6%)	24 (11.3%)	3 (1.4%)	65 (30.7%)	
	職業	経営者・役員	41 (100.0%)	20 (48.8%)	2 (4.9%)	2 (4.9%)	4 (9.8%)	0 (0.0%)	13 (31.7%)
		会社員(事務系)	118 (100.0%)	92 (78.0%)	3 (2.5%)	6 (5.1%)	6 (5.1%)	0 (0.0%)	11 (9.3%)
会社員(技術系)		127 (100.0%)	98 (77.2%)	0 (0.0%)	1 (0.8%)	5 (3.9%)	2 (1.6%)	21 (16.5%)	
会社員(その他)		51 (100.0%)	34 (66.7%)	3 (5.9%)	2 (3.9%)	1 (2.0%)	0 (0.0%)	11 (21.6%)	
公務員		38 (100.0%)	24 (63.2%)	1 (2.6%)	0 (0.0%)	2 (5.3%)	0 (0.0%)	11 (28.9%)	
自営業		78 (100.0%)	43 (55.1%)	6 (7.7%)	8 (10.3%)	5 (6.4%)	1 (1.3%)	15 (19.2%)	
自由業		38 (100.0%)	26 (68.4%)	0 (0.0%)	3 (7.9%)	2 (5.3%)	1 (2.6%)	6 (15.8%)	
専業主婦		276 (100.0%)	144 (52.2%)	11 (4.0%)	17 (6.2%)	28 (10.1%)	2 (0.7%)	74 (26.8%)	
パート・アルバイト		84 (100.0%)	53 (63.1%)	3 (3.6%)	3 (3.6%)	4 (4.8%)	2 (2.4%)	19 (22.6%)	
学生		20 (100.0%)	17 (85.0%)	0 (0.0%)	0 (0.0%)	0 (0.0%)	0 (0.0%)	3 (15.0%)	
その他		198 (100.0%)	90 (45.5%)	12 (6.1%)	14 (7.1%)	8 (4.0%)	6 (3.0%)	68 (34.3%)	
同居人数		1人	121 (100.0%)	92 (76.0%)	2 (1.7%)	4 (3.3%)	3 (2.5%)	2 (1.7%)	18 (14.9%)
		2人	365 (100.0%)	198 (54.2%)	21 (5.8%)	21 (5.8%)	24 (6.6%)	3 (0.8%)	98 (26.8%)
	3人	288 (100.0%)	170 (59.0%)	11 (3.8%)	12 (4.2%)	20 (6.9%)	5 (1.7%)	70 (24.3%)	
	4人	184 (100.0%)	114 (62.0%)	5 (2.7%)	12 (6.5%)	10 (5.4%)	2 (1.1%)	41 (22.3%)	
	5人	76 (100.0%)	45 (59.2%)	1 (1.3%)	5 (6.6%)	7 (9.2%)	1 (1.3%)	17 (22.4%)	
	6人以上	35 (100.0%)	22 (62.9%)	1 (2.9%)	2 (5.7%)	1 (2.9%)	1 (2.9%)	8 (22.9%)	
地域	北海道	34 (100.0%)	20 (58.8%)	0 (0.0%)	1 (2.9%)	4 (11.8%)	0 (0.0%)	9 (26.5%)	
	東北地方	24 (100.0%)	16 (66.7%)	1 (4.2%)	0 (0.0%)	1 (4.2%)	0 (0.0%)	6 (25.0%)	
	関東地方	494 (100.0%)	305 (61.7%)	22 (4.5%)	26 (5.3%)	29 (5.9%)	5 (1.0%)	107 (21.7%)	
	中部地方	137 (100.0%)	89 (65.0%)	3 (2.2%)	7 (5.1%)	10 (7.3%)	2 (1.5%)	26 (19.0%)	
	近畿地方	254 (100.0%)	138 (54.3%)	10 (3.9%)	15 (5.9%)	15 (5.9%)	5 (2.0%)	71 (28.0%)	
	中国地方	52 (100.0%)	26 (50.0%)	2 (3.8%)	5 (9.6%)	3 (5.8%)	0 (0.0%)	16 (30.8%)	
	四国地方	21 (100.0%)	15 (71.4%)	0 (0.0%)	0 (0.0%)	1 (4.8%)	1 (4.8%)	4 (19.0%)	
	九州地方	53 (100.0%)	32 (60.4%)	3 (5.7%)	2 (3.8%)	2 (3.8%)	1 (1.9%)	13 (24.5%)	
回答者年収	~200万円未満	353 (100.0%)	198 (56.1%)	13 (3.7%)	17 (4.8%)	33 (9.3%)	3 (0.8%)	89 (25.2%)	
	200-400万円未満	242 (100.0%)	140 (57.9%)	7 (2.9%)	15 (6.2%)	12 (5.0%)	7 (2.9%)	61 (25.2%)	
	400-600万円未満	216 (100.0%)	129 (59.7%)	12 (5.6%)	16 (7.4%)	6 (2.8%)	3 (1.4%)	50 (23.1%)	
	600-800万円未満	128 (100.0%)	84 (65.6%)	4 (3.1%)	4 (3.1%)	9 (7.0%)	0 (0.0%)	27 (21.1%)	
	800-1000万円未満	61 (100.0%)	43 (70.5%)	3 (4.9%)	3 (4.9%)	2 (3.3%)	1 (1.6%)	9 (14.8%)	
	1000万円以上	69 (100.0%)	47 (68.1%)	2 (2.9%)	1 (1.4%)	3 (4.3%)	0 (0.0%)	16 (23.2%)	
世帯年収	~200万円未満	50 (100.0%)	33 (66.0%)	0 (0.0%)	2 (4.0%)	7 (14.0%)	0 (0.0%)	8 (16.0%)	
	200-400万円未満	145 (100.0%)	73 (50.3%)	5 (3.4%)	7 (4.8%)	9 (6.2%)	5 (3.4%)	46 (31.7%)	
	400-600万円未満	277 (100.0%)	177 (63.9%)	13 (4.7%)	13 (4.7%)	9 (3.2%)	3 (1.1%)	62 (22.4%)	
	600-800万円未満	205 (100.0%)	115 (56.1%)	11 (5.4%)	15 (7.3%)	16 (7.8%)	3 (1.5%)	45 (22.0%)	
	800-1000万円未満	133 (100.0%)	89 (66.9%)	1 (0.8%)	4 (3.0%)	5 (3.8%)	0 (0.0%)	34 (25.6%)	
	1000万円以上	259 (100.0%)	154 (59.5%)	11 (4.2%)	15 (5.8%)	19 (7.3%)	3 (1.2%)	57 (22.0%)	

Q13SQ1\_2電話の利用 (n=1069)

	全体	利用していない	20%未満	20～40%未満	40～60%未満	60～80%未満	80%以上		
全体	1069 (100.0%)	814 (76.1%)	47 (4.4%)	51 (4.8%)	56 (5.2%)	15 (1.4%)	86 (8.0%)		
性・世代	20代男性	72 (100.0%)	67 (93.1%)	2 (2.8%)	2 (2.8%)	1 (1.4%)	0 (0.0%)	0 (0.0%)	
	30代男性	91 (100.0%)	82 (90.1%)	2 (2.2%)	1 (1.1%)	3 (3.3%)	0 (0.0%)	3 (3.3%)	
	40代男性	68 (100.0%)	58 (85.3%)	4 (5.9%)	1 (1.5%)	2 (2.9%)	0 (0.0%)	3 (4.4%)	
	50代男性	122 (100.0%)	101 (82.8%)	6 (4.9%)	4 (3.3%)	3 (2.5%)	0 (0.0%)	8 (6.6%)	
	60代男性	285 (100.0%)	203 (71.2%)	15 (5.3%)	18 (6.3%)	15 (5.3%)	7 (2.5%)	27 (9.5%)	
	20代女性	22 (100.0%)	20 (90.9%)	0 (0.0%)	2 (9.1%)	0 (0.0%)	0 (0.0%)	0 (0.0%)	
	30代女性	43 (100.0%)	40 (93.0%)	0 (0.0%)	3 (7.0%)	0 (0.0%)	0 (0.0%)	0 (0.0%)	
	40代女性	59 (100.0%)	45 (76.3%)	5 (8.5%)	1 (1.7%)	3 (5.1%)	1 (1.7%)	4 (6.8%)	
	50代女性	95 (100.0%)	69 (72.6%)	2 (2.1%)	7 (7.4%)	5 (5.3%)	3 (3.2%)	9 (9.5%)	
	60代女性	212 (100.0%)	129 (60.8%)	11 (5.2%)	12 (5.7%)	24 (11.3%)	4 (1.9%)	32 (15.1%)	
	職業	経営者・役員	41 (100.0%)	30 (73.2%)	3 (7.3%)	1 (2.4%)	4 (9.8%)	1 (2.4%)	2 (4.9%)
		会社員(事務系)	118 (100.0%)	94 (79.7%)	3 (2.5%)	8 (6.8%)	3 (2.5%)	0 (0.0%)	10 (8.5%)
会社員(技術系)		127 (100.0%)	111 (87.4%)	5 (3.9%)	3 (2.4%)	6 (4.7%)	0 (0.0%)	2 (1.6%)	
会社員(その他)		51 (100.0%)	44 (86.3%)	2 (3.9%)	2 (3.9%)	2 (3.9%)	0 (0.0%)	1 (2.0%)	
公務員		38 (100.0%)	31 (81.6%)	4 (10.5%)	2 (5.3%)	1 (2.6%)	0 (0.0%)	0 (0.0%)	
自営業		78 (100.0%)	59 (75.6%)	2 (2.6%)	4 (5.1%)	1 (1.3%)	3 (3.8%)	9 (11.5%)	
自由業		38 (100.0%)	26 (68.4%)	3 (7.9%)	4 (10.5%)	3 (7.9%)	1 (2.6%)	1 (2.6%)	
専業主婦		276 (100.0%)	183 (66.3%)	13 (4.7%)	12 (4.3%)	26 (9.4%)	7 (2.5%)	35 (12.7%)	
パート・アルバイト		84 (100.0%)	66 (78.6%)	3 (3.6%)	6 (7.1%)	2 (2.4%)	1 (1.2%)	6 (7.1%)	
学生		20 (100.0%)	18 (90.0%)	0 (0.0%)	0 (0.0%)	1 (5.0%)	0 (0.0%)	1 (5.0%)	
その他		198 (100.0%)	152 (76.8%)	9 (4.5%)	9 (4.5%)	7 (3.5%)	2 (1.0%)	19 (9.6%)	
同居人数		1人	121 (100.0%)	99 (81.8%)	7 (5.8%)	4 (3.3%)	4 (3.3%)	1 (0.8%)	6 (5.0%)
		2人	365 (100.0%)	261 (71.5%)	19 (5.2%)	18 (4.9%)	25 (6.8%)	8 (2.2%)	34 (9.3%)
		3人	288 (100.0%)	225 (78.1%)	10 (3.5%)	16 (5.6%)	11 (3.8%)	2 (0.7%)	24 (8.3%)
	4人	184 (100.0%)	148 (80.4%)	9 (4.9%)	5 (2.7%)	7 (3.8%)	2 (1.1%)	13 (7.1%)	
	5人	76 (100.0%)	55 (72.4%)	1 (1.3%)	5 (6.6%)	9 (11.8%)	2 (2.6%)	4 (5.3%)	
	6人以上	35 (100.0%)	26 (74.3%)	1 (2.9%)	3 (8.6%)	0 (0.0%)	0 (0.0%)	5 (14.3%)	
地域	北海道	34 (100.0%)	28 (82.4%)	1 (2.9%)	1 (2.9%)	2 (5.9%)	0 (0.0%)	2 (5.9%)	
	東北地方	24 (100.0%)	17 (70.8%)	2 (8.3%)	0 (0.0%)	1 (4.2%)	0 (0.0%)	4 (16.7%)	
	関東地方	494 (100.0%)	375 (75.9%)	21 (4.3%)	27 (5.5%)	26 (5.3%)	6 (1.2%)	39 (7.9%)	
	中部地方	137 (100.0%)	106 (77.4%)	7 (5.1%)	5 (3.6%)	7 (5.1%)	3 (2.2%)	9 (6.6%)	
	近畿地方	254 (100.0%)	189 (74.4%)	12 (4.7%)	13 (5.1%)	16 (6.3%)	3 (1.2%)	21 (8.3%)	
	中国地方	52 (100.0%)	40 (76.9%)	0 (0.0%)	2 (3.8%)	2 (3.8%)	1 (1.9%)	7 (13.5%)	
	四国地方	21 (100.0%)	18 (85.7%)	0 (0.0%)	1 (4.8%)	1 (4.8%)	0 (0.0%)	1 (4.8%)	
	九州地方	53 (100.0%)	41 (77.4%)	4 (7.5%)	2 (3.8%)	1 (1.9%)	2 (3.8%)	3 (5.7%)	
回答者年収	～200万円未満	353 (100.0%)	255 (72.2%)	9 (2.5%)	15 (4.2%)	28 (7.9%)	7 (2.0%)	39 (11.0%)	
	200～400万円未満	242 (100.0%)	178 (73.6%)	16 (6.6%)	17 (7.0%)	10 (4.1%)	5 (2.1%)	16 (6.6%)	
	400～600万円未満	216 (100.0%)	182 (84.3%)	6 (2.8%)	8 (3.7%)	4 (1.9%)	1 (0.5%)	15 (6.9%)	
	600～800万円未満	128 (100.0%)	98 (76.6%)	8 (6.3%)	8 (6.3%)	6 (4.7%)	0 (0.0%)	8 (6.3%)	
	800～1000万円未満	61 (100.0%)	47 (77.0%)	5 (8.2%)	1 (1.6%)	3 (4.9%)	1 (1.6%)	4 (6.6%)	
	1000万円以上	69 (100.0%)	54 (78.3%)	3 (4.3%)	2 (2.9%)	5 (7.2%)	1 (1.4%)	4 (5.8%)	
	世帯年収	～200万円未満	50 (100.0%)	38 (76.0%)	0 (0.0%)	2 (4.0%)	4 (8.0%)	1 (2.0%)	5 (10.0%)
200～400万円未満		145 (100.0%)	107 (73.8%)	9 (6.2%)	9 (6.9%)	9 (6.2%)	1 (0.7%)	9 (6.2%)	
400～600万円未満		277 (100.0%)	212 (76.5%)	12 (4.3%)	10 (3.6%)	11 (4.0%)	3 (1.1%)	29 (10.5%)	
600～800万円未満		205 (100.0%)	151 (73.7%)	10 (4.9%)	13 (6.3%)	12 (5.9%)	4 (2.0%)	15 (7.3%)	
800～1000万円未満		133 (100.0%)	113 (85.0%)	4 (3.0%)	5 (3.8%)	4 (3.0%)	0 (0.0%)	7 (5.3%)	
1000万円以上		259 (100.0%)	193 (74.5%)	12 (4.6%)	11 (4.2%)	16 (6.2%)	6 (2.3%)	21 (8.1%)	

	全体	利用していない	20%未満	20～40%未満	40～60%未満	60～80%未満	80%以上		
全体	1069 (100.0%)	451 (42.2%)	18 (1.7%)	32 (3.0%)	54 (5.1%)	30 (2.8%)	484 (45.3%)		
性・世代	20代男性	72 (100.0%)	8 (11.1%)	0 (0.0%)	0 (0.0%)	1 (1.4%)	2 (2.8%)	61 (84.7%)	
	30代男性	91 (100.0%)	20 (22.0%)	0 (0.0%)	0 (0.0%)	2 (2.2%)	0 (0.0%)	69 (75.8%)	
	40代男性	68 (100.0%)	21 (30.9%)	2 (2.9%)	2 (2.9%)	1 (1.5%)	1 (1.5%)	41 (60.3%)	
	50代男性	122 (100.0%)	53 (43.4%)	0 (0.0%)	4 (3.3%)	8 (6.6%)	1 (0.8%)	56 (45.9%)	
	60代男性	285 (100.0%)	136 (47.7%)	10 (3.5%)	14 (4.9%)	18 (6.3%)	12 (4.2%)	95 (33.3%)	
	20代女性	22 (100.0%)	8 (36.4%)	0 (0.0%)	1 (4.5%)	2 (9.1%)	0 (0.0%)	11 (50.0%)	
	30代女性	43 (100.0%)	14 (32.6%)	0 (0.0%)	1 (2.3%)	2 (4.7%)	1 (2.3%)	25 (58.1%)	
	40代女性	59 (100.0%)	28 (47.5%)	0 (0.0%)	1 (1.7%)	1 (1.7%)	3 (5.1%)	26 (44.1%)	
	50代女性	95 (100.0%)	39 (41.1%)	2 (2.1%)	3 (3.2%)	8 (8.4%)	4 (4.2%)	39 (41.1%)	
	60代女性	212 (100.0%)	124 (58.5%)	4 (1.9%)	6 (2.8%)	11 (5.2%)	6 (2.8%)	61 (28.8%)	
	職業	経営者・役員	41 (100.0%)	21 (51.2%)	1 (2.4%)	2 (4.9%)	5 (12.2%)	1 (2.4%)	11 (26.8%)
		会社員(事務系)	118 (100.0%)	35 (29.7%)	2 (1.7%)	3 (2.5%)	6 (5.1%)	3 (2.5%)	69 (58.5%)
会社員(技術系)		127 (100.0%)	39 (30.7%)	1 (0.8%)	3 (2.4%)	6 (4.7%)	1 (0.8%)	77 (60.6%)	
会社員(その他)		51 (100.0%)	22 (43.1%)	0 (0.0%)	2 (3.9%)	3 (5.9%)	1 (2.0%)	23 (45.1%)	
公務員		38 (100.0%)	11 (28.9%)	0 (0.0%)	3 (7.9%)	0 (0.0%)	0 (0.0%)	24 (63.2%)	
自営業		78 (100.0%)	28 (35.9%)	1 (1.3%)	3 (3.8%)	5 (6.4%)	2 (2.6%)	39 (50.0%)	
自由業		38 (100.0%)	9 (23.7%)	1 (2.6%)	2 (5.3%)	1 (2.6%)	2 (5.3%)	23 (60.5%)	
専業主婦		276 (100.0%)	143 (51.8%)	4 (1.4%)	6 (2.2%)	16 (5.8%)	8 (2.9%)	99 (35.9%)	
パート・アルバイト		84 (100.0%)	35 (41.7%)	0 (0.0%)	3 (3.6%)	3 (3.6%)	4 (4.8%)	39 (46.4%)	
学生		20 (100.0%)	4 (20.0%)	0 (0.0%)	1 (5.0%)	0 (0.0%)	0 (0.0%)	15 (75.0%)	
その他		198 (100.0%)	104 (52.5%)	8 (4.0%)	4 (2.0%)	9 (4.5%)	8 (4.0%)	65 (32.8%)	
同居人数		1人	121 (100.0%)	40 (33.1%)	2 (1.7%)	1 (0.8%)	1 (0.8%)	2 (1.7%)	75 (62.0%)
		2人	365 (100.0%)	173 (47.4%)	7 (1.9%)	12 (3.3%)	21 (5.8%)	10 (2.7%)	142 (38.9%)
	3人	288 (100.0%)	119 (41.3%)	3 (1.0%)	9 (3.1%)	17 (5.9%)	6 (2.1%)	134 (46.5%)	
	4人	184 (100.0%)	76 (41.3%)	2 (1.1%)	4 (2.2%)	8 (4.3%)	10 (5.4%)	84 (45.7%)	
	5人	76 (100.0%)	27 (35.5%)	2 (2.6%)	6 (7.9%)	5 (6.6%)	1 (1.3%)	35 (46.1%)	
	6人以上	35 (100.0%)	16 (45.7%)	2 (5.7%)	0 (0.0%)	2 (5.7%)	1 (2.9%)	14 (40.0%)	
	地域	北海道	34 (100.0%)	14 (41.2%)	0 (0.0%)	0 (0.0%)	3 (8.8%)	1 (2.9%)	16 (47.1%)
東北地方		24 (100.0%)	14 (58.3%)	0 (0.0%)	0 (0.0%)	2 (8.3%)	0 (0.0%)	8 (33.3%)	
関東地方		494 (100.0%)	195 (39.5%)	7 (1.4%)	15 (3.0%)	27 (5.5%)	22 (4.5%)	228 (46.2%)	
中部地方		137 (100.0%)	48 (35.0%)	4 (2.9%)	4 (2.9%)	9 (6.6%)	0 (0.0%)	72 (52.6%)	
近畿地方		254 (100.0%)	118 (46.5%)	3 (1.2%)	12 (4.7%)	10 (3.9%)	5 (2.0%)	106 (41.7%)	
中国地方		52 (100.0%)	28 (53.8%)	2 (3.8%)	0 (0.0%)	1 (1.9%)	0 (0.0%)	21 (40.4%)	
四国地方		21 (100.0%)	8 (38.1%)	1 (4.8%)	0 (0.0%)	1 (4.8%)	0 (0.0%)	11 (52.4%)	
九州地方		53 (100.0%)	26 (49.1%)	1 (1.9%)	1 (1.9%)	1 (1.9%)	2 (3.8%)	22 (41.5%)	
回答者年収		～200万円未満	353 (100.0%)	170 (48.2%)	5 (1.4%)	5 (1.4%)	23 (6.5%)	7 (2.0%)	143 (40.5%)
	200～400万円未満	242 (100.0%)	101 (41.7%)	8 (3.3%)	10 (4.1%)	9 (3.7%)	7 (2.9%)	107 (44.2%)	
	400～600万円未満	216 (100.0%)	81 (37.5%)	2 (0.9%)	7 (3.2%)	8 (3.7%)	6 (2.8%)	112 (51.9%)	
	600～800万円未満	128 (100.0%)	51 (39.8%)	2 (1.6%)	3 (2.3%)	5 (3.9%)	5 (3.9%)	62 (48.4%)	
	800～1000万円未満	61 (100.0%)	18 (29.5%)	0 (0.0%)	5 (8.2%)	3 (4.9%)	3 (4.9%)	32 (52.5%)	
	1000万円以上	69 (100.0%)	30 (43.5%)	1 (1.4%)	2 (2.9%)	6 (8.7%)	2 (2.9%)	28 (40.6%)	
	～200万円未満	50 (100.0%)	22 (44.0%)	1 (2.0%)	1 (2.0%)	3 (6.0%)	0 (0.0%)	23 (46.0%)	
	200～400万円未満	145 (100.0%)	71 (49.0%)	5 (3.4%)	4 (2.8%)	2 (1.4%)	2 (1.4%)	61 (42.1%)	
	400～600万円未満	277 (100.0%)	112 (40.4%)	3 (1.1%)	5 (1.8%)	7 (2.5%)	9 (3.2%)	141 (50.9%)	
	600～800万円未満	205 (100.0%)	78 (38.0%)	2 (1.0%)	6 (2.9%)	21 (10.2%)	9 (4.4%)	89 (43.4%)	
800～1000万円未満	133 (100.0%)	63 (47.4%)	0 (0.0%)	3 (2.3%)	5 (3.8%)	2 (1.5%)	60 (45.1%)		
1000万円以上	259 (100.0%)	105 (40.5%)	7 (2.7%)	13 (5.0%)	16 (6.2%)	8 (3.1%)	110 (42.5%)		

	全体	利用していない	20%未満	20～40%未満	40～60%未満	60～80%未満	80%以上		
全体	1069 (100.0%)	944 (88.3%)	18 (1.7%)	13 (1.2%)	7 (0.7%)	1 (0.1%)	86 (8.0%)		
性・世代	20代男性	72 (100.0%)	68 (94.4%)	2 (2.8%)	0 (0.0%)	0 (0.0%)	0 (0.0%)	2 (2.8%)	
	30代男性	91 (100.0%)	83 (91.2%)	0 (0.0%)	1 (1.1%)	0 (0.0%)	0 (0.0%)	7 (7.7%)	
	40代男性	68 (100.0%)	58 (85.3%)	0 (0.0%)	1 (1.5%)	2 (2.9%)	0 (0.0%)	7 (10.3%)	
	50代男性	122 (100.0%)	100 (82.0%)	1 (0.8%)	0 (0.0%)	0 (0.0%)	0 (0.0%)	21 (17.2%)	
	60代男性	285 (100.0%)	246 (86.3%)	8 (2.8%)	9 (3.2%)	2 (0.7%)	1 (0.4%)	19 (6.7%)	
	20代女性	22 (100.0%)	19 (86.4%)	1 (4.5%)	0 (0.0%)	1 (4.5%)	0 (0.0%)	1 (4.5%)	
	30代女性	43 (100.0%)	36 (83.7%)	0 (0.0%)	0 (0.0%)	0 (0.0%)	0 (0.0%)	7 (16.3%)	
	40代女性	59 (100.0%)	51 (86.4%)	3 (5.1%)	0 (0.0%)	0 (0.0%)	0 (0.0%)	5 (8.5%)	
	50代女性	95 (100.0%)	84 (88.4%)	1 (1.1%)	1 (1.1%)	1 (1.1%)	0 (0.0%)	8 (8.4%)	
	60代女性	212 (100.0%)	199 (93.9%)	2 (0.9%)	1 (0.5%)	1 (0.5%)	0 (0.0%)	9 (4.2%)	
	職業	経営者・役員	41 (100.0%)	33 (80.5%)	1 (2.4%)	1 (2.4%)	0 (0.0%)	0 (0.0%)	6 (14.6%)
		会社員(事務系)	118 (100.0%)	99 (83.9%)	4 (3.4%)	1 (0.8%)	1 (0.8%)	0 (0.0%)	13 (11.0%)
会社員(技術系)		127 (100.0%)	108 (85.0%)	2 (1.6%)	2 (1.6%)	0 (0.0%)	0 (0.0%)	15 (11.8%)	
会社員(その他)		51 (100.0%)	38 (74.5%)	0 (0.0%)	2 (3.9%)	0 (0.0%)	0 (0.0%)	11 (21.6%)	
公務員		38 (100.0%)	36 (94.7%)	1 (2.6%)	0 (0.0%)	0 (0.0%)	0 (0.0%)	1 (2.6%)	
自営業		78 (100.0%)	74 (94.9%)	1 (1.3%)	1 (1.3%)	1 (1.3%)	0 (0.0%)	1 (1.3%)	
自由業		38 (100.0%)	37 (97.4%)	0 (0.0%)	1 (2.6%)	0 (0.0%)	0 (0.0%)	0 (0.0%)	
専業主婦		276 (100.0%)	255 (92.4%)	4 (1.4%)	1 (0.4%)	1 (0.4%)	0 (0.0%)	15 (5.4%)	
パート・アルバイト		84 (100.0%)	73 (86.9%)	1 (1.2%)	0 (0.0%)	2 (2.4%)	0 (0.0%)	8 (9.5%)	
学生		20 (100.0%)	19 (95.0%)	0 (0.0%)	1 (5.0%)	0 (0.0%)	0 (0.0%)	0 (0.0%)	
その他		198 (100.0%)	172 (86.9%)	4 (2.0%)	3 (1.5%)	2 (1.0%)	1 (0.5%)	16 (8.1%)	
同居人数		1人	121 (100.0%)	103 (85.1%)	3 (2.5%)	2 (1.7%)	0 (0.0%)	0 (0.0%)	13 (10.7%)
		2人	365 (100.0%)	323 (88.5%)	5 (1.4%)	4 (1.1%)	3 (0.8%)	1 (0.3%)	29 (7.9%)
		3人	288 (100.0%)	262 (91.0%)	1 (0.3%)	3 (1.0%)	3 (1.0%)	0 (0.0%)	19 (6.6%)
	4人	184 (100.0%)	156 (84.8%)	6 (3.3%)	4 (2.2%)	0 (0.0%)	0 (0.0%)	18 (9.8%)	
	5人	76 (100.0%)	69 (90.8%)	3 (3.9%)	0 (0.0%)	1 (1.3%)	0 (0.0%)	3 (3.9%)	
	6人以上	35 (100.0%)	31 (88.6%)	0 (0.0%)	0 (0.0%)	0 (0.0%)	0 (0.0%)	4 (11.4%)	
	地域	北海道	34 (100.0%)	32 (94.1%)	0 (0.0%)	0 (0.0%)	1 (2.9%)	0 (0.0%)	1 (2.9%)
東北地方		24 (100.0%)	20 (83.3%)	0 (0.0%)	0 (0.0%)	0 (0.0%)	0 (0.0%)	4 (16.7%)	
関東地方		494 (100.0%)	433 (87.7%)	8 (1.6%)	9 (1.8%)	4 (0.8%)	1 (0.2%)	39 (7.9%)	
中部地方		137 (100.0%)	122 (89.1%)	3 (2.2%)	2 (1.5%)	0 (0.0%)	0 (0.0%)	10 (7.3%)	
近畿地方		254 (100.0%)	228 (89.8%)	5 (2.0%)	2 (0.8%)	2 (0.8%)	0 (0.0%)	17 (6.7%)	
中国地方		52 (100.0%)	47 (90.4%)	1 (1.9%)	0 (0.0%)	0 (0.0%)	0 (0.0%)	4 (7.7%)	
四国地方		21 (100.0%)	18 (85.7%)	0 (0.0%)	0 (0.0%)	0 (0.0%)	0 (0.0%)	3 (14.3%)	
九州地方		53 (100.0%)	44 (83.0%)	1 (1.9%)	0 (0.0%)	0 (0.0%)	0 (0.0%)	8 (15.1%)	
回答者年収		～200万円未満	353 (100.0%)	326 (92.4%)	1 (0.3%)	1 (0.3%)	4 (1.1%)	0 (0.0%)	21 (5.9%)
	200～400万円未満	242 (100.0%)	214 (88.4%)	6 (2.5%)	3 (1.2%)	0 (0.0%)	1 (0.4%)	18 (7.4%)	
	400～600万円未満	216 (100.0%)	190 (88.0%)	4 (1.9%)	4 (1.9%)	2 (0.9%)	0 (0.0%)	16 (7.4%)	
	600～800万円未満	128 (100.0%)	106 (82.8%)	3 (2.3%)	4 (3.1%)	1 (0.8%)	0 (0.0%)	14 (10.9%)	
	800～1000万円未満	61 (100.0%)	54 (88.5%)	0 (0.0%)	1 (1.6%)	0 (0.0%)	0 (0.0%)	6 (9.8%)	
	1000万円以上	69 (100.0%)	54 (78.3%)	4 (5.8%)	0 (0.0%)	0 (0.0%)	0 (0.0%)	11 (15.9%)	
	～200万円未満	50 (100.0%)	44 (88.0%)	0 (0.0%)	0 (0.0%)	1 (2.0%)	0 (0.0%)	5 (10.0%)	
	200～400万円未満	145 (100.0%)	131 (90.3%)	3 (2.1%)	1 (0.7%)	1 (0.7%)	1 (0.7%)	8 (5.5%)	
	400～600万円未満	277 (100.0%)	255 (92.1%)	3 (1.1%)	3 (1.1%)	1 (0.4%)	0 (0.0%)	15 (5.4%)	
	600～800万円未満	205 (100.0%)	183 (89.3%)	3 (1.5%)	5 (2.4%)	3 (1.5%)	0 (0.0%)	11 (5.4%)	
800～1000万円未満	133 (100.0%)	111 (83.5%)	0 (0.0%)	0 (0.0%)	0 (0.0%)	0 (0.0%)	22 (16.5%)		
1000万円以上	259 (100.0%)	220 (84.9%)	9 (3.5%)	4 (1.5%)	1 (0.4%)	0 (0.0%)	25 (9.7%)		

	全体	利用していない	~200万円未満	200~400万円未満	200~600万円未満	600~800万円未満	800~1000万円未満	1000万円以上		
全体	1069 (100.0%)	382 (35.7%)	42 (3.9%)	8 (0.7%)	5 (0.5%)	4 (0.4%)	4 (0.4%)	624 (58.4%)		
性・世代	20代男性	72 (100.0%)	5 (6.9%)	6 (8.3%)	1 (1.4%)	0 (0.0%)	0 (0.0%)	0 (0.0%)	60 (83.3%)	
	30代男性	91 (100.0%)	20 (22.0%)	4 (4.4%)	0 (0.0%)	0 (0.0%)	0 (0.0%)	0 (0.0%)	67 (73.6%)	
	40代男性	68 (100.0%)	15 (22.1%)	6 (8.8%)	0 (0.0%)	0 (0.0%)	0 (0.0%)	0 (0.0%)	47 (69.1%)	
	50代男性	122 (100.0%)	39 (32.0%)	4 (3.3%)	1 (0.8%)	1 (0.8%)	1 (0.8%)	2 (1.6%)	74 (60.7%)	
	60代男性	285 (100.0%)	125 (43.9%)	4 (1.4%)	3 (1.1%)	1 (0.4%)	0 (0.0%)	2 (0.7%)	150 (52.6%)	
	20代女性	22 (100.0%)	5 (22.7%)	1 (4.5%)	0 (0.0%)	0 (0.0%)	0 (0.0%)	0 (0.0%)	16 (72.7%)	
	30代女性	43 (100.0%)	11 (25.6%)	4 (9.3%)	0 (0.0%)	0 (0.0%)	0 (0.0%)	0 (0.0%)	28 (65.1%)	
	40代女性	59 (100.0%)	24 (40.7%)	3 (5.1%)	0 (0.0%)	0 (0.0%)	1 (1.7%)	0 (0.0%)	31 (52.5%)	
	50代女性	95 (100.0%)	32 (33.7%)	2 (2.1%)	2 (2.1%)	0 (0.0%)	0 (0.0%)	0 (0.0%)	59 (62.1%)	
	60代女性	212 (100.0%)	106 (50.0%)	8 (3.8%)	1 (0.5%)	3 (1.4%)	2 (0.9%)	0 (0.0%)	92 (43.4%)	
	職業	経営者・役員	41 (100.0%)	17 (41.5%)	3 (7.3%)	0 (0.0%)	0 (0.0%)	1 (2.4%)	0 (0.0%)	20 (48.8%)
		会社員(事務系)	118 (100.0%)	28 (23.7%)	3 (2.5%)	1 (0.8%)	0 (0.0%)	0 (0.0%)	1 (0.8%)	85 (72.0%)
会社員(技術系)		127 (100.0%)	32 (25.2%)	6 (4.7%)	0 (0.0%)	1 (0.8%)	0 (0.0%)	0 (0.0%)	88 (69.3%)	
会社員(その他)		51 (100.0%)	15 (29.4%)	3 (5.9%)	0 (0.0%)	1 (2.0%)	1 (2.0%)	0 (0.0%)	31 (60.8%)	
公務員		38 (100.0%)	10 (26.3%)	2 (5.3%)	0 (0.0%)	0 (0.0%)	0 (0.0%)	0 (0.0%)	26 (68.4%)	
自営業		78 (100.0%)	22 (28.2%)	6 (7.7%)	0 (0.0%)	0 (0.0%)	0 (0.0%)	0 (0.0%)	50 (64.1%)	
自由業		38 (100.0%)	10 (26.3%)	1 (2.6%)	0 (0.0%)	0 (0.0%)	0 (0.0%)	1 (2.6%)	26 (68.4%)	
専業主婦		276 (100.0%)	123 (44.6%)	9 (3.3%)	1 (0.4%)	1 (0.4%)	2 (0.7%)	0 (0.0%)	140 (50.7%)	
パート・アルバイト		84 (100.0%)	29 (34.5%)	3 (3.6%)	3 (3.6%)	2 (2.4%)	0 (0.0%)	0 (0.0%)	47 (56.0%)	
学生		20 (100.0%)	3 (15.0%)	1 (5.0%)	1 (5.0%)	0 (0.0%)	0 (0.0%)	0 (0.0%)	15 (75.0%)	
その他		198 (100.0%)	93 (47.0%)	5 (2.5%)	2 (1.0%)	0 (0.0%)	0 (0.0%)	2 (1.0%)	96 (48.5%)	
同居人数		1人	121 (100.0%)	32 (26.4%)	8 (6.6%)	2 (1.7%)	1 (0.8%)	1 (0.8%)	0 (0.0%)	77 (63.6%)
		2人	365 (100.0%)	153 (41.9%)	10 (2.7%)	3 (0.8%)	0 (0.0%)	2 (0.5%)	2 (0.5%)	195 (53.4%)
	3人	288 (100.0%)	98 (34.0%)	10 (3.5%)	1 (0.3%)	1 (0.3%)	0 (0.0%)	1 (0.3%)	177 (61.5%)	
	4人	184 (100.0%)	62 (33.7%)	7 (3.8%)	2 (1.1%)	1 (0.5%)	1 (0.5%)	1 (0.5%)	110 (59.8%)	
	5人	76 (100.0%)	23 (30.3%)	4 (5.3%)	0 (0.0%)	1 (1.3%)	0 (0.0%)	0 (0.0%)	48 (63.2%)	
	6人以上	35 (100.0%)	14 (40.0%)	3 (8.6%)	0 (0.0%)	1 (2.9%)	0 (0.0%)	0 (0.0%)	17 (48.6%)	
	地域	北海道	34 (100.0%)	13 (38.2%)	0 (0.0%)	4 (11.8%)	0 (0.0%)	0 (0.0%)	0 (0.0%)	17 (50.0%)
東北地方		24 (100.0%)	13 (54.2%)	0 (0.0%)	0 (0.0%)	0 (0.0%)	0 (0.0%)	0 (0.0%)	11 (45.8%)	
関東地方		494 (100.0%)	160 (32.4%)	18 (3.6%)	3 (0.6%)	3 (0.6%)	3 (0.6%)	1 (0.2%)	306 (61.9%)	
中部地方		137 (100.0%)	46 (33.6%)	10 (7.3%)	1 (0.7%)	0 (0.0%)	0 (0.0%)	0 (0.0%)	80 (58.4%)	
近畿地方		254 (100.0%)	98 (38.6%)	9 (3.5%)	0 (0.0%)	1 (0.4%)	1 (0.4%)	3 (1.2%)	142 (55.9%)	
中国地方		52 (100.0%)	23 (44.2%)	2 (3.8%)	0 (0.0%)	0 (0.0%)	0 (0.0%)	0 (0.0%)	27 (51.9%)	
四国地方		21 (100.0%)	7 (33.3%)	2 (9.5%)	0 (0.0%)	0 (0.0%)	0 (0.0%)	0 (0.0%)	12 (57.1%)	
九州地方		53 (100.0%)	22 (41.5%)	1 (1.9%)	0 (0.0%)	1 (1.9%)	0 (0.0%)	0 (0.0%)	29 (54.7%)	
回答者年収		~200万円未満	353 (100.0%)	150 (42.5%)	15 (4.2%)	3 (0.8%)	1 (0.3%)	0 (0.0%)	0 (0.0%)	184 (52.1%)
	200~400万円未満	242 (100.0%)	83 (34.3%)	11 (4.5%)	2 (0.8%)	1 (0.4%)	1 (0.4%)	0 (0.0%)	144 (59.5%)	
	400~600万円未満	216 (100.0%)	64 (29.6%)	9 (4.2%)	2 (0.9%)	1 (0.5%)	1 (0.5%)	3 (1.4%)	136 (63.0%)	
	600~800万円未満	128 (100.0%)	42 (32.8%)	4 (3.1%)	0 (0.0%)	0 (0.0%)	1 (0.8%)	0 (0.0%)	81 (63.3%)	
	800~1000万円未満	61 (100.0%)	17 (27.9%)	1 (1.6%)	0 (0.0%)	1 (1.6%)	0 (0.0%)	0 (0.0%)	42 (68.9%)	
	1000万円以上	69 (100.0%)	26 (37.7%)	2 (2.9%)	1 (1.4%)	1 (1.4%)	1 (1.4%)	1 (1.4%)	37 (53.6%)	
	世帯年収	~200万円未満	50 (100.0%)	23 (46.0%)	4 (8.0%)	0 (0.0%)	0 (0.0%)	0 (0.0%)	0 (0.0%)	23 (46.0%)
200~400万円未満		145 (100.0%)	83 (43.4%)	6 (4.1%)	2 (1.4%)	0 (0.0%)	0 (0.0%)	0 (0.0%)	74 (51.0%)	
400~600万円未満		277 (100.0%)	93 (33.6%)	9 (3.2%)	1 (0.4%)	1 (0.4%)	1 (0.4%)	2 (0.7%)	170 (61.4%)	
600~800万円未満		205 (100.0%)	67 (32.7%)	7 (3.4%)	2 (1.0%)	0 (0.0%)	2 (1.0%)	1 (0.5%)	126 (61.5%)	
800~1000万円未満		133 (100.0%)	48 (36.1%)	7 (5.3%)	1 (0.8%)	1 (0.8%)	0 (0.0%)	0 (0.0%)	76 (57.1%)	
1000万円以上	259 (100.0%)	88 (34.0%)	9 (3.5%)	2 (0.8%)	3 (1.2%)	1 (0.4%)	1 (0.4%)	155 (59.8%)		

Q15.1(ネットバンキングによる) 振替・送金・口座移動などの取引(複数回答)(n=3000)

	全体	商品・サービスの説明が充実しているから	商品・サービスのシミュレーションができるから	各機関の営業時間も気にしなくても良いから	各機関に行くための移動時間がかからないから	各機関に行くための交通費がかからないから	各機関よりも、取引が簡単だから	各機関よりも、取引のスピードが早いから	各機関よりも、取引にかかる手数料が安いから	各機関で直接取引を行うよりも、手軽に行えるから	営業担当の説明や訪問などがなく、煩わしくないから	場所を選ばず、どこでも取引を行えるから	その他	そのような取引は行っていない		
全体	3000 (2.70)	139 (4.6%)	77 (2.6%)	1107 (36.9%)	1020 (34.0%)	533 (17.8%)	698 (23.3%)	752 (25.1%)	897 (29.9%)	647 (21.6%)	269 (9.0%)	611 (20.4%)	97 (3.2%)	1241 (41.4%)		
性・世代	20代男性	272 (2.98)	28 (10.3%)	12 (4.4%)	111 (40.8%)	96 (35.3%)	57 (21.0%)	75 (27.6%)	75 (27.6%)	89 (32.7%)	66 (24.3%)	24 (8.8%)	65 (23.9%)	13 (4.8%)	99 (36.4%)	
	30代男性	267 (2.98)	13 (4.9%)	4 (1.5%)	125 (46.8%)	104 (39.0%)	52 (19.5%)	75 (28.1%)	75 (28.1%)	99 (37.1%)	67 (25.1%)	26 (9.7%)	68 (25.5%)	6 (2.2%)	81 (30.3%)	
	40代男性	224 (2.91)	13 (5.8%)	4 (1.8%)	94 (42.0%)	89 (39.7%)	46 (20.5%)	62 (27.7%)	65 (29.0%)	75 (33.5%)	52 (23.2%)	22 (9.8%)	51 (22.8%)	5 (2.2%)	74 (33.0%)	
	50代男性	266 (2.82)	5 (1.9%)	11 (4.1%)	105 (39.5%)	97 (36.5%)	48 (18.0%)	75 (28.2%)	74 (27.8%)	84 (31.6%)	65 (24.4%)	27 (10.2%)	56 (21.1%)	6 (2.3%)	96 (36.1%)	
	60代男性	464 (2.58)	14 (3.0%)	11 (2.4%)	163 (35.1%)	166 (35.8%)	88 (19.0%)	100 (21.6%)	115 (24.8%)	117 (25.2%)	82 (17.7%)	42 (9.1%)	79 (17.0%)	14 (3.0%)	207 (44.6%)	
	20代女性	260 (2.90)	21 (8.1%)	6 (2.3%)	102 (39.2%)	100 (38.5%)	49 (18.8%)	70 (26.9%)	70 (26.9%)	86 (33.1%)	60 (23.1%)	15 (5.8%)	62 (23.8%)	4 (1.5%)	110 (42.3%)	
	30代女性	260 (2.92)	10 (3.8%)	3 (1.2%)	115 (44.2%)	94 (36.2%)	53 (20.4%)	61 (23.5%)	68 (26.2%)	90 (34.6%)	70 (26.9%)	27 (10.4%)	63 (24.2%)	9 (3.5%)	97 (37.3%)	
	40代女性	223 (2.56)	7 (3.1%)	4 (1.8%)	71 (31.8%)	67 (30.0%)	37 (16.6%)	45 (20.2%)	60 (26.9%)	69 (30.9%)	50 (22.4%)	15 (6.7%)	48 (21.5%)	10 (4.5%)	88 (39.5%)	
	50代女性	271 (2.56)	12 (4.4%)	12 (4.4%)	94 (34.7%)	82 (30.3%)	34 (12.5%)	53 (19.6%)	60 (22.1%)	79 (28.2%)	53 (19.6%)	28 (10.3%)	53 (19.6%)	12 (4.4%)	121 (44.6%)	
	60代女性	493 (2.24)	16 (3.2%)	10 (2.0%)	127 (25.8%)	125 (25.4%)	69 (14.0%)	82 (16.6%)	90 (18.3%)	109 (22.1%)	82 (16.6%)	43 (8.7%)	66 (13.4%)	18 (3.7%)	268 (54.4%)	
	職業	経営者・役員	68 (2.82)	0 (0.0%)	3 (4.4%)	27 (39.7%)	28 (41.2%)	10 (14.7%)	16 (23.5%)	23 (33.8%)	23 (33.8%)	14 (20.6%)	7 (10.3%)	17 (25.0%)	0 (0.0%)	24 (35.3%)
		会社員(事務系)	358 (2.76)	24 (6.7%)	11 (3.1%)	151 (42.2%)	131 (36.6%)	70 (19.6%)	85 (23.7%)	91 (25.4%)	122 (34.1%)	70 (19.6%)	25 (7.0%)	91 (25.4%)	5 (1.4%)	113 (31.6%)
会社員(技術系)		350 (3.25)	22 (6.3%)	16 (4.6%)	158 (45.1%)	135 (38.6%)	82 (23.4%)	120 (34.3%)	115 (32.9%)	141 (40.3%)	92 (26.3%)	41 (11.7%)	92 (26.3%)	6 (1.7%)	119 (34.0%)	
会社員(その他)		179 (2.40)	5 (2.8%)	3 (1.7%)	64 (35.8%)	53 (29.6%)	25 (14.0%)	35 (19.6%)	33 (18.4%)	44 (24.6%)	34 (19.0%)	12 (6.7%)	36 (20.1%)	4 (2.2%)	82 (45.8%)	
公務員		101 (2.76)	4 (4.0%)	3 (3.0%)	42 (41.6%)	39 (38.6%)	14 (13.9%)	28 (27.7%)	24 (23.8%)	37 (36.6%)	16 (15.8%)	9 (8.9%)	24 (23.8%)	6 (5.9%)	33 (32.7%)	
自営業		218 (2.72)	8 (3.7%)	4 (1.8%)	75 (34.4%)	80 (36.7%)	39 (17.9%)	49 (22.5%)	58 (26.6%)	62 (28.4%)	60 (27.5%)	25 (11.5%)	44 (20.2%)	8 (3.7%)	81 (37.2%)	
自由業		90 (3.21)	3 (3.3%)	0 (0.0%)	51 (56.7%)	43 (47.8%)	19 (21.1%)	23 (25.6%)	29 (32.2%)	33 (36.7%)	25 (27.8%)	14 (15.6%)	21 (23.3%)	3 (3.3%)	25 (27.8%)	
専業主婦		794 (2.39)	32 (4.0%)	15 (1.9%)	230 (29.0%)	221 (27.8%)	112 (14.1%)	153 (19.3%)	167 (21.0%)	205 (25.8%)	153 (19.3%)	59 (7.4%)	132 (16.6%)	25 (3.1%)	391 (49.2%)	
パート・アルバイト		341 (2.70)	12 (3.5%)	8 (2.3%)	136 (39.9%)	112 (32.8%)	62 (18.2%)	79 (23.2%)	85 (24.9%)	92 (27.0%)	79 (23.2%)	32 (9.4%)	64 (18.8%)	17 (5.0%)	144 (42.2%)	
学生		123 (2.60)	13 (10.6%)	4 (3.3%)	40 (32.5%)	43 (35.0%)	21 (17.1%)	29 (21.1%)	29 (23.6%)	30 (24.4%)	25 (20.3%)	5 (4.1%)	20 (16.3%)	4 (3.3%)	60 (48.8%)	
その他		378 (2.75)	16 (4.2%)	10 (2.6%)	133 (35.2%)	135 (35.7%)	79 (20.9%)	84 (22.2%)	98 (25.9%)	108 (28.6%)	79 (20.9%)	40 (10.6%)	70 (18.5%)	19 (5.0%)	169 (44.7%)	
同居人数		1人	365 (2.87)	20 (5.5%)	11 (3.0%)	149 (40.8%)	133 (36.4%)	69 (18.9%)	87 (23.8%)	87 (23.8%)	126 (34.5%)	91 (24.9%)	40 (11.0%)	86 (23.8%)	16 (4.4%)	134 (36.7%)
	2人	866 (2.53)	28 (3.2%)	17 (2.0%)	298 (34.4%)	281 (32.4%)	149 (17.2%)	179 (20.7%)	198 (22.9%)	227 (26.2%)	160 (18.5%)	75 (8.7%)	150 (17.3%)	29 (3.3%)	401 (46.3%)	
	3人	804 (2.66)	32 (4.0%)	19 (2.4%)	294 (36.6%)	266 (33.1%)	139 (17.3%)	176 (21.9%)	207 (25.7%)	243 (30.2%)	187 (23.3%)	152 (18.9%)	27 (3.4%)	330 (41.0%)		
	4人	582 (2.76)	32 (5.5%)	18 (3.1%)	214 (36.8%)	208 (35.7%)	103 (17.7%)	158 (27.1%)	155 (26.6%)	178 (30.6%)	118 (20.3%)	45 (7.7%)	133 (22.9%)	12 (2.1%)	234 (40.2%)	
	5人	249 (3.01)	21 (8.4%)	11 (4.4%)	104 (41.8%)	93 (37.3%)	52 (20.9%)	68 (27.3%)	72 (28.9%)	85 (34.1%)	66 (26.5%)	27 (10.8%)	60 (24.1%)	7 (2.8%)	83 (33.3%)	
	6人以上	134 (2.60)	6 (4.5%)	1 (0.7%)	48 (35.8%)	39 (29.1%)	21 (15.7%)	30 (22.4%)	33 (24.6%)	38 (28.4%)	25 (18.7%)	12 (9.0%)	30 (22.4%)	6 (4.5%)	59 (44.0%)	
	地域	北海道	126 (2.83)	4 (3.2%)	6 (4.8%)	45 (35.7%)	47 (37.3%)	23 (18.3%)	27 (21.4%)	32 (25.4%)	40 (31.7%)	31 (24.6%)	13 (10.3%)	30 (23.8%)	3 (2.4%)	56 (44.4%)
東北地方		142 (2.51)	6 (4.2%)	1 (0.7%)	46 (32.4%)	35 (24.6%)	22 (15.5%)	30 (21.1%)	27 (19.0%)	33 (23.2%)	35 (24.6%)	14 (9.9%)	29 (20.4%)	8 (5.6%)	70 (49.3%)	
関東地方		1268 (2.81)	67 (5.3%)	43 (3.4%)	507 (40.0%)	459 (36.2%)	232 (18.3%)	313 (24.7%)	351 (27.7%)	393 (31.0%)	286 (22.6%)	122 (9.6%)	271 (21.4%)	45 (3.5%)	477 (37.6%)	
中部地方		407 (2.64)	19 (4.7%)	10 (2.5%)	148 (36.4%)	143 (35.1%)	75 (18.4%)	91 (22.4%)	97 (23.8%)	123 (30.2%)	79 (19.4%)	29 (7.1%)	81 (19.9%)	11 (2.7%)	168 (41.3%)	
近畿地方		633 (2.59)	23 (3.6%)	9 (1.4%)	223 (35.2%)	207 (32.7%)	105 (16.6%)	148 (23.4%)	144 (22.7%)	194 (30.6%)	124 (19.6%)	52 (8.2%)	117 (18.5%)	16 (2.5%)	280 (44.2%)	
中国地方		145 (2.18)	2 (1.4%)	3 (2.1%)	37 (25.5%)	35 (24.1%)	17 (11.7%)	24 (16.6%)	38 (26.2%)	37 (25.5%)	25 (17.2%)	9 (6.2%)	17 (11.7%)	4 (2.8%)	68 (46.9%)	
四国地方		70 (2.57)	3 (4.3%)	1 (1.4%)	18 (25.7%)	20 (28.6%)	13 (18.6%)	16 (22.9%)	15 (21.4%)	16 (22.9%)	16 (22.9%)	11 (15.7%)	16 (22.9%)	1 (1.4%)	34 (48.6%)	
九州地方		209 (2.86)	15 (7.2%)	4 (1.9%)	83 (39.7%)	74 (35.4%)	46 (22.0%)	49 (23.4%)	48 (23.0%)	61 (29.2%)	51 (24.4%)	19 (9.1%)	50 (23.9%)	9 (4.3%)	88 (42.1%)	
回答者年収		~200万円未満	1337 (2.52)	61 (4.6%)	30 (2.2%)	433 (32.4%)	395 (29.5%)	220 (16.5%)	263 (19.7%)	294 (22.0%)	355 (26.6%)	278 (20.8%)	102 (7.6%)	246 (18.4%)	59 (4.4%)	629 (47.0%)
	200~400万円未満	694 (2.73)	39 (5.6%)	15 (2.2%)	263 (37.9%)	246 (35.4%)	128 (18.4%)	161 (23.2%)	184 (26.5%)	211 (30.4%)	145 (20.9%)	57 (8.2%)	146 (21.0%)	16 (2.3%)	285 (41.1%)	
	400~600万円未満	495 (2.80)	21 (4.2%)	16 (3.2%)	196 (39.6%)	184 (37.2%)	97 (19.6%)	130 (26.3%)	127 (25.7%)	157 (31.7%)	117 (23.6%)	48 (9.7%)	103 (20.8%)	8 (1.6%)	183 (37.0%)	
	600~800万円未満	255 (3.00)	11 (4.3%)	9 (3.5%)	107 (42.0%)	99 (38.8%)	52 (20.4%)	80 (31.4%)	76 (29.8%)	91 (35.7%)	56 (22.0%)	36 (14.1%)	54 (21.2%)	9 (3.5%)	85 (33.3%)	
	800~1000万円未満	117 (2.86)	3 (2.6%)	3 (2.6%)	58 (49.6%)	48 (41.0%)	14 (12.0%)	31 (26.5%)	35 (29.9%)	49 (41.9%)	23 (19.7%)	8 (6.8%)	28 (23.9%)	4 (3.4%)	31 (26.5%)	
	1000万円以上	102 (3.33)	4 (3.9%)	4 (3.9%)	50 (49.0%)	48 (47.1%)	22 (21.6%)	33 (32.4%)	36 (35.3%)	34 (33.3%)	28 (27.5%)	18 (17.6%)	34 (33.3%)	1 (1.0%)	28 (27.5%)	
	世帯年収	~200万円未満	244 (2.20)	13 (5.3%)	3 (1.2%)	66 (27.0%)	55 (22.5%)	36 (14.8%)	37 (15.2%)	38 (15.6%)	48 (19.7%)	38 (15.6%)	20 (8.2%)	36 (14.8%)	16 (6.8%)	132 (54.1%)
200~400万円未満		527 (2.46)	20 (3.8%)	7 (1.3%)	166 (31.5%)	160 (30.4%)	81 (15.4%)	110 (20.9%)	119 (22.6%)	126 (23.9%)	106 (20.1%)	42 (8.0%)	93 (17.6%)	20 (3.8%)	248 (47.1%)	
400~600万円未満		810 (2.72)	35 (4.3%)	19 (2.3%)	298 (36.8%)	283 (34.9%)	154 (19.0%)	185 (22.8%)	209 (25.8%)	256 (31.6%)	183 (22.6%)	68 (8.4%)	157 (19.4%)	22 (2.7%)	335 (41.4%)	
600~800万円未満		564 (2.63)	28 (5.0%)	20 (3.5%)	221 (39.2%)	201 (35.6%)	111 (19.7%)	142 (25.2%)	157 (27.8%)	193 (34.2%)	123 (21.8%)	46 (8.2%)	129 (22.9%)	18 (3.2%)	206 (36.3%)	
800~1000万円未満		330 (2.76)	15 (4.5%)	11 (3.3%)	132 (40.0%)	117 (35.5%)	56 (17.0%)	84 (25.5%)	86 (26.1%)	101 (30.6%)	73 (22.1%)	30 (9.1%)	69 (20.9%)	7 (2.1%)	131 (39.7%)	
1000万円以上	525 (2.94)	28 (5.3%)	17 (3.2%)	224 (42.7%)	204 (38.9%)	95 (18.1%)	140 (26.7%)	143 (27.2%)	173 (33.0%)	124 (23.6%)	63 (12.0%)	127 (24.2%)	14 (2.7%)	190 (36.2%)		

Q15.2(株式・債券などの有価証券の) 購入・売却などの取引 (複数回答) (n=3000)

	全体	商品・サービスの説明が充実しているから	商品・サービスのシミュレーションができるから	各機関の営業時間も気になくとも良いから	各機関に行くための移動時間がかからないから	各機関に行くための交通費がかからないから	各機関よりも、取引が簡単だから	各機関よりも、取引のスピードが早いから	各機関よりも、取引にかかる手数料が安いから	各機関で直接取引を行うよりも、手軽に行えるから	営業担当の説明や訪問などがなく、煩わしくないから	場所を選ばずに、どこでも取引を行えるから	その他	そのような取引は行っていない		
全体	3000 ( 1.7%)	75 ( 2.5%)	70 ( 2.3%)	313 ( 10.4%)	354 ( 11.8%)	226 ( 7.5%)	344 ( 11.5%)	348 ( 11.6%)	423 ( 14.1%)	318 ( 10.6%)	266 ( 8.9%)	220 ( 7.3%)	22 ( 0.7%)	2271 ( 75.7%)		
性・世代	20代男性	272 ( 1.9%)	16 ( 5.9%)	8 ( 2.9%)	35 ( 12.9%)	39 ( 14.3%)	24 ( 8.8%)	41 ( 15.1%)	37 ( 13.6%)	49 ( 18.0%)	36 ( 13.2%)	27 ( 9.9%)	25 ( 9.2%)	4 ( 1.5%)	190 ( 69.9%)	
	30代男性	267 ( 2.0%)	8 ( 3.0%)	7 ( 2.6%)	37 ( 13.9%)	39 ( 14.6%)	25 ( 9.4%)	40 ( 15.0%)	40 ( 15.0%)	51 ( 19.1%)	43 ( 16.1%)	31 ( 11.6%)	29 ( 10.9%)	2 ( 0.7%)	187 ( 70.0%)	
	40代男性	224 ( 1.9%)	8 ( 3.6%)	8 ( 3.6%)	32 ( 14.3%)	33 ( 14.7%)	23 ( 10.3%)	34 ( 15.2%)	34 ( 15.2%)	34 ( 15.2%)	33 ( 14.7%)	23 ( 10.3%)	25 ( 11.2%)	0 ( 0.0%)	156 ( 69.6%)	
	50代男性	266 ( 1.8%)	3 ( 1.1%)	5 ( 1.9%)	35 ( 13.2%)	36 ( 13.5%)	21 ( 7.9%)	34 ( 12.8%)	41 ( 15.4%)	42 ( 15.8%)	29 ( 10.9%)	26 ( 9.8%)	29 ( 10.9%)	1 ( 0.4%)	189 ( 71.1%)	
	60代男性	464 ( 2.0%)	14 ( 3.0%)	15 ( 3.2%)	65 ( 14.0%)	87 ( 18.8%)	57 ( 12.3%)	77 ( 16.6%)	83 ( 17.9%)	99 ( 21.3%)	55 ( 11.9%)	59 ( 12.7%)	43 ( 9.3%)	8 ( 1.7%)	292 ( 62.9%)	
	20代女性	260 ( 1.1%)	1 ( 0.4%)	1 ( 0.4%)	4 ( 1.5%)	8 ( 3.1%)	4 ( 1.5%)	7 ( 2.7%)	4 ( 1.5%)	5 ( 1.9%)	8 ( 3.1%)	3 ( 1.2%)	6 ( 2.3%)	1 ( 0.4%)	244 ( 93.8%)	
	30代女性	260 ( 1.4%)	3 ( 1.2%)	3 ( 1.2%)	18 ( 6.9%)	20 ( 7.7%)	15 ( 5.8%)	18 ( 6.9%)	19 ( 7.3%)	20 ( 7.7%)	19 ( 7.3%)	10 ( 3.8%)	12 ( 4.6%)	2 ( 0.8%)	226 ( 86.9%)	
	40代女性	223 ( 1.4%)	3 ( 1.3%)	2 ( 0.9%)	10 ( 4.5%)	18 ( 8.1%)	13 ( 5.8%)	14 ( 6.3%)	15 ( 6.7%)	21 ( 9.4%)	16 ( 7.2%)	15 ( 6.7%)	9 ( 4.0%)	2 ( 0.9%)	189 ( 84.8%)	
	50代女性	271 ( 1.8%)	9 ( 3.3%)	7 ( 2.6%)	35 ( 12.9%)	31 ( 11.4%)	17 ( 6.3%)	34 ( 12.5%)	31 ( 11.4%)	40 ( 14.8%)	37 ( 13.7%)	29 ( 10.7%)	17 ( 6.3%)	1 ( 0.4%)	207 ( 76.4%)	
	60代女性	493 ( 1.6%)	10 ( 2.0%)	14 ( 2.8%)	42 ( 8.5%)	43 ( 8.7%)	27 ( 5.5%)	45 ( 9.1%)	44 ( 8.9%)	62 ( 12.6%)	42 ( 8.5%)	43 ( 8.7%)	25 ( 5.1%)	1 ( 0.2%)	391 ( 79.3%)	
	職業	経営者・役員	68 ( 1.9%)	2 ( 2.9%)	1 ( 1.5%)	9 ( 13.2%)	10 ( 14.7%)	4 ( 5.9%)	10 ( 14.7%)	13 ( 19.1%)	16 ( 23.5%)	6 ( 7.4%)	5 ( 10.3%)	7 ( 1.5%)	1 ( 66.2%)	45 ( 66.2%)
		会社員(事務系)	358 ( 1.9%)	11 ( 3.1%)	10 ( 2.8%)	52 ( 14.5%)	56 ( 15.6%)	36 ( 10.1%)	51 ( 14.2%)	47 ( 13.1%)	54 ( 15.1%)	43 ( 12.0%)	36 ( 10.1%)	37 ( 10.3%)	0 ( 0.0%)	256 ( 71.5%)
会社員(技術系)		350 ( 2.1%)	6 ( 1.7%)	13 ( 3.7%)	57 ( 16.3%)	62 ( 17.7%)	37 ( 10.6%)	58 ( 16.6%)	55 ( 15.7%)	66 ( 18.9%)	56 ( 16.0%)	42 ( 12.0%)	45 ( 12.9%)	3 ( 0.9%)	242 ( 69.1%)	
会社員(その他)		179 ( 1.5%)	4 ( 2.2%)	2 ( 1.1%)	14 ( 7.8%)	16 ( 8.9%)	10 ( 5.6%)	17 ( 9.5%)	15 ( 8.4%)	19 ( 10.6%)	9 ( 5.0%)	11 ( 6.1%)	12 ( 6.7%)	2 ( 1.1%)	144 ( 80.4%)	
公務員		101 ( 1.9%)	3 ( 3.0%)	2 ( 2.0%)	16 ( 15.8%)	11 ( 10.9%)	11 ( 10.9%)	13 ( 12.9%)	12 ( 11.9%)	20 ( 19.8%)	13 ( 12.9%)	12 ( 11.9%)	11 ( 10.9%)	1 ( 1.0%)	70 ( 69.3%)	
自営業		218 ( 1.6%)	6 ( 2.8%)	8 ( 3.7%)	16 ( 7.3%)	20 ( 9.2%)	13 ( 6.0%)	30 ( 13.8%)	29 ( 13.3%)	33 ( 15.1%)	21 ( 9.6%)	19 ( 8.7%)	10 ( 4.6%)	1 ( 0.5%)	160 ( 73.4%)	
自由業		90 ( 2.1%)	4 ( 4.4%)	2 ( 2.2%)	19 ( 21.1%)	20 ( 22.2%)	12 ( 13.3%)	11 ( 12.2%)	14 ( 15.6%)	17 ( 18.9%)	14 ( 15.6%)	13 ( 14.4%)	13 ( 14.4%)	1 ( 1.1%)	55 ( 61.1%)	
専業主婦		794 ( 1.5%)	20 ( 2.5%)	17 ( 2.1%)	51 ( 6.4%)	64 ( 8.1%)	44 ( 5.5%)	64 ( 8.1%)	66 ( 8.3%)	89 ( 11.2%)	72 ( 9.1%)	59 ( 7.4%)	35 ( 4.4%)	6 ( 0.8%)	645 ( 81.2%)	
パート・アルバイト		341 ( 1.5%)	5 ( 1.5%)	4 ( 1.2%)	35 ( 10.3%)	32 ( 9.4%)	14 ( 4.1%)	30 ( 8.8%)	29 ( 8.5%)	33 ( 9.7%)	27 ( 7.9%)	27 ( 6.2%)	17 ( 5.0%)	1 ( 0.3%)	283 ( 83.0%)	
学生		123 ( 1.4%)	3 ( 2.4%)	1 ( 0.8%)	6 ( 4.9%)	7 ( 5.7%)	4 ( 3.3%)	10 ( 8.1%)	9 ( 7.3%)	12 ( 9.8%)	7 ( 5.7%)	4 ( 3.3%)	4 ( 3.3%)	1 ( 0.8%)	104 ( 84.6%)	
その他		378 ( 1.9%)	11 ( 2.9%)	10 ( 2.6%)	38 ( 10.1%)	56 ( 14.8%)	41 ( 10.8%)	50 ( 13.2%)	59 ( 15.6%)	64 ( 16.9%)	50 ( 13.2%)	44 ( 11.6%)	29 ( 7.7%)	5 ( 1.3%)	267 ( 70.6%)	
同居人数		1人	365 ( 1.8%)	9 ( 2.5%)	8 ( 2.2%)	48 ( 13.2%)	46 ( 12.6%)	28 ( 7.7%)	48 ( 13.2%)	42 ( 11.5%)	63 ( 17.3%)	52 ( 14.2%)	42 ( 11.5%)	35 ( 9.8%)	3 ( 0.8%)	265 ( 72.6%)
	2人	866 ( 1.7%)	22 ( 2.5%)	25 ( 2.9%)	86 ( 9.9%)	97 ( 11.2%)	69 ( 8.0%)	94 ( 10.9%)	105 ( 12.1%)	131 ( 15.1%)	98 ( 11.3%)	84 ( 9.7%)	55 ( 6.4%)	9 ( 1.0%)	649 ( 74.9%)	
	3人	804 ( 1.7%)	18 ( 2.2%)	18 ( 2.2%)	92 ( 11.4%)	104 ( 12.9%)	65 ( 8.1%)	104 ( 12.9%)	108 ( 13.4%)	121 ( 15.0%)	84 ( 10.4%)	65 ( 8.1%)	52 ( 6.5%)	5 ( 0.6%)	601 ( 74.8%)	
	4人	582 ( 1.6%)	17 ( 2.9%)	11 ( 1.9%)	56 ( 9.6%)	65 ( 11.2%)	34 ( 5.8%)	58 ( 10.0%)	60 ( 10.3%)	66 ( 11.3%)	51 ( 8.8%)	46 ( 7.9%)	50 ( 8.6%)	2 ( 0.3%)	456 ( 78.4%)	
	5人	249 ( 1.6%)	7 ( 2.8%)	6 ( 2.4%)	21 ( 8.4%)	29 ( 11.6%)	20 ( 8.0%)	28 ( 11.2%)	23 ( 9.2%)	30 ( 12.0%)	22 ( 8.6%)	18 ( 7.2%)	18 ( 7.2%)	3 ( 1.2%)	188 ( 75.5%)	
	6人以上	134 ( 1.6%)	2 ( 1.5%)	2 ( 1.5%)	10 ( 7.5%)	13 ( 9.7%)	10 ( 7.5%)	12 ( 9.0%)	10 ( 7.5%)	12 ( 9.0%)	11 ( 8.2%)	11 ( 8.2%)	10 ( 7.5%)	0 ( 0.0%)	112 ( 83.6%)	
地域	北海道	126 ( 1.7%)	2 ( 1.6%)	3 ( 2.4%)	14 ( 11.1%)	11 ( 8.7%)	11 ( 8.7%)	15 ( 11.9%)	13 ( 10.3%)	18 ( 14.3%)	14 ( 11.1%)	9 ( 7.1%)	9 ( 1.6%)	2 ( 1.6%)	103 ( 81.7%)	
	東北地方	142 ( 1.4%)	2 ( 1.4%)	2 ( 1.4%)	5 ( 3.5%)	7 ( 4.9%)	5 ( 3.5%)	8 ( 5.6%)	9 ( 6.3%)	6 ( 4.2%)	11 ( 7.7%)	7 ( 4.9%)	1 ( 0.7%)	1 ( 0.7%)	127 ( 89.4%)	
	関東地方	1268 ( 1.8%)	39 ( 3.1%)	39 ( 3.1%)	157 ( 12.4%)	180 ( 14.2%)	116 ( 9.1%)	172 ( 13.6%)	161 ( 12.7%)	204 ( 16.1%)	159 ( 12.5%)	126 ( 9.9%)	102 ( 8.0%)	11 ( 0.9%)	918 ( 72.4%)	
	中部地方	407 ( 1.7%)	7 ( 1.7%)	7 ( 1.7%)	42 ( 10.3%)	45 ( 11.1%)	25 ( 6.1%)	48 ( 11.8%)	48 ( 11.8%)	59 ( 14.5%)	42 ( 10.3%)	39 ( 9.6%)	30 ( 7.4%)	1 ( 0.2%)	307 ( 75.4%)	
	近畿地方	633 ( 1.7%)	20 ( 3.2%)	11 ( 1.7%)	65 ( 10.3%)	80 ( 12.6%)	48 ( 7.6%)	69 ( 10.9%)	84 ( 13.3%)	94 ( 14.8%)	62 ( 9.8%)	61 ( 9.6%)	48 ( 7.6%)	3 ( 0.5%)	475 ( 75.0%)	
	中国地方	145 ( 1.4%)	2 ( 1.4%)	2 ( 1.4%)	10 ( 6.9%)	11 ( 7.8%)	8 ( 5.5%)	9 ( 6.2%)	14 ( 9.7%)	17 ( 11.7%)	9 ( 6.2%)	9 ( 6.2%)	6 ( 4.1%)	3 ( 2.1%)	113 ( 77.9%)	
	四国地方	70 ( 1.6%)	1 ( 1.4%)	2 ( 2.9%)	5 ( 7.1%)	7 ( 10.0%)	5 ( 7.1%)	8 ( 11.4%)	6 ( 8.6%)	8 ( 11.4%)	8 ( 11.4%)	6 ( 8.6%)	6 ( 8.6%)	0 ( 0.0%)	54 ( 77.1%)	
	九州地方	209 ( 1.4%)	2 ( 1.0%)	4 ( 1.9%)	15 ( 7.2%)	13 ( 6.2%)	8 ( 3.8%)	15 ( 7.2%)	13 ( 6.2%)	17 ( 8.1%)	13 ( 6.2%)	9 ( 4.3%)	10 ( 4.8%)	1 ( 0.5%)	174 ( 83.3%)	
	回答者年収	～200万円未満	1337 ( 1.4%)	28 ( 2.1%)	21 ( 1.6%)	87 ( 6.5%)	100 ( 7.5%)	64 ( 4.8%)	97 ( 7.3%)	100 ( 7.5%)	131 ( 9.8%)	106 ( 7.9%)	80 ( 6.0%)	57 ( 4.3%)	8 ( 0.6%)	1112 ( 83.2%)
200～400万円未満		694 ( 1.7%)	17 ( 2.4%)	15 ( 2.2%)	72 ( 10.4%)	79 ( 11.4%)	57 ( 8.2%)	83 ( 12.0%)	80 ( 11.5%)	92 ( 13.3%)	67 ( 9.8%)	51 ( 7.3%)	8 ( 1.2%)	531 ( 76.5%)		
400～600万円未満		495 ( 2.0%)	15 ( 3.0%)	15 ( 3.0%)	69 ( 13.9%)	83 ( 16.8%)	55 ( 11.1%)	77 ( 15.6%)	77 ( 15.6%)	91 ( 18.4%)	74 ( 14.9%)	57 ( 11.5%)	46 ( 9.3%)	3 ( 0.6%)	332 ( 67.1%)	
600～800万円未満		255 ( 2.1%)	7 ( 2.7%)	11 ( 4.3%)	39 ( 15.3%)	43 ( 16.9%)	26 ( 10.2%)	44 ( 17.3%)	47 ( 18.4%)	58 ( 22.7%)	35 ( 13.7%)	34 ( 13.3%)	30 ( 11.8%)	1 ( 0.4%)	166 ( 65.1%)	
800～1000万円未満		117 ( 2.3%)	5 ( 4.3%)	4 ( 3.4%)	30 ( 25.8%)	28 ( 23.9%)	12 ( 10.3%)	22 ( 18.8%)	21 ( 17.9%)	29 ( 24.8%)	16 ( 13.7%)	14 ( 12.0%)	19 ( 16.2%)	1 ( 0.9%)	70 ( 59.8%)	
1000万円以上		102 ( 2.2%)	3 ( 2.9%)	4 ( 3.9%)	16 ( 15.7%)	21 ( 20.6%)	12 ( 11.8%)	21 ( 20.6%)	23 ( 22.5%)	22 ( 21.6%)	20 ( 19.6%)	13 ( 12.7%)	17 ( 16.7%)	1 ( 1.0%)	60 ( 58.8%)	
～200万円未満		244 ( 1.4%)	6 ( 2.5%)	1 ( 0.4%)	18 ( 7.4%)	19 ( 7.8%)	13 ( 5.3%)	17 ( 7.0%)	15 ( 6.1%)	21 ( 8.6%)	16 ( 6.6%)	12 ( 4.9%)	12 ( 4.9%)	3 ( 1.2%)	199 ( 81.6%)	
200～400万円未満		527 ( 1.4%)	6 ( 1.1%)	2 ( 0.4%)	32 ( 6.1%)	31 ( 5.9%)	24 ( 4.6%)	40 ( 7.6%)	45 ( 8.5%)	52 ( 9.9%)	33 ( 6.3%)	35 ( 6.6%)	22 ( 4.2%)	6 ( 1.1%)	439 ( 83.3%)	
400～600万円未満	810 ( 1.7%)	22 ( 2.7%)	19 ( 2.3%)	77 ( 9.5%)	89 ( 11.0%)	64 ( 7.9%)	88 ( 10.9%)	91 ( 11.2%)	113 ( 14.0%)	95 ( 11.7%)	77 ( 9.5%)	57 ( 7.0%)	5 ( 0.6%)	616 ( 76.0%)		
600～800万円未満	564 ( 1.8%)	14 ( 2.5%)	15 ( 2.7%)	63 ( 11.2%)	73 ( 12.9%)	46 ( 8.2%)	65 ( 11.5%)	72 ( 12.8%)	90 ( 16.0%)	65 ( 11.5%)	48 ( 8.5%)	43 ( 7.6%)	2 ( 0.4%)	421 ( 74.6%)		
800～1000万円未満	330 ( 1.9%)	9 ( 2.7%)	12 ( 3.6%)	45 ( 13.6%)	52 ( 15.8%)	30 ( 9.1%)	43 ( 13.0%)	45 ( 13.6%)	55 ( 16.7%)	36 ( 10.9%)	28 ( 8.5%)	29 ( 8.8%)	2 ( 0.6%)	243 ( 73.6%)		
1000万円以上	525 ( 2.0%)	18 ( 3.4%)	21 ( 4.0%)	78 ( 14.9%)	90 ( 17.1%)	49 ( 9.3%)	91 ( 17.3%)	80 ( 15.2%)	92 ( 17.5%)	73 ( 13.9%)	66 ( 12.6%)	57 ( 10.9%)	4 ( 0.8%)	353 ( 67.2%)		

Q16自宅からの最寄のATMまでの時間 (n=3000)

	全体	5分未満	5-10分未満	10-20分未満	20-30分未満	30-1時間未満	1時間以上		
全体	3000 (100.0%)	608 (20.3%)	1264 (42.1%)	984 (32.8%)	105 (3.5%)	33 (1.1%)	6 (0.2%)		
性・世代	20代男性	272 (100.0%)	74 (27.2%)	107 (39.3%)	83 (30.5%)	7 (2.6%)	0 (0.0%)	1 (0.4%)	
	30代男性	267 (100.0%)	69 (25.8%)	113 (42.3%)	72 (27.0%)	8 (3.0%)	3 (1.1%)	2 (0.7%)	
	40代男性	224 (100.0%)	41 (18.3%)	105 (46.9%)	72 (32.1%)	5 (2.2%)	1 (0.4%)	0 (0.0%)	
	50代男性	266 (100.0%)	43 (16.2%)	121 (45.5%)	95 (35.7%)	3 (1.1%)	3 (1.1%)	1 (0.4%)	
	60代男性	464 (100.0%)	80 (17.2%)	179 (38.6%)	166 (35.8%)	26 (5.6%)	13 (2.8%)	0 (0.0%)	
	20代女性	260 (100.0%)	68 (26.2%)	95 (36.5%)	84 (32.3%)	11 (4.2%)	2 (0.8%)	0 (0.0%)	
	30代女性	260 (100.0%)	59 (22.7%)	108 (41.5%)	87 (33.5%)	5 (1.9%)	1 (0.4%)	0 (0.0%)	
	40代女性	223 (100.0%)	45 (20.2%)	104 (46.6%)	69 (30.9%)	4 (1.8%)	1 (0.4%)	0 (0.0%)	
	50代女性	271 (100.0%)	48 (17.7%)	135 (49.8%)	75 (27.7%)	10 (3.7%)	2 (0.7%)	1 (0.4%)	
	60代女性	493 (100.0%)	81 (16.4%)	197 (40.0%)	181 (36.7%)	26 (5.3%)	7 (1.4%)	1 (0.2%)	
	職業	経営者・役員	68 (100.0%)	16 (23.5%)	29 (42.6%)	22 (32.4%)	0 (0.0%)	1 (1.5%)	0 (0.0%)
		会社員(事務系)	358 (100.0%)	69 (19.3%)	150 (41.9%)	123 (34.4%)	12 (3.4%)	2 (0.6%)	2 (0.6%)
会社員(技術系)		350 (100.0%)	75 (21.4%)	140 (40.0%)	121 (34.6%)	8 (2.3%)	5 (1.4%)	1 (0.3%)	
会社員(その他)		179 (100.0%)	42 (23.5%)	80 (44.7%)	48 (26.8%)	7 (3.9%)	1 (0.6%)	1 (0.6%)	
公務員		101 (100.0%)	12 (11.9%)	52 (51.5%)	35 (34.7%)	1 (1.0%)	1 (1.0%)	0 (0.0%)	
自営業		218 (100.0%)	70 (32.1%)	89 (40.8%)	54 (24.8%)	3 (1.4%)	1 (0.5%)	1 (0.5%)	
自由業		90 (100.0%)	18 (20.0%)	35 (38.9%)	29 (32.2%)	7 (7.8%)	1 (1.1%)	0 (0.0%)	
専業主婦		794 (100.0%)	140 (17.6%)	336 (42.3%)	278 (35.0%)	30 (3.8%)	10 (1.3%)	0 (0.0%)	
パート・アルバイト		341 (100.0%)	77 (22.6%)	149 (43.7%)	100 (29.3%)	12 (3.5%)	3 (0.9%)	0 (0.0%)	
学生		123 (100.0%)	33 (26.8%)	49 (39.8%)	38 (30.9%)	2 (1.6%)	1 (0.8%)	0 (0.0%)	
その他		378 (100.0%)	56 (14.8%)	155 (41.0%)	136 (36.0%)	23 (6.1%)	7 (1.9%)	1 (0.3%)	
同居人数		1人	365 (100.0%)	95 (26.0%)	149 (40.8%)	115 (31.5%)	5 (1.4%)	0 (0.0%)	1 (0.3%)
		2人	866 (100.0%)	167 (19.3%)	333 (38.5%)	296 (34.2%)	51 (5.9%)	17 (2.0%)	2 (0.2%)
		3人	804 (100.0%)	144 (17.9%)	356 (44.3%)	273 (34.0%)	24 (3.0%)	6 (0.7%)	1 (0.1%)
	4人	582 (100.0%)	116 (19.9%)	261 (44.8%)	183 (31.4%)	14 (2.4%)	7 (1.2%)	1 (0.2%)	
	5人	249 (100.0%)	56 (22.5%)	96 (38.6%)	85 (34.1%)	9 (3.6%)	3 (1.2%)	0 (0.0%)	
	6人以上	134 (100.0%)	30 (22.4%)	69 (51.5%)	32 (23.9%)	2 (1.5%)	0 (0.0%)	1 (0.7%)	
地域	北海道	126 (100.0%)	19 (15.1%)	57 (45.2%)	41 (32.5%)	7 (5.6%)	2 (1.6%)	0 (0.0%)	
	東北地方	142 (100.0%)	25 (17.6%)	61 (43.0%)	51 (35.9%)	2 (1.4%)	2 (1.4%)	1 (0.7%)	
	関東地方	1268 (100.0%)	316 (24.9%)	498 (39.3%)	402 (31.7%)	40 (3.2%)	11 (0.9%)	1 (0.1%)	
	中部地方	407 (100.0%)	75 (18.4%)	196 (48.2%)	118 (29.0%)	11 (2.7%)	6 (1.5%)	1 (0.2%)	
	近畿地方	633 (100.0%)	91 (14.4%)	262 (41.4%)	244 (38.5%)	28 (4.4%)	6 (0.9%)	2 (0.3%)	
	中国地方	145 (100.0%)	28 (19.3%)	60 (41.4%)	46 (31.7%)	7 (4.8%)	3 (2.1%)	1 (0.7%)	
	四国地方	70 (100.0%)	13 (18.6%)	38 (54.3%)	18 (25.7%)	1 (1.4%)	0 (0.0%)	0 (0.0%)	
	九州地方	209 (100.0%)	41 (19.6%)	92 (44.0%)	64 (30.6%)	9 (4.3%)	3 (1.4%)	0 (0.0%)	
	回答者年収	～200万円未満	1337 (100.0%)	271 (20.3%)	572 (42.8%)	430 (32.2%)	50 (3.7%)	11 (0.8%)	3 (0.2%)
200～400万円未満		694 (100.0%)	132 (19.0%)	292 (42.1%)	233 (33.6%)	27 (3.9%)	8 (1.2%)	2 (0.3%)	
400～600万円未満		495 (100.0%)	109 (22.0%)	203 (41.0%)	158 (31.9%)	17 (3.4%)	8 (1.6%)	0 (0.0%)	
600～800万円未満		255 (100.0%)	56 (22.0%)	105 (41.2%)	83 (32.5%)	6 (2.4%)	4 (1.6%)	1 (0.4%)	
800～1000万円未満		117 (100.0%)	19 (16.2%)	49 (41.9%)	46 (39.3%)	3 (2.6%)	0 (0.0%)	0 (0.0%)	
1000万円以上		102 (100.0%)	21 (20.6%)	43 (42.2%)	34 (33.3%)	2 (2.0%)	2 (2.0%)	0 (0.0%)	
世帯年収		～200万円未満	244 (100.0%)	62 (25.4%)	89 (36.5%)	78 (32.0%)	10 (4.1%)	3 (1.2%)	2 (0.8%)
		200～400万円未満	527 (100.0%)	92 (17.5%)	223 (42.3%)	172 (32.6%)	30 (5.7%)	9 (1.7%)	1 (0.2%)
		400～600万円未満	810 (100.0%)	154 (19.0%)	326 (40.2%)	287 (35.4%)	32 (4.0%)	10 (1.2%)	1 (0.1%)
		600～800万円未満	564 (100.0%)	118 (20.9%)	239 (42.4%)	185 (32.8%)	16 (2.8%)	5 (0.9%)	1 (0.2%)
	800～1000万円未満	330 (100.0%)	66 (20.0%)	148 (44.8%)	106 (32.1%)	7 (2.1%)	3 (0.9%)	0 (0.0%)	
	1000万円以上	525 (100.0%)	116 (22.1%)	239 (45.5%)	156 (29.7%)	10 (1.9%)	3 (0.6%)	1 (0.2%)	





Q17.2リサイクルショップ・フリーマーケットで購入した商品（複数回答）(n=3000)

	全体	書籍・雑誌	CDソフト、DVDソフト	ゲームソフト、コンピュータソフト	家電（冷蔵庫等）、AV機器（テレビ等）、パソコン（周辺機器を含む）	旅行（交通チケット、ホテル予約を含む）、イベントチケット	化粧品・美容用品、健康食品・ダイエット食品	食品（健康食品・ダイエット食品は含まない）、飲料、酒類	雑貨、家具	自動車（中古車を含む）、自動車用品	その他	昨年利用したものはない	
全体	3000 (1.12)	259 (8.6%)	156 (5.2%)	86 (2.9%)	64 (2.1%)	28 (0.9%)	18 (0.6%)	22 (0.7%)	145 (4.8%)	19 (0.6%)	117 (3.9%)	2441 (81.4%)	
性・世代	20代男性	272 (1.23)	36 (13.2%)	30 (11.0%)	20 (7.4%)	9 (3.3%)	3 (1.1%)	2 (0.7%)	2 (3.3%)	3 (1.1%)	12 (4.4%)	209 (76.8%)	
	30代男性	267 (1.15)	22 (8.2%)	21 (7.9%)	10 (3.7%)	7 (2.6%)	4 (1.5%)	0 (0.0%)	1 (6.7%)	4 (1.5%)	9 (3.4%)	210 (78.7%)	
	40代男性	224 (1.12)	24 (10.7%)	16 (7.1%)	7 (3.1%)	7 (3.1%)	4 (1.8%)	1 (0.4%)	2 (0.9%)	8 (3.6%)	2 (0.9%)	5 (2.2%)	175 (78.1%)
	50代男性	266 (1.17)	18 (6.8%)	24 (9.0%)	6 (2.3%)	9 (3.4%)	1 (0.4%)	2 (0.8%)	3 (1.1%)	14 (5.3%)	4 (1.5%)	8 (3.0%)	222 (83.5%)
	60代男性	464 (1.05)	17 (3.7%)	12 (2.6%)	4 (0.9%)	16 (3.4%)	4 (0.9%)	0 (0.0%)	2 (0.4%)	22 (4.7%)	2 (0.4%)	10 (2.2%)	399 (86.0%)
	20代女性	260 (1.12)	31 (11.9%)	14 (5.4%)	8 (3.1%)	8 (0.4%)	2 (0.8%)	1 (0.4%)	0 (0.0%)	9 (3.5%)	0 (0.0%)	10 (3.8%)	214 (82.3%)
	30代女性	260 (1.23)	36 (13.8%)	19 (7.3%)	17 (6.5%)	5 (1.9%)	2 (0.8%)	5 (1.9%)	2 (0.8%)	23 (8.8%)	1 (0.4%)	22 (8.5%)	189 (72.7%)
	40代女性	223 (1.14)	31 (13.9%)	12 (5.4%)	12 (5.4%)	1 (0.4%)	3 (1.3%)	2 (0.9%)	3 (1.3%)	16 (7.2%)	1 (0.4%)	11 (4.9%)	162 (72.6%)
	50代女性	271 (1.09)	24 (8.9%)	5 (1.8%)	0 (0.0%)	4 (1.5%)	3 (1.1%)	2 (0.7%)	4 (1.5%)	11 (4.1%)	1 (0.4%)	18 (6.6%)	224 (82.7%)
	60代女性	493 (1.02)	20 (4.1%)	3 (0.6%)	2 (0.4%)	5 (1.0%)	2 (0.4%)	3 (0.6%)	3 (0.6%)	15 (3.0%)	1 (0.2%)	12 (2.4%)	437 (88.6%)
職業	経営者・役員	68 (1.09)	1 (1.5%)	3 (4.4%)	1 (1.5%)	3 (4.4%)	0 (0.0%)	0 (0.0%)	7 (10.3%)	0 (0.0%)	6 (8.8%)	53 (77.9%)	
	会社員(事務系)	358 (1.13)	36 (10.1%)	25 (7.0%)	11 (3.1%)	7 (2.0%)	4 (1.1%)	3 (0.8%)	1 (5.9%)	21 (6.6%)	2 (2.0%)	7 (80.2%)	
	会社員(技術系)	350 (1.11)	27 (7.7%)	22 (6.3%)	11 (3.1%)	9 (2.6%)	5 (1.4%)	1 (0.3%)	2 (0.6%)	9 (2.6%)	5 (1.4%)	9 (2.6%)	288 (82.3%)
	会社員(その他)	179 (1.15)	19 (10.6%)	14 (7.8%)	8 (4.5%)	1 (0.6%)	0 (0.0%)	1 (0.6%)	1 (0.6%)	10 (5.6%)	2 (1.1%)	7 (3.9%)	143 (79.9%)
	公務員	101 (1.18)	11 (10.9%)	9 (8.9%)	2 (2.0%)	1 (1.0%)	2 (2.0%)	0 (0.0%)	0 (0.0%)	8 (7.9%)	0 (0.0%)	5 (5.0%)	81 (80.2%)
	自営業	218 (1.16)	12 (5.5%)	16 (7.3%)	6 (2.8%)	8 (3.7%)	4 (1.8%)	2 (0.9%)	4 (1.8%)	12 (5.5%)	5 (2.3%)	5 (2.3%)	178 (81.7%)
	自由業	90 (1.23)	12 (13.3%)	8 (8.9%)	5 (5.6%)	7 (7.8%)	0 (0.0%)	1 (1.1%)	2 (2.2%)	3 (3.3%)	1 (1.1%)	4 (4.4%)	68 (75.6%)
	専業主婦	794 (1.09)	65 (8.2%)	23 (2.9%)	19 (2.4%)	9 (1.1%)	4 (0.5%)	4 (0.5%)	7 (0.9%)	38 (4.8%)	1 (0.1%)	36 (4.5%)	659 (83.0%)
	パート・アルバイト	341 (1.13)	33 (9.7%)	11 (3.2%)	10 (2.9%)	4 (1.2%)	6 (1.8%)	5 (1.5%)	4 (1.2%)	20 (5.9%)	2 (0.6%)	21 (6.2%)	268 (78.8%)
	学生	123 (1.23)	21 (17.1%)	15 (12.2%)	9 (7.3%)	3 (2.4%)	1 (0.8%)	0 (0.0%)	0 (0.0%)	3 (2.4%)	0 (0.0%)	7 (5.7%)	92 (74.8%)
その他	378 (1.06)	22 (5.8%)	10 (2.6%)	4 (1.1%)	12 (3.2%)	2 (0.5%)	1 (0.3%)	1 (0.3%)	14 (3.7%)	1 (0.3%)	10 (2.6%)	324 (85.7%)	
同居人数	1人	365 (1.14)	35 (9.6%)	26 (7.1%)	9 (2.5%)	14 (3.8%)	6 (1.6%)	2 (0.5%)	3 (0.8%)	9 (2.5%)	4 (1.1%)	11 (3.0%)	297 (81.4%)
	2人	866 (1.06)	55 (6.4%)	28 (3.2%)	9 (1.0%)	13 (1.5%)	7 (0.8%)	4 (0.5%)	3 (4.5%)	39 (6.6%)	5 (3.2%)	28 (84.2%)	729
	3人	804 (1.10)	62 (7.7%)	36 (4.5%)	22 (2.7%)	16 (2.0%)	9 (1.1%)	1 (0.1%)	4 (0.5%)	42 (5.2%)	2 (0.2%)	35 (4.4%)	659 (82.0%)
	4人	582 (1.15)	61 (10.5%)	35 (6.0%)	25 (4.3%)	12 (2.1%)	3 (0.5%)	3 (0.5%)	5 (0.9%)	32 (5.5%)	6 (1.0%)	28 (4.8%)	461 (79.2%)
	5人	249 (1.18)	31 (12.4%)	18 (7.2%)	11 (4.4%)	5 (2.0%)	2 (0.8%)	6 (2.4%)	6 (2.4%)	16 (6.4%)	2 (0.8%)	11 (4.4%)	187 (75.1%)
	6人以上	134 (1.23)	15 (11.2%)	13 (9.7%)	10 (7.5%)	4 (3.0%)	1 (0.7%)	2 (1.5%)	1 (0.7%)	7 (5.2%)	0 (0.0%)	4 (3.0%)	108 (80.6%)
地域	北海道	126 (1.17)	17 (13.5%)	9 (7.1%)	6 (4.8%)	3 (2.4%)	0 (0.0%)	0 (0.0%)	0 (2.4%)	3 (1.6%)	2 (5.6%)	7 (80.2%)	101
	東北地方	142 (1.13)	16 (11.3%)	12 (8.5%)	4 (2.8%)	5 (3.5%)	2 (1.4%)	1 (0.7%)	2 (1.4%)	7 (4.9%)	1 (0.7%)	2 (1.4%)	109 (76.8%)
	関東地方	1268 (1.12)	120 (9.5%)	67 (5.3%)	36 (2.8%)	26 (2.1%)	11 (0.9%)	8 (0.6%)	11 (0.9%)	53 (4.2%)	9 (0.7%)	61 (4.8%)	1023 (80.7%)
	中部地方	407 (1.09)	29 (7.1%)	15 (3.7%)	6 (1.5%)	8 (2.0%)	3 (0.7%)	1 (0.2%)	2 (0.5%)	23 (5.7%)	2 (0.5%)	18 (4.4%)	336 (82.6%)
	近畿地方	633 (1.09)	39 (6.2%)	28 (4.4%)	16 (2.5%)	11 (1.7%)	6 (0.9%)	4 (0.6%)	5 (0.8%)	32 (5.1%)	3 (0.5%)	15 (2.4%)	531 (83.9%)
	中国地方	145 (1.15)	17 (11.7%)	7 (4.8%)	10 (6.9%)	5 (3.4%)	1 (0.7%)	1 (0.7%)	0 (0.0%)	10 (6.9%)	1 (0.7%)	4 (2.8%)	111 (76.6%)
	四国地方	70 (1.19)	6 (8.6%)	6 (8.6%)	4 (5.7%)	1 (1.4%)	2 (2.9%)	0 (0.0%)	0 (0.0%)	5 (7.1%)	0 (0.0%)	2 (2.9%)	57 (81.4%)
	九州地方	209 (1.14)	15 (7.2%)	12 (5.7%)	4 (1.9%)	5 (2.4%)	3 (1.4%)	3 (1.4%)	2 (1.0%)	12 (5.7%)	1 (0.5%)	8 (3.8%)	173 (82.8%)
回答者年収	～200万円未満	1337 (1.13)	131 (9.8%)	62 (4.6%)	42 (3.1%)	22 (1.6%)	17 (1.3%)	11 (0.8%)	12 (0.9%)	68 (5.1%)	5 (0.4%)	62 (4.6%)	1083 (81.0%)
	200～400万円未満	694 (1.10)	54 (7.8%)	26 (3.7%)	22 (3.2%)	14 (2.0%)	6 (0.9%)	5 (0.7%)	4 (3.6%)	25 (6.7%)	5 (3.9%)	27 (82.6%)	573
	400～600万円未満	495 (1.11)	39 (7.9%)	28 (5.7%)	14 (2.8%)	15 (3.0%)	3 (0.6%)	1 (0.2%)	2 (0.4%)	29 (5.9%)	4 (0.8%)	17 (3.4%)	399 (80.6%)
	600～800万円未満	255 (1.11)	19 (7.5%)	23 (9.0%)	4 (1.6%)	9 (3.5%)	1 (0.4%)	1 (0.4%)	1 (0.4%)	14 (5.5%)	2 (0.8%)	7 (2.7%)	203 (79.6%)
	800～1000万円未満	117 (1.14)	11 (9.4%)	10 (8.5%)	3 (2.6%)	1 (0.9%)	1 (0.9%)	0 (0.0%)	2 (1.7%)	4 (3.4%)	2 (1.7%)	2 (1.7%)	97 (82.9%)
	1000万円以上	102 (1.09)	5 (4.9%)	7 (6.9%)	1 (1.0%)	3 (2.9%)	0 (0.0%)	0 (0.0%)	1 (1.0%)	5 (4.9%)	1 (1.0%)	2 (2.0%)	86 (84.3%)
	世帯年収	～200万円未満	244 (1.11)	19 (7.8%)	13 (5.3%)	4 (1.6%)	4 (1.6%)	8 (3.3%)	1 (0.4%)	1 (3.3%)	8 (4.4%)	1 (2.5%)	6 (84.0%)
200～400万円未満	527 (1.11)	45 (8.5%)	24 (4.6%)	19 (3.6%)	13 (2.5%)	7 (1.3%)	2 (0.4%)	2 (0.4%)	24 (4.6%)	4 (0.8%)	20 (3.8%)	427 (81.0%)	
400～600万円未満	810 (1.11)	66 (8.1%)	30 (3.7%)	25 (3.1%)	21 (2.6%)	6 (0.7%)	2 (0.2%)	6 (0.7%)	39 (4.8%)	4 (0.5%)	35 (4.3%)	663 (81.9%)	
600～800万円未満	564 (1.11)	46 (8.2%)	33 (5.9%)	12 (2.1%)	12 (2.1%)	3 (0.5%)	6 (1.1%)	6 (1.1%)	27 (4.8%)	5 (0.9%)	24 (4.3%)	453 (80.3%)	
800～1000万円未満	330 (1.13)	34 (10.3%)	21 (6.4%)	8 (2.4%)	2 (0.6%)	2 (0.6%)	2 (0.6%)	0 (0.0%)	20 (6.1%)	1 (0.3%)	14 (4.2%)	270 (81.8%)	
1000万円以上	525 (1.14)	49 (9.3%)	35 (6.7%)	18 (3.4%)	12 (2.3%)	2 (0.4%)	5 (1.0%)	7 (1.3%)	27 (5.1%)	4 (0.8%)	18 (3.4%)	423 (80.6%)	



Q17.4[ネットオークションで「落札」した商品(複数回答)(n=3000)

	全体	書籍・雑誌	CDソフト、DVDソフト	ゲームソフト、コンピュータソフト	家電(冷蔵庫等)、AV機器(ステレオ等)、パソコン(周辺機器を含む)	旅行(交通チケット、ホテル予約を含む)、イベントチケット	化粧品・美容用品、健康食品・ダイエット食品	食品(健康食品・ダイエット食品は含まない)、飲料、酒類	雑貨、家具	自動車(中古車を含む)、自動車用品	その他	昨年にご利用したものはない		
全体	3000 (1.23)	201 (6.7%)	178 (5.9%)	135 (4.5%)	216 (7.2%)	89 (3.0%)	109 (3.6%)	106 (3.5%)	220 (7.3%)	62 (2.1%)	258 (8.6%)	2117 (70.6%)		
性・年代	20代男性	272 (1.35)	30 (11.0%)	30 (11.0%)	28 (10.3%)	17 (6.3%)	16 (5.9%)	5 (1.8%)	9 (3.3%)	19 (7.0%)	16 (5.9%)	21 (7.7%)	175 (64.3%)	
	30代男性	267 (1.34)	20 (7.5%)	30 (11.2%)	22 (8.2%)	36 (13.5%)	11 (4.1%)	8 (3.0%)	7 (2.6%)	22 (8.2%)	15 (5.6%)	29 (10.9%)	158 (59.2%)	
	40代男性	224 (1.40)	27 (12.1%)	23 (10.3%)	21 (9.4%)	38 (17.0%)	10 (4.5%)	6 (2.7%)	10 (4.5%)	19 (8.5%)	9 (4.0%)	14 (6.3%)	136 (60.7%)	
	50代男性	266 (1.21)	12 (4.5%)	12 (4.5%)	13 (4.9%)	27 (10.2%)	5 (1.9%)	10 (3.8%)	9 (3.4%)	17 (6.4%)	5 (1.9%)	15 (5.6%)	197 (74.1%)	
	60代男性	464 (1.15)	8 (1.7%)	12 (2.6%)	8 (1.7%)	42 (9.1%)	5 (1.1%)	12 (2.6%)	22 (4.7%)	23 (5.0%)	9 (1.9%)	25 (5.4%)	366 (78.9%)	
	20代女性	260 (1.24)	29 (11.2%)	25 (9.6%)	13 (5.0%)	6 (2.3%)	17 (6.5%)	14 (5.4%)	6 (2.3%)	17 (6.5%)	1 (0.4%)	34 (13.1%)	160 (61.5%)	
	30代女性	260 (1.39)	34 (13.1%)	22 (8.5%)	19 (7.3%)	18 (6.9%)	8 (3.1%)	18 (6.9%)	9 (3.5%)	37 (14.2%)	2 (0.8%)	42 (16.2%)	152 (58.5%)	
	40代女性	223 (1.26)	19 (8.5%)	16 (7.2%)	6 (2.7%)	12 (5.4%)	9 (4.0%)	12 (5.4%)	6 (2.7%)	30 (13.5%)	1 (0.4%)	37 (16.6%)	134 (60.1%)	
	50代女性	271 (1.11)	13 (4.8%)	2 (0.7%)	2 (0.7%)	8 (3.0%)	4 (1.5%)	12 (4.4%)	10 (3.7%)	14 (5.2%)	1 (0.4%)	20 (7.4%)	215 (79.3%)	
	60代女性	493 (1.08)	9 (1.8%)	6 (1.2%)	3 (0.6%)	12 (2.4%)	4 (0.8%)	12 (2.4%)	18 (3.7%)	22 (4.5%)	3 (0.6%)	21 (4.3%)	424 (86.0%)	
	職業	経営者・役員	68 (1.26)	3 (4.4%)	3 (4.4%)	4 (5.9%)	6 (8.8%)	1 (1.5%)	3 (4.4%)	2 (2.9%)	5 (7.4%)	3 (4.4%)	2 (2.9%)	54 (79.4%)
		会社員(事務系)	358 (1.25)	26 (7.3%)	28 (7.8%)	19 (5.3%)	29 (8.1%)	20 (5.6%)	16 (4.5%)	15 (4.2%)	21 (5.9%)	6 (1.7%)	34 (9.5%)	234 (65.4%)
会社員(技術系)		350 (1.26)	30 (8.6%)	27 (7.7%)	25 (7.1%)	42 (12.0%)	13 (3.7%)	12 (3.4%)	11 (3.1%)	31 (8.9%)	17 (4.9%)	23 (6.6%)	211 (60.3%)	
会社員(その他)		179 (1.30)	15 (8.4%)	21 (11.7%)	5 (2.8%)	14 (7.8%)	6 (3.4%)	10 (5.6%)	5 (2.8%)	16 (8.9%)	7 (3.9%)	16 (8.9%)	118 (65.9%)	
公務員		101 (1.32)	9 (8.9%)	9 (8.9%)	7 (6.9%)	10 (9.9%)	5 (5.0%)	4 (4.0%)	5 (5.0%)	8 (7.9%)	1 (1.0%)	8 (7.9%)	67 (66.3%)	
自営業		218 (1.27)	11 (5.0%)	14 (6.4%)	10 (4.6%)	17 (7.8%)	5 (2.3%)	6 (2.8%)	14 (6.4%)	16 (7.3%)	9 (4.1%)	22 (10.1%)	153 (70.2%)	
自由業		90 (1.61)	19 (21.1%)	12 (13.3%)	11 (12.2%)	16 (17.8%)	6 (6.7%)	3 (3.3%)	5 (5.6%)	5 (5.6%)	2 (2.2%)	8 (8.9%)	58 (64.4%)	
専業主婦		794 (1.18)	40 (5.0%)	19 (2.4%)	23 (2.9%)	26 (3.3%)	19 (2.4%)	31 (3.9%)	27 (3.4%)	55 (6.9%)	5 (0.6%)	75 (9.4%)	613 (77.2%)	
パート・アルバイト		341 (1.20)	23 (6.7%)	17 (5.0%)	11 (3.2%)	18 (5.3%)	8 (2.3%)	12 (3.5%)	9 (2.6%)	32 (9.4%)	6 (1.8%)	36 (10.6%)	236 (69.2%)	
学生		123 (1.21)	14 (11.4%)	15 (12.2%)	10 (8.1%)	7 (5.7%)	4 (3.3%)	1 (0.8%)	1 (0.8%)	3 (2.4%)	1 (0.8%)	8 (6.5%)	85 (69.1%)	
その他		378 (1.16)	11 (2.9%)	13 (3.4%)	10 (2.6%)	31 (8.2%)	2 (0.5%)	11 (2.9%)	12 (3.2%)	28 (7.4%)	5 (1.3%)	26 (6.9%)	288 (76.2%)	
同居人数		1人	365 (1.21)	24 (6.6%)	30 (8.2%)	16 (4.4%)	28 (7.7%)	17 (4.7%)	8 (2.2%)	10 (2.7%)	25 (6.8%)	11 (3.0%)	24 (6.6%)	248 (67.9%)
	2人	866 (1.17)	43 (5.0%)	41 (4.7%)	20 (2.3%)	49 (5.7%)	21 (2.4%)	22 (2.5%)	23 (2.7%)	54 (6.2%)	15 (1.7%)	56 (6.5%)	673 (77.7%)	
	3人	804 (1.22)	56 (7.0%)	48 (6.0%)	35 (4.4%)	55 (6.8%)	24 (3.0%)	27 (3.4%)	33 (4.1%)	53 (6.6%)	14 (1.7%)	69 (8.6%)	567 (70.5%)	
	4人	582 (1.26)	45 (7.7%)	29 (5.0%)	30 (5.2%)	49 (8.4%)	11 (1.9%)	28 (4.8%)	17 (2.9%)	54 (9.3%)	13 (2.2%)	74 (12.7%)	384 (66.0%)	
	5人	249 (1.27)	16 (6.4%)	14 (5.6%)	19 (7.6%)	21 (8.4%)	9 (3.6%)	16 (6.4%)	15 (6.0%)	19 (7.6%)	4 (1.6%)	24 (9.6%)	158 (63.5%)	
	6人以上	134 (1.51)	17 (12.7%)	16 (11.9%)	15 (11.2%)	14 (10.4%)	7 (5.2%)	8 (6.0%)	8 (6.0%)	15 (11.2%)	5 (3.7%)	11 (8.2%)	87 (64.9%)	
地域	北海道	126 (1.23)	11 (8.7%)	9 (7.1%)	3 (2.4%)	6 (4.8%)	2 (1.6%)	3 (2.4%)	3 (2.4%)	11 (8.7%)	2 (1.6%)	11 (8.7%)	94 (74.6%)	
	東北地方	142 (1.30)	11 (7.7%)	9 (6.3%)	9 (6.3%)	14 (9.9%)	3 (2.1%)	7 (4.9%)	6 (4.2%)	12 (8.5%)	3 (2.1%)	11 (7.7%)	99 (69.7%)	
	関東地方	1268 (1.21)	83 (6.5%)	76 (6.0%)	50 (3.9%)	96 (7.6%)	37 (2.9%)	46 (3.6%)	43 (3.4%)	74 (5.8%)	22 (1.7%)	97 (7.6%)	908 (71.6%)	
	中部地方	407 (1.22)	23 (5.7%)	25 (6.1%)	25 (6.1%)	22 (5.4%)	14 (3.4%)	17 (4.2%)	13 (3.2%)	31 (7.6%)	7 (1.7%)	37 (9.1%)	282 (69.3%)	
	近畿地方	633 (1.24)	44 (7.0%)	36 (5.7%)	32 (5.1%)	46 (7.3%)	19 (3.0%)	17 (2.7%)	22 (3.5%)	49 (7.7%)	13 (2.1%)	60 (9.5%)	450 (71.1%)	
	中国地方	145 (1.21)	10 (6.9%)	6 (4.1%)	7 (4.8%)	9 (6.2%)	1 (0.7%)	5 (3.4%)	4 (2.8%)	14 (9.7%)	5 (3.4%)	11 (7.6%)	104 (71.7%)	
	四国地方	70 (1.27)	3 (4.3%)	4 (5.7%)	3 (4.3%)	5 (7.1%)	2 (2.9%)	4 (5.7%)	3 (4.3%)	7 (10.0%)	3 (4.3%)	8 (11.4%)	47 (67.1%)	
	九州地方	209 (1.30)	16 (7.7%)	13 (6.2%)	6 (2.9%)	18 (8.6%)	11 (5.3%)	10 (4.8%)	12 (5.7%)	22 (10.5%)	7 (3.3%)	23 (11.0%)	133 (63.6%)	
	回答者年収	～200万円未満	1337 (1.20)	86 (6.4%)	62 (4.6%)	52 (3.9%)	61 (4.6%)	34 (2.5%)	50 (3.7%)	40 (3.0%)	103 (7.7%)	11 (0.8%)	128 (9.6%)	980 (73.3%)
200～400万円未満		694 (1.22)	49 (7.1%)	40 (5.8%)	25 (3.6%)	56 (8.1%)	22 (3.2%)	23 (3.3%)	20 (2.9%)	50 (7.2%)	23 (3.3%)	57 (8.2%)	485 (69.9%)	
400～600万円未満		495 (1.27)	32 (6.5%)	41 (8.3%)	32 (6.5%)	46 (9.3%)	20 (4.0%)	19 (3.8%)	21 (4.2%)	38 (7.7%)	12 (2.4%)	41 (8.3%)	325 (65.7%)	
600～800万円未満		255 (1.26)	18 (7.1%)	15 (5.9%)	13 (5.1%)	27 (10.6%)	8 (3.1%)	10 (3.9%)	17 (6.7%)	13 (5.1%)	5 (2.0%)	14 (5.5%)	182 (71.4%)	
800～1000万円未満		117 (1.19)	8 (6.8%)	9 (7.7%)	4 (3.4%)	12 (10.3%)	1 (0.9%)	4 (3.4%)	3 (2.6%)	6 (5.1%)	6 (5.1%)	11 (9.4%)	75 (64.1%)	
1000万円以上		102 (1.43)	8 (7.8%)	11 (10.8%)	9 (8.8%)	14 (13.7%)	4 (3.9%)	3 (2.9%)	5 (4.9%)	10 (9.8%)	5 (4.9%)	7 (6.9%)	70 (68.6%)	
世帯年収		～200万円未満	244 (1.20)	10 (4.1%)	18 (7.4%)	10 (4.1%)	17 (7.0%)	9 (3.7%)	4 (1.6%)	4 (1.6%)	16 (6.6%)	3 (1.2%)	17 (7.0%)	185 (75.8%)
	200～400万円未満	527 (1.16)	32 (6.1%)	22 (4.2%)	16 (3.0%)	26 (4.9%)	16 (3.0%)	17 (3.2%)	12 (2.3%)	32 (6.1%)	11 (2.1%)	40 (7.6%)	389 (73.8%)	
	400～600万円未満	810 (1.25)	57 (7.0%)	49 (6.0%)	44 (5.4%)	67 (8.3%)	21 (2.6%)	33 (4.1%)	27 (3.3%)	65 (8.0%)	10 (1.2%)	78 (9.6%)	559 (69.0%)	
	600～800万円未満	564 (1.19)	34 (6.0%)	33 (5.9%)	22 (3.9%)	38 (6.7%)	17 (3.0%)	15 (2.7%)	18 (3.2%)	18 (6.7%)	16 (2.6%)	50 (8.9%)	392 (69.5%)	
	800～1000万円未満	330 (1.27)	29 (8.8%)	19 (5.8%)	17 (5.2%)	27 (8.2%)	13 (3.9%)	12 (3.6%)	15 (4.5%)	24 (7.3%)	8 (2.4%)	28 (8.5%)	226 (68.5%)	
	1000万円以上	525 (1.30)	39 (7.4%)	37 (7.0%)	26 (5.0%)	41 (7.8%)	13 (2.5%)	28 (5.3%)	30 (5.7%)	45 (8.6%)	14 (2.7%)	45 (8.6%)	366 (69.7%)	

Q18インターネット利用の意見（複数回答）（n=3000）

	全体	Webサイトの閲覧 だけであれば、自 分の匿名性は確 保されている	自分宛のメール を閲覧するだけ であれば、ウイル スには感染しない	ウイルス対策ソフト を導入して更新 してあげれば、ウ ィルスには感染し ない	信頼できるショッ ピングサイトであ れば、入力フォー ムがSSL方式（暗 号方式）でなくとも、個人情報 を他人に見られることはない	メールを送信する ときのCCの宛て 先には、メール内 容を読む必要の ある人は必ず入 れるようにしてい る	ダイヤルアップ接 続より常時接続 のほうが通常回 線速度が速いの で、ハッカーなど の攻撃を受けに くい	自分の無線LAN のアクセスポイン トを他人が利用 することはありえ ない。セキュリ ティ対策をする 必要がない	ひとつもない		
全体	3000 ( 1.22)	618 ( 20.6%)	143 ( 4.8%)	613 ( 20.4%)	199 ( 6.6%)	320 ( 10.7%)	47 ( 1.6%)	29 ( 1.0%)	1686 ( 56.2%)		
性・世代	20代男性	272 ( 1.18)	57 ( 21.0%)	14 ( 5.1%)	30 ( 11.0%)	11 ( 4.0%)	24 ( 8.8%)	3 ( 1.1%)	2 ( 0.7%)	180 ( 66.2%)	
	30代男性	267 ( 1.17)	46 ( 17.2%)	13 ( 4.9%)	32 ( 12.0%)	15 ( 5.6%)	30 ( 11.2%)	2 ( 0.7%)	3 ( 1.1%)	171 ( 64.0%)	
	40代男性	224 ( 1.20)	42 ( 18.8%)	10 ( 4.5%)	38 ( 17.0%)	16 ( 7.1%)	33 ( 14.7%)	2 ( 0.9%)	2 ( 0.9%)	125 ( 55.8%)	
	50代男性	266 ( 1.17)	54 ( 20.3%)	7 ( 2.6%)	45 ( 16.9%)	14 ( 5.3%)	38 ( 14.3%)	1 ( 0.4%)	2 ( 0.8%)	150 ( 56.4%)	
	60代男性	464 ( 1.37)	100 ( 21.6%)	36 ( 7.8%)	143 ( 30.8%)	49 ( 10.6%)	80 ( 17.2%)	14 ( 3.0%)	9 ( 1.9%)	206 ( 44.4%)	
	20代女性	260 ( 1.13)	48 ( 18.5%)	7 ( 2.7%)	30 ( 11.5%)	12 ( 4.6%)	22 ( 8.5%)	2 ( 0.8%)	0 ( 0.0%)	172 ( 66.2%)	
	30代女性	260 ( 1.16)	43 ( 16.5%)	10 ( 3.8%)	46 ( 17.7%)	14 ( 5.4%)	20 ( 7.7%)	2 ( 0.8%)	1 ( 0.4%)	165 ( 63.5%)	
	40代女性	223 ( 1.18)	54 ( 24.2%)	12 ( 5.4%)	36 ( 16.1%)	11 ( 4.9%)	11 ( 4.9%)	0 ( 0.0%)	4 ( 1.8%)	135 ( 60.5%)	
	50代女性	271 ( 1.25)	66 ( 24.4%)	16 ( 5.9%)	70 ( 25.8%)	22 ( 8.1%)	18 ( 6.6%)	4 ( 1.5%)	3 ( 1.1%)	140 ( 51.7%)	
	60代女性	493 ( 1.24)	108 ( 21.9%)	18 ( 3.7%)	143 ( 29.0%)	35 ( 7.1%)	44 ( 8.9%)	17 ( 3.4%)	3 ( 0.6%)	242 ( 49.1%)	
	職業	経営者・役員	68 ( 1.28)	12 ( 17.6%)	4 ( 5.9%)	21 ( 30.9%)	4 ( 5.9%)	12 ( 17.6%)	0 ( 0.0%)	2 ( 2.9%)	32 ( 47.1%)
		会社員（事務系）	358 ( 1.17)	73 ( 20.4%)	13 ( 3.6%)	41 ( 11.5%)	19 ( 5.3%)	44 ( 12.3%)	6 ( 1.7%)	5 ( 1.4%)	219 ( 61.2%)
会社員（技術系）		350 ( 1.19)	57 ( 16.3%)	11 ( 3.1%)	46 ( 13.1%)	16 ( 4.6%)	74 ( 21.1%)	1 ( 0.3%)	1 ( 0.3%)	209 ( 59.7%)	
会社員（その他）		179 ( 1.15)	39 ( 21.8%)	8 ( 4.5%)	24 ( 13.4%)	8 ( 4.5%)	18 ( 10.1%)	2 ( 1.1%)	0 ( 0.0%)	107 ( 59.8%)	
公務員		101 ( 1.05)	8 ( 7.9%)	2 ( 2.0%)	13 ( 12.9%)	5 ( 5.0%)	6 ( 5.9%)	0 ( 0.0%)	0 ( 0.0%)	72 ( 71.3%)	
自営業		218 ( 1.25)	48 ( 22.0%)	15 ( 6.9%)	45 ( 20.6%)	25 ( 11.5%)	14 ( 6.4%)	4 ( 1.8%)	3 ( 1.4%)	118 ( 54.1%)	
自由業		90 ( 1.24)	20 ( 22.2%)	4 ( 4.4%)	10 ( 11.1%)	9 ( 10.0%)	13 ( 14.4%)	2 ( 2.2%)	0 ( 0.0%)	54 ( 60.0%)	
専業主婦		794 ( 1.21)	185 ( 23.3%)	33 ( 4.2%)	201 ( 25.3%)	52 ( 6.5%)	48 ( 6.0%)	14 ( 1.8%)	7 ( 0.9%)	420 ( 52.9%)	
パート・アルバイト		341 ( 1.22)	77 ( 22.6%)	19 ( 5.6%)	77 ( 22.6%)	26 ( 7.6%)	19 ( 5.6%)	2 ( 0.6%)	2 ( 0.6%)	195 ( 57.2%)	
学生		123 ( 1.14)	26 ( 21.1%)	3 ( 2.4%)	14 ( 11.4%)	2 ( 1.6%)	9 ( 7.3%)	1 ( 0.8%)	0 ( 0.0%)	85 ( 69.1%)	
その他		378 ( 1.38)	73 ( 19.3%)	31 ( 8.2%)	121 ( 32.0%)	33 ( 8.7%)	63 ( 16.7%)	15 ( 4.0%)	9 ( 2.4%)	175 ( 46.3%)	
同居人数		1人	365 ( 1.19)	62 ( 17.0%)	14 ( 3.8%)	55 ( 15.1%)	22 ( 6.0%)	38 ( 10.4%)	2 ( 0.5%)	2 ( 0.5%)	238 ( 65.2%)
	2人	866 ( 1.26)	180 ( 20.8%)	43 ( 5.0%)	220 ( 25.4%)	71 ( 8.2%)	89 ( 10.3%)	20 ( 2.3%)	8 ( 0.9%)	456 ( 52.7%)	
	3人	804 ( 1.22)	178 ( 22.1%)	41 ( 5.1%)	159 ( 19.8%)	50 ( 6.2%)	84 ( 10.4%)	13 ( 1.6%)	9 ( 1.1%)	447 ( 55.6%)	
	4人	582 ( 1.19)	118 ( 20.3%)	26 ( 4.5%)	100 ( 17.2%)	32 ( 5.5%)	67 ( 11.5%)	6 ( 1.0%)	6 ( 1.0%)	339 ( 58.2%)	
	5人	249 ( 1.18)	48 ( 19.3%)	10 ( 4.0%)	50 ( 20.1%)	17 ( 6.8%)	27 ( 10.8%)	3 ( 1.2%)	2 ( 0.8%)	138 ( 55.4%)	
	6人以上	134 ( 1.23)	32 ( 23.9%)	9 ( 6.7%)	29 ( 21.6%)	7 ( 5.2%)	15 ( 11.2%)	3 ( 2.2%)	2 ( 1.5%)	68 ( 50.7%)	
地域	北海道	126 ( 1.21)	33 ( 26.2%)	6 ( 4.8%)	22 ( 17.5%)	11 ( 8.7%)	7 ( 5.6%)	0 ( 0.0%)	1 ( 0.8%)	72 ( 57.1%)	
	東北地方	142 ( 1.27)	38 ( 26.8%)	10 ( 7.0%)	33 ( 23.2%)	6 ( 4.2%)	11 ( 7.7%)	2 ( 1.4%)	2 ( 1.4%)	79 ( 55.6%)	
	関東地方	1268 ( 1.22)	235 ( 18.5%)	59 ( 4.7%)	260 ( 20.5%)	87 ( 6.9%)	164 ( 12.9%)	24 ( 1.9%)	12 ( 0.9%)	705 ( 55.6%)	
	中部地方	407 ( 1.20)	95 ( 23.3%)	24 ( 5.9%)	69 ( 17.0%)	26 ( 6.4%)	32 ( 7.9%)	7 ( 1.7%)	4 ( 1.0%)	233 ( 57.2%)	
	近畿地方	633 ( 1.24)	134 ( 21.2%)	25 ( 3.9%)	145 ( 22.9%)	43 ( 6.8%)	73 ( 11.5%)	9 ( 1.4%)	7 ( 1.1%)	347 ( 54.8%)	
	中国地方	145 ( 1.20)	33 ( 22.8%)	5 ( 3.4%)	28 ( 19.3%)	7 ( 4.8%)	14 ( 9.7%)	4 ( 2.8%)	1 ( 0.7%)	82 ( 56.6%)	
	四国地方	70 ( 1.23)	14 ( 20.0%)	3 ( 4.3%)	18 ( 25.7%)	7 ( 10.0%)	6 ( 8.6%)	0 ( 0.0%)	0 ( 0.0%)	38 ( 54.3%)	
	九州地方	209 ( 1.16)	36 ( 17.2%)	11 ( 5.3%)	38 ( 18.2%)	12 ( 5.7%)	13 ( 6.2%)	1 ( 0.5%)	2 ( 1.0%)	130 ( 62.2%)	
回答者年収	～200万円未満	1337 ( 1.20)	294 ( 22.0%)	61 ( 4.6%)	289 ( 21.6%)	80 ( 6.0%)	81 ( 6.1%)	20 ( 1.5%)	11 ( 0.8%)	768 ( 57.4%)	
	200～400万円未満	694 ( 1.24)	140 ( 20.2%)	42 ( 6.1%)	149 ( 21.5%)	45 ( 6.5%)	82 ( 11.8%)	13 ( 1.9%)	7 ( 1.0%)	385 ( 55.5%)	
	400～600万円未満	495 ( 1.23)	102 ( 20.6%)	24 ( 4.8%)	99 ( 20.0%)	40 ( 8.1%)	65 ( 13.1%)	6 ( 1.2%)	4 ( 0.8%)	271 ( 54.7%)	
	600～800万円未満	255 ( 1.22)	47 ( 18.4%)	10 ( 3.9%)	44 ( 17.3%)	18 ( 7.1%)	41 ( 16.1%)	3 ( 1.2%)	3 ( 1.2%)	145 ( 56.9%)	
	800～1000万円未満	117 ( 1.20)	17 ( 14.5%)	2 ( 1.7%)	17 ( 14.5%)	7 ( 6.0%)	29 ( 24.8%)	3 ( 2.6%)	2 ( 1.7%)	63 ( 53.8%)	
	1000万円以上	102 ( 1.24)	18 ( 17.6%)	4 ( 3.9%)	15 ( 14.7%)	9 ( 8.8%)	22 ( 21.6%)	2 ( 2.0%)	2 ( 2.0%)	54 ( 52.9%)	
	～200万円未満	244 ( 1.14)	31 ( 12.7%)	9 ( 3.7%)	35 ( 14.3%)	14 ( 5.7%)	16 ( 6.6%)	2 ( 0.8%)	2 ( 0.8%)	169 ( 69.3%)	
	200～400万円未満	527 ( 1.24)	109 ( 20.7%)	35 ( 6.6%)	110 ( 20.9%)	36 ( 6.8%)	51 ( 9.7%)	9 ( 1.7%)	5 ( 0.9%)	298 ( 56.5%)	
400～600万円未満	810 ( 1.26)	192 ( 23.7%)	52 ( 6.4%)	195 ( 24.1%)	61 ( 7.5%)	70 ( 8.6%)	14 ( 1.7%)	8 ( 1.0%)	427 ( 52.7%)		
600～800万円未満	564 ( 1.19)	121 ( 21.5%)	20 ( 3.5%)	100 ( 17.7%)	37 ( 6.6%)	57 ( 10.1%)	3 ( 0.5%)	3 ( 0.5%)	328 ( 58.2%)		
800～1000万円未満	330 ( 1.20)	66 ( 20.0%)	7 ( 2.1%)	66 ( 20.0%)	17 ( 5.2%)	52 ( 15.8%)	9 ( 2.7%)	4 ( 1.2%)	176 ( 53.3%)		
1000万円以上	525 ( 1.22)	99 ( 18.9%)	20 ( 3.8%)	107 ( 20.4%)	34 ( 6.5%)	74 ( 14.1%)	10 ( 1.9%)	7 ( 1.3%)	288 ( 54.9%)		



	全体	20代男性	30代男性	40代男性	50代男性	60代以上男性	20代女性	30代女性	40代女性	50代女性	60代以上女性		
全体	3000 (100.0%)	272 (9.1%)	267 (8.9%)	224 (7.5%)	266 (8.9%)	464 (15.5%)	260 (8.7%)	260 (8.7%)	223 (7.4%)	271 (9.0%)	493 (16.4%)		
職業	経営者・役員	68 (100.0%)	2 (2.9%)	2 (2.9%)	9 (13.2%)	19 (27.9%)	28 (41.2%)	1 (1.5%)	1 (1.5%)	0 (0.0%)	4 (5.9%)	2 (2.9%)	
	会社員(事務系)	358 (100.0%)	38 (10.6%)	57 (15.9%)	55 (15.4%)	46 (12.8%)	21 (5.9%)	57 (15.9%)	40 (11.2%)	21 (5.9%)	14 (3.9%)	9 (2.5%)	
	会社員(技術系)	350 (100.0%)	69 (19.7%)	83 (23.7%)	70 (20.0%)	68 (19.4%)	24 (6.9%)	14 (4.0%)	14 (4.0%)	6 (1.7%)	1 (0.3%)	1 (0.3%)	
	会社員(その他)	179 (100.0%)	21 (11.7%)	43 (24.0%)	24 (13.4%)	25 (14.0%)	18 (10.1%)	17 (9.5%)	12 (6.7%)	8 (4.5%)	9 (5.0%)	2 (1.1%)	
	公務員	101 (100.0%)	6 (5.9%)	22 (21.8%)	24 (23.8%)	18 (17.8%)	6 (5.9%)	9 (8.9%)	4 (4.0%)	7 (6.9%)	4 (4.0%)	1 (1.0%)	
	自営業	218 (100.0%)	5 (2.3%)	23 (10.6%)	27 (12.4%)	48 (22.0%)	53 (24.3%)	1 (0.5%)	6 (2.8%)	16 (7.3%)	11 (5.0%)	28 (12.8%)	
	自由業	90 (100.0%)	8 (8.9%)	8 (8.9%)	9 (10.0%)	19 (21.1%)	20 (22.2%)	6 (6.7%)	8 (8.9%)	2 (2.2%)	4 (4.4%)	6 (6.7%)	
	専業主婦	794 (100.0%)	1 (0.1%)	0 (0.0%)	0 (0.0%)	1 (0.1%)	0 (0.0%)	51 (6.4%)	117 (14.7%)	105 (13.2%)	160 (20.2%)	359 (45.2%)	
	パート・アルバイト	341 (100.0%)	37 (10.9%)	16 (4.7%)	3 (0.9%)	5 (1.5%)	35 (10.3%)	44 (12.9%)	46 (13.5%)	52 (15.2%)	57 (16.7%)	46 (13.5%)	
	学生	123 (100.0%)	70 (56.9%)	2 (1.6%)	0 (0.0%)	0 (0.0%)	2 (1.6%)	47 (38.2%)	1 (0.8%)	0 (0.0%)	0 (0.0%)	1 (0.8%)	
	その他	378 (100.0%)	15 (4.0%)	11 (2.9%)	3 (0.8%)	17 (4.5%)	257 (68.0%)	13 (3.4%)	11 (2.9%)	6 (1.6%)	7 (1.9%)	38 (10.1%)	
	同居人数	1人	365 (100.0%)	84 (23.0%)	62 (17.0%)	20 (5.5%)	24 (6.6%)	27 (7.4%)	43 (11.8%)	26 (7.1%)	9 (2.5%)	19 (5.2%)	51 (14.0%)
		2人	866 (100.0%)	28 (3.2%)	48 (5.5%)	42 (4.8%)	47 (5.4%)	234 (27.0%)	46 (5.3%)	60 (6.9%)	33 (3.8%)	82 (9.5%)	246 (28.4%)
3人		804 (100.0%)	60 (7.5%)	73 (9.1%)	49 (6.1%)	77 (9.6%)	125 (15.5%)	68 (8.5%)	82 (10.2%)	58 (7.2%)	99 (12.3%)	113 (14.1%)	
4人		582 (100.0%)	57 (9.8%)	48 (8.2%)	63 (10.8%)	74 (12.7%)	55 (9.5%)	55 (9.5%)	62 (10.7%)	76 (13.1%)	48 (8.2%)	44 (7.6%)	
5人		249 (100.0%)	31 (12.4%)	26 (10.4%)	20 (8.0%)	29 (11.6%)	15 (6.0%)	38 (15.3%)	19 (7.6%)	28 (11.2%)	17 (6.8%)	26 (10.4%)	
6人以上		134 (100.0%)	12 (9.0%)	10 (7.5%)	30 (22.4%)	15 (11.2%)	8 (6.0%)	10 (7.5%)	11 (8.2%)	19 (14.2%)	6 (4.5%)	13 (9.7%)	
地域		北海道	126 (100.0%)	13 (10.3%)	8 (6.3%)	6 (4.8%)	6 (4.8%)	14 (11.1%)	9 (7.1%)	11 (8.7%)	14 (11.1%)	23 (18.3%)	22 (17.5%)
	東北地方	142 (100.0%)	18 (12.7%)	13 (9.2%)	16 (11.3%)	8 (5.6%)	10 (7.0%)	18 (12.7%)	16 (11.3%)	9 (6.3%)	16 (11.3%)	18 (12.7%)	
	関東地方	1268 (100.0%)	113 (8.9%)	113 (8.9%)	83 (6.5%)	114 (9.0%)	226 (17.8%)	99 (7.8%)	114 (9.0%)	83 (6.5%)	107 (8.4%)	216 (17.0%)	
	中部地方	407 (100.0%)	30 (7.4%)	39 (9.6%)	39 (9.6%)	48 (11.8%)	49 (12.0%)	36 (8.8%)	39 (9.6%)	32 (7.9%)	35 (8.6%)	60 (14.7%)	
	近畿地方	633 (100.0%)	58 (9.2%)	58 (9.2%)	43 (6.8%)	58 (9.2%)	102 (16.1%)	53 (8.4%)	45 (7.1%)	42 (6.6%)	50 (7.9%)	124 (19.6%)	
	中国地方	145 (100.0%)	11 (7.6%)	13 (9.0%)	11 (7.6%)	7 (4.8%)	28 (19.3%)	15 (10.3%)	13 (9.0%)	13 (9.0%)	13 (9.0%)	21 (14.5%)	
	四国地方	70 (100.0%)	4 (5.7%)	6 (8.6%)	9 (12.9%)	8 (11.4%)	9 (12.9%)	6 (8.6%)	5 (7.1%)	5 (7.1%)	5 (7.1%)	13 (18.6%)	
	九州地方	209 (100.0%)	25 (12.0%)	17 (8.1%)	17 (8.1%)	17 (8.1%)	26 (12.4%)	24 (11.5%)	17 (8.1%)	25 (12.0%)	22 (10.5%)	19 (9.1%)	
	回答者年収	~200万円未満	1337 (100.0%)	119 (8.9%)	42 (3.1%)	16 (1.2%)	31 (2.3%)	36 (2.7%)	159 (11.9%)	185 (13.8%)	166 (12.4%)	221 (16.5%)	362 (27.1%)
200~400万円未満		694 (100.0%)	95 (13.7%)	56 (8.1%)	34 (4.9%)	31 (4.5%)	190 (27.4%)	81 (11.7%)	49 (7.1%)	28 (4.0%)	33 (4.8%)	97 (14.0%)	
400~600万円未満		495 (100.0%)	50 (10.1%)	100 (20.2%)	62 (12.5%)	54 (10.9%)	134 (27.1%)	20 (4.0%)	21 (4.2%)	19 (3.8%)	9 (1.8%)	26 (5.3%)	
600~800万円未満		255 (100.0%)	6 (2.4%)	51 (20.0%)	66 (25.9%)	59 (23.1%)	54 (21.2%)	0 (0.0%)	4 (1.6%)	7 (2.7%)	5 (2.0%)	3 (1.2%)	
800~1000万円未満		117 (100.0%)	0 (0.0%)	10 (8.5%)	31 (26.5%)	45 (38.5%)	25 (21.4%)	0 (0.0%)	1 (0.9%)	2 (1.7%)	2 (1.7%)	1 (0.9%)	
1000万円以上		102 (100.0%)	2 (2.0%)	8 (7.8%)	15 (14.7%)	46 (45.1%)	25 (24.5%)	0 (0.0%)	0 (0.0%)	1 (1.0%)	1 (1.0%)	4 (3.9%)	
世帯年収		~200万円未満	244 (100.0%)	38 (15.6%)	18 (7.4%)	10 (4.1%)	18 (7.4%)	21 (8.6%)	31 (12.7%)	25 (10.2%)	15 (6.1%)	23 (9.4%)	45 (18.4%)
	200~400万円未満	527 (100.0%)	55 (10.4%)	30 (5.7%)	20 (3.8%)	23 (4.4%)	119 (22.6%)	59 (11.2%)	45 (8.5%)	25 (4.7%)	33 (6.3%)	118 (22.4%)	
	400~600万円未満	810 (100.0%)	76 (9.4%)	92 (11.4%)	51 (6.3%)	46 (5.7%)	138 (17.0%)	66 (8.1%)	82 (10.1%)	59 (7.3%)	49 (6.0%)	151 (18.6%)	
	600~800万円未満	564 (100.0%)	33 (5.9%)	70 (12.4%)	62 (11.0%)	48 (8.5%)	68 (12.1%)	45 (8.0%)	54 (9.6%)	63 (11.2%)	48 (8.5%)	73 (12.9%)	
	800~1000万円未満	330 (100.0%)	22 (6.7%)	26 (7.9%)	47 (14.2%)	52 (15.8%)	36 (10.9%)	19 (5.8%)	26 (7.9%)	33 (10.0%)	39 (11.8%)	30 (9.1%)	
1000万円以上	525 (100.0%)	48 (9.1%)	31 (5.9%)	34 (6.5%)	79 (15.0%)	82 (15.6%)	40 (7.6%)	28 (5.3%)	28 (5.3%)	79 (15.0%)	76 (14.5%)		

	全体	経営者・役員	会社員(事務系)	会社員(技術系)	会社員(その他)	公務員	自営業	自由業	専業主婦	パート・アルバイト	学生	その他		
全体	3000 (100.0%)	68 (2.3%)	358 (11.9%)	350 (11.7%)	179 (6.0%)	101 (3.4%)	218 (7.3%)	90 (3.0%)	794 (26.5%)	341 (11.4%)	123 (4.1%)	378 (12.6%)		
性・世代	20代男性	272 (100.0%)	2 (0.7%)	38 (14.0%)	69 (25.4%)	21 (7.7%)	6 (2.2%)	5 (1.8%)	8 (2.9%)	1 (0.4%)	37 (13.6%)	70 (25.7%)	15 (5.5%)	
	30代男性	267 (100.0%)	2 (0.7%)	57 (21.3%)	83 (31.1%)	43 (16.1%)	22 (8.2%)	23 (8.6%)	8 (3.0%)	0 (0.0%)	16 (6.0%)	2 (0.7%)	11 (4.1%)	
	40代男性	224 (100.0%)	9 (4.0%)	55 (24.6%)	70 (31.3%)	24 (10.7%)	24 (10.7%)	27 (12.1%)	9 (4.0%)	0 (0.0%)	3 (1.3%)	0 (0.0%)	3 (1.3%)	
	50代男性	266 (100.0%)	19 (7.1%)	46 (17.3%)	68 (25.6%)	25 (9.4%)	18 (6.8%)	48 (18.0%)	19 (7.1%)	1 (0.4%)	5 (1.9%)	0 (0.0%)	0 (0.0%)	
	60代男性	464 (100.0%)	28 (6.0%)	21 (4.5%)	24 (5.2%)	18 (3.9%)	6 (1.3%)	53 (11.4%)	20 (4.3%)	0 (0.0%)	35 (7.5%)	2 (0.4%)	257 (55.4%)	
	20代女性	260 (100.0%)	1 (0.4%)	57 (21.9%)	14 (5.4%)	17 (6.5%)	9 (3.5%)	1 (0.4%)	6 (2.3%)	51 (19.6%)	44 (16.9%)	47 (18.1%)	13 (5.0%)	
	30代女性	260 (100.0%)	1 (0.4%)	40 (15.4%)	14 (5.4%)	12 (4.6%)	4 (1.5%)	6 (2.3%)	8 (3.1%)	117 (45.0%)	46 (17.7%)	1 (0.4%)	11 (4.2%)	
	40代女性	223 (100.0%)	0 (0.0%)	21 (9.4%)	6 (2.7%)	8 (3.6%)	7 (3.1%)	16 (7.2%)	2 (0.9%)	105 (47.1%)	52 (23.3%)	0 (0.0%)	6 (2.7%)	
	50代女性	271 (100.0%)	4 (1.5%)	14 (5.2%)	1 (0.4%)	9 (3.3%)	4 (1.5%)	11 (4.1%)	4 (1.5%)	160 (59.0%)	57 (21.0%)	0 (0.0%)	7 (2.6%)	
	60代女性	493 (100.0%)	2 (0.4%)	9 (1.8%)	1 (0.2%)	2 (0.4%)	1 (0.2%)	28 (5.7%)	6 (1.2%)	359 (72.8%)	46 (9.3%)	1 (0.2%)	38 (7.7%)	
	同居人数	1人	365 (100.0%)	4 (1.1%)	59 (16.2%)	72 (19.7%)	35 (9.6%)	15 (4.1%)	15 (4.1%)	16 (4.4%)	22 (6.0%)	41 (11.2%)	38 (10.4%)	48 (13.2%)
		2人	866 (100.0%)	25 (2.9%)	74 (8.5%)	52 (6.0%)	49 (5.7%)	23 (2.7%)	65 (7.5%)	31 (3.6%)	301 (34.8%)	81 (9.4%)	7 (0.8%)	158 (18.2%)
3人		804 (100.0%)	12 (1.5%)	98 (12.2%)	87 (10.8%)	44 (5.5%)	20 (2.5%)	67 (8.3%)	19 (2.4%)	235 (29.2%)	101 (12.6%)	19 (2.4%)	102 (12.7%)	
4人		582 (100.0%)	16 (2.7%)	82 (14.1%)	90 (15.5%)	26 (4.5%)	19 (3.3%)	39 (6.7%)	14 (2.4%)	155 (26.6%)	64 (11.0%)	32 (5.5%)	45 (7.7%)	
5人		249 (100.0%)	5 (2.0%)	27 (10.8%)	32 (12.9%)	17 (6.8%)	13 (5.2%)	19 (7.6%)	4 (1.6%)	52 (20.9%)	42 (16.9%)	22 (8.8%)	16 (6.4%)	
6人以上		134 (100.0%)	6 (4.5%)	18 (13.4%)	17 (12.7%)	8 (6.0%)	11 (8.2%)	13 (9.7%)	6 (4.5%)	29 (21.6%)	12 (9.0%)	5 (3.7%)	9 (6.7%)	
地域	北海道	126 (100.0%)	2 (1.6%)	8 (6.3%)	10 (7.9%)	12 (9.5%)	6 (4.8%)	7 (5.6%)	2 (1.6%)	47 (37.3%)	15 (11.9%)	6 (4.8%)	11 (8.7%)	
	東北地方	142 (100.0%)	2 (1.4%)	16 (11.3%)	16 (11.3%)	11 (7.7%)	8 (5.6%)	14 (9.9%)	4 (2.8%)	38 (26.8%)	13 (9.2%)	5 (3.5%)	15 (10.6%)	
	関東地方	1268 (100.0%)	32 (2.5%)	167 (13.2%)	170 (13.4%)	74 (5.8%)	26 (2.1%)	77 (6.1%)	41 (3.2%)	314 (24.8%)	146 (11.5%)	52 (4.1%)	169 (13.3%)	
	中部地方	407 (100.0%)	12 (2.9%)	43 (10.6%)	51 (12.5%)	26 (6.4%)	18 (4.4%)	39 (9.6%)	7 (1.7%)	97 (23.8%)	54 (13.3%)	18 (4.4%)	42 (10.3%)	
	近畿地方	633 (100.0%)	10 (1.6%)	69 (10.9%)	60 (9.5%)	33 (5.2%)	21 (3.3%)	46 (7.3%)	21 (3.3%)	197 (31.1%)	69 (10.9%)	22 (3.5%)	85 (13.4%)	
	中国地方	145 (100.0%)	2 (1.4%)	18 (12.4%)	20 (13.8%)	5 (3.4%)	7 (4.8%)	11 (7.6%)	3 (2.1%)	37 (25.5%)	14 (9.7%)	8 (5.5%)	20 (13.8%)	
	四国地方	70 (100.0%)	2 (2.9%)	6 (8.6%)	7 (10.0%)	6 (8.6%)	4 (5.7%)	8 (11.4%)	0 (0.0%)	16 (22.9%)	8 (11.4%)	1 (1.4%)	12 (17.1%)	
	九州地方	209 (100.0%)	6 (2.9%)	31 (14.8%)	16 (7.7%)	12 (5.7%)	11 (5.3%)	16 (7.7%)	12 (5.7%)	48 (23.0%)	22 (10.5%)	11 (5.3%)	24 (11.5%)	
	回答者年収	~200万円未満	1337 (100.0%)	5 (0.4%)	28 (2.1%)	19 (1.4%)	12 (0.9%)	4 (0.3%)	55 (4.1%)	22 (1.6%)	725 (54.2%)	252 (18.8%)	110 (8.2%)	105 (7.9%)
200~400万円未満		694 (100.0%)	7 (1.0%)	130 (18.7%)	79 (11.4%)	81 (11.7%)	13 (1.9%)	61 (8.8%)	28 (4.0%)	59 (8.5%)	63 (9.1%)	11 (1.6%)	162 (23.3%)	
400~600万円未満		495 (100.0%)	6 (1.2%)	108 (21.8%)	116 (23.4%)	48 (9.7%)	30 (6.1%)	56 (11.3%)	17 (3.4%)	7 (1.4%)	22 (4.4%)	2 (0.4%)	83 (16.8%)	
600~800万円未満		255 (100.0%)	13 (5.1%)	44 (17.3%)	71 (27.8%)	26 (10.2%)	36 (14.1%)	27 (10.6%)	13 (5.1%)	1 (0.4%)	1 (0.4%)	0 (0.0%)	23 (9.0%)	
800~1000万円未満		117 (100.0%)	11 (9.4%)	28 (23.9%)	37 (31.6%)	7 (6.0%)	16 (13.7%)	9 (7.7%)	3 (2.6%)	1 (0.9%)	2 (1.7%)	0 (0.0%)	3 (2.6%)	
1000万円以上		102 (100.0%)	26 (25.5%)	20 (19.6%)	28 (27.5%)	5 (4.9%)	2 (2.0%)	10 (9.8%)	7 (6.9%)	1 (1.0%)	1 (1.0%)	0 (0.0%)	2 (2.0%)	
世帯年収		~200万円未満	244 (100.0%)	3 (1.2%)	18 (7.4%)	11 (4.5%)	5 (2.0%)	3 (1.2%)	22 (9.0%)	6 (2.5%)	59 (24.2%)	42 (17.2%)	33 (13.5%)	42 (17.2%)
	200~400万円未満	527 (100.0%)	0 (0.0%)	51 (9.7%)	31 (5.9%)	38 (7.2%)	8 (1.5%)	32 (6.1%)	14 (2.7%)	147 (27.9%)	71 (13.5%)	21 (4.0%)	114 (21.6%)	
	400~600万円未満	810 (100.0%)	6 (0.7%)	84 (10.4%)	92 (11.4%)	48 (5.9%)	17 (2.1%)	58 (7.2%)	30 (3.7%)	238 (29.4%)	90 (11.1%)	28 (3.5%)	119 (14.7%)	
	600~800万円未満	564 (100.0%)	8 (1.4%)	68 (12.1%)	93 (16.5%)	37 (6.6%)	32 (5.7%)	38 (6.7%)	22 (3.9%)	154 (27.3%)	56 (9.9%)	8 (1.4%)	48 (8.5%)	
	800~1000万円未満	330 (100.0%)	6 (1.8%)	63 (19.1%)	50 (15.2%)	20 (6.1%)	17 (5.2%)	26 (7.9%)	5 (1.5%)	74 (22.4%)	37 (11.2%)	11 (3.3%)	21 (6.4%)	
	1000万円以上	525 (100.0%)	45 (8.6%)	74 (14.1%)	73 (13.9%)	31 (5.9%)	24 (4.6%)	42 (8.0%)	13 (2.5%)	122 (23.2%)	45 (8.6%)	22 (4.2%)	34 (6.5%)	



Q23同居人数 (n=3000)

	全体	1人	2人	3人	4人	5人	6人以上		
全体	3000 (100.0%)	365 (12.2%)	866 (28.9%)	804 (26.8%)	582 (19.4%)	249 (8.3%)	134 (4.5%)		
性・世代	20代男性	272 (100.0%)	84 (30.9%)	28 (10.3%)	60 (22.1%)	57 (21.0%)	31 (11.4%)	12 (4.4%)	
	30代男性	267 (100.0%)	62 (23.2%)	48 (18.0%)	73 (27.3%)	48 (18.0%)	26 (9.7%)	10 (3.7%)	
	40代男性	224 (100.0%)	20 (8.9%)	42 (18.8%)	49 (21.9%)	63 (28.1%)	20 (8.9%)	30 (13.4%)	
	50代男性	266 (100.0%)	24 (9.0%)	47 (17.7%)	77 (28.9%)	74 (27.8%)	29 (10.9%)	15 (5.6%)	
	60代男性	464 (100.0%)	27 (5.8%)	234 (50.4%)	125 (26.9%)	55 (11.9%)	15 (3.2%)	8 (1.7%)	
	20代女性	260 (100.0%)	43 (16.5%)	46 (17.7%)	68 (26.2%)	55 (21.2%)	38 (14.6%)	10 (3.8%)	
	30代女性	260 (100.0%)	26 (10.0%)	60 (23.1%)	82 (31.5%)	62 (23.8%)	19 (7.3%)	11 (4.2%)	
	40代女性	223 (100.0%)	9 (4.0%)	33 (14.8%)	58 (26.0%)	76 (34.1%)	28 (12.6%)	19 (8.5%)	
	50代女性	271 (100.0%)	19 (7.0%)	82 (30.3%)	99 (36.5%)	48 (17.7%)	17 (6.3%)	6 (2.2%)	
	60代女性	493 (100.0%)	51 (10.3%)	246 (49.9%)	113 (22.9%)	44 (8.9%)	26 (5.3%)	13 (2.6%)	
	職業	経営者・役員	68 (100.0%)	4 (5.9%)	25 (36.8%)	12 (17.6%)	16 (23.5%)	5 (7.4%)	6 (8.8%)
		会社員(事務系)	358 (100.0%)	59 (16.5%)	74 (20.7%)	98 (27.4%)	82 (22.9%)	27 (7.5%)	18 (5.0%)
会社員(技術系)		350 (100.0%)	72 (20.6%)	52 (14.9%)	87 (24.9%)	90 (25.7%)	32 (9.1%)	17 (4.9%)	
会社員(その他)		179 (100.0%)	35 (19.6%)	49 (27.4%)	44 (24.6%)	26 (14.5%)	17 (9.5%)	8 (4.5%)	
公務員		101 (100.0%)	15 (14.9%)	23 (22.8%)	20 (19.8%)	19 (18.8%)	13 (12.9%)	11 (10.9%)	
自営業		218 (100.0%)	15 (6.9%)	65 (29.8%)	67 (30.7%)	39 (17.9%)	19 (8.7%)	13 (6.0%)	
自由業		90 (100.0%)	16 (17.8%)	31 (34.4%)	19 (21.1%)	14 (15.6%)	4 (4.4%)	6 (6.7%)	
専業主婦		794 (100.0%)	22 (2.8%)	301 (37.9%)	235 (29.6%)	155 (19.5%)	52 (6.5%)	29 (3.7%)	
パート・アルバイト		341 (100.0%)	41 (12.0%)	81 (23.8%)	101 (29.6%)	64 (18.8%)	42 (12.3%)	12 (3.5%)	
学生		123 (100.0%)	38 (30.9%)	7 (5.7%)	19 (15.4%)	32 (26.0%)	22 (17.9%)	5 (4.1%)	
その他		378 (100.0%)	48 (12.7%)	158 (41.8%)	102 (27.0%)	45 (11.9%)	16 (4.2%)	9 (2.4%)	
地域		北海道	126 (100.0%)	14 (11.1%)	46 (36.5%)	36 (28.6%)	18 (14.3%)	7 (5.6%)	5 (4.0%)
		東北地方	142 (100.0%)	18 (12.7%)	35 (24.6%)	32 (22.5%)	26 (18.3%)	17 (12.0%)	14 (9.9%)
	関東地方	1268 (100.0%)	168 (13.2%)	369 (29.1%)	325 (25.6%)	262 (20.7%)	100 (7.9%)	44 (3.5%)	
	中部地方	407 (100.0%)	43 (10.6%)	101 (24.8%)	116 (28.5%)	76 (18.7%)	41 (10.1%)	30 (7.4%)	
	近畿地方	633 (100.0%)	73 (11.5%)	192 (30.3%)	181 (28.6%)	120 (19.0%)	46 (7.3%)	21 (3.3%)	
	中国地方	145 (100.0%)	17 (11.7%)	47 (32.4%)	41 (28.3%)	24 (16.6%)	7 (4.8%)	9 (6.2%)	
	四国地方	70 (100.0%)	12 (17.1%)	20 (28.6%)	23 (32.9%)	9 (12.9%)	5 (7.1%)	1 (1.4%)	
	九州地方	209 (100.0%)	20 (9.6%)	56 (26.8%)	50 (23.9%)	47 (22.5%)	26 (12.4%)	10 (4.8%)	
	回答者年収	～200万円未満	1337 (100.0%)	101 (7.6%)	391 (29.2%)	396 (29.6%)	276 (20.6%)	116 (8.7%)	57 (4.3%)
200～400万円未満		694 (100.0%)	127 (18.3%)	232 (33.4%)	174 (25.1%)	87 (12.5%)	51 (7.3%)	23 (3.3%)	
400～600万円未満		495 (100.0%)	85 (17.2%)	149 (30.1%)	122 (24.6%)	84 (17.0%)	32 (6.5%)	23 (4.6%)	
600～800万円未満		255 (100.0%)	34 (13.3%)	49 (19.2%)	63 (24.7%)	63 (24.7%)	27 (10.6%)	19 (7.5%)	
800～1000万円未満		117 (100.0%)	9 (7.7%)	17 (14.5%)	26 (22.2%)	46 (39.3%)	13 (11.1%)	6 (5.1%)	
1000万円以上		102 (100.0%)	9 (8.8%)	28 (27.5%)	23 (22.5%)	26 (25.5%)	10 (9.8%)	6 (5.9%)	
～200万円未満		244 (100.0%)	85 (34.8%)	63 (25.8%)	53 (21.7%)	26 (10.7%)	12 (4.9%)	5 (2.0%)	
200～400万円未満		527 (100.0%)	127 (24.1%)	205 (38.9%)	105 (19.9%)	56 (10.6%)	29 (5.5%)	5 (0.9%)	
400～600万円未満	810 (100.0%)	94 (11.6%)	300 (37.0%)	208 (25.7%)	146 (18.0%)	40 (4.9%)	22 (2.7%)		
600～800万円未満	564 (100.0%)	33 (5.9%)	159 (28.2%)	174 (30.9%)	117 (20.7%)	49 (8.7%)	32 (5.7%)		
800～1000万円未満	330 (100.0%)	11 (3.3%)	51 (15.5%)	115 (34.8%)	89 (27.0%)	38 (11.5%)	26 (7.9%)		
1000万円以上	525 (100.0%)	15 (2.9%)	88 (16.8%)	149 (28.4%)	148 (28.2%)	81 (15.4%)	44 (8.4%)		

	全体	北海道	東北地方	関東地方	中部地方	近畿地方	中国地方	四国地方	九州地方		
全体	3000 (100.0%)	126 (4.2%)	142 (4.7%)	1268 (42.3%)	407 (13.6%)	633 (21.1%)	145 (4.8%)	70 (2.3%)	209 (7.0%)		
性・世代	20代男性	272 (100.0%)	13 (4.8%)	18 (6.6%)	113 (41.5%)	30 (11.0%)	58 (21.3%)	11 (4.0%)	4 (1.5%)	25 (9.2%)	
	30代男性	267 (100.0%)	8 (3.0%)	13 (4.9%)	113 (42.3%)	39 (14.6%)	58 (21.7%)	13 (4.9%)	6 (2.2%)	17 (6.4%)	
	40代男性	224 (100.0%)	6 (2.7%)	16 (7.1%)	83 (37.1%)	39 (17.4%)	43 (19.2%)	11 (4.9%)	9 (4.0%)	17 (7.6%)	
	50代男性	266 (100.0%)	6 (2.3%)	8 (3.0%)	114 (42.9%)	48 (18.0%)	58 (21.8%)	7 (2.6%)	8 (3.0%)	17 (6.4%)	
	60代男性	464 (100.0%)	14 (3.0%)	10 (2.2%)	226 (48.7%)	49 (10.6%)	102 (22.0%)	28 (6.0%)	9 (1.9%)	26 (5.6%)	
	20代女性	260 (100.0%)	9 (3.5%)	18 (6.9%)	99 (38.1%)	36 (13.8%)	53 (20.4%)	15 (5.8%)	6 (2.3%)	24 (9.2%)	
	30代女性	260 (100.0%)	11 (4.2%)	16 (6.2%)	114 (43.8%)	39 (15.0%)	45 (17.3%)	13 (5.0%)	5 (1.9%)	17 (6.5%)	
	40代女性	223 (100.0%)	14 (6.3%)	9 (4.0%)	83 (37.2%)	32 (14.3%)	42 (18.8%)	13 (5.8%)	5 (2.2%)	25 (11.2%)	
	50代女性	271 (100.0%)	23 (8.5%)	16 (5.9%)	107 (39.5%)	35 (12.9%)	50 (18.5%)	13 (4.8%)	5 (1.8%)	22 (8.1%)	
	60代女性	493 (100.0%)	22 (4.5%)	18 (3.7%)	216 (43.8%)	60 (12.2%)	124 (25.2%)	21 (4.3%)	13 (2.6%)	19 (3.9%)	
	職業	経営者・役員	68 (100.0%)	2 (2.9%)	2 (2.9%)	32 (47.1%)	12 (17.8%)	10 (14.7%)	2 (2.9%)	2 (2.9%)	6 (8.8%)
		会社員(事務系)	358 (100.0%)	8 (2.2%)	16 (4.5%)	167 (46.6%)	43 (12.0%)	69 (19.3%)	18 (5.0%)	6 (1.7%)	31 (8.7%)
会社員(技術系)		350 (100.0%)	10 (2.9%)	16 (4.6%)	170 (48.6%)	51 (14.6%)	60 (17.1%)	20 (5.7%)	7 (2.0%)	16 (4.6%)	
会社員(その他)		179 (100.0%)	12 (6.7%)	11 (6.1%)	74 (41.3%)	26 (14.5%)	33 (18.4%)	5 (2.8%)	6 (3.4%)	12 (6.7%)	
公務員		101 (100.0%)	6 (5.9%)	8 (7.9%)	26 (25.7%)	18 (17.8%)	21 (20.8%)	7 (6.9%)	4 (4.0%)	11 (10.9%)	
自営業		218 (100.0%)	7 (3.2%)	14 (6.4%)	77 (35.3%)	39 (17.9%)	46 (21.1%)	11 (5.0%)	8 (3.7%)	16 (7.3%)	
自由業		90 (100.0%)	2 (2.2%)	4 (4.4%)	41 (45.6%)	7 (7.8%)	21 (23.3%)	3 (3.3%)	0 (0.0%)	12 (13.3%)	
専業主婦		794 (100.0%)	47 (5.9%)	38 (4.8%)	314 (39.5%)	97 (12.2%)	197 (24.8%)	37 (4.7%)	16 (2.0%)	48 (6.0%)	
パート・アルバイト		341 (100.0%)	15 (4.4%)	13 (3.8%)	146 (42.8%)	54 (15.8%)	69 (20.2%)	14 (4.1%)	8 (2.3%)	22 (6.5%)	
学生		123 (100.0%)	6 (4.9%)	5 (4.1%)	52 (42.3%)	18 (14.6%)	22 (17.9%)	8 (6.5%)	1 (0.8%)	11 (8.9%)	
その他		378 (100.0%)	11 (2.9%)	15 (4.0%)	169 (44.7%)	42 (11.1%)	85 (22.5%)	20 (5.3%)	12 (3.2%)	24 (6.3%)	
同居人数		1人	365 (100.0%)	14 (3.8%)	18 (4.9%)	168 (46.0%)	43 (11.8%)	73 (20.0%)	17 (4.7%)	12 (3.3%)	20 (5.5%)
		2人	866 (100.0%)	46 (5.3%)	35 (4.0%)	369 (42.6%)	101 (11.7%)	192 (22.2%)	47 (5.4%)	20 (2.3%)	56 (6.5%)
		3人	804 (100.0%)	36 (4.5%)	32 (4.0%)	325 (40.4%)	116 (14.4%)	181 (22.5%)	41 (5.1%)	23 (2.9%)	50 (6.2%)
	4人	582 (100.0%)	18 (3.1%)	26 (4.5%)	262 (45.0%)	76 (13.1%)	120 (20.6%)	24 (4.1%)	9 (1.5%)	47 (8.1%)	
	5人	249 (100.0%)	7 (2.8%)	17 (6.8%)	100 (40.2%)	41 (16.5%)	46 (18.5%)	7 (2.8%)	5 (2.0%)	26 (10.4%)	
	6人以上	134 (100.0%)	5 (3.7%)	14 (10.4%)	44 (32.8%)	30 (22.4%)	21 (15.7%)	9 (6.7%)	1 (0.7%)	10 (7.5%)	
回答者年収	～200万円未満	1337 (100.0%)	66 (4.9%)	71 (5.3%)	514 (38.4%)	183 (13.7%)	302 (22.6%)	63 (4.7%)	38 (2.8%)	100 (7.5%)	
	200～400万円未満	694 (100.0%)	36 (5.2%)	36 (5.2%)	294 (42.4%)	92 (13.3%)	132 (19.0%)	38 (5.5%)	13 (1.9%)	53 (7.6%)	
	400～600万円未満	495 (100.0%)	14 (2.8%)	25 (5.1%)	229 (46.3%)	63 (12.7%)	102 (20.6%)	24 (4.8%)	11 (2.2%)	27 (5.5%)	
	600～800万円未満	255 (100.0%)	6 (2.4%)	7 (2.7%)	120 (47.1%)	34 (13.3%)	52 (20.4%)	10 (3.9%)	7 (2.7%)	19 (7.5%)	
	800～1000万円未満	117 (100.0%)	1 (0.9%)	2 (1.7%)	60 (51.3%)	19 (16.2%)	25 (21.4%)	5 (4.3%)	0 (0.0%)	5 (4.3%)	
	1000万円以上	102 (100.0%)	3 (2.9%)	1 (1.0%)	51 (50.0%)	16 (15.7%)	20 (19.6%)	5 (4.9%)	1 (1.0%)	5 (4.9%)	
世帯年収	～200万円未満	244 (100.0%)	8 (3.3%)	13 (5.3%)	89 (36.5%)	34 (13.9%)	57 (23.4%)	10 (4.1%)	13 (5.3%)	20 (8.2%)	
	200～400万円未満	527 (100.0%)	35 (6.6%)	29 (5.5%)	177 (33.6%)	65 (12.3%)	121 (23.0%)	38 (7.2%)	13 (2.5%)	49 (9.3%)	
	400～600万円未満	810 (100.0%)	35 (4.3%)	43 (5.3%)	331 (40.9%)	99 (12.2%)	186 (23.0%)	44 (5.4%)	23 (2.8%)	49 (6.0%)	
	600～800万円未満	564 (100.0%)	30 (5.3%)	29 (5.1%)	249 (44.1%)	79 (14.0%)	102 (18.1%)	26 (4.6%)	8 (1.4%)	41 (7.3%)	
	800～1000万円未満	330 (100.0%)	7 (2.1%)	17 (5.2%)	152 (46.1%)	47 (14.2%)	65 (19.7%)	10 (3.0%)	6 (1.8%)	26 (7.9%)	
1000万円以上	525 (100.0%)	11 (2.1%)	11 (2.1%)	270 (51.4%)	83 (15.8%)	102 (19.4%)	17 (3.2%)	7 (1.3%)	24 (4.6%)		

	全体	~200万円未満	200~400万円未満	400~600万円未満	600~800万円未満	800~1000万円未満	1000万円以上		
全体	3000 (100.0%)	1329 (44.3%)	687 (22.9%)	491 (16.4%)	254 (8.5%)	115 (3.8%)	124 (4.1%)		
性・世代	20代男性	272 (100.0%)	118 (43.4%)	95 (34.9%)	50 (18.4%)	6 (2.2%)	0 (0.0%)	3 (1.1%)	
	30代男性	267 (100.0%)	41 (15.4%)	56 (21.0%)	98 (36.7%)	51 (19.1%)	10 (3.7%)	11 (4.1%)	
	40代男性	224 (100.0%)	16 (7.1%)	34 (15.2%)	62 (27.7%)	66 (29.5%)	31 (13.8%)	15 (6.7%)	
	50代男性	266 (100.0%)	31 (11.7%)	31 (11.7%)	54 (20.3%)	58 (21.8%)	43 (16.2%)	49 (18.4%)	
	60代男性	464 (100.0%)	35 (7.5%)	186 (40.1%)	133 (28.7%)	54 (11.6%)	25 (5.4%)	31 (6.7%)	
	20代女性	260 (100.0%)	158 (60.8%)	81 (31.2%)	20 (7.7%)	0 (0.0%)	0 (0.0%)	1 (0.4%)	
	30代女性	260 (100.0%)	185 (71.2%)	49 (18.8%)	21 (8.1%)	4 (1.5%)	1 (0.4%)	0 (0.0%)	
	40代女性	223 (100.0%)	166 (74.4%)	26 (11.7%)	18 (8.1%)	7 (3.1%)	2 (0.9%)	4 (1.8%)	
	50代女性	271 (100.0%)	219 (80.8%)	33 (12.2%)	9 (3.3%)	5 (1.8%)	2 (0.7%)	3 (1.1%)	
	60代女性	493 (100.0%)	360 (73.0%)	96 (19.5%)	26 (5.3%)	3 (0.6%)	1 (0.2%)	7 (1.4%)	
	職業	経営者・役員	68 (100.0%)	5 (7.4%)	7 (10.3%)	6 (8.8%)	13 (19.1%)	11 (16.2%)	26 (38.2%)
		会社員(事務系)	358 (100.0%)	27 (7.5%)	130 (36.3%)	107 (29.9%)	44 (12.3%)	28 (7.8%)	22 (6.1%)
会社員(技術系)		350 (100.0%)	19 (5.4%)	79 (22.6%)	114 (32.6%)	70 (20.0%)	36 (10.3%)	32 (9.1%)	
会社員(その他)		179 (100.0%)	12 (6.7%)	80 (44.7%)	48 (26.8%)	26 (14.5%)	7 (3.9%)	6 (3.4%)	
公務員		101 (100.0%)	4 (4.0%)	13 (12.9%)	30 (29.7%)	36 (35.6%)	15 (14.9%)	3 (3.0%)	
自営業		218 (100.0%)	55 (25.2%)	60 (27.5%)	56 (25.7%)	27 (12.4%)	9 (4.1%)	11 (5.0%)	
自由業		90 (100.0%)	22 (24.4%)	27 (30.0%)	17 (18.9%)	13 (14.4%)	3 (3.3%)	8 (8.9%)	
専業主婦		794 (100.0%)	723 (91.1%)	59 (7.4%)	7 (0.9%)	1 (0.1%)	1 (0.1%)	3 (0.4%)	
パート・アルバイト		341 (100.0%)	249 (73.0%)	62 (18.2%)	22 (6.5%)	1 (0.3%)	2 (0.6%)	5 (1.5%)	
学生		123 (100.0%)	109 (88.6%)	11 (8.9%)	2 (1.6%)	0 (0.0%)	0 (0.0%)	1 (0.8%)	
その他		378 (100.0%)	104 (27.5%)	159 (42.1%)	82 (21.7%)	23 (6.1%)	3 (0.8%)	7 (1.9%)	
同居人数		1人	365 (100.0%)	99 (27.1%)	126 (34.5%)	84 (23.0%)	34 (9.3%)	8 (2.2%)	14 (3.8%)
		2人	866 (100.0%)	388 (44.8%)	228 (26.3%)	147 (17.0%)	49 (5.7%)	17 (2.0%)	37 (4.3%)
		3人	804 (100.0%)	395 (49.1%)	173 (21.5%)	121 (15.0%)	63 (7.8%)	26 (3.2%)	26 (3.2%)
	4人	582 (100.0%)	275 (47.3%)	86 (14.8%)	84 (14.4%)	62 (10.7%)	45 (7.7%)	30 (5.2%)	
	5人	249 (100.0%)	115 (46.2%)	51 (20.5%)	32 (12.9%)	27 (10.8%)	13 (5.2%)	11 (4.4%)	
	6人以上	134 (100.0%)	57 (42.5%)	23 (17.2%)	23 (17.2%)	19 (14.2%)	6 (4.5%)	6 (4.5%)	
地域	北海道	126 (100.0%)	66 (52.4%)	35 (27.8%)	14 (11.1%)	6 (4.8%)	1 (0.8%)	4 (3.2%)	
	東北地方	142 (100.0%)	70 (49.3%)	36 (25.4%)	25 (17.6%)	7 (4.9%)	2 (1.4%)	2 (1.4%)	
	関東地方	1268 (100.0%)	511 (40.3%)	293 (23.1%)	226 (17.8%)	120 (9.5%)	59 (4.7%)	59 (4.7%)	
	中部地方	407 (100.0%)	182 (44.7%)	90 (22.1%)	62 (15.2%)	34 (8.4%)	19 (4.7%)	20 (4.9%)	
	近畿地方	633 (100.0%)	300 (47.4%)	131 (20.7%)	102 (16.1%)	51 (8.1%)	24 (3.8%)	25 (3.9%)	
	中国地方	145 (100.0%)	63 (43.4%)	36 (24.8%)	24 (16.6%)	10 (6.9%)	5 (3.4%)	7 (4.8%)	
	四国地方	70 (100.0%)	38 (54.3%)	13 (18.6%)	11 (15.7%)	7 (10.0%)	0 (0.0%)	1 (1.4%)	
	九州地方	209 (100.0%)	99 (47.4%)	53 (25.4%)	27 (12.9%)	19 (9.1%)	5 (2.4%)	6 (2.9%)	
世帯年収	~200万円未満	242 (100.0%)	242 (100.0%)	0 (0.0%)	0 (0.0%)	0 (0.0%)	0 (0.0%)	0 (0.0%)	
	200~400万円未満	519 (100.0%)	230 (44.3%)	289 (55.7%)	0 (0.0%)	0 (0.0%)	0 (0.0%)	0 (0.0%)	
	400~600万円未満	803 (100.0%)	352 (43.8%)	155 (19.3%)	296 (36.9%)	0 (0.0%)	0 (0.0%)	0 (0.0%)	
	600~800万円未満	561 (100.0%)	220 (39.2%)	106 (18.9%)	82 (14.6%)	153 (27.3%)	0 (0.0%)	0 (0.0%)	
	800~1000万円未満	326 (100.0%)	116 (35.6%)	51 (15.6%)	48 (14.7%)	44 (13.5%)	67 (20.6%)	0 (0.0%)	
	1000万円以上	549 (100.0%)	169 (30.8%)	86 (15.7%)	65 (11.8%)	57 (10.4%)	48 (8.7%)	124 (22.6%)	

	全体	~200万円未満	200~400万円未満	400~600万円未満	600~800万円未満	800~1000万円未満	1000万円以上		
全体	3000 (100.0%)	242 (8.1%)	519 (17.3%)	803 (26.8%)	561 (18.7%)	326 (10.9%)	549 (18.3%)		
性・世代	20代男性	272 (100.0%)	37 (13.6%)	55 (20.2%)	76 (27.9%)	33 (12.1%)	22 (8.1%)	49 (18.0%)	
	30代男性	267 (100.0%)	17 (6.4%)	30 (11.2%)	90 (33.7%)	70 (26.2%)	26 (9.7%)	34 (12.7%)	
	40代男性	224 (100.0%)	10 (4.5%)	20 (8.9%)	51 (22.8%)	62 (27.7%)	47 (21.0%)	34 (15.2%)	
	50代男性	266 (100.0%)	18 (6.8%)	23 (8.6%)	46 (17.3%)	48 (18.0%)	50 (18.8%)	81 (30.5%)	
	60代男性	464 (100.0%)	21 (4.5%)	115 (24.8%)	136 (29.3%)	68 (14.7%)	36 (7.8%)	88 (19.0%)	
	20代女性	260 (100.0%)	31 (11.9%)	59 (22.7%)	66 (25.4%)	44 (16.9%)	19 (7.3%)	41 (15.8%)	
	30代女性	260 (100.0%)	25 (9.6%)	45 (17.3%)	82 (31.5%)	54 (20.8%)	26 (10.0%)	28 (10.8%)	
	40代女性	223 (100.0%)	15 (6.7%)	23 (10.3%)	58 (26.0%)	62 (27.8%)	33 (14.8%)	32 (14.3%)	
	50代女性	271 (100.0%)	23 (8.5%)	33 (12.2%)	48 (17.7%)	47 (17.3%)	38 (14.0%)	82 (30.3%)	
	60代女性	493 (100.0%)	45 (9.1%)	116 (23.5%)	150 (30.4%)	73 (14.8%)	29 (5.9%)	80 (16.2%)	
	職業	経営者・役員	68 (100.0%)	3 (4.4%)	0 (0.0%)	6 (8.8%)	8 (11.8%)	6 (8.8%)	45 (66.2%)
		会社員(事務系)	358 (100.0%)	17 (4.7%)	51 (14.2%)	83 (23.2%)	68 (19.0%)	63 (17.6%)	76 (21.2%)
会社員(技術系)		350 (100.0%)	11 (3.1%)	31 (8.9%)	90 (25.7%)	93 (26.6%)	49 (14.0%)	76 (21.7%)	
会社員(その他)		179 (100.0%)	5 (2.8%)	37 (20.7%)	48 (26.8%)	37 (20.7%)	20 (11.2%)	32 (17.9%)	
公務員		101 (100.0%)	3 (3.0%)	8 (7.9%)	17 (16.8%)	32 (31.7%)	16 (15.8%)	25 (24.8%)	
自営業		218 (100.0%)	22 (10.1%)	31 (14.2%)	58 (26.6%)	38 (17.4%)	26 (11.9%)	43 (19.7%)	
自由業		90 (100.0%)	6 (6.7%)	14 (15.6%)	29 (32.2%)	22 (24.4%)	5 (5.6%)	14 (15.6%)	
専業主婦		794 (100.0%)	59 (7.4%)	147 (18.5%)	237 (29.8%)	152 (19.1%)	72 (9.1%)	127 (16.0%)	
パート・アルバイト		341 (100.0%)	42 (12.3%)	69 (20.2%)	89 (26.1%)	55 (16.1%)	37 (10.9%)	49 (14.4%)	
学生		123 (100.0%)	32 (26.0%)	21 (17.1%)	28 (22.8%)	8 (6.5%)	11 (8.9%)	23 (18.7%)	
その他		378 (100.0%)	42 (11.1%)	110 (29.1%)	118 (31.2%)	48 (12.7%)	21 (5.6%)	39 (10.3%)	
同居人数		1人	365 (100.0%)	83 (22.7%)	126 (34.5%)	93 (25.5%)	33 (9.0%)	10 (2.7%)	20 (5.5%)
		2人	866 (100.0%)	63 (7.3%)	200 (23.1%)	297 (34.3%)	158 (18.2%)	50 (5.8%)	98 (11.3%)
		3人	804 (100.0%)	53 (6.6%)	105 (13.1%)	205 (25.5%)	174 (21.6%)	115 (14.3%)	152 (18.9%)
	4人	582 (100.0%)	26 (4.5%)	54 (9.3%)	146 (25.1%)	115 (19.8%)	88 (15.1%)	153 (26.3%)	
	5人	249 (100.0%)	12 (4.8%)	29 (11.6%)	40 (16.1%)	49 (19.7%)	37 (14.9%)	82 (32.9%)	
	6人以上	134 (100.0%)	5 (3.7%)	5 (3.7%)	22 (16.4%)	32 (23.9%)	26 (19.4%)	44 (32.8%)	
	地域	北海道	126 (100.0%)	8 (6.3%)	34 (27.0%)	35 (27.8%)	30 (23.8%)	7 (5.6%)	12 (9.5%)
東北地方		142 (100.0%)	13 (9.2%)	28 (19.7%)	43 (30.3%)	29 (20.4%)	17 (12.0%)	12 (8.5%)	
関東地方		1268 (100.0%)	88 (6.9%)	176 (13.9%)	327 (25.8%)	248 (19.6%)	151 (11.9%)	278 (21.9%)	
中部地方		407 (100.0%)	34 (8.4%)	64 (15.7%)	96 (23.6%)	77 (18.9%)	47 (11.5%)	89 (21.9%)	
近畿地方		633 (100.0%)	57 (9.0%)	119 (18.8%)	186 (29.4%)	102 (16.1%)	62 (9.8%)	107 (16.9%)	
中国地方		145 (100.0%)	10 (6.9%)	36 (24.8%)	44 (30.3%)	26 (17.9%)	10 (6.9%)	19 (13.1%)	
四国地方		70 (100.0%)	13 (18.6%)	13 (18.6%)	23 (32.9%)	8 (11.4%)	6 (8.6%)	7 (10.0%)	
九州地方		209 (100.0%)	19 (9.1%)	49 (23.4%)	49 (23.4%)	41 (19.6%)	26 (12.4%)	25 (12.0%)	
回答者年収	~200万円未満	1329 (100.0%)	242 (18.2%)	230 (17.3%)	352 (26.5%)	220 (16.6%)	116 (8.7%)	169 (12.7%)	
	200~400万円未満	687 (100.0%)	0 (0.0%)	289 (42.1%)	155 (22.6%)	106 (15.4%)	51 (7.4%)	86 (12.5%)	
	400~600万円未満	491 (100.0%)	0 (0.0%)	0 (0.0%)	296 (60.3%)	82 (16.7%)	48 (9.8%)	65 (13.2%)	
	600~800万円未満	254 (100.0%)	0 (0.0%)	0 (0.0%)	0 (0.0%)	153 (60.2%)	44 (17.3%)	57 (22.4%)	
	800~1000万円未満	115 (100.0%)	0 (0.0%)	0 (0.0%)	0 (0.0%)	0 (0.0%)	67 (58.3%)	48 (41.7%)	
	1000万円以上	124 (100.0%)	0 (0.0%)	0 (0.0%)	0 (0.0%)	0 (0.0%)	0 (0.0%)	124 (100.0%)	

# 參考資料



## アンケート調査票

情報通信ネットワークの利用実態に関する調査

平成18年2月

「情報通信ネットワークの利用実態に関する調査」ご協力をお願い  
 皆様におかれましては、ますますご健勝のこととお慶び申し上げます。  
 さて、三井情報開発株式会社 総合研究所では、総務省情報通信経  
 済室からの委託により「情報通信ネットワークの利用実態に関する調  
 査」を実施しております。  
 本調査は、皆様方の日常生活における情報通信ネットワークの利用  
 や、その理由等について、お尋ねするものです。ご回答頂いた内容  
 は、今後新たな情報通信政策を展開するための基礎資料として参考  
 にさせていただきますと考えております。  
 調査の趣旨をご理解いただき、ご協力の程、よろしくお願い致します。

本アンケートはあくまで調査目的のために用いられ、結果は統計的に整理して用いますので、ご回答の  
 ことで直接ご迷惑をかけることは一切ございません。

三井情報開発株式会社 総合研究所、国や地方公共団体などの委託を受け、調査・政策提言を行う民間シンク  
 タンクです。

内容をご確認後、下記からのボタンを押してください。

次のページへ

情報通信ネットワークの利用実態に関する調査

●商品・サービスの購買状況についてお答えください。

昨年1年間の1月～12月間に、以下の商品を購入しましたか。(複数回答可です)  
 ※結構、電器、FAX、インターネットサイトでの商品の購入は含まれません。

- 書籍・雑誌(ダウンロードでの購入を含む)
- CD/DVD、DVDソフト(ダウンロードでの購入を含む)
- ゲームソフト、エレクトロニックソフト(ダウンロードでの購入を含む)
- 家電(洗濯機、冷蔵庫(冷凍・冷蔵)、パソコン(周辺機器を含む))
- 旅行(交通チケット、ホテル予約を含む)、インターネット
- 化粧品・美容用品、健康食品・ダイエット食品
- 食品(健康食品・ダイエット食品は含まない)、飲料、酒類
- 雑貨、家具
- 自動車(中古車を含む)、自動車用品
- 不動産、住宅
- 購入したものはなし

内容をご確認後、下記からのボタンを押してください。

次のページへ

◆01でご購入された商品についてお問い合わせいたします。

昨年1年間(1月～12月)に購入したことがある商品分野について、【その商品を買ったきっかけ】はどのように経路ですか。(複数回答可)※

	テレビ・パソコン・家電・雑誌	通信販売(カタログ)	商品そのものの店頭・百貨店の展開	友人や知人からの紹介・口コミ	インターネットのフリーサイト	インターネットのショッピングサイト	インターネットの個人ホームページ・ブログ	各種サイトのバナー広告やショッピングからの配信メール	その他
1 書籍・雑誌	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
2 テレビ・ラジオ	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
3 ゲームソフト、コンピュータソフト	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
4 家電、AV機器、パソコン	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
5 旅行、インターネット	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
6 化粧品、健康食品	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
7 食品、飲料、酒類	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
8 趣味、家具	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
9 自動車、自動車用品	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
10 その他、住宅	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	

内容をご確認後、下記のボタンを押してください。

次ページへ

◆01でご購入された商品についてお問い合わせいたします。

昨年1年間(1月～12月)に購入したことがある商品分野について、【商品内容の信頼感・信頼感】はどのように感じましたか。(複数回答可)※

	テレビ・パソコン・家電・雑誌	通信販売(カタログ)	商品そのものの店頭・百貨店の展開	友人や知人からの紹介・口コミ	インターネットのフリーサイト	インターネットのショッピングサイト	インターネットの個人ホームページ・ブログ	各種サイトのバナー広告やショッピングからの配信メール	その他
1 書籍・雑誌	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
2 テレビ・ラジオ	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
3 ゲームソフト、コンピュータソフト	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
4 家電、AV機器、パソコン	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
5 旅行、インターネット	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
6 化粧品、健康食品	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
7 食品、飲料、酒類	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
8 趣味、家具	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
9 自動車、自動車用品	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
10 その他、住宅	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	

内容をご確認後、下記のボタンを押してください。

次ページへ



◆お申し込みいただいた商品についてお知らせいたします。

※ 昨年1年(1月～12月)に購入したことがある商品について、【購入先】の各種別業・近前別業にどのような業種まで行いましたか。【回答が1つでも】

	購入先/得意先はコンビニ・スーパー等の各種業種・近前別業は行われなかった	インターネットのバーチャルショップからの配信サイト	インターネットの購入チーム/メール/ダウンロード	インターネットの専用端末	インターネットのショッピングサイト	インターネットのフリマサイト	インターネットのフリマサイト	購入先/得意先はフリマ・オークション	購入先/得意先はフリマ・オークション	フリマ・オークション
1 書籍・雑誌	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
2 CDソフト、DVDソフト	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
3 ゲームソフト、コンピュータソフト	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
4 家電、カメラ、パソコン	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
5 旅行、イベントチケット	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
6 化粧品、健康食品	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
7 食品、飲料、酒類	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
8 趣味、家具	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
9 自動車、自動車用品	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
10 不動産、住宅	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

内容をご確認後、下記下のボタンをクリックください。

次のページへ

◆お申し込みいただいた商品についてお知らせいたします。

※ 昨年1年(1月～12月)に購入したことがある商品について、お申し込み/注文段階の中で、【インターネット(携帯電話からのインターネット利用も含む)を利用して購入/注文した割合】はこの程度でしたか。【※内訳が2つ以上】  
※【インターネットを利用した購入/注文】したことがない場合は、「0」と記入してください。

1 書籍・雑誌	および	<input type="checkbox"/>	%程度
2 CDソフト、DVDソフト	および	<input type="checkbox"/>	%程度
3 ゲームソフト、コンピュータソフト	および	<input type="checkbox"/>	%程度
4 家電、カメラ、パソコン	および	<input type="checkbox"/>	%程度
5 旅行、イベントチケット	および	<input type="checkbox"/>	%程度
6 化粧品、健康食品	および	<input type="checkbox"/>	%程度
7 食品、飲料、酒類	および	<input type="checkbox"/>	%程度
8 趣味、家具	および	<input type="checkbox"/>	%程度
9 自動車、自動車用品	および	<input type="checkbox"/>	%程度
10 不動産、住宅	および	<input type="checkbox"/>	%程度

内容をご確認後、下記下のボタンをクリックください。

次のページへ

◆Q1でご記入された項目についてお知らせいたします。

**Q2** 昨年1年間(1月～12月)に購入したことがある商品について、【購入先】の「情報検索・登録検索」などのような手法で行いましたか。【回答は1つだけ】

購入先	情報検索	登録検索	インターネットの検索エンジン	インターネットの検索エンジン	インターネットの検索エンジン	インターネットの検索エンジン	インターネットの検索エンジン	インターネットの検索エンジン	インターネットの検索エンジン	インターネットの検索エンジン
1.書籍・雑誌	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
2.のり紙、CD/DVD	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
3.ゲームソフト、ソフトウェアソフト	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
4.家電、カメラ、パソコン	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
5.旅行、インターネット	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
6.化粧品、健康食品	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
7.食品、飲料、酒類	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
8.服装、家具	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
9.自動車、自動車用品	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
10.不動産、住宅	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

内容をご確認後、ご自身のボタンを押してください。

◆資産の有無状態についてお知らせいたします。

**Q3** あなたの現在の貯蓄額はおよそどれくらいですか。【おおよそでお答えください】  
 ※旅行・郵便物などの預貯金、株・債券などの有価証券による貯蓄であり、土地・住宅などの実物資産、保険の年金(生命保険・健康保険など)は含まれません。  
 ※貯蓄していない場合は、「0」と記入して下さい。  
 およそ  円以内

**Q4** 現在の貯蓄のうち、【旅行・郵便物などの有価証券口座】での預貯金額はおよそどれくらいですか。【おおよそでお答えください】  
 ※定期預金口座での預貯金額は含めず下さい。  
 ※貯蓄していない場合は、「0」と記入して下さい。  
 およそ  円以内

**Q5** あなたは現在、どれくらい【税金(消費税・雑税)】を納めていますか。【おおよそでお答えください】  
 ※旅行・郵便物などの預貯金とは別に納税して下さい。  
 ※納税していない場合は、「0」と記入して下さい。  
 およそ  円以内

**Q6** 最近、ネットバンキング(インターネットを利用した【振替・送金・口座振替】などの銀行口座の操作)をどれくらい利用していますか。1ヶ月あたりのおよその平均利用額をお答え下さい。【おおよそでお答えください】  
 ※ネットバンキングを利用していない場合は、「0」と記入して下さい。  
 1ヶ月あたり  円以内

**Q7** 最近、クレジットカードをどれくらい利用していますか。1ヶ月あたりのおよその平均支払額をお答え下さい。【おおよそでお答えください】  
 ※クレジットカードを利用していない場合は、「0」と記入して下さい。  
 1ヶ月あたり  円以内

**Q8** 最近、電子マネー(Cash, FOMA, Etc. を利用した【コンビニ・スーパー】などの買い物)をどれくらい利用していますか。1ヶ月あたりのおよその平均利用額をお答え下さい。【おおよそでお答えください】  
 ※電子マネーを利用していない場合は、「0」と記入して下さい。  
 1ヶ月あたり  円以内

**Q9** あなたは、株・債券などの有価証券を保有していますか。【回答は1つだけ】

: 保有している  
 : 保有していない

◆03で1. 株式・債券などの有価証券を保有している」と回答された方に限ります。  
 保有している株式・債券などの有価証券は、どのような方法で【購入・売却】を行っていますか。それぞれの手段について、およびその割合を記入下さい。【※複数回答可】

※1～4の合計が71%となるよう記入し、CHECKして下さい。

1. 各種銀行窓口・外交員の利用	<input type="checkbox"/>	%程度
2. 電話の利用	<input type="checkbox"/>	%程度
3. インターネット経由での利用	<input type="checkbox"/>	%程度
4. その他の手段の利用	<input type="checkbox"/>	%程度

7～4記入し終わった方 CHECK

04: インターネット経由で取引を行っている株式・債券などの有価証券について、その【保有額(購入額)の割合(%)】はおよそどれくらいですか。【※複数回答可】

およそ  %程度

05: 以下の取引について、【インターネットを利用する理由】は、どのようなものですか。【※複数回答可】

1. (ネットバンクによる) 振替・送金・口座移転などの取引	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
2. (株式・債券などの有価証券の) 購入・売却などの取引	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

06: あなたの自宅から最寄りのATMまで、【往復時間】はどれくらいかかりますか。【※複数回答可】

※旅行・観光からのATMは除外し、エジプト・ロシアなどに出張されているATMも除外して下さい。  
 ※交通手段は徒歩・バス・徒歩、自転車、自動車などの交通手段の利用を想定し。

およそ  分程度

◆リサイク/シェアブローマーケット・ネットバンクへの参加・利用についてお知らせします。

07: 昨年1年間の1月～12月間に、【リサイク/シェアブローマーケット・ネットバンク】様を利用しましたか。【※複数回答可】

1. 【リサイク/シェアブローマーケット】に出張した商品	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
2. 【リサイク/シェアブローマーケット】で購入した商品	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
3. ネットバンクに【出張】した商品	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
4. ネットバンクで【取引】した商品	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

内容を確認集めてから下のボタンをクリック



