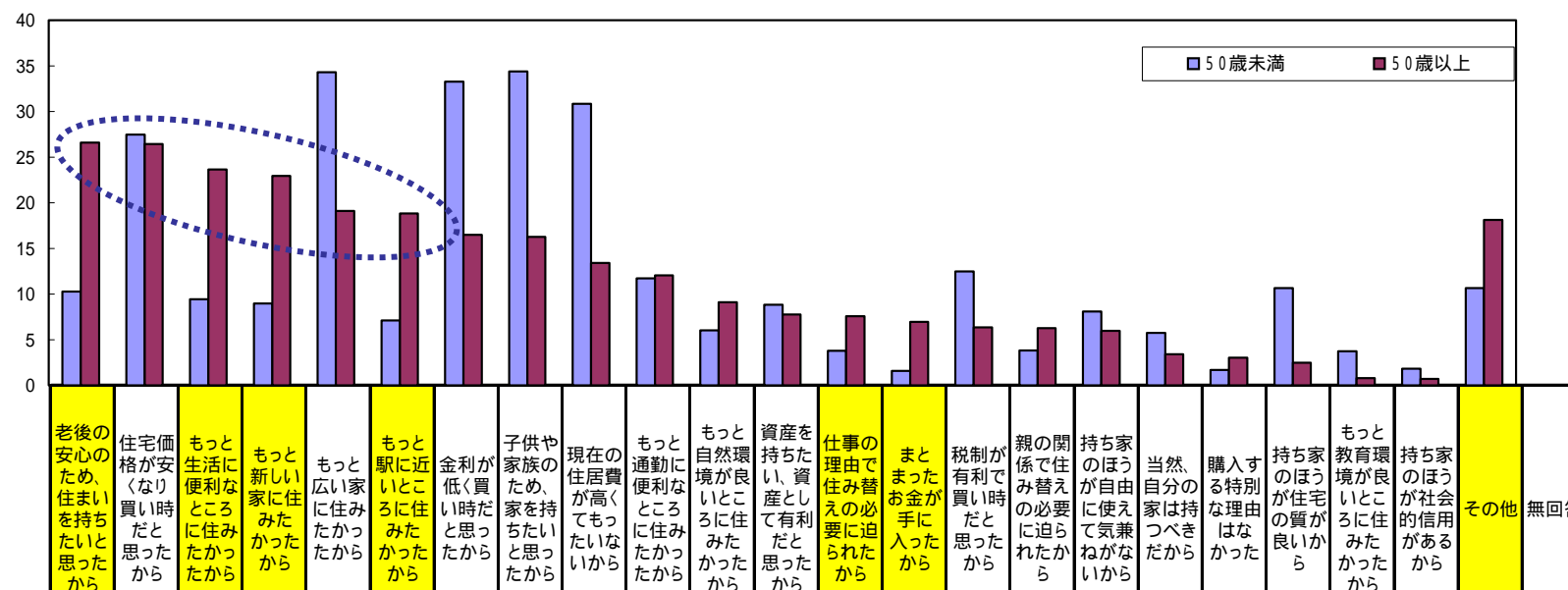


購入の動機は明確なきっかけというより「もっと～したい」という希望

年代別購入動機・理由 (2001～2002年契約者)



調査数	11480	10321	1120	1750	3529	2825	1443	774	549	253	318	11480	10321	1120	1750	3529	2825	1443	774	549	253	318	11480	10321	1120	1750	3529	2825	1443	774	549	253	318															
全体	11.9	27.4	10.8	10.4	32.8	8.2	31.6	32.6	29.1	11.7	6.3	8.7	4.1	2.1	11.8	4.1	7.9	5.5	1.8	9.9	3.4	1.7	11.4	0.2	10.3	27.5	9.4	9.0	34.3	8.2	31.6	32.6	29.1	11.7	6.3	8.7	4.1	2.1	11.8	4.1	7.9	5.5	1.8	9.9	3.4	1.7	11.4	0.2
50歳未満	10.3	27.5	9.4	9.0	34.3	7.1	33.3	34.4	30.9	11.7	6.0	8.8	3.8	1.6	12.5	3.8	8.1	5.7	1.7	10.7	3.7	1.8	10.7	0.1	10.3	27.5	9.4	9.0	34.3	7.1	33.3	34.4	30.9	11.7	6.0	8.8	3.8	1.6	12.5	3.8	8.1	5.7	1.7	10.7	3.7	1.8	10.7	0.1
50歳以上	26.6	26.4	23.7	22.9	19.1	18.8	16.5	16.3	13.4	12.1	9.1	7.8	7.6	7.0	6.3	6.3	6.0	3.4	3.0	2.5	0.8	0.7	18.1	0.8	26.6	26.4	23.7	22.9	19.1	18.8	16.5	16.3	13.4	12.1	9.1	7.8	7.6	7.0	6.3	6.3	6.0	3.4	3.0	2.5	0.8	0.7	18.1	0.8
20代	5.8	27.4	7.8	7.0	25.5	6.7	38.9	35.0	39.4	10.8	4.2	11.4	2.5	1.8	13.2	3.5	10.1	6.6	1.5	12.0	1.8	1.8	10.3	0.3	5.8	27.4	7.8	7.0	25.5	6.7	38.9	35.0	39.4	10.8	4.2	11.4	2.5	1.8	13.2	3.5	10.1	6.6	1.5	12.0	1.8	1.8	10.3	0.3
30～34歳	8.0	26.9	8.8	7.5	33.2	6.3	36.0	36.4	35.5	11.1	6.7	9.8	2.6	1.3	12.2	2.7	8.2	6.1	1.9	12.3	3.0	1.9	9.9	0.1	8.0	26.9	8.8	7.5	33.2	6.3	36.0	36.4	35.5	11.1	6.7	9.8	2.6	1.3	12.2	2.7	8.2	6.1	1.9	12.3	3.0	1.9	9.9	0.1
35～39歳	12.0	27.0	9.1	8.5	39.2	5.6	31.0	34.8	27.8	12.3	6.5	7.5	3.9	1.4	12.4	4.0	7.8	5.5	1.6	10.9	4.7	1.7	11.3	0.1	12.0	27.0	9.1	8.5	39.2	5.6	31.0	34.8	27.8	12.3	6.5	7.5	3.9	1.4	12.4	4.0	7.8	5.5	1.6	10.9	4.7	1.7	11.3	0.1
40～44歳	12.5	30.5	11.6	11.6	37.7	9.9	29.2	32.8	22.6	12.3	5.3	6.0	5.5	1.5	12.5	4.9	6.7	4.9	1.9	7.6	6.2	1.9	11.1	0.1	12.5	30.5	11.6	11.6	37.7	9.9	29.2	32.8	22.6	12.3	5.3	6.0	5.5	1.5	12.5	4.9	6.7	4.9	1.9	7.6	6.2	1.9	11.1	0.1
45～49歳	20.0	26.5	13.3	17.2	35.4	11.6	23.4	25.8	16.9	13.4	6.7	8.7	8.1	3.4	12.5	7.2	5.9	4.3	1.4	5.0	3.1	1.6	11.6	0.1	20.0	26.5	13.3	17.2	35.4	11.6	23.4	25.8	16.9	13.4	6.7	8.7	8.1	3.4	12.5	7.2	5.9	4.3	1.4	5.0	3.1	1.6	11.6	0.1
50～54歳	21.9	29.0	16.6	17.9	24.8	14.2	22.8	21.7	15.1	15.5	6.0	8.7	7.8	6.7	9.3	6.6	8.0	4.2	2.2	3.1	1.3	0.7	14.0	0.4	21.9	29.0	16.6	17.9	24.8	14.2	22.8	21.7	15.1	15.5	6.0	8.7	7.8	6.7	9.3	6.6	8.0	4.2	2.2	3.1	1.3	0.7	14.0	0.4
55～59歳	31.6	31.2	22.1	25.7	14.6	14.2	15.4	11.1	16.2	12.6	12.3	5.9	10.3	5.1	6.7	4.7	4.7	4.3	4.3	2.0	0.4	0.8	19.4	0.8	31.6	31.2	22.1	25.7	14.6	14.2	15.4	11.1	16.2	12.6	12.3	5.9	10.3	5.1	6.7	4.7	4.7	4.3	4.3	2.0	0.4	0.8	19.4	0.8
60歳以上	30.8	18.2	37.1	29.6	12.9	30.5	6.6	11.0	8.2	5.7	11.9	7.5	5.0	8.8	0.9	6.9	3.5	1.3	3.5	1.9	0.3	0.6	24.2	1.6	30.8	18.2	37.1	29.6	12.9	30.5	6.6	11.0	8.2	5.7	11.9	7.5	5.0	8.8	0.9	6.9	3.5	1.3	3.5	1.9	0.3	0.6	24.2	1.6