

◎購入地区別購入率一覧表

地区	品目	温泉	登別	幌別	緑陽	鷺別	市内合計	室蘭	札幌	苫小牧	胆振	その他地域	移動販売	通信販売	インターネット	宅配
温泉地区	生鮮食品	5.9%	13.3%	5.1%	15.5%	6.3%	46.1%	13.3%	0.0%	12.7%	0.0%	0.0%	2.5%	0.0%	0.0%	25.3%
	一般食品	13.5%	23.3%	7.4%	22.6%	9.2%	76.0%	16.6%	0.0%	3.7%	0.0%	0.0%	3.7%	0.0%	0.0%	0.0%
	日用雑貨	8.5%	18.2%	14.3%	12.1%	6.5%	59.6%	14.3%	2.6%	20.8%	0.0%	0.0%	2.6%	0.0%	0.0%	0.0%
	医薬品・化粧品	2.8%	2.8%	20.5%	8.4%	8.4%	42.8%	15.3%	14.0%	27.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
	衣料品	2.6%	0.0%	25.8%	16.7%	0.0%	45.1%	12.9%	18.0%	13.7%	0.0%	0.0%	0.0%	5.2%	5.2%	0.0%
	家電製品	0.0%	26.6%	2.8%	8.4%	0.0%	37.8%	27.3%	0.0%	28.0%	0.0%	2.8%	0.0%	0.0%	4.2%	0.0%
	書籍	0.0%	0.0%	29.9%	14.9%	0.0%	44.8%	6.0%	14.9%	14.9%	0.0%	0.0%	0.0%	0.0%	19.4%	0.0%
	スポーツ用品	0.0%	0.0%	33.3%	16.7%	0.0%	50.0%	0.0%	16.7%	16.7%	0.0%	0.0%	0.0%	0.0%	16.7%	0.0%
	贈答品	40.9%	4.5%	0.0%	0.0%	0.0%	45.5%	0.0%	4.5%	4.5%	0.0%	4.5%	0.0%	9.1%	31.8%	0.0%
	喫茶	19.7%	19.7%	0.0%	15.8%	3.9%	59.2%	15.8%	11.8%	9.2%	0.0%	3.9%				
居酒屋	23.1%	3.8%	11.5%	0.0%	3.8%	42.3%	30.8%	0.0%	11.5%	0.0%	15.4%					
登別地区	生鮮食品	0.0%	25.3%	14.6%	9.5%	0.0%	49.4%	29.2%	0.0%	0.0%	3.6%	3.6%	0.0%	7.1%	0.0%	7.1%
	一般食品	0.0%	21.5%	14.0%	10.2%	0.0%	45.6%	21.1%	10.2%	0.0%	3.4%	0.0%	0.0%	10.2%	0.0%	9.5%
	日用雑貨	0.0%	16.3%	22.8%	19.2%	0.0%	58.3%	8.7%	0.0%	3.5%	6.9%	3.5%	0.0%	10.4%	0.0%	8.7%
	医薬品・化粧品	10.3%	9.1%	14.2%	13.5%	0.0%	47.1%	9.5%	20.7%	0.0%	8.3%	0.0%	0.0%	4.1%	2.1%	8.3%
	衣料品	0.0%	10.8%	5.1%	16.4%	0.0%	32.2%	29.8%	12.7%	7.6%	0.0%	2.5%	0.0%	5.1%	10.1%	0.0%
	家電製品	0.0%	17.1%	0.0%	13.7%	0.0%	30.8%	45.6%	9.2%	0.0%	0.0%	0.0%	0.0%	2.6%	11.8%	0.0%
	書籍	0.0%	11.0%	16.3%	23.3%	0.0%	50.7%	18.2%	17.1%	0.0%	0.0%	6.2%	0.0%	0.0%	7.8%	0.0%
	スポーツ用品	0.0%	0.0%	0.0%	20.5%	0.0%	20.5%	44.5%	8.3%	12.9%	0.0%	13.8%	0.0%	0.0%	0.0%	0.0%
	贈答品	0.0%	9.2%	12.6%	21.4%	0.0%	43.2%	10.1%	11.9%	5.9%	0.0%	0.0%	0.0%	18.9%	0.0%	10.1%
	喫茶	2.7%	17.8%	13.5%	10.0%	13.5%	57.4%	15.6%	9.0%	9.9%	2.7%	5.4%				
居酒屋	0.0%	35.2%	11.5%	16.3%	0.0%	63.0%	32.6%	4.4%	0.0%	0.0%	0.0%					
幌別地区	生鮮食品	0.0%	13.7%	21.8%	9.2%	12.0%	56.6%	12.3%	4.6%	3.0%	3.4%	3.7%	3.0%	0.0%	3.0%	10.3%
	一般食品	0.0%	14.3%	23.1%	13.6%	8.4%	59.4%	12.3%	4.5%	3.9%	2.9%	3.2%	0.0%	0.0%	2.4%	11.3%
	日用雑貨	0.0%	11.9%	18.7%	11.7%	7.1%	49.4%	8.6%	8.7%	4.8%	4.7%	5.5%	0.0%	3.2%	3.4%	11.7%
	医薬品・化粧品	0.0%	11.8%	13.1%	6.8%	10.0%	41.8%	9.2%	6.2%	4.9%	9.1%	5.5%	5.5%	7.0%	5.3%	5.5%
	衣料品	4.6%	0.0%	13.4%	11.0%	6.9%	35.8%	17.7%	9.4%	6.8%	4.4%	9.0%	0.0%	6.4%	7.1%	3.4%
	家電製品	0.0%	3.3%	11.1%	6.6%	16.4%	37.3%	23.2%	6.3%	4.9%	6.6%	5.4%	0.0%	3.3%	4.8%	8.2%
	書籍	0.0%	0.0%	9.9%	13.0%	12.3%	35.1%	17.1%	12.1%	6.9%	2.1%	8.5%	0.0%	3.2%	8.4%	6.4%
	スポーツ用品	0.0%	0.0%	19.6%	13.4%	0.0%	33.1%	23.1%	10.7%	7.8%	7.9%	4.5%	0.0%	3.4%	9.0%	0.5%
	贈答品	0.0%	0.0%	10.5%	11.2%	10.7%	32.4%	12.0%	7.3%	6.3%	9.2%	6.3%	0.0%	11.6%	9.2%	5.8%
	喫茶	1.9%	6.4%	14.4%	16.6%	5.3%	44.5%	20.9%	12.5%	6.9%	8.8%	6.4%				
居酒屋	0.0%	9.1%	18.9%	12.1%	6.8%	46.8%	22.9%	12.8%	3.0%	3.8%	10.6%					
緑陽地区	生鮮食品	0.0%	7.0%	13.6%	35.6%	5.0%	61.2%	12.0%	0.9%	6.6%	4.7%	0.0%	0.0%	0.0%	0.5%	14.1%
	一般食品	0.0%	4.6%	13.8%	34.8%	5.6%	58.7%	11.3%	5.0%	0.9%	3.8%	4.6%	0.0%	0.0%	2.5%	13.1%
	日用雑貨	0.0%	0.0%	15.5%	32.1%	4.0%	51.6%	10.2%	5.6%	0.8%	0.0%	4.0%	0.0%	4.0%	2.8%	20.9%
	医薬品・化粧品	0.0%	0.0%	12.4%	23.1%	4.3%	39.8%	10.3%	11.4%	0.0%	5.7%	0.0%	1.4%	14.3%	11.4%	5.7%
	衣料品	0.0%	0.0%	4.7%	14.2%	2.3%	21.2%	11.9%	8.4%	10.6%	23.4%	5.9%	4.7%	3.8%	10.2%	0.0%
	家電製品	0.0%	4.0%	20.1%	8.1%	0.0%	32.2%	35.0%	6.4%	9.1%	3.0%	1.7%	0.0%	1.7%	11.0%	0.0%
	書籍	0.0%	0.0%	0.0%	20.9%	0.0%	20.9%	28.5%	9.5%	12.6%	1.4%	1.4%	0.0%	3.4%	19.3%	2.9%
	スポーツ用品	0.0%	9.9%	0.0%	14.1%	9.9%	33.9%	28.8%	8.8%	12.5%	0.0%	1.9%	0.0%	0.0%	14.2%	0.0%
	贈答品	0.0%	0.0%	6.9%	14.3%	15.8%	37.0%	7.2%	7.3%	9.9%	3.0%	5.9%	9.9%	0.0%	13.0%	6.9%
	喫茶	4.4%	0.0%	7.1%	23.8%	6.6%	41.9%	19.7%	7.8%	13.9%	11.9%	4.8%				
居酒屋	0.0%	0.0%	17.1%	22.1%	3.0%	42.2%	32.1%	4.0%	8.7%	8.7%	4.4%					
鷺別地区	生鮮食品	0.0%	1.4%	4.6%	16.3%	13.0%	35.3%	21.0%	6.5%	2.7%	7.5%	2.7%	15.0%	1.4%	2.0%	5.9%
	一般食品	0.0%	0.0%	2.7%	18.0%	12.1%	32.9%	24.4%	5.6%	3.5%	8.2%	3.0%	8.9%	3.0%	3.5%	7.1%
	日用雑貨	0.0%	0.0%	4.7%	16.4%	12.9%	33.9%	20.4%	5.1%	5.1%	8.9%	7.6%	0.0%	7.6%	1.7%	9.7%
	医薬品・化粧品	0.0%	0.0%	1.7%	16.7%	12.9%	31.4%	21.2%	2.9%	1.2%	8.1%	2.3%	0.0%	12.7%	8.8%	11.5%
	衣料品	0.0%	0.0%	4.0%	10.4%	10.0%	24.5%	21.5%	9.3%	7.4%	5.7%	4.6%	2.3%	5.7%	9.8%	9.2%
	家電製品	0.0%	0.0%	0.0%	12.8%	0.0%	12.8%	29.3%	8.7%	2.9%	11.2%	13.2%	0.0%	7.8%	14.1%	0.0%
	書籍	0.0%	0.0%	7.4%	16.2%	5.8%	29.4%	23.5%	9.2%	5.1%	5.4%	12.1%	0.0%	5.4%	10.0%	0.0%
	スポーツ用品	0.0%	0.0%	0.0%	9.8%	0.0%	9.8%	37.5%	10.0%	9.3%	13.6%	5.4%	0.0%	0.0%	14.4%	0.0%
	贈答品	13.7%	0.0%	1.4%	9.5%	6.8%	31.4%	12.2%	6.3%	8.2%	6.8%	13.7%	0.0%	6.8%	7.8%	6.8%
	喫茶	0.0%	4.3%	4.7%	21.6%	9.8%	40.4%	24.8%	8.7%	7.4%	7.8%	10.9%				
居酒屋	2.2%	0.0%	5.6%	24.6%	2.2%	34.5%	29.2%	10.4%	3.2%	14.5%	8.1%					
買い物平均	2.3%	6.5%	11.0%	15.2%	5.2%	40.1%	18.3%	7.9%	7.3%	4.3%	4.0%	1.3%	4.2%	7.1%	5.5%	
飲食平均	5.4%	9.6%	10.4%	16.3%	5.5%	47.2%	24.4%	8.1%	7.4%	5.8%	7.0%					
地区別購入率	2.8%	7.0%	10.9%	15.4%	5.3%	41.4%	19.4%	8.0%	7.3%	4.6%	4.5%	1.3%	4.2%	7.1%	5.5%	