

第七章 表

表7.5.① 追加購入モデルによる分析結果 (CTVSUPNO2、POP11)

番号	テストno.	分析期間 (年)	モデル式no.	使用データ	市場規模(M)の値	上段：パラメーター / 下段：t 値				上段：漸近標準誤差 / 下段：(p 値)				F値	決定係数(R2)	自由度修正済 決定係数(R_2)	その他
						$\rho$ [s]p	$\rho$ [s]f	$\mu$ [a]	$\mu$ [s]	$\rho$ [s]p	$\rho$ [s]f	$\mu$ [a]	$\mu$ [s]				
1	B211	1970~2002	A	CTVSUPNO2	POP11	-0.0175 (0.7109)	0.1570 (3.4449)			0.0246 (0.4827)	0.0456 (0.0017)			-2.6689	-0.2164	-0.2975	
2	B212	1971~2001	A	CTVSUPNO2MA3	POP11	-0.0218 (1.4158)	0.1633 (5.8015)			0.0154 (0.1679)	0.02814794 (0.0000)			-6.4251	-0.8482	-0.9802	
3	B213	1972~2000	A	CTVSUPNO2MA5	POP11	-0.0285 (1.9929)	0.1734 (6.7784)			0.0142892 (0.0569)	0.02558025 (0.0000)			-8.2788	-1.7536	-1.9654	
4	B214	1972~2000	A	CTVSUPNO2MA5	POP11	0.0084 (2.1752)	-0.1366 (0.0000)	-2.8223 (0.0000)	1.4898 (13.5341)	0.0039 (0.0397)	192,022 (1.0000)	3,968,502 (1.0000)	0.1101 (0.0000)	12.6451	0.6782	0.6246	
5	B215	1972~2000	A	CTVSUPNO2MA5	POP11	0.0084 (2.2588)	0.0484 (4.0944)		1.4898 (14.2877)	0.0037 (0.0329)	0.0118 (0.004)	0.1043 (0.0000)	17.5627	0.6782	0.6396		
6	B216	1972~2000	A	CTVSUPNO2MA5	POP11	-0.0285 (1.9106)	-1.1817 (0.0000)	-6.8152 (0.0000)		0.0149 (0.0676)	5,090,328 (1.0000)	29,357,069 (1.0000)		-5.3069	-1.7536	-2.0840	
7	B221	1970~2002	A'	CTVSUPNO2	POP11		0.1264 (8.4945)				0.0149 (0.0000)			-5.9380	-0.2369	-0.2768	
8	B222	1971~2001	A'	CTVSUPNO2MA3	POP11		0.1254 (14.0094)				0.0090 (0.0000)			-14.3575	-0.9805	-1.0488	
9	B223	1972~2000	A'	CTVSUPNO2MA5	POP11		0.1246 (16.1151)				0.0077 (0.0000)			-18.4939	-2.1742	-2.2918	
10	B224	1972~2000	A'	CTVSUPNO2MA5	POP11		0.0039 (0.0000)	0.0547 (0.0000)	1.3619 (28.0935)		6.712 (1.0000)	94,057 (1.0000)	0.0485 (0.0000)	13.8528	0.6244	0.5793	
11	B225	1972~2000	A'	CTVSUPNO2MA5	POP11		0.0714 (15.2332)		1.3619 (28.7196)		0.0047 (0.0000)	0.0474 (0.0000)	21.6104	0.6244	0.5955		
12	B226	1972~2000	A'	CTVSUPNO2MA5	POP11		0.0057 (0.0000)	0.0459 (0.0000)			46,119 (1.0000)	370,269 (1.0000)		-8.9045	-2.1742	-2.4184	
13	B201	1970~2002	B	CTVSUPNO2	POP11	0.0236 (1.8009)	0.1425 (3.7220)			0.0131 (0.0818)	0.0383 (0.0008)			-2.0840	-0.1614	-0.2388	
14	B202	1971~2001	B	CTVSUPNO2MA3	POP11	0.0221 (2.9890)	0.1459 (6.8487)			0.0074 (0.0058)	0.0213 (0.0000)			-4.7976	-0.5213	-0.6300	
15	B203	1972~2000	B	CTVSUPNO2MA5	POP11	0.0205 (3.2314)	0.1486 (8.3403)			0.0063 (0.0033)	0.0178 (0.0000)			-6.7293	-1.0731	-1.2326	
16	B204	1972~2000	B	CTVSUPNO2MA5	POP11	0.0247 (14.6371)	0.0678 (5.8449)		1.3422 (17.3358)	0.0017 (0.0000)	0.0116 (0.0000)	0.0774 (0.0000)	16.3361	0.6622	0.6217		
17	B205	1972~2000	B	CTVSUPNO2MA5	POP11	0.0247 (14.6371)	0.0505 (4.4533)		1.3422 (17.3358)	0.0017 (0.0000)	0.0113 (0.0002)	0.0774 (0.0000)	16.3361	0.6622	0.6217		
18	B206	1972~2000	B	CTVSUPNO2MA5	POP11	0.0205 (3.1569)	-7.8462 (0.0000)	-52.7956 (0.0000)		0.0065 (0.0041)	37,938,273 (1.0000)	255,280,814 (1.0000)		-4.3136	-1.0731	-1.3219	

表7.5.② 追加購入モデルによる分析結果 (CTVSUPNO2、POP12)

番号	テストno.	分析期間 (年)	モデル式no.	使用データ	市場規模(M)の値	上段：パラメーター / 下段：t 値				上段：漸近標準誤差 / 下段：(p 値)				F値	決定係数(R2)	自由度修正済 決定係数(R_2)	その他
						$\rho$ [s]p	$\rho$ [s]f	$\mu$ [a]	$\mu$ [s]	$\rho$ [s]p	$\rho$ [s]f	$\mu$ [a]	$\mu$ [s]				
1	B241	1970~2002	A	CTVSUPNO2	POP12	0.1482 (15.7314)	0.0277 (1.9594)			0.0094 (0.0000)	0.0142 (0.0594)			3.3617	0.1831	0.1286	F
2	B242	1971~2001	A	CTVSUPNO2MA3	POP12	0.0151 (3.9300)	0.0269 (4.6559)			0.0038 (0.0005)	0.0058 (0.0001)			12.0907	0.4634	0.4251	
3	B243	1972~2000	A	CTVSUPNO2MA5	POP12	0.0147 (5.7458)	0.0275 (7.1285)			0.0026 (0.0000)	0.0039 (0.0000)			17.0266	0.5671	0.5337	
4	B244	1972~2000	A	CTVSUPNO2MA5	POP12	0.0082 (1.6937)	-0.0391 (0.0000)	-0.6773 (0.0000)	0.8102 (15.2702)	0.0049 (0.1033)	113.355 (1.0000)	1,963,229 (1.0000)	0.0531 (0.0000)	10.7033	0.6408	0.5809	
5	B245	1972~2000	A	CTVSUPNO2MA5	POP12	0.0082 (1.7539)	0.0577 (4.1039)		0.8102 (15.6305)	0.0047 (0.0917)	0.0141 (0.0004)			14.8657	0.6408	0.5977	
6	B246	1972~2000	A	CTVSUPNO2MA5	POP12	0.0147 (5.4892)	-2.1697 (0.0000)	-78.9344 (0.0000)		0.0027 (0.0000)	3,626,670 (1.0000)	131,939,243 (1.0000)		10.9145	0.5671	0.5151	
7	B251	1970~2002	A'	CTVSUPNO2	POP12		0.0488 (10.6438)				0.0046 (0.0000)			4.0556	0.1157	0.0872	
8	B252	1971~2001	A'	CTVSUPNO2MA3	POP12		0.0486 (22.5132)				0.0022 (0.0000)			5.8311	0.1674	0.1387	
9	B253	1972~2000	A'	CTVSUPNO2MA5	POP12		0.0487 (29.9842)				0.0016 (0.0000)			0.4753	0.0173	-0.0191	
10	B254	1972~2000	A'	CTVSUPNO2MA5	POP12		0.0008 (0.0000)	0.0099 (0.0000)	0.7564 (29.6300)		1,527 (1.0000)	19,185 (1.0000)	0.0255 (0.0000)	12.6506	0.6029	0.5552	
11	B255	1972~2000	A'	CTVSUPNO2MA5	POP12		0.0796 (15.6144)		0.7564 (31.1422)		0.0051 (0.0000)		0.0243 (0.0000)	19.7349	0.6029	0.5723	
12	B256	1972~2000	A'	CTVSUPNO2MA5	POP12		0.0055 (0.0000)	0.1120 (0.0000)			17,235 (1.0000)	353,737 (1.0000)		0.2289	0.0173	-0.0583	
13	B231	1970~2002	B	CTVSUPNO2	POP12	0.0240 (4.2812)	0.0321 (1.7716)			0.0056 (0.0002)	0.0181 (0.0866)			2.9813	0.1658	0.1102	
14	B232	1971~2001	B	CTVSUPNO2MA3	POP12	0.0238 (10.3910)	0.0319 (4.2395)			0.0023 (0.0000)	0.0075 (0.0002)			10.1450	0.4202	0.3788	
15	B233	1972~2000	B	CTVSUPNO2MA5	POP12	0.0237 (15.6098)	0.0327 (6.4992)			0.0015 (0.0000)	0.0050 (0.0000)			13.6743	0.5126	0.4752	
16	B234	1972~2000	B	CTVSUPNO2MA5	POP12	0.0265 (13.8287)	0.0759 (6.1476)		0.7400 (20.0187)	0.0019 (0.0000)	0.0123 (0.0000)		0.0370 (0.0000)	16.3471	0.6624	0.6218	
17	B235	1972~2000	B	CTVSUPNO2MA5	POP12	0.0265 (13.8287)	0.1026 (4.7894)		0.7400 (20.0185)	0.0019 (0.0000)	0.0214 (0.0001)		0.0370 (0.0000)	16.3471	0.6624	0.6218	
18	B236	1972~2000	B	CTVSUPNO2MA5	POP12	0.0237 (15.3067)	-22.6488 (0.0000)	-692.6000 (0.0000)		0.0016 (0.0000)	50,348,304 (1.0000)	1539645829 (1.0000)		8.7656	0.5126	0.4542	

表7.5.③ 追加購入モデルによる分析結果 (CTVSUPNO3、POP11)

番号	テストno.	分析期間 (年)	モデル式no.	使用データ	市場規模(M)の値	上段：パラメーター / 下段：t 値				上段：漸近標準誤差 / 下段：(p 値)				F値	決定係数(R2)	自由度修正済 決定係数(R_2)	その他
						$\rho$ [s]p	$\rho$ [s]f	$\mu$ [n]	$\mu$ [s]	$\rho$ [s]p	$\rho$ [s]f	$\mu$ [n]	$\mu$ [s]				
						1	B111	1973~2002	A	CTVSUPNO2	POP11	-0.0156 (0.8141)	0.1296 (3.7288)				
2	B112	1974~2001	A	CTVSUPNO2MA3	POP11	0.1254 (7.7496)	-0.0135 (1.5180)			0.0162 (0.0000)	0.0089 (0.1415)			-1.2800	-0.1141	-0.2032	
3	B113	1975~2000	A	CTVSUPNO2MA5	POP11	-0.0094 (1.4521)	0.1174 (9.9334)			0.0065 (0.1600)	0.0118 (0.0000)			-0.1246	-0.0110	-0.0989	
4	B114	1975~2000	A	CTVSUPNO2MA5	POP11	0.0108 (1.5446)	-0.3933 (0.0000)	-8.2475 (0.0000)	1.2840 (6.8877)	0.0070 (0.1374)	877,001 (1.0000)	18,391,162 (1.0000)	0.1864 (0.0000)	2.2707	0.3019	0.1690	
5	B115	1975~2000	A	CTVSUPNO2MA5	POP11	0.0108 (1.6440)	0.0477 (1.9853)		1.2840 (7.3736)	0.0066 (0.1144)	0.0240 (0.0597)			3.1718	0.3019	0.2067	
6	B116	1975~2000	A	CTVSUPNO2MA5	POP11	-0.0094 (1.3603)	-0.4477 (0.0000)	-3.7862 (0.0000)		0.0069 (0.1875)	1,677,153 (1.0000)	14,280,338 (1.0000)		-0.0794	-0.0110	-0.1488	
7	B121	1973~2002	A'	CTVSUPNO2	POP11		0.1024 (11.0064)				0.0093 (0.0000)			-1.4476	-0.0545	-0.0922	
8	B122	1974~2001	A'	CTVSUPNO2MA3	POP11		0.1016 (24.5000)				0.0041 (0.0000)			-4.6321	-0.2168	-0.2636	
9	B123	1975~2000	A'	CTVSUPNO2MA5	POP11		0.1008 (35.0923)				0.0029 (0.0000)			-2.2538	-0.1036	-0.1496	
10	B124	1975~2000	A'	CTVSUPNO2MA5	POP11		0.0019 (0.0000)	0.0233 (0.0000)	1.1309 (21.6385)		3,808 (1.0000)	46,823 (1.0000)	0.0523 (0.0000)	2.2567	0.2353	0.1310	
11	B125	1975~2000	A'	CTVSUPNO2MA5	POP11		0.0813 (12.4039)		1.1309 (22.2054)		0.0066 (0.0000)		0.0509 (0.0000)	3.5390	0.2353	0.1688	
12	B126	1975~2000	A'	CTVSUPNO2MA5	POP11		0.0010 (0.0000)	0.0100 (0.0000)			1,597 (1.0000)	15,848 (1.0000)		-1.0799	-0.1036	-0.1996	
13	B101	1973~2002	B	CTVSUPNO2	POP11	0.0280 (3.2977)	0.0919 (3.7133)			0.0085 (0.0027)	0.0247 (0.0009)			-0.4206	-0.0322	-0.1086	
14	B102	1974~2001	B	CTVSUPNO2MA3	POP11	0.0288 (7.6593)	0.0868 (8.0313)			0.0038 (0.0000)	0.0108 (0.0000)			-0.6935	-0.0587	-0.1434	
15	B103	1975~2000	B	CTVSUPNO2MA5	POP11	0.0306 (11.4211)	0.0786 (10.1279)			0.0027 (0.0000)	0.0078 (0.0000)			0.2403	0.0205	-0.0647	
16	B104	1975~2000	B	CTVSUPNO2MA5	POP11	0.0276 (8.7699)	0.0418 (2.4051)		1.2605 (6.8210)	0.0031 (0.0000)	0.0174 (0.0250)	0.1848 (0.0000)	2.5621	0.2589	0.1579		
17	B105	1975~2000	B	CTVSUPNO2MA5	POP11	0.0276 (8.7699)	0.0331 (1.7974)		1.2605 (6.8210)	0.0031 (0.0000)	0.0184 (0.0860)	0.1848 (0.0000)	2.5621	0.2589	0.1579		
18	B106	1975~2000	B	CTVSUPNO2MA5	POP11	0.0306 (11.0223)	-6.0394 (0.0000)	-76.8251 (0.0000)		0.0028 (0.0000)	14,558,468 (1.0000)	185,192,999 (1.0000)		0.1533	0.0205	-0.1131	

表7.5.④ 追加購入モデルによる分析結果 (CTVSUPNO3、POP12)

番号	テストno.	分析期間 (年)	モデル式no.	使用データ	市場規模(M)の値	上段: パラメーター / 下段: t 値				上段: 漸近標準誤差 / 下段: (p 値)				F値	決定係数(R2)	自由度修正済 決定係数(R_2)	その他	
						$\rho$ [s]p	$\rho$ [s]f	$\mu$ [n]	$\mu$ [s]	$\rho$ [s]p	$\rho$ [s]f	$\mu$ [n]	$\mu$ [s]					
1	B141	1973~2002	A	CTVSUPNO2	POP12	0.0085 (0.9295)	0.0285 (2.0293)			0.0091 (0.3609)	0.0140 (0.0524)			1.4995	0.1000	0.0333		
2	B142	1974~2001	A	CTVSUPNO2MA3	POP12	0.0137 (3.5279)	0.0207 (3.4121)			0.0039 (0.0016)	0.0061 (0.0022)			3.7500	0.2308	0.1692		
3	B143	1975~2000	A	CTVSUPNO2MA5	POP12	0.0155 (5.3869)	0.0179 (3.8751)			0.0029 (0.0000)	0.0046 (0.0008)			3.5907	0.2379	0.1717		
4	B144	1975~2000	A	CTVSUPNO2MA5	POP12	0.0000 (0.0028)	-0.2545 (0.0000)	-3.0603 (0.0000)	0.6591 (12.3798)	0.0090 (0.9978)	583,003 (1.0000)	7,011,081 (1.0000)	0.0532 (0.0000)		3.7832	0.4188	0.3081	
5	B145	1975~2000	A	CTVSUPNO2MA5	POP12	0.0000 (0.0028)	0.0832 (3.2987)		0.6591 (12.9755)	0.0087 (0.9978)	0.0252 (0.0033)			5.2845	0.4188	0.3396		
6	B146	1975~2000	A	CTVSUPNO2MA5	POP12	0.0155 (4.9894)	-4.1354 (0.0000)	-230.3998 (0.0000)		0.0031 (0.0001)	13,422,370 (1.0000)	747,821,915 (1.0000)		2.2897	0.2379	0.1340		
7	B151	1973~2002	A'	CTVSUPNO2	POP12		0.0410 (11.2375)				0.0037 (0.0000)			2.1789	0.0722	0.0391		
8	B152	1974~2001	A'	CTVSUPNO2MA3	POP12		0.0414 (23.0393)				0.0018 (0.0000)			-3.1419	-0.1375	-0.1812		
9	B153	1975~2000	A'	CTVSUPNO2MA5	POP12		0.0422 (26.2213)				0.0016 (0.0000)			-9.7437	-0.6835	-0.7536		
10	B154	1975~2000	A'	CTVSUPNO2MA5	POP12		0.0094 (0.0000)	0.1129 (0.0000)	0.6592 (24.7700)		19,922 (1.0000)	239,780 (1.0000)	0.0266 (0.0000)	5.2845	0.4188	0.3396		
11	B155	1975~2000	A'	CTVSUPNO2MA5	POP12		0.0831 (13.5332)		0.6592 (25.4090)		0.0061 (0.0000)		0.0259 (0.0000)	8.2870	0.4188	0.3683		
12	B156	1975~2000	A'	CTVSUPNO2MA5	POP12		0.0006 (0.0000)	0.0141 (0.0000)			1,898 (1.0000)	44,999 (1.0000)		-4.6689	-0.6835	-0.8299		
13	B131	1973~2002	B	CTVSUPNO2	POP12	0.0187 (4.0265)	0.0316 (1.9200)			0.0046 (0.0004)	0.0165 (0.0655)			1.2978	0.0877	0.0201		
14	B132	1974~2001	B	CTVSUPNO2MA3	POP12	0.0210 (10.7732)	0.0228 (3.2122)			0.0020 (0.0000)	0.0071 (0.0036)			3.1785	0.2027	0.1389		
15	B133	1975~2000	B	CTVSUPNO2MA5	POP12	0.0218 (15.4890)	0.0198 (3.7155)			0.0014 (0.0000)	0.0053 (0.0011)			3.1221	0.2135	0.1451		
16	B134	1975~2000	B	CTVSUPNO2MA5	POP12	0.0286 (12.7879)	0.0639 (4.0774)		0.6520 (12.4473)	0.0022 (0.0000)	0.0157 (0.0005)		0.0524 (0.0000)	4.5618	0.3835	0.2994		
17	B135	1975~2000	B	CTVSUPNO2MA5	POP12	0.0286 (12.7892)	0.0980 (3.1179)		0.6520 (12.4473)	0.0022 (0.0000)	0.0314 (0.0050)		0.0524 (0.0000)	4.5618	0.3835	0.2994		
18	B136	1975~2000	B	CTVSUPNO2MA5	POP12	0.0218 (13.9478)	-25.2435 (0.0000)	-1,275.3633 (0.0000)		0.0016 (0.0000)	71,106,240 (1.0000)	3592451758 (1.0000)		1.9909	0.2135	0.1063		

表7.6.① 追加購入モデルによる分析結果の検証 (CTVSUPNO2、POP11)

YEAR	POP11/B215				POP11/B225				POP11/B204			
	st72-00ma5	St72-00ma5	累積差	累積差比	st72-00ma5	St72-00ma5	累積差	累積差比	st72-00ma5	St72-00ma5	累積差	累積差比
1972	747,469	747,469	-895,815	-54.51	747,469	747,469	-895,815	-54.51	747,469	747,469	-895,815	-54.51
1973	1,148,529	1,895,998	-844,929	-30.83	900,393	1,647,862	-1,093,065	-39.88	1,318,851	2,066,320	-674,607	-24.61
1974	1,485,594	3,381,592	-902,802	-21.07	1,276,206	2,924,068	-1,360,326	-31.75	1,557,419	3,623,739	-660,655	-15.42
1975	1,753,788	5,135,380	-1,007,416	-16.40	1,606,722	4,530,790	-1,612,006	-26.24	1,714,480	5,338,219	-804,577	-13.10
1976	1,893,502	7,028,882	-1,000,616	-12.46	1,805,965	6,336,755	-1,692,743	-21.08	1,791,080	7,129,299	-900,199	-11.21
1977	2,036,190	9,065,072	-919,153	-9.21	1,991,940	8,328,696	-1,655,529	-16.58	1,897,336	9,026,636	-957,588	-9.59
1978	2,177,414	11,242,486	-722,082	-6.04	2,166,334	10,495,029	-1,469,538	-12.28	2,019,436	11,046,072	-918,495	-7.68
1979	2,227,432	13,469,917	-747,037	-5.25	2,244,726	12,739,756	-1,477,199	-10.39	2,081,723	13,127,796	-1,089,159	-7.66
1980	2,267,323	15,737,240	-399,068	-2.47	2,306,447	15,046,203	-1,090,104	-6.76	2,141,331	15,269,126	-867,182	-5.37
1981	2,265,368	18,002,608	-289,445	-1.58	2,318,366	17,364,569	-927,484	-5.07	2,176,997	17,446,124	-845,929	-4.62
1982	2,318,596	20,321,204	-211,711	-1.03	2,383,344	19,747,914	-785,001	-3.82	2,250,104	19,696,227	-836,688	-4.07
1983	2,348,744	22,669,947	-661,930	-2.84	2,423,314	22,171,228	-1,160,650	-4.97	2,300,990	21,997,217	-1,334,661	-5.72
1984	2,362,429	25,032,377	-259,990	-1.03	2,445,752	24,616,980	-675,386	-2.67	2,330,024	24,327,241	-965,125	-3.82
1985	2,388,801	27,421,178	-217,142	-0.79	2,471,530	27,088,511	-549,809	-1.99	2,385,598	26,712,840	-925,480	-3.35
1986	2,394,842	29,816,020	-428,739	-1.42	2,476,879	29,565,389	-679,369	-2.25	2,414,464	29,127,304	-1,117,455	-3.69
1987	2,398,169	32,214,189	-938,530	-2.83	2,479,841	32,045,230	-1,107,489	-3.34	2,428,896	31,556,200	-1,596,519	-4.82
1988	2,393,893	34,608,082	-594,917	-1.69	2,473,307	34,518,537	-684,462	-1.94	2,430,178	33,986,378	-1,216,621	-3.46
1989	2,402,508	37,010,590	-791,570	-2.09	2,475,970	36,994,508	-807,652	-2.14	2,449,201	36,435,579	-1,366,581	-3.62
1990	2,375,331	39,385,921	-881,043	-2.19	2,441,059	39,435,567	-831,397	-2.06	2,423,986	38,859,565	-1,407,400	-3.50
1991	2,374,734	41,760,656	-832,973	-1.96	2,433,490	41,869,057	-724,572	-1.70	2,417,173	41,276,737	-1,316,891	-3.09
1992	2,312,343	44,072,998	-540,913	-1.21	2,355,772	44,224,829	-389,083	-0.87	2,360,147	43,636,884	-977,027	-2.19
1993	2,258,711	46,331,709	-360,210	-0.77	2,286,503	46,511,332	-180,587	-0.39	2,308,963	45,945,847	-746,072	-1.60
1994	2,219,891	48,551,600	-175,762	-0.36	2,233,992	48,745,324	17,962	0.04	2,261,621	48,207,468	-519,894	-1.07
1995	2,124,172	50,675,772	-352,990	-0.69	2,117,474	50,862,798	-165,964	-0.33	2,159,027	50,366,495	-662,267	-1.30
1996	2,045,679	52,721,450	-416,427	-0.78	2,020,745	52,883,542.61	-254,334	-0.48	2,060,015	52,426,510	-711,367	-1.34
1997	1,953,337	54,674,787	-190,496	-0.35	1,907,945	54,791,488	-73,796	-0.13	1,951,117	54,377,627	-487,656	-0.89
1998	1,943,332	56,618,119	-180,978	-0.32	1,889,158	56,680,646	-118,451	-0.21	1,920,341	56,297,968	-501,129	-0.88
1999	1,858,020	58,476,139	-261,828	-0.45	1,784,606	58,465,253	-272,715	-0.46	1,815,322	58,113,290	-624,678	-1.06
2000	1,771,982	60,248,121	-279,632	-0.46	1,680,005	60,145,258	-382,495	-0.63	1,709,775	59,823,065	-704,689	-1.16

表 7.6.①つづき

追加購入モデルによる分析結果の検証 (CTVSUPNO2、POP12)

YEAR	POP12/B245 計算値				POP12/B255 計算値				POP12/B234 計算値			
	st72-00ma5	St72-00ma5	累積差	累積差比	st72-00ma5	St72-00ma5	累積差	累積差比	st72-00ma5	St72-00ma5	累積差	累積差比
1972	747,469	747,469	-895,815	-54.51	747,469	747,469	-895,815	-54.51	747,469	747,469	-895,815	-54.51
1973	1,108,921	1,856,390	-884,537	-32.27	897,776	1,645,245	-1,095,682	-39.97	1,264,585	2,012,053	-728,874	-26.59
1974	1,451,751	3,308,141	-976,253	-22.79	1,274,570	2,919,815	-1,364,579	-31.85	1,503,864	3,515,917	-768,477	-17.94
1975	1,717,347	5,025,488	-1,117,308	-18.19	1,595,445	4,515,260	-1,627,536	-26.50	1,657,041	5,172,958	-969,838	-15.79
1976	1,931,423	6,956,911	-1,072,587	-13.36	1,858,303	6,373,563	-1,655,935	-20.62	1,794,169	6,967,127	-1,062,371	-13.23
1977	2,070,637	9,027,549	-956,675	-9.58	2,036,589	8,410,152	-1,574,072	-15.77	1,902,345	8,869,472	-1,114,752	-11.17
1978	2,197,515	11,225,064	-739,503	-6.18	2,192,991	10,603,143	-1,361,425	-11.38	2,019,777	10,889,249	-1,075,318	-8.99
1979	2,254,938	13,480,002	-736,952	-5.18	2,275,141	12,878,284	-1,338,670	-9.42	2,094,508	12,983,757	-1,233,197	-8.67
1980	2,306,024	15,786,026	-350,282	-2.17	2,345,230	15,223,514	-912,793	-5.66	2,168,929	15,152,687	-983,621	-6.10
1981	2,327,255	18,113,281	-178,772	-0.98	2,378,853	17,602,367	-689,685	-3.77	2,227,974	17,380,661	-911,392	-4.98
1982	2,354,692	20,467,972	-64,943	-0.32	2,415,071	20,017,438	-515,477	-2.51	2,290,198	19,670,859	-862,056	-4.20
1983	2,365,513	22,833,485	-498,392	-2.14	2,432,874	22,450,312	-881,566	-3.78	2,332,756	22,003,614	-1,328,263	-5.69
1984	2,398,680	25,232,165	-60,201	-0.24	2,473,913	24,924,225	-368,141	-1.46	2,378,054	24,381,668	-910,698	-3.60
1985	2,376,870	27,609,036	-29,284	-0.11	2,447,941	27,372,166	-266,154	-0.96	2,403,212	26,784,881	-853,439	-3.09
1986	2,360,803	29,969,838	-274,921	-0.91	2,429,097	29,801,262	-443,497	-1.47	2,416,240	29,201,121	-1,043,638	-3.45
1987	2,353,083	32,322,921	-829,798	-2.50	2,419,516	32,220,778	-931,941	-2.81	2,420,469	31,621,589	-1,531,130	-4.62
1988	2,365,327	34,688,248	-514,751	-1.46	2,430,369	34,651,148	-551,851	-1.57	2,430,519	34,052,109	-1,150,890	-3.27
1989	2,354,583	37,042,831	-759,329	-2.01	2,412,371	37,063,519	-738,641	-1.95	2,431,938	36,484,047	-1,318,113	-3.49
1990	2,342,543	39,385,374	-881,591	-2.19	2,394,416	39,457,935	-809,029	-2.01	2,413,414	38,897,460	-1,369,504	-3.40
1991	2,316,837	41,702,210	-891,419	-2.09	2,359,904	41,817,840	-775,789	-1.82	2,382,462	41,279,922	-1,313,707	-3.08
1992	2,270,557	43,972,767	-641,145	-1.44	2,301,751	44,119,590	-494,321	-1.11	2,332,233	43,612,156	-1,001,756	-2.25
1993	2,229,730	46,202,497	-489,423	-1.05	2,248,622	46,368,212	-323,707	-0.69	2,286,397	45,898,553	-793,366	-1.70
1994	2,175,547	48,378,044	-349,318	-0.72	2,180,947	48,549,159	-178,203	-0.37	2,221,385	48,119,938	-607,424	-1.25
1995	2,120,612	50,498,655	-530,106	-1.04	2,112,584	50,661,744	-367,018	-0.72	2,148,616	50,268,554	-760,208	-1.49
1996	2,084,413	52,583,068	-554,809	-1.04	2,065,276	52,727,019	-410,858	-0.77	2,083,377	52,351,931	-785,946	-1.48
1997	2,033,289	54,616,357	-248,926	-0.45	2,000,967	54,727,986	-137,297	-0.25	2,010,125	54,362,056	-503,227	-0.92
1998	1,970,035	56,586,392	-212,706	-0.37	1,923,306	56,651,292	-147,805	-0.26	1,930,407	56,292,463	-506,634	-0.89
1999	1,889,681	58,476,072	-261,895	-0.45	1,827,104	58,478,396	-259,571	-0.44	1,829,022	58,121,485	-616,482	-1.05
2000	1,829,564	60,305,636	-222,117	-0.37	1,754,415	60,232,812	-294,941	-0.49	1,748,144	59,869,629	-658,124	-1.09

表7.6.② 追加購入モデルによる分析結果の検証 (CTVSUPN03、POP11、POP12)

YEAR	POP11/B125 計算値				POP11/B104				POP12/B155 計算値				POP12/B134 計算値			
	st75-00ma5	St75-00ma5	累積差	累積差比	st75-00ma5	St75-00ma5	累積差	累積差比	st75-00ma5	St75-00ma5	累積差	累積差比	st75-00ma5	St75-00ma5	累積差	累積差比
1975	1,285,684	1,285,684	0	0.00	1,285,684	1,285,684	0	0.00	1,285,684	1,285,684	0	0.00	1,285,684	1,285,684	0	0.00
1976	1,424,921	2,710,605	-104,841	-3.72	1,688,573	2,974,257	158,810	5.64	1,416,046	2,701,730	-113,716	-4.04	1,540,358	2,826,042	10,596	0.38
1977	1,595,736	4,306,341	-193,053	-4.29	1,761,113	4,735,370	235,976	5.24	1,580,175	4,281,905	-217,489	-4.83	1,630,389	4,456,431	-42,963	-0.95
1978	1,755,447	6,061,788	-179,392	-2.87	1,849,216	6,584,585	343,406	5.50	1,726,513	6,008,417	-232,763	-3.73	1,730,769	6,187,200	-53,979	-0.86
1979	1,840,384	7,902,172	-316,556	-3.85	1,876,774	8,461,359	242,632	2.95	1,817,722	7,826,139	-392,588	-4.78	1,791,389	7,978,590	-240,138	-2.92
1980	1,907,066	9,809,237	-155,875	-1.56	1,903,702	10,365,061	399,948	4.01	1,895,283	9,721,423	-243,690	-2.45	1,855,751	9,834,340	-130,772	-1.31
1981	1,933,799	11,743,036	-181,859	-1.53	1,909,749	12,274,810	349,915	2.93	1,944,959	11,666,381	-258,514	-2.17	1,902,287	11,736,628	-188,268	-1.58
1982	2,000,349	13,743,385	-79,521	-0.58	1,954,702	14,229,512	406,605	2.94	1,994,777	13,661,158	-161,748	-1.17	1,955,238	13,691,865	-131,041	-0.95
1983	2,041,078	15,784,463	-475,056	-2.92	1,980,554	16,210,066	-49,453	-0.30	2,024,763	15,685,921	-573,598	-3.53	1,991,230	15,683,096	-576,424	-3.55
1984	2,069,059	17,853,522	-349,374	-1.92	1,988,924	18,198,990	-3,906	-0.02	2,074,154	17,760,076	-442,821	-2.43	2,031,983	17,715,079	-487,817	-2.68
1985	2,104,198	19,957,720	-392,358	-1.93	2,024,388	20,223,378	-126,701	-0.62	2,075,626	19,835,701	-514,378	-2.53	2,054,645	19,769,724	-580,355	-2.85
1986	2,117,486	22,075,207	-527,682	-2.33	2,038,227	22,261,605	-341,284	-1.51	2,077,144	21,912,845	-690,044	-3.05	2,067,783	21,837,507	-765,382	-3.39
1987	2,124,878	24,200,085	-1,001,985	-3.98	2,042,304	24,303,909	-898,161	-3.56	2,082,144	23,994,988	-1,207,081	-4.79	2,072,974	23,910,481	-1,291,588	-5.12
1988	2,126,452	26,326,537	-637,237	-2.36	2,038,129	26,342,038	-621,736	-2.31	2,104,903	26,099,892	-863,882	-3.20	2,077,382	25,987,863	-975,911	-3.62
1989	2,130,812	28,457,349	-635,485	-2.18	2,051,609	28,393,647	-699,187	-2.40	2,099,682	28,199,574	-893,260	-3.07	2,087,234	28,075,097	-1,017,737	-3.50
1990	2,101,895	30,559,243	-474,848	-1.53	2,030,931	30,424,579	-609,512	-1.96	2,092,347	30,291,921	-742,170	-2.39	2,075,752	30,150,849	-883,242	-2.85
1991	2,092,712	32,651,956	-131,236	-0.40	2,027,794	32,452,373	-330,819	-1.01	2,069,218	32,361,139	-422,053	-1.29	2,058,867	32,209,716	-573,476	-1.75
1992	2,024,357	34,676,313	287,952	0.84	1,987,073	34,439,446	51,084	0.15	2,024,780	34,385,919	-2,442	-0.01	2,032,630	34,242,346	-146,016	-0.42
1993	1,965,904	36,642,218	482,323	1.33	1,953,454	36,392,900	233,005	0.64	1,986,403	36,372,322	212,427	0.59	2,015,159	36,257,505	97,610	0.27
1994	1,924,236	38,566,453	736,997	1.95	1,924,576	38,317,476	488,020	1.29	1,939,812	38,312,134	482,678	1.28	1,978,553	38,236,058	406,602	1.07
1995	1,829,473	40,395,926	672,728	1.69	1,856,017	40,173,493	450,295	1.13	1,891,052	40,203,185	479,987	1.21	1,938,966	40,175,024	451,826	1.14
1996	1,750,830	42,146,756	492,852	1.18	1,791,841	41,965,333.33	311,429	0.75	1,858,845	42,062,030	408,126	0.98	1,895,405	42,070,429	416,525	1.00
1997	1,661,685	43,808,441	523,148	1.21	1,721,653	43,686,986	401,693	0.93	1,815,298	43,877,328	592,034	1.37	1,841,544	43,911,973	626,679	1.45
1998	1,648,025	45,456,466	458,714	1.02	1,707,111	45,394,097	396,345	0.88	1,759,471	45,636,798	639,047	1.42	1,792,435	45,704,408	706,656	1.57
1999	1,562,195	47,018,661	192,216	0.41	1,640,399	47,034,496	208,051	0.44	1,686,233	47,323,031	496,586	1.06	1,720,419	47,424,827	598,382	1.28
2000	1,476,952	48,495,613	-135,074	-0.28	1,573,180	48,607,676	-23,012	-0.05	1,631,323	48,954,354	323,667	0.67	1,653,138	49,077,966	447,278	0.92

表7.7.① 追加購入モデルによる予測結果 (CTVSUPN02、POP11)

YEAR	POP11/B215			POP11/B225			POP11/B204		
	st72-00ma5	St72-00ma5	追加購入人口比 (%)	st72-00ma5	St72-00ma5	追加購入人口比 (%)	st72-02mv5	St72-02ma5	追加購入人口比 (%)
1970	168,558	168,558	1.26	168,558	168,558	1.26	168,558	168,558	1.26
1971	184,381	352,939	1.65	184,381	352,939	1.65	184,381	352,939	1.65
1972	757,732	1,110,671	3.58	757,732	1,110,671	3.58	757,732	1,110,671	3.58
1973	991,695	2,102,366	5.41	991,695	2,102,366	5.41	991,695	2,102,366	5.41
1974	1,634,978	3,737,344	8.40	1,634,978	3,737,344	8.40	1,634,978	3,737,344	8.40
1975	1,919,430	5,656,774	11.92	1,919,430	5,656,774	11.92	1,919,430	5,656,774	11.92
1976	2,413,498	8,070,272	16.80	2,413,498	8,070,272	16.80	2,413,498	8,070,272	16.80
1977	2,332,410	10,402,682	20.99	2,332,410	10,402,682	20.99	2,332,410	10,402,682	20.99
1978	1,133,193	11,535,875	22.35	1,133,193	11,535,875	22.35	1,133,193	11,535,875	22.35
1979	1,975,099	13,510,975	25.96	1,975,099	13,510,975	25.96	1,975,099	13,510,975	25.96
1980	2,047,517	15,558,491	29.60	2,047,517	15,558,491	29.60	2,047,517	15,558,491	29.60
1981	3,773,716	19,332,207	36.75	3,773,716	19,332,207	36.75	3,773,716	19,332,207	36.75
1982	667,241	19,999,448	37.15	667,241	19,999,448	37.15	667,241	19,999,448	37.15
1983	2,315,152	22,314,600	40.83	2,315,152	22,314,600	40.83	2,315,152	22,314,600	40.83
1984	2,400,687	24,715,286	44.86	2,400,687	24,715,286	44.86	2,400,687	24,715,286	44.86
1985	4,838,019	29,553,305	52.43	4,838,019	29,553,305	52.43	4,838,019	29,553,305	52.43
1986	-418,655	29,134,650	50.98	-418,655	29,134,650	50.98	-418,655	29,134,650	50.98
1987	2,594,563	31,729,214	54.90	2,594,563	31,729,214	54.90	2,594,563	31,729,214	54.90
1988	3,617,584	35,346,797	60.61	3,617,584	35,346,797	60.61	3,617,584	35,346,797	60.61
1989	3,908,291	39,255,088	66.12	3,908,291	39,255,088	66.12	3,908,291	39,255,088	66.12
1990	549,615	39,804,704	66.71	549,615	39,804,704	66.71	549,615	39,804,704	66.71
1991	2,325,751	42,130,455	69.68	2,325,751	42,130,455	69.68	2,325,751	42,130,455	69.68
1992	1,922,780	44,053,235	72.84	1,922,780	44,053,235	72.84	1,922,780	44,053,235	72.84
1993	2,926,884	46,980,120	77.37	2,926,884	46,980,120	77.37	2,926,884	46,980,120	77.37
1994	2,376,383	49,356,503	80.74	2,376,383	49,356,503	80.74	2,376,383	49,356,503	80.74
1995	838,237	50,194,740	82.62	838,237	50,194,740	82.62	838,237	50,194,740	82.62
1996	2,112,929	52,307,669	86.42	2,112,929	52,307,669	86.42	2,112,929	52,307,669	86.42
1997	3,252,566	55,560,235	92.24	3,252,566	55,560,235	92.24	3,252,566	55,560,235	92.24
1998	1,965,461	57,525,696	94.23	1,965,461	57,525,696	94.23	1,965,461	57,525,696	94.23
1999	467,838	57,993,534	95.24	467,838	57,993,534	95.24	467,838	57,993,534	95.24
2000	1,870,275	59,863,809	98.55	1,870,275	59,863,809	98.55	1,870,275	59,863,809	98.55
2001	2,138,212	62,002,021	101.32	2,138,212	62,002,021	101.32	2,138,212	62,002,021	101.32
2002	2,507,143	64,509,164	105.26	2,507,143	64,509,164	105.26	2,507,143	64,509,164	105.26
2003	1,539,253	65,736,783	107.79	1,372,681	65,570,211	107.51	1,374,993	65,572,524	107.52
2004	1,464,983	67,034,860	110.19	1,286,446	66,690,173	109.63	1,283,220	66,689,254	109.63
2005	1,392,473	68,250,850	112.49	1,203,535	67,718,133	111.61	1,194,638	67,708,319	111.60
2006	1,323,904	69,530,424	114.67	1,125,720	68,799,869	113.47	1,111,922	68,776,264	113.43
2007	1,255,781	70,655,138	116.75	1,050,116	69,720,295	115.20	1,031,522	69,678,141	115.13
2008	1,188,532	71,687,971	118.72	976,989	70,543,645	116.82	954,790	70,479,384	116.72
2009	1,123,484	72,675,433	120.58	907,506	71,317,300	118.33	882,454	71,228,110	118.18
2010	1,060,979	73,599,363	122.34	841,970	72,024,782	119.73	814,254	71,908,044	119.53
2011	1,001,836	74,526,891	124.01	780,916	72,732,978	121.03	750,825	72,586,268	120.78
2012	944,252	75,327,461	125.59	722,826	73,315,581	122.23	690,716	73,137,044	121.93
2013	888,743	76,070,664	127.07	667,980	73,841,908	123.35	634,580	73,630,315	122.99
2014	835,349	76,715,508	128.47	616,382	74,273,367	124.38	581,965	74,027,888	123.97
2015	784,558	77,312,518	129.79	568,277	74,660,067	125.33	533,147	74,380,057	124.86
2016	736,915	77,922,099	131.03	523,932	75,061,034	126.21	488,312	74,745,866	125.68
2017	691,128	78,412,690	132.19	482,300	75,350,160	127.03	446,410	74,999,913	126.44
2018	647,303	78,822,050	133.28	443,341	75,564,851	127.78	407,562	75,179,888	127.13
2019	605,676	79,169,154	134.31	407,125	75,724,088	128.47	371,706	75,304,969	127.76
2020	566,313	79,464,156	135.28	373,591	75,838,174	129.10	338,708	75,385,608	128.33
2021	529,170	79,711,950	136.18	342,601	75,912,240	129.69	308,398	75,427,073	128.86
2022	493,828	79,859,880	137.03	313,782	75,896,611	130.23	280,404	75,380,172	129.34
2023	460,409	79,942,091	137.82	287,121	75,824,304	130.72	254,708	75,277,898	129.78
2024	428,902	79,964,420	138.56	262,519	75,701,191	131.18	231,167	75,126,213	130.18
2025	399,329	79,946,668	139.26	239,899	75,546,246	131.60	209,677	74,944,045	130.55

表 7.7.① つづき

追加購入モデルによる予測結果 (CTVSUPNO2、POP12)

YEAR	POP12/B245			POP12/B255			POP12/B234		
	st72-00ma5	St72-00ma5	追加購入人口比 (%)	st72-00ma5	St72-00ma5	追加購入人口比 (%)	st72-00ma5	St72-00ma5	追加購入人口比 (%)
1970	168,558	168,558	0.81	168,558	168,558	0.81	168,558	168,558	0.81
1971	184,381	352,939	1.04	184,381	352,939	1.04	184,381	352,939	1.04
1972	757,732	1,110,671	2.23	757,732	1,110,671	2.23	757,732	1,110,671	2.23
1973	991,695	2,102,366	3.36	991,695	2,102,366	3.36	991,695	2,102,366	3.36
1974	1,634,978	3,737,344	5.20	1,634,978	3,737,344	5.20	1,634,978	3,737,344	5.20
1975	1,919,430	5,656,774	7.40	1,919,430	5,656,774	7.40	1,919,430	5,656,774	7.40
1976	2,413,498	8,070,272	10.06	2,413,498	8,070,272	10.06	2,413,498	8,070,272	10.06
1977	2,332,410	10,402,682	12.60	2,332,410	10,402,682	12.60	2,332,410	10,402,682	12.60
1978	1,133,193	11,535,875	13.50	1,133,193	11,535,875	13.50	1,133,193	11,535,875	13.50
1979	1,975,099	13,510,975	15.61	1,975,099	13,510,975	15.61	1,975,099	13,510,975	15.61
1980	2,047,517	15,558,491	17.70	2,047,517	15,558,491	17.70	2,047,517	15,558,491	17.70
1981	3,773,716	19,332,207	21.74	3,773,716	19,332,207	21.74	3,773,716	19,332,207	21.74
1982	667,241	19,999,448	22.11	667,241	19,999,448	22.11	667,241	19,999,448	22.11
1983	2,315,152	22,314,600	24.38	2,315,152	22,314,600	24.38	2,315,152	22,314,600	24.38
1984	2,400,687	24,715,286	26.56	2,400,687	24,715,286	26.56	2,400,687	24,715,286	26.56
1985	4,838,019	29,553,305	31.39	4,838,019	29,553,305	31.39	4,838,019	29,553,305	31.39
1986	-418,655	29,134,650	30.61	-418,655	29,134,650	30.61	-418,655	29,134,650	30.61
1987	2,594,563	31,729,214	32.98	2,594,563	31,729,214	32.98	2,594,563	31,729,214	32.98
1988	3,617,584	35,346,797	36.15	3,617,584	35,346,797	36.15	3,617,584	35,346,797	36.15
1989	3,908,291	39,255,088	39.53	3,908,291	39,255,088	39.53	3,908,291	39,255,088	39.53
1990	549,615	39,804,704	39.62	549,615	39,804,704	39.62	549,615	39,804,704	39.62
1991	2,325,751	42,130,455	41.52	2,325,751	42,130,455	41.52	2,325,751	42,130,455	41.52
1992	1,922,780	44,053,235	43.12	1,922,780	44,053,235	43.12	1,922,780	44,053,235	43.12
1993	2,926,884	46,980,120	45.54	2,926,884	46,980,120	45.54	2,926,884	46,980,120	45.54
1994	2,376,383	49,356,503	47.55	2,376,383	49,356,503	47.55	2,376,383	49,356,503	47.55
1995	838,237	50,194,740	48.09	838,237	50,194,740	48.09	838,237	50,194,740	48.09
1996	2,112,929	52,307,669	49.71	2,112,929	52,307,669	49.71	2,112,929	52,307,669	49.71
1997	3,252,566	55,560,235	52.45	3,252,566	55,560,235	52.45	3,252,566	55,560,235	52.45
1998	1,965,461	57,525,696	53.99	1,965,461	57,525,696	53.99	1,965,461	57,525,696	53.99
1999	467,838	57,993,534	54.33	467,838	57,993,534	54.33	467,838	57,993,534	54.33
2000	1,870,275	59,863,809	55.77	1,870,275	59,863,809	55.77	1,870,275	59,863,809	55.77
2001	2,138,212	62,002,021	57.41	2,138,212	62,002,021	57.41	2,138,212	62,002,021	57.41
2002	2,507,143	64,509,164	59.46	2,507,143	64,509,164	59.46	2,507,143	64,509,164	59.46
2003	1,591,306	66,346,293	60.92	1,450,488	66,205,475	60.79	1,403,047	66,158,035	60.75
2004	1,511,787	68,052,690	62.31	1,357,677	67,757,349	62.04	1,299,898	67,651,989	61.94
2005	1,432,471	69,656,509	63.61	1,266,945	69,194,898	63.19	1,202,156	69,024,484	63.04
2006	1,356,137	71,190,482	64.85	1,181,187	70,552,743	64.27	1,111,084	70,311,790	64.05
2007	1,273,410	72,566,186	66.01	1,089,644	71,743,765	65.26	1,016,804	71,429,626	64.97
2008	1,195,591	73,836,323	67.10	1,005,608	72,823,074	66.17	931,295	72,434,300	65.82
2009	1,121,282	75,021,993	68.11	927,051	73,813,629	67.02	852,353	73,349,818	66.59
2010	1,049,084	76,117,427	69.06	852,092	74,711,325	67.79	777,716	74,172,851	67.30
2011	980,770	77,137,737	69.95	782,656	75,532,789	68.50	709,156	74,920,536	67.94
2012	912,244	78,037,437	70.78	714,029	76,234,535	69.15	642,294	75,550,647	68.53
2013	849,866	78,864,735	71.55	653,428	76,865,915	69.74	583,947	76,112,745	69.06
2014	790,536	79,594,541	72.27	596,980	77,403,705	70.28	529,980	76,584,114	69.54
2015	734,483	80,250,316	72.94	544,720	77,871,883	70.78	480,345	76,988,727	69.97
2016	681,712	80,854,010	73.56	496,487	78,292,664	71.23	434,915	77,348,794	70.37
2017	631,692	81,365,060	74.13	451,740	78,627,584	71.64	393,205	77,626,588	70.73
2018	584,631	81,794,010	74.67	410,517	78,887,657	72.01	355,042	77,833,102	71.05
2019	540,462	82,150,043	75.16	372,624	79,082,405	72.36	320,226	77,977,829	71.34
2020	499,091	82,434,922	75.62	337,862	79,214,054	72.67	288,519	78,063,015	71.61
2021	460,393	82,651,063	76.04	306,014	79,285,358	72.95	259,694	78,091,411	71.85
2022	424,261	82,801,566	76.44	276,885	79,299,634	73.20	233,534	78,066,291	72.06
2023	390,698	82,891,110	76.80	250,374	79,261,590	73.43	209,832	77,992,190	72.26
2024	359,507	82,923,461	77.13	226,229	79,174,988	73.64	188,389	77,872,758	72.43
2025	330,550	82,900,748	77.44	204,262	79,041,956	73.84	169,013	77,710,025	72.59

表7.7.② 追加購入モデルによる予測結果 (CTVSUPNO3、POP11、POP12)

YEAR	POP11/B125			POP11/B104			POP12/B155			POP12/B134		
	st70-02	St70-02	追加購入人口比	st70-02	St70-02	追加購入人口比	st70-02	St70-02	追加購入人口比	st70-02	St70-02	追加購入人口比
1973	145,198	145,198	0.37	145,198	145,198	0.37	145,198	145,198	0.23	145,198	145,198	0.23
1974	993,754	1,138,952	2.56	993,754	1,138,952	2.56	993,754	1,138,952	1.58	993,754	1,138,952	1.58
1975	1,641,977	2,780,929	5.86	1,641,977	2,780,929	5.86	1,641,977	2,780,929	3.64	1,641,977	2,780,929	3.64
1976	1,320,585	4,101,513	8.54	1,320,585	4,101,513	8.54	1,320,585	4,101,513	5.11	1,320,585	4,101,513	5.11
1977	2,326,907	6,428,420	12.97	2,326,907	6,428,420	12.97	2,326,907	6,428,420	7.79	2,326,907	6,428,420	7.79
1978	1,365,589	7,794,010	15.10	1,365,589	7,794,010	15.10	1,365,589	7,794,010	9.12	1,365,589	7,794,010	9.12
1979	1,764,681	9,558,691	18.37	1,764,681	9,558,691	18.37	1,764,681	9,558,691	11.04	1,764,681	9,558,691	11.04
1980	1,931,167	11,489,857	21.86	1,931,167	11,489,857	21.86	1,931,167	11,489,857	13.07	1,931,167	11,489,857	13.07
1981	2,499,397	13,989,254	26.59	2,499,397	13,989,254	26.59	2,499,397	13,989,254	15.73	2,499,397	13,989,254	15.73
1982	1,171,091	15,160,345	28.16	1,171,091	15,160,345	28.16	1,171,091	15,160,345	16.76	1,171,091	15,160,345	16.76
1983	2,432,578	17,592,923	32.19	2,432,578	17,592,923	32.19	2,432,578	17,592,923	19.22	2,432,578	17,592,923	19.22
1984	1,455,825	19,048,748	34.57	1,455,825	19,048,748	34.57	1,455,825	19,048,748	20.47	1,455,825	19,048,748	20.47
1985	4,624,172	23,672,920	42.00	4,624,172	23,672,920	42.00	4,624,172	23,672,920	25.14	4,624,172	23,672,920	25.14
1986	33,218	23,706,138	41.48	33,218	23,706,138	41.48	33,218	23,706,138	24.91	33,218	23,706,138	24.91
1987	2,190,122	25,896,260	44.81	2,190,122	25,896,260	44.81	2,190,122	25,896,260	26.91	2,190,122	25,896,260	26.91
1988	2,960,714	28,856,974	49.48	2,960,714	28,856,974	49.48	2,960,714	28,856,974	29.51	2,960,714	28,856,974	29.51
1989	3,187,674	32,044,648	53.98	3,187,674	32,044,648	53.98	3,187,674	32,044,648	32.27	3,187,674	32,044,648	32.27
1990	436,796	32,481,444	54.43	436,796	32,481,444	54.43	436,796	32,481,444	32.33	436,796	32,481,444	32.33
1991	1,869,995	34,351,438	56.81	1,869,995	34,351,438	56.81	1,869,995	34,351,438	33.85	1,869,995	34,351,438	33.85
1992	1,251,106	35,602,544	58.87	1,251,106	35,602,544	58.87	1,251,106	35,602,544	34.85	1,251,106	35,602,544	34.85
1993	1,999,934	37,602,478	61.93	1,999,934	37,602,478	61.93	1,999,934	37,602,478	36.45	1,999,934	37,602,478	36.45
1994	2,468,016	40,070,495	65.55	2,468,016	40,070,495	65.55	2,468,016	40,070,495	38.60	2,468,016	40,070,495	38.60
1995	1,268,615	41,339,110	68.04	1,268,615	41,339,110	68.04	1,268,615	41,339,110	39.61	1,268,615	41,339,110	39.61
1996	1,360,136	42,699,246	70.54	1,360,136	42,699,246	70.54	1,360,136	42,699,246	40.58	1,360,136	42,699,246	40.58
1997	2,372,008	45,071,254	74.83	2,372,008	45,071,254	74.83	2,372,008	45,071,254	42.55	2,372,008	45,071,254	42.55
1998	2,184,754	47,256,008	77.41	2,184,754	47,256,008	77.41	2,184,754	47,256,008	44.35	2,184,754	47,256,008	44.35
1999	971,435	48,227,443	79.20	971,435	48,227,443	79.20	971,435	48,227,443	45.18	971,435	48,227,443	45.18
2000	1,673,959	49,901,402	82.15	1,673,959	49,901,402	82.15	1,673,959	49,901,402	46.49	1,673,959	49,901,402	46.49
2001	1,941,310	51,842,712	84.71	1,941,310	51,842,712	84.71	1,941,310	51,842,712	48.00	1,941,310	51,842,712	48.00
2002	2,249,754	54,092,466	88.27	2,249,754	54,092,466	88.27	2,249,754	54,092,466	49.86	2,249,754	54,092,466	49.86
2003	1,131,251	54,962,405	90.12	1,310,230	55,141,384	90.41	1,351,134	55,649,729	51.10	1,307,447	55,606,042	51.06
2004	1,064,288	55,887,143	91.87	1,248,033	56,249,412	92.47	1,281,028	57,093,991	52.27	1,225,490	56,994,637	52.18
2005	992,666	56,732,675	93.51	1,186,945	57,288,269	94.42	1,202,418	58,440,165	53.37	1,146,601	58,284,743	53.23
2006	925,640	57,621,467	95.03	1,129,516	58,380,576	96.28	1,127,204	59,716,569	54.40	1,071,931	59,505,478	54.21
2007	860,703	58,373,552	96.45	1,072,110	59,342,637	98.06	1,046,570	60,848,946	55.35	994,075	60,585,057	55.11
2008	798,260	59,043,176	97.78	1,016,009	60,227,875	99.74	971,561	61,883,016	56.23	922,021	61,569,316	55.95
2009	739,202	59,670,349	99.00	961,978	61,075,577	101.33	900,729	62,837,708	57.05	854,376	62,477,382	56.72
2010	683,721	60,241,545	100.14	909,789	61,870,191	102.85	832,682	63,709,213	57.81	789,572	63,305,555	57.44
2011	632,223	60,812,947	101.19	860,249	62,667,974	104.28	769,079	64,511,386	58.50	729,052	64,067,491	58.10
2012	583,405	61,279,109	102.16	811,823	63,358,978	105.63	706,012	65,206,907	59.14	669,544	64,726,616	58.71
2013	537,539	61,698,250	103.06	765,371	64,001,933	106.91	649,537	65,837,586	59.73	616,317	65,324,214	59.27
2014	494,568	62,038,307	103.89	720,498	64,562,150	108.12	596,565	66,383,453	60.28	566,345	65,840,256	59.78
2015	454,669	62,341,311	104.65	677,704	65,082,019	109.25	547,202	66,865,011	60.77	519,715	66,294,864	60.25
2016	418,008	62,656,642	105.36	637,437	65,612,265	110.33	501,346	67,301,351	61.23	476,430	66,706,842	60.69
2017	383,697	62,879,089	106.00	598,540	66,041,947	111.34	458,501	67,659,433	61.65	436,100	67,043,410	61.09
2018	351,734	63,040,016	106.60	561,345	66,402,889	112.28	418,790	67,948,765	62.03	398,661	67,313,792	61.45
2019	322,132	63,155,348	107.14	525,969	66,711,025	113.18	382,062	68,177,616	62.38	364,015	67,526,027	61.78
2020	294,815	63,233,730	107.65	492,430	66,974,838	114.02	348,160	68,347,998	62.70	332,014	67,681,962	62.09
2021	269,649	63,279,474	108.11	460,695	67,198,381	114.80	316,910	68,462,395	62.99	302,511	67,783,934	62.37
2022	246,322	63,251,204	108.53	430,414	67,337,197	115.54	288,158	68,523,791	63.26	275,362	67,834,781	62.62
2023	224,825	63,176,487	108.92	401,746	67,420,050	116.23	261,845	68,536,410	63.50	250,424	67,838,485	62.85
2024	205,051	63,060,231	109.27	374,666	67,451,827	116.88	237,747	68,503,657	63.72	227,554	67,798,293	63.06
2025	186,926	62,918,246	109.60	349,200	67,449,210	117.49	215,700	68,427,523	63.92	206,610	67,716,075	63.26