

「中堅・中小企業の外需開拓に関するアンケート調査」結果集計表

”新しい外需”開拓研究会  
(事務局:大阪商工会議所)

《調査概要》

- 調査期間：平成22年7月26日(月)～8月6日(金)
- 調査対象：6,503社
- 有効回答数：757社
- 回答率：11.6%

※ 中小企業の定義は以下のとおりとする。

「製造業その他」は資本金3億円以下、「卸売業」は資本金1億円以下、「小売・サービス業」は資本金5千万円以下

※ 消費者の所得層の定義は以下のとおりとする。

「低所得層」は世帯年間可処分所得が5,000ドル未満、中間層は世帯年間可処分所得が5,000ドル以上35,000ドル未満、富裕層は世帯年間可処分所得が35,000ドル以上

《回答企業の属性》

【企業分類】

中堅企業	18.5% (140)
中小企業	81.5% (617)

【資本金】

5千万円以下	56.4% (427)
5千万円超～1億円以下	27.5% (208)
1億円超～3億円以下	7.8% (59)
3億円超	8.3% (63)

【業種】

製造業	42.5% (322)
卸売業	21.7% (164)
小売業	4.0% (30)
サービス業	20.6% (156)
その他	11.2% (85)

【製造業・非製造業】

製造業	42.5% (322)
非製造業	57.5% (435)

《調査結果》

表1. 貴社における外需開拓への取り組み状況について

表1-(1) アジア新興国などの市場参入によるビジネス展開(単数回答)

	全体	中堅企業	中小企業	5千万円以下	5千万円超～1億円以下	1億円超～3億円以下	3億円超	製造業	卸売業	小売業	サービス業	その他	製造業	非製造業
① 展開している	30.5% (231)	38.6% (54)	28.7% (177)	24.8% (106)	33.2% (69)	30.5% (18)	60.3% (38)	43.5% (140)	32.9% (54)	20.0% (6)	14.1% (22)	10.6% (9)	43.5% (140)	20.9% (91)
② まだ展開していないが、1年以内に展開する具体的な計画がある	3.7% (28)	3.6% (5)	3.7% (23)	4.2% (18)	1.4% (3)	5.1% (3)	6.3% (4)	3.4% (11)	5.5% (9)	3.3% (1)	3.8% (6)	1.2% (1)	3.4% (11)	3.9% (17)
③ まだ展開していないが、1年超～2年以内に展開する具体的な計画がある	1.6% (12)	0.7% (1)	1.8% (11)	1.4% (6)	1.9% (4)	1.7% (1)	1.6% (1)	1.6% (5)	1.8% (3)	- (-)	1.3% (2)	2.4% (2)	1.6% (5)	1.6% (7)
④ まだ展開していないが、近い将来(2年超)展開する具体的な計画がある	1.1% (8)	0.7% (1)	1.1% (7)	1.2% (5)	1.0% (2)	- (-)	1.6% (1)	1.6% (5)	0.6% (1)	- (-)	1.3% (2)	- (-)	1.6% (5)	0.7% (3)
⑤ まだ展開しておらず、具体的な計画はないが、展開する意欲はある	12.0% (91)	6.4% (9)	13.3% (82)	14.5% (62)	10.1% (21)	6.8% (4)	6.3% (4)	12.7% (41)	14.6% (24)	3.3% (1)	10.3% (16)	10.6% (9)	12.7% (41)	11.5% (50)
⑥ 関心はあるが、当面は難しいと思う	18.1% (137)	18.6% (26)	18.0% (111)	18.0% (77)	19.7% (41)	23.7% (14)	7.9% (5)	16.1% (52)	19.5% (32)	16.7% (5)	21.8% (34)	16.5% (14)	16.1% (52)	19.5% (85)
⑦ あまり関心はない	31.8% (241)	30.0% (42)	32.3% (199)	34.9% (149)	31.3% (65)	30.5% (18)	14.3% (9)	20.5% (66)	25.0% (41)	56.7% (17)	45.5% (71)	54.1% (46)	20.5% (66)	40.2% (175)
無回答	1.2% (9)	1.4% (2)	1.1% (7)	0.9% (4)	1.4% (3)	1.7% (1)	1.6% (1)	0.6% (2)	- (-)	- (-)	1.9% (3)	4.7% (4)	0.6% (2)	1.6% (7)
合計	100.0% (757)	100.0% (140)	100.0% (617)	100.0% (427)	100.0% (208)	100.0% (59)	100.0% (63)	100.0% (322)	100.0% (164)	100.0% (30)	100.0% (156)	100.0% (85)	100.0% (322)	100.0% (435)

表1-(2) アジア新興国などからの訪日外国人(中国人観光客など)をターゲットにしたビジネス展開(単数回答)

	全体	中堅企業	中小企業	5千万円以下	5千万円超～1億円以下	1億円超～3億円以下	3億円超	製造業	卸売業	小売業	サービス業	その他	製造業	非製造業
① 展開している	4.6% (35)	8.6% (12)	3.7% (23)	4.7% (20)	3.8% (8)	3.4% (2)	7.9% (5)	2.2% (7)	2.4% (4)	10.0% (3)	10.9% (17)	4.7% (4)	2.2% (7)	6.4% (28)
② まだ展開していないが、1年以内に展開する具体的な計画がある	1.3% (10)	1.4% (2)	1.3% (8)	1.6% (7)	1.0% (2)	- (-)	1.6% (1)	1.2% (4)	0.6% (1)	- (-)	2.6% (4)	1.2% (1)	1.2% (4)	1.4% (6)
③ まだ展開していないが、1年超～2年以内に展開する具体的な計画がある	0.8% (6)	0.7% (1)	0.8% (5)	0.9% (4)	- (-)	1.7% (1)	1.6% (1)	0.6% (2)	- (-)	- (-)	1.3% (2)	2.4% (2)	0.6% (2)	0.9% (4)
④ まだ展開していないが、近い将来(2年超)展開する具体的な計画がある	0.7% (5)	- (-)	0.8% (5)	0.9% (4)	0.5% (1)	- (-)	- (-)	0.9% (3)	0.6% (1)	- (-)	0.6% (1)	- (-)	0.9% (3)	0.5% (2)
⑤ まだ展開しておらず、具体的な計画はないが、展開する意欲はある	12.5% (95)	14.3% (20)	12.2% (75)	13.3% (57)	10.6% (22)	8.5% (5)	17.5% (11)	11.8% (38)	15.9% (26)	16.7% (5)	11.5% (18)	9.4% (8)	11.8% (38)	13.1% (57)
⑥ 関心はあるが、当面は難しいと思う	16.8% (127)	14.3% (20)	17.3% (107)	17.3% (74)	16.3% (34)	20.3% (12)	11.1% (7)	16.1% (52)	20.7% (34)	16.7% (5)	19.2% (30)	7.1% (6)	16.1% (52)	17.2% (75)
⑦ あまり関心はない	61.3% (464)	57.9% (81)	62.1% (383)	59.3% (253)	66.8% (139)	62.7% (37)	55.6% (35)	65.2% (210)	57.9% (95)	53.3% (16)	53.2% (83)	70.6% (60)	65.2% (210)	58.4% (254)
無回答	2.0% (15)	2.9% (4)	1.8% (11)	1.9% (8)	1.0% (2)	3.4% (2)	4.8% (3)	1.9% (6)	1.8% (3)	3.3% (1)	0.6% (1)	4.7% (4)	1.9% (6)	2.1% (9)
合計	100.0% (757)	100.0% (140)	100.0% (617)	100.0% (427)	100.0% (208)	100.0% (59)	100.0% (63)	100.0% (322)	100.0% (164)	100.0% (30)	100.0% (156)	100.0% (85)	100.0% (322)	100.0% (435)

表2. 貴社における外需開拓ビジネスのターゲットについて

表2-(1) 個人消費者向けのビジネスを展開している(予定している)場合

※表1-(1)(2)のいずれかにおいて、①の回答者を対象

表2-(1)-(i) ①既に市場参入している(またはビジネスターゲットとしている訪日外国人の)「国・地域」(複数回答)

	全体	中堅企業	中小企業	5千万円以下	5千万円超～1億円以下	1億円超～3億円以下	3億円超	製造業	卸売業	小売業	サービス業	その他	製造業	非製造業
中国	24.8% (62)	34.4% (21)	21.7% (41)	27.4% (32)	21.3% (16)	22.2% (4)	25.0% (10)	19.9% (28)	17.5% (10)	57.1% (4)	47.2% (17)	33.3% (3)	19.9% (28)	31.2% (34)
台湾 香港	14.0% (35)	21.3% (13)	11.6% (22)	14.5% (17)	12.0% (9)	16.7% (3)	15.0% (6)	9.9% (14)	7.0% (4)	57.1% (4)	27.8% (10)	33.3% (3)	9.9% (14)	19.3% (21)
韓国	13.6% (34)	18.0% (11)	12.2% (23)	16.2% (19)	9.3% (7)	22.2% (4)	10.0% (4)	9.9% (14)	5.3% (3)	57.1% (4)	33.3% (12)	11.1% (1)	9.9% (14)	18.3% (20)
インド	3.2% (8)	4.9% (3)	2.6% (5)	3.4% (4)	- (-)	5.6% (1)	7.5% (3)	2.8% (4)	1.8% (1)	- (-)	5.6% (2)	11.1% (1)	2.8% (4)	3.7% (4)
ベトナム	4.4% (11)	8.2% (5)	3.2% (6)	4.3% (5)	- (-)	11.1% (2)	10.0% (4)	3.5% (5)	5.3% (3)	- (-)	2.8% (1)	22.2% (2)	3.5% (5)	5.5% (6)
タイ	7.6% (19)	8.2% (5)	7.4% (14)	6.0% (7)	10.7% (8)	5.6% (1)	7.5% (3)	7.8% (11)	5.3% (3)	14.3% (1)	8.3% (3)	11.1% (1)	7.8% (11)	7.3% (8)
シンガポール	6.4% (16)	9.8% (6)	5.3% (10)	6.8% (8)	4.0% (3)	5.6% (1)	10.0% (4)	5.0% (7)	3.5% (2)	14.3% (1)	11.1% (4)	22.2% (2)	5.0% (7)	8.3% (9)
その他アジア	5.6% (14)	11.5% (7)	3.7% (7)	3.4% (4)	5.3% (4)	5.6% (1)	12.5% (5)	5.0% (7)	3.5% (2)	14.3% (1)	5.6% (2)	22.2% (2)	5.0% (7)	6.4% (7)
その他	2.0% (5)	- (-)	2.6% (5)	3.4% (4)	1.3% (1)	- (-)	- (-)	0.7% (1)	1.8% (1)	- (-)	5.6% (2)	11.1% (1)	0.7% (1)	3.7% (4)
無回答	69.6% (174)	60.7% (37)	72.5% (137)	69.2% (81)	69.3% (52)	72.2% (13)	70.0% (28)	75.9% (107)	73.7% (42)	28.6% (2)	50.0% (18)	55.6% (5)	75.9% (107)	61.5% (67)
合計	- (250)	- (61)	- (189)	- (117)	- (75)	- (18)	- (40)	- (141)	- (57)	- (7)	- (36)	- (9)	- (141)	- (109)

表2-(1)-(i) ②既に市場参入している(またはビジネスターゲットとしている訪日外国人の)「国・地域」と「消費者の所得層」(複数回答)

	全体	中堅企業	中小企業	5千万円以下	5千万円超～1億円以下	1億円超～3億円以下	3億円超	製造業	卸売業	小売業	サービス業	その他	製造業	非製造業
中国・低所得層	2.4% (6)	3.3% (2)	2.1% (4)	2.6% (3)	2.7% (2)	- (-)	2.5% (1)	2.1% (3)	1.8% (1)	- (-)	5.6% (2)	- (-)	2.1% (3)	2.8% (3)
中国・中間層	16.8% (42)	27.9% (17)	13.2% (25)	15.4% (18)	16.0% (12)	16.7% (3)	22.5% (9)	12.8% (18)	14.0% (8)	28.6% (2)	33.3% (12)	22.2% (2)	12.8% (18)	22.0% (24)
中国・富裕層	18.4% (46)	26.2% (16)	15.9% (30)	22.2% (26)	13.3% (10)	16.7% (3)	17.5% (7)	12.8% (18)	12.3% (7)	57.1% (4)	38.9% (14)	33.3% (3)	12.8% (18)	25.7% (28)
台湾 香港・低所得層	0.4% (1)	- (-)	0.5% (1)	0.9% (1)	- (-)	- (-)	- (-)	- (-)	- (-)	- (-)	2.8% (1)	- (-)	- (-)	0.9% (1)
台湾 香港・中間層	8.4% (21)	16.4% (10)	5.8% (11)	6.0% (7)	9.3% (7)	11.1% (2)	12.5% (5)	5.7% (8)	5.3% (3)	28.6% (2)	16.7% (6)	22.2% (2)	5.7% (8)	11.9% (13)
台湾 香港・富裕層	11.6% (29)	16.4% (10)	10.1% (19)	13.7% (16)	6.7% (5)	16.7% (3)	12.5% (5)	8.5% (12)	5.3% (3)	57.1% (4)	19.4% (7)	33.3% (3)	8.5% (12)	15.6% (17)
韓国・低所得層	0.4% (1)	- (-)	0.5% (1)	0.9% (1)	- (-)	- (-)	- (-)	- (-)	- (-)	- (-)	2.8% (1)	- (-)	- (-)	0.9% (1)
韓国・中間層	8.8% (22)	14.8% (9)	6.9% (13)	7.7% (9)	9.3% (7)	16.7% (3)	7.5% (3)	7.1% (10)	3.5% (2)	42.9% (3)	19.4% (7)	- (-)	7.1% (10)	11.0% (12)
韓国・富裕層	10.8% (27)	11.5% (7)	10.6% (20)	13.7% (16)	5.3% (4)	22.2% (4)	7.5% (3)	7.8% (11)	5.3% (3)	42.9% (3)	25.0% (9)	11.1% (1)	7.8% (11)	14.7% (16)
インド・低所得層	- (-)	- (-)	- (-)	- (-)	- (-)	- (-)	- (-)	- (-)	- (-)	- (-)	- (-)	- (-)	- (-)	- (-)
インド・中間層	1.6% (4)	4.9% (3)	0.5% (1)	0.9% (1)	- (-)	- (-)	7.5% (3)	1.4% (2)	1.8% (1)	- (-)	2.8% (1)	- (-)	1.4% (2)	1.8% (2)
インド・富裕層	2.0% (5)	1.6% (1)	2.1% (4)	2.6% (3)	- (-)	5.6% (1)	2.5% (1)	2.1% (3)	- (-)	- (-)	2.8% (1)	11.1% (1)	2.1% (3)	1.8% (2)
ベトナム・低所得層	0.4% (1)	- (-)	0.5% (1)	0.9% (1)	- (-)	- (-)	- (-)	- (-)	1.8% (1)	- (-)	- (-)	- (-)	- (-)	0.9% (1)
ベトナム・中間層	3.2% (8)	8.2% (5)	1.6% (3)	1.7% (2)	- (-)	11.1% (2)	10.0% (4)	3.5% (5)	3.5% (2)	- (-)	- (-)	11.1% (1)	3.5% (5)	2.8% (3)
ベトナム・富裕層	2.4% (6)	4.9% (3)	1.6% (3)	1.7% (2)	- (-)	5.6% (1)	7.5% (3)	2.1% (3)	- (-)	- (-)	2.8% (1)	22.2% (2)	2.1% (3)	2.8% (3)
タイ・低所得層	0.4% (1)	- (-)	0.5% (1)	- (-)	1.3% (1)	- (-)	- (-)	0.7% (1)	- (-)	- (-)	- (-)	- (-)	0.7% (1)	- (-)
タイ・中間層	4.4% (11)	6.6% (4)	3.7% (7)	1.7% (2)	6.7% (5)	5.6% (1)	7.5% (3)	5.7% (8)	3.5% (2)	- (-)	2.8% (1)	- (-)	5.7% (8)	2.8% (3)
タイ・富裕層	5.6% (14)	6.6% (4)	5.3% (10)	5.1% (6)	6.7% (5)	5.6% (1)	5.0% (2)	4.3% (6)	5.3% (3)	14.3% (1)	8.3% (3)	11.1% (1)	4.3% (6)	7.3% (8)
シンガポール・低所得層	- (-)	- (-)	- (-)	- (-)	- (-)	- (-)	- (-)	- (-)	- (-)	- (-)	- (-)	- (-)	- (-)	- (-)
シンガポール・中間層	3.2% (8)	6.6% (4)	2.1% (4)	1.7% (2)	2.7% (2)	5.6% (1)	7.5% (3)	3.5% (5)	1.8% (1)	- (-)	2.8% (1)	11.1% (1)	3.5% (5)	2.8% (3)
シンガポール・富裕層	6.0% (15)	9.8% (6)	4.8% (9)	6.0% (7)	4.0% (3)	5.6% (1)	10.0% (4)	4.3% (6)	3.5% (2)	14.3% (1)	11.1% (4)	22.2% (2)	4.3% (6)	8.3% (9)
その他アジア・低所得層	- (-)	- (-)	- (-)	- (-)	- (-)	- (-)	- (-)	- (-)	- (-)	- (-)	- (-)	- (-)	- (-)	- (-)
その他アジア・中間層	4.4% (11)	9.8% (6)	2.6% (5)	1.7% (2)	4.0% (3)	5.6% (1)	12.5% (5)	4.3% (6)	3.5% (2)	- (-)	2.8% (1)	22.2% (2)	4.3% (6)	4.6% (5)
その他アジア・富裕層	3.6% (9)	8.2% (5)	2.1% (4)	1.7% (2)	4.0% (3)	5.6% (1)	7.5% (3)	2.1% (3)	1.8% (1)	14.3% (1)	5.6% (2)	22.2% (2)	2.1% (3)	5.5% (6)
その他・低所得層	0.4% (1)	- (-)	0.5% (1)	0.9% (1)	- (-)	- (-)	- (-)	- (-)	- (-)	- (-)	2.8% (1)	- (-)	- (-)	0.9% (1)
その他・中間層	0.8% (2)	- (-)	1.1% (2)	1.7% (2)	- (-)	- (-)	- (-)	0.7% (1)	- (-)	- (-)	2.8% (1)	- (-)	0.7% (1)	0.9% (1)
その他・富裕層	1.6% (4)	- (-)	2.1% (4)	2.6% (3)	1.3% (1)	- (-)	- (-)	- (-)	1.8% (1)	- (-)	5.6% (2)	11.1% (1)	- (-)	3.7% (4)
無回答	69.6% (174)	60.7% (37)	72.5% (137)	69.2% (81)	69.3% (52)	72.2% (13)	70.0% (28)	75.9% (107)	73.7% (42)	28.6% (2)	50.0% (18)	55.6% (5)	75.9% (107)	61.5% (67)
合計	- (250)	- (61)	- (189)	- (117)	- (75)	- (18)	- (40)	- (141)	- (57)	- (7)	- (36)	- (9)	- (141)	- (109)

表2-(1)-(ii) ①今後市場参入を希望している(またはビジネスターゲットにしたい訪日外国人の)「国・地域」(複数回答)

※表1-(1)(2)のいずれかにおいて、①～⑤の回答者を対象

	全体	中堅企業	中小企業	5千万円以下	5千万円超～1億円以下	1億円超～3億円以下	3億円超	製造業	卸売業	小売業	サービス業	その他	製造業	非製造業
中国	27.3% (109)	24.4% (20)	28.1% (89)	31.9% (67)	23.4% (25)	24.1% (7)	18.9% (10)	18.9% (39)	31.9% (30)	41.7% (5)	43.5% (27)	32.0% (8)	18.9% (39)	36.3% (70)
台湾 香港	15.0% (60)	15.9% (13)	14.8% (47)	18.6% (39)	8.4% (9)	10.3% (3)	17.0% (9)	9.7% (20)	18.1% (17)	41.7% (5)	19.4% (12)	24.0% (6)	9.7% (20)	20.7% (40)
韓国	11.3% (45)	14.6% (12)	10.4% (33)	11.9% (25)	9.3% (10)	6.9% (2)	15.1% (8)	7.8% (16)	10.6% (10)	33.3% (4)	14.5% (9)	24.0% (6)	7.8% (16)	15.0% (29)
インド	8.0% (32)	8.5% (7)	7.9% (25)	9.5% (20)	7.5% (8)	- (-)	7.5% (4)	5.3% (11)	6.4% (6)	- (-)	17.7% (11)	16.0% (4)	5.3% (11)	10.9% (21)
ベトナム	9.3% (37)	9.8% (8)	9.1% (29)	10.0% (21)	8.4% (9)	6.9% (2)	9.4% (5)	7.8% (16)	10.6% (10)	- (-)	12.9% (8)	12.0% (3)	7.8% (16)	10.9% (21)
タイ	9.8% (39)	9.8% (8)	9.8% (31)	9.5% (20)	13.1% (14)	6.9% (2)	5.7% (3)	7.3% (15)	11.7% (11)	25.0% (3)	8.1% (5)	20.0% (5)	7.3% (15)	12.4% (24)
シンガポール	7.8% (31)	9.8% (8)	7.3% (23)	8.6% (18)	7.5% (8)	6.9% (2)	5.7% (3)	4.4% (9)	7.4% (7)	16.7% (2)	16.1% (10)	12.0% (3)	4.4% (9)	11.4% (22)
その他アジア	3.8% (15)	6.1% (5)	3.2% (10)	2.9% (6)	4.7% (5)	- (-)	7.5% (4)	1.9% (4)	5.3% (5)	8.3% (1)	3.2% (2)	12.0% (3)	1.9% (4)	5.7% (11)
その他	2.5% (10)	2.4% (2)	2.5% (8)	2.9% (6)	2.8% (3)	- (-)	1.9% (1)	1.5% (3)	3.2% (3)	8.3% (1)	3.2% (2)	4.0% (1)	1.5% (3)	3.6% (7)
無回答	66.4% (265)	68.3% (56)	65.9% (209)	62.9% (132)	67.3% (72)	72.4% (21)	75.5% (40)	75.7% (156)	61.7% (58)	50.0% (6)	50.0% (31)	56.0% (14)	75.7% (156)	56.5% (109)
合計	- (399)	- (82)	- (317)	- (210)	- (107)	- (29)	- (53)	- (206)	- (94)	- (12)	- (62)	- (25)	- (206)	- (193)

表2-(1)-(ii) ②今後市場参入を希望している(またはビジネスターゲットにしたい訪日外国人の)「国・地域」と「消費者の所得層」(複数回答)

	全体	中堅企業	中小企業	5千万円以下	5千万円超～1億円以下	1億円超～3億円以下	3億円超	製造業	卸売業	小売業	サービス業	その他	製造業	非製造業
中国・低所得層	3.5% (14)	2.4% (2)	3.8% (12)	4.8% (10)	2.8% (3)	3.4% (1)	- (-)	2.4% (5)	4.3% (4)	- (-)	6.5% (4)	4.0% (1)	2.4% (5)	4.7% (9)
中国・中間層	15.3% (61)	14.6% (12)	15.5% (49)	18.1% (38)	11.2% (12)	20.7% (6)	9.4% (5)	9.7% (20)	20.2% (19)	25.0% (3)	25.8% (16)	12.0% (3)	9.7% (20)	21.2% (41)
中国・富裕層	20.6% (82)	22.0% (18)	20.2% (64)	23.8% (50)	15.9% (17)	17.2% (5)	18.9% (10)	12.6% (26)	26.6% (25)	16.7% (2)	37.1% (23)	24.0% (6)	12.6% (26)	29.0% (56)
台湾 香港・低所得層	0.5% (2)	- (-)	0.6% (2)	1.0% (2)	- (-)	- (-)	- (-)	- (-)	2.1% (2)	- (-)	- (-)	- (-)	- (-)	1.0% (2)
台湾 香港・中間層	7.0% (28)	8.5% (7)	6.6% (21)	7.6% (16)	4.7% (5)	10.3% (3)	7.5% (4)	3.9% (8)	11.7% (11)	25.0% (3)	6.5% (4)	8.0% (2)	3.9% (8)	10.4% (20)
台湾 香港・富裕層	12.8% (51)	13.4% (11)	12.6% (40)	15.7% (33)	6.5% (7)	6.9% (2)	17.0% (9)	8.3% (17)	16.0% (15)	16.7% (2)	17.7% (11)	24.0% (6)	8.3% (17)	17.6% (34)
韓国・低所得層	0.5% (2)	1.2% (1)	0.3% (1)	0.5% (1)	0.9% (1)	- (-)	- (-)	- (-)	- (-)	- (-)	3.2% (2)	- (-)	- (-)	1.0% (2)
韓国・中間層	6.0% (24)	8.5% (7)	5.4% (17)	5.7% (12)	5.6% (6)	6.9% (2)	7.5% (4)	3.9% (8)	7.4% (7)	16.7% (2)	6.5% (4)	12.0% (3)	3.9% (8)	8.3% (16)
韓国・富裕層	9.3% (37)	13.4% (11)	8.2% (26)	9.0% (19)	8.4% (9)	3.4% (1)	15.1% (8)	5.8% (12)	9.6% (9)	16.7% (2)	12.9% (8)	24.0% (6)	5.8% (12)	13.0% (25)
インド・低所得層	- (-)	- (-)	- (-)	- (-)	- (-)	- (-)	- (-)	- (-)	- (-)	- (-)	- (-)	- (-)	- (-)	- (-)
インド・中間層	3.8% (15)	4.9% (4)	3.5% (11)	3.8% (8)	4.7% (5)	- (-)	3.8% (2)	3.4% (7)	2.1% (2)	- (-)	6.5% (4)	8.0% (2)	3.4% (7)	4.1% (8)
インド・富裕層	6.3% (25)	7.3% (6)	6.0% (19)	7.1% (15)	5.6% (6)	- (-)	7.5% (4)	3.4% (7)	6.4% (6)	- (-)	12.9% (8)	16.0% (4)	3.4% (7)	9.3% (18)
ベトナム・低所得層	1.5% (6)	1.2% (1)	1.6% (5)	1.4% (3)	1.9% (2)	3.4% (1)	- (-)	1.5% (3)	2.1% (2)	- (-)	1.6% (1)	- (-)	1.5% (3)	1.6% (3)
ベトナム・中間層	4.0% (16)	6.1% (5)	3.5% (11)	2.9% (6)	4.7% (5)	6.9% (2)	5.7% (3)	2.4% (5)	5.3% (5)	- (-)	6.5% (4)	8.0% (2)	2.4% (5)	5.7% (11)
ベトナム・富裕層	6.8% (27)	9.8% (8)	6.0% (19)	6.7% (14)	6.5% (7)	3.4% (1)	9.4% (5)	3.9% (8)	9.6% (9)	- (-)	11.3% (7)	12.0% (3)	3.9% (8)	9.8% (19)
タイ・低所得層	1.3% (5)	1.2% (1)	1.3% (4)	1.0% (2)	1.9% (2)	3.4% (1)	- (-)	0.5% (1)	2.1% (2)	- (-)	1.6% (1)	4.0% (1)	0.5% (1)	2.1% (4)
タイ・中間層	5.0% (20)	6.1% (5)	4.7% (15)	3.3% (7)	8.4% (9)	6.9% (2)	3.8% (2)	3.4% (7)	7.4% (7)	16.7% (2)	1.6% (1)	12.0% (3)	3.4% (7)	6.7% (13)
タイ・富裕層	7.5% (30)	8.5% (7)	7.3% (23)	7.1% (15)	10.3% (11)	3.4% (1)	5.7% (3)	4.4% (9)	9.6% (9)	16.7% (2)	8.1% (5)	20.0% (5)	4.4% (9)	10.9% (21)
シンガポール・低所得層	0.5% (2)	1.2% (1)	0.3% (1)	0.5% (1)	- (-)	3.4% (1)	- (-)	- (-)	1.1% (1)	- (-)	1.6% (1)	- (-)	- (-)	1.0% (2)
シンガポール・中間層	3.5% (14)	7.3% (6)	2.5% (8)	2.4% (5)	4.7% (5)	6.9% (2)	3.8% (2)	1.9% (4)	4.3% (4)	16.7% (2)	4.8% (3)	4.0% (1)	1.9% (4)	5.2% (10)
シンガポール・富裕層	6.5% (26)	7.3% (6)	6.3% (20)	7.6% (16)	5.6% (6)	3.4% (1)	5.7% (3)	3.4% (7)	6.4% (6)	8.3% (1)	14.5% (9)	12.0% (3)	3.4% (7)	9.8% (19)
その他アジア・低所得層	0.3% (1)	- (-)	0.3% (1)	- (-)	0.9% (1)	- (-)	- (-)	- (-)	1.1% (1)	- (-)	- (-)	- (-)	- (-)	0.5% (1)
その他アジア・中間層	2.3% (9)	3.7% (3)	1.9% (6)	1.0% (2)	3.7% (4)	- (-)	5.7% (3)	1.0% (2)	4.3% (4)	- (-)	1.6% (1)	8.0% (2)	1.0% (2)	3.6% (7)
その他アジア・富裕層	3.0% (12)	6.1% (5)	2.2% (7)	2.4% (5)	2.8% (3)	- (-)	7.5% (4)	1.5% (3)	3.2% (3)	8.3% (1)	3.2% (2)	12.0% (3)	1.5% (3)	4.7% (9)
その他・低所得層	- (-)	- (-)	- (-)	- (-)	- (-)	- (-)	- (-)	- (-)	- (-)	- (-)	- (-)	- (-)	- (-)	- (-)
その他・中間層	1.3% (5)	2.4% (2)	0.9% (3)	0.5% (1)	2.8% (3)	- (-)	1.9% (1)	0.5% (1)	3.2% (3)	8.3% (1)	- (-)	- (-)	0.5% (1)	2.1% (4)
その他・富裕層	2.3% (9)	2.4% (2)	2.2% (7)	2.4% (5)	2.8% (3)	- (-)	1.9% (1)	1.0% (2)	3.2% (3)	8.3% (1)	3.2% (2)	4.0% (1)	1.0% (2)	3.6% (7)
無回答	66.4% (265)	68.3% (56)	65.9% (209)	62.9% (132)	67.3% (72)	72.4% (21)	75.5% (40)	75.7% (156)	61.7% (58)	50.0% (6)	50.0% (31)	56.0% (14)	75.7% (156)	56.5% (109)
合計	- (399)	- (82)	- (317)	- (210)	- (107)	- (29)	- (53)	- (206)	- (94)	- (12)	- (62)	- (25)	- (206)	- (193)

表2-(2) 法人向けのビジネスを展開している(予定している)場合  
 ※表1-(1)(2)のいずれかにおいて、①の回答者を対象

表2-(2)-(i) ①既に市場参入している「国・地域」(複数回答)

	全体	中堅企業	中小企業	5千万円以下	5千万円超～1億円以下	1億円超～3億円以下	3億円超	製造業	卸売業	小売業	サービス業	その他	製造業	非製造業
中国	65.2% (163)	67.2% (41)	64.6% (122)	60.7% (71)	68.0% (51)	61.1% (11)	75.0% (30)	68.8% (97)	70.2% (40)	14.3% (1)	55.6% (20)	55.6% (5)	68.8% (97)	60.6% (66)
台湾 香港	39.2% (98)	29.5% (18)	42.3% (80)	35.9% (42)	48.0% (36)	50.0% (9)	27.5% (11)	41.8% (59)	47.4% (27)	14.3% (1)	22.2% (8)	33.3% (3)	41.8% (59)	35.8% (39)
韓国	39.2% (98)	34.4% (21)	40.7% (77)	34.2% (40)	44.0% (33)	55.6% (10)	37.5% (15)	43.3% (61)	42.1% (24)	14.3% (1)	25.0% (9)	33.3% (3)	43.3% (61)	33.9% (37)
インド	15.2% (38)	14.8% (9)	15.3% (29)	12.0% (14)	17.3% (13)	16.7% (3)	20.0% (8)	15.6% (22)	15.8% (9)	- (-)	13.9% (5)	22.2% (2)	15.6% (22)	14.7% (16)
ベトナム	18.4% (46)	21.3% (13)	17.5% (33)	12.8% (15)	21.3% (16)	22.2% (4)	27.5% (11)	16.3% (23)	26.3% (15)	14.3% (1)	11.1% (4)	33.3% (3)	16.3% (23)	21.1% (23)
タイ	31.6% (79)	29.5% (18)	32.3% (61)	27.4% (32)	36.0% (27)	33.3% (6)	35.0% (14)	33.3% (47)	35.1% (20)	14.3% (1)	25.0% (9)	22.2% (2)	33.3% (47)	29.4% (32)
シンガポール	20.0% (50)	14.8% (9)	21.7% (41)	17.9% (21)	24.0% (18)	22.2% (4)	17.5% (7)	22.0% (31)	15.8% (9)	28.6% (2)	19.4% (7)	11.1% (1)	22.0% (31)	17.4% (19)
その他アジア	21.2% (53)	18.0% (11)	22.2% (42)	17.9% (21)	22.7% (17)	33.3% (6)	22.5% (9)	26.2% (37)	19.3% (11)	14.3% (1)	5.6% (2)	22.2% (2)	26.2% (37)	14.7% (16)
その他	6.4% (16)	9.8% (6)	5.3% (10)	5.1% (6)	5.3% (4)	5.6% (1)	12.5% (5)	8.5% (12)	5.3% (3)	- (-)	2.8% (1)	- (-)	8.5% (12)	3.7% (4)
無回答	19.2% (48)	23.0% (14)	18.0% (34)	18.8% (22)	20.0% (15)	27.8% (5)	15.0% (6)	16.3% (23)	17.5% (10)	57.1% (4)	27.8% (10)	11.1% (1)	16.3% (23)	22.9% (25)
合計	- (250)	- (61)	- (189)	- (117)	- (75)	- (18)	- (40)	- (141)	- (57)	- (7)	- (36)	- (9)	- (141)	- (109)

表2-(2)-(i) ②既に市場参入している「国・地域」と取引先の「企業種別」(複数回答)

	全体	中堅企業	中小企業	5千万円以下	5千万円超～1億円以下	1億円超～3億円以下	3億円超	製造業	卸売業	小売業	サービス業	その他	製造業	非製造業
中国・現地の日系企業	42.8% (107)	50.8% (31)	40.2% (76)	29.1% (34)	57.3% (43)	44.4% (8)	55.0% (22)	43.3% (61)	47.4% (27)	- (-)	44.4% (16)	33.3% (3)	43.3% (61)	42.2% (46)
中国・地場企業	45.2% (113)	47.5% (29)	44.4% (84)	41.9% (49)	45.3% (34)	44.4% (8)	55.0% (22)	48.9% (69)	49.1% (28)	14.3% (1)	27.8% (10)	55.6% (5)	48.9% (69)	40.4% (44)
中国・現地の外資系企業(日系以外)	21.2% (53)	24.6% (15)	20.1% (38)	18.8% (22)	20.0% (15)	16.7% (3)	32.5% (13)	22.7% (32)	19.3% (11)	- (-)	19.4% (7)	33.3% (3)	22.7% (32)	19.3% (21)
台湾 香港・現地の日系企業	14.8% (37)	13.1% (8)	15.3% (29)	9.4% (11)	24.0% (18)	16.7% (3)	12.5% (5)	12.1% (17)	22.8% (13)	- (-)	13.9% (5)	22.2% (2)	12.1% (17)	18.3% (20)
台湾 香港・地場企業	33.2% (83)	24.6% (15)	36.0% (68)	29.1% (34)	42.7% (32)	44.4% (8)	22.5% (9)	35.5% (50)	42.1% (24)	14.3% (1)	13.9% (5)	33.3% (3)	35.5% (50)	30.3% (33)
台湾 香港・現地の外資系企業(日系以外)	10.0% (25)	11.5% (7)	9.5% (18)	9.4% (11)	8.0% (6)	11.1% (2)	15.0% (6)	9.2% (13)	8.8% (5)	- (-)	13.9% (5)	22.2% (2)	9.2% (13)	11.0% (12)
韓国・現地の日系企業	8.8% (22)	8.2% (5)	9.0% (17)	4.3% (5)	14.7% (11)	16.7% (3)	7.5% (3)	9.2% (13)	8.8% (5)	- (-)	8.3% (3)	11.1% (1)	9.2% (13)	8.3% (9)
韓国・地場企業	35.2% (88)	31.1% (19)	36.5% (69)	30.8% (36)	38.7% (29)	50.0% (9)	35.0% (14)	39.7% (56)	38.6% (22)	14.3% (1)	16.7% (6)	33.3% (3)	39.7% (56)	29.4% (32)
韓国・現地の外資系企業(日系以外)	10.4% (26)	14.8% (9)	9.0% (17)	7.7% (9)	9.3% (7)	11.1% (2)	20.0% (8)	10.6% (15)	5.3% (3)	- (-)	19.4% (7)	11.1% (1)	10.6% (15)	10.1% (11)
インド・現地の日系企業	4.8% (12)	4.9% (3)	4.8% (9)	4.3% (5)	5.3% (4)	5.6% (1)	5.0% (2)	3.5% (5)	1.8% (1)	- (-)	11.1% (4)	22.2% (2)	3.5% (5)	6.4% (7)
インド・地場企業	11.6% (29)	13.1% (8)	11.1% (21)	11.1% (13)	8.0% (6)	16.7% (3)	17.5% (7)	11.3% (16)	12.3% (7)	- (-)	11.1% (4)	22.2% (2)	11.3% (16)	11.9% (13)
インド・現地の外資系企業(日系以外)	6.0% (15)	8.2% (5)	5.3% (10)	3.4% (4)	6.7% (5)	11.1% (2)	10.0% (4)	5.7% (8)	3.5% (2)	- (-)	11.1% (4)	11.1% (1)	5.7% (8)	6.4% (7)
ベトナム・現地の日系企業	10.8% (27)	11.5% (7)	10.6% (20)	8.5% (10)	12.0% (9)	11.1% (2)	15.0% (6)	9.9% (14)	12.3% (7)	- (-)	8.3% (3)	33.3% (3)	9.9% (14)	11.9% (13)
ベトナム・地場企業	8.8% (22)	14.8% (9)	6.9% (13)	3.4% (4)	10.7% (8)	11.1% (2)	20.0% (8)	7.8% (11)	14.0% (8)	14.3% (1)	2.8% (1)	11.1% (1)	7.8% (11)	10.1% (11)
ベトナム・現地の外資系企業(日系以外)	4.8% (12)	6.6% (4)	4.2% (8)	2.6% (3)	5.3% (4)	11.1% (2)	7.5% (3)	3.5% (5)	5.3% (3)	- (-)	8.3% (3)	11.1% (1)	3.5% (5)	6.4% (7)
タイ・現地の日系企業	20.8% (52)	21.3% (13)	20.6% (39)	16.2% (19)	25.3% (19)	27.8% (5)	22.5% (9)	24.1% (34)	17.5% (10)	- (-)	16.7% (6)	22.2% (2)	24.1% (34)	16.5% (18)
タイ・地場企業	18.8% (47)	23.0% (14)	17.5% (33)	16.2% (19)	18.7% (14)	16.7% (3)	27.5% (11)	19.9% (28)	22.8% (13)	14.3% (1)	11.1% (4)	11.1% (1)	19.9% (28)	17.4% (19)
タイ・現地の外資系企業(日系以外)	8.4% (21)	9.8% (6)	7.9% (15)	5.1% (6)	10.7% (8)	16.7% (3)	10.0% (4)	7.1% (10)	10.5% (6)	- (-)	13.9% (5)	- (-)	7.1% (10)	10.1% (11)
シンガポール・現地の日系企業	6.8% (17)	6.6% (4)	6.9% (13)	5.1% (6)	9.3% (7)	11.1% (2)	5.0% (2)	6.4% (9)	3.5% (2)	14.3% (1)	11.1% (4)	11.1% (1)	6.4% (9)	7.3% (8)
シンガポール・地場企業	14.8% (37)	13.1% (8)	15.3% (29)	12.8% (15)	16.0% (12)	22.2% (4)	15.0% (6)	17.0% (24)	12.3% (7)	14.3% (1)	11.1% (4)	11.1% (1)	17.0% (24)	11.9% (13)
シンガポール・現地の外資系企業(日系以外)	6.4% (16)	6.6% (4)	6.3% (12)	6.0% (7)	5.3% (4)	11.1% (2)	7.5% (3)	6.4% (9)	1.8% (1)	- (-)	13.9% (5)	11.1% (1)	6.4% (9)	6.4% (7)
その他アジア・現地の日系企業	11.2% (28)	14.8% (9)	10.1% (19)	7.7% (9)	10.7% (8)	22.2% (4)	17.5% (7)	13.5% (19)	8.8% (5)	- (-)	5.6% (2)	22.2% (2)	13.5% (19)	8.3% (9)
その他アジア・地場企業	12.8% (32)	11.5% (7)	13.2% (25)	12.0% (14)	12.0% (9)	16.7% (3)	15.0% (6)	16.3% (23)	7.0% (4)	14.3% (1)	5.6% (2)	22.2% (2)	16.3% (23)	8.3% (9)
その他アジア・現地の外資系企業(日系以外)	6.0% (15)	8.2% (5)	5.3% (10)	4.3% (5)	5.3% (4)	11.1% (2)	10.0% (4)	5.0% (7)	7.0% (4)	- (-)	5.6% (2)	22.2% (2)	5.0% (7)	7.3% (8)
その他・現地の日系企業	3.6% (9)	3.3% (2)	3.7% (7)	3.4% (4)	4.0% (3)	5.6% (1)	2.5% (1)	4.3% (6)	3.5% (2)	- (-)	2.8% (1)	- (-)	4.3% (6)	2.8% (3)
その他・地場企業	4.4% (11)	8.2% (5)	3.2% (6)	2.6% (3)	4.0% (3)	5.6% (1)	10.0% (4)	5.7% (8)	3.5% (2)	- (-)	2.8% (1)	- (-)	5.7% (8)	2.8% (3)
その他・現地の外資系企業(日系以外)	1.2% (3)	1.6% (1)	1.1% (2)	1.7% (2)	- (-)	5.6% (1)	- (-)	1.4% (2)	- (-)	- (-)	2.8% (1)	- (-)	1.4% (2)	0.9% (1)
無回答	19.2% (48)	23.0% (14)	18.0% (34)	18.8% (22)	20.0% (15)	27.8% (5)	15.0% (6)	16.3% (23)	17.5% (10)	57.1% (4)	27.8% (10)	11.1% (1)	16.3% (23)	22.9% (25)
合計	- (250)	- (61)	- (189)	- (117)	- (75)	- (18)	- (40)	- (141)	- (57)	- (7)	- (36)	- (9)	- (141)	- (109)

表2-(2)-(ii) ①今後市場参入を希望している「国・地域」(複数回答)

※表1-(1)(2)のいずれかにおいて、①～⑤の回答者を対象

	全体	中堅企業	中小企業	5千万円以下	5千万円超～1億円以下	1億円超～3億円以下	3億円超	製造業	卸売業	小売業	サービス業	その他	製造業	非製造業
中国	39.6% (158)	22.0% (18)	44.2% (140)	46.7% (98)	38.3% (41)	34.5% (10)	17.0% (9)	36.9% (76)	43.6% (41)	33.3% (4)	45.2% (28)	36.0% (9)	36.9% (76)	42.5% (82)
台湾 香港	25.3% (101)	17.1% (14)	27.4% (87)	30.0% (63)	20.6% (22)	20.7% (6)	18.9% (10)	24.8% (51)	28.7% (27)	33.3% (4)	19.4% (12)	28.0% (7)	24.8% (51)	25.9% (50)
韓国	19.3% (77)	12.2% (10)	21.1% (67)	22.4% (47)	16.8% (18)	20.7% (6)	11.3% (6)	21.4% (44)	16.0% (15)	25.0% (3)	12.9% (8)	28.0% (7)	21.4% (44)	17.1% (33)
インド	25.8% (103)	19.5% (16)	27.4% (87)	25.7% (54)	29.9% (32)	13.8% (4)	24.5% (13)	31.1% (64)	22.3% (21)	16.7% (2)	16.1% (10)	24.0% (6)	31.1% (64)	20.2% (39)
ベトナム	24.8% (99)	20.7% (17)	25.9% (82)	26.2% (55)	22.4% (24)	20.7% (6)	26.4% (14)	29.6% (61)	20.2% (19)	8.3% (1)	19.4% (12)	24.0% (6)	29.6% (61)	19.7% (38)
タイ	19.5% (78)	14.6% (12)	20.8% (66)	20.5% (43)	20.6% (22)	20.7% (6)	13.2% (7)	20.9% (43)	20.2% (19)	8.3% (1)	12.9% (8)	28.0% (7)	20.9% (43)	18.1% (35)
シンガポール	16.0% (64)	13.4% (11)	16.7% (53)	17.6% (37)	15.9% (17)	10.3% (3)	13.2% (7)	16.0% (33)	17.0% (16)	- (-)	16.1% (10)	20.0% (5)	16.0% (33)	16.1% (31)
その他アジア	10.3% (41)	6.1% (5)	11.4% (36)	9.5% (20)	14.0% (15)	10.3% (3)	5.7% (3)	11.7% (24)	12.8% (12)	8.3% (1)	6.5% (4)	- (-)	11.7% (24)	8.8% (17)
その他	6.3% (25)	2.4% (2)	7.3% (23)	6.2% (13)	9.3% (10)	3.4% (1)	1.9% (1)	7.3% (15)	5.3% (5)	8.3% (1)	3.2% (2)	8.0% (2)	7.3% (15)	5.2% (10)
無回答	34.1% (136)	50.0% (41)	30.0% (95)	32.4% (68)	28.0% (30)	44.8% (13)	47.2% (25)	32.0% (66)	29.8% (28)	58.3% (7)	41.9% (26)	36.0% (9)	32.0% (66)	36.3% (70)
合計	- (399)	- (82)	- (317)	- (210)	- (107)	- (29)	- (53)	- (206)	- (94)	- (12)	- (62)	- (25)	- (206)	- (193)

表2-(2)-(ii) ②今後市場参入を希望している「国・地域」と取引先の「企業種別」(複数回答)

	全体	中堅企業	中小企業	5千万円以下	5千万円超～1億円以下	1億円超～3億円以下	3億円超	製造業	卸売業	小売業	サービス業	その他	製造業	非製造業
中国・現地の日系企業	20.6% (82)	12.2% (10)	22.7% (72)	25.2% (53)	15.9% (17)	24.1% (7)	9.4% (5)	20.4% (42)	22.3% (21)	16.7% (2)	22.6% (14)	12.0% (3)	20.4% (42)	20.7% (40)
中国・地場企業	27.1% (108)	12.2% (10)	30.9% (98)	30.5% (64)	29.0% (31)	27.6% (8)	9.4% (5)	25.2% (52)	31.9% (30)	33.3% (4)	27.4% (17)	20.0% (5)	25.2% (52)	29.0% (56)
中国・現地の外資系企業(日系以外)	14.5% (58)	9.8% (8)	15.8% (50)	15.2% (32)	15.0% (16)	17.2% (5)	9.4% (5)	12.1% (25)	18.1% (17)	8.3% (1)	16.1% (10)	20.0% (5)	12.1% (25)	17.1% (33)
台湾 香港・現地の日系企業	11.8% (47)	8.5% (7)	12.6% (40)	13.8% (29)	7.5% (8)	13.8% (4)	11.3% (6)	11.7% (24)	12.8% (12)	16.7% (2)	11.3% (7)	8.0% (2)	11.7% (24)	11.9% (23)
台湾 香港・地場企業	18.0% (72)	12.2% (10)	19.6% (62)	21.0% (44)	15.9% (17)	13.8% (4)	13.2% (7)	16.5% (34)	22.3% (21)	33.3% (4)	16.1% (10)	12.0% (3)	16.5% (34)	19.7% (38)
台湾 香港・現地の外資系企業(日系以外)	11.0% (44)	7.3% (6)	12.0% (38)	11.9% (25)	8.4% (9)	13.8% (4)	11.3% (6)	11.2% (23)	11.7% (11)	8.3% (1)	8.1% (5)	16.0% (4)	11.2% (23)	10.9% (21)
韓国・現地の日系企業	11.0% (44)	8.5% (7)	11.7% (37)	12.4% (26)	8.4% (9)	10.3% (3)	11.3% (6)	11.2% (23)	10.6% (10)	16.7% (2)	9.7% (6)	12.0% (3)	11.2% (23)	10.9% (21)
韓国・地場企業	13.3% (53)	8.5% (7)	14.5% (46)	14.3% (30)	14.0% (15)	13.8% (4)	7.5% (4)	14.1% (29)	11.7% (11)	25.0% (3)	9.7% (6)	16.0% (4)	14.1% (29)	12.4% (24)
韓国・現地の外資系企業(日系以外)	8.0% (32)	4.9% (4)	8.8% (28)	9.0% (19)	6.5% (7)	6.9% (2)	7.5% (4)	8.7% (18)	7.4% (7)	8.3% (1)	4.8% (3)	12.0% (3)	8.7% (18)	7.3% (14)
インド・現地の日系企業	13.3% (53)	9.8% (8)	14.2% (45)	13.3% (28)	15.0% (16)	3.4% (1)	15.1% (8)	18.0% (37)	10.6% (10)	- (-)	4.8% (3)	12.0% (3)	18.0% (37)	8.3% (16)
インド・地場企業	15.8% (63)	13.4% (11)	16.4% (52)	15.2% (32)	18.7% (20)	10.3% (3)	15.1% (8)	19.4% (40)	11.7% (11)	16.7% (2)	9.7% (6)	16.0% (4)	19.4% (40)	11.9% (23)
インド・現地の外資系企業(日系以外)	11.0% (44)	9.8% (8)	11.4% (36)	8.1% (17)	16.8% (18)	6.9% (2)	13.2% (7)	12.6% (26)	10.6% (10)	- (-)	8.1% (5)	12.0% (3)	12.6% (26)	9.3% (18)
ベトナム・現地の日系企業	14.5% (58)	13.4% (11)	14.8% (47)	14.8% (31)	13.1% (14)	10.3% (3)	18.9% (10)	16.0% (33)	14.9% (14)	- (-)	8.1% (5)	24.0% (6)	16.0% (33)	13.0% (25)
ベトナム・地場企業	17.3% (69)	14.6% (12)	18.0% (57)	17.6% (37)	17.8% (19)	13.8% (4)	17.0% (9)	20.4% (42)	12.8% (12)	8.3% (1)	14.5% (9)	20.0% (5)	20.4% (42)	14.0% (27)
ベトナム・現地の外資系企業(日系以外)	10.0% (40)	8.5% (7)	10.4% (33)	10.0% (21)	11.2% (12)	3.4% (1)	11.3% (6)	10.2% (21)	9.6% (9)	- (-)	8.1% (5)	20.0% (5)	10.2% (21)	9.8% (19)
タイ・現地の日系企業	10.5% (42)	8.5% (7)	11.0% (35)	9.0% (19)	12.1% (13)	17.2% (5)	9.4% (5)	10.7% (22)	10.6% (10)	- (-)	8.1% (5)	20.0% (5)	10.7% (22)	10.4% (20)
タイ・地場企業	14.0% (56)	12.2% (10)	14.5% (46)	12.9% (27)	16.8% (18)	17.2% (5)	11.3% (6)	14.6% (30)	16.0% (15)	8.3% (1)	8.1% (5)	20.0% (5)	14.6% (30)	13.5% (26)
タイ・現地の外資系企業(日系以外)	8.0% (32)	6.1% (5)	8.5% (27)	6.7% (14)	11.2% (12)	6.9% (2)	7.5% (4)	7.3% (15)	7.4% (7)	- (-)	8.1% (5)	20.0% (5)	7.3% (15)	8.8% (17)
シンガポール・現地の日系企業	8.8% (35)	6.1% (5)	9.5% (30)	8.6% (18)	9.3% (10)	10.3% (3)	7.5% (4)	7.8% (16)	11.7% (11)	- (-)	9.7% (6)	8.0% (2)	7.8% (16)	9.8% (19)
シンガポール・地場企業	10.0% (40)	11.0% (9)	9.8% (31)	10.0% (21)	10.3% (11)	6.9% (2)	11.3% (6)	9.2% (19)	12.8% (12)	- (-)	11.3% (7)	8.0% (2)	9.2% (19)	10.9% (21)
シンガポール・現地の外資系企業(日系以外)	8.3% (33)	7.3% (6)	8.5% (27)	8.1% (17)	9.3% (10)	6.9% (2)	7.5% (4)	8.7% (18)	7.4% (7)	- (-)	8.1% (5)	12.0% (3)	8.7% (18)	7.8% (15)
その他アジア・現地の日系企業	5.0% (20)	3.7% (3)	5.4% (17)	3.8% (8)	7.5% (8)	6.9% (2)	3.8% (2)	6.3% (13)	5.3% (5)	- (-)	3.2% (2)	- (-)	6.3% (13)	3.6% (7)
その他アジア・地場企業	6.5% (26)	2.4% (2)	7.6% (24)	5.7% (12)	10.3% (11)	6.9% (2)	1.9% (1)	7.3% (15)	8.5% (8)	8.3% (1)	3.2% (2)	- (-)	7.3% (15)	5.7% (11)
その他アジア・現地の外資系企業(日系以外)	4.3% (17)	1.2% (1)	5.0% (16)	3.8% (8)	6.5% (7)	3.4% (1)	1.9% (1)	4.9% (10)	5.3% (5)	- (-)	3.2% (2)	- (-)	4.9% (10)	3.6% (7)
その他・現地の日系企業	3.3% (13)	- (-)	4.1% (13)	3.3% (7)	5.6% (6)	- (-)	- (-)	4.9% (10)	1.1% (1)	- (-)	1.6% (1)	4.0% (1)	4.9% (10)	1.6% (3)
その他・地場企業	2.8% (11)	2.4% (2)	2.8% (9)	1.4% (3)	6.5% (7)	- (-)	1.9% (1)	2.4% (5)	5.3% (5)	8.3% (1)	- (-)	- (-)	2.4% (5)	3.1% (6)
その他・現地の外資系企業(日系以外)	3.3% (13)	- (-)	4.1% (13)	2.9% (6)	5.6% (6)	3.4% (1)	- (-)	3.9% (8)	3.2% (3)	- (-)	1.6% (1)	4.0% (1)	3.9% (8)	2.6% (5)
無回答	34.1% (136)	50.0% (41)	30.0% (95)	32.4% (68)	28.0% (30)	44.8% (13)	47.2% (25)	32.0% (66)	29.8% (28)	58.3% (7)	41.9% (26)	36.0% (9)	32.0% (66)	36.3% (70)
合計	- (399)	- (82)	- (317)	- (210)	- (107)	- (29)	- (53)	- (206)	- (94)	- (12)	- (62)	- (25)	- (206)	- (193)

表3. 貴社における外需開拓ビジネスの課題について

表3-(1) アジアの新興国などの市場でビジネスを展開するにあたり、課題になっていること(課題になりそうなこと)(3項目以内複数回答)

※表1-(1)において、①～⑥の回答者を対象

	全体	中堅企業	中小企業	5千万円以下	5千万円超～1億円以下	1億円超～3億円以下	3億円超	製造業	卸売業	小売業	サービス業	その他	製造業	非製造業
① 現地に関する一般的な情報収集	15.8% (80)	13.5% (13)	16.3% (67)	16.8% (46)	18.6% (26)	12.5% (5)	5.7% (3)	13.4% (34)	11.4% (14)	7.7% (1)	26.8% (22)	25.7% (9)	13.4% (34)	18.2% (46)
② 日本政府や自治体の支援策に関する情報収集	5.7% (29)	1.0% (1)	6.8% (28)	8.4% (23)	3.6% (5)	2.5% (1)	- (-)	3.9% (10)	5.7% (7)	- (-)	8.5% (7)	14.3% (5)	3.9% (10)	7.5% (19)
③ 現地参入のための市場調査	25.0% (127)	26.0% (25)	24.8% (102)	24.1% (66)	27.1% (38)	25.0% (10)	24.5% (13)	22.4% (57)	21.1% (26)	23.1% (3)	32.9% (27)	40.0% (14)	22.4% (57)	27.7% (70)
④ 現地市場でのビジネス展開のための資金調達	5.7% (29)	3.1% (3)	6.3% (26)	7.7% (21)	4.3% (6)	- (-)	3.8% (2)	7.1% (18)	2.4% (3)	- (-)	4.9% (4)	11.4% (4)	7.1% (18)	4.3% (11)
⑤ 現地における製・商品、サービスのニーズ把握	24.3% (123)	32.3% (31)	22.4% (92)	20.4% (56)	28.6% (40)	30.0% (12)	28.3% (15)	22.8% (58)	26.8% (33)	23.1% (3)	26.8% (22)	20.0% (7)	22.8% (58)	25.7% (65)
⑥ 現地における販路開拓	34.5% (175)	35.4% (34)	34.3% (141)	30.7% (84)	37.9% (53)	40.0% (16)	41.5% (22)	37.4% (95)	44.7% (55)	23.1% (3)	19.5% (16)	17.1% (6)	37.4% (95)	31.6% (80)
⑦ 現地向け商品の生産・供給体制の構築	10.8% (55)	11.5% (11)	10.7% (44)	10.6% (29)	10.7% (15)	10.0% (4)	13.2% (7)	13.4% (34)	9.8% (12)	7.7% (1)	8.5% (7)	2.9% (1)	13.4% (34)	8.3% (21)
⑧ 現地における製・商品やサービスの質の確保	8.5% (43)	8.3% (8)	8.5% (35)	8.0% (22)	10.7% (15)	2.5% (1)	9.4% (5)	10.2% (26)	8.1% (10)	15.4% (2)	4.9% (4)	2.9% (1)	10.2% (26)	6.7% (17)
⑨ 現地市場における価格競争力の維持・強化	13.2% (67)	16.7% (16)	12.4% (51)	9.1% (25)	15.0% (21)	25.0% (10)	20.8% (11)	15.4% (39)	15.4% (19)	15.4% (2)	4.9% (4)	8.6% (3)	15.4% (39)	11.1% (28)
⑩ 優秀な現地スタッフの確保・教育	21.3% (108)	30.2% (29)	19.2% (79)	22.6% (62)	12.9% (18)	22.5% (9)	35.8% (19)	18.5% (47)	19.5% (24)	30.8% (4)	25.6% (21)	34.3% (12)	18.5% (47)	24.1% (61)
⑪ 海外に精通している日本国内スタッフの確保	16.2% (82)	11.5% (11)	17.3% (71)	16.4% (45)	18.6% (26)	15.0% (6)	9.4% (5)	17.3% (44)	14.6% (18)	7.7% (1)	17.1% (14)	14.3% (5)	17.3% (44)	15.0% (38)
⑫ ビジネスパートナー(商社など)の確保	24.5% (124)	20.8% (20)	25.3% (104)	25.5% (70)	22.9% (32)	22.5% (9)	24.5% (13)	26.0% (66)	24.4% (30)	23.1% (3)	20.7% (17)	22.9% (8)	26.0% (66)	22.9% (58)
⑬ 人事・労務問題への対応(ストへの対応など)	7.3% (37)	11.5% (11)	6.3% (26)	5.8% (16)	7.1% (10)	10.0% (4)	13.2% (7)	7.5% (19)	5.7% (7)	7.7% (1)	9.8% (8)	5.7% (2)	7.5% (19)	7.1% (18)
⑭ 現地の規制・法制度面への対応	17.8% (90)	24.0% (23)	16.3% (67)	17.2% (47)	17.1% (24)	12.5% (5)	26.4% (14)	17.7% (45)	13.0% (16)	15.4% (2)	25.6% (21)	17.1% (6)	17.7% (45)	17.8% (45)
⑮ 海外における特許や著作権の調査・申請・保護	4.1% (21)	2.1% (2)	4.6% (19)	4.0% (11)	5.0% (7)	5.0% (2)	1.9% (1)	4.3% (11)	3.3% (4)	- (-)	4.9% (4)	5.7% (2)	4.3% (11)	4.0% (10)
⑯ 取引先企業の信用調査	8.1% (41)	6.3% (6)	8.5% (35)	8.4% (23)	6.4% (9)	15.0% (6)	5.7% (3)	9.4% (24)	8.1% (10)	7.7% (1)	3.7% (3)	8.6% (3)	9.4% (24)	6.7% (17)
⑰ 債権回収	16.0% (81)	7.3% (7)	18.0% (74)	16.8% (46)	18.6% (26)	12.5% (5)	7.5% (4)	15.4% (39)	25.2% (31)	23.1% (3)	8.5% (7)	2.9% (1)	15.4% (39)	16.6% (42)
⑱ 為替の安定	7.5% (38)	6.3% (6)	7.8% (32)	8.4% (23)	5.7% (8)	7.5% (3)	7.5% (4)	7.9% (20)	10.6% (13)	23.1% (3)	2.4% (2)	- (-)	7.9% (20)	7.1% (18)
⑲ その他	2.0% (10)	3.1% (3)	1.7% (7)	1.8% (5)	2.9% (4)	- (-)	1.9% (1)	1.6% (4)	1.6% (2)	7.7% (1)	2.4% (2)	2.9% (1)	1.6% (4)	2.4% (6)
⑳ 課題は特にない	2.0% (10)	1.0% (1)	2.2% (9)	2.6% (7)	2.1% (3)	- (-)	- (-)	1.2% (3)	0.8% (1)	- (-)	3.7% (3)	8.6% (3)	1.2% (3)	2.8% (7)
無回答	4.3% (22)	5.2% (5)	4.1% (17)	4.7% (13)	3.6% (5)	5.0% (2)	3.8% (2)	4.3% (11)	4.1% (5)	7.7% (1)	4.9% (4)	2.9% (1)	4.3% (11)	4.3% (11)
合計	- (507)	- (96)	- (411)	- (274)	- (140)	- (40)	- (53)	- (254)	- (123)	- (13)	- (82)	- (35)	- (254)	- (253)

表3-(2) 訪日外国人を対象にしたビジネスを展開するにあたり、課題になっていること(課題になりそうなこと) (3項目以内複数回答)  
 ※表1-(2)において、①～⑥の回答者を対象

	全体	中堅企業	中小企業	5千万円以下	5千万円超～1億円以下	1億円超～3億円以下	3億円超	製造業	卸売業	小売業	サービス業	その他	製造業	非製造業
① 事業展開のための一般的な情報収集	21.2% (59)	21.8% (12)	21.1% (47)	21.1% (35)	25.4% (17)	15.0% (3)	16.0% (4)	18.9% (20)	18.2% (12)	7.7% (1)	23.6% (17)	42.9% (9)	18.9% (20)	22.7% (39)
② 日本政府や自治体の支援策に関する情報収集	10.4% (29)	5.5% (3)	11.7% (26)	12.0% (20)	10.4% (7)	- (-)	8.0% (2)	6.6% (7)	9.1% (6)	- (-)	13.9% (10)	28.6% (6)	6.6% (7)	12.8% (22)
③ 事業化の可能性調査	35.3% (98)	38.2% (21)	34.5% (77)	27.7% (46)	50.7% (34)	40.0% (8)	40.0% (10)	35.8% (38)	39.4% (26)	7.7% (1)	31.9% (23)	47.6% (10)	35.8% (38)	34.9% (60)
④ 訪日外国人向けビジネス展開のための資金調達	3.6% (10)	3.6% (2)	3.6% (8)	4.8% (8)	- (-)	- (-)	8.0% (2)	2.8% (3)	1.5% (1)	7.7% (1)	4.2% (3)	9.5% (2)	2.8% (3)	4.1% (7)
⑤ 訪日外国人向け製・商品、サービスのニーズ把握	38.5% (107)	49.1% (27)	35.9% (80)	34.9% (58)	38.8% (26)	50.0% (10)	52.0% (13)	32.1% (34)	50.0% (33)	38.5% (5)	37.5% (27)	38.1% (8)	32.1% (34)	42.4% (73)
⑥ 訪日外国人向け製・商品、サービスの価格競争力の維持・強化	14.4% (40)	20.0% (11)	13.0% (29)	10.2% (17)	17.9% (12)	30.0% (6)	20.0% (5)	16.0% (17)	19.7% (13)	15.4% (2)	8.3% (6)	9.5% (2)	16.0% (17)	13.4% (23)
⑦ 訪日外国人に詳しい社内人材の確保・教育	18.3% (51)	23.6% (13)	17.0% (38)	18.1% (30)	13.4% (9)	35.0% (7)	20.0% (5)	21.7% (23)	15.2% (10)	38.5% (5)	13.9% (10)	14.3% (3)	21.7% (23)	16.3% (28)
⑧ ビジネスパートナーの確保	28.8% (80)	25.5% (14)	29.6% (66)	27.7% (46)	35.8% (24)	25.0% (5)	20.0% (5)	32.1% (34)	30.3% (20)	7.7% (1)	27.8% (20)	23.8% (5)	32.1% (34)	26.7% (46)
⑨ 誘客のためのPR活動	19.1% (53)	23.6% (13)	17.9% (40)	22.3% (37)	9.0% (6)	25.0% (5)	20.0% (5)	11.3% (12)	16.7% (11)	38.5% (5)	31.9% (23)	9.5% (2)	11.3% (12)	23.8% (41)
⑩ 訪日外国人の受入れ体制構築	12.2% (34)	10.9% (6)	12.6% (28)	12.7% (21)	7.5% (5)	20.0% (4)	16.0% (4)	10.4% (11)	7.6% (5)	15.4% (2)	18.1% (13)	14.3% (3)	10.4% (11)	13.4% (23)
⑪ 債権回収	8.3% (23)	7.3% (4)	8.5% (19)	9.0% (15)	7.5% (5)	5.0% (1)	8.0% (2)	9.4% (10)	9.1% (6)	- (-)	6.9% (5)	9.5% (2)	9.4% (10)	7.6% (13)
⑫ 為替の安定	4.7% (13)	1.8% (1)	5.4% (12)	6.0% (10)	4.5% (3)	- (-)	- (-)	6.6% (7)	3.0% (2)	15.4% (2)	2.8% (2)	- (-)	6.6% (7)	3.5% (6)
⑬ その他	2.9% (8)	1.8% (1)	3.1% (7)	4.2% (7)	- (-)	- (-)	4.0% (1)	2.8% (3)	1.5% (1)	7.7% (1)	2.8% (2)	4.8% (1)	2.8% (3)	2.9% (5)
⑭ 課題は特にない	3.2% (9)	5.5% (3)	2.7% (6)	1.8% (3)	7.5% (5)	- (-)	4.0% (1)	4.7% (5)	3.0% (2)	7.7% (1)	1.4% (1)	- (-)	4.7% (5)	2.3% (4)
無回答	14.7% (41)	9.1% (5)	16.1% (36)	18.1% (30)	7.5% (5)	15.0% (3)	12.0% (3)	17.0% (18)	15.2% (10)	15.4% (2)	12.5% (9)	9.5% (2)	17.0% (18)	13.4% (23)
合計	- (278)	- (55)	- (223)	- (166)	- (67)	- (20)	- (25)	- (106)	- (66)	- (13)	- (72)	- (21)	- (106)	- (172)

表4. 貴社が外需開拓ビジネスに取り組んだ場合の売上予想について  
 アジア新興国などの市場でのビジネスや、訪日外国人向けビジネスを展開しなかった3年後の売上を100と仮定したとき、展開した場合の3年後の売上予想（単数回答）  
 ※表1-(1) (2)のいずれかにおいて、②～④の回答者を対象

	全 体	中堅企業	中小企業	5千万円以下	5千万円超～ 1億円以下	1億円超～ 3億円以下	3億円超	製造業	卸売業	小売業	サービス業	その他	製造業	非製造業
① 105未満	5.0% (3)	10.0% (1)	4.0% (2)	2.9% (1)	16.7% (2)	- (-)	- (-)	7.4% (2)	- (-)	- (-)	8.3% (1)	- (-)	7.4% (2)	3.0% (1)
② 105以上110未満	15.0% (9)	20.0% (2)	14.0% (7)	17.1% (6)	8.3% (1)	- (-)	25.0% (2)	14.8% (4)	13.3% (2)	- (-)	16.7% (2)	20.0% (1)	14.8% (4)	15.2% (5)
③ 110以上120未満	13.3% (8)	- (-)	16.0% (8)	17.1% (6)	8.3% (1)	20.0% (1)	- (-)	14.8% (4)	20.0% (3)	- (-)	8.3% (1)	- (-)	14.8% (4)	12.1% (4)
④ 120以上130未満	16.7% (10)	10.0% (1)	18.0% (9)	20.0% (7)	25.0% (3)	- (-)	- (-)	14.8% (4)	26.7% (4)	100.0% (1)	8.3% (1)	- (-)	14.8% (4)	18.2% (6)
⑤ 130以上150未満	5.0% (3)	- (-)	6.0% (3)	5.7% (2)	- (-)	20.0% (1)	- (-)	3.7% (1)	- (-)	- (-)	8.3% (1)	20.0% (1)	3.7% (1)	6.1% (2)
⑥ 150以上	25.0% (15)	20.0% (2)	26.0% (13)	22.9% (8)	16.7% (2)	60.0% (3)	25.0% (2)	29.6% (8)	13.3% (2)	- (-)	25.0% (3)	40.0% (2)	29.6% (8)	21.2% (7)
⑦ 売上はアップしないと予想している	1.7% (1)	- (-)	2.0% (1)	- (-)	8.3% (1)	- (-)	- (-)	- (-)	6.7% (1)	- (-)	- (-)	- (-)	- (-)	3.0% (1)
⑧ 売上がどの程度アップするかは 予想していない	13.3% (8)	30.0% (3)	10.0% (5)	11.4% (4)	8.3% (1)	- (-)	37.5% (3)	11.1% (3)	6.7% (1)	- (-)	25.0% (3)	20.0% (1)	11.1% (3)	15.2% (5)
⑨ 当該ビジネスの開始が3年より先になる予定	1.7% (1)	10.0% (1)	- (-)	- (-)	- (-)	- (-)	12.5% (1)	3.7% (1)	- (-)	- (-)	- (-)	- (-)	3.7% (1)	- (-)
無回答	3.3% (2)	- (-)	4.0% (2)	2.9% (1)	8.3% (1)	- (-)	- (-)	- (-)	13.3% (2)	- (-)	- (-)	- (-)	- (-)	6.1% (2)
合 計	100.0% (60)	100.0% (10)	100.0% (50)	100.0% (35)	100.0% (12)	100.0% (5)	100.0% (8)	100.0% (27)	100.0% (15)	100.0% (1)	100.0% (12)	100.0% (5)	100.0% (27)	100.0% (33)

表5. 日本の製・商品やサービスの強みについて  
 アジアの新興国などの市場開拓に際し考える、日本の製・商品やサービスの強み（3項目以内複数回答）

	全 体	中堅企業	中小企業	5千万円以下	5千万円超～ 1億円以下	1億円超～ 3億円以下	3億円超	製造業	卸売業	小売業	サービス業	その他	製造業	非製造業
① ハイテク製・商品をつくる世界最先端の 技術力	42.1% (319)	47.1% (66)	41.0% (253)	40.3% (172)	43.3% (90)	49.2% (29)	44.4% (28)	41.0% (132)	37.2% (61)	43.3% (13)	46.2% (72)	48.2% (41)	41.0% (132)	43.0% (187)
② 製・商品の不良品・故障の少なさ	62.7% (475)	63.6% (89)	62.6% (386)	62.3% (266)	61.5% (128)	69.5% (41)	63.5% (40)	68.6% (221)	59.8% (98)	70.0% (21)	57.7% (90)	52.9% (45)	68.6% (221)	58.4% (254)
③ 顧客ニーズに即した製・商品、サービスの 開発力・改善力	48.9% (370)	52.9% (74)	48.0% (296)	47.3% (202)	49.0% (102)	52.5% (31)	55.6% (35)	51.6% (166)	47.0% (77)	40.0% (12)	49.4% (77)	44.7% (38)	51.6% (166)	46.9% (204)
④ 運配のない納品	12.0% (91)	7.1% (10)	13.1% (81)	13.3% (57)	10.6% (22)	11.9% (7)	7.9% (5)	12.4% (40)	13.4% (22)	23.3% (7)	7.7% (12)	11.8% (10)	12.4% (40)	11.7% (51)
⑤ 製・商品に対する十分なアフターサービス	21.4% (162)	22.9% (32)	21.1% (130)	21.8% (93)	20.2% (42)	25.4% (15)	19.0% (12)	19.6% (63)	20.1% (33)	30.0% (9)	21.2% (33)	28.2% (24)	19.6% (63)	22.8% (99)
⑥ 製・商品の高いデザイン性	10.3% (78)	8.6% (12)	10.7% (66)	11.9% (51)	8.7% (18)	6.8% (4)	7.9% (5)	10.6% (34)	16.5% (27)	6.7% (2)	7.7% (12)	3.5% (3)	10.6% (34)	10.1% (44)
⑦ 日本の製・商品が持つブランド力	46.0% (348)	47.9% (67)	45.5% (281)	43.1% (184)	49.0% (102)	45.8% (27)	55.6% (35)	48.4% (156)	48.8% (80)	43.3% (13)	42.3% (66)	38.8% (33)	48.4% (156)	44.1% (192)
⑧ 日本文化に根差す「おもてなし」の心	13.7% (104)	17.9% (25)	12.8% (79)	15.0% (64)	10.1% (21)	15.3% (9)	15.9% (10)	7.8% (25)	7.9% (13)	20.0% (6)	28.2% (44)	18.8% (16)	7.8% (25)	18.2% (79)
⑨ その他	1.2% (9)	- (-)	1.5% (9)	1.4% (6)	1.4% (3)	- (-)	- (-)	1.6% (5)	1.8% (3)	- (-)	0.6% (1)	- (-)	1.6% (5)	0.9% (4)
⑩ 強みは特でない	1.6% (12)	- (-)	1.9% (12)	2.3% (10)	1.0% (2)	- (-)	- (-)	1.2% (4)	3.0% (5)	- (-)	1.3% (2)	1.2% (1)	1.2% (4)	1.8% (8)
無回答	5.0% (38)	5.0% (7)	5.0% (31)	4.7% (20)	6.7% (14)	1.7% (1)	4.8% (3)	3.4% (11)	4.9% (8)	6.7% (2)	4.5% (7)	11.8% (10)	3.4% (11)	6.2% (27)
合 計	- (757)	- (140)	- (617)	- (427)	- (208)	- (59)	- (63)	- (322)	- (164)	- (30)	- (156)	- (85)	- (322)	- (435)