

問4 「美し国おこし・三重」の認知度（その1）

上段：今回調査 下段：前回との差		全体	取組の内容を知っている	あまり知らない	知らない	無回答
合計		20,375 (3,384)	14.2% (-0.5%)	57.9% (0.9%)	25.9% (-0.1%)	2.1% (-0.2%)
性別	男性	9,206 (1,557)	15.4% (-1.5%)	56.6% (2.1%)	25.8% (-1.0%)	2.2% (0.4%)
	女性	11,009 (1,829)	13.3% (0.4%)	58.9% (-0.3%)	25.9% (0.5%)	1.9% (-0.6%)
年齢	20歳代	1,620 (447)	7.0% (-6.7%)	46.4% (6.6%)	46.2% (2.1%)	0.4% (-2.0%)
	30歳代	3,358 (700)	9.4% (-1.6%)	54.8% (0.7%)	35.0% (0.7%)	0.8% (0.2%)
	40歳代	4,049 (814)	14.2% (1.0%)	58.2% (1.0%)	26.7% (-2.2%)	1.0% (0.3%)
	50歳代	4,467 (766)	16.3% (3.5%)	57.5% (-4.8%)	24.6% (0.6%)	1.6% (0.7%)
	60歳代	5,021 (876)	16.8% (-2.9%)	63.1% (5.8%)	16.2% (-2.9%)	3.9% (0.0%)
	70歳代以上	1,712 (-219)	17.8% (2.1%)	59.2% (-1.4%)	18.7% (1.3%)	4.3% (-2.1%)
	居住地域	北勢地域	9,112 (1,648)	13.5% (-0.1%)	57.9% (1.1%)	26.4% (-0.4%)
伊賀地域		1,907 (209)	10.1% (-3.1%)	55.2% (1.5%)	33.1% (3.0%)	1.7% (-1.3%)
中南勢地域		5,765 (1,007)	15.3% (-0.8%)	59.3% (0.9%)	23.5% (-0.7%)	1.9% (0.5%)
伊勢志摩地域		2,740 (391)	16.1% (0.1%)	57.9% (1.3%)	23.8% (-1.3%)	2.1% (-0.2%)
東紀州地域		851 (130)	16.6% (0.6%)	54.8% (-3.5%)	25.9% (2.5%)	2.8% (0.4%)
県外在住経験	ない	9,940 (1,609)	13.0% (-1.1%)	59.6% (2.6%)	25.3% (-0.5%)	2.1% (-1.0%)
	ある（5年未満）	4,620 (834)	16.5% (-0.9%)	56.8% (2.1%)	25.2% (-1.6%)	1.5% (0.4%)
	ある（5年以上）	5,559 (960)	14.5% (0.7%)	55.5% (-3.4%)	27.8% (1.9%)	2.2% (0.7%)
居住年数	1年未満	347 (153)	14.1% (4.8%)	47.0% (-5.1%)	39.2% (1.1%)	0.0% (-0.5%)
	1年以上5年未満	1,235 (251)	7.4% (-5.5%)	52.8% (1.8%)	38.9% (3.9%)	1.0% (-0.1%)
	5年以上10年未満	1,238 (154)	14.2% (0.4%)	53.2% (-2.1%)	30.9% (1.3%)	1.6% (0.4%)
	10年以上	17,265 (2,846)	14.8% (0.0%)	58.6% (0.8%)	24.4% (-0.8%)	2.2% (-0.1%)
従事職業の産業・業種	農林漁業	706 (3)	14.9% (-6.6%)	59.8% (2.9%)	22.4% (4.1%)	3.0% (-0.3%)
	製造業	3,447 (985)	10.6% (-1.1%)	54.4% (-3.7%)	33.0% (4.3%)	2.0% (0.5%)
	商業・サービス業	4,050 (597)	13.8% (0.3%)	57.1% (2.0%)	27.5% (-1.4%)	1.6% (-0.9%)
	建設・不動産業	1,094 (247)	10.2% (-0.7%)	56.4% (-9.8%)	29.7% (8.1%)	3.7% (2.3%)
	運輸・通信業	704 (49)	18.8% (10.6%)	58.1% (8.5%)	23.2% (-18.5%)	0.0% (-0.3%)
	金融・保険関係	472 (14)	14.0% (-11.3%)	54.2% (-2.4%)	31.8% (14.1%)	0.0% (-0.7%)
	医療・福祉関係	1,459 (285)	9.3% (-2.5%)	58.5% (-3.0%)	31.5% (6.7%)	0.7% (-1.3%)
	教育・保育関係	1,057 (234)	21.0% (1.9%)	61.6% (3.6%)	17.1% (-4.8%)	0.4% (-0.7%)
	公務員（教育・保育関係は除く）	889 (185)	25.5% (-5.5%)	53.7% (1.1%)	20.2% (3.9%)	0.7% (0.6%)
	学生	297 (133)	4.7% (-6.9%)	53.2% (-3.5%)	42.4% (11.3%)	0.0% (0.0%)
	無職（家事に従事する場合を含む）	5,080 (495)	14.9% (0.8%)	60.8% (3.0%)	21.3% (-3.8%)	3.1% (0.1%)
	その他	695 (217)	23.3% (4.7%)	56.3% (4.6%)	16.8% (-11.2%)	3.7% (2.0%)

問4 「美し国おこし・三重」の認知度（その2）

上段：今回調査 下段：前回との差		全体	取組の内容を知っている	あまり知らない	知らない	無回答
北勢地域	ない	4,445 (585)	11.0% (-2.8%)	58.7% (4.6%)	27.7% (-0.1%)	2.6% (-1.8%)
	ある（5年未満）	1,895 (434)	18.3% (2.7%)	58.9% (3.7%)	21.8% (-6.8%)	1.0% (0.4%)
	ある（5年以上）	2,656 (617)	14.1% (2.0%)	55.8% (-7.0%)	27.9% (3.7%)	2.2% (1.3%)
伊賀地域	ない	724 (129)	9.4% (-5.4%)	59.9% (4.3%)	29.2% (2.4%)	1.5% (-1.3%)
	ある（5年未満）	432 (90)	10.8% (-0.2%)	50.0% (-5.2%)	38.7% (7.4%)	0.5% (-2.0%)
	ある（5年以上）	728 (-6)	10.8% (-2.3%)	53.5% (2.1%)	34.0% (1.1%)	1.7% (-0.9%)
中南勢地域	ない	3,033 (613)	15.2% (1.7%)	60.7% (-0.9%)	22.2% (-1.0%)	1.9% (0.2%)
	ある（5年未満）	1,363 (211)	16.0% (-5.8%)	56.7% (2.9%)	25.5% (2.1%)	1.7% (0.7%)
	ある（5年以上）	1,298 (205)	15.5% (0.0%)	57.7% (0.5%)	25.0% (-1.2%)	1.8% (0.7%)
伊勢志摩地域	ない	1,443 (265)	15.3% (-0.4%)	60.4% (3.1%)	23.2% (-1.9%)	1.1% (-0.8%)
	ある（5年未満）	666 (47)	15.6% (-2.7%)	57.8% (5.0%)	24.2% (-3.2%)	2.4% (0.9%)
	ある（5年以上）	597 (79)	18.5% (4.0%)	52.4% (-7.0%)	25.4% (2.4%)	3.7% (0.7%)
東紀州地域	ない	295 (17)	16.9% (2.2%)	58.3% (-1.4%)	20.7% (-1.2%)	4.1% (0.5%)
	ある（5年未満）	264 (51)	18.6% (5.0%)	51.5% (-9.5%)	27.3% (3.4%)	2.7% (1.3%)
	ある（5年以上）	281 (66)	14.2% (-6.7%)	54.8% (0.4%)	29.5% (5.8%)	1.4% (0.5%)