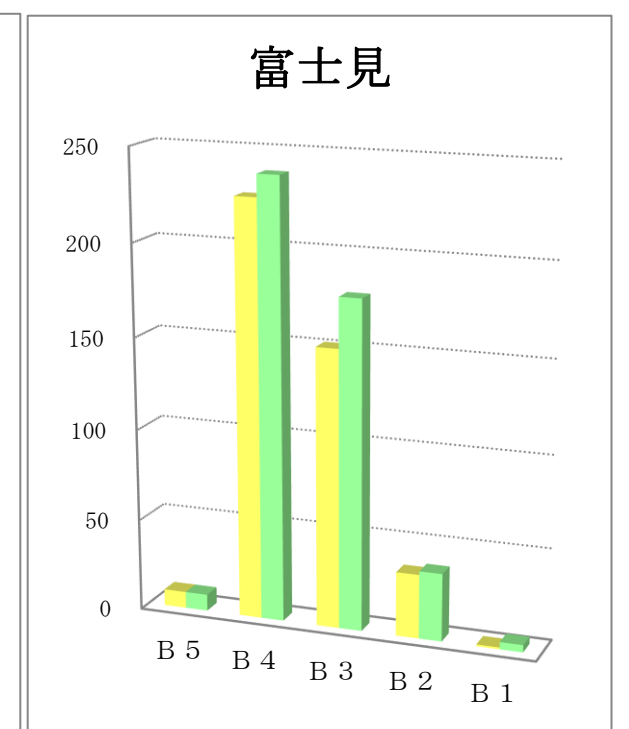
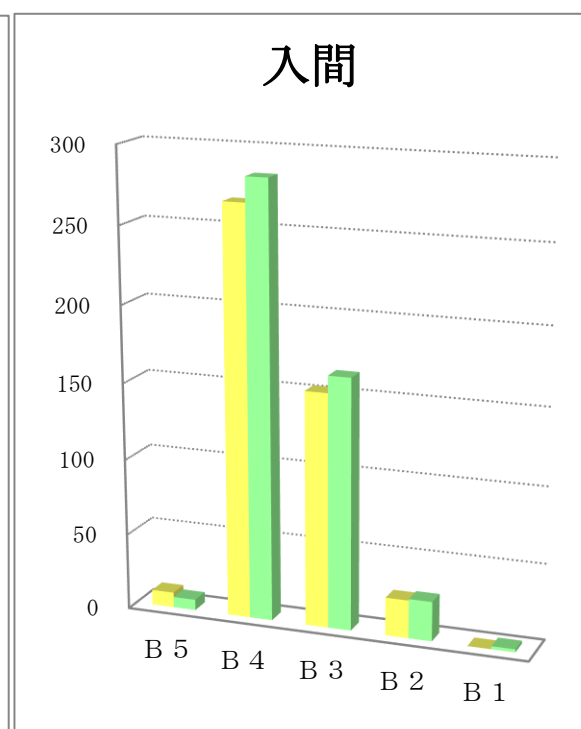
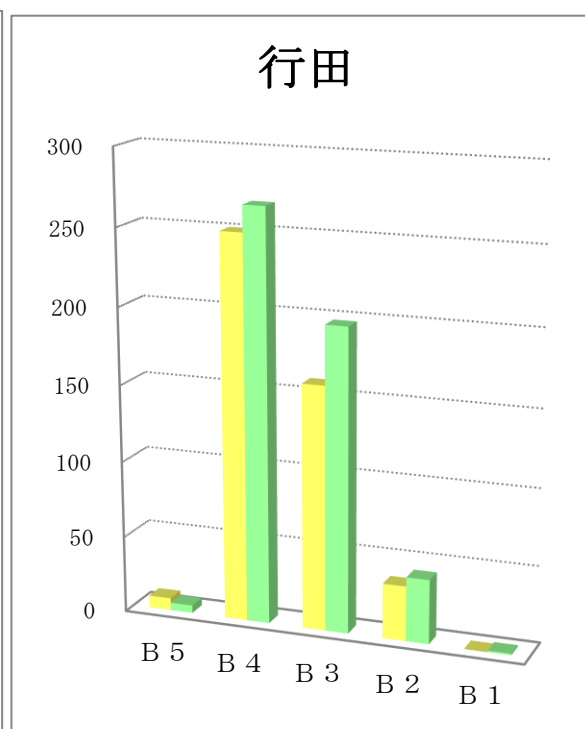
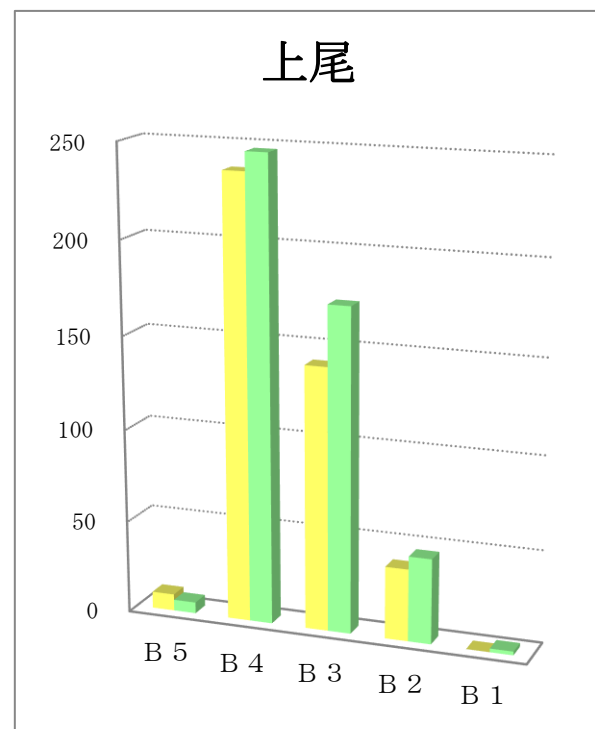
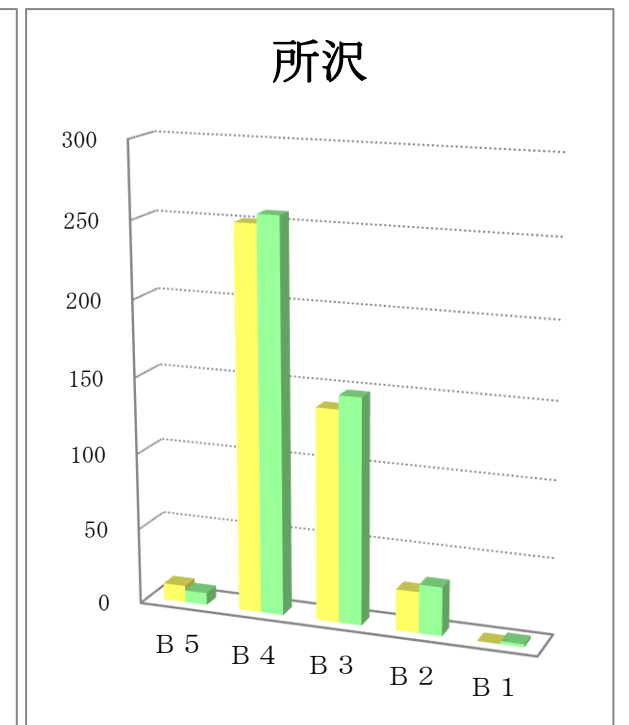
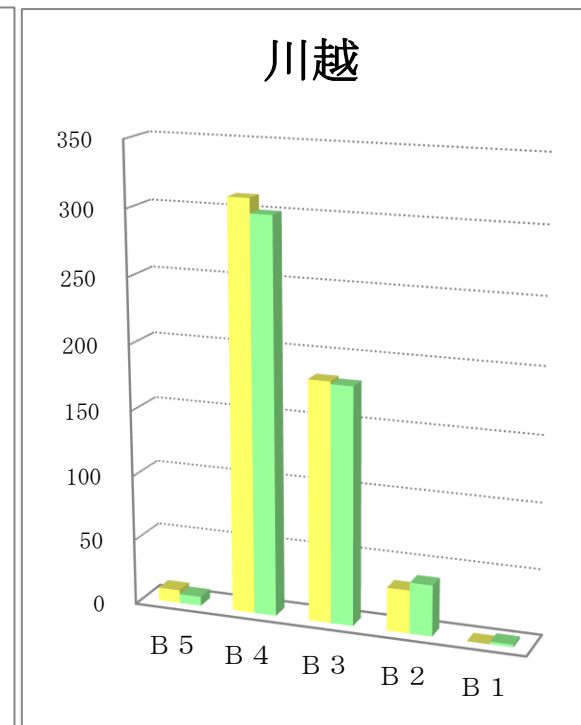
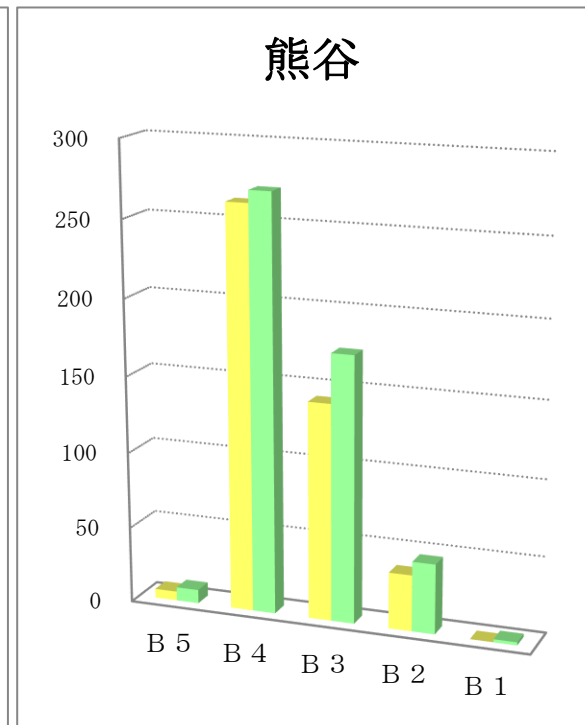
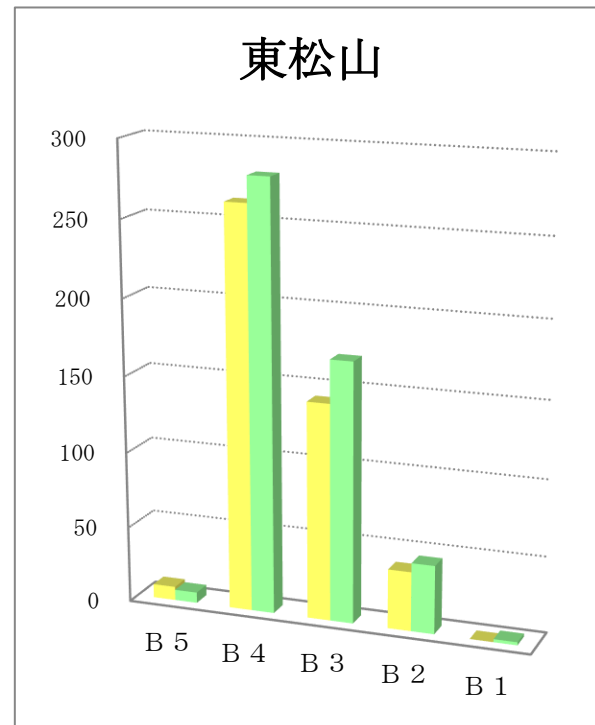


サイズ別折込状況 前年同月比

| 令和元年12月 |     |     |     |     |      |     |      |     |     |     |     | (読売新聞) |       |
|---------|-----|-----|-----|-----|------|-----|------|-----|-----|-----|-----|--------|-------|
| 地区名     | 新聞名 | B 5 |     | B 4 |      | B 3 |      | B 2 |     | B 1 |     | 合計     |       |
|         |     | 枚数  | %   | 枚数  | %    | 枚数  | %    | 枚数  | %   | 枚数  | %   | 枚数     | %     |
| 東松山     | 当年  | 9   | 2.0 | 263 | 58.1 | 142 | 31.3 | 39  | 8.6 |     | 0.0 | 453    | 100.0 |
|         | 前年  | 7   | 1.4 | 280 | 55.6 | 170 | 33.7 | 45  | 8.9 | 2   | 0.4 | 504    | 100.0 |
|         | 増減  | 2   |     | -17 |      | -28 |      | -6  |     | -2  |     | -51    |       |
|         |     |     |     |     |      |     |      |     |     |     |     |        |       |
| 熊谷      | 当年  | 6   | 1.3 | 263 | 58.7 | 142 | 31.7 | 37  | 8.3 |     | 0.0 | 448    | 100.0 |
|         | 前年  | 9   | 1.8 | 271 | 54.0 | 174 | 34.7 | 46  | 9.2 | 2   | 0.4 | 502    | 100.0 |
|         | 増減  | -3  |     | -8  |      | -32 |      | -9  |     | -2  |     | -54    |       |
|         |     |     |     |     |      |     |      |     |     |     |     |        |       |
| 川越      | 当年  | 10  | 1.9 | 311 | 57.9 | 183 | 34.1 | 33  | 6.1 |     | 0.0 | 537    | 100.0 |
|         | 前年  | 7   | 1.3 | 300 | 56.7 | 181 | 34.2 | 39  | 7.4 | 2   | 0.4 | 529    | 100.0 |
|         | 増減  | 3   |     | 11  |      | 2   |      | -6  |     | -2  |     | 8      |       |
|         |     |     |     |     |      |     |      |     |     |     |     |        |       |
| 所沢      | 当年  | 11  | 2.6 | 251 | 58.6 | 139 | 32.5 | 27  | 6.3 |     | 0.0 | 428    | 100.0 |
|         | 前年  | 8   | 1.8 | 257 | 57.5 | 148 | 33.1 | 32  | 7.2 | 2   | 0.4 | 447    | 100.0 |
|         | 増減  | 3   |     | -6  |      | -9  |      | -5  |     | -2  |     | -19    |       |
|         |     |     |     |     |      |     |      |     |     |     |     |        |       |
| 上尾      | 当年  | 9   | 2.1 | 237 | 55.6 | 141 | 33.1 | 39  | 9.2 |     | 0.0 | 426    | 100.0 |
|         | 前年  | 6   | 1.3 | 247 | 52.1 | 173 | 36.5 | 46  | 9.7 | 2   | 0.4 | 474    | 100.0 |
|         | 増減  | 3   |     | -10 |      | -32 |      | -7  |     | -2  |     | -48    |       |
|         |     |     |     |     |      |     |      |     |     |     |     |        |       |
| 行田      | 当年  | 8   | 1.8 | 250 | 55.2 | 159 | 35.1 | 36  | 7.9 |     | 0.0 | 453    | 100.0 |
|         | 前年  | 5   | 1.0 | 267 | 52.1 | 197 | 38.5 | 42  | 8.2 | 1   | 0.2 | 512    | 100.0 |
|         | 増減  | 3   |     | -17 |      | -38 |      | -6  |     | -1  |     | -59    |       |
|         |     |     |     |     |      |     |      |     |     |     |     |        |       |
| 入間      | 当年  | 10  | 2.2 | 267 | 58.7 | 153 | 33.6 | 25  | 5.5 |     | 0.0 | 455    | 100.0 |
|         | 前年  | 7   | 1.5 | 283 | 58.7 | 164 | 34.0 | 26  | 5.4 | 2   | 0.4 | 482    | 100.0 |
|         | 増減  | 3   |     | -16 |      | -11 |      | -1  |     | -2  |     | -27    |       |
|         |     |     |     |     |      |     |      |     |     |     |     |        |       |
| 富士見     | 当年  | 9   | 2.1 | 226 | 53.6 | 151 | 35.8 | 35  | 8.3 | 1   | 0.2 | 422    | 100.0 |
|         | 前年  | 9   | 1.9 | 238 | 51.1 | 178 | 38.2 | 37  | 7.9 | 4   | 0.9 | 466    | 100.0 |
|         | 増減  | 0   |     | -12 |      | -27 |      | -2  |     | -3  |     | -44    |       |
|         |     |     |     |     |      |     |      |     |     |     |     |        |       |

# サイズ別折込状況 前年同月比 グラフ



※ 黄色：当年／緑色：前年