

平成28年度 広告表示等に関する問い合わせ・相談受付件数（四輪関係 累計）

平成28年9月までに受付けた、広告表示等に関する問い合わせ・相談受付件数は以下の通りです。

◆相談受付件数

| 相談者 | 4月 | 5月 | 6月 | 7月 | 8月 | 9月 | 10月 | 11月 | 12月 | 1月 | 2月 | 3月 | 相談者計 | |
|------------|-------------------|-------------------|-------------------|-------------------|-------------------|-------------------|-------------------|------------------|-----|----|----|----|-------------|---------------|
| 広告代理店等 | 新車関係 | 26 59.1% | 29 59.2% | 45 71.4% | 29 56.9% | 35 68.6% | 40 67.8% | 46 66.7% | | | | | 250 | 22.9% |
| | 中古車関係 | 17 38.6% | 15 30.6% | 16 25.4% | 20 39.2% | 15 29.4% | 16 27.1% | 20 29.0% | | | | | 119 | 10.9% |
| | 新・中以外 | 1 2.3% | 5 10.2% | 2 3.2% | 2 3.9% | 1 2.0% | 3 5.1% | 3 4.3% | | | | | 17 | 1.6% |
| | 小計 | 44 100.0% | 49 100.0% | 63 100.0% | 51 100.0% | 51 100.0% | 59 100.0% | 69 100.0% | | | | | | 386 |
| メーカー系ディーラー | 新車関係 | 18 58.1% | 16 55.2% | 32 68.1% | 18 58.1% | 16 69.6% | 14 73.7% | 13 44.8% | | | | | 127 | 11.6% |
| | 中古車関係 | 13 41.9% | 12 41.4% | 15 31.9% | 13 41.9% | 7 30.4% | 5 26.3% | 15 51.7% | | | | | 80 | 7.3% |
| | 新・中以外 | 0 - | 1 3.4% | 0 - | 0 - | 0 - | 0 - | 1 3.4% | | | | | 2 | 0.2% |
| | 小計 | 31 100.0% | 29 100.0% | 47 100.0% | 31 100.0% | 23 100.0% | 19 100.0% | 29 100.0% | | | | | | 209 |
| 自動車関係団体 | 新車関係 | 5 15.6% | 13 40.6% | 10 31.3% | 6 40.0% | 10 55.6% | 10 35.7% | 13 50.0% | | | | | 67 | 6.1% |
| | 中古車関係 | 24 75.0% | 17 53.1% | 20 62.5% | 9 60.0% | 7 38.9% | 18 64.3% | 12 46.2% | | | | | 107 | 9.8% |
| | 新・中以外 | 3 9.4% | 2 6.3% | 2 6.3% | 0 - | 1 5.6% | 0 - | 1 3.8% | | | | | 9 | 0.8% |
| | 小計 | 32 100.0% | 32 100.0% | 32 100.0% | 15 100.0% | 18 100.0% | 28 100.0% | 26 100.0% | | | | | | 183 |
| 中古車専門店 | 新車関係 | 2 5.3% | 1 3.7% | 1 4.0% | 3 10.7% | 2 15.4% | 3 25.0% | 2 40.0% | | | | | 14 | 1.3% |
| | 中古車関係 | 36 94.7% | 23 85.2% | 24 96.0% | 25 89.3% | 10 76.9% | 9 75.0% | 3 60.0% | | | | | 130 | 11.9% |
| | 新・中以外 | 0 - | 3 11.1% | 0 - | 0 - | 1 7.7% | 0 - | 0 - | | | | | 4 | 0.4% |
| | 小計 | 38 100.0% | 27 100.0% | 25 100.0% | 28 100.0% | 13 100.0% | 12 100.0% | 5 100.0% | | | | | | 148 |
| 中古車情報誌社 | 新車関係 | 1 6.7% | 0 - | 0 - | 1 9.1% | 1 33.3% | 0 - | 0 - | | | | | 3 | 0.3% |
| | 中古車関係 | 12 80.0% | 4 80.0% | 6 85.7% | 9 81.8% | 2 66.7% | 2 40.0% | 8 133.3% | | | | | 43 | 3.9% |
| | 新・中以外 | 2 13.3% | 1 20.0% | 1 14.3% | 1 9.1% | 0 - | 3 60.0% | 0 - | | | | | 8 | 0.7% |
| | 小計 | 15 100.0% | 5 100.0% | 7 100.0% | 11 100.0% | 3 100.0% | 5 100.0% | 8 100.0% | | | | | | 54 |
| メーカー | 新車関係 | 10 58.8% | 4 80.0% | 7 63.6% | 12 80.0% | 5 83.3% | 3 75.0% | 6 60.0% | | | | | 47 | 4.3% |
| | 中古車関係 | 7 41.2% | 1 20.0% | 2 18.2% | 3 20.0% | 1 16.7% | 1 25.0% | 4 40.0% | | | | | 19 | 1.7% |
| | 新・中以外 | 0 - | 0 - | 2 18.2% | 0 - | 0 - | 0 - | 0 - | | | | | 2 | 0.2% |
| | 小計 | 17 100.0% | 5 100.0% | 11 100.0% | 15 100.0% | 6 100.0% | 4 100.0% | 10 100.0% | | | | | | 68 |
| 新聞社 | 新車関係 | 2 66.7% | 1 50.0% | 1 100.0% | 0 - | 0 - | 1 100.0% | 0 - | | | | | 5 | 0.5% |
| | 中古車関係 | 1 33.3% | 1 50.0% | 0 - | 1 100.0% | 0 - | 0 - | 1 100.0% | | | | | 4 | 0.4% |
| | 新・中以外 | 0 - | 0 - | 0 - | 0 - | 0 - | 0 - | 0 - | | | | | 0 | 0.0% |
| | 小計 | 3 100.0% | 2 100.0% | 1 100.0% | 1 100.0% | 0 - | 1 100.0% | 1 100.0% | | | | | | 9 |
| テレビ・ラジオ局 | 新車関係 | 1 100.0% | 0 - | 0 - | 1 100.0% | 0 - | 0 - | 0 - | | | | | 2 | 0.2% |
| | 中古車関係 | 0 - | 2 100.0% | 0 - | 0 - | 0 - | 0 - | 0 - | | | | | 2 | 0.2% |
| | 新・中以外 | 0 - | 0 - | 0 - | 0 - | 0 - | 0 - | 0 - | | | | | 0 | 0.0% |
| | 小計 | 1 100.0% | 2 100.0% | 0 - | 1 100.0% | 0 - | 0 - | 0 - | | | | | | 4 |
| その他 | 新車関係 | 0 - | 2 50.0% | 3 50.0% | 1 100.0% | 3 75.0% | 3 75.0% | 2 50.0% | | | | | 14 | 1.3% |
| | 中古車関係 | 8 80.0% | 2 50.0% | 2 33.3% | 0 - | 0 - | 1 25.0% | 1 25.0% | | | | | 14 | 1.3% |
| | 新・中以外 | 2 20.0% | 0 - | 1 16.7% | 0 - | 1 25.0% | 0 - | 1 25.0% | | | | | 5 | 0.5% |
| | 小計 | 10 100.0% | 4 100.0% | 6 100.0% | 1 100.0% | 4 100.0% | 4 100.0% | 4 100.0% | | | | | | 33 |
| 合計 | 191 100.0% | 155 100.0% | 192 100.0% | 154 100.0% | 118 100.0% | 132 100.0% | 152 100.0% | | | | | | 1094 | 100.0% |

◆新車関係 — 表示関係の相談内訳

| 内容 | 4月 | | 5月 | | 6月 | | 7月 | | 8月 | | 9月 | | 10月 | | 11月 | | 12月 | | 1月 | | 2月 | | 3月 | | 内容計 | | |
|----------------|-----------|---------------|-----------|---------------|-----------|---------------|-----------|---------------|-----------|---------------|-----------|---------------|-----------|---------------|-----|----|-----|----|----|----|----|----|----|----|-----|------------|---------------|
| | 件数 | 割合 | 件数 | 割合 | 件数 | 割合 | 件数 | 割合 | 件数 | 割合 | 件数 | 割合 | 件数 | 割合 | 件数 | 割合 | 件数 | 割合 | 件数 | 割合 | 件数 | 割合 | 件数 | 割合 | 件数 | 割合 | |
| 価格表示 | 22 | 42.3% | 19 | 47.5% | 39 | 52.7% | 34 | 59.6% | 25 | 46.3% | 31 | 51.7% | 39 | 56.5% | | | | | | | | | | | | 209 | 51.5% |
| 表示方法 | 6 | 11.5% | 8 | 20.0% | 18 | 24.3% | 7 | 12.3% | 4 | 7.4% | 9 | 15.0% | 10 | 14.5% | | | | | | | | | | | | 62 | 15.3% |
| 付属品・特別仕様 | 2 | 3.8% | 1 | 2.5% | 6 | 8.1% | 6 | 10.5% | 2 | 3.7% | 3 | 5.0% | 6 | 8.7% | | | | | | | | | | | | 26 | 6.4% |
| 値引き表示 | 2 | 3.8% | 3 | 7.5% | 0 | - | 5 | 8.8% | 6 | 11.1% | 2 | 3.3% | 5 | 7.2% | | | | | | | | | | | | 23 | 5.7% |
| 支払い総額 | 1 | 1.9% | 0 | - | 0 | - | 0 | - | 2 | 3.7% | 0 | - | 0 | - | | | | | | | | | | | | 3 | 0.7% |
| 割賦・リース | 11 | 21.2% | 7 | 17.5% | 13 | 17.6% | 16 | 28.1% | 10 | 18.5% | 14 | 23.3% | 15 | 21.7% | | | | | | | | | | | | 86 | 21.2% |
| 各種制度 | 0 | - | 0 | - | 0 | - | 0 | - | 0 | - | 0 | - | 0 | - | | | | | | | | | | | | 0 | - |
| その他(価格) | 0 | - | 0 | - | 2 | 2.7% | 0 | - | 1 | 1.9% | 3 | 5.0% | 3 | 4.3% | | | | | | | | | | | | 9 | 2.2% |
| 特定用語 | 2 | 3.8% | 2 | 5.0% | 2 | 2.7% | 1 | 1.8% | 1 | 1.9% | 3 | 5.0% | 0 | - | | | | | | | | | | | | 11 | 2.7% |
| 最上級 | 1 | 1.9% | 0 | - | 0 | - | 0 | - | 1 | 1.9% | 1 | 1.7% | 0 | - | | | | | | | | | | | | 3 | 0.7% |
| 完全・完璧 | 0 | - | 0 | - | 0 | - | 0 | - | 0 | - | 1 | 1.7% | 0 | - | | | | | | | | | | | | 1 | 0.2% |
| 抽象的用語 | 0 | - | 0 | - | 0 | - | 1 | 1.8% | 0 | - | 0 | - | 0 | - | | | | | | | | | | | | 1 | 0.2% |
| 新発売等 | 1 | 1.9% | 2 | 5.0% | 2 | 2.7% | 0 | - | 0 | - | 1 | 1.7% | 0 | - | | | | | | | | | | | | 6 | 1.5% |
| 特定事項 | 16 | 30.8% | 9 | 22.5% | 14 | 18.9% | 9 | 15.8% | 9 | 16.7% | 16 | 26.7% | 14 | 20.3% | | | | | | | | | | | | 87 | 21.4% |
| ランキング | 5 | 9.6% | 2 | 5.0% | 1 | 1.4% | 0 | - | 0 | - | 2 | 3.3% | 1 | 1.4% | | | | | | | | | | | | 11 | 2.7% |
| 概数 | 0 | - | 0 | - | 0 | - | 0 | - | 0 | - | 0 | - | 0 | - | | | | | | | | | | | | 0 | - |
| 統計数値 | 0 | - | 0 | - | 1 | 1.4% | 0 | - | 0 | - | 0 | - | 0 | - | | | | | | | | | | | | 1 | 0.2% |
| 燃費 | 4 | 7.7% | 3 | 7.5% | 2 | 2.7% | 5 | 8.8% | 1 | 1.9% | 4 | 6.7% | 1 | 1.4% | | | | | | | | | | | | 20 | 4.9% |
| 安全・環境 | 6 | 11.5% | 3 | 7.5% | 6 | 8.1% | 3 | 5.3% | 3 | 5.6% | 8 | 13.3% | 10 | 14.5% | | | | | | | | | | | | 39 | 9.6% |
| 最高速度・加速等 | 0 | - | 0 | - | 0 | - | 0 | - | 1 | 1.9% | 0 | - | 0 | - | | | | | | | | | | | | 1 | 0.2% |
| 写真・イラスト | 1 | 1.9% | 1 | 2.5% | 1 | 1.4% | 0 | - | 0 | - | 0 | - | 0 | - | | | | | | | | | | | | 3 | 0.7% |
| 競合比較 | 0 | - | 0 | - | 1 | 1.4% | 0 | - | 0 | - | 0 | - | 0 | - | | | | | | | | | | | | 1 | 0.2% |
| 自動車競技 | 0 | - | 0 | - | 0 | - | 0 | - | 0 | - | 0 | - | 0 | - | | | | | | | | | | | | 0 | - |
| 受賞 | 0 | - | 0 | - | 0 | - | 0 | - | 0 | - | 0 | - | 0 | - | | | | | | | | | | | | 0 | - |
| 特別仕様・限定 | 0 | - | 0 | - | 2 | 2.7% | 1 | 1.8% | 4 | 7.4% | 2 | 3.3% | 2 | 2.9% | | | | | | | | | | | | 11 | 2.7% |
| 税金・諸費用 | 1 | 1.9% | 0 | - | 0 | - | 1 | 1.8% | 0 | - | 1 | 1.7% | 0 | - | | | | | | | | | | | | 3 | 0.7% |
| 税金 | 1 | 1.9% | 0 | - | 0 | - | 1 | 1.8% | 0 | - | 1 | 1.7% | 0 | - | | | | | | | | | | | | 3 | 0.7% |
| 諸費用 | 0 | - | 0 | - | 0 | - | 0 | - | 0 | - | 0 | - | 0 | - | | | | | | | | | | | | 0 | - |
| その他(税金・諸費用) | 0 | - | 0 | - | 0 | - | 0 | - | 0 | - | 0 | - | 0 | - | | | | | | | | | | | | 0 | - |
| 各種制度 | 0 | - | 0 | - | 0 | - | 1 | 1.8% | 0 | - | 0 | - | 0 | - | | | | | | | | | | | | 1 | 0.2% |
| 免・減税関係 | 0 | - | 0 | - | 0 | - | 1 | 1.8% | 0 | - | 0 | - | 0 | - | | | | | | | | | | | | 1 | 0.2% |
| 補助金関係 | 0 | - | 0 | - | 0 | - | 0 | - | 0 | - | 0 | - | 0 | - | | | | | | | | | | | | 0 | - |
| その他(各種制度) | 0 | - | 0 | - | 0 | - | 0 | - | 0 | - | 0 | - | 0 | - | | | | | | | | | | | | 0 | - |
| 抽象的な問合せ | 10 | 19.2% | 8 | 20.0% | 16 | 21.6% | 8 | 14.0% | 15 | 27.8% | 4 | 6.7% | 9 | 13.0% | | | | | | | | | | | | 70 | 17.2% |
| 広告表現の可否 | 3 | 5.8% | 3 | 7.5% | 11 | 14.9% | 3 | 5.3% | 8 | 14.8% | 0 | - | 6 | 8.7% | | | | | | | | | | | | 34 | 8.4% |
| 企画の可否 | 4 | 7.7% | 3 | 7.5% | 1 | 1.4% | 1 | 1.8% | 5 | 9.3% | 2 | 3.3% | 0 | - | | | | | | | | | | | | 16 | 3.9% |
| 抽象的な問い合わせ | 3 | 5.8% | 2 | 5.0% | 4 | 5.4% | 4 | 7.0% | 2 | 3.7% | 2 | 3.3% | 3 | 4.3% | | | | | | | | | | | | 20 | 4.9% |
| 車名・仕様区分 | 0 | - | 1 | 2.5% | 0 | - | 0 | - | 3 | 5.6% | 0 | - | 0 | - | | | | | | | | | | | | 4 | 1.0% |
| 事業者の名称 | 0 | - | 0 | - | 0 | - | 0 | - | 0 | - | 0 | - | 0 | - | | | | | | | | | | | | 0 | - |
| リサイクル料金 | 1 | 1.9% | 0 | - | 1 | 1.4% | 0 | - | 0 | - | 1 | 1.7% | 1 | 1.4% | | | | | | | | | | | | 4 | 1.0% |
| 主要諸元 | 0 | - | 1 | 2.5% | 0 | - | 0 | - | 0 | - | 0 | - | 1 | 1.4% | | | | | | | | | | | | 2 | 0.5% |
| 下取関係 | 0 | - | 0 | - | 2 | 2.7% | 2 | 3.5% | 0 | - | 2 | 3.3% | 1 | 1.4% | | | | | | | | | | | | 7 | 1.7% |
| その他 | 0 | - | 0 | - | 0 | - | 1 | 1.8% | 1 | 1.9% | 2 | 3.3% | 4 | 5.8% | | | | | | | | | | | | 8 | 2.0% |
| 月別計 | 52 | 100.0% | 40 | 100.0% | 74 | 100.0% | 57 | 100.0% | 54 | 100.0% | 60 | 100.0% | 69 | 100.0% | | | | | | | | | | | | 406 | 100.0% |

◆中古車関係 — 表示関係の相談内訳

| 内容 | 4月 | | 5月 | | 6月 | | 7月 | | 8月 | | 9月 | | 10月 | | 11月 | | 12月 | | 1月 | | 2月 | | 3月 | | 内容計 | | |
|----------------|-----------|---------------|-----------|---------------|-----------|---------------|-----------|---------------|-----------|---------------|-----------|---------------|-----------|---------------|-----|----|-----|----|----|----|----|----|----|----|-----|------------|---------------|
| | 件数 | 割合 | 件数 | 割合 | 件数 | 割合 | 件数 | 割合 | 件数 | 割合 | 件数 | 割合 | 件数 | 割合 | 件数 | 割合 | 件数 | 割合 | 件数 | 割合 | 件数 | 割合 | 件数 | 割合 | 件数 | 割合 | |
| 価格の表示 | 27 | 30.7% | 14 | 25.0% | 15 | 25.0% | 17 | 26.2% | 8 | 22.9% | 11 | 28.2% | 20 | 37.0% | | | | | | | | | | | | 112 | 28.2% |
| 表示方法 | 7 | 8.0% | 4 | 7.1% | 8 | 13.3% | 4 | 6.2% | 3 | 8.6% | 3 | 7.7% | 6 | 11.1% | | | | | | | | | | | | 35 | 8.8% |
| 付属品・特別仕様 | 1 | 1.1% | 0 | - | 0 | - | 0 | - | 0 | - | 1 | 2.6% | 0 | - | | | | | | | | | | | | 2 | 0.5% |
| 値引き表示 | 5 | 5.7% | 1 | 1.8% | 2 | 3.3% | 4 | 6.2% | 0 | - | 1 | 2.6% | 1 | 1.9% | | | | | | | | | | | | 14 | 3.5% |
| 支払い総額 | 11 | 12.5% | 7 | 12.5% | 1 | 1.7% | 6 | 9.2% | 2 | 5.7% | 3 | 7.7% | 4 | 7.4% | | | | | | | | | | | | 34 | 8.6% |
| 割賦・リース | 1 | 1.1% | 2 | 3.6% | 3 | 5.0% | 1 | 1.5% | 1 | 2.9% | 2 | 5.1% | 6 | 11.1% | | | | | | | | | | | | 16 | 4.0% |
| 各種制度 | 0 | - | 0 | - | 0 | - | 0 | - | 0 | - | 0 | - | 0 | - | | | | | | | | | | | | 0 | - |
| その他(価格) | 2 | 2.3% | 0 | - | 1 | 1.7% | 2 | 3.1% | 2 | 5.7% | 1 | 2.6% | 3 | 5.6% | | | | | | | | | | | | 11 | 2.8% |
| 必要表示事項 | 19 | 21.6% | 15 | 26.8% | 16 | 26.7% | 15 | 23.1% | 10 | 28.6% | 12 | 30.8% | 10 | 18.5% | | | | | | | | | | | | 97 | 24.4% |
| 車名・仕様区分 | 0 | - | 2 | 3.6% | 0 | - | 0 | - | 0 | - | 0 | - | 0 | - | | | | | | | | | | | | 2 | 0.5% |
| 初度登録 | 0 | - | 0 | - | 0 | - | 0 | - | 1 | 2.9% | 1 | 2.6% | 0 | - | | | | | | | | | | | | 2 | 0.5% |
| 走行距離数 | 1 | 1.1% | 2 | 3.6% | 2 | 3.3% | 3 | 4.6% | 2 | 5.7% | 0 | - | 0 | - | | | | | | | | | | | | 10 | 2.5% |
| 使用区分 | 1 | 1.1% | 2 | 3.6% | 1 | 1.7% | 0 | - | 0 | - | 0 | - | 0 | - | | | | | | | | | | | | 4 | 1.0% |
| 車検証の有効期限 | 2 | 2.3% | 0 | - | 1 | 1.7% | 2 | 3.1% | 0 | - | 0 | - | 1 | 1.9% | | | | | | | | | | | | 6 | 1.5% |
| 記録簿の有無 | 0 | - | 0 | - | 1 | 1.7% | 1 | 1.5% | 0 | - | 0 | - | 1 | 1.9% | | | | | | | | | | | | 3 | 0.8% |
| 保証の有無 | 3 | 3.4% | 1 | 1.8% | 1 | 1.7% | 3 | 4.6% | 0 | - | 5 | 12.8% | 4 | 7.4% | | | | | | | | | | | | 17 | 4.3% |
| 整備実施状況 | 6 | 6.8% | 3 | 5.4% | 5 | 8.3% | 1 | 1.5% | 2 | 5.7% | 1 | 2.6% | 1 | 1.9% | | | | | | | | | | | | 19 | 4.8% |
| 修復歴の有無 | 2 | 2.3% | 1 | 1.8% | 1 | 1.7% | 1 | 1.5% | 1 | 2.9% | 0 | - | 0 | - | | | | | | | | | | | | 6 | 1.5% |
| リサイクル料金 | 0 | - | 1 | 1.8% | 0 | - | 1 | 1.5% | 0 | - | 0 | - | 0 | - | | | | | | | | | | | | 2 | 0.5% |
| 車台番号 | 1 | 1.1% | 0 | - | 0 | - | 0 | - | 0 | - | 0 | - | 0 | - | | | | | | | | | | | | 1 | 0.3% |
| 塗色 | 0 | - | 0 | - | 0 | - | 0 | - | 0 | - | 0 | - | 0 | - | | | | | | | | | | | | 0 | - |
| 通信販売 | 0 | - | 0 | - | 0 | - | 0 | - | 0 | - | 0 | - | 0 | - | | | | | | | | | | | | 0 | - |
| 必要表示事項全般 | 3 | 3.4% | 3 | 5.4% | 4 | 6.7% | 3 | 4.6% | 4 | 11.4% | 5 | 12.8% | 3 | 5.6% | | | | | | | | | | | | 25 | 6.3% |
| 特定事項の表示 | 1 | 1.1% | 0 | - | 3 | 5.0% | 3 | 4.6% | 1 | 2.9% | 1 | 2.6% | 4 | 7.4% | | | | | | | | | | | | 13 | 3.3% |
| 写真・イラスト | 0 | - | 0 | - | 1 | 1.7% | 0 | - | 1 | 2.9% | 0 | - | 1 | 1.9% | | | | | | | | | | | | 3 | 0.8% |
| 最上級 | 0 | - | 0 | - | 1 | 1.7% | 0 | - | 0 | - | 0 | - | 0 | - | | | | | | | | | | | | 1 | 0.3% |
| 完全・完璧 | 0 | - | 0 | - | 0 | - | 0 | - | 0 | - | 0 | - | 0 | - | | | | | | | | | | | | 0 | - |
| 燃費 | 1 | 1.1% | 0 | - | 1 | 1.7% | 3 | 4.6% | 0 | - | 0 | - | 0 | - | | | | | | | | | | | | 5 | 1.3% |
| 品質 | 0 | - | 0 | - | 0 | - | 0 | - | 0 | - | 0 | - | 0 | - | | | | | | | | | | | | 0 | - |
| 限定 | 0 | - | 0 | - | 0 | - | 0 | - | 0 | - | 1 | 2.6% | 3 | 5.6% | | | | | | | | | | | | 4 | 1.0% |
| 税金・諸費用 | 10 | 11.4% | 3 | 5.4% | 3 | 5.0% | 6 | 9.2% | 3 | 8.6% | 0 | - | 2 | 3.7% | | | | | | | | | | | | 27 | 6.8% |
| 税金 | 1 | 1.1% | 0 | - | 2 | 3.3% | 0 | - | 0 | - | 0 | - | 0 | - | | | | | | | | | | | | 3 | 0.8% |
| 諸費用 | 9 | 10.2% | 3 | 5.4% | 1 | 1.7% | 6 | 9.2% | 0 | - | 0 | - | 2 | 3.7% | | | | | | | | | | | | 21 | 5.3% |
| その他(税金・諸費用) | 0 | - | 0 | - | 0 | - | 0 | - | 3 | 8.6% | 0 | - | 0 | - | | | | | | | | | | | | 3 | 0.8% |
| 各種制度 | 0 | - | 0 | - | 0 | - | 0 | - | 0 | - | 0 | - | 0 | - | | | | | | | | | | | | 0 | - |
| 免・減税関係 | 0 | - | 0 | - | 0 | - | 0 | - | 0 | - | 0 | - | 0 | - | | | | | | | | | | | | 0 | - |
| 補助金関係 | 0 | - | 0 | - | 0 | - | 0 | - | 0 | - | 0 | - | 0 | - | | | | | | | | | | | | 0 | - |
| その他(各種制度) | 0 | - | 0 | - | 0 | - | 0 | - | 0 | - | 0 | - | 0 | - | | | | | | | | | | | | 0 | - |
| 抽象的な問合せ | 16 | 18.2% | 14 | 25.0% | 15 | 25.0% | 12 | 18.5% | 8 | 22.9% | 6 | 15.4% | 11 | 20.4% | | | | | | | | | | | | 82 | 20.7% |
| 広告表現の可否 | 10 | 11.4% | 6 | 10.7% | 9 | 15.0% | 8 | 12.3% | 5 | 14.3% | 2 | 5.1% | 8 | 14.8% | | | | | | | | | | | | 48 | 12.1% |
| 企画の可否 | 3 | 3.4% | 1 | 1.8% | 2 | 3.3% | 1 | 1.5% | 0 | - | 1 | 2.6% | 0 | - | | | | | | | | | | | | 8 | 2.0% |
| 抽象的な問い合わせ | 3 | 3.4% | 7 | 12.5% | 4 | 6.7% | 3 | 4.6% | 3 | 8.6% | 3 | 7.7% | 3 | 5.6% | | | | | | | | | | | | 26 | 6.5% |
| おとり広告 | 8 | 9.1% | 5 | 8.9% | 1 | 1.7% | 5 | 7.7% | 3 | 8.6% | 1 | 2.6% | 4 | 7.4% | | | | | | | | | | | | 27 | 6.8% |
| 特定の車両状態 | 1 | 1.1% | 2 | 3.6% | 1 | 1.7% | 2 | 3.1% | 1 | 2.9% | 0 | - | 0 | - | | | | | | | | | | | | 7 | 1.8% |
| シール | 1 | 1.1% | 1 | 1.8% | 2 | 3.3% | 0 | - | 0 | - | 0 | - | 0 | - | | | | | | | | | | | | 4 | 1.0% |
| 下取・買取関係 | 3 | 3.4% | 0 | - | 3 | 5.0% | 2 | 3.1% | 1 | 2.9% | 4 | 10.3% | 2 | 3.7% | | | | | | | | | | | | 15 | 3.8% |
| 品質評価 | 0 | - | 0 | - | 0 | - | 0 | - | 0 | - | 2 | 5.1% | 0 | - | | | | | | | | | | | | 2 | 0.5% |
| その他 | 2 | 2.3% | 2 | 3.6% | 1 | 1.7% | 3 | 4.6% | 0 | - | 2 | 5.1% | 1 | 1.9% | | | | | | | | | | | | 11 | 2.8% |
| 月別計 | 88 | 100.0% | 56 | 100.0% | 60 | 100.0% | 65 | 100.0% | 35 | 100.0% | 39 | 100.0% | 54 | 100.0% | | | | | | | | | | | | 397 | 100.0% |

◆新車・中古車関係 — 景品関係の相談内訳

| 内容 | 4月 | | 5月 | | 6月 | | 7月 | | 8月 | | 9月 | | 10月 | | 11月 | | 12月 | | 1月 | | 2月 | | 3月 | | 内容計 | |
|----------------|----------|----------|-----------|----------|-----------|-----------|-----------|----------|-----------|----------|-----------|----------|-----------|----------|-----|-----|-----|-----|----|-----|----|-----|----|------------|-----------|--------|
| | 新車 | 中古車 | 新車 | 中古車 | 新車 | 中古車 | 新車 | 中古車 | 新車 | 中古車 | 新車 | 中古車 | 新車 | 中古車 | 新車 | 中古車 | 新車 | 中古車 | 新車 | 中古車 | 新車 | 中古車 | 新車 | 中古車 | 新車 | 中古車 |
| 総付景品(もれなく提供) | 1 | 2 | 4 | 1 | 13 | 5 | 8 | 2 | 7 | 1 | 5 | 3 | 4 | 4 | | | | | | | | | | | 42 | 18 |
| | 12.5% | 40.0% | 20.0% | 25.0% | 59.1% | 50.0% | 72.7% | 66.7% | 46.7% | 100.0% | 41.7% | 60.0% | 30.8% | 80.0% | | | | | | | | | | | 41.6% | 54.5% |
| 一般懸賞(抽選等により提供) | 1 | 3 | 3 | 2 | 5 | 3 | 2 | 1 | 3 | 0 | | | | | | | | | | | | | | | 22 | 12 |
| | 12.5% | 60.0% | 15.0% | 50.0% | 22.7% | 30.0% | 18.2% | 33.3% | 20.0% | - | 25.0% | 40.0% | 38.5% | 20.0% | | | | | | | | | | | 21.8% | 36.4% |
| オープン懸賞 | 5 | 0 | 10 | 1 | 1 | 0 | 1 | 0 | 3 | 0 | 2 | 0 | 0 | 0 | | | | | | | | | | | 22 | 1 |
| | 62.5% | - | 50.0% | 25.0% | 4.5% | - | 9.1% | - | 20.0% | - | 16.7% | - | - | - | | | | | | | | | | | 21.8% | 3.0% |
| 全般 | 1 | 0 | 3 | 0 | 3 | 2 | 0 | 0 | 2 | 0 | 2 | 0 | 4 | 0 | | | | | | | | | | | 15 | 2 |
| | 12.5% | - | 15.0% | - | 13.6% | 20.0% | - | - | 13.3% | - | 16.7% | - | 30.8% | - | | | | | | | | | | | 14.9% | 6.1% |
| その他(共同懸賞等) | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | | | | | | | | | | | 0 | 0 |
| | - | - | - | - | - | - | - | - | - | - | - | - | - | - | | | | | | | | | | | - | - |
| 月別計 | 8 | 5 | 20 | 4 | 22 | 10 | 11 | 3 | 15 | 1 | 12 | 5 | 13 | 5 | | | | | | | | | | 101 | 33 | |
| | 100.0% | 100.0% | 100.0% | 100.0% | 100.0% | 100.0% | 100.0% | 100.0% | 100.0% | 100.0% | 100.0% | 100.0% | 100.0% | 100.0% | | | | | | | | | | | 100.0% | 100.0% |

◆相談者内訳

| 相談者 | | 4月 | | 5月 | | 6月 | | 7月 | | 8月 | | 9月 | | 10月 | | 11月 | | 12月 | | 1月 | | 2月 | | 3月 | | 相談者計 | | |
|------------|------------|---------------|---------------|---------------|---------------|---------------|---------------|---------------|---------------|---------------|---------------|---------------|---------------|---------------|---------------|-----|--|-----|--|----|--|----|--|----|-------------|---------------|--------------|------|
| 広告代理店等 | 新車関係 | 26 | 59.1% | 29 | 59.2% | 45 | 71.4% | 29 | 56.9% | 35 | 68.6% | 40 | 67.8% | 46 | 66.7% | | | | | | | | | | | 250 | 22.9% | |
| | 中古車関係 | 17 | 38.6% | 15 | 30.6% | 16 | 25.4% | 20 | 39.2% | 15 | 29.4% | 16 | 27.1% | 20 | 29.0% | | | | | | | | | | | 119 | 10.9% | |
| | 新・中以外 | 1 | 2.3% | 5 | 10.2% | 2 | 3.2% | 2 | 3.9% | 1 | 2.0% | 3 | 5.1% | 3 | 4.3% | | | | | | | | | | | 17 | 1.6% | |
| | 小計 | 44 | 100.0% | 49 | 100.0% | 63 | 100.0% | 51 | 100.0% | 51 | 100.0% | 59 | 100.0% | 69 | 100.0% | | | | | | | | | | | 386 | 35.3% | |
| メーカー系ディーラー | 新車関係 | 18 | 58.1% | 16 | 55.2% | 32 | 68.1% | 18 | 58.1% | 16 | 69.6% | 14 | 73.7% | 13 | 44.8% | | | | | | | | | | | 127 | 11.6% | |
| | 中古車関係 | 13 | 41.9% | 12 | 41.4% | 15 | 31.9% | 13 | 41.9% | 7 | 30.4% | 5 | 26.3% | 15 | 51.7% | | | | | | | | | | | 80 | 7.3% | |
| | 新・中以外 | 0 | - | 1 | 3.4% | 0 | - | 0 | - | 0 | - | 0 | - | 1 | 3.4% | | | | | | | | | | | 2 | 0.2% | |
| | 小計 | 31 | 100.0% | 29 | 100.0% | 47 | 100.0% | 31 | 100.0% | 23 | 100.0% | 19 | 100.0% | 29 | 100.0% | | | | | | | | | | | 209 | 19.1% | |
| 自動車関係団体 | 新車関係 | 5 | 15.6% | 13 | 40.6% | 10 | 31.3% | 6 | 40.0% | 10 | 55.6% | 10 | 35.7% | 13 | 50.0% | | | | | | | | | | | 67 | 6.1% | |
| | 中古車関係 | 24 | 75.0% | 17 | 53.1% | 20 | 62.5% | 9 | 60.0% | 7 | 38.9% | 18 | 64.3% | 12 | 46.2% | | | | | | | | | | | 107 | 9.8% | |
| | 新・中以外 | 3 | 9.4% | 2 | 6.3% | 2 | 6.3% | 0 | - | 1 | 5.6% | 0 | - | 1 | 3.8% | | | | | | | | | | | 9 | 0.8% | |
| | 小計 | 32 | 100.0% | 32 | 100.0% | 32 | 100.0% | 15 | 100.0% | 18 | 100.0% | 28 | 100.0% | 26 | 100.0% | | | | | | | | | | | 183 | 16.7% | |
| 中古車専門店 | 新車関係 | 2 | 5.3% | 1 | 3.7% | 1 | 4.0% | 3 | 10.7% | 2 | 15.4% | 3 | 25.0% | 2 | 40.0% | | | | | | | | | | | 14 | 1.3% | |
| | 中古車関係 | 36 | 94.7% | 23 | 85.2% | 24 | 96.0% | 25 | 89.3% | 10 | 76.9% | 9 | 75.0% | 3 | 60.0% | | | | | | | | | | | 130 | 11.9% | |
| | 新・中以外 | 0 | - | 3 | 11.1% | 0 | - | 0 | - | 1 | 7.7% | 0 | - | 0 | - | | | | | | | | | | | 4 | 0.4% | |
| | 小計 | 38 | 100.0% | 27 | 100.0% | 25 | 100.0% | 28 | 100.0% | 13 | 100.0% | 12 | 100.0% | 5 | 100.0% | | | | | | | | | | | 148 | 13.5% | |
| 中古車情報誌社 | 新車関係 | 1 | 6.7% | 0 | - | 0 | - | 1 | 9.1% | 1 | 33.3% | 0 | - | 0 | - | | | | | | | | | | | 3 | 0.3% | |
| | 中古車関係 | 12 | 80.0% | 4 | 80.0% | 6 | 85.7% | 9 | 81.8% | 2 | 66.7% | 2 | 40.0% | 8 | 133.3% | | | | | | | | | | | 43 | 3.9% | |
| | 新・中以外 | 2 | 13.3% | 1 | 20.0% | 1 | 14.3% | 1 | 9.1% | 0 | - | 3 | 60.0% | 0 | - | | | | | | | | | | | 8 | 0.7% | |
| | 小計 | 15 | 100.0% | 5 | 100.0% | 7 | 100.0% | 11 | 100.0% | 3 | 100.0% | 5 | 100.0% | 8 | 100.0% | | | | | | | | | | | 54 | 4.9% | |
| メーカー | 新車関係 | 10 | 58.8% | 4 | 80.0% | 7 | 63.6% | 12 | 80.0% | 5 | 83.3% | 3 | 75.0% | 6 | 60.0% | | | | | | | | | | | | 47 | 4.3% |
| | 中古車関係 | 7 | 41.2% | 1 | 20.0% | 2 | 18.2% | 3 | 20.0% | 1 | 16.7% | 1 | 25.0% | 4 | 40.0% | | | | | | | | | | | 19 | 1.7% | |
| | 新・中以外 | 0 | - | 0 | - | 2 | 18.2% | 0 | - | 0 | - | 0 | - | 0 | - | | | | | | | | | | | 2 | 0.2% | |
| | 小計 | 17 | 100.0% | 5 | 100.0% | 11 | 100.0% | 15 | 100.0% | 6 | 100.0% | 4 | 100.0% | 10 | 100.0% | | | | | | | | | | | 68 | 6.2% | |
| 新聞社 | 新車関係 | 2 | 66.7% | 1 | 50.0% | 1 | 100.0% | 0 | - | 0 | - | 1 | 100.0% | 0 | - | | | | | | | | | | | 5 | 0.5% | |
| | 中古車関係 | 1 | 33.3% | 1 | 50.0% | 0 | - | 1 | 100.0% | 0 | - | 0 | - | 1 | 100.0% | | | | | | | | | | | 4 | 0.4% | |
| | 新・中以外 | 0 | - | 0 | - | 0 | - | 0 | - | 0 | - | 0 | - | 0 | - | | | | | | | | | | | 0 | 0.0% | |
| | 小計 | 3 | 100.0% | 2 | 100.0% | 1 | 100.0% | 1 | 100.0% | 0 | - | 1 | 100.0% | 1 | 100.0% | | | | | | | | | | | 9 | 0.8% | |
| テレビ・ラジオ局 | 新車関係 | 1 | 100.0% | 0 | - | 0 | - | 1 | 100.0% | 0 | - | 0 | - | 0 | - | | | | | | | | | | | 2 | 0.2% | |
| | 中古車関係 | 0 | - | 2 | 100.0% | 0 | - | 0 | - | 0 | - | 0 | - | 0 | - | | | | | | | | | | | 2 | 0.2% | |
| | 新・中以外 | 0 | - | 0 | - | 0 | - | 0 | - | 0 | - | 0 | - | 0 | - | | | | | | | | | | | 0 | 0.0% | |
| | 小計 | 1 | 100.0% | 2 | 100.0% | 0 | - | 1 | 100.0% | 0 | - | 0 | - | 0 | - | | | | | | | | | | | 4 | 0.4% | |
| その他 | 新車関係 | 0 | - | 2 | 50.0% | 3 | 50.0% | 1 | 100.0% | 3 | 75.0% | 3 | 75.0% | 2 | 50.0% | | | | | | | | | | | | 14 | 1.3% |
| | 中古車関係 | 8 | 80.0% | 2 | 50.0% | 2 | 33.3% | 0 | - | 0 | - | 1 | 25.0% | 1 | 25.0% | | | | | | | | | | | 14 | 1.3% | |
| | 新・中以外 | 2 | 20.0% | 0 | - | 1 | 16.7% | 0 | - | 1 | 25.0% | 0 | - | 1 | 25.0% | | | | | | | | | | | 5 | 0.5% | |
| | 小計 | 10 | 100.0% | 4 | 100.0% | 6 | 100.0% | 1 | 100.0% | 4 | 100.0% | 4 | 100.0% | 4 | 100.0% | | | | | | | | | | | 33 | 3.0% | |
| 合計 | 191 | 100.0% | 155 | 100.0% | 192 | 100.0% | 154 | 100.0% | 118 | 100.0% | 132 | 100.0% | 152 | 100.0% | | | | | | | | | | | 1094 | 100.0% | | |