

台灣 (Taiwan, ROC)

楊東震, 義守大學企業管理學系

社會廣告代言效果之研究：外溢效果與勸服模式

Study Documentation

May 31, 2016

Metadata Production

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Table of Contents

Overview.....	4
Scope & Coverage.....	4
Producers & Sponsors.....	4
Sampling.....	4
Data Collection.....	4
Data Processing & Appraisal.....	5
Accessibility.....	5
Files Description.....	6
data.....	6
Variables Group(s).....	7
基本資料.....	7
事前測驗.....	7
對廣告文案主觀看法.....	7
廣告代言人與非營利組織可信度.....	8
對廣告、代言人、非營利組織的感受.....	8
Variables Description.....	10
data.....	11

社會廣告代言效果之研究：外溢效果與勸服模式

*The Endorsement Effects in Social Advertising: Transfer Effectiveness and Modeling Persuasion***Overview**

Identification	E10250
Version	Production Date: 2016-05-31 v1.0 釋出第一版
Abstract 本研究試圖建構NPO社會行銷勸服模式，主要探討閱聽人在接受代言人代言NPO廣告時，所進行的推敲歷程與勸服效果，本研究以戒菸為社會行銷議題，採用問卷調查以配額抽樣取得468份有效問卷，以線性結構進行模式分析。研究結果顯示閱聽人在接受代言廣告時，主要是由廣告態度對於理念認知與責任思考進行影響，再經責任思考間接影響戒菸理念接受度，而此中央路徑的影響效果顯然高於邊陲路徑。代言人的可信度對於廣告態度的影響明顯的高於NPO的可信度，代言人獲得的外溢效果也明顯地高於NPO所獲得。	
Kind of Data	抽樣調查資料 (Sample survey data)
Unit of Analysis	個人

Scope & Coverage

Time Period(s)	2014-2015
Countries	台灣 (Taiwan, ROC)
Geographic Coverage 台灣地區	
Universe 台灣2014年6月各北中南東部等地區人口	

Producers & Sponsors

Primary Investigator(s)	楊東震, 義守大學企業管理學系
Other Producer(s)	義守大學企業管理學系
Funding Agency/ies	科技部

Sampling

Sampling Procedure	依台灣2014年6月各北中南東部等地區人口數之比例來發放問卷
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Data Collection

Data Collection Dates	start 2014-10-23 end 2015-04-04
Time Period(s)	start 2013-08-01 end 2015-07-31
Data Collection Mode	面訪/郵寄問卷/網路調查

Data Processing & Appraisal

Data Editing

中央研究院人文社會科學研究中心調查研究專題中心所進行的資料整理方式，為不合理值檢核。

Accessibility

Contact(s)	學術調查研究資料庫(Survey Research Data Archive) (中央研究院人社中心調查研究專題中心), https://srda.sinica.edu.tw , srda@gate.sinica.edu.tw
Distributor(s)	學術調查研究資料庫(Survey Research Data Archive)
Depositor(s)	義守大學企業管理學系

Access Conditions

會員版(一般會員、院內會員)--直接下載

Files Description

Dataset contains 1 file(s)

data	
# Cases	468
# Variable(s)	47

Variables Group(s)

Dataset contains 5 group(s)

Group 基本資料							
#	Name	Label	Type	Format	Valid	Invalid	Question
1	v1	0.0.編號	discrete	character-22	468	0	-
2	v2	0.1.性別	discrete	numeric-11.0	468	0	-
3	v3	0.2.年齡	discrete	numeric-11.0	468	0	-
4	v4	0.3.教育狀況	discrete	numeric-11.0	468	0	-
5	v5	0.4.居住地區	discrete	numeric-11.0	468	0	-

Group 事前測驗							
#	Name	Label	Type	Format	Valid	Invalid	Question
1	a1	0.5.1.我覺得吸菸有危害身體健康。	discrete	numeric-11.0	468	0	-
2	a2	0.5.2.我願意參加反菸活動。	discrete	numeric-11.0	468	0	-
3	a3	0.5.3.我覺得吸菸不會危害身體健康。	discrete	numeric-11.0	468	0	-
4	a4	0.5.4.我不認同反菸活動。	discrete	numeric-11.0	468	0	-
5	a5	0.5.5.反菸廣告訊息對我而言是有趣的	discrete	numeric-11.0	468	0	-
6	a6	0.5.6.反菸廣告訊息對我個人而言是有價值的	discrete	numeric-11.0	468	0	-
7	a7	0.5.7.了解及獲得相關戒菸資訊/反菸廣告，對我有很大幫助	discrete	numeric-11.0	468	0	-
8	a8	0.5.8.我想進一步了解相關反菸廣告訊息	discrete	numeric-11.0	468	0	-

Group 對廣告文案主觀看法							
#	Name	Label	Type	Format	Valid	Invalid	Question
1	v6	1.0.問卷廣告文案為理性或感性	discrete	numeric-11.0	468	0	-
2	v7	1.1.安心亞讓我覺得是高知名度的明星。	discrete	numeric-11.0	468	0	-
3	v8	1.2.安心亞讓我覺得是低知名度的明星。	discrete	numeric-11.0	468	0	-
4	v9	1.3.看完此廣告，我覺得廣告主要強調對我身體的傷害症狀。	discrete	numeric-11.0	468	0	-
5	v10	1.4.看完此廣告，我覺得廣告主要強調對激發我個人情感上的共鳴。	discrete	numeric-11.0	468	0	-
6	a9	1.5.看了廣告後，戒菸是很難的。	discrete	numeric-11.0	468	0	-

#	Name	Label	Type	Format	Valid	Invalid	Question
7	a10	1.6.看了廣告後，覺得吸菸是荒謬的。	discrete	numeric-11.0	468	0	-
8	a11	1.7.看了廣告後，吸菸危害您的身體健康/與您家人感情。	discrete	numeric-11.0	468	0	-
9	a12	1.8.看了廣告後，讓你思考是否要吸菸。	discrete	numeric-11.0	468	0	-
10	a13	1.9.看了廣告後，讓你在非吸菸者面前思考是否要吸菸。	discrete	numeric-11.0	468	0	-
11	a14	1.10.看完廣告後，使你思考戒菸的價值。	discrete	numeric-11.0	468	0	-
12	a15	1.11.看了廣告後，讓你覺得吸菸是不好的。	discrete	numeric-11.0	468	0	-
13	a16	1.12.看了廣告後，我更支持戒菸的理念。	discrete	numeric-11.0	468	0	-
14	a17	1.13.看了廣告後，我更願意持續戒菸的行動。	discrete	numeric-11.0	468	0	-
15	a18	1.14.看了廣告後，我更願意嘗試向親朋好友宣傳吸菸的危害。	discrete	numeric-11.0	468	0	-
16	a19	1.15.看了廣告後，我更願意協助勸導戒菸的活動。	discrete	numeric-11.0	468	0	-

Group 廣告代言人與非營利組織可信度

#	Name	Label	Type	Format	Valid	Invalid	Question
1	a20	2.1.1.廣告代言人安心亞可信度(有吸引力)	discrete	numeric-11.0	468	0	-
2	a21	2.1.2.廣告代言人安心亞可信度(值得信賴)	discrete	numeric-11.0	468	0	-
3	a22	2.1.3.廣告代言人安心亞可信度(專業)	discrete	numeric-11.0	468	0	-
4	a23	2.2.1.非營利組織董氏基金會可信度(有吸引力)	discrete	numeric-11.0	468	0	-
5	a24	2.2.2.非營利組織董氏基金會可信度(值得信賴)	discrete	numeric-11.0	468	0	-
6	a25	2.2.3.非營利組織董氏基金會可信度(專業)	discrete	numeric-11.0	468	0	-

Group 對廣告、代言人、非營利組織的感受

#	Name	Label	Type	Format	Valid	Invalid	Question
1	a26	3.1.1對廣告喜歡程度(好的)	discrete	numeric-11.0	468	0	-
2	a27	3.1.2對廣告喜歡程度(有趣的)	discrete	numeric-11.0	468	0	-
3	a28	3.1.3對廣告喜歡程度(喜歡)	discrete	numeric-11.0	468	0	-
4	a29	3.2.1代言人安心亞感覺(好的)	discrete	numeric-11.0	468	0	-

#	Name	Label	Type	Format	Valid	Invalid	Question
5	a30	3.2.2代言人安心亞感覺(有趣的)	discrete	numeric-11.0	468	0	-
6	a31	3.2.3代言人安心亞感覺(喜歡)	discrete	numeric-11.0	468	0	-
7	a32	3.3.1非營利組織董氏基金會感覺(好的)	discrete	numeric-11.0	468	0	-
8	a33	3.3.2非營利組織董氏基金會感覺(有趣的)	discrete	numeric-11.0	468	0	-
9	a34	3.3.3非營利組織董氏基金會感覺(喜歡)	discrete	numeric-11.0	468	0	-
10	a35	3.4.1反菸理念的態度(好的)	discrete	numeric-11.0	468	0	-
11	a36	3.4.2反菸理念的態度(有趣的)	discrete	numeric-11.0	468	0	-
12	a37	3.4.3反菸理念的態度(喜歡)	discrete	numeric-11.0	468	0	-

Variables Description

Dataset contains 47 variable(s)

File : data

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84		1	0.2%
85		1	0.2%
86		1	0.2%
87		1	0.2%
88		1	0.2%
89		1	0.2%
9		1	0.2%
90		1	0.2%
91		1	0.2%
92		1	0.2%
93		1	0.2%
94		1	0.2%
95		1	0.2%
96		1	0.2%
97		1	0.2%
98		1	0.2%
99		1	0.2%
網路1		1	0.2%
網路10		1	0.2%
網路11		1	0.2%
網路12		1	0.2%
網路13		1	0.2%
網路14		1	0.2%
網路15		1	0.2%
網路16		1	0.2%
網路17		1	0.2%
網路18		1	0.2%

File : data

v1: 0.0.編號

Value	Label	Cases	Percentage
網路19		1	0.2%
網路2		1	0.2%
網路20		1	0.2%
網路21		1	0.2%
網路22		1	0.2%
網路23		1	0.2%
網路24		1	0.2%
網路25		1	0.2%
網路26		1	0.2%
網路27		1	0.2%
網路28		1	0.2%
網路29		1	0.2%
網路3		1	0.2%
網路30		1	0.2%
網路31		1	0.2%
網路32		1	0.2%
網路33		1	0.2%
網路34		1	0.2%
網路35		1	0.2%
網路36		1	0.2%
網路37		1	0.2%
網路38		1	0.2%
網路39		1	0.2%
網路4		1	0.2%
網路40		1	0.2%
網路41		1	0.2%
網路42		1	0.2%
網路43		1	0.2%
網路44		1	0.2%
網路45		1	0.2%
網路46		1	0.2%
網路47		1	0.2%
網路48		1	0.2%
網路49		1	0.2%
網路5		1	0.2%
網路50		1	0.2%
網路51		1	0.2%
網路52		1	0.2%
網路53		1	0.2%
網路54		1	0.2%
網路55		1	0.2%
網路56		1	0.2%
網路57		1	0.2%

File : data				
# v1: 0.0.編號				
Value	Label	Cases	Percentage	
網路58		1		0.2%
網路59		1		0.2%
網路6		1		0.2%
網路60		1		0.2%
網路61		1		0.2%
網路62		1		0.2%
網路63		1		0.2%
網路64		1		0.2%
網路65		1		0.2%
網路66		1		0.2%
網路67		1		0.2%
網路68		1		0.2%
網路69		1		0.2%
網路7		1		0.2%
網路70		1		0.2%
網路71		1		0.2%
網路72		1		0.2%
網路73		1		0.2%
網路74		1		0.2%
網路75		1		0.2%
網路76		1		0.2%
網路77		1		0.2%
網路78		1		0.2%
網路79		1		0.2%
網路8		1		0.2%
網路80		1		0.2%
網路81		1		0.2%
網路82		1		0.2%
網路83		1		0.2%
網路84		1		0.2%
網路85		1		0.2%
網路86		1		0.2%
網路87		1		0.2%
網路88		1		0.2%
網路89		1		0.2%
網路9		1		0.2%
網路90		1		0.2%
網路91		1		0.2%
網路92		1		0.2%
網路93		1		0.2%
Warning: these figures indicate the number of cases found in the data file. They cannot be interpreted as summary statistics of the population of interest.				
# v2: 0.1.性別				
Information	[Type= discrete] [Format=numeric] [Range= 1-2] [Missing=*]			

File : data

v2: 0.1.性別

Statistics [NW/ W] [Valid=468 /-] [Invalid=0 /-]

Value	Label	Cases	Percentage
1	男	212	45.3%
2	女	256	54.7%

Warning: these figures indicate the number of cases found in the data file. They cannot be interpreted as summary statistics of the population of interest.

v3: 0.2.年齡

Information [Type= discrete] [Format=numeric] [Range= 1-5] [Missing=*]

Statistics [NW/ W] [Valid=468 /-] [Invalid=0 /-]

Value	Label	Cases	Percentage
1	19(含)以下	44	9.4%
2	20-29	133	28.4%
3	30-39	187	40.0%
4	40-49	70	15.0%
5	50以上	34	7.3%

Warning: these figures indicate the number of cases found in the data file. They cannot be interpreted as summary statistics of the population of interest.

v4: 0.3.教育狀況

Information [Type= discrete] [Format=numeric] [Range= 1-4] [Missing=*]

Statistics [NW/ W] [Valid=468 /-] [Invalid=0 /-]

Value	Label	Cases	Percentage
1	國中(含)以下	23	4.9%
2	高中	57	12.2%
3	大學	328	70.1%
4	以上研究所	60	12.8%

Warning: these figures indicate the number of cases found in the data file. They cannot be interpreted as summary statistics of the population of interest.

v5: 0.4.居住地區

Information [Type= discrete] [Format=numeric] [Range= 1-4] [Missing=*]

Statistics [NW/ W] [Valid=468 /-] [Invalid=0 /-]

Value	Label	Cases	Percentage
1	北	162	34.6%
2	中	118	25.2%
3	南	109	23.3%
4	東	79	16.9%

Warning: these figures indicate the number of cases found in the data file. They cannot be interpreted as summary statistics of the population of interest.

a1: 0.5.1.我覺得吸菸有危害身體健康。

Information [Type= discrete] [Format=numeric] [Range= 1-7] [Missing=*]

Statistics [NW/ W] [Valid=468 /-] [Invalid=0 /-]

Value	Label	Cases	Percentage
1	非常不同意	2	0.4%
2	不同意	0	
3	有點不同意	1	0.2%
4	普通	15	3.2%

File : data

a1: 0.5.1.我覺得吸菸有危害身體健康。

Value	Label	Cases	Percentage
5	有點同意	11	2.4%
6	同意	86	18.4%
7	非常同意	353	75.4%

Warning: these figures indicate the number of cases found in the data file. They cannot be interpreted as summary statistics of the population of interest.

a2: 0.5.2.我願意參加反菸活動。

Information	[Type= discrete] [Format=numeric] [Range= 1-7] [Missing=*]
Statistics [NW/ W]	[Valid=468 /-] [Invalid=0 /-]

Value	Label	Cases	Percentage
1	非常不同意	9	1.9%
2	不同意	14	3.0%
3	有點不同意	8	1.7%
4	普通	143	30.6%
5	有點同意	56	12.0%
6	同意	121	25.9%
7	非常同意	117	25.0%

Warning: these figures indicate the number of cases found in the data file. They cannot be interpreted as summary statistics of the population of interest.

a3: 0.5.3.我覺得吸菸不會危害身體健康。

Information	[Type= discrete] [Format=numeric] [Range= 1-7] [Missing=*]
Statistics [NW/ W]	[Valid=468 /-] [Invalid=0 /-]

Value	Label	Cases	Percentage
1	非常不同意	335	71.6%
2	不同意	81	17.3%
3	有點不同意	14	3.0%
4	普通	15	3.2%
5	有點同意	1	0.2%
6	同意	10	2.1%
7	非常同意	12	2.6%

Warning: these figures indicate the number of cases found in the data file. They cannot be interpreted as summary statistics of the population of interest.

a4: 0.5.4.我不認同反菸活動。

Information	[Type= discrete] [Format=numeric] [Range= 1-7] [Missing=*]
Statistics [NW/ W]	[Valid=468 /-] [Invalid=0 /-]

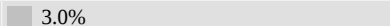
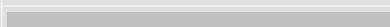
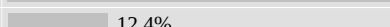
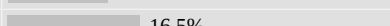
Value	Label	Cases	Percentage
1	非常不同意	236	50.4%
2	不同意	125	26.7%
3	有點不同意	20	4.3%
4	普通	59	12.6%
5	有點同意	11	2.4%
6	同意	9	1.9%
7	非常同意	8	1.7%

Warning: these figures indicate the number of cases found in the data file. They cannot be interpreted as summary statistics of the population of interest.

File : data

a5: 0.5.5.反菸廣告訊息對我而言是有趣的

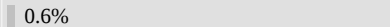
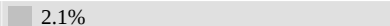
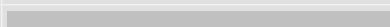
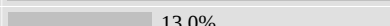
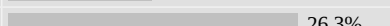
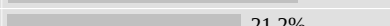
Information	[Type= discrete] [Format=numeric] [Range= 1-7] [Missing=*]
Statistics [NW/ W]	[Valid=468 /-] [Invalid=0 /-]

Value	Label	Cases	Percentage
1	非常不同意	14	 3.0%
2	不同意	19	 4.1%
3	有點不同意	10	 2.1%
4	普通	224	 47.9%
5	有點同意	58	 12.4%
6	同意	77	 16.5%
7	非常同意	66	 14.1%

Warning: these figures indicate the number of cases found in the data file. They cannot be interpreted as summary statistics of the population of interest.

a6: 0.5.6.反菸廣告訊息對我個人而言是有價值的

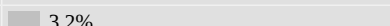
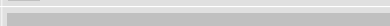
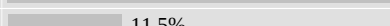
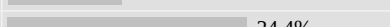
Information	[Type= discrete] [Format=numeric] [Range= 1-7] [Missing=*]
Statistics [NW/ W]	[Valid=468 /-] [Invalid=0 /-]

Value	Label	Cases	Percentage
1	非常不同意	3	 0.6%
2	不同意	10	 2.1%
3	有點不同意	9	 1.9%
4	普通	163	 34.8%
5	有點同意	61	 13.0%
6	同意	123	 26.3%
7	非常同意	99	 21.2%

Warning: these figures indicate the number of cases found in the data file. They cannot be interpreted as summary statistics of the population of interest.

a7: 0.5.7.了解及獲得相關戒菸資訊/反菸廣告，對我有很大幫助

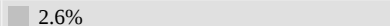
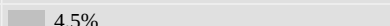
Information	[Type= discrete] [Format=numeric] [Range= 1-7] [Missing=*]
Statistics [NW/ W]	[Valid=468 /-] [Invalid=0 /-]

Value	Label	Cases	Percentage
1	非常不同意	4	 0.9%
2	不同意	13	 2.8%
3	有點不同意	15	 3.2%
4	普通	183	 39.1%
5	有點同意	54	 11.5%
6	同意	114	 24.4%
7	非常同意	85	 18.2%

Warning: these figures indicate the number of cases found in the data file. They cannot be interpreted as summary statistics of the population of interest.

a8: 0.5.8.我想進一步了解相關反菸廣告訊息

Information	[Type= discrete] [Format=numeric] [Range= 1-7] [Missing=*]
Statistics [NW/ W]	[Valid=468 /-] [Invalid=0 /-]

Value	Label	Cases	Percentage
1	非常不同意	12	 2.6%
2	不同意	12	 2.6%
3	有點不同意	21	 4.5%

File : data

a8: 0.5.8.我想進一步了解相關反菸廣告訊息

Value	Label	Cases	Percentage
4	普通	220	47.0%
5	有點同意	61	13.0%
6	同意	89	19.0%
7	非常同意	53	11.3%

Warning: these figures indicate the number of cases found in the data file. They cannot be interpreted as summary statistics of the population of interest.

v6: 1.0.問卷廣告文案為理性或感性

Information	[Type= discrete] [Format=numeric] [Range= 1-2] [Missing=*]
Statistics [NW/ W]	[Valid=468 /-] [Invalid=0 /-]

Value	Label	Cases	Percentage
1	理	243	51.9%
2	感	225	48.1%

Warning: these figures indicate the number of cases found in the data file. They cannot be interpreted as summary statistics of the population of interest.

v7: 1.1.安心亞讓我覺得是高知名度的明星。

Information	[Type= discrete] [Format=numeric] [Range= 1-7] [Missing=*]
Statistics [NW/ W]	[Valid=468 /-] [Invalid=0 /-]

Value	Label	Cases	Percentage
1	非常不同意	5	1.1%
2	不同意	15	3.2%
3	有點不同意	19	4.1%
4	普通	158	33.8%
5	有點同意	84	17.9%
6	同意	146	31.2%
7	非常同意	41	8.8%

Warning: these figures indicate the number of cases found in the data file. They cannot be interpreted as summary statistics of the population of interest.

v8: 1.2.安心亞讓我覺得是低知名度的明星。

Information	[Type= discrete] [Format=numeric] [Range= 1-7] [Missing=*]
Statistics [NW/ W]	[Valid=468 /-] [Invalid=0 /-]

Value	Label	Cases	Percentage
1	非常不同意	38	8.1%
2	不同意	116	24.8%
3	有點不同意	103	22.0%
4	普通	181	38.7%
5	有點同意	15	3.2%
6	同意	14	3.0%
7	非常同意	1	0.2%

Warning: these figures indicate the number of cases found in the data file. They cannot be interpreted as summary statistics of the population of interest.

v9: 1.3.看完此廣告，我覺得廣告主要強調對我身體的傷害症狀。

Information	[Type= discrete] [Format=numeric] [Range= 1-7] [Missing=*]
Statistics [NW/ W]	[Valid=468 /-] [Invalid=0 /-]

Value	Label	Cases	Percentage
1	非常不同意	35	7.5%

File : data

v9: 1.3.看完此廣告，我覺得廣告主要強調對我身體的傷害症狀。

Value	Label	Cases	Percentage
2	不同意	61	13.0%
3	有點不同意	39	8.3%
4	普通	90	19.2%
5	有點同意	50	10.7%
6	同意	145	31.0%
7	非常同意	48	10.3%

Warning: these figures indicate the number of cases found in the data file. They cannot be interpreted as summary statistics of the population of interest.

v10: 1.4.看完此廣告，我覺得廣告主要強調對激發我個人情感上的共鳴。

Information	[Type= discrete] [Format=numeric] [Range= 1-7] [Missing=*]
Statistics [NW/ W]	[Valid=468 /-] [Invalid=0 /-]

Value	Label	Cases	Percentage
1	非常不同意	8	1.7%
2	不同意	26	5.6%
3	有點不同意	43	9.2%
4	普通	123	26.3%
5	有點同意	79	16.9%
6	同意	153	32.7%
7	非常同意	36	7.7%

Warning: these figures indicate the number of cases found in the data file. They cannot be interpreted as summary statistics of the population of interest.

a9: 1.5.看了廣告後，戒菸是很難的。

Information	[Type= discrete] [Format=numeric] [Range= 1-7] [Missing=*]
Statistics [NW/ W]	[Valid=468 /-] [Invalid=0 /-]

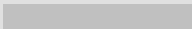
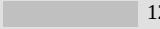
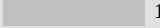
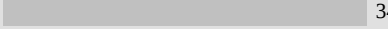
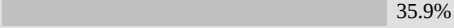
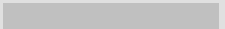
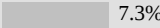
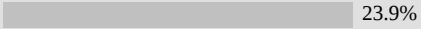
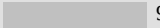
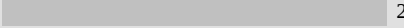
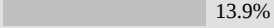
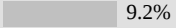
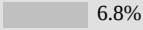
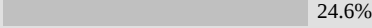
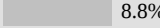
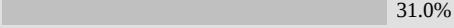
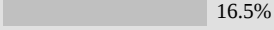
Value	Label	Cases	Percentage
1	非常不同意	50	10.7%
2	不同意	90	19.2%
3	有點不同意	61	13.0%
4	普通	152	32.5%
5	有點同意	55	11.8%
6	同意	44	9.4%
7	非常同意	16	3.4%

Warning: these figures indicate the number of cases found in the data file. They cannot be interpreted as summary statistics of the population of interest.

a10: 1.6.看了廣告後，覺得吸菸是荒謬的。

Information	[Type= discrete] [Format=numeric] [Range= 1-7] [Missing=*]
Statistics [NW/ W]	[Valid=468 /-] [Invalid=0 /-]

Value	Label	Cases	Percentage
1	非常不同意	20	4.3%
2	不同意	37	7.9%
3	有點不同意	36	7.7%
4	普通	129	27.6%
5	有點同意	70	15.0%
6	同意	111	23.7%

File : data			
# a10: 1.6.看了廣告後，覺得吸菸是荒謬的。			
Value	Label	Cases	Percentage
7	非常同意	65	 13.9%
<i>Warning: these figures indicate the number of cases found in the data file. They cannot be interpreted as summary statistics of the population of interest.</i>			
# a11: 1.7.看了廣告後，吸菸危害您的身體健康/與您家人感情。			
Information	[Type= discrete] [Format=numeric] [Range= 1-7] [Missing=*]		
Statistics [NW/ W]	[Valid=468 /-] [Invalid=0 /-]		
Value	Label	Cases	Percentage
1	非常不同意	5	 1.1%
2	不同意	7	 1.5%
3	有點不同意	8	 1.7%
4	普通	59	 12.6%
5	有點同意	62	 13.2%
6	同意	159	 34.0%
7	非常同意	168	 35.9%
<i>Warning: these figures indicate the number of cases found in the data file. They cannot be interpreted as summary statistics of the population of interest.</i>			
# a12: 1.8.看了廣告後，讓你思考是否要吸菸。			
Information	[Type= discrete] [Format=numeric] [Range= 1-7] [Missing=*]		
Statistics [NW/ W]	[Valid=468 /-] [Invalid=0 /-]		
Value	Label	Cases	Percentage
1	非常不同意	69	 14.7%
2	不同意	34	 7.3%
3	有點不同意	19	 4.1%
4	普通	112	 23.9%
5	有點同意	46	 9.8%
6	同意	123	 26.3%
7	非常同意	65	 13.9%
<i>Warning: these figures indicate the number of cases found in the data file. They cannot be interpreted as summary statistics of the population of interest.</i>			
# a13: 1.9.看了廣告後，讓你在非吸菸者面前思考是否要吸菸。			
Information	[Type= discrete] [Format=numeric] [Range= 1-7] [Missing=*]		
Statistics [NW/ W]	[Valid=468 /-] [Invalid=0 /-]		
Value	Label	Cases	Percentage
1	非常不同意	43	 9.2%
2	不同意	32	 6.8%
3	有點不同意	15	 3.2%
4	普通	115	 24.6%
5	有點同意	41	 8.8%
6	同意	145	 31.0%
7	非常同意	77	 16.5%
<i>Warning: these figures indicate the number of cases found in the data file. They cannot be interpreted as summary statistics of the population of interest.</i>			
# a14: 1.10.看完廣告後，使你思考戒菸的價值。			
Information	[Type= discrete] [Format=numeric] [Range= 1-7] [Missing=*]		
Statistics [NW/ W]	[Valid=468 /-] [Invalid=0 /-]		

File : data

a14: 1.10.看完廣告後，使你思考戒菸的價值。

Value	Label	Cases	Percentage
1	非常不同意	9	1.9%
2	不同意	9	1.9%
3	有點不同意	18	3.8%
4	普通	121	25.9%
5	有點同意	64	13.7%
6	同意	156	33.3%
7	非常同意	91	19.4%

Warning: these figures indicate the number of cases found in the data file. They cannot be interpreted as summary statistics of the population of interest.

a15: 1.11.看了廣告後，讓你覺得吸菸是不好的。

Information	[Type= discrete] [Format=numeric] [Range= 1-7] [Missing=*]
Statistics [NW/ W]	[Valid=468 /-] [Invalid=0 /-]

Value	Label	Cases	Percentage
1	非常不同意	1	0.2%
2	不同意	4	0.9%
3	有點不同意	11	2.4%
4	普通	60	12.8%
5	有點同意	46	9.8%
6	同意	175	37.4%
7	非常同意	171	36.5%

Warning: these figures indicate the number of cases found in the data file. They cannot be interpreted as summary statistics of the population of interest.

a16: 1.12.看了廣告後，我更支持戒菸的理念。

Information	[Type= discrete] [Format=numeric] [Range= 1-7] [Missing=*]
Statistics [NW/ W]	[Valid=468 /-] [Invalid=0 /-]

Value	Label	Cases	Percentage
1	非常不同意	3	0.6%
2	不同意	4	0.9%
3	有點不同意	15	3.2%
4	普通	82	17.5%
5	有點同意	53	11.3%
6	同意	155	33.1%
7	非常同意	156	33.3%

Warning: these figures indicate the number of cases found in the data file. They cannot be interpreted as summary statistics of the population of interest.

a17: 1.13.看了廣告後，我更願意持續戒菸的行動。

Information	[Type= discrete] [Format=numeric] [Range= 1-7] [Missing=*]
Statistics [NW/ W]	[Valid=468 /-] [Invalid=0 /-]

Value	Label	Cases	Percentage
1	非常不同意	4	0.9%
2	不同意	7	1.5%
3	有點不同意	11	2.4%
4	普通	107	22.9%
5	有點同意	62	13.2%

File : data

a17: 1.13.看了廣告後，我更願意持續戒菸的行動。

Value	Label	Cases	Percentage
6	同意	156	33.3%
7	非常同意	121	25.9%

Warning: these figures indicate the number of cases found in the data file. They cannot be interpreted as summary statistics of the population of interest.

a18: 1.14.看了廣告後，我更願意嘗試向親朋好友宣傳吸菸的危害。

Information	[Type= discrete] [Format=numeric] [Range= 1-7] [Missing=*]
Statistics [NW/ W]	[Valid=468 /-] [Invalid=0 /-]

Value	Label	Cases	Percentage
1	非常不同意	2	0.4%
2	不同意	10	2.1%
3	有點不同意	10	2.1%
4	普通	123	26.3%
5	有點同意	63	13.5%
6	同意	154	32.9%
7	非常同意	106	22.6%

Warning: these figures indicate the number of cases found in the data file. They cannot be interpreted as summary statistics of the population of interest.

a19: 1.15.看了廣告後，我更願意協助勸導戒菸的活動。

Information	[Type= discrete] [Format=numeric] [Range= 1-7] [Missing=*]
Statistics [NW/ W]	[Valid=468 /-] [Invalid=0 /-]

Value	Label	Cases	Percentage
1	非常不同意	3	0.6%
2	不同意	9	1.9%
3	有點不同意	13	2.8%
4	普通	142	30.3%
5	有點同意	68	14.5%
6	同意	144	30.8%
7	非常同意	89	19.0%

Warning: these figures indicate the number of cases found in the data file. They cannot be interpreted as summary statistics of the population of interest.

a20: 2.1.1.廣告代言人安心亞可信度(有吸引力)

Information	[Type= discrete] [Format=numeric] [Range= 1-7] [Missing=*]
Statistics [NW/ W]	[Valid=468 /-] [Invalid=0 /-]

Value	Label	Cases	Percentage
1	非常不同意	16	3.4%
2	不同意	19	4.1%
3	有點不同意	60	12.8%
4	普通	111	23.7%
5	有點同意	115	24.6%
6	同意	95	20.3%
7	非常同意	52	11.1%

Warning: these figures indicate the number of cases found in the data file. They cannot be interpreted as summary statistics of the population of interest.

a21: 2.1.2.廣告代言人安心亞可信度(值得信賴)

Information	[Type= discrete] [Format=numeric] [Range= 1-7] [Missing=*]
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File : data

a21: 2.1.2.廣告代言人安心亞可信度(值得信賴)

Statistics [NW/ W] [Valid=468 /-] [Invalid=0 /-]

Value	Label	Cases	Percentage
1	非常不同意	13	2.8%
2	不同意	18	3.8%
3	有點不同意	63	13.5%
4	普通	148	31.6%
5	有點同意	93	19.9%
6	同意	83	17.7%
7	非常同意	50	10.7%

Warning: these figures indicate the number of cases found in the data file. They cannot be interpreted as summary statistics of the population of interest.

a22: 2.1.3.廣告代言人安心亞可信度(專業)

Information [Type= discrete] [Format=numeric] [Range= 1-7] [Missing=*]

Statistics [NW/ W] [Valid=468 /-] [Invalid=0 /-]

Value	Label	Cases	Percentage
1	非常不同意	16	3.4%
2	不同意	22	4.7%
3	有點不同意	62	13.2%
4	普通	169	36.1%
5	有點同意	87	18.6%
6	同意	74	15.8%
7	非常同意	38	8.1%

Warning: these figures indicate the number of cases found in the data file. They cannot be interpreted as summary statistics of the population of interest.

a23: 2.2.1.非營利組織董氏基金會可信度(有吸引力)

Information [Type= discrete] [Format=numeric] [Range= 1-7] [Missing=*]

Statistics [NW/ W] [Valid=468 /-] [Invalid=0 /-]

Value	Label	Cases	Percentage
1	非常不同意	5	1.1%
2	不同意	9	1.9%
3	有點不同意	40	8.5%
4	普通	90	19.2%
5	有點同意	117	25.0%
6	同意	118	25.2%
7	非常同意	89	19.0%

Warning: these figures indicate the number of cases found in the data file. They cannot be interpreted as summary statistics of the population of interest.

a24: 2.2.2.非營利組織董氏基金會可信度(值得信賴)

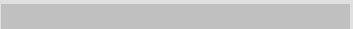
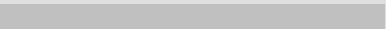
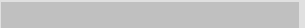
Information [Type= discrete] [Format=numeric] [Range= 1-7] [Missing=*]

Statistics [NW/ W] [Valid=468 /-] [Invalid=0 /-]

Value	Label	Cases	Percentage
1	非常不同意	6	1.3%
2	不同意	4	0.9%
3	有點不同意	29	6.2%
4	普通	83	17.7%

File : data

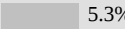
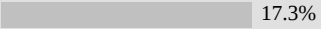
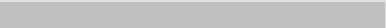
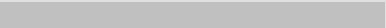
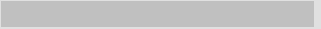
a24: 2.2.2.非營利組織董氏基金會可信度(值得信賴)

Value	Label	Cases	Percentage
5	有點同意	117	 25.0%
6	同意	129	 27.6%
7	非常同意	100	 21.4%

Warning: these figures indicate the number of cases found in the data file. They cannot be interpreted as summary statistics of the population of interest.

a25: 2.2.3.非營利組織董氏基金會可信度(專業)

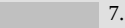
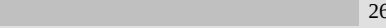
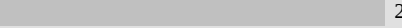
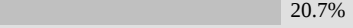
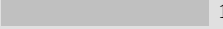
Information	[Type= discrete] [Format=numeric] [Range= 1-7] [Missing=*]
Statistics [NW/ W]	[Valid=468 /-] [Invalid=0 /-]

Value	Label	Cases	Percentage
1	非常不同意	6	 1.3%
2	不同意	7	 1.5%
3	有點不同意	25	 5.3%
4	普通	81	 17.3%
5	有點同意	124	 26.5%
6	同意	124	 26.5%
7	非常同意	101	 21.6%

Warning: these figures indicate the number of cases found in the data file. They cannot be interpreted as summary statistics of the population of interest.

a26: 3.1.1對廣告喜歡程度(好的)

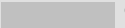
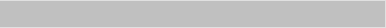
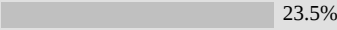
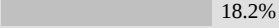
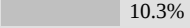
Information	[Type= discrete] [Format=numeric] [Range= 1-7] [Missing=*]
Statistics [NW/ W]	[Valid=468 /-] [Invalid=0 /-]

Value	Label	Cases	Percentage
1	非常不同意	3	 0.6%
2	不同意	5	 1.1%
3	有點不同意	34	 7.3%
4	普通	124	 26.5%
5	有點同意	133	 28.4%
6	同意	97	 20.7%
7	非常同意	72	 15.4%

Warning: these figures indicate the number of cases found in the data file. They cannot be interpreted as summary statistics of the population of interest.

a27: 3.1.2對廣告喜歡程度(有趣的)

Information	[Type= discrete] [Format=numeric] [Range= 1-7] [Missing=*]
Statistics [NW/ W]	[Valid=468 /-] [Invalid=0 /-]

Value	Label	Cases	Percentage
1	非常不同意	8	 1.7%
2	不同意	16	 3.4%
3	有點不同意	46	 9.8%
4	普通	155	 33.1%
5	有點同意	110	 23.5%
6	同意	85	 18.2%
7	非常同意	48	 10.3%

Warning: these figures indicate the number of cases found in the data file. They cannot be interpreted as summary statistics of the population of interest.

File : data

a28: 3.1.3對廣告喜歡程度(喜歡)

Information	[Type= discrete] [Format=numeric] [Range= 1-7] [Missing=*]
Statistics [NW/ W]	[Valid=468 /-] [Invalid=0 /-]

Value	Label	Cases	Percentage
1	非常不同意	6	1.3%
2	不同意	12	2.6%
3	有點不同意	37	7.9%
4	普通	156	33.3%
5	有點同意	113	24.1%
6	同意	85	18.2%
7	非常同意	59	12.6%

Warning: these figures indicate the number of cases found in the data file. They cannot be interpreted as summary statistics of the population of interest.

a29: 3.2.1代言人安心亞感覺(好的)

Information	[Type= discrete] [Format=numeric] [Range= 1-7] [Missing=*]
Statistics [NW/ W]	[Valid=468 /-] [Invalid=0 /-]

Value	Label	Cases	Percentage
1	非常不同意	3	0.6%
2	不同意	9	1.9%
3	有點不同意	41	8.8%
4	普通	145	31.0%
5	有點同意	107	22.9%
6	同意	99	21.2%
7	非常同意	64	13.7%

Warning: these figures indicate the number of cases found in the data file. They cannot be interpreted as summary statistics of the population of interest.

a30: 3.2.2代言人安心亞感覺(有趣的)

Information	[Type= discrete] [Format=numeric] [Range= 1-7] [Missing=*]
Statistics [NW/ W]	[Valid=468 /-] [Invalid=0 /-]

Value	Label	Cases	Percentage
1	非常不同意	7	1.5%
2	不同意	15	3.2%
3	有點不同意	54	11.5%
4	普通	142	30.3%
5	有點同意	112	23.9%
6	同意	85	18.2%
7	非常同意	53	11.3%

Warning: these figures indicate the number of cases found in the data file. They cannot be interpreted as summary statistics of the population of interest.

a31: 3.2.3代言人安心亞感覺(喜歡)

Information	[Type= discrete] [Format=numeric] [Range= 1-7] [Missing=*]
Statistics [NW/ W]	[Valid=468 /-] [Invalid=0 /-]

Value	Label	Cases	Percentage
1	非常不同意	6	1.3%
2	不同意	15	3.2%
3	有點不同意	49	10.5%

File : data

a31: 3.2.3 代言人安心亞感覺(喜歡)

Value	Label	Cases	Percentage
4	普通	153	32.7%
5	有點同意	100	21.4%
6	同意	87	18.6%
7	非常同意	58	12.4%

Warning: these figures indicate the number of cases found in the data file. They cannot be interpreted as summary statistics of the population of interest.

a32: 3.3.1 非營利組織董氏基金會感覺(好的)

Information	[Type= discrete] [Format=numeric] [Range= 1-7] [Missing=*]
Statistics [NW/ W]	[Valid=468 /-] [Invalid=0 /-]

Value	Label	Cases	Percentage
1	非常不同意	3	0.6%
2	不同意	4	0.9%
3	有點不同意	19	4.1%
4	普通	101	21.6%
5	有點同意	120	25.6%
6	同意	120	25.6%
7	非常同意	101	21.6%

Warning: these figures indicate the number of cases found in the data file. They cannot be interpreted as summary statistics of the population of interest.

a33: 3.3.2 非營利組織董氏基金會感覺(有趣的)

Information	[Type= discrete] [Format=numeric] [Range= 1-7] [Missing=*]
Statistics [NW/ W]	[Valid=468 /-] [Invalid=0 /-]

Value	Label	Cases	Percentage
1	非常不同意	6	1.3%
2	不同意	9	1.9%
3	有點不同意	29	6.2%
4	普通	141	30.1%
5	有點同意	113	24.1%
6	同意	95	20.3%
7	非常同意	75	16.0%

Warning: these figures indicate the number of cases found in the data file. They cannot be interpreted as summary statistics of the population of interest.

a34: 3.3.3 非營利組織董氏基金會感覺(喜歡)

Information	[Type= discrete] [Format=numeric] [Range= 1-7] [Missing=*]
Statistics [NW/ W]	[Valid=468 /-] [Invalid=0 /-]

Value	Label	Cases	Percentage
1	非常不同意	4	0.9%
2	不同意	4	0.9%
3	有點不同意	22	4.7%
4	普通	125	26.7%
5	有點同意	117	25.0%
6	同意	115	24.6%
7	非常同意	81	17.3%

Warning: these figures indicate the number of cases found in the data file. They cannot be interpreted as summary statistics of the population of interest.

File : data

a35: 3.4.1反菸理念的態度(好的)

Information	[Type= discrete] [Format=numeric] [Range= 1-7] [Missing=*]		
Statistics [NW/ W]	[Valid=468 /-] [Invalid=0 /-]		
Value	Label	Cases	Percentage
1	非常不同意	0	
2	不同意	7	1.5%
3	有點不同意	10	2.1%
4	普通	47	10.0%
5	有點同意	76	16.2%
6	同意	139	29.7%
7	非常同意	189	40.4%
<i>Warning: these figures indicate the number of cases found in the data file. They cannot be interpreted as summary statistics of the population of interest.</i>			

a36: 3.4.2反菸理念的態度(有趣的)

Information	[Type= discrete] [Format=numeric] [Range= 1-7] [Missing=*]		
Statistics [NW/ W]	[Valid=468 /-] [Invalid=0 /-]		
Value	Label	Cases	Percentage
1	非常不同意	6	1.3%
2	不同意	9	1.9%
3	有點不同意	23	4.9%
4	普通	87	18.6%
5	有點同意	102	21.8%
6	同意	123	26.3%
7	非常同意	118	25.2%
<i>Warning: these figures indicate the number of cases found in the data file. They cannot be interpreted as summary statistics of the population of interest.</i>			

a37: 3.4.3反菸理念的態度(喜歡)

Information	[Type= discrete] [Format=numeric] [Range= 1-7] [Missing=*]		
Statistics [NW/ W]	[Valid=468 /-] [Invalid=0 /-]		
Value	Label	Cases	Percentage
1	非常不同意	2	0.4%
2	不同意	6	1.3%
3	有點不同意	15	3.2%
4	普通	76	16.2%
5	有點同意	88	18.8%
6	同意	134	28.6%
7	非常同意	147	31.4%
<i>Warning: these figures indicate the number of cases found in the data file. They cannot be interpreted as summary statistics of the population of interest.</i>			