

台灣 (Taiwan, ROC)

黃靜蓉, 國立交通大學傳播與科技學系副教授

新聞媒體品牌化：從供給和需求兩端探究品牌權益和品牌延伸

Study Documentation

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新聞媒體品牌化：從供給和需求兩端探究品牌權益和品牌延伸

Branding among News Media: Producer-based and Customer-based Brand Equity and Brand Extension

Overview	
Type	無
Identification	E10261
Version	Production Date: 2017-03-29
Abstract 本研究企圖採用品牌權益、品牌延伸和開放品牌等理論概念，探究新聞母品牌的關鍵成功因素。研究方法為針對台灣四大報紙本版與網路版讀者所做的問卷調查，共蒐集到907份問卷。研究結果顯示延伸品牌忠誠度、母品牌聯想、母品牌感知品質和品牌組合直接且正向地影響母品牌忠誠度開放品牌和母品牌知覺則必須透過第三變數中介，對母品牌忠誠度產生影響。本研究建議新聞母品牌無須畏懼網路延伸品牌的替代效果，但也不能放棄母品牌的權益建構，兩者加總可以顯著促進新聞母品牌忠誠度。	
Kind of Data	抽樣調查資料 (Sample survey data)

Scope & Coverage	
Time Period(s)	2014
Countries	台灣 (Taiwan, ROC)
Geographic Coverage 台灣地區	
Universe 台灣地區(含外島)年滿15歲，經常使用選定新聞品牌的民眾	

Producers & Sponsors	
Primary Investigator(s)	黃靜蓉，國立交通大學傳播與科技學系副教授
Other Producer(s)	國立交通大學傳播與科技學系
Funding Agency/ies	科技部

Data Collection	
Data Collection Dates	start 2014-05 end 2014-06
Time Period(s)	start 2013-08-01 end 2016-07-31
Data Collection Mode	網路調查 (Internet)

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)	國立交通大學傳播與科技學系
<u>Access Conditions</u> 會員版(一般會員、院內會員)--直接下載	

Files Description

Dataset contains 1 file(s)

data	
# Cases	907
# Variable(s)	76

Variables Group(s)

Dataset contains 4 group(s)

Group 過濾題							
#	Name	Label	Type	Format	Valid	Invalid	Question
1	s1	S1.請問您的年齡區間屬於? (單選)	discrete	numeric-2.0	907	0	-
2	s2	S3.請問您閱覽紙本報紙或 電子新聞網的頻率為何? (單選)	discrete	numeric-2.0	907	0	-
3	s3_1	S3-1.請問您過去曾經閱覽 過哪些品牌的報紙或電子 報?以及閱覽的類型為何? (聯合報)	discrete	numeric-1.0	558	349	-
4	s3_2	S3-2.請問您過去曾經閱覽 過哪些品牌的報紙或電子 報?以及閱覽的類型為何? (中國時報)	discrete	numeric-1.0	459	448	-
5	s3_3	S3-3.請問您過去曾經閱覽 過哪些品牌的報紙或電子 報?以及閱覽的類型為何? (蘋果日報)	discrete	numeric-1.0	703	204	-
6	s3_4	S3-4.請問您過去曾經閱覽 過哪些品牌的報紙或電子 報?以及閱覽的類型為何? (自由時報)	continuous	numeric-2.0	493	414	-
7	s4	S4.承上, 請問您較常閱覽 哪一個品牌的報紙及電子 報?(單選, 注意需同時閱 覽過報紙與電子報才能勾 選)	discrete	numeric-2.0	907	0	-

Group 四大報調查							
#	Name	Label	Type	Format	Valid	Invalid	Question
1	q1_1	Q1-A.我知道____報	discrete	numeric-1.0	907	0	-
2	q1_2	Q1-B.我對於____報不陌生	discrete	numeric-1.0	907	0	-
3	q1_3	Q1-C.我常聽到____報	discrete	numeric-1.0	907	0	-
4	q1_4	Q1-D.____報非常有名	discrete	numeric-1.0	907	0	-
5	q1_5	Q1-E.____報非常醒目	discrete	numeric-1.0	907	0	-
6	q1_6	Q1-F.____報是可信賴的	discrete	numeric-1.0	907	0	-
7	q1_7	Q1-G.____報的品質非常高	discrete	numeric-1.0	907	0	-
8	q1_8	Q1-H.我總是可以指望____ 報, 有一致的高品質	discrete	numeric-1.0	906	1	-
9	q1_9	Q1-I.當我需要查找資訊 時, 我會優先選擇____報	discrete	numeric-1.0	907	0	-
10	q1_10	Q1-J.購買新聞內容時, 比 較起其他相似的新聞品牌 我會最先購買____報的資 訊	discrete	numeric-1.0	907	0	-

#	Name	Label	Type	Format	Valid	Invalid	Question
11	q1_11	Q1-K.比較起其他新聞產品，_____報具有非常高的品質	discrete	numeric-1.0	906	1	-
12	q1_12	Q1-L._____報在相似的新聞產品中是最好的品牌	discrete	numeric-1.0	907	0	-
13	q2_1	Q2-A._____報清楚的傳遞它所代表的意義	discrete	numeric-1.0	905	2	-
14	q2_2	Q2-B._____報的內容傳遞明確的形象	discrete	numeric-1.0	905	2	-
15	q2_3	Q2-C._____報的內容傳遞一致的形象	discrete	numeric-1.0	906	1	-
16	q2_4	Q2-D.我喜歡_____報	discrete	numeric-1.0	906	1	-
17	q2_5	Q2-E.我閱讀_____報的感覺很愉快	discrete	numeric-1.0	906	1	-
18	q2_6	Q2-F.我覺得_____報是份很好的報紙	discrete	numeric-1.0	906	1	-
19	q2_7	Q2-G._____報從其他新聞品牌中脫穎而出	discrete	numeric-1.0	906	1	-
20	q2_8	Q2-H._____報不同於其他新聞品牌	discrete	numeric-1.0	905	2	-
21	q2_9	Q2-I._____報在其他新聞品牌中是獨特的	discrete	numeric-1.0	906	1	-
22	q3_1	Q3-A.我對於_____報感到滿意	discrete	numeric-1.0	907	0	-
23	q3_2	Q3-B.我忠誠於_____報	discrete	numeric-1.0	907	0	-
24	q3_3	Q3-C.我下次還會閱讀_____報	discrete	numeric-1.0	907	0	-
25	q3_4	Q3-D.我未來會持續閱讀_____報	discrete	numeric-1.0	907	0	-
26	q3_5	Q3-E.我會推薦_____報給其他人	discrete	numeric-1.0	907	0	-
27	q3_6	Q3-F.在報紙當中，_____報是我的首選	discrete	numeric-1.0	907	0	-
28	q3_7	Q3-G.相較於其他報紙，我願意花費較多的時間閱讀_____報	discrete	numeric-1.0	907	0	-
29	q4_1	Q4-A._____新聞網有提供網路、行動手機等多媒體平台與內容讓閱聽眾下載	discrete	numeric-1.0	907	0	-
30	q4_2	Q4-B._____新聞網所提供的多媒體平台與內容能讓閱聽眾隨時隨地瀏覽	discrete	numeric-1.0	907	0	-
31	q4_3	Q4-C._____新聞網所提供的多媒體平台和內容能符合閱聽眾的實際需求	discrete	numeric-1.0	907	0	-
32	q4_4	Q4-D._____新聞網所提供的多媒體平台和內容讓閱聽眾覺得很方便	discrete	numeric-1.0	907	0	-
33	q4_5	Q4-E._____新聞網所提供多媒體平台和內容讓閱聽眾覺得很有幫助	discrete	numeric-1.0	906	1	-

#	Name	Label	Type	Format	Valid	Invalid	Question
34	q4_6	Q4-F.當周遭的親友都在閱讀____新聞網時，我也會考慮閱讀____新聞網	discrete	numeric-1.0	907	0	-
35	q4_7	Q4-G.如果有許多人閱讀____新聞網，我會覺得____新聞網是具有一定的品質	discrete	numeric-1.0	907	0	-
36	q5_1	Q5-A.____新聞網提供閱聽眾表達個人意見的服務	discrete	numeric-1.0	907	0	-
37	q5_2	Q5-B.____合新聞網符合閱聽眾的個人需求	discrete	numeric-1.0	907	0	-
38	q5_3	Q5-C.____新聞網有收集閱聽眾使用數據的服務機制	discrete	numeric-1.0	907	0	-
39	q5_4	Q5-D.____新聞網對我而言特別具有吸引力	discrete	numeric-1.0	907	0	-
40	q5_5	Q5-E.____新聞網符合我的生活風格	discrete	numeric-1.0	907	0	-
41	q5_6	Q5-F.____新聞網有提供閱聽眾共同編輯內容的服務	discrete	numeric-1.0	907	0	-
42	q5_7	Q5-G.____新聞網有提供閱聽眾評論之服務	discrete	numeric-1.0	907	0	-
43	q5_8	Q5-H.____新聞網有提供問與答之服務	discrete	numeric-1.0	907	0	-
44	q5_9	Q5-I.____新聞網有論壇、部落格等社群媒體	discrete	numeric-1.0	907	0	-
45	q5_10	Q5-J.____新聞網會主動分享閱聽眾所創造的內容	discrete	numeric-1.0	907	0	-
46	q6_1	Q6-A.我對於____新聞網感到滿意	discrete	numeric-1.0	907	0	-
47	q6_2	Q6-B.我忠誠於____新聞網	discrete	numeric-1.0	906	1	-
48	q6_3	Q6-C.我下次還會閱讀____新聞網	discrete	numeric-1.0	907	0	-
49	q6_4	Q6-D.我未來會持續閱讀____新聞網	discrete	numeric-1.0	906	1	-
50	q6_5	Q6-E.我會推薦____新聞網給其他人	discrete	numeric-1.0	907	0	-
51	q6_6	Q6-F.在網路新聞當中，____新聞網是我的首選	discrete	numeric-1.0	907	0	-
52	q6_7	Q6-G.相較於其他網路新聞，我願意花費較多的時間閱讀____新聞網	discrete	numeric-1.0	906	1	-
53	q7_1	Q7-A.____報跟____新聞網之間有高度的關聯性	discrete	numeric-1.0	907	0	-
54	q7_2	Q7-B.____報與____新聞網之間有高度的相似性	discrete	numeric-1.0	907	0	-
55	q7_3	Q7-C.____報建立____新聞網是合理的	discrete	numeric-1.0	907	0	-
56	q7_4	Q7-D.____報與____新聞網之間有很好的契合度	discrete	numeric-1.0	907	0	-
57	q7_5	Q7-E.____報和____新聞網的新聞內容品質是穩定的	discrete	numeric-1.0	907	0	-

#	Name	Label	Type	Format	Valid	Invalid	Question
58	q7_6	Q7-F.____報和____新聞網所提供的新聞內容都具有一致的品質	discrete	numeric-1.0	907	0	-
59	q7_7	Q7-G.____報和____新聞網的新聞內容品質是可被預期的	discrete	numeric-1.0	907	0	-
60	q7_8	Q7-H.當我閱讀____報時,我也會去閱讀____新聞網	discrete	numeric-1.0	906	1	-
61	q7_9	Q7-I.____報與____新聞網兩者之間有平台連結以及內容共享的功能	discrete	numeric-1.0	907	0	-

Group 基本資料題

#	Name	Label	Type	Format	Valid	Invalid	Question
1	q22_1	Q29.請問您的教育程度為?(單選)	discrete	numeric-1.0	907	0	-
2	q22_2	Q30.請問您目前的職業為?(單選)	discrete	numeric-2.0	907	0	-
3	q22_3	Q30.14. 其他(請說明:_____)	discrete	character-8	8	0	-
4	q22_30	Q30.14. 其他(請說明:_____)	discrete	character-1	0	0	-
5	q22_4	Q31.請問您居住在哪個縣市(單選)	discrete	numeric-2.0	907	0	-
6	q22_5	Q32.請問您個人平均每月收入為(單選)(如:薪資、紅利、加班費、執行業務、收入、自營收入、退休金、零用金等)	discrete	numeric-2.0	892	15	-
7	q22_6	Q33.請問您的性別為(單選)	discrete	numeric-1.0	907	0	-

Group 新增變項

#	Name	Label	Type	Format	Valid	Invalid	Question
1	id	id	continuous	numeric-3.0	907	0	-

Variables Description

Dataset contains 76 variable(s)

File : data			
# id: id			
Information		[Type= continuous] [Format=numeric] [Range= 1-907] [Missing=*]	
Statistics [NW/ W]		[Valid=907 /-] [Invalid=0 /-] [Mean=454 /-] [StdDev=261.973 /-]	
# s1: S1.請問您的年齡區間屬於?(單選)			
Information		[Type= discrete] [Format=numeric] [Range= 1-8] [Missing=*/99]	
Statistics [NW/ W]		[Valid=907 /-] [Invalid=0 /-]	
Value	Label	Cases	Percentage
1	未滿15(結束訪問)	0	
2	15-19	13	<div><div></div></div> 1.4%
3	20-29	113	<div><div></div></div> 12.5%
4	30-39	171	<div><div></div></div> 18.9%
5	40-49	265	<div><div></div></div> 29.2%
6	50-59	207	<div><div></div></div> 22.8%
7	60-69	122	<div><div></div></div> 13.5%
8	70以上	16	<div><div></div></div> 1.8%
99	拒答(結束訪問)	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.			
# s2: S3.請問您閱覽紙本報紙或電子新聞網的頻率為何?(單選)			
Information		[Type= discrete] [Format=numeric] [Range= 1-5] [Missing=*/99]	
Statistics [NW/ W]		[Valid=907 /-] [Invalid=0 /-]	
Value	Label	Cases	Percentage
1	幾乎每天	612	<div><div></div></div> 67.5%
2	一週4~5天	147	<div><div></div></div> 16.2%
3	一週2~3天	99	<div><div></div></div> 10.9%
4	一週1~2天	49	<div><div></div></div> 5.4%
5	一週不到1天(結束訪問)	0	
99	拒答(結束訪問)	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.			
# s3_1: S3-1.請問您過去曾經閱覽過哪些品牌的報紙或電子報?以及閱覽的類型為何?(聯合報)			
Information		[Type= discrete] [Format=numeric] [Range= 1-3] [Missing=*]	
Statistics [NW/ W]		[Valid=558 /-] [Invalid=349 /-]	
Value	Label	Cases	Percentage
1	A. 僅聯合報紙本版	57	<div><div></div></div> 10.2%
2	B. 僅聯合新聞網(udn.com)	54	<div><div></div></div> 9.7%
3	C. 聯合報紙本版與聯合新聞網皆有	447	<div><div></div></div> 80.1%
Sysmiss		349	
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.			
# s3_2: S3-2.請問您過去曾經閱覽過哪些品牌的報紙或電子報?以及閱覽的類型為何?(中國時報)			
Information		[Type= discrete] [Format=numeric] [Range= 4-6] [Missing=*]	
Statistics [NW/ W]		[Valid=459 /-] [Invalid=448 /-]	
Value	Label	Cases	Percentage
4	D. 僅中國時報紙本版	83	<div><div></div></div> 18.1%

File : data

s3_2: S3-2.請問您過去曾經閱覽過哪些品牌的報紙或電子報?以及閱覽的類型為何?(中國時報)

Value	Label	Cases	Percentage
5	E. 僅中時電子報(chinatimes.com)	56	12.2%
6	F. 中國時報紙本版與中時電子報皆有	320	69.7%
Sysmiss		448	

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.

s3_3: S3-3.請問您過去曾經閱覽過哪些品牌的報紙或電子報?以及閱覽的類型為何?(蘋果日報)

Information	[Type= discrete] [Format=numeric] [Range= 7-9] [Missing=*]
Statistics [NW/ W]	[Valid=703 /-] [Invalid=204 /-]

Value	Label	Cases	Percentage
7	G. 僅蘋果日報紙本版	83	11.8%
8	H. 僅蘋果日報新聞網(appledaily.com.tw)	55	7.8%
9	I. 蘋果日報紙本版與蘋果日報新聞網皆有	565	80.4%
Sysmiss		204	

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.

s3_4: S3-4.請問您過去曾經閱覽過哪些品牌的報紙或電子報?以及閱覽的類型為何?(自由時報)

Information	[Type= continuous] [Format=numeric] [Range= 10-12] [Missing=*]
Statistics [NW/ W]	[Valid=493 /-] [Invalid=414 /-]

Value	Label	Cases	Percentage
10	J. 僅自由時報紙本版	129	26.2%
11	K. 僅自由時報新聞網(ltn.com.tw)	38	7.7%
12	L. 自由時報紙本版與自由時報新聞網(ltn.com.tw)皆有	326	66.1%

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.

s4: S4.承上, 請問您較常閱覽哪一個品牌的報紙及電子報?(單選, 注意需同時閱覽過報紙與電子報才能勾選)

Information	[Type= discrete] [Format=numeric] [Range= 1-12] [Missing=*/99]
Statistics [NW/ W]	[Valid=907 /-] [Invalid=0 /-]

Value	Label	Cases	Percentage
1	聯合報與聯合新聞網(udn.com)(跳答到Q1)	0	
2	中國時報與中時電子報(chinatimes.com)(跳答到Q8)	0	
3	蘋果日報與蘋果日報新聞網(appledaily.com.tw)(跳答到Q15)	254	28.0%
4	自由時報與自由時報新聞網(ltn.com.tw)(跳答到Q22)	0	
6		91	10.0%
9		412	45.4%
12		150	16.5%
99	拒答(結束訪問)	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.

q1_1: Q1-A.我知道——報

Information	[Type= discrete] [Format=numeric] [Range= 1-7] [Missing=*]
Statistics [NW/ W]	[Valid=907 /-] [Invalid=0 /-]

Value	Label	Cases	Percentage
1	非常不同意	12	1.3%
2	不同意	4	0.4%
3	有點不同意	3	0.3%

File : data

q1_1: Q1-A.我知道____報

Value	Label	Cases	Percentage
4	沒意見/不知道	20	2.2%
5	有點同意	60	6.6%
6	同意	302	33.3%
7	非常同意	506	55.8%

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.

q1_2: Q1-B.我對於____報不陌生

Information	[Type= discrete] [Format=numeric] [Range= 1-7] [Missing=*]
Statistics [NW/ W]	[Valid=907 /-] [Invalid=0 /-]

Value	Label	Cases	Percentage
1	非常不同意	11	1.2%
2	不同意	4	0.4%
3	有點不同意	2	0.2%
4	沒意見/不知道	19	2.1%
5	有點同意	71	7.8%
6	同意	327	36.1%
7	非常同意	473	52.1%

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.

q1_3: Q1-C.我常聽到____報

Information	[Type= discrete] [Format=numeric] [Range= 1-7] [Missing=*]
Statistics [NW/ W]	[Valid=907 /-] [Invalid=0 /-]

Value	Label	Cases	Percentage
1	非常不同意	12	1.3%
2	不同意	3	0.3%
3	有點不同意	5	0.6%
4	沒意見/不知道	18	2.0%
5	有點同意	61	6.7%
6	同意	341	37.6%
7	非常同意	467	51.5%

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.

q1_4: Q1-D.____報非常有名

Information	[Type= discrete] [Format=numeric] [Range= 1-7] [Missing=*]
Statistics [NW/ W]	[Valid=907 /-] [Invalid=0 /-]

Value	Label	Cases	Percentage
1	非常不同意	11	1.2%
2	不同意	4	0.4%
3	有點不同意	3	0.3%
4	沒意見/不知道	26	2.9%
5	有點同意	73	8.0%
6	同意	342	37.7%
7	非常同意	448	49.4%

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.

File : data

q1_5: Q1-E. _____報非常醒目

Information	[Type= discrete] [Format=numeric] [Range= 1-7] [Missing=*]
Statistics [NW/ W]	[Valid=907 /-] [Invalid=0 /-]

Value	Label	Cases	Percentage
1	非常不同意	12	1.3%
2	不同意	7	0.8%
3	有點不同意	4	0.4%
4	沒意見/不知道	33	3.6%
5	有點同意	129	14.2%
6	同意	346	38.1%
7	非常同意	376	41.5%

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.

q1_6: Q1-F. _____報是可信賴的

Information	[Type= discrete] [Format=numeric] [Range= 1-7] [Missing=*]
Statistics [NW/ W]	[Valid=907 /-] [Invalid=0 /-]

Value	Label	Cases	Percentage
1	非常不同意	11	1.2%
2	不同意	19	2.1%
3	有點不同意	50	5.5%
4	沒意見/不知道	119	13.1%
5	有點同意	230	25.4%
6	同意	303	33.4%
7	非常同意	175	19.3%

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.

q1_7: Q1-G. _____報的品質非常高

Information	[Type= discrete] [Format=numeric] [Range= 1-7] [Missing=*]
Statistics [NW/ W]	[Valid=907 /-] [Invalid=0 /-]

Value	Label	Cases	Percentage
1	非常不同意	10	1.1%
2	不同意	16	1.8%
3	有點不同意	41	4.5%
4	沒意見/不知道	118	13.0%
5	有點同意	246	27.1%
6	同意	306	33.7%
7	非常同意	170	18.7%

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.

q1_8: Q1-H.我總是可以指望_____報， 有一致的高品質

Information	[Type= discrete] [Format=numeric] [Range= 1-7] [Missing=*]
Statistics [NW/ W]	[Valid=906 /-] [Invalid=1 /-]

Value	Label	Cases	Percentage
1	非常不同意	9	1.0%
2	不同意	18	2.0%
3	有點不同意	28	3.1%

File : data




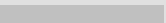
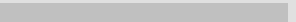
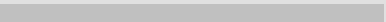
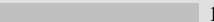
q1_8: Q1-H.我總是可以指望——報，有一致的高品質

Value	Label	Cases	Percentage
4	沒意見/不知道	120	 13.2%
5	有點同意	213	 23.5%
6	同意	331	 36.5%
7	非常同意	187	 20.6%
Sysmiss		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.

q1_9: Q1-I.當我需要查找資訊時，我會優先選擇——報



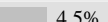


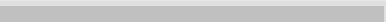
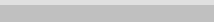
Information	[Type= discrete] [Format=numeric] [Range= 1-7] [Missing=*]
Statistics [NW/ W]	[Valid=907 /-] [Invalid=0 /-]

Value	Label	Cases	Percentage
1	非常不同意	16	 1.8%
2	不同意	21	 2.3%
3	有點不同意	43	 4.7%
4	沒意見/不知道	131	 14.4%
5	有點同意	230	 25.4%
6	同意	307	 33.8%
7	非常同意	159	 17.5%

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.

q1_10: Q1-J.購買新聞內容時，比較起其他相似的新聞品牌我會最先購買——報的資訊




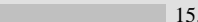
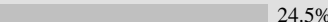
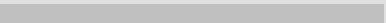
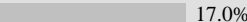
Information	[Type= discrete] [Format=numeric] [Range= 1-7] [Missing=*]
Statistics [NW/ W]	[Valid=907 /-] [Invalid=0 /-]

Value	Label	Cases	Percentage
1	非常不同意	13	 1.4%
2	不同意	16	 1.8%
3	有點不同意	41	 4.5%
4	沒意見/不知道	120	 13.2%
5	有點同意	190	 20.9%
6	同意	335	 36.9%
7	非常同意	192	 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.

q1_11: Q1-K.比較起其他新聞產品， ____報具有非常高的品質

Information	[Type= discrete] [Format=numeric] [Range= 1-7] [Missing=*]
Statistics [NW/ W]	[Valid=906 /-] [Invalid=1 /-]

Value	Label	Cases	Percentage
1	非常不同意	15	 1.7%
2	不同意	20	 2.2%
3	有點不同意	40	 4.4%
4	沒意見/不知道	137	 15.1%
5	有點同意	222	 24.5%
6	同意	318	 35.1%
7	非常同意	154	 17.0%

File : data			
# q1_11: Q1-K.比較起其他新聞產品， ____報具有非常高的品質			
Value	Label	Cases	Percentage
Sysmiss		1	
<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>			
# q1_12: Q1-L. ____報在相似的新聞產品中是最好的品牌			
Information	[Type= discrete] [Format=numeric] [Range= 1-7] [Missing=*]		
Statistics [NW/ W]	[Valid=907 /-] [Invalid=0 /-]		
Value	Label	Cases	Percentage
1	非常不同意	17	1.9%
2	不同意	21	2.3%
3	有點不同意	51	5.6%
4	沒意見/不知道	155	17.1%
5	有點同意	203	22.4%
6	同意	313	34.5%
7	非常同意	147	16.2%
<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>			
# q2_1: Q2-A. ____報清楚的傳遞它所代表的意義			
Information	[Type= discrete] [Format=numeric] [Range= 1-7] [Missing=*]		
Statistics [NW/ W]	[Valid=905 /-] [Invalid=2 /-]		
Value	Label	Cases	Percentage
1	非常不同意	3	0.3%
2	不同意	8	0.9%
3	有點不同意	19	2.1%
4	沒意見/不知道	88	9.7%
5	有點同意	224	24.8%
6	同意	413	45.6%
7	非常同意	150	16.6%
Sysmiss		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>			
# q2_2: Q2-B. ____報的內容傳遞明確的形象			
Information	[Type= discrete] [Format=numeric] [Range= 1-7] [Missing=*]		
Statistics [NW/ W]	[Valid=905 /-] [Invalid=2 /-]		
Value	Label	Cases	Percentage
1	非常不同意	4	0.4%
2	不同意	8	0.9%
3	有點不同意	21	2.3%
4	沒意見/不知道	86	9.5%
5	有點同意	232	25.6%
6	同意	394	43.5%
7	非常同意	160	17.7%
Sysmiss		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>			

File : data			
# q2_3: Q2-C.____報的內容傳遞一致的形象			
Information	[Type= discrete] [Format=numeric] [Range= 1-7] [Missing=*]		
Statistics [NW/ W]	[Valid=906 /-] [Invalid=1 /-]		
Value	Label	Cases	Percentage
1	非常不同意	4	<div><div></div></div> 0.4%
2	不同意	8	<div><div></div></div> 0.9%
3	有點不同意	31	<div><div></div></div> 3.4%
4	沒意見/不知道	97	<div><div></div></div> 10.7%
5	有點同意	240	<div><div></div></div> 26.5%
6	同意	366	<div><div></div></div> 40.4%
7	非常同意	160	<div><div></div></div> 17.7%
Sysmiss		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.			
# q2_4: Q2-D.我喜歡____報			
Information	[Type= discrete] [Format=numeric] [Range= 1-7] [Missing=*]		
Statistics [NW/ W]	[Valid=906 /-] [Invalid=1 /-]		
Value	Label	Cases	Percentage
1	非常不同意	3	<div><div></div></div> 0.3%
2	不同意	14	<div><div></div></div> 1.5%
3	有點不同意	22	<div><div></div></div> 2.4%
4	沒意見/不知道	99	<div><div></div></div> 10.9%
5	有點同意	212	<div><div></div></div> 23.4%
6	同意	346	<div><div></div></div> 38.2%
7	非常同意	210	<div><div></div></div> 23.2%
Sysmiss		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.			
# q2_5: Q2-E.我閱讀____報的感覺很愉快			
Information	[Type= discrete] [Format=numeric] [Range= 1-7] [Missing=*]		
Statistics [NW/ W]	[Valid=906 /-] [Invalid=1 /-]		
Value	Label	Cases	Percentage
1	非常不同意	3	<div><div></div></div> 0.3%
2	不同意	9	<div><div></div></div> 1.0%
3	有點不同意	22	<div><div></div></div> 2.4%
4	沒意見/不知道	110	<div><div></div></div> 12.1%
5	有點同意	221	<div><div></div></div> 24.4%
6	同意	349	<div><div></div></div> 38.5%
7	非常同意	192	<div><div></div></div> 21.2%
Sysmiss		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.			
# q2_6: Q2-F.我覺得____報是份很好的報紙			
Information	[Type= discrete] [Format=numeric] [Range= 1-7] [Missing=*]		
Statistics [NW/ W]	[Valid=906 /-] [Invalid=1 /-]		

File : data

q2_6: Q2-F.我覺得——報是份很好的報紙

Value	Label	Cases	Percentage
1	非常不同意	4	0.4%
2	不同意	12	1.3%
3	有點不同意	27	3.0%
4	沒意見/不知道	127	14.0%
5	有點同意	221	24.4%
6	同意	331	36.5%
7	非常同意	184	20.3%
Sysmiss		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.

q2_7: Q2-G.——報從其他新聞品牌中脫穎而出

Information	[Type= discrete] [Format=numeric] [Range= 1-7] [Missing=*]
Statistics [NW/ W]	[Valid=906 /-] [Invalid=1 /-]

Value	Label	Cases	Percentage
1	非常不同意	4	0.4%
2	不同意	12	1.3%
3	有點不同意	22	2.4%
4	沒意見/不知道	124	13.7%
5	有點同意	214	23.6%
6	同意	359	39.6%
7	非常同意	171	18.9%
Sysmiss		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.

q2_8: Q2-H.——報不同於其他新聞品牌

Information	[Type= discrete] [Format=numeric] [Range= 1-7] [Missing=*]
Statistics [NW/ W]	[Valid=905 /-] [Invalid=2 /-]

Value	Label	Cases	Percentage
1	非常不同意	4	0.4%
2	不同意	6	0.7%
3	有點不同意	18	2.0%
4	沒意見/不知道	119	13.1%
5	有點同意	225	24.9%
6	同意	370	40.9%
7	非常同意	163	18.0%
Sysmiss		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.

q2_9: Q2-I.——報在其他新聞品牌中是獨特的

Information	[Type= discrete] [Format=numeric] [Range= 1-7] [Missing=*]
Statistics [NW/ W]	[Valid=906 /-] [Invalid=1 /-]

Value	Label	Cases	Percentage
1	非常不同意	4	0.4%
2	不同意	8	0.9%

File : data

q2_9: Q2-I. ____報在其他新聞品牌中是獨特的

Value	Label	Cases	Percentage
3	有點不同意	18	<div><div></div></div> 2.0%
4	沒意見/不知道	127	<div><div></div></div> 14.0%
5	有點同意	215	<div><div></div></div> 23.7%
6	同意	353	<div><div></div></div> 39.0%
7	非常同意	181	<div><div></div></div> 20.0%
Sysmiss		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.

q3_1: Q3-A.我對於____報感到滿意

Information	[Type= discrete] [Format=numeric] [Range= 1-7] [Missing=*]
Statistics [NW/ W]	[Valid=907 /-] [Invalid=0 /-]

Value	Label	Cases	Percentage
1	非常不同意	4	<div><div></div></div> 0.4%
2	不同意	11	<div><div></div></div> 1.2%
3	有點不同意	33	<div><div></div></div> 3.6%
4	沒意見/不知道	105	<div><div></div></div> 11.6%
5	有點同意	209	<div><div></div></div> 23.0%
6	同意	390	<div><div></div></div> 43.0%
7	非常同意	155	<div><div></div></div> 17.1%

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.

q3_2: Q3-B.我忠誠於____報

Information	[Type= discrete] [Format=numeric] [Range= 1-7] [Missing=*]
Statistics [NW/ W]	[Valid=907 /-] [Invalid=0 /-]

Value	Label	Cases	Percentage
1	非常不同意	8	<div><div></div></div> 0.9%
2	不同意	28	<div><div></div></div> 3.1%
3	有點不同意	49	<div><div></div></div> 5.4%
4	沒意見/不知道	160	<div><div></div></div> 17.6%
5	有點同意	225	<div><div></div></div> 24.8%
6	同意	289	<div><div></div></div> 31.9%
7	非常同意	148	<div><div></div></div> 16.3%

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.

q3_3: Q3-C.我下次還會閱讀____報

Information	[Type= discrete] [Format=numeric] [Range= 1-7] [Missing=*]
Statistics [NW/ W]	[Valid=907 /-] [Invalid=0 /-]

Value	Label	Cases	Percentage
1	非常不同意	2	<div><div></div></div> 0.2%
2	不同意	3	<div><div></div></div> 0.3%
3	有點不同意	12	<div><div></div></div> 1.3%
4	沒意見/不知道	71	<div><div></div></div> 7.8%
5	有點同意	222	<div><div></div></div> 24.5%
6	同意	379	<div><div></div></div> 41.8%

File : data			
# q3_3: Q3-C.我下次還會閱讀____報			
Value	Label	Cases	Percentage
7	非常同意	218	<div><div></div></div> 24.0%
<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>			
# q3_4: Q3-D.我未來會持續閱讀____報			
Information	[Type= discrete] [Format=numeric] [Range= 1-7] [Missing=*]		
Statistics [NW/ W]	[Valid=907 /-] [Invalid=0 /-]		
Value	Label	Cases	Percentage
1	非常不同意	3	<div><div></div></div> 0.3%
2	不同意	2	<div><div></div></div> 0.2%
3	有點不同意	18	<div><div></div></div> 2.0%
4	沒意見/不知道	87	<div><div></div></div> 9.6%
5	有點同意	224	<div><div></div></div> 24.7%
6	同意	356	<div><div></div></div> 39.3%
7	非常同意	217	<div><div></div></div> 23.9%
<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>			
# q3_5: Q3-E.我會推薦____報給其他人			
Information	[Type= discrete] [Format=numeric] [Range= 1-7] [Missing=*]		
Statistics [NW/ W]	[Valid=907 /-] [Invalid=0 /-]		
Value	Label	Cases	Percentage
1	非常不同意	8	<div><div></div></div> 0.9%
2	不同意	16	<div><div></div></div> 1.8%
3	有點不同意	27	<div><div></div></div> 3.0%
4	沒意見/不知道	209	<div><div></div></div> 23.0%
5	有點同意	196	<div><div></div></div> 21.6%
6	同意	294	<div><div></div></div> 32.4%
7	非常同意	157	<div><div></div></div> 17.3%
<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>			
# q3_6: Q3-F.在報紙當中， ____報是我的首選			
Information	[Type= discrete] [Format=numeric] [Range= 1-7] [Missing=*]		
Statistics [NW/ W]	[Valid=907 /-] [Invalid=0 /-]		
Value	Label	Cases	Percentage
1	非常不同意	9	<div><div></div></div> 1.0%
2	不同意	18	<div><div></div></div> 2.0%
3	有點不同意	43	<div><div></div></div> 4.7%
4	沒意見/不知道	122	<div><div></div></div> 13.5%
5	有點同意	200	<div><div></div></div> 22.1%
6	同意	307	<div><div></div></div> 33.8%
7	非常同意	208	<div><div></div></div> 22.9%
<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>			
# q3_7: Q3-G.相較於其他報紙， 我願意花費較多的時間閱讀____報			
Information	[Type= discrete] [Format=numeric] [Range= 1-7] [Missing=*]		
Statistics [NW/ W]	[Valid=907 /-] [Invalid=0 /-]		

File : data

q3_7: Q3-G.相較於其他報紙，我願意花費較多的時間閱讀——報

Value	Label	Cases	Percentage
1	非常不同意	7	0.8%
2	不同意	16	1.8%
3	有點不同意	39	4.3%
4	沒意見/不知道	115	12.7%
5	有點同意	213	23.5%
6	同意	305	33.6%
7	非常同意	212	23.4%

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.

q4_1: Q4-A.——新聞網有提供網路、行動手機等多媒體平台與內容讓閱聽眾下載

Information	[Type= discrete] [Format=numeric] [Range= 1-7] [Missing=*]
Statistics [NW/ W]	[Valid=907 /-] [Invalid=0 /-]

Value	Label	Cases	Percentage
1	非常不同意	2	0.2%
2	不同意	3	0.3%
3	有點不同意	5	0.6%
4	沒意見/不知道	132	14.6%
5	有點同意	176	19.4%
6	同意	428	47.2%
7	非常同意	161	17.8%

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.

q4_2: Q4-B.——新聞網所提供的多媒體平台與內容能讓閱聽眾隨時隨地瀏覽

Information	[Type= discrete] [Format=numeric] [Range= 1-7] [Missing=*]
Statistics [NW/ W]	[Valid=907 /-] [Invalid=0 /-]

Value	Label	Cases	Percentage
1	非常不同意	2	0.2%
2	不同意	1	0.1%
3	有點不同意	6	0.7%
4	沒意見/不知道	95	10.5%
5	有點同意	215	23.7%
6	同意	428	47.2%
7	非常同意	160	17.6%

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.

q4_3: Q4-C.——新聞網所提供的多媒體平台和內容能符合閱聽眾的實際需求

Information	[Type= discrete] [Format=numeric] [Range= 1-7] [Missing=*]
Statistics [NW/ W]	[Valid=907 /-] [Invalid=0 /-]

Value	Label	Cases	Percentage
1	非常不同意	2	0.2%
2	不同意	4	0.4%
3	有點不同意	13	1.4%
4	沒意見/不知道	135	14.9%
5	有點同意	221	24.4%

File : data			
# q4_3: Q4-C. _____新聞網所提供的多媒體平台和內容能符合閱聽眾的實際需求			
Value	Label	Cases	Percentage
6	同意	396	<div><div></div></div> 43.7%
7	非常同意	136	<div><div></div></div> 15.0%
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.			
# q4_4: Q4-D. _____新聞網所提供的多媒體平台和內容讓閱聽眾覺得很方便			
Information	[Type= discrete] [Format=numeric] [Range= 1-7] [Missing=*]		
Statistics [NW/ W]	[Valid=907 /-] [Invalid=0 /-]		
Value	Label	Cases	Percentage
1	非常不同意	2	<div><div></div></div> 0.2%
2	不同意	2	<div><div></div></div> 0.2%
3	有點不同意	6	<div><div></div></div> 0.7%
4	沒意見/不知道	102	<div><div></div></div> 11.2%
5	有點同意	234	<div><div></div></div> 25.8%
6	同意	411	<div><div></div></div> 45.3%
7	非常同意	150	<div><div></div></div> 16.5%
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.			
# q4_5: Q4-E. _____新聞網所提供多媒體平台和內容讓閱聽眾覺得很有幫助			
Information	[Type= discrete] [Format=numeric] [Range= 1-7] [Missing=*]		
Statistics [NW/ W]	[Valid=906 /-] [Invalid=1 /-]		
Value	Label	Cases	Percentage
1	非常不同意	3	<div><div></div></div> 0.3%
2	不同意	5	<div><div></div></div> 0.6%
3	有點不同意	11	<div><div></div></div> 1.2%
4	沒意見/不知道	146	<div><div></div></div> 16.1%
5	有點同意	211	<div><div></div></div> 23.3%
6	同意	396	<div><div></div></div> 43.7%
7	非常同意	134	<div><div></div></div> 14.8%
Sysmiss		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.			
# q4_6: Q4-F.當周遭的親友都在閱讀_____新聞網時，我也會考慮閱讀_____新聞網			
Information	[Type= discrete] [Format=numeric] [Range= 1-7] [Missing=*]		
Statistics [NW/ W]	[Valid=907 /-] [Invalid=0 /-]		
Value	Label	Cases	Percentage
1	非常不同意	2	<div><div></div></div> 0.2%
2	不同意	11	<div><div></div></div> 1.2%
3	有點不同意	18	<div><div></div></div> 2.0%
4	沒意見/不知道	118	<div><div></div></div> 13.0%
5	有點同意	223	<div><div></div></div> 24.6%
6	同意	397	<div><div></div></div> 43.8%
7	非常同意	138	<div><div></div></div> 15.2%
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.			

File : data

q4_7: Q4-G.如果有許多人閱讀_____新聞網，我會覺得_____新聞網是具有一定的品質

Information	[Type= discrete] [Format=numeric] [Range= 1-7] [Missing=*]
Statistics [NW/ W]	[Valid=907 /-] [Invalid=0 /-]

Value	Label	Cases	Percentage
1	非常不同意	5	0.6%
2	不同意	15	1.7%
3	有點不同意	27	3.0%
4	沒意見/不知道	142	15.7%
5	有點同意	199	21.9%
6	同意	384	42.3%
7	非常同意	135	14.9%

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.

q5_1: Q5-A._____新聞網提供閱聽眾表達個人意見的服務

Information	[Type= discrete] [Format=numeric] [Range= 1-7] [Missing=*]
Statistics [NW/ W]	[Valid=907 /-] [Invalid=0 /-]

Value	Label	Cases	Percentage
1	非常不同意	4	0.4%
2	不同意	5	0.6%
3	有點不同意	10	1.1%
4	沒意見/不知道	156	17.2%
5	有點同意	235	25.9%
6	同意	388	42.8%
7	非常同意	109	12.0%

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.

q5_2: Q5-B._____合新聞網符合閱聽眾的個人需求

Information	[Type= discrete] [Format=numeric] [Range= 1-7] [Missing=*]
Statistics [NW/ W]	[Valid=907 /-] [Invalid=0 /-]

Value	Label	Cases	Percentage
1	非常不同意	2	0.2%
2	不同意	5	0.6%
3	有點不同意	24	2.6%
4	沒意見/不知道	163	18.0%
5	有點同意	253	27.9%
6	同意	347	38.3%
7	非常同意	113	12.5%

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.

q5_3: Q5-C._____新聞網有收集閱聽眾使用數據的服務機制

Information	[Type= discrete] [Format=numeric] [Range= 1-7] [Missing=*]
Statistics [NW/ W]	[Valid=907 /-] [Invalid=0 /-]

Value	Label	Cases	Percentage
1	非常不同意	4	0.4%
2	不同意	3	0.3%
3	有點不同意	14	1.5%

File : data

q5_3: Q5-C. _____新聞網有收集閱聽眾使用數據的服務機制

Value	Label	Cases	Percentage
4	沒意見/不知道	213	<div><div></div></div> 23.5%
5	有點同意	233	<div><div></div></div> 25.7%
6	同意	326	<div><div></div></div> 35.9%
7	非常同意	114	<div><div></div></div> 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.

q5_4: Q5-D. _____新聞網對我而言特別具有吸引力

Information	[Type= discrete] [Format=numeric] [Range= 1-7] [Missing=*]
Statistics [NW/ W]	[Valid=907 /-] [Invalid=0 /-]

Value	Label	Cases	Percentage
1	非常不同意	2	<div><div></div></div> 0.2%
2	不同意	11	<div><div></div></div> 1.2%
3	有點不同意	29	<div><div></div></div> 3.2%
4	沒意見/不知道	134	<div><div></div></div> 14.8%
5	有點同意	270	<div><div></div></div> 29.8%
6	同意	325	<div><div></div></div> 35.8%
7	非常同意	136	<div><div></div></div> 15.0%

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.

q5_5: Q5-E. _____新聞網符合我的生活風格

Information	[Type= discrete] [Format=numeric] [Range= 1-7] [Missing=*]
Statistics [NW/ W]	[Valid=907 /-] [Invalid=0 /-]

Value	Label	Cases	Percentage
1	非常不同意	3	<div><div></div></div> 0.3%
2	不同意	17	<div><div></div></div> 1.9%
3	有點不同意	37	<div><div></div></div> 4.1%
4	沒意見/不知道	135	<div><div></div></div> 14.9%
5	有點同意	272	<div><div></div></div> 30.0%
6	同意	323	<div><div></div></div> 35.6%
7	非常同意	120	<div><div></div></div> 13.2%

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.

q5_6: Q5-F. _____新聞網有提供閱聽眾共同編輯內容的服務

Information	[Type= discrete] [Format=numeric] [Range= 1-7] [Missing=*]
Statistics [NW/ W]	[Valid=907 /-] [Invalid=0 /-]

Value	Label	Cases	Percentage
1	非常不同意	3	<div><div></div></div> 0.3%
2	不同意	3	<div><div></div></div> 0.3%
3	有點不同意	20	<div><div></div></div> 2.2%
4	沒意見/不知道	244	<div><div></div></div> 26.9%
5	有點同意	219	<div><div></div></div> 24.1%
6	同意	318	<div><div></div></div> 35.1%
7	非常同意	100	<div><div></div></div> 11.0%

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.

File : data

q5_7: Q5-G. _____新聞網有提供閱聽眾評論之服務

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

Statistics [NW/ W] [Valid=907 /-] [Invalid=0 /-]

Value	Label	Cases	Percentage
1	非常不同意	2	0.2%
2	不同意	2	0.2%
3	有點不同意	15	1.7%
4	沒意見/不知道	189	20.8%
5	有點同意	237	26.1%
6	同意	347	38.3%
7	非常同意	115	12.7%

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.

# q5_8: Q5-H. _____新聞網有提供問與答之服務			
Information	[Type= discrete] [Format=numeric] [Range= 1-7] [Missing=*]		
Statistics [NW/ W]	[Valid=907 /-] [Invalid=0 /-]		
Value	Label	Cases	Percentage
1	非常不同意	2	0.2%
2	不同意	4	0.4%
3	有點不同意	12	1.3%
4	沒意見/不知道	239	26.4%
5	有點同意	224	24.7%
6	同意	328	36.2%
7	非常同意	98	10.8%
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.			
# q5_9: Q5-I. _____新聞網有論壇、部落格等社群媒體			
Information	[Type= discrete] [Format=numeric] [Range= 1-7] [Missing=*]		
Statistics [NW/ W]	[Valid=907 /-] [Invalid=0 /-]		
Value	Label	Cases	Percentage
1	非常不同意	2	0.2%
2	不同意	3	0.3%
3	有點不同意	10	1.1%
4	沒意見/不知道	182	20.1%
5	有點同意	232	25.6%
6	同意	353	38.9%
7	非常同意	125	13.8%
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.			
# q5_10: Q5-J. _____新聞網會主動分享閱聽眾所創造的內容			
Information	[Type= discrete] [Format=numeric] [Range= 1-7] [Missing=*]		
Statistics [NW/ W]	[Valid=907 /-] [Invalid=0 /-]		
Value	Label	Cases	Percentage
1	非常不同意	3	0.3%
2	不同意	5	0.6%
3	有點不同意	10	1.1%
4	沒意見/不知道	217	23.9%
5	有點同意	229	25.2%
6	同意	331	36.5%
7	非常同意	112	12.3%
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.			
# q6_1: Q6-A.我對於_____新聞網感到滿意			
Information	[Type= discrete] [Format=numeric] [Range= 1-7] [Missing=*]		
Statistics [NW/ W]	[Valid=907 /-] [Invalid=0 /-]		
Value	Label	Cases	Percentage
1	非常不同意	5	0.6%
2	不同意	10	1.1%
3	有點不同意	22	2.4%
4	沒意見/不知道	108	11.9%

# q6_1: Q6-A.我對於____新聞網感到滿意			
Value	Label	Cases	Percentage
5	有點同意	255	<div><div></div></div> 28.1%
6	同意	369	<div><div></div></div> 40.7%
7	非常同意	138	<div><div></div></div> 15.2%
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.			
# q6_2: Q6-B.我忠誠於____新聞網			
Information	[Type= discrete] [Format=numeric] [Range= 1-7] [Missing=*]		
Statistics [NW/ W]	[Valid=906 /-] [Invalid=1 /-]		
Value	Label	Cases	Percentage
1	非常不同意	7	<div><div></div></div> 0.8%
2	不同意	19	<div><div></div></div> 2.1%
3	有點不同意	48	<div><div></div></div> 5.3%
4	沒意見/不知道	150	<div><div></div></div> 16.6%
5	有點同意	249	<div><div></div></div> 27.5%
6	同意	308	<div><div></div></div> 34.0%
7	非常同意	125	<div><div></div></div> 13.8%
Sysmiss		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.			
# q6_3: Q6-C.我下次還會閱讀____新聞網			
Information	[Type= discrete] [Format=numeric] [Range= 1-7] [Missing=*]		
Statistics [NW/ W]	[Valid=907 /-] [Invalid=0 /-]		
Value	Label	Cases	Percentage
1	非常不同意	3	<div><div></div></div> 0.3%
2	不同意	3	<div><div></div></div> 0.3%
3	有點不同意	14	<div><div></div></div> 1.5%
4	沒意見/不知道	94	<div><div></div></div> 10.4%
5	有點同意	242	<div><div></div></div> 26.7%
6	同意	380	<div><div></div></div> 41.9%
7	非常同意	171	<div><div></div></div> 18.9%
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.			
# q6_4: Q6-D.我未來會持續閱讀____新聞網			
Information	[Type= discrete] [Format=numeric] [Range= 1-7] [Missing=*]		
Statistics [NW/ W]	[Valid=906 /-] [Invalid=1 /-]		
Value	Label	Cases	Percentage
1	非常不同意	3	<div><div></div></div> 0.3%
2	不同意	4	<div><div></div></div> 0.4%
3	有點不同意	13	<div><div></div></div> 1.4%
4	沒意見/不知道	108	<div><div></div></div> 11.9%
5	有點同意	248	<div><div></div></div> 27.4%
6	同意	372	<div><div></div></div> 41.1%
7	非常同意	158	<div><div></div></div> 17.4%
Sysmiss		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.			

# q6_5: Q6-E.我會推薦____新聞網給其他人			
Information	[Type= discrete] [Format=numeric] [Range= 1-7] [Missing=*]		
Statistics [NW/ W]	[Valid=907 /-] [Invalid=0 /-]		
Value	Label	Cases	Percentage
1	非常不同意	7	0.8%
2	不同意	16	1.8%
3	有點不同意	29	3.2%
4	沒意見/不知道	204	22.5%
5	有點同意	212	23.4%
6	同意	313	34.5%
7	非常同意	126	13.9%
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.			
# q6_6: Q6-F.在網路新聞當中，____新聞網是我的首選			
Information	[Type= discrete] [Format=numeric] [Range= 1-7] [Missing=*]		
Statistics [NW/ W]	[Valid=907 /-] [Invalid=0 /-]		
Value	Label	Cases	Percentage
1	非常不同意	4	0.4%
2	不同意	14	1.5%
3	有點不同意	42	4.6%
4	沒意見/不知道	141	15.5%
5	有點同意	234	25.8%
6	同意	332	36.6%
7	非常同意	140	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.			
# q6_7: Q6-G.相較於其他網路新聞，我願意花費較多的時間閱讀____新聞網			
Information	[Type= discrete] [Format=numeric] [Range= 1-7] [Missing=*]		
Statistics [NW/ W]	[Valid=906 /-] [Invalid=1 /-]		
Value	Label	Cases	Percentage
1	非常不同意	4	0.4%
2	不同意	12	1.3%
3	有點不同意	32	3.5%
4	沒意見/不知道	137	15.1%
5	有點同意	223	24.6%
6	同意	336	37.1%
7	非常同意	162	17.9%
Sysmiss		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.			
# q7_1: Q7-A.____報跟____新聞網之間有高度的關聯性			
Information	[Type= discrete] [Format=numeric] [Range= 1-7] [Missing=*]		
Statistics [NW/ W]	[Valid=907 /-] [Invalid=0 /-]		
Value	Label	Cases	Percentage
1	非常不同意	3	0.3%
2	不同意	4	0.4%
3	有點不同意	7	0.8%

# q7_1: Q7-A. _____報跟_____新聞網之間有高度的關聯性			
Value	Label	Cases	Percentage
4	沒意見/不知道	106	<div><div></div></div> 11.7%
5	有點同意	230	<div><div></div></div> 25.4%
6	同意	393	<div><div></div></div> 43.3%
7	非常同意	164	<div><div></div></div> 18.1%
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.			
# q7_2: Q7-B. _____報與_____新聞網之間有高度的相似性			
Information	[Type= discrete] [Format=numeric] [Range= 1-7] [Missing=*]		
Statistics [NW/ W]	[Valid=907 /-] [Invalid=0 /-]		
Value	Label	Cases	Percentage
1	非常不同意	3	<div><div></div></div> 0.3%
2	不同意	2	<div><div></div></div> 0.2%
3	有點不同意	8	<div><div></div></div> 0.9%
4	沒意見/不知道	115	<div><div></div></div> 12.7%
5	有點同意	237	<div><div></div></div> 26.1%
6	同意	387	<div><div></div></div> 42.7%
7	非常同意	155	<div><div></div></div> 17.1%
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.			
# q7_3: Q7-C. _____報建立_____新聞網是合理的			
Information	[Type= discrete] [Format=numeric] [Range= 1-7] [Missing=*]		
Statistics [NW/ W]	[Valid=907 /-] [Invalid=0 /-]		
Value	Label	Cases	Percentage
1	非常不同意	3	<div><div></div></div> 0.3%
2	不同意	4	<div><div></div></div> 0.4%
3	有點不同意	9	<div><div></div></div> 1.0%
4	沒意見/不知道	119	<div><div></div></div> 13.1%
5	有點同意	211	<div><div></div></div> 23.3%
6	同意	367	<div><div></div></div> 40.5%
7	非常同意	194	<div><div></div></div> 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.			
# q7_4: Q7-D. _____報與_____新聞網之間有很好的契合度			
Information	[Type= discrete] [Format=numeric] [Range= 1-7] [Missing=*]		
Statistics [NW/ W]	[Valid=907 /-] [Invalid=0 /-]		
Value	Label	Cases	Percentage
1	非常不同意	2	<div><div></div></div> 0.2%
2	不同意	2	<div><div></div></div> 0.2%
3	有點不同意	10	<div><div></div></div> 1.1%
4	沒意見/不知道	133	<div><div></div></div> 14.7%
5	有點同意	223	<div><div></div></div> 24.6%
6	同意	374	<div><div></div></div> 41.2%
7	非常同意	163	<div><div></div></div> 18.0%
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.			
# q7_5: Q7-E. _____報和_____新聞網的新聞內容品質是穩定的			
Information	[Type= discrete] [Format=numeric] [Range= 1-7] [Missing=*]		

# q7_5: Q7-E. _____報和_____新聞網的新聞內容品質是穩定的			
Statistics [NW/ W]		[Valid=907 /-] [Invalid=0 /-]	
Value	Label	Cases	Percentage
1	非常不同意	3	0.3%
2	不同意	8	0.9%
3	有點不同意	13	1.4%
4	沒意見/不知道	129	14.2%
5	有點同意	256	28.2%
6	同意	356	39.3%
7	非常同意	142	15.7%
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.			
# q7_6: Q7-F. _____報和_____新聞網所提供的新聞內容都具有一致的品質			
Information		[Type= discrete] [Format=numeric] [Range= 1-7] [Missing=*]	
Statistics [NW/ W]		[Valid=907 /-] [Invalid=0 /-]	
Value	Label	Cases	Percentage
1	非常不同意	4	0.4%
2	不同意	6	0.7%
3	有點不同意	14	1.5%
4	沒意見/不知道	128	14.1%
5	有點同意	237	26.1%
6	同意	378	41.7%
7	非常同意	140	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.			
# q7_7: Q7-G. _____報和_____新聞網的新聞內容品質是可被預期的			
Information		[Type= discrete] [Format=numeric] [Range= 1-7] [Missing=*]	
Statistics [NW/ W]		[Valid=907 /-] [Invalid=0 /-]	
Value	Label	Cases	Percentage
1	非常不同意	2	0.2%
2	不同意	8	0.9%
3	有點不同意	12	1.3%
4	沒意見/不知道	146	16.1%
5	有點同意	248	27.3%
6	同意	368	40.6%
7	非常同意	123	13.6%
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.			
# q7_8: Q7-H.當我閱讀_____報時，我也會去閱讀_____新聞網			
Information		[Type= discrete] [Format=numeric] [Range= 1-7] [Missing=*]	
Statistics [NW/ W]		[Valid=906 /-] [Invalid=1 /-]	
Value	Label	Cases	Percentage
1	非常不同意	5	0.6%
2	不同意	10	1.1%
3	有點不同意	34	3.8%
4	沒意見/不知道	137	15.1%
5	有點同意	259	28.6%
6	同意	327	36.1%

# q7_8: Q7-H.當我閱讀____報時，我也會去閱讀____新聞網			
Value	Label	Cases	Percentage
7	非常同意	134	<div></div> 14.8%
Sysmiss		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.			
# q7_9: Q7-I.____報與____新聞網兩者之間有平台連結以及內容共享的功能			
Information	[Type= discrete] [Format=numeric] [Range= 1-7] [Missing=*]		
Statistics [NW/ W]	[Valid=907 /-] [Invalid=0 /-]		
Value	Label	Cases	Percentage
1	非常不同意	3	<div></div> 0.3%
2	不同意	2	<div></div> 0.2%
3	有點不同意	9	<div></div> 1.0%
4	沒意見/不知道	146	<div></div> 16.1%
5	有點同意	239	<div></div> 26.4%
6	同意	371	<div></div> 40.9%
7	非常同意	137	<div></div> 15.1%
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.			
# q22_1: Q29.請問您的教育程度為?(單選)			
Information	[Type= discrete] [Format=numeric] [Range= 1-6] [Missing=*]		
Statistics [NW/ W]	[Valid=907 /-] [Invalid=0 /-]		
Value	Label	Cases	Percentage
1	小學及以下	5	<div></div> 0.6%
2	國初中	11	<div></div> 1.2%
3	高中/職	137	<div></div> 15.1%
4	專科/技術學院	189	<div></div> 20.8%
5	大學	415	<div></div> 45.8%
6	碩博士以上	150	<div></div> 16.5%
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.			
# q22_2: Q30.請問您目前的職業為?(單選)			
Information	[Type= discrete] [Format=numeric] [Range= 1-14] [Missing=*]		
Statistics [NW/ W]	[Valid=907 /-] [Invalid=0 /-]		
Value	Label	Cases	Percentage
1	一般白領職員	222	<div></div> 24.5%
2	中階主管	81	<div></div> 8.9%
3	高階主管負責人	36	<div></div> 4.0%
4	?	109	<div></div> 12.0%
5	民意代表、政府人員	0	
6	設計工作/藝術創作人士	8	<div></div> 0.9%
7	自營商	33	<div></div> 3.6%
8	藍領（工人/店員/司機/農林漁牧	60	<div></div> 6.6%
9	軍公教人員	98	<div></div> 10.8%
10	家管	91	<div></div> 10.0%
11	學生	40	<div></div> 4.4%
12	退休	88	<div></div> 9.7%
13	無（待業	33	<div></div> 3.6%

# q22_2: Q30.請問您目前的職業為?(單選)			
Value	Label	Cases	Percentage
14		8	<div></div> 0.9%
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.			
# q22_3: Q30.14. 其他(請說明:_____)			
Information		[Type= discrete] [Format=character] [Missing=*]	
Statistics [NW/ W]		[Valid=8 /-] [Invalid=0 /-]	
Value	Label	Cases	Percentage
SOHO		1	<div></div> 12.5%
SOHO族		1	<div></div> 12.5%
保險業		1	<div></div> 12.5%
兼?家教		1	<div></div> 12.5%
包裝員		1	<div></div> 12.5%
投資股票		1	<div></div> 12.5%
旅遊業		1	<div></div> 12.5%
服務業		1	<div></div> 12.5%
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.			
# q22_30: Q30.14. 其他(請說明:_____)			
Information		[Type= discrete] [Format=character] [Missing=*]	
Statistics [NW/ W]		[Valid=0 /-] [Invalid=0 /-]	
# q22_4: Q31.請問您居住在哪個縣市(單選)			
Information		[Type= discrete] [Format=numeric] [Range= 1-99] [Missing=*]	
Statistics [NW/ W]		[Valid=907 /-] [Invalid=0 /-]	
Value	Label	Cases	Percentage
1	基隆市	6	<div></div> 0.7%
2	台北市	118	<div></div> 13.0%
3	新北市	133	<div></div> 14.7%
4	桃園縣	58	<div></div> 6.4%
5	新竹縣市	27	<div></div> 3.0%
6	苗栗縣	5	<div></div> 0.6%
7	台中市	155	<div></div> 17.1%
8	彰化縣	41	<div></div> 4.5%
9	南投縣	8	<div></div> 0.9%
10	雲林縣	24	<div></div> 2.6%
11	嘉義縣市	28	<div></div> 3.1%
12	台南市	86	<div></div> 9.5%
13	高雄市	140	<div></div> 15.4%
14	屏東縣	13	<div></div> 1.4%
15	台東縣	6	<div></div> 0.7%
16	花蓮縣	36	<div></div> 4.0%
17	宜蘭縣	11	<div></div> 1.2%
18	離島地區	8	<div></div> 0.9%
99		4	<div></div> 0.4%
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.			

q22_5: Q32.請問您個人平均每月收入為(單選)(如:薪資、紅利、加班費、執行業務、收入、自營收入、退休金、零用金等)

Information	[Type= discrete] [Format=numeric] [Range= 1-10] [Missing=*/99]
Statistics [NW/ W]	[Valid=892 /-] [Invalid=15 /-]

Value	Label	Cases	Percentage
1	無經常性收入	73	8.2%
2	未滿2萬元	55	6.2%
3	2萬元以上, 未滿3萬元	138	15.5%
4	3萬元以上, 未滿5萬元	275	30.8%
5	5萬元以上, 未滿7萬元	165	18.5%
6	7萬元以上, 未滿10萬元	95	10.7%
7	10萬元以上, 未滿13萬元	32	3.6%
8	13萬元以上, 未滿15萬元	6	0.7%
9	15萬元以上	31	3.5%
10		22	2.5%
99	拒答	15	

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.

q22_6: Q33.請問您的性別為(單選)

Information	[Type= discrete] [Format=numeric] [Range= 1-2] [Missing=*]
Statistics [NW/ W]	[Valid=907 /-] [Invalid=0 /-]

Value	Label	Cases	Percentage
1	男	450	49.6%
2	女	457	50.4%

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.