

台灣 (Taiwan, ROC)

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傳統市場生鮮肉品包裝資訊與需求之調查研究

Study Documentation

October 13, 2016

Metadata Production

Metadata Producer(s)	學術調查研究資料庫(Survey Research Data Archive) (SRDA) , 中央研究院人社中心調查研究 專題中心 , DDI文件製作
Production Date	October 11, 2016
Version	2.0版, 參考IHSN Nesstar Template修改
Identification	E10350

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傳統市場生鮮肉品包裝資訊與需求之調查研究

A Study of Fresh Raw Meat Packaging Information and Demand at Wet Markets

Overview	
Type	無
Identification	E10350
Version	Production Date: 2016-10-11 v1.0 釋出第一版
Abstract 本研究旨在探討一般消費者在傳統市場對於生鮮肉品之選擇，是否對傳統市場肉品資訊有潛在需求，並且哪些肉品資訊是最需要的，而肉品資訊需求與消費者的購買行為有何關係。本研究採用焦點團體訪談法與問卷調查法探討消費者的肉品資訊需求，透過網路及街訪平板問卷收集方式共獲得2,381 個有效樣本數。 在問卷調查法檢測結果顯示肉品部位、肉品種類、CAS 電宰豬肉、產地或產地來源國以及保存方式說明等資訊為前五大影響消費者的購買意願，而消費者對於不同資訊的提供與願付價格關係中也以有無瘦肉精檢驗資訊為最高（平均每斤約願多付\$6）、產地來源則平均約願多付\$5.5、宰殺日期與時間則約願多付\$5 以及營養資訊僅約願多付\$3.5。盡管如此，傳統市場主要客群，如家庭主婦，普遍比一般消費者並不會願意多付額外購買成本去獲得產品資訊，因此，針對傳統市場肉品資訊需求研究應須進一步探討主要傳統市場族群的需求，並加入實地實驗設計以能直接觀察消費者對架上資訊的反應。	
Kind of Data	抽樣調查資料 (Sample survey data)
Unit of Analysis	個人

Scope & Coverage	
Time Period(s)	2015
Countries	台灣 (Taiwan, ROC)
Geographic Coverage 台灣地區	
Universe 最近一年內，曾到傳統市場購買豬肉、牛肉、羊肉、雞肉等肉類產品的消費者	

Producers & Sponsors	
Primary Investigator(s)	楊上禾，國立中興大學生物產業管理研究所
Other Producer(s)	國立中興大學生物產業管理研究所

Sampling	
Sampling Procedure 透過網路及街訪平板問卷收集方式共獲得2,381 個有效樣本數	

Data Collection	
Data Collection Dates	start 2015-07-01 end 2015-07-31 start 2015-08-01

	end 2015-08-07
Time Period(s)	start 2014-08-01 end 2015-07-31
Data Collection Mode	面對面訪問 (Face-to-face Interviews)及網路調查 (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)	國立中興大學生物產業管理研究所

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	2382
# Variable(s)	131

Variables Group(s)

Dataset contains 3 group(s)

Group 肉品消費經驗及習慣							
#	Name	Label	Type	Format	Valid	Invalid	Question
1	cook_at_home	請問您平均一週在家開伙次數?	discrete	numeric-2.0	2342	40	-
2	eat_out	請問您平均一週外食次數?	discrete	numeric-2.0	2342	40	-
3	main_shopper	請問您是否為家中主要的買菜者嗎?	discrete	numeric-3.0	2381	1	-
4	buy_before	最近一年內, 請問您是否有到傳統市場買過豬肉、雞肉或牛肉?	discrete	numeric-1.0	2381	1	-
5	dist_2_tradM	離住家最近的傳統市場大概多遠?	discrete	numeric-1.0	2381	1	-
6	freq_2_tradM	請問您到傳統市場購買食材的頻率或次數大約為?	discrete	numeric-1.0	2381	1	-
7	shoptime_tradM	在平日時, 請問您在傳統市場購買食材平均約耗費多長時間完成?	discrete	numeric-1.0	2360	22	-
8	trad_guenvi_sani	您個人選擇到傳統市場購買食材的最重要的原因為? 環境衛生良好(複選題)	discrete	numeric-1.0	2381	1	-
9	trad_fresh_choice	您個人選擇到傳統市場購買食材的最重要的原因為? 新鮮多樣(複選題)	discrete	numeric-1.0	2381	1	-
10	trad_attract_pack	您個人選擇到傳統市場購買食材的最重要的原因為? 包裝精美(複選題)	discrete	numeric-1.0	2381	1	-
11	trad_prod_info	您個人選擇到傳統市場購買食材的最重要的原因為? 產品資訊標示(複選題)	discrete	numeric-1.0	2381	1	-
12	trad_custom_serv	您個人選擇到傳統市場購買食材的最重要的原因為? 客製化服務(複選題)	discrete	numeric-1.0	2381	1	-
13	trad_after_serv	您個人選擇到傳統市場購買食材的最重要的原因為? 售後服務(複選題)	discrete	numeric-1.0	2381	1	-
14	trad_flex_schedul	您個人選擇到傳統市場購買食材的最重要的原因為? 採買時間選擇較彈性(複選題)	discrete	numeric-1.0	2381	1	-
15	trad_close_place	您個人選擇到傳統市場購買食材的最重要的原因為? 離家近(複選題)	discrete	numeric-1.0	2381	1	-
16	trad_brand_signag	您個人選擇到傳統市場購買食材的最重要的原因為? 品牌或招牌信度(複選題)	discrete	numeric-1.0	2381	1	-
17	trad_refrig equip	您個人選擇到傳統市場購買食材的最重要的原因為? 冷藏設備(複選題)	discrete	numeric-1.0	2381	1	-

#	Name	Label	Type	Format	Valid	Invalid	Question
18	trad_free_bonus	您個人選擇到傳統市場購買食材的最重要的原因為？ 配料贈送(複選題)	discrete	numeric-1.0	2381	1	-
19	trad_sale_event	您個人選擇到傳統市場購買食材的最重要的原因為？ 較便宜或特價活動(複選題)	discrete	numeric-1.0	2381	1	-
20	trad_manage_volu	您個人選擇到傳統市場購買食材的最重要的原因為？ 較易調配所需採買的量(複選題)	discrete	numeric-1.0	2381	1	-
21	trad_hospitality	您個人選擇到傳統市場購買食材的最重要的原因為？ 有人情味(複選題)	discrete	numeric-1.0	2381	1	-
22	trad_more_sellers	您個人選擇到傳統市場購買食材的最重要的原因為？ 有較多攤可供選擇(複選題)	discrete	numeric-1.0	2381	1	-
23	dist_2_supM	離住家最近的超級市場大概多遠？	discrete	numeric-1.0	2369	13	-
24	freq_2_supM	請問您到超級市場購買食材的頻率大約為？	discrete	numeric-1.0	2369	13	-
25	shoptime_supM	在平日時，請問您在超級市場購買食材平均大概耗費多長時間完成？	discrete	numeric-1.0	2308	74	-
26	sup_guenvi_sani	您個人選擇到超級市場購買食材的最重要的原因為？ 環境衛生良好(複選題)	discrete	numeric-1.0	2381	1	-
27	sup_fresh_choice	您個人選擇到超級市場購買食材的最重要的原因為？ 新鮮多樣(複選題)	discrete	numeric-1.0	2381	1	-
28	sup_attract_pack	您個人選擇到超級市場購買食材的最重要的原因為？ 包裝精美(複選題)	discrete	numeric-1.0	2381	1	-
29	sup_prod_info	您個人選擇到超級市場購買食材的最重要的原因為？ 產品資訊標示(複選題)	discrete	numeric-1.0	2381	1	-
30	sup_custom_serv	您個人選擇到超級市場購買食材的最重要的原因為？ 客製化服務(複選題)	discrete	numeric-1.0	2381	1	-
31	sup_after_serv	您個人選擇到超級市場購買食材的最重要的原因為？ 售後服務(複選題)	discrete	numeric-1.0	2381	1	-
32	sup_flex_schedule	您個人選擇到超級市場購買食材的最重要的原因為？ 採買時間選擇較彈性(複選題)	discrete	numeric-1.0	2381	1	-
33	sup_close_place	您個人選擇到超級市場購買食材的最重要的原因為？ 離家近(複選題)	discrete	numeric-1.0	2381	1	-
34	sup_brand_signag	您個人選擇到超級市場購買食材的最重要的原因為？ 品牌或招牌信任度(複選題)	discrete	numeric-1.0	2381	1	-

#	Name	Label	Type	Format	Valid	Invalid	Question
35	sup_refrig_equip	您個人選擇到超級市場購買食材的最重要的原因為? 冷藏設備(複選題)	discrete	numeric-1.0	2381	1	-
36	sup_free_bonus	您個人選擇到超級市場購買食材的最重要的原因為? 配料贈送(複選題)	discrete	numeric-1.0	2381	1	-
37	sup_sale_event	您個人選擇到超級市場購買食材的最重要的原因為? 較便宜或特價活動(複選題)	discrete	numeric-1.0	2381	1	-
38	sup_manage_volu	您個人選擇到超級市場購買食材的最重要的原因為? 較易調配所需採買的量(複選題)	discrete	numeric-1.0	2381	1	-
39	sup_hospitality	您個人選擇到超級市場購買食材的最重要的原因為? 有人情味(複選題)	discrete	numeric-1.0	2381	1	-
40	sup_more_sellers	您個人選擇到超級市場購買食材的最重要的原因為? 有較多攤可供選擇(複選題)	discrete	numeric-1.0	2381	1	-
41	when2shop	您覺得您最經常選在甚麼時候購買所需食材?	discrete	numeric-1.0	2332	50	-
42	behavior_volumn	您最常購買食材的習慣是?	discrete	numeric-1.0	2332	50	-
43	freq_buy_pork	請問您在過去1年內購買肉品種類的頻率大約為?豬肉	discrete	numeric-1.0	2332	50	-
44	freq_buy_chicken	請問您在過去1年內購買肉品種類的頻率大約為?雞肉	discrete	numeric-1.0	2332	50	-
45	freq_buy_duck	請問您在過去1年內購買肉品種類的頻率大約為?鴨肉	discrete	numeric-1.0	2332	50	-
46	freq_buy_fish	請問您在過去1年內購買肉品種類的頻率大約為?魚肉	discrete	numeric-1.0	2332	50	-
47	freq_buy_beef	請問您在過去1年內購買肉品種類的頻率大約為?牛肉	discrete	numeric-1.0	2332	50	-
48	freq_buy_mutton	請問您在過去1年內購買肉品種類的頻率大約為?羊肉	discrete	numeric-1.0	2332	50	-
49	freq_buy_po_bell	請問您在過去1年內購買肉品種類的頻率大約為?五花肉(三層肉)	discrete	numeric-1.0	2332	50	-
50	freq_buy_tenderlo	請問您在過去1年內購買肉品種類的頻率大約為?里肌肉	discrete	numeric-1.0	2332	50	-
51	freq_buy_ribs	請問您在過去1年內購買肉品種類的頻率大約為?豬肋排	discrete	numeric-1.0	2332	50	-
52	freq_buy_bone	請問您在過去1年內購買肉品種類的頻率大約為?大骨	discrete	numeric-1.0	2332	50	-
53	freq_buy_bostonb	請問您在過去1年內購買肉品種類的頻率大約為?梅花肉	discrete	numeric-1.0	2332	50	-
54	freq_buy_legs	請問您在過去1年內購買肉品種類的頻率大約為?前後腿肉	discrete	numeric-1.0	2332	50	-

#	Name	Label	Type	Format	Valid	Invalid	Question
55	deci_butc_signage	在傳統市場選擇所要購買的肉攤時,請依重要性程度勾選下列會影響您選擇的因素: 肉攤招牌名稱	discrete	numeric-1.0	2319	63	-
56	deci_butc_sanitary	在傳統市場選擇所要購買的肉攤時,請依重要性程度勾選下列會影響您選擇的因素: 環境衛生	discrete	numeric-1.0	2319	63	-
57	deci_butc_trust	在傳統市場選擇所要購買的肉攤時,請依重要性程度勾選下列會影響您選擇的因素: 肉販商給人信任感	discrete	numeric-1.0	2319	63	-
58	deci_butc_lots_pe	在傳統市場選擇所要購買的肉攤時,請依重要性程度勾選下列會影響您選擇的因素: 購買人潮多	discrete	numeric-1.0	2319	63	-
59	deci_butc_recomm	在傳統市場選擇所要購買的肉攤時,請依重要性程度勾選下列會影響您選擇的因素: 親友推薦	discrete	numeric-1.0	2319	63	-
60	deci_butc_facility	在傳統市場選擇所要購買的肉攤時,請依重要性程度勾選下列會影響您選擇的因素: 肉攤設施良好	discrete	numeric-1.0	2319	63	-
61	potential_serv_sel	在傳統市場,請依重要性程度勾選肉販商可能提供服務項目的重要性: 可自行挑肉	discrete	numeric-1.0	2319	63	-
62	potential_serv_cus	在傳統市場,請依重要性程度勾選肉販商可能提供服務項目的重要性: 客製化服務	discrete	numeric-1.0	2319	63	-
63	potential_serv_ref	在傳統市場,請依重要性程度勾選肉販商可能提供服務項目的重要性: 有冰庫供借存放	discrete	numeric-1.0	2319	63	-
64	potential_serv_eco	在傳統市場,請依重要性程度勾選肉販商可能提供服務項目的重要性: 信用卡或電子錢包結帳	discrete	numeric-1.0	2319	63	-
65	potential_serv_coc	在傳統市場,請依重要性程度勾選肉販商可能提供服務項目的重要性: 烹飪建議	discrete	numeric-1.0	2319	63	-
66	potential_serv_mco	在傳統市場,請依重要性程度勾選肉販商可能提供服務項目的重要性: 肉品等級分類	discrete	numeric-1.0	2319	63	-
67	safety_relation_cc	在傳統市場,請勾選下列肉品判斷方式與肉品安全的相關性為何?肉品色澤	discrete	numeric-1.0	2308	74	-
68	safety_relation_to	在傳統市場,請勾選下列肉品判斷方式與肉品安全的相關性為何?肉品觸感	discrete	numeric-1.0	2308	74	-
69	safety_relation_sn	在傳統市場,請勾選下列肉品判斷方式與肉品安全的相關性為何?肉品氣味	discrete	numeric-1.0	2308	74	-

#	Name	Label	Type	Format	Valid	Invalid	Question
70	safety_relation_pr	在傳統市場,請勾選下列肉品判斷方式與肉品安全的相關性為何?價格	discrete	numeric-1.0	2308	74	-
71	safety_relation_ce	在傳統市場,請勾選下列肉品判斷方式與肉品安全的相關性為何?驗證報告	discrete	numeric-1.0	2308	74	-
72	safety_relation_tv	在傳統市場,請勾選下列肉品判斷方式與肉品安全的相關性為何?電視資訊(如:美食或新聞)	discrete	numeric-1.0	2308	74	-
73	safety_relation_bu	在傳統市場,請勾選下列肉品判斷方式與肉品安全的相關性為何?老闆提供的資訊與知識	discrete	numeric-1.0	2308	74	-
74	safety_relation_co	在傳統市場,請勾選下列肉品判斷方式與肉品安全的相關性為何?有冷藏設備	discrete	numeric-1.0	2308	74	-
75	behavior_useecard	請依頻率高低勾選下列符合您習慣之選項?我會用悠遊卡或一卡通做消費動作	discrete	numeric-1.0	2308	74	-
76	behavior_shop4lo	請依頻率高低勾選下列符合您習慣之選項?我會貨比三家尋找最低價	discrete	numeric-1.0	2308	74	-
77	behavior_volunte	請依頻率高低勾選下列符合您習慣之選項?我有擔任志工服務	discrete	numeric-1.0	2308	74	-
78	behavior_health_r	請依頻率高低勾選下列符合您習慣之選項?我會吸收營養資訊並攝取相關營養食品	discrete	numeric-1.0	2308	74	-
79	behavior_organic	請依頻率高低勾選下列符合您習慣之選項?我會挑選"有機"標示的農產品	discrete	numeric-1.0	2308	74	-
80	behavior_local	請依頻率高低勾選下列符合您習慣之選項?我會挑選有標示"在地"的農產品	discrete	numeric-1.0	2308	74	-
81	buyInten_info_pro	就您在傳統市場的購買經驗中,是否曾碰過有肉品資訊的提供?	discrete	numeric-1.0	2303	79	-

Group 傳統市場肉品資訊需求

#	Name	Label	Type	Format	Valid	Invalid	Question
1	buyInten_trace_in	請問下列哪些肉品資訊在傳統市場的提供能增進購買肉品的意願?農場資訊或可追蹤資訊(複選題)	discrete	numeric-1.0	2381	1	-
2	buyInten_meat_ty	請問下列哪些肉品資訊在傳統市場的提供能增進購買肉品的意願?肉品種類(白雞、黑雞、放山雞、白豬、黑豬等)(複選題)	discrete	numeric-1.0	2381	1	-
3	buyInten_meat_cu	請問下列哪些肉品資訊在傳統市場的提供能增進購買肉品的意願?肉品部位(複選題)	discrete	numeric-1.0	2381	1	-

#	Name	Label	Type	Format	Valid	Invalid	Question
4	buyInten_rearing	請問下列哪些肉品資訊在傳統市場的提供能增進購買肉品的意願?飼養方式(複選題)	discrete	numeric-1.0	2381	1	-
5	buyInten_growth	請問下列哪些肉品資訊在傳統市場的提供能增進購買肉品的意願?瘦肉精或生長激素資訊提供(複選題)	discrete	numeric-1.0	2381	1	-
6	buyInten_nutrition	請問下列哪些肉品資訊在傳統市場的提供能增進購買肉品的意願?營養標示與卡路里(複選題)	discrete	numeric-1.0	2381	1	-
7	buyInten_fat_lean	請問下列哪些肉品資訊在傳統市場的提供能增進購買肉品的意願?肥瘦肉比(複選題)	discrete	numeric-1.0	2381	1	-
8	buyInten_defrosted	請問下列哪些肉品資訊在傳統市場的提供能增進購買肉品的意願?解凍肉標示(複選題)	discrete	numeric-1.0	2381	1	-
9	buyInten_experience	請問下列哪些肉品資訊在傳統市場的提供能增進購買肉品的意願?製造期限或有效期限(複選題)	discrete	numeric-1.0	2381	1	-
10	buyInten_cas_slau	請問下列哪些肉品資訊在傳統市場的提供能增進購買肉品的意願?CAS電宰豬肉(複選題)	discrete	numeric-1.0	2381	1	-
11	buyInten_humane	請問下列哪些肉品資訊在傳統市場的提供能增進購買肉品的意願?是否人道宰殺(複選題)	discrete	numeric-1.0	2381	1	-
12	buyInten_origin	請問下列哪些肉品資訊在傳統市場的提供能增進購買肉品的意願?產地或產地國來源(複選題)	discrete	numeric-1.0	2381	1	-
13	buyInten_cooking	請問下列哪些肉品資訊在傳統市場的提供能增進購買肉品的意願?肉品烹調方式建議(複選題)	discrete	numeric-1.0	2381	1	-
14	buyInten_preserve	請問下列哪些肉品資訊在傳統市場的提供能增進購買肉品的意願?肉品處理說明(如:保存方式)(複選題)	discrete	numeric-1.0	2381	1	-
15	odd_even	為幫助本研究分組, 請問您最經常使用的電話號碼最後一碼為? 偶數(如:0,2,4,6,8) 奇數(如:1,3,5,7,9)	discrete	numeric-1.0	2381	1	-
16	knew_market_price	請問您是否知道最近的五花肉一斤大約多少錢?	discrete	numeric-1.0	1453	929	-
17	wtp_slaughter_date	若傳統市場提供宰殺日期, 每斤五花肉我願意多付—元	discrete	character-9	2298	0	-
18	wtp_traceability_in	若傳統市場提供生產履歷, 每斤五花肉我願意多付—元	discrete	character-9	2298	0	-

#	Name	Label	Type	Format	Valid	Invalid	Question
19	wtp_growth_horn	若傳統市場提供瘦肉精檢驗，每斤五花肉我願意多付__元	discrete	character-9	2298	0	-
20	wtp_nutritionlabel	若傳統市場提供營養標示，每斤五花肉我願意多付__元	discrete	character-9	2298	0	-
21	wtpm_slaughter_c	宰殺日期之願付價格區間之中間值	continuous	numeric-7.4	2381	1	-
22	wtpm_traceability	生產履歷之願付價格區間之中間值	continuous	numeric-7.4	2381	1	-
23	wtpm_growth_horn	瘦肉精檢驗之願付價格區間之中間值	continuous	numeric-8.5	2381	1	-
24	wtpm_nutritionlabel	營養標示之願付價格區間之中間值	continuous	numeric-8.5	2381	1	-
25	lwtp_slaughter_da	宰殺日期之願付價格區間之下限值	continuous	numeric-6.3	1882	500	-
26	uwtp_slaughter_d	宰殺日期之願付價格區間之上限值	continuous	numeric-6.3	2288	94	-
27	lwtp_traceability_i	生產履歷之願付價格區間之下限值	continuous	numeric-7.4	1991	391	-
28	uwtp_traceability_i	生產履歷之願付價格區間之上限值	continuous	numeric-7.4	2274	108	-
29	lwtp_growth_horn	瘦肉精檢驗之願付價格區間之下限值	continuous	numeric-8.5	2054	328	-
30	uwtp_growth_horn	瘦肉精檢驗之願付價格區間之上限值	continuous	numeric-8.5	2247	135	-
31	lwtp_nutritionlabel	營養標示之願付價格區間之下限值	continuous	numeric-8.5	1502	880	-
32	uwtp_nutritionlabel	營養標示之願付價格區間之上限值	continuous	numeric-8.5	2326	56	-

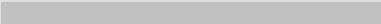




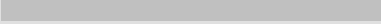
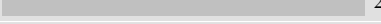
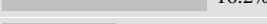
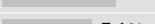
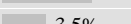



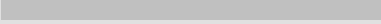

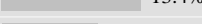

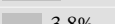


Group 基本資料

#	Name	Label	Type	Format	Valid	Invalid	Question
1	id	問卷樣本來源	discrete	numeric-1.0	2381	1	-
2	female	請問您的性別為?	discrete	numeric-1.0	2381	1	-
3	race	您認為您自己是哪一族群?	discrete	numeric-1.0	2381	1	-
4	religion	請問您個人的宗教信仰是?	discrete	numeric-1.0	2373	9	-
5	age	請問您今年幾歲?	continuous	numeric-8.5	2381	1	-
6	education	請問您的學歷為?	continuous	numeric-8.5	2381	1	-
7	cate_job	請問您的職業?	discrete	numeric-1.0	2381	1	-
8	fam_income	每月家庭平均所得?	continuous	numeric-9.2	2381	1	-
9	region	請問您現在居住在哪個縣市?	discrete	numeric-1.0	2380	2	-
10	urban_country	您目前所居住的區域為?	discrete	numeric-1.0	2381	1	-
11	marriage	請問您的婚姻狀況?	discrete	numeric-1.0	2381	1	-
12	num_family	請問您家中成員有幾位(包含您自己)?	discrete	numeric-1.0	2381	1	-

#	Name	Label	Type	Format	Valid	Invalid	Question
13	spouse	除了您以外,請問您家中主要成員還有?伴侶/另一半(家中成員還包括)(複選題)	discrete	numeric-1.0	2381	1	-
14	kids	除了您以外,請問您家中主要成員還有?小孩(家中成員還包括)(複選題)	discrete	numeric-1.0	2381	1	-
15	grand_kids	除了您以外,請問您家中主要成員還有?孫子(家中成員還包括)(複選題)	discrete	numeric-1.0	2381	1	-
16	parents	除了您以外,請問您家中主要成員還有?父母(家中成員還包括)(複選題)	discrete	numeric-1.0	2381	1	-
17	grand_parents	除了您以外,請問您家中主要成員還有?祖父母(家中成員還包括)(複選題)	discrete	numeric-1.0	2381	1	-
18	sibling	除了您以外,請問您家中主要成員還有?兄弟姊妹(家中成員還包括)(複選題)	discrete	numeric-1.0	2381	1	-

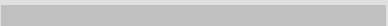
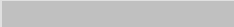
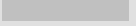
Variables Description

Dataset contains 131 variable(s)

File : data			
# id: 問卷樣本來源			
Information	[Type= discrete] [Format=numeric] [Range= 1-4] [Missing=*]		
Statistics [NW/ W]	[Valid=2381 /-] [Invalid=1 /-]		
Value	Label	Cases	Percentage
1	Em Cash	1799	 75.6%
2	iPad M	143	 6.0%
3	FB	280	 11.8%
4	iPad G	159	 6.7%
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>			
# cook_at_home: 請問您平均一週在家開伙次數?			
Information	[Type= discrete] [Format=numeric] [Range= 0-24] [Missing=*]		
Statistics [NW/ W]	[Valid=2342 /-] [Invalid=40 /-]		
Value	Label	Cases	Percentage
0	0次	59	 2.5%
2	1-3次	713	 30.4%
5	4-6次	673	 28.7%
8	7-9次	380	 16.2%
11	10-12次	211	 9.0%
14	13-15次	166	 7.1%
17	16-18次	81	 3.5%
20	19-21次	59	 2.5%
24	22次以上	0	
Sysmiss		40	
<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>			
# eat_out: 請問您平均一週外食次數?			
Information	[Type= discrete] [Format=numeric] [Range= 0-24] [Missing=*]		
Statistics [NW/ W]	[Valid=2342 /-] [Invalid=40 /-]		
Value	Label	Cases	Percentage
0	0次	83	 3.5%
2	1-3次	866	 37.0%
5	4-6次	606	 25.9%
8	7-9次	314	 13.4%
11	10-12次	215	 9.2%
14	13-15次	133	 5.7%
17	16-18次	89	 3.8%
20	19-21次	36	 1.5%
24	22次以上	0	
Sysmiss		40	
<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>			
# main_shopper: 請問您是否為家中主要的買菜者嗎?			
Information	[Type= discrete] [Format=numeric] [Range= 1-999] [Missing=*]		
Statistics [NW/ W]	[Valid=2381 /-] [Invalid=1 /-]		

File : data

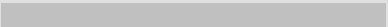
main_shopper: 請問您是否為家中主要的買菜者嗎？

Value	Label	Cases	Percentage
1	經常是	1223	 51.4%
2	有時候是	754	 31.7%
3	不是	404	 17.0%
999	其他	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.

buy_before: 最近一年內，請問您是否有到傳統市場買過豬肉、雞肉或牛肉？

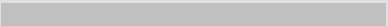
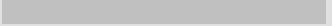
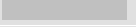



Information	[Type= discrete] [Format=numeric] [Range= 1-1] [Missing=*]
Statistics [NW/ W]	[Valid=2381 /-] [Invalid=1 /-]

Value	Label	Cases	Percentage
1	有買過	2381	 100.0%
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.

dist_2_tradM: 離住家最近的傳統市場大概多遠？



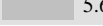
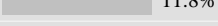
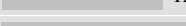
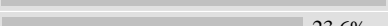
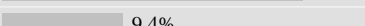

Information	[Type= discrete] [Format=numeric] [Range= 1-6] [Missing=*]
Statistics [NW/ W]	[Valid=2381 /-] [Invalid=1 /-]

Value	Label	Cases	Percentage
1	500公尺內	971	 40.8%
2	至多1公里內	818	 34.4%
3	至多2公里內	315	 13.2%
4	至多3公里內	133	 5.6%
5	至多4公里內	53	 2.2%
6	超過4公里	91	 3.8%
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.

freq_2_tradM: 請問您到傳統市場購買食材的頻率或次數大約為？

Information	[Type= discrete] [Format=numeric] [Range= 1-8] [Missing=*]
Statistics [NW/ W]	[Valid=2381 /-] [Invalid=1 /-]

Value	Label	Cases	Percentage
1	已經超過半年沒有去過	72	 3.0%
2	約半年1次	91	 3.8%
3	約每3個月1次	134	 5.6%
4	約每個月1次	280	 11.8%
5	約每2週1次	300	 12.6%
6	約每週1次	717	 30.1%
7	約每週2-3次	562	 23.6%
8	約每週4次以上	225	 9.4%
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.

shoptime_tradM: 在平日時，請問您在傳統市場購買食材平均約耗費多長時間完成？

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

shoptime_tradM: 在平日時, 請問您在傳統市場購買食材平均約耗費多長時間完成?

Statistics [NW/ W] [Valid=2360 /-] [Invalid=22 /-]

Value	Label	Cases	Percentage
1	少於15分鐘	105	4.4%
2	15-30分鐘	715	30.3%
3	30-45分鐘	782	33.1%
4	45-60分鐘	450	19.1%
5	1-1.5小時	235	10.0%
6	1.5-2小時	53	2.2%
7	至少2小時以上	20	0.8%
Sysmiss		22	

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.

trad_guenvi_sani: 您個人選擇到傳統市場購買食材的最重要的原因為?環境衛生良好(複選題)

Information [Type= discrete] [Format=numeric] [Range= 0-1] [Missing=*]

Statistics [NW/ W] [Valid=2381 /-] [Invalid=1 /-]

Value	Label	Cases	Percentage
0	不認同	2293	96.3%
1	認同	88	3.7%
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.

trad_fresh_choice: 您個人選擇到傳統市場購買食材的最重要的原因為?新鮮多樣(複選題)

Information [Type= discrete] [Format=numeric] [Range= 0-1] [Missing=*]

Statistics [NW/ W] [Valid=2381 /-] [Invalid=1 /-]

Value	Label	Cases	Percentage
0	不認同	1072	45.0%
1	認同	1309	55.0%
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.

trad_attract_pack: 您個人選擇到傳統市場購買食材的最重要的原因為?包裝精美(複選題)

Information [Type= discrete] [Format=numeric] [Range= 0-1] [Missing=*]

Statistics [NW/ W] [Valid=2381 /-] [Invalid=1 /-]

Value	Label	Cases	Percentage
0	不認同	2354	98.9%
1	認同	27	1.1%
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.

trad_prod_info: 您個人選擇到傳統市場購買食材的最重要的原因為?產品資訊標示(複選題)

Information [Type= discrete] [Format=numeric] [Range= 0-1] [Missing=*]

Statistics [NW/ W] [Valid=2381 /-] [Invalid=1 /-]

Value	Label	Cases	Percentage
0	不認同	2353	98.8%
1	認同	28	1.2%

File : data			
# trad_prod_info: 您個人選擇到傳統市場購買食材的最重要的原因為?產品資訊標示(複選題)			
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>			
# trad_custom_serv: 您個人選擇到傳統市場購買食材的最重要的原因為?客製化服務(複選題)			
Information	[Type= discrete] [Format=numeric] [Range= 0-1] [Missing=*]		
Statistics [NW/ W]	[Valid=2381 /-] [Invalid=1 /-]		
Value	Label	Cases	Percentage
0	不認同	2135	89.7%
1	認同	246	10.3%
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>			
# trad_after_serv: 您個人選擇到傳統市場購買食材的最重要的原因為?售後服務(複選題)			
Information	[Type= discrete] [Format=numeric] [Range= 0-1] [Missing=*]		
Statistics [NW/ W]	[Valid=2381 /-] [Invalid=1 /-]		
Value	Label	Cases	Percentage
0	不認同	2315	97.2%
1	認同	66	2.8%
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>			
# trad_flex_schedule: 您個人選擇到傳統市場購買食材的最重要的原因為?採買時間選擇較彈性(複選題)			
Information	[Type= discrete] [Format=numeric] [Range= 0-1] [Missing=*]		
Statistics [NW/ W]	[Valid=2381 /-] [Invalid=1 /-]		
Value	Label	Cases	Percentage
0	不認同	1594	66.9%
1	認同	787	33.1%
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>			
# trad_close_place: 您個人選擇到傳統市場購買食材的最重要的原因為?離家近(複選題)			
Information	[Type= discrete] [Format=numeric] [Range= 0-1] [Missing=*]		
Statistics [NW/ W]	[Valid=2381 /-] [Invalid=1 /-]		
Value	Label	Cases	Percentage
0	不認同	1106	46.5%
1	認同	1275	53.5%
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>			
# trad_brand_signage: 您個人選擇到傳統市場購買食材的最重要的原因為?品牌或招牌信任度(複選題)			
Information	[Type= discrete] [Format=numeric] [Range= 0-1] [Missing=*]		
Statistics [NW/ W]	[Valid=2381 /-] [Invalid=1 /-]		
Value	Label	Cases	Percentage
0	不認同	2220	93.2%
1	認同	161	6.8%

File : data			
# trad_brand_signage: 您個人選擇到傳統市場購買食材的最重要的原因為?品牌或招牌信任度(複選題)			
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>			
# trad_refrig equip: 您個人選擇到傳統市場購買食材的最重要的原因為?冷藏設備(複選題)			
Information	[Type= discrete] [Format=numeric] [Range= 0-1] [Missing=*]		
Statistics [NW/ W]	[Valid=2381 /-] [Invalid=1 /-]		
Value	Label	Cases	Percentage
0	不認同	2336	98.1%
1	認同	45	1.9%
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>			
# trad_free_bonus: 您個人選擇到傳統市場購買食材的最重要的原因為?配料贈送(複選題)			
Information	[Type= discrete] [Format=numeric] [Range= 0-1] [Missing=*]		
Statistics [NW/ W]	[Valid=2381 /-] [Invalid=1 /-]		
Value	Label	Cases	Percentage
0	不認同	2207	92.7%
1	認同	174	7.3%
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>			
# trad_sale_event: 您個人選擇到傳統市場購買食材的最重要的原因為?較便宜或特價活動(複選題)			
Information	[Type= discrete] [Format=numeric] [Range= 0-1] [Missing=*]		
Statistics [NW/ W]	[Valid=2381 /-] [Invalid=1 /-]		
Value	Label	Cases	Percentage
0	不認同	1595	67.0%
1	認同	786	33.0%
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>			
# trad_manage_volumn: 您個人選擇到傳統市場購買食材的最重要的原因為?較易調配所需採買的量(複選題)			
Information	[Type= discrete] [Format=numeric] [Range= 0-1] [Missing=*]		
Statistics [NW/ W]	[Valid=2381 /-] [Invalid=1 /-]		
Value	Label	Cases	Percentage
0	不認同	1265	53.1%
1	認同	1116	46.9%
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>			
# trad_hospitality: 您個人選擇到傳統市場購買食材的最重要的原因為?有人情味(複選題)			
Information	[Type= discrete] [Format=numeric] [Range= 0-1] [Missing=*]		
Statistics [NW/ W]	[Valid=2381 /-] [Invalid=1 /-]		
Value	Label	Cases	Percentage
0	不認同	1329	55.8%
1	認同	1052	44.2%

File : data			
# trad_hospitality: 您個人選擇到傳統市場購買食材的最重要的原因為?有人情味(複選題)			
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>			
# trad_more_sellers: 您個人選擇到傳統市場購買食材的最重要的原因為?有較多攤可供選擇(複選題)			
Information	[Type= discrete] [Format=numeric] [Range= 0-1] [Missing=*]		
Statistics [NW/ W]	[Valid=2381 /-] [Invalid=1 /-]		
Value	Label	Cases	Percentage
0	不認同	945	39.7%
1	認同	1436	60.3%
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>			
# dist_2_supM: 離住家最近的超級市場大概多遠?			
Information	[Type= discrete] [Format=numeric] [Range= 1-6] [Missing=*]		
Statistics [NW/ W]	[Valid=2369 /-] [Invalid=13 /-]		
Value	Label	Cases	Percentage
1	500公尺內	928	39.2%
2	至多1公里內	811	34.2%
3	至多2公里內	293	12.4%
4	至多3公里內	127	5.4%
5	至多4公里內	71	3.0%
6	超過4公里	139	5.9%
Sysmiss		13	
<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>			
# freq_2_supM: 請問您到超級市場購買食材的頻率大約為?			
Information	[Type= discrete] [Format=numeric] [Range= 0-8] [Missing=*]		
Statistics [NW/ W]	[Valid=2369 /-] [Invalid=13 /-]		
Value	Label	Cases	Percentage
0	從沒去過	36	1.5%
1	已經超過半年沒有去過了	121	5.1%
2	約半年1次	95	4.0%
3	約每3個月1次	216	9.1%
4	約每個月1次	523	22.1%
5	約每2週1次	480	20.3%
6	約每週1次	532	22.5%
7	約每週2-3次	301	12.7%
8	約每週4次以上	65	2.7%
Sysmiss		13	
<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>			
# shoptime_supM: 在平日時,請問您在超級市場購買食材平均大概耗費多長時間完成?			
Information	[Type= discrete] [Format=numeric] [Range= 1-7] [Missing=*]		
Statistics [NW/ W]	[Valid=2308 /-] [Invalid=74 /-]		

File : data

shoptime_supM: 在平日時,請問您在超級市場購買食材平均大概耗費多長時間完成?

Value	Label	Cases	Percentage
1	少於15分鐘	235	<div><div></div></div> 10.2%
2	15-30分鐘	789	<div><div></div></div> 34.2%
3	30-45分鐘	598	<div><div></div></div> 25.9%
4	45-60分鐘	392	<div><div></div></div> 17.0%
5	1-1.5小時	221	<div><div></div></div> 9.6%
6	1.5-2小時	52	<div><div></div></div> 2.3%
7	至少2小時以上	21	<div><div></div></div> 0.9%
Sysmiss		74	

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.

sup_guenvi_sani: 您個人選擇到超級市場購買食材的最重要的原因為?環境衛生良好(複選題)

Information	[Type= discrete] [Format=numeric] [Range= 0-1] [Missing=*]
Statistics [NW/ W]	[Valid=2381 /-] [Invalid=1 /-]

Value	Label	Cases	Percentage
0	不認同	1193	<div><div></div></div> 50.1%
1	認同	1188	<div><div></div></div> 49.9%
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.

sup_fresh_choice: 您個人選擇到超級市場購買食材的最重要的原因為?新鮮多樣(複選題)

Information	[Type= discrete] [Format=numeric] [Range= 0-1] [Missing=*]
Statistics [NW/ W]	[Valid=2381 /-] [Invalid=1 /-]

Value	Label	Cases	Percentage
0	不認同	2023	<div><div></div></div> 85.0%
1	認同	358	<div><div></div></div> 15.0%
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.

sup_attract_pack: 您個人選擇到超級市場購買食材的最重要的原因為?包裝精美(複選題)

Information	[Type= discrete] [Format=numeric] [Range= 0-1] [Missing=*]
Statistics [NW/ W]	[Valid=2381 /-] [Invalid=1 /-]

Value	Label	Cases	Percentage
0	不認同	2023	<div><div></div></div> 85.0%
1	認同	358	<div><div></div></div> 15.0%
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.

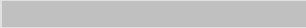
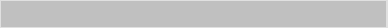
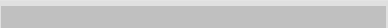


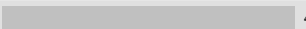
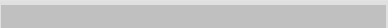



sup_prod_info: 您個人選擇到超級市場購買食材的最重要的原因為?產品資訊標示(複選題)

Information	[Type= discrete] [Format=numeric] [Range= 0-1] [Missing=*]
Statistics [NW/ W]	[Valid=2381 /-] [Invalid=1 /-]

Value	Label	Cases	Percentage
0	不認同	1485	<div><div></div></div> 62.4%
1	認同	896	<div><div></div></div> 37.6%
Sysmiss		1	

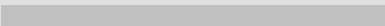

Warning: these figures indicate the number of cases found in the data file. They cannot be interpreted as summary statistics of the population of interest.

File : data			
# sup_custom_serv: 您個人選擇到超級市場購買食材的最重要的原因為?客製化服務(複選題)			
Information	[Type= discrete] [Format=numeric] [Range= 0-1] [Missing=*]		
Statistics [NW/ W]	[Valid=2381 /-] [Invalid=1 /-]		
Value	Label	Cases	Percentage
0	不認同	2237	94.0%
1	認同	144	6.0%
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.			
# sup_after_serv: 您個人選擇到超級市場購買食材的最重要的原因為?售後服務(複選題)			
Information	[Type= discrete] [Format=numeric] [Range= 0-1] [Missing=*]		
Statistics [NW/ W]	[Valid=2381 /-] [Invalid=1 /-]		
Value	Label	Cases	Percentage
0	不認同	2155	90.5%
1	認同	226	9.5%
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.			
# sup_flex_schedule: 您個人選擇到超級市場購買食材的最重要的原因為?採買時間選擇較彈性(複選題)			
Information	[Type= discrete] [Format=numeric] [Range= 0-1] [Missing=*]		
Statistics [NW/ W]	[Valid=2381 /-] [Invalid=1 /-]		
Value	Label	Cases	Percentage
0	不認同	1213	50.9%
1	認同	1168	49.1%
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.			
# sup_close_place: 您個人選擇到超級市場購買食材的最重要的原因為?離家近(複選題)			
Information	[Type= discrete] [Format=numeric] [Range= 0-1] [Missing=*]		
Statistics [NW/ W]	[Valid=2381 /-] [Invalid=1 /-]		
Value	Label	Cases	Percentage
0	不認同	1601	67.2%
1	認同	780	32.8%
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.			
# sup_brand_signage: 您個人選擇到超級市場購買食材的最重要的原因為?品牌或招牌信任度(複選題)			
Information	[Type= discrete] [Format=numeric] [Range= 0-1] [Missing=*]		
Statistics [NW/ W]	[Valid=2381 /-] [Invalid=1 /-]		
Value	Label	Cases	Percentage
0	不認同	1798	75.5%
1	認同	583	24.5%
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.			
# sup_refrig_equip: 您個人選擇到超級市場購買食材的最重要的原因為?冷藏設備(複選題)			
Information	[Type= discrete] [Format=numeric] [Range= 0-1] [Missing=*]		

File : data			
# sup_refrig equip: 您個人選擇到超級市場購買食材的最重要的原因為?冷藏設備(複選題)			
Statistics [NW/ W]	[Valid=2381 /-] [Invalid=1 /-]		
Value	Label	Cases	Percentage
0	不認同	1051	 44.1%
1	認同	1330	 55.9%
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>			
# sup_free_bonus: 您個人選擇到超級市場購買食材的最重要的原因為?配料贈送(複選題)			
Information	[Type= discrete] [Format=numeric] [Range= 0-1] [Missing=*]		
Statistics [NW/ W]	[Valid=2381 /-] [Invalid=1 /-]		
Value	Label	Cases	Percentage
0	不認同	2320	 97.4%
1	認同	61	 2.6%
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>			
# sup_sale_event: 您個人選擇到超級市場購買食材的最重要的原因為?較便宜或特價活動(複選題)			
Information	[Type= discrete] [Format=numeric] [Range= 0-1] [Missing=*]		
Statistics [NW/ W]	[Valid=2381 /-] [Invalid=1 /-]		
Value	Label	Cases	Percentage
0	不認同	1351	 56.7%
1	認同	1030	 43.3%
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>			
# sup_manage_volumn: 您個人選擇到超級市場購買食材的最重要的原因為?較易調配所需採買的量(複選題)			
Information	[Type= discrete] [Format=numeric] [Range= 0-1] [Missing=*]		
Statistics [NW/ W]	[Valid=2381 /-] [Invalid=1 /-]		
Value	Label	Cases	Percentage
0	不認同	2144	 90.0%
1	認同	237	 10.0%
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>			
# sup_hospitality: 您個人選擇到超級市場購買食材的最重要的原因為?有人情味(複選題)			
Information	[Type= discrete] [Format=numeric] [Range= 0-1] [Missing=*]		
Statistics [NW/ W]	[Valid=2381 /-] [Invalid=1 /-]		
Value	Label	Cases	Percentage
0	不認同	2333	 98.0%
1	認同	48	 2.0%
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>			
# sup_more_sellers: 您個人選擇到超級市場購買食材的最重要的原因為?有較多攤可供選擇(複選題)			
Information	[Type= discrete] [Format=numeric] [Range= 0-1] [Missing=*]		
Statistics [NW/ W]	[Valid=2381 /-] [Invalid=1 /-]		

File : data

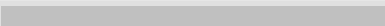


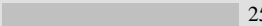


sup_more_sellers: 您個人選擇到超級市場購買食材的最重要的原因為?有較多攤可供選擇(複選題)

Value	Label	Cases	Percentage
0	不認同	2215	 93.0%
1	認同	166	 7.0%
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.

when2shop: 您覺得您最經常選在甚麼時候購買所需食材?

Information	[Type= discrete] [Format=numeric] [Range= 1-6] [Missing=*]
Statistics [NW/ W]	[Valid=2332 /-] [Invalid=50 /-]

Value	Label	Cases	Percentage
1	早上 (5-11點)	964	 41.3%
2	早上 (5-11點)	251	 10.8%
3	下午 (2-5點)	310	 13.3%
4	傍晚 (5-7點)	594	 25.5%
5	晚上 (7-10點)	191	 8.2%
6	其他時段	22	 0.9%
Sysmiss		50	

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.

behavior_volumn_purchase: 您最常購買食材的習慣是?




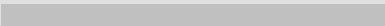
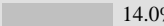
Information	[Type= discrete] [Format=numeric] [Range= 1-5] [Missing=*]
Statistics [NW/ W]	[Valid=2332 /-] [Invalid=50 /-]

Value	Label	Cases	Percentage
1	僅購買1天所需食材	437	 18.7%
2	至少購買2天份食材	860	 36.9%
3	購買3至4天份食材	604	 25.9%
4	購買5至7天份食材	368	 15.8%
5	會購買超過7天份食材	63	 2.7%
Sysmiss		50	

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.

freq_buy_pork: 請問您在過去1年內購買肉品種類的頻率大約為?豬肉

Information	[Type= discrete] [Format=numeric] [Range= 1-5] [Missing=*]
Statistics [NW/ W]	[Valid=2332 /-] [Invalid=50 /-]

Value	Label	Cases	Percentage
1	很少/沒買過	52	 2.2%
2	偶爾	289	 12.4%
3	有時	530	 22.7%
4	經常	1134	 48.6%
5	幾乎每次	327	 14.0%
Sysmiss		50	

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.

freq_buy_chicken: 請問您在過去1年內購買肉品種類的頻率大約為?雞肉

Information	[Type= discrete] [Format=numeric] [Range= 1-5] [Missing=*]
Statistics [NW/ W]	[Valid=2332 /-] [Invalid=50 /-]

File : data

freq_buy_chicken: 請問您在過去**1**年內購買肉品種類的頻率大約為?雞肉

Value	Label	Cases	Percentage
1	很少/沒買過	106	<div><div></div></div> 4.5%
2	偶爾	418	<div><div></div></div> 17.9%
3	有時	662	<div><div></div></div> 28.4%
4	經常	991	<div><div></div></div> 42.5%
5	幾乎每次	155	<div><div></div></div> 6.6%
Sysmiss		50	

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.

freq_buy_duck: 請問您在過去**1**年內購買肉品種類的頻率大約為?鴨肉

Information	[Type= discrete] [Format=numeric] [Range= 1-5] [Missing=*]
Statistics [NW/ W]	[Valid=2332 /-] [Invalid=50 /-]

Value	Label	Cases	Percentage
1	很少/沒買過	1148	<div><div></div></div> 49.2%
2	偶爾	759	<div><div></div></div> 32.5%
3	有時	326	<div><div></div></div> 14.0%
4	經常	86	<div><div></div></div> 3.7%
5	幾乎每次	13	<div><div></div></div> 0.6%
Sysmiss		50	

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.

freq_buy_fish: 請問您在過去**1**年內購買肉品種類的頻率大約為?魚肉

Information	[Type= discrete] [Format=numeric] [Range= 1-5] [Missing=*]
Statistics [NW/ W]	[Valid=2332 /-] [Invalid=50 /-]

Value	Label	Cases	Percentage
1	很少/沒買過	192	<div><div></div></div> 8.2%
2	偶爾	466	<div><div></div></div> 20.0%
3	有時	581	<div><div></div></div> 24.9%
4	經常	834	<div><div></div></div> 35.8%
5	幾乎每次	259	<div><div></div></div> 11.1%
Sysmiss		50	

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.

freq_buy_beef: 請問您在過去**1**年內購買肉品種類的頻率大約為?牛肉

Information	[Type= discrete] [Format=numeric] [Range= 1-5] [Missing=*]
Statistics [NW/ W]	[Valid=2332 /-] [Invalid=50 /-]

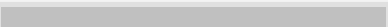
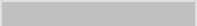



Value	Label	Cases	Percentage
1	很少/沒買過	845	<div><div></div></div> 36.2%
2	偶爾	703	<div><div></div></div> 30.1%
3	有時	468	<div><div></div></div> 20.1%
4	經常	267	<div><div></div></div> 11.4%
5	幾乎每次	49	<div><div></div></div> 2.1%
Sysmiss		50	

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

freq_buy_mutton: 請問您在過去**1**年內購買肉品種類的頻率大約為?羊肉

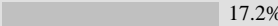
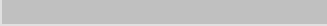
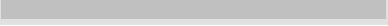
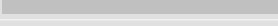

Information	[Type= discrete] [Format=numeric] [Range= 1-5] [Missing=*]
Statistics [NW/ W]	[Valid=2332 /-] [Invalid=50 /-]

Value	Label	Cases	Percentage
1	很少/沒買過	1333	 57.2%
2	偶爾	668	 28.6%
3	有時	234	 10.0%
4	經常	85	 3.6%
5	幾乎每次	12	 0.5%
Sysmiss		50	

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.

freq_buy_po_belly: 請問您在過去**1**年內購買肉品種類的頻率大約為?五花肉(三層肉)

Information	[Type= discrete] [Format=numeric] [Range= 1-5] [Missing=*]
Statistics [NW/ W]	[Valid=2332 /-] [Invalid=50 /-]

Value	Label	Cases	Percentage
1	很少/沒買過	400	 17.2%
2	偶爾	609	 26.1%
3	有時	708	 30.4%
4	經常	532	 22.8%
5	幾乎每次	83	 3.6%
Sysmiss		50	

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.

# freq_buy_tenderloin: 請問您在過去 1 年內購買肉品種類的頻率大約為?里肌肉			
Information	[Type= discrete] [Format=numeric] [Range= 1-5] [Missing=*]		
Statistics [NW/ W]	[Valid=2332 /-] [Invalid=50 /-]		
Value	Label	Cases	Percentage
1	很少/沒買過	191	<div><div></div></div> 8.2%
2	偶爾	537	<div><div></div></div> 23.0%
3	有時	790	<div><div></div></div> 33.9%
4	經常	717	<div><div></div></div> 30.7%
5	幾乎每次	97	<div><div></div></div> 4.2%
Sysmiss		50	
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.			
# freq_buy_ribs: 請問您在過去 1 年內購買肉品種類的頻率大約為?豬肋排			
Information	[Type= discrete] [Format=numeric] [Range= 1-5] [Missing=*]		
Statistics [NW/ W]	[Valid=2332 /-] [Invalid=50 /-]		
Value	Label	Cases	Percentage
1	很少/沒買過	712	<div><div></div></div> 30.5%
2	偶爾	737	<div><div></div></div> 31.6%
3	有時	593	<div><div></div></div> 25.4%
4	經常	252	<div><div></div></div> 10.8%
5	幾乎每次	38	<div><div></div></div> 1.6%
Sysmiss		50	
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.			
# freq_buy_bone: 請問您在過去 1 年內購買肉品種類的頻率大約為?大骨			
Information	[Type= discrete] [Format=numeric] [Range= 1-5] [Missing=*]		
Statistics [NW/ W]	[Valid=2332 /-] [Invalid=50 /-]		
Value	Label	Cases	Percentage
1	很少/沒買過	720	<div><div></div></div> 30.9%
2	偶爾	732	<div><div></div></div> 31.4%
3	有時	528	<div><div></div></div> 22.6%
4	經常	308	<div><div></div></div> 13.2%
5	幾乎每次	44	<div><div></div></div> 1.9%
Sysmiss		50	
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.			
# freq_buy_bostonbutt: 請問您在過去 1 年內購買肉品種類的頻率大約為?梅花肉			
Information	[Type= discrete] [Format=numeric] [Range= 1-5] [Missing=*]		
Statistics [NW/ W]	[Valid=2332 /-] [Invalid=50 /-]		
Value	Label	Cases	Percentage
1	很少/沒買過	262	<div><div></div></div> 11.2%
2	偶爾	553	<div><div></div></div> 23.7%
3	有時	734	<div><div></div></div> 31.5%
4	經常	690	<div><div></div></div> 29.6%
5	幾乎每次	93	<div><div></div></div> 4.0%
Sysmiss		50	
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.			

# freq_buy_legs : 請問您在過去 1 年內購買肉品種類的頻率大約為?前後腿肉			
Information	[Type= discrete] [Format=numeric] [Range= 1-5] [Missing=*]		
Statistics [NW/ W]	[Valid=2332 /-] [Invalid=50 /-]		
Value	Label	Cases	Percentage
1	很少/沒買過	416	<div><div></div></div> 17.8%
2	偶爾	622	<div><div></div></div> 26.7%
3	有時	780	<div><div></div></div> 33.4%
4	經常	456	<div><div></div></div> 19.6%
5	幾乎每次	58	<div><div></div></div> 2.5%
Sysmiss		50	
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.			
# deci_butc_signage : 在傳統市場選擇所要購買的肉攤時,請依重要性程度勾選下列會影響您選擇的因素: 肉攤招牌名稱			
Information	[Type= discrete] [Format=numeric] [Range= 1-5] [Missing=*]		
Statistics [NW/ W]	[Valid=2319 /-] [Invalid=63 /-]		
Value	Label	Cases	Percentage
1	非常不重要	267	<div><div></div></div> 11.5%
2	不重要	734	<div><div></div></div> 31.7%
3	尚可	817	<div><div></div></div> 35.2%
4	重要	388	<div><div></div></div> 16.7%
5	非常重要	113	<div><div></div></div> 4.9%
Sysmiss		63	
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.			
# deci_butc_sanitary : 在傳統市場選擇所要購買的肉攤時,請依重要性程度勾選下列會影響您選擇的因素: 環境衛生			
Information	[Type= discrete] [Format=numeric] [Range= 1-5] [Missing=*]		
Statistics [NW/ W]	[Valid=2319 /-] [Invalid=63 /-]		
Value	Label	Cases	Percentage
1	非常不重要	12	<div><div></div></div> 0.5%
2	不重要	28	<div><div></div></div> 1.2%
3	尚可	330	<div><div></div></div> 14.2%
4	重要	991	<div><div></div></div> 42.7%
5	非常重要	958	<div><div></div></div> 41.3%
Sysmiss		63	
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.			
# deci_butc_trust : 在傳統市場選擇所要購買的肉攤時,請依重要性程度勾選下列會影響您選擇的因素: 肉販商給人信任感			
Information	[Type= discrete] [Format=numeric] [Range= 1-5] [Missing=*]		
Statistics [NW/ W]	[Valid=2319 /-] [Invalid=63 /-]		
Value	Label	Cases	Percentage
1	非常不重要	12	<div><div></div></div> 0.5%
2	不重要	31	<div><div></div></div> 1.3%
3	尚可	321	<div><div></div></div> 13.8%
4	重要	1229	<div><div></div></div> 53.0%
5	非常重要	726	<div><div></div></div> 31.3%
Sysmiss		63	

deci_butc_trust: 在傳統市場選擇所要購買的肉攤時,請依重要性程度勾選下列會影響您選擇的因素: 肉販商給人的信任感

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.

deci_butc_lots_people: 在傳統市場選擇所要購買的肉攤時,請依重要性程度勾選下列會影響您選擇的因素: 購買人潮多

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

Statistics [NW/ W] [Valid=2319 /-] [Invalid=63 /-]

Value	Label	Cases	Percentage
1	非常不重要	59	2.5%
2	不重要	245	10.6%
3	尚可	957	41.3%
4	重要	855	36.9%
5	非常重要	203	8.8%
Sysmiss		63	

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.

deci_butc_recommen: 在傳統市場選擇所要購買的肉攤時,請依重要性程度勾選下列會影響您選擇的因素: 親友推薦

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

Statistics [NW/ W] [Valid=2319 /-] [Invalid=63 /-]

Value	Label	Cases	Percentage
1	非常不重要	56	2.4%
2	不重要	194	8.4%
3	尚可	878	37.9%
4	重要	953	41.1%
5	非常重要	238	10.3%
Sysmiss		63	

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.

deci_butc_facility: 在傳統市場選擇所要購買的肉攤時,請依重要性程度勾選下列會影響您選擇的因素: 肉攤設施良好

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

Statistics [NW/ W] [Valid=2319 /-] [Invalid=63 /-]

Value	Label	Cases	Percentage
1	非常不重要	17	0.7%
2	不重要	74	3.2%
3	尚可	603	26.0%
4	重要	1130	48.7%
5	非常重要	495	21.3%
Sysmiss		63	

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.

potential_serv_selfpick: 在傳統市場,請依重要性程度勾選肉販商可能提供服務項目的重要性: 可自行挑肉


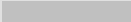

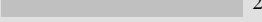

Information [Type= discrete] [Format=numeric] [Range= 1-5] [Missing=*]

Statistics [NW/ W] [Valid=2319 /-] [Invalid=63 /-]

Value	Label	Cases	Percentage
1	非常不重要	15	0.6%
2	不重要	28	1.2%

# potential_serv_selfpick: 在傳統市場,請依重要性程度勾選肉販商可能提供服務項目的重要性: 可自行挑肉			
Value	Label	Cases	Percentage
3	尚可	369	<div><div></div></div> 15.9%
4	重要	1320	<div><div></div></div> 56.9%
5	非常重要	587	<div><div></div></div> 25.3%
Sysmiss		63	
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.			
# potential_serv_cust_serv: 在傳統市場,請依重要性程度勾選肉販商可能提供服務項目的重要性: 客製化服務			
Information	[Type= discrete] [Format=numeric] [Range= 1-5] [Missing=*]		
Statistics [NW/ W]	[Valid=2319 /-] [Invalid=63 /-]		
Value	Label	Cases	Percentage
1	非常不重要	45	<div><div></div></div> 1.9%
2	不重要	179	<div><div></div></div> 7.7%
3	尚可	798	<div><div></div></div> 34.4%
4	重要	998	<div><div></div></div> 43.0%
5	非常重要	299	<div><div></div></div> 12.9%
Sysmiss		63	
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.			
# potential_serv_refrige: 在傳統市場,請依重要性程度勾選肉販商可能提供服務項目的重要性: 有冰庫供借存放			
Information	[Type= discrete] [Format=numeric] [Range= 1-5] [Missing=*]		
Statistics [NW/ W]	[Valid=2319 /-] [Invalid=63 /-]		
Value	Label	Cases	Percentage
1	非常不重要	92	<div><div></div></div> 4.0%
2	不重要	326	<div><div></div></div> 14.1%
3	尚可	787	<div><div></div></div> 33.9%
4	重要	806	<div><div></div></div> 34.8%
5	非常重要	308	<div><div></div></div> 13.3%
Sysmiss		63	
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.			
# potential_serv_ecard: 在傳統市場,請依重要性程度勾選肉販商可能提供服務項目的重要性: 信用卡或電子錢包結帳			
Information	[Type= discrete] [Format=numeric] [Range= 1-5] [Missing=*]		
Statistics [NW/ W]	[Valid=2319 /-] [Invalid=63 /-]		
Value	Label	Cases	Percentage
1	非常不重要	548	<div><div></div></div> 23.6%
2	不重要	928	<div><div></div></div> 40.0%
3	尚可	606	<div><div></div></div> 26.1%
4	重要	174	<div><div></div></div> 7.5%
5	非常重要	63	<div><div></div></div> 2.7%
Sysmiss		63	
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.			
# potential_serv_cook_tips: 在傳統市場,請依重要性程度勾選肉販商可能提供服務項目的重要性: 烹飪建議			
Information	[Type= discrete] [Format=numeric] [Range= 1-5] [Missing=*]		
Statistics [NW/ W]	[Valid=2319 /-] [Invalid=63 /-]		



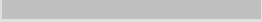


potential_serv_cook_tips: 在傳統市場,請依重要性程度勾選肉販商可能提供服務項目的重要性:烹飪建議

Value	Label	Cases	Percentage
1	非常不重要	76	 3.3%
2	不重要	373	 16.1%
3	尚可	1064	 45.9%
4	重要	668	 28.8%
5	非常重要	138	 6.0%
Sysmiss		63	

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.

potential_serv_meat_grade: 在傳統市場,請依重要性程度勾選肉販商可能提供服務項目的重要性:肉品等級分類




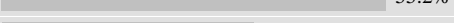
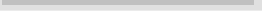
Information	[Type= discrete] [Format=numeric] [Range= 1-5] [Missing=*]
Statistics [NW/ W]	[Valid=2319 /-] [Invalid=63 /-]

Value	Label	Cases	Percentage
1	非常不重要	32	 1.4%
2	不重要	134	 5.8%
3	尚可	745	 32.1%
4	重要	1105	 47.6%
5	非常重要	303	 13.1%
Sysmiss		63	

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.

safety_relation_color: 在傳統市場,請勾選下列肉品判斷方式與肉品安全的相關性為何?肉品色澤




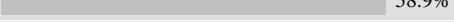
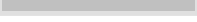
Information	[Type= discrete] [Format=numeric] [Range= 1-5] [Missing=*]
Statistics [NW/ W]	[Valid=2308 /-] [Invalid=74 /-]

Value	Label	Cases	Percentage
1	最不相關	7	 0.3%
2	不相關	20	 0.9%
3	不一定	174	 7.5%
4	相關	1273	 55.2%
5	最相關	834	 36.1%
Sysmiss		74	

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.

safety_relation_touch: 在傳統市場,請勾選下列肉品判斷方式與肉品安全的相關性為何?肉品觸感

Information	[Type= discrete] [Format=numeric] [Range= 1-5] [Missing=*]
Statistics [NW/ W]	[Valid=2308 /-] [Invalid=74 /-]

Value	Label	Cases	Percentage
1	最不相關	8	 0.3%
2	不相關	27	 1.2%
3	不一定	232	 10.1%
4	相關	1360	 58.9%
5	最相關	681	 29.5%
Sysmiss		74	

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.

safety_relation_smell: 在傳統市場,請勾選下列肉品判斷方式與肉品安全的相關性為何?肉品氣味

Information	[Type= discrete] [Format=numeric] [Range= 1-5] [Missing=*]
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# safety_relation_smell: 在傳統市場,請勾選下列肉品判斷方式與肉品安全的相關性為何?肉品氣味			
Statistics [NW/ W]		[Valid=2308 /-] [Invalid=74 /-]	
Value	Label	Cases	Percentage
1	最不相關	9	0.4%
2	不相關	20	0.9%
3	不一定	187	8.1%
4	相關	1254	54.3%
5	最相關	838	36.3%
Sysmiss		74	
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.			
# safety_relation_price: 在傳統市場,請勾選下列肉品判斷方式與肉品安全的相關性為何?價格			
Information		[Type= discrete] [Format=numeric] [Range= 1-5] [Missing=*]	
Statistics [NW/ W]		[Valid=2308 /-] [Invalid=74 /-]	
Value	Label	Cases	Percentage
1	最不相關	13	0.6%
2	不相關	74	3.2%
3	不一定	667	28.9%
4	相關	1226	53.1%
5	最相關	328	14.2%
Sysmiss		74	
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.			
# safety_relation_certificate: 在傳統市場,請勾選下列肉品判斷方式與肉品安全的相關性為何?驗證報告			
Information		[Type= discrete] [Format=numeric] [Range= 1-5] [Missing=*]	
Statistics [NW/ W]		[Valid=2308 /-] [Invalid=74 /-]	
Value	Label	Cases	Percentage
1	最不相關	20	0.9%
2	不相關	71	3.1%
3	不一定	573	24.8%
4	相關	1157	50.1%
5	最相關	487	21.1%
Sysmiss		74	
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.			
# safety_relation_tv_info: 在傳統市場,請勾選下列肉品判斷方式與肉品安全的相關性為何?電視資訊(如:美食或新聞)			
Information		[Type= discrete] [Format=numeric] [Range= 1-5] [Missing=*]	
Statistics [NW/ W]		[Valid=2308 /-] [Invalid=74 /-]	
Value	Label	Cases	Percentage
1	最不相關	107	4.6%
2	不相關	338	14.6%
3	不一定	1071	46.4%
4	相關	682	29.5%
5	最相關	110	4.8%
Sysmiss		74	
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.			

# safety_relation_butc_info: 在傳統市場,請勾選下列肉品判斷方式與肉品安全的相關性為何?老闆提供的資訊與知識			
Information	[Type= discrete] [Format=numeric] [Range= 1-5] [Missing=*]		
Statistics [NW/ W]	[Valid=2308 /-] [Invalid=74 /-]		
Value	Label	Cases	Percentage
1	最不相關	21	0.9%
2	不相關	75	3.2%
3	不一定	760	32.9%
4	相關	1210	52.4%
5	最相關	242	10.5%
Sysmiss		74	
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.			
# safety_relation_cold_faci: 在傳統市場,請勾選下列肉品判斷方式與肉品安全的相關性為何?有冷藏設備			
Information	[Type= discrete] [Format=numeric] [Range= 1-5] [Missing=*]		
Statistics [NW/ W]	[Valid=2308 /-] [Invalid=74 /-]		
Value	Label	Cases	Percentage
1	最不相關	18	0.8%
2	不相關	72	3.1%
3	不一定	454	19.7%
4	相關	1222	52.9%
5	最相關	542	23.5%
Sysmiss		74	
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.			
# behavior_useecard: 請依頻率高低勾選下列符合您習慣之選項?我會用悠遊卡或一卡通做消費動作			
Information	[Type= discrete] [Format=numeric] [Range= 1-5] [Missing=*]		
Statistics [NW/ W]	[Valid=2308 /-] [Invalid=74 /-]		
Value	Label	Cases	Percentage
1	很少/沒買過	944	40.9%
2	偶爾	491	21.3%
3	有時	453	19.6%
4	經常	330	14.3%
5	幾乎每次	90	3.9%
Sysmiss		74	
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.			
# behavior_shop4lowest_price: 請依頻率高低勾選下列符合您習慣之選項?我會貨比三家尋找最低價			
Information	[Type= discrete] [Format=numeric] [Range= 1-5] [Missing=*]		
Statistics [NW/ W]	[Valid=2308 /-] [Invalid=74 /-]		
Value	Label	Cases	Percentage
1	很少/沒買過	206	8.9%
2	偶爾	482	20.9%
3	有時	865	37.5%
4	經常	613	26.6%
5	幾乎每次	142	6.2%
Sysmiss		74	
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.			

# behavior_volunteer: 請依頻率高低勾選下列符合您習慣之選項?我有擔任志工服務			
Information	[Type= discrete] [Format=numeric] [Range= 1-5] [Missing=*]		
Statistics [NW/ W]	[Valid=2308 /-] [Invalid=74 /-]		
Value	Label	Cases	Percentage
1	很少/沒買過	1201	<div><div></div></div> 52.0%
2	偶爾	423	<div><div></div></div> 18.3%
3	有時	375	<div><div></div></div> 16.2%
4	經常	258	<div><div></div></div> 11.2%
5	幾乎每次	51	<div><div></div></div> 2.2%
Sysmiss		74	
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.			
# behavior_health_media: 請依頻率高低勾選下列符合您習慣之選項?我會吸收營養資訊並攝取相關營養食品			
Information	[Type= discrete] [Format=numeric] [Range= 1-5] [Missing=*]		
Statistics [NW/ W]	[Valid=2308 /-] [Invalid=74 /-]		
Value	Label	Cases	Percentage
1	很少/沒買過	136	<div><div></div></div> 5.9%
2	偶爾	407	<div><div></div></div> 17.6%
3	有時	853	<div><div></div></div> 37.0%
4	經常	760	<div><div></div></div> 32.9%
5	幾乎每次	152	<div><div></div></div> 6.6%
Sysmiss		74	
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.			
# behavior_organic: 請依頻率高低勾選下列符合您習慣之選項?我會挑選"有機"標示的農產品			
Information	[Type= discrete] [Format=numeric] [Range= 1-5] [Missing=*]		
Statistics [NW/ W]	[Valid=2308 /-] [Invalid=74 /-]		
Value	Label	Cases	Percentage
1	很少/沒買過	277	<div><div></div></div> 12.0%
2	偶爾	587	<div><div></div></div> 25.4%
3	有時	848	<div><div></div></div> 36.7%
4	經常	504	<div><div></div></div> 21.8%
5	幾乎每次	92	<div><div></div></div> 4.0%
Sysmiss		74	
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.			
# behavior_local: 請依頻率高低勾選下列符合您習慣之選項?我會挑選有標示"在地"的農產品			
Information	[Type= discrete] [Format=numeric] [Range= 1-5] [Missing=*]		
Statistics [NW/ W]	[Valid=2308 /-] [Invalid=74 /-]		
Value	Label	Cases	Percentage
1	很少/沒買過	200	<div><div></div></div> 8.7%
2	偶爾	439	<div><div></div></div> 19.0%
3	有時	846	<div><div></div></div> 36.7%
4	經常	686	<div><div></div></div> 29.7%
5	幾乎每次	137	<div><div></div></div> 5.9%
Sysmiss		74	
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.			

# buyInten_info_provided: 就您在傳統市場的購買經驗中, 是否曾碰過有肉品資訊的提供?			
Information		[Type= discrete] [Format=numeric] [Range= 0-1] [Missing=*]	
Statistics [NW/ W]		[Valid=2303 /-] [Invalid=79 /-]	
Value	Label	Cases	Percentage
0	沒有提供, 僅知道價格	1498	65.0%
1	有提供	805	35.0%
Sysmiss		79	
<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>			
# buyInten_trace_info: 請問下列哪些肉品資訊在傳統市場的提供能增進購買肉品的意願?農場資訊或可追蹤資訊(複選題)			
Information		[Type= discrete] [Format=numeric] [Range= 0-1] [Missing=*]	
Statistics [NW/ W]		[Valid=2381 /-] [Invalid=1 /-]	
Value	Label	Cases	Percentage
0	不認同	1585	66.6%
1	認同	796	33.4%
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>			
# buyInten_meat_types: 請問下列哪些肉品資訊在傳統市場的提供能增進購買肉品的意願?肉品種類(白雞、黑雞、放山雞、白豬、黑豬等)(複選題)			
Information		[Type= discrete] [Format=numeric] [Range= 0-1] [Missing=*]	
Statistics [NW/ W]		[Valid=2381 /-] [Invalid=1 /-]	
Value	Label	Cases	Percentage
0	不認同	862	36.2%
1	認同	1519	63.8%
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>			
# buyInten_meat_cuts: 請問下列哪些肉品資訊在傳統市場的提供能增進購買肉品的意願?肉品部位(複選題)			
Information		[Type= discrete] [Format=numeric] [Range= 0-1] [Missing=*]	
Statistics [NW/ W]		[Valid=2381 /-] [Invalid=1 /-]	
Value	Label	Cases	Percentage
0	不認同	984	41.3%
1	認同	1397	58.7%
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>			
# buyInten_rearing_method: 請問下列哪些肉品資訊在傳統市場的提供能增進購買肉品的意願?飼養方式(複選題)			
Information		[Type= discrete] [Format=numeric] [Range= 0-1] [Missing=*]	
Statistics [NW/ W]		[Valid=2381 /-] [Invalid=1 /-]	
Value	Label	Cases	Percentage
0	不認同	1555	65.3%
1	認同	826	34.7%
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>			

# buyInten_growth_hormone_info : 請問下列哪些肉品資訊在傳統市場的提供能增進購買肉品的意願?瘦肉精或生長激素資訊提供(複選題)			
Information		[Type= discrete] [Format=numeric] [Range= 0-1] [Missing=*]	
Statistics [NW/ W]		[Valid=2381 /-] [Invalid=1 /-]	
Value	Label	Cases	Percentage
0	不認同	1346	<div><div></div></div> 56.5%
1	認同	1035	<div><div></div></div> 43.5%
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>			
# buyInten_nutrition_info : 請問下列哪些肉品資訊在傳統市場的提供能增進購買肉品的意願?營養標示與卡路里(複選題)			
Information		[Type= discrete] [Format=numeric] [Range= 0-1] [Missing=*]	
Statistics [NW/ W]		[Valid=2381 /-] [Invalid=1 /-]	
Value	Label	Cases	Percentage
0	不認同	1938	<div><div></div></div> 81.4%
1	認同	443	<div><div></div></div> 18.6%
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>			
# buyInten_fat_lean_ratio : 請問下列哪些肉品資訊在傳統市場的提供能增進購買肉品的意願?肥瘦肉比(複選題)			
Information		[Type= discrete] [Format=numeric] [Range= 0-1] [Missing=*]	
Statistics [NW/ W]		[Valid=2381 /-] [Invalid=1 /-]	
Value	Label	Cases	Percentage
0	不認同	1543	<div><div></div></div> 64.8%
1	認同	838	<div><div></div></div> 35.2%
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>			
# buyInten_defrosted_meat : 請問下列哪些肉品資訊在傳統市場的提供能增進購買肉品的意願?解凍肉標示(複選題)			
Information		[Type= discrete] [Format=numeric] [Range= 0-1] [Missing=*]	
Statistics [NW/ W]		[Valid=2381 /-] [Invalid=1 /-]	
Value	Label	Cases	Percentage
0	不認同	1761	<div><div></div></div> 74.0%
1	認同	620	<div><div></div></div> 26.0%
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>			
# buyInten_experiation_date : 請問下列哪些肉品資訊在傳統市場的提供能增進購買肉品的意願?製造期限或有效期限(複選題)			
Information		[Type= discrete] [Format=numeric] [Range= 0-1] [Missing=*]	
Statistics [NW/ W]		[Valid=2381 /-] [Invalid=1 /-]	
Value	Label	Cases	Percentage
0	不認同	1312	<div><div></div></div> 55.1%
1	認同	1069	<div><div></div></div> 44.9%
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>			

# buyInten_cas_slaughter: 請問下列哪些肉品資訊在傳統市場的提供能增進購買肉品的意願?CAS電宰豬肉(複選題)			
Information		[Type= discrete] [Format=numeric] [Range= 0-1] [Missing=*]	
Statistics [NW/ W]		[Valid=2381 /-] [Invalid=1 /-]	
Value	Label	Cases	Percentage
0	不認同	1055	<div><div></div></div> 44.3%
1	認同	1326	<div><div></div></div> 55.7%
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>			
# buyInten_humane_treatment: 請問下列哪些肉品資訊在傳統市場的提供能增進購買肉品的意願?是否人道宰殺(複選題)			
Information		[Type= discrete] [Format=numeric] [Range= 0-1] [Missing=*]	
Statistics [NW/ W]		[Valid=2381 /-] [Invalid=1 /-]	
Value	Label	Cases	Percentage
0	不認同	1951	<div><div></div></div> 81.9%
1	認同	430	<div><div></div></div> 18.1%
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>			
# buyInten_originated_country: 請問下列哪些肉品資訊在傳統市場的提供能增進購買肉品的意願?產地或產地國來源(複選題)			
Information		[Type= discrete] [Format=numeric] [Range= 0-1] [Missing=*]	
Statistics [NW/ W]		[Valid=2381 /-] [Invalid=1 /-]	
Value	Label	Cases	Percentage
0	不認同	1114	<div><div></div></div> 46.8%
1	認同	1267	<div><div></div></div> 53.2%
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>			
# buyInten_cooking_tips: 請問下列哪些肉品資訊在傳統市場的提供能增進購買肉品的意願?肉品烹調方式建議(複選題)			
Information		[Type= discrete] [Format=numeric] [Range= 0-1] [Missing=*]	
Statistics [NW/ W]		[Valid=2381 /-] [Invalid=1 /-]	
Value	Label	Cases	Percentage
0	不認同	1597	<div><div></div></div> 67.1%
1	認同	784	<div><div></div></div> 32.9%
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>			
# buyInten_preservation_info: 請問下列哪些肉品資訊在傳統市場的提供能增進購買肉品的意願?肉品處理說明(如:保存方式)(複選題)			
Information		[Type= discrete] [Format=numeric] [Range= 0-1] [Missing=*]	
Statistics [NW/ W]		[Valid=2381 /-] [Invalid=1 /-]	
Value	Label	Cases	Percentage
0	不認同	1315	<div><div></div></div> 55.2%
1	認同	1066	<div><div></div></div> 44.8%
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>			

# odd_even: 為幫助本研究分組，請問您最經常使用的電話號碼最後一碼為？ 偶數(如:0,2,4,6,8) 奇數(如:1,3,5,7,9)			
Information		[Type= discrete] [Format=numeric] [Range= 0-1] [Missing=*]	
Statistics [NW/ W]		[Valid=2381 /-] [Invalid=1 /-]	
Value	Label	Cases	Percentage
0	偶數	928	<div><div></div></div> 39.0%
1	基數	1453	<div><div></div></div> 61.0%
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.			
# knew_market_price: 請問您是否知道最近的五花肉一斤大約多少錢？			
Information		[Type= discrete] [Format=numeric] [Range= 1-6] [Missing=*]	
Statistics [NW/ W]		[Valid=1453 /-] [Invalid=929 /-]	
Value	Label	Cases	Percentage
1	\$110/斤	155	<div><div></div></div> 10.7%
2	\$120/斤	312	<div><div></div></div> 21.5%
3	\$130/斤	223	<div><div></div></div> 15.3%
4	\$140/斤	76	<div><div></div></div> 5.2%
5	\$150/斤	59	<div><div></div></div> 4.1%
6	不確定或不知道	628	<div><div></div></div> 43.2%
Sysmiss		929	
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.			
# wtp_slaughter_date: 若傳統市場提供宰殺日期，每斤五花肉我願意多付__元			
Information		[Type= discrete] [Format=character] [Missing=*]	
Statistics [NW/ W]		[Valid=2298 /-] [Invalid=0 /-]	
Value	Label	Cases	Percentage
\$1-3元		579	<div><div></div></div> 25.2%
\$10-12元		317	<div><div></div></div> 13.8%
\$13-15元		62	<div><div></div></div> 2.7%
\$16元以上		93	<div><div></div></div> 4.0%
\$4-6元		497	<div><div></div></div> 21.6%
\$7-9元		251	<div><div></div></div> 10.9%
0		499	<div><div></div></div> 21.7%
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.			
# wtp_traceability_info: 若傳統市場提供生產履歷，每斤五花肉我願意多付__元			
Information		[Type= discrete] [Format=character] [Missing=*]	
Statistics [NW/ W]		[Valid=2298 /-] [Invalid=0 /-]	
Value	Label	Cases	Percentage
\$1-3元		577	<div><div></div></div> 25.1%
\$10-12元		338	<div><div></div></div> 14.7%
\$13-15元		88	<div><div></div></div> 3.8%
\$16元以上		107	<div><div></div></div> 4.7%
\$4-6元		519	<div><div></div></div> 22.6%
\$7-9元		279	<div><div></div></div> 12.1%
0		390	<div><div></div></div> 17.0%
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.			

# wtp_growth_hormone: 若傳統市場提供瘦肉精檢驗，每斤五花肉我願意多付—元			
Information	[Type= discrete] [Format=character] [Missing=*]		
Statistics [NW/ W]	[Valid=2298 -/] [Invalid=0 -/]		
Value	Label	Cases	Percentage
\$1-3元		500	<div></div> 21.8%
\$10-12元		395	<div></div> 17.2%
\$13-15元		106	<div></div> 4.6%
\$16元以上		134	<div></div> 5.8%
\$4-6元		543	<div></div> 23.6%
\$7-9元		293	<div></div> 12.8%
0		327	<div></div> 14.2%
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.			
# wtp_nutritionlabel: 若傳統市場提供營養標示，每斤五花肉我願意多付—元			
Information	[Type= discrete] [Format=character] [Missing=*]		
Statistics [NW/ W]	[Valid=2298 -/] [Invalid=0 -/]		
Value	Label	Cases	Percentage
\$1-3元		581	<div></div> 25.3%
\$10-12元		189	<div></div> 8.2%
\$13-15元		38	<div></div> 1.7%
\$16元以上		55	<div></div> 2.4%
\$4-6元		376	<div></div> 16.4%
\$7-9元		180	<div></div> 7.8%
0		879	<div></div> 38.3%
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.			
# wtpm_slaughter_date: 宰殺日期之願付價格區間之中間值			
Information	[Type= continuous] [Format=numeric] [Range= 0-17] [Missing=*]		
Statistics [NW/ W]	[Valid=2381 -/] [Invalid=1 -/]		
Value	Label	Cases	Percentage
0	\$0	499	<div></div> 21.7%
2	\$2	579	<div></div> 25.2%
5	\$5	497	<div></div> 21.6%
8	\$8	251	<div></div> 10.9%
11	\$11	317	<div></div> 13.8%
14	\$14	62	<div></div> 2.7%
17	\$17	93	<div></div> 4.0%
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.			
# wtpm_traceability_info: 生產履歷之願付價格區間之中間值			
Information	[Type= continuous] [Format=numeric] [Range= 0-17] [Missing=*]		
Statistics [NW/ W]	[Valid=2381 -/] [Invalid=1 -/]		
Value	Label	Cases	Percentage
0	\$0	390	<div></div> 17.0%
2	\$2	577	<div></div> 25.1%
5	\$5	519	<div></div> 22.6%
8	\$8	279	<div></div> 12.1%

# wtpm_traceability_info: 生產履歷之願付價格區間之中間值			
Value	Label	Cases	Percentage
11	\$11	338	<div></div> 14.7%
14	\$14	88	<div></div> 3.8%
17	\$17	107	<div></div> 4.7%
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.			
# wtpm_growth_hormone: 瘦肉精檢驗之願付價格區間之中間值			
Information	[Type= continuous] [Format=numeric] [Range= 0-17] [Missing=*]		
Statistics [NW/ W]	[Valid=2381 /-] [Invalid=1 /-]		
Value	Label	Cases	Percentage
0	\$0	327	<div></div> 14.2%
2	\$2	500	<div></div> 21.8%
5	\$5	543	<div></div> 23.6%
8	\$8	293	<div></div> 12.8%
11	\$11	395	<div></div> 17.2%
14	\$14	106	<div></div> 4.6%
17	\$17	134	<div></div> 5.8%
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.			
# wtpm_nutritionlabel: 營養標示之願付價格區間之中間值			
Information	[Type= continuous] [Format=numeric] [Range= 0-17] [Missing=*]		
Statistics [NW/ W]	[Valid=2381 /-] [Invalid=1 /-]		
Value	Label	Cases	Percentage
0	\$0	879	<div></div> 38.3%
2	\$2	581	<div></div> 25.3%
5	\$5	376	<div></div> 16.4%
8	\$8	180	<div></div> 7.8%
11	\$11	189	<div></div> 8.2%
14	\$14	38	<div></div> 1.7%
17	\$17	55	<div></div> 2.4%
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.			
# lwtp_slaughter_date: 宰殺日期之願付價格區間之下限值			
Information	[Type= continuous] [Format=numeric] [Range= 1-16] [Missing=*]		
Statistics [NW/ W]	[Valid=1882 /-] [Invalid=500 /-] [Mean=5.379 /-] [StdDev=4.234 /-]		
# uwtp_slaughter_date: 宰殺日期之願付價格區間之上限值			
Information	[Type= continuous] [Format=numeric] [Range= 0-15] [Missing=*]		
Statistics [NW/ W]	[Valid=2288 /-] [Invalid=94 /-] [Mean=5.338 /-] [StdDev=4.227 /-]		
# lwtp_traceability_info: 生產履歷之願付價格區間之下限值			
Information	[Type= continuous] [Format=numeric] [Range= 1-16] [Missing=*]		
Statistics [NW/ W]	[Valid=1991 /-] [Invalid=391 /-] [Mean=5.635 /-] [StdDev=4.318 /-]		
# uwtp_traceability_info: 生產履歷之願付價格區間之上限值			
Information	[Type= continuous] [Format=numeric] [Range= 0-15] [Missing=*]		
Statistics [NW/ W]	[Valid=2274 /-] [Invalid=108 /-] [Mean=5.838 /-] [StdDev=4.247 /-]		

# lwtp_growth_hormone: 瘦肉精檢驗之願付價格區間之下限值			
Information		[Type= continuous] [Format=numeric] [Range= 1-16] [Missing=*]	
Statistics [NW/ W]		[Valid=2054 /-] [Invalid=328 /-] [Mean=6.146 /-] [StdDev=4.408 /-]	
# uwtp_growth_hormone: 瘦肉精檢驗之願付價格區間之上限值			
Information		[Type= continuous] [Format=numeric] [Range= 0-15] [Missing=*]	
Statistics [NW/ W]		[Valid=2247 /-] [Invalid=135 /-] [Mean=6.373 /-] [StdDev=4.299 /-]	
# lwtp_nutritionlabel: 營養標示之願付價格區間之下限值			
Information		[Type= continuous] [Format=numeric] [Range= 1-16] [Missing=*]	
Statistics [NW/ W]		[Valid=1502 /-] [Invalid=880 /-] [Mean=4.538 /-] [StdDev=4.032 /-]	
# uwtp_nutritionlabel: 營養標示之願付價格區間之上限值			
Information		[Type= continuous] [Format=numeric] [Range= 0-15] [Missing=*]	
Statistics [NW/ W]		[Valid=2326 /-] [Invalid=56 /-] [Mean=3.796 /-] [StdDev=4.004 /-]	
# female: 請問您的性別為?			
Information		[Type= discrete] [Format=numeric] [Range= 0-1] [Missing=*]	
Statistics [NW/ W]		[Valid=2381 /-] [Invalid=1 /-]	
Value	Label	Cases	Percentage
0	男性	828	<div></div> 34.8%
1	女性	1553	<div></div> 65.2%
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.			
# race: 您認為您自己是哪一族群?			
Information		[Type= discrete] [Format=numeric] [Range= 1-6] [Missing=*]	
Statistics [NW/ W]		[Valid=2381 /-] [Invalid=1 /-]	
Value	Label	Cases	Percentage
1	外省人	279	<div></div> 11.7%
2	客家人	243	<div></div> 10.2%
3	閩南人	1753	<div></div> 73.6%
4	原住民	29	<div></div> 1.2%
5	新住民	28	<div></div> 1.2%
6	其他（請註明）	49	<div></div> 2.1%
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.			
# religion: 請問您個人的宗教信仰是?			
Information		[Type= discrete] [Format=numeric] [Range= 1-8] [Missing=*]	
Statistics [NW/ W]		[Valid=2373 /-] [Invalid=9 /-]	
Value	Label	Cases	Percentage
1	佛教	603	<div></div> 25.4%
2	道教	606	<div></div> 25.5%
3	基督教	155	<div></div> 6.5%
4	天主教	22	<div></div> 0.9%
5	一貫道	46	<div></div> 1.9%
6	回教	5	<div></div> 0.2%
7	無宗教信仰	933	<div></div> 39.3%

# religion: 請問您個人的宗教信仰是？			
Value	Label	Cases	Percentage
8	其他	3	0.1%
Sysmiss		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.			
# age: 請問您今年幾歲？			
Information	[Type= continuous] [Format=numeric] [Range= 18-79] [Missing=*]		
Statistics [NW/ W]	[Valid=2381 /-] [Invalid=1 /-] [Mean=40.775 /-] [StdDev=9.948 /-]		
# education: 請問您的學歷為？			
Information	[Type= continuous] [Format=numeric] [Range= 2-18] [Missing=*]		
Statistics [NW/ W]	[Valid=2381 /-] [Invalid=1 /-]		
Value	Label	Cases	Percentage
2	沒上過學	3	0.1%
9	國初中以下	82	3.6%
12	高中或高職	430	18.7%
16	專科或大學	1463	63.7%
18	研究所	319	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.			
# cate_job: 請問您的職業？			
Information	[Type= discrete] [Format=numeric] [Range= 1-9] [Missing=*]		
Statistics [NW/ W]	[Valid=2381 /-] [Invalid=1 /-]		
Value	Label	Cases	Percentage
1	軍公教	295	12.4%
2	學生	87	3.7%
3	家庭主婦	294	12.3%
4	商務人士	239	10.0%
5	服務業	676	28.4%
6	製造業	470	19.7%
7	自由業或退休	187	7.9%
8	自營業	86	3.6%
9	農林漁牧業	47	2.0%
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.			
# fam_income: 每月家庭平均所得？			
Information	[Type= continuous] [Format=numeric] [Range= 10000-105000] [Missing=*]		
Statistics [NW/ W]	[Valid=2381 /-] [Invalid=1 /-]		
Value	Label	Cases	Percentage
10000	20,000元以下	141	6.1%
25000	20,001~30,000元	219	9.5%
35000	30,001~40,000元	227	9.9%
45000	40,001~50,000元	245	10.7%
55000	50,001~60,000元	246	10.7%
65000	60,001~70,000元	239	10.4%
75000	70,001~80,000元	240	10.4%

# fam_income: 每月家庭平均所得?			
Value	Label	Cases	Percentage
105000	80,001元以上	740	32.2%
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.			
# region: 請問您現在居住在哪個縣市?			
Information	[Type= discrete] [Format=numeric] [Range= 1-3] [Missing=*]		
Statistics [NW/ W]	[Valid=2380 /-] [Invalid=2 /-]		
Value	Label	Cases	Percentage
1	基隆、台北、新北、桃園、新竹、宜蘭	1238	52.0%
2	苗栗、台中、彰化、南投、雲林、嘉義、花蓮	617	25.9%
3	台南、高雄、屏東、台東、離島地區、其他	525	22.1%
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.			
# urban_country: 您目前所居住的區域為?			
Information	[Type= discrete] [Format=numeric] [Range= 1-5] [Missing=*]		
Statistics [NW/ W]	[Valid=2381 /-] [Invalid=1 /-]		
Value	Label	Cases	Percentage
1	都市	1470	61.7%
2	都市郊區	594	24.9%
3	農漁村鄉鎮	196	8.2%
4	小城鎮 (人口低於郊區且非以農漁村為主的城鎮)	105	4.4%
5	山區	16	0.7%
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.			
# marriage: 請問您的婚姻狀況?			
Information	[Type= discrete] [Format=numeric] [Range= 0-1] [Missing=*]		
Statistics [NW/ W]	[Valid=2381 /-] [Invalid=1 /-]		
Value	Label	Cases	Percentage
0	單身	838	35.2%
1	已婚、寡婦、同居未婚	1543	64.8%
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.			
# num_family: 請問您家中成員有幾位(包含您自己)?			
Information	[Type= discrete] [Format=numeric] [Range= 1-6] [Missing=*]		
Statistics [NW/ W]	[Valid=2381 /-] [Invalid=1 /-]		
Value	Label	Cases	Percentage
1	1名	86	3.6%
2	2名	259	10.9%
3	3名	462	19.4%
4	4名	839	35.2%
5	5名	0	
6	5名以上	735	30.9%
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.			

# spouse: 除了您以外,請問您家中主要成員還有?伴侶/另一半(家中成員還包括)(複選題)			
Information		[Type= discrete] [Format=numeric] [Range= 0-1] [Missing=*]	
Statistics [NW/ W]		[Valid=2381 /-] [Invalid=1 /-]	
Value	Label	Cases	Percentage
0	沒有	1043	43.8%
1	有	1338	56.2%
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>			
# kids: 除了您以外,請問您家中主要成員還有?小孩(家中成員還包括)(複選題)			
Information		[Type= discrete] [Format=numeric] [Range= 0-1] [Missing=*]	
Statistics [NW/ W]		[Valid=2381 /-] [Invalid=1 /-]	
Value	Label	Cases	Percentage
0	沒有	1088	45.7%
1	有	1293	54.3%
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>			
# grand_kids: 除了您以外,請問您家中主要成員還有?孫子(家中成員還包括)(複選題)			
Information		[Type= discrete] [Format=numeric] [Range= 0-1] [Missing=*]	
Statistics [NW/ W]		[Valid=2381 /-] [Invalid=1 /-]	
Value	Label	Cases	Percentage
0	沒有	2308	96.9%
1	有	73	3.1%
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>			
# parents: 除了您以外,請問您家中主要成員還有?父母(家中成員還包括)(複選題)			
Information		[Type= discrete] [Format=numeric] [Range= 0-1] [Missing=*]	
Statistics [NW/ W]		[Valid=2381 /-] [Invalid=1 /-]	
Value	Label	Cases	Percentage
0	沒有	1338	56.2%
1	有	1043	43.8%
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>			
# grand_parents: 除了您以外,請問您家中主要成員還有?祖父母(家中成員還包括)(複選題)			
Information		[Type= discrete] [Format=numeric] [Range= 0-1] [Missing=*]	
Statistics [NW/ W]		[Valid=2381 /-] [Invalid=1 /-]	
Value	Label	Cases	Percentage
0	沒有	2311	97.1%
1	有	70	2.9%
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>			
# sibling: 除了您以外,請問您家中主要成員還有?兄弟姊妹(家中成員還包括)(複選題)			
Information		[Type= discrete] [Format=numeric] [Range= 0-1] [Missing=*]	
Statistics [NW/ W]		[Valid=2381 /-] [Invalid=1 /-]	

sibling: 除了您以外, 請問您家中主要成員還有? 兄弟姊妹(家中成員還包括)(複選題)

Value	Label	Cases	Percentage
0	沒有	1718	<div></div> 72.2%
1	有	663	<div></div> 27.8%
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.