

台灣 (Taiwan, ROC)

李雅靖

品牌化**app**對品牌的影響

**Study Documentation**

May 28, 2019

# Metadata Production

<b>Metadata Producer(s)</b>	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
<b>Production Date</b>	May 28, 2019
<b>Version</b>	2.0版, 參考IHSN Nesstar Template修改
<b>Identification</b>	E10506

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## 品牌化app對品牌的影響

### *Effects of Branded Apps on Brand*

#### Overview

<b>Identification</b>	E10506
<b>Version</b>	Production Date: 2020-08-01 1
<b>Abstract</b> 本研究探討遊戲化品牌APP之挑戰感、成就感、社交互動感如何影響購買意願。本研究結果發現,促進型成就感以及外部社交互動感能正向影響購買意願。競爭型成就感以及內部社交互動感則負向影響購買意願。本研究擴展遊戲化應用,將其延伸至品牌APP領域,並提供建議給欲開發遊戲化品牌APP之企業在開發品牌APP時,能考慮遊戲化應用,以發揮品牌APP的行銷效益。	
<b>Kind of Data</b>	抽查
<b>Unit of Analysis</b>	個人

#### Scope & Coverage

<b>Time Period(s)</b>	2015-2016
<b>Countries</b>	台灣 (Taiwan, ROC)
<b>Geographic Coverage</b> 台灣	
<b>Universe</b> 手機使用者	

#### Producers & Sponsors

<b>Primary Investigator(s)</b>	李雅靖
<b>Other Producer(s)</b>	中山大學行銷傳播管理研究所
<b>Funding Agency/ies</b>	科技部

#### Data Collection

<b>Data Collection Dates</b>	start 2015-08-01 end 2016-07-31
<b>Time Period(s)</b>	start 2015-08-01 end 2018-07-31
<b>Data Collection Mode</b>	線上填答

#### Data Processing & Appraisal

<b>Data Editing</b> 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。
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<b>Accessibility</b>	
<b>Contact(s)</b>	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), <a href="https://srda.sinica.edu.tw">https://srda.sinica.edu.tw</a> , <a href="mailto:srda@gate.sinica.edu.tw">srda@gate.sinica.edu.tw</a>
<b>Distributor(s)</b>	學術調查研究資料庫(Survey Research Data Archive)
<b>Depositor(s)</b>	中山大學行銷傳播管理研究所
<b><u>Access Conditions</u></b> 標準版(一般會員、院內會員直接下載)	

# Files Description

Dataset contains 1 file(s)

data	
# Cases	938
# Variable(s)	27

# Variables Group(s)

Dataset contains 5 group(s)

Group 挑戰感							
#	Name	Label	Type	Format	Valid	Invalid	Question
1	a1	I.1.我認為使用品牌APP很有挑戰感	discrete	numeric-1.0	938	0	-
2	a2	I.2.我認為使用該品牌APP所感知的挑戰感,能促使我發揮最佳能力	discrete	numeric-1.0	938	0	-
3	a3	I.3.我認為該品牌APP不會讓我感到無聊或焦慮	discrete	numeric-1.0	938	0	-
4	a4	I.4.我認為品牌APP中的挑戰是適當的,並不會令我覺得太難或太容易	discrete	numeric-1.0	938	0	-
5	a5	I.5.該品牌APP的困難程度會隨著我技巧的提升而變高	discrete	numeric-1.0	938	0	-

Group 成就感							
#	Name	Label	Type	Format	Valid	Invalid	Question
1	b1	I.6.在此品牌APP中,我的表現比其他使用者好	discrete	numeric-1.0	938	0	-
2	b2	I.7.我會藉由與他人討論此品牌APP,以襯托出自身在該APP中的能力表現	discrete	numeric-1.0	938	0	-
3	b3	I.8.在此品牌APP中,我所獲得的獎勵多於其他使用者	discrete	numeric-1.0	938	0	-
4	b4	I.9.在使用品牌APP的過程中,我能接收到即時的回饋	discrete	numeric-1.0	938	0	-
5	b5	I.10.在使用品牌APP的過程中,我能即時接收到等級、分數、徽章的回饋	discrete	numeric-1.0	938	0	-
6	b6	I.11.在APP中提升等級、分數、徽章,讓我有成就感	discrete	numeric-1.0	938	0	-
7	b7	I.12.在APP中所得到的折價卷、優惠卷、小禮品讓我有成就感	discrete	numeric-1.0	938	0	-

Group 社交							
#	Name	Label	Type	Format	Valid	Invalid	Question
1	c1	I.13.此品牌APP有提供讓我與他人互動交流的管道	discrete	numeric-1.0	938	0	-
2	c2	I.14.此品牌APP能讓使用者互相溝通	discrete	numeric-1.0	938	0	-
3	c3	I.15.我會在品牌APP中與他人互動	discrete	numeric-1.0	938	0	-
4	c4	I.16.成為品牌APP群體的一部分帶給我滿足感	discrete	numeric-1.0	938	0	-

#	Name	Label	Type	Format	Valid	Invalid	Question
5	c5	I.17.我會想邀請、推薦朋友一起使用該品牌APP	discrete	numeric-1.0	938	0	-
6	c6	I.18.我會想與朋友一同討論該品牌APP	discrete	numeric-1.0	938	0	-
7	c7	I.19.我會想與朋友談論我玩這個品牌APP的心得	discrete	numeric-1.0	938	0	-

### Group 購買意願

#	Name	Label	Type	Format	Valid	Invalid	Question
1	d1	I.20.我未來可能會考慮購買該品牌	discrete	numeric-1.0	938	0	-
2	d2	I.21.如果有機會的話,我願意購買該品牌	discrete	numeric-1.0	938	0	-
3	d3	I.22.我在未來購買該品牌的可能性很高	discrete	numeric-1.0	938	0	-

### Group 基本資料及外加變項

#	Name	Label	Type	Format	Valid	Invalid	Question
1	e	請問您一天平均使用APP的時間	discrete	numeric-1.0	938	0	-
2	sex	II.1性別	discrete	numeric-1.0	938	0	-
3	education	II.2教育程度	discrete	numeric-1.0	938	0	-
4	marital_situation	II.3婚姻狀況	discrete	numeric-1.0	938	0	-
5	occupation	II.4職業	discrete	numeric-2.0	938	0	-



# Variables Description

Dataset contains 27 variable(s)

## File : data

### # a1: I.1.我認為使用品牌APP很有挑戰感

Information	[Type= discrete] [Format=numeric] [Range= 1-7] [Missing=*]
Statistics [NW/ W]	[Valid=938 /-] [Invalid=0 /-]

Value	Label	Cases	Percentage
1	非常不同意	22	2.3%
2	不同意	53	5.7%
3	有點不同意	70	7.5%
4	普通	324	34.5%
5	有點同意	252	26.9%
6	同意	172	18.3%
7	非常同意	45	4.8%

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.

### # a2: I.2.我認為使用該品牌APP所感知的挑戰感,能促使我發揮最佳能力

Information	[Type= discrete] [Format=numeric] [Range= 1-7] [Missing=*]
Statistics [NW/ W]	[Valid=938 /-] [Invalid=0 /-]

Value	Label	Cases	Percentage
1	非常不同意	23	2.5%
2	不同意	63	6.7%
3	有點不同意	93	9.9%
4	普通	317	33.8%
5	有點同意	252	26.9%
6	同意	145	15.5%
7	非常同意	45	4.8%

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.

### # a3: I.3.我認為該品牌APP不會讓我感到無聊或焦慮

Information	[Type= discrete] [Format=numeric] [Range= 1-7] [Missing=*]
Statistics [NW/ W]	[Valid=938 /-] [Invalid=0 /-]

Value	Label	Cases	Percentage
1	非常不同意	15	1.6%
2	不同意	48	5.1%
3	有點不同意	93	9.9%
4	普通	259	27.6%
5	有點同意	237	25.3%
6	同意	238	25.4%
7	非常同意	48	5.1%

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.

### # a4: I.4.我認為品牌APP中的挑戰是適當的,並不會令我覺得太難或太容易

Information	[Type= discrete] [Format=numeric] [Range= 1-7] [Missing=*]
Statistics [NW/ W]	[Valid=938 /-] [Invalid=0 /-]

Value	Label	Cases	Percentage
1	非常不同意	7	0.7%
2	不同意	31	3.3%
3	有點不同意	39	4.2%

## File : data

# a4: I.4.我認為品牌APP中的挑戰是適當的,並不會令我覺得太難或太容易

Value	Label	Cases	Percentage
4	普通	254	<div><div></div></div> 27.1%
5	有點同意	279	<div><div></div></div> 29.7%
6	同意	267	<div><div></div></div> 28.5%
7	非常同意	61	<div><div></div></div> 6.5%

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.

# a5: I.5.該品牌APP的困難程度會隨著我技巧的提升而變高

Information	[Type= discrete] [Format=numeric] [Range= 1-7] [Missing=*]
Statistics [NW/ W]	[Valid=938 /-] [Invalid=0 /-]

Value	Label	Cases	Percentage
1	非常不同意	50	<div><div></div></div> 5.3%
2	不同意	85	<div><div></div></div> 9.1%
3	有點不同意	106	<div><div></div></div> 11.3%
4	普通	321	<div><div></div></div> 34.2%
5	有點同意	209	<div><div></div></div> 22.3%
6	同意	137	<div><div></div></div> 14.6%
7	非常同意	30	<div><div></div></div> 3.2%

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.

# b1: I.6.在此品牌APP中,我的表現比其他使用者好

Information	[Type= discrete] [Format=numeric] [Range= 1-7] [Missing=*]
Statistics [NW/ W]	[Valid=938 /-] [Invalid=0 /-]

Value	Label	Cases	Percentage
1	非常不同意	21	<div><div></div></div> 2.2%
2	不同意	51	<div><div></div></div> 5.4%
3	有點不同意	81	<div><div></div></div> 8.6%
4	普通	384	<div><div></div></div> 40.9%
5	有點同意	223	<div><div></div></div> 23.8%
6	同意	137	<div><div></div></div> 14.6%
7	非常同意	41	<div><div></div></div> 4.4%

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.

# b2: I.7.我會藉由與他人討論此品牌APP,以襯托出自身在該APP中的能力表現

Information	[Type= discrete] [Format=numeric] [Range= 1-7] [Missing=*]
Statistics [NW/ W]	[Valid=938 /-] [Invalid=0 /-]

Value	Label	Cases	Percentage
1	非常不同意	41	<div><div></div></div> 4.4%
2	不同意	96	<div><div></div></div> 10.2%
3	有點不同意	112	<div><div></div></div> 11.9%
4	普通	269	<div><div></div></div> 28.7%
5	有點同意	240	<div><div></div></div> 25.6%
6	同意	148	<div><div></div></div> 15.8%
7	非常同意	32	<div><div></div></div> 3.4%

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

## File : data

# b3: I.8.在此品牌APP中,我所獲得的獎勵多於其他使用者

Information	[Type= discrete] [Format=numeric] [Range= 1-7] [Missing=*]
Statistics [NW/ W]	[Valid=938 /-] [Invalid=0 /-]

Value	Label	Cases	Percentage
1	非常不同意	36	3.8%
2	不同意	89	9.5%
3	有點不同意	109	11.6%
4	普通	330	35.2%
5	有點同意	201	21.4%
6	同意	146	15.6%
7	非常同意	27	2.9%

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.

# b4: I.9.在使用品牌APP的過程中,我能接收到即時的回饋

Information	[Type= discrete] [Format=numeric] [Range= 1-7] [Missing=*]
Statistics [NW/ W]	[Valid=938 /-] [Invalid=0 /-]

Value	Label	Cases	Percentage
1	非常不同意	6	0.6%
2	不同意	26	2.8%
3	有點不同意	49	5.2%
4	普通	209	22.3%
5	有點同意	342	36.5%
6	同意	241	25.7%
7	非常同意	65	6.9%

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.

# b5: I.10.在使用品牌APP的過程中,我能即時接收到等級、分數、徽章的回饋

Information	[Type= discrete] [Format=numeric] [Range= 1-7] [Missing=*]
Statistics [NW/ W]	[Valid=938 /-] [Invalid=0 /-]

Value	Label	Cases	Percentage
1	非常不同意	9	1.0%
2	不同意	25	2.7%
3	有點不同意	43	4.6%
4	普通	182	19.4%
5	有點同意	308	32.8%
6	同意	297	31.7%
7	非常同意	74	7.9%

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.

# b6: I.11.在APP中提升等級、分數、徽章,讓我有成就感

Information	[Type= discrete] [Format=numeric] [Range= 1-7] [Missing=*]
Statistics [NW/ W]	[Valid=938 /-] [Invalid=0 /-]

Value	Label	Cases	Percentage
1	非常不同意	26	2.8%
2	不同意	52	5.5%
3	有點不同意	57	6.1%

## File : data

# b6: I.11.在APP中提升等級、分數、徽章,讓我有成就感

Value	Label	Cases	Percentage
4	普通	206	<div><div></div></div> 22.0%
5	有點同意	269	<div><div></div></div> 28.7%
6	同意	245	<div><div></div></div> 26.1%
7	非常同意	83	<div><div></div></div> 8.8%

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

# b7: I.12.在APP中所得到的折價卷、優惠卷、小禮品讓我有成就感

Information	[Type= discrete] [Format=numeric] [Range= 1-7] [Missing=*]
Statistics [NW/ W]	[Valid=938 /-] [Invalid=0 /-]

Value	Label	Cases	Percentage
1	非常不同意	10	<div><div></div></div> 1.1%
2	不同意	25	<div><div></div></div> 2.7%
3	有點不同意	51	<div><div></div></div> 5.4%
4	普通	183	<div><div></div></div> 19.5%
5	有點同意	284	<div><div></div></div> 30.3%
6	同意	271	<div><div></div></div> 28.9%
7	非常同意	114	<div><div></div></div> 12.2%

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.

# c1: I.13.此品牌APP有提供讓我與他人互動交流的管道

Information	[Type= discrete] [Format=numeric] [Range= 1-7] [Missing=*]
Statistics [NW/ W]	[Valid=938 /-] [Invalid=0 /-]

Value	Label	Cases	Percentage
1	非常不同意	52	<div><div></div></div> 5.5%
2	不同意	114	<div><div></div></div> 12.2%
3	有點不同意	154	<div><div></div></div> 16.4%
4	普通	268	<div><div></div></div> 28.6%
5	有點同意	203	<div><div></div></div> 21.6%
6	同意	113	<div><div></div></div> 12.0%
7	非常同意	34	<div><div></div></div> 3.6%

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.

# c2: I.14.此品牌APP能讓使用者互相溝通

Information	[Type= discrete] [Format=numeric] [Range= 1-7] [Missing=*]
Statistics [NW/ W]	[Valid=938 /-] [Invalid=0 /-]

Value	Label	Cases	Percentage
1	非常不同意	68	<div><div></div></div> 7.2%
2	不同意	143	<div><div></div></div> 15.2%
3	有點不同意	142	<div><div></div></div> 15.1%
4	普通	261	<div><div></div></div> 27.8%
5	有點同意	168	<div><div></div></div> 17.9%
6	同意	130	<div><div></div></div> 13.9%
7	非常同意	26	<div><div></div></div> 2.8%

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.

## File : data

### # c3: I.15.我會在品牌APP中與他人互動

<b>Information</b>	[Type= discrete] [Format=numeric] [Range= 1-7] [Missing=*]
<b>Statistics [NW/ W]</b>	[Valid=938 /-] [Invalid=0 /-]

Value	Label	Cases	Percentage
1	非常不同意	95	10.1%
2	不同意	176	18.8%
3	有點不同意	149	15.9%
4	普通	234	24.9%
5	有點同意	159	17.0%
6	同意	103	11.0%
7	非常同意	22	2.3%

*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.*

### # c4: I.16.成為品牌APP群體的一部分帶給我滿足感

<b>Information</b>	[Type= discrete] [Format=numeric] [Range= 1-7] [Missing=*]
<b>Statistics [NW/ W]</b>	[Valid=938 /-] [Invalid=0 /-]

Value	Label	Cases	Percentage
1	非常不同意	44	4.7%
2	不同意	87	9.3%
3	有點不同意	109	11.6%
4	普通	280	29.9%
5	有點同意	248	26.4%
6	同意	137	14.6%
7	非常同意	33	3.5%

*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.*

### # c5: I.17.我會想邀請、推薦朋友一起使用該品牌APP

<b>Information</b>	[Type= discrete] [Format=numeric] [Range= 1-7] [Missing=*]
<b>Statistics [NW/ W]</b>	[Valid=938 /-] [Invalid=0 /-]

Value	Label	Cases	Percentage
1	非常不同意	30	3.2%
2	不同意	44	4.7%
3	有點不同意	70	7.5%
4	普通	240	25.6%
5	有點同意	299	31.9%
6	同意	202	21.5%
7	非常同意	53	5.7%

*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.*

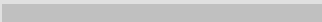
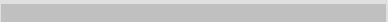
### # c6: I.18.我會想與朋友一同討論該品牌APP

<b>Information</b>	[Type= discrete] [Format=numeric] [Range= 1-7] [Missing=*]
<b>Statistics [NW/ W]</b>	[Valid=938 /-] [Invalid=0 /-]

Value	Label	Cases	Percentage
1	非常不同意	34	3.6%
2	不同意	54	5.8%
3	有點不同意	85	9.1%

## File : data



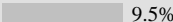
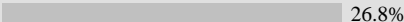
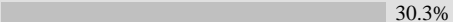
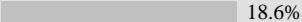

### # c6: I.18.我會想與朋友一同討論該品牌APP

Value	Label	Cases	Percentage
4	普通	239	 25.5%
5	有點同意	287	 30.6%
6	同意	194	 20.7%
7	非常同意	45	 4.8%

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.

### # c7: I.19.我會想與朋友談論我玩這個品牌APP的心得








Information	[Type= discrete] [Format=numeric] [Range= 1-7] [Missing=*]
Statistics [NW/ W]	[Valid=938 /-] [Invalid=0 /-]

Value	Label	Cases	Percentage
1	非常不同意	38	 4.1%
2	不同意	58	 6.2%
3	有點不同意	89	 9.5%
4	普通	251	 26.8%
5	有點同意	284	 30.3%
6	同意	174	 18.6%
7	非常同意	44	 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.

### # d1: I.20.我未來可能會考慮購買該品牌



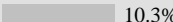
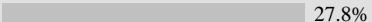
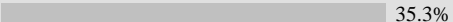
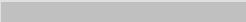
Information	[Type= discrete] [Format=numeric] [Range= 1-7] [Missing=*]
Statistics [NW/ W]	[Valid=938 /-] [Invalid=0 /-]

Value	Label	Cases	Percentage
1	非常不同意	1	 0.1%
2	不同意	8	 0.9%
3	有點不同意	24	 2.6%
4	普通	106	 11.3%
5	有點同意	268	 28.6%
6	同意	335	 35.7%
7	非常同意	196	 20.9%

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.

### # d2: I.21.如果有機會的話,我願意購買該品牌

Information	[Type= discrete] [Format=numeric] [Range= 1-7] [Missing=*]
Statistics [NW/ W]	[Valid=938 /-] [Invalid=0 /-]

Value	Label	Cases	Percentage
1	非常不同意	0	
2	不同意	11	 1.2%
3	有點不同意	25	 2.7%
4	普通	97	 10.3%
5	有點同意	261	 27.8%
6	同意	331	 35.3%
7	非常同意	213	 22.7%

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.

<b>File : data</b>			
# d3: I.22.我在未來購買該品牌的可能性很高			
Information	[Type= discrete] [Format=numeric] [Range= 1-7] [Missing=*]		
Statistics [NW/ W]	[Valid=938 /-] [Invalid=0 /-]		
Value	Label	Cases	Percentage
1	非常不同意	2	0.2%
2	不同意	11	1.2%
3	有點不同意	29	3.1%
4	普通	109	11.6%
5	有點同意	254	27.1%
6	同意	303	32.3%
7	非常同意	230	24.5%
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.			
# e: 請問您一天平均使用APP的時間			
Information	[Type= discrete] [Format=numeric] [Range= 1-8] [Missing=*]		
Statistics [NW/ W]	[Valid=938 /-] [Invalid=0 /-]		
Value	Label	Cases	Percentage
1	0分鐘	31	3.3%
2	15分鐘以下	305	32.5%
3	15分鐘-30分鐘	250	26.7%
4	31分鐘-45分鐘	127	13.5%
5	46分鐘-60分鐘	61	6.5%
6	61分鐘-85分鐘	30	3.2%
7	86分鐘-100分鐘	20	2.1%
8	100分鐘以上	114	12.2%
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.			
# sex: II.1性別			
Information	[Type= discrete] [Format=numeric] [Range= 1-2] [Missing=*]		
Statistics [NW/ W]	[Valid=938 /-] [Invalid=0 /-]		
Value	Label	Cases	Percentage
1	男	408	43.5%
2	女	530	56.5%
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.			
# education: II.2教育程度			
Information	[Type= discrete] [Format=numeric] [Range= 1-5] [Missing=*]		
Statistics [NW/ W]	[Valid=938 /-] [Invalid=0 /-]		
Value	Label	Cases	Percentage
1	國小(含以下)	0	
2	國(初)中	2	0.2%
3	高中(職)	25	2.7%
4	大學(專科)	707	75.4%
5	研究所(含以上)	204	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.			



## File : data

### # marital\_situation: II.3婚姻狀況

**Information** [Type= discrete] [Format=numeric] [Range= 1-6] [Missing=\*]

**Statistics [NW/ W]** [Valid=938 /-] [Invalid=0 /-]

Value	Label	Cases	Percentage
1	未婚	876	93.4%
2	已婚	59	6.3%
3	分居	0	
4	離婚	1	0.1%
5	喪偶	1	0.1%
6	其他	1	0.1%

*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.*

### # occupation: II.4職業

**Information** [Type= discrete] [Format=numeric] [Range= 1-10] [Missing=\*]

**Statistics [NW/ W]** [Valid=938 /-] [Invalid=0 /-]

Value	Label	Cases	Percentage
1	軍公教	70	7.5%
2	工	59	6.3%
3	商	75	8.0%
4	農牧漁礦	6	0.6%
5	服務業	138	14.7%
6	家庭主婦	12	1.3%
7	學生	459	48.9%
8	自由業(醫生、律師、會計師)	34	3.6%
9	待業	36	3.8%
10	其他	49	5.2%

*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.*