

台灣 (Taiwan, ROC)

蘇靖淑

東協國家旅客知多少?計劃行為理論結合電子口碑、目的地意象探討東協國家來台旅客行為之研究

Study Documentation

September 3, 2019

Metadata Production

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| 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 | September 25, 2019 |
| Version | 2.0版, 參考IHSN Nesstar Template修改 |
| Identification | E10617 |

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東協國家旅客知多少?計劃行為理論結合電子口碑、目的地意象探討東協國家來台旅客行為之研究

How Much Do You Understand the Tourists from Southeast Asian Nations? A Study of Integrating the Theory of Planned Behavior, Electronic Word-Of-Mouth and Destination Image to Explore the Behavior of Inbound Tourists of Taiwan from Southeast Asian Nations

| Overview | |
|--|----------------------------------|
| Identification | E10617 |
| Version | Production Date: 2020-08-01 1 |
| Abstract 本研究運用計劃行為理論與eWOM、目的地意象結合,以東協國家之來台旅客為對象,探討對於東協國家來台旅客行為意圖的影響機制,並建構eWOM、目的地意象結合計劃行為理論之遊客行為模式。 本研究以東協國家之來台旅客為母體,抽樣方式採取便利抽樣,於2017年11月1日至2018年3月1日之間進行調查,合計完成308份有效樣本。 | |
| Kind of Data | 抽查 |
| Unit of Analysis | 個人 |

| Scope & Coverage | |
|------------------------------------|------------------|
| Time Period(s) | 2017-2018 |
| Countries | 台灣 (Taiwan, ROC) |
| Geographic Coverage 東協國家 | |
| Universe 東協國家之來台旅客 | |

| Producers & Sponsors | |
|-------------------------|------------|
| Primary Investigator(s) | 蘇靖淑 |
| Other Producer(s) | 銘傳大學餐旅管理學系 |
| Funding Agency/ies | 科技部 |

| Data Collection | |
|-----------------------|------------------------------------|
| Data Collection Dates | start 2017-11-01 end 2018-03-31 |
| Time Period(s) | start 2017-08-01 end 2018-07-31 |
| Data Collection Mode | 留卷自填問卷 |

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。

Other Processing

- 1.本研究問卷之發放地點包括桃園中正國際機場出境大廳(針對即將離境旅客)、重要觀光景點(例如台北101大樓、故宮博物院、自由廣場、士林夜市、永康街等)。此外,亦透過接待東協國家來台旅客旅行團之旅行社的協助,對其旅行團之遊客發放問卷。
- 2.本研究採便利抽樣法,在請受訪者填答之前,會先確認受訪者之居住地,確認其居住地屬於東協國家,方進行問卷之發放。

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) | 銘傳大學餐旅管理學系 |

Access Conditions

標準版(一般會員、院內會員直接下載)

Files Description

Dataset contains 1 file(s)

| data | |
|---------------|-----|
| # Cases | 308 |
| # Variable(s) | 55 |

Variables Group(s)

Dataset contains 4 group(s)

| Group 一. 對台灣的意象 | | | | | | | |
|-----------------|------|-----------|----------|-------------|-------|---------|----------|
| # | Name | Label | Type | Format | Valid | Invalid | Question |
| 1 | v1 | ewom1好的印象 | discrete | numeric-8.0 | 308 | 0 | - |
| 2 | v2 | ewom2是正確的 | discrete | numeric-8.0 | 308 | 0 | - |
| 3 | v3 | ewom3具吸引力 | discrete | numeric-8.0 | 308 | 0 | - |
| 4 | v4 | ewom4蒐集資訊 | discrete | numeric-8.0 | 308 | 0 | - |
| 5 | v5 | ewom5感到擔心 | discrete | numeric-8.0 | 308 | 0 | - |
| 6 | v6 | ewom6有信心 | discrete | numeric-8.0 | 308 | 0 | - |

| Group 二. 台灣旅遊經驗 | | | | | | | |
|-----------------|------|-------|----------|-------------|-------|---------|----------|
| # | Name | Label | Type | Format | Valid | Invalid | Question |
| 1 | v7 | 休憩活動 | discrete | numeric-8.0 | 308 | 0 | - |
| 2 | v8 | 購物設施 | discrete | numeric-8.0 | 308 | 0 | - |
| 3 | v9 | 適當住宿 | discrete | numeric-8.0 | 308 | 0 | - |
| 4 | v10 | 公共建設 | discrete | numeric-8.0 | 308 | 0 | - |
| 5 | v11 | 廉價旅遊 | discrete | numeric-8.0 | 308 | 0 | - |
| 6 | v12 | 物價不高 | discrete | numeric-8.0 | 308 | 0 | - |
| 7 | v13 | 美麗風景 | discrete | numeric-8.0 | 308 | 0 | - |
| 8 | v14 | 好建築物 | discrete | numeric-8.0 | 308 | 0 | - |
| 9 | v15 | 文化歷史 | discrete | numeric-8.0 | 308 | 0 | - |
| 10 | v16 | 生活習俗 | discrete | numeric-8.0 | 308 | 0 | - |
| 11 | v17 | 放鬆氣氛 | discrete | numeric-8.0 | 308 | 0 | - |
| 12 | v18 | 一點擁擠 | discrete | numeric-8.0 | 308 | 0 | - |
| 13 | v19 | 適合休息 | discrete | numeric-8.0 | 308 | 0 | - |
| 14 | v20 | 人們友善 | discrete | numeric-8.0 | 308 | 0 | - |
| 15 | v21 | 安全品質 | discrete | numeric-8.0 | 308 | 0 | - |
| 16 | v22 | 乾淨衛生 | discrete | numeric-8.0 | 308 | 0 | - |
| 17 | v23 | 未受汙染 | discrete | numeric-8.0 | 308 | 0 | - |
| 18 | v24 | 印象很好 | discrete | numeric-8.0 | 308 | 0 | - |

| Group 三. 電子口碑(eWOM) | | | | | | | |
|---------------------|------|--------|----------|-------------|-------|---------|----------|
| # | Name | Label | Type | Format | Valid | Invalid | Question |
| 1 | v25 | 經驗是很好的 | discrete | numeric-8.0 | 308 | 0 | - |
| 2 | v26 | 經驗令人滿意 | discrete | numeric-8.0 | 308 | 0 | - |
| 3 | v27 | 經驗是值得的 | discrete | numeric-8.0 | 308 | 0 | - |
| 4 | v28 | 經驗是有趣的 | discrete | numeric-8.0 | 308 | 0 | - |
| 5 | v29 | 經驗令人愉快 | discrete | numeric-8.0 | 308 | 0 | - |

| # | Name | Label | Type | Format | Valid | Invalid | Question |
|----|------|--------|----------|-------------|-------|---------|----------|
| 6 | v30 | 應該到台灣 | discrete | numeric-8.0 | 308 | 0 | - |
| 7 | v31 | 經驗對我好 | discrete | numeric-8.0 | 308 | 0 | - |
| 8 | v32 | 經驗被期待 | discrete | numeric-8.0 | 308 | 0 | - |
| 9 | v33 | 有充足的時間 | discrete | numeric-8.0 | 308 | 0 | - |
| 10 | v34 | 相關資訊容易 | discrete | numeric-8.0 | 308 | 0 | - |
| 11 | v35 | 交通很便利的 | discrete | numeric-8.0 | 308 | 0 | - |
| 12 | v36 | 足夠金錢負擔 | discrete | numeric-8.0 | 308 | 0 | - |
| 13 | v37 | 旅遊是安全的 | discrete | numeric-8.0 | 308 | 0 | - |
| 14 | v38 | 有同伴一起 | discrete | numeric-8.0 | 308 | 0 | - |
| 15 | v39 | 提供正面口碑 | discrete | numeric-8.0 | 308 | 0 | - |
| 16 | v40 | 推薦我的親友 | discrete | numeric-8.0 | 308 | 0 | - |
| 17 | v41 | 預期再次旅遊 | discrete | numeric-8.0 | 308 | 0 | - |
| 18 | v42 | 將會再到台灣 | discrete | numeric-8.0 | 308 | 0 | - |
| 19 | v43 | 計畫再到台灣 | discrete | numeric-8.0 | 308 | 0 | - |

Group 四. 個人資料

| # | Name | Label | Type | Format | Valid | Invalid | Question |
|----|------|---------|----------|-------------|-------|---------|----------|
| 1 | v44 | 國籍 | discrete | numeric-8.0 | 308 | 0 | - |
| 2 | v45 | 居住地 | discrete | numeric-8.0 | 308 | 0 | - |
| 3 | v46 | 性別 | discrete | numeric-8.0 | 308 | 0 | - |
| 4 | v47 | 年齡 | discrete | numeric-8.0 | 308 | 0 | - |
| 5 | v48 | 職業 | discrete | numeric-8.0 | 308 | 0 | - |
| 6 | v49 | 教育程度 | discrete | numeric-8.0 | 308 | 0 | - |
| 7 | v50 | 婚姻狀況 | discrete | numeric-8.0 | 308 | 0 | - |
| 8 | v51 | 年收入 | discrete | numeric-8.0 | 308 | 0 | - |
| 9 | v52 | 停留天數 | discrete | numeric-8.0 | 308 | 0 | - |
| 10 | v53 | 第幾次到台灣 | discrete | numeric-8.0 | 308 | 0 | - |
| 11 | v54 | 行程是由誰安排 | discrete | numeric-8.0 | 308 | 0 | - |
| 12 | v55 | 來台的旅行方式 | discrete | numeric-8.0 | 308 | 0 | - |




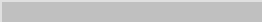
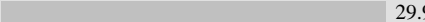
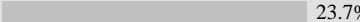

Variables Description

Dataset contains 55 variable(s)

File : data

v1: ewom1好的印象




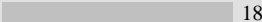
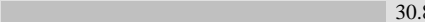
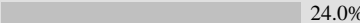

| | |
|---------------------------|--|
| Information | [Type= discrete] [Format=numeric] [Range= 1-7] [Missing=*] |
| Statistics [NW/ W] | [Valid=308 /-] [Invalid=0 /-] |

| Value | Label | Cases | Percentage |
|-------|-------|-------|---|
| 1 | 極不同意 | 5 |  1.6% |
| 2 | 非常不同意 | 15 |  4.9% |
| 3 | 不同意 | 24 |  7.8% |
| 4 | 無意見 | 63 |  20.5% |
| 5 | 同意 | 92 |  29.9% |
| 6 | 非常同意 | 73 |  23.7% |
| 7 | 極同意 | 36 |  11.7% |

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.

v2: ewom2是正確的




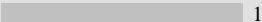
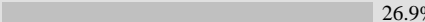
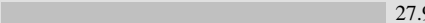

| | |
|---------------------------|--|
| Information | [Type= discrete] [Format=numeric] [Range= 1-7] [Missing=*] |
| Statistics [NW/ W] | [Valid=308 /-] [Invalid=0 /-] |

| Value | Label | Cases | Percentage |
|-------|-------|-------|---|
| 1 | 極不同意 | 5 |  1.6% |
| 2 | 非常不同意 | 10 |  3.2% |
| 3 | 不同意 | 27 |  8.8% |
| 4 | 無意見 | 57 |  18.5% |
| 5 | 同意 | 95 |  30.8% |
| 6 | 非常同意 | 74 |  24.0% |
| 7 | 極同意 | 40 |  13.0% |

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.

v3: ewom3具吸引力




| | |
|---------------------------|--|
| Information | [Type= discrete] [Format=numeric] [Range= 1-7] [Missing=*] |
| Statistics [NW/ W] | [Valid=308 /-] [Invalid=0 /-] |

| Value | Label | Cases | Percentage |
|-------|-------|-------|---|
| 1 | 極不同意 | 5 |  1.6% |
| 2 | 非常不同意 | 17 |  5.5% |
| 3 | 不同意 | 24 |  7.8% |
| 4 | 無意見 | 54 |  17.5% |
| 5 | 同意 | 83 |  26.9% |
| 6 | 非常同意 | 86 |  27.9% |
| 7 | 極同意 | 39 |  12.7% |

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

v4: ewom4蒐集資訊

| | |
|---------------------------|--|
| Information | [Type= discrete] [Format=numeric] [Range= 1-7] [Missing=*] |
| Statistics [NW/ W] | [Valid=308 /-] [Invalid=0 /-] |

| Value | Label | Cases | Percentage |
|-------|-------|-------|--|
| 1 | 極不同意 | 3 |  1.0% |
| 2 | 非常不同意 | 8 |  2.6% |
| 3 | 不同意 | 23 |  7.5% |

File : data

v4: ewom4蒐集資訊

| Value | Label | Cases | Percentage |
|-------|-------|-------|------------------------------|
| 4 | 無意見 | 59 | <div><div></div></div> 19.2% |
| 5 | 同意 | 93 | <div><div></div></div> 30.2% |
| 6 | 非常同意 | 81 | <div><div></div></div> 26.3% |
| 7 | 極同意 | 41 | <div><div></div></div> 13.3% |

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.

v5: ewom5感到擔心

| | |
|--------------------|--|
| Information | [Type= discrete] [Format=numeric] [Range= 1-7] [Missing=*] |
| Statistics [NW/ W] | [Valid=308 /-] [Invalid=0 /-] |

| Value | Label | Cases | Percentage |
|-------|-------|-------|------------------------------|
| 1 | 極不同意 | 11 | <div><div></div></div> 3.6% |
| 2 | 非常不同意 | 21 | <div><div></div></div> 6.8% |
| 3 | 不同意 | 35 | <div><div></div></div> 11.4% |
| 4 | 無意見 | 64 | <div><div></div></div> 20.8% |
| 5 | 同意 | 82 | <div><div></div></div> 26.6% |
| 6 | 非常同意 | 55 | <div><div></div></div> 17.9% |
| 7 | 極同意 | 40 | <div><div></div></div> 13.0% |

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.

v6: ewom6有信心

| | |
|--------------------|--|
| Information | [Type= discrete] [Format=numeric] [Range= 1-7] [Missing=*] |
| Statistics [NW/ W] | [Valid=308 /-] [Invalid=0 /-] |

| Value | Label | Cases | Percentage |
|-------|-------|-------|------------------------------|
| 1 | 極不同意 | 6 | <div><div></div></div> 1.9% |
| 2 | 非常不同意 | 6 | <div><div></div></div> 1.9% |
| 3 | 不同意 | 26 | <div><div></div></div> 8.4% |
| 4 | 無意見 | 77 | <div><div></div></div> 25.0% |
| 5 | 同意 | 75 | <div><div></div></div> 24.4% |
| 6 | 非常同意 | 77 | <div><div></div></div> 25.0% |
| 7 | 極同意 | 41 | <div><div></div></div> 13.3% |

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.

v7: 休憩活動

| | |
|--------------------|--|
| Information | [Type= discrete] [Format=numeric] [Range= 1-7] [Missing=*] |
| Statistics [NW/ W] | [Valid=308 /-] [Invalid=0 /-] |

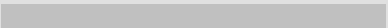
| Value | Label | Cases | Percentage |
|-------|-------|-------|------------------------------|
| 1 | 極不同意 | 0 | |
| 2 | 非常不同意 | 3 | <div><div></div></div> 1.0% |
| 3 | 不同意 | 14 | <div><div></div></div> 4.5% |
| 4 | 無意見 | 59 | <div><div></div></div> 19.2% |
| 5 | 同意 | 99 | <div><div></div></div> 32.1% |
| 6 | 非常同意 | 90 | <div><div></div></div> 29.2% |
| 7 | 極同意 | 43 | <div><div></div></div> 14.0% |

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

| File : data | | | |
|---|--|-------|------------------------------|
| # v8: 購物設施 | | | |
| Information | [Type= discrete] [Format=numeric] [Range= 1-7] [Missing=*] | | |
| Statistics [NW/ W] | [Valid=308 /-] [Invalid=0 /-] | | |
| Value | Label | Cases | Percentage |
| 1 | 極不同意 | 0 | |
| 2 | 非常不同意 | 6 | <div><div></div></div> 1.9% |
| 3 | 不同意 | 16 | <div><div></div></div> 5.2% |
| 4 | 無意見 | 62 | <div><div></div></div> 20.1% |
| 5 | 同意 | 87 | <div><div></div></div> 28.2% |
| 6 | 非常同意 | 91 | <div><div></div></div> 29.5% |
| 7 | 極同意 | 46 | <div><div></div></div> 14.9% |
| Warning: these figures indicate the number of cases found in the data file. They cannot be interpreted as summary statistics of the population of interest. | | | |
| # v9: 適當住宿 | | | |
| Information | [Type= discrete] [Format=numeric] [Range= 1-7] [Missing=*] | | |
| Statistics [NW/ W] | [Valid=308 /-] [Invalid=0 /-] | | |
| Value | Label | Cases | Percentage |
| 1 | 極不同意 | 3 | <div><div></div></div> 1.0% |
| 2 | 非常不同意 | 2 | <div><div></div></div> 0.6% |
| 3 | 不同意 | 18 | <div><div></div></div> 5.8% |
| 4 | 無意見 | 51 | <div><div></div></div> 16.6% |
| 5 | 同意 | 102 | <div><div></div></div> 33.1% |
| 6 | 非常同意 | 86 | <div><div></div></div> 27.9% |
| 7 | 極同意 | 46 | <div><div></div></div> 14.9% |
| Warning: these figures indicate the number of cases found in the data file. They cannot be interpreted as summary statistics of the population of interest. | | | |
| # v10: 公共建設 | | | |
| Information | [Type= discrete] [Format=numeric] [Range= 1-7] [Missing=*] | | |
| Statistics [NW/ W] | [Valid=308 /-] [Invalid=0 /-] | | |
| Value | Label | Cases | Percentage |
| 1 | 極不同意 | 0 | |
| 2 | 非常不同意 | 4 | <div><div></div></div> 1.3% |
| 3 | 不同意 | 17 | <div><div></div></div> 5.5% |
| 4 | 無意見 | 66 | <div><div></div></div> 21.4% |
| 5 | 同意 | 92 | <div><div></div></div> 29.9% |
| 6 | 非常同意 | 90 | <div><div></div></div> 29.2% |
| 7 | 極同意 | 39 | <div><div></div></div> 12.7% |
| Warning: these figures indicate the number of cases found in the data file. They cannot be interpreted as summary statistics of the population of interest. | | | |
| # v11: 廉價旅遊 | | | |
| Information | [Type= discrete] [Format=numeric] [Range= 1-7] [Missing=*] | | |
| Statistics [NW/ W] | [Valid=308 /-] [Invalid=0 /-] | | |
| Value | Label | Cases | Percentage |
| 1 | 極不同意 | 1 | <div><div></div></div> 0.3% |
| 2 | 非常不同意 | 6 | <div><div></div></div> 1.9% |
| 3 | 不同意 | 25 | <div><div></div></div> 8.1% |

File : data



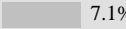
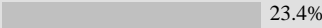
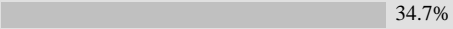
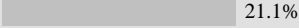
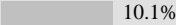
v11: 廉價旅遊

| Value | Label | Cases | Percentage |
|-------|-------|-------|---|
| 4 | 無意見 | 86 |  27.9% |
| 5 | 同意 | 95 |  30.8% |
| 6 | 非常同意 | 73 |  23.7% |
| 7 | 極同意 | 22 |  7.1% |

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.

v12: 物價不高




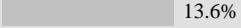
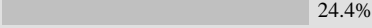
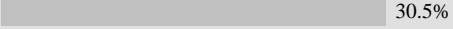

| | |
|--------------------|--|
| Information | [Type= discrete] [Format=numeric] [Range= 1-7] [Missing=*] |
| Statistics [NW/ W] | [Valid=308 /-] [Invalid=0 /-] |

| Value | Label | Cases | Percentage |
|-------|-------|-------|---|
| 1 | 極不同意 | 2 |  0.6% |
| 2 | 非常不同意 | 9 |  2.9% |
| 3 | 不同意 | 22 |  7.1% |
| 4 | 無意見 | 72 |  23.4% |
| 5 | 同意 | 107 |  34.7% |
| 6 | 非常同意 | 65 |  21.1% |
| 7 | 極同意 | 31 |  10.1% |

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.

v13: 美麗風景



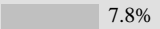
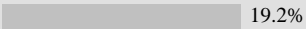
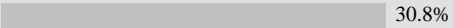
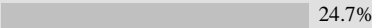
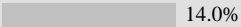
| | |
|--------------------|--|
| Information | [Type= discrete] [Format=numeric] [Range= 1-7] [Missing=*] |
| Statistics [NW/ W] | [Valid=308 /-] [Invalid=0 /-] |

| Value | Label | Cases | Percentage |
|-------|-------|-------|---|
| 1 | 極不同意 | 1 |  0.3% |
| 2 | 非常不同意 | 7 |  2.3% |
| 3 | 不同意 | 17 |  5.5% |
| 4 | 無意見 | 42 |  13.6% |
| 5 | 同意 | 75 |  24.4% |
| 6 | 非常同意 | 94 |  30.5% |
| 7 | 極同意 | 72 |  23.4% |

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

v14: 好建築物

| | |
|--------------------|--|
| Information | [Type= discrete] [Format=numeric] [Range= 1-7] [Missing=*] |
| Statistics [NW/ W] | [Valid=308 /-] [Invalid=0 /-] |

| Value | Label | Cases | Percentage |
|-------|-------|-------|---|
| 1 | 極不同意 | 3 |  1.0% |
| 2 | 非常不同意 | 8 |  2.6% |
| 3 | 不同意 | 24 |  7.8% |
| 4 | 無意見 | 59 |  19.2% |
| 5 | 同意 | 95 |  30.8% |
| 6 | 非常同意 | 76 |  24.7% |
| 7 | 極同意 | 43 |  14.0% |

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

| | | | |
|---|--|--------------|------------------------------|
| File : data | | | |
| # v15: 文化歷史 | | | |
| Information | [Type= discrete] [Format=numeric] [Range= 1-7] [Missing=*] | | |
| Statistics [NW/ W] | [Valid=308 /-] [Invalid=0 /-] | | |
| Value | Label | Cases | Percentage |
| 1 | 極不同意 | 0 | |
| 2 | 非常不同意 | 2 | <div><div></div></div> 0.6% |
| 3 | 不同意 | 18 | <div><div></div></div> 5.8% |
| 4 | 無意見 | 62 | <div><div></div></div> 20.1% |
| 5 | 同意 | 102 | <div><div></div></div> 33.1% |
| 6 | 非常同意 | 78 | <div><div></div></div> 25.3% |
| 7 | 極同意 | 46 | <div><div></div></div> 14.9% |
| Warning: these figures indicate the number of cases found in the data file. They cannot be interpreted as summary statistics of the population of interest. | | | |
| # v16: 生活習俗 | | | |
| Information | [Type= discrete] [Format=numeric] [Range= 1-7] [Missing=*] | | |
| Statistics [NW/ W] | [Valid=308 /-] [Invalid=0 /-] | | |
| Value | Label | Cases | Percentage |
| 1 | 極不同意 | 3 | <div><div></div></div> 1.0% |
| 2 | 非常不同意 | 3 | <div><div></div></div> 1.0% |
| 3 | 不同意 | 13 | <div><div></div></div> 4.2% |
| 4 | 無意見 | 77 | <div><div></div></div> 25.0% |
| 5 | 同意 | 101 | <div><div></div></div> 32.8% |
| 6 | 非常同意 | 65 | <div><div></div></div> 21.1% |
| 7 | 極同意 | 46 | <div><div></div></div> 14.9% |
| Warning: these figures indicate the number of cases found in the data file. They cannot be interpreted as summary statistics of the population of interest. | | | |
| # v17: 放鬆氣氛 | | | |
| Information | [Type= discrete] [Format=numeric] [Range= 1-7] [Missing=*] | | |
| Statistics [NW/ W] | [Valid=308 /-] [Invalid=0 /-] | | |
| Value | Label | Cases | Percentage |
| 1 | 極不同意 | 2 | <div><div></div></div> 0.6% |
| 2 | 非常不同意 | 3 | <div><div></div></div> 1.0% |
| 3 | 不同意 | 31 | <div><div></div></div> 10.1% |
| 4 | 無意見 | 50 | <div><div></div></div> 16.2% |
| 5 | 同意 | 79 | <div><div></div></div> 25.6% |
| 6 | 非常同意 | 92 | <div><div></div></div> 29.9% |
| 7 | 極同意 | 51 | <div><div></div></div> 16.6% |
| 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. | | | |
| # v18: 一點擁擠 | | | |
| Information | [Type= discrete] [Format=numeric] [Range= 1-7] [Missing=*] | | |
| Statistics [NW/ W] | [Valid=308 /-] [Invalid=0 /-] | | |
| Value | Label | Cases | Percentage |
| 1 | 極不同意 | 2 | <div><div></div></div> 0.6% |
| 2 | 非常不同意 | 8 | <div><div></div></div> 2.6% |
| 3 | 不同意 | 17 | <div><div></div></div> 5.5% |

File : data

v18: 一點擁擠

| Value | Label | Cases | Percentage |
|-------|-------|-------|------------------------------|
| 4 | 無意見 | 77 | <div><div></div></div> 25.0% |
| 5 | 同意 | 105 | <div><div></div></div> 34.1% |
| 6 | 非常同意 | 64 | <div><div></div></div> 20.8% |
| 7 | 極同意 | 35 | <div><div></div></div> 11.4% |

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.

v19: 適合休息

| | |
|--------------------|--|
| Information | [Type= discrete] [Format=numeric] [Range= 1-7] [Missing=*] |
| Statistics [NW/ W] | [Valid=308 /-] [Invalid=0 /-] |

| Value | Label | Cases | Percentage |
|-------|-------|-------|------------------------------|
| 1 | 極不同意 | 5 | <div><div></div></div> 1.6% |
| 2 | 非常不同意 | 6 | <div><div></div></div> 1.9% |
| 3 | 不同意 | 18 | <div><div></div></div> 5.8% |
| 4 | 無意見 | 58 | <div><div></div></div> 18.8% |
| 5 | 同意 | 78 | <div><div></div></div> 25.3% |
| 6 | 非常同意 | 97 | <div><div></div></div> 31.5% |
| 7 | 極同意 | 46 | <div><div></div></div> 14.9% |

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

v20: 人們友善

| | |
|--------------------|--|
| Information | [Type= discrete] [Format=numeric] [Range= 1-7] [Missing=*] |
| Statistics [NW/ W] | [Valid=308 /-] [Invalid=0 /-] |

| Value | Label | Cases | Percentage |
|-------|-------|-------|------------------------------|
| 1 | 極不同意 | 0 | |
| 2 | 非常不同意 | 7 | <div><div></div></div> 2.3% |
| 3 | 不同意 | 13 | <div><div></div></div> 4.2% |
| 4 | 無意見 | 49 | <div><div></div></div> 15.9% |
| 5 | 同意 | 76 | <div><div></div></div> 24.7% |
| 6 | 非常同意 | 81 | <div><div></div></div> 26.3% |
| 7 | 極同意 | 82 | <div><div></div></div> 26.6% |

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.

v21: 安全品質

| | |
|--------------------|--|
| Information | [Type= discrete] [Format=numeric] [Range= 1-7] [Missing=*] |
| Statistics [NW/ W] | [Valid=308 /-] [Invalid=0 /-] |

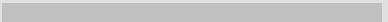
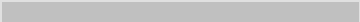
| Value | Label | Cases | Percentage |
|-------|-------|-------|------------------------------|
| 1 | 極不同意 | 0 | |
| 2 | 非常不同意 | 4 | <div><div></div></div> 1.3% |
| 3 | 不同意 | 17 | <div><div></div></div> 5.5% |
| 4 | 無意見 | 53 | <div><div></div></div> 17.2% |
| 5 | 同意 | 88 | <div><div></div></div> 28.6% |
| 6 | 非常同意 | 74 | <div><div></div></div> 24.0% |
| 7 | 極同意 | 72 | <div><div></div></div> 23.4% |

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

| File : data | | | |
|---|--|-------|------------------------------|
| # v22: 乾淨衛生 | | | |
| Information | [Type= discrete] [Format=numeric] [Range= 1-7] [Missing=*] | | |
| Statistics [NW/ W] | [Valid=308 /-] [Invalid=0 /-] | | |
| Value | Label | Cases | Percentage |
| 1 | 極不同意 | 0 | |
| 2 | 非常不同意 | 4 | <div><div></div></div> 1.3% |
| 3 | 不同意 | 14 | <div><div></div></div> 4.5% |
| 4 | 無意見 | 52 | <div><div></div></div> 16.9% |
| 5 | 同意 | 83 | <div><div></div></div> 26.9% |
| 6 | 非常同意 | 90 | <div><div></div></div> 29.2% |
| 7 | 極同意 | 65 | <div><div></div></div> 21.1% |
| 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. | | | |
| # v23: 未受汙染 | | | |
| Information | [Type= discrete] [Format=numeric] [Range= 1-7] [Missing=*] | | |
| Statistics [NW/ W] | [Valid=308 /-] [Invalid=0 /-] | | |
| Value | Label | Cases | Percentage |
| 1 | 極不同意 | 1 | <div><div></div></div> 0.3% |
| 2 | 非常不同意 | 4 | <div><div></div></div> 1.3% |
| 3 | 不同意 | 24 | <div><div></div></div> 7.8% |
| 4 | 無意見 | 51 | <div><div></div></div> 16.6% |
| 5 | 同意 | 107 | <div><div></div></div> 34.7% |
| 6 | 非常同意 | 80 | <div><div></div></div> 26.0% |
| 7 | 極同意 | 41 | <div><div></div></div> 13.3% |
| 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. | | | |
| # v24: 印象很好 | | | |
| Information | [Type= discrete] [Format=numeric] [Range= 1-7] [Missing=*] | | |
| Statistics [NW/ W] | [Valid=308 /-] [Invalid=0 /-] | | |
| Value | Label | Cases | Percentage |
| 1 | 極不同意 | 1 | <div><div></div></div> 0.3% |
| 2 | 非常不同意 | 7 | <div><div></div></div> 2.3% |
| 3 | 不同意 | 12 | <div><div></div></div> 3.9% |
| 4 | 無意見 | 62 | <div><div></div></div> 20.1% |
| 5 | 同意 | 93 | <div><div></div></div> 30.2% |
| 6 | 非常同意 | 80 | <div><div></div></div> 26.0% |
| 7 | 極同意 | 53 | <div><div></div></div> 17.2% |
| 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. | | | |
| # v25: 經驗是很好 | | | |
| Information | [Type= discrete] [Format=numeric] [Range= 1-7] [Missing=*] | | |
| Statistics [NW/ W] | [Valid=308 /-] [Invalid=0 /-] | | |
| Value | Label | Cases | Percentage |
| 1 | 極不同意 | 1 | <div><div></div></div> 0.3% |
| 2 | 非常不同意 | 3 | <div><div></div></div> 1.0% |
| 3 | 不同意 | 17 | <div><div></div></div> 5.5% |

File : data



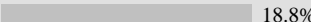
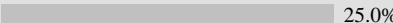
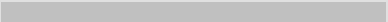
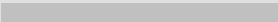
v25: 經驗是很好的

| Value | Label | Cases | Percentage |
|-------|-------|-------|---|
| 4 | 無意見 | 42 |  13.6% |
| 5 | 同意 | 84 |  27.3% |
| 6 | 非常同意 | 83 |  26.9% |
| 7 | 極同意 | 78 |  25.3% |

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.

v26: 經驗令人滿意




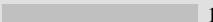
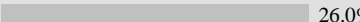
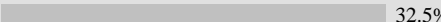
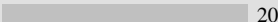
| | |
|---------------------------|--|
| Information | [Type= discrete] [Format=numeric] [Range= 1-7] [Missing=*] |
| Statistics [NW/ W] | [Valid=308 /-] [Invalid=0 /-] |

| Value | Label | Cases | Percentage |
|-------|-------|-------|---|
| 1 | 極不同意 | 0 | |
| 2 | 非常不同意 | 5 |  1.6% |
| 3 | 不同意 | 15 |  4.9% |
| 4 | 無意見 | 58 |  18.8% |
| 5 | 同意 | 77 |  25.0% |
| 6 | 非常同意 | 89 |  28.9% |
| 7 | 極同意 | 64 |  20.8% |

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.

v27: 經驗是值得的



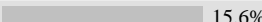
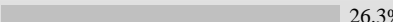
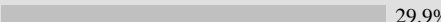
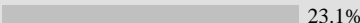
| | |
|---------------------------|--|
| Information | [Type= discrete] [Format=numeric] [Range= 1-7] [Missing=*] |
| Statistics [NW/ W] | [Valid=308 /-] [Invalid=0 /-] |

| Value | Label | Cases | Percentage |
|-------|-------|-------|---|
| 1 | 極不同意 | 1 |  0.3% |
| 2 | 非常不同意 | 2 |  0.6% |
| 3 | 不同意 | 10 |  3.2% |
| 4 | 無意見 | 51 |  16.6% |
| 5 | 同意 | 80 |  26.0% |
| 6 | 非常同意 | 100 |  32.5% |
| 7 | 極同意 | 64 |  20.8% |

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.

v28: 經驗是有趣的

| | |
|---------------------------|--|
| Information | [Type= discrete] [Format=numeric] [Range= 1-7] [Missing=*] |
| Statistics [NW/ W] | [Valid=308 /-] [Invalid=0 /-] |

| Value | Label | Cases | Percentage |
|-------|-------|-------|---|
| 1 | 極不同意 | 0 | |
| 2 | 非常不同意 | 5 |  1.6% |
| 3 | 不同意 | 11 |  3.6% |
| 4 | 無意見 | 48 |  15.6% |
| 5 | 同意 | 81 |  26.3% |
| 6 | 非常同意 | 92 |  29.9% |
| 7 | 極同意 | 71 |  23.1% |

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 | | | |
|---|--|-------|------------------------------|
| # v29: 經驗令人愉快 | | | |
| Information | [Type= discrete] [Format=numeric] [Range= 1-7] [Missing=*] | | |
| Statistics [NW/ W] | [Valid=308 /-] [Invalid=0 /-] | | |
| Value | Label | Cases | Percentage |
| 1 | 極不同意 | 4 | <div><div></div></div> 1.3% |
| 2 | 非常不同意 | 3 | <div><div></div></div> 1.0% |
| 3 | 不同意 | 9 | <div><div></div></div> 2.9% |
| 4 | 無意見 | 49 | <div><div></div></div> 15.9% |
| 5 | 同意 | 66 | <div><div></div></div> 21.4% |
| 6 | 非常同意 | 97 | <div><div></div></div> 31.5% |
| 7 | 極同意 | 80 | <div><div></div></div> 26.0% |
| 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. | | | |
| # v30: 應該到台灣 | | | |
| Information | [Type= discrete] [Format=numeric] [Range= 1-7] [Missing=*] | | |
| Statistics [NW/ W] | [Valid=308 /-] [Invalid=0 /-] | | |
| Value | Label | Cases | Percentage |
| 1 | 極不同意 | 3 | <div><div></div></div> 1.0% |
| 2 | 非常不同意 | 5 | <div><div></div></div> 1.6% |
| 3 | 不同意 | 21 | <div><div></div></div> 6.8% |
| 4 | 無意見 | 64 | <div><div></div></div> 20.8% |
| 5 | 同意 | 84 | <div><div></div></div> 27.3% |
| 6 | 非常同意 | 94 | <div><div></div></div> 30.5% |
| 7 | 極同意 | 37 | <div><div></div></div> 12.0% |
| Warning: these figures indicate the number of cases found in the data file. They cannot be interpreted as summary statistics of the population of interest. | | | |
| # v31: 經驗對我好 | | | |
| Information | [Type= discrete] [Format=numeric] [Range= 1-7] [Missing=*] | | |
| Statistics [NW/ W] | [Valid=308 /-] [Invalid=0 /-] | | |
| Value | Label | Cases | Percentage |
| 1 | 極不同意 | 1 | <div><div></div></div> 0.3% |
| 2 | 非常不同意 | 2 | <div><div></div></div> 0.6% |
| 3 | 不同意 | 19 | <div><div></div></div> 6.2% |
| 4 | 無意見 | 70 | <div><div></div></div> 22.7% |
| 5 | 同意 | 96 | <div><div></div></div> 31.2% |
| 6 | 非常同意 | 79 | <div><div></div></div> 25.6% |
| 7 | 極同意 | 41 | <div><div></div></div> 13.3% |
| 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. | | | |
| # v32: 經驗被期待 | | | |
| Information | [Type= discrete] [Format=numeric] [Range= 1-7] [Missing=*] | | |
| Statistics [NW/ W] | [Valid=308 /-] [Invalid=0 /-] | | |
| Value | Label | Cases | Percentage |
| 1 | 極不同意 | 0 | |
| 2 | 非常不同意 | 2 | <div><div></div></div> 0.6% |
| 3 | 不同意 | 19 | <div><div></div></div> 6.2% |

File : data

v32: 經驗被期待

| Value | Label | Cases | Percentage |
|-------|-------|-------|------------|
| 4 | 無意見 | 65 | 21.1% |
| 5 | 同意 | 88 | 28.6% |
| 6 | 非常同意 | 87 | 28.2% |
| 7 | 極同意 | 47 | 15.3% |

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.

v33: 有充足的時間

| | |
|--------------------|--|
| Information | [Type= discrete] [Format=numeric] [Range= 1-7] [Missing=*] |
| Statistics [NW/ W] | [Valid=308 /-] [Invalid=0 /-] |

| Value | Label | Cases | Percentage |
|-------|-------|-------|------------|
| 1 | 極不同意 | 0 | |
| 2 | 非常不同意 | 10 | 3.2% |
| 3 | 不同意 | 17 | 5.5% |
| 4 | 無意見 | 70 | 22.7% |
| 5 | 同意 | 88 | 28.6% |
| 6 | 非常同意 | 70 | 22.7% |
| 7 | 極同意 | 53 | 17.2% |

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.

v34: 相關資訊容易

| | |
|--------------------|--|
| Information | [Type= discrete] [Format=numeric] [Range= 1-7] [Missing=*] |
| Statistics [NW/ W] | [Valid=308 /-] [Invalid=0 /-] |

| Value | Label | Cases | Percentage |
|-------|-------|-------|------------|
| 1 | 極不同意 | 1 | 0.3% |
| 2 | 非常不同意 | 2 | 0.6% |
| 3 | 不同意 | 20 | 6.5% |
| 4 | 無意見 | 68 | 22.1% |
| 5 | 同意 | 89 | 28.9% |
| 6 | 非常同意 | 74 | 24.0% |
| 7 | 極同意 | 54 | 17.5% |

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

v35: 交通很便利的

| | |
|--------------------|--|
| Information | [Type= discrete] [Format=numeric] [Range= 1-7] [Missing=*] |
| Statistics [NW/ W] | [Valid=308 /-] [Invalid=0 /-] |

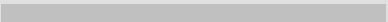
| Value | Label | Cases | Percentage |
|-------|-------|-------|------------|
| 1 | 極不同意 | 1 | 0.3% |
| 2 | 非常不同意 | 4 | 1.3% |
| 3 | 不同意 | 18 | 5.8% |
| 4 | 無意見 | 53 | 17.2% |
| 5 | 同意 | 81 | 26.3% |
| 6 | 非常同意 | 76 | 24.7% |
| 7 | 極同意 | 75 | 24.4% |

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 | | | |
| # v36: 足夠金錢負擔 | | | |
| Information | [Type= discrete] [Format=numeric] [Range= 1-7] [Missing=*] | | |
| Statistics [NW/ W] | [Valid=308 /-] [Invalid=0 /-] | | |
| Value | Label | Cases | Percentage |
| 1 | 極不同意 | 1 | <div><div></div></div> 0.3% |
| 2 | 非常不同意 | 3 | <div><div></div></div> 1.0% |
| 3 | 不同意 | 13 | <div><div></div></div> 4.2% |
| 4 | 無意見 | 65 | <div><div></div></div> 21.1% |
| 5 | 同意 | 101 | <div><div></div></div> 32.8% |
| 6 | 非常同意 | 67 | <div><div></div></div> 21.8% |
| 7 | 極同意 | 58 | <div><div></div></div> 18.8% |
| 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. | | | |
| # v37: 旅遊是安全的 | | | |
| Information | [Type= discrete] [Format=numeric] [Range= 1-7] [Missing=*] | | |
| Statistics [NW/ W] | [Valid=308 /-] [Invalid=0 /-] | | |
| Value | Label | Cases | Percentage |
| 1 | 極不同意 | 2 | <div><div></div></div> 0.6% |
| 2 | 非常不同意 | 7 | <div><div></div></div> 2.3% |
| 3 | 不同意 | 9 | <div><div></div></div> 2.9% |
| 4 | 無意見 | 41 | <div><div></div></div> 13.3% |
| 5 | 同意 | 73 | <div><div></div></div> 23.7% |
| 6 | 非常同意 | 96 | <div><div></div></div> 31.2% |
| 7 | 極同意 | 80 | <div><div></div></div> 26.0% |
| 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. | | | |
| # v38: 有同伴一起 | | | |
| Information | [Type= discrete] [Format=numeric] [Range= 1-7] [Missing=*] | | |
| Statistics [NW/ W] | [Valid=308 /-] [Invalid=0 /-] | | |
| Value | Label | Cases | Percentage |
| 1 | 極不同意 | 8 | <div><div></div></div> 2.6% |
| 2 | 非常不同意 | 5 | <div><div></div></div> 1.6% |
| 3 | 不同意 | 19 | <div><div></div></div> 6.2% |
| 4 | 無意見 | 61 | <div><div></div></div> 19.8% |
| 5 | 同意 | 82 | <div><div></div></div> 26.6% |
| 6 | 非常同意 | 68 | <div><div></div></div> 22.1% |
| 7 | 極同意 | 65 | <div><div></div></div> 21.1% |
| 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. | | | |
| # v39: 提供正面口碑 | | | |
| Information | [Type= discrete] [Format=numeric] [Range= 1-7] [Missing=*] | | |
| Statistics [NW/ W] | [Valid=308 /-] [Invalid=0 /-] | | |
| Value | Label | Cases | Percentage |
| 1 | 極不同意 | 2 | <div><div></div></div> 0.6% |
| 2 | 非常不同意 | 5 | <div><div></div></div> 1.6% |
| 3 | 不同意 | 14 | <div><div></div></div> 4.5% |

File : data



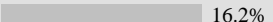
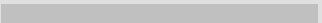
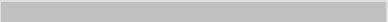
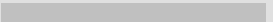
v39: 提供正面口碑

| Value | Label | Cases | Percentage |
|-------|-------|-------|---|
| 4 | 無意見 | 59 |  19.2% |
| 5 | 同意 | 83 |  26.9% |
| 6 | 非常同意 | 76 |  24.7% |
| 7 | 極同意 | 69 |  22.4% |

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.

v40: 推薦我的親友




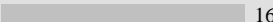
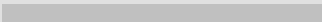
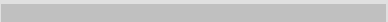
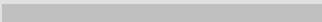
| | |
|---------------------------|--|
| Information | [Type= discrete] [Format=numeric] [Range= 1-7] [Missing=*] |
| Statistics [NW/ W] | [Valid=308 /-] [Invalid=0 /-] |

| Value | Label | Cases | Percentage |
|-------|-------|-------|---|
| 1 | 極不同意 | 0 | |
| 2 | 非常不同意 | 7 |  2.3% |
| 3 | 不同意 | 10 |  3.2% |
| 4 | 無意見 | 50 |  16.2% |
| 5 | 同意 | 79 |  25.6% |
| 6 | 非常同意 | 96 |  31.2% |
| 7 | 極同意 | 66 |  21.4% |

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

v41: 預期再次旅遊



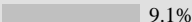
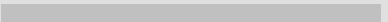
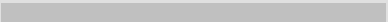
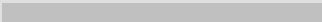
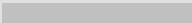
| | |
|---------------------------|--|
| Information | [Type= discrete] [Format=numeric] [Range= 1-7] [Missing=*] |
| Statistics [NW/ W] | [Valid=308 /-] [Invalid=0 /-] |

| Value | Label | Cases | Percentage |
|-------|-------|-------|---|
| 1 | 極不同意 | 3 |  1.0% |
| 2 | 非常不同意 | 11 |  3.6% |
| 3 | 不同意 | 20 |  6.5% |
| 4 | 無意見 | 50 |  16.2% |
| 5 | 同意 | 68 |  22.1% |
| 6 | 非常同意 | 79 |  25.6% |
| 7 | 極同意 | 77 |  25.0% |

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

v42: 將會再到台灣

| | |
|---------------------------|--|
| Information | [Type= discrete] [Format=numeric] [Range= 1-7] [Missing=*] |
| Statistics [NW/ W] | [Valid=308 /-] [Invalid=0 /-] |

| Value | Label | Cases | Percentage |
|-------|-------|-------|---|
| 1 | 極不同意 | 6 |  1.9% |
| 2 | 非常不同意 | 6 |  1.9% |
| 3 | 不同意 | 28 |  9.1% |
| 4 | 無意見 | 77 |  25.0% |
| 5 | 同意 | 78 |  25.3% |
| 6 | 非常同意 | 73 |  23.7% |
| 7 | 極同意 | 40 |  13.0% |

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

| | | | |
|---|--|-------|------------------------------|
| File : data | | | |
| # v43: 計畫再到台灣 | | | |
| Information | [Type= discrete] [Format=numeric] [Range= 1-7] [Missing=*] | | |
| Statistics [NW/ W] | [Valid=308 /-] [Invalid=0 /-] | | |
| Value | Label | Cases | Percentage |
| 1 | 極不同意 | 7 | <div><div></div></div> 2.3% |
| 2 | 非常不同意 | 0 | |
| 3 | 不同意 | 18 | <div><div></div></div> 5.8% |
| 4 | 無意見 | 51 | <div><div></div></div> 16.6% |
| 5 | 同意 | 88 | <div><div></div></div> 28.6% |
| 6 | 非常同意 | 77 | <div><div></div></div> 25.0% |
| 7 | 極同意 | 67 | <div><div></div></div> 21.8% |
| 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. | | | |
| # v44: 國籍 | | | |
| Information | [Type= discrete] [Format=numeric] [Range= 1-6] [Missing=*] | | |
| Statistics [NW/ W] | [Valid=308 /-] [Invalid=0 /-] | | |
| Value | Label | Cases | Percentage |
| 1 | 馬來西亞 | 261 | <div><div></div></div> 84.7% |
| 2 | 越南 | 10 | <div><div></div></div> 3.2% |
| 3 | 印尼 | 26 | <div><div></div></div> 8.4% |
| 4 | 菲律賓 | 5 | <div><div></div></div> 1.6% |
| 5 | 其他 | 5 | <div><div></div></div> 1.6% |
| 6 | | 1 | <div><div></div></div> 0.3% |
| 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. | | | |
| # v45: 居住地 | | | |
| Information | [Type= discrete] [Format=numeric] [Range= 1-5] [Missing=*] | | |
| Statistics [NW/ W] | [Valid=308 /-] [Invalid=0 /-] | | |
| Value | Label | Cases | Percentage |
| 1 | 馬來西亞 | 257 | <div><div></div></div> 83.4% |
| 2 | 越南 | 10 | <div><div></div></div> 3.2% |
| 3 | 印尼 | 21 | <div><div></div></div> 6.8% |
| 4 | 菲律賓 | 5 | <div><div></div></div> 1.6% |
| 5 | 其他 | 15 | <div><div></div></div> 4.9% |
| 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. | | | |
| # v46: 性別 | | | |
| Information | [Type= discrete] [Format=numeric] [Range= 1-2] [Missing=*] | | |
| Statistics [NW/ W] | [Valid=308 /-] [Invalid=0 /-] | | |
| Value | Label | Cases | Percentage |
| 1 | 男 | 141 | <div><div></div></div> 45.8% |
| 2 | 女 | 167 | <div><div></div></div> 54.2% |
| 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. | | | |
| # v47: 年齡 | | | |
| Information | [Type= discrete] [Format=numeric] [Range= 1-6] [Missing=*] | | |

File : data

v47: 年齡

Statistics [NW/ W] [Valid=308 /-] [Invalid=0 /-]

| Value | Label | Cases | Percentage |
|-------|--------|-------|------------|
| 1 | 20歲以下 | 95 | 30.8% |
| 2 | 21~30歲 | 177 | 57.5% |
| 3 | 31~40歲 | 14 | 4.5% |
| 4 | 41~50歲 | 18 | 5.8% |
| 5 | 51~60歲 | 4 | 1.3% |
| 6 | 61歲及以上 | 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.

v48: 職業

Information [Type= discrete] [Format=numeric] [Range= 1-9] [Missing=*]

Statistics [NW/ W] [Valid=308 /-] [Invalid=0 /-]

| Value | Label | Cases | Percentage |
|-------|-------------|-------|------------|
| 1 | 企業所有人、主管、職員 | 45 | 14.6% |
| 2 | 專業人員 | 17 | 5.5% |
| 3 | 教育文化工作人員 | 19 | 6.2% |
| 4 | 政府機構人員 | 9 | 2.9% |
| 5 | 農、林、漁、木、工人 | 2 | 0.6% |
| 6 | 家庭主婦 | 3 | 1.0% |
| 7 | 退休人員 | 0 | |
| 8 | 學生 | 198 | 64.3% |
| 9 | 其他 | 15 | 4.9% |

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.

v49: 教育程度

Information [Type= discrete] [Format=numeric] [Range= 1-8] [Missing=*]

Statistics [NW/ W] [Valid=308 /-] [Invalid=0 /-]

| Value | Label | Cases | Percentage |
|-------|--------|-------|------------|
| 1 | 國中 | 8 | 2.6% |
| 2 | 高中職 | 65 | 21.1% |
| 3 | 大學 | 203 | 65.9% |
| 4 | 研究所及以上 | 30 | 9.7% |
| 8 | | 2 | 0.6% |

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.

v50: 婚姻狀況

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

Statistics [NW/ W] [Valid=308 /-] [Invalid=0 /-]

| Value | Label | Cases | Percentage |
|-------|-------|-------|------------|
| 1 | 已婚有小孩 | 24 | 7.8% |
| 2 | 已婚無小孩 | 13 | 4.2% |
| 3 | 單身 | 269 | 87.3% |
| 4 | | 2 | 0.6% |

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.

| | | | |
|---|------------------------|--|------------------------------|
| # v51: 年收入 | | | |
| Information | | [Type= discrete] [Format=numeric] [Range= 1-6] [Missing=*] | |
| Statistics [NW/ W] | | [Valid=308 /-] [Invalid=0 /-] | |
| Value | Label | Cases | Percentage |
| 1 | US\$15,000元以下 | 233 | <div><div></div></div> 75.6% |
| 2 | US\$15,000~US\$29,999元 | 36 | <div><div></div></div> 11.7% |
| 3 | US\$30,000~US\$39,999元 | 22 | <div><div></div></div> 7.1% |
| 4 | US\$40,000~US\$69,999元 | 8 | <div><div></div></div> 2.6% |
| 5 | US\$70,000~US\$99,999元 | 0 | |
| 6 | US\$100,000元以上 | 9 | <div><div></div></div> 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. | | | |
| # v52: 停留天數 | | | |
| Information | | [Type= discrete] [Format=numeric] [Range= 1-6] [Missing=*] | |
| Statistics [NW/ W] | | [Valid=308 /-] [Invalid=0 /-] | |
| Value | Label | Cases | Percentage |
| 1 | <=4天 | 18 | <div><div></div></div> 5.8% |
| 2 | 5-7天 | 147 | <div><div></div></div> 47.7% |
| 3 | 8-10天 | 48 | <div><div></div></div> 15.6% |
| 4 | >10天 | 93 | <div><div></div></div> 30.2% |
| 5 | | 1 | <div><div></div></div> 0.3% |
| 6 | | 1 | <div><div></div></div> 0.3% |
| 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. | | | |
| # v53: 第幾次到台灣 | | | |
| Information | | [Type= discrete] [Format=numeric] [Range= 1-5] [Missing=*] | |
| Statistics [NW/ W] | | [Valid=308 /-] [Invalid=0 /-] | |
| Value | Label | Cases | Percentage |
| 1 | 第1次 | 114 | <div><div></div></div> 37.0% |
| 2 | 第2~3次 | 111 | <div><div></div></div> 36.0% |
| 3 | 第4~5次 | 31 | <div><div></div></div> 10.1% |
| 4 | 5次以上 | 51 | <div><div></div></div> 16.6% |
| 5 | | 1 | <div><div></div></div> 0.3% |
| 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. | | | |
| # v54: 行程是由誰安排 | | | |
| Information | | [Type= discrete] [Format=numeric] [Range= 1-5] [Missing=*] | |
| Statistics [NW/ W] | | [Valid=308 /-] [Invalid=0 /-] | |
| Value | Label | Cases | Percentage |
| 1 | 自己或家人決定 | 190 | <div><div></div></div> 61.7% |
| 2 | 公司方面決定 | 19 | <div><div></div></div> 6.2% |
| 3 | 朋友安排 | 51 | <div><div></div></div> 16.6% |
| 4 | 旅行社、航空公司安排 | 40 | <div><div></div></div> 13.0% |
| 5 | 其他 | 8 | <div><div></div></div> 2.6% |
| Warning: these figures indicate the number of cases found in the data file. They cannot be interpreted as summary statistics of the population of interest. | | | |
| # v55: 來台的旅行方式 | | | |
| Information | | [Type= discrete] [Format=numeric] [Range= 1-5] [Missing=*] | |

v55: 來台的旅行方式

Statistics [NW/ W] [Valid=308 /-] [Invalid=0 /-]

| Value | Label | Cases | Percentage |
|-------|--------------|-------|------------|
| 1 | 旅行社所規劃，有導遊領隊 | 61 | 19.8% |
| 2 | 機票、飯店由旅行社 | 53 | 17.2% |
| 3 | 旅行社規劃市區觀光 | 80 | 26.0% |
| 4 | 由自己或同行者安排 | 113 | 36.7% |
| 5 | | 1 | 0.3% |

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.