

台灣 (Taiwan, ROC)

文化部國立臺灣工藝研究發展中心

104年工藝產業暨消費行為調查

Study Documentation

January 10, 2018

Metadata Production

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104年工藝產業暨消費行為調查

The Survey of Craft Industrial and Consumer Behavior, 2015

Overview

Type	工藝產業暨消費行為調查
Identification	AL020001
Version	Production Date: 2017-12-26
Abstract	
<p>為瞭解國內工藝產業統計資訊及產業發展態勢，本研究調查分析國內工藝產業之發展趨勢、加入消費行為做為研究主軸，並將材料端廠商列為重點調查之產業類型之一，期使本研究調查數據、結果分析能全面性且周詳地深入瞭解工藝產業鏈之間的關連性，做為日後擬訂政策之參考。工藝產業與材料業收集並整理調查母體名冊進行全查或抽樣調查，針對獲選之工藝之家、近三年工藝相關競賽參賽者名單、相關接受人才培訓與研習業者及工藝中心協助前往國內外策展業者等進行全查，然針對其他屬委託單位核定之工藝相關產業細行業分類者，進行抽樣調查。消費者需求調查，以前往目前國立臺灣工藝研究發展中心合作之工藝精品店通路據點，針對年滿15歲（含以上顧客為訪問對象。共計完成工藝產業問卷：344份、工藝材料問卷：46份、消費者問卷：1,084份。</p>	
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	
臺灣地區	
Universe	
<p>消費者需求問卷：實際前往目前國立臺灣工藝研究發展中心合作之工藝精品店通路據點，針對年滿15歲（含以上顧客為訪問對象。工藝產業與材料業問卷：以調查母體名冊進行全查或抽樣調查</p>	

Producers & Sponsors

Primary Investigator(s)	文化部國立臺灣工藝研究發展中心
Other Producer(s)	文化部綜合規劃司
Funding Agency/ies	文化部國立臺灣工藝研究發展中心

Sampling

Sampling Procedure

工藝產業問卷：調查母體名冊進行全查或抽樣調查，針對獲選之工藝之家、近三年工藝相關競賽參賽者名單、相關接受人才培訓與研習業者及工藝中心協助前往國內外策展業者等進行全查，然針對其他屬委託單位核定之工藝相關產業細行業分類者，進行抽樣調查

Data Collection

Data Collection Dates	工藝產業及材料業問卷: start 2015-09-01 工藝產業及材料業問卷: end 2015-10-25
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	消費者問卷: start 2015-09-01 消費者問卷: end 2015-09-30
Data Collection Mode	郵寄問卷 (Mail Questionnaire)

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

工藝產業與材料業：調查執行方式採郵寄問卷並輔以書面郵寄、網路填報系統平台回卷及傳真、E-Mail等多元回收管道來進行調查。消費者問卷：實地派員面對面訪問方式，輔以網路調查。

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
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Distributor(s)	學術調查研究資料庫(Survey Research Data Archive)
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Depositor(s)	文化部綜合規劃司
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Access Conditions

標準版(一般會員、院內會員)--申請審核通過後下載

Files Description

Dataset contains 3 file(s)

data2015_1	
# Cases	1084
# Variable(s)	130

data2015_2	
# Cases	46
# Variable(s)	232

data2015_3	
# Cases	344
# Variable(s)	297

Variables Group(s)

Dataset contains 22 group(s)

Variables Description

Dataset contains 659 variable(s)

File : data2015_1

filter: 請問您最近兩年內是否有曾經瀏覽選購或購買過工藝相關產品?

Information [Type= discrete] [Format=numeric] [Range= 1-3] [Missing=*]**Statistics [NW/ W]** [Valid=1084 /-] [Invalid=0 /-]

Value	Label	Cases	Percentage
1	是、曾瀏覽選購但未購買過	480	44.3%
2	是、曾瀏覽選購且購買過	604	55.7%
3	否(結束訪問)	0	

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

q1: 請問您過去二年內瀏覽選購工藝品的次數?

Information [Type= discrete] [Format=numeric] [Range= 1-4] [Missing=*]**Statistics [NW/ W]** [Valid=1084 /-] [Invalid=0 /-]

Value	Label	Cases	Percentage
1	1-3次	681	62.8%
2	4-6次	259	23.9%
3	7-9次	56	5.2%
4	10次以上	88	8.1%

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

q2_1: 請問您過去二年內購買過以下那些類型的工藝品?

Information [Type= discrete] [Format=numeric] [Range= 1-12] [Missing=*]**Statistics [NW/ W]** [Valid=1084 /-] [Invalid=0 /-]

Value	Label	Cases	Percentage
1	陶瓷類	366	33.8%
2	玻璃類	91	8.4%
3	金工類	59	5.4%
4	漆藝類	18	1.7%
5	石藝類	75	6.9%
6	木藝類	265	24.4%
7	竹籐類	54	5.0%
8	纖維類	29	2.7%
9	紙藝類	59	5.4%
10	皮革類	43	4.0%
11	複合媒材類	6	0.6%
12	其他類	19	1.8%

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.

q2_2: 請問您過去二年內購買過以下那些類型的工藝品?

Information [Type= discrete] [Format=numeric] [Range= 1-12] [Missing=*]**Statistics [NW/ W]** [Valid=575 /-] [Invalid=509 /-]

Value	Label	Cases	Percentage
1	陶瓷類	1	0.2%
2	玻璃類	108	18.8%
3	金工類	29	5.0%
4	漆藝類	7	1.2%
5	石藝類	29	5.0%

File : data2015_1

q2_2: 請問您過去二年內購買過以下那些類型的工藝品?

Value	Label	Cases	Percentage
6	木藝類	105	18.3%
7	竹籐類	118	20.5%
8	纖維類	10	1.7%
9	紙藝類	64	11.1%
10	皮革類	71	12.3%
11	複合媒材類	33	5.7%
12	其他類	0	
Sysmiss		509	

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

q2_3: 請問您過去二年內購買過以下那些類型的工藝品?

Information	[Type= discrete] [Format=numeric] [Range= 1-12] [Missing=*]
Statistics [NW/ W]	[Valid=235 /-] [Invalid=849 /-]

Value	Label	Cases	Percentage
1	陶瓷類	0	
2	玻璃類	0	
3	金工類	23	9.8%
4	漆藝類	1	0.4%
5	石藝類	15	6.4%
6	木藝類	35	14.9%
7	竹籐類	39	16.6%
8	纖維類	10	4.3%
9	紙藝類	29	12.3%
10	皮革類	40	17.0%
11	複合媒材類	38	16.2%
12	其他類	5	2.1%
Sysmiss		849	

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

q2_4: 請問您過去二年內購買過以下那些類型的工藝品?

Information	[Type= discrete] [Format=numeric] [Range= 1-12] [Missing=*]
Statistics [NW/ W]	[Valid=103 /-] [Invalid=981 /-]

Value	Label	Cases	Percentage
1	陶瓷類	0	
2	玻璃類	0	
3	金工類	0	
4	漆藝類	2	1.9%
5	石藝類	3	2.9%
6	木藝類	10	9.7%
7	竹籐類	8	7.8%
8	纖維類	9	8.7%
9	紙藝類	15	14.6%
10	皮革類	36	35.0%
11	複合媒材類	20	19.4%

File : data2015_1

q2_4: 請問您過去二年內購買過以下那些類型的工藝品?

Value	Label	Cases	Percentage
12	其他類	0	
Sysmiss		981	

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

q2_5: 請問您過去二年內購買過以下那些類型的工藝品?

Information	[Type= discrete] [Format=numeric] [Range= 1-12] [Missing=*]
Statistics [NW/ W]	[Valid=39 /-] [Invalid=1045 /-]

Value	Label	Cases	Percentage
1	陶瓷類	0	
2	玻璃類	0	
3	金工類	0	
4	漆藝類	0	
5	石藝類	2	5.1%
6	木藝類	2	5.1%
7	竹藤類	5	12.8%
8	纖維類	0	
9	紙藝類	5	12.8%
10	皮革類	14	35.9%
11	複合媒材類	11	28.2%
12	其他類	0	
Sysmiss		1045	

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

q2_6: 請問您過去二年內購買過以下那些類型的工藝品?

Information	[Type= discrete] [Format=numeric] [Range= 1-12] [Missing=*]
Statistics [NW/ W]	[Valid=25 /-] [Invalid=1059 /-]

Value	Label	Cases	Percentage
1	陶瓷類	0	
2	玻璃類	0	
3	金工類	0	
4	漆藝類	0	
5	石藝類	0	
6	木藝類	2	8.0%
7	竹藤類	1	4.0%
8	纖維類	2	8.0%
9	紙藝類	3	12.0%
10	皮革類	4	16.0%
11	複合媒材類	13	52.0%
12	其他類	0	
Sysmiss		1059	

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

q2_7: 請問您過去二年內購買過以下那些類型的工藝品?

Information	[Type= discrete] [Format=numeric] [Range= 1-12] [Missing=*]
Statistics [NW/ W]	[Valid=11 /-] [Invalid=1073 /-]

File : data2015_1

q2_7: 請問您過去二年內購買過以下那些類型的工藝品?

Value	Label	Cases	Percentage
1	陶瓷類	0	
2	玻璃類	0	
3	金工類	0	
4	漆藝類	0	
5	石藝類	0	
6	木藝類	0	
7	竹籐類	1	9.1%
8	纖維類	2	18.2%
9	紙藝類	2	18.2%
10	皮革類	3	27.3%
11	複合媒材類	3	27.3%
12	其他類	0	
Sysmiss		1073	

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

q2_8: 請問您過去二年內購買過以下那些類型的工藝品?

Value	Label	Cases	Percentage
1	陶瓷類	0	
2	玻璃類	0	
3	金工類	0	
4	漆藝類	0	
5	石藝類	0	
6	木藝類	0	
7	竹籐類	0	
8	纖維類	1	14.3%
9	紙藝類	1	14.3%
10	皮革類	2	28.6%
11	複合媒材類	3	42.9%
12	其他類	0	
Sysmiss		1077	

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

q2_9: 請問您過去二年內購買過以下那些類型的工藝品?

Value	Label	Cases	Percentage
1	陶瓷類	0	
2	玻璃類	0	
3	金工類	0	
4	漆藝類	0	
5	石藝類	0	
6	木藝類	0	

File : data2015_1

q2_9: 請問您過去二年內購買過以下那些類型的工藝品?

Value	Label	Cases	Percentage
7	竹籐類	0	
8	纖維類	0	
9	紙藝類	1	33.3%
10	皮革類	1	33.3%
11	複合媒材類	1	33.3%
12	其他類	0	
Sysmiss		1081	

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

q2_10: 請問您過去二年內購買過以下那些類型的工藝品?

Information	[Type= discrete] [Format=numeric] [Range= 1-12] [Missing=*]
Statistics [NW/ W]	[Valid=2 /-] [Invalid=1082 /-]

Value	Label	Cases	Percentage
1	陶瓷類	0	
2	玻璃類	0	
3	金工類	0	
4	漆藝類	0	
5	石藝類	0	
6	木藝類	0	
7	竹籐類	0	
8	纖維類	0	
9	紙藝類	0	
10	皮革類	1	50.0%
11	複合媒材類	1	50.0%
12	其他類	0	
Sysmiss		1082	

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

q2_11: 請問您過去二年內購買過以下那些類型的工藝品?

Information	[Type= discrete] [Format=numeric] [Range= 1-12] [Missing=*]
Statistics [NW/ W]	[Valid=1 /-] [Invalid=1083 /-]

Value	Label	Cases	Percentage
1	陶瓷類	0	
2	玻璃類	0	
3	金工類	0	
4	漆藝類	0	
5	石藝類	0	
6	木藝類	0	
7	竹籐類	0	
8	纖維類	0	
9	紙藝類	0	
10	皮革類	0	
11	複合媒材類	1	100.0%
12	其他類	0	

File : data2015_1

q2_11: 請問您過去二年內購買過以下那些類型的工藝品?

Value	Label	Cases	Percentage
Systemmiss		1083	

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

q2o: 請問您過去二年內購買過以下那些類型的工藝品?其他

Information	[Type= discrete] [Format=character] [Missing=*]
Statistics [NW/ W]	[Valid=3 /-] [Invalid=0 /-]

Value	Label	Cases	Percentage
玉器		2	66.7%
貝殼類		1	33.3%

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

q3_1: 請問您會透過以下哪些通路選購工藝品?(可複選)

Information	[Type= discrete] [Format=numeric] [Range= 1-8] [Missing=*]
Statistics [NW/ W]	[Valid=1084 /-] [Invalid=0 /-]

Value	Label	Cases	Percentage
1	百貨公司/精品店	284	26.2%
2	工藝專賣店	624	57.6%
3	網路購物	63	5.8%
4	電視購物	22	2.0%
5	展場	46	4.2%
6	二手商店	15	1.4%
7	連鎖店家(如燦坤、家樂福等)	10	0.9%
8	其他	20	1.8%

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.

q3_2: 請問您會透過以下哪些通路選購工藝品?(可複選)

Information	[Type= discrete] [Format=numeric] [Range= 1-8] [Missing=*]
Statistics [NW/ W]	[Valid=393 /-] [Invalid=691 /-]

Value	Label	Cases	Percentage
1	百貨公司/精品店	0	
2	工藝專賣店	139	35.4%
3	網路購物	83	21.1%
4	電視購物	7	1.8%
5	展場	109	27.7%
6	二手商店	16	4.1%
7	連鎖店家(如燦坤、家樂福等)	33	8.4%
8	其他	6	1.5%
Systemmiss		691	

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

q3_3: 請問您會透過以下哪些通路選購工藝品?(可複選)

Information	[Type= discrete] [Format=numeric] [Range= 1-8] [Missing=*]
Statistics [NW/ W]	[Valid=128 /-] [Invalid=956 /-]

Value	Label	Cases	Percentage
1	百貨公司/精品店	0	

File : data2015_1

q3_3: 請問您會透過以下哪些通路選購工藝品?(可複選)

Value	Label	Cases	Percentage
2	工藝專賣店	0	
3	網路購物	57	44.5%
4	電視購物	4	3.1%
5	展場	41	32.0%
6	二手商店	19	14.8%
7	連鎖店家(如燦坤、家樂福等)	2	1.6%
8	其他	5	3.9%
Sysmiss		956	

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

q3_4: 請問您會透過以下哪些通路選購工藝品?(可複選)

Information	[Type= discrete] [Format=numeric] [Range= 1-8] [Missing=*]
Statistics [NW/ W]	[Valid=33 /-] [Invalid=1051 /-]

Value	Label	Cases	Percentage
1	百貨公司/精品店	0	
2	工藝專賣店	0	
3	網路購物	0	
4	電視購物	13	39.4%
5	展場	12	36.4%
6	二手商店	7	21.2%
7	連鎖店家(如燦坤、家樂福等)	1	3.0%
8	其他	0	
Sysmiss		1051	

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

q3_5: 請問您會透過以下哪些通路選購工藝品?(可複選)

Information	[Type= discrete] [Format=numeric] [Range= 1-8] [Missing=*]
Statistics [NW/ W]	[Valid=14 /-] [Invalid=1070 /-]

Value	Label	Cases	Percentage
1	百貨公司/精品店	0	
2	工藝專賣店	0	
3	網路購物	0	
4	電視購物	0	
5	展場	10	71.4%
6	二手商店	3	21.4%
7	連鎖店家(如燦坤、家樂福等)	1	7.1%
8	其他	0	
Sysmiss		1070	

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

q3_6: 請問您會透過以下哪些通路選購工藝品?(可複選)

Information	[Type= discrete] [Format=numeric] [Range= 1-8] [Missing=*]
Statistics [NW/ W]	[Valid=7 /-] [Invalid=1077 /-]

File : data2015_1

q3_6: 請問您曾透過以下哪些通路選購工藝品?(可複選)

Value	Label	Cases	Percentage
1	百貨公司/精品店	0	
2	工藝專賣店	0	
3	網路購物	0	
4	電視購物	0	
5	展場	0	
6	二手商店	4	57.1%
7	連鎖店家(如燦坤、家樂福等)	3	42.9%
8	其他	0	
Sysmiss		1077	

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

q3_7: 請問您曾透過以下哪些通路選購工藝品?(可複選)

Information	[Type= discrete] [Format=numeric] [Range= 1-8] [Missing=*]
Statistics [NW/ W]	[Valid=4 /-] [Invalid=1080 /-]

Value	Label	Cases	Percentage
1	百貨公司/精品店	0	
2	工藝專賣店	0	
3	網路購物	0	
4	電視購物	0	
5	展場	0	
6	二手商店	0	
7	連鎖店家(如燦坤、家樂福等)	4	100.0%
8	其他	0	
Sysmiss		1080	

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

q3o: 請問您曾透過以下哪些通路選購工藝品?其他

Information	[Type= discrete] [Format=character] [Missing=*]
Statistics [NW/ W]	[Valid=31 /-] [Invalid=0 /-]

Value	Label	Cases	Percentage
三義		4	12.9%
市場		5	16.1%
市集		1	3.2%
朋友		4	12.9%
禮贈品店		1	3.2%
老街		8	25.8%
路邊		4	12.9%
路邊攤		4	12.9%

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.

q4: 請問您最常從哪個通路選購工藝品?(單選)

Information	[Type= discrete] [Format=numeric] [Range= 1-8] [Missing=*]
Statistics [NW/ W]	[Valid=1084 /-] [Invalid=0 /-]

File : data2015_1

q4: 請問您最常從哪個通路選購工藝品? (單選)

Value	Label	Cases	Percentage
1	百貨公司/精品店	148	13.7%
2	工藝專賣店	576	53.1%
3	網路購物	144	13.3%
4	電視購物	27	2.5%
5	展場	125	11.5%
6	二手商店	14	1.3%
7	連鎖店家(如燦坤、家樂福等)	27	2.5%
8	其他	23	2.1%

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.

q4o: 請問您最常從哪個通路選購工藝品? 其他

Information	[Type= discrete] [Format=character] [Missing=*]
Statistics [NW/ W]	[Valid=23 /-] [Invalid=0 /-]

Value	Label	Cases	Percentage
市場		4	17.4%
市集		1	4.3%
禮贈品店		1	4.3%
紀念品店		1	4.3%
老街		8	34.8%
路邊		8	34.8%

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

q5: 請問您選擇此通路購買工藝品的最主要原因為何? (單選)

Information	[Type= discrete] [Format=numeric] [Range= 1-6] [Missing=*]
Statistics [NW/ W]	[Valid=1084 /-] [Invalid=0 /-]

Value	Label	Cases	Percentage
1	價格便宜	394	36.3%
2	較為方便	177	16.3%
3	有銷售人員解說商品	119	11.0%
4	習慣前往實體商店購買	264	24.4%
5	樣式多且齊全	113	10.4%
6	其他	17	1.6%

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.

q5o: 請問您選擇此通路購買工藝品的最主要原因為何?其他

Information	[Type= discrete] [Format=character] [Missing=*]
Statistics [NW/ W]	[Valid=17 /-] [Invalid=0 /-]

Value	Label	Cases	Percentage
人情		1	5.9%
個人喜好		1	5.9%
喜歡店家		1	5.9%
喜歡文創		1	5.9%
學生作品		1	5.9%
實用性		1	5.9%

File : data2015_1

q5o: 請問您選擇此通路購買工藝品的最主要原因為何?其他

Value	Label	Cases	Percentage
朋友介紹		1	5.9%
熟悉		4	23.5%
認識		4	23.5%
認識的		1	5.9%
較特殊		1	5.9%

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

q6: 如果有購買, 請問您平均一次會購買幾件工藝品?

Information	[Type= discrete] [Format=numeric] [Range= 1-6] [Missing=*]
Statistics [NW/ W]	[Valid=1084 /-] [Invalid=0 /-]

Value	Label	Cases	Percentage
1	1件	639	58.9%
2	2件	319	29.4%
3	3件	85	7.8%
4	4件	13	1.2%
5	5件	7	0.6%
6	6件以上	21	1.9%

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.

q7: 請問您平均一次的消費金額?

Information	[Type= discrete] [Format=numeric] [Range= 1-5] [Missing=*]
Statistics [NW/ W]	[Valid=1084 /-] [Invalid=0 /-]

Value	Label	Cases	Percentage
1	200元以下	285	26.3%
2	201元~500元	306	28.2%
3	501元~1000元	210	19.4%
4	1001元~2000元	143	13.2%
5	2000元以上	140	12.9%

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.

q8_1: 請問影響您購買工藝品的前三大因素是? (可複選)

Information	[Type= discrete] [Format=numeric] [Range= 1-10] [Missing=*]
Statistics [NW/ W]	[Valid=1084 /-] [Invalid=0 /-]

Value	Label	Cases	Percentage
1	原創性創新	540	49.8%
2	商品故事	74	6.8%
3	材料產地	119	11.0%
4	精緻度	175	16.1%
5	功能特殊	42	3.9%
6	美感造型	93	8.6%
7	在地紀念價值	30	2.8%
8	科技元素	4	0.4%
9	店家提供的氣氛	0	
10	其他	7	0.6%

File : data2015_1

q8_1: 請問影響您購買工藝品的前三大因素是? (可複選)

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

q8_2: 請問影響您購買工藝品的前三大因素是? (可複選)

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

Statistics [NW/ W] [Valid=423 /-] [Invalid=661 /-]

Value	Label	Cases	Percentage
1	原創性創新	0	
2	商品故事	49	11.6%
3	材料產地	30	7.1%
4	精緻度	120	28.4%
5	功能特殊	61	14.4%
6	美感造型	137	32.4%
7	在地紀念價值	21	5.0%
8	科技元素	0	
9	店家提供的氣氛	4	0.9%
10	其他	1	0.2%
Sysmiss		661	

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

q8_3: 請問影響您購買工藝品的前三大因素是? (可複選)

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

Statistics [NW/ W] [Valid=365 /-] [Invalid=719 /-]

Value	Label	Cases	Percentage
1	原創性創新	0	
2	商品故事	0	
3	材料產地	12	3.3%
4	精緻度	19	5.2%
5	功能特殊	14	3.8%
6	美感造型	145	39.7%
7	在地紀念價值	133	36.4%
8	科技元素	10	2.7%
9	店家提供的氣氛	29	7.9%
10	其他	3	0.8%
Sysmiss		719	

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

q8o: 請問影響您購買工藝品的前三大因素是? 其他

Information [Type= discrete] [Format=character] [Missing=*]

Statistics [NW/ W] [Valid=6 /-] [Invalid=0 /-]

Value	Label	Cases	Percentage
宗教風水		1	16.7%
實用性		2	33.3%
手作		1	16.7%
文化價值		1	16.7%
自己興趣		1	16.7%

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 : data2015_1

q9: 請問您最常從那些管道取得工藝品的資訊?(單選)

Information [Type= discrete] [Format=numeric] [Range= 1-14] [Missing=*]

Statistics [NW/ W] [Valid=1084 /-] [Invalid=0 /-]

Value	Label	Cases	Percentage
1	品牌專賣店	160	14.8%
2	藝文展覽	356	32.8%
3	報章雜誌	20	1.8%
4	網路	161	14.9%
5	電視廣告、節目	21	1.9%
6	電台廣播	10	0.9%
7	店員推薦	2	0.2%
8	親友同儕介紹	20	1.8%
9	過去消費經驗	64	5.9%
10	傳單(DM)	7	0.6%
11	逛街瞥見	201	18.5%
12	博物館	26	2.4%
13	工藝中心之通路	36	3.3%
14	其他	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.

q9o: 請問您最常從那些管道取得工藝品的資訊?其他

Information [Type= discrete] [Format=character] [Missing=*]

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

q10: 當您購買工藝品時,您最在意的是?(單選)

Information [Type= discrete] [Format=numeric] [Range= 1-88] [Missing=*]

Statistics [NW/ W] [Valid=1084 /-] [Invalid=0 /-]

Value	Label	Cases	Percentage
1	價格	323	29.8%
2	獨特性/藝術性	429	39.6%
3	品牌(包含廠商及藝術家品牌)	82	7.6%
4	功能	62	5.7%
5	品質	65	6.0%
6	產地	123	11.3%
7	其他	0	
88	其他	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.

q10o: 當您購買工藝品時,您最在意的是?其他

Information [Type= discrete] [Format=character] [Missing=*]

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

q11_1: 請問您考慮購買工藝品的最主要動機為何?(可複選)

Information [Type= discrete] [Format=numeric] [Range= 1-88] [Missing=*]

Statistics [NW/ W] [Valid=1084 /-] [Invalid=0 /-]

File : data2015_1

q11_1: 請問您考慮購買工藝品的最主要動機為何?(可複選)

Value	Label	Cases	Percentage
1	取悅自己	609	56.2%
2	喜好品牌	194	17.9%
3	流行時髦	26	2.4%
4	身分表徵	20	1.8%
6	促銷活動	33	3.0%
7	受他人影響	26	2.4%
8	趨勢與好奇	23	2.1%
9	造型設計	67	6.2%
10	親友禮品	46	4.2%
11	公司公關或禮品	6	0.6%
12	純粹收藏	16	1.5%
13	未來投資	9	0.8%
14	其他	9	0.8%
88	其他	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.

q11_2: 請問您考慮購買工藝品的最主要動機為何?(可複選)

Information	[Type= discrete] [Format=numeric] [Range= 1-88] [Missing=*]
Statistics [NW/ W]	[Valid=507 /-] [Invalid=577 /-]

Value	Label	Cases	Percentage
1	取悅自己	0	
2	喜好品牌	97	19.1%
3	流行時髦	33	6.5%
4	身分表徵	35	6.9%
6	促銷活動	49	9.7%
7	受他人影響	28	5.5%
8	趨勢與好奇	53	10.5%
9	造型設計	102	20.1%
10	親友禮品	41	8.1%
11	公司公關或禮品	18	3.6%
12	純粹收藏	31	6.1%
13	未來投資	3	0.6%
14	其他	17	3.4%
88	其他	0	
Systemmiss		577	

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

q11_3: 請問您考慮購買工藝品的最主要動機為何?(可複選)

Information	[Type= discrete] [Format=numeric] [Range= 1-88] [Missing=*]
Statistics [NW/ W]	[Valid=334 /-] [Invalid=750 /-]

Value	Label	Cases	Percentage
1	取悅自己	0	
2	喜好品牌	0	
3	流行時髦	19	5.7%

File : data2015_1

q11_3: 請問您考慮購買工藝品的最主要動機為何?(可複選)

Value	Label	Cases	Percentage
4	身分表徵	9	2.7%
6	促銷活動	25	7.5%
7	受他人影響	27	8.1%
8	趨勢與好奇	21	6.3%
9	造型設計	96	28.7%
10	親友禮品	40	12.0%
11	公司公關或禮品	4	1.2%
12	純粹收藏	44	13.2%
13	未來投資	12	3.6%
14	其他	37	11.1%
88	其他	0	
Sysmiss		750	

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

q11_4: 請問您考慮購買工藝品的最主要動機為何?(可複選)

Information	[Type= discrete] [Format=numeric] [Range= 1-88] [Missing=*]
Statistics [NW/ W]	[Valid=161 /-] [Invalid=923 /-]

Value	Label	Cases	Percentage
1	取悅自己	0	
2	喜好品牌	0	
3	流行時髦	0	
4	身分表徵	1	0.6%
6	促銷活動	6	3.7%
7	受他人影響	5	3.1%
8	趨勢與好奇	5	3.1%
9	造型設計	27	16.8%
10	親友禮品	31	19.3%
11	公司公關或禮品	5	3.1%
12	純粹收藏	34	21.1%
13	未來投資	3	1.9%
14	其他	44	27.3%
88	其他	0	
Sysmiss		923	

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

q11_5: 請問您考慮購買工藝品的最主要動機為何?(可複選)

Information	[Type= discrete] [Format=numeric] [Range= 1-88] [Missing=*]
Statistics [NW/ W]	[Valid=66 /-] [Invalid=1018 /-]

Value	Label	Cases	Percentage
1	取悅自己	0	
2	喜好品牌	0	
3	流行時髦	0	
4	身分表徵	0	
6	促銷活動	0	

File : data2015_1

q11_5: 請問您考慮購買工藝品的最主要動機為何?(可複選)

Value	Label	Cases	Percentage
7	受他人影響	1	1.5%
8	趨勢與好奇	1	1.5%
9	造型設計	6	9.1%
10	親友禮品	9	13.6%
11	公司公關或禮品	7	10.6%
12	純粹收藏	16	24.2%
13	未來投資	9	13.6%
14	其他	17	25.8%
88	其他	0	
Sysmiss		1018	

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

q11_6: 請問您考慮購買工藝品的最主要動機為何?(可複選)

Information	[Type= discrete] [Format=numeric] [Range= 1-88] [Missing=*]
Statistics [NW/ W]	[Valid=30 /-] [Invalid=1054 /-]

Value	Label	Cases	Percentage
1	取悅自己	0	
2	喜好品牌	0	
3	流行時髦	0	
4	身分表徵	0	
6	促銷活動	0	
7	受他人影響	0	
8	趨勢與好奇	1	3.3%
9	造型設計	1	3.3%
10	親友禮品	3	10.0%
11	公司公關或禮品	0	
12	純粹收藏	5	16.7%
13	未來投資	8	26.7%
14	其他	12	40.0%
88	其他	0	
Sysmiss		1054	

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

q11_7: 請問您考慮購買工藝品的最主要動機為何?(可複選)

Information	[Type= discrete] [Format=numeric] [Range= 1-88] [Missing=*]
Statistics [NW/ W]	[Valid=14 /-] [Invalid=1070 /-]

Value	Label	Cases	Percentage
1	取悅自己	0	
2	喜好品牌	0	
3	流行時髦	0	
4	身分表徵	0	
6	促銷活動	0	
7	受他人影響	0	
8	趨勢與好奇	0	

File : data2015_1

q11_7: 請問您考慮購買工藝品的最主要動機為何?(可複選)

Value	Label	Cases	Percentage
9	造型設計	1	7.1%
10	親友禮品	1	7.1%
11	公司公關或禮品	0	
12	純粹收藏	2	14.3%
13	未來投資	2	14.3%
14	其他	8	57.1%
88	其他	0	
Sysmiss		1070	

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

q11_8: 請問您考慮購買工藝品的最主要動機為何?(可複選)

Information	[Type= discrete] [Format=numeric] [Range= 1-88] [Missing=*]
Statistics [NW/ W]	[Valid=4 /-] [Invalid=1080 /-]

Value	Label	Cases	Percentage
1	取悅自己	0	
2	喜好品牌	0	
3	流行時髦	0	
4	身分表徵	0	
6	促銷活動	0	
7	受他人影響	0	
8	趨勢與好奇	0	
9	造型設計	0	
10	親友禮品	0	
11	公司公關或禮品	0	
12	純粹收藏	0	
13	未來投資	0	
14	其他	4	100.0%
88	其他	0	
Sysmiss		1080	

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

q12_1: 我考慮購買工藝類商品是由於合作品牌知名度高。

Information	[Type= discrete] [Format=numeric] [Range= 1-5] [Missing=*]
Statistics [NW/ W]	[Valid=1084 /-] [Invalid=0 /-]

Value	Label	Cases	Percentage
1	非常不同意	42	3.9%
2	不同意	215	19.8%
3	普通	358	33.0%
4	同意	411	37.9%
5	非常同意	58	5.4%

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.

q12_2: 我對於該合作品牌略有耳聞,因此我考慮購買工藝類商品。

Information	[Type= discrete] [Format=numeric] [Range= 1-5] [Missing=*]
Statistics [NW/ W]	[Valid=1084 /-] [Invalid=0 /-]

File : data2015_1

q12_2: 我對於該合作品牌略有耳聞,因此我考慮購買工藝類商品。

Value	Label	Cases	Percentage
1	非常不同意	14	1.3%
2	不同意	161	14.9%
3	普通	425	39.2%
4	同意	455	42.0%
5	非常同意	29	2.7%

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.

q12_3: 我考慮購買工藝類商品是由於我對該合作品牌的喜愛,與工藝家無關。

Information	[Type= discrete] [Format=numeric] [Range= 1-5] [Missing=*]
Statistics [NW/ W]	[Valid=1084 /-] [Invalid=0 /-]

Value	Label	Cases	Percentage
1	非常不同意	36	3.3%
2	不同意	233	21.5%
3	普通	400	36.9%
4	同意	385	35.5%
5	非常同意	30	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.

q12_4: 我考慮購買工藝類商品是由於我對該合作品牌印象深刻。

Information	[Type= discrete] [Format=numeric] [Range= 1-5] [Missing=*]
Statistics [NW/ W]	[Valid=1084 /-] [Invalid=0 /-]

Value	Label	Cases	Percentage
1	非常不同意	8	0.7%
2	不同意	188	17.3%
3	普通	420	38.7%
4	同意	402	37.1%
5	非常同意	66	6.1%

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.

q12_5: 我考慮購買工藝類商品是由於我對工藝家的喜愛,與合作品牌無關。

Information	[Type= discrete] [Format=numeric] [Range= 1-5] [Missing=*]
Statistics [NW/ W]	[Valid=1084 /-] [Invalid=0 /-]

Value	Label	Cases	Percentage
1	非常不同意	11	1.0%
2	不同意	152	14.0%
3	普通	424	39.1%
4	同意	460	42.4%
5	非常同意	37	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.

q12_6: 我考慮購買工藝類商品是由於工藝家頗負盛名。

Information	[Type= discrete] [Format=numeric] [Range= 1-5] [Missing=*]
Statistics [NW/ W]	[Valid=1084 /-] [Invalid=0 /-]

File : data2015_1

q12_6: 我考慮購買工藝類商品是由於工藝家頗負盛名。

Value	Label	Cases	Percentage
1	非常不同意	21	1.9%
2	不同意	142	13.1%
3	普通	410	37.8%
4	同意	470	43.4%
5	非常同意	41	3.8%

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.

q12_7: 我考慮購買工藝類商品是由於我對該工藝家印象深刻。

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

Statistics [NW/ W] [Valid=1084 /-] [Invalid=0 /-]

Value	Label	Cases	Percentage
1	非常不同意	18	1.7%
2	不同意	149	13.7%
3	普通	397	36.6%
4	同意	463	42.7%
5	非常同意	57	5.3%

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.

q12_8: 我考慮工藝類商品是由於工藝家的風格很容易辨認。

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

Statistics [NW/ W] [Valid=1084 /-] [Invalid=0 /-]

Value	Label	Cases	Percentage
1	非常不同意	13	1.2%
2	不同意	147	13.6%
3	普通	469	43.3%
4	同意	409	37.7%
5	非常同意	46	4.2%

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.

q12_9: 我對於該工藝家略有耳聞,因此我考慮購買工藝類商品。

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

Statistics [NW/ W] [Valid=1084 /-] [Invalid=0 /-]

Value	Label	Cases	Percentage
1	非常不同意	14	1.3%
2	不同意	155	14.3%
3	普通	387	35.7%
4	同意	469	43.3%
5	非常同意	59	5.4%

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.

q12_10: 我考慮購買工藝類商品是由於合作品牌很容易辨認。

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

Statistics [NW/ W] [Valid=1084 /-] [Invalid=0 /-]

Value	Label	Cases	Percentage
1	非常不同意	23	2.1%
2	不同意	199	18.4%
3	普通	414	38.2%
4	同意	391	36.1%
5	非常同意	57	5.3%

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.

q12_11: 對於曾獲獎的工藝品會提升我購買此工藝品的意願。

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

Statistics [NW/ W] [Valid=1084 /-] [Invalid=0 /-]

q12_11: 對於曾獲獎的工藝品會提升我購買此工藝品的意願。

Value	Label	Cases	Percentage
1	非常不同意	26	2.4%
2	不同意	174	16.1%
3	普通	359	33.1%
4	同意	406	37.5%
5	非常同意	119	11.0%

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

q13: 請問如果有"客製化(只為您一人設計)"的工藝品, 是否會更吸引您購買?

Information	[Type= discrete] [Format=numeric] [Range= 1-5] [Missing=*]
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Statistics [NW/ W]	[Valid=1084 /-] [Invalid=0 /-]
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Value	Label	Cases	Percentage
1	非常有吸引力	237	21.9%
2	有吸引力	639	58.9%
3	普通	163	15.0%
4	無吸引力	34	3.1%
5	完全無吸引力	11	1.0%

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.

q15: 請問您平常有使用茶器具泡茶的習慣嗎?

Information	[Type= discrete] [Format=numeric] [Range= 1-2] [Missing=*]
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Statistics [NW/ W]	[Valid=1084 /-] [Invalid=0 /-]
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Value	Label	Cases	Percentage
1	有	313	28.9%
2	沒有	771	71.1%

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.

q16_1: 請問您不習慣使用茶器具泡茶(茶葉)的原因?(可複選)

Information	[Type= discrete] [Format=numeric] [Range= 1-10] [Missing=*]
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Statistics [NW/ W]	[Valid=771 /-] [Invalid=313 /-]
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Value	Label	Cases	Percentage
1	道具太多	183	23.7%
2	程序繁複不好學	99	12.8%
3	尚未購買器具	69	8.9%
4	個人沒耐性	117	15.2%
5	茶器具不好看沒有美感	32	4.2%
6	沒人推薦	7	0.9%
7	沒人教導如何使用	23	3.0%
8	不容易清潔	83	10.8%
9	容易破碎	119	15.4%
10	其他	39	5.1%
Sysmiss		313	

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

q16_2: 請問您不習慣使用茶器具泡茶(茶葉)的原因?(可複選)

Information	[Type= discrete] [Format=numeric] [Range= 1-10] [Missing=*]
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Statistics [NW/ W]	[Valid=219 /-] [Invalid=865 /-]
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q16_2: 請問您不習慣使用茶器具泡茶(茶葉)的原因?(可複選)

Value	Label	Cases	Percentage
1	道具太多	0	
2	程序繁複不好學	86	39.3%
3	尚未購買器具	21	9.6%
4	個人沒耐性	37	16.9%
5	茶器具不好看沒有美感	6	2.7%
6	沒人推薦	3	1.4%
7	沒人教導如何使用	12	5.5%
8	不容易清潔	13	5.9%
9	容易破碎	39	17.8%
10	其他	2	0.9%
Sysmiss		865	

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

q16_3: 請問您不習慣使用茶器具泡茶(茶葉)的原因?(可複選)

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

Statistics [NW/ W] [Valid=62 /-] [Invalid=1022 /-]

Value	Label	Cases	Percentage
1	道具太多	0	
2	程序繁複不好學	0	
3	尚未購買器具	13	21.0%
4	個人沒耐性	14	22.6%
5	茶器具不好看沒有美感	1	1.6%
6	沒人推薦	2	3.2%
7	沒人教導如何使用	8	12.9%
8	不容易清潔	3	4.8%
9	容易破碎	20	32.3%
10	其他	1	1.6%
Sysmiss		1022	

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

q16_4: 請問您不習慣使用茶器具泡茶(茶葉)的原因?(可複選)

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

Statistics [NW/ W] [Valid=15 /-] [Invalid=1069 /-]

Value	Label	Cases	Percentage
1	道具太多	0	
2	程序繁複不好學	0	
3	尚未購買器具	0	
4	個人沒耐性	3	20.0%
5	茶器具不好看沒有美感	0	
6	沒人推薦	2	13.3%
7	沒人教導如何使用	4	26.7%
8	不容易清潔	2	13.3%
9	容易破碎	4	26.7%
10	其他	0	
Sysmiss		1069	

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

q16_5: 請問您不習慣使用茶器具泡茶(茶葉)的原因?(可複選)

Information	[Type= discrete] [Format=numeric] [Range= 1-10] [Missing=*]
Statistics [NW/ W]	[Valid=3 /-] [Invalid=1081 /-]

Value	Label	Cases	Percentage
1	道具太多	0	
2	程序繁複不好學	0	
3	尚未購買器具	0	
4	個人沒耐性	0	
5	茶器具不好看沒有美感	0	
6	沒人推薦	1	33.3%
7	沒人教導如何使用	1	33.3%
8	不容易清潔	1	33.3%
9	容易破碎	0	
10	其他	0	
Sysmiss		1081	

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

q16_6: 請問您不習慣使用茶器具泡茶(茶葉)的原因?(可複選)

Information	[Type= discrete] [Format=numeric] [Range= 1-10] [Missing=*]
Statistics [NW/ W]	[Valid=3 /-] [Invalid=1081 /-]

Value	Label	Cases	Percentage
1	道具太多	0	
2	程序繁複不好學	0	
3	尚未購買器具	0	
4	個人沒耐性	0	
5	茶器具不好看沒有美感	0	
6	沒人推薦	0	
7	沒人教導如何使用	1	33.3%
8	不容易清潔	1	33.3%
9	容易破碎	1	33.3%
10	其他	0	
Sysmiss		1081	

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

q16_7: 請問您不習慣使用茶器具泡茶(茶葉)的原因?(可複選)

Information	[Type= discrete] [Format=numeric] [Range= 1-10] [Missing=*]
Statistics [NW/ W]	[Valid=1 /-] [Invalid=1083 /-]

Value	Label	Cases	Percentage
1	道具太多	0	
2	程序繁複不好學	0	
3	尚未購買器具	0	
4	個人沒耐性	0	
5	茶器具不好看沒有美感	0	
6	沒人推薦	0	
7	沒人教導如何使用	0	
8	不容易清潔	1	100.0%
9	容易破碎	0	

q16_7: 請問您不習慣使用茶器具泡茶(茶葉)的原因?(可複選)

Value	Label	Cases	Percentage
10	其他	0	
System		1083	

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

q16_8: 請問您不習慣使用茶器具泡茶(茶葉)的原因?(可複選)

Information	[Type= discrete] [Format=numeric] [Range= 1-10] [Missing=*]
Statistics [NW/ W]	[Valid=1 /-] [Invalid=1083 /-]

Value	Label	Cases	Percentage
1	道具太多	0	
2	程序繁複不好學	0	
3	尚未購買器具	0	
4	個人沒耐性	0	
5	茶器具不好看沒有美感	0	
6	沒人推薦	0	
7	沒人教導如何使用	0	
8	不容易清潔	0	
9	容易破碎	1	100.0%
10	其他	0	
System		1083	

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

q16o: 請問您不習慣使用茶器具泡茶(茶葉)的原因?其他

Information	[Type= discrete] [Format=character] [Missing=*]
Statistics [NW/ W]	[Valid=42 /-] [Invalid=0 /-]

Value	Label	Cases	Percentage
	不喝茶	40	95.2%
	不愛喝茶	1	2.4%
	習慣買外面泡好的	1	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.

q17: 請問您使用茶器具泡茶(茶葉)的頻率?

Information	[Type= discrete] [Format=numeric] [Range= 1-3] [Missing=*]
Statistics [NW/ W]	[Valid=313 /-] [Invalid=771 /-]

Value	Label	Cases	Percentage
1	經常	118	37.7%
2	偶爾	119	38.0%
3	很少	76	24.3%
System		771	

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

q18: 請問您使用茶器具泡茶時,最常使用以下何種形式泡茶(茶葉)?

Information	[Type= discrete] [Format=numeric] [Range= 1-6] [Missing=*]
Statistics [NW/ W]	[Valid=313 /-] [Invalid=771 /-]

Value	Label	Cases	Percentage
1	傳統茶壺茶杯：具有沖泡與倒出功能的壺和具有功能飲用的杯所構	172	55.0%

q18: 請問您使用茶器具泡茶時,最常使用以下何種形式泡茶(茶葉)?

Value	Label	Cases	Percentage
2	茶葉濾球杯：將茶葉置入茶球，利用現有的茶壺或茶杯做為泡茶容	27	8.6%
3	內膽式茶壺杯：將茶葉置於內膽(壺內濾網)一段時間後再將茶葉移	30	9.6%
4	濾壓式茶壺杯：茶葉保留在壺內，要倒取茶湯時將濾網壓下，使茶	26	8.3%
5	使用同心杯：內膽式構造，將茶葉置於杯中內膽(濾網)適當時間後在	17	5.4%
6	使用蓋杯：具有泡茶與飲用功能者。飲用時茶葉留在茶湯中，透過杯	41	13.1%
Sysmiss		771	

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

q19_1: 請問您目前使用的茶壺是什麼材質?(可複選)

Information	[Type= discrete] [Format=numeric] [Range= 1-7] [Missing=*]
Statistics [NW/ W]	[Valid=313 /-] [Invalid=771 /-]

Value	Label	Cases	Percentage
1	竹製	12	3.8%
2	瓷製	109	34.8%
3	陶製	154	49.2%
4	玻璃製	32	10.2%
5	金屬製	6	1.9%
6	木製	0	
7	其他	0	
Sysmiss		771	

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

q19_2: 請問您目前使用的茶壺是什麼材質?(可複選)

Information	[Type= discrete] [Format=numeric] [Range= 1-7] [Missing=*]
Statistics [NW/ W]	[Valid=88 /-] [Invalid=996 /-]

Value	Label	Cases	Percentage
1	竹製	0	
2	瓷製	4	4.5%
3	陶製	65	73.9%
4	玻璃製	10	11.4%
5	金屬製	8	9.1%
6	木製	1	1.1%
7	其他	0	
Sysmiss		996	

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

q19_3: 請問您目前使用的茶壺是什麼材質?(可複選)

Information	[Type= discrete] [Format=numeric] [Range= 1-7] [Missing=*]
Statistics [NW/ W]	[Valid=23 /-] [Invalid=1061 /-]

Value	Label	Cases	Percentage
1	竹製	0	
2	瓷製	0	

q19_3: 請問您目前使用的茶壺是什麼材質? (可複選)

Value	Label	Cases	Percentage
3	陶製	4	17.4%
4	玻璃製	12	52.2%
5	金屬製	3	13.0%
6	木製	4	17.4%
7	其他	0	
Sysmiss		1061	

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

q19_4: 請問您目前使用的茶壺是什麼材質? (可複選)

Information	[Type= discrete] [Format=numeric] [Range= 1-7] [Missing=*]
Statistics [NW/ W]	[Valid=2 /-] [Invalid=1082 /-]

Value	Label	Cases	Percentage
1	竹製	0	
2	瓷製	0	
3	陶製	0	
4	玻璃製	1	50.0%
5	金屬製	1	50.0%
6	木製	0	
7	其他	0	
Sysmiss		1082	

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

q19o: 請問您目前使用的茶壺是什麼材質? 其他

Information	[Type= discrete] [Format=character] [Missing=*]
Statistics [NW/ W]	[Valid=0 /-] [Invalid=0 /-]

q20_1: 請問您目前使用的茶具杯組是什麼材質? (可複選)

Information	[Type= discrete] [Format=numeric] [Range= 1-7] [Missing=*]
Statistics [NW/ W]	[Valid=313 /-] [Invalid=771 /-]

Value	Label	Cases	Percentage
1	竹製	7	2.2%
2	瓷製	120	38.3%
3	陶製	152	48.6%
4	玻璃製	21	6.7%
5	金屬製	12	3.8%
6	木製	0	
7	其他	1	0.3%
Sysmiss		771	

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

q20_2: 請問您目前使用的茶具杯組是什麼材質? (可複選)

Information	[Type= discrete] [Format=numeric] [Range= 1-7] [Missing=*]
Statistics [NW/ W]	[Valid=86 /-] [Invalid=998 /-]

Value	Label	Cases	Percentage
1	竹製	0	
2	瓷製	1	1.2%

# q20_2: 請問您目前使用的茶具杯組是什麼材質? (可複選)			
Value	Label	Cases	Percentage
3	陶製	56	65.1%
4	玻璃製	25	29.1%
5	金屬製	3	3.5%
6	木製	1	1.2%
7	其他	0	
Sysmiss		998	
<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>			
# q20_3: 請問您目前使用的茶具杯組是什麼材質? (可複選)			
Information	[Type= discrete] [Format=numeric] [Range= 1-7] [Missing=*]		
Statistics [NW/ W]	[Valid=13 /-] [Invalid=1071 /-]		
Value	Label	Cases	Percentage
1	竹製	0	
2	瓷製	0	
3	陶製	1	7.7%
4	玻璃製	9	69.2%
5	金屬製	2	15.4%
6	木製	1	7.7%
7	其他	0	
Sysmiss		1071	
<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>			
# q20_4: 請問您目前使用的茶具杯組是什麼材質? (可複選)			
Information	[Type= discrete] [Format=numeric] [Range= 1-7] [Missing=*]		
Statistics [NW/ W]	[Valid=1 /-] [Invalid=1083 /-]		
Value	Label	Cases	Percentage
1	竹製	0	
2	瓷製	0	
3	陶製	0	
4	玻璃製	1	100.0%
5	金屬製	0	
6	木製	0	
7	其他	0	
Sysmiss		1083	
<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>			
# q20o: 請問您目前使用的茶具杯組是什麼材質? 其他			
Information	[Type= discrete] [Format=character] [Missing=*]		
Statistics [NW/ W]	[Valid=1 /-] [Invalid=0 /-]		
Value	Label	Cases	Percentage
馬克杯		1	100.0%
<i>Warning: these figures indicate the number of cases found in the data file. They cannot be interpreted as summary statistics of the population of interest.</i>			
# q21_1: 請問您是否有使用其他茶器具周邊產品?(可複選)			
Information	[Type= discrete] [Format=numeric] [Range= 1-4] [Missing=*]		
Statistics [NW/ W]	[Valid=313 /-] [Invalid=771 /-]		

q21_1: 請問您是否有使用其他茶器具周邊產品?(可複選)

Value	Label	Cases	Percentage
1	茶倉	93	29.7%
2	茶盤及壺承	133	42.5%
3	燒水壺	87	27.8%
4	其他	0	
Sysmiss		771	

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

q21_2: 請問您是否有使用其他茶器具周邊產品?(可複選)

Information	[Type= discrete] [Format=numeric] [Range= 1-4] [Missing=*]
Statistics [NW/ W]	[Valid=119 /-] [Invalid=965 /-]

Value	Label	Cases	Percentage
1	茶倉	0	
2	茶盤及壺承	61	51.3%
3	燒水壺	58	48.7%
4	其他	0	
Sysmiss		965	

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

q21_3: 請問您是否有使用其他茶器具周邊產品?(可複選)

Information	[Type= discrete] [Format=numeric] [Range= 1-4] [Missing=*]
Statistics [NW/ W]	[Valid=51 /-] [Invalid=1033 /-]

Value	Label	Cases	Percentage
1	茶倉	0	
2	茶盤及壺承	0	
3	燒水壺	51	100.0%
4	其他	0	
Sysmiss		1033	

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

q21_4: 請問您是否有使用其他茶器具周邊產品?(可複選)

Information	[Type= discrete] [Format=numeric] [Range= 1-4] [Missing=*]
Statistics [NW/ W]	[Valid=6 /-] [Invalid=1078 /-]

Value	Label	Cases	Percentage
1	茶倉	0	
2	茶盤及壺承	0	
3	燒水壺	0	
4	其他	6	100.0%
Sysmiss		1078	

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

q21o: 請問您是否有使用其他茶器具周邊產品?其他

Information	[Type= discrete] [Format=character] [Missing=*]
Statistics [NW/ W]	[Valid=6 /-] [Invalid=0 /-]

Value	Label	Cases	Percentage
聞香杯		6	100.0%

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.

q22_1: 請問您, 當您選購泡茶茶器工具時, 最在意以下哪些優點?(可複選)

Information	[Type= discrete] [Format=numeric] [Range= 1-8] [Missing=*]		
Statistics [NW/ W]	[Valid=313 /-] [Invalid=771 /-]		
Value	Label	Cases	Percentage
1	操作便利	153	48.9%
2	容量適中	58	18.5%
3	易清潔	45	14.4%
4	堅固耐用	19	6.1%
5	造型美觀	21	6.7%
6	材質觸感舒適	17	5.4%
7	保溫	0	
8	其他	0	
Sysmiss		771	
<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>			

q22_2: 請問您, 當您選購泡茶茶器工具時, 最在意以下哪些優點?(可複選)

Information	[Type= discrete] [Format=numeric] [Range= 1-8] [Missing=*]		
Statistics [NW/ W]	[Valid=172 /-] [Invalid=912 /-]		
Value	Label	Cases	Percentage
1	操作便利	0	
2	容量適中	46	26.7%
3	易清潔	29	16.9%
4	堅固耐用	26	15.1%
5	造型美觀	26	15.1%
6	材質觸感舒適	42	24.4%
7	保溫	3	1.7%
8	其他	0	
Sysmiss		912	
<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>			

q22_3: 請問您, 當您選購泡茶茶器工具時, 最在意以下哪些優點?(可複選)

Information	[Type= discrete] [Format=numeric] [Range= 1-8] [Missing=*]		
Statistics [NW/ W]	[Valid=110 /-] [Invalid=974 /-]		
Value	Label	Cases	Percentage
1	操作便利	0	
2	容量適中	0	
3	易清潔	13	11.8%
4	堅固耐用	12	10.9%
5	造型美觀	26	23.6%
6	材質觸感舒適	41	37.3%
7	保溫	18	16.4%
8	其他	0	
Sysmiss		974	
<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>			

q22_4: 請問您, 當您選購泡茶茶器工具時, 最在意以下哪些優點?(可複選)

Information	[Type= discrete] [Format=numeric] [Range= 1-8] [Missing=*]		
Statistics [NW/ W]	[Valid=35 /-] [Invalid=1049 /-]		

q22_4: 請問您,當您選購泡茶茶器工具時,最在意以下哪些優點?(可複選)

Value	Label	Cases	Percentage
1	操作便利	0	
2	容量適中	0	
3	易清潔	0	
4	堅固耐用	9	25.7%
5	造型美觀	6	17.1%
6	材質觸感舒適	11	31.4%
7	保溫	9	25.7%
8	其他	0	
Sysmiss		1049	

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

q22_5: 請問您,當您選購泡茶茶器工具時,最在意以下哪些優點?(可複選)

Information	[Type= discrete] [Format=numeric] [Range= 1-8] [Missing=*]
Statistics [NW/ W]	[Valid=17 /-] [Invalid=1067 /-]

Value	Label	Cases	Percentage
1	操作便利	0	
2	容量適中	0	
3	易清潔	0	
4	堅固耐用	0	
5	造型美觀	5	29.4%
6	材質觸感舒適	7	41.2%
7	保溫	5	29.4%
8	其他	0	
Sysmiss		1067	

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

q22_6: 請問您,當您選購泡茶茶器工具時,最在意以下哪些優點?(可複選)

Information	[Type= discrete] [Format=numeric] [Range= 1-8] [Missing=*]
Statistics [NW/ W]	[Valid=6 /-] [Invalid=1078 /-]

Value	Label	Cases	Percentage
1	操作便利	0	
2	容量適中	0	
3	易清潔	0	
4	堅固耐用	0	
5	造型美觀	0	
6	材質觸感舒適	3	50.0%
7	保溫	3	50.0%
8	其他	0	
Sysmiss		1078	

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

q22_7: 請問您,當您選購泡茶茶器工具時,最在意以下哪些優點?(可複選)

Information	[Type= discrete] [Format=numeric] [Range= 1-8] [Missing=*]
Statistics [NW/ W]	[Valid=2 /-] [Invalid=1082 /-]

Value	Label	Cases	Percentage
1	操作便利	0	

q22_7: 請問您,當您選購泡茶茶器工具時,最在意以下哪些優點?(可複選)

Value	Label	Cases	Percentage
2	容量適中	0	
3	易清潔	0	
4	堅固耐用	0	
5	造型美觀	0	
6	材質觸感舒適	0	
7	保溫	2	100.0%
8	其他	0	
Sysmiss		1082	

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

q22o: 請問您,當您選購泡茶茶器工具時,最在意以下哪些優點?其他

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

Value	Label	Cases	Percentage
客製有紀念價值		1	100.0%

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.

q23_1: 請問您,您目前所選購的泡茶茶器,您最在意以下哪些缺點?(可複選)

Information	[Type= discrete] [Format=numeric] [Range= 1-8] [Missing=*]
Statistics [NW/ W]	[Valid=313 /-] [Invalid=771 /-]

Value	Label	Cases	Percentage
1	脆弱易破損	107	34.2%
2	難清潔	78	24.9%
3	造型不美觀	45	14.4%
4	材質觸感不舒適	22	7.0%
5	容量過小	27	8.6%
6	操作麻煩不順手	20	6.4%
7	容量過大	13	4.2%
8	其他	1	0.3%
Sysmiss		771	

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

q23_2: 請問您,您目前所選購的泡茶茶器,您最在意以下哪些缺點?(可複選)

Information	[Type= discrete] [Format=numeric] [Range= 1-8] [Missing=*]
Statistics [NW/ W]	[Valid=137 /-] [Invalid=947 /-]

Value	Label	Cases	Percentage
1	脆弱易破損	0	
2	難清潔	32	23.4%
3	造型不美觀	16	11.7%
4	材質觸感不舒適	48	35.0%
5	容量過小	24	17.5%
6	操作麻煩不順手	16	11.7%
7	容量過大	1	0.7%
8	其他	0	
Sysmiss		947	

# q23_2: 請問您,您目前所選購的泡茶茶器,您最在意以下哪些缺點?(可複選)			
<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>			
# q23_3: 請問您,您目前所選購的泡茶茶器,您最在意以下哪些缺點?(可複選)			
Information		[Type= discrete] [Format=numeric] [Range= 1-8] [Missing=*]	
Statistics [NW/ W]		[Valid=87 /-] [Invalid=997 /-]	
Value	Label	Cases	Percentage
1	脆弱易破損	0	
2	難清潔	0	
3	造型不美觀	10	11.5%
4	材質觸感不舒適	11	12.6%
5	容量過小	22	25.3%
6	操作麻煩不順手	37	42.5%
7	容量過大	7	8.0%
8	其他	0	
Sysmiss		997	
<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>			
# q23_4: 請問您,您目前所選購的泡茶茶器,您最在意以下哪些缺點?(可複選)			
Information		[Type= discrete] [Format=numeric] [Range= 1-8] [Missing=*]	
Statistics [NW/ W]		[Valid=22 /-] [Invalid=1062 /-]	
Value	Label	Cases	Percentage
1	脆弱易破損	0	
2	難清潔	0	
3	造型不美觀	0	
4	材質觸感不舒適	7	31.8%
5	容量過小	3	13.6%
6	操作麻煩不順手	11	50.0%
7	容量過大	1	4.5%
8	其他	0	
Sysmiss		1062	
<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>			
# q23_5: 請問您,您目前所選購的泡茶茶器,您最在意以下哪些缺點?(可複選)			
Information		[Type= discrete] [Format=numeric] [Range= 1-8] [Missing=*]	
Statistics [NW/ W]		[Valid=9 /-] [Invalid=1075 /-]	
Value	Label	Cases	Percentage
1	脆弱易破損	0	
2	難清潔	0	
3	造型不美觀	0	
4	材質觸感不舒適	0	
5	容量過小	3	33.3%
6	操作麻煩不順手	5	55.6%
7	容量過大	1	11.1%
8	其他	0	
Sysmiss		1075	
<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>			

# q23_6: 請問您,您目前所選購的泡茶茶器,您最在意以下哪些缺點?(可複選)			
Information		[Type= discrete] [Format=numeric] [Range= 1-8] [Missing=*]	
Statistics [NW/ W]		[Valid=2 /-] [Invalid=1082 /-]	
Value	Label	Cases	Percentage
1	脆弱易破損	0	
2	難清潔	0	
3	造型不美觀	0	
4	材質觸感不舒適	0	
5	容量過小	0	
6	操作麻煩不順手	2	100.0%
7	容量過大	0	
8	其他	0	
Sysmiss		1082	
<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>			
# q23_7: 請問您,您目前所選購的泡茶茶器,您最在意以下哪些缺點?(可複選)			
Information		[Type= discrete] [Format=numeric] [Range= 1-8] [Missing=*]	
Statistics [NW/ W]		[Valid=2 /-] [Invalid=1082 /-]	
Value	Label	Cases	Percentage
1	脆弱易破損	0	
2	難清潔	0	
3	造型不美觀	0	
4	材質觸感不舒適	0	
5	容量過小	0	
6	操作麻煩不順手	0	
7	容量過大	2	100.0%
8	其他	0	
Sysmiss		1082	
<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>			
# q23o: 請問您,您目前所選購的泡茶茶器,您最在意以下哪些缺點?其他			
Information		[Type= discrete] [Format=character] [Missing=*]	
Statistics [NW/ W]		[Valid=1 /-] [Invalid=0 /-]	
Value	Label	Cases	Percentage
	倒茶時 茶蓋不 漏出茶湯	1	100.0%
<i>Warning: these figures indicate the number of cases found in the data file. They cannot be interpreted as summary statistics of the population of interest.</i>			
# q24: 請問您一年內購買過茶具的次數?			
Information		[Type= discrete] [Format=numeric] [Range= 1-4] [Missing=*]	
Statistics [NW/ W]		[Valid=313 /-] [Invalid=771 /-]	
Value	Label	Cases	Percentage
1	0次	115	36.7%
2	1-3次	166	53.0%
3	4-6次	13	4.2%
4	7次以上	19	6.1%
Sysmiss		771	
<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>			

# q25: 請問您平均每次購買茶具的金額?			
Information		[Type= discrete] [Format=numeric] [Range= 1-5] [Missing=*]	
Statistics [NW/ W]		[Valid=198 /-] [Invalid=886 /-]	
Value	Label	Cases	Percentage
1	500元以下	57	28.8%
2	501-2000元	75	37.9%
3	2001-5000元	36	18.2%
4	50001-10000元	24	12.1%
5	10000元以上	6	3.0%
Sysmiss		886	
<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>			
# q26: 請問您最常從何處購買此類商品?(單選)			
Information		[Type= discrete] [Format=numeric] [Range= 1-88] [Missing=*]	
Statistics [NW/ W]		[Valid=198 /-] [Invalid=886 /-]	
Value	Label	Cases	Percentage
1	百貨公司/精品店	40	20.2%
2	品牌專賣店	66	33.3%
3	網路購物	12	6.1%
4	電視購物	2	1.0%
5	展場/秀場	47	23.7%
6	二手商店	8	4.0%
7	大賣場	17	8.6%
8	五金百貨	5	2.5%
9	其他	0	
88	其他	1	0.5%
Sysmiss		886	
<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>			
# q26o: 請問您最常從何處購買此類商品?其他			
Information		[Type= discrete] [Format=character] [Missing=*]	
Statistics [NW/ W]		[Valid=1 /-] [Invalid=0 /-]	
Value	Label	Cases	Percentage
朋友轉手		1	100.0%
<i>Warning: these figures indicate the number of cases found in the data file. They cannot be interpreted as summary statistics of the population of interest.</i>			
# q27: 請問您會用有強調地方特色文化(例如:結合台中大雅社區的在地特色小麥)的茶具組嗎?			
Information		[Type= discrete] [Format=numeric] [Range= 1-3] [Missing=*]	
Statistics [NW/ W]		[Valid=313 /-] [Invalid=771 /-]	
Value	Label	Cases	Percentage
1	會	136	43.5%
2	不會	177	56.5%
3	其他	0	
Sysmiss		771	
<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>			
# q27o: 請問您會用有強調地方特色文化(例如:結合台中大雅社區的在地特色小麥)的茶具組嗎?其他			
Information		[Type= discrete] [Format=character] [Missing=*]	

# q27o: 請問您會用有強調地方特色文化(例如:結合台中大雅社區的在地特色小麥)的茶具組嗎?其他			
Statistics [NW/ W]		[Valid=0 /-] [Invalid=0 /-]	
# q28: 如果有強調地方特色文化的茶具,您會購買嗎?			
Information		[Type= discrete] [Format=numeric] [Range= 1-3] [Missing=*]	
Statistics [NW/ W]		[Valid=313 /-] [Invalid=771 /-]	
Value	Label	Cases	Percentage
1	會	153	48.9%
2	不會	160	51.1%
3	其他	0	
System		771	
<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>			
# q28o: 如果有強調地方特色文化的茶具,您會購買嗎?其他			
Information		[Type= discrete] [Format=character] [Missing=*]	
Statistics [NW/ W]		[Valid=0 /-] [Invalid=0 /-]	
# q29: 如果有在地文化特色的茶具,請問您願意花多少錢呢?			
Information		[Type= discrete] [Format=numeric] [Range= 1-5] [Missing=*]	
Statistics [NW/ W]		[Valid=313 /-] [Invalid=771 /-]	
Value	Label	Cases	Percentage
1	4500以下	238	76.0%
2	4500-8000左右	52	16.6%
3	8500-10000左右	20	6.4%
4	10000以上	3	1.0%
5	其他	0	
System		771	
<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>			
# q29o: 如果有在地文化特色的茶具,請問您願意花多少錢呢?其他			
Information		[Type= discrete] [Format=character] [Missing=*]	
Statistics [NW/ W]		[Valid=0 /-] [Invalid=0 /-]	
# q30: 請問您平時會購買茶具禮盒送禮嗎?			
Information		[Type= discrete] [Format=numeric] [Range= 1-3] [Missing=*]	
Statistics [NW/ W]		[Valid=313 /-] [Invalid=771 /-]	
Value	Label	Cases	Percentage
1	會	109	34.8%
2	不會	204	65.2%
3	其他	0	
System		771	
<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>			
# q30o: 請問您平時會購買茶具禮盒送禮嗎?其他			
Information		[Type= discrete] [Format=character] [Missing=*]	
Statistics [NW/ W]		[Valid=0 /-] [Invalid=0 /-]	
# q31_1: 請問您購買茶器具的原因與動機為何? (可複選)			
Information		[Type= discrete] [Format=numeric] [Range= 1-88] [Missing=*]	
Statistics [NW/ W]		[Valid=313 /-] [Invalid=771 /-]	

q31_1: 請問您購買茶器具的原因與動機為何? (可複選)

Value	Label	Cases	Percentage
1	取悅自己	172	55.0%
2	喜好品牌	48	15.3%
3	流行時髦	2	0.6%
4	身分表徵	6	1.9%
6	促銷活動	9	2.9%
7	受他人影響	11	3.5%
8	趨勢與好奇	13	4.2%
9	造型設計	20	6.4%
10	親友禮品	10	3.2%
11	公司公關或禮品	2	0.6%
12	純粹收藏	7	2.2%
13	未來投資	5	1.6%
14	其他	0	
88	其他	8	2.6%
Sysmiss		771	

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

q31_2: 請問您購買茶器具的原因與動機為何? (可複選)

Information	[Type= discrete] [Format=numeric] [Range= 1-88] [Missing=*]
Statistics [NW/ W]	[Valid=135 /-] [Invalid=949 /-]

Value	Label	Cases	Percentage
1	取悅自己	0	
2	喜好品牌	9	6.7%
3	流行時髦	3	2.2%
4	身分表徵	7	5.2%
6	促銷活動	13	9.6%
7	受他人影響	6	4.4%
8	趨勢與好奇	16	11.9%
9	造型設計	46	34.1%
10	親友禮品	23	17.0%
11	公司公關或禮品	6	4.4%
12	純粹收藏	5	3.7%
13	未來投資	1	0.7%
14	其他	0	
88	其他	0	
Sysmiss		949	

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

q31_3: 請問您購買茶器具的原因與動機為何? (可複選)

Information	[Type= discrete] [Format=numeric] [Range= 1-88] [Missing=*]
Statistics [NW/ W]	[Valid=79 /-] [Invalid=1005 /-]

Value	Label	Cases	Percentage
1	取悅自己	0	
2	喜好品牌	0	
3	流行時髦	0	

q31_3: 請問您購買茶器具的原因與動機為何? (可複選)

Value	Label	Cases	Percentage
4	身分表徵	3	3.8%
6	促銷活動	4	5.1%
7	受他人影響	2	2.5%
8	趨勢與好奇	6	7.6%
9	造型設計	18	22.8%
10	親友禮品	15	19.0%
11	公司公關或禮品	8	10.1%
12	純粹收藏	18	22.8%
13	未來投資	5	6.3%
14	其他	0	
88	其他	0	
Systemmiss		1005	

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

q31_4: 請問您購買茶器具的原因與動機為何? (可複選)

Information	[Type= discrete] [Format=numeric] [Range= 1-88] [Missing=*]
Statistics [NW/ W]	[Valid=38 /-] [Invalid=1046 /-]

Value	Label	Cases	Percentage
1	取悅自己	0	
2	喜好品牌	0	
3	流行時髦	0	
4	身分表徵	0	
6	促銷活動	0	
7	受他人影響	0	
8	趨勢與好奇	2	5.3%
9	造型設計	12	31.6%
10	親友禮品	13	34.2%
11	公司公關或禮品	3	7.9%
12	純粹收藏	8	21.1%
13	未來投資	0	
14	其他	0	
88	其他	0	
Systemmiss		1046	

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

q31_5: 請問您購買茶器具的原因與動機為何? (可複選)

Information	[Type= discrete] [Format=numeric] [Range= 1-88] [Missing=*]
Statistics [NW/ W]	[Valid=25 /-] [Invalid=1059 /-]

Value	Label	Cases	Percentage
1	取悅自己	0	
2	喜好品牌	0	
3	流行時髦	0	
4	身分表徵	0	
6	促銷活動	0	
7	受他人影響	0	
8	趨勢與好奇	0	

q31_5: 請問您購買茶器具的原因與動機為何? (可複選)

Value	Label	Cases	Percentage
9	造型設計	2	8.0%
10	親友禮品	9	36.0%
11	公司公關或禮品	4	16.0%
12	純粹收藏	5	20.0%
13	未來投資	5	20.0%
14	其他	0	
88	其他	0	
Sysmiss		1059	

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

q31_6: 請問您購買茶器具的原因與動機為何? (可複選)

Information	[Type= discrete] [Format=numeric] [Range= 1-88] [Missing=*]
Statistics [NW/ W]	[Valid=12 /-] [Invalid=1072 /-]

Value	Label	Cases	Percentage
1	取悅自己	0	
2	喜好品牌	0	
3	流行時髦	0	
4	身分表徵	0	
6	促銷活動	0	
7	受他人影響	0	
8	趨勢與好奇	0	
9	造型設計	0	
10	親友禮品	2	16.7%
11	公司公關或禮品	2	16.7%
12	純粹收藏	7	58.3%
13	未來投資	1	8.3%
14	其他	0	
88	其他	0	
Sysmiss		1072	

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

q31_7: 請問您購買茶器具的原因與動機為何? (可複選)

Information	[Type= discrete] [Format=numeric] [Range= 1-88] [Missing=*]
Statistics [NW/ W]	[Valid=2 /-] [Invalid=1082 /-]

Value	Label	Cases	Percentage
1	取悅自己	0	
2	喜好品牌	0	
3	流行時髦	0	
4	身分表徵	0	
6	促銷活動	0	
7	受他人影響	0	
8	趨勢與好奇	0	
9	造型設計	0	
10	親友禮品	0	
11	公司公關或禮品	1	50.0%
12	純粹收藏	0	

q31_7: 請問您購買茶器具的原因與動機為何? (可複選)

Value	Label	Cases	Percentage
13	未來投資	1	50.0%
14	其他	0	
88	其他	0	
Sysmiss		1082	

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

q31_8: 請問您購買茶器具的原因與動機為何? (可複選)

Information	[Type= discrete] [Format=numeric] [Range= 1-88] [Missing=*]
Statistics [NW/ W]	[Valid=1 /-] [Invalid=1083 /-]

Value	Label	Cases	Percentage
1	取悅自己	0	
2	喜好品牌	0	
3	流行時髦	0	
4	身分表徵	0	
6	促銷活動	0	
7	受他人影響	0	
8	趨勢與好奇	0	
9	造型設計	0	
10	親友禮品	0	
11	公司公關或禮品	0	
12	純粹收藏	0	
13	未來投資	1	100.0%
14	其他	0	
88	其他	0	
Sysmiss		1083	

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

q31o: 請問您購買茶器具的原因與動機為何? 其他

Information	[Type= discrete] [Format=character] [Missing=*]
Statistics [NW/ W]	[Valid=9 /-] [Invalid=0 /-]

Value	Label	Cases	Percentage
特別		4	44.4%
自用		4	44.4%
觀光紀念品		1	11.1%

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

s1: 性別

Information	[Type= discrete] [Format=numeric] [Range= 1-2] [Missing=*]
Statistics [NW/ W]	[Valid=1084 /-] [Invalid=0 /-]

Value	Label	Cases	Percentage
1	男	466	43.0%
2	女	618	57.0%

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

s2: 年齡

Information	[Type= discrete] [Format=numeric] [Range= 1-11] [Missing=*]
Statistics [NW/ W]	[Valid=1084 /-] [Invalid=0 /-]

s2: 年齡

Value	Label	Cases	Percentage
1	15-19歲	57	5.3%
2	20-24歲	132	12.2%
3	25-29歲	163	15.0%
4	30-34歲	187	17.3%
5	35-39歲	147	13.6%
6	40-44歲	113	10.4%
7	45-50歲	103	9.5%
8	51-54歲	59	5.4%
9	55-59歲	62	5.7%
10	60-64歲	32	3.0%
11	65歲以上	29	2.7%

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.

s3: 婚姻狀況

Information	[Type= discrete] [Format=numeric] [Range= 1-2] [Missing=*]		
Statistics [NW/ W]	[Valid=1084 /-] [Invalid=0 /-]		
Value	Label	Cases	Percentage
1	未婚	458	42.3%
2	已婚	626	57.7%

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.

s4: 職業

Information	[Type= discrete] [Format=numeric] [Range= 1-11] [Missing=*]		
Statistics [NW/ W]	[Valid=1084 /-] [Invalid=0 /-]		
Value	Label	Cases	Percentage
1	民意代表、主管及經理人員	70	6.5%
2	專業人員	171	15.8%
3	技術員及助理專業人員	114	10.5%
4	事務工作人員	145	13.4%
5	服務及銷售工作人員	189	17.4%
6	農、林、漁、牧業生產人員	14	1.3%
7	技藝有關工作人員	54	5.0%
8	機械設備操作及組裝人員	9	0.8%
9	基層技術工及勞力工	64	5.9%
10	軍人	14	1.3%
11	其他	240	22.1%

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.

s4o: 職業-其他

Information	[Type= discrete] [Format=character] [Missing=*]		
Statistics [NW/ W]	[Valid=240 /-] [Invalid=0 /-]		
Value	Label	Cases	Percentage
	公務員	4	1.7%
	學生	89	37.1%
	家庭主婦	20	8.3%
	家管	52	21.7%

s40: 職業-其他

Value	Label	Cases	Percentage
無業		3	1.2%
自營		17	7.1%
自由業		2	0.8%
退休		1	0.4%
退修/待業中		52	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.

s5: 教育程度

Information	[Type= discrete] [Format=numeric] [Range= 1-5] [Missing=*]
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Statistics [NW/ W]	[Valid=1084 /-] [Invalid=0 /-]
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Value	Label	Cases	Percentage
1	國小及以下	9	0.8%
2	國中(初中)	32	3.0%
3	高中職	191	17.6%
4	專科大學	659	60.8%
5	研究所及以上	193	17.8%

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

s6: 月薪

Information	[Type= discrete] [Format=numeric] [Range= 1-8] [Missing=*]
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Statistics [NW/ W]	[Valid=1084 /-] [Invalid=0 /-]
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Value	Label	Cases	Percentage
1	3,000元及其以下	136	12.5%
2	3,001-6,000元	190	17.5%
3	6,001-9,000元	252	23.2%
4	9,001-12,000元	131	12.1%
5	12,001-15,000元	83	7.7%
6	15,001-18000 元	73	6.7%
7	18,001-21,000元	69	6.4%
8	21,000元及其以上	150	13.8%

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

s7: 居住地區

Information	[Type= discrete] [Format=numeric] [Range= 1-88] [Missing=*]
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Statistics [NW/ W]	[Valid=1084 /-] [Invalid=0 /-]
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Value	Label	Cases	Percentage
1	北部地區	461	42.5%
2	中部地區	298	27.5%
3	南部地區	253	23.3%
4	東部、外島地區	38	3.5%
5	其他	34	3.1%
88	其他	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.

s70: 居住地區-其他

Information	[Type= discrete] [Format=character] [Missing=*]
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Statistics [NW/ W]	[Valid=34 /-] [Invalid=0 /-]
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s7o: 居住地區-其他

Value	Label	Cases	Percentage
大陸		13	38.2%
新加坡		5	14.7%
日本		1	2.9%
美國		1	2.9%
韓國		2	5.9%
香港		10	29.4%
馬來西亞		2	5.9%

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.

type: 分類

Information	[Type= discrete] [Format=numeric] [Range= 1-3] [Missing=*]
Statistics [NW/ W]	[Valid=1084 /-] [Invalid=0 /-]

Value	Label	Cases	Percentage
1	輕度需求者	344	31.7%
2	中度需求者	473	43.6%
3	重度需求者	267	24.6%

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.

File : data2015_2

num: 編號

Information [Type= continuous] [Format=numeric] [Range= 1-29] [Missing=*]

Statistics [NW/ W] [Valid=46 /-] [Invalid=0 /-] [Mean=12.783 /-] [StdDev=7.922 /-]

filter: 請問您(貴工作室/公司)2015 年材料銷售占營業額總和之比例為?

Information [Type= discrete] [Format=character] [Missing=*]

Statistics [NW/ W] [Valid=36 /-] [Invalid=0 /-]

Value	Label	Cases	Percentage
100		16	44.4%
100%		1	2.8%
20		2	5.6%
30		2	5.6%
30%		2	5.6%
5%		1	2.8%
50		5	13.9%
50%		1	2.8%
60		2	5.6%
60%		1	2.8%
70		2	5.6%
80%		1	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.

q1_1: 請問您(貴工作室/公司)2015 年主要供應材料類型?(可複選)

Information [Type= discrete] [Format=numeric] [Range= 1-12] [Missing=*]

Statistics [NW/ W] [Valid=46 /-] [Invalid=0 /-]

Value	Label	Cases	Percentage
1	陶瓷類	10	21.7%
2	玻璃類	0	
3	金工類	2	4.3%
4	漆藝類	3	6.5%
5	石藝類	2	4.3%
6	木藝類	12	26.1%
7	竹籐類	9	19.6%
8	纖維類	1	2.2%
9	紙藝類	0	
10	皮革類	0	
11	複合媒材類	2	4.3%
12	其他類	5	10.9%

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.

q1_2: 請問您(貴工作室/公司)2015 年主要供應材料類型?(可複選)

Information [Type= discrete] [Format=numeric] [Range= 1-12] [Missing=*]

Statistics [NW/ W] [Valid=14 /-] [Invalid=32 /-]

Value	Label	Cases	Percentage
1	陶瓷類	0	
2	玻璃類	0	

File : data2015_2

q1_2: 請問您(貴工作室/公司)2015 年主要供應材料類型?(可複選)

Value	Label	Cases	Percentage
3	金工類	0	
4	漆藝類	0	
5	石藝類	2	14.3%
6	木藝類	4	28.6%
7	竹籐類	6	42.9%
8	纖維類	0	
9	紙藝類	0	
10	皮革類	0	
11	複合媒材類	2	14.3%
12	其他類	0	
Sysmiss		32	

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

q1_3: 請問您(貴工作室/公司)2015 年主要供應材料類型?(可複選)

Information	[Type= discrete] [Format=numeric] [Range= 1-12] [Missing=*]
Statistics [NW/ W]	[Valid=6 /-] [Invalid=40 /-]

Value	Label	Cases	Percentage
1	陶瓷類	0	
2	玻璃類	0	
3	金工類	0	
4	漆藝類	0	
5	石藝類	0	
6	木藝類	0	
7	竹籐類	3	50.0%
8	纖維類	2	33.3%
9	紙藝類	0	
10	皮革類	0	
11	複合媒材類	1	16.7%
12	其他類	0	
Sysmiss		40	

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

q1_4: 請問您(貴工作室/公司)2015 年主要供應材料類型?(可複選)

Information	[Type= continuous] [Format=numeric] [Range= 1-12] [Missing=*]
Statistics [NW/ W]	[Valid=2 /-] [Invalid=44 /-]

Value	Label	Cases	Percentage
1	陶瓷類	0	
2	玻璃類	0	
3	金工類	0	
4	漆藝類	0	
5	石藝類	0	
6	木藝類	0	
7	竹籐類	0	
8	纖維類	0	

File : data2015_2

q1_4: 請問您(貴工作室/公司)2015 年主要供應材料類型?(可複選)

Value	Label	Cases	Percentage
9	紙藝類	0	
10	皮革類	0	
11	複合媒材類	2	100.0%
12	其他類	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.

q1o: 請問您(貴工作室/公司)2015 年主要供應材料類型?其他

Information	[Type= discrete] [Format=character] [Missing=*]
Statistics [NW/ W]	[Valid=5 /-] [Invalid=0 /-]

Value	Label	Cases	Percentage
毛線		2	40.0%
竹材		1	20.0%
陶墨		2	40.0%

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.

q2: 請問您(貴工作室/公司)2015 年最主要提供之材料(營業)項目

Information	[Type= discrete] [Format=numeric] [Range= 1-12] [Missing=*]
Statistics [NW/ W]	[Valid=46 /-] [Invalid=0 /-]

Value	Label	Cases	Percentage
1	陶瓷類	10	21.7%
2	玻璃類	0	
3	金工類	2	4.3%
4	漆藝類	2	4.3%
5	石藝類	0	
6	木藝類	12	26.1%
7	竹籐類	12	26.1%
8	纖維類	2	4.3%
9	紙藝類	0	
10	皮革類	0	
11	複合媒材類	2	4.3%
12	其他類	4	8.7%

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.

q2o: 請問您(貴工作室/公司)2015 年最主要提供之材料(營業)項目, 其他

Information	[Type= discrete] [Format=character] [Missing=*]
Statistics [NW/ W]	[Valid=3 /-] [Invalid=0 /-]

Value	Label	Cases	Percentage
毛線		2	66.7%
陶墨		1	33.3%

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

q3_1: 請問貴工作室/公司是否有營業登記以及單位設立時間?

Information	[Type= discrete] [Format=numeric] [Range= 1-2] [Missing=*]
Statistics [NW/ W]	[Valid=46 /-] [Invalid=0 /-]

File : data2015_2

q3_1: 請問貴工作室/公司是否有營業登記以及單位設立時間?

Value	Label	Cases	Percentage
1	有	38	82.6%
2	無	8	17.4%

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

q4: 請問您(貴工作室/公司)2015年事業組織型態為何?(單選)

Information	[Type= discrete] [Format=numeric] [Range= 1-8] [Missing=*]
Statistics [NW/ W]	[Valid=46 /-] [Invalid=0 /-]

Value	Label	Cases	Percentage
1	個人工作室	13	28.3%
2	公司	9	19.6%
3	企業社	12	26.1%
4	合作社	0	
5	非營利組織	0	
6	家庭工作室	4	8.7%
7	社區工坊	0	
8	其他	8	17.4%

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.

q4o: 請問您(貴工作室/公司)2015年事業組織型態為何?其他

Information	[Type= discrete] [Format=character] [Missing=*]
Statistics [NW/ W]	[Valid=2 /-] [Invalid=0 /-]

Value	Label	Cases	Percentage
竹材行		2	100.0%

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

q5: 請問您(貴工作室/公司)2015年是否有同時從事工藝創作與(成品)行銷?

Information	[Type= discrete] [Format=numeric] [Range= 1-9] [Missing=*]
Statistics [NW/ W]	[Valid=44 /-] [Invalid=2 /-]

Value	Label	Cases	Percentage
1	無	21	47.7%
2	有, 僅同時從事工藝創作	7	15.9%
3	有, 同時從事工藝創作和經營(成品行銷據點)	9	20.5%
5	有(個案), 但主要經營材料業	2	4.5%
9	拒答	5	11.4%
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.

q6_1: 請問您(貴工作室/公司)2015年是否有除材料外之其他營收來源為何?(可複選)

Information	[Type= discrete] [Format=numeric] [Range= 1-10] [Missing=*]
Statistics [NW/ W]	[Valid=32 /-] [Invalid=14 /-]

Value	Label	Cases	Percentage
1	設計收入	8	25.0%
2	授權收入	2	6.2%
3	教學收入	5	15.6%

File : data2015_2

q6_1: 請問您(貴工作室/公司)2015年是否有除材料外之其他營收來源為何?(可複選)

Value	Label	Cases	Percentage
4	仲介收入	0	
5	成品銷售	9	28.1%
6	代工製作	2	6.2%
7	餐飲收入	0	
8	導覽收入	0	
9	其他	4	12.5%
10	無	2	6.2%
Sysmiss		14	

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

q6_2: 請問您(貴工作室/公司)2015年是否有除材料外之其他營收來源為何?(可複選)

Information	[Type= discrete] [Format=numeric] [Range= 1-10] [Missing=*]
Statistics [NW/ W]	[Valid=18 /-] [Invalid=28 /-]

Value	Label	Cases	Percentage
1	設計收入	0	
2	授權收入	2	11.1%
3	教學收入	3	16.7%
4	仲介收入	0	
5	成品銷售	8	44.4%
6	代工製作	5	27.8%
7	餐飲收入	0	
8	導覽收入	0	
9	其他	0	
10	無	0	
Sysmiss		28	

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

q6_3: 請問您(貴工作室/公司)2015年是否有除材料外之其他營收來源為何?(可複選)

Information	[Type= discrete] [Format=numeric] [Range= 1-10] [Missing=*]
Statistics [NW/ W]	[Valid=8 /-] [Invalid=38 /-]

Value	Label	Cases	Percentage
1	設計收入	0	
2	授權收入	0	
3	教學收入	2	25.0%
4	仲介收入	0	
5	成品銷售	2	25.0%
6	代工製作	4	50.0%
7	餐飲收入	0	
8	導覽收入	0	
9	其他	0	
10	無	0	
Sysmiss		38	

Warning: 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 : data2015_2

q6_4: 請問您(貴工作室/公司)2015年是否有除材料外之其他營收來源為何?(可複選)

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

Statistics [NW/ W] [Valid=5 /-] [Invalid=41 /-]

Value	Label	Cases	Percentage
1	設計收入	0	
2	授權收入	0	
3	教學收入	0	
4	仲介收入	0	
5	成品銷售	1	20.0%
6	代工製作	2	40.0%
7	餐飲收入	0	
8	導覽收入	1	20.0%
9	其他	1	20.0%
10	無	0	
Sysmiss		41	

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

q6_5: 請問您(貴工作室/公司)2015年是否有除材料外之其他營收來源為何?(可複選)

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

Statistics [NW/ W] [Valid=1 /-] [Invalid=45 /-]

Value	Label	Cases	Percentage
1	設計收入	0	
2	授權收入	0	
3	教學收入	0	
4	仲介收入	0	
5	成品銷售	0	
6	代工製作	0	
7	餐飲收入	0	
8	導覽收入	1	100.0%
9	其他	0	
10	無	0	
Sysmiss		45	

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

q6o: 請問您(貴工作室/公司)2015年是否有除材料外之其他營收來源為何?其他

Information [Type= discrete] [Format=character] [Missing=*]

Statistics [NW/ W] [Valid=8 /-] [Invalid=0 /-]

Value	Label	Cases	Percentage
工程施作		1	12.5%
材料		4	50.0%
沒有		3	37.5%

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.

q7: 請問您(貴工作室/公司)2015年主要經營之材料類型的銷售百分比為何?

Information [Type= discrete] [Format=character] [Missing=*]

Statistics [NW/ W] [Valid=34 /-] [Invalid=0 /-]

File : data2015_2

q7: 請問您(貴工作室/公司)2015年主要經營之材料類型的銷售百分比為何?

Value	Label	Cases	Percentage
0::100		3	8.8%
100:100		1	2.9%
100::0		10	29.4%
1:2		1	2.9%
2:98		1	2.9%
3:7		1	2.9%
40:60		2	5.9%
50::50		7	20.6%
80:20		1	2.9%
80::20		2	5.9%
90::10		2	5.9%
9:1		1	2.9%
竹籐:木藝		2	5.9%

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.

q8_1: 請問貴公司的營收種類依占比高低排序為(請填入1、2、3...)

Value	Label	Cases	Percentage
1	零售	19	55.9%
2	訂單銷售	15	44.1%
3	教學	0	
4	其他	0	
Systemmiss		12	

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

q8_2: 請問貴公司的營收種類依占比高低排序為(請填入1、2、3...)

Value	Label	Cases	Percentage
1	零售	18	58.1%
2	訂單銷售	9	29.0%
3	教學	4	12.9%
4	其他	0	
Systemmiss		15	

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

q8_3: 請問貴公司的營收種類依占比高低排序為(請填入1、2、3...)

Value	Label	Cases	Percentage
1	零售	3	16.7%
2	訂單銷售	6	33.3%
3	教學	9	50.0%

File : data2015_2

q8_3: 請問貴公司的營收種類依占比高低排序為(請填入1、2、3...)

Value	Label	Cases	Percentage
4	其他	0	
Sysmiss		28	

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

q8_4: 請問貴公司的營收種類依占比高低排序為(請填入1、2、3...)

Information	[Type= discrete] [Format=numeric] [Range= 1-4] [Missing=*]
Statistics [NW/ W]	[Valid=5 /-] [Invalid=41 /-]

Value	Label	Cases	Percentage
1	零售	2	40.0%
2	訂單銷售	1	20.0%
3	教學	2	40.0%
4	其他	0	
Sysmiss		41	

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

q8o: 請問貴公司的營收種類依占比高低排序,其他

Information	[Type= discrete] [Format=character] [Missing=*]
Statistics [NW/ W]	[Valid=2 /-] [Invalid=0 /-]

Value	Label	Cases	Percentage
工程施作		1	50.0%
自行開發設計 生產		1	50.0%

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.

q9_1: 貴公司有無增聘人員的需求,如有,需求人員專長為(可複選)

Information	[Type= discrete] [Format=numeric] [Range= 1-4] [Missing=*]
Statistics [NW/ W]	[Valid=43 /-] [Invalid=3 /-]

Value	Label	Cases	Percentage
1	粗加工專業	14	32.6%
2	工藝專業	3	7.0%
3	事務人員	0	
4	其他	26	60.5%
Sysmiss		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.

q9_2: 貴公司有無增聘人員的需求,如有,需求人員專長為(可複選)

Information	[Type= discrete] [Format=numeric] [Range= 0-4] [Missing=*]
Statistics [NW/ W]	[Valid=32 /-] [Invalid=14 /-]

Value	Label	Cases	Percentage
0	未選	22	68.8%
1	粗加工專業	0	
2	工藝專業	9	28.1%
3	事務人員	0	
4	其他	1	3.1%
Sysmiss		14	

File : data2015_2

q9_2: 貴公司有無增聘人員的需求,如有,需求人員專長為(可複選)

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

q9_3: 貴公司有無增聘人員的需求,如有,需求人員專長為(可複選)

Information [Type= discrete] [Format=numeric] [Range= 0-4] [Missing=*]**Statistics [NW/ W]** [Valid=31 /-] [Invalid=15 /-]

Value	Label	Cases	Percentage
0	未選	27	87.1%
1	粗加工專業	0	
2	工藝專業	0	
3	事務人員	4	12.9%
4	其他	0	
Sysmiss		15	

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

q9o: 貴公司有無增聘人員的需求,如有,需求人員專長:其他

Information [Type= discrete] [Format=character] [Missing=*]**Statistics [NW/ W]** [Valid=22 /-] [Invalid=0 /-]

Value	Label	Cases	Percentage
不增加		2	9.1%
不用		4	18.2%
不要		9	40.9%
技術員		1	4.5%
無		2	9.1%
自己經營		2	9.1%
銷售人員		2	9.1%

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.

q10: 貴公司增聘專業人員最常面臨的問題,是因為應徵者?(單選)

Information [Type= discrete] [Format=numeric] [Range= 0-4] [Missing=*]**Statistics [NW/ W]** [Valid=39 /-] [Invalid=7 /-]

Value	Label	Cases	Percentage
0	微型工作室, 除創作與經營者外無聘用其他人力	11	28.2%
1	專業能力不符所需	2	5.1%
2	缺乏工作經驗	8	20.5%
3	缺乏投入熱情	7	17.9%
4	其他	11	28.2%
Sysmiss		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.

q10o: 貴公司增聘專業人員最常面臨的問題,是因為應徵者?其他

Information [Type= discrete] [Format=character] [Missing=*]**Statistics [NW/ W]** [Valid=10 /-] [Invalid=0 /-]

Value	Label	Cases	Percentage
不用		1	10.0%
無		9	90.0%

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 : data2015_2

q11_1: 貴公司聘用的材料加工專業人才係來自(可複選)

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

Statistics [NW/ W] [Valid=27 /-] [Invalid=19 /-]

Value	Label	Cases	Percentage
1	學校畢業	6	22.2%
2	經專業培訓	5	18.5%
3	同業	4	14.8%
4	無特殊經歷	11	40.7%
5	家族親人	1	3.7%
Sysmiss		19	

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

q11_2: 貴公司聘用的材料加工專業人才係來自(可複選)

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

Statistics [NW/ W] [Valid=7 /-] [Invalid=39 /-]

Value	Label	Cases	Percentage
1	學校畢業	0	
2	經專業培訓	2	28.6%
3	同業	0	
4	無特殊經歷	5	71.4%
5	家族親人	0	
Sysmiss		39	

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

q11o: 貴公司聘用的材料加工專業人才係來自:其他

Information [Type= discrete] [Format=character] [Missing=*]

Statistics [NW/ W] [Valid=1 /-] [Invalid=0 /-]

Value	Label	Cases	Percentage
無		1	100.0%

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.

q12_1: 貴公司從業人員年資0-5年

Information [Type= discrete] [Format=character] [Missing=*]

Statistics [NW/ W] [Valid=14 /-] [Invalid=0 /-]

Value	Label	Cases	Percentage
1		4	28.6%
2		5	35.7%
3		3	21.4%
7		2	14.3%

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.

q12_2: 貴公司從業人員年資6-10年

Information [Type= discrete] [Format=character] [Missing=*]

Statistics [NW/ W] [Valid=11 /-] [Invalid=0 /-]

Value	Label	Cases	Percentage
1		2	18.2%

File : data2015_2

q12_2: 貴公司從業人員年資6-10年

Value	Label	Cases	Percentage
10		2	18.2%
2		1	9.1%
3		2	18.2%
5		4	36.4%

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.

q12_3: 貴公司從業人員年資11-20年

Information	[Type= discrete] [Format=character] [Missing=*]
Statistics [NW/ W]	[Valid=14 /-] [Invalid=0 /-]

Value	Label	Cases	Percentage
1		2	14.3%
10		2	14.3%
2		8	57.1%
3		1	7.1%
5		1	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.

q12_4: 貴公司從業人員年資20年以上

Information	[Type= discrete] [Format=character] [Missing=*]
Statistics [NW/ W]	[Valid=17 /-] [Invalid=0 /-]

Value	Label	Cases	Percentage
1		10	58.8%
2		7	41.2%

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.

q13: 請問您(貴工作室/公司)2015年主力商品價格為：

Information	[Type= discrete] [Format=numeric] [Range= 1-6] [Missing=*]
Statistics [NW/ W]	[Valid=34 /-] [Invalid=12 /-]

Value	Label	Cases	Percentage
1	500元以下	19	55.9%
2	501-1000元	1	2.9%
3	1001元-3000元	6	17.6%
4	3001元-5000元	2	5.9%
5	5001元-8000元	4	11.8%
6	8001元以上	2	5.9%
Sysmiss		12	

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

q14: 以您(貴工作室/公司)2015年的主力產品為例,利潤率約為?

Information	[Type= discrete] [Format=numeric] [Range= 0-6] [Missing=*]
Statistics [NW/ W]	[Valid=46 /-] [Invalid=0 /-]

Value	Label	Cases	Percentage
0	拒答	1	2.2%
1	10%以下	23	50.0%
2	11%-20%	10	21.7%

File : data2015_2

q14: 以您(貴工作室/公司)2015 年的主力產品為例,利潤率約為?

Value	Label	Cases	Percentage
3	21%-30%	6	13.0%
4	31%-40%	0	
5	41%-50%	4	8.7%
6	51%以上	2	4.3%

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.

q15: 請問您(貴工作室/公司)2015 年主力商品屬性偏向為何?(單選)

Information	[Type= discrete] [Format=numeric] [Range= 1-4] [Missing=*]
Statistics [NW/ W]	[Valid=46 /-] [Invalid=0 /-]

Value	Label	Cases	Percentage
1	失傳材料復育	1	2.2%
2	傳統材料	36	78.3%
3	新興素材	0	
4	新舊融合	9	19.6%

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.

q16_1_1: 請問您(貴工作室/公司)2015 年材料來源為何?(可複選)

Information	[Type= discrete] [Format=numeric] [Range= 1-4] [Missing=*]
Statistics [NW/ W]	[Valid=11 /-] [Invalid=35 /-]

Value	Label	Cases	Percentage
1	國內現成材	11	100.0%
2	國內素材再加工	0	
3	國外現成材	0	
4	國外素材再加工	0	
System		35	

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

q16_1_2: 請問您(貴工作室/公司)2015 年材料來源為何?(可複選)

Information	[Type= discrete] [Format=numeric] [Range= 1-4] [Missing=*]
Statistics [NW/ W]	[Valid=21 /-] [Invalid=25 /-]

Value	Label	Cases	Percentage
1	國內現成材	0	
2	國內素材再加工	21	100.0%
3	國外現成材	0	
4	國外素材再加工	0	
System		25	

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

q16_2_1: 請問您(貴工作室/公司)2015 年材料來源為何?(可複選)

Information	[Type= discrete] [Format=numeric] [Range= 1-4] [Missing=*]
Statistics [NW/ W]	[Valid=5 /-] [Invalid=41 /-]

Value	Label	Cases	Percentage
1	國內現成材	0	
2	國內素材再加工	0	
3	國外現成材	5	100.0%

File : data2015_2

q16_2_1: 請問您(貴工作室/公司)2015 年材料來源為何?(可複選)

Value	Label	Cases	Percentage
4	國外素材再加工	0	
Sysmiss		41	

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

q16_2_2: 請問您(貴工作室/公司)2015 年材料來源為何?(可複選)

Information	[Type= discrete] [Format=numeric] [Range= 1-4] [Missing=*]
Statistics [NW/ W]	[Valid=5 /-] [Invalid=41 /-]

Value	Label	Cases	Percentage
1	國內現成材	0	
2	國內素材再加工	0	
3	國外現成材	0	
4	國外素材再加工	5	100.0%
Sysmiss		41	

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

q17: 請問您(貴工作室/公司)2015 年材料國內外來源比例為何?

Information	[Type= discrete] [Format=numeric] [Range= 3-100] [Missing=*]
Statistics [NW/ W]	[Valid=32 /-] [Invalid=14 /-]

Value	Label	Cases	Percentage
3		2	6.2%
5		1	3.1%
10		1	3.1%
20		2	6.2%
30		2	6.2%
40		1	3.1%
50		4	12.5%
70		4	12.5%
80		2	6.2%
90		2	6.2%
100		11	34.4%
Sysmiss		14	

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

q18_1: 請問您(貴工作室/公司)2015 年使用海外進口原材料之考量因素為何?(可複選)

Information	[Type= discrete] [Format=numeric] [Range= 1-4] [Missing=*]
Statistics [NW/ W]	[Valid=27 /-] [Invalid=19 /-]

Value	Label	Cases	Percentage
1	價格	2	7.4%
2	品質	6	22.2%
3	材質	9	33.3%
4	其他	10	37.0%
Sysmiss		19	

Warning: 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 : data2015_2

q18_2: 請問您(貴工作室/公司)2015 年使用海外進口原材料之考量因素為何?(可複選)

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

Statistics [NW/ W] [Valid=1 /-] [Invalid=45 /-]

Value	Label	Cases	Percentage
1	價格	0	
2	品質	1	100.0%
3	材質	0	
4	其他	0	
Sysmiss		45	

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

q18_3: 請問您(貴工作室/公司)2015 年使用海外進口原材料之考量因素為何?(可複選)

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

Statistics [NW/ W] [Valid=1 /-] [Invalid=45 /-]

Value	Label	Cases	Percentage
1	價格	0	
2	品質	0	
3	材質	1	100.0%
4	其他	0	
Sysmiss		45	

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

q18o: 請問您(貴工作室/公司)2015 年使用海外進口原材料之考量因素為何?其他

Information [Type= discrete] [Format=character] [Missing=*]

Statistics [NW/ W] [Valid=3 /-] [Invalid=0 /-]

Value	Label	Cases	Percentage
不		1	33.3%
本國無法生產		1	33.3%
沒有		1	33.3%

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

# q19: 請問您(貴工作室/公司)2015年是否有銷售材料至國外?			
Information		[Type= discrete] [Format=numeric] [Range= 1-2] [Missing=*]	
Statistics [NW/ W]		[Valid=42 /-] [Invalid=4 /-]	
Value	Label	Cases	Percentage
1	是	6	14.3%
2	否	36	85.7%
Sysmiss		4	
<i>Warning: these figures indicate the number of cases found in the data file. They cannot be interpreted as summary statistics of the population of interest.</i>			
# q20: 請問您(貴工作室/公司)2015年銷售材料至國內外比例?			
Information		[Type= discrete] [Format=character] [Missing=*]	
Statistics [NW/ W]		[Valid=21 /-] [Invalid=0 /-]	
Value	Label	Cases	Percentage
0:100		1	4.8%
1000::0		2	9.5%
100:0		2	9.5%
100::0		6	28.6%
50::50		2	9.5%
70::30		2	9.5%
8:2		1	4.8%
90:10		1	4.8%
不知道		4	19.0%
<i>Warning: these figures indicate the number of cases found in the data file. They cannot be interpreted as summary statistics of the population of interest.</i>			
# q21: 請問您(貴工作室/公司)2015年是否有從事材料研發?			
Information		[Type= discrete] [Format=numeric] [Range= 1-3] [Missing=*]	
Statistics [NW/ W]		[Valid=46 /-] [Invalid=0 /-]	
Value	Label	Cases	Percentage
1	無	31	67.4%
2	有, 自行研發	15	32.6%
3	有, 與外部研發單位合作	0	
<i>Warning: these figures indicate the number of cases found in the data file. They cannot be interpreted as summary statistics of the population of interest.</i>			
# q21o: 請問您(貴工作室/公司)2015年是否有從事材料研發?其他			
Information		[Type= discrete] [Format=character] [Missing=*]	
Statistics [NW/ W]		[Valid=0 /-] [Invalid=0 /-]	
# q22_1: 請問您(貴工作室/公司)2015年原材料之產地為何?(可複選)			
Information		[Type= discrete] [Format=numeric] [Range= 1-2] [Missing=*]	
Statistics [NW/ W]		[Valid=14 /-] [Invalid=32 /-]	
Value	Label	Cases	Percentage
1	國內	14	100.0%
2	國外	0	
Sysmiss		32	
<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>			
# q22_2: 請問您(貴工作室/公司)2015年原材料之產地為何?(可複選)			
Information		[Type= discrete] [Format=numeric] [Range= 1-2] [Missing=*]	

# q22_2: 請問您(貴工作室/公司)2015年原材料之產地為何?(可複選)			
Statistics [NW/ W]		[Valid=2 /-] [Invalid=44 /-]	
Value	Label	Cases	Percentage
1	國內	0	
2	國外	2	100.0%
System		44	
<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>			
# q22o: 請問您(貴工作室/公司)2015年原材料之產地為何?區域或國家名稱			
Information		[Type= discrete] [Format=character] [Missing=*]	
Statistics [NW/ W]		[Valid=0 /-] [Invalid=0 /-]	
# q23: 請問您(貴工作室/公司)2015年有無使用電子商務輔助經營?			
Information		[Type= discrete] [Format=numeric] [Range= 1-2] [Missing=*]	
Statistics [NW/ W]		[Valid=45 /-] [Invalid=1 /-]	
Value	Label	Cases	Percentage
1	有	11	24.4%
2	無	34	75.6%
System		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>			
# q23o: 請問您(貴工作室/公司)2015年有無使用電子商務輔助經營?有,採用類型			
Information		[Type= discrete] [Format=character] [Missing=*]	
Statistics [NW/ W]		[Valid=6 /-] [Invalid=0 /-]	
Value	Label	Cases	Percentage
1		3	50.0%
2		3	50.0%
<i>Warning: these figures indicate the number of cases found in the data file. They cannot be interpreted as summary statistics of the population of interest.</i>			
# q24_1: 請問您(貴工作室/公司)認為哪一種電子商務平台對吸引客群或增加營收的影響效果較佳?			
Information		[Type= discrete] [Format=numeric] [Range= 1-5] [Missing=*]	
Statistics [NW/ W]		[Valid=18 /-] [Invalid=28 /-]	
Value	Label	Cases	Percentage
1	自有官方網站	11	61.1%
2	國內網購平台(如 PChome 商店街、Yahoo! 奇摩購物中心、博客來Pin	6	33.3%
3	社群媒體(如 Facebook)	0	
4	國外網路購物平台(如淘寶網、天貓、Amazon、eBay等)	0	
5	其他	1	5.6%
System		28	
<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>			
# q24_2: 請問您(貴工作室/公司)認為哪一種電子商務平台對吸引客群或增加營收的影響效果較佳?			
Information		[Type= discrete] [Format=numeric] [Range= 1-5] [Missing=*]	
Statistics [NW/ W]		[Valid=8 /-] [Invalid=38 /-]	
Value	Label	Cases	Percentage
1	自有官方網站	0	
2	國內網購平台(如 PChome 商店街、Yahoo! 奇摩購物中心、博客來Pin	4	50.0%

# q24_2: 請問您(貴工作室/公司)認為哪一種電子商務平台對吸引客群或增加營收的影響效果較佳?			
Value	Label	Cases	Percentage
3	社群媒體(如 Facebook)	4	50.0%
4	國外網路購物平台(如淘寶網、天貓、Amazon、eBay等)	0	
5	其他	0	
Sysmiss		38	
<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>			
# q24_3: 請問您(貴工作室/公司)認為哪一種電子商務平台對吸引客群或增加營收的影響效果較佳?			
Information		[Type= discrete] [Format=numeric] [Range= 1-5] [Missing=*]	
Statistics [NW/ W]		[Valid=1 /-] [Invalid=45 /-]	
Value	Label	Cases	Percentage
1	自有官方網站	0	
2	國內網購平台(如 PChome 商店街、Yahoo! 奇摩購物中心、博客來Pin	0	
3	社群媒體(如 Facebook)	0	
4	國外網路購物平台(如淘寶網、天貓、Amazon、eBay等)	1	100.0%
5	其他	0	
Sysmiss		45	
<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>			
# q24o: 請問您(貴工作室/公司)認為哪一種電子商務平台對吸引客群或增加營收的影響效果較佳?其他			
Information		[Type= discrete] [Format=character] [Missing=*]	
Statistics [NW/ W]		[Valid=1 /-] [Invalid=0 /-]	
Value	Label	Cases	Percentage
自己架網站		1	100.0%
<i>Warning: these figures indicate the number of cases found in the data file. They cannot be interpreted as summary statistics of the population of interest.</i>			
# q25_1: 請問您(貴工作室/公司)未使用電子商務輔助經營之考量因素?(可複選)			
Information		[Type= discrete] [Format=numeric] [Range= 1-6] [Missing=*]	
Statistics [NW/ W]		[Valid=38 /-] [Invalid=8 /-]	
Value	Label	Cases	Percentage
1	認為無幫助	12	31.6%
2	網站架設困難	5	13.2%
3	網站維護困難	0	
4	成本過高	1	2.6%
5	商品特性不適合	14	36.8%
6	其他	6	15.8%
Sysmiss		8	
<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>			
# q25_2: 請問您(貴工作室/公司)未使用電子商務輔助經營之考量因素?(可複選)			
Information		[Type= discrete] [Format=numeric] [Range= 1-6] [Missing=*]	
Statistics [NW/ W]		[Valid=5 /-] [Invalid=41 /-]	
Value	Label	Cases	Percentage
1	認為無幫助	0	
2	網站架設困難	0	
3	網站維護困難	1	20.0%
4	成本過高	0	

q25_2: 請問您(貴工作室/公司)未使用電子商務輔助經營之考量因素?(可複選)

Value	Label	Cases	Percentage
5	商品特性不適合	4	80.0%
6	其他	0	
Sysmiss		41	

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

q25o: 請問您(貴工作室/公司)未使用電子商務輔助經營之考量因素?其他

Information	[Type= discrete] [Format=character] [Missing=*]
Statistics [NW/ W]	[Valid=8 /-] [Invalid=0 /-]

Value	Label	Cases	Percentage
沒必要		1	12.5%
沒時間		1	12.5%
沒有		5	62.5%
部會		1	12.5%

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

q26: 貴公司是否具備規模生產?

Information	[Type= discrete] [Format=numeric] [Range= 1-5] [Missing=*]
Statistics [NW/ W]	[Valid=46 /-] [Invalid=0 /-]

Value	Label	Cases	Percentage
1	是	29	63.0%
2	10-100件	17	37.0%
3	100件以上	0	
4	1000件以上	0	
5	否	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.

q26o: 貴公司是否具備規模生產?

Information	[Type= discrete] [Format=character] [Missing=*]
Statistics [NW/ W]	[Valid=23 /-] [Invalid=0 /-]

Value	Label	Cases	Percentage
1		10	43.5%
2		8	34.8%
3		5	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.

q26_1: 不具備規模生產的原因為?(可複選)

Information	[Type= discrete] [Format=numeric] [Range= 1-5] [Missing=*]
Statistics [NW/ W]	[Valid=32 /-] [Invalid=14 /-]

Value	Label	Cases	Percentage
1	缺乏資金	5	15.6%
2	市場導向不同	12	37.5%
3	需要設計與開發	7	21.9%
4	需要營銷與企業培訓	0	
5	其他	8	25.0%
Sysmiss		14	

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

# q26_2: 不具備規模生產的原因為?(可複選)			
Information		[Type= discrete] [Format=numeric] [Range= 1-5] [Missing=*]	
Statistics [NW/ W]		[Valid=4 /-] [Invalid=42 /-]	
Value	Label	Cases	Percentage
1	缺乏資金	0	
2	市場導向不同	2	50.0%
3	需要設計與開發	1	25.0%
4	需要營銷與企業培訓	0	
5	其他	1	25.0%
Sysmiss		42	
<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>			
# q26_3: 不具備規模生產的原因為?(可複選)			
Information		[Type= discrete] [Format=numeric] [Range= 1-5] [Missing=*]	
Statistics [NW/ W]		[Valid=2 /-] [Invalid=44 /-]	
Value	Label	Cases	Percentage
1	缺乏資金	0	
2	市場導向不同	0	
3	需要設計與開發	2	100.0%
4	需要營銷與企業培訓	0	
5	其他	0	
Sysmiss		44	
<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>			
# q26_4: 不具備規模生產的原因為?(可複選)			
Information		[Type= discrete] [Format=numeric] [Range= 1-5] [Missing=*]	
Statistics [NW/ W]		[Valid=2 /-] [Invalid=44 /-]	
Value	Label	Cases	Percentage
1	缺乏資金	0	
2	市場導向不同	0	
3	需要設計與開發	0	
4	需要營銷與企業培訓	2	100.0%
5	其他	0	
Sysmiss		44	
<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>			
# q26_1o: 不具備規模生產的原因為?其他			
Information		[Type= discrete] [Format=character] [Missing=*]	
Statistics [NW/ W]		[Valid=7 /-] [Invalid=0 /-]	
Value	Label	Cases	Percentage
	內需市場不足	2	28.6%
	市場蕭條	1	14.3%
	沒有	2	28.6%
	缺購買人物	2	28.6%
<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>			
# q27_1: 貴公司完成規模生產的方式為?(可複選)			
Information		[Type= discrete] [Format=numeric] [Range= 1-4] [Missing=*]	

q27_1: 貴公司完成規模生產的方式為?(可複選)

Statistics [NW/ W]		[Valid=32 /-] [Invalid=14 /-]	
Value	Label	Cases	Percentage
1	自行設廠	22	68.8%
2	委外代工	1	3.1%
3	聯合生產(同業合作)	7	21.9%
4	其他	2	6.2%
Sysmiss		14	

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

q27_2: 貴公司完成規模生產的方式為?(可複選)

Information		[Type= discrete] [Format=numeric] [Range= 1-4] [Missing=*]	
Statistics [NW/ W]		[Valid=2 /-] [Invalid=44 /-]	
Value	Label	Cases	Percentage
1	自行設廠	0	
2	委外代工	2	100.0%
3	聯合生產(同業合作)	0	
4	其他	0	
Sysmiss		44	

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

q27_3: 貴公司完成規模生產的方式為?(可複選)

Information		[Type= discrete] [Format=numeric] [Range= 1-4] [Missing=*]	
Statistics [NW/ W]		[Valid=0 /-] [Invalid=46 /-]	
Value	Label	Cases	Percentage
1	自行設廠	0	
2	委外代工	0	
3	聯合生產(同業合作)	0	
4	其他	0	
Sysmiss		46	

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

q27o: 貴公司完成規模生產的方式為?其他

Information		[Type= discrete] [Format=character] [Missing=*]	
Statistics [NW/ W]		[Valid=2 /-] [Invalid=0 /-]	
Value	Label	Cases	Percentage
	不知道	2	100.0%

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.

q28: 貴公司主要產品價格帶為?

Information		[Type= discrete] [Format=numeric] [Range= 1-5] [Missing=*]	
Statistics [NW/ W]		[Valid=46 /-] [Invalid=0 /-]	
Value	Label	Cases	Percentage
1	100元以下	4	8.7%
2	100-500元	18	39.1%
3	501-2000元	14	30.4%
4	2001-5000元	4	8.7%
5	5001元以上	6	13.0%

q28: 貴公司主要產品價格帶為?*Warning: these figures indicate the number of cases found in the data file. They cannot be interpreted as summary statistics of the population of interest.***# q29: 請問您(貴工作室/公司)2015年獲利情形?****Information** [Type= discrete] [Format=numeric] [Range= 1-3] [Missing=*]**Statistics [NW/ W]** [Valid=45 /-] [Invalid=1 /-]

Value	Label	Cases	Percentage
1	獲利	12	26.7%
2	虧損	8	17.8%
3	損益兩平	25	55.6%
Systemiss		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.***# q30_1: 請問您(貴工作室/公司)2015年之營業概況?(收入)****Information** [Type= discrete] [Format=numeric] [Range= 1-8] [Missing=*]**Statistics [NW/ W]** [Valid=11 /-] [Invalid=35 /-]

Value	Label	Cases	Percentage
1	200000元以下	3	27.3%
2	200001-400000元	3	27.3%
3	400001-600000元	3	27.3%
4	600001-800000元	0	
5	800001-1000000元	0	
6	1000001-5000000元	1	9.1%
7	5000001-10000000元	0	
8	100000001元以上	1	9.1%
Systemiss		35	

*Warning: these figures indicate the number of cases found in the data file. They cannot be interpreted as summary statistics of the population of interest.***# q30_2: 收入相較2014年增減****Information** [Type= discrete] [Format=numeric] [Range= 1-3] [Missing=*]**Statistics [NW/ W]** [Valid=41 /-] [Invalid=5 /-]

Value	Label	Cases	Percentage
1	增加	15	36.6%
2	減少	8	19.5%
3	持平	18	43.9%
Systemiss		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.***# q30_3: 請問您(貴工作室/公司)2015年之營業概況?(支出)****Information** [Type= discrete] [Format=numeric] [Range= 1-8] [Missing=*]**Statistics [NW/ W]** [Valid=9 /-] [Invalid=37 /-]

Value	Label	Cases	Percentage
1	200000元以下	5	55.6%
2	200001-400000元	2	22.2%
3	400001-600000元	0	
4	600001-800000元	0	
5	800001-1000000元	1	11.1%
6	1000001-5000000元	0	

# q30_3: 請問您(貴工作室/公司)2015年之營業概況?(支出)			
Value	Label	Cases	Percentage
7	5000001-10000000元	0	
8	100000001元以上	1	11.1%
Sysmiss		37	
<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>			
# q30_4: 支出相較2014年增減			
Information	[Type= discrete] [Format=numeric] [Range= 1-3] [Missing=*]		
Statistics [NW/ W]	[Valid=37 /-] [Invalid=9 /-]		
Value	Label	Cases	Percentage
1	增加	8	21.6%
2	減少	7	18.9%
3	持平	22	59.5%
Sysmiss		9	
<i>Warning: these figures indicate the number of cases found in the data file. They cannot be interpreted as summary statistics of the population of interest.</i>			
# q31_1: 請問您(貴工作室/公司)2015年的經營成本結構為何?(可複選)			
Information	[Type= discrete] [Format=numeric] [Range= 1-8] [Missing=*]		
Statistics [NW/ W]	[Valid=46 /-] [Invalid=0 /-]		
Value	Label	Cases	Percentage
1	材料成本	37	80.4%
2	人力成本	6	13.0%
3	硬體設備	1	2.2%
4	設計成本	0	
5	研發成本	0	
6	行銷成本	0	
7	資金成本	0	
8	其他	2	4.3%
<i>Warning: these figures indicate the number of cases found in the data file. They cannot be interpreted as summary statistics of the population of interest.</i>			
# q31_2: 請問您(貴工作室/公司)2015年的經營成本結構為何?(可複選)			
Information	[Type= discrete] [Format=numeric] [Range= 1-8] [Missing=*]		
Statistics [NW/ W]	[Valid=25 /-] [Invalid=21 /-]		
Value	Label	Cases	Percentage
1	材料成本	0	
2	人力成本	22	88.0%
3	硬體設備	0	
4	設計成本	0	
5	研發成本	0	
6	行銷成本	3	12.0%
7	資金成本	0	
8	其他	0	
Sysmiss		21	
<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>			
# q31_3: 請問您(貴工作室/公司)2015年的經營成本結構為何?(可複選)			
Information	[Type= discrete] [Format=numeric] [Range= 1-8] [Missing=*]		
Statistics [NW/ W]	[Valid=17 /-] [Invalid=29 /-]		

q31_3: 請問您(貴工作室/公司)2015年的經營成本結構為何?(可複選)

Value	Label	Cases	Percentage
1	材料成本	0	
2	人力成本	0	
3	硬體設備	11	64.7%
4	設計成本	0	
5	研發成本	3	17.6%
6	行銷成本	0	
7	資金成本	3	17.6%
8	其他	0	
Sysmiss		29	

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

q31_4: 請問您(貴工作室/公司)2015年的經營成本結構為何?(可複選)

Information	[Type= discrete] [Format=numeric] [Range= 1-8] [Missing=*]
Statistics [NW/ W]	[Valid=7 /-] [Invalid=39 /-]

Value	Label	Cases	Percentage
1	材料成本	0	
2	人力成本	0	
3	硬體設備	0	
4	設計成本	1	14.3%
5	研發成本	5	71.4%
6	行銷成本	0	
7	資金成本	1	14.3%
8	其他	0	
Sysmiss		39	

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

q31_5: 請問您(貴工作室/公司)2015年的經營成本結構為何?(可複選)

Information	[Type= discrete] [Format=numeric] [Range= 1-8] [Missing=*]
Statistics [NW/ W]	[Valid=3 /-] [Invalid=43 /-]

Value	Label	Cases	Percentage
1	材料成本	0	
2	人力成本	0	
3	硬體設備	0	
4	設計成本	0	
5	研發成本	1	33.3%
6	行銷成本	2	66.7%
7	資金成本	0	
8	其他	0	
Sysmiss		43	

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

q31_6: 請問您(貴工作室/公司)2015年的經營成本結構為何?(可複選)

Information	[Type= discrete] [Format=numeric] [Range= 1-8] [Missing=*]
Statistics [NW/ W]	[Valid=1 /-] [Invalid=45 /-]

Value	Label	Cases	Percentage
1	材料成本	0	

q31_6: 請問您(貴工作室/公司)2015年的經營成本結構為何?(可複選)

Value	Label	Cases	Percentage
2	人力成本	0	
3	硬體設備	0	
4	設計成本	0	
5	研發成本	0	
6	行銷成本	1	100.0%
7	資金成本	0	
8	其他	0	
Sysmiss		45	

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

q31_7: 請問您(貴工作室/公司)2015年的經營成本結構為何?(可複選)

Information	[Type= discrete] [Format=numeric] [Range= 1-8] [Missing=*]		
Statistics [NW/ W]	[Valid=1 /-] [Invalid=45 /-]		
Value	Label	Cases	Percentage
1	材料成本	0	
2	人力成本	0	
3	硬體設備	0	
4	設計成本	0	
5	研發成本	0	
6	行銷成本	0	
7	資金成本	1	100.0%
8	其他	0	
Sysmiss		45	

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

q31o: 請問您(貴工作室/公司)2015年的經營成本結構為何?其他

Information	[Type= discrete] [Format=character] [Missing=*]		
Statistics [NW/ W]	[Valid=2 /-] [Invalid=0 /-]		
Value	Label	Cases	Percentage
貝殼鑲嵌藝術		2	100.0%

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.

q32_1: 請問您(貴工作室/公司)2015年的投資資金來源為?(可複選)

Information	[Type= discrete] [Format=numeric] [Range= 1-8] [Missing=*]		
Statistics [NW/ W]	[Valid=46 /-] [Invalid=0 /-]		
Value	Label	Cases	Percentage
1	自有資金	42	91.3%
2	他人出資	0	
3	股東合資	1	2.2%
4	親友借貸	0	
5	自行銀行融資	1	2.2%
6	政府優惠貸款	0	
7	政府補助	0	
8	其他	2	4.3%

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.

q32_2: 請問您(貴工作室/公司)2015 年的投資資金來源為?(可複選)

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

Statistics [NW/ W] [Valid=4 /-] [Invalid=42 /-]

Value	Label	Cases	Percentage
1	自有資金	0	
2	他人出資	0	
3	股東合資	2	50.0%
4	親友借貸	1	25.0%
5	自行銀行融資	1	25.0%
6	政府優惠貸款	0	
7	政府補助	0	
8	其他	0	
Sysmiss		42	

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

q32_3: 請問您(貴工作室/公司)2015 年的投資資金來源為?(可複選)

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

Statistics [NW/ W] [Valid=3 /-] [Invalid=43 /-]

Value	Label	Cases	Percentage
1	自有資金	0	
2	他人出資	0	
3	股東合資	0	
4	親友借貸	0	
5	自行銀行融資	3	100.0%
6	政府優惠貸款	0	
7	政府補助	0	
8	其他	0	
Sysmiss		43	

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

q32o: <無>

Information [Type= discrete] [Format=character] [Missing=*]

Statistics [NW/ W] [Valid=2 /-] [Invalid=0 /-]

Value	Label	Cases	Percentage
貝殼鑲嵌藝術		2	100.0%

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.

q33_1: 請問您(貴工作室/公司)2015 年投資概況,以及預期未來三年投資狀況預期(1)

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

Statistics [NW/ W] [Valid=17 /-] [Invalid=29 /-]

Value	Label	Cases	Percentage
1	設備投資	17	100.0%
2	研發投資	0	
3	人力培訓	0	
4	品牌行銷投資	0	
5	電子商務投資	0	
6	跨業結盟#業外投資	0	

q33_1: 請問您(貴工作室/公司)2015 年投資概況,以及預期未來三年投資狀況預期(1)

Value	Label	Cases	Percentage
7	其他	0	
Sysmiss		29	

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

q33a: 預期未來三年投資概況(1)

Information	[Type= discrete] [Format=numeric] [Range= 1-3] [Missing=*]
Statistics [NW/ W]	[Valid=27 /-] [Invalid=19 /-]

Value	Label	Cases	Percentage
1	增加	3	11.1%
2	減少	0	
3	維持現狀	24	88.9%
Sysmiss		19	

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

q33_2: 請問您(貴工作室/公司)2015 年投資概況,以及預期未來三年投資狀況預期(2)

Information	[Type= discrete] [Format=numeric] [Range= 1-7] [Missing=*]
Statistics [NW/ W]	[Valid=15 /-] [Invalid=31 /-]

Value	Label	Cases	Percentage
1	設備投資	0	
2	研發投資	15	100.0%
3	人力培訓	0	
4	品牌行銷投資	0	
5	電子商務投資	0	
6	跨業結盟#業外投資	0	
7	其他	0	
Sysmiss		31	

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

q33b: 預期未來三年投資概況(2)

Information	[Type= discrete] [Format=numeric] [Range= 1-3] [Missing=*]
Statistics [NW/ W]	[Valid=25 /-] [Invalid=21 /-]

Value	Label	Cases	Percentage
1	增加	5	20.0%
2	減少	0	
3	維持現狀	20	80.0%
Sysmiss		21	

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

q33_3: 請問您(貴工作室/公司)2015 年投資概況,以及預期未來三年投資狀況預期(3)

Information	[Type= discrete] [Format=numeric] [Range= 1-7] [Missing=*]
Statistics [NW/ W]	[Valid=15 /-] [Invalid=31 /-]

Value	Label	Cases	Percentage
1	設備投資	0	
2	研發投資	0	
3	人力培訓	15	100.0%
4	品牌行銷投資	0	

q33_3: 請問您(貴工作室/公司)2015 年投資概況,以及預期未來三年投資狀況預期(3)

Value	Label	Cases	Percentage
5	電子商務投資	0	
6	跨業結盟#業外投資	0	
7	其他	0	
Sysmiss		31	

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

q33c: 預期未來三年投資概況(3)

Information	[Type= discrete] [Format=numeric] [Range= 1-3] [Missing=*]		
Statistics [NW/ W]	[Valid=25 /-] [Invalid=21 /-]		
Value	Label	Cases	Percentage
1	增加	3	12.0%
2	減少	2	8.0%
3	維持現狀	20	80.0%
Sysmiss		21	

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

q33_4: 請問您(貴工作室/公司)2015 年投資概況,以及預期未來三年投資狀況預期(4)

Information	[Type= discrete] [Format=numeric] [Range= 1-7] [Missing=*]		
Statistics [NW/ W]	[Valid=17 /-] [Invalid=29 /-]		
Value	Label	Cases	Percentage
1	設備投資	0	
2	研發投資	0	
3	人力培訓	0	
4	品牌行銷投資	17	100.0%
5	電子商務投資	0	
6	跨業結盟#業外投資	0	
7	其他	0	
Sysmiss		29	

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

q33d: 預期未來三年投資概況(4)

Information	[Type= discrete] [Format=numeric] [Range= 1-3] [Missing=*]		
Statistics [NW/ W]	[Valid=27 /-] [Invalid=19 /-]		
Value	Label	Cases	Percentage
1	增加	6	22.2%
2	減少	0	
3	維持現狀	21	77.8%
Sysmiss		19	

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

q33_5: 請問您(貴工作室/公司)2015 年投資概況,以及預期未來三年投資狀況預期(5)

Information	[Type= discrete] [Format=numeric] [Range= 1-7] [Missing=*]		
Statistics [NW/ W]	[Valid=15 /-] [Invalid=31 /-]		
Value	Label	Cases	Percentage
1	設備投資	0	
2	研發投資	0	
3	人力培訓	0	
4	品牌行銷投資	0	
5	電子商務投資	15	100.0%
6	跨業結盟#業外投資	0	
7	其他	0	
Sysmiss		31	

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

q33e: 預期未來三年投資概況(5)

Information	[Type= discrete] [Format=numeric] [Range= 1-3] [Missing=*]
Statistics [NW/ W]	[Valid=25 /-] [Invalid=21 /-]

Value	Label	Cases	Percentage
1	增加	2	8.0%
2	減少	2	8.0%
3	維持現狀	21	84.0%
Sysmiss		21	

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

q33_6: 請問您(貴工作室/公司)2015年投資概況,以及預期未來三年投資狀況預期(6)

Information	[Type= discrete] [Format=numeric] [Range= 1-7] [Missing=*]
Statistics [NW/ W]	[Valid=11 /-] [Invalid=35 /-]

Value	Label	Cases	Percentage
1	設備投資	0	
2	研發投資	0	
3	人力培訓	0	
4	品牌行銷投資	0	
5	電子商務投資	0	
6	跨業結盟#業外投資	11	100.0%
7	其他	0	
Sysmiss		35	

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

q33f: 預期未來三年投資概況(6)

Information	[Type= discrete] [Format=numeric] [Range= 1-3] [Missing=*]
Statistics [NW/ W]	[Valid=21 /-] [Invalid=25 /-]

Value	Label	Cases	Percentage
1	增加	5	23.8%
2	減少	0	
3	維持現狀	16	76.2%
Sysmiss		25	

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

q33_7: 請問您(貴工作室/公司)2015年投資概況,以及預期未來三年投資狀況預期(7)

Information	[Type= discrete] [Format=numeric] [Range= 1-7] [Missing=*]
Statistics [NW/ W]	[Valid=6 /-] [Invalid=40 /-]

Value	Label	Cases	Percentage
1	設備投資	0	
2	研發投資	0	
3	人力培訓	0	
4	品牌行銷投資	0	
5	電子商務投資	0	
6	跨業結盟#業外投資	0	
7	其他	6	100.0%
Sysmiss		40	

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

q33g: 預期未來三年投資概況(7)

Information	[Type= discrete] [Format=numeric] [Range= 1-3] [Missing=*]
Statistics [NW/ W]	[Valid=12 /-] [Invalid=34 /-]

Value	Label	Cases	Percentage
1	增加	3	25.0%
2	減少	0	
3	維持現狀	9	75.0%
Systemss		34	

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

q34: 貴公司過去一年有無申請專利

Information	[Type= continuous] [Format=numeric] [Range= 1-2] [Missing=*]
Statistics [NW/ W]	[Valid=46 /-] [Invalid=0 /-]

Value	Label	Cases	Percentage
1	無	33	71.7%
2	有	13	28.3%

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.

q34o: 貴公司過去一年申請專利件數

Information	[Type= discrete] [Format=character] [Missing=*]
Statistics [NW/ W]	[Valid=4 /-] [Invalid=0 /-]

Value	Label	Cases	Percentage
1		2	50.0%
6		2	50.0%

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.

q35: 貴公司目前有效專利為幾件?

Information	[Type= discrete] [Format=character] [Missing=*]
Statistics [NW/ W]	[Valid=19 /-] [Invalid=0 /-]

Value	Label	Cases	Percentage
0		1	5.3%
1		5	26.3%
10		2	10.5%
10.		2	10.5%
15		2	10.5%
20		2	10.5%
3		1	5.3%
4		1	5.3%
6		2	10.5%
99(不清楚件數)		1	5.3%

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.

q36: 貴公司於2015年有無購買專利或技術

Information	[Type= discrete] [Format=numeric] [Range= 1-2] [Missing=*]
Statistics [NW/ W]	[Valid=45 /-] [Invalid=1 /-]

Value	Label	Cases	Percentage
1	無	39	86.7%

q36: 貴公司於2015年有無購買專利或技術

Value	Label	Cases	Percentage
2	有	6	13.3%
Sysmiss		1	

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

q36o: 貴公司於2015年購買專利或技術件數

Information	[Type= discrete] [Format=character] [Missing=*]
Statistics [NW/ W]	[Valid=0 /-] [Invalid=0 /-]

q37: 貴公司於2015年有無出售專利或技術

Information	[Type= discrete] [Format=numeric] [Range= 1-2] [Missing=*]
Statistics [NW/ W]	[Valid=44 /-] [Invalid=2 /-]

Value	Label	Cases	Percentage
1	無	36	81.8%
2	有	8	18.2%
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.

q37o: 貴公司於2015年出售專利或技術件數

Information	[Type= discrete] [Format=character] [Missing=*]
Statistics [NW/ W]	[Valid=0 /-] [Invalid=0 /-]

q38: 你是否認為擁有專利對公司未來發展是重要的

Information	[Type= discrete] [Format=numeric] [Range= 1-2] [Missing=*]
Statistics [NW/ W]	[Valid=24 /-] [Invalid=22 /-]

Value	Label	Cases	Percentage
1	是	10	41.7%
2	否	14	58.3%
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.

q38o: 你為什麼認為擁有專利對公司未來發展是重要的

Information	[Type= discrete] [Format=character] [Missing=*]
Statistics [NW/ W]	[Valid=19 /-] [Invalid=0 /-]

Value	Label	Cases	Percentage
1		4	21.1%
2		7	36.8%
2.不需要		2	10.5%
2.拒		1	5.3%
2.材料費賣不需要		1	5.3%
不需要		2	10.5%
有專利也沒有保護		1	5.3%
材料費賣不需要		1	5.3%

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.

q39_1: 請問您(貴工作室/公司)2015 年營業收入中的內銷比重?

Information	[Type= discrete] [Format=character] [Missing=*]
Statistics [NW/ W]	[Valid=39 /-] [Invalid=0 /-]

Value	Label	Cases	Percentage
100		25	64.1%
5		1	2.6%
50		5	12.8%
60		2	5.1%
80		1	2.6%
90		4	10.3%
沒有		1	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.

q39a: 預期未來三年內銷表現較2015年內銷收入

Information	[Type= discrete] [Format=numeric] [Range= 1-3] [Missing=*]
Statistics [NW/ W]	[Valid=12 /-] [Invalid=34 /-]

Value	Label	Cases	Percentage
1	增加	4	33.3%
2	減少	3	25.0%
3	維持現狀	5	41.7%
Sysmiss		34	

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

q39_2: 請問您(貴工作室/公司)2015 年營業收入中的外銷比重?

Information	[Type= discrete] [Format=character] [Missing=*]
Statistics [NW/ W]	[Valid=11 /-] [Invalid=0 /-]

Value	Label	Cases	Percentage
10		4	36.4%
20		1	9.1%
40		1	9.1%
50		3	27.3%
95		1	9.1%
拒		1	9.1%

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.

q39b: 預期未來三年外銷表現較2015年外銷收入










Information	[Type= discrete] [Format=numeric] [Range= 1-3] [Missing=*]
Statistics [NW/ W]	[Valid=5 /-] [Invalid=41 /-]

Value	Label	Cases	Percentage
1	增加	2	40.0%
2	減少	1	20.0%
3	維持現狀	2	40.0%
Sysmiss		41	

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

q40_1: 請問您(貴工作室/公司)2015 年產品主要外銷之國家或地區概況

Information	[Type= discrete] [Format=character] [Missing=*]
Statistics [NW/ W]	[Valid=8 /-] [Invalid=0 /-]

# q40_1: 請問您(貴工作室/公司)2015 年產品主要外銷之國家或地區概況			
Value	Label	Cases	Percentage
南投		1	 12.5%
大陸		4	 50.0%
日本		2	 25.0%
歐洲		1	 12.5%
<i>Warning: these figures indicate the number of cases found in the data file. They cannot be interpreted as summary statistics of the population of interest.</i>			
# q40_1a: 產品主要競爭力			
Information	[Type= discrete] [Format=numeric] [Range= 1-5] [Missing=*]		
Statistics [NW/ W]	[Valid=9 /-] [Invalid=37 /-]		
Value	Label	Cases	Percentage
1	價格	4	 44.4%
2	品質	5	 55.6%
3	設計	0	
4	材質	0	
5	其他	0	
Sysmiss		37	
<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>			
# q40_1b: 產品主要競爭力			
Information	[Type= discrete] [Format=numeric] [Range= 1-5] [Missing=*]		
Statistics [NW/ W]	[Valid=4 /-] [Invalid=42 /-]		
Value	Label	Cases	Percentage
1	價格	0	
2	品質	1	 25.0%
3	設計	3	 75.0%
4	材質	0	
5	其他	0	
Sysmiss		42	
<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>			
# q40_1c: 產品主要競爭力			
Information	[Type= discrete] [Format=numeric] [Range= 1-5] [Missing=*]		
Statistics [NW/ W]	[Valid=2 /-] [Invalid=44 /-]		
Value	Label	Cases	Percentage
1	價格	0	
2	品質	0	
3	設計	0	
4	材質	2	 100.0%
5	其他	0	
Sysmiss		44	
<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>			
# q40_2: 請問您(貴工作室/公司)2015 年產品主要外銷之國家或地區概況			
Information	[Type= discrete] [Format=character] [Missing=*]		
Statistics [NW/ W]	[Valid=5 /-] [Invalid=0 /-]		

q40_2: 請問您(貴工作室/公司)2015 年產品主要外銷之國家或地區概況

Value	Label	Cases	Percentage
中國		1	20.0%
台中		1	20.0%
歐洲		2	40.0%
澳洲		1	20.0%

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.

q40_2a: 產品主要競爭力

Information	[Type= discrete] [Format=numeric] [Range= 1-5] [Missing=*]
Statistics [NW/ W]	[Valid=5 /-] [Invalid=41 /-]

Value	Label	Cases	Percentage
1	價格	2	40.0%
2	品質	2	40.0%
3	設計	1	20.0%
4	材質	0	
5	其他	0	
Sysmiss		41	

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

q40_2b: 產品主要競爭力

Information	[Type= discrete] [Format=numeric] [Range= 1-5] [Missing=*]
Statistics [NW/ W]	[Valid=3 /-] [Invalid=43 /-]

Value	Label	Cases	Percentage
1	價格	0	
2	品質	0	
3	設計	2	66.7%
4	材質	1	33.3%
5	其他	0	
Sysmiss		43	

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

q40_3: 請問您(貴工作室/公司)2015 年產品主要外銷之國家或地區概況

Information	[Type= discrete] [Format=character] [Missing=*]
Statistics [NW/ W]	[Valid=3 /-] [Invalid=0 /-]

Value	Label	Cases	Percentage
日本		2	66.7%
美國		1	33.3%

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

q40_3a: 產品主要競爭力

Information	[Type= discrete] [Format=numeric] [Range= 1-5] [Missing=*]
Statistics [NW/ W]	[Valid=3 /-] [Invalid=43 /-]

Value	Label	Cases	Percentage
1	價格	3	100.0%
2	品質	0	
3	設計	0	
4	材質	0	

q40_3a: 產品主要競爭力

Value	Label	Cases	Percentage
5	其他	0	
Sysmiss		43	

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

q40_3b: 產品主要競爭力

Information	[Type= discrete] [Format=numeric] [Range= 1-5] [Missing=*]
Statistics [NW/ W]	[Valid=1 /-] [Invalid=45 /-]

Value	Label	Cases	Percentage
1	價格	0	
2	品質	1	100.0%
3	設計	0	
4	材質	0	
5	其他	0	
Sysmiss		45	

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

q40_3c: 產品主要競爭力

Information	[Type= discrete] [Format=numeric] [Range= 1-5] [Missing=*]
Statistics [NW/ W]	[Valid=1 /-] [Invalid=45 /-]

Value	Label	Cases	Percentage
1	價格	0	
2	品質	0	
3	設計	0	
4	材質	1	100.0%
5	其他	0	
Sysmiss		45	

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

q41_1: 請問您(貴工作室/公司)預估未來三年(2016至 2018 年)整體工藝產業之國內及國外市場需求為何?(國內)

Information	[Type= continuous] [Format=numeric] [Range= 1-3] [Missing=*]
Statistics [NW/ W]	[Valid=37 /-] [Invalid=9 /-]

Value	Label	Cases	Percentage
1	增加	11	29.7%
2	減少	8	21.6%
3	維持現有市場需求	18	48.6%

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.

q41a: 國內市場需求

Information	[Type= discrete] [Format=numeric] [Range= 1-9] [Missing=*]
Statistics [NW/ W]	[Valid=15 /-] [Invalid=31 /-]

Value	Label	Cases	Percentage
1	10%以下	1	6.7%
2	11%-20%	6	40.0%
3	21%-30%	1	6.7%
4	31%-40%	0	
5	41%-50%	6	40.0%

q41a: 國內市場需求

Value	Label	Cases	Percentage
6	51%-60%	0	
7	61%-70%	0	
8	71%-80%	0	
9	81%以上	1	6.7%
Sysmiss		31	

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

q41_2: 請問您(貴工作室/公司)預估未來三年(2016至2018年)整體工藝產業之國內及國外市場需求為何?(國j94)

Information	[Type= discrete] [Format=numeric] [Range= 1-3] [Missing=*]
Statistics [NW/ W]	[Valid=15 /-] [Invalid=31 /-]

Value	Label	Cases	Percentage
1	增加	6	40.0%
2	減少	1	6.7%
3	維持現有市場需求	8	53.3%
Sysmiss		31	

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

q41d: 國外市場需求

Information	[Type= discrete] [Format=numeric] [Range= 1-9] [Missing=*]
Statistics [NW/ W]	[Valid=7 /-] [Invalid=39 /-]

Value	Label	Cases	Percentage
1	10%以下	0	
2	11%-20%	3	42.9%
3	21%-30%	0	
4	31%-40%	1	14.3%
5	41%-50%	0	
6	51%-60%	2	28.6%
7	61%-70%	0	
8	71%-80%	0	
9	81%以上	1	14.3%
Sysmiss		39	

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

q42_1: 請問您(貴工作室/公司)2015年赴海內外參展(展覽/展售)情形?國內地區

Information	[Type= discrete] [Format=numeric] [Range= 0-9] [Missing=*]
Statistics [NW/ W]	[Valid=26 /-] [Invalid=20 /-]

Value	Label	Cases	Percentage
0	規劃中, 尚無具體場次安排	4	15.4%
1	0次	11	42.3%
2	1-5次	3	11.5%
3	6-10次	0	
4	11-20次	0	
5	21-30次	2	7.7%
6	31-40次	2	7.7%
7	41-50次	2	7.7%
8	51-100次	2	7.7%

q42_1: 請問您(貴工作室/公司)2015年赴海內外參展(展覽/展售)情形?國內地區

Value	Label	Cases	Percentage
9	101次以上	0	
Sysmiss		20	

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

q42_2: 請問您(貴工作室/公司)2015年赴海內外參展(展覽/展售)情形?歐美地區

Information	[Type= discrete] [Format=numeric] [Range= 0-9] [Missing=*]
Statistics [NW/ W]	[Valid=25 /-] [Invalid=21 /-]

Value	Label	Cases	Percentage
0	規劃中, 尚無具體場次安排	13	52.0%
1	0次	12	48.0%
2	1-5次	0	
3	6-10次	0	
4	11-20次	0	
5	21-30次	0	
6	31-40次	0	
7	41-50次	0	
8	51-100次	0	
9	101次以上	0	
Sysmiss		21	

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

q42_3: 請問您(貴工作室/公司)2015年赴海內外參展(展覽/展售)情形?亞洲地區

Information	[Type= discrete] [Format=numeric] [Range= 0-9] [Missing=*]
Statistics [NW/ W]	[Valid=25 /-] [Invalid=21 /-]

Value	Label	Cases	Percentage
0	規劃中, 尚無具體場次安排	13	52.0%
1	0次	12	48.0%
2	1-5次	0	
3	6-10次	0	
4	11-20次	0	
5	21-30次	0	
6	31-40次	0	
7	41-50次	0	
8	51-100次	0	
9	101次以上	0	
Sysmiss		21	

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

q42_4: 請問您(貴工作室/公司)2015年赴海內外參展(展覽/展售)情形?其他

Information	[Type= discrete] [Format=numeric] [Range= 0-9] [Missing=*]
Statistics [NW/ W]	[Valid=22 /-] [Invalid=24 /-]

Value	Label	Cases	Percentage
0	規劃中, 尚無具體場次安排	15	68.2%
1	0次	7	31.8%
2	1-5次	0	
3	6-10次	0	

q42_4: 請問您(貴工作室/公司)2015年赴海內外參展(展覽/展售)情形?其他

Value	Label	Cases	Percentage
4	11-20次	0	
5	21-30次	0	
6	31-40次	0	
7	41-50次	0	
8	51-100次	0	
9	101次以上	0	
Sysmiss		24	

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

q42o: 請問您(貴工作室/公司)2015年赴海內外參展(展覽/展售)情形?其他地區說明

Information	[Type= discrete] [Format=character] [Missing=*]
Statistics [NW/ W]	[Valid=0 /-] [Invalid=0 /-]

q43_1: 請問您(貴工作室/公司)未來需要強化的項目為?(可複選)

Information	[Type= discrete] [Format=numeric] [Range= 1-9] [Missing=*]
Statistics [NW/ W]	[Valid=44 /-] [Invalid=2 /-]

Value	Label	Cases	Percentage
1	材料研發	19	43.2%
2	創作設計	6	13.6%
3	製作流程	0	
4	複合媒材	0	
5	人力傳承	3	6.8%
6	量產能力	4	9.1%
7	行銷	1	2.3%
8	品牌發展	1	2.3%
9	其他	10	22.7%
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.

q43_2: 請問您(貴工作室/公司)未來需要強化的項目為?(可複選)

Information	[Type= discrete] [Format=numeric] [Range= 1-9] [Missing=*]
Statistics [NW/ W]	[Valid=23 /-] [Invalid=23 /-]

Value	Label	Cases	Percentage
1	材料研發	0	
2	創作設計	12	52.2%
3	製作流程	1	4.3%
4	複合媒材	1	4.3%
5	人力傳承	2	8.7%
6	量產能力	2	8.7%
7	行銷	2	8.7%
8	品牌發展	3	13.0%
9	其他	0	
Sysmiss		23	

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

q43_3: 請問您(貴工作室/公司)未來需要強化的項目為?(可複選)

Information	[Type= discrete] [Format=numeric] [Range= 1-9] [Missing=*]
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q43_3: 請問您(貴工作室/公司)未來需要強化的項目為?(可複選)

Statistics [NW/ W] [Valid=13 /-] [Invalid=33 /-]

Value	Label	Cases	Percentage
1	材料研發	0	
2	創作設計	0	
3	製作流程	3	23.1%
4	複合媒材	0	
5	人力傳承	5	38.5%
6	量產能力	0	
7	行銷	3	23.1%
8	品牌發展	2	15.4%
9	其他	0	
Sysmiss		33	

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

q43_4: 請問您(貴工作室/公司)未來需要強化的項目為?(可複選)

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

Statistics [NW/ W] [Valid=5 /-] [Invalid=41 /-]

Value	Label	Cases	Percentage
1	材料研發	0	
2	創作設計	0	
3	製作流程	0	
4	複合媒材	1	20.0%
5	人力傳承	0	
6	量產能力	1	20.0%
7	行銷	0	
8	品牌發展	3	60.0%
9	其他	0	
Sysmiss		41	

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

q43_5: 請問您(貴工作室/公司)未來需要強化的項目為?(可複選)

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

Statistics [NW/ W] [Valid=2 /-] [Invalid=44 /-]

Value	Label	Cases	Percentage
1	材料研發	0	
2	創作設計	0	
3	製作流程	0	
4	複合媒材	0	
5	人力傳承	1	50.0%
6	量產能力	0	
7	行銷	1	50.0%
8	品牌發展	0	
9	其他	0	
Sysmiss		44	

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

q43_6: 請問您(貴工作室/公司)未來需要強化的項目為?(可複選)

Information	[Type= discrete] [Format=numeric] [Range= 1-9] [Missing=*]
Statistics [NW/ W]	[Valid=1 /-] [Invalid=45 /-]

Value	Label	Cases	Percentage
1	材料研發	0	
2	創作設計	0	
3	製作流程	0	
4	複合媒材	0	
5	人力傳承	0	
6	量產能力	1	100.0%
7	行銷	0	
8	品牌發展	0	
9	其他	0	
Sysmiss		45	

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

q43_7: 請問您(貴工作室/公司)未來需要強化的項目為?(可複選)

Information	[Type= discrete] [Format=numeric] [Range= 1-9] [Missing=*]
Statistics [NW/ W]	[Valid=1 /-] [Invalid=45 /-]

Value	Label	Cases	Percentage
1	材料研發	0	
2	創作設計	0	
3	製作流程	0	
4	複合媒材	0	
5	人力傳承	0	
6	量產能力	0	
7	行銷	1	100.0%
8	品牌發展	0	
9	其他	0	
Sysmiss		45	

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

q43_8: 請問您(貴工作室/公司)未來需要強化的項目為?(可複選)

Information	[Type= discrete] [Format=numeric] [Range= 1-9] [Missing=*]
Statistics [NW/ W]	[Valid=1 /-] [Invalid=45 /-]

Value	Label	Cases	Percentage
1	材料研發	0	
2	創作設計	0	
3	製作流程	0	
4	複合媒材	0	
5	人力傳承	0	
6	量產能力	0	
7	行銷	0	
8	品牌發展	1	100.0%
9	其他	0	
Sysmiss		45	

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

q43o: 請問您(貴工作室/公司)未來需要強化的項目為?其他

Information	[Type= discrete] [Format=character] [Missing=*]
Statistics [NW/ W]	[Valid=9 /-] [Invalid=0 /-]

Value	Label	Cases	Percentage
1	主要是政府法令檢討放鬆, 才有希望	1	11.1%
2	後繼承人	2	22.2%
4	沒意見	4	44.4%
2	沒有	2	22.2%

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.

q44_1: 請問您(貴工作室/公司)認為未來整體材料產業需要強化的項目為?(可複選)

Information	[Type= discrete] [Format=numeric] [Range= 1-12] [Missing=*]
Statistics [NW/ W]	[Valid=40 /-] [Invalid=6 /-]

Value	Label	Cases	Percentage
1	材料研發	16	40.0%
2	材料認證	2	5.0%
3	複合媒材	2	5.0%
4	創作設計	12	30.0%
5	製作流程	0	
6	商品認證	0	
7	量產能力	0	
8	人力傳承	2	5.0%
9	產業聯盟	0	
10	聚落效應	0	
11	展覽/展售場	0	
12	其他	6	15.0%
Sysmiss		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.

q44_2: 請問您(貴工作室/公司)認為未來整體材料產業需要強化的項目為?(可複選)

Information	[Type= discrete] [Format=numeric] [Range= 1-12] [Missing=*]
Statistics [NW/ W]	[Valid=25 /-] [Invalid=21 /-]

Value	Label	Cases	Percentage
1	材料研發	0	
2	材料認證	9	36.0%
3	複合媒材	2	8.0%
4	創作設計	2	8.0%
5	製作流程	3	12.0%
6	商品認證	2	8.0%
7	量產能力	2	8.0%
8	人力傳承	5	20.0%
9	產業聯盟	0	
10	聚落效應	0	
11	展覽/展售場	0	
12	其他	0	
Sysmiss		21	

q44_2: 請問您(貴工作室/公司)認為未來整體材料產業需要強化的項目為?(可複選)

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

q44_3: 請問您(貴工作室/公司)認為未來整體材料產業需要強化的項目為?(可複選)

Information [Type= discrete] [Format=numeric] [Range= 1-12] [Missing=*]

Statistics [NW/ W] [Valid=14 /-] [Invalid=32 /-]

Value	Label	Cases	Percentage
1	材料研發	0	
2	材料認證	0	
3	複合媒材	5	35.7%
4	創作設計	2	14.3%
5	製作流程	0	
6	商品認證	2	14.3%
7	量產能力	0	
8	人力傳承	3	21.4%
9	產業聯盟	1	7.1%
10	聚落效應	0	
11	展覽/展售場	1	7.1%
12	其他	0	
Sysmiss		32	

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

q44_4: 請問您(貴工作室/公司)認為未來整體材料產業需要強化的項目為?(可複選)

Information [Type= discrete] [Format=numeric] [Range= 1-12] [Missing=*]

Statistics [NW/ W] [Valid=8 /-] [Invalid=38 /-]

Value	Label	Cases	Percentage
1	材料研發	0	
2	材料認證	0	
3	複合媒材	0	
4	創作設計	3	37.5%
5	製作流程	2	25.0%
6	商品認證	0	
7	量產能力	0	
8	人力傳承	0	
9	產業聯盟	2	25.0%
10	聚落效應	1	12.5%
11	展覽/展售場	0	
12	其他	0	
Sysmiss		38	

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

q44_5: 請問您(貴工作室/公司)認為未來整體材料產業需要強化的項目為?(可複選)

Information [Type= discrete] [Format=numeric] [Range= 1-12] [Missing=*]

Statistics [NW/ W] [Valid=6 /-] [Invalid=40 /-]

Value	Label	Cases	Percentage
1	材料研發	0	
2	材料認證	0	
3	複合媒材	0	

q44_5: 請問您(貴工作室/公司)認為未來整體材料產業需要強化的項目為?(可複選)

Value	Label	Cases	Percentage
4	創作設計	0	
5	製作流程	1	16.7%
6	商品認證	2	33.3%
7	量產能力	0	
8	人力傳承	0	
9	產業聯盟	0	
10	聚落效應	2	33.3%
11	展覽/展售場	1	16.7%
12	其他	0	
Sysmiss		40	

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

q44_6: 請問您(貴工作室/公司)認為未來整體材料產業需要強化的項目為?(可複選)

Information	[Type= discrete] [Format=numeric] [Range= 1-12] [Missing=*]
Statistics [NW/ W]	[Valid=3 /-] [Invalid=43 /-]

Value	Label	Cases	Percentage
1	材料研發	0	
2	材料認證	0	
3	複合媒材	0	
4	創作設計	0	
5	製作流程	0	
6	商品認證	1	33.3%
7	量產能力	2	66.7%
8	人力傳承	0	
9	產業聯盟	0	
10	聚落效應	0	
11	展覽/展售場	0	
12	其他	0	
Sysmiss		43	

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

q44_7: 請問您(貴工作室/公司)認為未來整體材料產業需要強化的項目為?(可複選)

Information	[Type= discrete] [Format=numeric] [Range= 1-12] [Missing=*]
Statistics [NW/ W]	[Valid=1 /-] [Invalid=45 /-]

Value	Label	Cases	Percentage
1	材料研發	0	
2	材料認證	0	
3	複合媒材	0	
4	創作設計	0	
5	製作流程	0	
6	商品認證	0	
7	量產能力	1	100.0%
8	人力傳承	0	
9	產業聯盟	0	
10	聚落效應	0	
11	展覽/展售場	0	

# q44_7: 請問您(貴工作室/公司)認為未來整體材料產業需要強化的項目為?(可複選)			
Value	Label	Cases	Percentage
12	其他	0	
Sysmiss		45	
<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>			
# q44_8: 請問您(貴工作室/公司)認為未來整體材料產業需要強化的項目為?(可複選)			
Information	[Type= discrete] [Format=numeric] [Range= 1-12] [Missing=*]		
Statistics [NW/ W]	[Valid=1 /-] [Invalid=45 /-]		
Value	Label	Cases	Percentage
1	材料研發	0	
2	材料認證	0	
3	複合媒材	0	
4	創作設計	0	
5	製作流程	0	
6	商品認證	0	
7	量產能力	0	
8	人力傳承	1	100.0%
9	產業聯盟	0	
10	聚落效應	0	
11	展覽/展售場	0	
12	其他	0	
Sysmiss		45	
<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>			
# q44o: 請問您(貴工作室/公司)認為未來整體材料產業需要強化的項目為?其他			
Information	[Type= discrete] [Format=character] [Missing=*]		
Statistics [NW/ W]	[Valid=6 /-] [Invalid=0 /-]		
Value	Label	Cases	Percentage
	沒意見	4	66.7%
	沒有不用	2	33.3%
<i>Warning: these figures indicate the number of cases found in the data file. They cannot be interpreted as summary statistics of the population of interest.</i>			
# q45_1: 請問貴公司2015年從業人數：專職男性			
Information	[Type= discrete] [Format=character] [Missing=*]		
Statistics [NW/ W]	[Valid=33 /-] [Invalid=0 /-]		
Value	Label	Cases	Percentage
1		14	42.4%
2		8	24.2%
3		2	6.1%
30		1	3.0%
4		4	12.1%
5		4	12.1%
<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>			
# q45_2: 請問貴公司2015年從業人數：專職女性			
Information	[Type= discrete] [Format=character] [Missing=*]		
Statistics [NW/ W]	[Valid=28 /-] [Invalid=0 /-]		

q45_2: 請問貴公司2015年從業人數：專職女性

Value	Label	Cases	Percentage
0		2	7.1%
1		13	46.4%
15		3	10.7%
19		1	3.6%
2		3	10.7%
20		1	3.6%
3		5	17.9%

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.

q45_3: 請問貴公司2015年從業人數：兼職男性

Information	[Type= discrete] [Format=character] [Missing=*]
Statistics [NW/ W]	[Valid=9 /-] [Invalid=0 /-]

Value	Label	Cases	Percentage
0		5	55.6%
2		3	33.3%
5		1	11.1%

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

q45_4: 請問貴公司2015年從業人數：兼職女性

Information	[Type= discrete] [Format=character] [Missing=*]
Statistics [NW/ W]	[Valid=9 /-] [Invalid=0 /-]

Value	Label	Cases	Percentage
0		5	55.6%
1		3	33.3%
2		1	11.1%

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

q46_1: 請問貴公司2015年的從業人員年齡人數：15-24歲

Information	[Type= discrete] [Format=character] [Missing=*]
Statistics [NW/ W]	[Valid=10 /-] [Invalid=0 /-]

Value	Label	Cases	Percentage
0		4	40.0%
1		2	20.0%
2		1	10.0%
3		3	30.0%

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.

q46_2: 請問貴公司2015年的從業人員年齡人數：25-44歲

Information	[Type= discrete] [Format=character] [Missing=*]
Statistics [NW/ W]	[Valid=17 /-] [Invalid=0 /-]

Value	Label	Cases	Percentage
0		3	17.6%
1		5	29.4%
10		1	5.9%
2		3	17.6%
4		1	5.9%

q46_2: 請問貴公司2015年的從業人員年齡人數:25-44歲

Value	Label	Cases	Percentage
6		1	5.9%
7		2	11.8%
8		1	5.9%

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.

q46_3: 請問貴公司2015年的從業人員年齡人數:45-64歲

Information	[Type= discrete] [Format=character] [Missing=*]
Statistics [NW/ W]	[Valid=25 /-] [Invalid=0 /-]

Value	Label	Cases	Percentage
0		2	8.0%
1		7	28.0%
11		1	4.0%
2		6	24.0%
20		2	8.0%
3		5	20.0%
37		1	4.0%
5		1	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.

q46_4: 請問貴公司2015年的從業人員年齡人數:65歲以上

Information	[Type= discrete] [Format=character] [Missing=*]
Statistics [NW/ W]	[Valid=10 /-] [Invalid=0 /-]

Value	Label	Cases	Percentage
0		3	30.0%
1		5	50.0%
2		1	10.0%
3		1	10.0%

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.

q47_1: 請問貴公司2015年的從業人員教育程度人數:國中以下

Information	[Type= discrete] [Format=character] [Missing=*]
Statistics [NW/ W]	[Valid=22 /-] [Invalid=0 /-]

Value	Label	Cases	Percentage
0		3	13.6%
1		5	22.7%
18		1	4.5%
2		5	22.7%
20		2	9.1%
3		3	13.6%
5		1	4.5%
7		2	9.1%

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.

q47_2: 請問貴公司2015年的從業人員教育程度人數:高中職畢

Information	[Type= discrete] [Format=character] [Missing=*]
Statistics [NW/ W]	[Valid=21 /-] [Invalid=0 /-]

q47_2: 請問貴公司2015年的從業人員教育程度人數: 高中職畢

Value	Label	Cases	Percentage
0		2	9.5%
1		5	23.8%
10		1	4.8%
15		1	4.8%
16		1	4.8%
2		9	42.9%
5		2	9.5%

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.

q47_3: 請問貴公司2015年的從業人員教育程度人數: 專科大學

Information	[Type= discrete] [Format=character] [Missing=*]
Statistics [NW/ W]	[Valid=16 /-] [Invalid=0 /-]

Value	Label	Cases	Percentage
0		1	6.2%
1		6	37.5%
2		2	12.5%
20		1	6.2%
3		1	6.2%
4		2	12.5%
5		1	6.2%
6		2	12.5%

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

q47_4: 請問貴公司2015年的從業人員教育程度人數: 碩博士畢

Information	[Type= discrete] [Format=character] [Missing=*]
Statistics [NW/ W]	[Valid=4 /-] [Invalid=0 /-]

Value	Label	Cases	Percentage
0		3	75.0%
2		1	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.

q47_5: 請問貴公司2015年的從業人員教育程度人數: 藝術學門

Information	[Type= discrete] [Format=character] [Missing=*]
Statistics [NW/ W]	[Valid=5 /-] [Invalid=0 /-]

Value	Label	Cases	Percentage
0		1	20.0%
1		2	40.0%
3		2	40.0%

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.

q47_6: 請問貴公司2015年的從業人員教育程度人數: 商管學門

Information	[Type= discrete] [Format=character] [Missing=*]
Statistics [NW/ W]	[Valid=5 /-] [Invalid=0 /-]

Value	Label	Cases	Percentage
0		3	60.0%
1		2	40.0%

q47_6: 請問貴公司2015年的從業人員教育程度人數: 商管學門

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

q47_7: 請問貴公司2015年的從業人員教育程度人數: 人文學門

Information [Type= discrete] [Format=character] [Missing=*]

Statistics [NW/ W] [Valid=5 /-] [Invalid=0 /-]

Value	Label	Cases	Percentage
0		3	60.0%
1		2	40.0%

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.

q47_8: 請問貴公司2015年的從業人員教育程度人數: 法律學門

Information [Type= discrete] [Format=character] [Missing=*]

Statistics [NW/ W] [Valid=3 /-] [Invalid=0 /-]

Value	Label	Cases	Percentage
0		3	100.0%

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.

q47_9: 請問貴公司2015年的從業人員教育程度人數: 設計學門

Information [Type= discrete] [Format=character] [Missing=*]

Statistics [NW/ W] [Valid=7 /-] [Invalid=0 /-]

Value	Label	Cases	Percentage
0		3	42.9%
1		3	42.9%
2		1	14.3%

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.

q47_10: 請問貴公司2015年的從業人員教育程度人數: 工程學門

Information [Type= discrete] [Format=character] [Missing=*]

Statistics [NW/ W] [Valid=3 /-] [Invalid=0 /-]

Value	Label	Cases	Percentage
0		3	100.0%

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.

q47_11: 請問貴公司2015年的從業人員教育程度人數: 傳播學門

Information [Type= discrete] [Format=character] [Missing=*]

Statistics [NW/ W] [Valid=4 /-] [Invalid=0 /-]

Value	Label	Cases	Percentage
0		3	75.0%
1		1	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.

q47_12: 請問貴公司2015年的從業人員教育程度人數: 其他學門

Information [Type= discrete] [Format=character] [Missing=*]

Statistics [NW/ W] [Valid=13 /-] [Invalid=0 /-]

Value	Label	Cases	Percentage
0		2	15.4%
1		1	7.7%
1.		2	15.4%

q47_12: 請問貴公司2015年的從業人員教育程度人數: 其他學門

Value	Label	Cases	Percentage
19		1	7.7%
2		4	30.8%
5		3	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.

q48_1a: 請問貴公司2015年工作人力配置: 學徒/助理

Information	[Type= discrete] [Format=character] [Missing=*]
Statistics [NW/ W]	[Valid=6 /-] [Invalid=0 /-]

Value	Label	Cases	Percentage
1		1	16.7%
1~2		2	33.3%
2		1	16.7%
5		2	33.3%

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

q48_1b: 請問貴公司2015年工作人力配置: 學徒/助理平均月薪

Information	[Type= discrete] [Format=numeric] [Range= 0-6] [Missing=*]
Statistics [NW/ W]	[Valid=44 /-] [Invalid=2 /-]

Value	Label	Cases	Percentage
0	無此項人力需求	41	93.2%
1	未滿19273元	0	
2	19273-25000元	2	4.5%
3	25001-30000元	1	2.3%
4	30001-35000元	0	
5	35001-40000元	0	
6	40001元以上	0	
Sysmiss		2	

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

q48_1c: 請問貴公司2015年工作人力配置: 學徒/助理, 預期未來三年評估

Information	[Type= discrete] [Format=numeric] [Range= 1-3] [Missing=*]
Statistics [NW/ W]	[Valid=19 /-] [Invalid=27 /-]

Value	Label	Cases	Percentage
1	增加	4	21.1%
2	減少	0	
3	維持現狀	15	78.9%
Sysmiss		27	

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

q48_2a: 請問貴公司2015年工作人力配置: 熟練工藝師

Information	[Type= discrete] [Format=character] [Missing=*]
Statistics [NW/ W]	[Valid=5 /-] [Invalid=0 /-]

Value	Label	Cases	Percentage
1		2	40.0%
2		2	40.0%
3		1	20.0%

q48_2a: 請問貴公司2015年工作人力配置:熟練工藝師*Warning: these figures indicate the number of cases found in the data file. They cannot be interpreted as summary statistics of the population of interest.***# q48_2b: 請問貴公司2015年工作人力配置:熟練工藝師平均月薪****Information** [Type= discrete] [Format=numeric] [Range= 1-6] [Missing=*]**Statistics [NW/ W]** [Valid=3 /-] [Invalid=43 /-]

Value	Label	Cases	Percentage
1	未滿19273元	0	
2	19273-25000元	1	33.3%
3	25001-30000元	0	
4	30001-35000元	1	33.3%
5	35001-40000元	1	33.3%
6	40001元以上	0	
Sysmiss		43	

*Warning: these figures indicate the number of cases found in the data file. They cannot be interpreted as summary statistics of the population of interest.***# q48_2c: 請問貴公司2015年工作人力配置:熟練工藝師, 預期未來三年評估****Information** [Type= discrete] [Format=numeric] [Range= 1-3] [Missing=*]**Statistics [NW/ W]** [Valid=20 /-] [Invalid=26 /-]

Value	Label	Cases	Percentage
1	增加	1	5.0%
2	減少	0	
3	維持現狀	19	95.0%
Sysmiss		26	

*Warning: these figures indicate the number of cases found in the data file. They cannot be interpreted as summary statistics of the population of interest.***# q48_3a: 請問貴公司2015年工作人力配置:設計人員****Information** [Type= discrete] [Format=character] [Missing=*]**Statistics [NW/ W]** [Valid=2 /-] [Invalid=0 /-]

Value	Label	Cases	Percentage
1		1	50.0%
2		1	50.0%

*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.***# q48_3b: 請問貴公司2015年工作人力配置:設計人員平均月薪****Information** [Type= discrete] [Format=numeric] [Range= 1-6] [Missing=*]**Statistics [NW/ W]** [Valid=1 /-] [Invalid=45 /-]

Value	Label	Cases	Percentage
1	未滿19273元	0	
2	19273-25000元	1	100.0%
3	25001-30000元	0	
4	30001-35000元	0	
5	35001-40000元	0	
6	40001元以上	0	
Sysmiss		45	

*Warning: these figures indicate the number of cases found in the data file. They cannot be interpreted as summary statistics of the population of interest.***# q48_3c: 請問貴公司2015年工作人力配置:設計人員, 預期未來三年評估****Information** [Type= discrete] [Format=numeric] [Range= 0-3] [Missing=*]

q48_3c: 請問貴公司2015年工作人力配置:設計人員,預期未來三年評估

Statistics [NW/ W] [Valid=44 /-] [Invalid=2 /-]

Value	Label	Cases	Percentage
0	無此項人力需求	27	61.4%
1	增加	1	2.3%
2	減少	0	
3	維持現狀	16	36.4%
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.

q48_4a: 請問貴公司2015年工作人力配置:行銷企劃人員

Information [Type= discrete] [Format=character] [Missing=*]

Statistics [NW/ W] [Valid=5 /-] [Invalid=0 /-]

Value	Label	Cases	Percentage
1		5	100.0%

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.

q48_4b: 請問貴公司2015年工作人力配置:行銷企劃人員平均月薪

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

Statistics [NW/ W] [Valid=4 /-] [Invalid=42 /-]

Value	Label	Cases	Percentage
1	未滿19273元	0	
2	19273-25000元	1	25.0%
3	25001-30000元	0	
4	30001-35000元	3	75.0%
5	35001-40000元	0	
6	40001元以上	0	
Sysmiss		42	

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

q48_4c: 請問貴公司2015年工作人力配置:行銷企劃人員,預期未來三年評估

Information [Type= discrete] [Format=numeric] [Range= 1-3] [Missing=*]

Statistics [NW/ W] [Valid=18 /-] [Invalid=28 /-]

Value	Label	Cases	Percentage
1	增加	2	11.1%
2	減少	0	
3	維持現狀	16	88.9%
Sysmiss		28	

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

q48_5a: 請問貴公司2015年工作人力配置:銷售人員

Information [Type= discrete] [Format=character] [Missing=*]

Statistics [NW/ W] [Valid=7 /-] [Invalid=0 /-]

Value	Label	Cases	Percentage
1		5	71.4%
2		2	28.6%

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.

q48_5b: 請問貴公司2015年工作人力配置:銷售人員平均月薪

Information	[Type= discrete] [Format=numeric] [Range= 0-6] [Missing=*]
Statistics [NW/ W]	[Valid=5 /-] [Invalid=41 /-]

Value	Label	Cases	Percentage
0	拒答	1	20.0%
1	未滿19273元	0	
2	19273-25000元	2	40.0%
3	25001-30000元	0	
4	30001-35000元	2	40.0%
5	35001-40000元	0	
6	40001元以上	0	
Sysmiss		41	

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

q48_5c: 請問貴公司2015年工作人力配置:銷售人員,預期未來三年評估

Information	[Type= discrete] [Format=numeric] [Range= 0-3] [Missing=*]
Statistics [NW/ W]	[Valid=44 /-] [Invalid=2 /-]

Value	Label	Cases	Percentage
0	無此項人力需求	29	65.9%
1	增加	2	4.5%
2	減少	0	
3	維持現狀	13	29.5%
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.

q48_6a: 請問貴公司2015年工作人力配置:行政人員

Information	[Type= discrete] [Format=character] [Missing=*]
Statistics [NW/ W]	[Valid=2 /-] [Invalid=0 /-]

Value	Label	Cases	Percentage
1		2	100.0%

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.

q48_6b: 請問貴公司2015年工作人力配置:行政人員平均月薪

Information	[Type= discrete] [Format=numeric] [Range= 1-6] [Missing=*]
Statistics [NW/ W]	[Valid=2 /-] [Invalid=44 /-]

Value	Label	Cases	Percentage
1	未滿19273元	0	
2	19273-25000元	0	
3	25001-30000元	2	100.0%
4	30001-35000元	0	
5	35001-40000元	0	
6	40001元以上	0	
Sysmiss		44	

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

q48_6c: 請問貴公司2015年工作人力配置:行政人員,預期未來三年評估

Information	[Type= discrete] [Format=numeric] [Range= 1-3] [Missing=*]
Statistics [NW/ W]	[Valid=15 /-] [Invalid=31 /-]

q48_6c: 請問貴公司2015年工作人力配置:行政人員,預期未來三年評估

Value	Label	Cases	Percentage
1	增加	2	13.3%
2	減少	0	
3	維持現狀	13	86.7%
Sysmiss		31	

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

q48_7a: 請問貴公司2015年工作人力配置:身兼數職/難歸類

Information	[Type= discrete] [Format=character] [Missing=*]
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Statistics [NW/ W]	[Valid=3 /-] [Invalid=0 /-]
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Value	Label	Cases	Percentage
2		2	66.7%
3		1	33.3%

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

q48_7b: 請問貴公司2015年工作人力配置:身兼數職/難歸類平均月薪

Information	[Type= discrete] [Format=numeric] [Range= 1-6] [Missing=*]
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Statistics [NW/ W]	[Valid=3 /-] [Invalid=43 /-]
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Value	Label	Cases	Percentage
1	未滿19273元	0	
2	19273-25000元	0	
3	25001-30000元	3	100.0%
4	30001-35000元	0	
5	35001-40000元	0	
6	40001元以上	0	
Sysmiss		43	

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

q48_7c: 請問貴公司2015年工作人力配置:身兼數職/難歸類, 預期未來三年評估

Information	[Type= discrete] [Format=numeric] [Range= 0-3] [Missing=*]
Statistics [NW/ W]	[Valid=44 /-] [Invalid=2 /-]

Value	Label	Cases	Percentage
0	無此項人力需求	34	77.3%
1	增加	0	
2	減少	0	
3	維持現狀	10	22.7%
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.

q49_0: 請問貴公司2015年所面臨人才供需狀況?

Information	[Type= discrete] [Format=numeric] [Range= 1-1] [Missing=*]
Statistics [NW/ W]	[Valid=28 /-] [Invalid=18 /-]

Value	Label	Cases	Percentage
1	未面臨人才需求問題	28	100.0%
Sysmiss		18	

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

q49_1a: 請問貴公司2015年學徒/助理供需現況

Information	[Type= discrete] [Format=numeric] [Range= 1-3] [Missing=*]
Statistics [NW/ W]	[Valid=2 /-] [Invalid=44 /-]

Value	Label	Cases	Percentage
1	供過於求	0	
2	供不應求	1	50.0%
3	供需平衡	1	50.0%
Sysmiss		44	

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

q49_1b: 請問貴公司2015年學徒/助理招募難易度-數量

Information	[Type= discrete] [Format=numeric] [Range= 0-3] [Missing=*]
Statistics [NW/ W]	[Valid=44 /-] [Invalid=2 /-]

Value	Label	Cases	Percentage
0	無法評估	40	90.9%
1	容易	2	4.5%
2	普通	0	
3	困難	2	4.5%
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.

q49_1c: 請問貴公司2015年學徒/助理招募難易度-素質

Information	[Type= discrete] [Format=numeric] [Range= 0-3] [Missing=*]
Statistics [NW/ W]	[Valid=44 /-] [Invalid=2 /-]

Value	Label	Cases	Percentage
0	無法評估	43	97.7%
1	容易	0	
2	普通	0	
3	困難	1	2.3%

q49_1c: 請問貴公司2015年學徒/助理招募難易度-素質

Value	Label	Cases	Percentage
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.

q49_1d: 請問貴公司2015年學徒/助理年資需求

Information	[Type= discrete] [Format=numeric] [Range= 0-3] [Missing=*]
Statistics [NW/ W]	[Valid=44 /-] [Invalid=2 /-]

Value	Label	Cases	Percentage
0	無法評估	42	95.5%
1	0-5年	2	4.5%
2	6-10年	0	
3	逾10年	0	
Sysmiss		2	

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

q49_1e: 請問貴公司2015年學徒/助理海外人才

Information	[Type= discrete] [Format=numeric] [Range= 0-2] [Missing=*]
Statistics [NW/ W]	[Valid=44 /-] [Invalid=2 /-]

Value	Label	Cases	Percentage
0	無法評估	43	97.7%
1	有需求	0	
2	無需求	1	2.3%
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.

q49_2a: 請問貴公司2015年熟練工藝師供需現況

Information	[Type= discrete] [Format=numeric] [Range= 0-3] [Missing=*]
Statistics [NW/ W]	[Valid=44 /-] [Invalid=2 /-]

Value	Label	Cases	Percentage
0	無此項人力需求	43	97.7%
1	供過於求	0	
2	供不應求	0	
3	供需平衡	1	2.3%
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.

q49_2b: 請問貴公司2015年熟練工藝師招募難易度-數量

Information	[Type= discrete] [Format=numeric] [Range= 1-3] [Missing=*]
Statistics [NW/ W]	[Valid=3 /-] [Invalid=43 /-]

Value	Label	Cases	Percentage
1	容易	2	66.7%
2	普通	0	
3	困難	1	33.3%
Sysmiss		43	

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

q49_2c: 請問貴公司2015年熟練工藝師招募難易度-素質

Information	[Type= discrete] [Format=numeric] [Range= 1-3] [Missing=*]
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q49_2c: 請問貴公司2015 年熟練工藝師招募難易度-素質

Statistics [NW/ W]		[Valid=1 /-] [Invalid=45 /-]	
Value	Label	Cases	Percentage
1	容易	0	
2	普通	0	
3	困難	1	100.0%
Sysmiss		45	
<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>			

q49_2d: 請問貴公司2015 年熟練工藝師年資需求

Information		[Type= discrete] [Format=numeric] [Range= 1-3] [Missing=*]	
Statistics [NW/ W]		[Valid=1 /-] [Invalid=45 /-]	
Value	Label	Cases	Percentage
1	0-5年	1	100.0%
2	6-10年	0	
3	逾10年	0	
Sysmiss		45	
<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>			

q49_2e: 請問貴公司2015 年熟練工藝師海外人才

Information		[Type= discrete] [Format=numeric] [Range= 1-2] [Missing=*]	
Statistics [NW/ W]		[Valid=0 /-] [Invalid=46 /-]	
Value	Label	Cases	Percentage
1	有需求	0	
2	無需求	0	
Sysmiss		46	
<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>			

q49_3a: 請問貴公司2015 年設計人員供需現況

Information		[Type= discrete] [Format=numeric] [Range= 1-3] [Missing=*]	
Statistics [NW/ W]		[Valid=1 /-] [Invalid=45 /-]	
Value	Label	Cases	Percentage
1	供過於求	0	
2	供不應求	0	
3	供需平衡	1	100.0%
Sysmiss		45	
<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>			

q49_3b: 請問貴公司2015 年設計人員招募難易度-數量

Information		[Type= discrete] [Format=numeric] [Range= 1-3] [Missing=*]	
Statistics [NW/ W]		[Valid=3 /-] [Invalid=43 /-]	
Value	Label	Cases	Percentage
1	容易	2	66.7%
2	普通	0	
3	困難	1	33.3%
Sysmiss		43	
<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>			

q49_3c: 請問貴公司2015 年設計人員招募難易度-素質

Information	[Type= discrete] [Format=numeric] [Range= 1-3] [Missing=*]		
Statistics [NW/ W]	[Valid=1 /-] [Invalid=45 /-]		
Value	Label	Cases	Percentage
1	容易	0	
2	普通	0	
3	困難	1	100.0%
Sysmiss		45	

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

q49_3d: 請問貴公司2015 年設計人員年資需求

Information	[Type= discrete] [Format=numeric] [Range= 0-3] [Missing=*]		
Statistics [NW/ W]	[Valid=44 /-] [Invalid=2 /-]		
Value	Label	Cases	Percentage
0	無法評估	43	97.7%
1	0-5年	1	2.3%
2	6-10年	0	
3	逾10年	0	
Sysmiss		2	

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

q49_3e: 請問貴公司2015 年設計人員海外人才

Information	[Type= discrete] [Format=numeric] [Range= 1-2] [Missing=*]		
Statistics [NW/ W]	[Valid=0 /-] [Invalid=46 /-]		
Value	Label	Cases	Percentage
1	有需求	0	
2	無需求	0	
Sysmiss		46	

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

q49_4a: 請問貴公司2015 年行銷企劃人員供需現況

Information	[Type= discrete] [Format=numeric] [Range= 1-3] [Missing=*]		
Statistics [NW/ W]	[Valid=1 /-] [Invalid=45 /-]		
Value	Label	Cases	Percentage
1	供過於求	0	
2	供不應求	0	
3	供需平衡	1	100.0%
Sysmiss		45	

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

q49_4b: 請問貴公司2015 年行銷企劃人員招募難易度-數量

Information	[Type= discrete] [Format=numeric] [Range= 1-3] [Missing=*]		
Statistics [NW/ W]	[Valid=3 /-] [Invalid=43 /-]		
Value	Label	Cases	Percentage
1	容易	2	66.7%
2	普通	0	
3	困難	1	33.3%
Sysmiss		43	

q49_4b: 請問貴公司2015 年行銷企劃人員招募難易度-數量

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

q49_4c: 請問貴公司2015 年行銷企劃人員招募難易度-素質

Information [Type= discrete] [Format=numeric] [Range= 0-3] [Missing=*]

Statistics [NW/ W] [Valid=44 /-] [Invalid=2 /-]

Value	Label	Cases	Percentage
0	無法評估	43	97.7%
1	容易	0	
2	普通	0	
3	困難	1	2.3%
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.

q49_4d: 請問貴公司2015 年行銷企劃人員年資需求

Information [Type= discrete] [Format=numeric] [Range= 1-3] [Missing=*]

Statistics [NW/ W] [Valid=1 /-] [Invalid=45 /-]

Value	Label	Cases	Percentage
1	0-5年	1	100.0%
2	6-10年	0	
3	逾10年	0	
Sysmiss		45	

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

q49_4e: 請問貴公司2015 年行銷企劃人員海外人才

Information [Type= discrete] [Format=numeric] [Range= 0-2] [Missing=*]

Statistics [NW/ W] [Valid=44 /-] [Invalid=2 /-]

Value	Label	Cases	Percentage
0	無法評估	44	100.0%
1	有需求	0	
2	無需求	0	
Sysmiss		2	

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

q49_5a: 請問貴公司2015 年銷售人員供需現況

Information [Type= discrete] [Format=numeric] [Range= 1-3] [Missing=*]

Statistics [NW/ W] [Valid=1 /-] [Invalid=45 /-]

Value	Label	Cases	Percentage
1	供過於求	0	
2	供不應求	0	
3	供需平衡	1	100.0%
Sysmiss		45	

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

q49_5b: 請問貴公司2015 年銷售人員招募難易度-數量

Information [Type= discrete] [Format=numeric] [Range= 0-3] [Missing=*]

Statistics [NW/ W] [Valid=44 /-] [Invalid=2 /-]

Value	Label	Cases	Percentage
0	無法評估	41	93.2%

q49_5b: 請問貴公司2015 年銷售人員招募難易度-數量

Value	Label	Cases	Percentage
1	容易	2	4.5%
2	普通	0	
3	困難	1	2.3%
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.

q49_5c: 請問貴公司2015 年銷售人員招募難易度-素質

Information	[Type= discrete] [Format=numeric] [Range= 1-3] [Missing=*]
Statistics [NW/ W]	[Valid=1 /-] [Invalid=45 /-]

Value	Label	Cases	Percentage
1	容易	0	
2	普通	0	
3	困難	1	100.0%
Sysmiss		45	

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

q49_5d: 請問貴公司2015 年銷售人員年資需求

Information	[Type= discrete] [Format=numeric] [Range= 1-3] [Missing=*]
Statistics [NW/ W]	[Valid=1 /-] [Invalid=45 /-]

Value	Label	Cases	Percentage
1	0-5年	1	100.0%
2	6-10年	0	
3	逾10年	0	
Sysmiss		45	

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

q49_5e: 請問貴公司2015 年銷售人員海外人才

Information	[Type= discrete] [Format=numeric] [Range= 0-2] [Missing=*]
Statistics [NW/ W]	[Valid=44 /-] [Invalid=2 /-]

Value	Label	Cases	Percentage
0	無法評估	44	100.0%
1	有需求	0	
2	無需求	0	
Sysmiss		2	

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

q49_6a: 請問貴公司2015 年行政人員供需現況

Information	[Type= discrete] [Format=numeric] [Range= 1-3] [Missing=*]
Statistics [NW/ W]	[Valid=1 /-] [Invalid=45 /-]

Value	Label	Cases	Percentage
1	供過於求	0	
2	供不應求	0	
3	供需平衡	1	100.0%
Sysmiss		45	

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

q49_6b: 請問貴公司2015 年行政人員招募難易度-數量

Information	[Type= discrete] [Format=numeric] [Range= 0-3] [Missing=*]
Statistics [NW/ W]	[Valid=44 /-] [Invalid=2 /-]

Value	Label	Cases	Percentage
0	無法評估	41	93.2%
1	容易	2	4.5%
2	普通	0	
3	困難	1	2.3%
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.

q49_6c: 請問貴公司2015 年行政人員招募難易度-素質

Information	[Type= discrete] [Format=numeric] [Range= 1-3] [Missing=*]
Statistics [NW/ W]	[Valid=1 /-] [Invalid=45 /-]

Value	Label	Cases	Percentage
1	容易	0	
2	普通	0	
3	困難	1	100.0%
Sysmiss		45	

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

q49_6d: 請問貴公司2015 年行政人員年資需求

Information	[Type= discrete] [Format=numeric] [Range= 1-3] [Missing=*]
Statistics [NW/ W]	[Valid=1 /-] [Invalid=45 /-]

Value	Label	Cases	Percentage
1	0-5年	1	100.0%
2	6-10年	0	
3	逾10年	0	
Sysmiss		45	

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

q49_6e: 請問貴公司2015 年行政人員海外人才

Information	[Type= discrete] [Format=numeric] [Range= 1-2] [Missing=*]
Statistics [NW/ W]	[Valid=0 /-] [Invalid=46 /-]

Value	Label	Cases	Percentage
1	有需求	0	
2	無需求	0	
Sysmiss		46	

Warning: 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 : data2015_3

num: 編號

Information [Type= continuous] [Format=numeric] [Range= 1-272] [Missing=*]

Statistics [NW/ W] [Valid=344 /-] [Invalid=0 /-] [Mean=115.57 /-] [StdDev=81.483 /-]

filter: 請問您(貴工作室/公司)2015 年主要經營工藝品與工業品的營業額分占比例為?

Information [Type= discrete] [Format=character] [Missing=*]

Statistics [NW/ W] [Valid=330 /-] [Invalid=0 /-]

Value	Label	Cases	Percentage
100		277	83.9%
50		19	5.8%
60		2	0.6%
70		5	1.5%
75		1	0.3%
80		16	4.8%
90		9	2.7%
90%		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.

q1: 請問您(貴工作室/公司)2015 年主要經營的工藝產品為何?(單選)

Information [Type= discrete] [Format=numeric] [Range= 1-12] [Missing=*]

Statistics [NW/ W] [Valid=344 /-] [Invalid=0 /-]

Value	Label	Cases	Percentage
1	陶瓷類	106	30.8%
2	玻璃類	13	3.8%
3	金工類	15	4.4%
4	漆藝類	13	3.8%
5	石藝類	24	7.0%
6	木藝類	53	15.4%
7	竹籐類	31	9.0%
8	纖維類	21	6.1%
9	紙藝類	10	2.9%
10	皮革類	9	2.6%
11	複合媒材類	14	4.1%
12	其他類	35	10.2%

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.

q1o: 請問您(貴工作室/公司)2015 年主要經營的工藝產品為何?其他

Information [Type= discrete] [Format=character] [Missing=*]

Statistics [NW/ W] [Valid=34 /-] [Invalid=0 /-]

Value	Label	Cases	Percentage
公共藝術		1	2.9%
刺繡		11	32.4%
原礦		2	5.9%
圖畫		1	2.9%
布		1	2.9%
布染		1	2.9%

File : data2015_3

q1o: 請問您(貴工作室/公司)2015年主要經營的工藝產品為何?其他

Value	Label	Cases	Percentage
布莊		3	8.8%
毛線		1	2.9%
油傘		2	5.9%
燈籠		1	2.9%
玉石		1	2.9%
玉石及珠寶		1	2.9%
神明雕刻		1	2.9%
編織		3	8.8%
織布		1	2.9%
貝殼		1	2.9%
貝殼加工		1	2.9%
雕刻		1	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.

q2_1: 請問貴工作室/公司是否有營業登記以及單位設立時間?

Value	Label	Cases	Percentage
1	有	257	81.8%
2	無	57	18.2%
Sysmiss		30	

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

q3: 請問您(貴工作室/公司)2015年事業組織型態為何?(單選)

Value	Label	Cases	Percentage
1	個人工作室	176	51.2%
2	公司	94	27.3%
3	企業社	29	8.4%
4	合作社	1	0.3%
5	非營利組織	1	0.3%
6	家庭工作室	20	5.8%
7	社區工坊	5	1.5%
8	其他	18	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.

q3o: 請問您(貴工作室/公司)2015年事業組織型態為何?其他

Value	Label	Cases	Percentage
不知		1	5.6%
商店		6	33.3%
地方文化館		1	5.6%

File : data2015_3

q30: 請問您(貴工作室/公司)2015 年事業組織型態為何?其他

Value	Label	Cases	Percentage
專櫃		1	5.6%
工廠		2	11.1%
工藝社		1	5.6%
店面		3	16.7%
政府單位		1	5.6%
藝品社		1	5.6%
藝術工藝商場		1	5.6%

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

q4: 請問您(貴工作室/公司)2015 年經營之工藝品屬性為何?

Information	[Type= discrete] [Format=numeric] [Range= 1-3] [Missing=*]
Statistics [NW/ W]	[Valid=304 /-] [Invalid=40 /-]

Value	Label	Cases	Percentage
1	工藝美術品	151	49.7%
2	生活工藝品	145	47.7%
3	社區工藝	8	2.6%
Sysmiss		40	

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

q5_1: 請問您(貴工作室/公司)2015 年主要營收來源為何?(複選)

Information	[Type= discrete] [Format=numeric] [Range= 1-10] [Missing=*]
Statistics [NW/ W]	[Valid=343 /-] [Invalid=1 /-]

Value	Label	Cases	Percentage
1	材料銷售	44	12.8%
2	設計收入	35	10.2%
3	授權收入	1	0.3%
4	教學收入	74	21.6%
5	仲介收入	2	0.6%
6	成品銷售	176	51.3%
7	代工製作	6	1.7%
8	餐飲收入	0	
9	導覽收入	2	0.6%
10	其他	3	0.9%
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.

q5_2: 請問您(貴工作室/公司)2015 年主要營收來源為何?(複選)

Information	[Type= discrete] [Format=numeric] [Range= 1-10] [Missing=*]
Statistics [NW/ W]	[Valid=161 /-] [Invalid=183 /-]

Value	Label	Cases	Percentage
1	材料銷售	0	
2	設計收入	12	7.5%
3	授權收入	2	1.2%
4	教學收入	30	18.6%

File : data2015_3

q5_2: 請問您(貴工作室/公司)2015 年主要營收來源為何?(複選)

Value	Label	Cases	Percentage
5	仲介收入	0	
6	成品銷售	83	51.6%
7	代工製作	28	17.4%
8	餐飲收入	2	1.2%
9	導覽收入	2	1.2%
10	其他	2	1.2%
Sysmiss		183	

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

q5_3: 請問您(貴工作室/公司)2015 年主要營收來源為何?(複選)

Information	[Type= discrete] [Format=numeric] [Range= 1-10] [Missing=*]
Statistics [NW/ W]	[Valid=66 /-] [Invalid=278 /-]

Value	Label	Cases	Percentage
1	材料銷售	0	
2	設計收入	0	
3	授權收入	3	4.5%
4	教學收入	6	9.1%
5	仲介收入	1	1.5%
6	成品銷售	28	42.4%
7	代工製作	22	33.3%
8	餐飲收入	3	4.5%
9	導覽收入	1	1.5%
10	其他	2	3.0%
Sysmiss		278	

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

q5_4: 請問您(貴工作室/公司)2015 年主要營收來源為何?(複選)

Information	[Type= discrete] [Format=numeric] [Range= 1-10] [Missing=*]
Statistics [NW/ W]	[Valid=28 /-] [Invalid=316 /-]

Value	Label	Cases	Percentage
1	材料銷售	0	
2	設計收入	0	
3	授權收入	0	
4	教學收入	3	10.7%
5	仲介收入	2	7.1%
6	成品銷售	5	17.9%
7	代工製作	14	50.0%
8	餐飲收入	3	10.7%
9	導覽收入	0	
10	其他	1	3.6%
Sysmiss		316	

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

q5_5: 請問您(貴工作室/公司)2015 年主要營收來源為何?(複選)

Information	[Type= discrete] [Format=numeric] [Range= 1-10] [Missing=*]
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File : data2015_3

q5_5: 請問您(貴工作室/公司)2015年主要營收來源為何?(複選)

Statistics [NW/ W] [Valid=10 /-] [Invalid=334 /-]

Value	Label	Cases	Percentage
1	材料銷售	0	
2	設計收入	0	
3	授權收入	0	
4	教學收入	0	
5	仲介收入	0	
6	成品銷售	5	50.0%
7	代工製作	4	40.0%
8	餐飲收入	1	10.0%
9	導覽收入	0	
10	其他	0	
System		334	

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

q5_6: 請問您(貴工作室/公司)2015年主要營收來源為何?(複選)

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

Statistics [NW/ W] [Valid=6 /-] [Invalid=338 /-]

Value	Label	Cases	Percentage
1	材料銷售	0	
2	設計收入	0	
3	授權收入	0	
4	教學收入	0	
5	仲介收入	0	
6	成品銷售	0	
7	代工製作	4	66.7%
8	餐飲收入	0	
9	導覽收入	2	33.3%
10	其他	0	
System		338	

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

q5o: 請問您(貴工作室/公司)2015年主要營收來源為何?其他

Information [Type= discrete] [Format=character] [Missing=*]

Statistics [NW/ W] [Valid=5 /-] [Invalid=0 /-]

Value	Label	Cases	Percentage
DIY		1	20.0%
公共藝術		1	20.0%
收藏家作品賣出		2	40.0%
整修廟工程		1	20.0%

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.

q6_1: 請問您(貴工作室/公司)2015年主要經營模式為何?

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

Statistics [NW/ W] [Valid=340 /-] [Invalid=4 /-]

File : data2015_3

q6_1: 請問您(貴工作室/公司)2015年主要經營模式為何?

Value	Label	Cases	Percentage
1	自有品牌(OBM)	130	38.2%
2	設計代工(ODM)	20	5.9%
3	代工製造(OEM)	37	10.9%
4	自行創作	150	44.1%
5	其他	3	0.9%
Sysmiss		4	

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

q6_2: 請問您(貴工作室/公司)2015年主要經營模式為何?

Information	[Type= discrete] [Format=numeric] [Range= 1-5] [Missing=*]
Statistics [NW/ W]	[Valid=93 /-] [Invalid=251 /-]

Value	Label	Cases	Percentage
1	自有品牌(OBM)	0	
2	設計代工(ODM)	23	24.7%
3	代工製造(OEM)	14	15.1%
4	自行創作	55	59.1%
5	其他	1	1.1%
Sysmiss		251	

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

q6_3: 請問您(貴工作室/公司)2015年主要經營模式為何?

Information	[Type= discrete] [Format=numeric] [Range= 1-5] [Missing=*]
Statistics [NW/ W]	[Valid=29 /-] [Invalid=315 /-]

Value	Label	Cases	Percentage
1	自有品牌(OBM)	0	
2	設計代工(ODM)	0	
3	代工製造(OEM)	15	51.7%
4	自行創作	14	48.3%
5	其他	0	
Sysmiss		315	

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

q6_4: 請問您(貴工作室/公司)2015年主要經營模式為何?

Information	[Type= discrete] [Format=numeric] [Range= 1-5] [Missing=*]
Statistics [NW/ W]	[Valid=9 /-] [Invalid=335 /-]

Value	Label	Cases	Percentage
1	自有品牌(OBM)	0	
2	設計代工(ODM)	0	
3	代工製造(OEM)	0	
4	自行創作	9	100.0%
5	其他	0	
Sysmiss		335	

Warning: 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 : data2015_3

q7_1: 請問貴公司的營收種類依占比高低排序為(請填入1、2、3...)

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

Statistics [NW/ W] [Valid=313 /-] [Invalid=31 /-]

Value	Label	Cases	Percentage
1	零售	177	56.5%
2	訂單銷售	122	39.0%
3	教學	12	3.8%
4	其他	2	0.6%
Sysmiss		31	

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

q7_2: 請問貴公司的營收種類依占比高低排序為(請填入1、2、3...)

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

Statistics [NW/ W] [Valid=265 /-] [Invalid=79 /-]

Value	Label	Cases	Percentage
1	零售	137	51.7%
2	訂單銷售	86	32.5%
3	教學	42	15.8%
4	其他	0	
Sysmiss		79	

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

q7_3: 請問貴公司的營收種類依占比高低排序為(請填入1、2、3...)

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

Statistics [NW/ W] [Valid=182 /-] [Invalid=162 /-]

Value	Label	Cases	Percentage
1	零售	26	14.3%
2	訂單銷售	58	31.9%
3	教學	98	53.8%
4	其他	0	
Sysmiss		162	

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

q7_4: 請問貴公司的營收種類依占比高低排序為(請填入1、2、3...)

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

Statistics [NW/ W] [Valid=24 /-] [Invalid=320 /-]

Value	Label	Cases	Percentage
1	零售	9	37.5%
2	訂單銷售	7	29.2%
3	教學	5	20.8%
4	其他	3	12.5%
Sysmiss		320	

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

q7o: 請問貴公司的營收種類依占比高低排序:其他

Information [Type= discrete] [Format=character] [Missing=*]

File : data2015_3

q7o: 請問貴公司的營收種類依占比高低排序: 其他

Statistics [NW/ W] [Valid=12 /-] [Invalid=0 /-]

Value	Label	Cases	Percentage
DIY		1	8.3%
代工		2	16.7%
代工及自行創作		1	8.3%
公共藝術		2	16.7%
加工		1	8.3%
研發		1	8.3%
竹屋搭建		1	8.3%
藝術品布置		1	8.3%
設計代工		1	8.3%
餐飲		1	8.3%

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.

q8_1: 貴公司有無增聘人員的需求, 如有, 需求人員專長為(可複選)

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

Statistics [NW/ W] [Valid=293 /-] [Invalid=51 /-]

Value	Label	Cases	Percentage
1	工藝專業	84	28.7%
2	行銷專業	30	10.2%
3	事務人員	7	2.4%
4	其他	2	0.7%
5	無需求	170	58.0%
Sysmiss		51	

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

q8_2: 貴公司有無增聘人員的需求, 如有, 需求人員專長為(可複選)

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

Statistics [NW/ W] [Valid=34 /-] [Invalid=310 /-]

Value	Label	Cases	Percentage
1	工藝專業	0	
2	行銷專業	29	85.3%
3	事務人員	5	14.7%
4	其他	0	
5	無需求	0	
Sysmiss		310	

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

q8_3: 貴公司有無增聘人員的需求, 如有, 需求人員專長為(可複選)

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

Statistics [NW/ W] [Valid=12 /-] [Invalid=332 /-]

Value	Label	Cases	Percentage
1	工藝專業	0	
2	行銷專業	0	

File : data2015_3

q8_3: 貴公司有無增聘人員的需求, 如有, 需求人員專長為(可複選)

Value	Label	Cases	Percentage
3	事務人員	12	100.0%
4	其他	0	
5	無需求	0	
System		332	

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

q8o: 貴公司有無增聘人員的需求, 如有, 需求人員專長:其他

Information	[Type= discrete] [Format=character] [Missing=*]
Statistics [NW/ W]	[Valid=2 /-] [Invalid=0 /-]

Value	Label	Cases	Percentage
自行經營		1	50.0%
興趣		1	50.0%

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.

q9_1: 貴公司增聘專業人員最常面臨的問題, 是因為應徵者?(複選)

Information	[Type= discrete] [Format=numeric] [Range= 1-4] [Missing=*]
Statistics [NW/ W]	[Valid=101 /-] [Invalid=243 /-]

Value	Label	Cases	Percentage
1	專業能力不符所需	54	53.5%
2	缺乏工作經驗	13	12.9%
3	缺乏投入熱情	24	23.8%
4	其他	10	9.9%
System		243	

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

q9_2: 貴公司增聘專業人員最常面臨的問題, 是因為應徵者?(複選)

Information	[Type= discrete] [Format=numeric] [Range= 1-4] [Missing=*]
Statistics [NW/ W]	[Valid=29 /-] [Invalid=315 /-]

Value	Label	Cases	Percentage
1	專業能力不符所需	0	
2	缺乏工作經驗	20	69.0%
3	缺乏投入熱情	9	31.0%
4	其他	0	
System		315	

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

q9_3: 貴公司增聘專業人員最常面臨的問題, 是因為應徵者?(複選)

Information	[Type= discrete] [Format=numeric] [Range= 1-4] [Missing=*]
Statistics [NW/ W]	[Valid=15 /-] [Invalid=329 /-]

Value	Label	Cases	Percentage
1	專業能力不符所需	0	
2	缺乏工作經驗	0	
3	缺乏投入熱情	15	100.0%
4	其他	0	
System		329	

File : data2015_3

q9_3: 貴公司增聘專業人員最常面臨的問題, 是因為應徵者?(複選)

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

q9_4: 貴公司增聘專業人員最常面臨的問題, 是因為應徵者?(複選)

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

Statistics [NW/ W] [Valid=1 /-] [Invalid=343 /-]

Value	Label	Cases	Percentage
1	專業能力不符所需	0	
2	缺乏工作經驗	0	
3	缺乏投入熱情	0	
4	其他	1	100.0%
Sysmiss		343	

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

q9o: 貴公司增聘專業人員最常面臨的問題, 是因為應徵者: 其他

Information [Type= discrete] [Format=character] [Missing=*]

Statistics [NW/ W] [Valid=8 /-] [Invalid=0 /-]

Value	Label	Cases	Percentage
不用		1	12.5%
不知道		1	12.5%
夕陽產業		2	25.0%
成本過高		1	12.5%
穩定性不足		1	12.5%
自家人培訓		1	12.5%
認知不足		1	12.5%

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

q10_1: 貴公司聘用的材料加工專業人才係來自(可複選)

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

Statistics [NW/ W] [Valid=178 /-] [Invalid=166 /-]

Value	Label	Cases	Percentage
1	學校畢業	73	41.0%
2	經專業培訓	50	28.1%
3	同業	12	6.7%
4	無特殊經歷	43	24.2%
Sysmiss		166	

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

q10_2: 貴公司聘用的材料加工專業人才係來自(可複選)

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

Statistics [NW/ W] [Valid=34 /-] [Invalid=310 /-]

Value	Label	Cases	Percentage
1	學校畢業	0	
2	經專業培訓	25	73.5%
3	同業	8	23.5%
4	無特殊經歷	1	2.9%
Sysmiss		310	

File : data2015_3

q10_2: 貴公司聘用的材料加工專業人才係來自(可複選)

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

q10_3: 貴公司聘用的材料加工專業人才係來自(可複選)

Information [Type= discrete] [Format=numeric] [Range= 1-4] [Missing=*]**Statistics [NW/ W]** [Valid=14 /-] [Invalid=330 /-]

Value	Label	Cases	Percentage
1	學校畢業	0	
2	經專業培訓	0	
3	同業	12	85.7%
4	無特殊經歷	2	14.3%
Sysmiss		330	

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

q10_4: 貴公司聘用的材料加工專業人才係來自(可複選)

Information [Type= discrete] [Format=numeric] [Range= 1-4] [Missing=*]**Statistics [NW/ W]** [Valid=1 /-] [Invalid=343 /-]

Value	Label	Cases	Percentage
1	學校畢業	0	
2	經專業培訓	0	
3	同業	0	
4	無特殊經歷	1	100.0%
Sysmiss		343	

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

q11_1: 貴公司從業人員年資0-5年

Information [Type= discrete] [Format=character] [Missing=*]**Statistics [NW/ W]** [Valid=189 /-] [Invalid=0 /-]

Value	Label	Cases	Percentage
0		75	39.7%
1		48	25.4%
10		3	1.6%
15		2	1.1%
2		21	11.1%
20		2	1.1%
3		17	9.0%
4		12	6.3%
5		4	2.1%
6		3	1.6%
7		1	0.5%
8		1	0.5%

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.

q11_2: 貴公司從業人員年資6-10年

Information [Type= discrete] [Format=character] [Missing=*]**Statistics [NW/ W]** [Valid=175 /-] [Invalid=0 /-]

File : data2015_3

q11_2: 貴公司從業人員年資6-10年

Value	Label	Cases	Percentage
0		77	44.0%
1		29	16.6%
10		3	1.7%
15		1	0.6%
2		27	15.4%
3		11	6.3%
4		9	5.1%
5		14	8.0%
6		2	1.1%
8		2	1.1%

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.

q11_3: 貴公司從業人員年資11-20年

Value	Label	Cases	Percentage
0		80	45.2%
1		47	26.6%
10		1	0.6%
2		25	14.1%
3		12	6.8%
4		6	3.4%
5		3	1.7%
6		1	0.6%
7		2	1.1%

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.

q11_4: 貴公司從業人員年資20年以上

Value	Label	Cases	Percentage
0		64	28.4%
1		91	40.4%
2		40	17.8%
3		12	5.3%
30		1	0.4%
4		9	4.0%
5		4	1.8%
6		2	0.9%
7		1	0.4%
8		1	0.4%

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

q12: 請問您(貴工作室/公司)2015年主力商品價格為：

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

File : data2015_3

q12: 請問您(貴工作室/公司)2015 年主力商品價格為 :

Statistics [NW/ W] [Valid=292 /-] [Invalid=52 /-]

Value	Label	Cases	Percentage
1	500元以下	47	16.1%
2	501-1000元	48	16.4%
3	1001元-3000元	61	20.9%
4	3001元-5000元	35	12.0%
5	5001元-8000元	16	5.5%
6	8001元以上	85	29.1%
Sysmiss		52	

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

q13_1_1: 請問您(貴工作室/公司)2015 年材料來源為何?(可複選)(國內)

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

Statistics [NW/ W] [Valid=129 /-] [Invalid=215 /-]

Value	Label	Cases	Percentage
1	國內現成材	128	99.2%
2	國內素材再加工	1	0.8%
3	國外現成材	0	
4	國外素材再加工	0	
5	其他	0	
Sysmiss		215	

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

q13_1_2: 請問您(貴工作室/公司)2015 年材料來源為何?(可複選)(國內)

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

Statistics [NW/ W] [Valid=184 /-] [Invalid=160 /-]

Value	Label	Cases	Percentage
1	國內現成材	0	
2	國內素材再加工	184	100.0%
3	國外現成材	0	
4	國外素材再加工	0	
5	其他	0	
Sysmiss		160	

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

q13_2_1: 請問您(貴工作室/公司)2015 年材料來源為何?(可複選)(國外)

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

Statistics [NW/ W] [Valid=52 /-] [Invalid=292 /-]

Value	Label	Cases	Percentage
1	國內現成材	0	
2	國內素材再加工	0	
3	國外現成材	52	100.0%
4	國外素材再加工	0	
5	其他	0	
Sysmiss		292	

File : data2015_3

q13_2_1: 請問您(貴工作室/公司)2015 年材料來源為何?(可複選)(國外)

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

q13_2_2: 請問您(貴工作室/公司)2015 年材料來源為何?(可複選)(國外)

Information [Type= discrete] [Format=numeric] [Range= 1-5] [Missing=*]**Statistics [NW/ W]** [Valid=52 /-] [Invalid=292 /-]

Value	Label	Cases	Percentage
1	國內現成材	0	
2	國內素材再加工	0	
3	國外現成材	0	
4	國外素材再加工	52	100.0%
5	其他	0	
Sysmiss		292	

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

q13_3: 請問您(貴工作室/公司)2015 年材料來源為何?(可複選)(其他)

Information [Type= discrete] [Format=numeric] [Range= 1-5] [Missing=*]**Statistics [NW/ W]** [Valid=8 /-] [Invalid=336 /-]

Value	Label	Cases	Percentage
1	國內現成材	0	
2	國內素材再加工	0	
3	國外現成材	0	
4	國外素材再加工	0	
5	其他	8	100.0%
Sysmiss		336	

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

q13o: 請問您(貴工作室/公司)2015 年材料國內外來源比例為何?

Information [Type= discrete] [Format=character] [Missing=*]**Statistics [NW/ W]** [Valid=8 /-] [Invalid=0 /-]

Value	Label	Cases	Percentage
不清楚		2	25.0%
合作		1	12.5%
在地		1	12.5%
客戶提供再加工		1	12.5%
就地取材 部落種植的香蕉		1	12.5%
廢棄陶冶		1	12.5%
自主種植石塊檢拾		1	12.5%

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

q14_1: 請問您(貴工作室/公司)2015 年工藝產品之製造地為何?(可複選)

Information [Type= discrete] [Format=numeric] [Range= 1-2] [Missing=*]**Statistics [NW/ W]** [Valid=314 /-] [Invalid=30 /-]

Value	Label	Cases	Percentage
1	國內	314	100.0%

File : data2015_3

q14_1: 請問您(貴工作室/公司)2015 年工藝產品之製造地為何?(可複選)

Value	Label	Cases	Percentage
2	國外	0	
Sysmiss		30	

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

q14_2: 請問您(貴工作室/公司)2015 年工藝產品之製造地為何?(可複選)

Information	[Type= discrete] [Format=numeric] [Range= 1-2] [Missing=*]
Statistics [NW/ W]	[Valid=66 /-] [Invalid=278 /-]

Value	Label	Cases	Percentage
1	國內	66	100.0%
2	國外	0	
Sysmiss		278	

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

q14o1: 請問您(貴工作室/公司)2015年工藝產品之製造地為何?(其他1)

Information		[Type= discrete] [Format=character] [Missing=*]	
Statistics [NW/ W]		[Valid=314 /-] [Invalid=0 /-]	
Value	Label	Cases	Percentage
三義		4	1.3%
三義鄉		1	0.3%
三重		2	0.6%
不一定		1	0.3%
不便透露		40	12.7%
不清楚		2	0.6%
不知		2	0.6%
中部		4	1.3%
全台灣		2	0.6%
北中南		5	1.6%
北部桃園		1	0.3%
南庄鄉		1	0.3%
南投		10	3.2%
南投竹山		2	0.6%
南投縣		1	0.3%
南投縣竹山		1	0.3%
南透縣竹山鎮		1	0.3%
南部		1	0.3%
台中		9	2.9%
台中、台南		1	0.3%
台中中區		2	0.6%
台中台北		1	0.3%
台中市		3	1.0%
台中市中山區		1	0.3%
台中市豐原區		1	0.3%
台中新竹		1	0.3%
台中烏日		1	0.3%
台北		9	2.9%
台北 台南 台中		1	0.3%
台北、台中、高雄		1	0.3%
台北、新竹		1	0.3%
台北台中		1	0.3%
台北市		2	0.6%
台北市、屏東		1	0.3%
台北市大同區		1	0.3%
台北市高雄花蓮		1	0.3%
台北高		1	0.3%
台南		2	0.6%
台南中西區		2	0.6%
台南北區		2	0.6%
台南安南區		1	0.3%

q14o1: 請問您(貴工作室/公司)2015年工藝產品之製造地為何?(其他1)

Value	Label	Cases	Percentage
台南市		1	0.3%
台南市中正區		1	0.3%
台南市中西		2	0.6%
台南市中西區		2	0.6%
台南市北區		1	0.3%
台南市南區		2	0.6%
台南市安定區		2	0.6%
台南市西區		1	0.3%
台南東區		1	0.3%
台南麻豆		1	0.3%
台東		1	0.3%
台東 台北		1	0.3%
台東北部		1	0.3%
台東卑南		1	0.3%
台東成功		2	0.6%
台灣		3	1.0%
吉安鄉		2	0.6%
嘉義		1	0.3%
嘉義市		2	0.6%
嘉義縣		1	0.3%
嘉義縣竹崎		1	0.3%
嘉義縣竹鄉		1	0.3%
嘉義苗栗		1	0.3%
回收再利用玻璃		1	0.3%
大安區		1	0.3%
大樹區		1	0.3%
大甲.鶯歌		1	0.3%
娥媚鄉		1	0.3%
宜蘭縣壯圍鄉		1	0.3%
屏東縣		1	0.3%
屏東縣新園鄉		1	0.3%
工作室		1	0.3%
希望開發業讓客人知道		1	0.3%
平鎮區		1	0.3%
彰化		1	0.3%
彰化二水鄉		2	0.6%
彰化及高雄		1	0.3%
彰化縣埔心鄉		1	0.3%
彰化縣鹿港鎮		1	0.3%
彰化鹿港鎮		2	0.6%
新北市		8	2.5%
新北市 樹林區		1	0.3%
新北市土城區		1	0.3%
新北市新莊		1	0.3%

q14o1: 請問您(貴工作室/公司)2015年工藝產品之製造地為何?(其他1)

Value	Label	Cases	Percentage
	新北市新莊區	1	0.3%
	新北市樹林區	1	0.3%
	新北市鶯歌	2	0.6%
	新北市鶯歌區	1	0.3%
	新店	1	0.3%
	新竹	6	1.9%
	新竹市	5	1.6%
	新竹市東區	1	0.3%
	新竹縣峨眉鄉	1	0.3%
	新莊	1	0.3%
	旗津區	1	0.3%
	日本	1	0.3%
	東區	2	0.6%
	桃園	7	2.2%
	桃園八德區	1	0.3%
	梧棲	1	0.3%
	每縣都有	1	0.3%
	水里	1	0.3%
	永和	1	0.3%
	淡水	2	0.6%
	澎湖	1	0.3%
	烏來	1	0.3%
	現成再加工	1	0.3%
	白河	2	0.6%
	石頭	1	0.3%
	礁溪	1	0.3%
	竹北區	1	0.3%
	竹山	7	2.2%
	竹山鎮	5	1.6%
	竹崎鄉	1	0.3%
	自己	1	0.3%
	自己生產	2	0.6%
	花蓮	10	3.2%
	花蓮縣	4	1.3%
	苗栗	5	1.6%
	苗栗 鶯歌	1	0.3%
	苗栗.桃園.鶯歌釉料.	1	0.3%
	苗栗公館	1	0.3%
	苗栗縣南庄	1	0.3%
	苗栗縣頭屋鄉	1	0.3%
	草屯鎮	1	0.3%
	豐原區	2	0.6%
	達仁鄉	1	0.3%
	釉料桃園油漆 桃園	1	0.3%

q14o1: 請問您(貴工作室/公司)2015 年工藝產品之製造地為何?(其他1)

Value	Label	Cases	Percentage
雲林		1	0.3%
雲林縣		1	0.3%
高雄		3	1.0%
高雄、台中、台南		1	0.3%
高雄三民區		1	0.3%
高雄前金區		1	0.3%
高雄市		2	0.6%
高雄市三民區		1	0.3%
高雄市美濃		1	0.3%
高雄花蓮		1	0.3%
鳳山區		1	0.3%
鶯歌		8	2.5%
鶯歌, 新北市		1	0.3%
鶯歌區		5	1.6%
鶯歌南投		1	0.3%
鶯歌, 南投, 清水, 苗栗等		1	0.3%
鹿港		1	0.3%
鹿港鎮		1	0.3%
鹿谷鄉		1	0.3%
龍潭		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.

q14o2: 請問您(貴工作室/公司)2015 年工藝產品之製造地為何?(其他2)

Value	Label	Cases	Percentage
不便透露		1	1.5%
世界各地都有		1	1.5%
中國		2	3.0%
中國山東自設工廠		1	1.5%
中東、墨西哥		1	1.5%
北京		1	1.5%
印度		1	1.5%
大陸		11	16.7%
大陸及日本		1	1.5%
大陸, 部分加工		1	1.5%
宜興		1	1.5%
寮國		2	3.0%
忘了		1	1.5%
日本		11	16.7%
日本 中國		1	1.5%
日本, 美國		1	1.5%
日本、大陸		1	1.5%

q14o2: 請問您(貴工作室/公司)2015年工藝產品之製造地為何?(其他2)

Value	Label	Cases	Percentage
日本、美國、 中國		1	1.5%
日本、韓國		1	1.5%
日本美國		1	1.5%
東南亞 印度		1	1.5%
歐洲、日本、 法國		1	1.5%
歐洲及法國		1	1.5%
歐美		1	1.5%
歐美周		1	1.5%
法國、義大利		1	1.5%
法國、西班牙、 義大利、美國、 日本		1	1.5%
澳洲 日本 越南		1	1.5%
瑞士		1	1.5%
福州		1	1.5%
美國		8	12.1%
美國 印度		1	1.5%
美國 日本		1	1.5%
美國、日本、 義大利		1	1.5%
義大利		1	1.5%
菲律賓		1	1.5%
越南		1	1.5%

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.

q15: 請問您(貴工作室/公司)2015年是否有跨業合作?

Information	[Type= discrete] [Format=numeric] [Range= 1-2] [Missing=*]
Statistics [NW/ W]	[Valid=260 /-] [Invalid=84 /-]

Value	Label	Cases	Percentage
1	是	125	48.1%
2	否	135	51.9%
Sysmiss		84	

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

q15_1_1: 請問您(貴工作室/公司)2015年跨業合作對象(複選)

Information	[Type= discrete] [Format=numeric] [Range= 1-2] [Missing=*]
Statistics [NW/ W]	[Valid=86 /-] [Invalid=258 /-]

Value	Label	Cases	Percentage
1	國內人士或業者	85	98.8%
2	國外人士或業者	1	1.2%
Sysmiss		258	

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

q15_1_2: 請問您(貴工作室/公司)2015年跨業合作對象(複選)

Information	[Type= discrete] [Format=numeric] [Range= 1-2] [Missing=*]
Statistics [NW/ W]	[Valid=13 /-] [Invalid=331 /-]

q15_1_2: 請問您(貴工作室/公司)2015 年跨業合作對象(複選)

Value	Label	Cases	Percentage
1	國內人士或業者	2	15.4%
2	國外人士或業者	11	84.6%
Sysmiss		331	

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

q15_2_1: 請問您(貴工作室/公司)2015 年跨業合作領域(複選)

Information	[Type= discrete] [Format=numeric] [Range= 1-6] [Missing=*]
Statistics [NW/ W]	[Valid=80 /-] [Invalid=264 /-]

Value	Label	Cases	Percentage
1	教學	80	100.0%
2	材料研發	0	
3	創作設計	0	
4	製作流程	0	
5	行銷	0	
6	其他	0	
Sysmiss		264	

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

q15_2_2: 請問您(貴工作室/公司)2015 年跨業合作領域(複選)

Information	[Type= discrete] [Format=numeric] [Range= 1-6] [Missing=*]
Statistics [NW/ W]	[Valid=23 /-] [Invalid=321 /-]

Value	Label	Cases	Percentage
1	教學	0	
2	材料研發	23	100.0%
3	創作設計	0	
4	製作流程	0	
5	行銷	0	
6	其他	0	
Sysmiss		321	

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

q15_2_3: 請問您(貴工作室/公司)2015 年跨業合作領域(複選)

Information	[Type= discrete] [Format=numeric] [Range= 1-6] [Missing=*]
Statistics [NW/ W]	[Valid=99 /-] [Invalid=245 /-]

Value	Label	Cases	Percentage
1	教學	0	
2	材料研發	0	
3	創作設計	99	100.0%
4	製作流程	0	
5	行銷	0	
6	其他	0	
Sysmiss		245	

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

q15_2_4: 請問您(貴工作室/公司)2015 年跨業合作領域(複選)

Information	[Type= discrete] [Format=numeric] [Range= 1-6] [Missing=*]
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q15_2_4: 請問您(貴工作室/公司)2015 年跨業合作領域(複選)

Statistics [NW/ W] [Valid=72 /-] [Invalid=272 /-]

Value	Label	Cases	Percentage
1	教學	0	
2	材料研發	0	
3	創作設計	0	
4	製作流程	72	100.0%
5	行銷	0	
6	其他	0	
Sysmiss		272	

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

q15_2_5: 請問您(貴工作室/公司)2015 年跨業合作領域(複選)

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

Statistics [NW/ W] [Valid=27 /-] [Invalid=317 /-]

Value	Label	Cases	Percentage
1	教學	0	
2	材料研發	0	
3	創作設計	0	
4	製作流程	0	
5	行銷	27	100.0%
6	其他	0	
Sysmiss		317	

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

q15_2_60: 請問您(貴工作室/公司)2015 年跨業合作領域: 其他

Information [Type= discrete] [Format=character] [Missing=*]

Statistics [NW/ W] [Valid=5 /-] [Invalid=0 /-]

Value	Label	Cases	Percentage
1.代工		1	20.0%
1場地布置		1	20.0%
合作社		1	20.0%
寄售		1	20.0%
布莊		1	20.0%

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.

q16: 以您(貴工作室/公司)2015 年的主力產品為例, 利潤率約為?

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

Statistics [NW/ W] [Valid=267 /-] [Invalid=77 /-]

Value	Label	Cases	Percentage
1	10%以下	47	17.6%
2	11%-20%	70	26.2%
3	21%-30%	64	24.0%
4	31%-40%	31	11.6%
5	41%-50%	15	5.6%
6	51%以上	16	6.0%
7	不清楚	24	9.0%
Sysmiss		77	

q16: 以您(貴工作室/公司)2015 年的主力產品為例, 利潤率約為?

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

q17_1_1: 請問您(貴工作室/公司)2015年經營國內市場時, 所採用之通路為何?(複選)

Information [Type= discrete] [Format=numeric] [Range= 1-24] [Missing=*]

Statistics [NW/ W] [Valid=344 /-] [Invalid=0 /-]

Value	Label	Cases	Percentage
1	內-自營之工藝坊/銷售據點	290	84.3%
2	內-非自營之工藝坊(寄售)	12	3.5%
3	內-禮品商/經銷商/代理商	7	2.0%
4	內-電子商務(網站,社群媒體等)	7	2.0%
5	內-商展或展覽	4	1.2%
6	內-私人收藏家	5	1.5%
7	內-一般企業機構	3	0.9%
8	內-博物館/美術館商店	2	0.6%
9	內-政府及相關公營事業之展售據點	4	1.2%
10	內-創意市集	0	
11	內-其他	6	1.7%
12	內-無從事產品銷售	4	1.2%
13	外-自營之工藝坊/銷售據點	0	
14	外-非自營之工藝坊(寄售)	0	
15	外-禮品商/經銷商/代理商	0	
16	外-電子商務(網站,社群媒體等)	0	
17	外-商展或展覽	0	
18	外-私人收藏家	0	
19	外-一般企業機構	0	
20	外-博物館/美術館商店	0	
21	外-政府及相關公營事業之展售據點	0	
22	外-創意市集	0	
23	外-其他	0	
24	外-無從事產品銷售	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.

q17_1_2: 請問您(貴工作室/公司)2015年經營國內市場時, 所採用之通路為何?(複選)

Information [Type= discrete] [Format=numeric] [Range= 1-24] [Missing=*]

Statistics [NW/ W] [Valid=229 /-] [Invalid=115 /-]

Value	Label	Cases	Percentage
1	內-自營之工藝坊/銷售據點	1	0.4%
2	內-非自營之工藝坊(寄售)	50	21.8%
3	內-禮品商/經銷商/代理商	20	8.7%
4	內-電子商務(網站,社群媒體等)	58	25.3%
5	內-商展或展覽	29	12.7%
6	內-私人收藏家	29	12.7%
7	內-一般企業機構	7	3.1%
8	內-博物館/美術館商店	6	2.6%
9	內-政府及相關公營事業之展售據點	19	8.3%
10	內-創意市集	6	2.6%
11	內-其他	3	1.3%

q17_1_2: 請問您(貴工作室/公司)2015年經營國內市場時, 所採用之通路為何?(複選)

Value	Label	Cases	Percentage
12	內-無從事產品銷售	1	0.4%
13	外-自營之工藝坊/銷售據點	0	
14	外-非自營之工藝坊(寄售)	0	
15	外-禮品商/經銷商/代理商	0	
16	外-電子商務(網站,社群媒體等)	0	
17	外-商展或展覽	0	
18	外-私人收藏家	0	
19	外-一般企業機構	0	
20	外-博物館/美術館商店	0	
21	外-政府及相關公營事業之展售據點	0	
22	外-創意市集	0	
23	外-其他	0	
24	外-無從事產品銷售	0	
Sysmiss		115	

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

q17_1_3: 請問您(貴工作室/公司)2015年經營國內市場時, 所採用之通路為何?(複選)

Information	[Type= discrete] [Format=numeric] [Range= 1-24] [Missing=*]
Statistics [NW/ W]	[Valid=140 /-] [Invalid=204 /-]

Value	Label	Cases	Percentage
1	內-自營之工藝坊/銷售據點	0	
2	內-非自營之工藝坊(寄售)	0	
3	內-禮品商/經銷商/代理商	10	7.1%
4	內-電子商務(網站,社群媒體等)	27	19.3%
5	內-商展或展覽	26	18.6%
6	內-私人收藏家	35	25.0%
7	內-一般企業機構	6	4.3%
8	內-博物館/美術館商店	4	2.9%
9	內-政府及相關公營事業之展售據點	15	10.7%
10	內-創意市集	15	10.7%
11	內-其他	2	1.4%
12	內-無從事產品銷售	0	
13	外-自營之工藝坊/銷售據點	0	
14	外-非自營之工藝坊(寄售)	0	
15	外-禮品商/經銷商/代理商	0	
16	外-電子商務(網站,社群媒體等)	0	
17	外-商展或展覽	0	
18	外-私人收藏家	0	
19	外-一般企業機構	0	
20	外-博物館/美術館商店	0	
21	外-政府及相關公營事業之展售據點	0	
22	外-創意市集	0	
23	外-其他	0	
24	外-無從事產品銷售	0	
Sysmiss		204	

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

q17_1_4: 請問您(貴工作室/公司)2015年經營國內市場時, 所採用之通路為何?(複選)

Information	[Type= discrete] [Format=numeric] [Range= 1-24] [Missing=*]
Statistics [NW/ W]	[Valid=86 /-] [Invalid=258 /-]

Value	Label	Cases	Percentage
1	內-自營之工藝坊/銷售據點	0	
2	內-非自營之工藝坊(寄售)	0	
3	內-禮品商/經銷商/代理商	0	
4	內-電子商務(網站,社群媒體等)	6	7.0%
5	內-商展或展覽	13	15.1%
6	內-私人收藏家	20	23.3%
7	內-一般企業機構	14	16.3%
8	內-博物館/美術館商店	11	12.8%
9	內-政府及相關公營事業之展售據點	8	9.3%
10	內-創意市集	12	14.0%
11	內-其他	2	2.3%
12	內-無從事產品銷售	0	
13	外-自營之工藝坊/銷售據點	0	
14	外-非自營之工藝坊(寄售)	0	
15	外-禮品商/經銷商/代理商	0	
16	外-電子商務(網站,社群媒體等)	0	
17	外-商展或展覽	0	
18	外-私人收藏家	0	
19	外-一般企業機構	0	
20	外-博物館/美術館商店	0	
21	外-政府及相關公營事業之展售據點	0	
22	外-創意市集	0	
23	外-其他	0	
24	外-無從事產品銷售	0	
Sysmiss		258	

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

q17_1_5: 請問您(貴工作室/公司)2015年經營國內市場時, 所採用之通路為何?(複選)

Information	[Type= discrete] [Format=numeric] [Range= 1-24] [Missing=*]
Statistics [NW/ W]	[Valid=52 /-] [Invalid=292 /-]

Value	Label	Cases	Percentage
1	內-自營之工藝坊/銷售據點	0	
2	內-非自營之工藝坊(寄售)	0	
3	內-禮品商/經銷商/代理商	0	
4	內-電子商務(網站,社群媒體等)	0	
5	內-商展或展覽	1	1.9%
6	內-私人收藏家	8	15.4%
7	內-一般企業機構	13	25.0%
8	內-博物館/美術館商店	8	15.4%
9	內-政府及相關公營事業之展售據點	15	28.8%
10	內-創意市集	5	9.6%
11	內-其他	2	3.8%
12	內-無從事產品銷售	0	

q17_1_5: 請問您(貴工作室/公司)2015年經營國內市場時, 所採用之通路為何?(複選)

Value	Label	Cases	Percentage
13	外-自營之工藝坊/銷售據點	0	
14	外-非自營之工藝坊(寄售)	0	
15	外-禮品商/經銷商/代理商	0	
16	外-電子商務(網站,社群媒體等)	0	
17	外-商展或展覽	0	
18	外-私人收藏家	0	
19	外-一般企業機構	0	
20	外-博物館/美術館商店	0	
21	外-政府及相關公營事業之展售據點	0	
22	外-創意市集	0	
23	外-其他	0	
24	外-無從事產品銷售	0	
Sysmiss		292	

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

q17_1_6: 請問您(貴工作室/公司)2015年經營國內市場時, 所採用之通路為何?(複選)

Information	[Type= discrete] [Format=numeric] [Range= 1-24] [Missing=*]
Statistics [NW/ W]	[Valid=31 /-] [Invalid=313 /-]

Value	Label	Cases	Percentage
1	內-自營之工藝坊/銷售據點	0	
2	內-非自營之工藝坊(寄售)	0	
3	內-禮品商/經銷商/代理商	0	
4	內-電子商務(網站,社群媒體等)	0	
5	內-商展或展覽	0	
6	內-私人收藏家	1	3.2%
7	內-一般企業機構	5	16.1%
8	內-博物館/美術館商店	2	6.5%
9	內-政府及相關公營事業之展售據點	15	48.4%
10	內-創意市集	8	25.8%
11	內-其他	0	
12	內-無從事產品銷售	0	
13	外-自營之工藝坊/銷售據點	0	
14	外-非自營之工藝坊(寄售)	0	
15	外-禮品商/經銷商/代理商	0	
16	外-電子商務(網站,社群媒體等)	0	
17	外-商展或展覽	0	
18	外-私人收藏家	0	
19	外-一般企業機構	0	
20	外-博物館/美術館商店	0	
21	外-政府及相關公營事業之展售據點	0	
22	外-創意市集	0	
23	外-其他	0	
24	外-無從事產品銷售	0	
Sysmiss		313	

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

q17_1_7: 請問您(貴工作室/公司)2015年經營國內市場時, 所採用之通路為何?(複選)

Information	[Type= discrete] [Format=numeric] [Range= 1-24] [Missing=*]
Statistics [NW/ W]	[Valid=13 /-] [Invalid=331 /-]

Value	Label	Cases	Percentage
1	內-自營之工藝坊/銷售據點	0	
2	內-非自營之工藝坊(寄售)	0	
3	內-禮品商/經銷商/代理商	0	
4	內-電子商務(網站,社群媒體等)	0	
5	內-商展或展覽	0	
6	內-私人收藏家	0	
7	內-一般企業機構	0	
8	內-博物館/美術館商店	2	15.4%
9	內-政府及相關公營事業之展售據點	3	23.1%
10	內-創意市集	6	46.2%
11	內-其他	2	15.4%
12	內-無從事產品銷售	0	
13	外-自營之工藝坊/銷售據點	0	
14	外-非自營之工藝坊(寄售)	0	
15	外-禮品商/經銷商/代理商	0	
16	外-電子商務(網站,社群媒體等)	0	
17	外-商展或展覽	0	
18	外-私人收藏家	0	
19	外-一般企業機構	0	
20	外-博物館/美術館商店	0	
21	外-政府及相關公營事業之展售據點	0	
22	外-創意市集	0	
23	外-其他	0	
24	外-無從事產品銷售	0	
Sysmiss		331	

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

q17_1_8: 請問您(貴工作室/公司)2015年經營國內市場時, 所採用之通路為何?(複選)

Information	[Type= discrete] [Format=numeric] [Range= 1-24] [Missing=*]
Statistics [NW/ W]	[Valid=5 /-] [Invalid=339 /-]

Value	Label	Cases	Percentage
1	內-自營之工藝坊/銷售據點	0	
2	內-非自營之工藝坊(寄售)	0	
3	內-禮品商/經銷商/代理商	0	
4	內-電子商務(網站,社群媒體等)	0	
5	內-商展或展覽	0	
6	內-私人收藏家	0	
7	內-一般企業機構	0	
8	內-博物館/美術館商店	0	
9	內-政府及相關公營事業之展售據點	2	40.0%
10	內-創意市集	2	40.0%
11	內-其他	0	
12	內-無從事產品銷售	1	20.0%

q17_1_8: 請問您(貴工作室/公司)2015年經營國內市場時, 所採用之通路為何?(複選)

Value	Label	Cases	Percentage
13	外-自營之工藝坊/銷售據點	0	
14	外-非自營之工藝坊(寄售)	0	
15	外-禮品商/經銷商/代理商	0	
16	外-電子商務(網站,社群媒體等)	0	
17	外-商展或展覽	0	
18	外-私人收藏家	0	
19	外-一般企業機構	0	
20	外-博物館/美術館商店	0	
21	外-政府及相關公營事業之展售據點	0	
22	外-創意市集	0	
23	外-其他	0	
24	外-無從事產品銷售	0	
Sysmiss		339	

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

q17_1_9: 請問您(貴工作室/公司)2015年經營國內市場時, 所採用之通路為何?(複選)

Information	[Type= continuous] [Format=numeric] [Range= 1-24] [Missing=*]
Statistics [NW/ W]	[Valid=1 /-] [Invalid=343 /-]

Value	Label	Cases	Percentage
1	內-自營之工藝坊/銷售據點	0	
2	內-非自營之工藝坊(寄售)	0	
3	內-禮品商/經銷商/代理商	0	
4	內-電子商務(網站,社群媒體等)	0	
5	內-商展或展覽	0	
6	內-私人收藏家	0	
7	內-一般企業機構	0	
8	內-博物館/美術館商店	0	
9	內-政府及相關公營事業之展售據點	0	
10	內-創意市集	1	100.0%
11	內-其他	0	
12	內-無從事產品銷售	0	
13	外-自營之工藝坊/銷售據點	0	
14	外-非自營之工藝坊(寄售)	0	
15	外-禮品商/經銷商/代理商	0	
16	外-電子商務(網站,社群媒體等)	0	
17	外-商展或展覽	0	
18	外-私人收藏家	0	
19	外-一般企業機構	0	
20	外-博物館/美術館商店	0	
21	外-政府及相關公營事業之展售據點	0	
22	外-創意市集	0	
23	外-其他	0	
24	外-無從事產品銷售	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.

q17_1o: 請問您(貴工作室/公司)2015年經營國內市場時, 所採用之通路為何?其他

Information	[Type= discrete] [Format=character] [Missing=*]		
Statistics [NW/ W]	[Valid=15 /-] [Invalid=0 /-]		
Value	Label	Cases	Percentage
0		10	66.7%
代工		1	6.7%
寺廟		1	6.7%
廟宇		1	6.7%
廟會		1	6.7%
祭典用		1	6.7%

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.

q17_2_1: 請問您(貴工作室/公司)2015年經營國外市場時, 所採用之通路為何?(複選)

Information	[Type= discrete] [Format=numeric] [Range= 1-12] [Missing=*]		
Statistics [NW/ W]	[Valid=303 /-] [Invalid=41 /-]		
Value	Label	Cases	Percentage
1	外-自營之工藝坊/銷售據點	18	5.9%
2	外-非自營之工藝坊(寄售)	7	2.3%
3	外-禮品商/經銷商/代理商	10	3.3%
4	外-電子商務(網站,社群媒體等)	6	2.0%
5	外-商展或展覽	12	4.0%
6	外-私人收藏家	8	2.6%
7	外-一般企業機構	1	0.3%
8	外-博物館/美術館商店	0	
9	外-政府及相關公營事業之展售據點	2	0.7%
10	外-創意市集	0	
11	外-其他	8	2.6%
12	外-無從事產品銷售	231	76.2%
Sysmiss		41	

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

q17_2_2: 請問您(貴工作室/公司)2015年經營國外市場時, 所採用之通路為何?(複選)

Information	[Type= discrete] [Format=numeric] [Range= 1-12] [Missing=*]		
Statistics [NW/ W]	[Valid=29 /-] [Invalid=315 /-]		
Value	Label	Cases	Percentage
1	外-自營之工藝坊/銷售據點	0	
2	外-非自營之工藝坊(寄售)	4	13.8%
3	外-禮品商/經銷商/代理商	3	10.3%
4	外-電子商務(網站,社群媒體等)	2	6.9%
5	外-商展或展覽	7	24.1%
6	外-私人收藏家	7	24.1%
7	外-一般企業機構	2	6.9%
8	外-博物館/美術館商店	2	6.9%
9	外-政府及相關公營事業之展售據點	1	3.4%
10	外-創意市集	0	
11	外-其他	1	3.4%
12	外-無從事產品銷售	0	

# q17_2_2: 請問您(貴工作室/公司)2015年經營國外市場時, 所採用之通路為何?(複選)			
Value	Label	Cases	Percentage
System		315	
<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>			
# q17_2_3: 請問您(貴工作室/公司)2015年經營國外市場時, 所採用之通路為何?(複選)			
Information		[Type= discrete] [Format=numeric] [Range= 1-12] [Missing=*]	
Statistics [NW/ W]		[Valid=13 /-] [Invalid=331 /-]	
Value	Label	Cases	Percentage
1	外-自營之工藝坊/銷售據點	0	
2	外-非自營之工藝坊(寄售)	0	
3	外-禮品商/經銷商/代理商	1	7.7%
4	外-電子商務(網站,社群媒體等)	1	7.7%
5	外-商展或展覽	2	15.4%
6	外-私人收藏家	5	38.5%
7	外-一般企業機構	4	30.8%
8	外-博物館/美術館商店	0	
9	外-政府及相關公營事業之展售據點	0	
10	外-創意市集	0	
11	外-其他	0	
12	外-無從事產品銷售	0	
System		331	
<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>			
# q17_2_4: 請問您(貴工作室/公司)2015年經營國外市場時, 所採用之通路為何?(複選)			
Information		[Type= discrete] [Format=numeric] [Range= 1-12] [Missing=*]	
Statistics [NW/ W]		[Valid=9 /-] [Invalid=335 /-]	
Value	Label	Cases	Percentage
1	外-自營之工藝坊/銷售據點	0	
2	外-非自營之工藝坊(寄售)	0	
3	外-禮品商/經銷商/代理商	0	
4	外-電子商務(網站,社群媒體等)	1	11.1%
5	外-商展或展覽	1	11.1%
6	外-私人收藏家	1	11.1%
7	外-一般企業機構	2	22.2%
8	外-博物館/美術館商店	2	22.2%
9	外-政府及相關公營事業之展售據點	1	11.1%
10	外-創意市集	0	
11	外-其他	1	11.1%
12	外-無從事產品銷售	0	
System		335	
<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>			
# q17_2_5: 請問您(貴工作室/公司)2015年經營國外市場時, 所採用之通路為何?(複選)			
Information		[Type= discrete] [Format=numeric] [Range= 1-12] [Missing=*]	
Statistics [NW/ W]		[Valid=5 /-] [Invalid=339 /-]	
Value	Label	Cases	Percentage
1	外-自營之工藝坊/銷售據點	0	

q17_2_5: 請問您(貴工作室/公司)2015年經營國外市場時, 所採用之通路為何?(複選)

Value	Label	Cases	Percentage
2	外-非自營之工藝坊(寄售)	0	
3	外-禮品商/經銷商/代理商	0	
4	外-電子商務(網站,社群媒體等)	0	
5	外-商展或展覽	1	20.0%
6	外-私人收藏家	1	20.0%
7	外-一般企業機構	0	
8	外-博物館/美術館商店	0	
9	外-政府及相關公營事業之展售據點	1	20.0%
10	外-創意市集	2	40.0%
11	外-其他	0	
12	外-無從事產品銷售	0	
Systemmiss		339	

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

q17_2_6: 請問您(貴工作室/公司)2015年經營國外市場時, 所採用之通路為何?(複選)

Information	[Type= discrete] [Format=numeric] [Range= 1-12] [Missing=*]
Statistics [NW/ W]	[Valid=3 /-] [Invalid=341 /-]

Value	Label	Cases	Percentage
1	外-自營之工藝坊/銷售據點	0	
2	外-非自營之工藝坊(寄售)	0	
3	外-禮品商/經銷商/代理商	0	
4	外-電子商務(網站,社群媒體等)	0	
5	外-商展或展覽	0	
6	外-私人收藏家	0	
7	外-一般企業機構	2	66.7%
8	外-博物館/美術館商店	0	
9	外-政府及相關公營事業之展售據點	0	
10	外-創意市集	0	
11	外-其他	1	33.3%
12	外-無從事產品銷售	0	
Systemmiss		341	

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

q17_2_7: 請問您(貴工作室/公司)2015年經營國外市場時, 所採用之通路為何?(複選)

Information	[Type= discrete] [Format=numeric] [Range= 1-12] [Missing=*]
Statistics [NW/ W]	[Valid=1 /-] [Invalid=343 /-]

Value	Label	Cases	Percentage
1	外-自營之工藝坊/銷售據點	0	
2	外-非自營之工藝坊(寄售)	0	
3	外-禮品商/經銷商/代理商	0	
4	外-電子商務(網站,社群媒體等)	0	
5	外-商展或展覽	0	
6	外-私人收藏家	0	
7	外-一般企業機構	0	
8	外-博物館/美術館商店	1	100.0%
9	外-政府及相關公營事業之展售據點	0	

q17_2_7: 請問您(貴工作室/公司)2015年經營國外市場時, 所採用之通路為何?(複選)

Value	Label	Cases	Percentage
10	外-創意市集	0	
11	外-其他	0	
12	外-無從事產品銷售	0	
Sysmiss		343	

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

q17_2_8: 請問您(貴工作室/公司)2015年經營國外市場時, 所採用之通路為何?(複選)

Information	[Type= discrete] [Format=numeric] [Range= 1-12] [Missing=*]
Statistics [NW/ W]	[Valid=1 /-] [Invalid=343 /-]

Value	Label	Cases	Percentage
1	外-自營之工藝坊/銷售據點	0	
2	外-非自營之工藝坊(寄售)	0	
3	外-禮品商/經銷商/代理商	0	
4	外-電子商務(網站,社群媒體等)	0	
5	外-商展或展覽	0	
6	外-私人收藏家	0	
7	外-一般企業機構	0	
8	外-博物館/美術館商店	0	
9	外-政府及相關公營事業之展售據點	1	100.0%
10	外-創意市集	0	
11	外-其他	0	
12	外-無從事產品銷售	0	
Sysmiss		343	

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

q17_2_9: 請問您(貴工作室/公司)2015年經營國外市場時, 所採用之通路為何?(複選)

Information	[Type= continuous] [Format=numeric] [Range= 1-12] [Missing=*]
Statistics [NW/ W]	[Valid=1 /-] [Invalid=343 /-]

Value	Label	Cases	Percentage
1	外-自營之工藝坊/銷售據點	0	
2	外-非自營之工藝坊(寄售)	0	
3	外-禮品商/經銷商/代理商	0	
4	外-電子商務(網站,社群媒體等)	0	
5	外-商展或展覽	0	
6	外-私人收藏家	0	
7	外-一般企業機構	0	
8	外-博物館/美術館商店	0	
9	外-政府及相關公營事業之展售據點	0	
10	外-創意市集	1	100.0%
11	外-其他	0	
12	外-無從事產品銷售	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.

q17_2o: 請問您(貴工作室/公司)2015年經營國外市場時, 所採用之通路為何?其他

Information	[Type= discrete] [Format=character] [Missing=*]
Statistics [NW/ W]	[Valid=5 /-] [Invalid=0 /-]

q17_2o: 請問您(貴工作室/公司)2015年經營國外市場時, 所採用之通路為何?其他

Value	Label	Cases	Percentage
交流展		1	20.0%
學校		1	20.0%
批發		1	20.0%
日本		1	20.0%
法國、大陸、瑞典		1	20.0%

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.

q18: 請問您(貴工作室/公司)2015年有無使用電子商務輔助經營?

Information	[Type= discrete] [Format=numeric] [Range= 1-2] [Missing=*]
Statistics [NW/ W]	[Valid=344 /-] [Invalid=0 /-]

Value	Label	Cases	Percentage
1	有	148	43.0%
2	無	196	57.0%

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.

q18_1: 請問您(貴工作室/公司)2015年使用電子商務類型(複選)

Information	[Type= discrete] [Format=numeric] [Range= 1-5] [Missing=*]
Statistics [NW/ W]	[Valid=46 /-] [Invalid=298 /-]

Value	Label	Cases	Percentage
1	自有官方網站	24	52.2%
2	國內網路購物平台	6	13.0%
3	社群媒體	15	32.6%
4	國外網路購物平台	0	
5	其他	1	2.2%
Sysmiss		298	

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

q18_2: 請問您(貴工作室/公司)2015年使用電子商務類型(複選)

Information	[Type= discrete] [Format=numeric] [Range= 1-5] [Missing=*]
Statistics [NW/ W]	[Valid=15 /-] [Invalid=329 /-]

Value	Label	Cases	Percentage
1	自有官方網站	0	
2	國內網路購物平台	6	40.0%
3	社群媒體	7	46.7%
4	國外網路購物平台	1	6.7%
5	其他	1	6.7%
Sysmiss		329	

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

q18_3: 請問您(貴工作室/公司)2015年使用電子商務類型(複選)

Information	[Type= discrete] [Format=numeric] [Range= 1-5] [Missing=*]
Statistics [NW/ W]	[Valid=3 /-] [Invalid=341 /-]

Value	Label	Cases	Percentage
1	自有官方網站	0	
2	國內網路購物平台	0	

# q18_3: 請問您(貴工作室/公司)2015年使用電子商務類型(複選)			
Value	Label	Cases	Percentage
3	社群媒體	3	100.0%
4	國外網路購物平台	0	
5	其他	0	
Sysmiss		341	
<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>			
# q18_4: 請問您(貴工作室/公司)2015年使用電子商務類型(複選)			
Information		[Type= discrete] [Format=numeric] [Range= 1-5] [Missing=*]	
Statistics [NW/ W]		[Valid=1 /-] [Invalid=343 /-]	
Value	Label	Cases	Percentage
1	自有官方網站	0	
2	國內網路購物平台	0	
3	社群媒體	0	
4	國外網路購物平台	1	100.0%
5	其他	0	
Sysmiss		343	
<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>			
# q18o: 請問您(貴工作室/公司)2015年使用電子商務類型:其他			
Information		[Type= discrete] [Format=character] [Missing=*]	
Statistics [NW/ W]		[Valid=2 /-] [Invalid=0 /-]	
Value	Label	Cases	Percentage
代理商		1	50.0%
政府		1	50.0%
<i>Warning: these figures indicate the number of cases found in the data file. They cannot be interpreted as summary statistics of the population of interest.</i>			
# q19_1: 請問您(貴工作室/公司)認為哪一種電子商務平台對吸引客群或增加營收的影響效果較佳?(複選)			
Information		[Type= discrete] [Format=numeric] [Range= 1-5] [Missing=*]	
Statistics [NW/ W]		[Valid=155 /-] [Invalid=189 /-]	
Value	Label	Cases	Percentage
1	自有官方網站	47	30.3%
2	國內網購平台(如 PChome 商店街, Yahoo! 奇摩購物中心, 博客來 Pinko)	59	38.1%
3	社群媒體(如 Facebook)	43	27.7%
4	國外網路購物平台(如淘寶網, 天貓, Amazon, eBay 等)	2	1.3%
5	其他	4	2.6%
Sysmiss		189	
<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>			
# q19_2: 請問您(貴工作室/公司)認為哪一種電子商務平台對吸引客群或增加營收的影響效果較佳?(複選)			
Information		[Type= discrete] [Format=numeric] [Range= 1-5] [Missing=*]	
Statistics [NW/ W]		[Valid=29 /-] [Invalid=315 /-]	
Value	Label	Cases	Percentage
1	自有官方網站	0	
2	國內網購平台(如 PChome 商店街, Yahoo! 奇摩購物中心, 博客來 Pinko)	6	20.7%
3	社群媒體(如 Facebook)	21	72.4%

q19_2: 請問您(貴工作室/公司)認為哪一種電子商務平台對吸引客群或增加營收的影響效果較佳?(複選)

Value	Label	Cases	Percentage
4	國外網路購物平台(如淘寶網,天貓,Amazon,eBay等)	1	3.4%
5	其他	1	3.4%
Sysmiss		315	

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

q19_3: 請問您(貴工作室/公司)認為哪一種電子商務平台對吸引客群或增加營收的影響效果較佳?(複選)

Information	[Type= discrete] [Format=numeric] [Range= 1-5] [Missing=*]
Statistics [NW/ W]	[Valid=7 /-] [Invalid=337 /-]

Value	Label	Cases	Percentage
1	自有官方網站	0	
2	國內網購平台(如 PChome 商店街,Yahoo! 奇摩購物中心, 博客來 Pinko)	0	
3	社群媒體(如 Facebook)	5	71.4%
4	國外網路購物平台(如淘寶網,天貓,Amazon,eBay等)	0	
5	其他	2	28.6%
Sysmiss		337	

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

q19_4: 請問您(貴工作室/公司)認為哪一種電子商務平台對吸引客群或增加營收的影響效果較佳?(複選)

Information	[Type= discrete] [Format=numeric] [Range= 1-5] [Missing=*]
Statistics [NW/ W]	[Valid=3 /-] [Invalid=341 /-]

Value	Label	Cases	Percentage
1	自有官方網站	0	
2	國內網購平台(如 PChome 商店街,Yahoo! 奇摩購物中心, 博客來 Pinko)	0	
3	社群媒體(如 Facebook)	0	
4	國外網路購物平台(如淘寶網,天貓,Amazon,eBay等)	3	100.0%
5	其他	0	
Sysmiss		341	

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

q19_5: 請問您(貴工作室/公司)認為哪一種電子商務平台對吸引客群或增加營收的影響效果較佳?(複選)

Information	[Type= discrete] [Format=numeric] [Range= 1-5] [Missing=*]
Statistics [NW/ W]	[Valid=0 /-] [Invalid=344 /-]

Value	Label	Cases	Percentage
1	自有官方網站	0	
2	國內網購平台(如 PChome 商店街,Yahoo! 奇摩購物中心, 博客來 Pinko)	0	
3	社群媒體(如 Facebook)	0	
4	國外網路購物平台(如淘寶網,天貓,Amazon,eBay等)	0	
5	其他	0	
Sysmiss		344	

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

q19o: 請問您(貴工作室/公司)認為哪一種電子商務平台對吸引客群或增加營收的影響效果較佳?其他

Information	[Type= discrete] [Format=character] [Missing=*]
Statistics [NW/ W]	[Valid=5 /-] [Invalid=0 /-]

q19o: 請問您(貴工作室/公司)認為哪一種電子商務平台對吸引客群或增加營收的影響效果較佳?其他

Value	Label	Cases	Percentage
全國藝術網		1	20.0%
沒有		1	20.0%
聯合網站		1	20.0%
部落格		1	20.0%
需要尋求幫忙, 破解官網密碼		1	20.0%

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.

q20_1: 請問您(貴工作室/公司)未使用電子商務輔助經營之考量因素?(可複選)

Information	[Type= discrete] [Format=numeric] [Range= 1-6] [Missing=*]
Statistics [NW/ W]	[Valid=190 /-] [Invalid=154 /-]

Value	Label	Cases	Percentage
1	認為無幫助	69	36.3%
2	網站架設困難	40	21.1%
3	網站維護困難	7	3.7%
4	成本過高	4	2.1%
5	商品特性不適合	52	27.4%
6	其他	18	9.5%
Sysmiss		154	

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

q20_2: 請問您(貴工作室/公司)未使用電子商務輔助經營之考量因素?(可複選)

Information	[Type= discrete] [Format=numeric] [Range= 1-6] [Missing=*]
Statistics [NW/ W]	[Valid=46 /-] [Invalid=298 /-]

Value	Label	Cases	Percentage
1	認為無幫助	0	
2	網站架設困難	7	15.2%
3	網站維護困難	27	58.7%
4	成本過高	0	
5	商品特性不適合	8	17.4%
6	其他	4	8.7%
Sysmiss		298	

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

q20_3: 請問您(貴工作室/公司)未使用電子商務輔助經營之考量因素?(可複選)

Information	[Type= discrete] [Format=numeric] [Range= 1-6] [Missing=*]
Statistics [NW/ W]	[Valid=11 /-] [Invalid=333 /-]

Value	Label	Cases	Percentage
1	認為無幫助	0	
2	網站架設困難	0	
3	網站維護困難	5	45.5%
4	成本過高	3	27.3%
5	商品特性不適合	3	27.3%
6	其他	0	
Sysmiss		333	

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

# q20_4: 請問您(貴工作室/公司)未使用電子商務輔助經營之考量因素?(可複選)			
Information		[Type= discrete] [Format=numeric] [Range= 1-6] [Missing=*]	
Statistics [NW/ W]		[Valid=5 /-] [Invalid=339 /-]	
Value	Label	Cases	Percentage
1	認為無幫助	0	
2	網站架設困難	0	
3	網站維護困難	0	
4	成本過高	3	60.0%
5	商品特性不適合	2	40.0%
6	其他	0	
Sysmiss		339	
<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>			
# q20_5: 請問您(貴工作室/公司)未使用電子商務輔助經營之考量因素?(可複選)			
Information		[Type= discrete] [Format=numeric] [Range= 1-6] [Missing=*]	
Statistics [NW/ W]		[Valid=1 /-] [Invalid=343 /-]	
Value	Label	Cases	Percentage
1	認為無幫助	0	
2	網站架設困難	0	
3	網站維護困難	0	
4	成本過高	0	
5	商品特性不適合	1	100.0%
6	其他	0	
Sysmiss		343	
<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>			
# q20o: 請問您(貴工作室/公司)未使用電子商務輔助經營之考量因素?其他			
Information		[Type= discrete] [Format=character] [Missing=*]	
Statistics [NW/ W]		[Valid=19 /-] [Invalid=0 /-]	
Value	Label	Cases	Percentage
	不必須	1	5.3%
	不會用網路	1	5.3%
	不會用電腦	4	21.1%
	不需要	2	10.5%
	人力不足	1	5.3%
	太忙	2	10.5%
	少量	1	5.3%
	成本過高	1	5.3%
	景氣不佳, 銷路不好	1	5.3%
	沒時間	1	5.3%
	透過網路, 無法展現特色	1	5.3%
	運送商品易壞	1	5.3%
	部會用	1	5.3%
	量少, 人力不足	1	5.3%
<i>Warning: these figures indicate the number of cases found in the data file. They cannot be interpreted as summary statistics of the population of interest.</i>			

# q21: 貴公司是否具備規模生產?			
Information		[Type= discrete] [Format=numeric] [Range= 1-2] [Missing=*]	
Statistics [NW/ W]		[Valid=72 /-] [Invalid=272 /-]	
Value	Label	Cases	Percentage
1	是	16	22.2%
2	否	56	77.8%
Sysmiss		272	
<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>			
# q21o: 貴公司可接受的訂單規模為?			
Information		[Type= discrete] [Format=character] [Missing=*]	
Statistics [NW/ W]		[Valid=16 /-] [Invalid=0 /-]	
Value	Label	Cases	Percentage
1		5	31.2%
2		8	50.0%
3		3	18.8%
<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>			
# q21_1: 不具備規模生產的原因為?(可複選)			
Information		[Type= discrete] [Format=numeric] [Range= 1-5] [Missing=*]	
Statistics [NW/ W]		[Valid=23 /-] [Invalid=321 /-]	
Value	Label	Cases	Percentage
1	缺乏資金	0	
2	市場導向不同	18	78.3%
3	需要設計與開發	3	13.0%
4	需要營銷與企業培訓	1	4.3%
5	其他	1	4.3%
Sysmiss		321	
<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>			
# q21_2: 不具備規模生產的原因為?(可複選)			
Information		[Type= discrete] [Format=numeric] [Range= 1-5] [Missing=*]	
Statistics [NW/ W]		[Valid=3 /-] [Invalid=341 /-]	
Value	Label	Cases	Percentage
1	缺乏資金	0	
2	市場導向不同	0	
3	需要設計與開發	3	100.0%
4	需要營銷與企業培訓	0	
5	其他	0	
Sysmiss		341	
<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>			
# q21_3: 不具備規模生產的原因為?(可複選)			
Information		[Type= discrete] [Format=numeric] [Range= 1-5] [Missing=*]	
Statistics [NW/ W]		[Valid=0 /-] [Invalid=344 /-]	
Value	Label	Cases	Percentage
1	缺乏資金	0	
2	市場導向不同	0	

q21_3: 不具備規模生產的原因為?(可複選)

Value	Label	Cases	Percentage
3	需要設計與開發	0	
4	需要營銷與企業培訓	0	
5	其他	0	
System		344	

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

q21_10: 不具備規模生產的原因為?其他

Information	[Type= discrete] [Format=character] [Missing=*]
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Statistics [NW/ W]	[Valid=1 /-] [Invalid=0 /-]
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Value	Label	Cases	Percentage
受限於材料與製作人力不足		1	100.0%

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.

q22_1: 貴公司完成規模生產的方式為?(可複選)

Information	[Type= discrete] [Format=numeric] [Range= 1-4] [Missing=*]
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Statistics [NW/ W]	[Valid=155 /-] [Invalid=189 /-]
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Value	Label	Cases	Percentage
1	自行設廠	84	54.2%
2	委外代工	26	16.8%
3	聯合生產(同業合作)	10	6.5%
4	其他	35	22.6%
System		189	

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

q22_2: 貴公司完成規模生產的方式為?(可複選)

Information	[Type= discrete] [Format=numeric] [Range= 1-4] [Missing=*]
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Statistics [NW/ W]	[Valid=19 /-] [Invalid=325 /-]
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Value	Label	Cases	Percentage
1	自行設廠	0	
2	委外代工	11	57.9%
3	聯合生產(同業合作)	5	26.3%
4	其他	3	15.8%
System		325	

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

q22_3: 貴公司完成規模生產的方式為?(可複選)

Information	[Type= discrete] [Format=numeric] [Range= 1-4] [Missing=*]
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Statistics [NW/ W]	[Valid=3 /-] [Invalid=341 /-]
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Value	Label	Cases	Percentage
1	自行設廠	0	
2	委外代工	0	
3	聯合生產(同業合作)	2	66.7%
4	其他	1	33.3%
System		341	

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

# q22o: 貴公司完成規模生產的方式為?其他			
Information		[Type= discrete] [Format=character] [Missing=*]	
Statistics [NW/ W]		[Valid=38 /-] [Invalid=0 /-]	
Value	Label	Cases	Percentage
DIY		1	2.6%
手作		25	65.8%
沒有		1	2.6%
自行創作		4	10.5%
自行製作		6	15.8%
自製		1	2.6%
<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>			
# q23: 貴公司主要產品價格帶為?			
Information		[Type= discrete] [Format=numeric] [Range= 1-5] [Missing=*]	
Statistics [NW/ W]		[Valid=187 /-] [Invalid=157 /-]	
Value	Label	Cases	Percentage
1	100元以下	5	2.7%
2	100-500元	22	11.8%
3	501-2000元	68	36.4%
4	2001-5000元	42	22.5%
5	5001元以上	50	26.7%
Sysmiss		157	
<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>			
# q24: 請問您(貴工作室/公司)2015年獲利情形?			
Information		[Type= discrete] [Format=numeric] [Range= 1-3] [Missing=*]	
Statistics [NW/ W]		[Valid=189 /-] [Invalid=155 /-]	
Value	Label	Cases	Percentage
1	獲利	84	44.4%
2	虧損	35	18.5%
3	損益兩平	70	37.0%
Sysmiss		155	
<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>			
# q25_1: 請問您(貴工作室/公司)2015年之營業概況?(收入)			
Information		[Type= discrete] [Format=numeric] [Range= 1-8] [Missing=*]	
Statistics [NW/ W]		[Valid=84 /-] [Invalid=260 /-]	
Value	Label	Cases	Percentage
1	200000元以下	17	20.2%
2	200001-400000元	13	15.5%
3	400001-600000元	12	14.3%
4	600001-800000元	7	8.3%
5	800001-1000000元	8	9.5%
6	1000001-5000000元	12	14.3%
7	5000001-10000000元	6	7.1%
8	100000001元以上	9	10.7%
Sysmiss		260	
<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>			

# q25_1_1: 收入相較2014年增減			
Information		[Type= discrete] [Format=numeric] [Range= 1-3] [Missing=*]	
Statistics [NW/ W]		[Valid=160 /-] [Invalid=184 /-]	
Value	Label	Cases	Percentage
1	增加	49	30.6%
2	減少	47	29.4%
3	持平	64	40.0%
Sysmiss		184	
<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>			
# q25_2: 請問您(貴工作室/公司)2015年之營業概況?(支出)			
Information		[Type= discrete] [Format=numeric] [Range= 1-8] [Missing=*]	
Statistics [NW/ W]		[Valid=68 /-] [Invalid=276 /-]	
Value	Label	Cases	Percentage
1	200000元以下	21	30.9%
2	200001-400000元	12	17.6%
3	400001-600000元	8	11.8%
4	600001-800000元	6	8.8%
5	800001-1000000元	3	4.4%
6	1000001-5000000元	11	16.2%
7	5000001-10000000元	4	5.9%
8	100000001元以上	3	4.4%
Sysmiss		276	
<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>			
# q25_2_2: 支出相較2014年增減			
Information		[Type= discrete] [Format=numeric] [Range= 1-3] [Missing=*]	
Statistics [NW/ W]		[Valid=138 /-] [Invalid=206 /-]	
Value	Label	Cases	Percentage
1	增加	35	25.4%
2	減少	23	16.7%
3	持平	80	58.0%
Sysmiss		206	
<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>			
# q26_1: 請問您(貴工作室/公司)2015年的經營成本結構為何?(可複選)			
Information		[Type= discrete] [Format=numeric] [Range= 1-8] [Missing=*]	
Statistics [NW/ W]		[Valid=332 /-] [Invalid=12 /-]	
Value	Label	Cases	Percentage
1	材料成本	239	72.0%
2	人力成本	73	22.0%
3	硬體設備	4	1.2%
4	設計成本	3	0.9%
5	研發成本	1	0.3%
6	行銷成本	5	1.5%
7	資金成本	3	0.9%
8	其他	4	1.2%

# q26_1: 請問您(貴工作室/公司)2015年的經營成本結構為何?(可複選)			
Value	Label	Cases	Percentage
Sysmiss		12	
<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>			
# q26_2: 請問您(貴工作室/公司)2015年的經營成本結構為何?(可複選)			
Information		[Type= discrete] [Format=numeric] [Range= 1-8] [Missing=*]	
Statistics [NW/ W]		[Valid=194 /-] [Invalid=150 /-]	
Value	Label	Cases	Percentage
1	材料成本	0	
2	人力成本	153	78.9%
3	硬體設備	20	10.3%
4	設計成本	5	2.6%
5	研發成本	6	3.1%
6	行銷成本	5	2.6%
7	資金成本	3	1.5%
8	其他	2	1.0%
Sysmiss		150	
<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>			
# q26_3: 請問您(貴工作室/公司)2015年的經營成本結構為何?(可複選)			
Information		[Type= discrete] [Format=numeric] [Range= 1-8] [Missing=*]	
Statistics [NW/ W]		[Valid=105 /-] [Invalid=239 /-]	
Value	Label	Cases	Percentage
1	材料成本	0	
2	人力成本	0	
3	硬體設備	65	61.9%
4	設計成本	10	9.5%
5	研發成本	7	6.7%
6	行銷成本	15	14.3%
7	資金成本	8	7.6%
8	其他	0	
Sysmiss		239	
<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>			
# q26_4: 請問您(貴工作室/公司)2015年的經營成本結構為何?(可複選)			
Information		[Type= discrete] [Format=numeric] [Range= 1-8] [Missing=*]	
Statistics [NW/ W]		[Valid=70 /-] [Invalid=274 /-]	
Value	Label	Cases	Percentage
1	材料成本	0	
2	人力成本	0	
3	硬體設備	0	
4	設計成本	20	28.6%
5	研發成本	12	17.1%
6	行銷成本	24	34.3%
7	資金成本	13	18.6%
8	其他	1	1.4%
Sysmiss		274	

# q26_4: 請問您(貴工作室/公司)2015年的經營成本結構為何?(可複選)			
<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>			
# q26_5: 請問您(貴工作室/公司)2015年的經營成本結構為何?(可複選)			
Information		[Type= discrete] [Format=numeric] [Range= 1-8] [Missing=*]	
Statistics [NW/ W]		[Valid=34 /-] [Invalid=310 /-]	
Value	Label	Cases	Percentage
1	材料成本	0	
2	人力成本	0	
3	硬體設備	0	
4	設計成本	0	
5	研發成本	12	35.3%
6	行銷成本	12	35.3%
7	資金成本	9	26.5%
8	其他	1	2.9%
Sysmiss		310	
<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>			
# q26_6: 請問您(貴工作室/公司)2015年的經營成本結構為何?(可複選)			
Information		[Type= discrete] [Format=numeric] [Range= 1-8] [Missing=*]	
Statistics [NW/ W]		[Valid=17 /-] [Invalid=327 /-]	
Value	Label	Cases	Percentage
1	材料成本	0	
2	人力成本	0	
3	硬體設備	0	
4	設計成本	0	
5	研發成本	0	
6	行銷成本	11	64.7%
7	資金成本	6	35.3%
8	其他	0	
Sysmiss		327	
<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>			
# q26_7: 請問您(貴工作室/公司)2015年的經營成本結構為何?(可複選)			
Information		[Type= discrete] [Format=numeric] [Range= 1-8] [Missing=*]	
Statistics [NW/ W]		[Valid=10 /-] [Invalid=334 /-]	
Value	Label	Cases	Percentage
1	材料成本	0	
2	人力成本	0	
3	硬體設備	0	
4	設計成本	0	
5	研發成本	0	
6	行銷成本	0	
7	資金成本	10	100.0%
8	其他	0	
Sysmiss		334	
<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>			

q26o: 請問您(貴工作室/公司)2015年的經營成本結構為何?其他

Information	[Type= discrete] [Format=character] [Missing=*]
Statistics [NW/ W]	[Valid=9 /-] [Invalid=0 /-]

Value	Label	Cases	Percentage
合金		1	11.1%
布莊		1	11.1%
房租		2	22.2%
租金		1	11.1%
租金成本		1	11.1%
維護成本		1	11.1%
纖維		1	11.1%
購買商品		1	11.1%

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

q27_1: 請問您(貴工作室/公司)2015年的投資資金來源為?(可複選)

Information	[Type= discrete] [Format=numeric] [Range= 1-8] [Missing=*]
Statistics [NW/ W]	[Valid=330 /-] [Invalid=14 /-]

Value	Label	Cases	Percentage
1	自有資金	319	96.7%
2	他人出資	1	0.3%
3	股東合資	3	0.9%
4	親友借貸	0	
5	自行銀行融資	4	1.2%
6	政府優惠貸款	0	
7	政府補助	0	
8	其他	3	0.9%
Sysmiss		14	

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

q27_2: 請問您(貴工作室/公司)2015年的投資資金來源為?(可複選)

Information	[Type= discrete] [Format=numeric] [Range= 1-8] [Missing=*]
Statistics [NW/ W]	[Valid=20 /-] [Invalid=324 /-]

Value	Label	Cases	Percentage
1	自有資金	0	
2	他人出資	0	
3	股東合資	7	35.0%
4	親友借貸	4	20.0%
5	自行銀行融資	5	25.0%
6	政府優惠貸款	0	
7	政府補助	4	20.0%
8	其他	0	
Sysmiss		324	

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

q27_3: 請問您(貴工作室/公司)2015年的投資資金來源為?(可複選)

Information	[Type= discrete] [Format=numeric] [Range= 1-8] [Missing=*]
Statistics [NW/ W]	[Valid=7 /-] [Invalid=337 /-]

q27_3: 請問您(貴工作室/公司)2015 年的投資資金來源為?(可複選)

Value	Label	Cases	Percentage
1	自有資金	0	
2	他人出資	0	
3	股東合資	0	
4	親友借貸	0	
5	自行銀行融資	5	71.4%
6	政府優惠貸款	1	14.3%
7	政府補助	1	14.3%
8	其他	0	
Sysmiss		337	

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

q27_4: 請問您(貴工作室/公司)2015 年的投資資金來源為?(可複選)

Information	[Type= discrete] [Format=numeric] [Range= 1-8] [Missing=*]
Statistics [NW/ W]	[Valid=1 /-] [Invalid=343 /-]

Value	Label	Cases	Percentage
1	自有資金	0	
2	他人出資	0	
3	股東合資	0	
4	親友借貸	0	
5	自行銀行融資	0	
6	政府優惠貸款	1	100.0%
7	政府補助	0	
8	其他	0	
Sysmiss		343	

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

q27o: 請問您(貴工作室/公司)2015 年的投資資金來源為?其他

Information	[Type= discrete] [Format=character] [Missing=*]
Statistics [NW/ W]	[Valid=3 /-] [Invalid=0 /-]

Value	Label	Cases	Percentage
代工		1	33.3%
無法告知		1	33.3%
社區產業		1	33.3%

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

q28_1: 請問您(貴工作室/公司)2015 年投資概況, 以及預期未來三年投資狀況預期

Information	[Type= discrete] [Format=numeric] [Range= 1-7] [Missing=*]
Statistics [NW/ W]	[Valid=261 /-] [Invalid=83 /-]

Value	Label	Cases	Percentage
1	設備投資	259	99.2%
2	研發投資	0	
3	人力培訓	2	0.8%
4	品牌行銷投資	0	
5	電子商務投資	0	
6	跨業結盟#業外投資	0	
7	其他	0	

# q28_1: 請問您(貴工作室/公司)2015年投資概況, 以及預期未來三年投資狀況預期			
Value	Label	Cases	Percentage
Sysmiss		83	
<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>			
# q28_1o: 預期未來三年投資概況			
Information	[Type= discrete] [Format=numeric] [Range= 1-3] [Missing=*]		
Statistics [NW/ W]	[Valid=292 /-] [Invalid=52 /-]		
Value	Label	Cases	Percentage
1	增加	68	23.3%
2	減少	9	3.1%
3	維持現狀	215	73.6%
Sysmiss		52	
<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>			
# q28_2: 請問您(貴工作室/公司)2015年投資概況, 以及預期未來三年投資狀況預期			
Information	[Type= discrete] [Format=numeric] [Range= 1-7] [Missing=*]		
Statistics [NW/ W]	[Valid=260 /-] [Invalid=84 /-]		
Value	Label	Cases	Percentage
1	設備投資	0	
2	研發投資	258	99.2%
3	人力培訓	2	0.8%
4	品牌行銷投資	0	
5	電子商務投資	0	
6	跨業結盟#業外投資	0	
7	其他	0	
Sysmiss		84	
<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>			
# q28_2o: 預期未來三年投資概況			
Information	[Type= discrete] [Format=numeric] [Range= 1-3] [Missing=*]		
Statistics [NW/ W]	[Valid=290 /-] [Invalid=54 /-]		
Value	Label	Cases	Percentage
1	增加	69	23.8%
2	減少	8	2.8%
3	維持現狀	213	73.4%
Sysmiss		54	
<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>			
# q28_3: 請問您(貴工作室/公司)2015年投資概況, 以及預期未來三年投資狀況預期			
Information	[Type= discrete] [Format=numeric] [Range= 1-7] [Missing=*]		
Statistics [NW/ W]	[Valid=254 /-] [Invalid=90 /-]		
Value	Label	Cases	Percentage
1	設備投資	0	
2	研發投資	0	
3	人力培訓	254	100.0%
4	品牌行銷投資	0	
5	電子商務投資	0	

q28_3: 請問您(貴工作室/公司)2015 年投資概況, 以及預期未來三年投資狀況預期

Value	Label	Cases	Percentage
6	跨業結盟#業外投資	0	
7	其他	0	
Systemmiss		90	

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

q28_3o: 預期未來三年投資概況

Information	[Type= discrete] [Format=numeric] [Range= 1-3] [Missing=*]
Statistics [NW/ W]	[Valid=288 /-] [Invalid=56 /-]

Value	Label	Cases	Percentage
1	增加	62	21.5%
2	減少	10	3.5%
3	維持現狀	216	75.0%
Systemmiss		56	

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

q28_4: 請問您(貴工作室/公司)2015 年投資概況, 以及預期未來三年投資狀況預期

Information	[Type= discrete] [Format=numeric] [Range= 1-7] [Missing=*]
Statistics [NW/ W]	[Valid=249 /-] [Invalid=95 /-]

Value	Label	Cases	Percentage
1	設備投資	0	
2	研發投資	0	
3	人力培訓	1	0.4%
4	品牌行銷投資	248	99.6%
5	電子商務投資	0	
6	跨業結盟#業外投資	0	
7	其他	0	
Systemmiss		95	

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

q28_4o: 預期未來三年投資概況

Information	[Type= discrete] [Format=numeric] [Range= 1-3] [Missing=*]
Statistics [NW/ W]	[Valid=279 /-] [Invalid=65 /-]

Value	Label	Cases	Percentage
1	增加	73	26.2%
2	減少	4	1.4%
3	維持現狀	202	72.4%
Systemmiss		65	

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

q28_5: 請問您(貴工作室/公司)2015 年投資概況, 以及預期未來三年投資狀況預期

Information	[Type= discrete] [Format=numeric] [Range= 1-7] [Missing=*]
Statistics [NW/ W]	[Valid=230 /-] [Invalid=114 /-]

Value	Label	Cases	Percentage
1	設備投資	0	
2	研發投資	0	
3	人力培訓	1	0.4%

q28_5: 請問您(貴工作室/公司)2015 年投資概況, 以及預期未來三年投資狀況預期

Value	Label	Cases	Percentage
4	品牌行銷投資	0	
5	電子商務投資	229	99.6%
6	跨業結盟#業外投資	0	
7	其他	0	
Sysmiss		114	

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

q28_5o: 預期未來三年投資概況

Information	[Type= discrete] [Format=numeric] [Range= 1-3] [Missing=*]
Statistics [NW/ W]	[Valid=260 /-] [Invalid=84 /-]

Value	Label	Cases	Percentage
1	增加	50	19.2%
2	減少	1	0.4%
3	維持現狀	209	80.4%
Sysmiss		84	

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

q28_6: 請問您(貴工作室/公司)2015 年投資概況, 以及預期未來三年投資狀況預期

Information	[Type= discrete] [Format=numeric] [Range= 1-7] [Missing=*]
Statistics [NW/ W]	[Valid=204 /-] [Invalid=140 /-]

Value	Label	Cases	Percentage
1	設備投資	0	
2	研發投資	0	
3	人力培訓	1	0.5%
4	品牌行銷投資	0	
5	電子商務投資	0	
6	跨業結盟#業外投資	203	99.5%
7	其他	0	
Sysmiss		140	

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

q28_6o: 預期未來三年投資概況

Information	[Type= discrete] [Format=numeric] [Range= 1-3] [Missing=*]
Statistics [NW/ W]	[Valid=231 /-] [Invalid=113 /-]

Value	Label	Cases	Percentage
1	增加	32	13.9%
2	減少	3	1.3%
3	維持現狀	196	84.8%
Sysmiss		113	

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

q28_7: 請問您(貴工作室/公司)2015 年投資概況, 以及預期未來三年投資狀況預期

Information	[Type= discrete] [Format=numeric] [Range= 1-7] [Missing=*]
Statistics [NW/ W]	[Valid=91 /-] [Invalid=253 /-]

Value	Label	Cases	Percentage
1	設備投資	0	

# q28_7: 請問您(貴工作室/公司)2015年投資概況, 以及預期未來三年投資狀況預期			
Value	Label	Cases	Percentage
2	研發投資	0	
3	人力培訓	0	
4	品牌行銷投資	0	
5	電子商務投資	0	
6	跨業結盟#業外投資	0	
7	其他	91	100.0%
Sysmiss		253	
<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>			
# q28_7o: 預期未來三年投資概況			
Information	[Type= discrete] [Format=numeric] [Range= 1-3] [Missing=*]		
Statistics [NW/ W]	[Valid=91 /-] [Invalid=253 /-]		
Value	Label	Cases	Percentage
1	增加	3	3.3%
2	減少	0	
3	維持現狀	88	96.7%
Sysmiss		253	
<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>			
# q29: 貴公司過去一年有無申請專利			
Information	[Type= discrete] [Format=numeric] [Range= 1-2] [Missing=*]		
Statistics [NW/ W]	[Valid=337 /-] [Invalid=7 /-]		
Value	Label	Cases	Percentage
1	無	300	89.0%
2	有	37	11.0%
Sysmiss		7	
<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>			
# q29o: 貴公司過去一年申請專利有幾件?			
Information	[Type= discrete] [Format=character] [Missing=*]		
Statistics [NW/ W]	[Valid=91 /-] [Invalid=0 /-]		
Value	Label	Cases	Percentage
0		68	74.7%
1		6	6.6%
2		7	7.7%
3		4	4.4%
4		2	2.2%
8		1	1.1%
不清楚件數		3	3.3%
<i>Warning: these figures indicate the number of cases found in the data file. They cannot be interpreted as summary statistics of the population of interest.</i>			
# q30: 貴公司目前有效專利為幾件?			
Information	[Type= discrete] [Format=character] [Missing=*]		
Statistics [NW/ W]	[Valid=33 /-] [Invalid=0 /-]		
Value	Label	Cases	Percentage
1		16	48.5%

# q30: 貴公司目前有效專利為幾件?			
Value	Label	Cases	Percentage
10		1	3.0%
12		2	6.1%
2		5	15.2%
20		1	3.0%
3		5	15.2%
5		1	3.0%
不清楚		2	6.1%
<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>			
# q31: 貴公司於2015年有無購買專利或技術			
Information	[Type= discrete] [Format=numeric] [Range= 1-2] [Missing=*]		
Statistics [NW/ W]	[Valid=329 /-] [Invalid=15 /-]		
Value	Label	Cases	Percentage
1	無	322	97.9%
2	有	7	2.1%
Sysmiss		15	
<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>			
# q31o: 貴公司於2015年購買專利或技術幾件?			
Information	[Type= discrete] [Format=character] [Missing=*]		
Statistics [NW/ W]	[Valid=3 /-] [Invalid=0 /-]		
Value	Label	Cases	Percentage
1		1	33.3%
2		1	33.3%
不清楚		1	33.3%
<i>Warning: these figures indicate the number of cases found in the data file. They cannot be interpreted as summary statistics of the population of interest.</i>			
# q32: 貴公司於2015年有無出售專利或技術			
Information	[Type= discrete] [Format=numeric] [Range= 1-2] [Missing=*]		
Statistics [NW/ W]	[Valid=330 /-] [Invalid=14 /-]		
Value	Label	Cases	Percentage
1	無	321	97.3%
2	有	9	2.7%
Sysmiss		14	
<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>			
# q32o: 貴公司於2015年出售專利或技術幾件?			
Information	[Type= discrete] [Format=character] [Missing=*]		
Statistics [NW/ W]	[Valid=2 /-] [Invalid=0 /-]		
Value	Label	Cases	Percentage
不方便說		1	50.0%
不清楚		1	50.0%
<i>Warning: these figures indicate the number of cases found in the data file. They cannot be interpreted as summary statistics of the population of interest.</i>			

q33: 你是否認為擁有專利對公司未來發展是重要的

Information	[Type= discrete] [Format=numeric] [Range= 1-2] [Missing=*]		
Statistics [NW/ W]	[Valid=311 /-] [Invalid=33 /-]		
Value	Label	Cases	Percentage
1	是	115	37.0%
2	否	196	63.0%
Sysmiss		33	

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

q33o: 你是否認為擁有專利對公司未來發展是重要的?為什麼

Information	[Type= discrete] [Format=character] [Missing=*]		
Statistics [NW/ W]	[Valid=147 /-] [Invalid=0 /-]		
Value	Label	Cases	Percentage
NO		1	0.7%
不		1	0.7%
不了解		1	0.7%
不可能每個產品都要登記		1	0.7%
不怕		1	0.7%
不會申請且沒有資金		1	0.7%
不清楚		1	0.7%
不用		3	2.0%
不用專利		1	0.7%
不相信		1	0.7%
不知道		2	1.4%
不適合		3	2.0%
不重		2	1.4%
不重要		3	2.0%
不需要		25	17.0%
不需要主要以手工畫如花朵		1	0.7%
不需要專利		1	0.7%
主要是教材		1	0.7%
交趾陶注重手創		1	0.7%
代工不需要		1	0.7%
仿冒品很多		1	0.7%
作用不大		1	0.7%
保護法令不重視		1	0.7%
個人性區		1	0.7%
傳統文化		1	0.7%
傳統文化無法申請		1	0.7%
別人很容易模仿		2	1.4%
別人模仿就很?版		1	0.7%

q33o: 你是否認為擁有專利對公司未來發展是重要的?為什麼

Value	Label	Cases	Percentage
創新為重		1	0.7%
創自		1	0.7%
否		1	0.7%
品牌		2	1.4%
品牌發展		1	0.7%
商品獨特,申請專利效益不大,且申請專利須成本		1	0.7%
商品都一樣		1	0.7%
商品都做得樣子		1	0.7%
因為仿效的性質		1	0.7%
因為少量生產		1	0.7%
因為是傳統文化		1	0.7%
因為款式稍改變		1	0.7%
因為藝術品		1	0.7%
在台灣不重要		1	0.7%
大家知道手藝的差別		1	0.7%
客戶會申請		1	0.7%
專利VS銷售額並無關聯		1	0.7%
專利不		1	0.7%
專利大貴		1	0.7%
專利申請期間資料公開已有廠商模仿販售		1	0.7%
專利費太貴 收入無法負荷		1	0.7%
工具		1	0.7%
市場變化很大		1	0.7%
年數不久無效益		1	0.7%
很難		1	0.7%
怕有仿效型態		1	0.7%
手作無法量產		2	1.4%
手作雕刻無法量度		1	0.7%
手工世界唯一		1	0.7%
技術		1	0.7%
技術認證比較重要		1	0.7%
抄襲很嚴重		1	0.7%
文化村 傳統文化		1	0.7%
會被仿效		1	0.7%

q33o: 你是否認為擁有專利對公司未來發展是重要的?為什麼

Value	Label	Cases	Percentage
有品牌重要		1	0.7%
有類似仿效		1	0.7%
權力錢		1	0.7%
每個產品皆為單一故無需專利		1	0.7%
沒作用		1	0.7%
沒必要		1	0.7%
沒意見		1	0.7%
沒效果可仿		1	0.7%
沒效益		1	0.7%
沒有效益		2	1.4%
沒有營業性質		1	0.7%
沒用		1	0.7%
沒自創品牌,都是代工而已		1	0.7%
無		4	2.7%
無效益		1	0.7%
無法量產		5	3.4%
無特殊創作		3	2.0%
無需要		1	0.7%
獨特		1	0.7%
生產要有費用		1	0.7%
產品不適合		1	0.7%
產品不需要		1	0.7%
產品性質較不易申請實質幫助的專利		1	0.7%
產品特性非以專利開發市場		1	0.7%
產業特性不需要		1	0.7%
申請專利很難		1	0.7%
申請專利效益不大		1	0.7%
目前不做考慮		1	0.7%
自有品牌		4	2.7%
要自有品牌		1	0.7%
規模小		1	0.7%
覺得不重要		1	0.7%
覺得沒差		1	0.7%
跟別家差異很好		1	0.7%
還是會被抄		1	0.7%
重		1	0.7%
重要		1	0.7%

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.

q34_1: 請問您(貴工作室/公司)2015 年營業收入中的內/外銷比重?(內)

Information	[Type= discrete] [Format=character] [Missing=*]
Statistics [NW/ W]	[Valid=270 /-] [Invalid=0 /-]

Value	Label	Cases	Percentage
1		1	0.4%
10		6	2.2%
100		179	66.3%
100%		3	1.1%
15		1	0.4%
20		6	2.2%
30		1	0.4%
40		2	0.7%
50		9	3.3%
50%		1	0.4%
60		5	1.9%
65		1	0.4%
70		10	3.7%
70%		1	0.4%
80		19	7.0%
800		1	0.4%
85		1	0.4%
90		12	4.4%
95		7	2.6%
95.5		1	0.4%
98		2	0.7%
99		1	0.4%

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

q34_1o: 較2015年內銷收入

Information	[Type= discrete] [Format=numeric] [Range= 1-3] [Missing=*]
Statistics [NW/ W]	[Valid=299 /-] [Invalid=45 /-]

Value	Label	Cases	Percentage
1	增加	82	27.4%
2	減少	45	15.1%
3	維持現狀	172	57.5%
Sysmiss		45	

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

q34_2: 請問您(貴工作室/公司)2015 年營業收入中的內/外銷比重?(外)

Information	[Type= discrete] [Format=character] [Missing=*]
Statistics [NW/ W]	[Valid=90 /-] [Invalid=0 /-]

Value	Label	Cases	Percentage
0		9	10.0%
0.5		1	1.1%
1		3	3.3%
10		13	14.4%
15		2	2.2%

q34_2: 請問您(貴工作室/公司)2015 年營業收入中的內/外銷比重?(外)

Value	Label	Cases	Percentage
2		2	2.2%
20		20	22.2%
30		9	10.0%
30%		1	1.1%
35		1	1.1%
40		3	3.3%
5		10	11.1%
50		6	6.7%
50%		1	1.1%
60		2	2.2%
80		5	5.6%
90		2	2.2%

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.

q34_2o: 較2015年外銷收入

Information	[Type= discrete] [Format=numeric] [Range= 1-3] [Missing=*]		
Statistics [NW/ W]	[Valid=120 /-] [Invalid=224 /-]		
Value	Label	Cases	Percentage
1	增加	32	26.7%
2	減少	14	11.7%
3	維持現狀	74	61.7%
Sysmiss		224	

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

q35_1: 請問您(貴工作室/公司)2015 年產品主要外銷之國家或地區, 國家(1)

Information	[Type= discrete] [Format=character] [Missing=*]		
Statistics [NW/ W]	[Valid=109 /-] [Invalid=0 /-]		
Value	Label	Cases	Percentage
中國		51	46.8%
中國大陸		1	0.9%
加拿大		1	0.9%
北京		1	0.9%
台灣		2	1.8%
大陸		4	3.7%
德國		1	0.9%
新加坡		1	0.9%
日本		24	22.0%
歐洲		3	2.8%
法國		1	0.9%
美國		10	9.2%
越南		1	0.9%
香港		7	6.4%
馬來西亞		1	0.9%

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

# q35_1a: 外銷國家(1)產品主要競爭力			
Information		[Type= discrete] [Format=numeric] [Range= 1-5] [Missing=*]	
Statistics [NW/ W]		[Valid=109 /-] [Invalid=235 /-]	
Value	Label	Cases	Percentage
1	價格	22	20.2%
2	品質	44	40.4%
3	設計	35	32.1%
4	材質	3	2.8%
5	其他	5	4.6%
Sysmiss		235	
<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>			
# q35_1b: 外銷國家(1)產品主要競爭力			
Information		[Type= discrete] [Format=numeric] [Range= 1-5] [Missing=*]	
Statistics [NW/ W]		[Valid=36 /-] [Invalid=308 /-]	
Value	Label	Cases	Percentage
1	價格	0	
2	品質	14	38.9%
3	設計	18	50.0%
4	材質	3	8.3%
5	其他	1	2.8%
Sysmiss		308	
<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>			
# q35_1c: 外銷國家(1)產品主要競爭力			
Information		[Type= discrete] [Format=numeric] [Range= 1-5] [Missing=*]	
Statistics [NW/ W]		[Valid=19 /-] [Invalid=325 /-]	
Value	Label	Cases	Percentage
1	價格	0	
2	品質	0	
3	設計	10	52.6%
4	材質	9	47.4%
5	其他	0	
Sysmiss		325	
<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>			
# q35_1d: 外銷國家(1)產品主要競爭力			
Information		[Type= discrete] [Format=numeric] [Range= 1-5] [Missing=*]	
Statistics [NW/ W]		[Valid=8 /-] [Invalid=336 /-]	
Value	Label	Cases	Percentage
1	價格	0	
2	品質	0	
3	設計	0	
4	材質	8	100.0%
5	其他	0	
Sysmiss		336	
<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>			

# q35_1o: 外銷國家(1)產品主要競爭力:其他			
Information		[Type= discrete] [Format=character] [Missing=*]	
Statistics [NW/ W]		[Valid=3 /-] [Invalid=0 /-]	
Value	Label	Cases	Percentage
創作		1	33.3%
品牌		1	33.3%
技術		1	33.3%
<i>Warning: these figures indicate the number of cases found in the data file. They cannot be interpreted as summary statistics of the population of interest.</i>			
# q35_2: 請問您(貴工作室/公司)2015年產品主要外銷之國家或地區, 國家(2)			
Information		[Type= discrete] [Format=character] [Missing=*]	
Statistics [NW/ W]		[Valid=55 /-] [Invalid=0 /-]	
Value	Label	Cases	Percentage
中國		12	21.8%
加拿大		1	1.8%
南非		1	1.8%
印尼		1	1.8%
大陸		5	9.1%
新加坡		1	1.8%
日本		14	25.5%
東南亞		1	1.8%
法國		2	3.6%
澳洲		1	1.8%
美國		7	12.7%
英國		3	5.5%
菲律賓		1	1.8%
越南		1	1.8%
韓國		2	3.6%
香港		1	1.8%
馬來西亞		1	1.8%
<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>			
# q35_2a: 外銷國家(2)產品主要競爭力			
Information		[Type= discrete] [Format=numeric] [Range= 1-5] [Missing=*]	
Statistics [NW/ W]		[Valid=55 /-] [Invalid=289 /-]	
Value	Label	Cases	Percentage
1	價格	10	18.2%
2	品質	20	36.4%
3	設計	21	38.2%
4	材質	2	3.6%
5	其他	2	3.6%
Sysmiss		289	
<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>			
# q35_2b: 外銷國家(2)產品主要競爭力			
Information		[Type= discrete] [Format=numeric] [Range= 1-5] [Missing=*]	
Statistics [NW/ W]		[Valid=18 /-] [Invalid=326 /-]	

q35_2b: 外銷國家(2)產品主要競爭力

Value	Label	Cases	Percentage
1	價格	0	
2	品質	8	44.4%
3	設計	9	50.0%
4	材質	1	5.6%
5	其他	0	
Sysmiss		326	

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

q35_2c: 外銷國家(2)產品主要競爭力

Information	[Type= discrete] [Format=numeric] [Range= 1-5] [Missing=*]		
Statistics [NW/ W]	[Valid=11 /-] [Invalid=333 /-]		
Value	Label	Cases	Percentage
1	價格	0	
2	品質	0	
3	設計	6	54.5%
4	材質	5	45.5%
5	其他	0	
Sysmiss		333	

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

q35_2d: 外銷國家(2)產品主要競爭力

Information	[Type= discrete] [Format=numeric] [Range= 1-5] [Missing=*]		
Statistics [NW/ W]	[Valid=4 /-] [Invalid=340 /-]		
Value	Label	Cases	Percentage
1	價格	0	
2	品質	0	
3	設計	0	
4	材質	4	100.0%
5	其他	0	
Sysmiss		340	

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

q35_2o: 外銷國家(2)產品主要競爭力:其他

Information	[Type= discrete] [Format=character] [Missing=*]		
Statistics [NW/ W]	[Valid=1 /-] [Invalid=0 /-]		
Value	Label	Cases	Percentage
技術		1	100.0%

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.

q35_3: 請問您(貴工作室/公司)2015年產品主要外銷之國家或地區, 國家(3)

Information	[Type= discrete] [Format=character] [Missing=*]		
Statistics [NW/ W]	[Valid=17 /-] [Invalid=0 /-]		
Value	Label	Cases	Percentage
中國		3	17.6%
新加坡		2	11.8%
日本		2	11.8%

q35_3: 請問您(貴工作室/公司)2015年產品主要外銷之國家或地區, 國家(3)

Value	Label	Cases	Percentage
澳洲		2	11.8%
瑞典		1	5.9%
美國		5	29.4%
馬來西亞		2	11.8%

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.

q35_3a: 外銷國家(3)產品主要競爭力

Information	[Type= discrete] [Format=numeric] [Range= 1-5] [Missing=*]
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Statistics [NW/ W]	[Valid=17 /-] [Invalid=327 /-]
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Value	Label	Cases	Percentage
1	價格	4	23.5%
2	品質	7	41.2%
3	設計	6	35.3%
4	材質	0	
5	其他	0	
Sysmiss		327	

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

q35_3b: 外銷國家(3)產品主要競爭力

Information	[Type= discrete] [Format=numeric] [Range= 1-5] [Missing=*]
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Statistics [NW/ W]	[Valid=5 /-] [Invalid=339 /-]
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Value	Label	Cases	Percentage
1	價格	0	
2	品質	2	40.0%
3	設計	3	60.0%
4	材質	0	
5	其他	0	
Sysmiss		339	

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

q35_3c: 外銷國家(3)產品主要競爭力

Information	[Type= discrete] [Format=numeric] [Range= 1-5] [Missing=*]
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Statistics [NW/ W]	[Valid=5 /-] [Invalid=339 /-]
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Value	Label	Cases	Percentage
1	價格	0	
2	品質	0	
3	設計	2	40.0%
4	材質	3	60.0%
5	其他	0	
Sysmiss		339	

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

q35_3d: 外銷國家(3)產品主要競爭力

Information	[Type= discrete] [Format=numeric] [Range= 1-5] [Missing=*]
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Statistics [NW/ W]	[Valid=1 /-] [Invalid=343 /-]
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q35_3d: 外銷國家(3)產品主要競爭力

Value	Label	Cases	Percentage
1	價格	0	
2	品質	0	
3	設計	0	
4	材質	1	100.0%
5	其他	0	
Sysmiss		343	

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

q35_3e: 外銷國家(3)產品主要競爭力

Information	[Type= discrete] [Format=numeric] [Range= 1-5] [Missing=*]
Statistics [NW/ W]	[Valid=0 /-] [Invalid=344 /-]

Value	Label	Cases	Percentage
1	價格	0	
2	品質	0	
3	設計	0	
4	材質	0	
5	其他	0	
Sysmiss		344	

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

q36_1: 請問您(貴工作室/公司)預估未來三年(2016至 2018 年)整體工藝產業之國內市場需求為何?(國內)

Information	[Type= discrete] [Format=numeric] [Range= 1-3] [Missing=*]
Statistics [NW/ W]	[Valid=290 /-] [Invalid=54 /-]

Value	Label	Cases	Percentage
1	增加	62	21.4%
2	減少	63	21.7%
3	維持現有市場需求	165	56.9%
Sysmiss		54	

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

q36a: 國內需求增加/減少比例

Information	[Type= discrete] [Format=numeric] [Range= 1-9] [Missing=*]
Statistics [NW/ W]	[Valid=86 /-] [Invalid=258 /-]

Value	Label	Cases	Percentage
1	10%以下	15	17.4%
2	11%-20%	36	41.9%
3	21%-30%	18	20.9%
4	31%-40%	3	3.5%
5	41%-50%	9	10.5%
6	51%-60%	3	3.5%
7	61%-70%	0	
8	71%-80%	0	
9	81%以上	2	2.3%
Sysmiss		258	

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

q36_2: 請問您(貴工作室/公司)預估未來三年(2016至 2018 年)整體工藝產業之國外市場需求為何?(國外)

Information [Type= discrete] [Format=numeric] [Range= 1-3] [Missing=*]

Statistics [NW/ W] [Valid=222 /-] [Invalid=122 /-]

Value	Label	Cases	Percentage
1	增加	51	23.0%
2	減少	41	18.5%
3	維持現有市場需求	130	58.6%
Sysmiss		122	

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

q36b: 國外需求增加/減少比例

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

Statistics [NW/ W] [Valid=63 /-] [Invalid=281 /-]

Value	Label	Cases	Percentage
1	10%以下	13	20.6%
2	11%-20%	27	42.9%
3	21%-30%	13	20.6%
4	31%-40%	2	3.2%
5	41%-50%	6	9.5%
6	51%-60%	0	
7	61%-70%	0	
8	71%-80%	1	1.6%
9	81%以上	1	1.6%
Sysmiss		281	

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

q37_1: 請問您(貴工作室/公司)2015 年赴海內外參展(展覽/展售)情形?國內地區

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

Statistics [NW/ W] [Valid=237 /-] [Invalid=107 /-]

Value	Label	Cases	Percentage
1	0次	91	38.4%
2	1-5次	109	46.0%
3	6-10次	18	7.6%
4	11-20次	9	3.8%
5	21-30次	6	2.5%
6	31-40次	3	1.3%
7	41-50次	0	
8	51-100次	0	
9	101次以上	1	0.4%
Sysmiss		107	

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

q37_2: 請問您(貴工作室/公司)2015 年赴海內外參展(展覽/展售)情形?歐美地區

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

Statistics [NW/ W] [Valid=172 /-] [Invalid=172 /-]

Value	Label	Cases	Percentage
1	0次	139	80.8%

q37_2: 請問您(貴工作室/公司)2015年赴海內外參展(展覽/展售)情形?歐美地區

Value	Label	Cases	Percentage
2	1-5次	30	17.4%
3	6-10次	1	0.6%
4	11-20次	1	0.6%
5	21-30次	1	0.6%
6	31-40次	0	
7	41-50次	0	
8	51-100次	0	
9	101次以上	0	
Sysmiss		172	

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

q37_3: 請問您(貴工作室/公司)2015年赴海內外參展(展覽/展售)情形?亞洲地區

Information	[Type= discrete] [Format=numeric] [Range= 1-9] [Missing=*]
Statistics [NW/ W]	[Valid=205 /-] [Invalid=139 /-]

Value	Label	Cases	Percentage
1	0次	118	57.6%
2	1-5次	73	35.6%
3	6-10次	6	2.9%
4	11-20次	6	2.9%
5	21-30次	1	0.5%
6	31-40次	1	0.5%
7	41-50次	0	
8	51-100次	0	
9	101次以上	0	
Sysmiss		139	

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

q37_4: 請問您(貴工作室/公司)2015年赴海內外參展(展覽/展售)情形?其他地區

Information	[Type= discrete] [Format=numeric] [Range= 1-9] [Missing=*]
Statistics [NW/ W]	[Valid=15 /-] [Invalid=329 /-]

Value	Label	Cases	Percentage
1	0次	13	86.7%
2	1-5次	2	13.3%
3	6-10次	0	
4	11-20次	0	
5	21-30次	0	
6	31-40次	0	
7	41-50次	0	
8	51-100次	0	
9	101次以上	0	
Sysmiss		329	

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

q38: 請問貴公司是否知道臺灣工藝研究發展中心每年舉辦「良品美器評鑑」徵選嗎?

Information	[Type= discrete] [Format=numeric] [Range= 1-2] [Missing=*]
Statistics [NW/ W]	[Valid=344 /-] [Invalid=0 /-]

q38: 請問貴公司是否知道臺灣工藝研究發展中心每年舉辦「良品美器評鑑」徵選嗎?

Value	Label	Cases	Percentage
1	知道	240	69.8%
2	不知道	104	30.2%

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.

q38_1: 您會希望收到徵件簡章嗎?如果想收到下年度簡章請留下您的聯絡方式, MAIL或地址, 我們將於來年寄送簡章邀請您參與。

Information	[Type= discrete] [Format=numeric] [Range= 1-2] [Missing=*]
Statistics [NW/ W]	[Valid=0 /-] [Invalid=344 /-]

Value	Label	Cases	Percentage
1	會	0	
2	不會	0	
Sysmiss		344	

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

q39: 請問貴公司曾否送作品參加臺灣工藝研究發展中心「良品美器評鑑」徵選嗎?

Information	[Type= discrete] [Format=numeric] [Range= 1-2] [Missing=*]
Statistics [NW/ W]	[Valid=288 /-] [Invalid=56 /-]

Value	Label	Cases	Percentage
1	不會送件	202	70.1%
2	會送件	86	29.9%
Sysmiss		56	

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

q39o: 參加臺灣工藝研究發展中心「良品美器評鑑」徵選送件年度

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

Value	Label	Cases	Percentage
104		1	100.0%

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.

q39_1: 送件參加良品美器評鑑制度結果?

Information	[Type= discrete] [Format=numeric] [Range= 1-2] [Missing=*]
Statistics [NW/ W]	[Valid=86 /-] [Invalid=258 /-]

Value	Label	Cases	Percentage
1	不會入選	35	40.7%
2	會入選	51	59.3%
Sysmiss		258	

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

q39_2: 曾入選作品2015年度銷售額約多少?

Information	[Type= discrete] [Format=numeric] [Range= 1-8] [Missing=*]
Statistics [NW/ W]	[Valid=6 /-] [Invalid=338 /-]

Value	Label	Cases	Percentage
1	200000元以下	3	50.0%
2	200001-400000元	0	
3	400001-600000元	0	

q39_2: 曾入選作品2015年度銷售額約多少?

Value	Label	Cases	Percentage
4	600001-800000元	2	33.3%
5	800001-1000000元	0	
6	1000001-5000000元	1	16.7%
7	5000001-10000000元	0	
8	100000001元以上	0	
Sysmiss		338	

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

q39_3: 是否對良品美器評鑑有相關建議(有送件回答)?

Information	[Type= discrete] [Format=character] [Missing=*]
Statistics [NW/ W]	[Valid=2 /-] [Invalid=0 /-]

Value	Label	Cases	Percentage
多給舞台多行銷		1	50.0%
希望給通路		1	50.0%

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.

q40: 請問您認為推動優良工藝品認證對工藝產業競爭力是否有幫助?

Information	[Type= discrete] [Format=numeric] [Range= 1-5] [Missing=*]
Statistics [NW/ W]	[Valid=334 /-] [Invalid=10 /-]

Value	Label	Cases	Percentage
1	非常有幫助	41	12.3%
2	有幫助	162	48.5%
3	普通	42	12.6%
4	有點幫助	43	12.9%
5	完全無幫助	46	13.8%
Sysmiss		10	

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

q41: 請問您推動優良工藝品認證對工藝品營業額是否有幫助?

Information	[Type= discrete] [Format=numeric] [Range= 1-5] [Missing=*]
Statistics [NW/ W]	[Valid=329 /-] [Invalid=15 /-]

Value	Label	Cases	Percentage
1	非常有幫助	32	9.7%
2	有幫助	151	45.9%
3	普通	52	15.8%
4	有點幫助	43	13.1%
5	完全無幫助	51	15.5%
Sysmiss		15	

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

q42: 請問您贊同工藝品認證?

Information	[Type= discrete] [Format=numeric] [Range= 1-5] [Missing=*]
Statistics [NW/ W]	[Valid=331 /-] [Invalid=13 /-]

Value	Label	Cases	Percentage
1	非常有幫助	45	13.6%
2	有幫助	148	44.7%

q42: 請問您贊同工藝品認證?

Value	Label	Cases	Percentage
3	普通	52	15.7%
4	有點幫助	41	12.4%
5	完全無幫助	45	13.6%
Sysmiss		13	

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

q43_1: 請問您(貴工作室/公司)未來需要強化的項目為?(複選)

Information	[Type= discrete] [Format=numeric] [Range= 1-9] [Missing=*]
Statistics [NW/ W]	[Valid=329 /-] [Invalid=15 /-]

Value	Label	Cases	Percentage
1	材料研發	48	14.6%
2	創作設計	92	28.0%
3	製作流程	11	3.3%
4	複合媒材	10	3.0%
5	人力傳承	33	10.0%
6	量產能力	3	0.9%
7	行銷	85	25.8%
8	品牌發展	17	5.2%
9	其他	30	9.1%
Sysmiss		15	

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

q43_2: 請問您(貴工作室/公司)未來需要強化的項目為?(複選)

Information	[Type= discrete] [Format=numeric] [Range= 1-9] [Missing=*]
Statistics [NW/ W]	[Valid=133 /-] [Invalid=211 /-]

Value	Label	Cases	Percentage
1	材料研發	0	
2	創作設計	36	27.1%
3	製作流程	16	12.0%
4	複合媒材	7	5.3%
5	人力傳承	24	18.0%
6	量產能力	10	7.5%
7	行銷	24	18.0%
8	品牌發展	14	10.5%
9	其他	2	1.5%
Sysmiss		211	

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

q43_3: 請問您(貴工作室/公司)未來需要強化的項目為?(複選)

Information	[Type= discrete] [Format=numeric] [Range= 1-9] [Missing=*]
Statistics [NW/ W]	[Valid=87 /-] [Invalid=257 /-]

Value	Label	Cases	Percentage
1	材料研發	0	
2	創作設計	0	
3	製作流程	28	32.2%
4	複合媒材	13	14.9%

# q43_3: 請問您(貴工作室/公司)未來需要強化的項目為?(複選)			
Value	Label	Cases	Percentage
5	人力傳承	6	6.9%
6	量產能力	2	2.3%
7	行銷	26	29.9%
8	品牌發展	10	11.5%
9	其他	2	2.3%
Sysmiss		257	
<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>			
# q43_4: 請問您(貴工作室/公司)未來需要強化的項目為?(複選)			
Information		[Type= discrete] [Format=numeric] [Range= 1-9] [Missing=*]	
Statistics [NW/ W]		[Valid=63 /-] [Invalid=281 /-]	
Value	Label	Cases	Percentage
1	材料研發	0	
2	創作設計	0	
3	製作流程	0	
4	複合媒材	22	34.9%
5	人力傳承	13	20.6%
6	量產能力	4	6.3%
7	行銷	6	9.5%
8	品牌發展	17	27.0%
9	其他	1	1.6%
Sysmiss		281	
<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>			
# q43_5: 請問您(貴工作室/公司)未來需要強化的項目為?(複選)			
Information		[Type= discrete] [Format=numeric] [Range= 1-9] [Missing=*]	
Statistics [NW/ W]		[Valid=45 /-] [Invalid=299 /-]	
Value	Label	Cases	Percentage
1	材料研發	0	
2	創作設計	0	
3	製作流程	0	
4	複合媒材	0	
5	人力傳承	20	44.4%
6	量產能力	11	24.4%
7	行銷	8	17.8%
8	品牌發展	6	13.3%
9	其他	0	
Sysmiss		299	
<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>			
# q43_6: 請問您(貴工作室/公司)未來需要強化的項目為?(複選)			
Information		[Type= discrete] [Format=numeric] [Range= 1-9] [Missing=*]	
Statistics [NW/ W]		[Valid=38 /-] [Invalid=306 /-]	
Value	Label	Cases	Percentage
1	材料研發	0	
2	創作設計	0	

q43_6: 請問您(貴工作室/公司)未來需要強化的項目為?(複選)

Value	Label	Cases	Percentage
3	製作流程	0	
4	複合媒材	0	
5	人力傳承	0	
6	量產能力	15	39.5%
7	行銷	14	36.8%
8	品牌發展	9	23.7%
9	其他	0	
Sysmiss		306	

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

q43_7: 請問您(貴工作室/公司)未來需要強化的項目為?(複選)

Information	[Type= discrete] [Format=numeric] [Range= 1-9] [Missing=*]
Statistics [NW/ W]	[Valid=22 /-] [Invalid=322 /-]

Value	Label	Cases	Percentage
1	材料研發	0	
2	創作設計	0	
3	製作流程	0	
4	複合媒材	0	
5	人力傳承	0	
6	量產能力	0	
7	行銷	15	68.2%
8	品牌發展	7	31.8%
9	其他	0	
Sysmiss		322	

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

q43_8: 請問您(貴工作室/公司)未來需要強化的項目為?(複選)

Information	[Type= discrete] [Format=numeric] [Range= 1-9] [Missing=*]
Statistics [NW/ W]	[Valid=15 /-] [Invalid=329 /-]

Value	Label	Cases	Percentage
1	材料研發	0	
2	創作設計	0	
3	製作流程	0	
4	複合媒材	0	
5	人力傳承	0	
6	量產能力	0	
7	行銷	0	
8	品牌發展	15	100.0%
9	其他	0	
Sysmiss		329	

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

q43o: 請問您(貴工作室/公司)未來需要強化的項目為?其他

Information	[Type= discrete] [Format=character] [Missing=*]
Statistics [NW/ W]	[Valid=30 /-] [Invalid=0 /-]

Value	Label	Cases	Percentage
場地		1	3.3%
布莊		1	3.3%
布行		2	6.7%
曝光率 增加展覽		1	3.3%
機器代工		1	3.3%
沒市場不需要改進		1	3.3%
沒意見		5	16.7%
沒有意見		1	3.3%
無		14	46.7%
特色		1	3.3%
纖維		1	3.3%
資金來源		1	3.3%

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.

q44_1: 請問您(貴工作室#公司)認為未來工藝產業需要強化的項目為?(複選)

Information	[Type= discrete] [Format=numeric] [Range= 1-13] [Missing=*]
Statistics [NW/ W]	[Valid=319 /-] [Invalid=25 /-]

Value	Label	Cases	Percentage
1	材料研發	67	21.0%
2	材料認證	13	4.1%
3	複合媒材	14	4.4%
4	創作設計	68	21.3%
5	製作流程	3	0.9%
6	商品認證	5	1.6%
7	量產能力	5	1.6%
8	人力傳承	38	11.9%
9	聚落效應	5	1.6%
10	產業聯盟	4	1.3%
11	整合行銷	54	16.9%
12	展覽/展售場所	10	3.1%
13	其他	33	10.3%
Sysmiss		25	

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

q44_2: 請問您(貴工作室#公司)認為未來工藝產業需要強化的項目為?(複選)

Information	[Type= discrete] [Format=numeric] [Range= 1-13] [Missing=*]
Statistics [NW/ W]	[Valid=149 /-] [Invalid=195 /-]

Value	Label	Cases	Percentage
1	材料研發	1	0.7%
2	材料認證	43	28.9%
3	複合媒材	16	10.7%
4	創作設計	16	10.7%

q44_2: 請問您(貴工作室#公司)認為未來工藝產業需要強化的項目為?(複選)

Value	Label	Cases	Percentage
5	製作流程	11	7.4%
6	商品認證	3	2.0%
7	量產能力	5	3.4%
8	人力傳承	20	13.4%
9	聚落效應	4	2.7%
10	產業聯盟	3	2.0%
11	整合行銷	16	10.7%
12	展覽/展售場所	6	4.0%
13	其他	5	3.4%
Sysmiss		195	

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

q44_3: 請問您(貴工作室#公司)認為未來工藝產業需要強化的項目為?(複選)

Information	[Type= discrete] [Format=numeric] [Range= 1-13] [Missing=*]
Statistics [NW/ W]	[Valid=104 /-] [Invalid=240 /-]

Value	Label	Cases	Percentage
1	材料研發	0	
2	材料認證	0	
3	複合媒材	37	35.6%
4	創作設計	15	14.4%
5	製作流程	5	4.8%
6	商品認證	6	5.8%
7	量產能力	4	3.8%
8	人力傳承	11	10.6%
9	聚落效應	5	4.8%
10	產業聯盟	3	2.9%
11	整合行銷	14	13.5%
12	展覽/展售場所	3	2.9%
13	其他	1	1.0%
Sysmiss		240	

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

q44_4: 請問您(貴工作室#公司)認為未來工藝產業需要強化的項目為?(複選)

Information	[Type= discrete] [Format=numeric] [Range= 1-13] [Missing=*]
Statistics [NW/ W]	[Valid=77 /-] [Invalid=267 /-]

Value	Label	Cases	Percentage
1	材料研發	0	
2	材料認證	0	
3	複合媒材	0	
4	創作設計	34	44.2%
5	製作流程	12	15.6%
6	商品認證	3	3.9%
7	量產能力	1	1.3%
8	人力傳承	6	7.8%
9	聚落效應	2	2.6%
10	產業聯盟	4	5.2%

q44_4: 請問您(貴工作室#公司)認為未來工藝產業需要強化的項目為?(複選)

Value	Label	Cases	Percentage
11	整合行銷	8	10.4%
12	展覽/展售場所	7	9.1%
13	其他	0	
Sysmiss		267	

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

q44_5: 請問您(貴工作室#公司)認為未來工藝產業需要強化的項目為?(複選)

Information	[Type= discrete] [Format=numeric] [Range= 1-13] [Missing=*]
Statistics [NW/ W]	[Valid=59 /-] [Invalid=285 /-]

Value	Label	Cases	Percentage
1	材料研發	0	
2	材料認證	0	
3	複合媒材	0	
4	創作設計	0	
5	製作流程	32	54.2%
6	商品認證	11	18.6%
7	量產能力	3	5.1%
8	人力傳承	1	1.7%
9	聚落效應	2	3.4%
10	產業聯盟	3	5.1%
11	整合行銷	2	3.4%
12	展覽/展售場所	5	8.5%
13	其他	0	
Sysmiss		285	

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

q44_6: 請問您(貴工作室#公司)認為未來工藝產業需要強化的項目為?(複選)

Information	[Type= discrete] [Format=numeric] [Range= 1-13] [Missing=*]
Statistics [NW/ W]	[Valid=52 /-] [Invalid=292 /-]

Value	Label	Cases	Percentage
1	材料研發	0	
2	材料認證	0	
3	複合媒材	0	
4	創作設計	0	
5	製作流程	0	
6	商品認證	31	59.6%
7	量產能力	9	17.3%
8	人力傳承	1	1.9%
9	聚落效應	2	3.8%
10	產業聯盟	4	7.7%
11	整合行銷	4	7.7%
12	展覽/展售場所	1	1.9%
13	其他	0	
Sysmiss		292	

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

# q44_7: 請問您(貴工作室#公司)認為未來工藝產業需要強化的項目為?(複選)			
Information		[Type= discrete] [Format=numeric] [Range= 1-13] [Missing=*]	
Statistics [NW/ W]		[Valid=50 /-] [Invalid=294 /-]	
Value	Label	Cases	Percentage
1	材料研發	0	
2	材料認證	0	
3	複合媒材	0	
4	創作設計	0	
5	製作流程	0	
6	商品認證	0	
7	量產能力	30	60.0%
8	人力傳承	10	20.0%
9	聚落效應	1	2.0%
10	產業聯盟	1	2.0%
11	整合行銷	4	8.0%
12	展覽/展售場所	4	8.0%
13	其他	0	
Sysmiss		294	
<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>			
# q44_8: 請問您(貴工作室#公司)認為未來工藝產業需要強化的項目為?(複選)			
Information		[Type= discrete] [Format=numeric] [Range= 1-13] [Missing=*]	
Statistics [NW/ W]		[Valid=45 /-] [Invalid=299 /-]	
Value	Label	Cases	Percentage
1	材料研發	0	
2	材料認證	0	
3	複合媒材	0	
4	創作設計	0	
5	製作流程	0	
6	商品認證	0	
7	量產能力	0	
8	人力傳承	30	66.7%
9	聚落效應	6	13.3%
10	產業聯盟	3	6.7%
11	整合行銷	2	4.4%
12	展覽/展售場所	4	8.9%
13	其他	0	
Sysmiss		299	
<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>			
# q44_9: 請問您(貴工作室#公司)認為未來工藝產業需要強化的項目為?(複選)			
Information		[Type= discrete] [Format=numeric] [Range= 1-13] [Missing=*]	
Statistics [NW/ W]		[Valid=41 /-] [Invalid=303 /-]	
Value	Label	Cases	Percentage
1	材料研發	0	
2	材料認證	0	
3	複合媒材	0	

q44_9: 請問您(貴工作室#公司)認為未來工藝產業需要強化的項目為?(複選)

Value	Label	Cases	Percentage
4	創作設計	0	
5	製作流程	0	
6	商品認證	0	
7	量產能力	0	
8	人力傳承	0	
9	聚落效應	25	61.0%
10	產業聯盟	9	22.0%
11	整合行銷	5	12.2%
12	展覽/展售場所	2	4.9%
13	其他	0	
Sysmiss		303	

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

q44_10: 請問您(貴工作室#公司)認為未來工藝產業需要強化的項目為?(複選)

Information	[Type= continuous] [Format=numeric] [Range= 1-13] [Missing=*]
Statistics [NW/ W]	[Valid=38 /-] [Invalid=306 /-]

Value	Label	Cases	Percentage
1	材料研發	0	
2	材料認證	0	
3	複合媒材	0	
4	創作設計	0	
5	製作流程	0	
6	商品認證	0	
7	量產能力	0	
8	人力傳承	0	
9	聚落效應	0	
10	產業聯盟	25	65.8%
11	整合行銷	7	18.4%
12	展覽/展售場所	6	15.8%
13	其他	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.

q44_11: 請問您(貴工作室#公司)認為未來工藝產業需要強化的項目為?(複選)

Information	[Type= continuous] [Format=numeric] [Range= 1-13] [Missing=*]
Statistics [NW/ W]	[Valid=31 /-] [Invalid=313 /-]

Value	Label	Cases	Percentage
1	材料研發	0	
2	材料認證	0	
3	複合媒材	0	
4	創作設計	0	
5	製作流程	0	
6	商品認證	0	
7	量產能力	0	
8	人力傳承	0	
9	聚落效應	0	
10	產業聯盟	0	

q44_11: 請問您(貴工作室#公司)認為未來工藝產業需要強化的項目為?(複選)

Value	Label	Cases	Percentage
11	整合行銷	24	77.4%
12	展覽/展售場所	7	22.6%
13	其他	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.

q44_12: 請問您(貴工作室#公司)認為未來工藝產業需要強化的項目為?(複選)

Information	[Type= continuous] [Format=numeric] [Range= 1-13] [Missing=*]
Statistics [NW/ W]	[Valid=22 /-] [Invalid=322 /-]

Value	Label	Cases	Percentage
1	材料研發	0	
2	材料認證	0	
3	複合媒材	0	
4	創作設計	0	
5	製作流程	0	
6	商品認證	0	
7	量產能力	0	
8	人力傳承	0	
9	聚落效應	0	
10	產業聯盟	0	
11	整合行銷	0	
12	展覽/展售場所	22	100.0%
13	其他	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.

q44_13: 請問您(貴工作室#公司)認為未來工藝產業需要強化的項目為?(複選)

Information	[Type= continuous] [Format=numeric] [Range= 1-13] [Missing=*]
Statistics [NW/ W]	[Valid=1 /-] [Invalid=343 /-]

Value	Label	Cases	Percentage
1	材料研發	0	
2	材料認證	0	
3	複合媒材	0	
4	創作設計	0	
5	製作流程	0	
6	商品認證	0	
7	量產能力	0	
8	人力傳承	0	
9	聚落效應	0	
10	產業聯盟	0	
11	整合行銷	0	
12	展覽/展售場所	1	100.0%
13	其他	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.

q44o: 請問您(貴工作室#公司)認為未來工藝產業需要強化的項目為?其他

Information	[Type= discrete] [Format=character] [Missing=*]
Statistics [NW/ W]	[Valid=39 /-] [Invalid=0 /-]

q44o: 請問您(貴工作室#公司)認為未來工藝產業需要強化的項目為?其他

Value	Label	Cases	Percentage
不了解		1	2.6%
不清楚		1	2.6%
不詳		1	2.6%
代工		1	2.6%
品牌		2	5.1%
品牌建立知名度		1	2.6%
品牌背景		1	2.6%
大眾對藝術品的重視		1	2.6%
專業		1	2.6%
市場問題		1	2.6%
布莊		1	2.6%
布行		2	5.1%
技術		1	2.6%
毛線		1	2.6%
沒意見		7	17.9%
無		7	17.9%
無意見		2	5.1%
纖維類		3	7.7%
誇界合作		1	2.6%
輔助工藝者補助		1	2.6%
通路		1	2.6%
通路太少		1	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.

q45_1: 請問您(貴工作室/公司)認為整合行銷之問題為何?(複選)

Information	[Type= discrete] [Format=numeric] [Range= 1-4] [Missing=*]
Statistics [NW/ W]	[Valid=151 /-] [Invalid=193 /-]

Value	Label	Cases	Percentage
1	傳播工具使用	73	48.3%
2	傳播對象設定	11	7.3%
3	缺乏專業經紀人	44	29.1%
4	其他	23	15.2%
Systemmiss		193	

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

q45_2: 請問您(貴工作室/公司)認為整合行銷之問題為何?(複選)

Information	[Type= discrete] [Format=numeric] [Range= 1-4] [Missing=*]
Statistics [NW/ W]	[Valid=62 /-] [Invalid=282 /-]

Value	Label	Cases	Percentage
1	傳播工具使用	0	
2	傳播對象設定	51	82.3%
3	缺乏專業經紀人	9	14.5%
4	其他	2	3.2%

# q45_2: 請問您(貴工作室/公司)認為整合行銷之問題為何?(複選)			
Value	Label	Cases	Percentage
Sysmiss		282	
<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>			
# q45_3: 請問您(貴工作室/公司)認為整合行銷之問題為何?(複選)			
Information		[Type= discrete] [Format=numeric] [Range= 1-4] [Missing=*]	
Statistics [NW/ W]		[Valid=39 /-] [Invalid=305 /-]	
Value	Label	Cases	Percentage
1	傳播工具使用	0	
2	傳播對象設定	0	
3	缺乏專業經紀人	38	97.4%
4	其他	1	2.6%
Sysmiss		305	
<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>			
# q45o: 請問您(貴工作室/公司)認為整合行銷之問題為何?其他			
Information		[Type= discrete] [Format=character] [Missing=*]	
Statistics [NW/ W]		[Valid=22 /-] [Invalid=0 /-]	
Value	Label	Cases	Percentage
	不了解	1	4.5%
	不清楚	1	4.5%
	不知	1	4.5%
	不知道	1	4.5%
	不需要	1	4.5%
	傳播專用	1	4.5%
	傳播管道太少	1	4.5%
	外銷	1	4.5%
	大環境不好	1	4.5%
	市場太小	1	4.5%
	整合網路	1	4.5%
	沒有市場不要改進	1	4.5%
	無	7	31.8%
	纖維	2	9.1%
	行銷人員對輔導產業完全不清楚	1	4.5%
<i>Warning: these figures indicate the number of cases found in the data file. They cannot be interpreted as summary statistics of the population of interest.</i>			
# q46_1: 請問您(貴工作室/公司)認為展覽/展售場所之問題為何?(複選)			
Information		[Type= discrete] [Format=numeric] [Range= 1-6] [Missing=*]	
Statistics [NW/ W]		[Valid=140 /-] [Invalid=204 /-]	
Value	Label	Cases	Percentage
1	展售通路性質	88	62.9%
2	展場規模大小	11	7.9%
3	展場拆帳機制	2	1.4%
4	展位布置限制	4	2.9%
5	展覽#展售會相關資訊的足夠性	15	10.7%

# q46_1: 請問您(貴工作室/公司)認為展覽/展售場所之問題為何?(複選)			
Value	Label	Cases	Percentage
6	其他	20	14.3%
Sysmiss		204	
<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>			
# q46_2: 請問您(貴工作室/公司)認為展覽/展售場所之問題為何?(複選)			
Information		[Type= discrete] [Format=numeric] [Range= 1-6] [Missing=*]	
Statistics [NW/ W]		[Valid=79 /-] [Invalid=265 /-]	
Value	Label	Cases	Percentage
1	展售通路性質	0	
2	展場規模大小	38	48.1%
3	展場拆帳機制	7	8.9%
4	展位布置限制	7	8.9%
5	展覽#展售會相關資訊的足夠性	26	32.9%
6	其他	1	1.3%
Sysmiss		265	
<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>			
# q46_3: 請問您(貴工作室/公司)認為展覽/展售場所之問題為何?(複選)			
Information		[Type= discrete] [Format=numeric] [Range= 1-6] [Missing=*]	
Statistics [NW/ W]		[Valid=45 /-] [Invalid=299 /-]	
Value	Label	Cases	Percentage
1	展售通路性質	0	
2	展場規模大小	0	
3	展場拆帳機制	25	55.6%
4	展位布置限制	8	17.8%
5	展覽#展售會相關資訊的足夠性	12	26.7%
6	其他	0	
Sysmiss		299	
<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>			
# q46_4: 請問您(貴工作室/公司)認為展覽/展售場所之問題為何?(複選)			
Information		[Type= discrete] [Format=numeric] [Range= 1-6] [Missing=*]	
Statistics [NW/ W]		[Valid=31 /-] [Invalid=313 /-]	
Value	Label	Cases	Percentage
1	展售通路性質	0	
2	展場規模大小	0	
3	展場拆帳機制	0	
4	展位布置限制	20	64.5%
5	展覽#展售會相關資訊的足夠性	11	35.5%
6	其他	0	
Sysmiss		313	
<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>			
# q46_5: 請問您(貴工作室/公司)認為展覽/展售場所之問題為何?(複選)			
Information		[Type= discrete] [Format=numeric] [Range= 1-6] [Missing=*]	
Statistics [NW/ W]		[Valid=19 /-] [Invalid=325 /-]	

q46_5: 請問您(貴工作室/公司)認為展覽/展售場所之問題為何?(複選)

Value	Label	Cases	Percentage
1	展售通路性質	0	
2	展場規模大小	0	
3	展場拆帳機制	0	
4	展位布置限制	0	
5	展覽#展售會相關資訊的足夠性	19	100.0%
6	其他	0	
Sysmiss		325	

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

q46o: 請問您(貴工作室/公司)認為展覽/展售場所之問題為何?其他

Information	[Type= discrete] [Format=character] [Missing=*]
Statistics [NW/ W]	[Valid=19 /-] [Invalid=0 /-]

Value	Label	Cases	Percentage
不了解		2	10.5%
不清楚		1	5.3%
不知道		1	5.3%
地點改善		1	5.3%
展覽是否能吸引相關同樣客群,取得商機		1	5.3%
布莊		1	5.3%
布行		1	5.3%
效益不夠 只參觀不買		1	5.3%
沒		1	5.3%
沒意見		1	5.3%
無		8	42.1%

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.

q47_1: 2015年從業人數: 專職男性

Information	[Type= discrete] [Format=character] [Missing=*]
Statistics [NW/ W]	[Valid=311 /-] [Invalid=0 /-]

Value	Label	Cases	Percentage
0		26	8.4%
1		151	48.6%
10		4	1.3%
17		1	0.3%
2		64	20.6%
3		34	10.9%
4		14	4.5%
5		10	3.2%
6		4	1.3%
7		1	0.3%
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.

q47_2: 2015年從業人數: 專職女性

Information	[Type= discrete] [Format=character] [Missing=*]		
Statistics [NW/ W]	[Valid=283 /-] [Invalid=0 /-]		
Value	Label	Cases	Percentage
0		44	15.5%
1		122	43.1%
10		2	0.7%
11		1	0.4%
12		1	0.4%
15		1	0.4%
2		41	14.5%
20		1	0.4%
3		27	9.5%
4		12	4.2%
5		14	4.9%
551		1	0.4%
6		8	2.8%
7		5	1.8%
8		3	1.1%

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.

q47_3: 2015年從業人數: 兼職男性

Information	[Type= discrete] [Format=character] [Missing=*]		
Statistics [NW/ W]	[Valid=140 /-] [Invalid=0 /-]		
Value	Label	Cases	Percentage
0		123	87.9%
1		15	10.7%
2		1	0.7%
5		1	0.7%

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.

q47_4: 2015年從業人數: 兼職女性

Information	[Type= discrete] [Format=character] [Missing=*]		
Statistics [NW/ W]	[Valid=138 /-] [Invalid=0 /-]		
Value	Label	Cases	Percentage
0		120	87.0%
1		6	4.3%
2		8	5.8%
3		2	1.4%
5		2	1.4%

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.

q48_1: 2015年從業人員年齡15-24歲

Information	[Type= discrete] [Format=character] [Missing=*]		
Statistics [NW/ W]	[Valid=148 /-] [Invalid=0 /-]		
Value	Label	Cases	Percentage
0		118	79.7%

q48_1: 2015年從業人員年齡15-24歲

Value	Label	Cases	Percentage
1		15	10.1%
2		6	4.1%
3		6	4.1%
4		1	0.7%
6		1	0.7%
7		1	0.7%

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.

q48_2: 2015年從業人員年齡25-44歲

Information	[Type= discrete] [Format=character] [Missing=*]
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Statistics [NW/ W]	[Valid=226 /-] [Invalid=0 /-]
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Value	Label	Cases	Percentage
0		72	31.9%
1		60	26.5%
10		4	1.8%
11		1	0.4%
14		2	0.9%
15		1	0.4%
2		34	15.0%
20		3	1.3%
3		21	9.3%
4		8	3.5%
5		7	3.1%
6		6	2.7%
7		4	1.8%
8		3	1.3%

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.

q48_3: 2015年從業人員年齡45-64歲

Information	[Type= discrete] [Format=character] [Missing=*]
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Statistics [NW/ W]	[Valid=273 /-] [Invalid=0 /-]
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Value	Label	Cases	Percentage
0		40	14.7%
1		94	34.4%
10		2	0.7%
12		1	0.4%
2		69	25.3%
3		26	9.5%
4		19	7.0%
5		12	4.4%
6		6	2.2%
7		3	1.1%
8		1	0.4%

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

# q48_4: 2015年從業人員年齡65歲以上			
Information	[Type= discrete] [Format=character] [Missing=*]		
Statistics [NW/ W]	[Valid=162 /-] [Invalid=0 /-]		
Value	Label	Cases	Percentage
0		111	68.5%
1		32	19.8%
2		16	9.9%
3		2	1.2%
4		1	0.6%
<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>			
# q49_1: 2015年從業人員教育程度:國中以下			
Information	[Type= discrete] [Format=character] [Missing=*]		
Statistics [NW/ W]	[Valid=192 /-] [Invalid=0 /-]		
Value	Label	Cases	Percentage
0		82	42.7%
1		60	31.2%
10		1	0.5%
2		33	17.2%
3		6	3.1%
4		5	2.6%
6		1	0.5%
7		2	1.0%
8		2	1.0%
<i>Warning: these figures indicate the number of cases found in the data file. They cannot be interpreted as summary statistics of the population of interest.</i>			
# q49_2: 2015年從業人員教育程度:高中職畢			
Information	[Type= discrete] [Format=character] [Missing=*]		
Statistics [NW/ W]	[Valid=213 /-] [Invalid=0 /-]		
Value	Label	Cases	Percentage
0		54	25.4%
1		66	31.0%
10		2	0.9%
14		1	0.5%
2		40	18.8%
20		1	0.5%
3		21	9.9%
4		11	5.2%
45		1	0.5%
5		7	3.3%
6		3	1.4%
7		2	0.9%
8		2	0.9%
9		1	0.5%
忘了		1	0.5%
<i>Warning: these figures indicate the number of cases found in the data file. They cannot be interpreted as summary statistics of the population of interest.</i>			

q49_3: 2015年從業人員教育程度: 專科大學

Information	[Type= discrete] [Format=character] [Missing=*]
Statistics [NW/ W]	[Valid=227 /-] [Invalid=0 /-]

Value	Label	Cases	Percentage
0		61	26.9%
1		60	26.4%
10		4	1.8%
12		1	0.4%
18		2	0.9%
2		47	20.7%
23		1	0.4%
3		18	7.9%
4		13	5.7%
5		8	3.5%
6		5	2.2%
7		2	0.9%
8		5	2.2%

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.

q49_4: 2015年從業人員教育程度: 碩博士畢

Information	[Type= discrete] [Format=character] [Missing=*]
Statistics [NW/ W]	[Valid=133 /-] [Invalid=0 /-]

Value	Label	Cases	Percentage
0		104	78.2%
1		20	15.0%
2		2	1.5%
3		3	2.3%
4		3	2.3%
8		1	0.8%

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.

q49_5: 2015年從業人員學科背景: 藝術學門

Information	[Type= discrete] [Format=character] [Missing=*]
Statistics [NW/ W]	[Valid=155 /-] [Invalid=0 /-]

Value	Label	Cases	Percentage
0		59	38.1%
1		45	29.0%
10		1	0.6%
2		26	16.8%
3		6	3.9%
4		7	4.5%
5		10	6.5%
6		1	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.

q49_6: 2015年從業人員學科背景: 商管學門

Information	[Type= discrete] [Format=character] [Missing=*]
Statistics [NW/ W]	[Valid=90 /-] [Invalid=0 /-]

q49_6: 2015年從業人員學科背景: 商管學門

Value	Label	Cases	Percentage
0		82	91.1%
1		6	6.7%
2		1	1.1%
3		1	1.1%

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.

q49_7: 2015年從業人員學科背景: 人文學門

Information	[Type= discrete] [Format=character] [Missing=*]
Statistics [NW/ W]	[Valid=107 /-] [Invalid=0 /-]

Value	Label	Cases	Percentage
0		81	75.7%
1		14	13.1%
2		7	6.5%
3		2	1.9%
4		2	1.9%
5		1	0.9%

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

q49_8: 2015年從業人員學科背景: 法律學門

Information	[Type= discrete] [Format=character] [Missing=*]
Statistics [NW/ W]	[Valid=89 /-] [Invalid=0 /-]

Value	Label	Cases	Percentage
0		82	92.1%
1		7	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.

q49_9: 2015年從業人員學科背景: 設計學門

Information	[Type= discrete] [Format=character] [Missing=*]
Statistics [NW/ W]	[Valid=109 /-] [Invalid=0 /-]

Value	Label	Cases	Percentage
0		70	64.2%
1		23	21.1%
15		1	0.9%
2		8	7.3%
3		4	3.7%
4		1	0.9%
5		1	0.9%
6		1	0.9%

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

q49_10: 2015年從業人員學科背景: 工程學門

Information	[Type= discrete] [Format=character] [Missing=*]
Statistics [NW/ W]	[Valid=85 /-] [Invalid=0 /-]

Value	Label	Cases	Percentage
0		83	97.6%
1		2	2.4%

q49_10: 2015年從業人員學科背景:工程學門

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

q49_11: 2015年從業人員學科背景:傳播學門

Information [Type= discrete] [Format=character] [Missing=*]

Statistics [NW/ W] [Valid=96 /-] [Invalid=0 /-]

Value	Label	Cases	Percentage
0		81	84.4%
1		13	13.5%
2		2	2.1%

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.

q49_12: 2015年從業人員學科背景:其他學門

Information [Type= discrete] [Format=character] [Missing=*]

Statistics [NW/ W] [Valid=131 /-] [Invalid=0 /-]

Value	Label	Cases	Percentage
0		60	45.8%
1		23	17.6%
2		14	10.7%
20		2	1.5%
3		5	3.8%
4		5	3.8%
5		8	6.1%
6		5	3.8%
8		3	2.3%
化學*1		1	0.8%
政治*1		1	0.8%
機械*1		1	0.8%
無		1	0.8%
美工*1		1	0.8%
齒模*1		1	0.8%

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.

q50_1a: 2015年從業人員職務:學徒/助理

Information [Type= discrete] [Format=character] [Missing=*]

Statistics [NW/ W] [Valid=53 /-] [Invalid=0 /-]

Value	Label	Cases	Percentage
0		3	5.7%
1		29	54.7%
10		1	1.9%
12		1	1.9%
2		10	18.9%
3		3	5.7%
3~5		1	1.9%
4		1	1.9%
5		3	5.7%
9		1	1.9%

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.

q50_1b: 2015年從業人員職務:學徒/助理平均月薪

Information	[Type= discrete] [Format=numeric] [Range= 1-6] [Missing=*]
Statistics [NW/ W]	[Valid=25 /-] [Invalid=319 /-]

Value	Label	Cases	Percentage
1	未滿19273元	6	24.0%
2	19273-25000元	13	52.0%
3	25001-30000元	5	20.0%
4	30001-35000元	0	
5	35001-40000元	1	4.0%
6	40001元以上	0	
Systemmiss		319	

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

q50_1c: 2015年從業人員職務:學徒/助理預期未來三年人數評估

Information	[Type= discrete] [Format=numeric] [Range= 1-3] [Missing=*]
Statistics [NW/ W]	[Valid=215 /-] [Invalid=129 /-]

Value	Label	Cases	Percentage
1	增加	30	14.0%
2	減少	5	2.3%
3	維持現狀	180	83.7%
Systemmiss		129	

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

q50_2a: 2015年從業人員職務:熟練工藝師

Information	[Type= discrete] [Format=character] [Missing=*]
Statistics [NW/ W]	[Valid=117 /-] [Invalid=0 /-]

Value	Label	Cases	Percentage
1		63	53.8%
1~2		1	0.9%
2		26	22.2%
3		15	12.8%
4		4	3.4%
5		3	2.6%
6		3	2.6%
8		1	0.9%
不詳		1	0.9%

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

q50_2b: 2015年從業人員職務:熟練工藝師平均月薪

Information	[Type= discrete] [Format=numeric] [Range= 1-6] [Missing=*]
Statistics [NW/ W]	[Valid=38 /-] [Invalid=306 /-]

Value	Label	Cases	Percentage
1	未滿19273元	1	2.6%
2	19273-25000元	8	21.1%
3	25001-30000元	6	15.8%
4	30001-35000元	10	26.3%
5	35001-40000元	7	18.4%

q50_2b: 2015年從業人員職務:熟練工藝師平均月薪

Value	Label	Cases	Percentage
6	40001元以上	6	15.8%
Sysmiss		306	

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

# q50_2c: 2015年從業人員職務:熟練工藝師預期未來三年人數評估			
Information		[Type= discrete] [Format=numeric] [Range= 1-3] [Missing=*]	
Statistics [NW/ W]		[Valid=218 /-] [Invalid=126 /-]	
Value	Label	Cases	Percentage
1	增加	15	6.9%
2	減少	5	2.3%
3	維持現狀	198	90.8%
System		126	
<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>			
# q50_3a: 2015年從業人員職務:設計人員			
Information		[Type= discrete] [Format=character] [Missing=*]	
Statistics [NW/ W]		[Valid=24 /-] [Invalid=0 /-]	
Value	Label	Cases	Percentage
0		1	4.2%
1		14	58.3%
2		5	20.8%
3		2	8.3%
4		2	8.3%
<i>Warning: these figures indicate the number of cases found in the data file. They cannot be interpreted as summary statistics of the population of interest.</i>			
# q50_3b: 2015年從業人員職務:設計人員平均月薪			
Information		[Type= discrete] [Format=numeric] [Range= 1-6] [Missing=*]	
Statistics [NW/ W]		[Valid=13 /-] [Invalid=331 /-]	
Value	Label	Cases	Percentage
1	未滿19273元	0	
2	19273-25000元	3	23.1%
3	25001-30000元	0	
4	30001-35000元	6	46.2%
5	35001-40000元	4	30.8%
6	40001元以上	0	
System		331	
<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>			
# q50_3c: 2015年從業人員職務:設計人員預期未來三年人數評估			
Information		[Type= discrete] [Format=numeric] [Range= 1-3] [Missing=*]	
Statistics [NW/ W]		[Valid=195 /-] [Invalid=149 /-]	
Value	Label	Cases	Percentage
1	增加	15	7.7%
2	減少	3	1.5%
3	維持現狀	177	90.8%
System		149	
<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>			
# q50_4a: 2015年從業人員職務:行銷企劃人員			
Information		[Type= discrete] [Format=character] [Missing=*]	
Statistics [NW/ W]		[Valid=26 /-] [Invalid=0 /-]	

q50_4a: 2015年從業人員職務:行銷企劃人員

Value	Label	Cases	Percentage
0		1	3.8%
1		14	53.8%
1~2		1	3.8%
2		8	30.8%
3		1	3.8%
5		1	3.8%

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.

q50_4b: 2015年從業人員職務:行銷企劃人員平均月薪

Information	[Type= discrete] [Format=numeric] [Range= 1-6] [Missing=*]
Statistics [NW/ W]	[Valid=13 /-] [Invalid=331 /-]

Value	Label	Cases	Percentage
1	未滿19273元	3	23.1%
2	19273-25000元	2	15.4%
3	25001-30000元	4	30.8%
4	30001-35000元	3	23.1%
5	35001-40000元	1	7.7%
6	40001元以上	0	
Sysmiss		331	

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

q50_4c: 2015年從業人員職務:行銷企劃人員預期未來三年人數評估

Information	[Type= discrete] [Format=numeric] [Range= 1-3] [Missing=*]
Statistics [NW/ W]	[Valid=195 /-] [Invalid=149 /-]

Value	Label	Cases	Percentage
1	增加	15	7.7%
2	減少	2	1.0%
3	維持現狀	178	91.3%
Sysmiss		149	

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

q50_5a: 2015年從業人員職務:銷售人員

Information	[Type= discrete] [Format=character] [Missing=*]
Statistics [NW/ W]	[Valid=38 /-] [Invalid=0 /-]

Value	Label	Cases	Percentage
0.		1	2.6%
1.		17	44.7%
13.		1	2.6%
15.		1	2.6%
1~2		1	2.6%
2.		1	2.6%
20.		1	2.6%
3.		8	21.1%
4.		2	5.3%
5.		2	5.3%
50.		1	2.6%

q50_5a: 2015年從業人員職務:銷售人員

Value	Label	Cases	Percentage
6.		1	2.6%
8.		1	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.

q50_5b: 2015年從業人員職務:銷售人員平均月薪

Information	[Type= discrete] [Format=numeric] [Range= 1-6] [Missing=*]
Statistics [NW/ W]	[Valid=14 /-] [Invalid=330 /-]

Value	Label	Cases	Percentage
1	未滿19273元	0	
2	19273-25000元	3	21.4%
3	25001-30000元	8	57.1%
4	30001-35000元	2	14.3%
5	35001-40000元	1	7.1%
6	40001元以上	0	
Sysmiss		330	

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

q50_5c: 2015年從業人員職務:銷售人員預期未來三年人數評估

Information	[Type= discrete] [Format=numeric] [Range= 1-3] [Missing=*]
Statistics [NW/ W]	[Valid=193 /-] [Invalid=151 /-]

Value	Label	Cases	Percentage
1	增加	13	6.7%
2	減少	2	1.0%
3	維持現狀	178	92.2%
Sysmiss		151	

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

q50_6a: 2015年從業人員職務:行政人員

Information	[Type= discrete] [Format=numeric] [Range= 0-15] [Missing=*]
Statistics [NW/ W]	[Valid=9 /-] [Invalid=335 /-]

Value	Label	Cases	Percentage
0		1	11.1%
1		4	44.4%
2		1	11.1%
4		1	11.1%
5		1	11.1%
15		1	11.1%
Sysmiss		335	

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

q50_6b: 2015年從業人員職務:行政人員平均月薪

Information	[Type= discrete] [Format=numeric] [Range= 1-6] [Missing=*]
Statistics [NW/ W]	[Valid=7 /-] [Invalid=337 /-]

Value	Label	Cases	Percentage
1	未滿19273元	0	
2	19273-25000元	3	42.9%

q50_6b: 2015年從業人員職務:行政人員平均月薪

Value	Label	Cases	Percentage
3	25001-30000元	0	
4	30001-35000元	2	28.6%
5	35001-40000元	1	14.3%
6	40001元以上	1	14.3%
Sysmiss		337	

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

q50_6c: 2015年從業人員職務:行政人員預期未來三年人數評估

Information	[Type= discrete] [Format=numeric] [Range= 1-3] [Missing=*]
Statistics [NW/ W]	[Valid=176 /-] [Invalid=168 /-]

Value	Label	Cases	Percentage
1	增加	2	1.1%
2	減少	2	1.1%
3	維持現狀	172	97.7%
Sysmiss		168	

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

q50_7a: 2015年從業人員職務:身兼數職/難歸類

Information	[Type= discrete] [Format=numeric] [Range= 0-5] [Missing=*]
Statistics [NW/ W]	[Valid=18 /-] [Invalid=326 /-]

Value	Label	Cases	Percentage
0		1	5.6%
1		8	44.4%
2		4	22.2%
3		2	11.1%
4		2	11.1%
5		1	5.6%
Sysmiss		326	

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

q50_7b: 2015年從業人員職務:身兼數職/難歸類平均月薪

Information	[Type= discrete] [Format=numeric] [Range= 1-6] [Missing=*]
Statistics [NW/ W]	[Valid=9 /-] [Invalid=335 /-]

Value	Label	Cases	Percentage
1	未滿19273元	1	11.1%
2	19273-25000元	1	11.1%
3	25001-30000元	1	11.1%
4	30001-35000元	3	33.3%
5	35001-40000元	2	22.2%
6	40001元以上	1	11.1%
Sysmiss		335	

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

q50_7c: 2015年從業人員職務:身兼數職/難歸類預期未來三年人數評估

Information	[Type= discrete] [Format=numeric] [Range= 1-3] [Missing=*]
Statistics [NW/ W]	[Valid=155 /-] [Invalid=189 /-]

q50_7c: 2015年從業人員職務: 身兼數職/難歸類預期未來三年人數評估

Value	Label	Cases	Percentage
1	增加	4	2.6%
2	減少	3	1.9%
3	維持現狀	148	95.5%
Sysmiss		189	

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

q51_0: 請問您(貴工作室/公司)2015年所面臨人才供需狀況?

Information	[Type= discrete] [Format=numeric] [Range= 1-1] [Missing=*]
Statistics [NW/ W]	[Valid=253 /-] [Invalid=91 /-]

Value	Label	Cases	Percentage
1	未面臨人才需求問題	253	100.0%
Sysmiss		91	

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

q51_1a: 請問您(貴工作室/公司)2015年學徒/助理供需現況

Information	[Type= discrete] [Format=numeric] [Range= 1-3] [Missing=*]
Statistics [NW/ W]	[Valid=42 /-] [Invalid=302 /-]

Value	Label	Cases	Percentage
1	供過於求	3	7.1%
2	供不應求	38	90.5%
3	供需平衡	1	2.4%
Sysmiss		302	

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

q51_1b: 請問您(貴工作室/公司)2015年學徒/助理招募難易度-數量

Information	[Type= discrete] [Format=numeric] [Range= 1-3] [Missing=*]
Statistics [NW/ W]	[Valid=43 /-] [Invalid=301 /-]

Value	Label	Cases	Percentage
1	容易	2	4.7%
2	普通	2	4.7%
3	困難	39	90.7%
Sysmiss		301	

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

q51_1c: 請問您(貴工作室/公司)2015年學徒/助理招募難易度-素質

Information	[Type= discrete] [Format=numeric] [Range= 1-3] [Missing=*]
Statistics [NW/ W]	[Valid=43 /-] [Invalid=301 /-]

Value	Label	Cases	Percentage
1	容易	0	
2	普通	1	2.3%
3	困難	42	97.7%
Sysmiss		301	

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

q51_1d: 請問您(貴工作室/公司)2015年學徒/助理年資需求

Information	[Type= discrete] [Format=numeric] [Range= 1-3] [Missing=*]
Statistics [NW/ W]	[Valid=35 /-] [Invalid=309 /-]

q51_1d: 請問您(貴工作室/公司)2015 年學徒/助理年資需求

Value	Label	Cases	Percentage
1	0-5年	31	88.6%
2	6-10年	3	8.6%
3	逾10年	1	2.9%
Sysmiss		309	

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

q51_1e: 請問您(貴工作室/公司)2015 年學徒/助理海外人才

Information	[Type= discrete] [Format=numeric] [Range= 1-2] [Missing=*]
Statistics [NW/ W]	[Valid=26 /-] [Invalid=318 /-]

Value	Label	Cases	Percentage
1	有需求	4	15.4%
2	無需求	22	84.6%
Sysmiss		318	

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

q51_2a: 請問您(貴工作室/公司)2015 年熟練工藝師供需現況

Information	[Type= discrete] [Format=numeric] [Range= 1-3] [Missing=*]
Statistics [NW/ W]	[Valid=16 /-] [Invalid=328 /-]

Value	Label	Cases	Percentage
1	供過於求	1	6.2%
2	供不應求	14	87.5%
3	供需平衡	1	6.2%
Sysmiss		328	

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

q51_2b: 請問您(貴工作室/公司)2015 年熟練工藝師招募難易度-數量

Information	[Type= discrete] [Format=numeric] [Range= 1-3] [Missing=*]
Statistics [NW/ W]	[Valid=18 /-] [Invalid=326 /-]

Value	Label	Cases	Percentage
1	容易	1	5.6%
2	普通	0	
3	困難	17	94.4%
Sysmiss		326	

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

q51_2c: 請問您(貴工作室/公司)2015 年熟練工藝師招募難易度-素質

Information	[Type= discrete] [Format=numeric] [Range= 1-3] [Missing=*]
Statistics [NW/ W]	[Valid=19 /-] [Invalid=325 /-]

Value	Label	Cases	Percentage
1	容易	0	
2	普通	1	5.3%
3	困難	18	94.7%
Sysmiss		325	

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

q51_2d: 請問您(貴工作室/公司)2015 年熟練工藝師年資需求

Information	[Type= discrete] [Format=numeric] [Range= 1-3] [Missing=*]
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q51_2d: 請問您(貴工作室/公司)2015 年熟練工藝師年資需求

Statistics [NW/ W]		[Valid=13 /-] [Invalid=331 /-]	
Value	Label	Cases	Percentage
1	0-5年	5	38.5%
2	6-10年	6	46.2%
3	逾10年	2	15.4%
Sysmiss		331	

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

q51_2e: 請問您(貴工作室/公司)2015 年熟練工藝師海外人才

Information		[Type= discrete] [Format=numeric] [Range= 1-2] [Missing=*]	
Statistics [NW/ W]		[Valid=10 /-] [Invalid=334 /-]	
Value	Label	Cases	Percentage
1	有需求	2	20.0%
2	無需求	8	80.0%
Sysmiss		334	

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

q51_3a: 請問您(貴工作室/公司)2015 年設計人員供需現況

Information		[Type= discrete] [Format=numeric] [Range= 1-3] [Missing=*]	
Statistics [NW/ W]		[Valid=10 /-] [Invalid=334 /-]	
Value	Label	Cases	Percentage
1	供過於求	1	10.0%
2	供不應求	5	50.0%
3	供需平衡	4	40.0%
Sysmiss		334	

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

q51_3b: 請問您(貴工作室/公司)2015 年設計人才招聘難易度-數量

Information		[Type= discrete] [Format=numeric] [Range= 1-3] [Missing=*]	
Statistics [NW/ W]		[Valid=10 /-] [Invalid=334 /-]	
Value	Label	Cases	Percentage
1	容易	4	40.0%
2	普通	1	10.0%
3	困難	5	50.0%
Sysmiss		334	

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

q51_3c: 請問您(貴工作室/公司)2015 年設計人才招聘難易度-素質

Information		[Type= discrete] [Format=numeric] [Range= 1-3] [Missing=*]	
Statistics [NW/ W]		[Valid=9 /-] [Invalid=335 /-]	
Value	Label	Cases	Percentage
1	容易	1	11.1%
2	普通	3	33.3%
3	困難	5	55.6%
Sysmiss		335	

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

q51_3d: 請問您(貴工作室/公司)2015 年設計人才年資需求

Information	[Type= discrete] [Format=numeric] [Range= 1-3] [Missing=*]		
Statistics [NW/ W]	[Valid=6 /-] [Invalid=338 /-]		
Value	Label	Cases	Percentage
1	0-5年	2	33.3%
2	6-10年	4	66.7%
3	逾10年	0	
Sysmiss		338	

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

q51_3e: 請問您(貴工作室/公司)2015 年設計人才海外人才

Information	[Type= discrete] [Format=numeric] [Range= 1-2] [Missing=*]		
Statistics [NW/ W]	[Valid=7 /-] [Invalid=337 /-]		
Value	Label	Cases	Percentage
1	有需求	3	42.9%
2	無需求	4	57.1%
Sysmiss		337	

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

q51_4a: 請問您(貴工作室/公司)2015 年行銷企劃人員供需現況

Information	[Type= discrete] [Format=numeric] [Range= 1-3] [Missing=*]		
Statistics [NW/ W]	[Valid=8 /-] [Invalid=336 /-]		
Value	Label	Cases	Percentage
1	供過於求	2	25.0%
2	供不應求	4	50.0%
3	供需平衡	2	25.0%
Sysmiss		336	

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

q51_4b: 請問您(貴工作室/公司)2015 年行銷企劃人員招募難易度-數量

Information	[Type= discrete] [Format=numeric] [Range= 1-3] [Missing=*]		
Statistics [NW/ W]	[Valid=6 /-] [Invalid=338 /-]		
Value	Label	Cases	Percentage
1	容易	2	33.3%
2	普通	3	50.0%
3	困難	1	16.7%
Sysmiss		338	

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

q51_4c: 請問您(貴工作室/公司)2015 年行銷企劃人員招募難易度-素質

Information	[Type= discrete] [Format=numeric] [Range= 1-3] [Missing=*]		
Statistics [NW/ W]	[Valid=7 /-] [Invalid=337 /-]		
Value	Label	Cases	Percentage
1	容易	0	
2	普通	4	57.1%
3	困難	3	42.9%
Sysmiss		337	

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

q51_4d: 請問您(貴工作室/公司)2015 年行銷企劃人員年資需求

Information	[Type= discrete] [Format=numeric] [Range= 1-3] [Missing=*]		
Statistics [NW/ W]	[Valid=6 /-] [Invalid=338 /-]		
Value	Label	Cases	Percentage
1	0-5年	5	83.3%
2	6-10年	1	16.7%
3	逾10年	0	
Sysmiss		338	

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

q51_4e: 請問您(貴工作室/公司)2015 年行銷企劃人員海外人才

Information	[Type= discrete] [Format=numeric] [Range= 1-2] [Missing=*]		
Statistics [NW/ W]	[Valid=5 /-] [Invalid=339 /-]		
Value	Label	Cases	Percentage
1	有需求	1	20.0%
2	無需求	4	80.0%
Sysmiss		339	

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

q51_5a: 請問您(貴工作室/公司)2015 年銷售人員供需現況

Information	[Type= discrete] [Format=numeric] [Range= 1-3] [Missing=*]		
Statistics [NW/ W]	[Valid=6 /-] [Invalid=338 /-]		
Value	Label	Cases	Percentage
1	供過於求	3	50.0%
2	供不應求	0	
3	供需平衡	3	50.0%
Sysmiss		338	

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

q51_5b: 請問您(貴工作室/公司)2015 年銷售人員招募難易度-數量

Information	[Type= discrete] [Format=numeric] [Range= 1-3] [Missing=*]		
Statistics [NW/ W]	[Valid=6 /-] [Invalid=338 /-]		
Value	Label	Cases	Percentage
1	容易	3	50.0%
2	普通	2	33.3%
3	困難	1	16.7%
Sysmiss		338	

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

q51_5c: 請問您(貴工作室/公司)2015 年銷售人員招募難易度-素質

Information	[Type= discrete] [Format=numeric] [Range= 1-3] [Missing=*]		
Statistics [NW/ W]	[Valid=6 /-] [Invalid=338 /-]		
Value	Label	Cases	Percentage
1	容易	0	
2	普通	3	50.0%
3	困難	3	50.0%
Sysmiss		338	

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

# q51_5d: 請問您(貴工作室/公司)2015 年銷售人員年資需求			
Information		[Type= discrete] [Format=numeric] [Range= 1-3] [Missing=*]	
Statistics [NW/ W]		[Valid=2 /-] [Invalid=342 /-]	
Value	Label	Cases	Percentage
1	0-5年	2	100.0%
2	6-10年	0	
3	逾10年	0	
Sysmiss		342	
<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>			
# q51_5e: 請問您(貴工作室/公司)2015 年銷售人員海外人才			
Information		[Type= discrete] [Format=numeric] [Range= 1-2] [Missing=*]	
Statistics [NW/ W]		[Valid=2 /-] [Invalid=342 /-]	
Value	Label	Cases	Percentage
1	有需求	0	
2	無需求	2	100.0%
Sysmiss		342	
<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>			
# q51_6a: 請問您(貴工作室/公司)2015 年行政人員供需現況			
Information		[Type= discrete] [Format=numeric] [Range= 1-3] [Missing=*]	
Statistics [NW/ W]		[Valid=6 /-] [Invalid=338 /-]	
Value	Label	Cases	Percentage
1	供過於求	3	50.0%
2	供不應求	0	
3	供需平衡	3	50.0%
Sysmiss		338	
<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>			
# q51_6b: 請問您(貴工作室/公司)2015 年行政人員招募難易度-數量			
Information		[Type= discrete] [Format=numeric] [Range= 1-3] [Missing=*]	
Statistics [NW/ W]		[Valid=6 /-] [Invalid=338 /-]	
Value	Label	Cases	Percentage
1	容易	3	50.0%
2	普通	2	33.3%
3	困難	1	16.7%
Sysmiss		338	
<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>			
# q51_6c: 請問您(貴工作室/公司)2015 年行政人員招募難易度-素質			
Information		[Type= discrete] [Format=numeric] [Range= 1-3] [Missing=*]	
Statistics [NW/ W]		[Valid=6 /-] [Invalid=338 /-]	
Value	Label	Cases	Percentage
1	容易	1	16.7%
2	普通	4	66.7%
3	困難	1	16.7%
Sysmiss		338	
<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>			

q51_6d: 請問您(貴工作室/公司)2015 年行政人員年資需求

Information	[Type= discrete] [Format=numeric] [Range= 1-3] [Missing=*]
Statistics [NW/ W]	[Valid=4 /-] [Invalid=340 /-]

Value	Label	Cases	Percentage
1	0-5年	4	100.0%
2	6-10年	0	
3	逾10年	0	
Sysmiss		340	

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

q51_6e: 請問您(貴工作室/公司)2015 年行政人員海外人才

Information	[Type= discrete] [Format=numeric] [Range= 1-2] [Missing=*]
Statistics [NW/ W]	[Valid=3 /-] [Invalid=341 /-]

Value	Label	Cases	Percentage
1	有需求	0	
2	無需求	3	100.0%
Sysmiss		341	

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