

2010 Annual Survey of Visitors Expenditure and Trends in Taiwan

Data description

- ‘2010 Annual Survey of Visitors Expenditure and Trends in Taiwan’ sponsored by the Tourism Bureau, Republic of China(Taiwan). Center for Survey Research, Research Center for Humanities and Social Sciences, Academia Sinica is responsible for the data distribution. Released files of this survey include SPSS dataset, STATA dataset, SAS program, source data (ASCII), questionnaire and code book.

■ Released File Description

1. Questionnaire

ques2010.pdf	Questionnaire (Adobe Acrobat v9.4)
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2. Dataset

data2010.sav	SPSS Dataset (SPSS v20.0)
data2010.dta	STATA Dataset (STATA v9.0)
data2010.dat	Source Data (ASCII)

3. Program

data2010.sas	SAS program for data2011.dat (SAS v9.3)
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4. Code book

code2010.doc	Code book (Word 2003)
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■ Guideline for data usage

1. Data cleaning is based on ‘Illegal Value’, and the result after data cleaning is ‘none’.
2. The length limitation of variable label and value label in STATA program are 80byte (40 Chinese characters) and 40byte(20 Chinese characters).

■ Dataset Citation Description

There are a number of different citation styles, depending on the discipline in which you are working. The following is for reference only.

Tourism Bureau, Republic of China(Taiwan). (2010). 2010 Annual Survey of Visitors Expenditure and Trends in Taiwan (AG010010en) [data file]. Available from Survey Research Data Archive, Center for Survey Research, Research Center for Humanities and Social Sciences, Academia Sinica. Web site: <http://srda.sinica.edu.tw>. doi:10.6141/TW-SRDA-AG010010en-1.

■ Contact us

Data released by the Survey Research Data Archive (SRDA), Center for Survey
Research, Research Center for Humanities and Social Sciences, Academia Sinica
E-mail : srda@gate.sinica.edu.tw

***** Continued by Questionnaire *****

核定機關：行政院主計處

核定文號：處普三字第0980006067號

有效期間：99年1月1日至101年12月31日

Case Number								
Residence		Month Date			Serial Number			

2010 Annual Survey of Visitors Expenditure and Trends in Taiwan

Dear Sir or Madam,

In order to improve the quality of our tourism facilities and services, Taiwan's Tourism Bureau is conducting this survey to obtain a comprehensive understanding of your consumption behavior during your stay in Taiwan. To help us better understand your needs, the Tourism Bureau would appreciate your time in filling out this survey.

Tourism Bureau

訪視開始時間：____月____日____時____分

A. General Information

A1. When did you arrive in Taiwan on this trip? Date : ____/____/____
yy mm dd

A2. What was the port of entry?

- ☐ (1) Taiwan Taoyuan International Airport ☐ (2) Kaohsiung International Airport
☐ (3) Taipei Songshan Airport ☐ (4) Keelung Port ☐ (5) Kaohsiung Port ☐ (6) Other _____

A3. How many times have you been to Taiwan in the past three years (including this time)? _____

A4. How many days did you spend planning for this trip before you left for Taiwan? _____ days

A5. Is anyone accompanying you on this trip?

- ☐ (1) Yes (Please go to A6.) ☐ (2) No (Please go to B.)

A6. The people who are accompanying you are: (Check all that apply)

- ☐ (1) Spouse ☐ (2) Children ☐ (3) Parents ☐ (4) Relatives ☐ (5) Colleagues ☐ (6) Friends

B. Plan for Your Trip

B1.1. Have you ever obtained pre-travel information about Taiwan from official government tourism promotion campaigns or travel reports? ☐ (1) Yes (Please go to 2.) ☐ (2) No (Please go to B2.)

2. How would you rate the source of information's influence on your decision to visit Taiwan?

(5=very strong, 4=strong, 3=moderate, 2=slight, 1=very slight)

	5	4	3	2	1	Never Seen
(1) Newspapers, magazines, books.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(2) Underground(subway), advertisement boxes, advertisement on buses.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(3) TV, radio.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(4) Internet.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(5) International travel exhibitions.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(6) Outdoor advertisements or billboards.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(7) Tourism leaflets of travel agencies.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(8) Word-of-mouth recommendations from friends or relatives.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

B2.1. Where do you plan to get travel information after your arrival in Taiwan? **(Check all that apply)**

- | | | |
|---|---|--|
| <input type="checkbox"/> (1) Airport Arrival Hall | <input type="checkbox"/> (2) Ground Transportation Center | <input type="checkbox"/> (3) Travel Agency |
| <input type="checkbox"/> (4) Visitor Information Center | <input type="checkbox"/> (5) Hotel | <input type="checkbox"/> (6) Internet |
| <input type="checkbox"/> (7) Convenient Store | <input type="checkbox"/> (8) Restaurant | <input type="checkbox"/> (9) Other _____ |

2. What kind of tourism information do you hope to get after arriving in Taiwan? **(Check all that apply)**

- | | |
|---|---|
| <input type="checkbox"/> (1) Service items and travel programs of travel agencies | <input type="checkbox"/> (3) Travel or road maps |
| <input type="checkbox"/> (2) Transportation information (railway, MRT, car rentals) | <input type="checkbox"/> (6) Theme traveling suggestion |
| <input type="checkbox"/> (4) Restaurant information | <input type="checkbox"/> (5) Accommodation information |
| <input type="checkbox"/> (7) Scenic spots introduction | <input type="checkbox"/> (8) Festivals introduction |
| <input type="checkbox"/> (9) Other _____ | |

B3. What are the purposes of taking this trip to Taiwan?

(Indicate by marking “A” for the main purpose and “B” for the secondary purpose.)

- | | | |
|--|---------------------------------------|--|
| <input type="checkbox"/> (1) Sightseeing | <input type="checkbox"/> (2) Business | <input type="checkbox"/> (3) International Conference or Exhibit |
| <input type="checkbox"/> (4) Visiting friends or relatives | <input type="checkbox"/> (5) Studies | <input type="checkbox"/> (6) Other (Please specify) _____ |

(If your answer is “(1)”, please go to B4. If your answer is “(2)” or “(3)”, please go to B5. Otherwise, please go to section C.)

B4. What attracted you to come to Taiwan for sightseeing this time? **(Check all that apply)**

- | | | | | | |
|---|--|--|---|---|---|
| <input type="checkbox"/> (1) Scenery | <input type="checkbox"/> (2) Price of goods | <input type="checkbox"/> (3) Food | <input type="checkbox"/> (4) Fruits | <input type="checkbox"/> (5) Flowers | <input type="checkbox"/> (6) Geographical convenience |
| <input type="checkbox"/> (7) Weather | <input type="checkbox"/> (8) Historical relics | <input type="checkbox"/> (9) Night life | <input type="checkbox"/> (10) Festival activities | _____ | |
| <input type="checkbox"/> (11) Recreational facilities (e.g. amusement parks, golf courses, resort villages) | | | | | <input type="checkbox"/> (12) Health care |
| <input type="checkbox"/> (13) Taiwan's customs and culture | | <input type="checkbox"/> (14) Friendliness of the people | | <input type="checkbox"/> (15) Safe social environment | |
| <input type="checkbox"/> (16) Democracy | | <input type="checkbox"/> (17) Company excursion | | <input type="checkbox"/> (18) Other _____ | |

(If your answer of B3 is “(1)”, please go to section C.)

B5.1. Did you spend your free time sightseeing during this visit to Taiwan?

☐ A. Yes. If so, how much time did you spend sightseeing?

- | | | | | | |
|---|------------------------------------|-------------------------------------|-------------------------------------|-------------------------------------|--|
| <input type="checkbox"/> (1) Half a day | <input type="checkbox"/> (2) 1 day | <input type="checkbox"/> (3) 2 days | <input type="checkbox"/> (4) 3 days | <input type="checkbox"/> (5) 4 days | <input type="checkbox"/> (6) Over 5 days |
|---|------------------------------------|-------------------------------------|-------------------------------------|-------------------------------------|--|

☐ B. No. Why not? **(Check all that apply)**

- | | | |
|---|--|--|
| <input type="checkbox"/> (1) Not arranged by the local office/sponsor | <input type="checkbox"/> (2) Lack of time | <input type="checkbox"/> (3) Lack of tourism information |
| <input type="checkbox"/> (4) Not included in the package tour | <input type="checkbox"/> (5) Nothing interesting | <input type="checkbox"/> (6) Other _____ |

(If attending “International conference or exhibition” is neither the main purpose nor secondary purpose of your visit, please go to Section C.)

2. Please advise us if you have any suggestions or comments on how to plan the pre- or post-conference or exhibit tours _____

C. Expenditure Behavior

C1. How did you arrange this trip to Taiwan?

- | |
|--|
| <input type="checkbox"/> (1) Group tour arranged through a travel agency. |
| <input type="checkbox"/> (2) Individual tour arranged through a travel agency. |
| <input type="checkbox"/> (3) Accommodations arranged (and ticket booked) through a travel agency. (Please go to C3.) |
| <input type="checkbox"/> (4) Self-guided tour, with an itinerary planned and activities arranged by a Taiwan travel agency after arrival. |
| <input type="checkbox"/> (5) Self-guided tour, without any arrangements by a Taiwan travel agency after arrival. (Please go to C3.) |

C2.1. How would you rate your level of satisfaction with the services provided by the local travel agency and tour guides ?

	very satisfied	satisfied	neutral	dissatisfied	very dissatisfied	not applicable
	5	4	3	2	1	0
(1) Itinerary.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(2) Accommodations.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(3) Transportation.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(4) Meals.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(5) Tour guide service.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(6) Professionalism of the tour guides.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(7) Overall impression...	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	

(If your answer of C1. is not “(1)”, please go to C3.)

2. What are your comments on shopping arranged by the local travel agency?

A. Number of shopping trips:_____ times

B. Commodity prices: ☐ (1)Very low-price ☐ (2)Low-price ☐ (3)Good-price
☐ (4)High-price ☐ (5)Very high-price

C3. Did you pay any prepaid travel expenses before arrival?

☐ (1)Yes **(Please go to C4.)** ☐ (2)No **(Please go to C6.)**

C4. How much did you prepay before arrival?_____ **(Type of currency : _____)**

(Air/ship fare: ☐ (1)include ☐ (2)excluded)

C5. Which of the following expenses did you prepay before arrival? **(Please check all that apply)**

☐ (1)Hotel ☐ (2)Meals outside hotel ☐ (3)Local transportation
☐ (4)Entertainment ☐ (5)Miscellaneous expenses

C6. How much money in total did you spend in Taiwan on this trip? **(Please exclude prepayments)**

_____ **(Type of currency : _____)**

C7. Please itemize these expenses in terms of their amount or percentage.

1. Hotel bills:_____ % _____person(s)
2. Meals excluding hotel meals: _____ % _____person(s)
3. Local transportation:_____ % _____person(s)
4. Entertainment:_____ % _____person(s)
5. Miscellaneous expenses:_____ % _____person(s)
6. Shopping:_____ % _____person(s)
 - (1) Clothes or accessories:_____ %
 - (2) Jewelry or jade:_____ %
 - (3) Souvenirs or handicraft products:_____ %
 - (4) Cosmetics or perfumes:_____ %
 - (5) Local special products:_____ %
 - (6) Tobacco or alcohol:_____ %
 - (7) Chinese herbal medicine or health food:_____ %
 - (8) 3C or electric appliances:_____ %
 - (9) Tea:_____ %
 - (10) Other (please specify):_____ %

C8. Did you claim a tax refund prior to departure?

☐ (1) Yes. **(Please go to C9.)** ☐ (2) No. Why not? _____ **(Please go to section D.)**

C9. Were the refund procedures easy to follow and convenient?

☐ (1) Yes. ☐ (2) No. Why not? _____

D. Tourist Behavior

D1. Please check all activities that you have participated in during your stay in Taiwan.

☐ (1) Outdoor recreation (e.g. mountain climbing, diving, rafting, whale watching or bird watching)

☐ (2) Golfing ☐ (3) Hot spring soaking ☐ (4) Shopping ☐ (5) Historical relics sightseeing

☐ (6) Taking wedding or salon shots ☐ (7) Skin care treatment or manicure nail art

☐ (8) Massage or acupuncture ☐ (9) Karaoke or K.T.V. ☐ (10) Pubs or night clubs

☐ (11) Exhibitions ☐ (12) Local festival activities _____

☐ (13) Cultural events ☐ (14) SPA, sauna ☐ (15) Night market

☐ (16) Lake tour ☐ (17) Theme park ☐ (18) Health care

☐ (19) Bicycle riding ☐ (20) Other (please specify) _____

D2. What tourist spots have you visited on this trip?

1. Your favorite tourist spot is: _____ Why? _____

2. Your least favorite tourist spot is: _____

Please indicate what you disliked about it:

☐ (1) Scenery ☐ (2) Recreational facilities ☐ (3) Environment

☐ (4) Transportation ☐ (5) Other (please specify) _____

D3. Please rate your level of satisfaction with the means of public transportation in Taiwan.

	satisfaction					
	no experience	very satisfied	satisfied	neutral	dissatisfied	very dissatisfied
	0	5	4	3	2	1
(1) High Speed Rail.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(2) Train.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(3) MRT.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(4) Airplane.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(5) Coach.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(6) Sightseeing tour bus	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(7) Bus.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(8) Taxi.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(9) Ferry.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

D4. Where did you stay during this visit to Taiwan? **(Please check all that apply, if required, rate your general impressions, using a scale of 1-5, with "5" meaning very satisfied and "1" meaning very dissatisfied.)**

- ☐ (1) Hotels ----- The main hotel is _____. How do you rate it? _____
- ☐ (2) Guest houses (or B&B) _____. How do you rate it? _____
- ☐ (3) Youth hostels or community centers _____. How do you rate it? _____
- ☐ (4) The home of relatives or friends ☐ (5) Dormitory ☐ (6) Rental apartments
- ☐ (7) Temples, seminaries, or churches ☐ (8) Others (please specify) _____

D5. Will you visit Taiwan again?

- ☐ 1. Yes. The main reason is:
- ☐ (1) Sightseeing ☐ (2) Business
- ☐ (3) International Conference or Exhibit ☐ (4) Visiting friends or relatives
- ☐ (5) Studies ☐ (6) Others (please specify) _____
- ☐ 2. No. Why not? _____

D6. How do you rate your satisfaction with the experiences you had during your stay in Taiwan, using a scale of 1-5, with "5" meaning very satisfied and "1" meaning very dissatisfied?

	very satisfied					No experience
	5	4	3	2	1	0
1. Convenience						
(1) Efficiency of applying for a visa.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(2) International transportation to Taiwan (Ease of obtaining tickets, flight times, etc.)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
(3) Communication facilities (Int'l public telephone, the Internet).....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(4) Access to tourism information.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(5) Local transportation.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(6) Immigration procedures.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
(7) Customs procedures.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
2. Environment internationalization						
(1) Clearness of road signs and public facilities signs.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
(2) Access to services in English.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
(3) Friendliness of Taiwan people.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
3. Safety						
(1) Safety of recreational facilities.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(2) Safety of social environments.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
(3) Safety of accommodation facilities.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(4) Good public environmental hygiene.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
(5) Good food hygiene.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
4. Please rate your overall satisfaction with this trip to Taiwan.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	

D7.1. Please indicate your favorite foreign country/area which you have had **visited as a tourist** for the past 3 years? **(Please check one only and exclude the country/area of your residence)**

- ☐ (1) Mainland China ☐ (2) Hong Kong/Macao ☐ (3) Indonesia ☐ (4) Japan
☐ (5) Korea ☐ (6) Malaysia ☐ (7) Philippines ☐ (8) Singapore
☐ (9) Thailand ☐ (10) None of above **(Please go to Section D8.)**

2. Why is the chosen country/area your favorite? _____
(From the list of 1-17, please check the reasons that apply.)

Taiwan is superior to this country/area in _____ **(Please check all that apply)**

- (1) Scenery (2) Price of goods (3) Food (4) Fruits (5) Flowers (6) Geographical convenience
(7) Weather (8) Historical relics (9) Night life (10) Festival activities
(11) Recreational facilities (e.g. amusement parks, golf course, resort villages)
(12) Health care (13) Customs and culture (14) Friendliness of the people
(15) Safe social environment (16) Democracy
(17) Others: other country/area _____ Taiwan _____

D8. Which part of Taiwan has given you the deepest impression? **(Please check all that apply)**

- ☐ (1) Gourmet food ☐ (2) Forest and seashore ecological landscapes ☐ (3) Coastal view
☐ (4) Hot spring soaking ☐ (5) Historical relics ☐ (6) Night markets sightseeing
☐ (7) 3C products ☐ (8) Cycling fun ☐ (9) Famous local products ☐ (10) Temple
☐ (11) Night life ☐ (12) Aboriginal culture ☐ (13) National Palace Museum ☐ (14) Taipei 101
☐ (15) Alishan ☐ (16) Sun Moon Lake ☐ (17) Taroko, Tienhsiang
☐ (18) Cosmetic and medical treatments ☐ (19) Local friendliness and hospitality
☐ (20) Traditional crafts ☐ (21) Recreational farm ☐ (22) Other _____

E. Personal Information

E1. Nationality: _____

E2. The country of your residence: _____

E3. Age: ☐ (1) 12-19 ☐ (2) 20-29 ☐ (3) 30-39 ☐ (4) 40-49 ☐ (5) 50-59
☐ (6) 60-65 ☐ (7) 66 and over

E4. Annual income: **(converted to USD)**

- ☐ (1) Under 9,999 ☐ (2) 10,000-14,999 ☐ (3) 15,000-29,999 ☐ (4) 30,000-39,999
☐ (5) 40,000-69,999 ☐ (6) 70,000-99,999 ☐ (7) Over 100,000 ☐ (8) No fixed income

E5. Education:

- ☐ (1) Primary school ☐ (2) Junior high school, senior high school or vocational high school
☐ (3) College, university, graduate school or higher ☐ (4) Others _____

E6. Occupation:

- ☐ (1) Legislator, administrator, business executive or manager
☐ (2) Professional ☐ (3) Technician or assistant ☐ (4) Office clerk
☐ (5) Service worker and shop/market sales worker
☐ (6) Agricultural, animal husbandry, forestry and fishery worker
☐ (7) Production and related worker, plant/machine operator and laborer
☐ (8) Homemaker ☐ (9) Student ☐ (10) Retired ☐ (11) Other _____

E7. Gender: ☐ (1) Male ☐ (2) Female

Other suggestions:

What part of the trip did you find most satisfying and least satisfying in this trip?

The most satisfying: _____

The least satisfying: _____

Other opinions: _____

~~~~~ **Thank You for Your Cooperation** ~~~~~ **Have a Nice Trip Home!**

**F. 訪視記錄表**

F1. 訪視結束時間：\_\_\_\_\_時\_\_\_\_\_分      F2. 訪視日期：\_\_\_\_\_年\_\_\_\_\_月\_\_\_\_\_日

| F3. 受訪者合作情形：           | 很強                       |                          |                          |                          | 很弱                       |
|------------------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|
|                        | 5                        | 4                        | 3                        | 2                        | 1                        |
| 1. 受訪者合作態度.....        | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| 2. 受訪者對問題了解程度.....     | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| 3. 受訪者對問題回答用心程度.....   | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| 4. 受訪者因為有人在場影響程度 ..... | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| 5. 本問卷可採信程度.....       | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |

訪員簽名：\_\_\_\_\_ 訪員編號：\_\_\_\_\_ 審查員：\_\_\_\_\_