



.....	3
.....	3
.....	5
.....	7
.....	9
.....	11
.....	14
.....	16
.....	18
.....	21
.....	23
.....	25
.....	29
.....	42
.....	46
.....	51
.....	57
.....	63
.....	69
.....	74
.....	81
.....	81
.....	85

□

.....	133
.....	138
.....	143
.....	148
.....	154
.....	159
.....	164
.....	170
.....	175
.....	180
.....	185
.....	185
.....	188
.....	191
.....	193
.....	196
.....	198
.....	201
.....	203
.....	205
.....	208
.....	210
.....	212
.....	216
.....	219
.....	221
.....	224
.....	227
.....	230
.....	232
.....	235
.....	238
.....	238
.....	241
.....	243
.....	246
.....	248
.....	251

.....	254
.....	256
.....	258
.....	261
.....	264
.....	267
.....	269
.....	271
.....	274
.....	277
.....	279
.....	281
.....	284
.....	286


			① ② ③ ④	
			① ② ③ ④	
			① ② ③ ④	

















--	--	--	--





--	--	--



















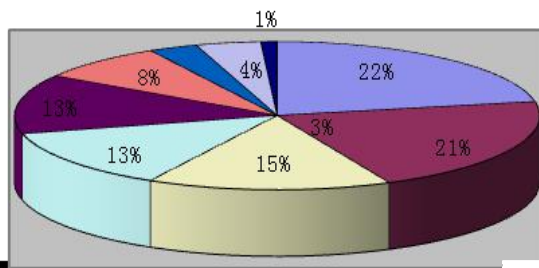






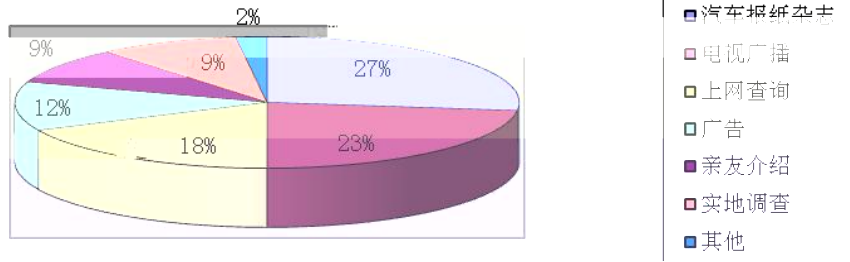
- 企业
- 公务员
- 自由职业者
- 事业单位
- 机关工作人员
- 其他
- 教师
- 干部退休

1



- 油耗经济性好
- 性价比合理
- 售后服务好
- 安全性有保障
- 品牌知名度高
- 维修成本低
- 能体现身份地位
- 其他

2



3



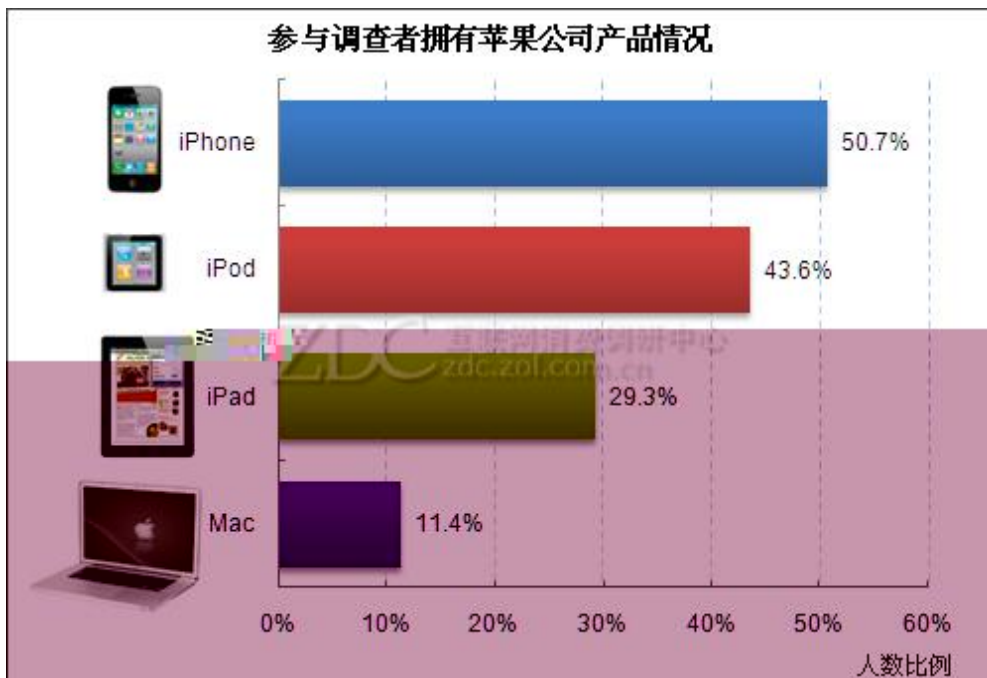
4



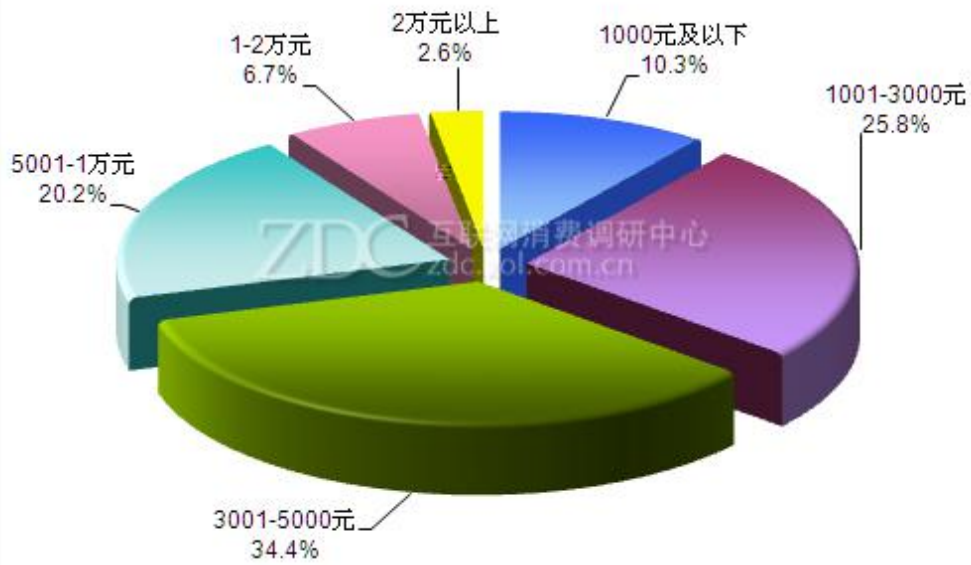
5



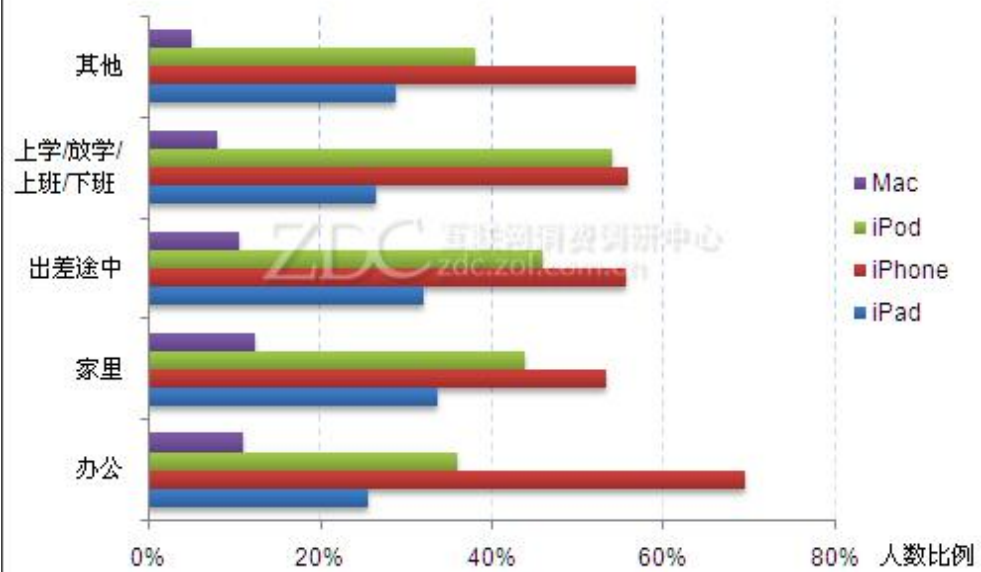


参与调查者购买苹果产品的消费分布



参与调查者在不同环境下使用苹果产品的情况



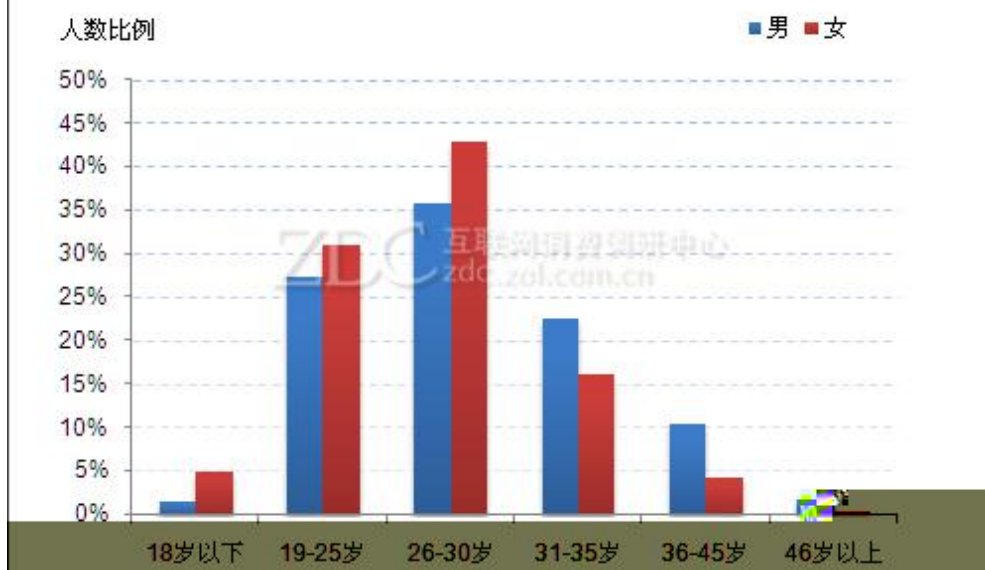
参与调查者的性别分布



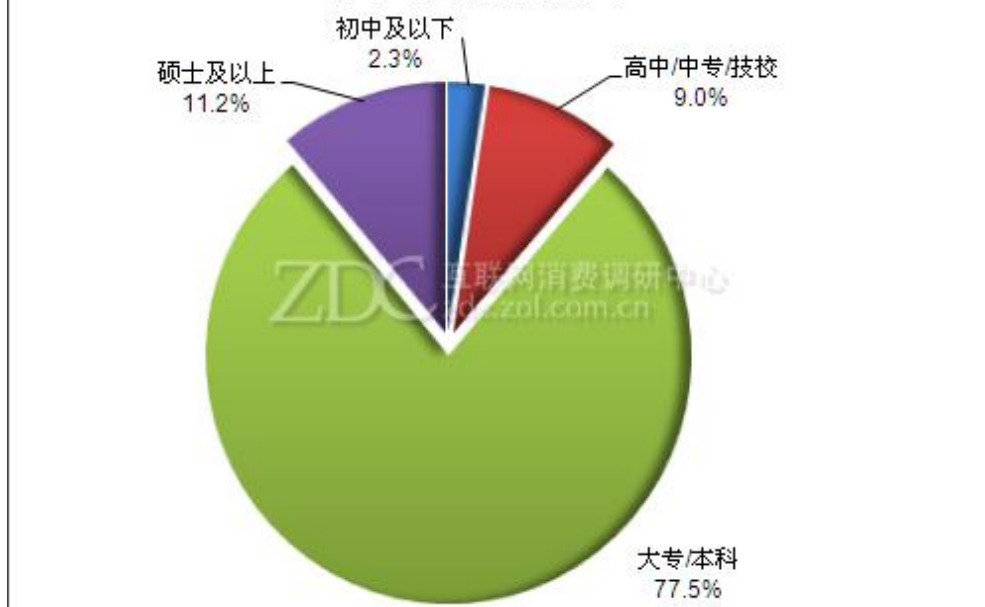
参与调查者的年龄分布



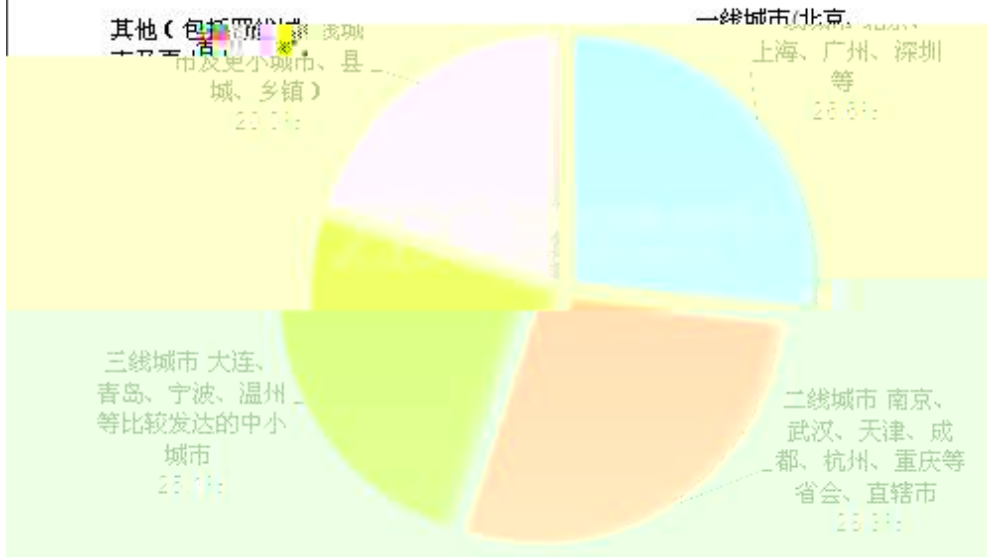
### 不同性别参与调查者的年龄段对比



### 参与调查者的学历分布



### 参与调查者的地域分布



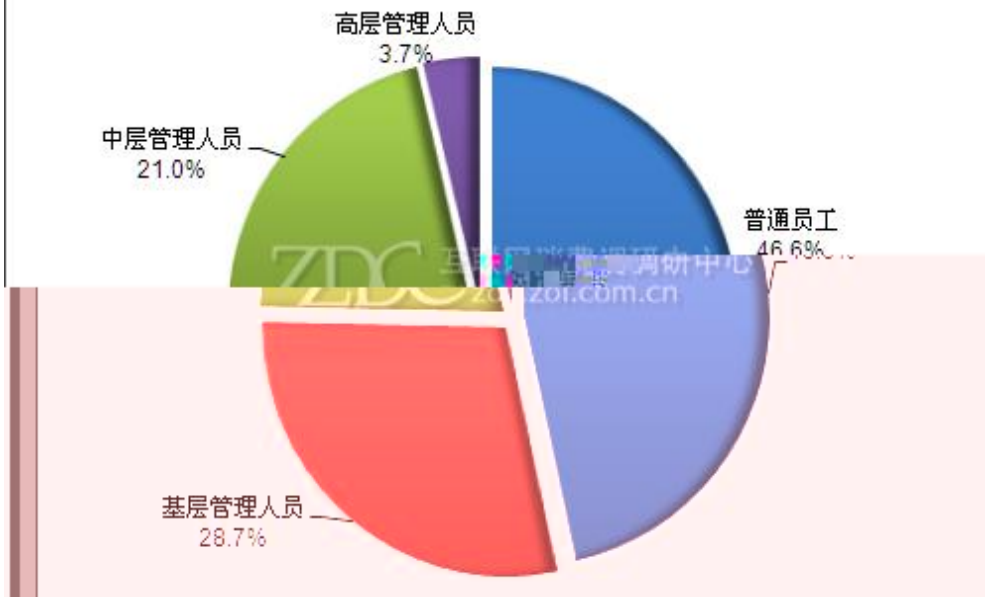
### 参与调查者所在的行业分布



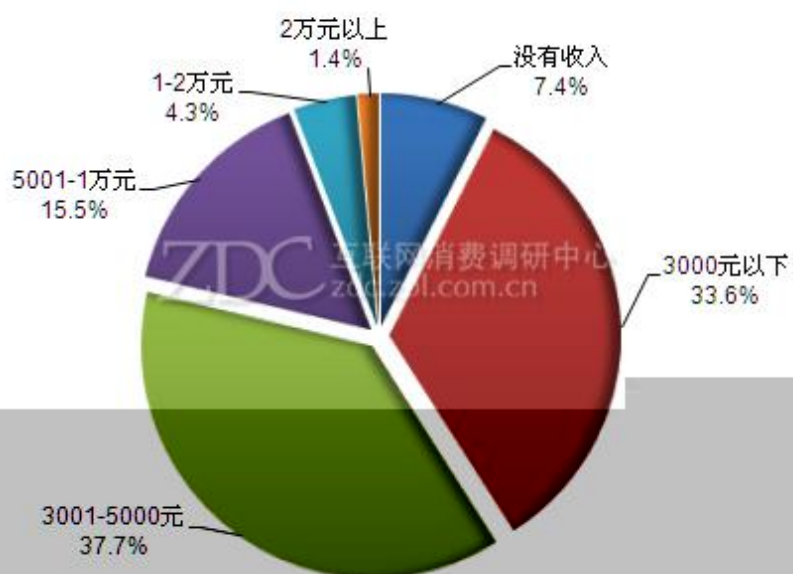
参与调查者的职业分布



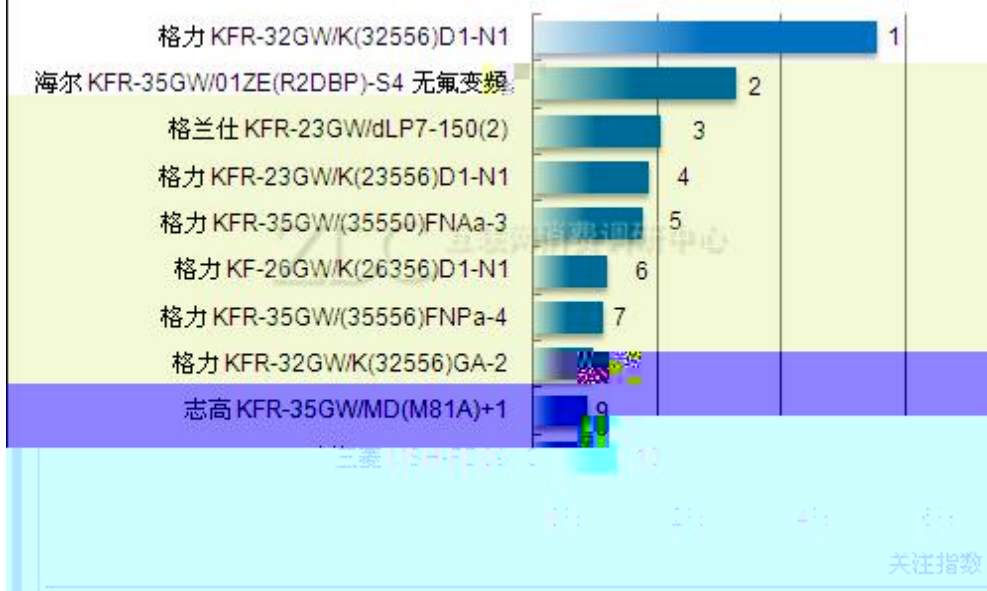
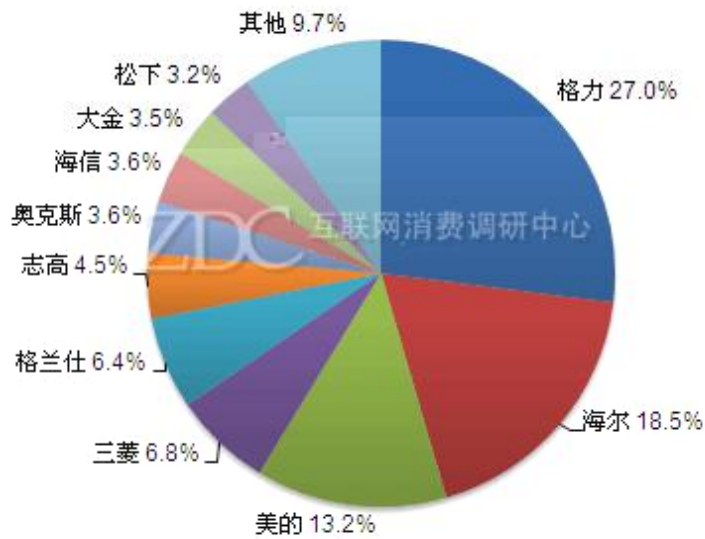
参与调查者的职务分布



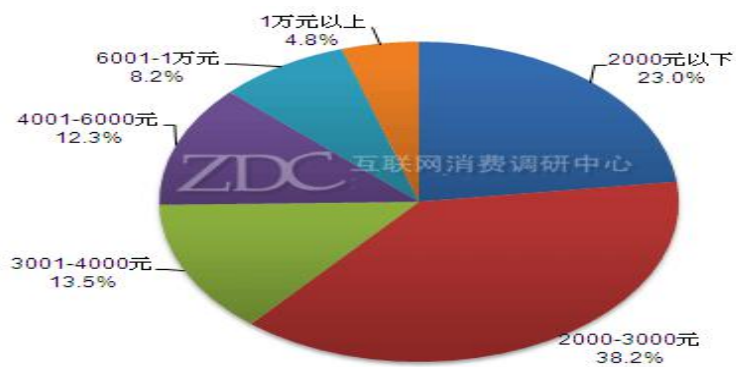
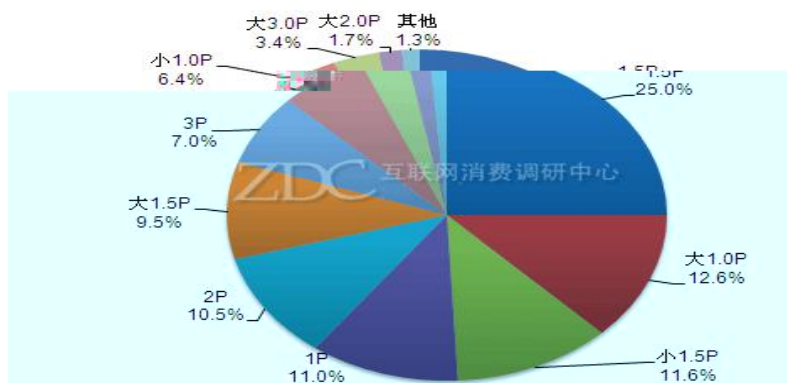
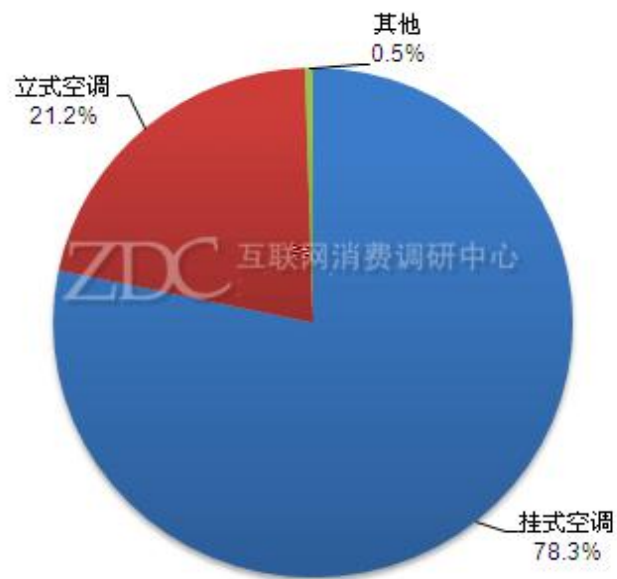
参与调查者的收入分布

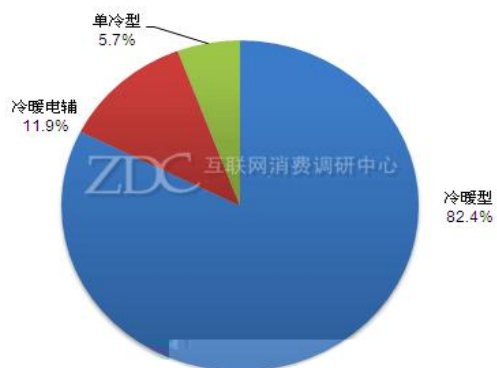




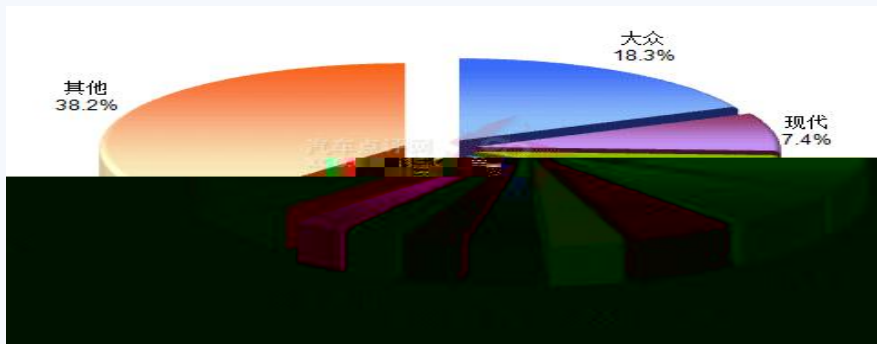



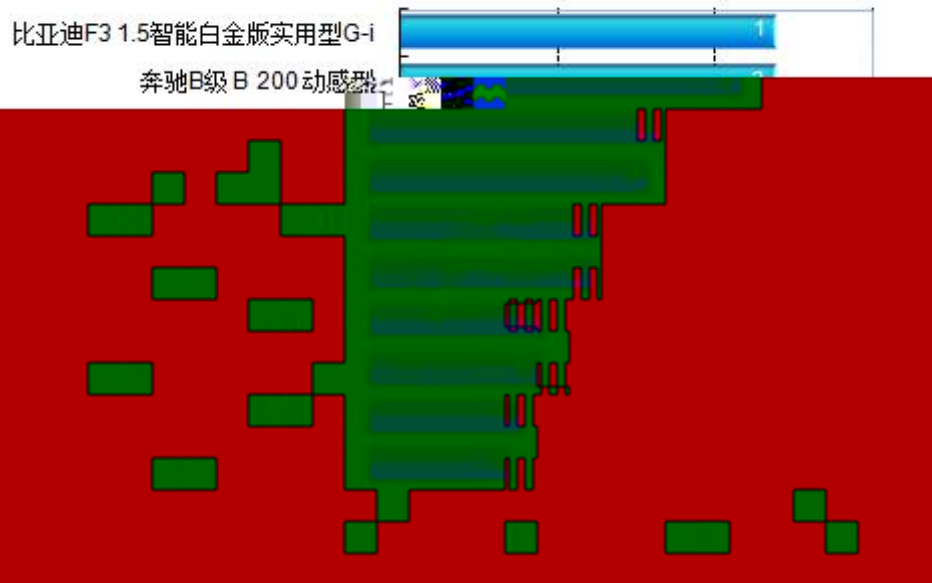
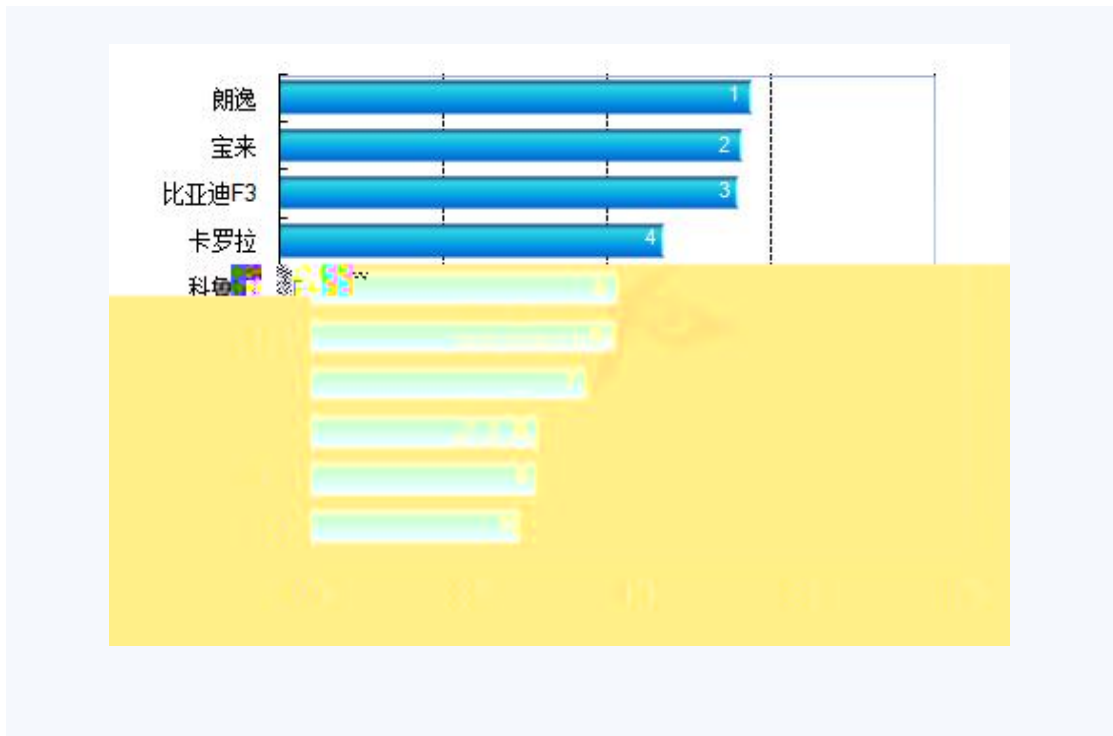


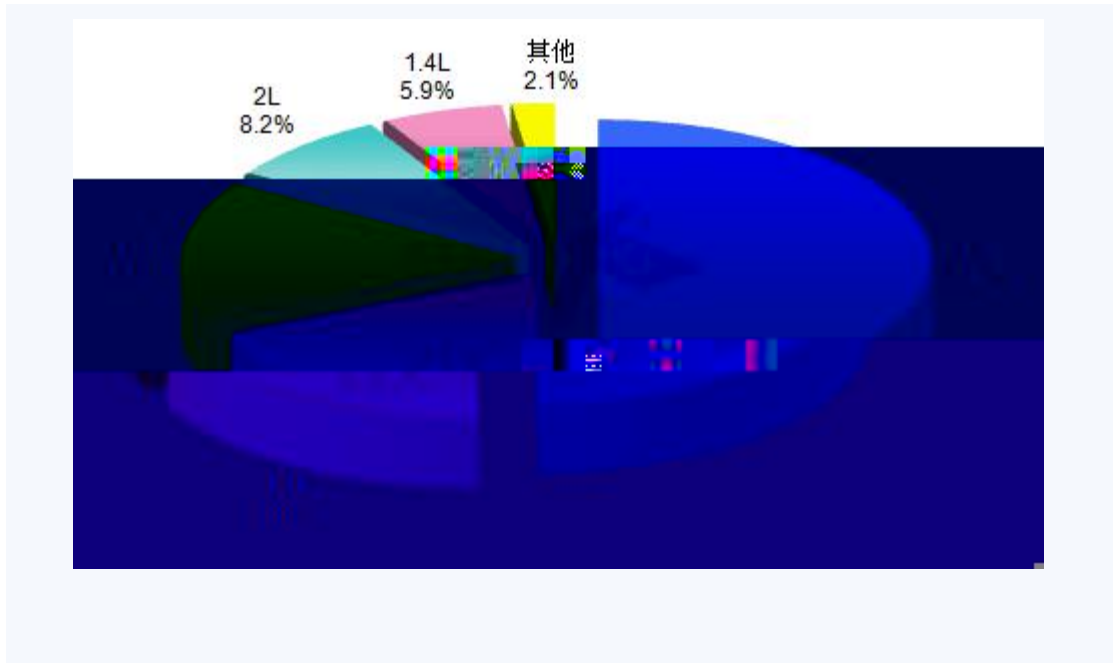










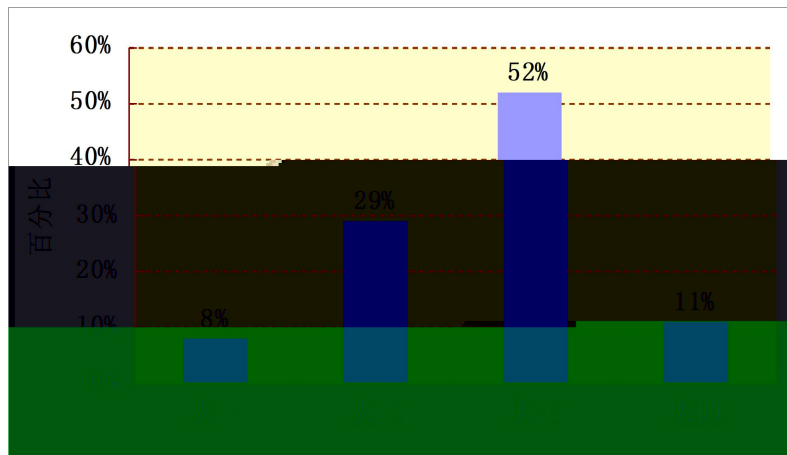
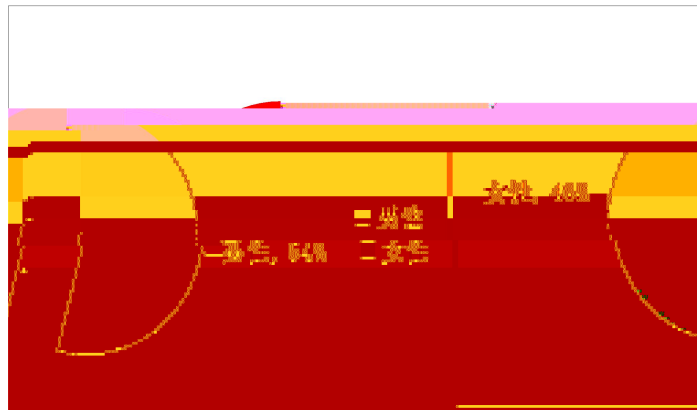







--	--	--	--





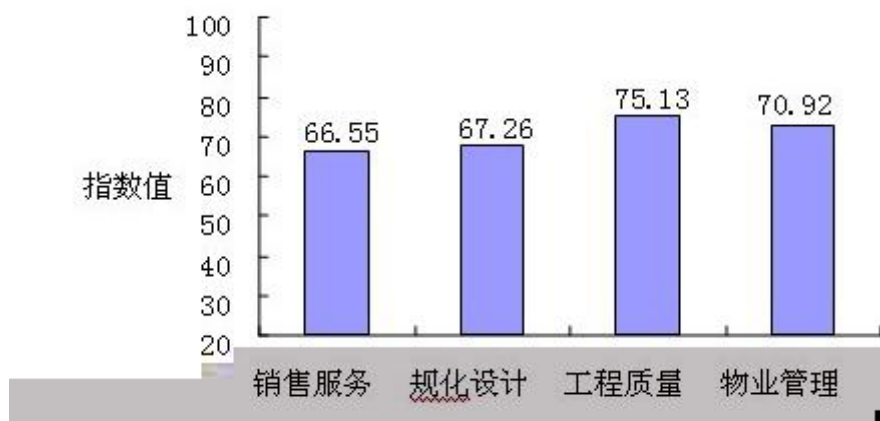
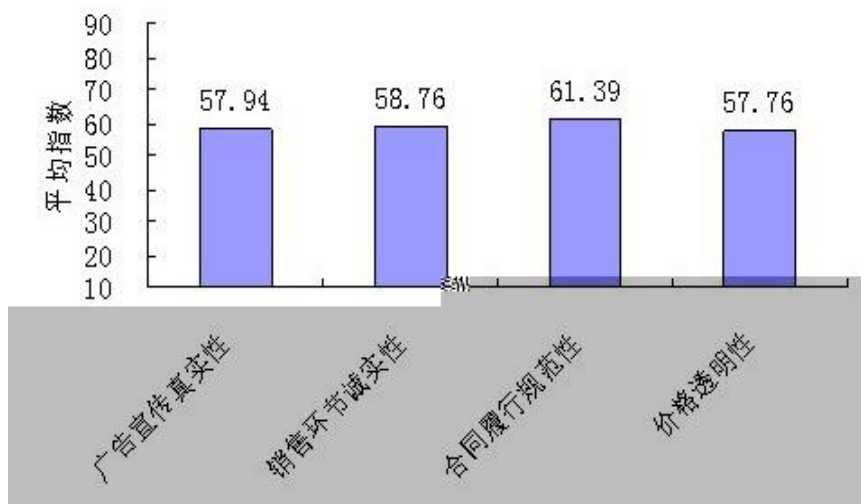




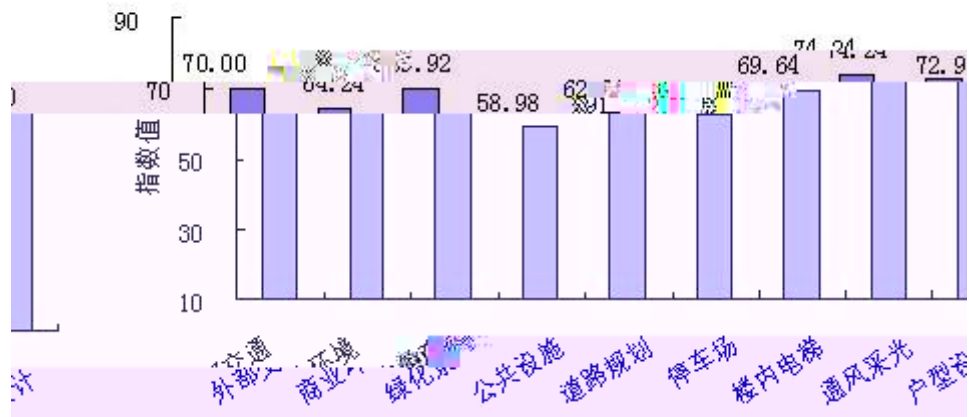
--	--	--

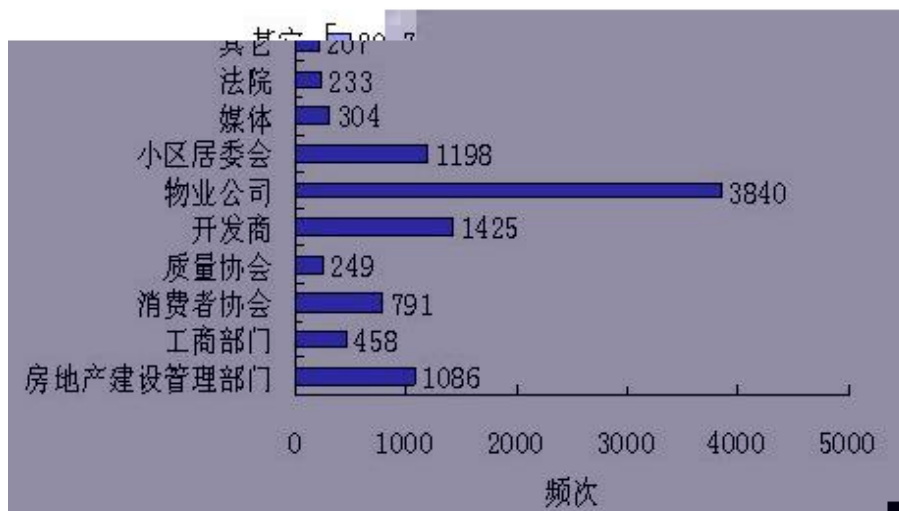
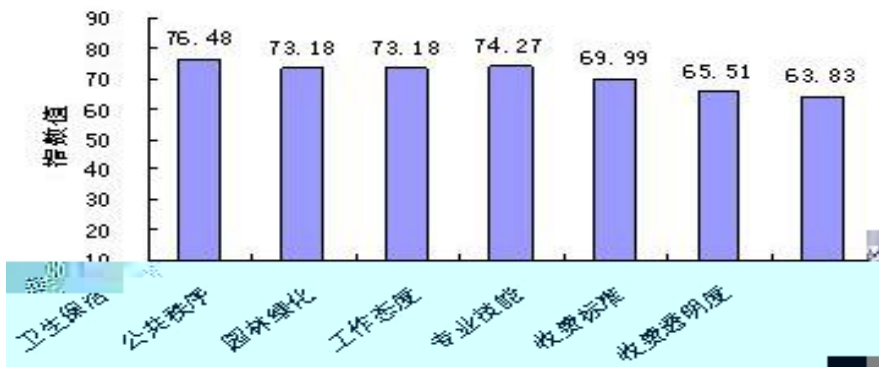








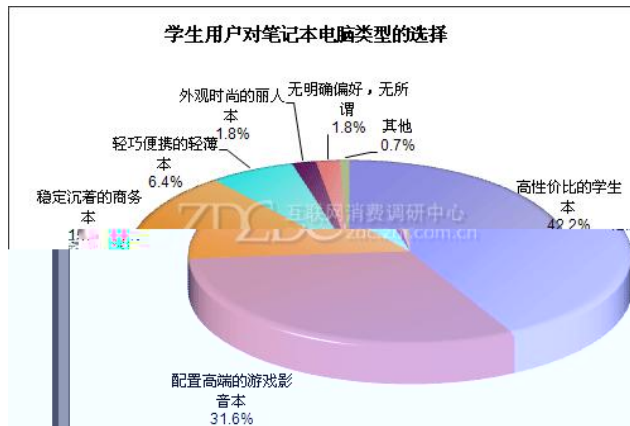
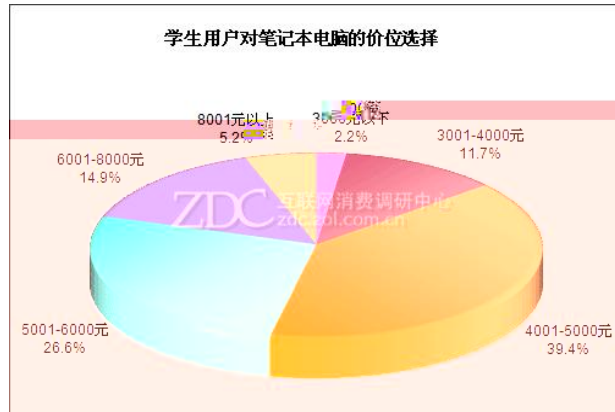


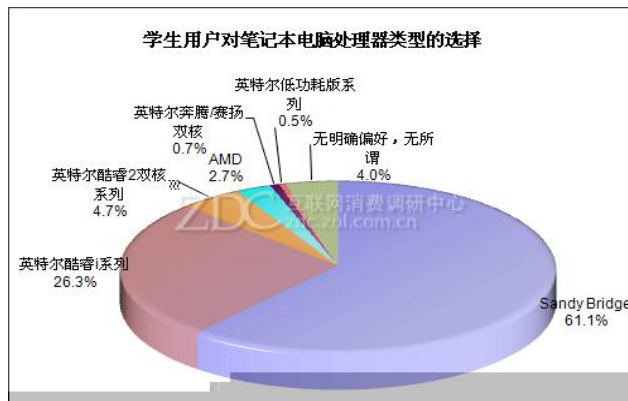
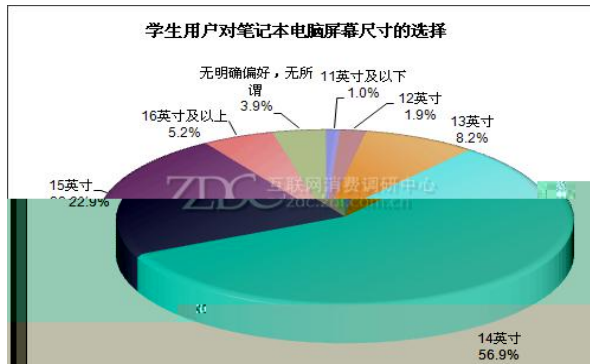
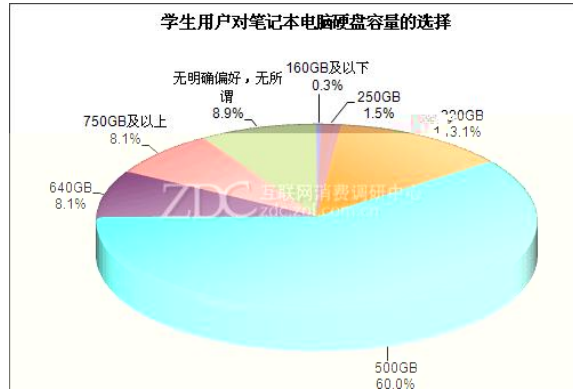


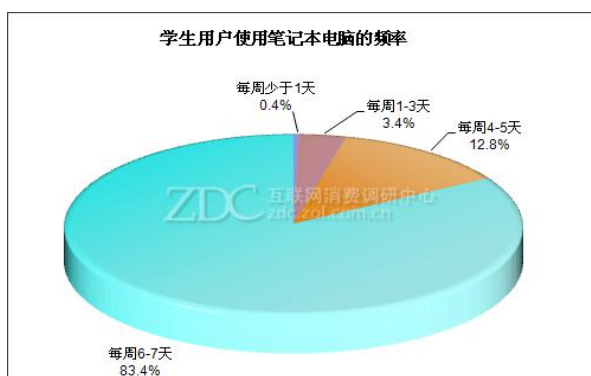
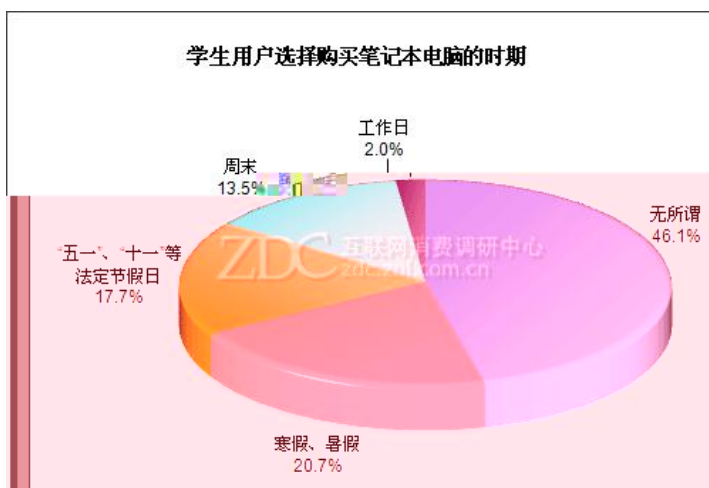
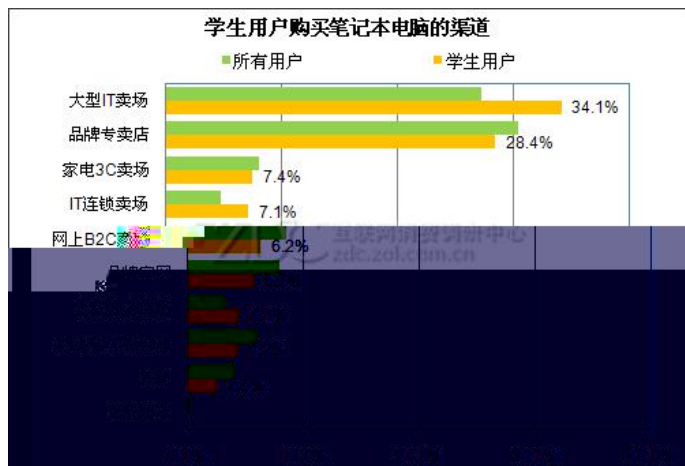

--	--	--	--















--	--	--




参与网购网民性别分布



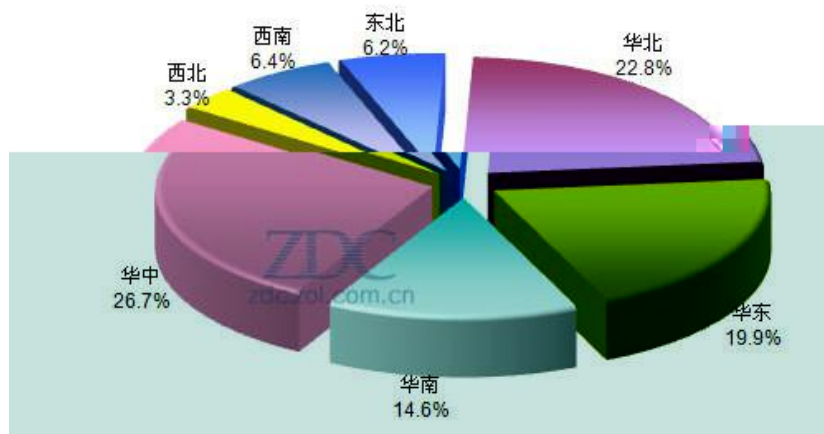
参与网购网民年龄分布



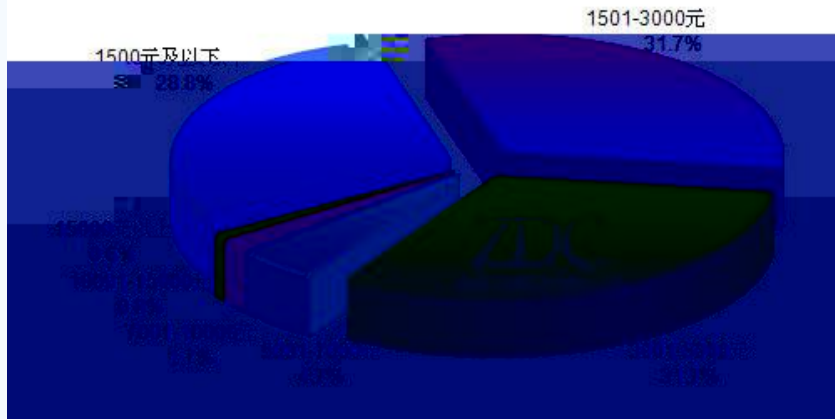
参与网购网民教育背景分布



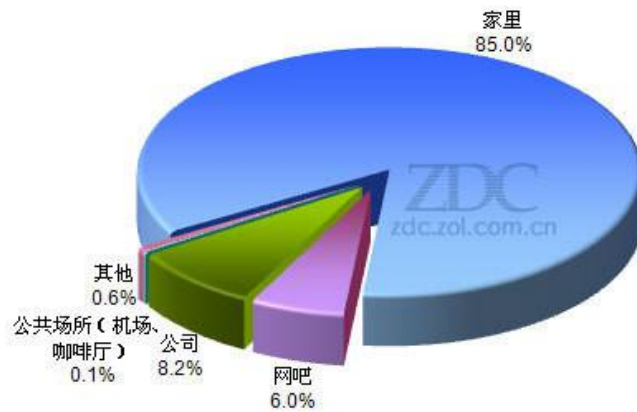
中国IT网民网络购物七大区域分布



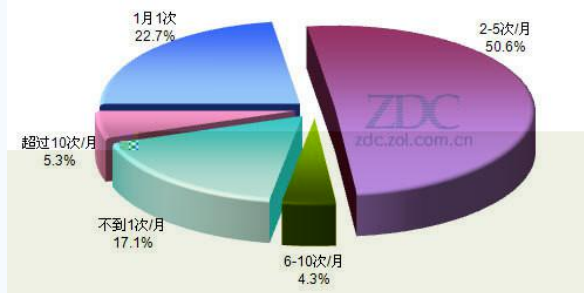
中国IT网民月收入情况分布图



中国IT网民上网地点分布



中国IT网民购物次数分布



中国IT网民网络购物时IT产品购物金额分布图



中国IT网民网络购物最喜欢购买的IT产品排行



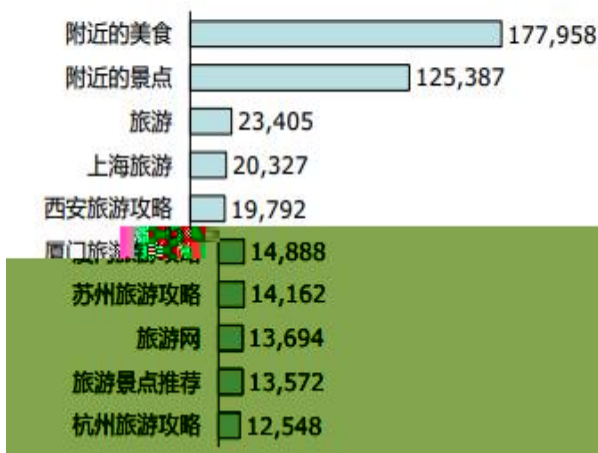
中国IT网民对购物网站的五大认知渠道



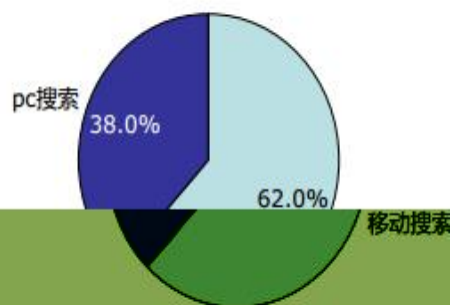




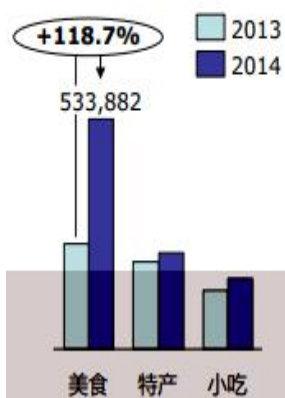

国庆七天旅游行业通用词(TOP10)



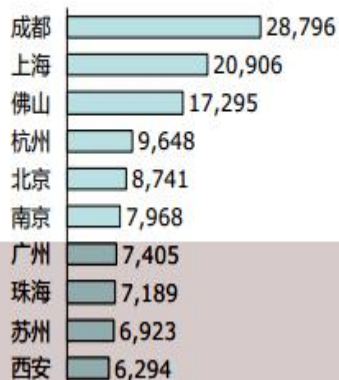
国庆七天不同搜索终端份额对比



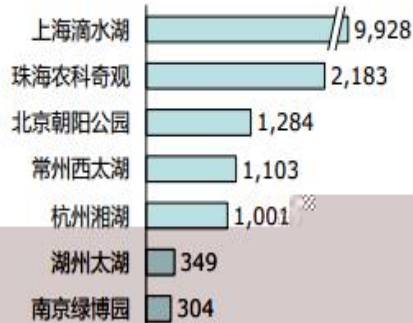
国庆七天美食特产的搜索热度



国庆七天美食城市TOP10



国庆七天最受关注的公园美食节



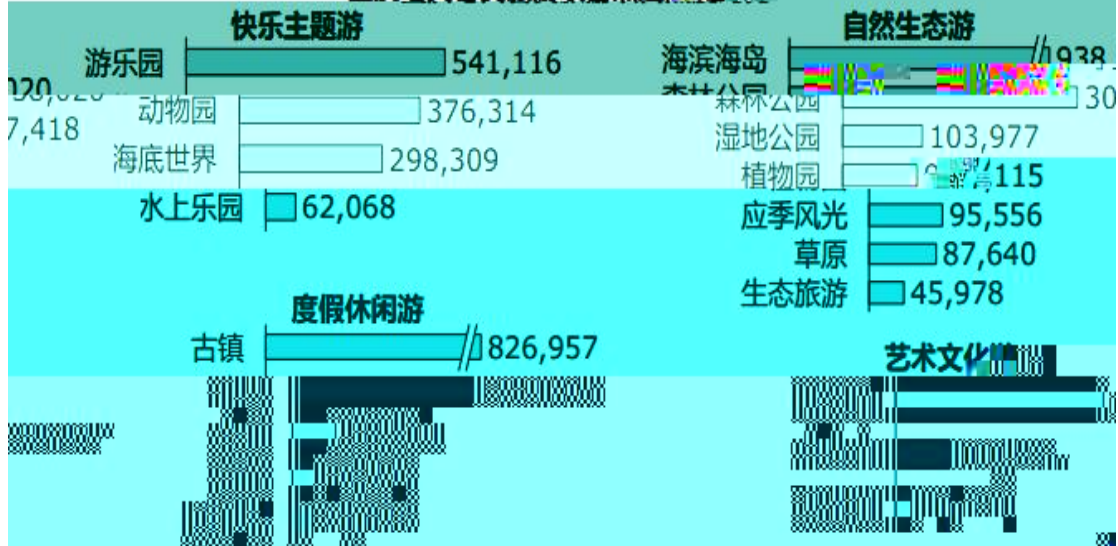
### 国庆七天与旅游出行相关的三大服务信息



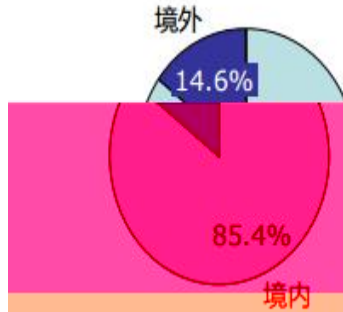
### 国庆七天与旅游相关的十大新闻话题



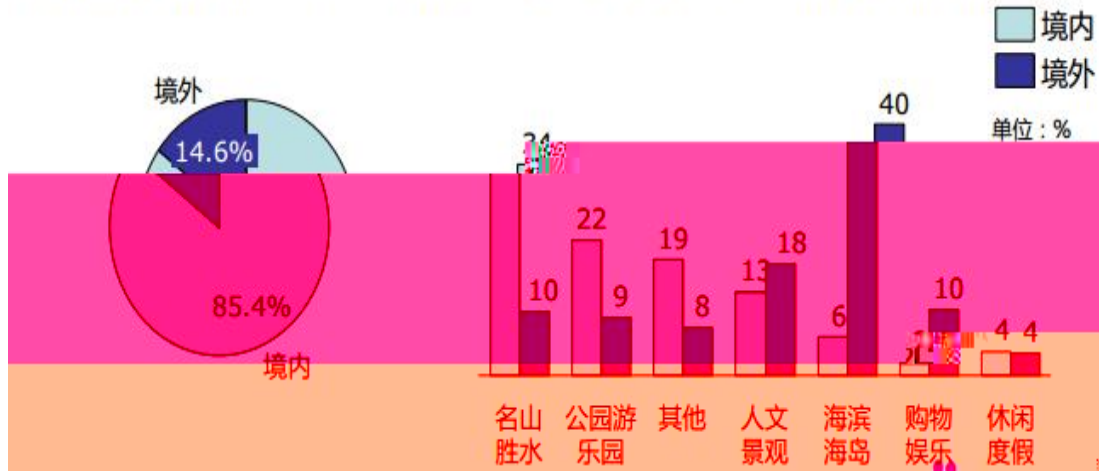
### 国庆七天各类旅游项目热度



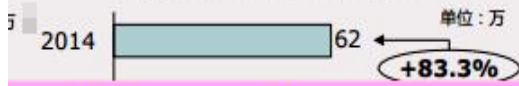
国庆七天境内外目的地搜索份额对比



国庆七天网民关注的境内外景点类别

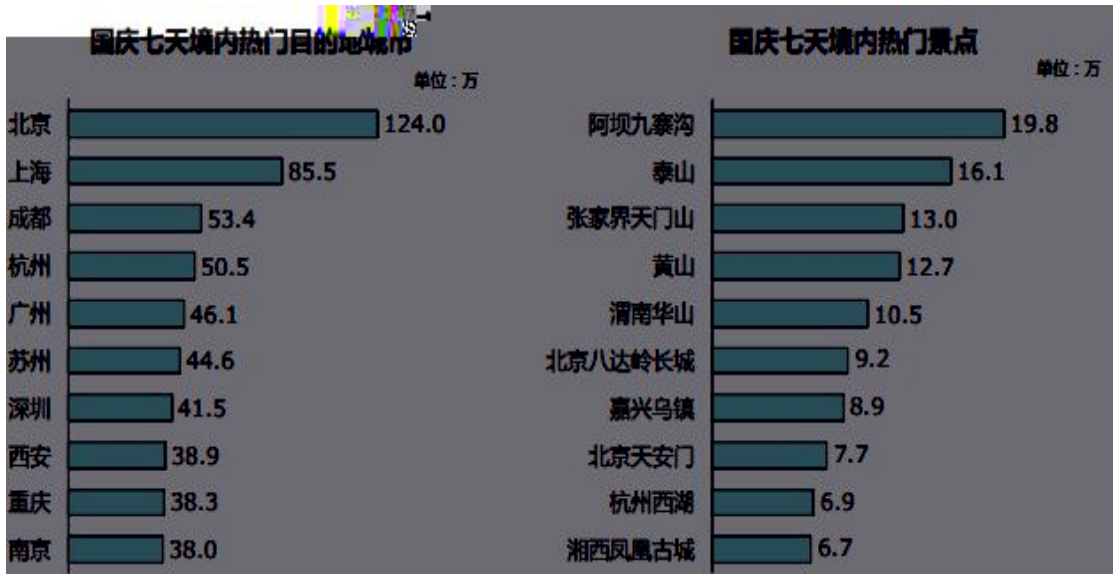


国庆七天周边游热度及同比

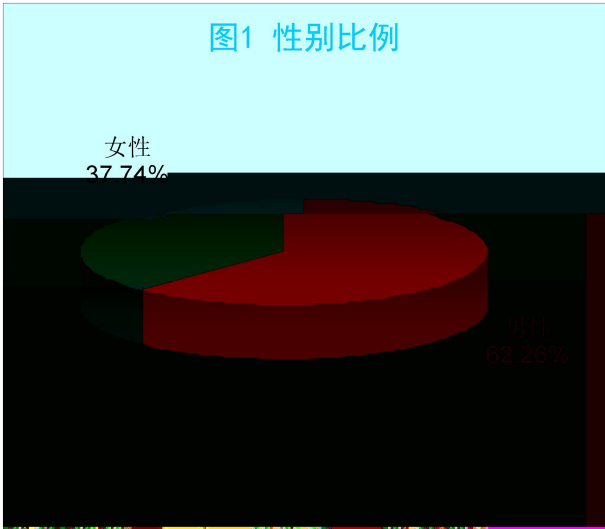


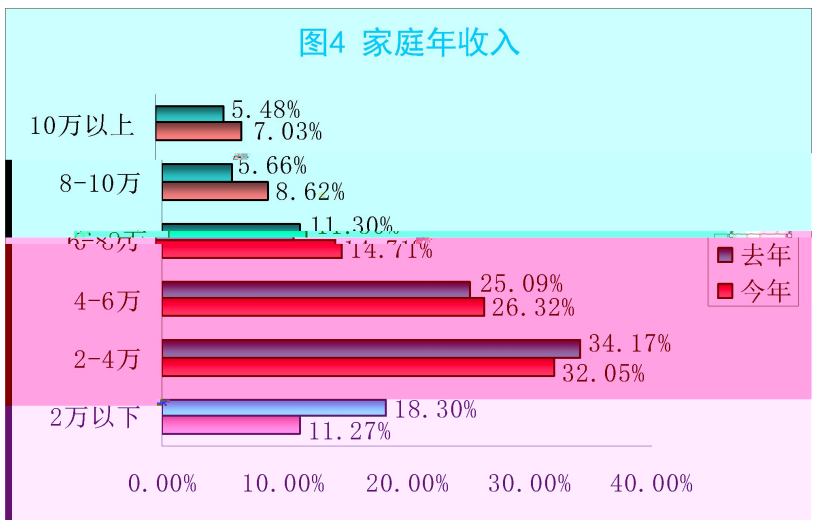
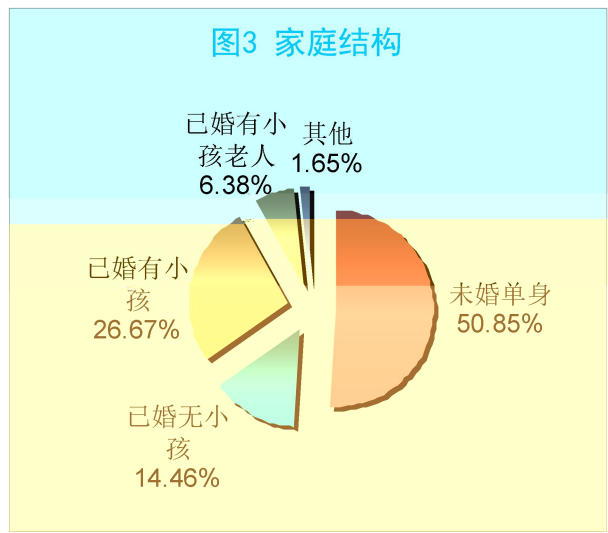
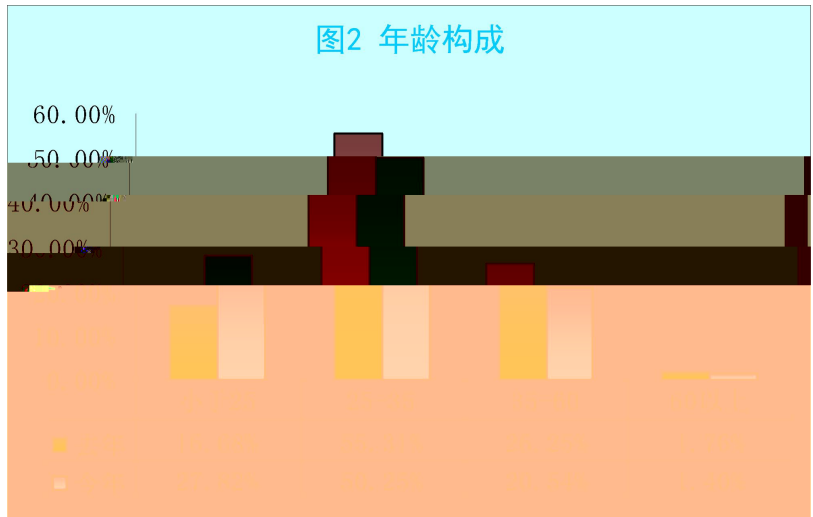
国庆七天周边游城市TOP10









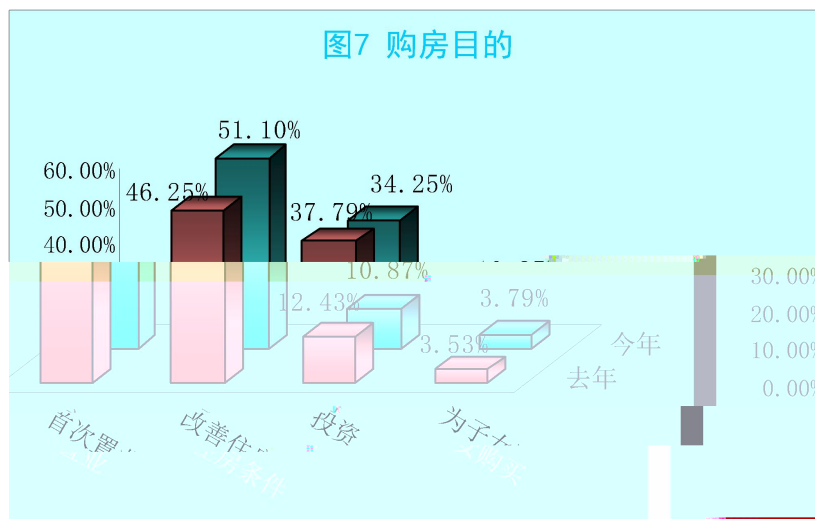
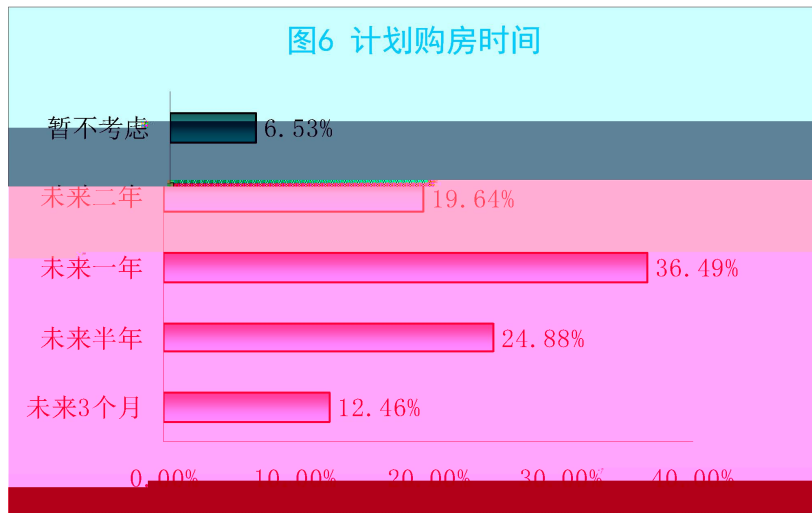
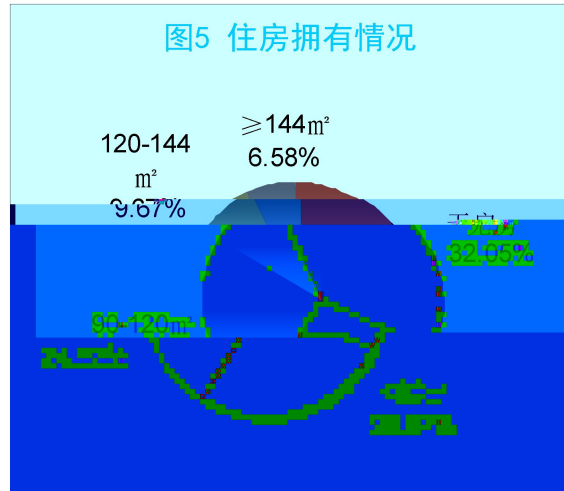




图8 不同年龄层购房目的

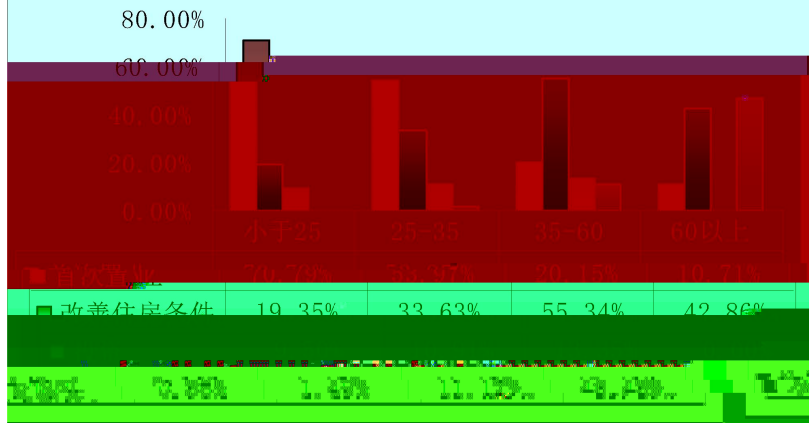


图9 购房类型

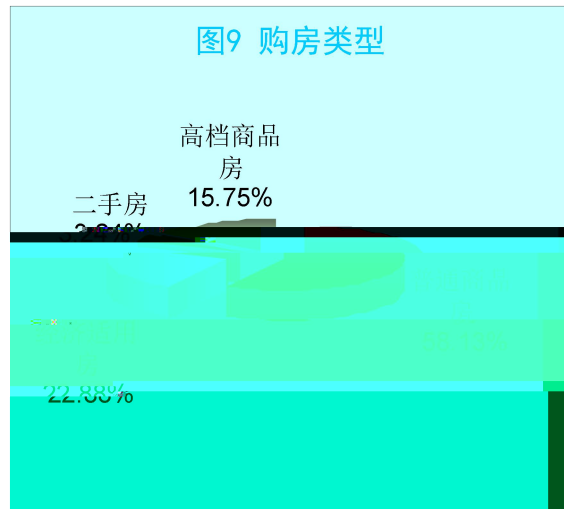
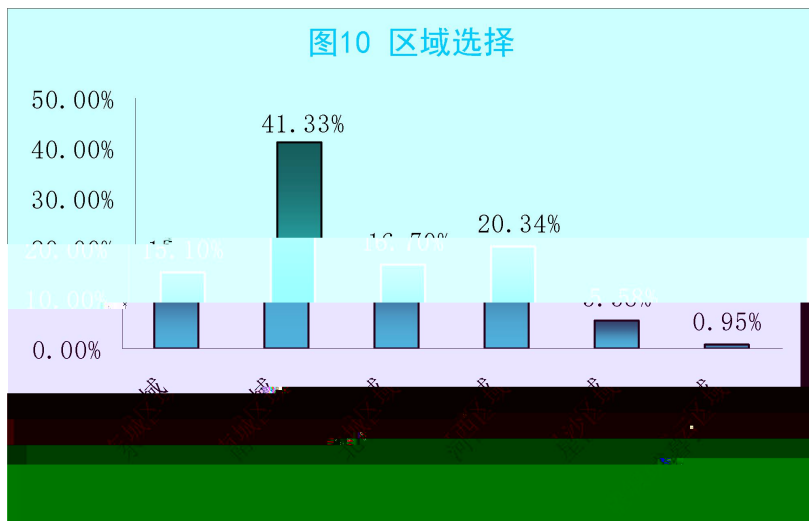


图10 区域选择



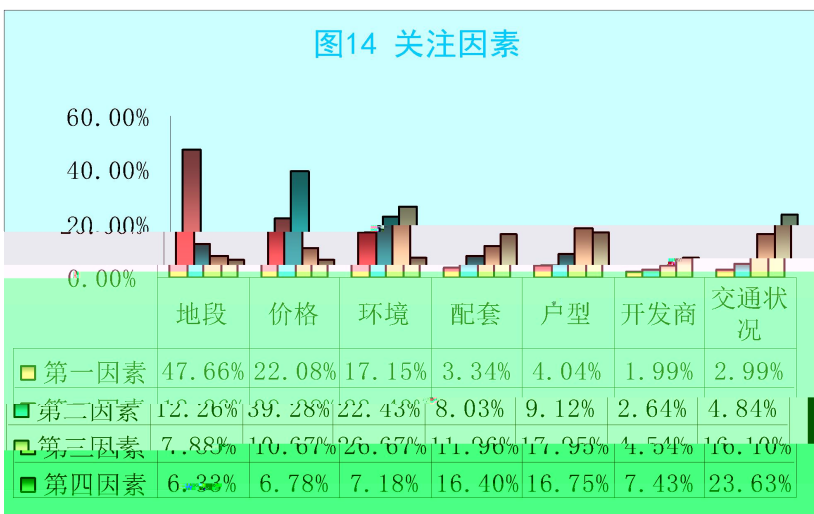
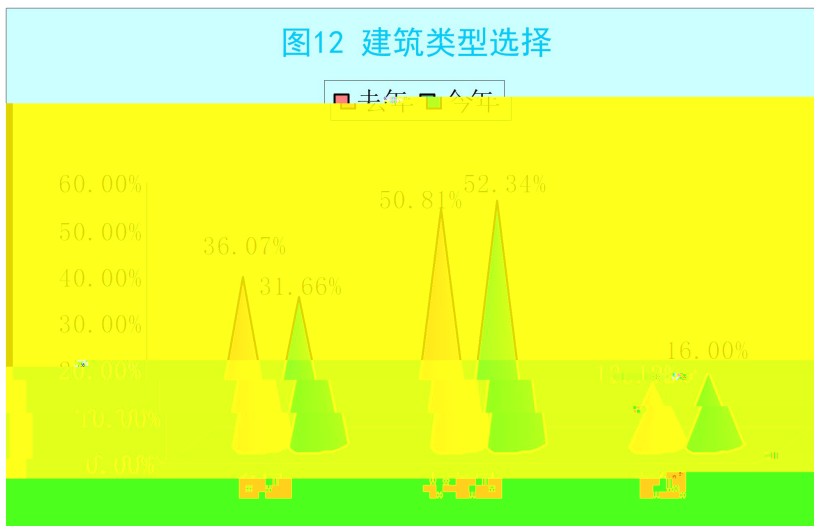
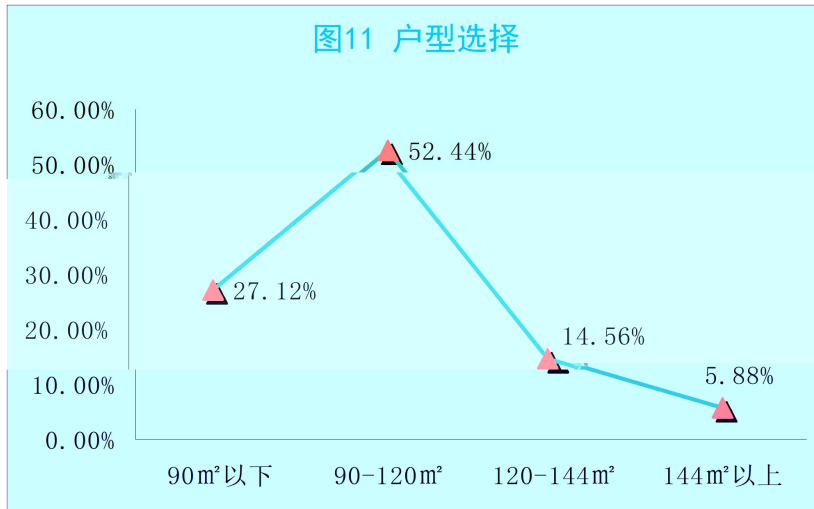
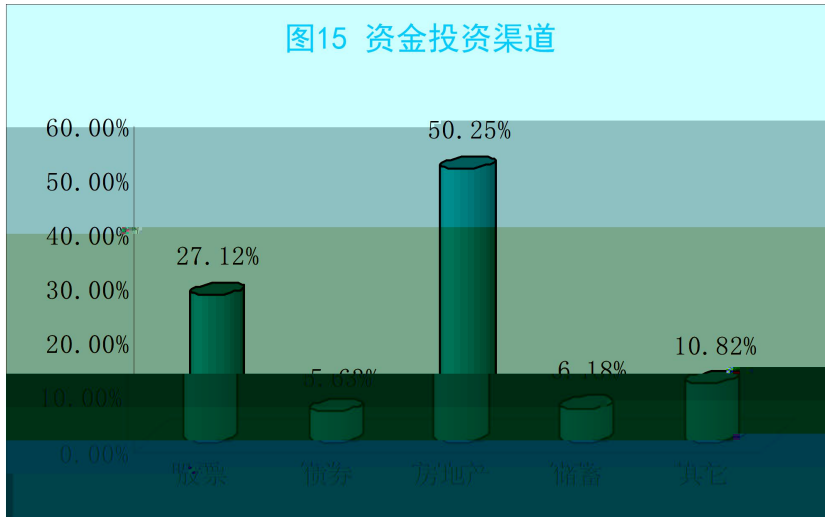


图15 资金投资渠道




--	--	--	--




















¥

¥



















--	--	--	--








--	--	--















































































































































































--	--	--	--
















































--	--	--	--


















--	--	--










--	--	--	--




















TM


















































--	--	--	--














































---

---

---

---

---

---

---

---

---

---



