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			① ② ③ ④	
			① ② ③ ④	



















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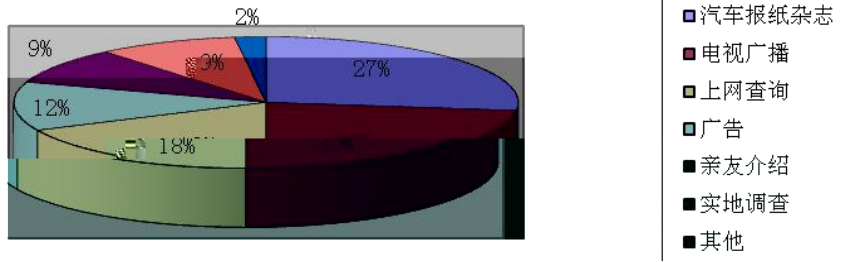
- 企业
- 公务员
- 自由职业者
- 事业单位
- 机关工作人员
- 其他
- 教师
- 干部退休

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
- 外型时尚

2



3



4



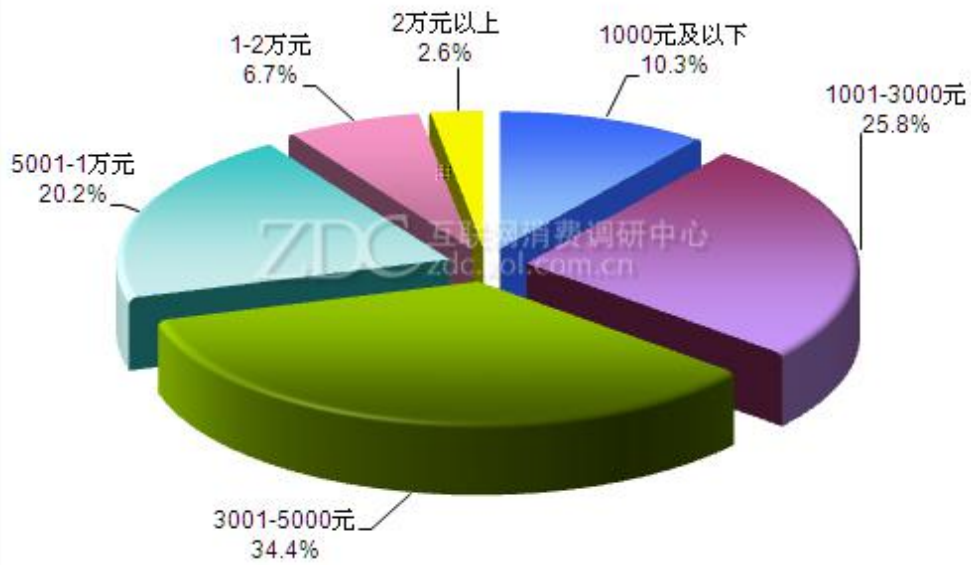
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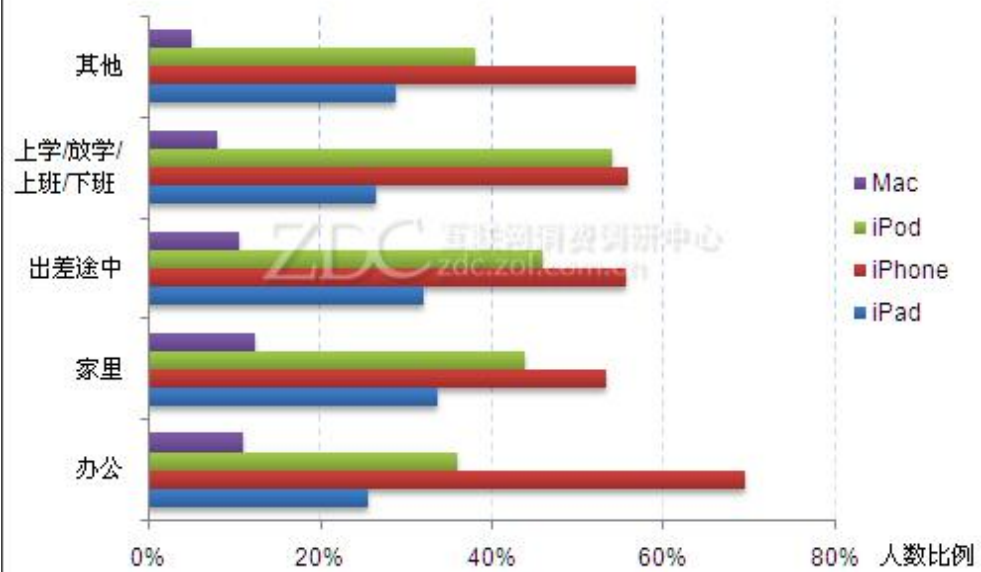





参与调查者购买苹果产品的消费分布



参与调查者在不同环境下使用苹果产品的情况



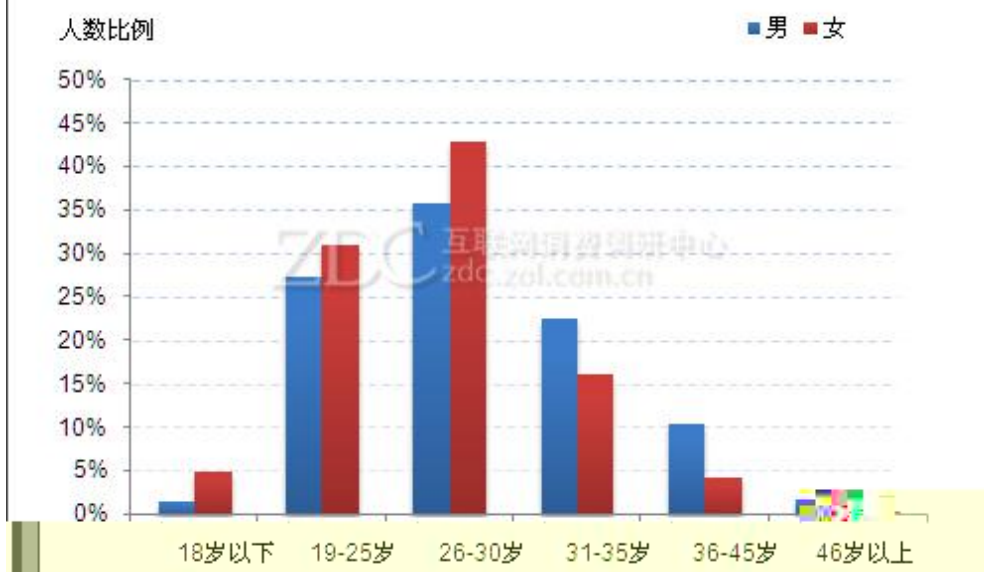
参与调查者的性别分布



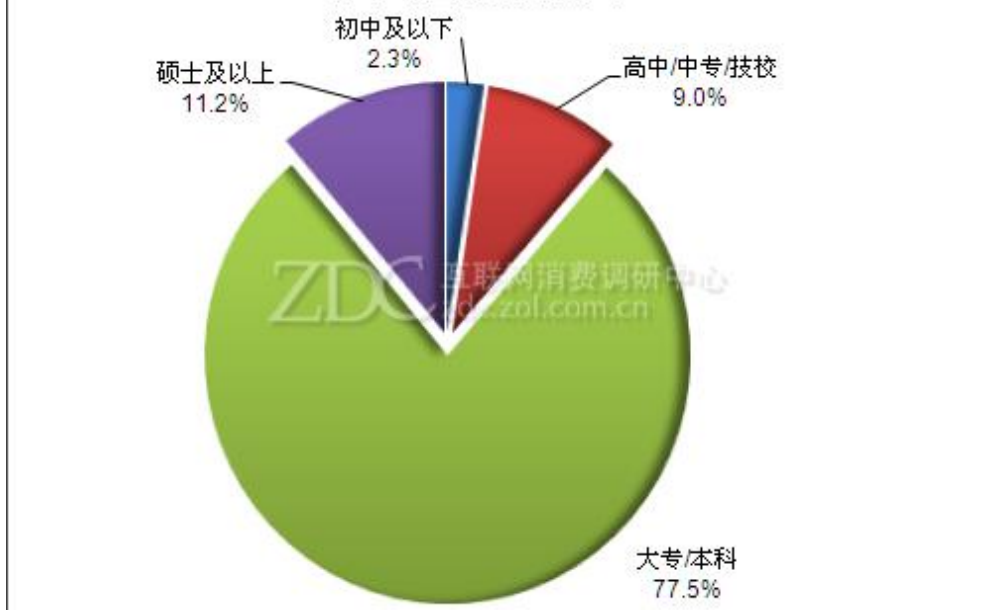
参与调查者的年龄分布



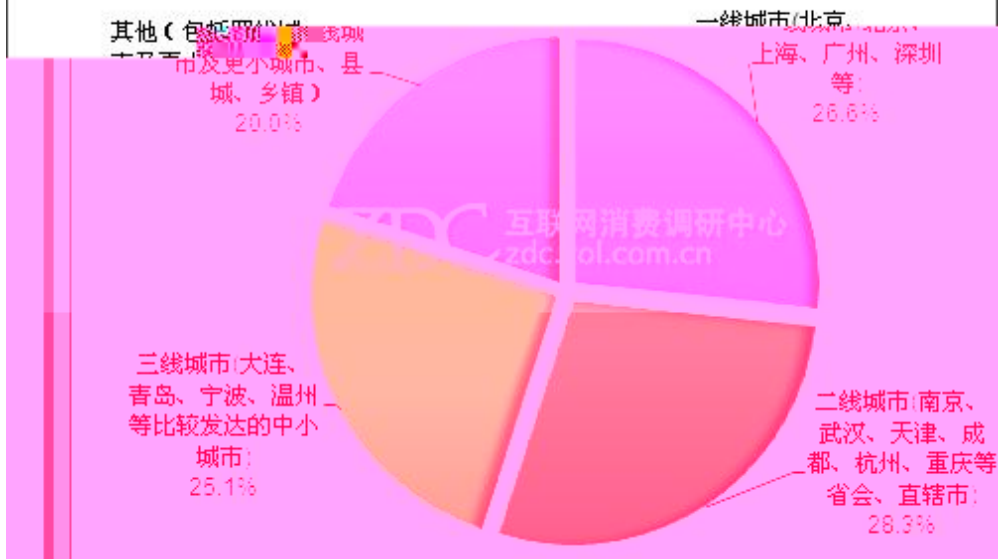
### 不同性别参与调查者的年龄段对比



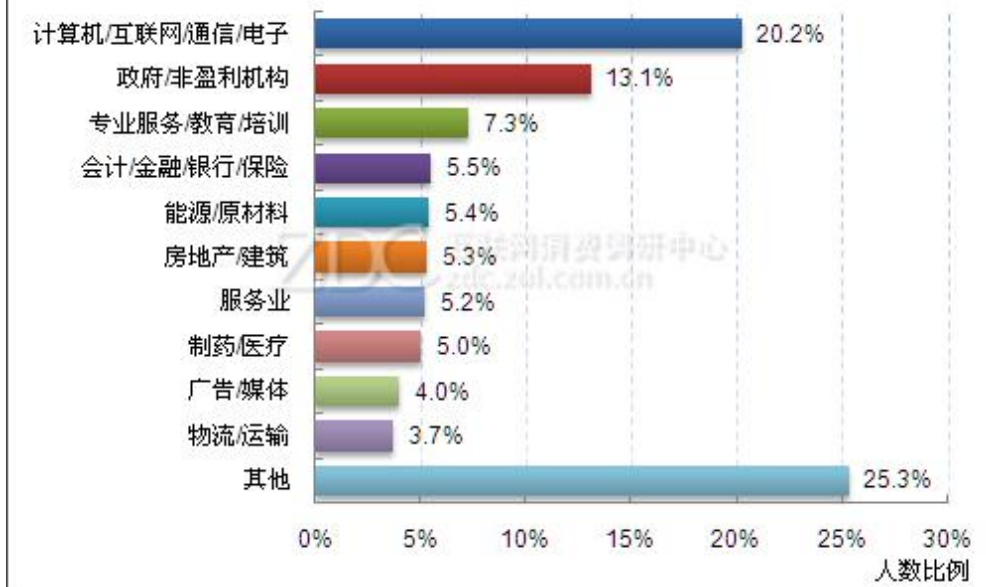
### 参与调查者的学历分布



### 参与调查者的地域分布



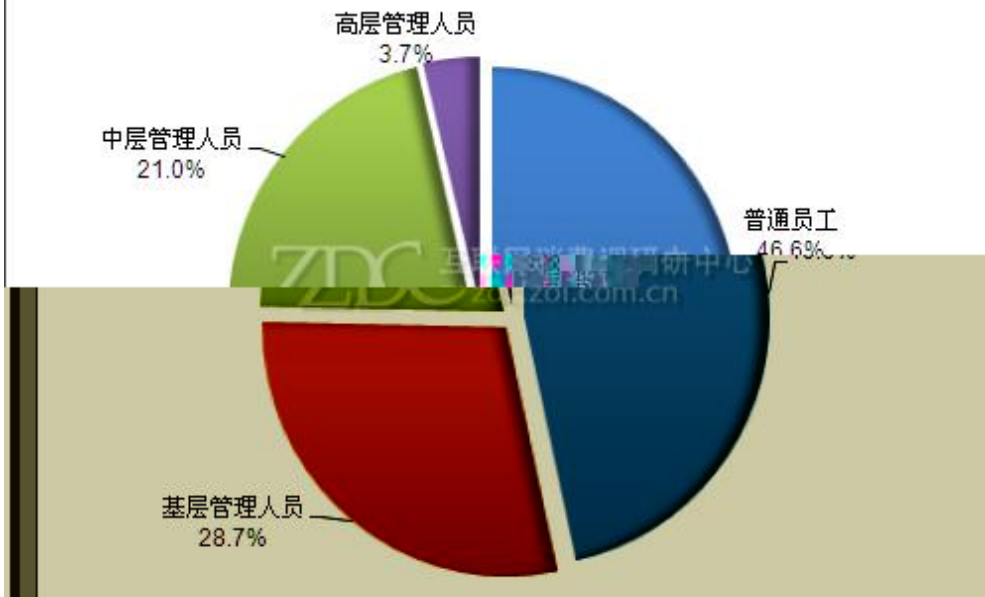
### 参与调查者所在的行业分布



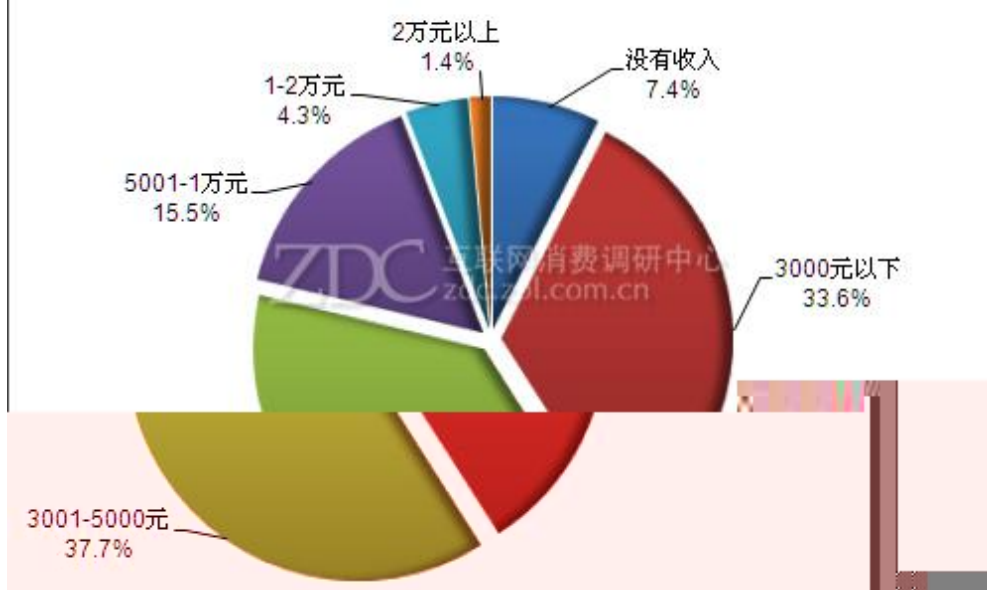
参与调查者的职业分布



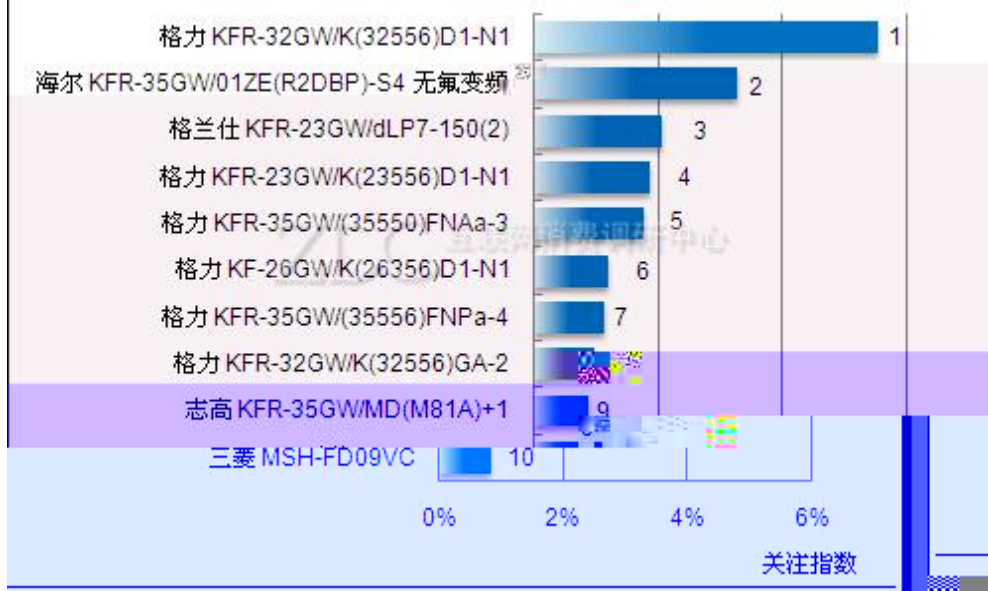
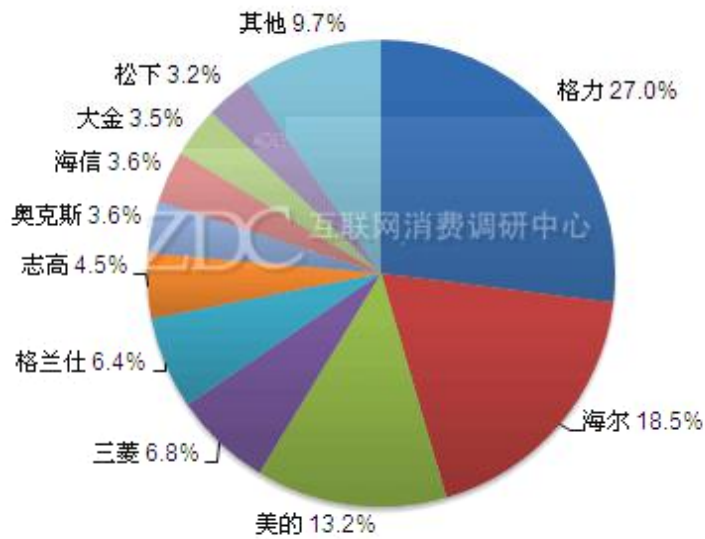
参与调查者的职务分布



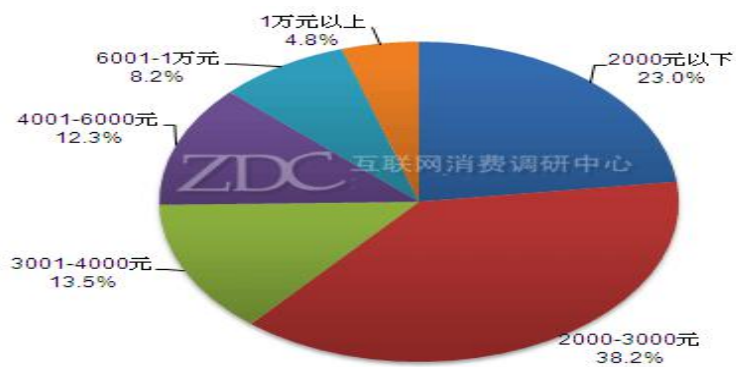
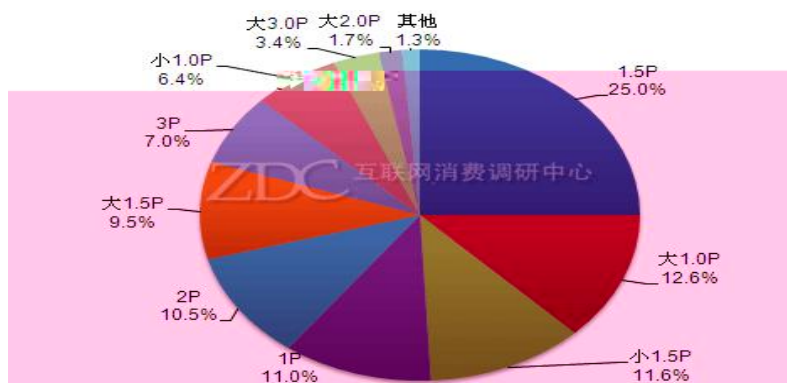
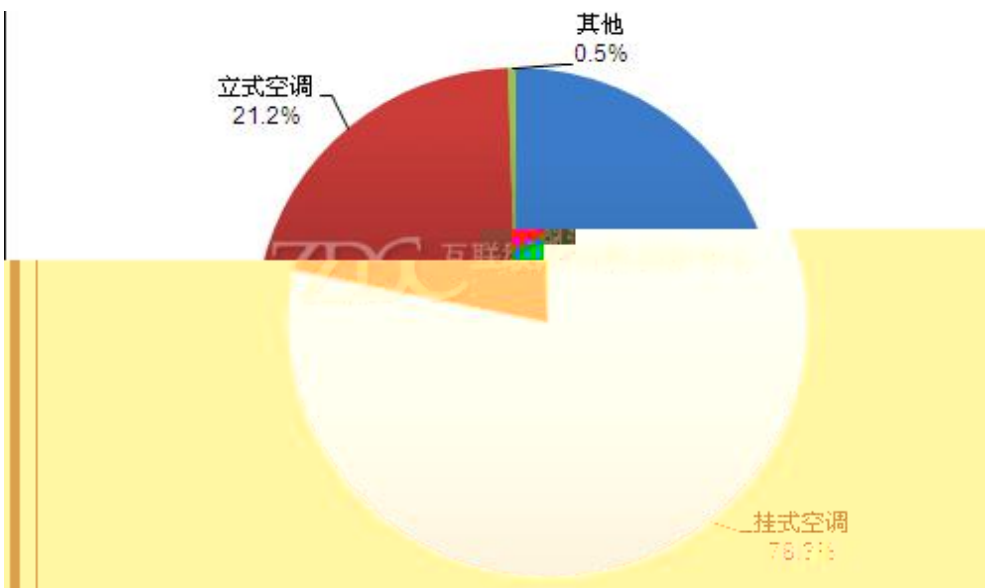
参与调查者的收入分布

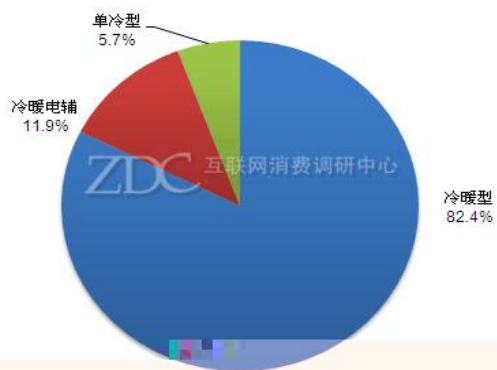




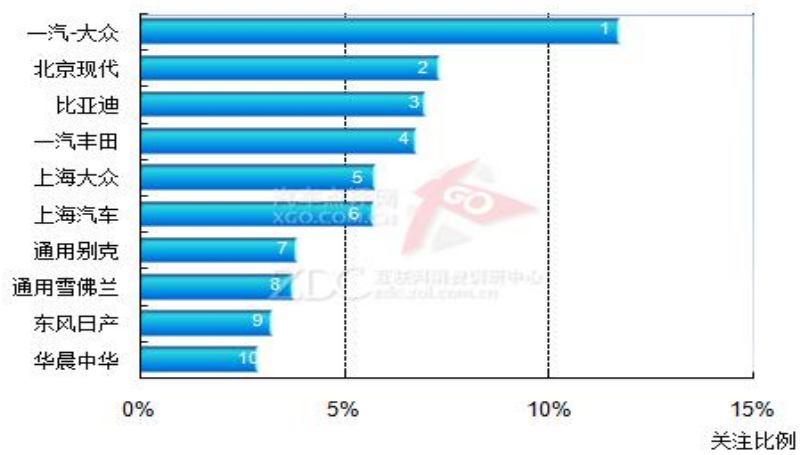
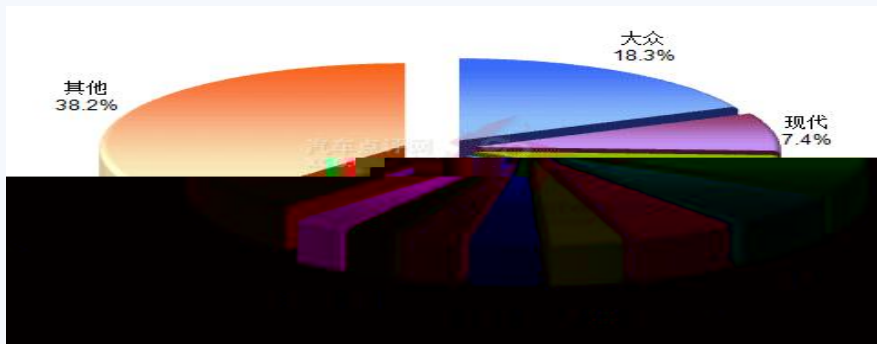



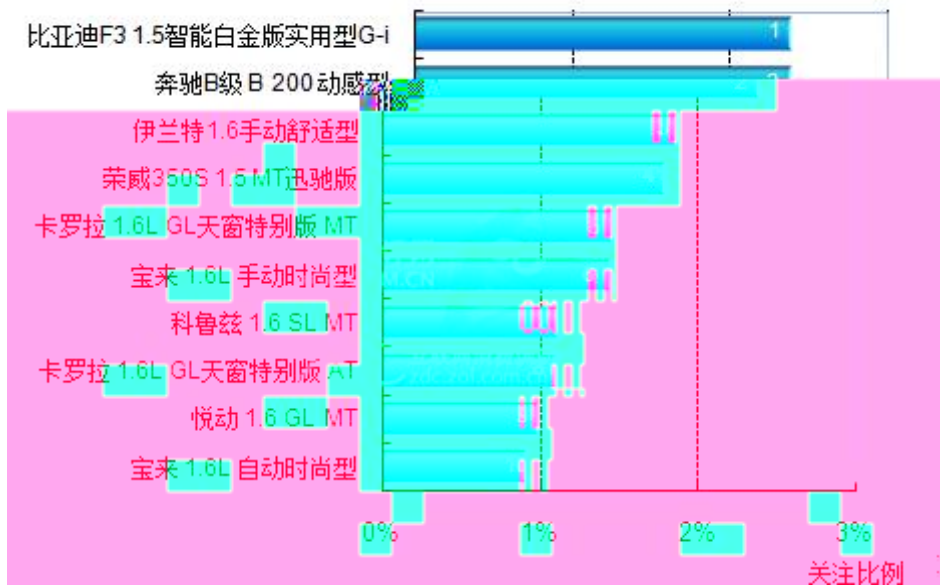
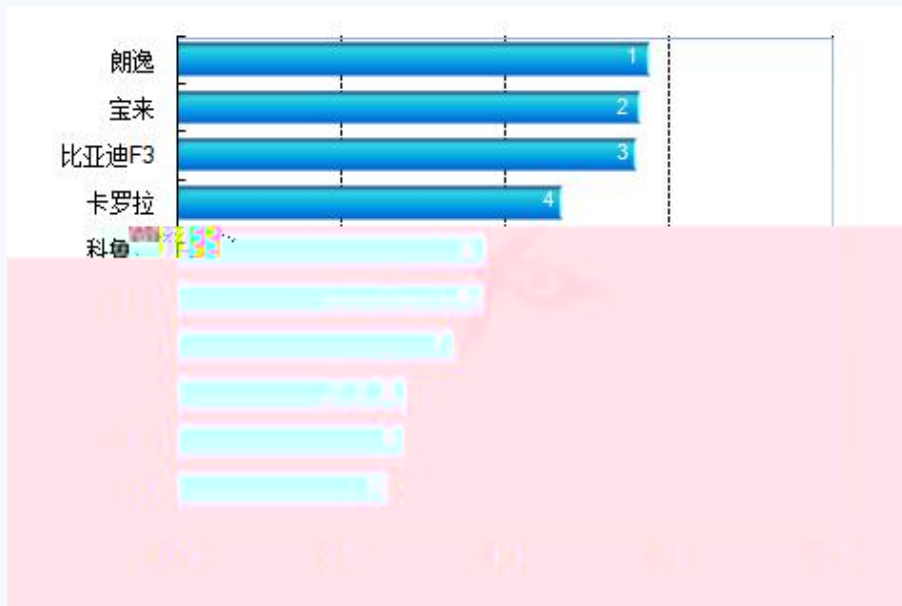


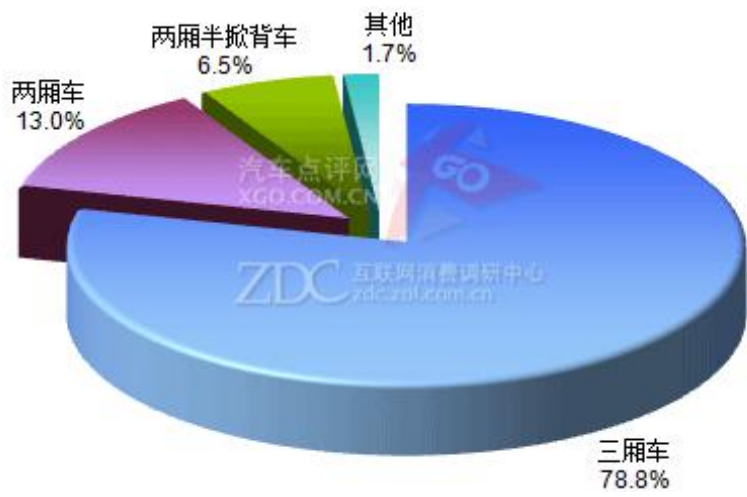
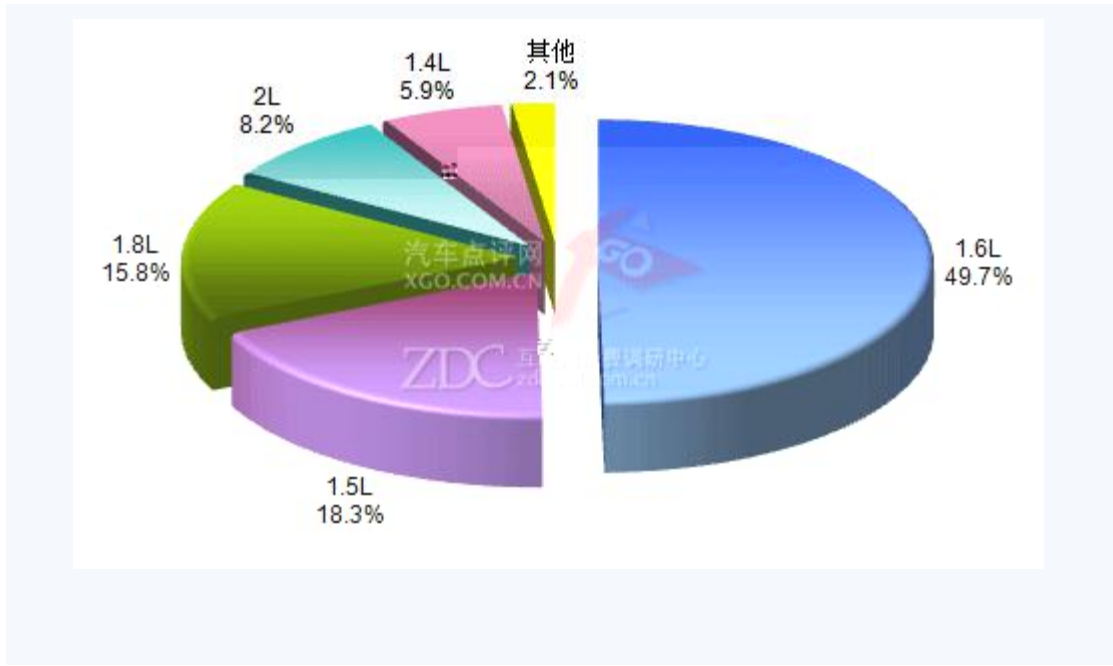








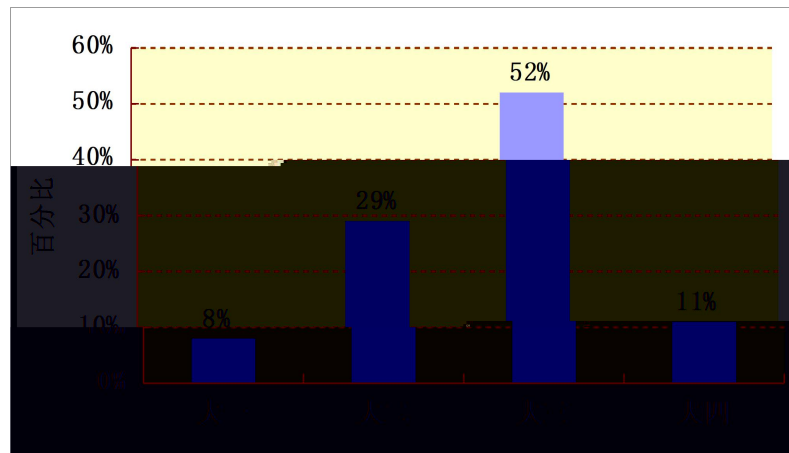
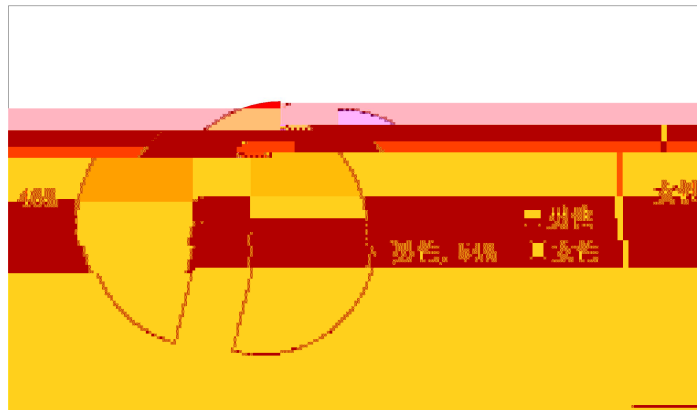







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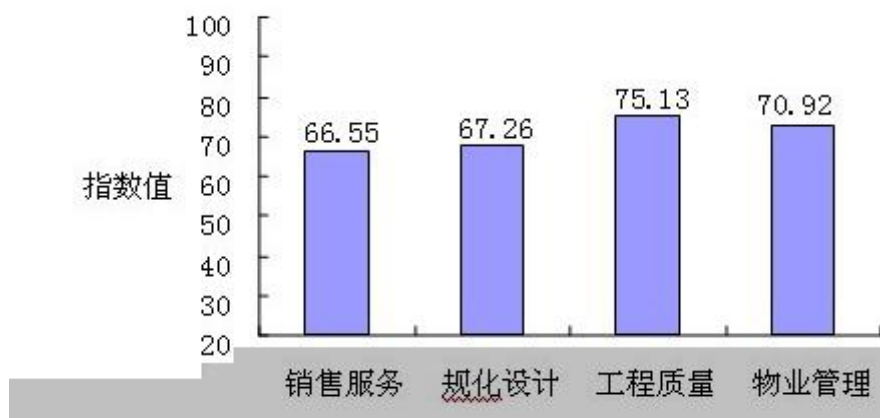
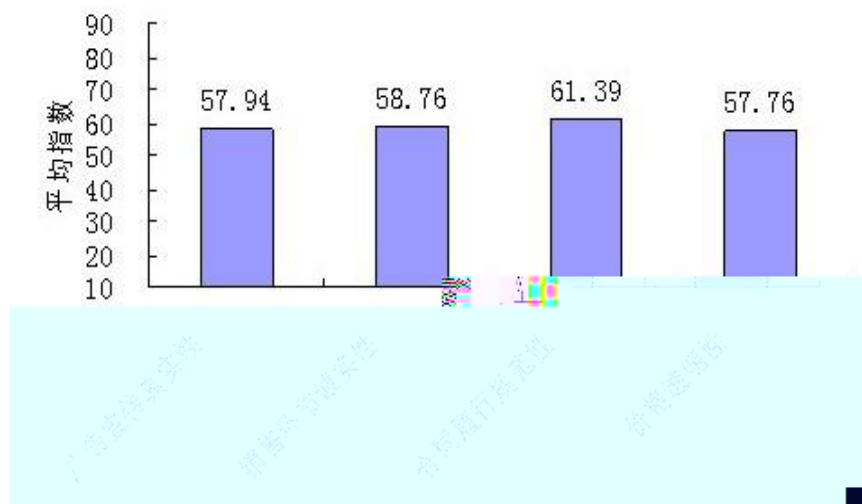




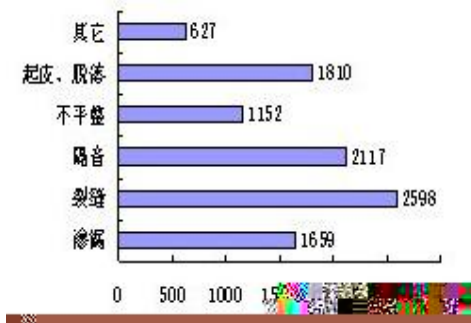
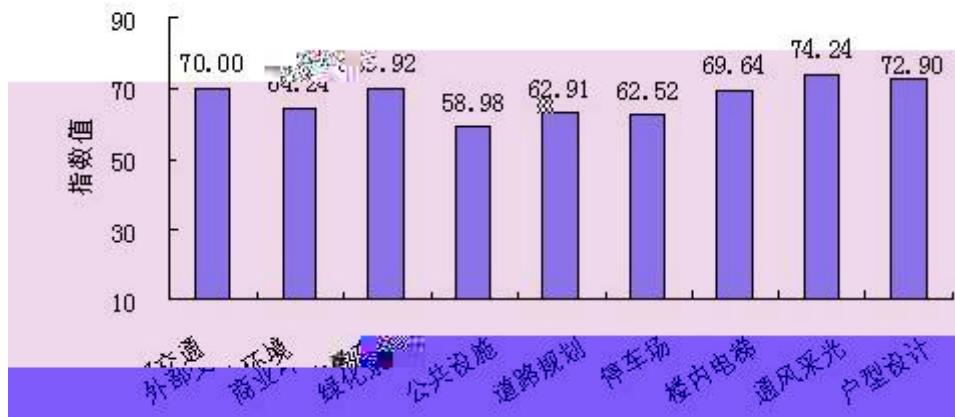
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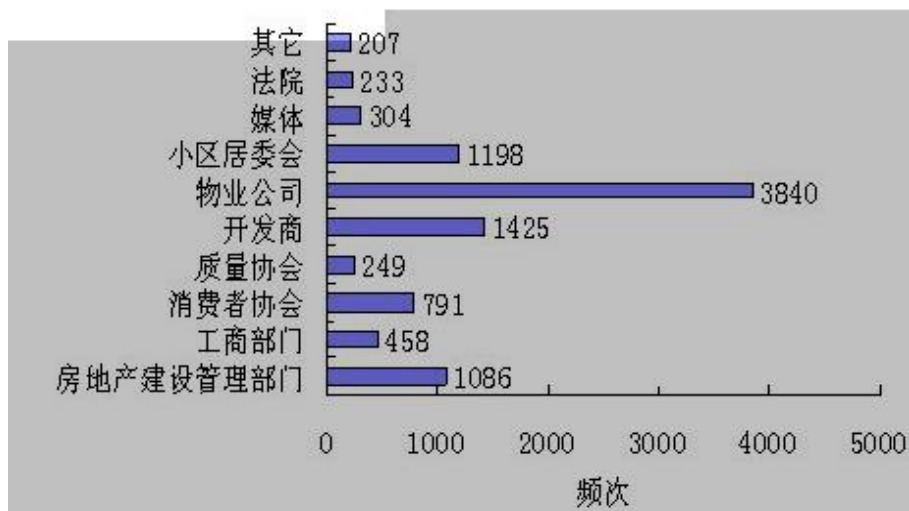
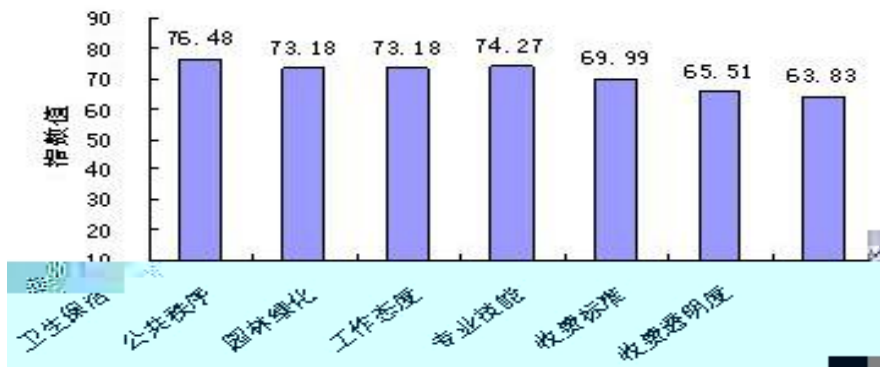








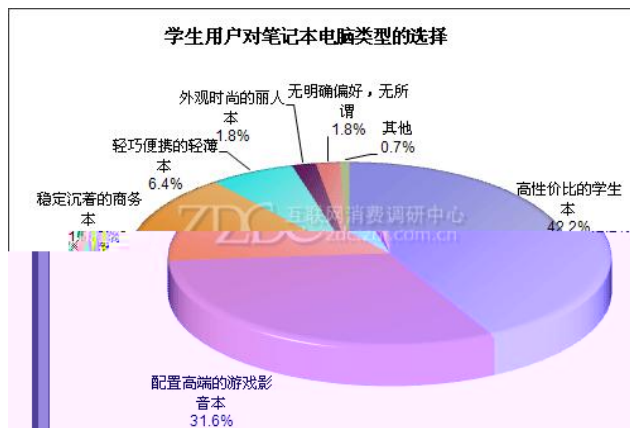
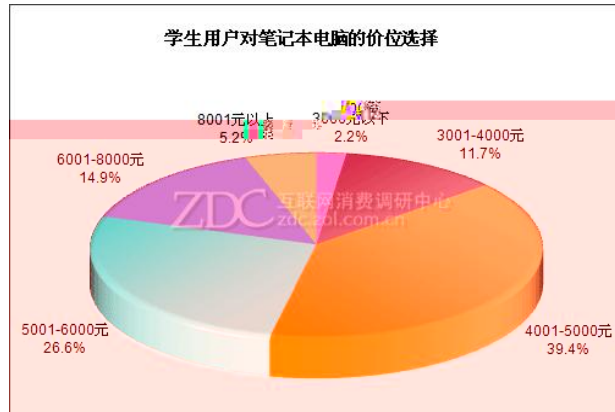


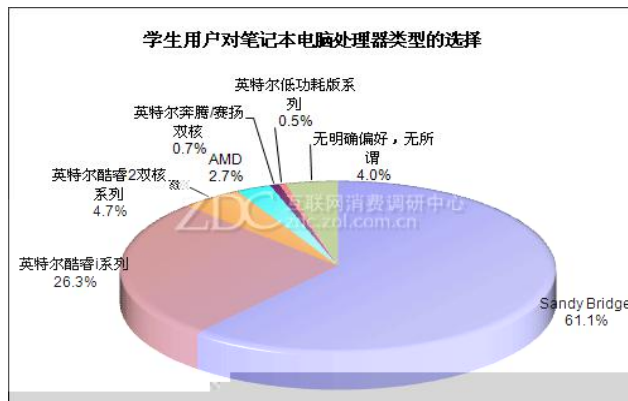
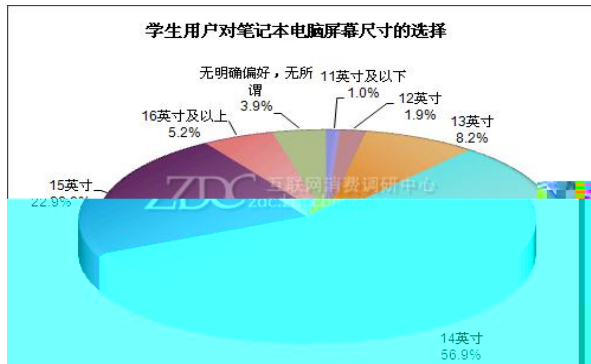
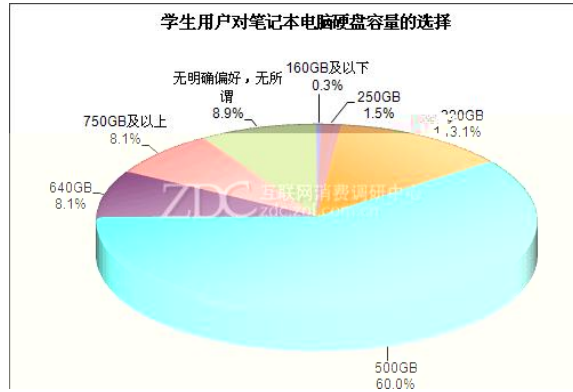


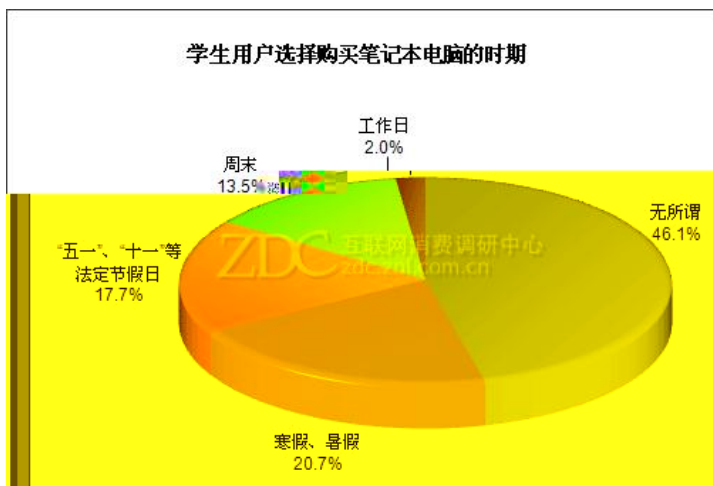
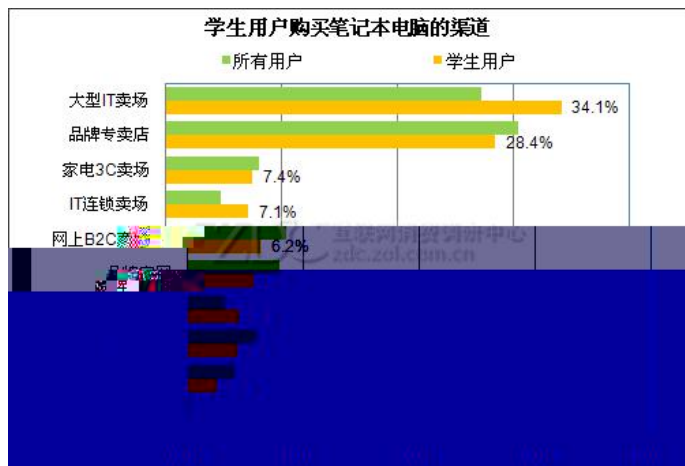

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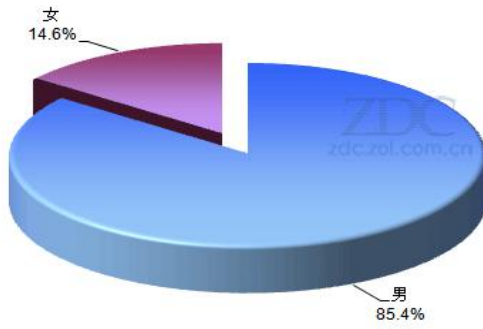




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参与网购网民性别分布



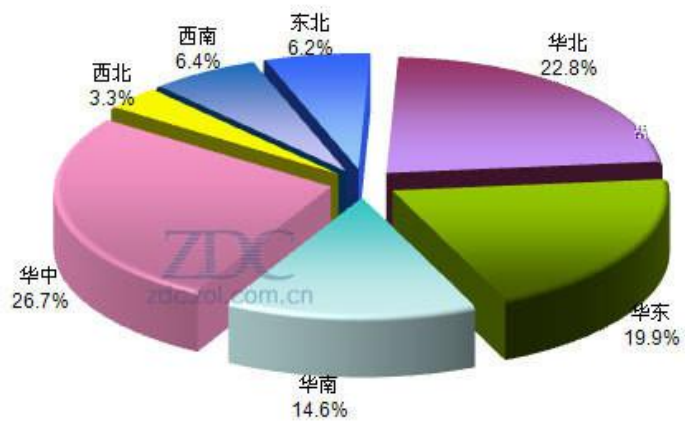
参与网购网民年龄分布



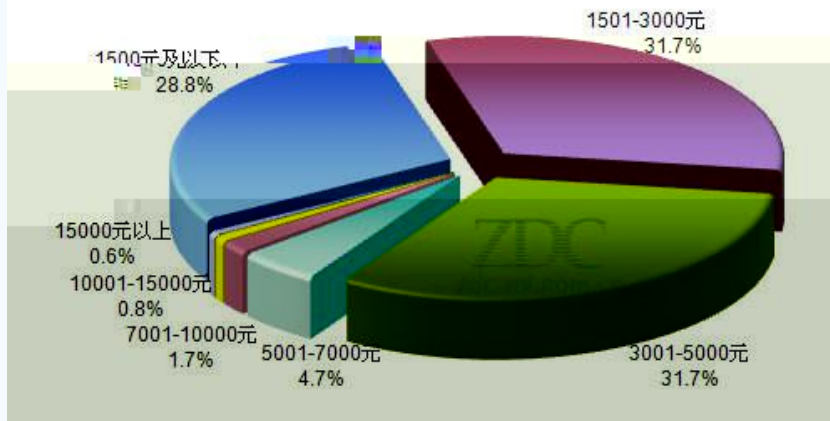
参与网购网民教育背景分布



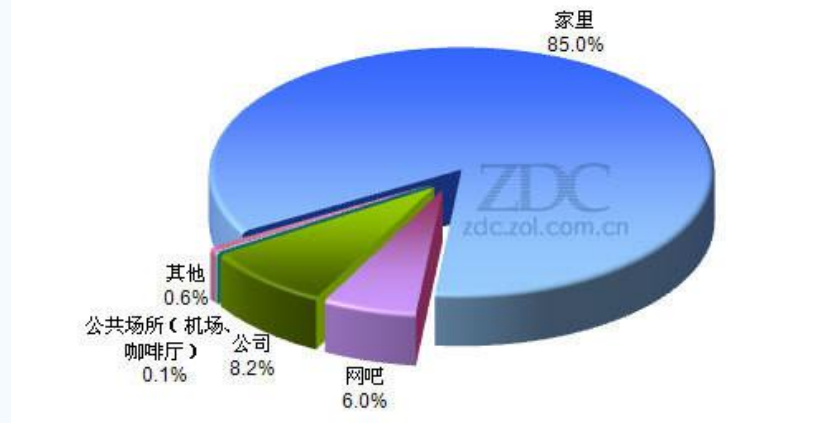
中国IT网民网络购物七大区域分布



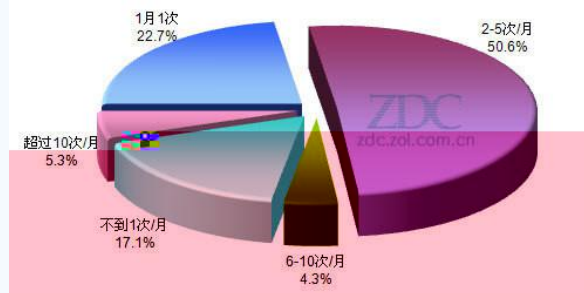
中国IT网民月收入情况分布图



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



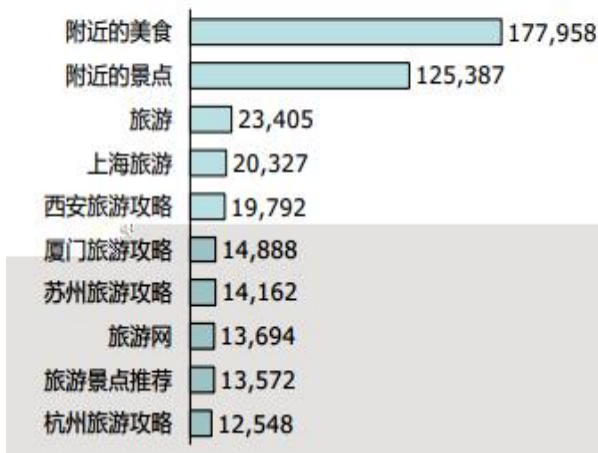
中国IT网民对购物网站的五大认知渠道



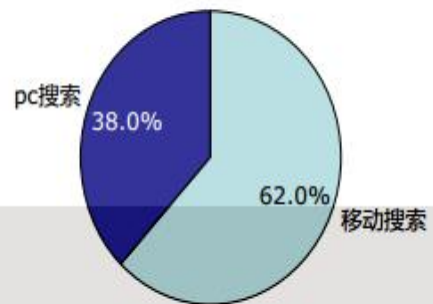




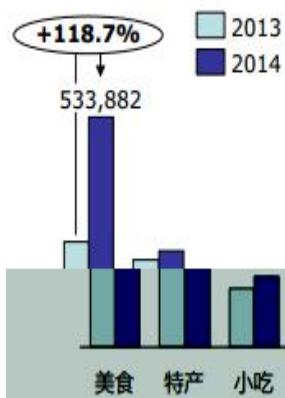

国庆七天旅游行业通用词(TOP10)



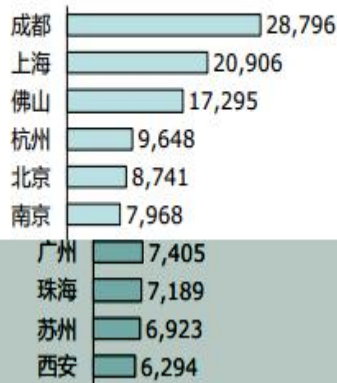
国庆七天不同搜索终端份额对比



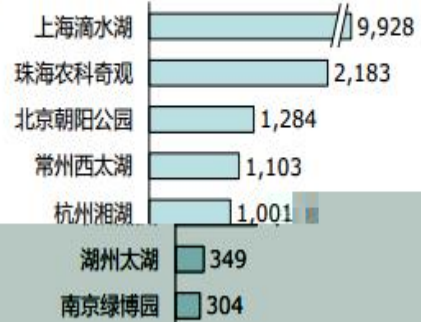
国庆七天美食特产的搜索热度



国庆七天美食城市TOP10



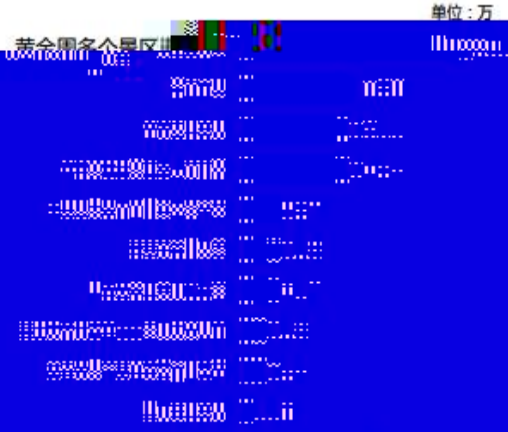
国庆七天最受关注的公园美食节



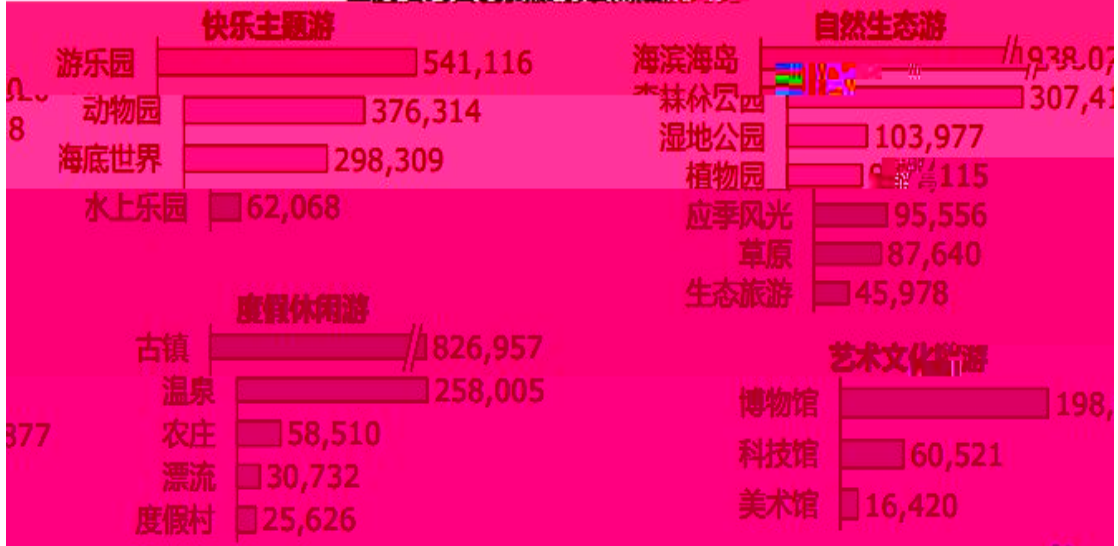
### 国庆七天与旅游出行相关的三大服务信息



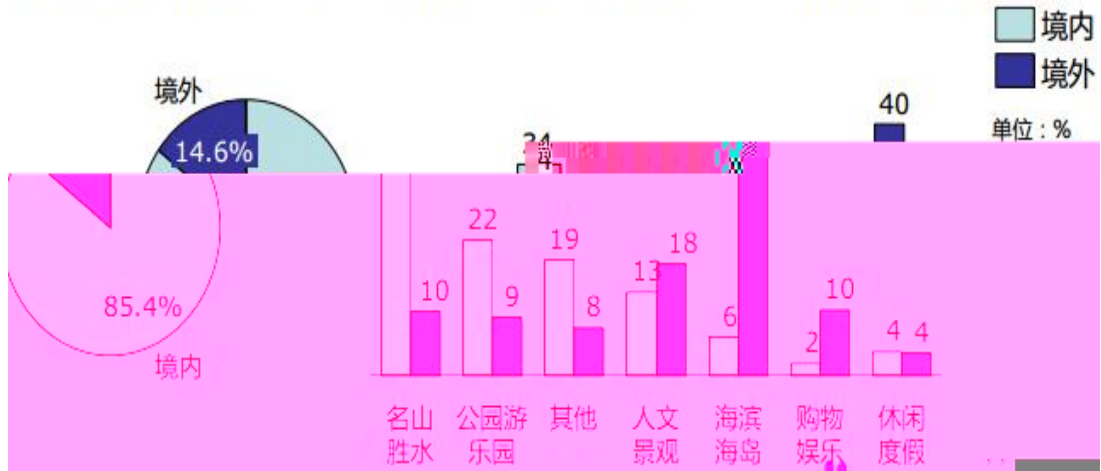
### 国庆七天与旅游相关的十大新闻话题



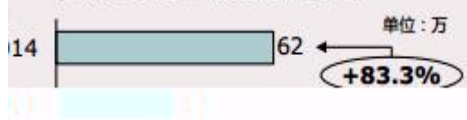
### 国庆七天各类旅游项目热度



国庆七天境内外目的地搜索份额对比



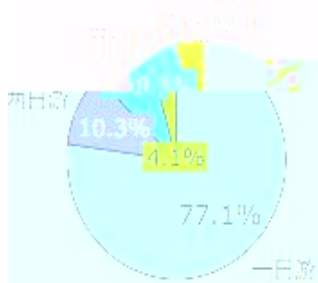
国庆七天周边游热度及同比

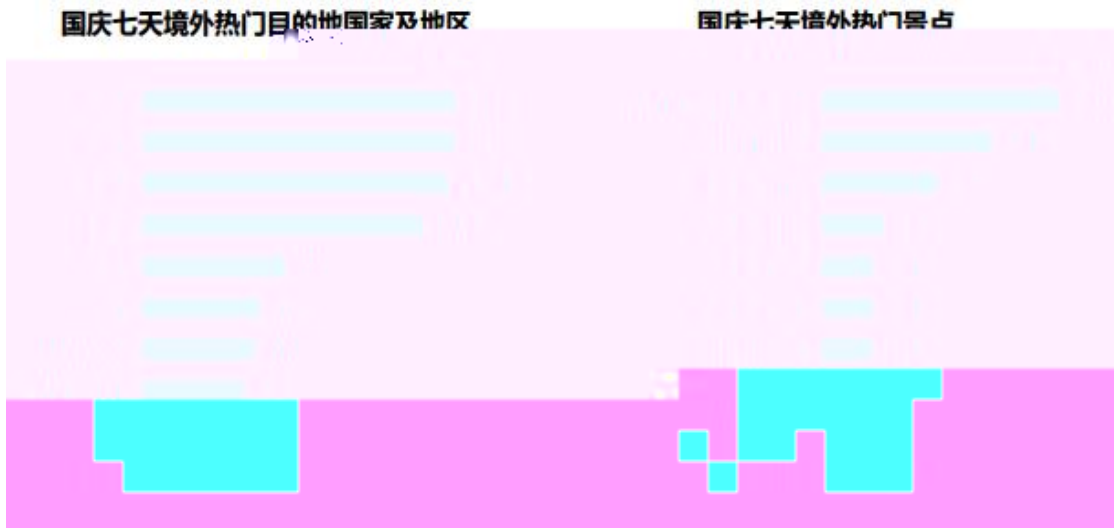
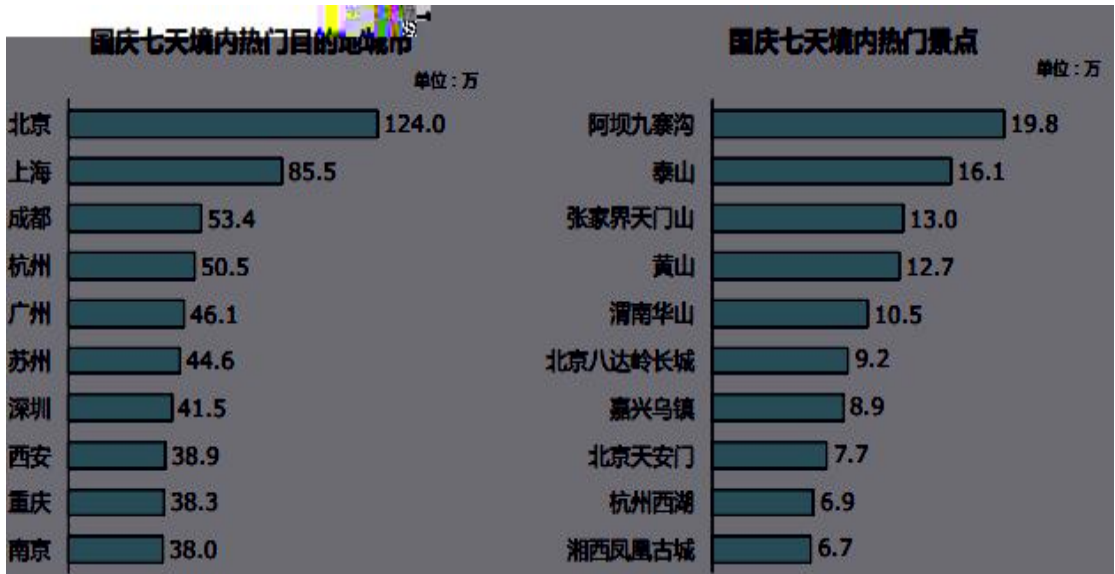


国庆七天周边游城市TOP10



国庆七天不同时间长度旅游的占比







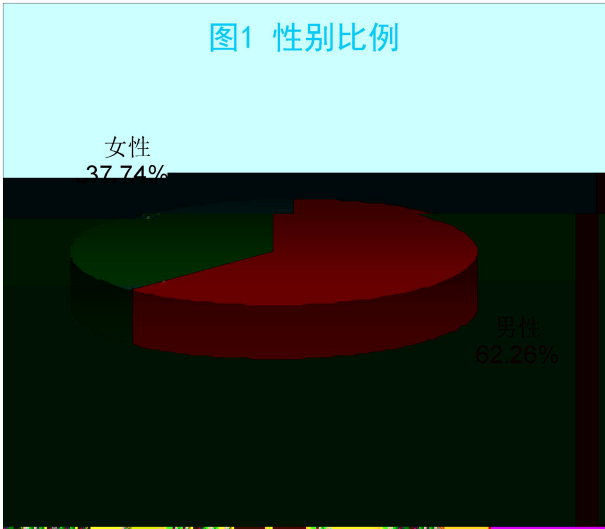


图2 年龄构成

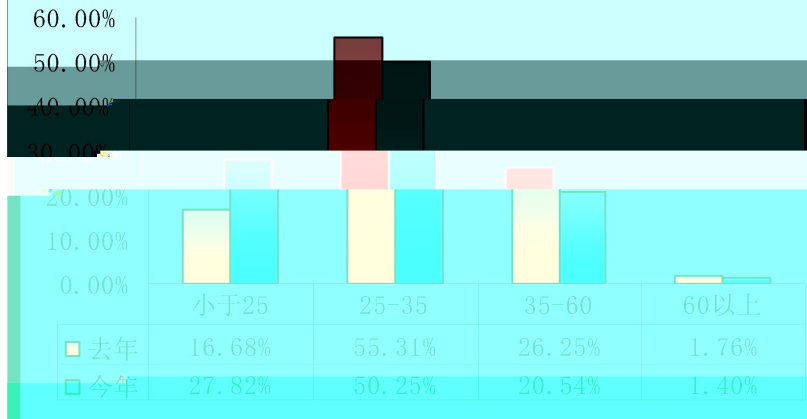


图3 家庭结构

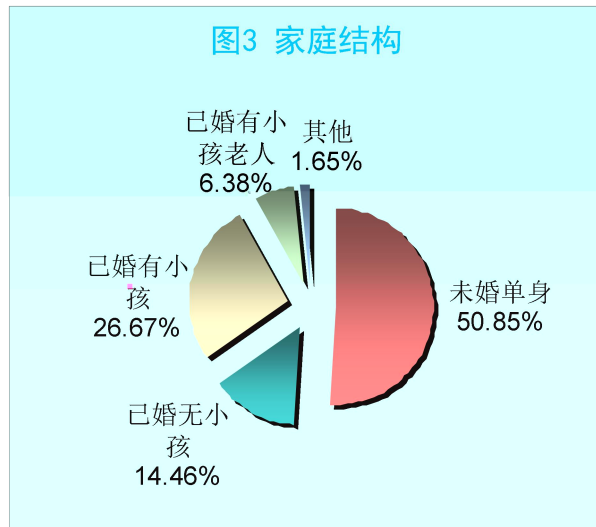
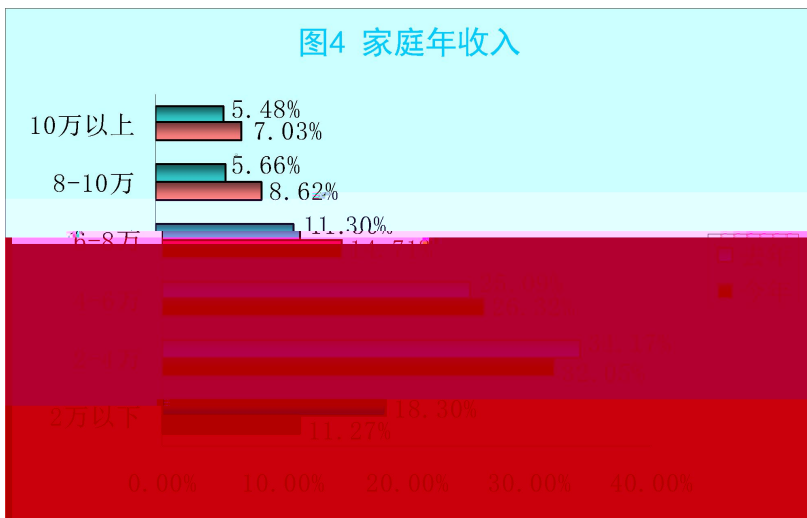


图4 家庭年收入



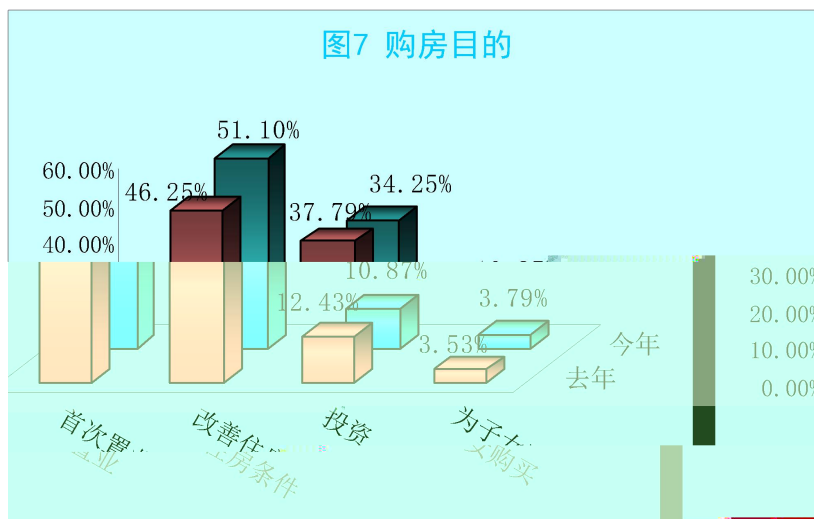
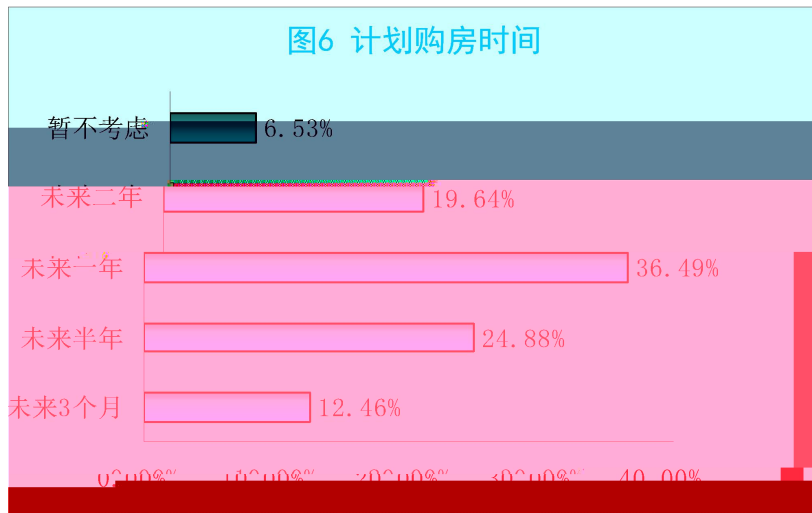
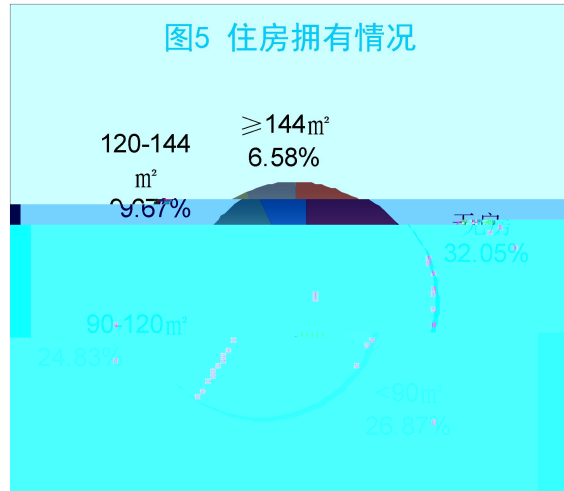




图8 不同年龄层购房目的

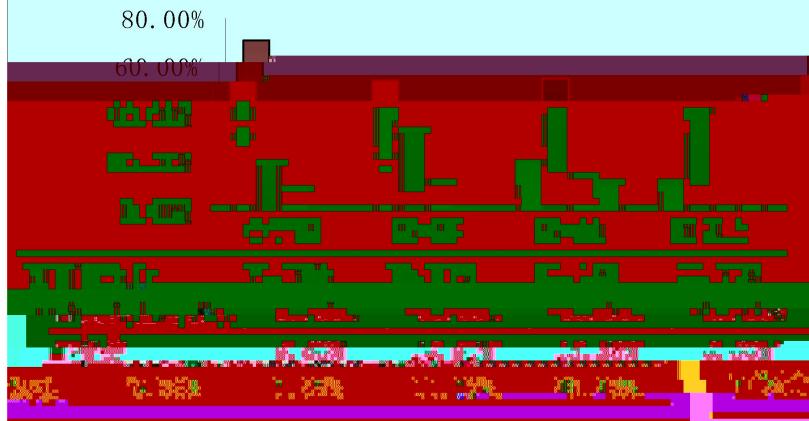


图9 购房类型

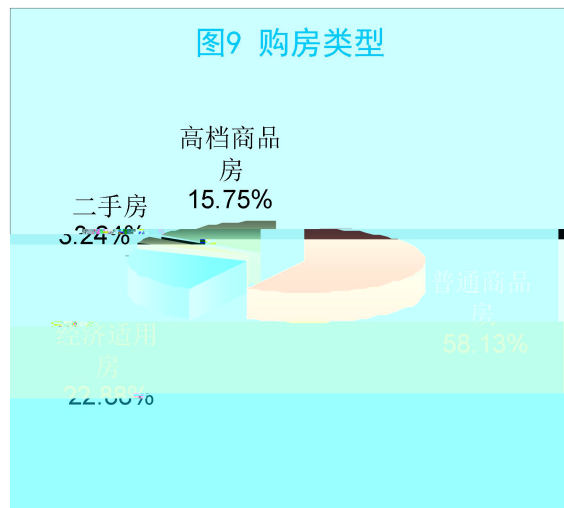


图10 区域选择

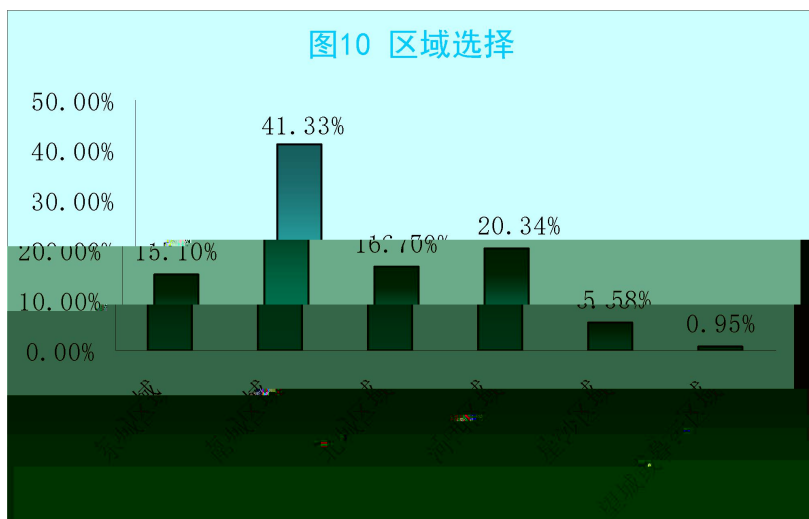


图11 户型选择

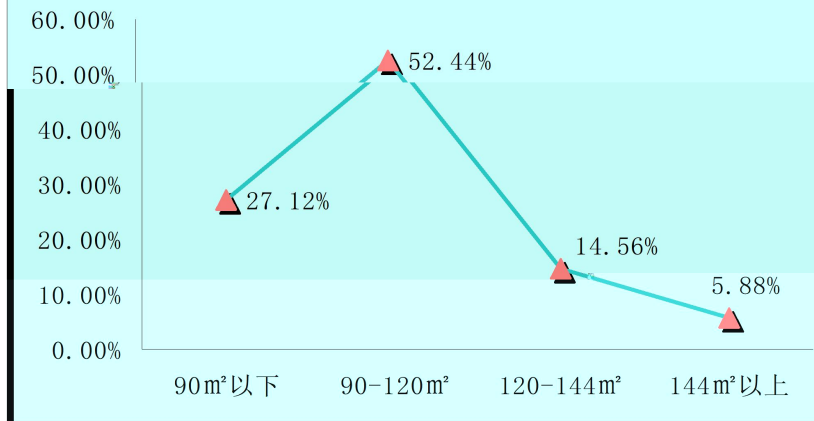


图12 建筑类型选择

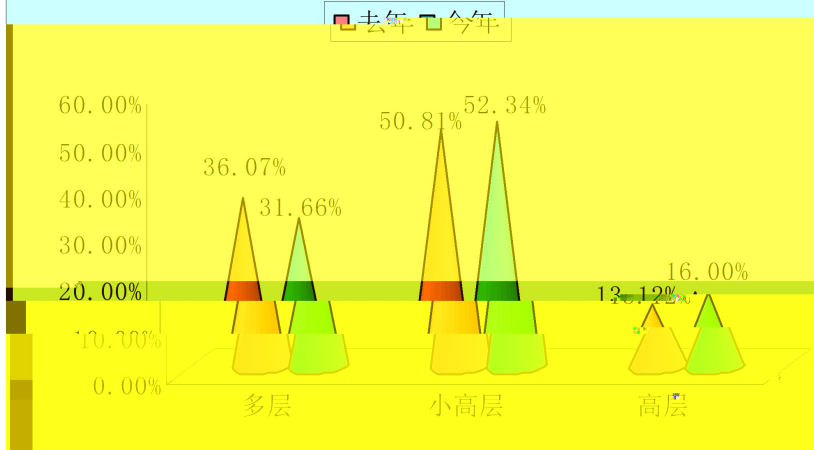


图14 关注因素

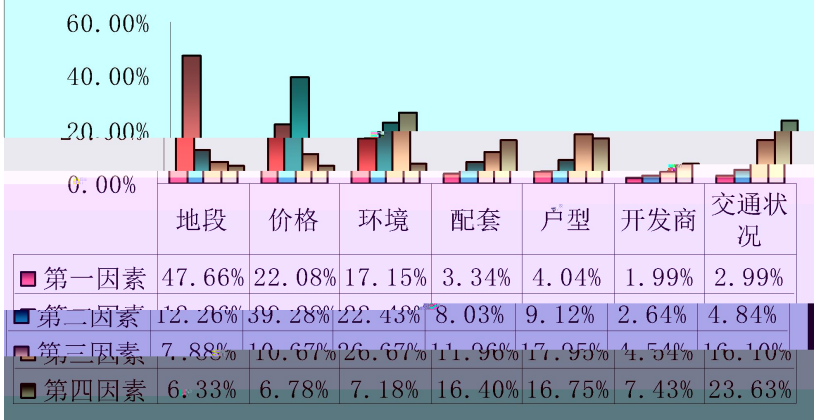
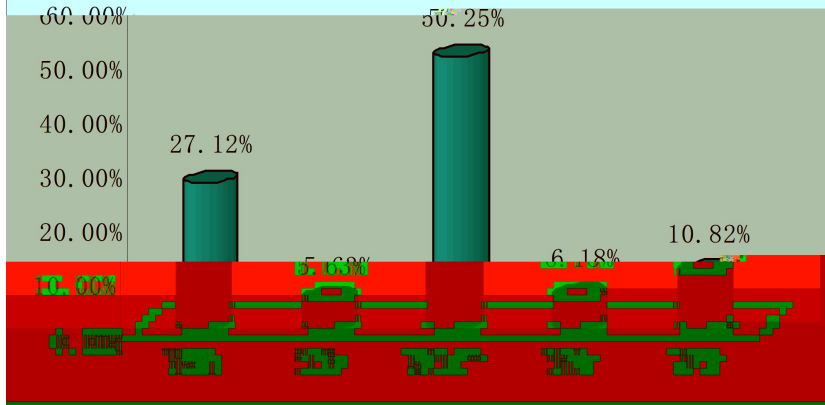


图15 资金投资渠道




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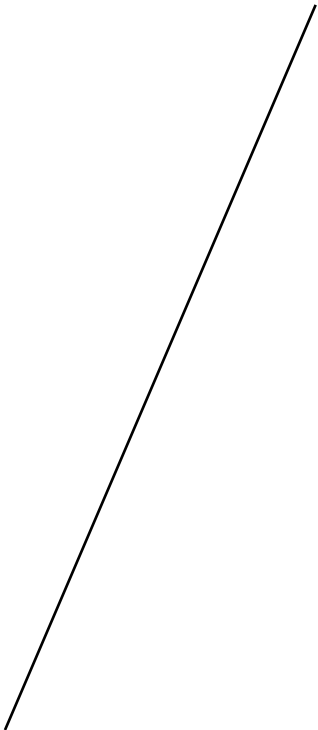



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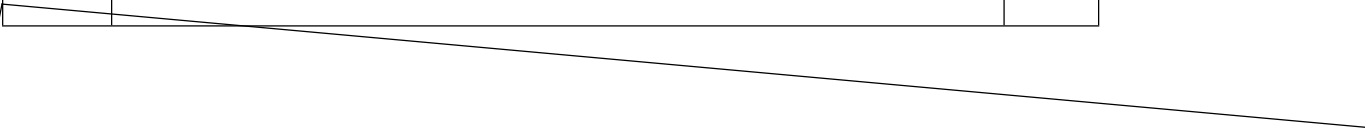












































































































































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