

调查 Survey

- Q1. How much do you look forward for the upcoming holiday?

问题一：您对即将到来的假期有多期待？

_____ - _____ - _____ - _____ - _____
(Very Somewhat Neural NotVery NotAtAll)

- Q2. How much is your budget for holiday shopping?

问题二：您假期期间的购物预算是多少？

- ☐ ¥0 ~ ¥1000
- ☐ ¥1000 ~ ¥2000
- ☐ ¥2000 ~ ¥3000
- ☐ > ¥3000

- Q3. How much does your non-physical consumption usually accounts for of total consumption during holiday.

问题三：您假期期间非实体消费通常占总消费的多少？

- ☐ 0% ~ 25%
- ☐ 25% ~ 50%
- ☐ 50% ~ 75%
- ☐ 75% ~ 100%

- Q4. What are the top 3 factors that makes you purchase a product during the holiday in the past?

问题四：您以往假期期间购买商品最看重哪三个方面？

- ☐ Usage 实用
- ☐ Appearance 外观
- ☐ Quality 质量
- ☐ Advertisement 宣传
- ☐ Price 价格
- ☐ Trend 热度
- ☐ National Day Theme 国庆主题

☐ Other (Explain) 其他（请注明）_____

● Q5. What do you usually purchase non-physical products for during holiday?

问题五：您假期期间的非实体消费通常在于哪些方面？

☐ Entertainment 娱乐

☐ Transportation 交通

☐ Education 教育

☐ Sport 体育

☐ Other (Explain) 其他（请注明）_____

● Q6. Please list 3 important products that you purchased in holidays before.

问题六：请列举 3 个您曾经在假期期间购买的产品。

● Q7. How much are you satisfied with the markets during the holiday?

问题七：您是否满意假期期间的消费市场？

_____ - _____ - _____ - _____ - _____
(Very Somewhat Neural NotVery NotAtAll)

● Q8. How often do you take journeys for holidays?

问题八：您是否经常在假期旅行？

_____ - _____ - _____ - _____ - _____
(Always Usually Sometimes Hardly Never)

● Q9. Please list the destinations of the 3 most impressive trips you've ever taken for holidays.

问题九：请列举 3 个最令您印象深刻的旅行的目的地。

● Q10. How close do you think you are to your ideal journey?

问题十：您认为您距离您的理想旅行有多近？

_____ - _____ - _____ - _____ - _____

(Very Somewhat Neural NotVery NotAtAll)

- Q11. Please rank top 3 factors from below that affects your selection on destinations of your trips during holidays.

问题十一：请对以下选项中3个最能影响您假期期间选择旅行目的地的项目进行排序。

_____ Cost 成本
_____ Transportation/Distance 交通/距离
_____ Culture/Nature 文化/自然
_____ Nation/Region 国家/地区
_____ Safety 安全
_____ Weather 天气
_____ Trend 热度
_____ Accommodation 住宿
_____ Interpersonal Relationship 人际关系
_____ Other (Explain) 其他（请注明）_____

- Q12. Which kind of trips do you prefer during holiday, fast-paced or slow-paced?

问题十二：您更喜欢哪种旅行，特种兵式还是慢节奏？

- ☐ Fast-paced 特种兵式
- ☐ Slow-paced 慢节奏

- Q13. Which kind of trips do you prefer during holiday, far journey or citywalk?

问题十三：您更喜欢哪种旅行，出门远游还是城市漫步？

- ☐ Far journey 出门远游
- ☐ Citywalk 城市漫步

- Q14. How much do you enjoy staying at home?

问题十四：您对于宅家生活的喜爱程度如何？

_____ - _____ - _____ - _____ - _____
(Very Somewhat Neural NotVery NotAtAll)

- Q15. How long do you think you can stay home at most before getting bored?

问题十五：您认为您在不无聊的情况下最长能在家里待多久？

- ☐ 0h ~ 6h 0 小时 ~ 6 小时
- ☐ 6h ~ 1d 6 小时 ~ 1 天
- ☐ 1d ~ 7d 1 天 ~ 1 周
- ☐ 7d ~ 1m 1 周 ~ 1 个月
- ☐ > 1m > 1 个月

● Q16. Which options do you think are absent but important for indoors life?

问题十六：您认为哪些选项是宅家生活有所缺失但很重要的？

- ☐ Interpersonal Communication 人际交往
- ☐ Entertainment 娱乐
- ☐ Sport 体育
- ☐ Other (Explain) 其他（请注明）_____

● Q17. What do you think you need for a better holiday?

问题十七：您认为您度过更美好的假期还需要什么？

Thanks for your time. We wish you a happy holiday.

感谢您的参与，祝您假期快乐。