附件四 統計資料(活動選擇評估準則)

1.「家鄉或居住地」與「活動選擇評估準則」之變異數分析(ANOVA)

			Sum of Squares	df	Mean Square	F	Sig.
活動費用 * 家鄉或居住地	Between Groups	(Combined)	.113	1	.113	.151	.698
	Within Groups		538.609	721	.747		
	Total		538.722	722			
活動內容 * 家鄉或居住地	Between Groups	(Combined)	2.253	1	2.253	3.093	.079
	Within Groups		525.194	721	.728		
	Total		527.447	722			
活動時間的長短 * 家鄉或	Between Groups	(Combined)	2.319	1	2.319	3.173	.075
┃ 居住地	Within Groups	,	527.017	721	.731		
	Total		529.336	722			
▲ 活動本身性質是否有所侷	Between Groups	(Combined)	2.330	1	2.330	2.894	.089
化新尔多性莫定口 17/11/10 限 * 家鄉或居住地	Within Groups	(Combined)	579.714	720	.805	2.094	.009
	Total		582.044	720	.003		
 富有知名度的活動、表演	Between Groups	(Combined)	.306	1	.306	.443	.506
者或藝術作品 * 家鄉或居	Within Groups	(Combined)	498.120	721	.691	.443	.506
住地	Total		498.426	721	.091		
	Between Groups	(Combined)	1.016	1	1.016	1.421	.234
識或培養興趣 * 家鄉或居	Within Groups	(Combined)	515.225	721	.715	1.421	.234
住地	Total		516.241	721	.713		
 個人所偏好活動、作品	Between Groups	(Combined)	3.090	122	3.090	4.004	.046
■ 風格或展演主題 * 家鄉或	Within Groups	(Combined)	556.406	721	.772	4.004	.040
居住地	Total		559.497	721	.112		
 專家或媒體的強力推薦 *	Between Groups	(Combined)	.506	1 1	.506	.609	.436
マダス殊題の強力を傷 家郷或居住地	Within Groups	(Combined)	598.825	721	.831	.009	.430
300 300 E	Total		599.331	721	.001		
	Between Groups	(Combined)	2.397	1	2.397	3.063	.081
家鄉或居住地	Within Groups	(Combined)	564.242	721	.783	3.063	.001
374 777 <u>H</u>	Total		566.639	721	.763		
	Between Groups	(Combined)	.159	1 1	.159	.207	.649
相對的思想符的自是定日 暢通 * 家鄉或居住地	Within Groups	(Combined)	554.507	721	.769	.201	.049
	Total		554.667	721	.709		
	Between Groups	(Combined)	.989	1	.989	1.182	.277
内复力式走口使的 家鄉 或居住地	Within Groups	(Combined)	603.661	721	.837	1.102	.211
	Total		604.650	721	.037		
活動現場的空間規劃及動	Between Groups	(Combined)	.773	1	.773	1.061	.303
線 * 家鄉或居住地	Within Groups	(Combined)	525.094	721	.728	1.001	.503
	Total		525.867	721	.120		
 活動導引設施是否清楚 *	Between Groups	(Combined)	2.464	1	2.464	3.316	.069
家鄉或居住地	Within Groups	(Combined)	535.862	721	.743	3.510	.003
	Total		538.326	721	.,,40		
	Between Groups	(Combined)	2.350	1	2.350	2.793	.095
或居住地	Within Groups	(20111011100)	606.732	721	.842	2.733	.033
	Total		609.082	721	.042		
	Between Groups	(Combined)	1.028	1	1.028	1.292	.256
鄉或居住地	Within Groups	(Combined)	573.785	721	.796	1.202	.200
	Total		574.813	721	.190		
	Between Groups	(Combined)	2.274	1	2.274	2.813	.094
居住地	Within Groups	(Combined)	582.807	721	.808	2.013	.034
_	Total		585.082	721	.000		
	Between Groups	(Combined)	3.903	1	3.903	4.356	.037
郷或居住地	Within Groups	(00	646.055	721	.896	-1.000	.007
	Total		649.959	721			
	. 5.01		049.338	1 4 4			

2.「性別」與「活動選擇評估準則」之變異數分析

ANOVA Table

			Sum of Squares	df	Mean Square	F	Sig.
活動費用 * 性別	Between Groups	(Combined)	4.148	1	4.148	5.594	.018
	Within Groups		534.574	721	.741		
	Total		538.722	722			
活動內容 * 性別	Between Groups	(Combined)	.002	1	.002	.002	.962
	Within Groups		527.445	721	.732		
	Total		527.447	722			
活動時間的長短 * 性別	Between Groups	(Combined)	2.967	1	2.967	4.064	.044
	Within Groups		526.369	721	.730	.002 .002 .002 .002 .003 .004 .004 .005 .008 .008 .008 .008 .008 .008 .008	
	Total		529.336	722			
活動本身性質是否有所侷	Between Groups	(Combined)	1.716	1	1.716	2.130	.145
限*性別	Within Groups		580.328	720	.806		
	Total		582.044	721			
富有知名度的活動、表演	Between Groups	(Combined)	2.608	1	2.608	3.792	.052
者或藝術作品 * 性別	Within Groups		495.818	721	.688		
	Total		498.426	722			
活動本身可以增長您的知	Between Groups	(Combined)	.205	1	.205	.287	.593
識或培養興趣 * 性別	Within Groups		516.036	721	.716		
	Total		516.241	722			
個人所偏好活動、作品	Between Groups	(Combined)	.120	1	.120	.154	.695
風格或展演主題 * 性別	Within Groups		559.377	721	.776		
	Total		559.497	722			
專家或媒體的強力推薦 * 性別	Between Groups	(Combined)	.068	1	.068	.082	.775
性別	Within Groups	(,	599.263	721	.831		
	Total		599.331	722		.002 4.064 2.130 3.792 .287 .154 .082 4.330 .260 8.889 8.651 16.894 5.591	
親人或朋友的強力推薦 *	Between Groups	(Combined)	3.383	1	3.383	4 330	.038
性別	Within Groups	(00	563.256	721	.781	4.000	.000
	Total		566.639	722	.,,,,	4.330	
活動訊息獲得的管道是否	Between Groups	(Combined)	.200	1	.200	260	.611
暢通 * 性別	Within Groups	(Combined)	554.467	721	.769	.200	.011
	Total		554.667	721	.709		
付費方式是否便利 * 性別	Between Groups	(Combined)	7.363	1	7.363	8 880	.003
的复为以在口贷剂 压剂	Within Groups	(Combined)	597.287	721	.828	0.009	.003
	Total		604.650	721	.020		
活動現場的空間規劃及動	Between Groups	(Combined)		122	6.235	.260	.003
点到坑场时工间坑画次到 線 * 性別	Within Groups	(Combined)	6.235			1 60.6	.003
WW 12773	Total		519.632	721	.721	.154 .082 4.330 .260 8.889 8.651	
活動導引設施是否清楚 *		(Combined)	525.867	722	40.005	10.004	000
石野导引取爬走台有定 性別	Between Groups	(Combined)	12.325	1	12.325	16.894	.000
1233	Within Groups		526.002	721	.730		
唯而笑送目不相译 * 朴则	Total	(O =)	538.326	722	4.007	5 504	0.10
購票管道是否暢通 * 性別	Between Groups	(Combined)	4.687	1	4.687	5.591	.018
	Within Groups		604.395	721	.838		
>イチ+1日 CC 55 のは RR + 0 + 5 - 2 - 1 / 1	Total	(01: "	609.082	722			
活動場所的附屬設施 * 性	Between Groups	(Combined)	1.072	1	1.072	1.347	.246
別	Within Groups		573.741	721	.796		
	Total		574.813	722			
活動場所的地點 * 性別	Between Groups	(Combined)	.052	1	.052	.065	.799
	Within Groups		585.029	721	.811		
	Total		585.082	722			
活動場所的交通狀況 * 性別	Between Groups	(Combined)	5.665	1	5.665	6.340	.012
別	Within Groups		644.293	721	.894		
	Total		649.959	722			

3. 「年齡」與「活動選擇評估準則」之變異數分析

ANOVA Table

			Sum of Squares	df	Mean Square	F	Sig.
活動費用 * 年齡	Between Groups	(Combined)	7.642	7	1.092	1.470	.175
	Within Groups		531.080	715	.743		
	Total		538.722	722			
活動內容 * 年齡	Between Groups	(Combined)	8.060	7	1.151	1.585	.137
	Within Groups		519.387	715	.726		
	Total		527.447	722		1.585 1.447 1.661 1.241 1.697 .858 .535 .906 .632 1.770 .891 .041 2.878	
活動時間的長短 * 年齡	Between Groups	(Combined)	7.396	7	1.057	1.447	.183
	Within Groups		521.940	715	.730		
	Total		529.336	722			
活動本身性質是否有所侷	Between Groups	(Combined)	9.327	7	1.332	1.661	.115
限 * 年齡	Within Groups		572.718	714	.802		
	Total		582.044	721			
富有知名度的活動、表演	Between Groups	(Combined)	5.984	7	.855	1.241	.278
者或藝術作品 * 年齡	Within Groups		492.442	715	.689		
	Total		498.426	722			
活動本身可以增長您的知	Between Groups	(Combined)	8.439	7	1.206	1.697	.106
識或培養興趣 * 年齡	Within Groups		507.802	715	.710		
	Total		516.241	722			
個人所偏好活動、作品	Between Groups	(Combined)	4.659	7	.666	.858	.540
風格或展演主題 * 年齡	Within Groups		554.837	715	.776		
	Total		559.497	722		1.447 1.661 1.241 1.697 .858 .906 .632 1.770 .891	
專家或媒體的強力推薦 *	Between Groups	(Combined)	3.122	7	.446	.535	.808.
年齡	Within Groups	,	596.209	715	.834		
	Total		599.331	722			
親人或朋友的強力推薦 *	Between Groups	(Combined)	4.981	7	.712	.906	.501
年齡	Within Groups	,	561.658	715	.786		
	Total		566.639	722			
活動訊息獲得的管道是否	Between Groups	(Combined)	3,409	7	.487	.632	.730
暢通 * 年齡	Within Groups	,	551.257	715	.771		
	Total		554.667	722			
付費方式是否便利 * 年齡	Between Groups	(Combined)	10.302	7	1.472	1.770	.090
	Within Groups	,	594.348	715	.831		
	Total		604.650	722			
活動現場的空間規劃及動	Between Groups	(Combined)	4.550	7	.650	.891	.513
線*年齡	Within Groups	(,	521.318	715	.729	1.447 1.661 1.241 1.697 .858 .535 .906 .632 1.770 .891 .041 2.878 2.755	.0.0
	Total		525.867	722	2		
活動導引設施是否清楚 * 年齡	Between Groups	(Combined)	.216	7	.031	.041	1.000
年齡	Within Groups	(538.111	715	.753	1.585 1.447 1.661 1.241 1.697 .858 .535 .906 .632 1.770 .891 .041 2.878 2.755	
	Total		538.326	722	.,,,,		
購票管道是否暢通*年齡	Between Groups	(Combined)	16.692	7	2.385	1.447 1.661 1.241 1.697 .858 .535 .906 .632 1.770 .891 .041 2.878 2.755	.006
	Within Groups	()	592.390	715	.829	2.070	.000
	Total		609.082	722	.020	1.661 1.241 1.697 .858 .535 .906 .632 1.770 .891 .041 2.878 2.755	
活動場所的附屬設施 * 年	Between Groups	(Combined)	15.096	7	2.157	2 755	.008
	Within Groups	(=0)	559.718	715	.783	2.700	.000
	Total		574.813	713	.,,,,		
活動場所的地點 * 年齡	Between Groups	(Combined)	2.083	7	.298	365	.923
・1月321-2011 1 E 1 E 1 E 1 E 1 E 1 E 1 E 1 E 1 E	Within Groups	(Combined)	582.999	715	.815	.505	.523
	Total		585.082	713	.015		
活動場所的交通狀況 * 年	Between Groups	(Combined)	3.500	7	.500	553	.794
他 一	Within Groups	(Combined)	646.459	7 715	.904	.555	.134
	Total		1	715 722	.904		
	ı Ulai		649.959	122			

4. 「最高學歷」與「活動選擇評估準則」之變異數分析

			Sum of Squares	df	Mean Square	F	Sig.
活動費用 * 最高學歷	Between Groups	(Combined)	2.281	3	.760	1.019	.384
	Within Groups		536.441	719	.746		
	Total		538.722	722			
活動內容 * 最高學歷	Between Groups	(Combined)	9.777	3	3.259	4.526	.004
	Within Groups		517.670	719	.720	1.019 4.526 .387 .138 2.878 2.795 1.272 .997 1.326 .462 .422	
	Total		527.447	722			
活動時間的長短 * 最高學	Between Groups	(Combined)	.852	3	.284	.387	.763
歴	Within Groups		528.484	719	.735		
	Total		529.336	722			
活動本身性質是否有所侷 限 * 最高學歷	Between Groups	(Combined)	.334	3	.111	.138	.938
│ 限 ^ 最局学歴	Within Groups		581.710	718	.810		
	Total		582.044	721			
富有知名度的活動、表演	Between Groups	(Combined)	5.915	3	1.972	2.878	.035
▍ 者或藝術作品 * 最高學歷	Within Groups		492.511	719	.685		
	Total		498.426	722			
活動本身可以增長您的知	Between Groups	(Combined)	5.950	3	1.983	2.795	.039
識或培養興趣 * 最高學歷	Within Groups		510.291	719	.710		
	Total		516.241	722			
個人所偏好活動、作品風	Between Groups	(Combined)	2.954	3	.985	1.272	.283
格或展演主題 * 最高學歷	Within Groups		556.543	719	.774		
	Total		559.497	722			
專家或媒體的強力推薦 *	Between Groups	(Combined)	2.484	3	.828	.997	.393
最高學歷	Within Groups		596.847	719	.830		
	Total		599.331	722			
親人或朋友的強力推薦 *	Between Groups	(Combined)	3.119	3	1.040	1.326	.265
最高學歷	Within Groups		563.520	719	.784		
	Total		566.639	722			
活動訊息獲得的管道是否	Between Groups	(Combined)	1.067	3	.356	.462	.709
暢通 * 最高學歷	Within Groups		553.600	719	.770		
	Total		554.667	722			
付費方式是否便利 * 最高	Between Groups	(Combined)	1.062	3	.354	.422	.738
學歷	Within Groups		603.588	719	.839		
	Total		604.650	722			
活動現場的空間規劃及動	Between Groups	(Combined)	1.876	3	.625	.858	.463
線 * 最高學歷	Within Groups	,	523.991	719	.729		
	Total		525.867	722			
活動導引設施是否清楚 *	Between Groups	(Combined)	2.193	3	.731	.980	.401
最高學歷	Within Groups		536.133	719	.746		
	Total		538.326	722			
購票管道是否暢通 * 最高	Between Groups	(Combined)	1.024	3	.341	4.526 .387 .138 2.878 2.795 1.272 .997 1.326 .462 .422	.750
學歷	Within Groups	,	608.057	719	.846		
	Total		609.082	722			
活動場所的附屬設施 * 最	Between Groups	(Combined)	3.278	3	1.093	1.375	.249
高學歷	Within Groups		571.535	719	.795		
	Total		574.813	722			
活動場所的地點 * 最高學	Between Groups	(Combined)	3.045	3	1.015	1.254	.289
歷	Within Groups	•	582.036	719	.810		
	Total		585.082	722			
活動場所的交通狀況 * 最	Between Groups	(Combined)	6.451	3	2.150	2.403	.066
高學歷	Within Groups	•	643.508	719	.895		
	Total		649.959	722			
			0.10.000				

5. 「婚姻狀況」與「活動選擇評估準則」之變異數分析

ANOVA Table

W Tc Tc K Tc Tc Tc Tc T	etween Groups ithin Groups otal etween Groups ithin Groups otal etween Groups ithin Groups ithin Groups ithin Groups ithin Groups ithin Groups	(Combined) (Combined)	4.136 534.586 538.722 1.676 525.771 527.447 1.141 528.196 529.336	2 720 722 2 720 722 2 720	2.068 .742 .838 .730	2.786	.318
To 活動內容 * 婚姻狀況 Be W To	otal etween Groups ithin Groups otal etween Groups ithin Groups otal etween Groups ithin Groups ithin Groups	(Combined)	538.722 1.676 525.771 527.447 1.141 528.196	722 2 720 722 2	.838 .730		.318
活動內容 * 婚姻狀況 Be W To	etween Groups ithin Groups otal between Groups otal etween Groups otal etween Groups ithin Groups	(Combined)	1.676 525.771 527.447 1.141 528.196	2 720 722 2	.730		.318
W Tc	ithin Groups otal etween Groups otal etween Groups otal etween Groups ithin Groups	(Combined)	525.771 527.447 1.141 528.196	720 722 2	.730		.318
To To To To To To To To	etween Groups ithin Groups otal etween Groups ithin Groups	(,	527.447 1.141 528.196	722			
活動時間的長短 * 婚姻狀 Be W To	etween Groups ithin Groups otal etween Groups ithin Groups	(,	1.141 528.196	2	570		
To T	ithin Groups otal etween Groups ithin Groups	(,	528.196	_	570		
活動本身性質是否有所侷 Be 限 * 婚姻狀況 W	etween Groups ithin Groups	(Combined)		720	.570	.777	.460
活動本身性質是否有所侷 Be R * 婚姻狀況 W	etween Groups ithin Groups	(Combined)	529,336	1 120	.734		
┃限*婚姻狀況 ₩	ithin Groups	(Combined)	1	722			
• • • • • • • • • • • • • • • • • • • •			11.143	2	5.572	7.017	.001
_			570.901	719	.794		
	otal		582.044	721			
	etween Groups	(Combined)	.825	2	.412	.597	.551
	ithin Groups	,	497.601	720	.691		
To	otal		498.426	722			
活動本身可以增長您的知 Be	etween Groups	(Combined)	2.081	2	1.040	1.457	.234
	ithin Groups	,	514.160	720	.714		
	otal		516.241	722			
個人所偏好活動、作品風 Be	etween Groups	(Combined)	2.448	2	1.224	1 582	.206
	ithin Groups	(00	557.048	720	.774	1.002	.200
	otal		559.497	720	.,,,		
	etween Groups	(Combined)	1.088	2	.544	655	.520
TE TENT 17 / C	ithin Groups	(Combined)	598.242	720	.831	.000	.520
· · · · · · · · · · · · · · · · · · ·	otal		599.331	720	.031	1.148 .777 7.017 7.017 1.597 1.457 1.582 .655 1.560 1.294 .805 .018	
	etween Groups	(Combined)	2.445	2	1,222	1 560	.211
OF ARILLY SEE	ithin Groups	(Combined)	564.194	720	.784	1.560	.211
•••	otal		566.639	720	./04		
	etween Groups	(Combined)			000	4.204	075
	ithin Groups	(Combined)	1.986	2	.993	1.294	.275
····	ntal		552.681	720	.768		
		(Cambinad)	554.667	722	075	205	4.47
11.5.5	etween Groups	(Combined)	1.349	2	.675	.805	.447
	ithin Groups		603.301	720	.838		
	otal	(0 1: 1)	604.650	722			
Aウェ 4年4回11157日	etween Groups	(Combined)	.026	2	.013	.018	.983
· · · · · · · · · · · · · · · · · · ·	ithin Groups		525.842	720	.730		
	otal	(0 1: 1:	525.867	722			
TRETAIN IN JUNE	etween Groups	(Combined)	.755	2	.378	.506	.603
	ithin Groups		537.571	720	.747		
	otal		538.326	722			
	etween Groups	(Combined)	.264	2	.132	.156	.856
	ithin Groups		608.818	720	.846		
	otal		609.082	722			
	etween Groups	(Combined)	1.970	2	.985	1.238	.291
	ithin Groups		572.843	720	.796		
	otal		574.813	722			
	etween Groups	(Combined)	3.887	2	1.943	2.407	.091
l 況 W	Within Groups 581.195 720 .807						
To	otal		585.082	722			
	etween Groups	(Combined)	.598	2	.299	.332	.718
姻狀況 W	ithin Groups	•	649.360	720	.902		
	otal		649.959	722			

6. 「平均月收入」與「活動選擇評估準則」之變異數分析

VI			Sum of Squares	df	Mean Square	F	Sig.
活動費用 * 平均月收入	Between Groups	(Combined)	6.175	8	.772	1.035	.408
	Within Groups		532.547	714	.746		
	Total		538.722	722			
活動內容 * 平均月收入	Between Groups	(Combined)	7.255	8	.907	1.245	.270
	Within Groups		520.192	714	.729		
	Total		527.447	722			
活動時間的長短 * 平均	Between Groups	(Combined)	14.487	8	1.811	2.511	.011
月收入	Within Groups		514.849	714	.721		
	Total		529.336	722			
活動本身性質是否有所	Between Groups	(Combined)	6.672	8	.834	1.034	.409
侷限 * 平均月收入	Within Groups		575.372	713	.807		
	Total		582.044	721			
富有知名度的活動、表	Between Groups	(Combined)	5.129	8	.641	.928	.492
演者或藝術作品 * 平均	Within Groups	(,	493.297	714	.691		
月收入	Total		498.426	722	""		
活動本身可以增長您的	Between Groups	(Combined)	3.045	8	.381	530	.835
知識或培養興趣 * 平均	Within Groups	(55511104)	513.195	714	.719	.550	.000
月收入	Total		516.241	722	.,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,		
個人所偏好活動、作品	Between Groups	(Combined)	7.835	8	.979	1 269	.257
風格或展演主題 * 平均	Within Groups	(Combined)				1.200	.231
月收入	Total		551.661	714	.773		
專家或媒體的強力推薦	Between Groups	(Cambinad)	559.497	722	400	500	700
等多以殊痘的强力推薦 * 平均月收入		(Combined)	3.937	8	.492	.590	.786
十岁万权八	Within Groups		595.393	714	.834		
*n -1\nn-4-4-7\1-14-#	Total	(6 11 1)	599.331	722			
親人或朋友的強力推薦	Between Groups	(Combined)	15.416	8	1.927	2.496	.011
* 平均月收入	Within Groups		551.223	714	.772		
	Total		566.639	722			
活動訊息獲得的管道是	Between Groups	(Combined)	10.751	8	1.344	1.764	.081
否暢通 * 平均月收入	Within Groups		543.916	714	.762		
	Total		554.667	722			
付費方式是否便利 * 平	Between Groups	(Combined)	18.732	8	2.341	2.853	.004
均月收入	Within Groups		585.918	714	.821		
	Total		604.650	722			
活動現場的空間規劃及	Between Groups	(Combined)	17.585	8	2.198	3.088	.002
動線 * 平均月收入	Within Groups	•	508.282	714	.712		
	Total		525.867	722	"		
活動導引設施是否清楚	Between Groups	(Combined)	9.848	8	1.231	1.663	.104
* 平均月收入	Within Groups	()	528.478	714	.740		
	Total		538.326	722	""	.928 .530 1.268 .590 2.496 1.764 2.853 3.088 1.663 2.360 2.238	
購票管道是否暢通 * 平	Between Groups	(Combined)	15.690	8	1.961	2 360	.016
均月收入	Within Groups	(Combined)	593.391	714	.831	2.300	.010
	Total		609.082	714	.031	1.268 .590 2.496 1.764 2.853 3.088	
活動場所的附屬設施 *	Between Groups	(Combined)		8	4 757	2 220	000
平均月收入		(Combined)	14.058		1.757	2.238	.023
1 3/17V/	Within Groups		560.755	714	.785		
ンエミh + 目 CC h h + i - m + h - m + h - m + h	Total	(O	574.813	722	750	22.1	40=
活動場所的地點 * 平均	Between Groups	(Combined)	6.062	8	.758	.934	.487
月收入	Within Groups		579.019	714	.811		
	Total		585.082	722			
活動場所的交通狀況 *	Between Groups	(Combined)	15.683	8	1.960	2.207	.025
平均月收入	Within Groups		634.275	714	.888		
	Total		649.959	722	1		

7. 「是否參予過購票的藝文活動」與「活動選擇評估準則」之變異數分析

			Sum of Squares	df	Mean Square	F	Sig.
活動費用 * 是否參予過需	Between Groups	(Combined)	3.393	1	3.393	4.570	.033
┃ 購票活動	Within Groups		535.329	721	.742		
	Total		538.722	722			
活動內容 * 是否參予過需	Between Groups	(Combined)	9.297	1	9.297	12.936	.000
購票活動	Within Groups	,	518.150	721	.719		
	Total		527.447	722			
活動時間的長短 * 是否參	Between Groups	(Combined)	2.009	1	2.009	2.747	.098
予過需購票活動	Within Groups	(527.327	721	.731		.000
	Total						
	. 014.		529.336	722			
活動本身性質是否有所侷	Between Groups	(Combined)	.058	1	.058	.072	.788
┃限*是否參予過需購票活	Within Groups		581.986	720	.808		
 動	Total		582.044	721			
富有知名度的活動、表演	Between Groups	(Combined)	1.470	1	1.470	2.132	.145
者或藝術作品 * 是否參予	Within Groups	,	496.956	721	.689		
┃ 過需購票活動	Total		498.426	722			
活動本身可以增長您的知	Between Groups	(Combined)	2.496	1	2.496	3.503	.062
▍ 識或培養興趣 * 是否參予	Within Groups	. ,	513.745	721	.713		
過需購票活動	Total		516.241	722	""		
個人所偏好活動、作品。	Between Groups	(Combined)	4.264	1	4.264	5.536	.019
┃ 風格或展演主題 * 是召參	Within Groups	(555.233	721	.770	0.000	
予過需購票活動	Total		559.497	722	""		
事家或媒體的強力推薦 *	Between Groups	(Combined)	.022	1	.022	.027	.870
是否參予過需購票活動	Within Groups	(00	599.308	721	.831	.027	.0.0
	Total		599.331	721	.001		
 親人或朋友的強力推薦 *	Between Groups	(Combined)	.858	1	.858	1.093	.296
■ 是否參予過需購票活動	Within Groups	(Combined)	565.781	721	.785	1.055	.230
	Total		566.639	721	.705		
	Between Groups	(Combined)	.787	1	.787	1.025	.312
暢通 * 是否參予過需購票	Within Groups	(Combined)	553.879	721	.768	1.023	.512
活動	Total		554.667	721	.700		
付費方式是否便利 * 是否	Between Groups	(Combined)	6.940	1	6.940	8.372	.004
■ 的复为式走日使的 走日 ■ 參予過需購票活動	Within Groups	(Combined)	597.710	721	.829	0.372	.004
	Total			721	.829		
 活動現場的空間規劃及動	Between Groups	(Combined)	604.650		020	044	020
■ / / / / / / / / / / / / / / / / / / /	Within Groups	(Combined)	.030	1 721	.030	.041	.839
	Total		525.837	721	.729		
		(Combined)	525.867	722	000	040	.912
┃ 活動導引設施是否清楚 * ┃ 是否參予過需購票活動	Between Groups Within Groups	(Combined)	.009	1	.009	.012	.912
~ログ」を開発が11到	Total		538.317	721	.747		
 購票管道是否暢通 * 是否	Between Groups	(Combined)	538.326	722	0.000	0.000	000
┃ 期宗官坦定台畅进。定台 ┃ 參予過需購票活動		(Compined)	8.080	1	8.080	9.693	.002
2 1 应而为5/0到	Within Groups		601.002	721	.834		
泛新担定的74000000000000000000000000000000000000	Total	(Camah:1\	609.082	722	200	4.004	000
│ 活動場所的附屬設施 * 是 │ 否參予過需購票活動	Between Groups	(Combined)	.980	1	.980	1.231	.268
口乡」地面牌示归到	Within Groups		573.834	721	.796		
江利坦区的北州 * 日本台	Total	(O	574.813	722			100
┃ 活動場所的地點 * 是否參 ┃ 予過需購票活動	Between Groups	(Combined)	.574	1	.574	.708	.400
」、心而特示/位别	Within Groups		584.508	721	.811		
\\\\\\\\\\\\\\\\\\\\\\\\\\\\\\\\\\\\\\	Total	(0 1: 1	585.082	722			
▲ 活動場所的交通狀況 * 是 ■ 不免 子溫電牌電活動	Between Groups	(Combined)	.150	1	.150	.166	.683
│ 否參予過需購票活動 │	Within Groups		649.809	721	.901		
	Total		649.959	722			

8. 「參予付費型活動之意願」與「活動選擇評估準則」之變異數分析

			Sum of Squares	df	Mean Square	F	Sig.
活動費用 * 是否願意參予	Between Groups	(Combined)	1.312	1	1.312	1.761	.185
復費型活動	Within Groups	(,	537.410	721	.745		
	Total		538.722	722			
活動內容 * 是否願意參予	Between Groups	(Combined)	6.532	1	6.532	9.040	.003
復費型活動	Within Groups	(,	520.915	721	.722		
	Total		527.447	722			
活動時間的長短 * 是否願	Between Groups	(Combined)	1.118	1	1.118	1.525	.217
意參予復費型活動	Within Groups	(,	528.219	721	.733		
	Total						
			529.336	722			
活動本身性質是否有所侷	Between Groups	(Combined)	2.957	1	2.957	3.677	.056
限 * 是否願意參予復費型 ゾカ	Within Groups		579.087	720	.804		
活動	Total		582.044	721			
富有知名度的活動、表演	Between Groups	(Combined)	1.323	1	1.323	1.919	.166
者或藝術作品 * 是否願意	Within Groups		497.103	721	.689		
參予復費型活動	Total		498.426	722			
活動本身可以增長您的知	Between Groups	(Combined)	5.287	1	5.287	7.461	.006
識或培養興趣 * 是否願意	Within Groups		510.953	721	.709		
參予復費型活動	Total		516.241	722			
個人所偏好活動、作品風	Between Groups	(Combined)	1.999	1	1.999	2.585	.108
格或展演主題 * 是否願意	Within Groups		557.498	721	.773		
參予復費型活動	Total		559.497	722			
專家或媒體的強力推薦 *	Between Groups	(Combined)	.430	1	.430	.518	.472
是否願意參予復費型活動	Within Groups		598.901	721	.831		
	Total		599.331	722			
親人或朋友的強力推薦 *	Between Groups	(Combined)	5.847	1	5.847	7.518	.006
是否願意參予復費型活動	Within Groups		560.792	721	.778		
	Total		566.639	722			
活動訊息獲得的管道是否	Between Groups	(Combined)	2.021	1	2.021	2.636	.105
暢通 * 是否願意參予復費	Within Groups		552.646	721	.766		
型活動	Total		554.667	722			
付費方式是否便利 * 是否	Between Groups	(Combined)	3.068	1	3.068	3.677	.056
願意參予復費型活動	Within Groups		601.582	721	.834		
	Total		604.650	722			
活動現場的空間規劃及動	Between Groups	(Combined)	.005	1	.005	.006	.937
線 * 是否願意參予復費型 浜動	Within Groups		525.863	721	.729		
活動	Total		525.867	722			
活動導引設施是否清楚 *	Between Groups	(Combined)	.289	1	.289	.388	.534
是否願意參予復費型活動	Within Groups		538.037	721	.746		
	Total		538.326	722			
購票管道是否暢通 * 是否	Between Groups	(Combined)	.912	1	.912	1.082	.299
願意參予復費型活動	Within Groups		608.169	721	.844		
	Total		609.082	722			
活動場所的附屬設施 * 是	Between Groups	(Combined)	.908	1	.908	1.141	.286
否願意參予復費型活動	Within Groups		573.905	721	.796		
	Total		574.813	722			
活動場所的地點 * 是否願	Between Groups	(Combined)	.742	1	.742	.915	.339
意參予復費型活動	Within Groups		584.340	721	.810		
	Total		585.082	722			
活動場所的交通狀況 * 是	Between Groups	(Combined)	3.061	1	3.061	3.412	.065
否願意參予復費型活動	Within Groups		646.897	721	.897		
	Total		649.959	722			

9.「平均一個月藝文活動費用支出」與「活動選擇評估準則」之變異數分析

			Sum of Squares	df	Mean Square	F	Sig.
活動費用 * 一個月藝文活	Between Groups	(Combined)	2.257	5	.451	.603	.697
動費用支出	Within Groups		536.465	717	.748		
	Total		538.722	722			
活動內容 * 一個月藝文活	Between Groups	(Combined)	5.856	5	1.171	1.610	.155
動費用支出	Within Groups		521.591	717	.727		
	Total		527.447	722			
活動時間的長短 * 一個月	Between Groups	(Combined)	5.137	5	1.027	1.405	.220
藝文活動費用支出	Within Groups	,	524.199	717	.731		
	Total				""		
			529.336	722			
活動本身性質是否有所侷	Between Groups	(Combined)	8.608	5	1.722	2.150	.058
限 * 一個月藝文活動費用 支出	Within Groups		573.437	716	.801		
ХШ	Total		582.044	721			
富有知名度的活動、表演	Between Groups	(Combined)	2.334	5	.467	.675	.643
者或藝術作品 * 一個月藝	Within Groups		496.092	717	.692		
文活動費用支出	Total		498.426	722			
活動本身可以增長您的知	Between Groups	(Combined)	3.337	5	.667	.933	.459
識或培養興趣 * 一個月藝	Within Groups	,	512.903	717	.715		
文活動費用支出	Total		516.241	722			
個人所偏好活動、作品風	Between Groups	(Combined)	6.297	5	1.259	1 632	.149
格或展演主題 * 一個月藝	Within Groups	(00	553.199	717	.772	1.002	.140
文活動費用支出	Total		559.497	722	.,,,		
專家或媒體的強力推薦 *	Between Groups	(Combined)	2.814	5	.563	676	.641
一個月藝文活動費用支出	Within Groups	(Combined)	-	717	.832	.070	.041
旧/1安人/130页/11久山	Total		596.517		.832		
如 1 式四十的没有批英 *		(O - :)	599.331	722	4.050	1 011	
親人或朋友的強力推薦 * -個月藝文活動費用支出	Between Groups	(Combined)	6.294	5	1.259	1.611	.155
四万县人加到县币又山	Within Groups		560.345	717	.782		
	Total		566.639	722			
活動訊息獲得的管道是否	Between Groups	(Combined)	2.265	5	.453	.588	.709
暢通 * 一個月藝文活動費 用支出	Within Groups		552.401	717	.770		
	Total		554.667	722			
付費方式是否便利 * 一個	Between Groups	(Combined)	12.689	5	2.538	3.074	.009
月藝文活動費用支出	Within Groups		591.961	717	.826		
	Total		604.650	722			
活動現場的空間規劃及動	Between Groups	(Combined)	2.180	5	.436	.597	.702
線 * 一個月藝文活動費用	Within Groups	•	523.687	717	.730		
支出	Total		525.867	722	"		
活動導引設施是否清楚 *	Between Groups	(Combined)	5.270	5	1.054	1.418	.216
一個月藝文活動費用支出	Within Groups	, /	533.057	717	.743		
	Total		538.326	722	" "	1.632 .676 1.611 .588 3.074	
購票管道是否暢通 * 一個	Between Groups	(Combined)	3.417	5	.683	200	.543
月藝文活動費用支出	Within Groups	(Combined)	605.665	717	.845	.000	.070
	Total		609.082	717	.040		
活動場所的附屬設施 * 一	Between Groups	(Combined)			027	1.051	.386
/A 到场所的附屬故地 ————————————————————————————————————	Within Groups	(Combined)	4.183	5 717	.837 .796	1.051	.300
			570.630		./96		
泛新祖民纪约44图1 * /80	Total	(Combined)	574.813	722	770	050	4/2
活動場所的地點 * 一個月	Between Groups	(Combined)	3.849	5	.770	.950	.448
藝文活動費用支出	Within Groups		581.233	717	.811		
	Total		585.082	722			
活動場所的交通狀況 * 一	Between Groups	(Combined)	3.635	5	.727	.807	.545
個月藝文活動費用支出	Within Groups		646.323	717	.901		
	Total		649.959	722			