

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)

ANOVA Table

			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 * 家鄉或居住地	Between Groups	(Combined)	2.319	1	2.319	3.173	.075
	Within Groups		527.017	721	.731		
	Total		529.336	722			
活動本身性質是否有所侷限 * 家鄉或居住地	Between Groups	(Combined)	2.330	1	2.330	2.894	.089
	Within Groups		579.714	720	.805		
	Total		582.044	721			
富有知名度的活動、表演者或藝術作品 * 家鄉或居住地	Between Groups	(Combined)	.306	1	.306	.443	.506
	Within Groups		498.120	721	.691		
	Total		498.426	722			
活動本身可以增長您的知識或培養興趣 * 家鄉或居住地	Between Groups	(Combined)	1.016	1	1.016	1.421	.234
	Within Groups		515.225	721	.715		
	Total		516.241	722			
個人所偏好活動、作品風格或展演主題 * 家鄉或居住地	Between Groups	(Combined)	3.090	1	3.090	4.004	.046
	Within Groups		556.406	721	.772		
	Total		559.497	722			
專家或媒體的強力推薦 * 家鄉或居住地	Between Groups	(Combined)	.506	1	.506	.609	.436
	Within Groups		598.825	721	.831		
	Total		599.331	722			
親人或朋友的強力推薦 * 家鄉或居住地	Between Groups	(Combined)	2.397	1	2.397	3.063	.081
	Within Groups		564.242	721	.783		
	Total		566.639	722			
活動訊息獲得的管道是否暢通 * 家鄉或居住地	Between Groups	(Combined)	.159	1	.159	.207	.649
	Within Groups		554.507	721	.769		
	Total		554.667	722			
付費方式是否便利 * 家鄉或居住地	Between Groups	(Combined)	.989	1	.989	1.182	.277
	Within Groups		603.661	721	.837		
	Total		604.650	722			
活動現場的空間規劃及動線 * 家鄉或居住地	Between Groups	(Combined)	.773	1	.773	1.061	.303
	Within Groups		525.094	721	.728		
	Total		525.867	722			
活動導引設施是否清楚 * 家鄉或居住地	Between Groups	(Combined)	2.464	1	2.464	3.316	.069
	Within Groups		535.862	721	.743		
	Total		538.326	722			
購票管道是否暢通 * 家鄉或居住地	Between Groups	(Combined)	2.350	1	2.350	2.793	.095
	Within Groups		606.732	721	.842		
	Total		609.082	722			
活動場所的附屬設施 * 家鄉或居住地	Between Groups	(Combined)	1.028	1	1.028	1.292	.256
	Within Groups		573.785	721	.796		
	Total		574.813	722			
活動場所的地點 * 家鄉或居住地	Between Groups	(Combined)	2.274	1	2.274	2.813	.094
	Within Groups		582.807	721	.808		
	Total		585.082	722			
活動場所的交通狀況 * 家鄉或居住地	Between Groups	(Combined)	3.903	1	3.903	4.356	.037
	Within Groups		646.055	721	.896		
	Total		649.959	722			

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		
	Total		529.336	722			
活動本身性質是否有所侷限 * 性別	Between Groups	(Combined)	1.716	1	1.716	2.130	.145
	Within Groups		580.328	720	.806		
	Total		582.044	721			
富有知名度的活動、表演者或藝術作品 * 性別	Between Groups	(Combined)	2.608	1	2.608	3.792	.052
	Within Groups		495.818	721	.688		
	Total		498.426	722			
活動本身可以增長您的知識或培養興趣 * 性別	Between Groups	(Combined)	.205	1	.205	.287	.593
	Within Groups		516.036	721	.716		
	Total		516.241	722			
個人所偏好活動、作品風格或展演主題 * 性別	Between Groups	(Combined)	.120	1	.120	.154	.695
	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
	Within Groups		599.263	721	.831		
	Total		599.331	722			
親人或朋友的強力推薦 * 性別	Between Groups	(Combined)	3.383	1	3.383	4.330	.038
	Within Groups		563.256	721	.781		
	Total		566.639	722			
活動訊息獲得的管道是否暢通 * 性別	Between Groups	(Combined)	.200	1	.200	.260	.611
	Within Groups		554.467	721	.769		
	Total		554.667	722			
付費方式是否便利 * 性別	Between Groups	(Combined)	7.363	1	7.363	8.889	.003
	Within Groups		597.287	721	.828		
	Total		604.650	722			
活動現場的空間規劃及動線 * 性別	Between Groups	(Combined)	6.235	1	6.235	8.651	.003
	Within Groups		519.632	721	.721		
	Total		525.867	722			
活動導引設施是否清楚 * 性別	Between Groups	(Combined)	12.325	1	12.325	16.894	.000
	Within Groups		526.002	721	.730		
	Total		538.326	722			
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		
	Total		609.082	722			
活動場所的附屬設施 * 性別	Between Groups	(Combined)	1.072	1	1.072	1.347	.246
	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
	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			
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限 * 年齡	Between Groups	(Combined)	9.327	7	1.332	1.661	.115
	Within Groups		572.718	714	.802		
	Total		582.044	721			
富有知名度的活動、表演者或藝術作品 * 年齡	Between Groups	(Combined)	5.984	7	.855	1.241	.278
	Within Groups		492.442	715	.689		
	Total		498.426	722			
活動本身可以增長您的知識或培養興趣 * 年齡	Between Groups	(Combined)	8.439	7	1.206	1.697	.106
	Within Groups		507.802	715	.710		
	Total		516.241	722			
個人所偏好活動、作品風格或展演主題 * 年齡	Between Groups	(Combined)	4.659	7	.666	.858	.540
	Within Groups		554.837	715	.776		
	Total		559.497	722			
專家或媒體的強力推薦 * 年齡	Between Groups	(Combined)	3.122	7	.446	.535	.808
	Within Groups		596.209	715	.834		
	Total		599.331	722			
親人或朋友的強力推薦 * 年齡	Between Groups	(Combined)	4.981	7	.712	.906	.501
	Within Groups		561.658	715	.786		
	Total		566.639	722			
活動訊息獲得的管道是否暢通 * 年齡	Between Groups	(Combined)	3.409	7	.487	.632	.730
	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線 * 年齡	Between Groups	(Combined)	4.550	7	.650	.891	.513
	Within Groups		521.318	715	.729		
	Total		525.867	722			
活動導引設施是否清楚 * 年齡	Between Groups	(Combined)	.216	7	.031	.041	1.000
	Within Groups		538.111	715	.753		
	Total		538.326	722			
購票管道是否暢通 * 年齡	Between Groups	(Combined)	16.692	7	2.385	2.878	.006
	Within Groups		592.390	715	.829		
	Total		609.082	722			
活動場所的附屬設施 * 年齡	Between Groups	(Combined)	15.096	7	2.157	2.755	.008
	Within Groups		559.718	715	.783		
	Total		574.813	722			
活動場所的地點 * 年齡	Between Groups	(Combined)	2.083	7	.298	.365	.923
	Within Groups		582.999	715	.815		
	Total		585.082	722			
活動場所的交通狀況 * 年齡	Between Groups	(Combined)	3.500	7	.500	.553	.794
	Within Groups		646.459	715	.904		
	Total		649.959	722			

4. 「最高學歷」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 * 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		
	Total		527.447	722			
活動時間的長短 * 最高學歷	Between Groups	(Combined)	.852	3	.284	.387	.763
	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
	Within Groups		581.710	718	.810		
	Total		582.044	721			
富有知名度的活動、表演者或藝術作品 * 最高學歷	Between Groups	(Combined)	5.915	3	1.972	2.878	.035
	Within Groups		492.511	719	.685		
	Total		498.426	722			
活動本身可以增長您的知識或培養興趣 * 最高學歷	Between Groups	(Combined)	5.950	3	1.983	2.795	.039
	Within Groups		510.291	719	.710		
	Total		516.241	722			
個人所偏好活動、作品風格或展演主題 * 最高學歷	Between Groups	(Combined)	2.954	3	.985	1.272	.283
	Within Groups		556.543	719	.774		
	Total		559.497	722			
專家或媒體的強力推薦 * 最高學歷	Between Groups	(Combined)	2.484	3	.828	.997	.393
	Within Groups		596.847	719	.830		
	Total		599.331	722			
親人或朋友的強力推薦 * 最高學歷	Between Groups	(Combined)	3.119	3	1.040	1.326	.265
	Within Groups		563.520	719	.784		
	Total		566.639	722			
活動訊息獲得的管道是否暢通 * 最高學歷	Between Groups	(Combined)	1.067	3	.356	.462	.709
	Within Groups		553.600	719	.770		
	Total		554.667	722			
付費方式是否便利 * 最高學歷	Between Groups	(Combined)	1.062	3	.354	.422	.738
	Within Groups		603.588	719	.839		
	Total		604.650	722			
活動現場的空間規劃及動線 * 最高學歷	Between Groups	(Combined)	1.876	3	.625	.858	.463
	Within Groups		523.991	719	.729		
	Total		525.867	722			
活動導引設施是否清楚 * 最高學歷	Between Groups	(Combined)	2.193	3	.731	.980	.401
	Within Groups		536.133	719	.746		
	Total		538.326	722			
購票管道是否暢通 * 最高學歷	Between Groups	(Combined)	1.024	3	.341	.404	.750
	Within Groups		608.057	719	.846		
	Total		609.082	722			
活動場所的附屬設施 * 最高學歷	Between Groups	(Combined)	3.278	3	1.093	1.375	.249
	Within Groups		571.535	719	.795		
	Total		574.813	722			
活動場所的地點 * 最高學歷	Between Groups	(Combined)	3.045	3	1.015	1.254	.289
	Within Groups		582.036	719	.810		
	Total		585.082	722			
活動場所的交通狀況 * 最高學歷	Between Groups	(Combined)	6.451	3	2.150	2.403	.066
	Within Groups		643.508	719	.895		
	Total		649.959	722			

5. 「婚姻狀況」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 * 婚姻狀況	Between Groups	(Combined)	4.136	2	2.068	2.786	.062
	Within Groups		534.586	720	.742		
	Total		538.722	722			
活動內容 * 婚姻狀況	Between Groups	(Combined)	1.676	2	.838	1.148	.318
	Within Groups		525.771	720	.730		
	Total		527.447	722			
活動時間的長短 * 婚姻狀況	Between Groups	(Combined)	1.141	2	.570	.777	.460
	Within Groups		528.196	720	.734		
	Total		529.336	722			
活動本身性質是否有所侷限 * 婚姻狀況	Between Groups	(Combined)	11.143	2	5.572	7.017	.001
	Within Groups		570.901	719	.794		
	Total		582.044	721			
富有知名度的活動、表演者或藝術作品 * 婚姻狀況	Between Groups	(Combined)	.825	2	.412	.597	.551
	Within Groups		497.601	720	.691		
	Total		498.426	722			
活動本身可以增長您的知識或培養興趣 * 婚姻狀況	Between Groups	(Combined)	2.081	2	1.040	1.457	.234
	Within Groups		514.160	720	.714		
	Total		516.241	722			
個人所偏好活動、作品風格或展演主題 * 婚姻狀況	Between Groups	(Combined)	2.448	2	1.224	1.582	.206
	Within Groups		557.048	720	.774		
	Total		559.497	722			
專家或媒體的強力推薦 * 婚姻狀況	Between Groups	(Combined)	1.088	2	.544	.655	.520
	Within Groups		598.242	720	.831		
	Total		599.331	722			
親人或朋友的強力推薦 * 婚姻狀況	Between Groups	(Combined)	2.445	2	1.222	1.560	.211
	Within Groups		564.194	720	.784		
	Total		566.639	722			
活動訊息獲得的管道是否暢通 * 婚姻狀況	Between Groups	(Combined)	1.986	2	.993	1.294	.275
	Within Groups		552.681	720	.768		
	Total		554.667	722			
付費方式是否便利 * 婚姻狀況	Between Groups	(Combined)	1.349	2	.675	.805	.447
	Within Groups		603.301	720	.838		
	Total		604.650	722			
活動現場的空間規劃及動線 * 婚姻狀況	Between Groups	(Combined)	.026	2	.013	.018	.983
	Within Groups		525.842	720	.730		
	Total		525.867	722			
活動導引設施是否清楚 * 婚姻狀況	Between Groups	(Combined)	.755	2	.378	.506	.603
	Within Groups		537.571	720	.747		
	Total		538.326	722			
購票管道是否暢通 * 婚姻狀況	Between Groups	(Combined)	.264	2	.132	.156	.856
	Within Groups		608.818	720	.846		
	Total		609.082	722			
活動場所的附屬設施 * 婚姻狀況	Between Groups	(Combined)	1.970	2	.985	1.238	.291
	Within Groups		572.843	720	.796		
	Total		574.813	722			
活動場所的地點 * 婚姻狀況	Between Groups	(Combined)	3.887	2	1.943	2.407	.091
	Within Groups		581.195	720	.807		
	Total		585.082	722			
活動場所的交通狀況 * 婚姻狀況	Between Groups	(Combined)	.598	2	.299	.332	.718
	Within Groups		649.360	720	.902		
	Total		649.959	722			

6. 「平均月收入」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 * 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 * 平均月收入	Between Groups	(Combined)	14.487	8	1.811	2.511	.011
	Within Groups		514.849	714	.721		
	Total		529.336	722			
活動本身性質是否有所侷限 * 平均月收入	Between Groups	(Combined)	6.672	8	.834	1.034	.409
	Within Groups		575.372	713	.807		
	Total		582.044	721			
富有知名度的活動、表演者或藝術作品 * 平均月收入	Between Groups	(Combined)	5.129	8	.641	.928	.492
	Within Groups		493.297	714	.691		
	Total		498.426	722			
活動本身可以增長您的知識或培養興趣 * 平均月收入	Between Groups	(Combined)	3.045	8	.381	.530	.835
	Within Groups		513.195	714	.719		
	Total		516.241	722			
個人所偏好活動、作品風格或展演主題 * 平均月收入	Between Groups	(Combined)	7.835	8	.979	1.268	.257
	Within Groups		551.661	714	.773		
	Total		559.497	722			
專家或媒體的強力推薦 * 平均月收入	Between Groups	(Combined)	3.937	8	.492	.590	.786
	Within Groups		595.393	714	.834		
	Total		599.331	722			
親人或朋友的強力推薦 * 平均月收入	Between Groups	(Combined)	15.416	8	1.927	2.496	.011
	Within Groups		551.223	714	.772		
	Total		566.639	722			
活動訊息獲得的管道是否暢通 * 平均月收入	Between Groups	(Combined)	10.751	8	1.344	1.764	.081
	Within Groups		543.916	714	.762		
	Total		554.667	722			
付費方式是否便利 * 平均月收入	Between Groups	(Combined)	18.732	8	2.341	2.853	.004
	Within Groups		585.918	714	.821		
	Total		604.650	722			
活動現場的空間規劃及動線 * 平均月收入	Between Groups	(Combined)	17.585	8	2.198	3.088	.002
	Within Groups		508.282	714	.712		
	Total		525.867	722			
活動導引設施是否清楚 * 平均月收入	Between Groups	(Combined)	9.848	8	1.231	1.663	.104
	Within Groups		528.478	714	.740		
	Total		538.326	722			
購票管道是否暢通 * 平均月收入	Between Groups	(Combined)	15.690	8	1.961	2.360	.016
	Within Groups		593.391	714	.831		
	Total		609.082	722			
活動場所的附屬設施 * 平均月收入	Between Groups	(Combined)	14.058	8	1.757	2.238	.023
	Within Groups		560.755	714	.785		
	Total		574.813	722			
活動場所的地點 * 平均月收入	Between Groups	(Combined)	6.062	8	.758	.934	.487
	Within Groups		579.019	714	.811		
	Total		585.082	722			
活動場所的交通狀況 * 平均月收入	Between Groups	(Combined)	15.683	8	1.960	2.207	.025
	Within Groups		634.275	714	.888		
	Total		649.959	722			

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

ANOVA Table

			Sum of Squares	df	Mean Square	F	Sig.
活動費用 * 是否參予過需購票活動	Between Groups	(Combined)	3.393	1	3.393	4.570	.033
	Within Groups		535.329	721	.742		
	Total		538.722	722			
活動內容 * 是否參予過需購票活動	Between Groups	(Combined)	9.297	1	9.297	12.936	.000
	Within Groups		518.150	721	.719		
	Total		527.447	722			
活動時間的長短 * 是否參予過需購票活動	Between Groups	(Combined)	2.009	1	2.009	2.747	.098
	Within Groups		527.327	721	.731		
	Total		529.336	722			
活動本身性質是否有所侷限 * 是否參予過需購票活動	Between Groups	(Combined)	.058	1	.058	.072	.788
	Within Groups		581.986	720	.808		
	Total		582.044	721			
富有知名度的活動、表演者或藝術作品 * 是否參予過需購票活動	Between Groups	(Combined)	1.470	1	1.470	2.132	.145
	Within Groups		496.956	721	.689		
	Total		498.426	722			
活動本身可以增長您的知識或培養興趣 * 是否參予過需購票活動	Between Groups	(Combined)	2.496	1	2.496	3.503	.062
	Within Groups		513.745	721	.713		
	Total		516.241	722			
個人所偏好活動、作品風格或展演主題 * 是否參予過需購票活動	Between Groups	(Combined)	4.264	1	4.264	5.536	.019
	Within Groups		555.233	721	.770		
	Total		559.497	722			
專家或媒體的強力推薦 * 是否參予過需購票活動	Between Groups	(Combined)	.022	1	.022	.027	.870
	Within Groups		599.308	721	.831		
	Total		599.331	722			
親人或朋友的強力推薦 * 是否參予過需購票活動	Between Groups	(Combined)	.858	1	.858	1.093	.296
	Within Groups		565.781	721	.785		
	Total		566.639	722			
活動訊息獲得的管道是否暢通 * 是否參予過需購票活動	Between Groups	(Combined)	.787	1	.787	1.025	.312
	Within Groups		553.879	721	.768		
	Total		554.667	722			
付費方式是否便利 * 是否參予過需購票活動	Between Groups	(Combined)	6.940	1	6.940	8.372	.004
	Within Groups		597.710	721	.829		
	Total		604.650	722			
活動現場的空間規劃及動線 * 是否參予過需購票活動	Between Groups	(Combined)	.030	1	.030	.041	.839
	Within Groups		525.837	721	.729		
	Total		525.867	722			
活動導引設施是否清楚 * 是否參予過需購票活動	Between Groups	(Combined)	.009	1	.009	.012	.912
	Within Groups		538.317	721	.747		
	Total		538.326	722			
購票管道是否暢通 * 是否參予過需購票活動	Between Groups	(Combined)	8.080	1	8.080	9.693	.002
	Within Groups		601.002	721	.834		
	Total		609.082	722			
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
	Within Groups		573.834	721	.796		
	Total		574.813	722			
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
	Within Groups		584.508	721	.811		
	Total		585.082	722			
活動場所的交通狀況 * 是否參予過需購票活動	Between Groups	(Combined)	.150	1	.150	.166	.683
	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

ANOVA Table

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

ANOVA Table

		Sum of Squares	df	Mean Square	F	Sig.
活動費用 * 一個月藝文活動費用支出	Between Groups (Combined)	2.257	5	.451	.603	.697
	Within Groups	536.465	717	.748		
	Total	538.722	722			
活動內容 * 一個月藝文活動費用支出	Between Groups (Combined)	5.856	5	1.171	1.610	.155
	Within Groups	521.591	717	.727		
	Total	527.447	722			
活動時間的長短 * 一個月藝文活動費用支出	Between Groups (Combined)	5.137	5	1.027	1.405	.220
	Within Groups	524.199	717	.731		
	Total	529.336	722			
活動本身性質是否有所侷限 * 一個月藝文活動費用支出	Between Groups (Combined)	8.608	5	1.722	2.150	.058
	Within Groups	573.437	716	.801		
	Total	582.044	721			
富有知名度的活動、表演者或藝術作品 * 一個月藝文活動費用支出	Between Groups (Combined)	2.334	5	.467	.675	.643
	Within Groups	496.092	717	.692		
	Total	498.426	722			
活動本身可以增長您的知識或培養興趣 * 一個月藝文活動費用支出	Between Groups (Combined)	3.337	5	.667	.933	.459
	Within Groups	512.903	717	.715		
	Total	516.241	722			
個人所偏好活動、作品風格或展演主題 * 一個月藝文活動費用支出	Between Groups (Combined)	6.297	5	1.259	1.632	.149
	Within Groups	553.199	717	.772		
	Total	559.497	722			
專家或媒體的強力推薦 * 一個月藝文活動費用支出	Between Groups (Combined)	2.814	5	.563	.676	.641
	Within Groups	596.517	717	.832		
	Total	599.331	722			
親人或朋友的強力推薦 * 一個月藝文活動費用支出	Between Groups (Combined)	6.294	5	1.259	1.611	.155
	Within Groups	560.345	717	.782		
	Total	566.639	722			
活動訊息獲得的管道是否暢通 * 一個月藝文活動費用支出	Between Groups (Combined)	2.265	5	.453	.588	.709
	Within Groups	552.401	717	.770		
	Total	554.667	722			
付費方式是否便利 * 一個月藝文活動費用支出	Between Groups (Combined)	12.689	5	2.538	3.074	.009
	Within Groups	591.961	717	.826		
	Total	604.650	722			
活動現場的空間規劃及動線 * 一個月藝文活動費用支出	Between Groups (Combined)	2.180	5	.436	.597	.702
	Within Groups	523.687	717	.730		
	Total	525.867	722			
活動導引設施是否清楚 * 一個月藝文活動費用支出	Between Groups (Combined)	5.270	5	1.054	1.418	.216
	Within Groups	533.057	717	.743		
	Total	538.326	722			
購票管道是否暢通 * 一個月藝文活動費用支出	Between Groups (Combined)	3.417	5	.683	.809	.543
	Within Groups	605.665	717	.845		
	Total	609.082	722			
活動場所的附屬設施 * 一個月藝文活動費用支出	Between Groups (Combined)	4.183	5	.837	1.051	.386
	Within Groups	570.630	717	.796		
	Total	574.813	722			
活動場所的地點 * 一個月藝文活動費用支出	Between Groups (Combined)	3.849	5	.770	.950	.448
	Within Groups	581.233	717	.811		
	Total	585.082	722			
活動場所的交通狀況 * 一個月藝文活動費用支出	Between Groups (Combined)	3.635	5	.727	.807	.545
	Within Groups	646.323	717	.901		
	Total	649.959	722			