

Panel Book

—— *QQsurvey Online Research*

中国消费者样本
Customer Panel of China



QQSurvey 介绍

QQSurvey 于 2005 年进入在线调研市场，自主研发了 QQS 在线调研系统，并拥有目前国内最活跃的在线调研社区：[第一调查网](http://www.1diaocha.com)

QQSurvey 由经验丰富的市场研究专家和互联网技术专家组建而成，立志于将市场研究技术与互联网技术相结合，向广大客户提供一流的调研服务。

公司网站：www.qqsurvey.com

会员网站：www.1diaocha.com

About QQSurvey

As a outstanding Research Company in China, QQSurvey Company devote in market investigation for several years.

With a panel of 602,881 people in over 100 cities of China, QQSurvey can provide you professional service.

Visit our website for more information:

Our company website: www.qqsurvey.com

Our panel website: www.1diaocha.com

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QQsurvey Online Research

样本招募：

QQsurvey 在样本组招募方面积累了丰富的经验，并始终秉承以下原则保证我们的样本组真实性：

调研之前进行筛选：我们仅向双向选择型注册用户发送电子邮件邀请函

过滤无意识应答型受访者：我们严密监控受访者的应答规律和选项答案，确保过滤删除那些无意识选择同一个选项答案或按某一应答形式作答的在线调研受访者

淘汰超速应答型受访者：完成调研最低时限功能可以预先剔除那些快速草率完成调研的快速应答型受访者

邮件地址净化：我们会依据样本组真实性数据库核查联系信息，从而避免向同一位应答者重复发送多封邀请函
永久阻拦可疑邮件地址、域及 IP 地址：凡提供错误数据的在线调研受访者，一经查实将永久阻止，从而有效提高样本组真实性

样本组合作伙伴审核：我们完全基于合作伙伴所提供的样本组质量精心挑选授权样本组合作伙伴。我们的合作伙伴资格审核标准包括：确保采用双向选择型样本组，供应商遵守所有业内调查惯例，始终坚持质量标准

Sample recruit

QQsurvey always adhere to the following principles to ensure the authenticity of sample:

Select before the survey: choose eligible users to send e-mail invitations

Filter unconscious response: closely monitor the response and the law of the answer option to ensure that those online survey respondents who do not answer questions carefully will be winkled and filtered

Filter rapid response: the minimum time limit function for research can pre-tick those hasty, quick, rapid responses

E-mail address purification: check contact information to verify the authenticity of the sample, and avoid sending invitations to the same respondents repeated

Permanently block suspicious e-mail addresses, domain and IP address: permanently block on-line survey respondents who provided wrong data, so as to effectively enhance the authenticity of the sample

Partner check: we choose authorized partners, fully based on the quality of panel provide by partner.

Qualification examination standards include:

- _ ensure that the use of two-way choice of sample group
- _ the supplier comply with all investigations practice in the industry
- _ adhere to quality standards

在线调研的质量控制：

原始身份真实性控制：注册时会员需要注册地区、性别、生日，计算机程序将对这几项信息与身份证号码进行交叉验证，验证合格才能够成功注册。而身份证号码又是领取回答调查酬劳的唯一凭证，所以，这样对身份证号码又进行了有效约束，保证了其身份的真实性。

过程中的补充和更新：邀请会员成为会员后根据自己的信息变更不断的更新背景属性信息。例如：收入、地区等。

调查身份真实性控制：邮箱与会员身份唯一对应关系。根据特定的项目要求，设定抽样条件和配额，仅符合条件的会员才有资格参与调查，而非所有会员都可以接到调查邀请。而该会员的邮箱及其他联系方式是既定的(事先填写的)和保密的，除本人之外的人无法获得。所以，即保证了是本人进行回答的此调查。

注册信息与回答调查信息进行核对。假设会员注册时是填写的假的背景信息(说谎)，在接受调查时也需要填写背景信息，当两次信息不吻合时此人将被作为无效会员。所以，一个人说谎是不会两次说得一样的。

QQsurvey 采取的质量控制手段包括，但不限于：

使用 email 再确定方法

同一 email 只能注册一次

适当的会员奖励体制

同一受访者被邀请频次控制

同类型项目每三个月不超过一次

所有类型的项目每月不超过一次

发现职业受访者立即冻结

邀请 email 及会员网站中不提及项目有关的任何信息，以免诱导受访者过滤甄选问题

过程即时信息反馈及处置

所有问卷人工审核

Quality Control:

_ Control the authenticity of the original identity

With **techno-control** and **logic-judge**, match the registration information and **Identity card** number to confirm validity. Also Identity card is the only certification for the reward.

Members can update the background attribute information dynamically.

_ Control the survey authenticity of the identity

Eligible members can receive survey via **a valid email address**

_ Check and compare registration information with survey information

In addition, QQsurvey takes a combination of methods:

_ Double opt-in via email

_ The same email can only be registered once

_ Appropriate reward for the member

_ Control the frequency of Respondents

_ participate in similar surveys no more than once three months

_ participate in all types of surveys no more than once a month

_ Freeze the professional respondents

_ Invitation email and website does not mention any information about the item, so as not to induce respondents to filter selection

_ Real-time feedback and disposal

_ Artificial review

Customer Panel

—— *QQsurvey -- China Online Research*

Customer's Panel of China
中国消费者样本
n=602,881

城市/City	
北京/Beijing	14.33%
上海/Shanghai	12.51%
广州/Guangzhou	11.43%
深圳/Shenzhen	9.38%
武汉/Wuhan	4.89%
成都/Chengdu	4.64%
天津/Tianjin	4.63%
重庆/Chongqing	3.28%
南京/Nanjing	3.10%
长沙/Changsha	2.00%
郑州/Zhengzhou	1.60%
西安/Xi'an	1.56%
福州/Fuzhou	1.54%
杭州/Hangzhou	1.50%
哈尔滨/Haerbin	1.45%
大连/Dalian	1.45%
南昌/Nanchang	1.43%
济南/Jinan	1.39%
青岛/Qingdao	1.38%
石家庄/Shijiazhuang	1.37%
珠海/Zhuhai	1.31%
太原/Taiyuan	1.25%
沈阳/Shenyang	1.20%
厦门/Xiamen	1.19%
其他城市/Others	10.19%
Total	100.00%

住房状况/Housing	
自住房/Buying house	33.19%
自建房/Building house	6.23%
单位分配/Distributed by employer	3.65%
宿舍/Dormitory	16.15%
父母所有房/House owned by parent	15.09%
亲戚所有房/House owned by relative	0.52%
租房/Rent house	21.30%
其它住房/Others	3.86%
Total	100.00%

性别/Gender	
男/Male	58.80%
女/Female	41.20%
Total	100.00%

年龄/Age	
14岁及以下/-14	0.50%
15-19岁/15-19	4.87%
20-24岁/20-24	48.93%
25-29岁/25-29	29.92%
30-34岁/30-34	9.17%
35-39岁/35-39	3.36%
40-44岁/40-44	1.28%
45-49岁/45-49	0.69%
50-54岁/50-54	0.30%
55-59岁/55-59	0.23%
Total	100.00%

婚姻状况/Marriage	
已婚/Married	22.78%
未婚/Single	74.92%
离婚/Divorced	0.71%
同居/Cohabit	1.60%
Total	100.00%

教育状况/Education	
小学/Elementary School	1.03%
初中/Junior High School	1.45%
高中/Senior High School	6.66%
中专/Technical Secondary School	5.47%
技校校/Technical School	1.86%
大专/Junior College	29.90%
本科/Bachelor	46.20%
硕士/Master	6.41%
博士/Doctor	0.68%
博士后/Post doctor	0.36%
Total	100.00%

职位/Position	
董事/股东/(Director/Shareholder)	2.57%
管理人员/Management	23.32%
普通职员/Office Clerk	39.14%
其它职位/Others	34.97%
Total	100.00%

汽车/Car	
自己现在拥有/Self-possessing now	12.06%
自己曾经拥有/Self-possessed ever	2.22%
家人现在拥有/ Family possessing now	11.91%
家人曾经拥有/Family possessed ever	1.89%
单位专车专用/Special Allocated Car by employer	1.94%
家庭拥有两部及以上/Family possessing two or more cars	0.78%
有购买打算/Plan to buy	31.87%
无购买打算/Not plan to buy	37.32%
Total	100.00%

孩子/Children	
没有子女/0 child	83.42%
1个子女/1 child	14.01%
2个子女/2 children	1.67%
3个子女/3 children	0.50%
4个子女及以上/4+ children	0.41%
Total	100.00%

个人月收入/Personal Monthly Income(元/yuan)	
1000 及以下 /-1000	37.47%
1001-2000/1001-2000	24.72%
2001-3000/2001-3000	17.19%
3001-4000/3001-4000	8.08%
4001-6000/4001-6000	7.52%
6001-8000/6001-8000	2.26%
8001-10000/8001-10000	1.24%
10001-15000/10001-15000	0.71%
15000 以上 /15000+	0.80%
Total	100.00%

职业/Occupation	
技术/Technical	18.82%
财务/Finance	4.47%
工人/ Worker	2.85%
行政/Administrator	6.35%
司机/Driver	0.29%
人事/Human Resource	1.90%
军人/Army man	0.17%
律师/Lawyer	0.27%
教师/Teacher	2.88%
公务员/Civil Servant	1.43%
私营主/Private owner	1.05%
临时工/Casual Laborer	0.84%
市场销售/Marketing	8.22%
管理领导/Manager	5.08%
医务人员/Medical service	1.16%
自由职业/Freedom Occupation	4.28%
农民/Farmer	0.17%
科学家/Scientist	0.21%
学校学生/Student	24.86%
家庭主妇/Housewife	0.27%
退休/Retiree	0.23%
待业/Homer	2.65%
其它岗位/Others	11.55%
Total	100.00%

家庭月收入/Family Monthly Income (元/yuan)	
2000 及以下 /-2000	19.56%
2001-3000/2001-3000	17.75%
3001-4000/3001-4000	12.43%
4001-6000/4001-6000	18.91%
6001-8000/6001-8000	9.17%
8001-10000/8001-10000	8.00%
10001-15000/10001-15000	5.92%
15001-20000/15001-20000	2.71%
20000 以上 /20000+	5.55%
Total	100.00%

北京

Beijing

n=86,395

性别/Gender	
男/Male	52.87%
女/Female	47.13%
Total	100.00%

年龄/Age	
14岁及以下/-14	0.51%
15-19岁/15-19	3.46%
20-24岁/20-24	44.64%
25-29岁/25-29	34.39%
30-34岁/30-34	9.73%
35-39岁/35-39	3.76%
40-44岁/40-44	1.38%
45-49岁/45-49	0.81%
50-54岁/50-54	0.29%
55-59岁/55-59	0.22%
60+	0.82%
Total	100.00%

婚姻状况/Marriage	
已婚/Married	23.97%
未婚/Single	73.21%
离婚/Divorced	0.80%
同居/Cohabit	2.02%
Total	100.00%

教育状况/Education	
小学/Elementary School	1.22%
初中/Junior High School	1.11%
高中/Senior High School	5.17%
中专/Technical Secondary School	4.34%
技校校/Technical School	1.60%
大专/Junior College	25.64%
本科/Bachelor	49.36%
硕士/Master	9.91%
博士/Doctor	1.17%
博士后/Post doctor	0.47%
Total	100.00%

职业/Occupation	
技术/Technical	19.68%
财务/Finance	4.58%
工人/Worker	2.35%
行政/Administrator	7.43%
司机/Driver	0.22%
人事/Human Resource	2.00%
军人/Army man	0.25%
律师/Lawyer	0.41%
教师/Teacher	2.35%
公务员/Civil Servant	1.40%
私营主/Private owner	0.91%
临时工/Casual Laborer	0.77%
市场销售/Marketing	9.07%
管理领导/Manager	5.86%
医务人员/Medical service	0.98%
自由职业/Freedom Occupation	4.33%
农民/Farmer	0.12%
科学家/Scientist	0.29%
学校学生/Student	22.31%
家庭主妇/Housewife	0.29%
退休/Retiree	0.20%
待业/Homer	2.22%
其它岗位/Others	11.96%
Total	100.00%

家庭月收入/Family Monthly Income(元/yuan)	
2000及以下/-2000	17.35%
2001-3000/2001-3000	15.66%
3001-4000/3001-4000	11.44%
4001-6000/4001-6000	19.39%
6001-8000/6001-8000	10.49%
8001-10000/8001-10000	9.51%
10001-15000/10001-15000	7.02%
15001-20000/15001-20000	3.14%
20000以上/20000+	5.97%
Total	100.00%

中国消费者样本
Customer Panel of China



广州

Guangzhou

n=68,924

性别/Gender	
男/Male	57.52%
女/Female	42.48%
Total	100.00%

年龄/Age	
14岁及以下/-14	0.61%
15-19岁/15-19	6.44%
20-24岁/20-24	56.44%
25-29岁/25-29	24.86%
30-34岁/30-34	7.33%
35-39岁/35-39	2.30%
40-44岁/40-44	0.89%
45-49岁/45-49	0.39%
50-54岁/50-54	0.17%
55-59岁/55-59	0.11%
60+	0.45%
Total	100.00%

婚姻状况/Marriage	
已婚/Married	16.68%
未婚/Single	81.65%
离婚/Divorced	0.39%
同居/Cohabit	1.29%
Total	100.00%

教育状况/Education	
小学/Elementary School	0.95%
初中/Junior High School	1.76%
高中/Senior High School	7.96%
中专/Technical Secondary School	7.06%
技校校/Technical School	2.67%
大专/Junior College	34.76%
本科/Bachelor	40.96%
硕士/Master	3.32%
博士/Doctor	0.29%
博士后/Post doctor	0.26%
Total	100.00%

职业/Occupation	
技术/Technical	15.45%
财务/Finance	4.13%
工人/Worker	2.47%
行政/Administrator	5.41%
司机/Driver	0.16%
人事/Human Resource	1.83%
军人/Army man	0.09%
律师/Lawyer	0.20%
教师/Teacher	2.03%
公务员/Civil Servant	0.94%
私营主/Private owner	0.70%
临时工/Casual Laborer	0.83%
市场销售/Marketing	8.47%
管理领导/Manager	4.79%
医务人员/Medical service	1.22%
自由职业/Freedom Occupation	4.32%
农民/Farmer	0.22%
科学家/Scientist	0.14%
学校学生/Student	30.27%
家庭主妇/Housewife	0.35%
退休/Retiree	0.21%
待业/Homer	3.24%
其它岗位/Others	12.51%
Total	100.00%

家庭月收入/Family Monthly Income(元/yuan)	
2000及以下/-2000	20.32%
2001-3000/2001-3000	16.80%
3001-4000/3001-4000	11.39%
4001-6000/4001-6000	17.86%
6001-8000/6001-8000	9.82%
8001-10000/8001-10000	8.54%
10001-15000/10001-15000	6.46%
15001-20000/15001-20000	3.00%
20000以上/20000+	5.82%
Total	100.00%

上海

Shanghai

n=75,416

性别/Gender	
男/Male	50.30%
女/Female	49.70%
Total	100.00%

年龄/Age	
14岁及以下/-14	0.50%
15-19岁/15-19	5.49%
20-24岁/20-24	42.54%
25-29岁/25-29	32.22%
30-34岁/30-34	10.94%
35-39岁/35-39	3.69%
40-44岁/40-44	1.47%
45-49岁/45-49	1.07%
50-54岁/50-54	0.65%
55-59岁/55-59	0.39%
60+	1.03%
Total	100.00%

婚姻状况/Marriage	
已婚/Married	27.80%
未婚/Single	70.07%
离婚/Divorced	0.73%
同居/Cohabit	1.39%
Total	100.00%

教育状况/Education	
小学/Elementary School	1.39%
初中/Junior High School	1.44%
高中/Senior High School	7.49%
中专/Technical Secondary School	6.49%
技校校/Technical School	1.83%
大专/Junior College	30.65%
本科/Bachelor	43.26%
硕士/Master	6.25%
博士/Doctor	0.72%
博士后/Post doctor	0.48%
Total	100.00%

职业/Occupation	
技术/Technical	19.27%
财务/Finance	5.54%
工人/Worker	2.80%
行政/Administrator	8.65%
司机/Driver	0.29%
人事/Human Resource	2.42%
军人/Army man	0.08%
律师/Lawyer	0.27%
教师/Teacher	1.78%
公务员/Civil Servant	1.08%
私营主/Private owner	1.13%
临时工/Casual Laborer	0.45%
市场销售/Marketing	9.38%
管理领导/Manager	7.24%
医务人员/Medical service	1.23%
自由职业/Freedom Occupation	3.58%
农民/Farmer	0.15%
科学家/Scientist	0.25%
学校学生/Student	18.84%
家庭主妇/Housewife	0.22%
退休/Retiree	0.30%
待业/Homer	2.19%
其它岗位/Others	12.87%
Total	100.00%

家庭月收入/Family Monthly Income	
2000及以下/-2000	9.39%
2001-3000/2001-3000	12.27%
3001-4000/3001-4000	10.85%
4001-6000/4001-6000	20.22%
6001-8000/6001-8000	12.66%
8001-10000/8001-10000	12.44%
10001-15000/10001-15000	9.99%
15001-20000/15001-20000	4.81%
20000以上/20000+	7.35%
Total	100.00%

中国消费者样本
Customer Panel of China



深圳

Shenzhen

n=56,556

性别/Gender	
男/Male	58.44%
女/Female	41.56%
Total	100.00%

年龄/Age	
14岁及以下/-14	0.52%
15-19岁/15-19	5.50%
20-24岁/20-24	41.95%
25-29岁/25-29	37.23%
30-34岁/30-34	10.38%
35-39岁/35-39	2.28%
40-44岁/40-44	1.00%
45-49岁/45-49	0.38%
50-54岁/50-54	0.11%
55-59岁/55-59	0.06%
60+	0.60%
Total	100.00%

婚姻状况/Marriage	
已婚/Married	23.62%
未婚/Single	73.93%
离婚/Divorced	0.66%
同居/Cohabit	1.79%
Total	100.00%

教育状况/Education	
小学/Elementary School	1.00%
初中/Junior High School	2.82%
高中/Senior High School	13.99%
中专/Technical Secondary School	12.72%
技校校/Technical School	3.70%
大专/Junior College	35.12%
本科/Bachelor	27.57%
硕士/Master	2.54%
博士/Doctor	0.28%
博士后/Post doctor	0.26%
Total	100.00%

职业/Occupation	
技术/Technical	24.77%
财务/Finance	5.07%
工人/Worker	4.04%
行政/Administrator	7.27%
司机/Driver	0.35%
人事/Human Resource	3.49%
军人/Army man	0.09%
律师/Lawyer	0.18%
教师/Teacher	1.52%
公务员/Civil Servant	0.78%
私营主/Private owner	1.09%
临时工/Casual Laborer	1.01%
市场销售/Marketing	13.69%
管理领导/Manager	6.61%
医务人员/Medical service	0.61%
自由职业/Freedom Occupation	5.62%
农民/Farmer	0.15%
科学家/Scientist	0.18%
学校学生/Student	6.87%
家庭主妇/Housewife	0.40%
退休/Retiree	0.06%
待业/Homer	2.30%
其它岗位/Others	13.82%
Total	100.00%

家庭月收入/Family Monthly Income(元/yuan)	
2000及以下/-2000	11.70%
2001-3000/2001-3000	15.28%
3001-4000/3001-4000	11.47%
4001-6000/4001-6000	21.02%
6001-8000/6001-8000	11.68%
8001-10000/8001-10000	10.49%
10001-15000/10001-15000	8.33%
15001-20000/15001-20000	3.55%
20000以上/20000+	6.49%
Total	100.00%

成都

Chengdu

n=28,002

性别/Gender	
男/Male	58.44%
女/Female	41.56%
Total	100.00%

年龄/Age	
14岁及以下/-14	0.52%
15-19岁/15-19	5.50%
20-24岁/20-24	41.95%
25-29岁/25-29	37.23%
30-34岁/30-34	10.38%
35-39岁/35-39	2.28%
40-44岁/40-44	1.00%
45-49岁/45-49	0.38%
50-54岁/50-54	0.11%
55-59岁/55-59	0.06%
60+	0.60%
Total	100.00%

婚姻状况/Marriage	
已婚/Married	23.62%
未婚/Single	73.93%
离婚/Divorced	0.66%
同居/Cohabit	1.79%
Total	100.00%

教育状况/Education	
小学/Elementary School	1.00%
初中/Junior High School	2.82%
高中/Senior High School	13.99%
中专/Technical Secondary School	12.72%
技校校/Technical School	3.70%
大专/Junior College	35.12%
本科/Bachelor	27.57%
硕士/Master	2.54%
博士/Doctor	0.28%
博士后/Post doctor	0.26%
Total	100.00%

职业/Occupation	
技术/Technical	24.77%
财务/Finance	5.07%
工人/Worker	4.04%
行政/Administrator	7.27%
司机/Driver	0.35%
人事/Human Resource	3.49%
军人/Army man	0.09%
律师/Lawyer	0.18%
教师/Teacher	1.52%
公务员/Civil Servant	0.78%
私营主/Private owner	1.09%
临时工/Casual Laborer	1.01%
市场销售/Marketing	13.69%
管理领导/Manager	6.61%
医务人员/Medical service	0.61%
自由职业/Freedom Occupation	5.62%
农民/Farmer	0.15%
科学家/Scientist	0.18%
学校学生/Student	6.87%
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15001-20000/15001-20000	3.55%
20000以上/20000+	6.49%
Total	100.00%

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