

中国网购用户网上购物 消费习惯调查

The Investigation Into the Online Shopping Habits of Chinese Online Consumers

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随着网络信息技术日益成熟，网络基础设施不断完善，线上消费蓬勃兴起、持续活跃，有效满足了居民需要，助力我国经济高质量发展。

2014年以来，我局逐步建立完善了一整套网上零售统计调查方法体系。其中，每年一次的中国网购用户网上购物消费习惯调查从消费者角度对线上消费市场运行状况开展统计监测。

▶ With increasing development of Internet information technology and increasingly perfecting construction of internet-related infrastructure, we have seen a booming online shopping which keeps active and has effectively met the demands of the citizens, boosting China's high-quality development.

Since 2014, National Bureau of Statistics of China has built and improved gradually a set of statistical and investigating methodology system for online retail, of which the annual investigation into the online shopping habits of Chinese online consumers has conducted statistical monitoring of the operation state of online consumption market from the perspective of the consumers.

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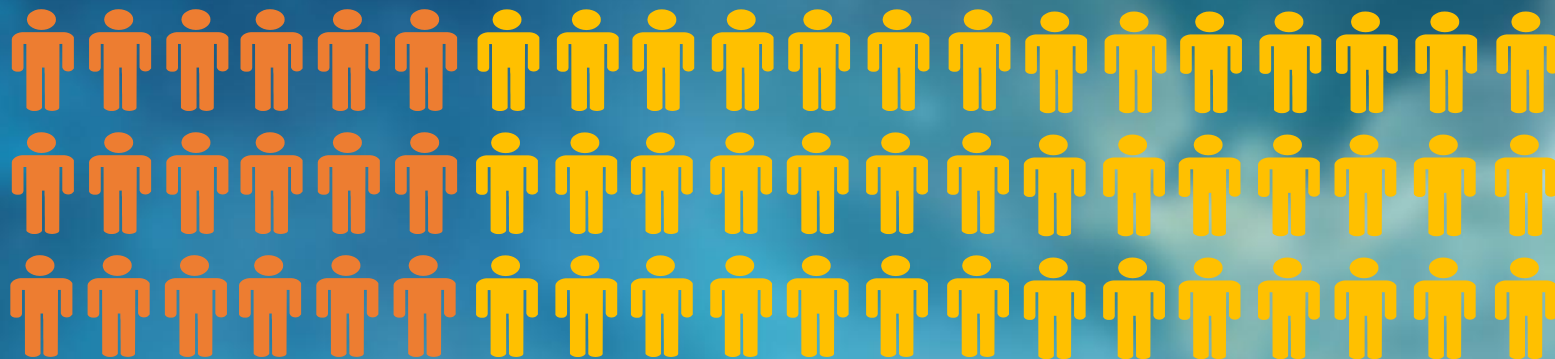


住户用户样本。从住户收支与生活状况调查中，曾经通过互联网购买商品和服务的住户调查样本户中抽取30%的样本。

The sample of households. Based on the Survey on Income and Living Conditions, 30% of the households investigated, who had purchased goods and services through the Internet were sampled.

一般网民样本。综合考虑年龄、职业、收入等因素，先在网购活动较多的人群中抽选一定数量的网民实施调查，再由这些调查对象提供另外一些符合要求的调查对象，根据所形成的线索选择此后的调查对象，直到规定的样本量。一般70%的样本通过此方法抽取。

The sample of general internet users. Considering age, occupation, income and other factors, a certain number of Internet users are selected from the group with frequent online shopping to conduct the investigation. And some subjects that have met the requirement are selected from these subjects. The subsequent subjects are chosen according to the clues formed until we have a required size of sample. Generally, 70% of samples are taken by this method.



设计网购用户统计调查制度
Design the statistical system for The
Investigation Into the Online
Shopping Habits of Chinese Online
Consumers

网购用户网上购物消费习惯调查问卷

国家统计局 2023年9月

为了了解我国网购用户消费习惯，国家统计局正在开展一项在全国范围内的网购用户消费习惯调查。请您根据您过去三个月的网购情况，填写此问卷。您的回答将严格保密，仅用于统计分析，不会对外公开。感谢您的配合！如果您对此次调查有任何疑问，请随时与我们联系。

第一部分 网购情况

1. 您是否在过去三个月内（2023年9月1日至11月30日）在网上购买过商品或服务？

2. 如果您没有网购，请说明原因。

商品（服务）类别编号	商品（服务）类别名称	网上购买金额（元）	如果您没有网购，您会购买吗？		
			1. 会全部（满打满算）	2. 会部分（部分打部分）	3. 不会（不打）
01	食品、饮料、烟酒、保健品				
02	服装、鞋帽、家纺用品				
03	书籍杂志及音像制品				
04	家用电器				
05	手机、手机配件				
06	计算机及其配件产品				
07	数码产品				
08	个人护理用品				
09	家庭日用品				
10	工艺品、收藏品				
11	家具				
12	汽车用品				
13	餐饮、旅游、住宿				
14	保险、教育培训				
15	婚庆用品、婚庆服务				
16	家政服务、保洁无照				
17	家政、家教、维修等生活服务				
18	飞机票、火车票等出行服务				
19	其他商品和服务				
	合计				

第二部分 网购评价

B1 请根据您的过去三个月的网购经验，对以下项目打分（1分为最低分，5分为最高分）：

网购商品（服务）价格实惠

网购商品（服务）质量较好

网购商品（服务）种类丰富

根据制度内容生成二维码并下发
Generate QR codes based on system content
and issue them

查看问卷链接

下载全部二维码

国家

北京市 11

天津市 12

河北省 13

山西省 14

内蒙古自治区 15

辽宁省 21

吉林省 22

利用手机、平板等移动设备扫描二维码并填报问卷
Scan the QR code and fill the
questionnaires using mobile devices
such as smart phone, tablets and
others

数据收集APP

网购用户网上购物消费习惯调查问卷

网购情况 网购评价 基本情况

第二部分 网购评价

B1 请根据您的过去三个月的网购经验，对以下项目打分（1分为最低分，5分为最高分）：

网购商品（服务）价格实惠

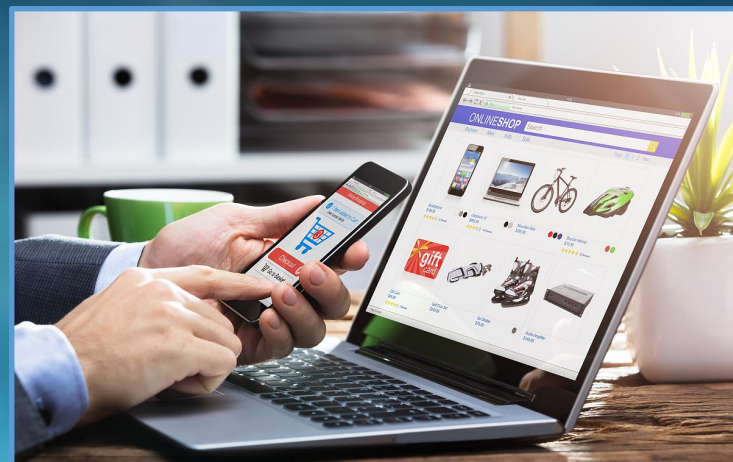
网购商品（服务）质量较好

网购商品（服务）种类丰富

上一页 2/3 下一页

- 1.食品、饮料、烟酒、保健品
- 1.Foods, beverages, cigarettes and wine, health care products
- 2.服装、鞋帽、家用纺织品
2. Costumes, shoes, hats, home textiles
- 3.书报杂志及音像制品
- 3.Books, newspapers, journals as well as audio and video products
- 4.家用电器
- 4.Domestic appliances
- 5.手机、手机配件
5. Smart phone, accessories
- 6.计算机及其配套产品
6. Computers and the auxiliary products
- 7.数码产品
- 7.Digital products
- 8.个人护理用品
8. Personal-care supplies
- 9.家庭日杂用品
9. Household goods
- 10.工艺品、收藏品
10. Handicrafts, collections
- 11.家具
11. Furniture
- 12.汽车用品
12. Car accessories

- 13.餐饮、旅游、住宿
- 13.Catering, travel, accommodation
- 14.保险、演出票务
- 14.Insurance, performance ticket
- 15.通讯充值、游戏充值
15. Communication recharge, game recharge
- 16.家政、家教、保姆等生活服务
16. Housekeeping, tutor, nanny and other living services
- 17.飞机票、火车票等出行服务
17. Air tickets, train tickets and other travel services
- 18.其他商品和服务
18. Other goods and services



网购体验的满意程度 The level of satisfaction for online shopping experience

B1 请根据您过去三个月的网购经验，对以下项目打分（1分为最低分，5分为最高分）：

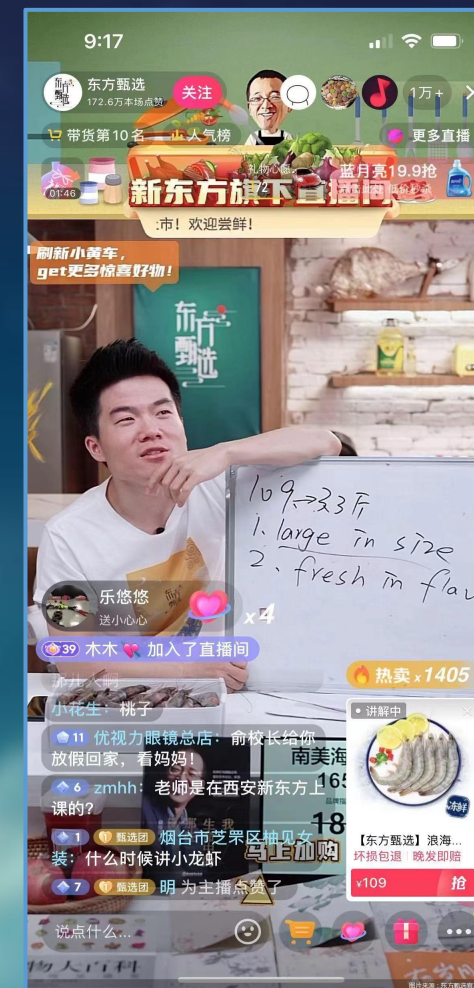
B1 Please rate the following items based on your online shopping experience in the past three months (1 is the lowest score, 5 is the highest score)

网购商品（服务）价格实惠 Online shopping goods (services) are affordable	1	2	3	4	5
网购商品（服务）质量较好 The quality of goods (services) purchased online is better	1	2	3	4	5
网购商品（服务）种类丰富 Online shopping has a wide variety of goods (services)	1	2	3	4	5
网购APP、小程序易于使用 Online shopping apps and mini programs are easy to use	1	2	3	4	5
节约购物时间，随时随地可以购物 Save shopping time and shop anytime, anywhere	1	2	3	4	5
介绍详细真实，能够实际了解商品情况 The introduction is detailed and real, and can actually understand the product situation	1	2	3	4	5
及时发货、配送速度快 Timely delivery, fast delivery	1	2	3	4	5
送货上门、取货方便 Door-to-door delivery, convenient pickup	1	2	3	4	5
售后服务有保障、退换货方便 The after-sales service is guaranteed and the return and exchange are convenient	1	2	3	4	5
线上支付安全有保证 Online payment security is guaranteed	1	2	3	4	5
总体的网购体验 Overall online shopping experience	1	2	3	4	5

网购新模式新业态发展情况 The development of new models and forms of online shopping



直播购物 Live-streaming E-commerce



网购新模式新业态发展情况 The development of new models and forms of online shopping



即时零售
Instant
Retail



网购新模式新业态发展情况 The development of new models and forms of online shopping



跨境电商
Cross-border
E-commerce



调查对象基本情况 The basic information of Survey Subjects





完善中国网购用户网上购物消费习惯调查统计制度，从消费端反映整体消费运行状况。

To improve the investigation and statistical system of online shopping consumption habits of Chinese online shopping users, and reflect the overall consumption status from the consumption side.

改进问卷采集、填报机制，减轻调查对象和基层工作人员填报负担。

To improve the questionnaire collection and filling mechanism, and reduce the burden of subjects and grass-roots staff.

优化调查对象样本结构，提高调查结果的连续性、稳定性、准确性。

To optimize the sample structure of the subjects to improve the continuity, stability and accuracy of the results.

感谢观看

THANK YOU
FOR WATCHING

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