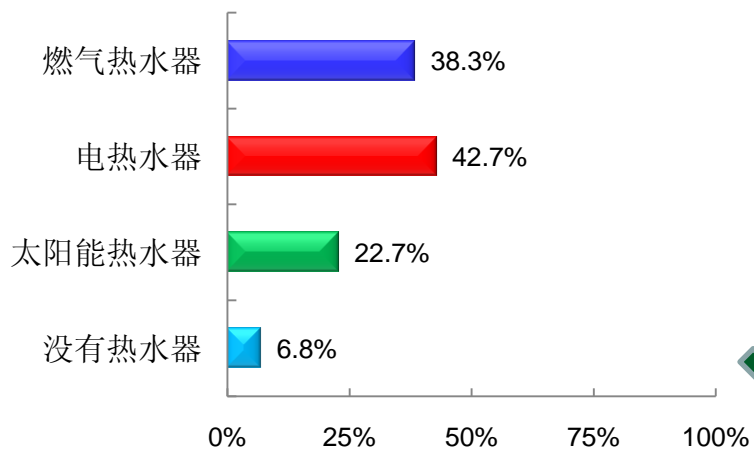


热水器网络调研摘要

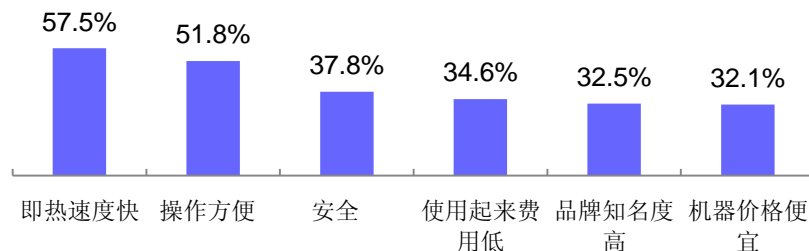


燃气热水器使用者在意即热速度；电热水器使用者在意操作方便；太阳能热水器使用者在意节能及安全

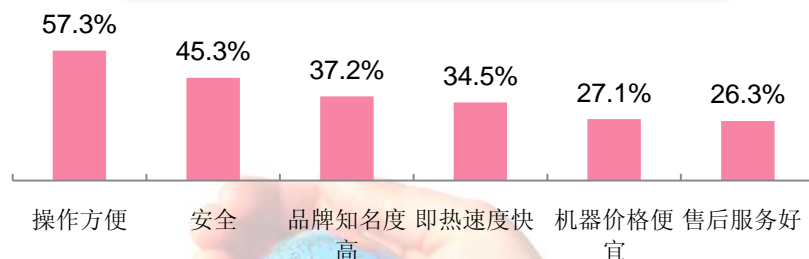
目前家里使用的热水器形式/类型 N=3000



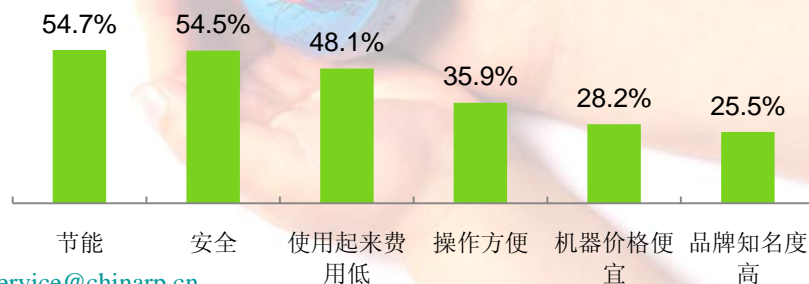
选择燃气热水器的因素 (N=1148)



选择电热水器的因素 (N=1281)



选择太阳能热水器的因素 (N=682)



本次针对10个城市调查，我们通过积沙网 (www.jisha.cn) 收集到了3000份15-50岁的有效样本，分析发现：

- 本次研究的10个城市，目前家里使用的热水器以电热水器及燃气热水器为主，不同城市受访者使用的热水器类型有差异。
- 有38.3%受访者目前家里使用燃气热水器，选择燃气热水器的主要因素是即热速度快及操作方便，不同性别/年龄/城市的受访者选择因素有差异。
- 有42.7%受访者目前家里使用电热水器，选择电热水器的主要因素是操作方便，不同性别/年龄/城市的受访者选择因素有差异。
- 只有22.7%受访者目前家里使用太阳能热水器，选择太阳能热水器的主要因素是节能及安全。

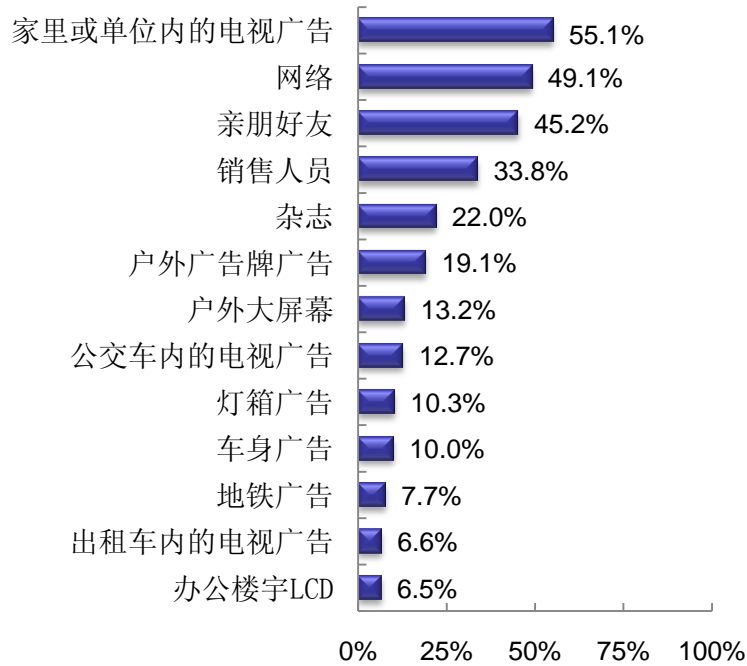
调查时间：2010/07/01-07/15 欢迎登陆<http://www.chinarp.cn> 欲知详细报告敬请联系 service@chinarp.cn



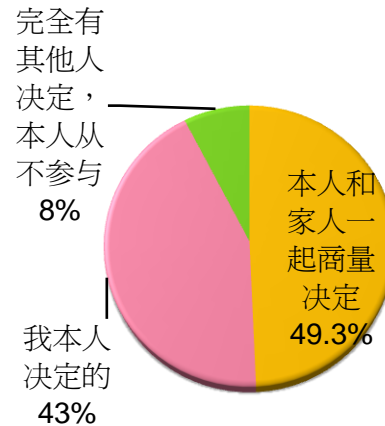
电视广告是热水器产品的主要讯息来源渠道

家电卖场是主要的购买通路

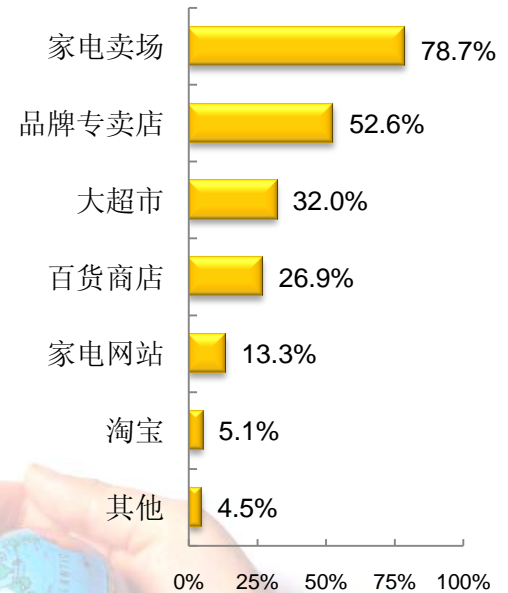
讯息管道 (N=2796)



产品购买者 (N=2796)



购买通路 (N=2582)



- “家里或单位内的电视广告”是主要的讯息来源渠道，约占五成五，其次是网络及亲朋好友。
- 四成三的受访者是自己本人决定购买热水器的品牌，近五成的受访者是和家人一起商量决定购买热水器的品牌；主要购买通路是“家电卖场”和“品牌专卖店”。



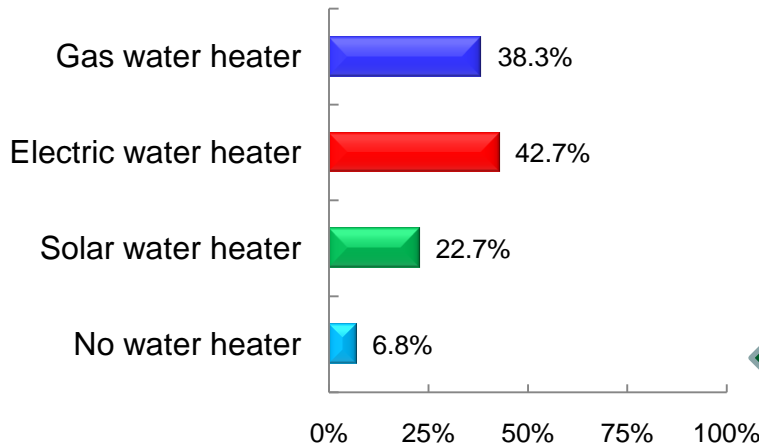
Water Heater Online Research Summary



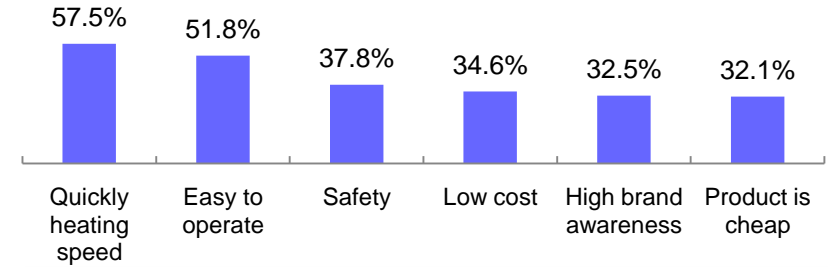
Reasons for using different water heater are quite different.

Types of home water heater used currently

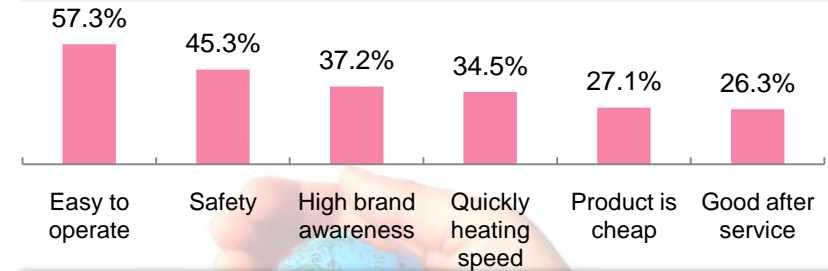
N=3000



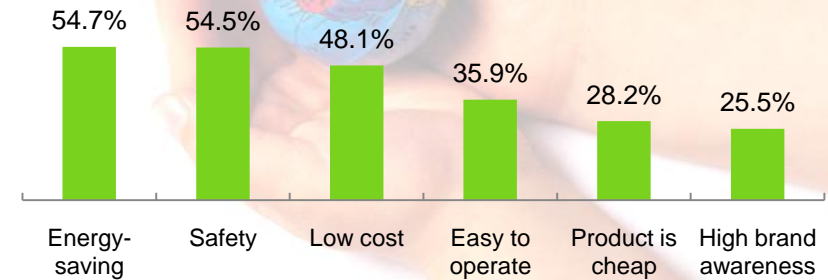
Reasons for using gas water heater (N =1148)



Reasons for using electric water heater (N =1281)



Reasons for using solar water heater (N =682)



From Jisha website (www.jisha.cn), this study collected 3,000 samples for those who aged 15-50 yrs olds. The results are:

- Electric water heater and gas water heater are the main markets in this study. Different types of water heater using in different city are quite different.
- “Quickly heating speed” is the main reason for using gas water heater, followed by “easy to operate”.
- “Easy to operate” is the main reason for using electric water heater, followed by “safety”.
- “Energy-saving” and “safety” are the main reasons for using solar water heater.

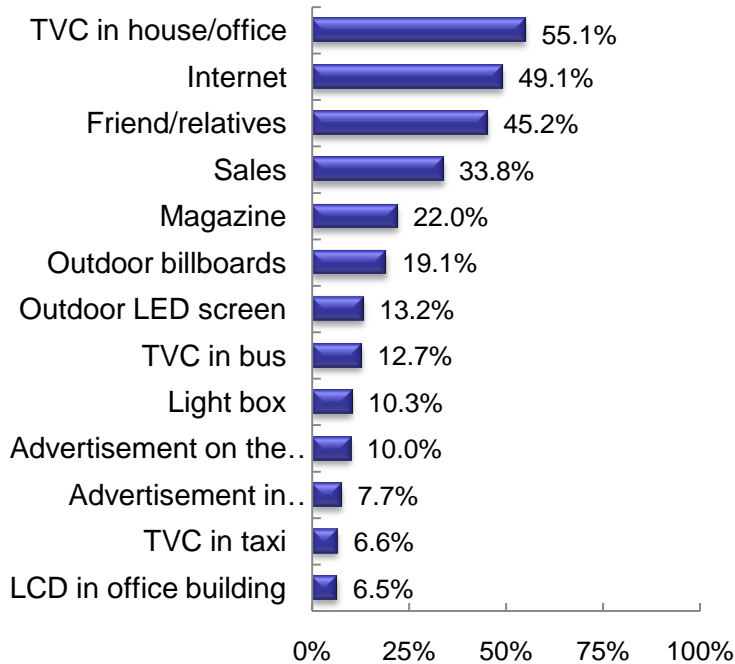
Survey period: 2010/07/01-07/15 <http://www.chinarp.cn> If requesting more detail, please contact with service@chinarp.cn



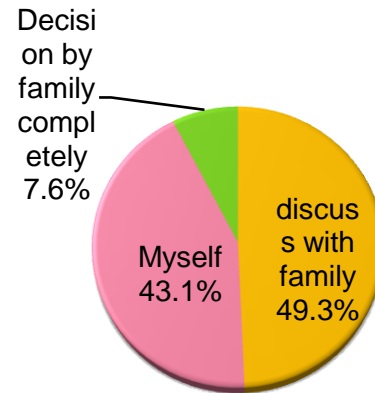
TV commercial is the main information source

Home appliance hypermarket is the key purchase channel

Information source (N= 2796)



Decision maker (N=2796)



Purchase channel (N=2582)



- “TVC in house/office” is the main information source, 55% get message from it, followed by internet and friend/relatives.
- Half of respondents buy water heater will discuss with family. The main purchase channel is “home appliance hypermarket”.

