

2022

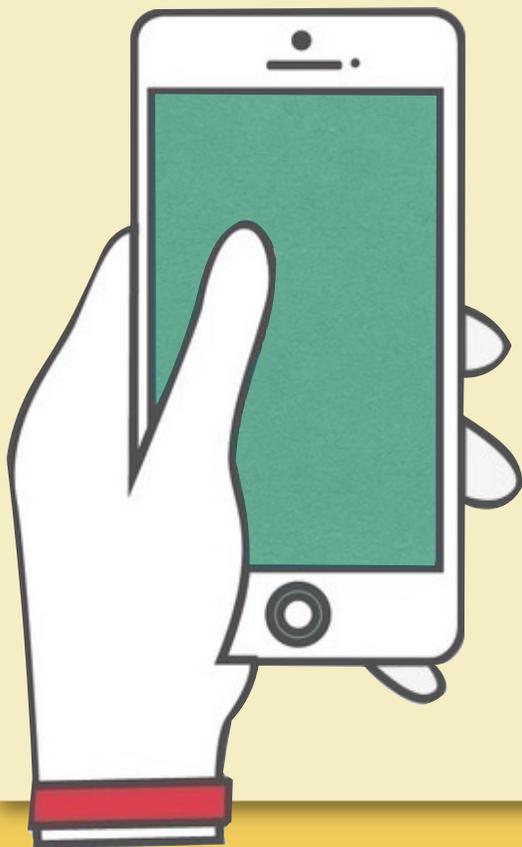
Meteor米特

台灣學生生活消費大調查





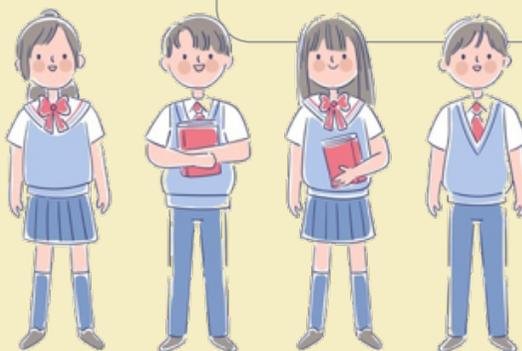
Meteor 全台最火學生社群



一個專屬學生的匿名論壇

01

青春期的煩惱、宣洩、討論、解惑



Meteor

全台唯一**專屬學生**的校園社群



以**學生證**審核申請資料



學生自治平台

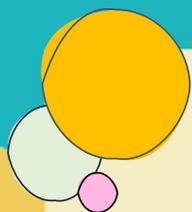


02

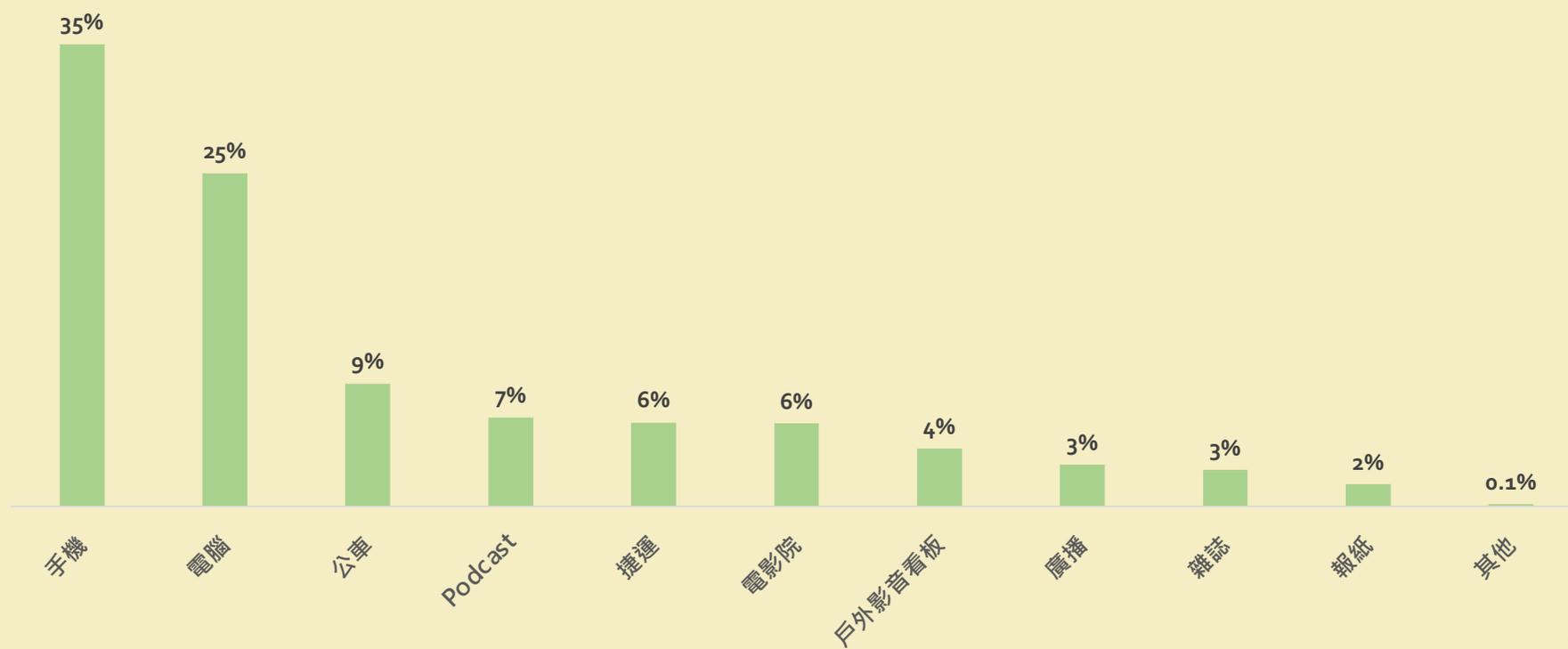




媒體使用行為

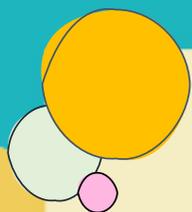


學生最常接觸的媒體

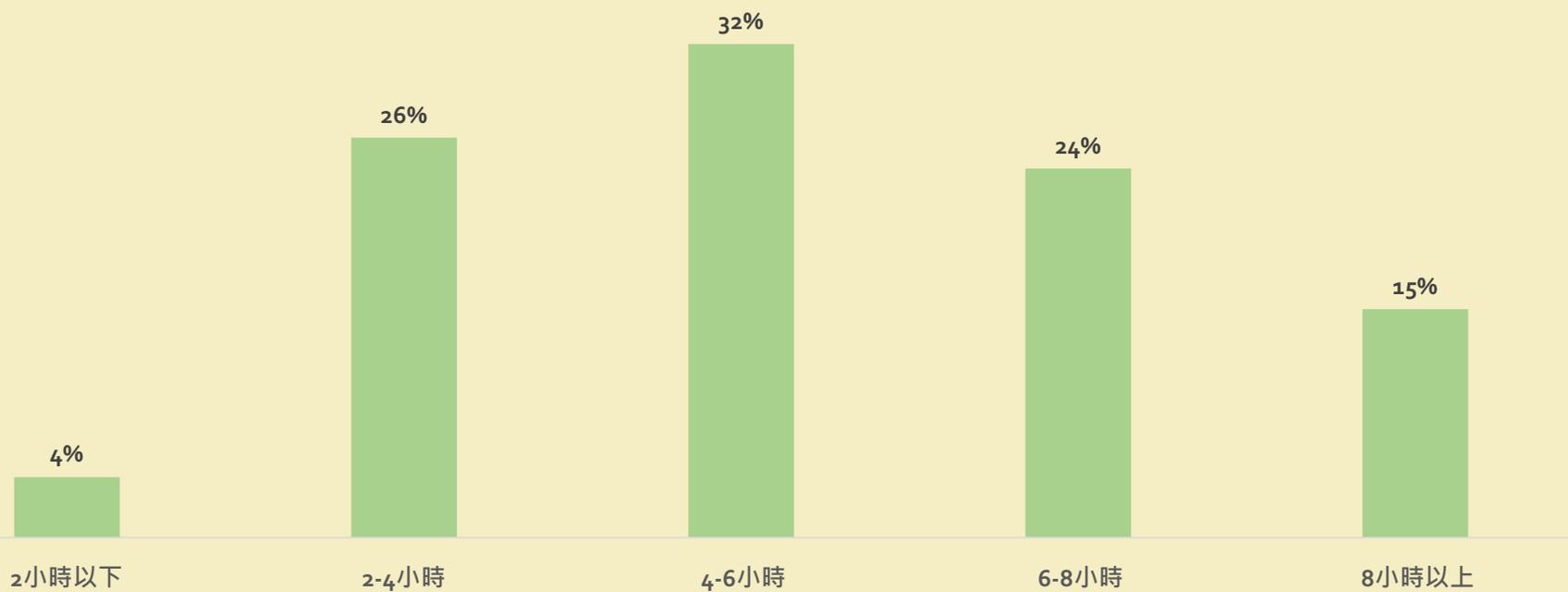


04





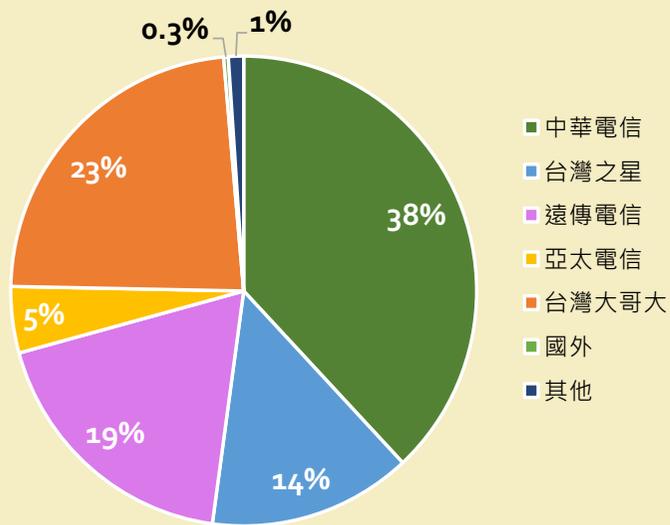
每日使用手機時間



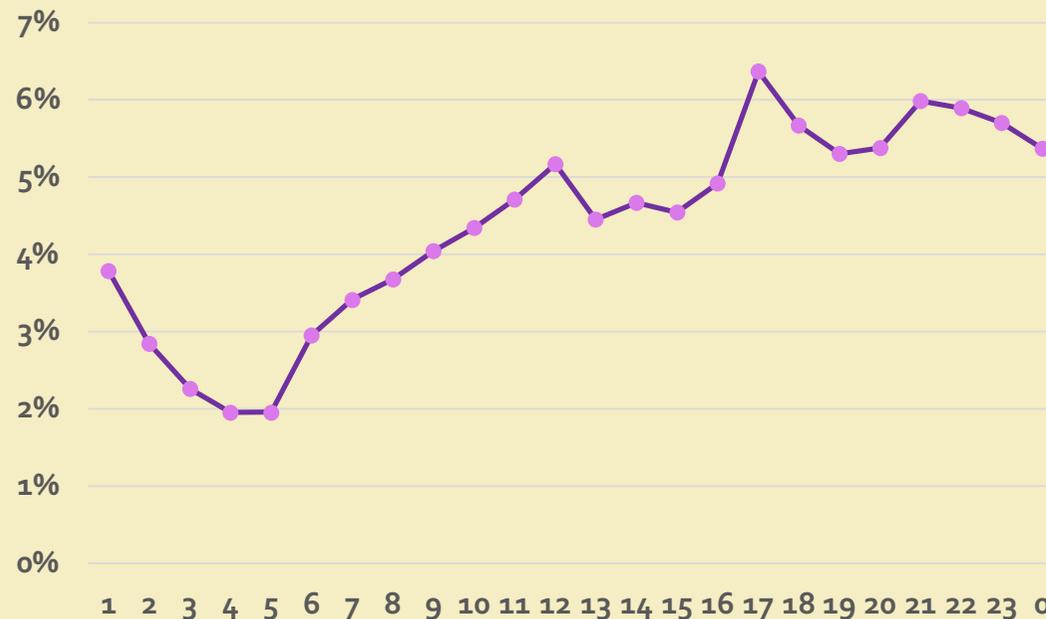
05



米特用戶使用習慣

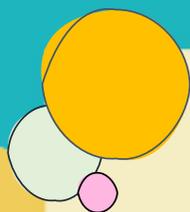


電信系統

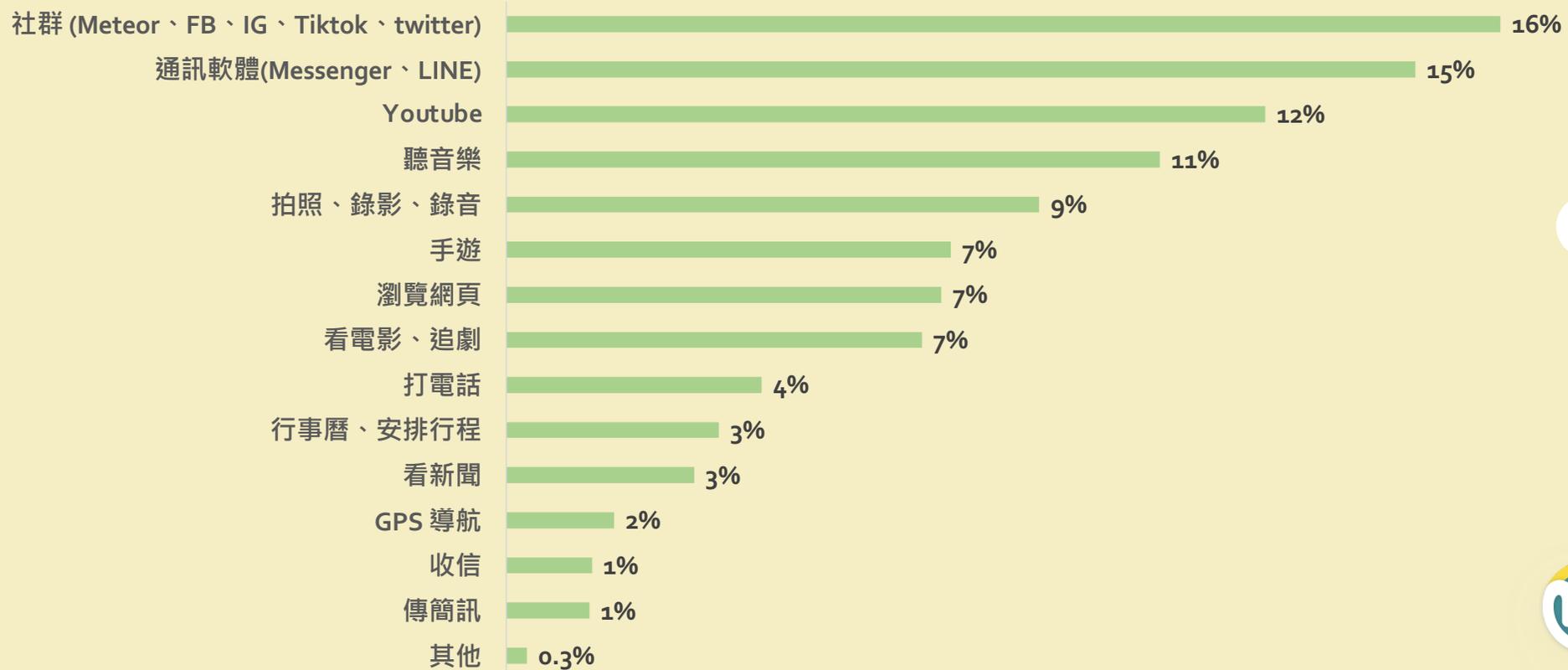


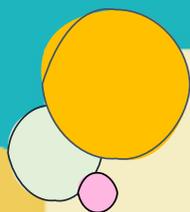
使用時段



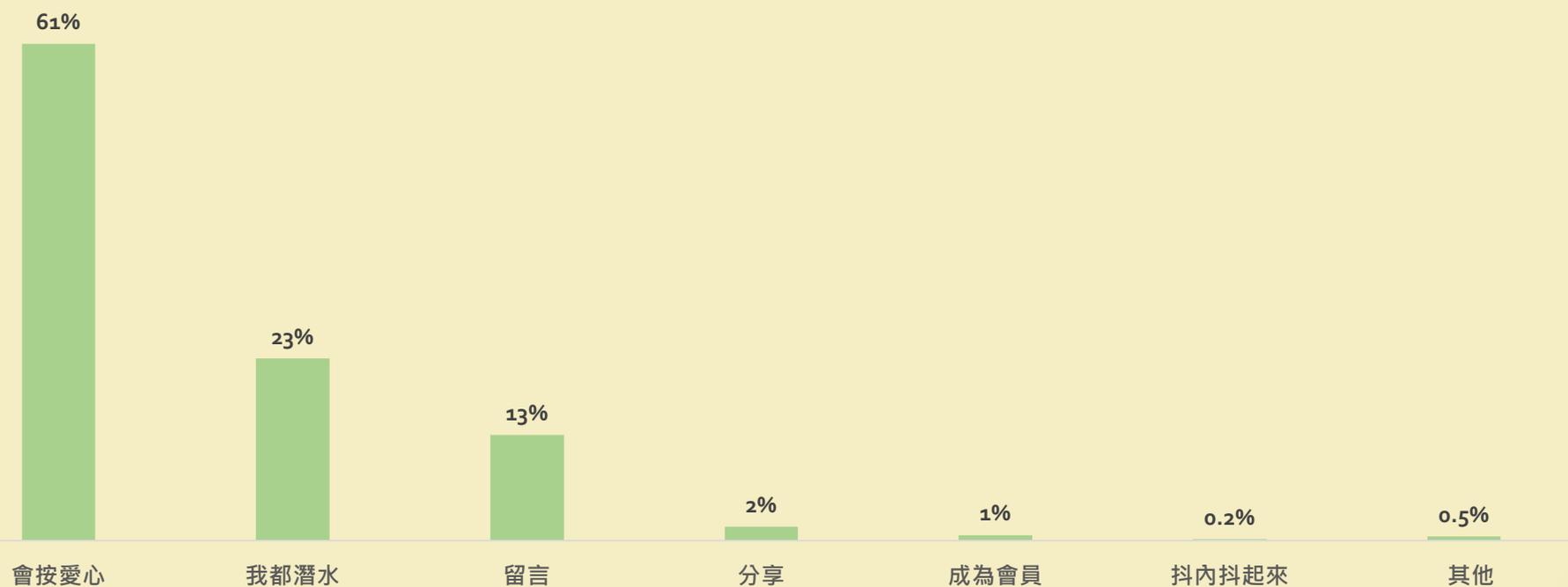


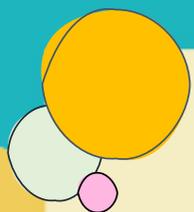
手機功能使用



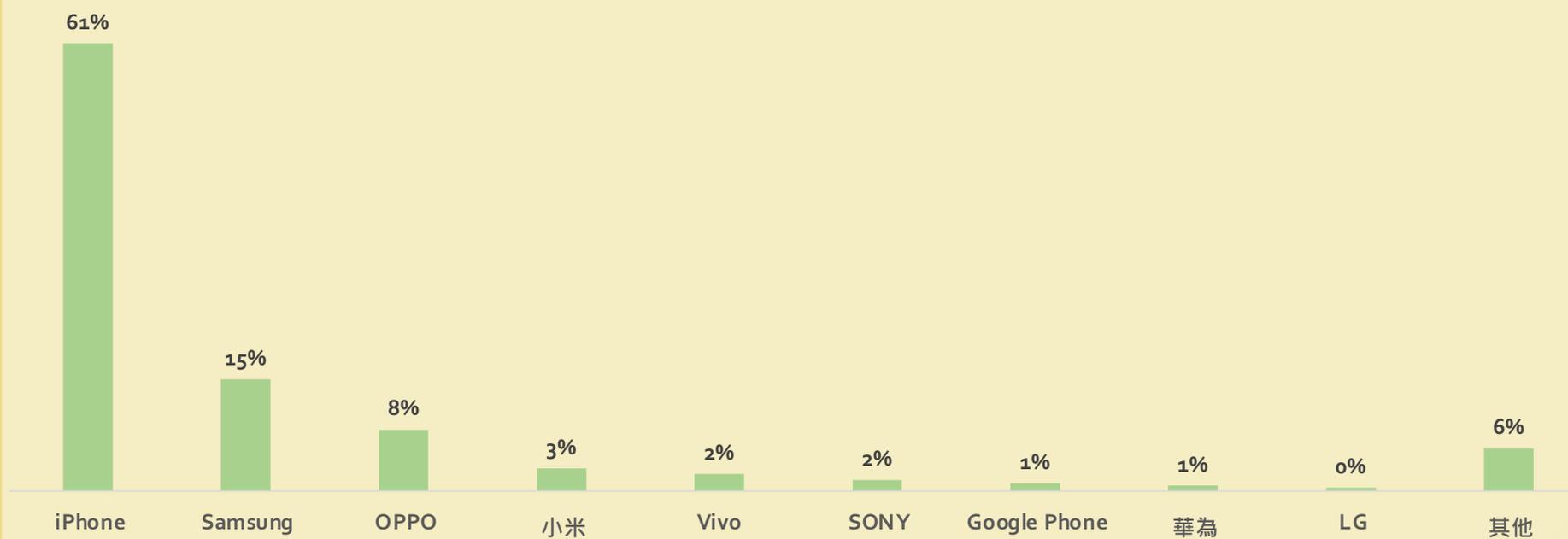


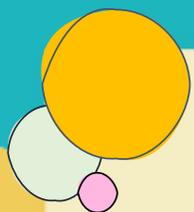
社群內互動模式



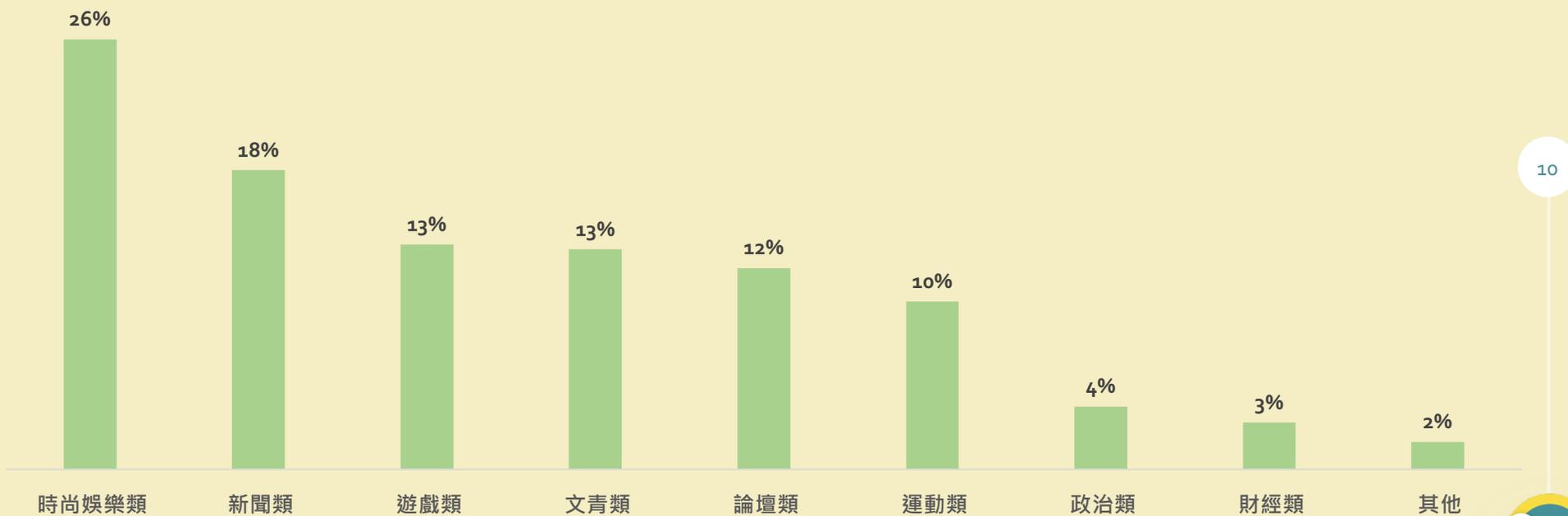


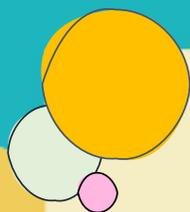
使用手機品牌



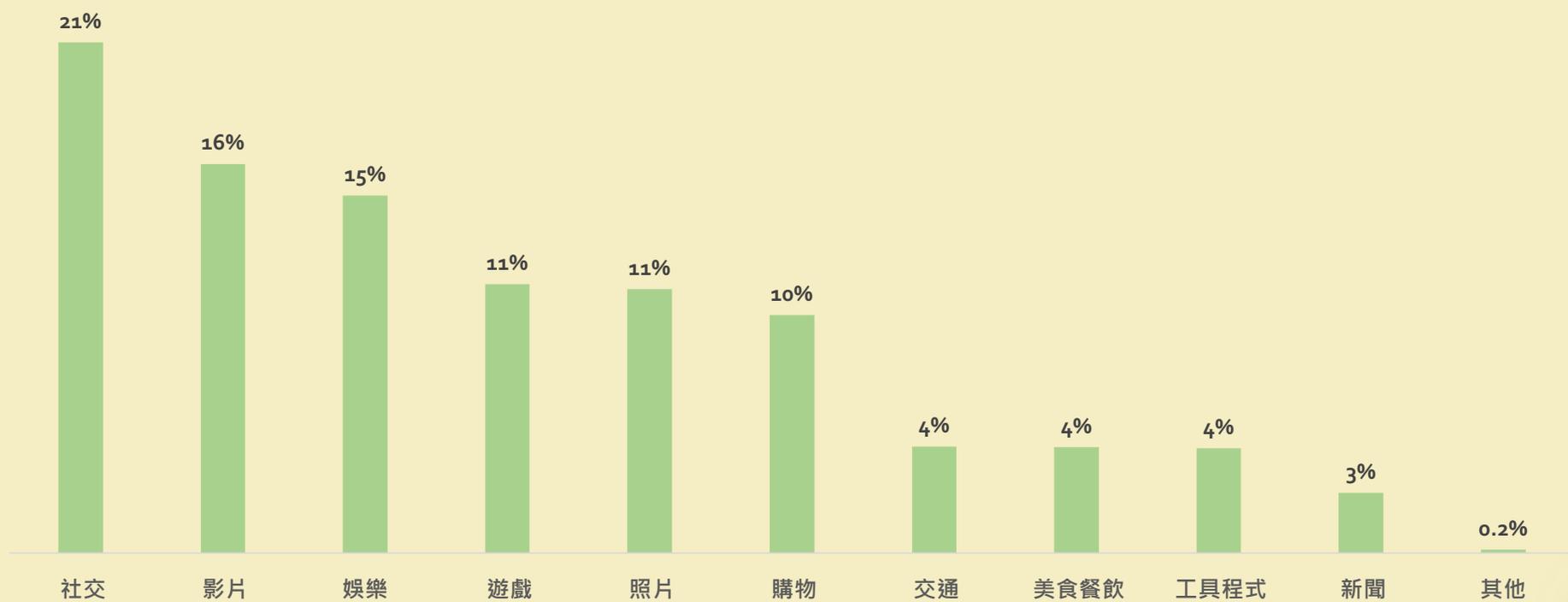


瀏覽網站類型



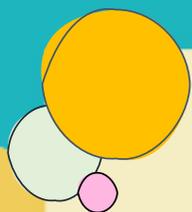


常使用的APP類型

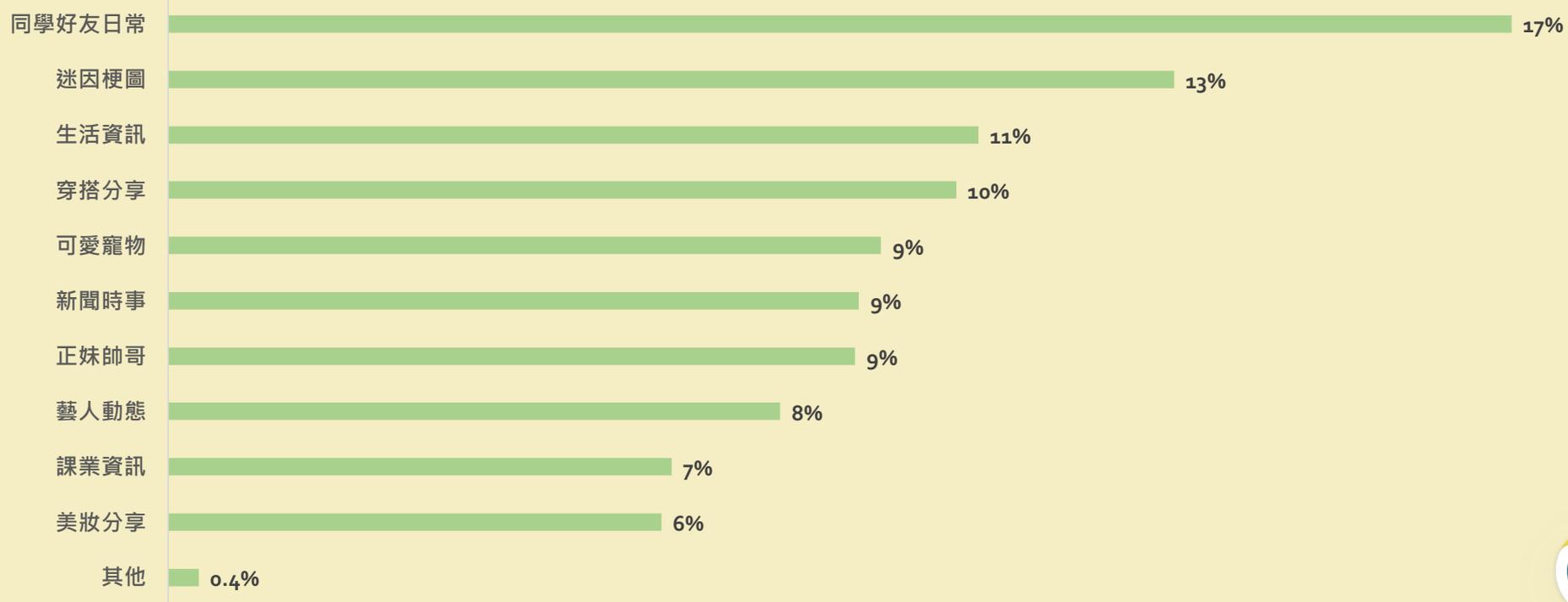


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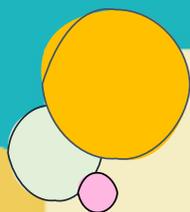


社群中，喜愛的瀏覽內容

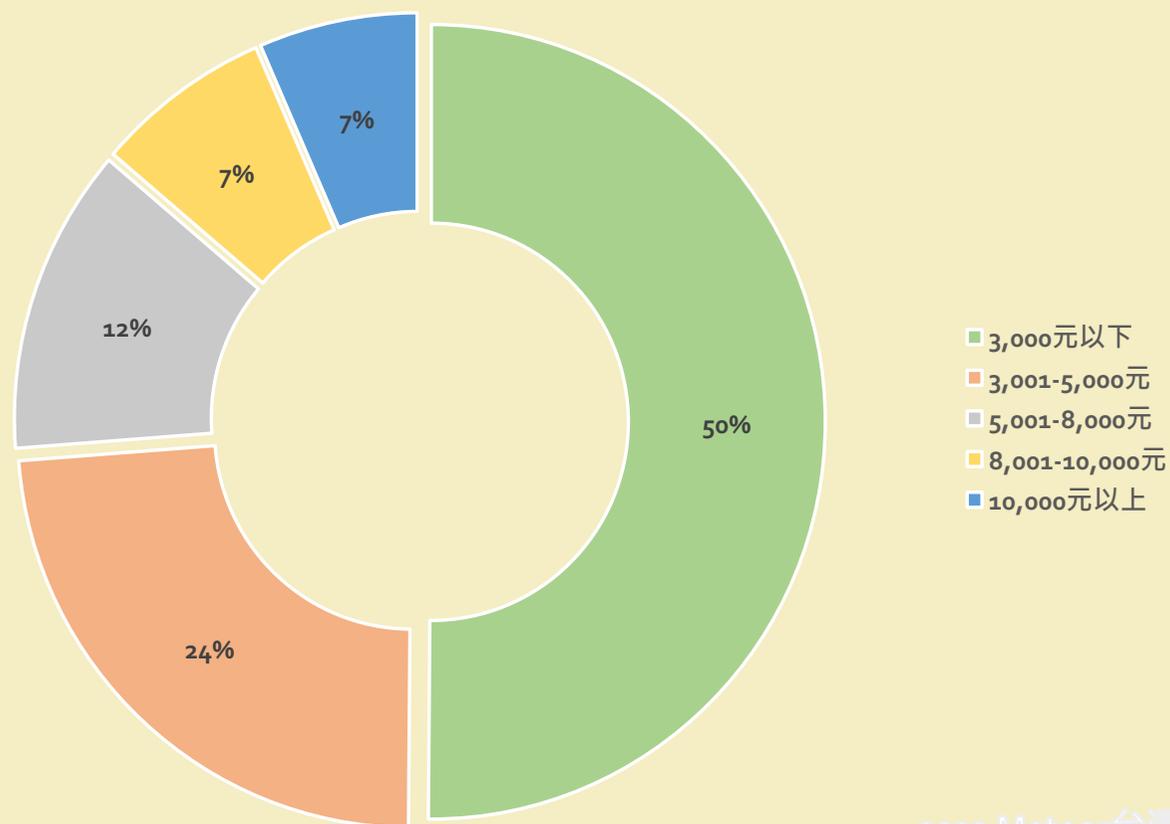




生活消費行為

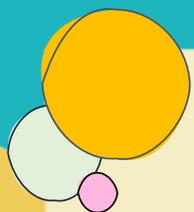


每月可支配的零用錢額度

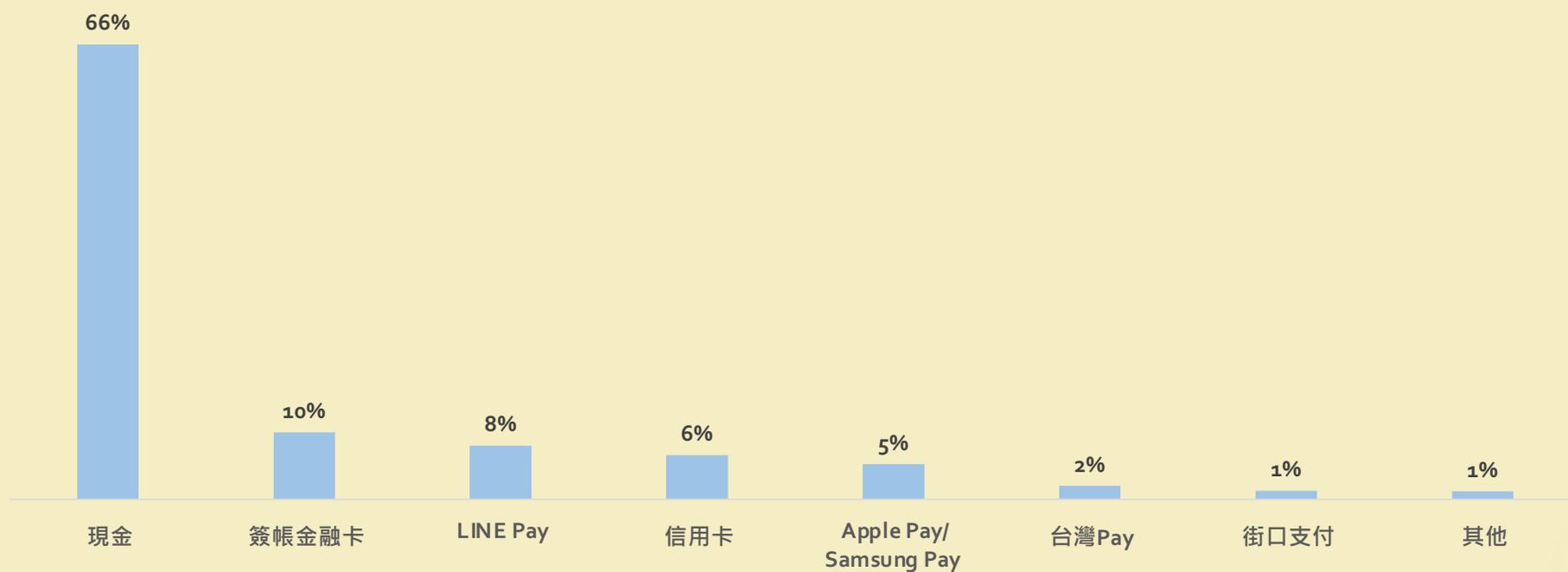


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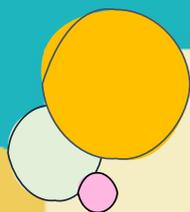


平常消費的付款方式

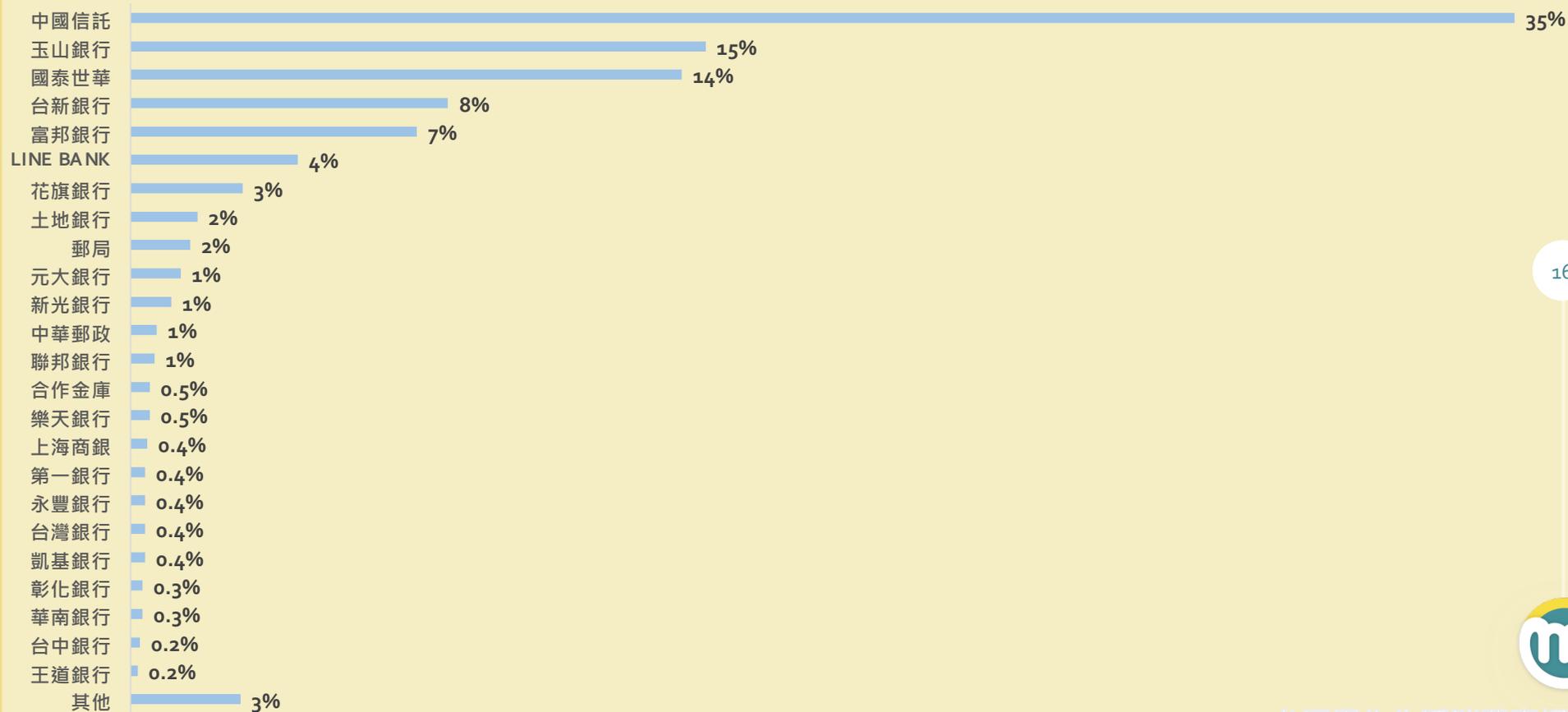


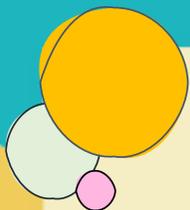
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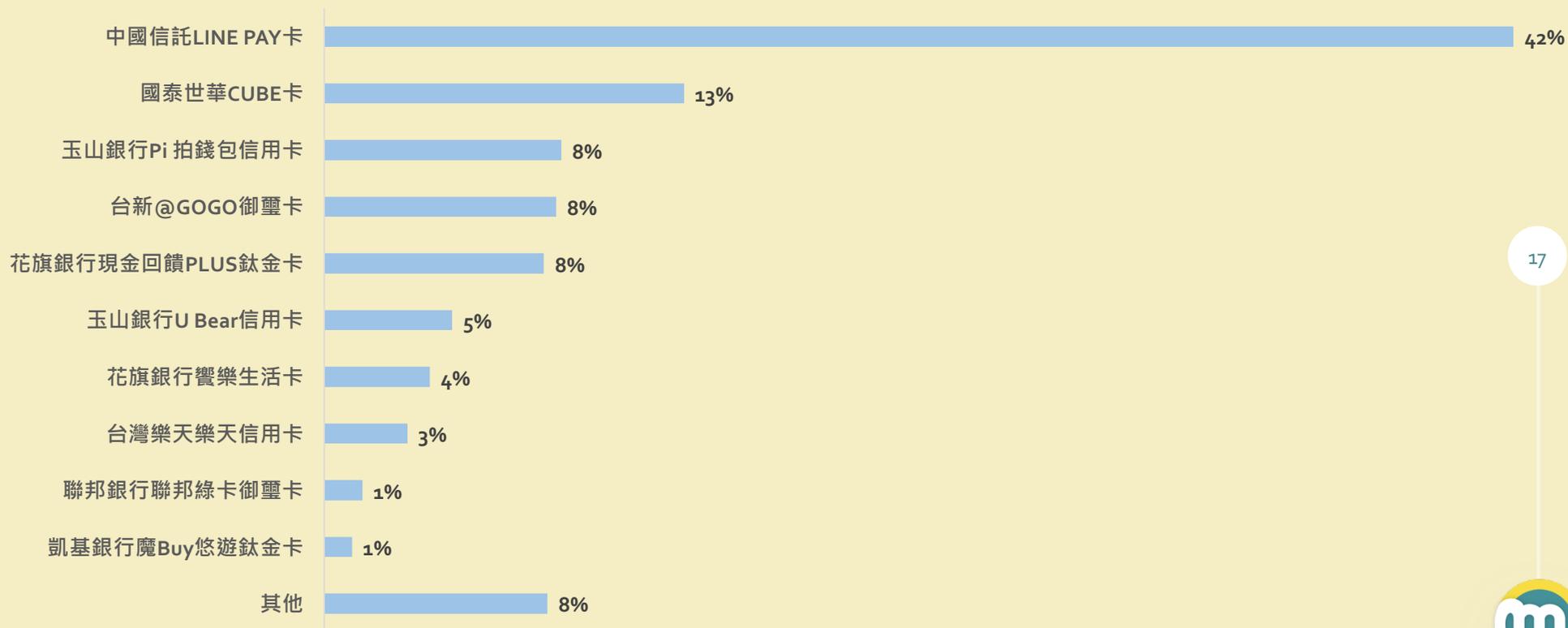


心中第一個想到的銀行



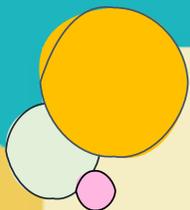


最想辦的信用卡

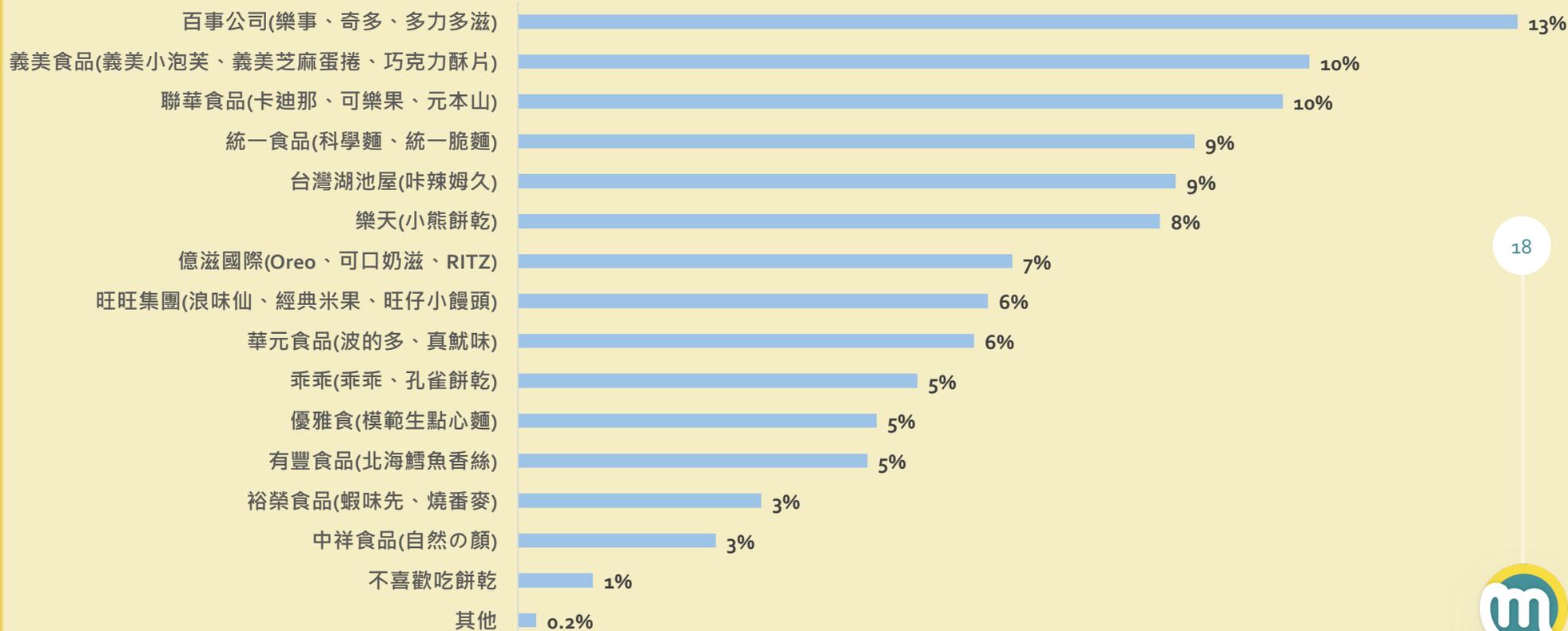


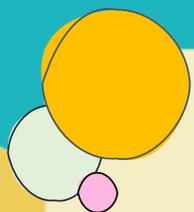
17



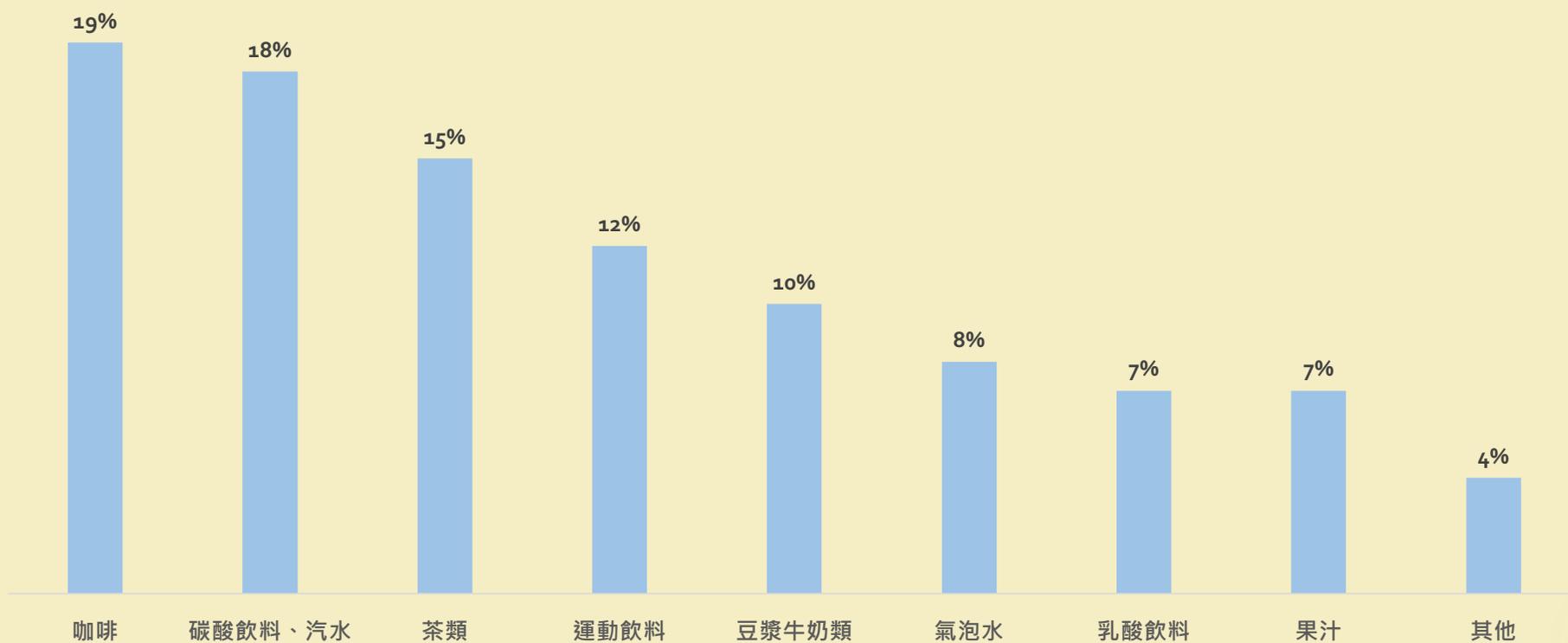


喜歡的餅乾品牌

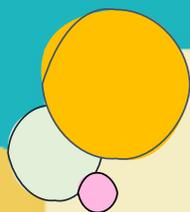




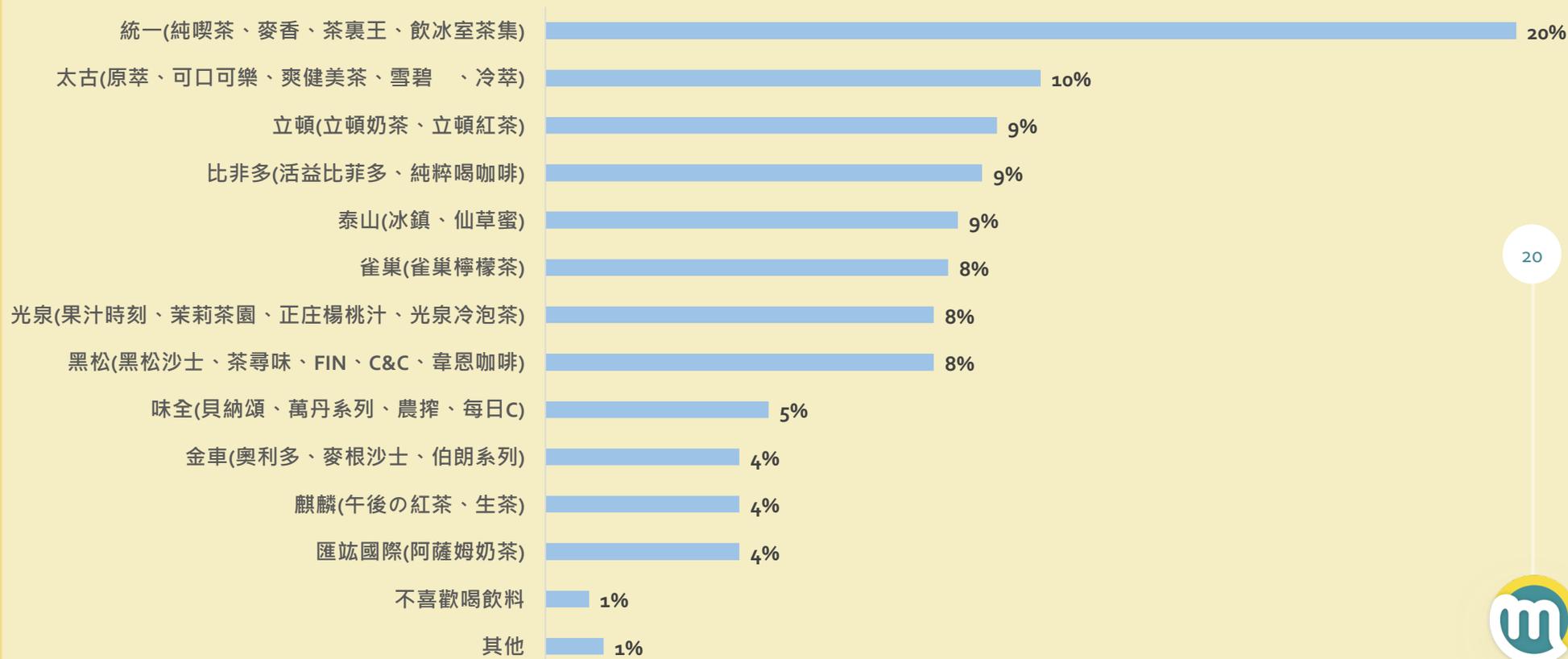
最喜歡的飲料類型



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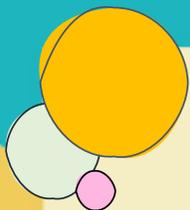


最喜歡的飲料品牌

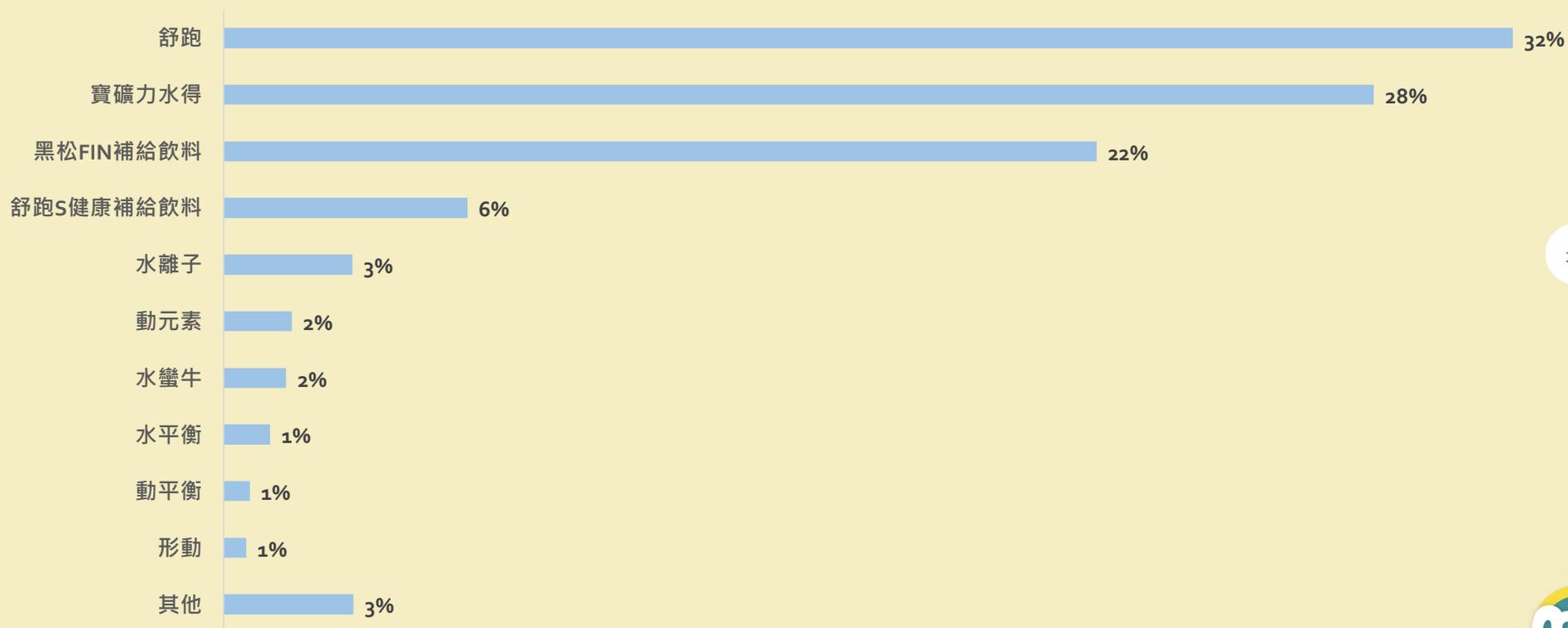


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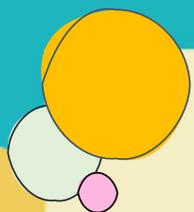


運動後會選擇的運動飲料

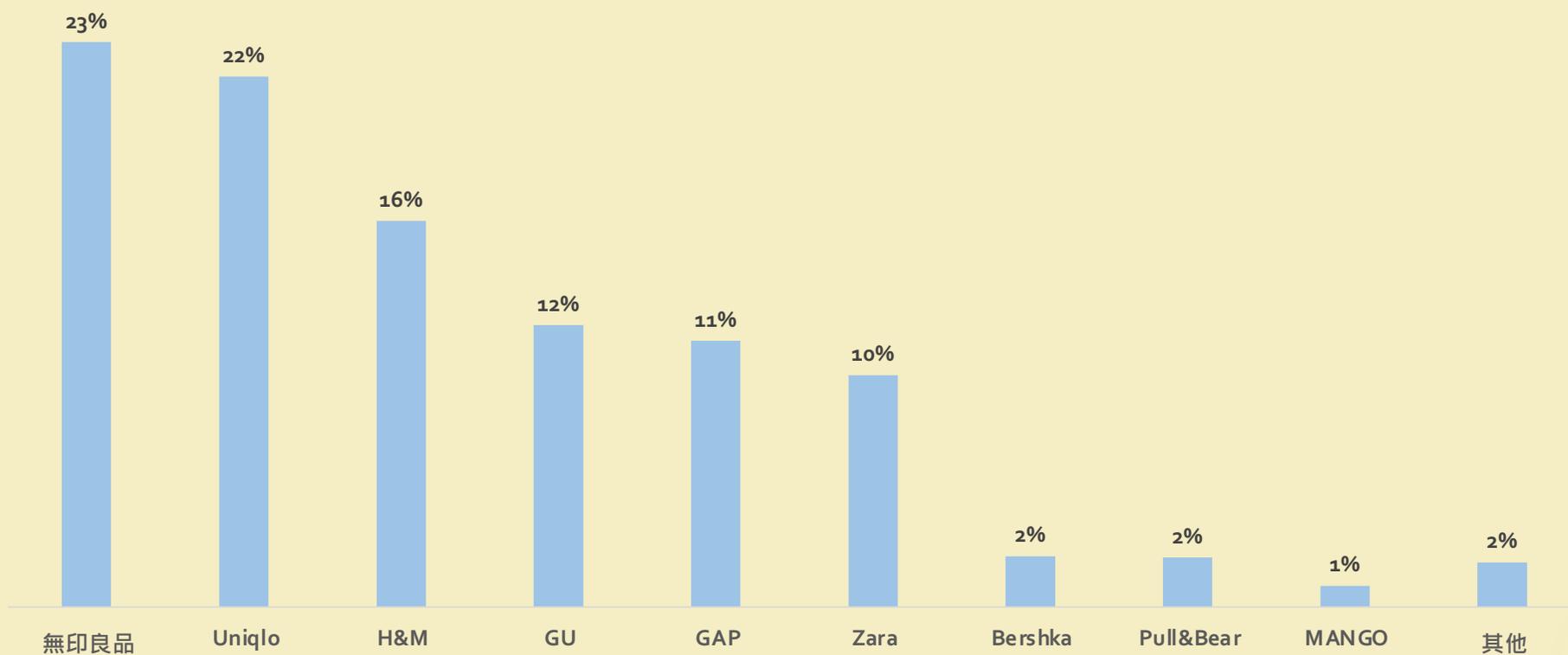


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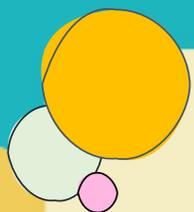


最喜愛的快時尚品牌

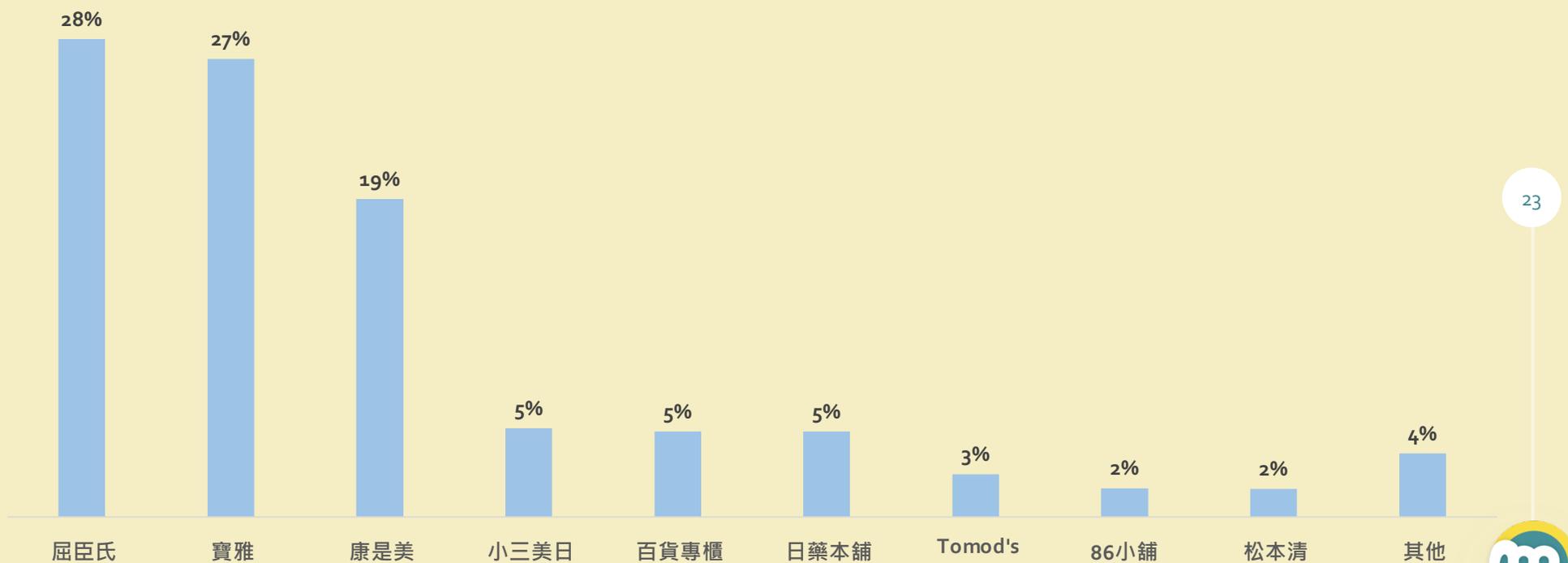


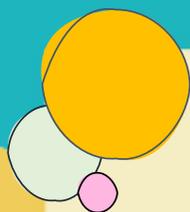
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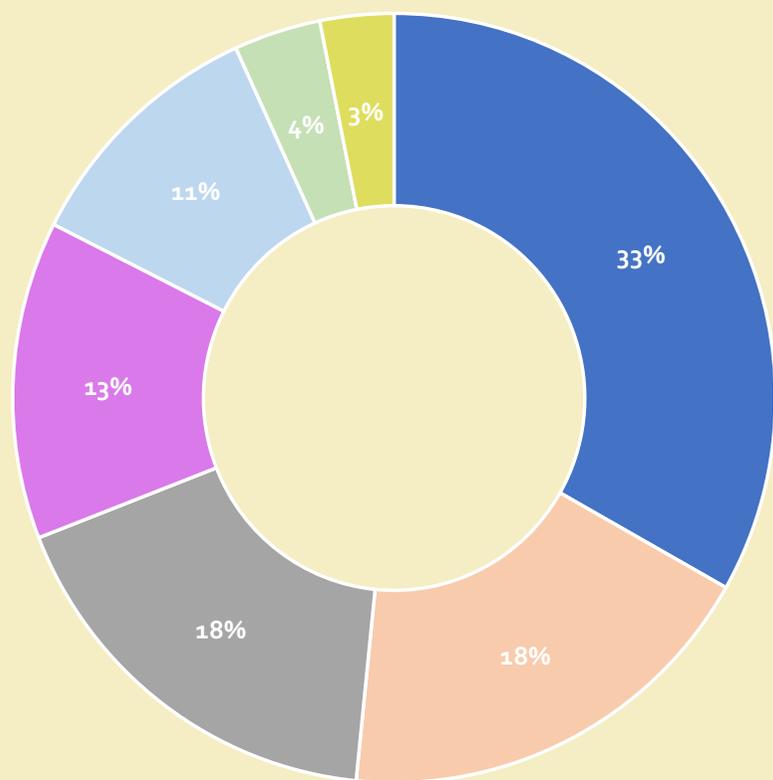


常逛的美妝通路



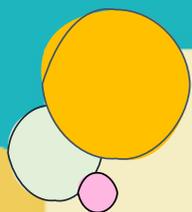


常購買的彩妝保養品

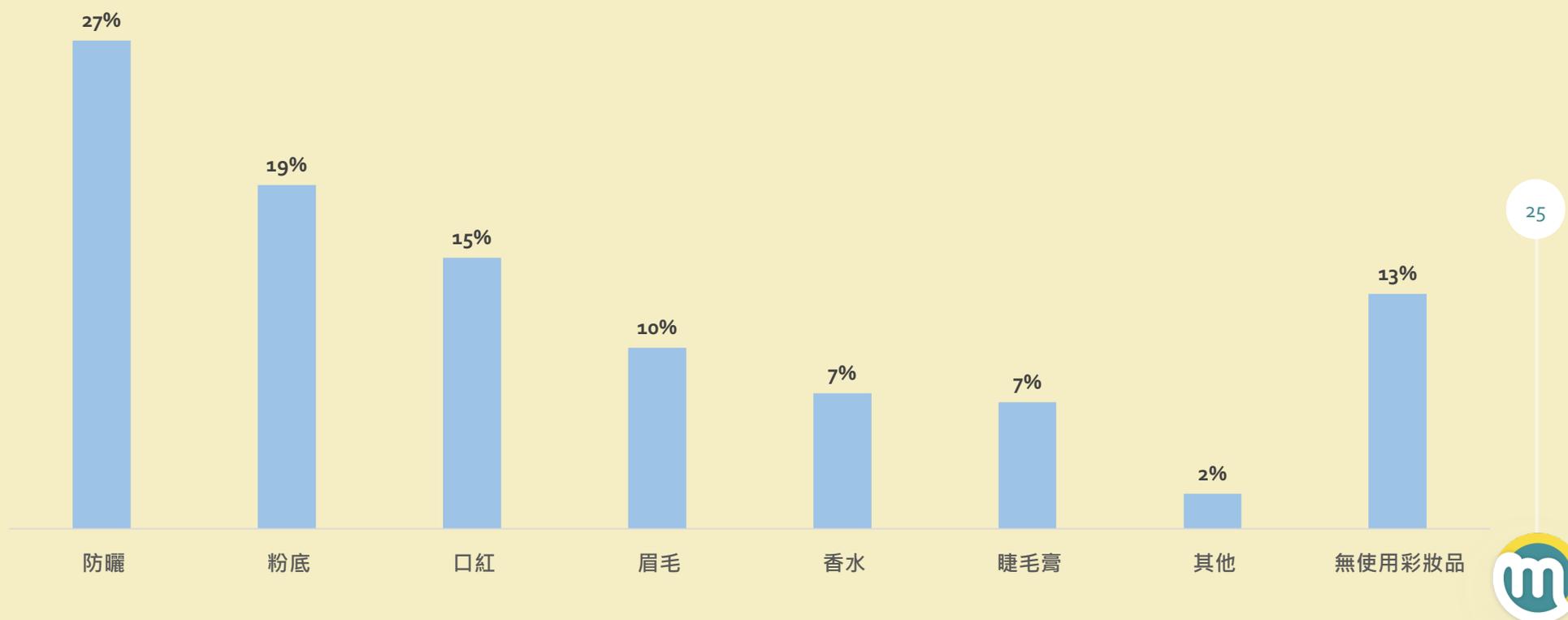


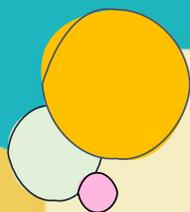
- 保養(洗面乳、化妝水、乳液、精華液、乳霜、保養油)
- 身體保養(去角質、乳液、保養油、面膜)
- 唇彩(口紅、護唇膏、唇蜜、唇釉)
- 底妝(隔離霜、防曬乳、粉底液、粉餅、蜜粉、腮紅)
- 眼妝(眉筆、眉粉、眼線筆、眼線膠、眼線液、眼影、睫毛膏、睫毛增長液)
- 指彩(護甲油、指甲油)
- 其他



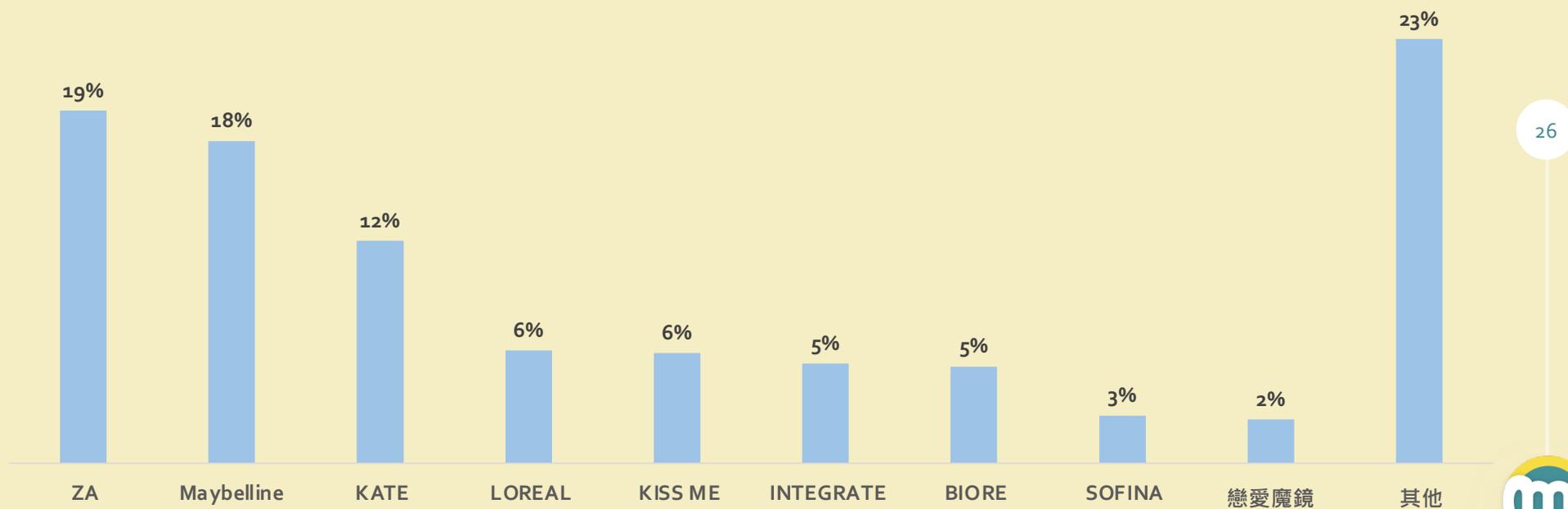


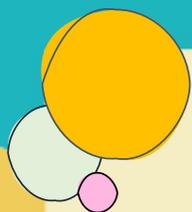
出門一定要使用的彩妝品



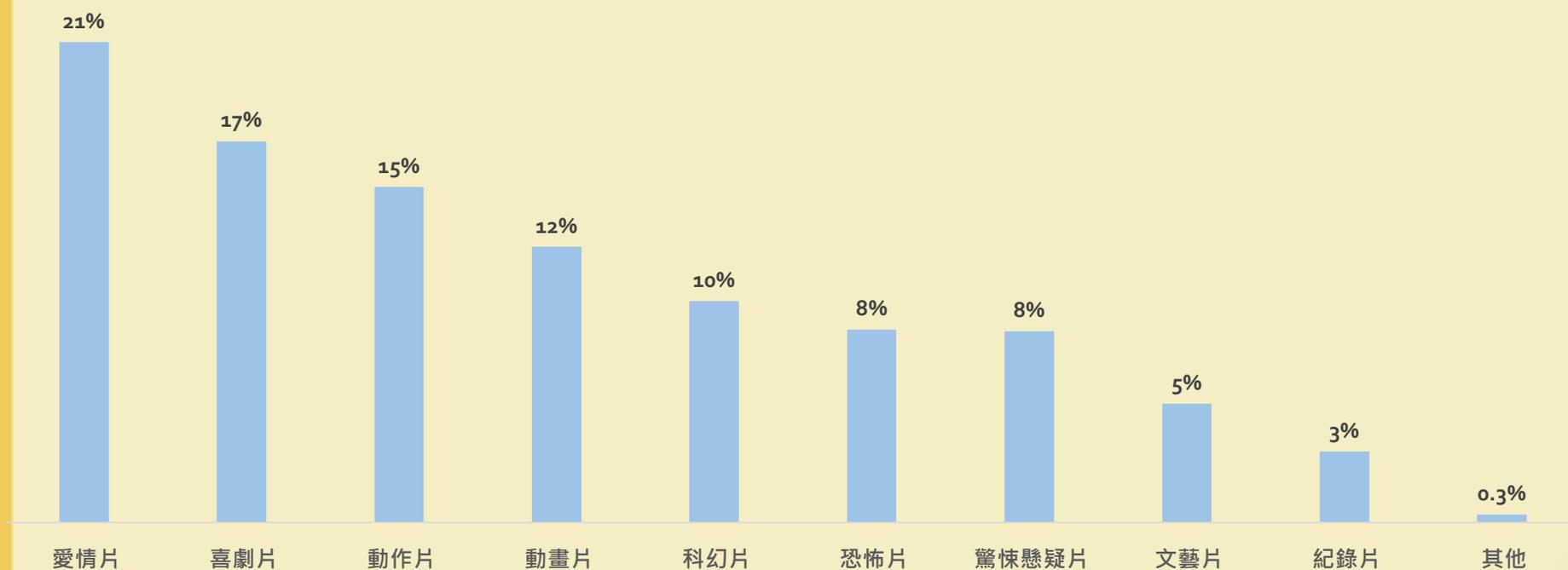


常使用的開架式美妝品牌



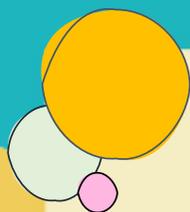


最喜歡的电影類型

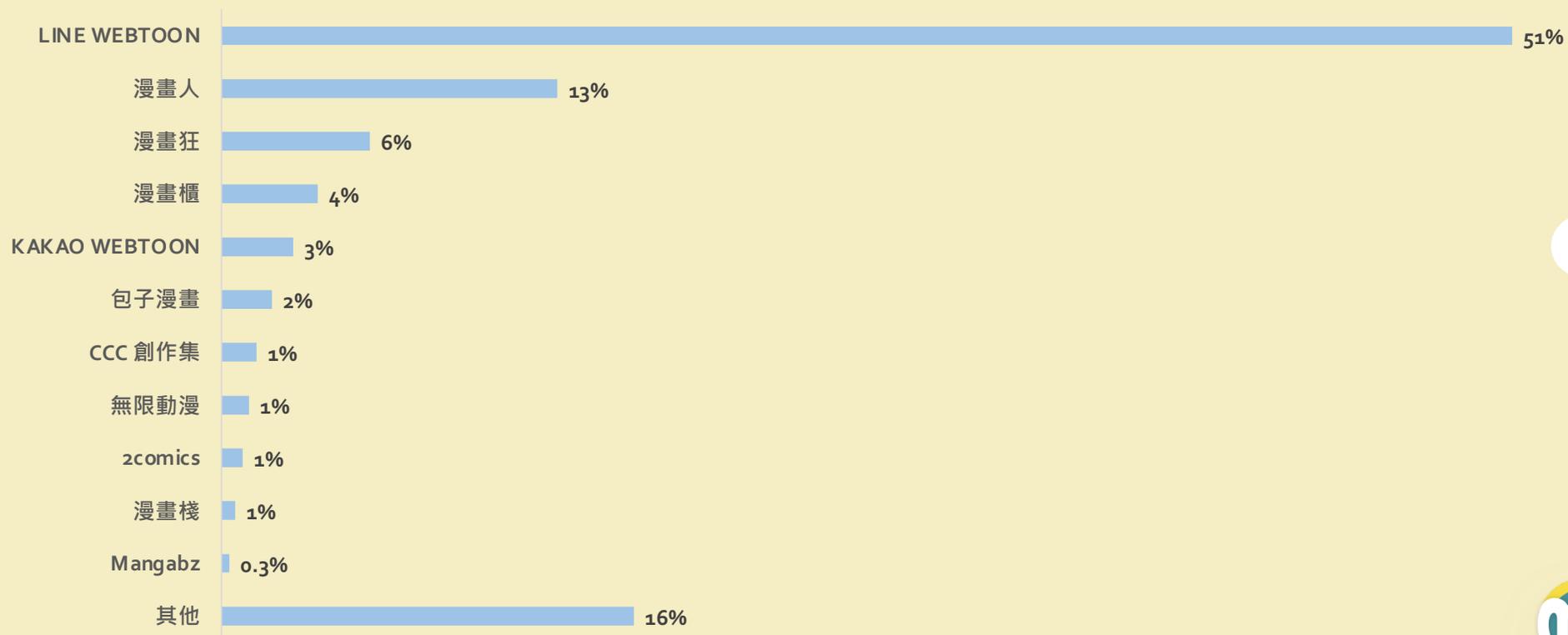


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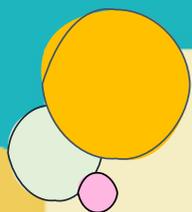


常使用的線上漫畫平台

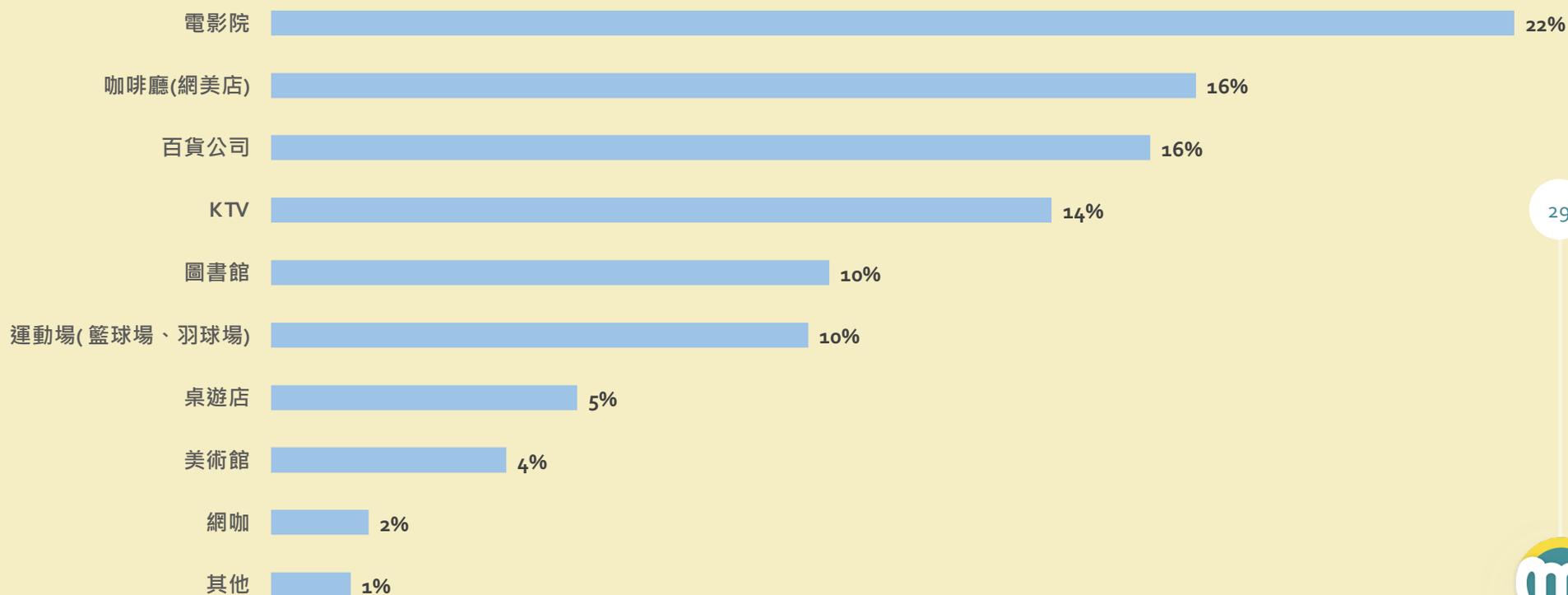


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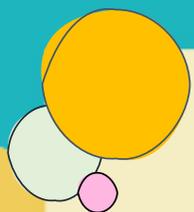


常與朋友聚會地點

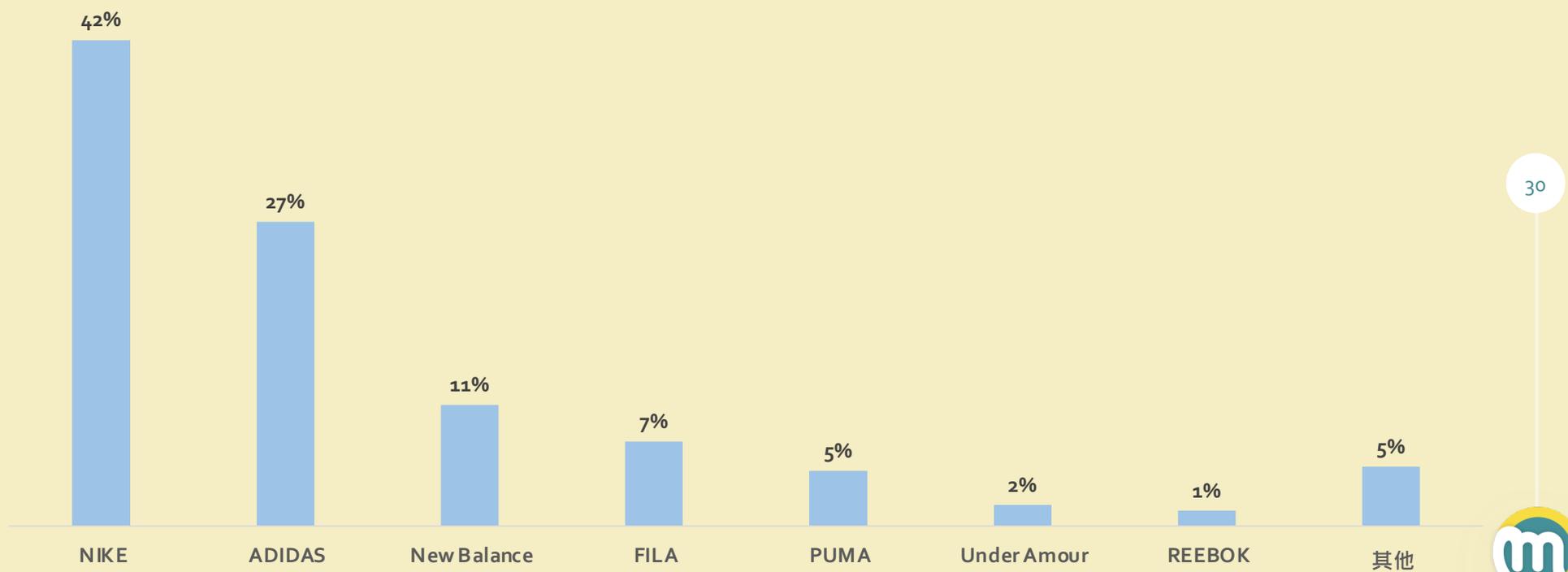


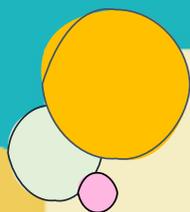
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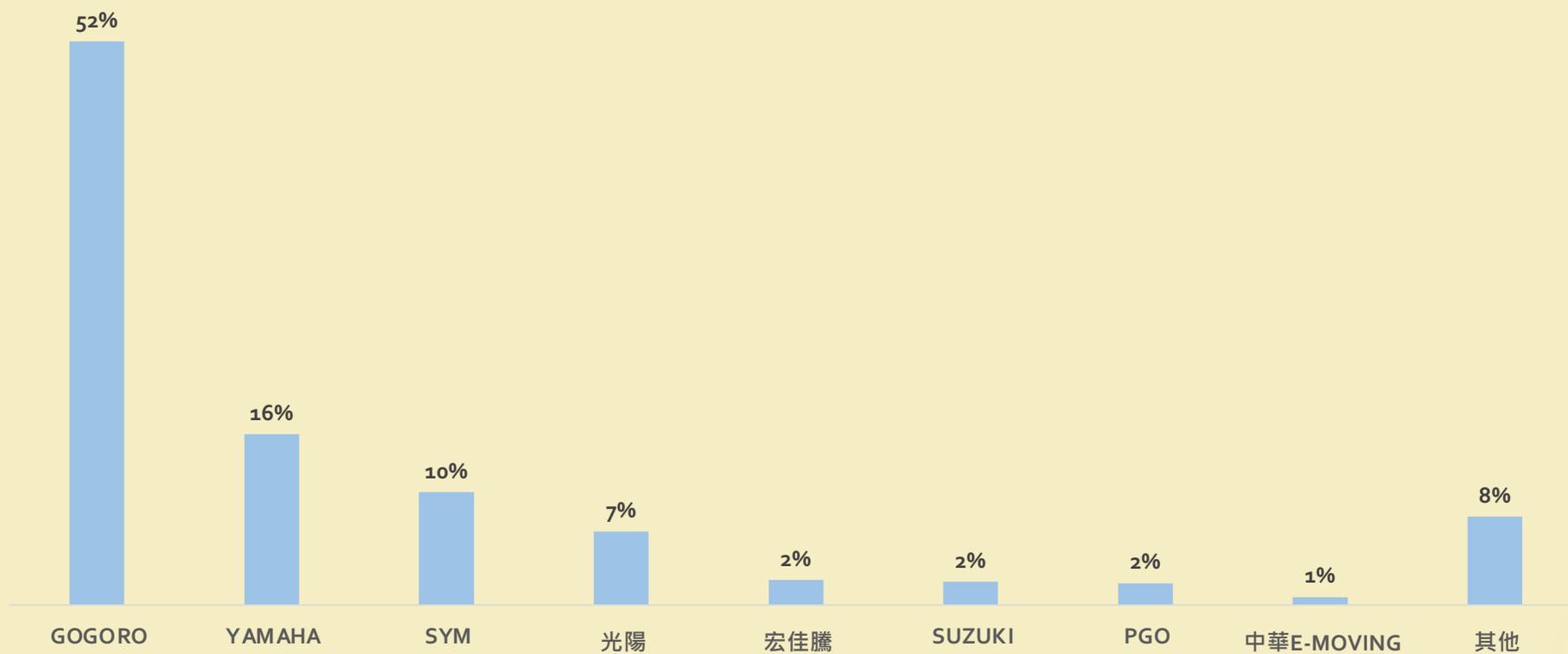


最喜歡的運動品牌



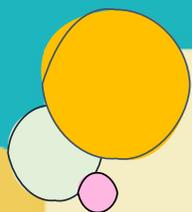


最喜歡的電動機車品牌

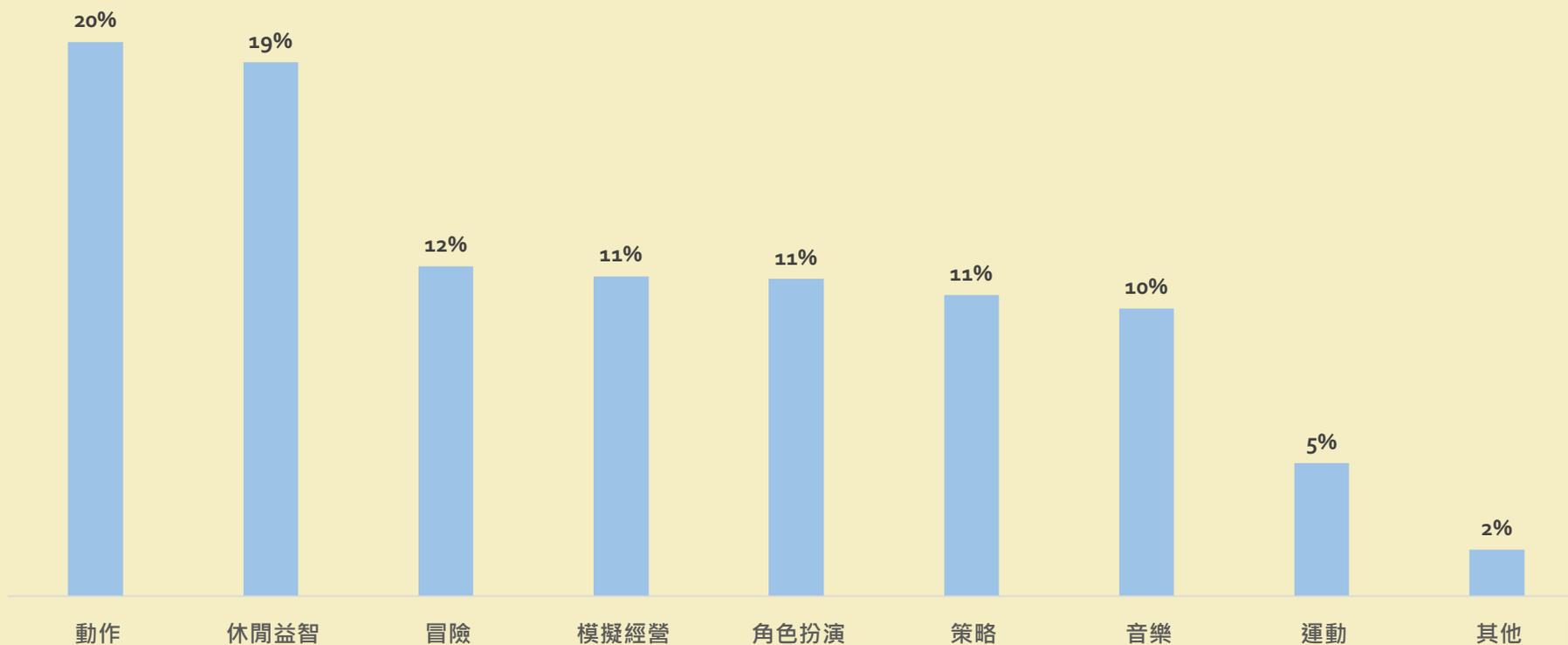


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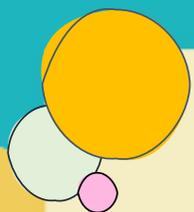


最喜愛的手遊類型

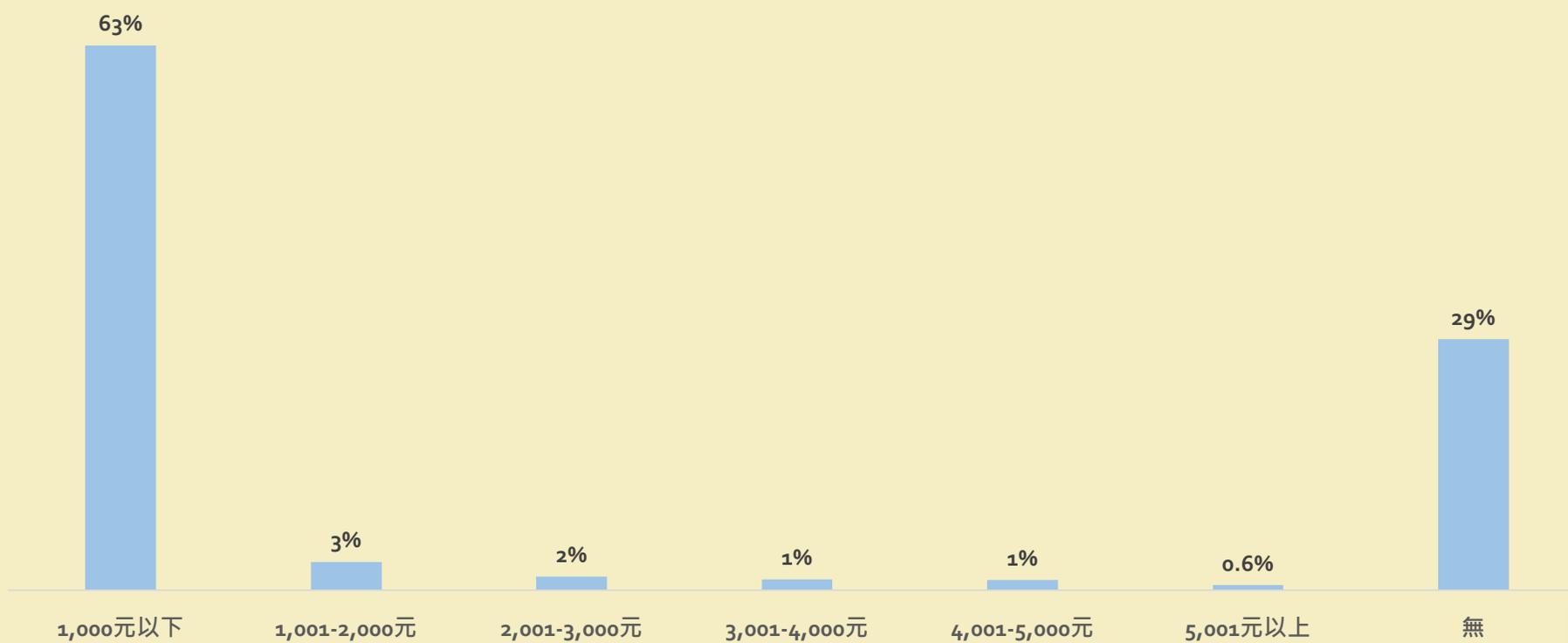


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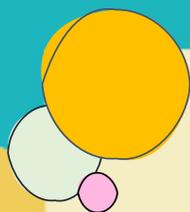




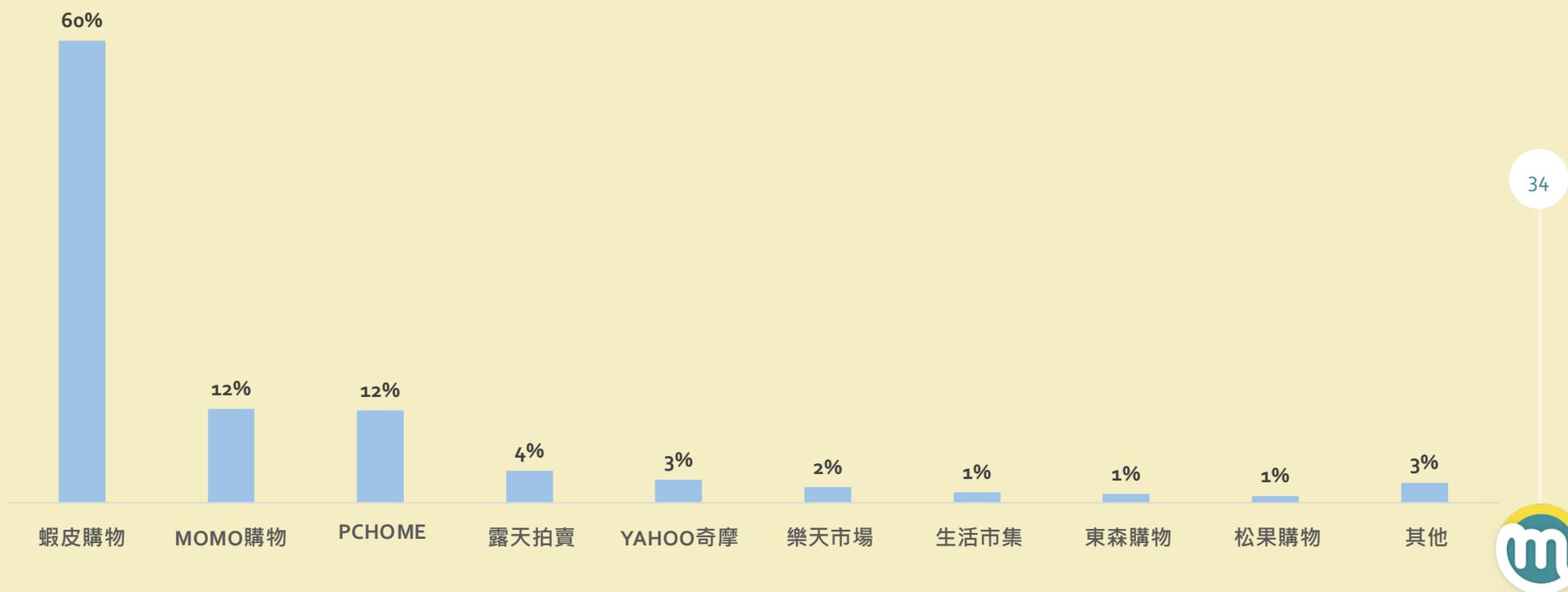
每月課金金額

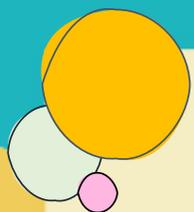


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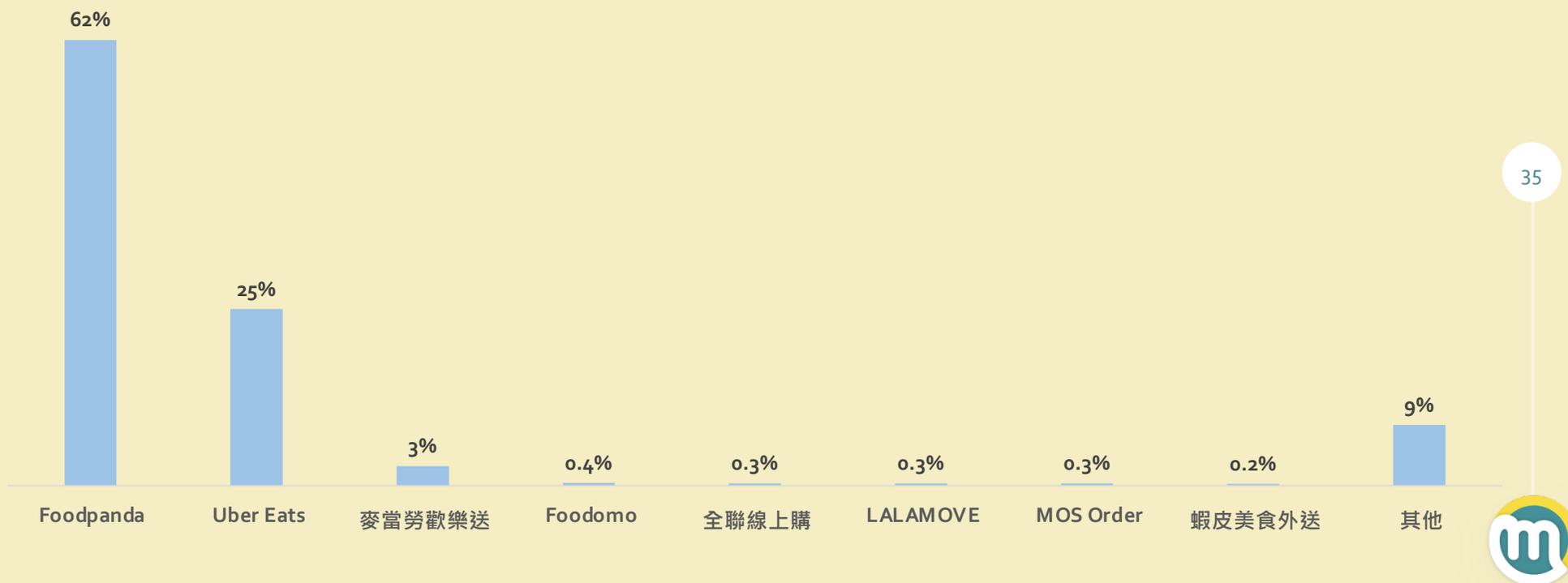


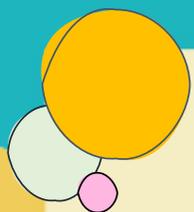
常使用的購物平台



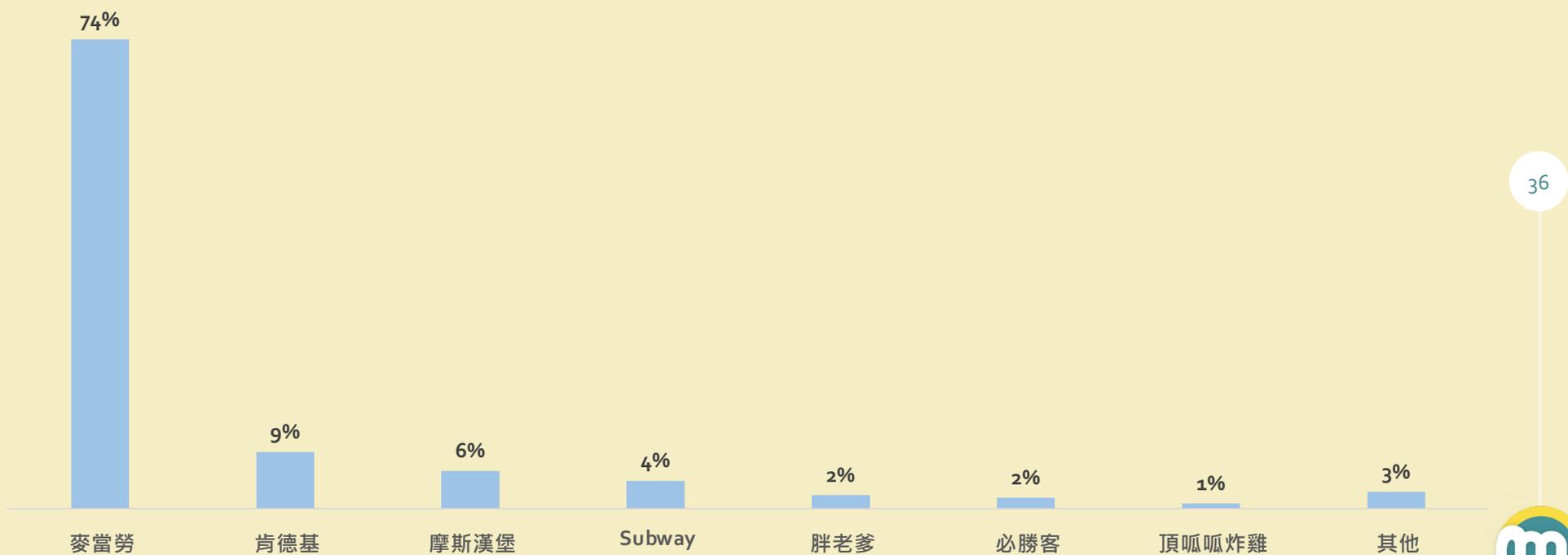


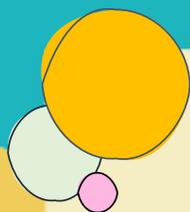
常使用的外送平台





最喜歡的速食品牌





最常使用的追劇平台

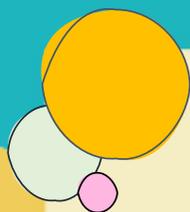


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米特大熱門



2021米特十大熱門話題

排名#	標題	看板
1	#APP 誰偷偷看了你的 IG	3C板
2	#趣事 #微西斯 那些ig上的黃色笑話！	有趣板
3	#心情 高校少女	心情板
4	#心情16歲到萬華嫖...極西斯請斟酌觀看part1	心情板
5	#討論 我對高校少女的看法 (逆風)	頭板
6	#分享 #圖 男生也可以排版色！	男孩板
7	#分享 #多 我覺得很好笑的笑話	有趣板
8	#分享 紅豆冰去疤大滿貫⚠️！	美妝保養板
9	#分享 速算混成軌域📎📎	課業板
10	#分享 情侶桌布	女孩板



Thank you!



meteor@batmobile.com.tw



 Meteor



 meteor.tw



 Meteor APP



 @meteor.tw



 Meteor 學生社群

