1.
2.
3.
4.

1.
2.
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4.

2016

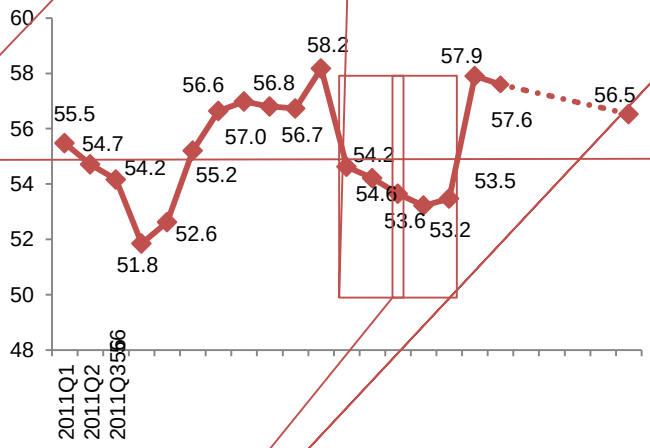
2016-11-17

1.

2016 3 56.5 2 1.1

2015 2016

4 a ™ Ü L6ŠCc u6; ù = ¦ 4 a ™ Ü L6ŠCc u6; ù <2± = ¦



2016 3

51.2 2 3.3 62.4 2 1.4

1 63.3 2 3.1 2

2 41.4 2 2.6

3 54.0 2 11.8

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2016

12 518001
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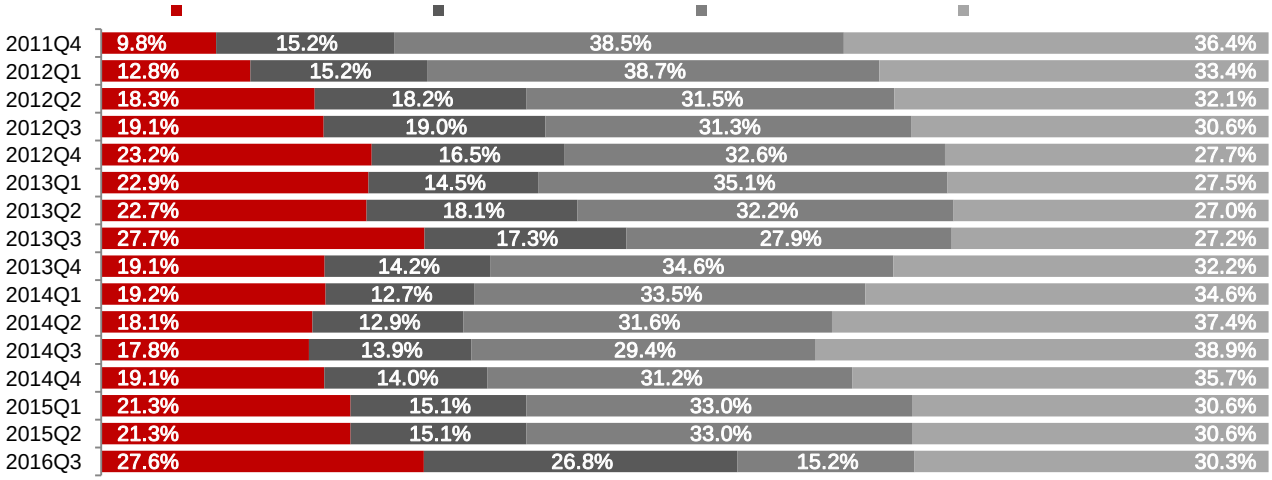
	2015Q2	2016Q3	2015Q2	2016Q3	2015Q2	2016Q3
	37.26%	67.65%	26.47%	15.69%	36.27%	16.66%
	30.29%	63.23%	28.01%	18.53%	41.69%	18.24%
	22.83%	60.24%	23.76%	23.52%	53.41%	16.25%

	2015Q2	2016Q3	2015Q2	2016Q3	2015Q2	2016Q3
	38.11%	69.41%	25.68%	13.33%	36.21%	17.26%
	40.78%	62.80%	28.81%	21.17%	30.41%	16.03%
	65.23%	69.48%	16.20%	16.65%	18.57%	13.87%

3 27.6% 2 6.6
26.8% 2 11.7 50%

4



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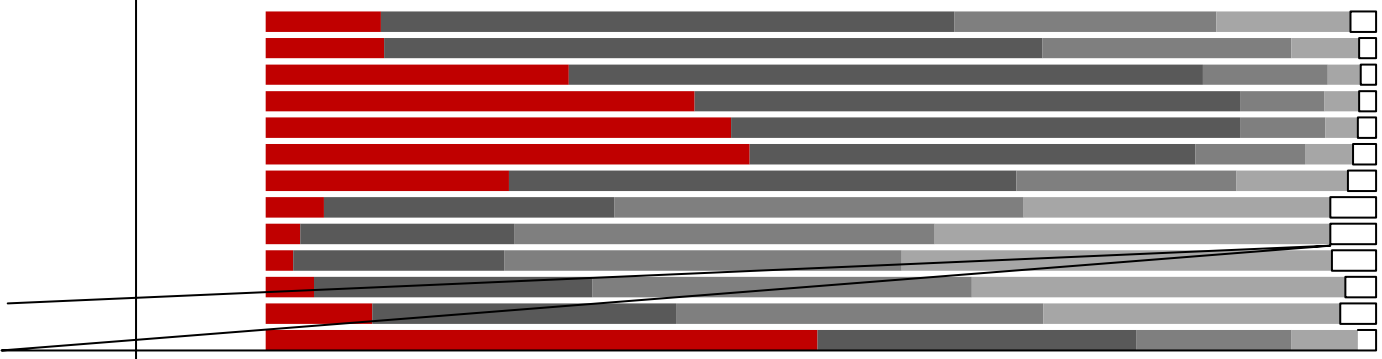


78.4% 爆 2
37% 13.9% 2 19.2%
爆 爆 49.7%
2 1.6% 1.4% 2013 1

2013 1 2 2 爆 1.4% 2
3 4 14

4.

61.8 68.9
53.2
33.9%

4 ª ™ Ü: f pCc u ù = ¦ û ë 4 ª ™ Ü : f p ù <2± = ¦

59.1 44.4
65.4 60.9

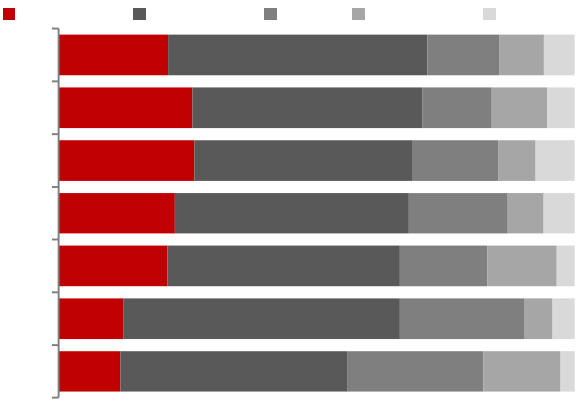
56.0%

70.7% 5 1

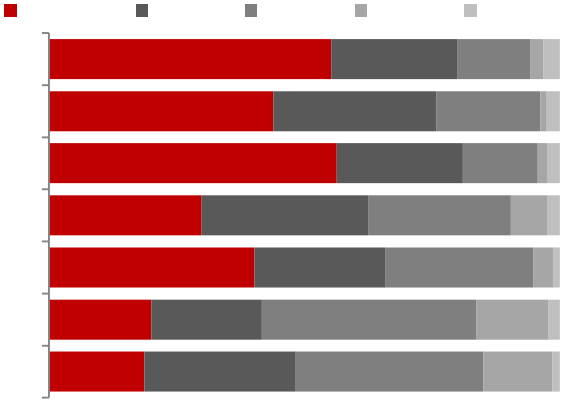
56.3%

26.3%

4 : f pCc u6; / ` › € ª u -Nº U û ë



4 : f pCc u6; / ‰ ƒ u -,ºAú -



1.

48.9%

34.2%

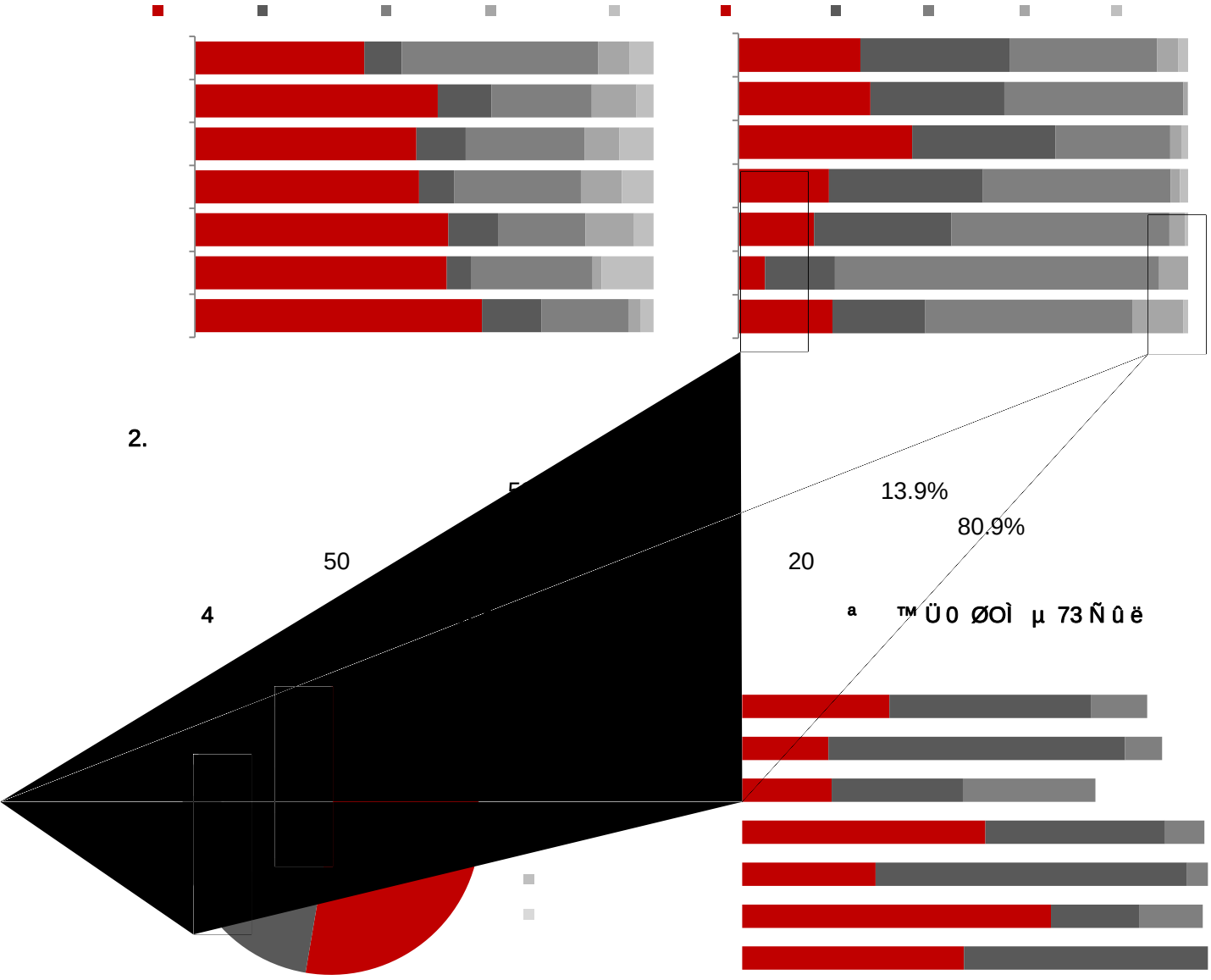
62.5%

49.7%

44.7%

70.6%

21.5%



2.

13.9%

80.9%

50 20

4 a ™ Ü 0 ØOÌ µ 73 Ñ û ë

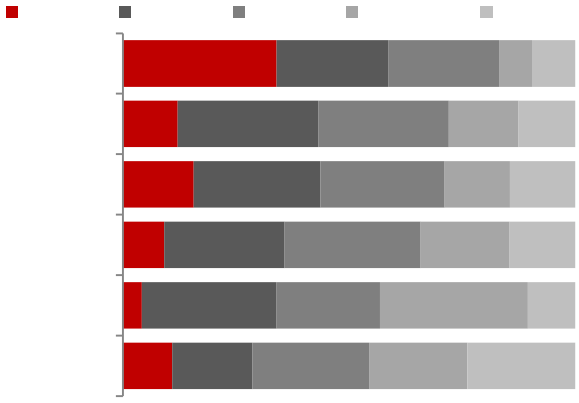
66.3% 20

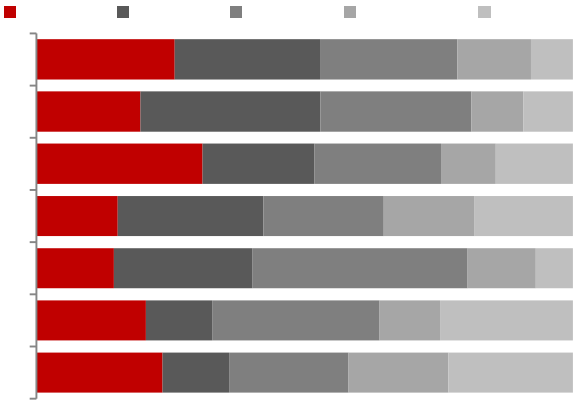
20 50 66.9% 63.7%

3.

36.8%

43.2% 58.7%





52.9%

52.9% 51.8% 32.8% 35.9%

18-35 10

4.

85 85

52.1% 2 8

2.6% 2 6.9

34.8% 2 12.1%

76.5% 61.4%

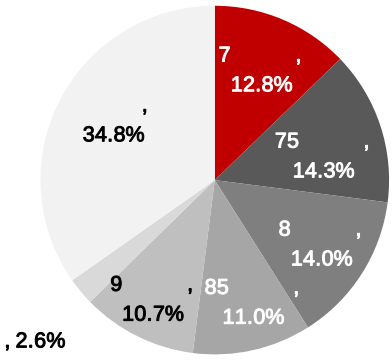
87.3%

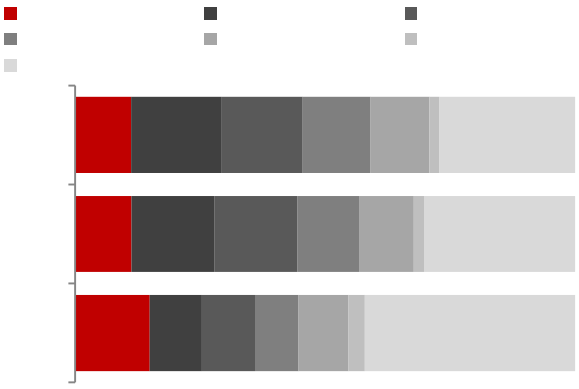
4 a ™ Ü

Cc u6; U » _)½ AB9 { Ü

4 a ™ Ü

C B … u ? • ¦Cc u6; / U » _)½ AB9 { Ü





7 14.9% 2
8 45.5% 2 11.3

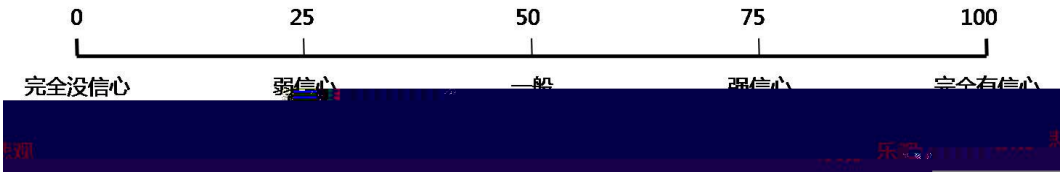
1

2016 9 7-9 28 43096

0~100 0 100 1 **50**

50

1



2