

ID Number	A1-2001-0001-Eng
Title	Survey on Value Orientations of Koreans in Moving towards an Advanced Country

1. Please write the number selected from the box below to indicate to what extent you agree or disagree with each of the following statements.

<Examples>				
←				→
Strongly disagree	Disagree	Neither agree nor disagree	Agree	Strongly agree
①	②	③	④	⑤

- 1a. Most people are trustworthy ..... ( )
- 1b. In most cases playing by the rules will end up in a loss ..... ( )
- 1c. People who are successful became successful through fair competition ..... ( )
- 1d. It is difficult for honest people to live in Korean society ..... ( )
- 1e. If I were the employer I would hire someone who is submissive to superiors even if he or she is less responsible ..... ( )
- 1f. In order to maintain social order there should be a clear distinction between the top and the bottom ..... ( )
- 1g. People who break the law are bound to be punished by the law ..... ( )
- 1h. Although the opinion of someone I respect may clearly be wrong, I prefer to agree with the opinion or overlook it ..... ( )
- 1i. Government announcements are reliable ..... ( )

2. Please write the number selected from the box below to indicate to what extent you agree or disagree with each of the following statements.

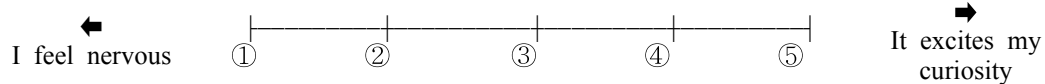
<Examples>				
←				→
Strongly disagree	Disagree	Neither agree nor disagree	Agree	Strongly agree
①	②	③	④	⑤

- 2a. If possible, more foreign companies should be encouraged to enter the Korean market ..... ( )
- 2b. Regulations should be abolished to allow more foreigners to live in Korea ..... ( )
- 2c. The market should be further opened to areas such as education, law, information, and insurance services ..... ( )
- 2d. When the product is the same, one should purchase the product made in Korea ..... ( )
- 2e. Regionalism is a national malaise and should be eliminated ..... ( )
- 2f. Homosexuals should not be discriminated against ..... ( )
- 2g. Disabled persons should not be discriminated against ..... ( )

- 2h. A traffic violation can be taken care of by paying off the police officer ..... ( )
- 2i. An express charge can be paid to an official when taking care of urgent business ..... ( )
- 2j. When many patients are waiting you can move up your turn through an acquaintance at the hospital ..... ( )

3. Of the two statements given in each question which do you feel better reflects your own opinions? Please tick the number which best represents your opinion.

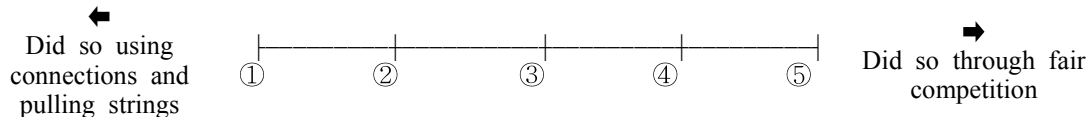
3a. When I am in an unfamiliar place



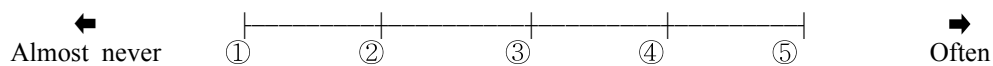
3b. About random ideas...



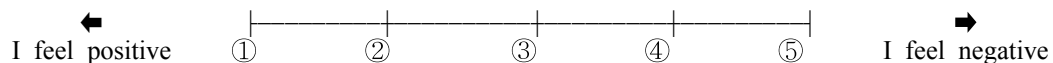
3c. People who have succeeded in Korean society



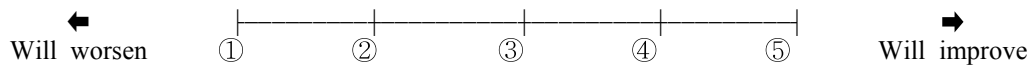
3d. I point out the mistakes of my superiors



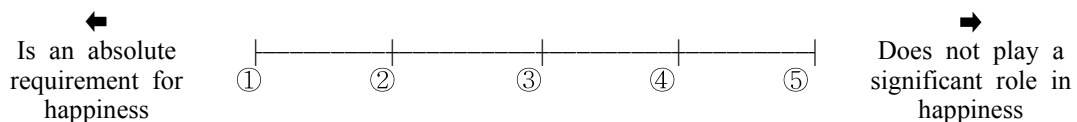
3e. When I see women working outside the home



3f. Regional conflicts in Korean society



3g. Money



4. How do you feel about the following statements regarding work?

	Strongly disagree ←		Neither agree nor disagree		→ Strongly agree				
4a. The reason for working is money	(1)	—	(2)	—	(3)	—	(4)	—	(5)
4b. I find life's satisfactions through work	(1)	—	(2)	—	(3)	—	(4)	—	(5)
4c. Leisure time is more important than work time	(1)	—	(2)	—	(3)	—	(4)	—	(5)
4d. The five day work week should immediately be enforced	(1)	—	(2)	—	(3)	—	(4)	—	(5)
4e. It is best to transfer jobs whenever a better job comes along	(1)	—	(2)	—	(3)	—	(4)	—	(5)

5. Are you satisfied with your current job?

Very dissatisfied ← Neither satisfied nor dissatisfied → Very satisfied

(1) — (2) — (3) — (4) — (5)

6. Do you feel your current life is happy?

Very unhappy ← Neither happy nor unhappy → Very happy

(1) — (2) — (3) — (4) — (5)

7. Have you ever thought about immigrating to a foreign country? Please write the number in the square on the right.

- 1) Yes  
2) No

8. Overall in what class do you think your family belongs within the Korean society? Please tick the relevant number.

Low ← Middle → High

(1) — (2) — (3) — (4) — (5) — (6) — (7) — (8) — (9) — (10)

9. How burdensome are the private education costs of your household considering your financial capabilities? Please choose the appropriate number.

- 1) Very burdensome  
2) Fairly burdensome  
3) Somewhat burdensome  
4) Not very burdensome  
5) Not at all burdensome  
6) Do not have applicable children

10. In our society, how democratic or authoritative are the following relationships?

	Very authoritative	←	Neither authoritative nor democratic	→	Very democratic
10a. Between parent and child	①-----		②-----③-----		④-----⑤
10b. Between managers and laborers (employer and employee)	①-----		②-----③-----		④-----⑤
10c. Between teachers and students	①-----		②-----③-----		④-----⑤
10d. Between public officers and the citizens	①-----		②-----③-----		④-----⑤
10e. Between superiors and subordinates in the workplace	①-----		②-----③-----		④-----⑤
10f. Between the older generation and the new generation	①-----		②-----③-----		④-----⑤
10g. Between doctors and patients	①-----		②-----③-----		④-----⑤
10h. Between congressmen and citizens	①-----		②-----③-----		④-----⑤

11. If our society had to choose between “economic growth” and “environment protection” which one would you choose?

Economic growth is important	←	Neutral	→	Environmental protection is important
①-----		④-----		⑦-----

12. How proficient are you in using a computer (PC)?

- 1) I am unable to use a computer ⇒ Go to question 14
- 2) I am able to draft documents using a computer
- 3) I am able to use the internet and email
- 4) I am proficient in using various programs

13. On average, how many hours do you use the computer per week?

 hours

14. Do you intend to use a computer (PC) or the internet in the future?

- 1) Yes ⇒ Go to question 16
- 2) No ⇒ Go to question 15

15. Please select one major reason why you do not intend on using the internet or PC communications.

- 1) It is difficult to use
- 2) Due to the cost
- 3) It's not educational
- 4) Due to mistrust in internet transactions and internet fraud
- 5) Due to concerns about disclosure of personal information
- 6) I am neither interested nor feel the need to
- 7) Other (Specify \_\_\_\_\_ )

16. How do you feel about the following statements? Please tick the relevant number.

	Strongly disagree	←	Neither agree nor disagree	→	Strongly agree
16a. One should have at least one son	①-----	②-----	③-----	④-----	⑤
16b. Couples shouldn't get divorced even if they are in a bad relationship for the sake of their children	①-----	②-----	③-----	④-----	⑤
16c. Women should have jobs even after they are married	①-----	②-----	③-----	④-----	⑤
16d. Mothers should stay home when the children are young	①-----	②-----	③-----	④-----	⑤
16e. The woman should be in charge of housework even when both husband and wife are working	①-----	②-----	③-----	④-----	⑤

17. How do you feel about the following countries? Please tick the relevant number.

	I feel strong aversion towards	←	Do not feel one way or the other	→	I have positive feelings towards
17a. United States	①-----	②-----	③-----	④-----	⑤
17b. Japan	①-----	②-----	③-----	④-----	⑤
17c. Russia	①-----	②-----	③-----	④-----	⑤
17d. China	①-----	②-----	③-----	④-----	⑤
17e. North Korea	①-----	②-----	③-----	④-----	⑤
17f. Afghanistan	①-----	②-----	③-----	④-----	⑤

18. What country do you like the most and the least (Excluding Korea)?

18a. Country I like the most \_\_\_\_\_

18b. Country I dislike the most \_\_\_\_\_

19. How much do you trust the following institutions? Please tick the number that most closely represents your opinion 1 being "strongly distrust" and 5 "strongly trust."

	Strongly distrust	←	Neither trust nor distrust	→	Strongly trust
19a. Political parties	①-----	②-----	③-----	④-----	⑤
19b. The judicial branch	①-----	②-----	③-----	④-----	⑤
19c. The executive branch	①-----	②-----	③-----	④-----	⑤
19d. Congress	①-----	②-----	③-----	④-----	⑤
19e. Large corporations	①-----	②-----	③-----	④-----	⑤
19f. The press	①-----	②-----	③-----	④-----	⑤
19g. Universities	①-----	②-----	③-----	④-----	⑤
19h. Middle school and high school	①-----	②-----	③-----	④-----	⑤

- 19i. Labor unions ①-----②-----③-----④-----⑤
- 19j. Civic associations ①-----②-----③-----④-----⑤
- 19k. Religious organizations ①-----②-----③-----④-----⑤
- 19l. The military ①-----②-----③-----④-----⑤

20. How much do you trust the news reports of the following news media?

- |                        | Strongly distrust | Distrust | Neither trust nor distrust | Trust | Strongly trust |
|------------------------|-------------------|----------|----------------------------|-------|----------------|
| 20a. KBS               | ①                 | ②        | ③                          | ④     | ⑤              |
| 20b. MBC               | ①                 | ②        | ③                          | ④     | ⑤              |
| 20c. SBS               | ①                 | ②        | ③                          | ④     | ⑤              |
| 20d. Chosun Ilbo       | ①                 | ②        | ③                          | ④     | ⑤              |
| 20e. JoongAng Ilbo     | ①                 | ②        | ③                          | ④     | ⑤              |
| 20f. Dong-A Daily News | ①                 | ②        | ③                          | ④     | ⑤              |
| 20g. The Hankyoreh     | ①                 | ②        | ③                          | ④     | ⑤              |

21. Are you a participating member of the following clubs or organizations? If so, how actively do you participate? Please tick the number that represents your degree of participation.

- |  | Very passively | Neither actively nor passively | Very actively |   |   |
|--|----------------|--------------------------------|---------------|---|---|
| 21a. Clan gathering                                    | ①              | ②                              | ③             | ④ | ⑤ |
| 21b. Alumni association                                | ①              | ②                              | ③             | ④ | ⑤ |
| 21c. Hobby/culture/research group                      | ①              | ②                              | ③             | ④ | ⑤ |
| 21d. Political organizations such as political parties | ①              | ②                              | ③             | ④ | ⑤ |
| 21e. Civic associations                                | ①              | ②                              | ③             | ④ | ⑤ |
| 21f. Labor union                                       | ①              | ②                              | ③             | ④ | ⑤ |
| 21g. Charity/community service                         | ①              | ②                              | ③             | ④ | ⑤ |

22. Have you made donations to social welfare or public interest groups during the past year? Please fill in the appropriate number in the square.

- 1) Yes
- 2) No

23. Please choose a number from a scale of 1 (Strongly disagree) to 5 (Strongly agree) which most closely represents your opinion.

<Examples>				
←				→
Strongly disagree	Disagree	Neither agree nor disagree	Agree	Strongly agree
①	②	③	④	⑤

- 23a. If such possibilities arise, would you immigrate overseas for your children's education? ..... ( )
- 23b. If such possibilities arise, would you send your children overseas for study abroad? ..... ( )
- 23c. If a foreign worker has the same job as you do, do you feel he or she should receive the same wage as you do? ..... ( )
- 23d. If offering the same conditions would you purchase insurance from a foreign insurance company rather than a domestic company? ..... ( )
- 23e. If the prices are the same would you prefer to buy domestically produced home appliances? ..... ( )
- 23f. If the candidates have the same credentials would you vote for the candidate from your hometown? ..... ( )
- 23g. Would you accept someone who is homosexual as your coworker? ..... ( )
- 23h. Would you allow your child to marry a disabled person? ..... ( )
- 23i. If you were caught committing a traffic violation, would you attempt to resolve the situation by paying off the police officer? ..... ( )
- 23j. In order to expedite the process would you be willing to pay off the official? ..... ( )
- 23k. Would you use your personal connections at a hospital to move up your appointment time when there is a long wait? ..... ( )

24. How often do you carry out the following? Please tick the relevant number.

	Never	Sometimes	Often	Always	Not applicable
24a. Reduce the use of synthetic detergents	①-----	②-----	③-----	④-----	⑤
24b. Recycle	①-----	②-----	③-----	④-----	⑤
24c. Stay in line when purchasing tickets	①-----	②-----	③-----	④-----	⑤
24d. Give and receive receipts	①-----	②-----	③-----	④-----	⑤
24e. Use credit cards	①-----	②-----	③-----	④-----	⑤
24f. Make reservations for train or airplane	①-----	②-----	③-----	④-----	⑤
24g. Refrain from litter	①-----	②-----	③-----	④-----	⑤

25. Please select from the group of statements below what you feel is the foremost and second most important long term national goals for our country and write the number in the parenthesis.

25a	1) Maintaining high economic growth 2) Increased voice in the workplace and in society 3) Building up national defense 4) Improving the environment	Most important.....(     ) Second most important.....(     )
25b	1) Guaranteed freedom of speech 2) Suppression of inflation and prices 3) Increased voice in the government's policy decisions 4) Maintain social order	Most important.....(     ) Second most important.....(     )
25c	1) Economic stability 2) Social development towards becoming a more humane society 3) Eradication of crime 4) A society where ideas are valued more than money	Most important.....(     ) Second most important.....(     )

26. How satisfied are you with the current government's following reform policies? Please tick the appropriate number.

	Very dissatisfied		Neither satisfied nor dissatisfied		Very satisfied
26a. The sunshine policy	①	②	③	④	⑤
26b. Reform of the college entrance system	①	②	③	④	⑤
26c. Reduction of the retirement age for teachers	①	②	③	④	⑤
26d. Separation of dispensary and medical practices	①	②	③	④	⑤
26e. Chaebol reform	①	②	③	④	⑤
26f. Introduction of the layoff system	①	②	③	④	⑤

27. How do you feel about the current state of things in comparison to before the IMF financial crisis? Please tick the applicable number.

	Became worse		No change		Very much improved
27a. Economy	①-----②-----③-----④-----⑤				
27b. Labor relations	①-----②-----③-----④-----⑤				
27c. The gap between the rich and the poor	①-----②-----③-----④-----⑤				
27d. Corruption	①-----②-----③-----④-----⑤				
27e. People's morale and motivation	①-----②-----③-----④-----⑤				
27f. Regional conflicts	①-----②-----③-----④-----⑤				

28. How do you feel about the following?

	Strongly disagree	←	Neither agree nor disagree	→	Strongly agree				
28a. Annual salary system	(1)	—	(2)	—	(3)	—	(4)	—	(5)
28b. Layoff system	(1)	—	(2)	—	(3)	—	(4)	—	(5)

29. How do you feel about the following conditions of your workplace (If you are not an office worker please go to question 30)?

	Very dissatisfied	←	Neither satisfied nor dissatisfied	→	Very satisfied				
29a. Working environment	(1)	—	(2)	—	(3)	—	(4)	—	(5)
29b. Relations with coworkers	(1)	—	(2)	—	(3)	—	(4)	—	(5)
29c. Wages	(1)	—	(2)	—	(3)	—	(4)	—	(5)
29d. Promotions	(1)	—	(2)	—	(3)	—	(4)	—	(5)

30. How do you feel about the following statements about your life in old age?

	Strongly disagree	←	Neither agree nor disagree	→	Strongly agree				
30a. I feel anxious about my later years	(1)	—	(2)	—	(3)	—	(4)	—	(5)
30b. I am satisfied with the government's policy for the elderly	(1)	—	(2)	—	(3)	—	(4)	—	(5)
30c. I am saving for retirement	(1)	—	(2)	—	(3)	—	(4)	—	(5)

31. How do you feel about the following statements on political participation and trust?

	Strongly disagree	←	Neither agree nor disagree	→	Strongly agree				
31a. There is no need for further political reforms	(1)	—	(2)	—	(3)	—	(4)	—	(5)
31b. I will actively participate in next year's general and presidential elections	(1)	—	(2)	—	(3)	—	(4)	—	(5)
31c. Our country's politics will never become first-class	(1)	—	(2)	—	(3)	—	(4)	—	(5)

32. Please state your gender.

- 1) Male  
2) Female

☐

33. When were you born?

Born in year 19 \_\_\_\_

34. What is your marital status?

- 1) Married
- 2) Widowed
- 3) Divorced
- 4) Separated
- 5) Never married

☐

35. What is your religious affiliation?

- 1) Buddhist
- 2) Protestant
- 3) Catholic
- 4) Other (Specify \_\_\_\_\_ )
- 5) Do not have a religion

☐

36. What is your highest level of education (Including currently attending institution and dropped out institution)?

- 1) I have never attended school
- 2) Elementary school
- 3) Middle school
- 4) High school
- 5) Junior college (two-year college)
- 6) University (four-year college)
- 7) Graduate school and above

☐

37. What is your monthly average income? What is the total monthly average income of the rest of your family members combined excluding yourself (Please state income before tax)?

	Personal Income	Income of Household (Excluding self)
1) 0 (no income)	_____	_____
2) Below 290,000 won	_____	_____
3) 300,000 - 590,000 won	_____	_____
4) 600,000 - 990,000 won	_____	_____
5) 1,000,000 - 1,290,000 won	_____	_____
6) 1,300,000 - 1,590,000 won	_____	_____
7) 1,600,000 - 1,990,000 won	_____	_____
8) 2,000,000 - 2,490,000 won	_____	_____
9) 2,500,000 - 2,990,000 won	_____	_____
10) 3,000,000 - 3,490,000 won	_____	_____
11) 3,500,000 - 3,990,000 won	_____	_____
12) Over 4,000,000 won	_____	_____
13) Living alone	_____	_____

38. What is your current primary occupation? Please refer to the classification of occupations on the last page of the questionnaire. If there are no relevant occupations listed please fill in your own (This applies to 38a, 38b, 38c as well).

Occupation  No applicable occupation

38a. What is the main occupation of your spouse (If you do not have a spouse leave blank)?

Occupation  No applicable occupation

38b. If you had a son what would you want his occupation to be?

Occupation  No applicable occupation

38c. If you had a daughter what would you want her occupation to be?

Occupation  No applicable occupation

39. Do you/Does your family own your home/apartment, pay rent, or what?

- 1) Personal ownership
- 2) Owned by parents
- 3) Rent (yearly)
- 4) Rent (monthly)
- 5) Public rental housing
- 6) Permanent rental housing
- 7) Company housing
- 8) Dormitory
- 9) Other (Specify \_\_\_\_\_ )

40. Please select the region in which you grew up (Region where you lived for the longest period of time until middle school).

40a. Administrative district

- 1) Seoul
- 2) Busan/Ulsan/Gyeongsangnam-do
- 3) Daegu/Gyeongsangbuk-do
- 4) Incheon/Gyeonggi-do
- 5) Gwangju/Jeollanam-do
- 6) Daejeon/Chungcheongnam-do
- 7) Chungcheongbuk-do
- 8) Gangwon-do
- 9) Jeollabuk-do
- 10) Jeju
- 11) North Korea
- 12) In another country

40b. Size of region

- 1) Large city (metropolitan city)
- 2) Small or medium sized city
- 3) Eup (town)
- 4) Myeon or smaller

## Appendix: Classification of Occupations

### Professionals

11. Medical Doctors
12. Pharmacists
13. Lawyers/Judges/Public Prosecutors/Accountants
14. College Professors
15. Writers/Artists
16. Journalists/Broadcasters
17. Religious Professionals
18. Other Professionals (Specify \_\_\_\_\_ )

### Managers

21. Small Business CEO (employ 5 or more)
22. Large Company/Banking Executives
23. Senior Government Officials
24. Senior Officials of Social Organization
25. Field Officers or over/Police Managers
26. Other Professional Services Managers (Specify \_\_\_\_\_ )

### Semi-Professionals

31. Teachers/Private Instructors
32. Nurses
33. Architects
34. Engineers (Specify \_\_\_\_\_ )
35. Researchers
36. Other Technical Semi-Professionals (Specify \_\_\_\_\_ )

### Clerks

41. Middle Management Office Workers
42. General Office Clerks
43. Middle Management Bank Workers
44. General Bank Clerks
45. Clerks of Social Organization
46. Government Officials
47. Telephonists/Postmen
48. Company Grade Officers and Warrant Officers/Police Officers
49. Other Clerks (Specify \_\_\_\_\_ )

### Salespersons

51. Shop Keepers (employ fewer than 5)
52. Department Store/Large Scale Distributor Salespersons
53. Retail Salespersons
54. Door to Door Salespersons
55. Real Estate Agents
56. Street Stall Salespersons and Vendors
57. Other Salespersons (Specify \_\_\_\_\_ )

#### Service Workers

- 61. Restaurants/Inn owners, etc.
- 62. Food Service Workers/Lodging Service Workers
- 63. Barbershop/Hair Saloon/Laundry Owners, etc.
- 64. Barbers/Hairdressers/Laundry and Ironing Workers
- 65. Cleaners/Domestic Chores Helpers
- 66. Building Guards
- 67. Other Service Workers (Specify \_\_\_\_\_ )

#### Production Workers

- 71. Manufacturing Supervisors
- 72. Skilled Manufacturing Workers
- 73. Semi-Skilled Manufacturing Workers
- 74. Manufacturing labourers
- 75. Elementary Workers
- 76. Chauffeurs
- 77. Individual Taxi Drivers/Truck Drivers
- 78. Miners
- 79. Other Production Workers (Specify \_\_\_\_\_ )

#### Farmers and Fishermen

- 81. Rich Farmers
- 82. Middle-Class Farmers
- 83. Small Farmers
- 84. Poor Farmers/Tenant Farmers
- 85. Agriculture Elementary Workers
- 86. Livestock/Dairy Farmers
- 87. Shipowners
- 88. Fishermen, Fishery Farm Workers/Aquatics Cultivation Workers
- 89. Other Farmers and Fishermen (Specify \_\_\_\_\_ )

#### Unemployed

- 91. Students
- 92. Housemakers
- 93. Duty Military Service Persons
- 94. Unemployed Persons
- 95. Retired Persons/Pensioners
- 98. Others (Specify \_\_\_\_\_ )