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Title	HRC Media Index : Life Style, 2001

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**<Notes>**

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*Media Index* originally consists of eight main topics, that is, demographic characteristics, printed media reading behaviors, contacts with other forms of media, radio program listener ratings, shopping/dine-out behaviors, life styles, psychological characteristics, and consumer purchasing behaviors. However, Hankook Research publically releases only those items about demographic characteristics, life styles, and living patterns. Hence, this questionnaire is reorganized based on variables and orders of raw data.

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### **Background Questions**

Q1. Could you please tell me what your age is in years?

Age \_\_\_\_\_ (in years)

- (01) 11-14 years
- (02) 15-17 years
- (03) 18-19 years
- (04) 20-24 years
- (05) 25-29 years
- (06) 30-34 years
- (07) 35-39 years
- (08) 40-44 years
- (09) 45-49 years
- (10) 50-54 years
- (11) 55-59 years

Q2. What is your sex?

- (1) Male
- (2) Female

Q3. What is your marital status?

- (1) Never married      ⇒ GO TO Q6
- (2) Divorced
- (3) Remarried          ⇒ GO TO Q4
- (4) Currently married
- (5) Separated

- (6) Widowed
- (7) Living with a partner

Q4. How long have you been married?

- (1) Less than 1 year
- (2) 1 year to less than 2 years
- (3) 2 years to less than 3 years
- (4) 5 years to less than 7 years
- (5) 7 years to less than 10 years
- (6) 10 years to less than 15 years
- (7) 15 years to less than 20 years
- (8) 20 years or longer

Q5. (Ask this question only to Rs who answered Currently married, Remarried, Separated, Widowed, or Living with a partner) Do you have children who are in the following age groups? If so, how many? (Including children who are already married)

- (0) None
- (1) 0-4 years: Number of children \_\_\_\_\_
- (2) 5-9 years: Number of children \_\_\_\_\_
- (3) 10-14 years: Number of children \_\_\_\_\_
- (4) 15 years or older: Number of children \_\_\_\_\_

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Total number of children: \_\_\_\_\_

Q6A. (All respondents) Are you a student?

- (1) Yes                      ⇒ Go to 6B
- (2) No                        ⇒ Go to 7A

Q6B. What type of school are you currently attending?

- (1) Elementary school
- (2) Middle school
- (3) High school
- (4) Two-year college/Junior college
- (5) Four-year college/University (including student on leave)
- (6) Graduate school

Q7A. (Non-student only) What is the highest level of school you completed?  
 ⇒ Record the answer in the table below

Q7B. (All respondents) What is the highest level of school that the head of your household completed? ⇒ Record the answer in the table below

	Respondent's educational attainment (7A)	Household head's educational attainment (7B)
(1) No school education received	1	1
(2) Elementary school graduate	2	2
(3) Middle school graduate	3	3
(4) High school graduate	4	4
(5) College graduate	5	5
(6) Postgraduate degree	6	6
(7) Don't know	7	7

Q8. Do you currently have a job?  
 (1) Yes  
 (2) No (For students, mark No)

Q9. What is your main source of income? Please choose your answer from the following.  
 (1) Self-employed business  
 (2) Regular salary  
 (3) Intermittent income  
 (4) Have no income

Q10. (All respondents) What is your job or occupation? Please choose your answer from the table below. If you are not able to find your occupation from the table, please write it in detail.

(01) Homemaker (primarily serves to manage her/his own household, without having other job)
(02) Student (of elementary/middle/high school, college or university, graduate school)
(03) Unemployed (a person who does not have a specific job or occupation)
<Administrative or Managerial Occupations>
(04) Business owner (of a business with 5 or more employees)
(05) Small business owner (of a business with 3-4 or less employees)
(06) Senior government official (at or above Grade 5)
(07) Senior corporate official (at or above department director level)
(08) Corporate official (at department manager/assistant department director level)
<Professional occupations>
(09) College/university professor
(10) Teacher
(11) Medical doctor, nurse, pharmacist
(12) Lawyer, judge, prosecutor, patent agent, CPA, tax accountant
(13) Religion/Media/Art/Sports related professional
(14) Programmer/web designer, etc. (at or above team leader level)

<Office and administrative support occupations>

- (15) Company employee (assistant department manager level)
- (16) Company employee (rank and file general employee, clerk, etc.)
- (17) Company employee (sales)
- (18) Company employee (technical manager)
- (19) Company employee (IT related employee, assistant department manager level)
- (20) Government employee (at or below Grade 6)

<Agriculture, Livestock, Fishing, Mining>

- (21) Agriculture, farming
- (22) Livestock/stockbreeding related occupations
- (23) Fishery related occupations
- (24) Miner

<Sales and Service Occupations>

- (25) Trade or sales occupations (restaurant/store owner with 1-2 or less employees, etc.)
- (26) Service occupations (hairstylist, barber, restaurant/coffee shop employee, etc.)

<Laborers and Skilled Workers>

- (27) Simple manual labor occupations (cleaner, building guard, housekeeper, etc.)/Skilled workers (driver, general technician, carpenter, car mechanic, production worker, etc.)

(98) Other (Please specify: \_\_\_\_\_ )

Q11. On average, how many hours do you work each week? (Not for homemakers, students, and the unemployed)

- (1) Less than 20 hours
- (2) 20-29 hours
- (3) 30-34 hours
- (4) 35 hours or longer

Q12. What is the main source of your household head's income? Please choose your answer from the following.

- (1) Self-employed business
- (2) Regular salary
- (3) Intermittent income
- (4) Have no income

Q13. What is your household head's job or occupation? Please choose your answer from the table below. If you are not able to find your household head's job from the table, please write it in detail.

- (01) Homemaker (primarily serves to manage her/his own household, without having other job)
- (02) Student (of elementary/middle/high school, college or university, graduate school)
- (03) Unemployed (a person who does not have a specific job or occupation)

<Administrative or Managerial Occupations>

- (04) Business owner (of a business with 5 or more employees)
- (05) Small business owner (of a business with 3-4 or less employees)
- (06) Senior government official (at or above Grade 5)
- (07) Senior corporate official (at or above department director level)
- (08) Corporate official (at department manager/assistant department director level)

<Professional occupations>

- (09) College/university professor
- (10) Teacher
- (11) Medical doctor, nurse, pharmacist
- (12) Lawyer, judge, prosecutor, patent agent, CPA, tax accountant
- (13) Religion/Media/Art/Sports related professional
- (14) Programmer/web designer, etc. (at or above team leader level)

<Office and administrative support occupations>

- (15) Company employee (assistant department manager level)
- (16) Company employee (rank and file general employee, clerk, etc.)
- (17) Company employee (sales)
- (18) Company employee (technical manager)
- (19) Company employee (IT related employee, assistant department manager level)
- (20) Government employee (at or below Grade 6)

<Agriculture, Livestock, Fishing, Mining>

- (21) Agriculture, farming
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- (25) Trade or sales occupations (restaurant/store owner with 1-2 or less employees, etc.)
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<Laborers and Skilled Workers>

- (27) Simple manual labor occupations (cleaner, building guard, housekeeper, etc.)/Skilled workers (driver, general technician, carpenter, car mechanic, production worker, etc.)

(98) Other (Please specify: \_\_\_\_\_ )

Q14. (All respondents) How many people have income in your household? (Include every person living together in the same household.)

Number of people: \_\_\_\_\_

Q15. How many people currently live in your household, including yourself?

Number of people: \_\_\_\_\_

Q16. On average, what is your household's total monthly income? (Please include income from all sources, such as bonuses, extra pay, interests, and rental income.)

- (01) Less than 400,000 won
- (02) 400,000 won to less than 600,000 won
- (03) 600,000 won to less than 800,000 won
- (04) 800,000 won to less than 1,000,000 won
- (05) 1,000,000 won to less than 1,200,000 won
- (06) 1,200,000 won to less than 1,400,000 won
- (07) 1,400,000 won to less than 1,600,000 won
- (08) 1,600,000 won to less than 1,800,000 won
- (09) 1,800,000 won to less than 2,000,000 won
- (10) 2,000,000 won to less than 2,400,000 won
- (11) 2,400,000 won to less than 3,000,000 won
- (12) 3,000,000 won to less than 4,000,000 won
- (13) 4,000,000 won to less than 5,000,000 won
- (14) 5,000,000 won or over
- (98) Don't know

Q17. On average, what is your total monthly income? (Please include income from all sources, such as bonuses, extra pay, interests, rental income. If you are a student and you have regular income, please include it when answering this question.)

- (01) None
- (02) Less than 200,000 won
- (03) 200,000 won to less than 300,000 won
- (04) 300,000 won to less than 400,000 won
- (05) 400,000 won to less than 500,000 won
- (06) 500,000 won to less than 600,000 won
- (07) 600,000 won to less than 700,000 won
- (08) 700,000 won to less than 800,000 won
- (09) 800,000 won to less than 900,000 won
- (10) 900,000 won to less than 1,000,000 won
- (11) 1,000,000 won to less than 1,200,000 won
- (12) 1,200,000 won to less than 1,400,000 won
- (13) 1,400,000 won to less than 1,600,000 won
- (14) 1,600,000 won to less than 1,800,000 won
- (15) 1,800,000 won to less than 2,000,000 won
- (16) 2,000,000 won to less than 2,400,000 won
- (17) 2,400,000 won to less than 3,000,000 won
- (18) 3,000,000 won or over
- (98) Don't know

Q18. What is the ownership status of your home?

- (1) Own home
- (2) Deposit-only lease (*Jeonse*)
- (3) Monthly rent (*Wolse*)
- (4) Boarding
- (9) Other

Q19. What type of home is this?

- (1) Single family house
- (2) Attached family house/Multi-family house [Low-rise]
- (3) Apartment [High-rise]
- (4) Residential unit in a commercial building
- (5) Other

Q20. Which religion do you have?

- (1) I have no religion
- (2) Protestant
- (3) Buddhism
- (4) Catholic
- (5) *Chondogyo*
- (6) Other

Q21. Which of the following do you think best describes your living standard?

- (1) High
- (2) Upper middle
- (3) Middle
- (4) Lower middle
- (5) Low

Q22. Over the past 3 years, how many times have you moved?

- (1) Three times or more
- (2) Two times
- (3) Once
- (4) Never

## Living Patterns

Q1. What is your hobby? (Mark only one.)

- (01) Mountain climbing
- (02) Fishing
- (03) *Baduk* [Go game]
- (04) Movie going/film watching
- (05) Concert going/music listening
- (06) Collecting
- (07) Travelling
- (08) Playing musical instruments
- (09) Exercise/playing a sport
- (10) Gardening
- (11) Knitting/embroidery
- (12) Cooking
- (13) Painting/drawing/calligraphy
- (14) Reading
- (15) Computer/Internet (including games)
- (98) Other
- (99) I have no hobbies

Q2. Last week, how did you spend the holiday (Sunday)? (Mark all.)

- (01) Stayed at home
- (02) Went out with family
- (03) Met friend(s)
- (04) Climbed a mountain
- (05) Went fishing
- (06) *Baduk*
- (07) Movie
- (08) Dated with a girl/boyfriend
- (09) Trip/travel
- (10) Concert
- (11) Attended a wedding/gathering
- (12) Visited relatives
- (13) Religious activity (Protestant/Catholic church, Buddhist temple, etc.)
- (14) Went to a spa/sauna
- (15) Exercised/played a sport
- (16) Worked/studied
- (17) Golf
- (18) Computer/Internet
- (98) Other

Q3. What is the issue that you are most concerned about these days? (Mark only one.)

- (01) Academic performance/grade
- (02) Going on to school for further education
- (03) Getting a job
- (04) Housing
- (05) Increase wealth



- (06) Health
- (07) Business
- (08) Workplace issue
- (09) Friendship or relationship with a boy/girlfriend
- (10) Marriage
- (11) Wife/husband
- (12) Child/children
- (13) Life after retirement
- (14) Family affair
- (15) Physical appearance/body weight
- (97) Other
- (98) I have no concerns these days

Q4. On average, how much do you spend each month for yourself? If you are a homemaker, please include the money you spent personally for yourself, excluding living expenses.

- (01) 2,000 won to less than 3,000 won
- (02) 4,000 won to less than 5,000 won
- (03) 5,000 won to less than 10,000 won
- (04) 10,000 won to less than 30,000 won
- (05) 30,000 won to less than 50,000 won
- (06) 50,000 won to less than 70,000 won
- (07) 70,000 won to less than 100,000 won
- (08) 100,000 won to less than 150,000 won
- (09) 150,000 won to less than 200,000 won
- (10) 200,000 won to less than 300,000 won
- (11) 300,000 won to less than 500,000 won
- (12) 500,000 won to less than 990,000 won
- (13) 1,000,000 won or over

Q5. Do you regularly exercise or play sports at least once a week?

- (1) Yes
- (2) No  $\Rightarrow$  Go to Q7

Q6. Which exercises or sports do you regularly do at least once a week? (Mark all.)

- (01) Jogging
- (02) Aerobics
- (03) Swimming
- (04) Bowling
- (05) Tennis
- (06) Badminton
- (07) Taekwondo
- (08) Football [soccer]
- (09) Volleyball
- (10) Basketball
- (11) Table tennis
- (12) Baseball
- (13) Pool and pocket billiards

- (14) *Kendo*
- (15) Mountain climbing
- (16) Yoga/hypogastric breathing
- (17) Golf
- (18) Fitness exercises
- (19) Jump rope
- (20) Free exercise/workout
- (98) Other

Q7. Which of the following exercises or sports do you want to try someday or do well? (Mark only one.)

- (01) Aerobics
- (02) Swimming
- (03) Mountain climbing
- (04) Bowling
- (05) Tennis
- (06) Table tennis
- (07) Baseball
- (08) Football [soccer]
- (09) Volleyball
- (10) Basketball
- (11) Shooting with real bullets
- (12) Ski
- (13) Golf
- (14) Fitness exercises
- (15) *Kendo*
- (16) Yoga/hypogastric breathing
- (17) Water ski
- (18) Horseback riding
- (19) Hang gliding
- (20) Bungee jumping
- (21) Military simulation games
- (22) Wind surfing
- (23) Skin and scuba diving
- (24) Skydiving
- (25) Darting
- (26) Shooting
- (98) Other
- (99) None

## Life Styles

Q1. I am going to read you some statements that might describe your personality. Please answer whether you agree or disagree with each of the following statements by choosing a score from 1 to 5. If you think the statement I will read is very true to you, please give the score of 5. If you think it is not true to you at all, then give the score of 1.

	Very true	True	Moderately true	Not very true	Not true at all
01) When I buy clothes, I go for styles and fashion, rather than comfortableness.	5	4	3	2	1
02) When I buy clothes, I buy brand name clothes, even if they are more expensive.	5	4	3	2	1
03) I usually buy clothes at outlets or when they are on sale.	5	4	3	2	1
04) I like western food such as pizza.	5	4	3	2	1
05) When I buy things, I prefer to pay in cash.	5	4	3	2	1
06) I change my home interior decoration once or twice a year.	5	4	3	2	1
07) I usually spend a lot of time decorating my home.	5	4	3	2	1
08) I prefer single houses over condominiums.	5	4	3	2	1
09) I do not own a home yet, but I cannot live without owning a car.	5	4	3	2	1
10) I like cooking.	5	4	3	2	1
11) I think brand name products have superior quality.	5	4	3	2	1
12) I usually buy new products before other people do.	5	4	3	2	1
13) I regularly eat instant food, at least one meal a day.	5	4	3	2	1
14) Publicly advertised products are more reliable than unadvertised products.	5	4	3	2	1
15) When I buy something, I tend to buy the same brand.	5	4	3	2	1
16) Religion plays an important role in my life.	5	4	3	2	1
17) I enjoy my life.	5	4	3	2	1
18) When I get sick, I usually go to a hospital, rather than to a pharmacy.	5	4	3	2	1
19) I am very interested in political issues.	5	4	3	2	1
20) Drinking alcoholic beverages is sometimes necessary to get along with others.	5	4	3	2	1

21) I like to read fashion articles or magazines.	5	4	3	2	1
22) I like to wear modest clothes that many people wear.	5	4	3	2	1
23) Getting social recognition is more important than being recognized by the family.	5	4	3	2	1
24) Elderly problems should be resolved within family boundaries.	5	4	3	2	1
25) Today's pop songs, K-pop as well as western pop music, are too flashy.	5	4	3	2	1
26) I tend to memorize the content of new commercials well.	5	4	3	2	1
27) I think family is more important than work or a job.	5	4	3	2	1
28) I usually go to a restaurant with a nice atmosphere even if it is more expensive than others.	5	4	3	2	1
29) Whether it is imported or domestically produced, I always consider the quality first when I buy something.	5	4	3	2	1
30) I usually make a shopping list before I go shopping.	5	4	3	2	1
31) I tend to quickly follow wherever the trend goes.	5	4	3	2	1