



HRC Media Index : Life Style, 2001

**CODE BOOK**

Korea Social Science Data Archive

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## Study Description

<i>Study Title:</i>	HRC Media Index : Life Style, 2001
<i>Fieldwork Dates:</i>	2001
<i>Principal Investigator:</i>	
<i>Producers:</i>	Hankook Research
<i>Sample Type:</i>	Multi stage probability Proportionate sampling
<i>Fieldwork Institute:</i>	Hankook Research
<i>Fieldwork Methods:</i>	Face to face interview
<i>Number of Cases:</i>	6,015 (valid)
<i>Geographic Coverage:</i>	Urban area of South Korea except for Jeju
<i>Universe:</i>	Persons aged from 11 to 59
<i>Distributor:</i>	Korea Social Science Data Archive (KOSSDA)

## Please note

In the codebook, each frequency table consists of a variable name, question, and frequency table. The first column, RESPONSE, indicates response categories and the second column, PUNCH, is a value for each response category. The third and fourth columns, FREQ and PERCENT, show the number of individuals and percentage of individuals belonging to a specific response category. The last column VALID % is the percentage of individuals who are assigned to a specific response category without missing data, such as DK (Don't know), NA (No answer), and NAP (Not applicable).

**part Part**

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
Entire	1	6,015	100.0	100.0
Total		6,015	100.0	100.0

**time Survey time**

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
1st survey (Feb-Mar)	1	2,008	33.4	33.4
2nd survey (June-July)	2	2,006	33.3	33.3
3rd survey (Oct-Nov)	3	2,001	33.3	33.3
Total		6,015	100.0	100.0

**day Survey day**

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
Monday	1	1,042	17.3	17.3
Tuesday	2	948	15.8	15.8
Wednesday	3	921	15.3	15.3
Thursday	4	874	14.5	14.5
Friday	5	959	15.9	15.9
Saturday	6	711	11.8	11.8
Sunday	7	560	9.3	9.3
Total		6,015	100.0	100.0

**size Size of city**

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
Large city	1	3,228	53.7	53.7
Small and mediun-sized city	2	2,787	46.3	46.3
Total		6,015	100.0	100.0

**area Survey area**

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
Seoul	1	1,539	25.6	25.6
Busan	2	556	9.2	9.2
Daegu	3	370	6.2	6.2
Incheon	4	372	6.2	6.2
Gwangju	5	193	3.2	3.2

Daejeon	6	198	3.3	3.3
Gyeonggi	8	1,156	19.2	19.2
Gangwon	9	153	2.5	2.5
Chungcheong	10	293	4.9	4.9
Jeolla	11	378	6.3	6.3
Gyeongsang	12	807	13.4	13.4
Total		6,015	100.0	100.0

**DQ1 Respondent: Age**

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

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
11-14 years	1	429	7.1	7.1
15-17 years	2	455	7.6	7.6
18-19 years	3	206	3.4	3.4
20-24 years	4	653	10.9	10.9
25-29 years	5	798	13.3	13.3
30-34 years	6	771	12.8	12.8
35-39 years	7	786	13.1	13.1
40-44 years	8	710	11.8	11.8
45-49 years	9	481	8.0	8.0
50-54 years	10	384	6.4	6.4
55-59 years	11	342	5.7	5.7
Total		6,015	100.0	100.0

**DQ2 Respondent: Sex**

Q2. What is your sex?

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
Male	1	3,020	50.2	50.2
Female	2	2,995	49.8	49.8
Total		6,015	100.0	100.0

**DQ3 Respondent: Marital status**

Q3. What is your marital status?

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
Never married	1	2,425	40.3	40.3
Currently married	2	3,564	59.3	59.3
NA	9	26	0.4	0.4
Total		6,015	100.0	100.0

**DQ4 How long R has been married**

Q4. How long have you been married?

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
Less than 2 years	1	217	3.6	6.0
2 years to less than 4 years	2	374	6.2	10.4
5 years to less than 6 years	3	289	4.8	8.1
7 years to less than 9 years	4	422	7.0	11.8
10 years to less than 14 years	5	730	12.1	20.3
15 years to less than 19 years	6	553	9.2	15.4
20 years or longer	7	979	16.3	27.3
NA	9	26	0.4	0.7
NAP	0	2,425	40.3	
Total		6,015	100.0	100.0

**DQ5 Yes/No: R currently has child**

(Ask this question only to Rs who answered Currently married, Remarried, Separated, Widowed, or Living with a partner)

Q5. Do you have children who are in the following age groups? If so, how many? (Including children who are already married)

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
No	1	251	4.2	7.0
Yes	2	3,339	55.5	93.0
NAP (Never Married)	0	2,425	40.3	
Total		6,015	100.0	100.0

#### DQ5\_1 1st child

(Ask this question only to Rs who answered Currently married, Remarried, Separated, Widowed, or Living with a partner)

Q5. Do you have children who are in the following age groups? If so, how many? (Including children who are already married)

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
0-4 years	1	771	12.8	23.1
5-9 years	2	784	13.0	23.5
10-14 years	3	543	9.0	16.3
15 years or older	4	1,241	20.6	37.2
NAP	0	2,676	44.5	
Total		6,015	100.0	100.0

#### DQ5\_2 2nd child

(Ask this question only to Rs who answered Currently married, Remarried, Separated, Widowed, or Living with a partner)

Q5. Do you have children who are in the following age groups? If so, how many? (Including children who are already married)

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
5-9 years	2	312	5.2	33.2
10-14 years	3	362	6.0	38.5
15 years or older	4	267	4.4	28.4
NAP	0	5,074	84.4	
Total		6,015	100.0	100.0

#### DQ5\_3 3rd child

(Ask this question only to Rs who answered Currently married, Remarried, Separated, Widowed, or Living with a partner)

Q5. Do you have children who are in the following age groups? If so, how many? (Including children who are already married)

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
10-14 years	3	20	0.3	48.8
15 years or older	4	21	0.3	51.2
NAP	0	5,974	99.3	
Total		6,015	100.0	100.0

**DQ5\_4 4th child**

(Ask this question only to Rs who answered Currently married, Remarried, Separated, Widowed, or Living with a partner)

Q5. Do you have children who are in the following age groups? If so, how many? (Including children who are already married)

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
15 years or older	4	2	0.0	100.0
NAP	0	6,013	100.0	
Total		6,015	100.0	100.0

**DQ7a Respondent: Highest level of education**

Q7A. What is the highest level of school you completed?

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
Attending elementary school	1	197	3.3	3.3
Attending middle school	2	422	7.0	7.0
Attending high school	3	363	6.0	6.0
Attending College	4	356	5.9	5.9
Attending graduate school	5	12	0.2	0.2
No school education received	6	29	0.5	0.5
Elementary school graduate	7	204	3.4	3.4
Middle school graduate	8	418	6.9	6.9
High school graduate	9	2,513	41.8	41.8
College graduate	10	1,400	23.3	23.3
Postgraduate degree	11	91	1.5	1.5
NA	12	10	0.2	0.2
Total		6,015	100.0	100.0

**DQ7b Household head: Highest level of education**

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

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
No school education received	1	53	0.9	0.9
Elementary school graduate	2	334	5.6	5.6
Middle school graduate	3	633	10.5	10.5
High school graduate	4	2,957	49.2	49.2



College graduate	5	1,759	29.2	29.2
Postgraduate degree	6	190	3.2	3.2
NA	7	89	1.5	1.5
Total		6,015	100.0	100.0

**DQ8 Yes/No: R currently has job**

Q8. Do you currently have a job?

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
Employed	1	3,570	59.4	59.4
Unemployed	2	2,445	40.6	40.6
Total		6,015	100.0	100.0

**DQ9 Main source of income**

Q9. What is your main source of income? Please choose your answer from the following.

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
Self-employed business	1	906	15.1	15.1
Regular salary	2	2,123	35.3	35.3
Intermittent income	3	662	11.0	11.0
Have no income	4	2,324	38.6	38.6
Total		6,015	100.0	100.0

**DQ10 Respondent: Occupation**

Q10. 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.

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
Administrative or Managerial Occupations	1	201	3.3	3.3
Professional occupations	2	227	3.8	3.8
Office and administrative support occupations	3	530	8.8	8.8
Agriculture, Livestock, Fishing, Mining	4	214	3.6	3.6
Sales and Service Occupations	5	765	12.7	12.7
Laborers and Skilled Workers	6	1,474	24.5	24.5
Housewives	7	888	14.8	14.8
Students	8	1,311	21.8	21.8
Unemployed	9	233	3.9	3.9
Other	10	172	2.9	2.9
Total		6,015	100.0	100.0

**DQ11 Average work hours**

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

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
Less than 20 hours	1	103	1.7	2.9
20-29 hours	2	76	1.3	2.1
30-34 hours	3	156	2.6	4.4
35 hours or longer	4	3,184	52.9	88.9
NA	5	64	1.1	1.8
NAP	0	2,432	40.4	
Total		6,015	100.0	100.0

**DQ12 Main source of household head's income**

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

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
Self-employed business	1	1,865	31.0	31.0
Regular salary	2	2,987	49.7	49.7
Intermittent income	3	712	11.8	11.8
Have no income	4	429	7.1	7.1
NA	9	22	0.4	0.4
Total		6,015	100.0	100.0

**DQ13 Household head: Occupation**

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.

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
Administrative or Managerial Occupations	1	819	13.6	13.6
Professional occupations	2	236	3.9	3.9
Office and administrative support occupations	3	1,098	18.3	18.3
Agriculture, Livestock, Fishing, Mining	4	377	6.3	6.3
Sales and Service Occupations	5	1,313	21.8	21.8
Laborers and Skilled Workers	6	1,569	26.1	26.1
Housewives	7	45	0.7	0.7
Students	8	25	0.4	0.4

Unemployed	9	297	4.9	4.9
Other	10	236	3.9	3.9
Total		6,015	100.0	100.0

**DQ14 Number of family members who have income**

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

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
None	1	59	1.0	1.0
1 person	2	2,592	43.1	43.1
2 people	3	2,663	44.3	44.3
3 people	4	498	8.3	8.3
4 people	5	160	2.7	2.7
More than 5 people	6	41	0.7	0.7
NA	9	2	0.0	0.0
Total		6,015	100.0	100.0

**DQ15 Number of family members R lives with**

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

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
1 person	1	135	2.2	2.2
2 people	2	467	7.8	7.8
3 people	3	1,191	19.8	19.8
4 people	4	2,908	48.3	48.3
5 people	5	929	15.4	15.4
6 people	6	273	4.5	4.5
7 people	7	78	1.3	1.3
More than 8 people	8	26	0.4	0.4
NA	9	8	0.1	0.1
Total		6,015	100.0	100.0

**DQ16 Amount of monthly household income**

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.)

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
Less than 400,000 won	13	49	0.8	0.8
400,000 won - 590,000 won	14	40	0.7	0.7
600,000 won - 790,000 won	15	64	1.1	1.1
800,000 won - 990,000 won	16	168	2.8	2.8
1,000,000 won - 1,190,000 won	17	285	4.7	4.7
1,200,000 won - 1,590,000 won	18	686	11.4	11.4
1,600,000 won - 1,990,000 won	19	839	13.9	13.9
2,000,000 won - 2,990,000 won	20	1,832	30.5	30.5
3,000,000 won - 3,990,000 won	21	758	12.6	12.6
4,000,000 won - 4,990,000 won	22	285	4.7	4.7
5,000,000 won - 6,990,000 won	23	284	4.7	4.7
NA	26	725	12.1	12.1
Total		6,015	100.0	100.0

**DQ17 Amount of monthly income**

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.)

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
None	12	2,326	38.7	38.7
Less than 400,000 won	13	246	4.1	4.1
400,000 won - 590,000 won	14	297	4.9	4.9
600,000 won - 790,000 won	15	418	6.9	6.9
800,000 won - 990,000 won	16	528	8.8	8.8
1,000,000 won - 1,190,000 won	17	392	6.5	6.5
1,200,000 won - 1,590,000 won	18	605	10.1	10.1
1,600,000 won - 1,990,000 won	19	410	6.8	6.8
2,000,000 won - 2,990,000 won	20	464	7.7	7.7
3,000,000 won - 3,990,000 won	21	184	3.1	3.1
NA	24	145	2.4	2.4
Total		6,015	100.0	100.0

**DQ18 Home ownership**

Q18. What is the ownership status of your home?

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
Own home	1	4,002	66.5	66.5
Deposit-only lease (Jeonse)	2	1,728	28.7	28.7
Monthly rent (Wolse)	3	202	3.4	3.4
Boarding	4	7	0.1	0.1
Other	5	76	1.3	1.3
Total		6,015	100.0	100.0

**DQ19 Type of residence**

Q19. What type of home is this?

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
Single family house	1	2,557	42.5	42.5
Attached family hose/Multi-family house	2	723	12.0	12.0
Condominium	3	2,450	40.7	40.7
Residential unit in a commercial building	4	177	2.9	2.9
Other	5	108	1.8	1.8
Total		6,015	100.0	100.0

**DQ20 Respondent: Religion**

Q20. Which religion do you have?

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
None	1	2,542	42.3	42.3
Christianity	2	1,560	25.9	25.9
Buddhism	3	1,369	22.8	22.8
Roman Catholic	4	485	8.1	8.1
Cheondogyo	5	2	0.0	0.0
Other	6	57	0.9	0.9
Total		6,015	100.0	100.0

**DQ21 Living standard**

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

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
High	1	45	0.7	0.7
Upper middle	2	704	11.7	11.7
Middle	3	3,349	55.7	55.7
Lower middle	4	1,598	26.6	26.6
Low	5	314	5.2	5.2
NA	9	5	0.1	0.1
Total		6,015	100.0	100.0

**DQ22 Number of movings in past 3 years**

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

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
Three times or more	1	125	2.1	2.1
Two times	2	387	6.4	6.4
Once	3	1,723	28.6	28.6
Never	4	3,780	62.8	62.8
Total		6,015	100.0	100.0

**A1 Respondent: Hobby**

AQ1. What is your hobby? (Mark only one.)

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
Mountain climbing	1	589	9.8	9.8
Fishing	2	348	5.8	5.8
Baduk	3	171	2.8	2.8
Movie going/film watching	4	484	8.0	8.0
Concert going/music listening	5	728	12.1	12.1
Collecting	6	36	0.6	0.6
Travelling	7	319	5.3	5.3
Playing musical instruments	8	84	1.4	1.4
Exercise/play a sport	9	722	12.0	12.0
Gardening	10	48	0.8	0.8

Knitting/embroidery	11	225	3.7	3.7
Cooking	12	133	2.2	2.2
Painting/drawing/calligraphy	13	83	1.4	1.4
Reading	14	376	6.3	6.3
Computer/Internet (including games)	15	770	12.8	12.8
Other	17	270	4.5	4.5
I have no hobbies	18	629	10.5	10.5
Total		6,015	100.0	100.0

**A2\_1 What did R do during last holiday(1)**

AQ2. Last week, how did you spend the holiday (Sunday)? (Mark all.)

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
Stayed at home	1	2,134	35.5	35.5
Went out with family	2	665	11.1	11.1
Met friend(s)	3	806	13.4	13.4
Climbed a mountain	4	165	2.7	2.7
Went fishing	5	48	0.8	0.8
Baduk	6	13	0.2	0.2
Movie	7	61	1.0	1.0
Dated with a girl/boyfriend	8	94	1.6	1.6
Trip/travel	9	84	1.4	1.4
Concert	10	6	0.1	0.1
Attended a wedding/gathering	11	139	2.3	2.3
Visited relatives	12	168	2.8	2.8
Religious activity	13	461	7.7	7.7
Went spa/sauna	14	71	1.2	1.2
Exercised/played a sport	15	97	1.6	1.6
Worked/studied	16	721	12.0	12.0
Golf	17	7	0.1	0.1
Computer/Internet	18	131	2.2	2.2
Other	20	144	2.4	2.4
Total		6,015	100.0	100.0

**A2\_2 What did R do during last holiday(2)**

AQ2. Last week, how did you spend the holiday (Sunday)? (Mark all.)

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
Went out with family	2	148	2.5	8.5
Met friend(s)	3	173	2.9	10.0
Climbed a mountain	4	43	0.7	2.5
Went fishing	5	16	0.3	0.9
Baduk	6	13	0.2	0.8
Movie	7	62	1.0	3.6
Dated with a girl/boyfriend	8	47	0.8	2.7
Trip/travel	9	32	0.5	1.8
Concert	10	3	0.0	0.2
Attended a wedding/gathering	11	73	1.2	4.2
Visited relatives	12	77	1.3	4.4
Religious activity	13	264	4.4	15.2
Went spa/sauna	14	273	4.5	15.8
Exercised/played a sport	15	78	1.3	4.5
Worked/studied	16	174	2.9	10.0
Computer/Internet	18	211	3.5	12.2
Other	20	46	0.8	2.7
NAP	0	4,282	71.2	
Total		6,015	100.0	100.0

**A2\_3 What did R do during last holiday(3)**

AQ2. Last week, how did you spend the holiday (Sunday)? (Mark all.)

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
Met friend(s)	3	10	0.2	2.2
Climbed a mountain	4	3	0.0	0.7
Went fishing	5	1	0.0	0.2
Baduk	6	3	0.0	0.7
Movie	7	16	0.3	3.5
Dated with a girl/boyfriend	8	10	0.2	2.2
Trip/travel	9	6	0.1	1.3
Concert	10	1	0.0	0.2



Attended a wedding/gathering	11	13	0.2	2.9
Visited relatives	12	19	0.3	4.2
Religious activity	13	49	0.8	10.8
Went spa/sauna	14	104	1.7	23.0
Exercised/played a sport	15	34	0.6	7.5
Worked/studied	16	28	0.5	6.2
Golf	17	3	0.0	0.7
Computer/Internet	18	138	2.3	30.5
Other	20	15	0.2	3.3
NAP	0	5,562	92.5	
Total		6,015	100.0	100.0

**A2\_4 What did R do during last holiday(4)**

AQ2. Last week, how did you spend the holiday (Sunday)? (Mark all.)

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
Climbed a mountain	4	1	0.0	0.9
Movie	7	2	0.0	1.8
Dated with a girl/boyfriend	8	3	0.0	2.6
Trip/travel	9	3	0.0	2.6
Attended a wedding/gathering	11	2	0.0	1.8
Visited relatives	12	2	0.0	1.8
Religious activity	13	7	0.1	6.1
Went spa/sauna	14	15	0.2	13.2
Exercised/played a sport	15	17	0.3	14.9
Worked/studied	16	9	0.1	7.9
Computer/Internet	18	44	0.7	38.6
Other	20	9	0.1	7.9
NAP	0	5,901	98.1	
Total		6,015	100.0	100.0

**A2\_5 What did R do during last holiday(5)**

AQ2. Last week, how did you spend the holiday (Sunday)? (Mark all.)

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
Trip/travel	9	1	0.0	4.0
Attended a wedding/gathering	11	1	0.0	4.0

Visited relatives	12	1	0.0	4.0
Religious activity	13	2	0.0	8.0
Went spa/sauna	14	5	0.1	20.0
Exercised/played a sport	15	2	0.0	8.0
Worked/studied	16	3	0.0	12.0
Computer/Internet	18	10	0.2	40.0
NAP	0	5,990	99.6	
Total		6,015	100.0	100.0

**A2\_6 What did R do during last holiday(6)**

AQ2. Last week, how did you spend the holiday (Sunday)? (Mark all.)

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
Went spa/sauna	14	1	0.0	12.5
Exercised/played a sport	15	1	0.0	12.5
Computer/Internet	18	6	0.1	75.0
NAP	0	6,007	99.9	
Total		6,015	100.0	100.0

**A3 Issue that R is most concerned about**

AQ3.What is the issue that you are most concerned about these days? (Mark only one.)

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
Academic performance/grade	1	691	11.5	11.5
Going on to school for further education	2	174	2.9	2.9
Getting a job	3	288	4.8	4.8
Housing	4	144	2.4	2.4
Increase wealth	5	560	9.3	9.3
Health	6	769	12.8	12.8
Business	7	390	6.5	6.5
Workplace issue	8	602	10.0	10.0
Friendship or relationship with a boy/girlfriend	9	365	6.1	6.1
Marriage	10	159	2.6	2.6
Wife/husband	11	53	0.9	0.9
Child/children	12	862	14.3	14.3
Life after retirement	13	68	1.1	1.1
Family affair	14	176	2.9	2.9

Physical appearance/body weight	15	225	3.7	3.7
Other	17	130	2.2	2.2
None	18	359	6.0	6.0
Total		6,015	100.0	100.0

#### A4 Amount of monthly pocket money

AQ4. 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.

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
2,000 won to 3,000 won	11	45	0.7	0.7
4,000 won to 5,000 won	12	54	0.9	0.9
5,000 won to 10,000 won	13	109	1.8	1.8
10,000 won to 30,000 won	14	712	11.8	11.8
30,000 won to 50,000 won	15	702	11.7	11.7
50,000 won to 70,000 won	16	450	7.5	7.5
70,000 won to 100,000 won	17	764	12.7	12.7
100,000 won to 150,000 won	18	820	13.6	13.6
150,000 won to 200,000 won	19	756	12.6	12.6
200,000 won to 300,000 won	20	823	13.7	13.7
300,000 won to 500,000 won	21	534	8.9	8.9
500,000 won to 990,000 won	22	160	2.7	2.7
1,000,000 won or over	23	68	1.1	1.1
NA	99	18	0.3	0.3
Total		6,015	100.0	100.0

#### A5 Exercising at least once a week

AQ5. Do you regularly exercise or play sports at least once a week?

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
No	0	4,188	69.6	69.6
Yes	1	1,827	30.4	30.4
Total		6,015	100.0	100.0

**A6\_1 Type of exercises R regularly do(1)**

AQ6. Which exercises or sports do you regularly do at least once a week? (Mark all.)

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
Jogging	2	335	5.6	18.3
Aerobics	3	43	0.7	2.4
Swimming	4	129	2.1	7.1
Bowling	5	51	0.8	2.8
Tennis	6	49	0.8	2.7
Badminton	7	44	0.7	2.4
Taekwondo	8	43	0.7	2.4
Football [soccer]	9	188	3.1	10.3
Volleyball	10	2	0.0	0.1
Basketball	11	75	1.2	4.1
Table tennis	12	23	0.4	1.3
Baseball	13	8	0.1	0.4
Pool and pocket billiards	14	30	0.5	1.6
Kendo	15	34	0.6	1.9
Mountain climbing	16	221	3.7	12.1
Yoga/hypogastric breathing	17	12	0.2	0.7
Golf	18	31	0.5	1.7
Fitness exercises	19	238	4.0	13.0
Jump rope	20	47	0.8	2.6
Free exercise/workout	23	71	1.2	3.9
Other	25	153	2.5	8.4
NAP	0	4,188	69.6	
Total		6,015	100.0	100.0

**A6\_2 Type of exercises R regularly do(2)**

AQ6. Which exercises or sports do you regularly do at least once a week? (Mark all.)

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
Aerobics	3	3	0.0	1.0
Swimming	4	7	0.1	2.4
Bowling	5	5	0.1	1.7
Tennis	6	8	0.1	2.8
Badminton	7	8	0.1	2.8

Taekwondo	8	3	0.0	1.0
Football [soccer]	9	25	0.4	8.6
Volleyball	10	1	0.0	0.3
Basketball	11	33	0.5	11.4
Table tennis	12	8	0.1	2.8
Baseball	13	5	0.1	1.7
Pool and pocket billiards	14	12	0.2	4.1
Kendo	15	2	0.0	0.7
Mountain climbing	16	41	0.7	14.1
Yoga/hypogastric breathing	17	3	0.0	1.0
Golf	18	4	0.1	1.4
Fitness exercises	19	56	0.9	19.3
Jump rope	20	17	0.3	5.9
Free exercise/workout	23	29	0.5	10.0
Other	25	20	0.3	6.9
NAP	0	5,725	95.2	
Total		6,015	100.0	100.0

### A6\_3 Type of exercises R regularly do(3)

AQ6. Which exercises or sports do you regularly do at least once a week? (Mark all.)

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
Swimming	4	1	0.0	1.7
Badminton	7	1	0.0	1.7
Football [soccer]	9	1	0.0	1.7
Basketball	11	5	0.1	8.3
Table tennis	12	5	0.1	8.3
Baseball	13	4	0.1	6.7
Pool and pocket billiards	14	12	0.2	20.0
Mountain climbing	16	2	0.0	3.3
Yoga/hypogastric breathing	17	1	0.0	1.7
Golf	18	2	0.0	3.3
Fitness exercises	19	11	0.2	18.3
Jump rope	20	6	0.1	10.0
Free exercise/workout	23	5	0.1	8.3
Other	25	4	0.1	6.7
NAP	0	5,955	99.0	
Total		6,015	100.0	100.0

**A6\_4 Type of exercises R regularly do(4)**

AQ6. Which exercises or sports do you regularly do at least once a week? (Mark all.)

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
Football [soccer]	9	1	0.0	12.5
Table tennis	12	1	0.0	12.5
Pool and pocket billiards	14	2	0.0	25.0
Golf	18	1	0.0	12.5
Jump rope	20	1	0.0	12.5
Free exercise/workout	23	1	0.0	12.5
Other	25	1	0.0	12.5
NAP	0	6,007	99.9	
Total		6,015	100.0	100.0

**A6\_5 Type of exercises R regularly do(5)**

AQ6. Which exercises or sports do you regularly do at least once a week? (Mark all.)

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
Mountain climbing	16	2	0.0	66.7
Fitness exercises	19	1	0.0	33.3
NAP	0	6,012	100.0	
Total		6,015	100.0	100.0

**A7 Exercise that R wants to try**

AQ7. Which of the following exercises or sports do you want to try someday or do well? (Mark only one.)

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
Aerobics	1	168	2.8	2.8
Swimming	2	1,283	21.3	21.3
Mountain climbing	3	520	8.6	8.6
Bowling	4	250	4.2	4.2
Tennis	5	245	4.1	4.1
Table tennis	6	52	0.9	0.9
Baseball	7	71	1.2	1.2
Football [soccer]	8	212	3.5	3.5
Volleyball	9	12	0.2	0.2

Basketball	10	94	1.6	1.6
Shooting with real bullets	11	68	1.1	1.1
Skiing/Snowboarding	12	206	3.4	3.4
Golf	13	314	5.2	5.2
Fitness exercises	14	377	6.3	6.3
Kendo	15	225	3.7	3.7
Yoga/hypogastric breathing	16	107	1.8	1.8
Water ski	17	104	1.7	1.7
Horseback riding	18	145	2.4	2.4
Hang gliding	19	90	1.5	1.5
Military simulation games	20	58	1.0	1.0
Wind surfing	21	26	0.4	0.4
Skin and scuba diving	22	166	2.8	2.8
Skydiving	23	73	1.2	1.2
Bungee jumping	27	168	2.8	2.8
Darting	28	1	0.0	0.0
Shooting	29	35	0.6	0.6
Other	31	312	5.2	5.2
None	32	633	10.5	10.5
Total		6,015	100.0	100.0

#### **B\_1 Styles/Fashion vs. Comfortableness**

BQ1. 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.

01) When I buy clothes, I go for styles and fashion, rather than comfortableness.

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
Not true at all	1	904	15.0	15.0
Not very true	2	1,720	28.6	28.6
Moderately true	3	1,571	26.1	26.1
True	4	1,375	22.9	22.9
Very true	5	399	6.6	6.6
DK	6	46	0.8	0.8
Total		6,015	100.0	100.0

## **B\_2 Buying brand name clothes**

BQ1. 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.

02) When I buy clothes, I buy brand name clothes, even if they are more expensive.

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
Not true at all	1	1,220	20.3	20.3
Not very true	2	2,216	36.8	36.8
Moderately true	3	1,293	21.5	21.5
True	4	1,020	17.0	17.0
Very true	5	231	3.8	3.8
DK	6	35	0.6	0.6
Total		6,015	100.0	100.0

## **B\_3 Buying clothes at outlets**

BQ1. 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.

03) I usually buy clothes at outlets or when they are on sale.

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
Not true at all	1	359	6.0	6.0
Not very true	2	1,104	18.4	18.4
Moderately true	3	1,357	22.6	22.6
True	4	2,428	40.4	40.4
Very true	5	712	11.8	11.8
DK	6	55	0.9	0.9
Total		6,015	100.0	100.0

## **B\_4 R likes western food**

BQ1. 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.

04) I like western food such as pizza.

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
Not true at all	1	1,498	24.9	24.9



Not very true	2	1,644	27.3	27.3
Moderately true	3	1,327	22.1	22.1
True	4	1,167	19.4	19.4
Very true	5	347	5.8	5.8
DK	6	32	0.5	0.5
Total		6,015	100.0	100.0

**B\_5 Preferring to pay in cash**

BQ1. 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.

05) When I buy things, I prefer to pay in cash.

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
Not true at all	1	332	5.5	5.5
Not very true	2	810	13.5	13.5
Moderately true	3	1,031	17.1	17.1
True	4	2,364	39.3	39.3
Very true	5	1,448	24.1	24.1
DK	6	30	0.5	0.5
Total		6,015	100.0	100.0

**B\_6 Changing home interior decoration**

BQ1. 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.

06) I change my home interior decoration once or twice a year.

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
Not true at all	1	1,815	30.2	30.2
Not very true	2	2,333	38.8	38.8
Moderately true	3	1,035	17.2	17.2
True	4	625	10.4	10.4
Very true	5	146	2.4	2.4
DK	6	61	1.0	1.0
Total		6,015	100.0	100.0

**B\_7 Spending a lot of time decorating home**

BQ1. 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.

07) I usually spend a lot of time decorating my home.

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
Not true at all	1	2,030	33.7	33.7
Not very true	2	2,467	41.0	41.0
Moderately true	3	975	16.2	16.2
True	4	380	6.3	6.3
Very true	5	96	1.6	1.6
DK	6	67	1.1	1.1
Total		6,015	100.0	100.0

**B\_8 Single house vs. Condominium**

BQ1. 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.

08) I prefer single houses over condominiums.

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
Not true at all	1	980	16.3	16.3
Not very true	2	1,591	26.5	26.5
Moderately true	3	981	16.3	16.3
True	4	1,374	22.8	22.8
Very true	5	1,053	17.5	17.5
DK	6	36	0.6	0.6
Total		6,015	100.0	100.0

**B\_9 R cannot live without car**

BQ1. 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.

09) I do not own a home yet, but I cannot live without owning a car.

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
Not true at all	1	1,132	18.8	18.8

Not very true	2	1,621	26.9	26.9
Moderately true	3	1,179	19.6	19.6
True	4	1,385	23.0	23.0
Very true	5	610	10.1	10.1
DK	6	88	1.5	1.5
Total		6,015	100.0	100.0

**B\_10 R likes cooking**

BQ1. 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.

10) I like cooking.

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
Not true at all	1	1,138	18.9	18.9
Not very true	2	1,638	27.2	27.2
Moderately true	3	1,576	26.2	26.2
True	4	1,180	19.6	19.6
Very true	5	445	7.4	7.4
DK	6	38	0.6	0.6
Total		6,015	100.0	100.0

**B\_11 Brand name products have superior quality**

BQ1. 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.

11) I think brand name products have superior quality.

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
Not true at all	1	328	5.5	5.5
Not very true	2	890	14.8	14.8
Moderately true	3	1,311	21.8	21.8
True	4	2,685	44.6	44.6
Very true	5	775	12.9	12.9
DK	6	26	0.4	0.4
Total		6,015	100.0	100.0

**B\_12 Buying new products before other people do**

BQ1. 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.

12) I usually buy new products before other people do.

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
Not true at all	1	1,181	19.6	19.6
Not very true	2	2,571	42.7	42.7
Moderately true	3	1,453	24.2	24.2
True	4	607	10.1	10.1
Very true	5	162	2.7	2.7
DK	6	41	0.7	0.7
Total		6,015	100.0	100.0

**B\_13 Regular eating instant food**

BQ1. 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.

13) I regularly eat instant food, at least one meal a day.

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
Not true at all	1	1,338	22.2	22.2
Not very true	2	2,171	36.1	36.1
Moderately true	3	1,240	20.6	20.6
True	4	996	16.6	16.6
Very true	5	241	4.0	4.0
DK	6	29	0.5	0.5
Total		6,015	100.0	100.0

**B\_14 Publicly advertised products vs. Unadvertised products**

BQ1. 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.

14) Publicly advertised products are more reliable than unadvertised products.

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
Not true at all	1	302	5.0	5.0

Not very true	2	972	16.2	16.2
Moderately true	3	1,820	30.3	30.3
True	4	2,483	41.3	41.3
Very true	5	400	6.7	6.7
DK	6	38	0.6	0.6
Total		6,015	100.0	100.0

**B\_15 Buying same brand things**

BQ1. 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.

15) When I buy something, I tend to buy the same brand.

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
Not true at all	1	685	11.4	11.4
Not very true	2	2,191	36.4	36.4
Moderately true	3	1,540	25.6	25.6
True	4	1,335	22.2	22.2
Very true	5	226	3.8	3.8
DK	6	38	0.6	0.6
Total		6,015	100.0	100.0

**B\_16 Religion plays important role in life**

BQ1. 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.

16) Religion plays an important role in my life.

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
Not true at all	1	1,667	27.7	27.7
Not very true	2	1,618	26.9	26.9
Moderately true	3	1,039	17.3	17.3
True	4	938	15.6	15.6
Very true	5	692	11.5	11.5
DK	6	61	1.0	1.0
Total		6,015	100.0	100.0

**B\_17 R enjoys life**

BQ1. 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.

17) I enjoy my life.

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
Not true at all	1	156	2.6	2.6
Not very true	2	550	9.1	9.1
Moderately true	3	2,247	37.4	37.4
True	4	2,264	37.6	37.6
Very true	5	752	12.5	12.5
DK	6	46	0.8	0.8
Total		6,015	100.0	100.0

**B\_18 Going to hospital vs. Going to pharmacy**

BQ1. 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.

18) When I get sick, I usually go to a hospital, rather than to a pharmacy.

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
Not true at all	1	633	10.5	10.5
Not very true	2	1,998	33.2	33.2
Moderately true	3	1,312	21.8	21.8
True	4	1,470	24.4	24.4
Very true	5	567	9.4	9.4
DK	6	35	0.6	0.6
Total		6,015	100.0	100.0

**B\_19 R is interested in political issues**

BQ1. 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.

19) I am very interested in political issues.

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
Not true at all	1	1,329	22.1	22.1

Not very true	2	1,878	31.2	31.2
Moderately true	3	1,459	24.3	24.3
True	4	964	16.0	16.0
Very true	5	345	5.7	5.7
DK	6	40	0.7	0.7
Total		6,015	100.0	100.0

**B\_20    Drinking alcohol: Necessary to get along with others**

BQ1. 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.

20) Drinking alcoholic beverages is sometimes necessary to get along with others.

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
Not true at all	1	728	12.1	12.1
Not very true	2	703	11.7	11.7
Moderately true	3	1,027	17.1	17.1
True	4	2,345	39.0	39.0
Very true	5	1,126	18.7	18.7
DK	6	86	1.4	1.4
Total		6,015	100.0	100.0

**B\_21    Reading fashion articles/magazines**

BQ1. 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.

21) I like to read fashion articles or magazines.

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
Not true at all	1	1,538	25.6	25.6
Not very true	2	1,944	32.3	32.3
Moderately true	3	1,219	20.3	20.3
True	4	986	16.4	16.4
Very true	5	287	4.8	4.8
DK	6	41	0.7	0.7
Total		6,015	100.0	100.0

**B\_22 Wearing modest clothes that many people wear**

BQ1. 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.

22) I like to wear modest clothes that many people wear.

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
Not true at all	1	244	4.1	4.1
Not very true	2	721	12.0	12.0
Moderately true	3	1,585	26.4	26.4
True	4	2,719	45.2	45.2
Very true	5	711	11.8	11.8
DK	6	35	0.6	0.6
Total		6,015	100.0	100.0

**B\_23 Getting social recognition vs. Being recognized by family**

BQ1. 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.

23) Getting social recognition is more important than being recognized by the family.

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
Not true at all	1	351	5.8	5.8
Not very true	2	1,171	19.5	19.5
Moderately true	3	2,244	37.3	37.3
True	4	1,680	27.9	27.9
Very true	5	513	8.5	8.5
DK	6	56	0.9	0.9
Total		6,015	100.0	100.0

**B\_24 Elderly problems should be resolved within family**

BQ1. 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.

24) Elderly problems should be resolved within family boundaries.

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
Not true at all	1	200	3.3	3.3



Not very true	2	630	10.5	10.5
Moderately true	3	1,520	25.3	25.3
True	4	2,381	39.6	39.6
Very true	5	1,231	20.5	20.5
DK	6	53	0.9	0.9
Total		6,015	100.0	100.0

**B\_25 Today's pop songs are too flashy**

BQ1. 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.

25) Today's pop songs, K-pop as well as western pop music, are too flashy.

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
Not true at all	1	562	9.3	9.3
Not very true	2	1,165	19.4	19.4
Moderately true	3	1,307	21.7	21.7
True	4	1,835	30.5	30.5
Very true	5	1,100	18.3	18.3
DK	6	46	0.8	0.8
Total		6,015	100.0	100.0

**B\_26 Memorizing content of new commercials**

BQ1. 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.

26) I tend to memorize the content of new commercials well.

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
Not true at all	1	825	13.7	13.7
Not very true	2	2,115	35.2	35.2
Moderately true	3	1,762	29.3	29.3
True	4	982	16.3	16.3
Very true	5	286	4.8	4.8
DK	6	45	0.7	0.7
Total		6,015	100.0	100.0

**B\_27 Family vs. Work/Job**

BQ1. 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.

27) I think family is more important than work or a job.

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
Not true at all	1	112	1.9	1.9
Not very true	2	455	7.6	7.6
Moderately true	3	1,959	32.6	32.6
True	4	2,344	39.0	39.0
Very true	5	1,099	18.3	18.3
DK	6	46	0.8	0.8
Total		6,015	100.0	100.0

**B\_28 Going to restaurant with nice atmosphere**

BQ1. 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.

28) I usually go to a restaurant with a nice atmosphere even if it is more expensive than others.

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
Not true at all	1	1,057	17.6	17.6
Not very true	2	2,356	39.2	39.2
Moderately true	3	1,586	26.4	26.4
True	4	800	13.3	13.3
Very true	5	183	3.0	3.0
DK	6	33	0.5	0.5
Total		6,015	100.0	100.0

**B\_29 Considering quality first when buy something**

BQ1. 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.

29) Whether it is imported or domestically produced, I always consider the quality first when I buy something.

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
Not true at all	1	304	5.1	5.1

Not very true	2	773	12.9	12.9
Moderately true	3	1,373	22.8	22.8
True	4	2,608	43.4	43.4
Very true	5	918	15.3	15.3
DK	6	39	0.6	0.6
Total		6,015	100.0	100.0

**B\_30 Making shopping list before go shopping**

BQ1. 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.

30) I usually make a shopping list before I go shopping.

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
Not true at all	1	987	16.4	16.4
Not very true	2	1,821	30.3	30.3
Moderately true	3	1,352	22.5	22.5
True	4	1,392	23.1	23.1
Very true	5	425	7.1	7.1
DK	6	38	0.6	0.6
Total		6,015	100.0	100.0

**B\_31 Following trends**

BQ1. 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.

31) I tend to quickly follow wherever the trend goes.

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
Not true at all	1	847	14.1	14.1
Not very true	2	1,936	32.2	32.2
Moderately true	3	1,934	32.2	32.2
True	4	991	16.5	16.5
Very true	5	275	4.6	4.6
DK	6	32	0.5	0.5
Total		6,015	100.0	100.0