



HRC Media Index : Life Style, 2002

CODE BOOK

Korea Social Science Data Archive

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Study Description

<i>Study Title:</i>	HRC Media Index : Life Style, 2002
<i>Fieldwork Dates:</i>	2002
<i>Principal Investigator:</i>	
<i>Producers:</i>	Hankook Research
<i>Sample Type:</i>	Multi stage cluster sampling
<i>Fieldwork Institute:</i>	Hankook Research
<i>Fieldwork Methods:</i>	Face to face interview
<i>Number of Cases:</i>	7,080 (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	7,080	100.0	100.0
	Total		7,080	100.0	100.0

time	Survey time				
	RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
	1st survey (Feb-Mar)	1	2,385	33.7	33.7
	2nd survey (June-July)	2	2,397	33.9	33.9
	3rd survey (Oct-Nov)	3	2,298	32.5	32.5
	Total		7,080	100.0	100.0

day	Survey day				
	RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
	Monday	1	1,229	17.4	17.4
	Tuesday	2	1,129	15.9	15.9
	Wednesday	3	1,044	14.7	14.7
	Thursday	4	1,097	15.5	15.5
	Friday	5	1,037	14.6	14.6
	Saturday	6	825	11.7	11.7
	Sunday	7	719	10.2	10.2
	Total		7,080	100.0	100.0

size	Size of city				
	RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
	Large city	1	3,927	55.5	55.5
	Small and mediun-sized city	2	3,153	44.5	44.5
	Total		7,080	100.0	100.0

area	Survey area				
	RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
	Seoul	1	1,807	25.5	25.5
	Busan	2	635	9.0	9.0
	Daegu	3	413	5.8	5.8
	Incheon	4	407	5.7	5.7
	Gwangju	5	243	3.4	3.4

Daejeon	6	249	3.5	3.5
Ulsan	7	173	2.4	2.4
Gyeonggi	8	1,405	19.8	19.8
Gangwon	9	187	2.6	2.6
Chungcheong	10	361	5.1	5.1
Jeolla	11	448	6.3	6.3
Gyeongsang	12	752	10.6	10.6
Total		7,080	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	499	7.0	7.0
15-17 years	2	360	5.1	5.1
18-19 years	3	288	4.1	4.1
20-24 years	4	776	11.0	11.0
25-29 years	5	913	12.9	12.9
30-34 years	6	947	13.4	13.4
35-39 years	7	923	13.0	13.0
40-44 years	8	871	12.3	12.3
45-49 years	9	637	9.0	9.0
50-54 years	10	481	6.8	6.8
55-59 years	11	385	5.4	5.4
Total		7,080	100.0	100.0

DQ2 Respondent: Sex

Q2. What is your sex?

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
Male	1	3,548	50.1	50.1
Female	2	3,532	49.9	49.9
Total		7,080	100.0	100.0

DQ3 Respondent: Marital status

Q3. What is your marital status?

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
Never married	1	2,808	39.7	39.7
Currently married	2	4,207	59.4	59.4
NA	9	65	0.9	0.9
Total		7,080	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	219	3.1	5.1
2 years to less than 4 years	2	451	6.4	10.6
5 years to less than 6 years	3	351	5.0	8.2
7 years to less than 9 years	4	514	7.3	12.0
10 years to less than 14 years	5	834	11.8	19.5
15 years to less than 19 years	6	707	10.0	16.5
20 years or longer	7	1,131	16.0	26.5
NA	9	65	0.9	1.5
NAP	0	2,808	39.7	
Total		7,080	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	275	3.9	6.4
Yes	2	3,997	56.5	93.6
NAP (Never Married)	0	2,808	39.7	
Total		7,080	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	896	12.7	22.4
5-9 years	2	933	13.2	23.3
10-14 years	3	675	9.5	16.9
15 years or older	4	1,493	21.1	37.4
NAP	0	3,083	43.5	
Total		7,080	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	340	4.8	31.0
10-14 years	3	418	5.9	38.1
15 years or older	4	338	4.8	30.8
NAP	0	5,984	84.5	
Total		7,080	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	24	0.3	40.7
15 years or older	4	35	0.5	59.3
NAP	0	7,021	99.2	
Total		7,080	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	215	3.0	3.0
Attending middle school	2	424	6.0	6.0
Attending high school	3	299	4.2	4.2
Attending College	4	550	7.8	7.8
Attending graduate school	5	40	0.6	0.6
No school education received	6	29	0.4	0.4
Elementary school graduate	7	210	3.0	3.0
Middle school graduate	8	395	5.6	5.6
High school graduate	9	2,788	39.4	39.4
College graduate	10	1,976	27.9	27.9
Postgraduate degree	11	149	2.1	2.1
NA	12	5	0.1	0.1
Total		7,080	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?

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
No school education received	1	43	0.6	0.6
Elementary school graduate	2	351	5.0	5.0
Middle school graduate	3	587	8.3	8.3
High school graduate	4	3,301	46.6	46.6
College graduate	5	2,416	34.1	34.1
Postgraduate degree	6	294	4.2	4.2
NA	7	88	1.2	1.2
Total		7,080	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	4,283	60.5	60.5
Unemployed	2	2,797	39.5	39.5
Total		7,080	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	959	13.5	13.5
Regular salary	2	2,709	38.3	38.3
Intermittent income	3	892	12.6	12.6
Have no income	4	2,520	35.6	35.6
Total		7,080	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	221	3.1	3.1
Professional occupations	2	539	7.6	7.6
Office and administrative support occupations	3	688	9.7	9.7
Agriculture, Livestock, Fishing, Mining	4	185	2.6	2.6
Sales and Service Occupations	5	1,099	15.5	15.5
Laborers and Skilled Workers	6	1,402	19.8	19.8
Housewives	7	951	13.4	13.4
Students	8	1,473	20.8	20.8
Unemployed	9	239	3.4	3.4
Other	10	283	4.0	4.0
Total		7,080	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	208	2.9	4.7
20-29 hours	2	160	2.3	3.6
30-34 hours	3	233	3.3	5.3
35 hours or longer	4	3,675	51.9	83.2
NA	5	141	2.0	3.2
NAP	0	2,663	37.6	
Total		7,080	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	1,935	27.3	27.3
Regular salary	2	3,894	55.0	55.0
Intermittent income	3	884	12.5	12.5
Have no income	4	341	4.8	4.8
9	9	26	0.4	0.4
Total		7,080	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	486	6.9	6.9
Professional occupations	2	717	10.1	10.1
Office and administrative support occupations	3	1,414	20.0	20.0
Agriculture, Livestock, Fishing, Mining	4	344	4.9	4.9
Sales and Service Occupations	5	1,620	22.9	22.9
Laborers and Skilled Workers	6	1,792	25.3	25.3
Housewives	7	49	0.7	0.7
Students	8	28	0.4	0.4

Unemployed	9	286	4.0	4.0
Other	10	344	4.9	4.9
Total		7,080	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	57	0.8	0.8
1 person	2	2,924	41.3	41.3
2 people	3	3,192	45.1	45.1
3 people	4	669	9.4	9.4
4 people	5	198	2.8	2.8
More than 5 people	6	38	0.5	0.5
NA	9	2	0.0	0.0
Total		7,080	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	166	2.3	2.3
2 people	2	573	8.1	8.1
3 people	3	1,480	20.9	20.9
4 people	4	3,461	48.9	48.9
5 people	5	1,021	14.4	14.4
6 people	6	282	4.0	4.0
7 people	7	62	0.9	0.9
More than 8 people	8	33	0.5	0.5
NA	9	2	0.0	0.0
Total		7,080	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	24	0.3	0.3
400,000 won - 590,000 won	14	31	0.4	0.4
600,000 won - 790,000 won	15	69	1.0	1.0
800,000 won - 990,000 won	16	130	1.8	1.8
1,000,000 won - 1,190,000 won	17	240	3.4	3.4
1,200,000 won - 1,590,000 won	18	605	8.5	8.5
1,600,000 won - 1,990,000 won	19	824	11.6	11.6
2,000,000 won - 2,990,000 won	20	2,164	30.6	30.6
3,000,000 won - 3,990,000 won	21	1,084	15.3	15.3
4,000,000 won - 4,990,000 won	22	510	7.2	7.2
5,000,000 won - 6,990,000 won	23	527	7.4	7.4
NA	26	872	12.3	12.3
Total		7,080	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	2,515	35.5	35.5
Less than 400,000 won	13	204	2.9	2.9
400,000 won - 590,000 won	14	274	3.9	3.9
600,000 won - 790,000 won	15	349	4.9	4.9
800,000 won - 990,000 won	16	494	7.0	7.0
1,000,000 won - 1,190,000 won	17	531	7.5	7.5
1,200,000 won - 1,590,000 won	18	742	10.5	10.5
1,600,000 won - 1,990,000 won	19	662	9.4	9.4
2,000,000 won - 2,990,000 won	20	776	11.0	11.0
3,000,000 won - 3,990,000 won	21	341	4.8	4.8
NA	24	192	2.7	2.7
Total		7,080	100.0	100.0

DQ18 Home ownership

Q18. What is the ownership status of your home?

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
Own home	1	4,783	67.6	67.6
Deposit-only lease (Jeonse)	2	1,931	27.3	27.3
Monthly rent (Wolse)	3	236	3.3	3.3
Boarding	4	3	0.0	0.0
Other	5	127	1.8	1.8
Total		7,080	100.0	100.0

DQ19 Type of residence

Q19. What type of home is this?

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
Single family house	1	2,404	34.0	34.0
Attached family hose/Multi-family house	2	1,001	14.1	14.1
Condominium	3	3,380	47.7	47.7
Residential unit in a commercial building	4	191	2.7	2.7
Other	5	104	1.5	1.5
Total		7,080	100.0	100.0

DQ20 Respondent: Religion

Q20. Which religion do you have?

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
None	1	3,005	42.4	42.4
Christianity	2	1,850	26.1	26.1
Buddhism	3	1,552	21.9	21.9
Roman Catholic	4	600	8.5	8.5
Cheondogyo	5	6	0.1	0.1
Other	6	67	0.9	0.9
Total		7,080	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	59	0.8	0.8
Upper middle	2	637	9.0	9.0
Middle	3	3,879	54.8	54.8
Lower middle	4	2,080	29.4	29.4
Low	5	419	5.9	5.9
NA	9	6	0.1	0.1
Total		7,080	100.0	100.0

A1 Respondent: Hobby

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

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
Mountain climbing	1	603	8.5	8.5
Fishing	2	380	5.4	5.4
Baduk	3	222	3.1	3.1
Movie going/film watching	4	629	8.9	8.9
Concert going/music listening	5	784	11.1	11.1
Collecting	6	33	0.5	0.5
Travelling	7	413	5.8	5.8
Playing musical instruments	8	92	1.3	1.3
Exercise/play a sport	9	819	11.6	11.6
Gardening	10	57	0.8	0.8
Knitting/embroidery	11	229	3.2	3.2
Cooking	12	189	2.7	2.7
Painting/drawing/calligraphy	13	83	1.2	1.2
Reading	14	471	6.7	6.7
Computer/Internet (including games)	15	1,062	15.0	15.0
Other	17	268	3.8	3.8
I have no hobbies	18	746	10.5	10.5
Total		7,080	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	2,460	34.7	34.7
Went out with family	2	874	12.3	12.3
Met friend(s)	3	873	12.3	12.3
Climbed a mountain	4	188	2.7	2.7
Went fishing	5	73	1.0	1.0
Baduk	6	17	0.2	0.2
Movie	7	117	1.7	1.7
Dated with a girl/boyfriend	8	128	1.8	1.8
Trip/travel	9	145	2.0	2.0
Concert	10	7	0.1	0.1
Attended a wedding/gathering	11	158	2.2	2.2
Visited relatives	12	235	3.3	3.3
Religious activity	13	580	8.2	8.2
Went spa/sauna	14	92	1.3	1.3
Exercised/played a sport	15	103	1.5	1.5
Worked/studied	16	647	9.1	9.1
Golf	17	13	0.2	0.2
Computer/Internet	18	167	2.4	2.4
Shopping	19	21	0.3	0.3
Other	20	182	2.6	2.6
Total		7,080	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	152	2.1	7.0
Met friend(s)	3	208	2.9	9.5
Climbed a mountain	4	57	0.8	2.6
Went fishing	5	22	0.3	1.0
Baduk	6	23	0.3	1.1
Movie	7	113	1.6	5.2
Dated with a girl/boyfriend	8	75	1.1	3.4

Trip/travel	9	48	0.7	2.2
Concert	10	6	0.1	0.3
Attended a wedding/gathering	11	88	1.2	4.0
Visited relatives	12	134	1.9	6.1
Religious activity	13	327	4.6	15.0
Went spa/sauna	14	291	4.1	13.3
Exercised/played a sport	15	81	1.1	3.7
Worked/studied	16	155	2.2	7.1
Golf	17	3	0.0	0.1
Computer/Internet	18	323	4.6	14.8
Shopping	19	26	0.4	1.2
Other	20	49	0.7	2.2
NAP	0	4,899	69.2	
Total		7,080	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	8	0.1	1.3
Climbed a mountain	4	6	0.1	1.0
Went fishing	5	3	0.0	0.5
Baduk	6	3	0.0	0.5
Movie	7	22	0.3	3.5
Dated with a girl/boyfriend	8	19	0.3	3.0
Trip/travel	9	12	0.2	1.9
Attended a wedding/gathering	11	10	0.1	1.6
Visited relatives	12	27	0.4	4.3
Religious activity	13	69	1.0	11.0
Went spa/sauna	14	105	1.5	16.7
Exercised/played a sport	15	45	0.6	7.2
Worked/studied	16	23	0.3	3.7
Computer/Internet	18	217	3.1	34.6
Shopping	19	35	0.5	5.6
Other	20	23	0.3	3.7
NAP	0	6,453	91.1	
Total		7,080	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	0.7
Baduk	6	1	0.0	0.7
Movie	7	4	0.1	2.7
Dated with a girl/boyfriend	8	3	0.0	2.0
Trip/travel	9	1	0.0	0.7
Attended a wedding/gathering	11	2	0.0	1.4
Visited relatives	12	5	0.1	3.4
Religious activity	13	14	0.2	9.5
Went spa/sauna	14	25	0.4	16.9
Exercised/played a sport	15	13	0.2	8.8
Worked/studied	16	6	0.1	4.1
Computer/Internet	18	52	0.7	35.1
Shopping	19	13	0.2	8.8
Other	20	8	0.1	5.4
NAP	0	6,932	97.9	
Total		7,080	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	2.2
Attended a wedding/gathering	11	2	0.0	4.3
Visited relatives	12	1	0.0	2.2
Religious activity	13	3	0.0	6.5
Went spa/sauna	14	5	0.1	10.9
Exercised/played a sport	15	5	0.1	10.9
Worked/studied	16	2	0.0	4.3
Computer/Internet	18	22	0.3	47.8
Shopping	19	3	0.0	6.5
Other	20	2	0.0	4.3
NAP	0	7,034	99.4	
Total		7,080	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 %
Attended a wedding/gathering	11	1	0.0	5.3
Religious activity	13	2	0.0	10.5
Exercised/played a sport	15	1	0.0	5.3
Computer/Internet	18	8	0.1	42.1
Shopping	19	6	0.1	31.6
Other	20	1	0.0	5.3
NAP	0	7,061	99.7	
Total		7,080	100.0	100.0

A2_7 What did R do during last holiday(7)

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

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
Visited relatives	12	1	0.0	33.3
Went spa/sauna	14	1	0.0	33.3
Shopping	19	1	0.0	33.3
NAP	0	7,077	100.0	
Total		7,080	100.0	100.0

A2_8 What did R do during last holiday(8)

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

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
Went spa/sauna	14	1	0.0	50.0
Exercised/played a sport	15	1	0.0	50.0
NAP	0	7,078	100.0	
Total		7,080	100.0	100.0

A2_9 What did R do during last holiday(9)

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

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
Exercised/played a sport	15	1	0.0	50.0
Computer/Internet	18	1	0.0	50.0
NAP	0	7,078	100.0	
Total		7,080	100.0	100.0

A3_1 Issue that R is most concerned about(1)

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	682	9.6	9.7
Going on to school for further education	2	203	2.9	2.9
Getting a job	3	334	4.7	4.7
Housing	4	189	2.7	2.7
Increase wealth	5	778	11.0	11.1
Health	6	1,062	15.0	15.1
Business	7	330	4.7	4.7
Workplace issue	8	692	9.8	9.8
Friendship or relationship with a boy/girlfriend	9	370	5.2	5.3
Marriage	10	194	2.7	2.8
Wife/husband	11	70	1.0	1.0
Child/children	12	940	13.3	13.4
Life after retirement	13	63	0.9	0.9
Family affair	14	229	3.2	3.3
Physical appearance/body weight	15	323	4.6	4.6
Other	17	144	2.0	2.0
None	18	430	6.1	6.1
NAP	0	47	0.7	
Total		7,080	100.0	100.0

A3_2 Issue that R is most concerned about(2)

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

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
Debt redemption	16	323	4.6	100.0
NAP	0	6,757	95.4	
Total		7,080	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	64	0.9	0.9
4,000 won to 5,000 won	12	67	0.9	0.9
5,000 won to 10,000 won	13	163	2.3	2.3
10,000 won to 30,000 won	14	614	8.7	8.7
30,000 won to 50,000 won	15	682	9.6	9.6
50,000 won to 70,000 won	16	470	6.6	6.6
70,000 won to 100,000 won	17	813	11.5	11.5
100,000 won to 150,000 won	18	1,065	15.0	15.0
150,000 won to 200,000 won	19	991	14.0	14.0
200,000 won to 300,000 won	20	1,095	15.5	15.5
300,000 won to 500,000 won	21	692	9.8	9.8
500,000 won to 990,000 won	22	229	3.2	3.2
1,000,000 won or over	23	116	1.6	1.6
NA	99	19	0.3	0.3
Total		7,080	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	4,868	68.8	68.8
Yes	1	2,212	31.2	31.2
Total		7,080	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	471	6.7	21.3
Aerobics	3	50	0.7	2.3
Swimming	4	127	1.8	5.7
Bowling	5	51	0.7	2.3
Tennis	6	50	0.7	2.3
Badminton	7	55	0.8	2.5
Taekwondo	8	50	0.7	2.3
Football [soccer]	9	228	3.2	10.3
Volleyball	10	4	0.1	0.2
Basketball	11	70	1.0	3.2
Table tennis	12	24	0.3	1.1
Baseball	13	8	0.1	0.4
Pool and pocket billiards	14	16	0.2	0.7
Kendo	15	17	0.2	0.8
Mountain climbing	16	276	3.9	12.5
Yoga/hypogastric breathing	17	32	0.5	1.4
Golf	18	37	0.5	1.7
Fitness exercises	19	330	4.7	14.9
Jump rope	20	44	0.6	2.0
Free exercise/workout	23	79	1.1	3.6
Other	25	193	2.7	8.7
NAP	0	4,868	68.8	
Total		7,080	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	5	0.1	1.0
Swimming	4	20	0.3	4.1
Bowling	5	18	0.3	3.7
Tennis	6	13	0.2	2.7

Badminton	7	17	0.2	3.5
Taekwondo	8	6	0.1	1.2
Football [soccer]	9	39	0.6	8.0
Volleyball	10	3	0.0	0.6
Basketball	11	43	0.6	8.9
Table tennis	12	14	0.2	2.9
Baseball	13	6	0.1	1.2
Pool and pocket billiards	14	18	0.3	3.7
Kendo	15	6	0.1	1.2
Mountain climbing	16	66	0.9	13.6
Yoga/hypogastric breathing	17	7	0.1	1.4
Golf	18	18	0.3	3.7
Fitness exercises	19	80	1.1	16.5
Jump rope	20	26	0.4	5.4
Free exercise/workout	23	44	0.6	9.1
Other	25	36	0.5	7.4
NAP	0	6,595	93.1	
Total		7,080	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 %
Tennis	6	1	0.0	0.8
Badminton	7	1	0.0	0.8
Taekwondo	8	1	0.0	0.8
Football [soccer]	9	7	0.1	5.7
Volleyball	10	1	0.0	0.8
Basketball	11	14	0.2	11.5
Table tennis	12	7	0.1	5.7
Baseball	13	4	0.1	3.3
Pool and pocket billiards	14	9	0.1	7.4
Mountain climbing	16	12	0.2	9.8
Yoga/hypogastric breathing	17	3	0.0	2.5
Golf	18	1	0.0	0.8
Fitness exercises	19	18	0.3	14.8
Jump rope	20	21	0.3	17.2

Free exercise/workout	23	12	0.2	9.8
Other	25	10	0.1	8.2
NAP	0	6,958	98.3	
Total		7,080	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 %
Basketball	11	2	0.0	6.9
Table tennis	12	2	0.0	6.9
Baseball	13	1	0.0	3.4
Pool and pocket billiards	14	3	0.0	10.3
Mountain climbing	16	4	0.1	13.8
Yoga/hypogastric breathing	17	1	0.0	3.4
Golf	18	1	0.0	3.4
Fitness exercises	19	9	0.1	31.0
Jump rope	20	3	0.0	10.3
Free exercise/workout	23	3	0.0	10.3
NAP	0	7,051	99.6	
Total		7,080	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 %
Kendo	15	1	0.0	11.1
Mountain climbing	16	1	0.0	11.1
Fitness exercises	19	2	0.0	22.2
Jump rope	20	1	0.0	11.1
Free exercise/workout	23	3	0.0	33.3
Other	25	1	0.0	11.1
NAP	0	7,071	99.9	
Total		7,080	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	210	3.0	3.0
Swimming	2	1,483	20.9	20.9
Mountain climbing	3	560	7.9	7.9
Bowling	4	302	4.3	4.3
Tennis	5	341	4.8	4.8
Table tennis	6	67	0.9	0.9
Baseball	7	56	0.8	0.8
Football [soccer]	8	353	5.0	5.0
Volleyball	9	17	0.2	0.2
Basketball	10	89	1.3	1.3
Shooting with real bullets	11	89	1.3	1.3
Skiing/Snowboarding	12	240	3.4	3.4
Golf	13	388	5.5	5.5
Fitness exercises	14	555	7.8	7.8
Kendo	15	246	3.5	3.5
Yoga/hypogastric breathing	16	208	2.9	2.9
Water ski	17	89	1.3	1.3
Horseback riding	18	94	1.3	1.3
Hang gliding	19	90	1.3	1.3
Military simulation games	20	94	1.3	1.3
Wind surfing	21	48	0.7	0.7
Skin and scuba diving	22	200	2.8	2.8
Skydiving	23	59	0.8	0.8
Bungee jumping	27	133	1.9	1.9
Darting	28	5	0.1	0.1
Shooting	29	48	0.7	0.7
Other	31	319	4.5	4.5
None	32	697	9.8	9.8
Total		7,080	100.0	100.0

A8 Number of movings in past 3 years

AQ8. Over the past 3 years, how many times have you moved?

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
More than 3 times	1	141	2.0	2.0
2 times	2	441	6.2	6.2
1 time	3	2,140	30.2	30.2
No moving	4	4,358	61.6	61.6
Total		7,080	100.0	100.0

B_1 Styles/Fashion vs. Comfortableness

BQ1. The following questions concern Korean people's way of thinking and life styles. Please circle the number that you think is the closest to your thought. Please answer all questions listed below.

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

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
Not true at all	1	761	10.7	10.7
Not very true	2	2,196	31.0	31.0
Moderately true	3	1,955	27.6	27.6
True	4	1,793	25.3	25.3
Very true	5	367	5.2	5.2
DK	6	8	0.1	0.1
Total		7,080	100.0	100.0

B_2 Buying brand name clothes

BQ1. The following questions concern Korean people's way of thinking and life styles. Please circle the number that you think is the closest to your thought. Please answer all questions listed below.

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	1,209	17.1	17.1
Not very true	2	2,654	37.5	37.5
Moderately true	3	1,627	23.0	23.0
True	4	1,369	19.3	19.3
Very true	5	208	2.9	2.9
DK	6	13	0.2	0.2
Total		7,080	100.0	100.0

B_3 Buying clothes at outlets

BQ1. The following questions concern Korean people's way of thinking and life styles. Please circle the number that you think is the closest to your thought. Please answer all questions listed below.

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

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
Not true at all	1	356	5.0	5.0
Not very true	2	1,297	18.3	18.3
Moderately true	3	1,660	23.4	23.4
True	4	3,075	43.4	43.4
Very true	5	676	9.5	9.5
DK	6	16	0.2	0.2
Total		7,080	100.0	100.0

B_4 R likes western food

BQ1. The following questions concern Korean people's way of thinking and life styles. Please circle the number that you think is the closest to your thought. Please answer all questions listed below.

04) I like western food such as pizza.

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
Not true at all	1	1,562	22.1	22.1
Not very true	2	2,159	30.5	30.5
Moderately true	3	1,735	24.5	24.5
True	4	1,278	18.1	18.1
Very true	5	326	4.6	4.6
DK	6	20	0.3	0.3
Total		7,080	100.0	100.0

B_5 Preferring to pay in cash

BQ1. The following questions concern Korean people's way of thinking and life styles. Please circle the number that you think is the closest to your thought. Please answer all questions listed below.

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

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
Not true at all	1	435	6.1	6.1
Not very true	2	1,332	18.8	18.8
Moderately true	3	1,414	20.0	20.0
True	4	2,615	36.9	36.9
Very true	5	1,265	17.9	17.9

DK	6	19	0.3	0.3
Total		7,080	100.0	100.0

B_6 Changing home interior decoration

BQ1. The following questions concern Korean people's way of thinking and life styles. Please circle the number that you think is the closest to your thought. Please answer all questions listed below.

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

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
Not true at all	1	1,954	27.6	27.6
Not very true	2	3,102	43.8	43.8
Moderately true	3	1,253	17.7	17.7
True	4	622	8.8	8.8
Very true	5	134	1.9	1.9
DK	6	15	0.2	0.2
Total		7,080	100.0	100.0

B_7 Single house vs. Condominium

BQ1. The following questions concern Korean people's way of thinking and life styles. Please circle the number that you think is the closest to your thought. Please answer all questions listed below.

07) I prefer single houses over condominiums.

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
Not true at all	1	1,169	16.5	16.5
Not very true	2	2,056	29.0	29.0
Moderately true	3	1,264	17.9	17.9
True	4	1,569	22.2	22.2
Very true	5	1,005	14.2	14.2
DK	6	17	0.2	0.2
Total		7,080	100.0	100.0

B_8 Reading articles about home decoration

BQ1. The following questions concern Korean people's way of thinking and life styles. Please circle the number that you think is the closest to your thought. Please answer all questions listed below.

08) I carefully read articles about home decoration or interior design in newspapers or magazines.

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
Not true at all	1	1,582	22.3	22.3
Not very true	2	2,234	31.6	31.6
Moderately true	3	1,556	22.0	22.0

True	4	1,274	18.0	18.0
Very true	5	413	5.8	5.8
DK	6	21	0.3	0.3
Total		7,080	100.0	100.0

B_9 R cannot live without car

BQ1. The following questions concern Korean people's way of thinking and life styles. Please circle the number that you think is the closest to your thought. Please answer all questions listed below.

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	1,222	17.3	17.3
Not very true	2	1,973	27.9	27.9
Moderately true	3	1,554	21.9	21.9
True	4	1,716	24.2	24.2
Very true	5	595	8.4	8.4
DK	6	20	0.3	0.3
Total		7,080	100.0	100.0

B_10 Brand name products have superior quality

BQ1. The following questions concern Korean people's way of thinking and life styles. Please circle the number that you think is the closest to your thought. Please answer all questions listed below.

10) I think brand name products have superior quality.

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
Not true at all	1	325	4.6	4.6
Not very true	2	1,059	15.0	15.0
Moderately true	3	1,656	23.4	23.4
True	4	3,367	47.6	47.6
Very true	5	662	9.4	9.4
DK	6	11	0.2	0.2
Total		7,080	100.0	100.0

B_11 Buying new products before other people do

BQ1. The following questions concern Korean people's way of thinking and life styles. Please circle the number that you think is the closest to your thought. Please answer all questions listed below.

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

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
Not true at all	1	1,261	17.8	17.8
Not very true	2	3,221	45.5	45.5
Moderately true	3	1,705	24.1	24.1
True	4	735	10.4	10.4
Very true	5	141	2.0	2.0
DK	6	17	0.2	0.2
Total		7,080	100.0	100.0

B_12 Publicly advertised products vs. Unadvertised products

BQ1. The following questions concern Korean people's way of thinking and life styles. Please circle the number that you think is the closest to your thought. Please answer all questions listed below.

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

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
Not true at all	1	314	4.4	4.4
Not very true	2	1,201	17.0	17.0
Moderately true	3	2,288	32.3	32.3
True	4	2,897	40.9	40.9
Very true	5	356	5.0	5.0
DK	6	24	0.3	0.3
Total		7,080	100.0	100.0

B_13 Buying same brand things

BQ1. The following questions concern Korean people's way of thinking and life styles. Please circle the number that you think is the closest to your thought. Please answer all questions listed below.

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

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
Not true at all	1	667	9.4	9.4
Not very true	2	2,640	37.3	37.3
Moderately true	3	1,935	27.3	27.3
True	4	1,634	23.1	23.1
Very true	5	185	2.6	2.6

DK	6	19	0.3	0.3
Total		7,080	100.0	100.0

B_14 Religion plays important role in life

BQ1. The following questions concern Korean people's way of thinking and life styles. Please circle the number that you think is the closest to your thought. Please answer all questions listed below.

14) Religion plays an important role in my life.

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
Not true at all	1	1,969	27.8	27.8
Not very true	2	2,031	28.7	28.7
Moderately true	3	1,269	17.9	17.9
True	4	992	14.0	14.0
Very true	5	803	11.3	11.3
DK	6	16	0.2	0.2
Total		7,080	100.0	100.0

B_15 R enjoys life

BQ1. The following questions concern Korean people's way of thinking and life styles. Please circle the number that you think is the closest to your thought. Please answer all questions listed below.

15) I enjoy my life.

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
Not true at all	1	174	2.5	2.5
Not very true	2	590	8.3	8.3
Moderately true	3	2,753	38.9	38.9
True	4	2,793	39.4	39.4
Very true	5	748	10.6	10.6
DK	6	22	0.3	0.3
Total		7,080	100.0	100.0

B_16 R is interested in political issues

BQ1. The following questions concern Korean people's way of thinking and life styles. Please circle the number that you think is the closest to your thought. Please answer all questions listed below.

16) I am very interested in political issues.

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
Not true at all	1	1,281	18.1	18.1
Not very true	2	2,263	32.0	32.0
Moderately true	3	1,990	28.1	28.1

True	4	1,214	17.1	17.1
Very true	5	317	4.5	4.5
DK	6	15	0.2	0.2
Total		7,080	100.0	100.0

B_17 Drinking alcohol: Necessary to get along with others

BQ1. The following questions concern Korean people's way of thinking and life styles. Please circle the number that you think is the closest to your thought. Please answer all questions listed below.

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

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
Not true at all	1	753	10.6	10.6
Not very true	2	874	12.3	12.3
Moderately true	3	1,308	18.5	18.5
True	4	3,074	43.4	43.4
Very true	5	1,053	14.9	14.9
DK	6	18	0.3	0.3
Total		7,080	100.0	100.0

B_18 Reading fashion articles/magazines

BQ1. The following questions concern Korean people's way of thinking and life styles. Please circle the number that you think is the closest to your thought. Please answer all questions listed below.

18) I like to read fashion articles or magazines.

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
Not true at all	1	1,529	21.6	21.6
Not very true	2	2,316	32.7	32.7
Moderately true	3	1,654	23.4	23.4
True	4	1,221	17.2	17.2
Very true	5	337	4.8	4.8
DK	6	23	0.3	0.3
Total		7,080	100.0	100.0

B_19 Spending a lot of time decorating home

BQ1. The following questions concern Korean people's way of thinking and life styles. Please circle the number that you think is the closest to your thought. Please answer all questions listed below.

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

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
Not true at all	1	246	3.5	3.5
Not very true	2	870	12.3	12.3
Moderately true	3	2,104	29.7	29.7
True	4	3,153	44.5	44.5
Very true	5	675	9.5	9.5
DK	6	32	0.5	0.5
Total		7,080	100.0	100.0

B_20 Getting social recognition vs. Being recognized by family

BQ1. The following questions concern Korean people's way of thinking and life styles. Please circle the number that you think is the closest to your thought. Please answer all questions listed below.

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

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
Not true at all	1	307	4.3	4.3
Not very true	2	1,383	19.5	19.5
Moderately true	3	2,832	40.0	40.0
True	4	2,071	29.3	29.3
Very true	5	467	6.6	6.6
DK	6	20	0.3	0.3
Total		7,080	100.0	100.0

B_21 Memorizing content of new commercials

BQ1. The following questions concern Korean people's way of thinking and life styles. Please circle the number that you think is the closest to your thought. Please answer all questions listed below.

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

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
Not true at all	1	796	11.2	11.2
Not very true	2	2,615	36.9	36.9
Moderately true	3	2,172	30.7	30.7
True	4	1,214	17.1	17.1
Very true	5	260	3.7	3.7

DK	6	23	0.3	0.3
Total		7,080	100.0	100.0

B_22 Family vs. Work/Job

BQ1. The following questions concern Korean people's way of thinking and life styles. Please circle the number that you think is the closest to your thought. Please answer all questions listed below.

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

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
Not true at all	1	120	1.7	1.7
Not very true	2	558	7.9	7.9
Moderately true	3	2,430	34.3	34.3
True	4	2,850	40.3	40.3
Very true	5	1,100	15.5	15.5
DK	6	22	0.3	0.3
Total		7,080	100.0	100.0

B_23 Going to restaurant with nice atmosphere

BQ1. The following questions concern Korean people's way of thinking and life styles. Please circle the number that you think is the closest to your thought. Please answer all questions listed below.

23) 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	1,015	14.3	14.3
Not very true	2	2,727	38.5	38.5
Moderately true	3	2,049	28.9	28.9
True	4	1,090	15.4	15.4
Very true	5	187	2.6	2.6
DK	6	12	0.2	0.2
Total		7,080	100.0	100.0

B_24 Considering quality first when buy something

BQ1. The following questions concern Korean people's way of thinking and life styles. Please circle the number that you think is the closest to your thought. Please answer all questions listed below.

24) 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	315	4.4	4.4
Not very true	2	822	11.6	11.6

Moderately true	3	1,653	23.3	23.3
True	4	3,380	47.7	47.7
Very true	5	898	12.7	12.7
DK	6	12	0.2	0.2
Total		7,080	100.0	100.0

B_25 Making shopping list before go shopping

BQ1. The following questions concern Korean people's way of thinking and life styles. Please circle the number that you think is the closest to your thought. Please answer all questions listed below.

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

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
Not true at all	1	949	13.4	13.4
Not very true	2	2,154	30.4	30.4
Moderately true	3	1,692	23.9	23.9
True	4	1,802	25.5	25.5
Very true	5	463	6.5	6.5
DK	6	20	0.3	0.3
Total		7,080	100.0	100.0

B_26 Following trends

BQ1. The following questions concern Korean people's way of thinking and life styles. Please circle the number that you think is the closest to your thought. Please answer all questions listed below.

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

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
Not true at all	1	989	14.0	14.0
Not very true	2	2,399	33.9	33.9
Moderately true	3	2,251	31.8	31.8
True	4	1,180	16.7	16.7
Very true	5	240	3.4	3.4
DK	6	21	0.3	0.3
Total		7,080	100.0	100.0