



HRC Media Index : Life Style, 2003

CODE BOOK

Korea Social Science Data Archive

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Study Description

<i>Study Title:</i>	HRC Media Index : Life Style, 2003
<i>Fieldwork Dates:</i>	2003
<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>	7,304 (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	7,304	100.0	100.0
	Total		7,304	100.0	100.0

time	Survey time				
	RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
	1st survey (Feb-Mar)	1	2,378	32.6	32.6
	2nd survey (June-July)	2	2,454	33.6	33.6
	3rd survey (Oct-Nov)	3	2,472	33.8	33.8
	Total		7,304	100.0	100.0

day	Survey day				
	RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
	Monday	1	1,300	17.8	17.8
	Tuesday	2	1,268	17.4	17.4
	Wednesday	3	1,060	14.5	14.5
	Thursday	4	976	13.4	13.4
	Friday	5	1,131	15.5	15.5
	Saturday	6	855	11.7	11.7
	Sunday	7	714	9.8	9.8
	Total		7,304	100.0	100.0

size	Size of city				
	RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
	Large city	1	4,024	55.1	55.1
	Small and mediun-sized city	2	3,280	44.9	44.9
	Total		7,304	100.0	100.0

area	Survey area				
	RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
	Seoul	1	1,832	25.1	25.1
	Busan	2	650	8.9	8.9
	Daegu	3	415	5.7	5.7
	Incheon	4	429	5.9	5.9

Gwangju	5	246	3.4	3.4
Daejeon	6	261	3.6	3.6
Ulsan	7	191	2.6	2.6
Gyeonggi	8	1,467	20.1	20.1
Gangwon	9	206	2.8	2.8
Chungcheong	10	379	5.2	5.2
Jeolla	11	463	6.3	6.3
Gyeongsang	12	765	10.5	10.5
Total		7,304	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	502	6.9	6.9
15-17 years	2	349	4.8	4.8
18-19 years	3	309	4.2	4.2
20-24 years	4	812	11.1	11.1
25-29 years	5	939	12.9	12.9
30-34 years	6	992	13.6	13.6
35-39 years	7	941	12.9	12.9
40-44 years	8	875	12.0	12.0
45-49 years	9	660	9.0	9.0
50-54 years	10	520	7.1	7.1
55-59 years	11	405	5.5	5.5
Total		7,304	100.0	100.0

DQ2 Respondent: Sex

Q2. What is your sex?

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
Male	1	3,634	49.8	49.8
Female	2	3,670	50.2	50.2
Total		7,304	100.0	100.0

DQ3 Respondent: Marital status

Q3. What is your marital status?

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
Never married	1	2,951	40.4	40.4
Currently married	2	4,287	58.7	58.7
NA	9	66	0.9	0.9
Total		7,304	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	245	3.4	5.6
2 years to less than 4 years	2	439	6.0	10.1
5 years to less than 6 years	3	313	4.3	7.2
7 years to less than 9 years	4	526	7.2	12.1
10 years to less than 14 years	5	940	12.9	21.6
15 years to less than 19 years	6	635	8.7	14.6
20 years or longer	7	1,189	16.3	27.3
NA	9	66	0.9	1.5
NAP	0	2,951	40.4	
Total		7,304	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	335	4.6	7.7
Yes	2	4,018	55.0	92.3
NAP (Never Married)	0	2,951	40.4	
Total		7,304	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	863	11.8	21.5
5-9 years	2	954	13.1	23.7
10-14 years	3	723	9.9	18.0
15 years or older	4	1,478	20.2	36.8
NAP	0	3,286	45.0	
Total		7,304	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	330	4.5	28.4
10-14 years	3	481	6.6	41.3
15 years or older	4	353	4.8	30.3
NAP	0	6,140	84.1	
Total		7,304	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	16	0.2	36.4
15 years or older	4	28	0.4	63.6
NAP	0	7,260	99.4	
Total		7,304	100.0	100.0

DQ7 Respondent: Highest level of education

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

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
Attending elementary school	1	216	3.0	3.0
Attending middle school	2	405	5.5	5.5
Attending high school	3	321	4.4	4.4
Attending College	4	575	7.9	7.9
Attending graduate school	5	41	0.6	0.6
No school education received	6	30	0.4	0.4
Elementary school graduate	7	192	2.6	2.6
Middle school graduate	8	393	5.4	5.4
High school graduate	9	2,666	36.5	36.5
College graduate	10	2,281	31.2	31.2
Postgraduate degree	11	170	2.3	2.3
NA	12	14	0.2	0.2
Total		7,304	100.0	100.0

DQ7_1 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	38	0.5	0.5
Elementary school graduate	2	336	4.6	4.6
Middle school graduate	3	666	9.1	9.1
High school graduate	4	3,076	42.1	42.1
College graduate	5	2,711	37.1	37.1
Postgraduate degree	6	333	4.6	4.6
NA	7	144	2.0	2.0
Total		7,304	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	4,294	58.8	58.8
Unemployed	2	3,010	41.2	41.2
Total		7,304	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	917	12.6	12.6
Regular salary	2	2,748	37.6	37.6
Intermittent income	3	915	12.5	12.5
Have no income	4	2,724	37.3	37.3
Total		7,304	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	247	3.4	3.4
Professional occupations	2	541	7.4	7.4
Office and administrative support occupations	3	718	9.8	9.8
Agriculture, Livestock, Fishing, Mining	4	185	2.5	2.5
Sales and Service Occupations	5	1,089	14.9	14.9
Laborers and Skilled Workers	6	1,412	19.3	19.3
Housewives	7	1,009	13.8	13.8
Students	8	1,501	20.6	20.6
Unemployed	9	281	3.8	3.8
Other	10	321	4.4	4.4
Total		7,304	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	216	3.0	4.8
20-29 hours	2	166	2.3	3.7
30-34 hours	3	264	3.6	5.8
35 hours or longer	4	3,628	49.7	80.4
NA	5	239	3.3	5.3
NAP	0	2,791	38.2	
Total		7,304	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	2,013	27.6	27.6
Regular salary	2	3,972	54.4	54.4
Intermittent income	3	925	12.7	12.7
Have no income	4	359	4.9	4.9
9	9	35	0.5	0.5
Total		7,304	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	425	5.8	5.8
Professional occupations	2	829	11.3	11.3
Office and administrative support occupations	3	1,433	19.6	19.6
Agriculture, Livestock, Fishing, Mining	4	343	4.7	4.7
Sales and Service Occupations	5	1,603	21.9	21.9
Laborers and Skilled Workers	6	1,938	26.5	26.5
Housewives	7	50	0.7	0.7

Students	8	29	0.4	0.4
Unemployed	9	261	3.6	3.6
Other	10	393	5.4	5.4
Total		7,304	100.0	100.0

DQ14 Number of family members who have income

Q14. (All respondents) 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	3,010	41.2	41.2
2 people	3	3,312	45.3	45.3
3 people	4	684	9.4	9.4
4 people	5	199	2.7	2.7
More than 5 people	6	39	0.5	0.5
NA	9	3	0.0	0.0
Total		7,304	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	172	2.4	2.4
2 people	2	626	8.6	8.6
3 people	3	1,504	20.6	20.6
4 people	4	3,670	50.2	50.2
5 people	5	981	13.4	13.4
6 people	6	260	3.6	3.6
7 people	7	58	0.8	0.8
More than 8 people	8	26	0.4	0.4
NA	9	7	0.1	0.1
Total		7,304	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	19	0.3	0.3
400,000 won - 590,000 won	14	25	0.3	0.3
600,000 won - 790,000 won	15	45	0.6	0.6
800,000 won - 990,000 won	16	137	1.9	1.9
1,000,000 won - 1,190,000 won	17	171	2.3	2.3
1,200,000 won - 1,590,000 won	18	480	6.6	6.6
1,600,000 won - 1,990,000 won	19	832	11.4	11.4
2,000,000 won - 2,990,000 won	20	2,162	29.6	29.6
3,000,000 won - 3,990,000 won	21	1,207	16.5	16.5
4,000,000 won - 4,990,000 won	22	605	8.3	8.3
5,000,000 won - 6,990,000 won	23	607	8.3	8.3
NA	26	1,014	13.9	13.9
Total		7,304	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	2,722	37.3	37.3
Less than 400,000 won	13	235	3.2	3.2
400,000 won - 590,000 won	14	211	2.9	2.9
600,000 won - 790,000 won	15	289	4.0	4.0
800,000 won - 990,000 won	16	505	6.9	6.9
1,000,000 won - 1,190,000 won	17	447	6.1	6.1
1,200,000 won - 1,590,000 won	18	691	9.5	9.5
1,600,000 won - 1,990,000 won	19	673	9.2	9.2
2,000,000 won - 2,990,000 won	20	826	11.3	11.3
3,000,000 won - 3,990,000 won	21	470	6.4	6.4
NA	24	235	3.2	3.2
Total		7,304	100.0	100.0

DQ18 Home ownership

Q18. What is the ownership status of your home?

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
Own home	1	4,935	67.6	67.6
Deposit-only lease (Jeonse)	2	1,948	26.7	26.7
Monthly rent (Wolse)	3	249	3.4	3.4
Boarding	4	8	0.1	0.1
Other	5	164	2.2	2.2
Total		7,304	100.0	100.0

DQ19 Type of residence

Q19. What type of home is this?

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
Single family house	1	2,353	32.2	32.2
Attached family hose/Multi-family house	2	1,116	15.3	15.3
Condominium	3	3,532	48.4	48.4
Residential unit in a commercial building	4	154	2.1	2.1
Other	5	149	2.0	2.0
Total		7,304	100.0	100.0

DQ20 Respondent: Religion

Q20. Which religion do you have?

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
None	1	3,175	43.5	43.5
Christianity	2	1,899	26.0	26.0
Buddhism	3	1,536	21.0	21.0
Roman Catholic	4	597	8.2	8.2
Cheondogyo	5	4	0.1	0.1
Other	6	93	1.3	1.3
Total		7,304	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	60	0.8	0.8
Upper middle	2	658	9.0	9.0
Middle	3	3,839	52.6	52.6
Lower middle	4	2,270	31.1	31.1
Low	5	473	6.5	6.5
NA	9	4	0.1	0.1
Total		7,304	100.0	100.0

A1 Respondent: Hobby

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

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
Mountain climbing	1	616	8.4	8.4
Fishing	2	313	4.3	4.3
Baduk	3	196	2.7	2.7
Movie going/film watching	4	733	10.0	10.0
Concert going/music listening	5	883	12.1	12.1
Collecting	6	30	0.4	0.4
Travelling	7	412	5.6	5.6
Playing musical instruments	8	107	1.5	1.5
Exercise/play a sport	9	865	11.8	11.8
Gardening	10	49	0.7	0.7
Knitting/embroidery	11	204	2.8	2.8
Cooking	12	213	2.9	2.9
Painting/drawing/calligraphy	13	103	1.4	1.4
Reading	14	430	5.9	5.9
Computer/Internet (including games)	15	1,169	16.0	16.0
Other	17	285	3.9	3.9
I have no hobbies	18	696	9.5	9.5
Total		7,304	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	2,540	34.8	34.8
Went out with family	2	875	12.0	12.0
Met friend(s)	3	1,038	14.2	14.2
Climbed a mountain	4	230	3.1	3.1
Went fishing	5	51	0.7	0.7
Baduk	6	17	0.2	0.2
Movie	7	137	1.9	1.9
Dated with a girl/boyfriend	8	144	2.0	2.0
Trip/travel	9	165	2.3	2.3
Concert	10	9	0.1	0.1
Attended a wedding/gathering	11	128	1.8	1.8
Visited relatives	12	234	3.2	3.2
Religious activity	13	548	7.5	7.5
Went spa/sauna	14	109	1.5	1.5
Exercised/played a sport	15	124	1.7	1.7
Worked/studied	16	498	6.8	6.8
Golf	17	5	0.1	0.1
Computer/Internet	18	157	2.1	2.1
Shopping	19	58	0.8	0.8
Other	20	237	3.2	3.2
Total		7,304	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	197	2.7	7.9
Met friend(s)	3	264	3.6	10.6
Climbed a mountain	4	75	1.0	3.0
Went fishing	5	23	0.3	0.9
Baduk	6	22	0.3	0.9
Movie	7	191	2.6	7.6

Dated with a girl/boyfriend	8	121	1.7	4.8
Trip/travel	9	64	0.9	2.6
Concert	10	8	0.1	0.3
Attended a wedding/gathering	11	79	1.1	3.2
Visited relatives	12	114	1.6	4.6
Religious activity	13	317	4.3	12.7
Went spa/sauna	14	272	3.7	10.9
Exercised/played a sport	15	103	1.4	4.1
Worked/studied	16	123	1.7	4.9
Golf	17	2	0.0	0.1
Computer/Internet	18	341	4.7	13.7
Shopping	19	117	1.6	4.7
Other	20	65	0.9	2.6
NAP	0	4,806	65.8	
Total		7,304	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	31	0.4	3.5
Climbed a mountain	4	17	0.2	1.9
Went fishing	5	6	0.1	0.7
Baduk	6	3	0.0	0.3
Movie	7	44	0.6	4.9
Dated with a girl/boyfriend	8	56	0.8	6.3
Trip/travel	9	13	0.2	1.5
Concert	10	1	0.0	0.1
Attended a wedding/gathering	11	27	0.4	3.0
Visited relatives	12	32	0.4	3.6
Religious activity	13	82	1.1	9.2
Went spa/sauna	14	127	1.7	14.2
Exercised/played a sport	15	58	0.8	6.5
Worked/studied	16	40	0.5	4.5
Golf	17	3	0.0	0.3
Computer/Internet	18	256	3.5	28.7

Shopping	19	77	1.1	8.6
Other	20	19	0.3	2.1
NAP	0	6,412	87.8	
Total		7,304	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	5	0.1	1.5
Went fishing	5	1	0.0	0.3
Baduk	6	1	0.0	0.3
Movie	7	7	0.1	2.1
Dated with a girl/boyfriend	8	10	0.1	3.0
Trip/travel	9	8	0.1	2.4
Concert	10	2	0.0	0.6
Attended a wedding/gathering	11	5	0.1	1.5
Visited relatives	12	9	0.1	2.7
Religious activity	13	26	0.4	7.8
Went spa/sauna	14	35	0.5	10.5
Exercised/played a sport	15	24	0.3	7.2
Worked/studied	16	20	0.3	6.0
Golf	17	4	0.1	1.2
Computer/Internet	18	114	1.6	34.1
Shopping	19	59	0.8	17.7
Other	20	4	0.1	1.2
NAP	0	6,970	95.4	
Total		7,304	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 %
Went fishing	5	1	0.0	0.7
Movie	7	1	0.0	0.7
Dated with a girl/boyfriend	8	1	0.0	0.7
Trip/travel	9	1	0.0	0.7

Visited relatives	12	1	0.0	0.7
Religious activity	13	3	0.0	2.2
Went spa/sauna	14	20	0.3	14.9
Exercised/played a sport	15	12	0.2	9.0
Worked/studied	16	5	0.1	3.7
Golf	17	1	0.0	0.7
Computer/Internet	18	47	0.6	35.1
Shopping	19	37	0.5	27.6
Other	20	4	0.1	3.0
NAP	0	7,170	98.2	
Total		7,304	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 %
Trip/travel	9	1	0.0	2.6
Went spa/sauna	14	4	0.1	10.5
Exercised/played a sport	15	1	0.0	2.6
Worked/studied	16	6	0.1	15.8
Computer/Internet	18	9	0.1	23.7
Shopping	19	17	0.2	44.7
NAP	0	7,266	99.5	
Total		7,304	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 %
Attended a wedding/gathering	11	1	0.0	6.3
Worked/studied	16	1	0.0	6.3
Golf	17	1	0.0	6.3
Computer/Internet	18	5	0.1	31.3
Shopping	19	8	0.1	50.0
NAP	0	7,288	99.8	
Total		7,304	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 %
Religious activity	13	1	0.0	20.0
Computer/Internet	18	2	0.0	40.0
Shopping	19	2	0.0	40.0
NAP	0	7,299	99.9	
Total		7,304	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 %
Shopping	19	3	0.0	100.0
NAP	0	7,301	100.0	
Total		7,304	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	656	9.0	9.0
Going on to school for further education	2	221	3.0	3.0
Getting a job	3	420	5.8	5.8
Housing	4	213	2.9	2.9
Increase wealth	5	836	11.4	11.4
Health	6	1,030	14.1	14.1
Business	7	374	5.1	5.1
Workplace issue	8	690	9.4	9.4
Friendship or relationship with a boy/girlfriend	9	400	5.5	5.5
Marriage	10	198	2.7	2.7
Wife/husband	11	70	1.0	1.0
Child/children	12	861	11.8	11.8
Life after retirement	13	103	1.4	1.4
Family affair	14	201	2.8	2.8

Physical appearance/body weight	15	327	4.5	4.5
Debt/loan repayment	16	202	2.8	2.8
Other	17	193	2.6	2.6
I have no concerns these days	18	309	4.2	4.2
Total		7,304	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	89	1.2	1.2
4,000 won to 5,000 won	12	62	0.8	0.8
5,000 won to 10,000 won	13	169	2.3	2.3
10,000 won to 30,000 won	14	555	7.6	7.6
30,000 won to 50,000 won	15	671	9.2	9.2
50,000 won to 70,000 won	16	443	6.1	6.1
70,000 won to 100,000 won	17	811	11.1	11.1
100,000 won to 150,000 won	18	996	13.6	13.6
150,000 won to 200,000 won	19	1,036	14.2	14.2
200,000 won to 300,000 won	20	1,199	16.4	16.4
300,000 won to 500,000 won	21	867	11.9	11.9
500,000 won to 990,000 won	22	284	3.9	3.9
1,000,000 won or over	23	103	1.4	1.4
NA	99	19	0.3	0.3
Total		7,304	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	4,753	65.1	65.1
Yes	1	2,551	34.9	34.9
Total		7,304	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	662	9.1	26.0
Aerobics	3	61	0.8	2.4
Swimming	4	138	1.9	5.4
Bowling	5	36	0.5	1.4
Tennis	6	56	0.8	2.2
Badminton	7	49	0.7	1.9
Taekwondo	8	60	0.8	2.4
Football [soccer]	9	225	3.1	8.8
Volleyball	10	3	0.0	0.1
Basketball	11	76	1.0	3.0
Table tennis	12	36	0.5	1.4
Baseball	13	11	0.2	0.4
Pool and pocket billiards	14	30	0.4	1.2
Kendo	15	26	0.4	1.0
Mountain climbing	16	271	3.7	10.6
Yoga/hypogastric breathing	17	35	0.5	1.4
Golf	18	47	0.6	1.8
Fitness exercises	19	355	4.9	13.9
Jump rope	20	45	0.6	1.8
Inline skating	22	29	0.4	1.1
Free exercise/workout	23	59	0.8	2.3
Other	25	241	3.3	9.4
NAP	0	4,753	65.1	
Total		7,304	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	0.8
Swimming	4	15	0.2	2.5
Bowling	5	15	0.2	2.5

Tennis	6	10	0.1	1.7
Badminton	7	23	0.3	3.9
Taekwondo	8	6	0.1	1.0
Football [soccer]	9	46	0.6	7.8
Volleyball	10	1	0.0	0.2
Basketball	11	42	0.6	7.1
Table tennis	12	12	0.2	2.0
Baseball	13	6	0.1	1.0
Pool and pocket billiards	14	26	0.4	4.4
Kendo	15	4	0.1	0.7
Mountain climbing	16	101	1.4	17.1
Yoga/hypogastric breathing	17	14	0.2	2.4
Golf	18	7	0.1	1.2
Fitness exercises	19	96	1.3	16.2
Jump rope	20	38	0.5	6.4
Inline skating	22	36	0.5	6.1
Free exercise/workout	23	42	0.6	7.1
Other	25	47	0.6	7.9
NAP	0	6,712	91.9	
Total		7,304	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	0.7
Tennis	6	2	0.0	1.4
Badminton	7	4	0.1	2.8
Taekwondo	8	2	0.0	1.4
Football [soccer]	9	9	0.1	6.2
Basketball	11	15	0.2	10.3
Table tennis	12	6	0.1	4.1
Baseball	13	3	0.0	2.1
Pool and pocket billiards	14	6	0.1	4.1
Kendo	15	1	0.0	0.7
Mountain climbing	16	11	0.2	7.6

Yoga/hypogastric breathing	17	5	0.1	3.4
Golf	18	3	0.0	2.1
Fitness exercises	19	27	0.4	18.6
Jump rope	20	13	0.2	9.0
Inline skating	22	11	0.2	7.6
Free exercise/workout	23	10	0.1	6.9
Other	25	16	0.2	11.0
NAP	0	7,159	98.0	
Total		7,304	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	1	0.0	3.1
Table tennis	12	3	0.0	9.4
Baseball	13	2	0.0	6.3
Pool and pocket billiards	14	3	0.0	9.4
Kendo	15	2	0.0	6.3
Mountain climbing	16	2	0.0	6.3
Yoga/hypogastric breathing	17	2	0.0	6.3
Fitness exercises	19	10	0.1	31.3
Jump rope	20	3	0.0	9.4
Inline skating	22	2	0.0	6.3
Other	25	2	0.0	6.3
NAP	0	7,272	99.6	
Total		7,304	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 %
Pool and pocket billiards	14	1	0.0	6.7
Mountain climbing	16	1	0.0	6.7
Golf	18	1	0.0	6.7
Fitness exercises	19	4	0.1	26.7
Jump rope	20	4	0.1	26.7

Free exercise/workout	23	4	0.1	26.7
NAP	0	7,289	99.8	
Total		7,304	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	198	2.7	2.7
Swimming	2	1,321	18.1	18.1
Mountain climbing	3	545	7.5	7.5
Bowling	4	209	2.9	2.9
Tennis	5	354	4.8	4.8
Table tennis	6	69	0.9	0.9
Baseball	7	52	0.7	0.7
Football [soccer]	8	273	3.7	3.7
Volleyball	9	15	0.2	0.2
Basketball	10	85	1.2	1.2
Shooting with real bullets	11	85	1.2	1.2
Skiing/Snowboarding	12	294	4.0	4.0
Golf	13	473	6.5	6.5
Fitness exercises	14	530	7.3	7.3
Kendo	15	280	3.8	3.8
Yoga/hypogastric breathing	16	340	4.7	4.7
Water ski	17	72	1.0	1.0
Horseback riding	18	121	1.7	1.7
Hang gliding	19	102	1.4	1.4
Military simulation games	20	68	0.9	0.9
Wind surfing	21	40	0.5	0.5
Skin and scuba diving	22	170	2.3	2.3
Skydiving	23	127	1.7	1.7
Inline skating	24	243	3.3	3.3
Dance sports	25	87	1.2	1.2
Marathon/Jogging	26	42	0.6	0.6
Other	31	271	3.7	3.7
None	32	758	10.4	10.4
NA	99	80	1.1	1.1
Total		7,304	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	107	1.5	1.5
2 times	2	491	6.7	6.7
1 time	3	2,301	31.5	31.5
No moving	4	4,405	60.3	60.3
Total		7,304	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	821	11.2	11.2
Not very true	2	2,467	33.8	33.8
Moderately true	3	1,974	27.0	27.0
True	4	1,679	23.0	23.0
Very true	5	352	4.8	4.8
DK	6	11	0.2	0.2
Total		7,304	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	1,319	18.1	18.1
Not very true	2	2,788	38.2	38.2
Moderately true	3	1,658	22.7	22.7
True	4	1,345	18.4	18.4
Very true	5	181	2.5	2.5
DK	6	13	0.2	0.2
Total		7,304	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	292	4.0	4.0
Not very true	2	1,198	16.4	16.4
Moderately true	3	1,773	24.3	24.3
True	4	3,219	44.1	44.1
Very true	5	800	11.0	11.0
DK	6	22	0.3	0.3
Total		7,304	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	1,605	22.0	22.0
Not very true	2	2,182	29.9	29.9
Moderately true	3	1,773	24.3	24.3
True	4	1,359	18.6	18.6
Very true	5	359	4.9	4.9
DK	6	26	0.4	0.4
Total		7,304	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	431	5.9	5.9
Not very true	2	1,315	18.0	18.0
Moderately true	3	1,592	21.8	21.8
True	4	2,599	35.6	35.6
Very true	5	1,352	18.5	18.5

DK	6	15	0.2	0.2
Total		7,304	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	2,027	27.8	27.8
Not very true	2	3,210	43.9	43.9
Moderately true	3	1,291	17.7	17.7
True	4	631	8.6	8.6
Very true	5	118	1.6	1.6
DK	6	27	0.4	0.4
Total		7,304	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	1,132	15.5	15.5
Not very true	2	2,099	28.7	28.7
Moderately true	3	1,291	17.7	17.7
True	4	1,693	23.2	23.2
Very true	5	1,065	14.6	14.6
DK	6	24	0.3	0.3
Total		7,304	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	1,463	20.0	20.0
Not very true	2	2,369	32.4	32.4
Moderately true	3	1,640	22.5	22.5

True	4	1,407	19.3	19.3
Very true	5	406	5.6	5.6
DK	6	19	0.3	0.3
Total		7,304	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	1,250	17.1	17.1
Not very true	2	2,091	28.6	28.6
Moderately true	3	1,599	21.9	21.9
True	4	1,790	24.5	24.5
Very true	5	548	7.5	7.5
DK	6	26	0.4	0.4
Total		7,304	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	369	5.1	5.1
Not very true	2	968	13.3	13.3
Moderately true	3	1,670	22.9	22.9
True	4	3,527	48.3	48.3
Very true	5	742	10.2	10.2
DK	6	28	0.4	0.4
Total		7,304	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 %
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Not true at all	1	1,308	17.9	17.9
Not very true	2	3,221	44.1	44.1
Moderately true	3	1,883	25.8	25.8
True	4	752	10.3	10.3
Very true	5	121	1.7	1.7
DK	6	19	0.3	0.3
Total		7,304	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	327	4.5	4.5
Not very true	2	1,299	17.8	17.8
Moderately true	3	2,358	32.3	32.3
True	4	2,962	40.6	40.6
Very true	5	339	4.6	4.6
DK	6	19	0.3	0.3
Total		7,304	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	700	9.6	9.6
Not very true	2	2,826	38.7	38.7
Moderately true	3	2,028	27.8	27.8
True	4	1,565	21.4	21.4
Very true	5	164	2.2	2.2
DK	6	21	0.3	0.3
Total		7,304	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	2,051	28.1	28.1
Not very true	2	2,103	28.8	28.8
Moderately true	3	1,321	18.1	18.1
True	4	936	12.8	12.8
Very true	5	872	11.9	11.9
DK	6	21	0.3	0.3
Total		7,304	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	178	2.4	2.4
Not very true	2	699	9.6	9.6
Moderately true	3	2,806	38.4	38.4
True	4	2,814	38.5	38.5
Very true	5	789	10.8	10.8
DK	6	18	0.2	0.2
Total		7,304	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	1,034	14.2	14.2
Not very true	2	2,183	29.9	29.9
Moderately true	3	2,205	30.2	30.2
True	4	1,494	20.5	20.5
Very true	5	372	5.1	5.1

DK	6	16	0.2	0.2
Total		7,304	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	842	11.5	11.5
Not very true	2	1,019	14.0	14.0
Moderately true	3	1,511	20.7	20.7
True	4	3,035	41.6	41.6
Very true	5	874	12.0	12.0
DK	6	23	0.3	0.3
Total		7,304	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	1,502	20.6	20.6
Not very true	2	2,334	32.0	32.0
Moderately true	3	1,810	24.8	24.8
True	4	1,288	17.6	17.6
Very true	5	348	4.8	4.8
DK	6	22	0.3	0.3
Total		7,304	100.0	100.0

B_19 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.

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

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
Not true at all	1	428	5.9	5.9
Not very true	2	1,664	22.8	22.8
Moderately true	3	2,890	39.6	39.6

True	4	1,903	26.1	26.1
Very true	5	399	5.5	5.5
DK	6	20	0.3	0.3
Total		7,304	100.0	100.0

B_20 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.

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

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
Not true at all	1	879	12.0	12.0
Not very true	2	2,657	36.4	36.4
Moderately true	3	2,167	29.7	29.7
True	4	1,297	17.8	17.8
Very true	5	277	3.8	3.8
DK	6	27	0.4	0.4
Total		7,304	100.0	100.0

B_21 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.

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

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
Not true at all	1	127	1.7	1.7
Not very true	2	536	7.3	7.3
Moderately true	3	2,556	35.0	35.0
True	4	2,880	39.4	39.4
Very true	5	1,177	16.1	16.1
DK	6	28	0.4	0.4
Total		7,304	100.0	100.0

B_22 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.

22) 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	1,040	14.2	14.2

Not very true	2	2,898	39.7	39.7
Moderately true	3	2,081	28.5	28.5
True	4	1,085	14.9	14.9
Very true	5	172	2.4	2.4
DK	6	28	0.4	0.4
Total		7,304	100.0	100.0

B_23 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.

23) 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	249	3.4	3.4
Not very true	2	818	11.2	11.2
Moderately true	3	1,664	22.8	22.8
True	4	3,565	48.8	48.8
Very true	5	983	13.5	13.5
DK	6	25	0.3	0.3
Total		7,304	100.0	100.0

B_24 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.

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

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
Not true at all	1	922	12.6	12.6
Not very true	2	2,213	30.3	30.3
Moderately true	3	1,718	23.5	23.5
True	4	1,943	26.6	26.6
Very true	5	481	6.6	6.6
DK	6	27	0.4	0.4
Total		7,304	100.0	100.0

B_25 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.

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

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
Not true at all	1	981	13.4	13.4
Not very true	2	2,500	34.2	34.2
Moderately true	3	2,288	31.3	31.3
True	4	1,256	17.2	17.2
Very true	5	260	3.6	3.6
DK	6	19	0.3	0.3
Total		7,304	100.0	100.0

B_26 Purchasing product because of its commercial

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 have purchased a product just because I liked its commercial.

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
Not true at all	1	849	11.6	17.2
Not very true	2	1,612	22.1	32.7
Moderately true	3	1,093	15.0	22.2
True	4	1,176	16.1	23.9
Very true	5	178	2.4	3.6
DK	6	18	0.2	0.4
NAP	0	2,378	32.6	
Total		7,304	100.0	100.0

B_27 R is busy because of a lot of people to meet

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.

27) I am always busy because I have a lot of people to meet.

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
Not true at all	1	370	5.1	7.5
Not very true	2	1,503	20.6	30.5
Moderately true	3	1,782	24.4	36.2
True	4	991	13.6	20.1

Very true	5	268	3.7	5.4
DK	6	12	0.2	0.2
NAP	0	2,378	32.6	
Total		7,304	100.0	100.0

B_28 Giving advice to others 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.

28) I usually give advice to other people when they buy something.

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
Not true at all	1	322	4.4	6.5
Not very true	2	1,240	17.0	25.2
Moderately true	3	1,695	23.2	34.4
True	4	1,485	20.3	30.1
Very true	5	170	2.3	3.5
DK	6	14	0.2	0.3
NAP	0	2,378	32.6	
Total		7,304	100.0	100.0

B_29 Buying the same brand that friends bought

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.

29) I tend to buy the same brand that my friends bought.

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
Not true at all	1	860	11.8	17.5
Not very true	2	2,136	29.2	43.4
Moderately true	3	1,249	17.1	25.4
True	4	596	8.2	12.1
Very true	5	72	1.0	1.5
DK	6	13	0.2	0.3
NAP	0	2,378	32.6	
Total		7,304	100.0	100.0

B_30 Buying things based on information from 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.

30) I buy things based on information I got from others.

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
Not true at all	1	392	5.4	8.0
Not very true	2	1,421	19.5	28.8
Moderately true	3	1,795	24.6	36.4
True	4	1,231	16.9	25.0
Very true	5	84	1.2	1.7
DK	6	3	0.0	0.1
NAP	0	2,378	32.6	
Total		7,304	100.0	100.0

B_31 R likes 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.

31) I generally like commercials.

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
Not true at all	1	716	9.8	14.5
Not very true	2	1,954	26.8	39.7
Moderately true	3	1,465	20.1	29.7
True	4	679	9.3	13.8
Very true	5	108	1.5	2.2
DK	6	4	0.1	0.1
NAP	0	2,378	32.6	
Total		7,304	100.0	100.0

B_32 People seek out help/advice from R

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.

32) People usually seek out help or advice from me.

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
Not true at all	1	77	1.1	3.1
Not very true	2	504	6.9	20.4
Moderately true	3	1,078	14.8	43.6

True	4	728	10.0	29.4
Very true	5	79	1.1	3.2
DK	6	6	0.1	0.2
NAP	0	4,832	66.2	
Total		7,304	100.0	100.0

B_33 Feeling lonely even when R is with other people

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.

33) I feel lonely even when I am with other people.

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
Not true at all	1	412	5.6	16.7
Not very true	2	1,155	15.8	46.7
Moderately true	3	609	8.3	24.6
True	4	263	3.6	10.6
Very true	5	25	0.3	1.0
DK	6	8	0.1	0.3
NAP	0	4,832	66.2	
Total		7,304	100.0	100.0

B_34 Being concerned about how people think about R

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.

34) I am always concerned about how other people think about me.

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
Not true at all	1	347	4.8	14.0
Not very true	2	1,039	14.2	42.0
Moderately true	3	675	9.2	27.3
True	4	363	5.0	14.7
Very true	5	43	0.6	1.7
DK	6	5	0.1	0.2
NAP	0	4,832	66.2	
Total		7,304	100.0	100.0

B_35 Being better off/Being worse off depends upon luck

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.

35) Whether you are better off or worse off all depends upon luck.

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
Not true at all	1	400	5.5	16.2
Not very true	2	981	13.4	39.7
Moderately true	3	605	8.3	24.5
True	4	371	5.1	15.0
Very true	5	110	1.5	4.4
DK	6	5	0.1	0.2
NAP	0	4,832	66.2	
Total		7,304	100.0	100.0

B_36 Being better-off depends upon how hard one works

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.

36) How better-off I will become depends upon how hard I work.

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
Not true at all	1	16	0.2	0.6
Not very true	2	156	2.1	6.3
Moderately true	3	416	5.7	16.8
True	4	1,199	16.4	48.5
Very true	5	678	9.3	27.4
DK	6	7	0.1	0.3
NAP	0	4,832	66.2	
Total		7,304	100.0	100.0

B_37 R deeply ponders what other people need

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.

37) I deeply ponder what other people need.

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
Not true at all	1	36	0.5	1.5
Not very true	2	410	5.6	16.6
Moderately true	3	1,001	13.7	40.5

True	4	881	12.1	35.6
Very true	5	138	1.9	5.6
DK	6	6	0.1	0.2
NAP	0	4,832	66.2	
Total		7,304	100.0	100.0

B_38 Expressing well what R thinks

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.

38) I am an articulate person and well express what I think.

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
Not true at all	1	25	0.3	1.0
Not very true	2	365	5.0	14.8
Moderately true	3	854	11.7	34.5
True	4	1,010	13.8	40.9
Very true	5	214	2.9	8.7
DK	6	4	0.1	0.2
NAP	0	4,832	66.2	
Total		7,304	100.0	100.0

B_39 R is capable person

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.

39) I am a capable person.

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
Not true at all	1	53	0.7	2.1
Not very true	2	429	5.9	17.4
Moderately true	3	1,170	16.0	47.3
True	4	686	9.4	27.8
Very true	5	130	1.8	5.3
DK	6	4	0.1	0.2
NAP	0	4,832	66.2	
Total		7,304	100.0	100.0

B_40 R always makes a plan and push it

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.

40) For everything I do, I always make a plan and push it forward it.

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
Not true at all	1	56	0.8	2.3
Not very true	2	551	7.5	22.3
Moderately true	3	955	13.1	38.6
True	4	778	10.7	31.5
Very true	5	128	1.8	5.2
DK	6	4	0.1	0.2
NAP	0	4,832	66.2	
Total		7,304	100.0	100.0

B_41 R likes betting

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.

41) I like betting.

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
Not true at all	1	652	8.9	26.4
Not very true	2	975	13.3	39.4
Moderately true	3	475	6.5	19.2
True	4	290	4.0	11.7
Very true	5	74	1.0	3.0
DK	6	6	0.1	0.2
NAP	0	4,832	66.2	
Total		7,304	100.0	100.0

B_42 When R gets money, R spends it immediately

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.

42) When I get money in hand, I tend to spend it immediately.

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
Not true at all	1	359	4.9	14.5
Not very true	2	1,070	14.6	43.3
Moderately true	3	604	8.3	24.4

True	4	332	4.5	13.4
Very true	5	101	1.4	4.1
DK	6	6	0.1	0.2
NAP	0	4,832	66.2	
Total		7,304	100.0	100.0

B_43 Going shopping to boost up

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.

43) I go shopping to boost me up or to forget unpleasant things.

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
Not true at all	1	568	7.8	23.0
Not very true	2	1,022	14.0	41.3
Moderately true	3	479	6.6	19.4
True	4	350	4.8	14.2
Very true	5	50	0.7	2.0
DK	6	3	0.0	0.1
NAP	0	4,832	66.2	
Total		7,304	100.0	100.0

B_44 R feels urge to buy something in shopping mall

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.

44) Whenever I go to a shopping mall, I always feel the urge to buy something.

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
Not true at all	1	471	6.4	19.1
Not very true	2	871	11.9	35.2
Moderately true	3	588	8.1	23.8
True	4	420	5.8	17.0
Very true	5	120	1.6	4.9
DK	6	2	0.0	0.1
NAP	0	4,832	66.2	
Total		7,304	100.0	100.0