



HRC Media Index : Life Style, 2004

CODE BOOK

Korea Social Science Data Archive

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Study Description

<i>Study Title:</i>	HRC Media Index : Life Style, 2004
<i>Fieldwork Dates:</i>	2004
<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>	7,500 (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	7,500	100.0	100.0
Total		7,500	100.0	100.0

time Survey time

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
1st survey (Feb-Mar)	1	2,500	33.3	33.3
2nd survey (June-July)	2	2,500	33.3	33.3
3rd survey (Oct-Nov)	3	2,500	33.3	33.3
Total		7,500	100.0	100.0

day Survey day

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
Monday	1	1,300	17.3	17.3
Tuesday	2	1,256	16.7	16.7
Wednesday	3	1,135	15.1	15.1
Thursday	4	1,063	14.2	14.2
Friday	5	1,078	14.4	14.4
Saturday	6	1,030	13.7	13.7
Sunday	7	638	8.5	8.5
Total		7,500	100.0	100.0

size Size of city

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
Large city	1	4,018	53.6	53.6
Small and mediun-sized city	2	3,482	46.4	46.4
Total		7,500	100.0	100.0

area Survey area

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
Seoul	1	1,787	23.8	23.8
Busan	2	654	8.7	8.7
Daegu	3	441	5.9	5.9
Incheon	4	450	6.0	6.0

Gwangju	5	248	3.3	3.3
Daejeon	6	250	3.3	3.3
Ulsan	7	188	2.5	2.5
Gyeonggi	8	1,704	22.7	22.7
Gangwon	9	180	2.4	2.4
Chungcheong	10	360	4.8	4.8
Jeolla	11	438	5.8	5.8
Gyeongsang	12	800	10.7	10.7
Total		7,500	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	545	7.3	7.3
15-17 years	2	386	5.1	5.1
18-19 years	3	262	3.5	3.5
20-24 years	4	849	11.3	11.3
25-29 years	5	877	11.7	11.7
30-34 years	6	960	12.8	12.8
35-39 years	7	943	12.6	12.6
40-44 years	8	911	12.1	12.1
45-49 years	9	782	10.4	10.4
50-54 years	10	554	7.4	7.4
55-59 years	11	431	5.7	5.7
Total		7,500	100.0	100.0

DQ2 Respondent: Sex

Q2. What is your sex?

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
Male	1	3,776	50.3	50.3
Female	2	3,724	49.7	49.7
Total		7,500	100.0	100.0

DQ3 Respondent: Marital status

Q3. What is your marital status?

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
Never married	1	3,039	40.5	40.5
Currently married	2	4,437	59.2	59.2
NA	9	24	0.3	0.3
Total		7,500	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	242	3.2	5.4
2 years to less than 4 years	2	401	5.3	9.0
5 years to less than 6 years	3	299	4.0	6.7
7 years to less than 9 years	4	530	7.1	11.9
10 years to less than 14 years	5	891	11.9	20.0
15 years to less than 19 years	6	717	9.6	16.1
20 years or longer	7	1,357	18.1	30.4
NA	9	24	0.3	0.5
NAP	0	3,039	40.5	
Total		7,500	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	302	4.0	6.8
Yes	2	4,159	55.5	93.2
NAP (Never Married)	0	3,039	40.5	
Total		7,500	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	812	10.8	19.5
5-9 years	2	971	12.9	23.3
10-14 years	3	709	9.5	17.0
15 years or older	4	1,667	22.2	40.1
NAP	0	3,341	44.5	
Total		7,500	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	323	4.3	27.5
10-14 years	3	476	6.3	40.6
15 years or older	4	374	5.0	31.9
NAP	0	6,327	84.4	
Total		7,500	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	37.0
15 years or older	4	34	0.5	63.0
NAP	0	7,446	99.3	
Total		7,500	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	3	0.0	100.0
NAP	0	7,497	100.0	
Total		7,500	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	174	2.3	2.3
Attending middle school	2	508	6.8	6.8
Attending high school	3	346	4.6	4.6
Attending College	4	692	9.2	9.2
Attending graduate school	5	53	0.7	0.7
No school education received	6	20	0.3	0.3
Elementary school graduate	7	152	2.0	2.0
Middle school graduate	8	393	5.2	5.2
High school graduate	9	2,507	33.4	33.4
College graduate	10	2,467	32.9	32.9
Postgraduate degree	11	173	2.3	2.3
NA	12	15	0.2	0.2
Total		7,500	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? ⇒ Record the answer in the table below

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
No school education received	1	24	0.3	0.3
Elementary school graduate	2	294	3.9	3.9
Middle school graduate	3	595	7.9	7.9
High school graduate	4	3,185	42.5	42.5

College graduate	5	2,931	39.1	39.1
Postgraduate degree	6	366	4.9	4.9
NA	7	105	1.4	1.4
Total		7,500	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	4,385	58.5	58.5
Unemployed	2	3,115	41.5	41.5
Total		7,500	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	1,075	14.3	14.3
Regular salary	2	2,809	37.5	37.5
Intermittent income	3	799	10.7	10.7
Have no income	4	2,817	37.6	37.6
Total		7,500	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	259	3.5	3.5
Professional occupations	2	538	7.2	7.2
Office and administrative support occupations	3	836	11.1	11.1
Agriculture, Livestock, Fishing, Mining	4	101	1.3	1.3
Sales and Service Occupations	5	1,466	19.5	19.5
Laborers and Skilled Workers	6	1,115	14.9	14.9
Housewives	7	1,088	14.5	14.5
Students	8	1,711	22.8	22.8
Unemployed	9	223	3.0	3.0
Other	10	163	2.2	2.2
Total		7,500	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	154	2.1	3.4
20-29 hours	2	102	1.4	2.3
30-34 hours	3	234	3.1	5.2
35 hours or longer	4	3,858	51.4	86.2
NA	5	130	1.7	2.9
NAP	0	3,022	40.3	
Total		7,500	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	2,154	28.7	28.7
Regular salary	2	4,230	56.4	56.4
Intermittent income	3	809	10.8	10.8
Have no income	4	294	3.9	3.9
9	9	13	0.2	0.2
Total		7,500	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. <Refer to the table below Q10.>

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
Administrative or Managerial Occupations	1	425	5.7	5.7
Professional occupations	2	832	11.1	11.1
Office and administrative support occupations	3	1,688	22.5	22.5
Agriculture, Livestock, Fishing, Mining	4	230	3.1	3.1
Sales and Service Occupations	5	1,902	25.4	25.4
Laborers and Skilled Workers	6	1,809	24.1	24.1
Housewives	7	49	0.7	0.7

Students	8	34	0.5	0.5
Unemployed	9	228	3.0	3.0
Other	10	303	4.0	4.0
Total		7,500	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	32	0.4	0.4
1 person	2	3,120	41.6	41.6
2 people	3	3,361	44.8	44.8
3 people	4	678	9.0	9.0
4 people	5	255	3.4	3.4
More than 5 people	6	48	0.6	0.6
NA	9	6	0.1	0.1
Total		7,500	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	2.3	2.3
2 people	2	592	7.9	7.9
3 people	3	1,465	19.5	19.5
4 people	4	3,859	51.5	51.5
5 people	5	1,040	13.9	13.9
6 people	6	256	3.4	3.4
7 people	7	72	1.0	1.0
More than 8 people	8	33	0.4	0.4
NA	9	11	0.1	0.1
Total		7,500	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	16	0.2	0.2
600,000 won - 790,000 won	15	44	0.6	0.6
800,000 won - 990,000 won	16	103	1.4	1.4
1,000,000 won - 1,190,000 won	17	154	2.1	2.1
1,200,000 won - 1,590,000 won	18	433	5.8	5.8
1,600,000 won - 1,990,000 won	19	675	9.0	9.0
2,000,000 won - 2,990,000 won	20	2,191	29.2	29.2
3,000,000 won - 3,990,000 won	21	1,421	18.9	18.9
4,000,000 won - 4,990,000 won	22	854	11.4	11.4
5,000,000 won - 6,990,000 won	23	577	7.7	7.7
7,000,000 won - 9,990,000 won	24	108	1.4	1.4
10,000,000 won or over	25	55	0.7	0.7
NA	26	850	11.3	11.3
Total		7,500	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	2,838	37.8	37.8
Less than 400,000 won	13	226	3.0	3.0
400,000 won - 590,000 won	14	159	2.1	2.1
600,000 won - 790,000 won	15	214	2.9	2.9
800,000 won - 990,000 won	16	514	6.9	6.9
1,000,000 won - 1,190,000 won	17	480	6.4	6.4
1,200,000 won - 1,590,000 won	18	719	9.6	9.6
1,600,000 won - 1,990,000 won	19	669	8.9	8.9
2,000,000 won - 2,990,000 won	20	929	12.4	12.4
3,000,000 won - 3,990,000 won	21	357	4.8	4.8

4,000,000 won - 4,990,000 won	22	140	1.9	1.9
5,000,000 won or over	23	119	1.6	1.6
NA	24	136	1.8	1.8
Total		7,500	100.0	100.0

DQ18 Home ownership

Q18. What is the ownership status of your home?

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
Own home	1	5,278	70.4	70.4
Deposit-only lease (Jeonse)	2	1,793	23.9	23.9
Monthly rent (Wolse)	3	273	3.6	3.6
Boarding	4	5	0.1	0.1
Other	5	151	2.0	2.0
Total		7,500	100.0	100.0

DQ19 Type of residence

Q19. What type of home is this?

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
Single family house	1	2,165	28.9	28.9
Attached family hose/Multi-family house	2	1,185	15.8	15.8
Condominium	3	3,876	51.7	51.7
Residential unit in a commercial building	4	181	2.4	2.4
Other	5	93	1.2	1.2
Total		7,500	100.0	100.0

DQ20 Respondent: Religion

Q20. Which religion do you have?

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
None	1	3,297	44.0	44.0
Christianity	2	1,849	24.7	24.7
Buddhism	3	1,567	20.9	20.9
Roman Catholic	4	688	9.2	9.2
Cheondogyo	5	7	0.1	0.1
Other	6	92	1.2	1.2
Total		7,500	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	76	1.0	1.0
Upper middle	2	729	9.7	9.7
Middle	3	4,038	53.8	53.8
Lower middle	4	2,191	29.2	29.2
Low	5	462	6.2	6.2
NA	9	4	0.1	0.1
Total		7,500	100.0	100.0

A1 Respondent: Hobby

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

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
Mountain climbing	1	720	9.6	9.6
Fishing	2	292	3.9	3.9
Baduk	3	151	2.0	2.0
Movie going/film watching	4	799	10.7	10.7
Concert going/music listening	5	834	11.1	11.1
Collecting	6	18	0.2	0.2
Travelling	7	425	5.7	5.7
Playing musical instruments	8	97	1.3	1.3
Exercise/play a sport	9	990	13.2	13.2
Gardening	10	41	0.5	0.5
Knitting/embroidery	11	177	2.4	2.4
Cooking	12	208	2.8	2.8
Painting/drawing/calligraphy	13	100	1.3	1.3
Reading	14	497	6.6	6.6
Computer/Internet (including games)	15	1,263	16.8	16.8
Other	17	315	4.2	4.2
I have no hobbies	18	573	7.6	7.6
Total		7,500	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	2,567	34.2	34.2
Went out with family	2	977	13.0	13.0
Met friend(s)	3	1,065	14.2	14.2
Climbed a mountain	4	305	4.1	4.1
Went fishing	5	41	0.5	0.5
Baduk	6	9	0.1	0.1
Movie	7	163	2.2	2.2
Dated with a girl/boyfriend	8	141	1.9	1.9
Trip/travel	9	161	2.1	2.1
Concert	10	10	0.1	0.1
Attended a wedding/gathering	11	135	1.8	1.8
Visited relatives	12	203	2.7	2.7
Religious activity	13	503	6.7	6.7
Went spa/sauna	14	72	1.0	1.0
Exercised/played a sport	15	130	1.7	1.7
Worked/studied	16	630	8.4	8.4
Golf	17	12	0.2	0.2
Computer/Internet	18	129	1.7	1.7
Shopping	19	67	0.9	0.9
Other	20	180	2.4	2.4
Total		7,500	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	217	2.9	8.3
Met friend(s)	3	275	3.7	10.5
Climbed a mountain	4	85	1.1	3.2
Went fishing	5	25	0.3	1.0
Baduk	6	20	0.3	0.8
Movie	7	223	3.0	8.5

Dated with a girl/boyfriend	8	100	1.3	3.8
Trip/travel	9	51	0.7	1.9
Concert	10	8	0.1	0.3
Attended a wedding/gathering	11	60	0.8	2.3
Visited relatives	12	123	1.6	4.7
Religious activity	13	352	4.7	13.5
Went spa/sauna	14	251	3.3	9.6
Exercised/played a sport	15	125	1.7	4.8
Worked/studied	16	148	2.0	5.7
Golf	17	5	0.1	0.2
Computer/Internet	18	372	5.0	14.2
Shopping	19	118	1.6	4.5
Other	20	58	0.8	2.2
NAP	0	4,884	65.1	
Total		7,500	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	18	0.2	1.9
Climbed a mountain	4	12	0.2	1.3
Went fishing	5	4	0.1	0.4
Baduk	6	3	0.0	0.3
Movie	7	42	0.6	4.4
Dated with a girl/boyfriend	8	33	0.4	3.5
Trip/travel	9	23	0.3	2.4
Concert	10	1	0.0	0.1
Attended a wedding/gathering	11	15	0.2	1.6
Visited relatives	12	40	0.5	4.2
Religious activity	13	94	1.3	9.9
Went spa/sauna	14	125	1.7	13.1
Exercised/played a sport	15	79	1.1	8.3
Worked/studied	16	50	0.7	5.2
Golf	17	8	0.1	0.8
Computer/Internet	18	291	3.9	30.5

Shopping	19	92	1.2	9.7
Other	20	23	0.3	2.4
NAP	0	6,547	87.3	
Total		7,500	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 %
Movie	7	5	0.1	1.6
Dated with a girl/boyfriend	8	5	0.1	1.6
Trip/travel	9	3	0.0	1.0
Concert	10	1	0.0	0.3
Attended a wedding/gathering	11	4	0.1	1.3
Visited relatives	12	8	0.1	2.6
Religious activity	13	16	0.2	5.2
Went spa/sauna	14	34	0.5	11.0
Exercised/played a sport	15	24	0.3	7.7
Worked/studied	16	30	0.4	9.7
Golf	17	5	0.1	1.6
Computer/Internet	18	107	1.4	34.5
Shopping	19	58	0.8	18.7
Other	20	10	0.1	3.2
NAP	0	7,190	95.9	
Total		7,500	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 %
Attended a wedding/gathering	11	1	0.0	1.2
Visited relatives	12	2	0.0	2.4
Religious activity	13	2	0.0	2.4
Went spa/sauna	14	8	0.1	9.6
Exercised/played a sport	15	5	0.1	6.0
Worked/studied	16	2	0.0	2.4
Computer/Internet	18	38	0.5	45.8

Shopping	19	18	0.2	21.7
Other	20	7	0.1	8.4
NAP	0	7,417	98.9	
Total		7,500	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 %
Visited relatives	12	1	0.0	4.5
Went spa/sauna	14	1	0.0	4.5
Exercised/played a sport	15	3	0.0	13.6
Worked/studied	16	3	0.0	13.6
Computer/Internet	18	6	0.1	27.3
Shopping	19	5	0.1	22.7
Other	20	3	0.0	13.6
NAP	0	7,478	99.7	
Total		7,500	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 %
Worked/studied	16	1	0.0	25.0
Computer/Internet	18	2	0.0	50.0
Shopping	19	1	0.0	25.0
NAP	0	7,496	99.9	
Total		7,500	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 %
Computer/Internet	18	1	0.0	100.0
NAP	0	7,499	100.0	
Total		7,500	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 %
Other	20	1	0.0	100.0
NAP	0	7,499	100.0	
Total		7,500	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	778	10.4	10.4
Going on to school for further education	2	212	2.8	2.8
Getting a job	3	439	5.9	5.9
Housing	4	183	2.4	2.4
Increase wealth	5	843	11.2	11.2
Health	6	1,220	16.3	16.3
Business	7	383	5.1	5.1
Workplace issue	8	669	8.9	8.9
Friendship or relationship with a boy/girlfriend	9	341	4.5	4.5
Marriage	10	185	2.5	2.5
Wife/husband	11	50	0.7	0.7
Child/children	12	935	12.5	12.5
Life after retirement	13	79	1.1	1.1
Family affair	14	153	2.0	2.0
Physical appearance/body weight	15	332	4.4	4.4
Debt/loan repayment	16	203	2.7	2.7
Other	17	185	2.5	2.5
I have no concerns these days	18	310	4.1	4.1
Total		7,500	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	86	1.1	1.1
4,000 won to 5,000 won	12	63	0.8	0.8
5,000 won to 10,000 won	13	176	2.3	2.3
10,000 won to 30,000 won	14	553	7.4	7.4
30,000 won to 50,000 won	15	750	10.0	10.0
50,000 won to 70,000 won	16	444	5.9	5.9
70,000 won to 100,000 won	17	862	11.5	11.5
100,000 won to 150,000 won	18	1,025	13.7	13.7
150,000 won to 200,000 won	19	964	12.9	12.9
200,000 won to 300,000 won	20	1,259	16.8	16.8
300,000 won to 500,000 won	21	908	12.1	12.1
500,000 won to 990,000 won	22	307	4.1	4.1
1,000,000 won or over	23	89	1.2	1.2
NA	99	14	0.2	0.2
Total		7,500	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	4,534	60.5	60.5
Yes	1	2,966	39.5	39.5
Total		7,500	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	792	10.6	26.7
Aerobics	3	64	0.9	2.2
Swimming	4	140	1.9	4.7

Bowling	5	42	0.6	1.4
Tennis	6	61	0.8	2.1
Badminton	7	74	1.0	2.5
Taekwondo	8	46	0.6	1.6
Football [soccer]	9	218	2.9	7.3
Volleyball	10	7	0.1	0.2
Basketball	11	65	0.9	2.2
Table tennis	12	30	0.4	1.0
Baseball	13	8	0.1	0.3
Pool and pocket billiards	14	23	0.3	0.8
Kendo	15	23	0.3	0.8
Mountain climbing	16	384	5.1	12.9
Yoga/hypogastric breathing	17	95	1.3	3.2
Golf	18	69	0.9	2.3
Fitness exercises	19	412	5.5	13.9
Jump rope	20	76	1.0	2.6
Dance sports	21	27	0.4	0.9
Inline skating	22	28	0.4	0.9
Other	25	282	3.8	9.5
NAP	0	4,534	60.5	
Total		7,500	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	0.4
Swimming	4	14	0.2	1.9
Bowling	5	9	0.1	1.2
Tennis	6	9	0.1	1.2
Badminton	7	35	0.5	4.8
Taekwondo	8	6	0.1	0.8
Football [soccer]	9	24	0.3	3.3
Volleyball	10	5	0.1	0.7
Basketball	11	57	0.8	7.9
Table tennis	12	25	0.3	3.5

Baseball	13	4	0.1	0.6
Pool and pocket billiards	14	22	0.3	3.0
Kendo	15	6	0.1	0.8
Mountain climbing	16	120	1.6	16.6
Yoga/hypogastric breathing	17	30	0.4	4.1
Golf	18	23	0.3	3.2
Fitness exercises	19	124	1.7	17.2
Jump rope	20	68	0.9	9.4
Dance sports	21	5	0.1	0.7
Inline skating	22	39	0.5	5.4
Other	25	95	1.3	13.1
NAP	0	6,777	90.4	
Total		7,500	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	2	0.0	1.1
Badminton	7	1	0.0	0.6
Football [soccer]	9	9	0.1	5.1
Volleyball	10	1	0.0	0.6
Basketball	11	10	0.1	5.6
Table tennis	12	7	0.1	4.0
Baseball	13	2	0.0	1.1
Pool and pocket billiards	14	11	0.1	6.2
Kendo	15	1	0.0	0.6
Mountain climbing	16	18	0.2	10.2
Yoga/hypogastric breathing	17	6	0.1	3.4
Golf	18	8	0.1	4.5
Fitness exercises	19	25	0.3	14.1
Jump rope	20	31	0.4	17.5
Dance sports	21	3	0.0	1.7
Inline skating	22	15	0.2	8.5
Other	25	27	0.4	15.3
NAP	0	7,323	97.6	
Total		7,500	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 %
Badminton	7	1	0.0	2.9
Basketball	11	3	0.0	8.6
Table tennis	12	2	0.0	5.7
Baseball	13	1	0.0	2.9
Pool and pocket billiards	14	3	0.0	8.6
Kendo	15	1	0.0	2.9
Mountain climbing	16	5	0.1	14.3
Golf	18	1	0.0	2.9
Fitness exercises	19	3	0.0	8.6
Jump rope	20	7	0.1	20.0
Dance sports	21	1	0.0	2.9
Inline skating	22	4	0.1	11.4
Other	25	3	0.0	8.6
NAP	0	7,465	99.5	
Total		7,500	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 %
Football [soccer]	9	1	0.0	7.7
Table tennis	12	1	0.0	7.7
Pool and pocket billiards	14	1	0.0	7.7
Yoga/hypogastric breathing	17	1	0.0	7.7
Fitness exercises	19	1	0.0	7.7
Jump rope	20	3	0.0	23.1
Inline skating	22	2	0.0	15.4
Other	25	3	0.0	23.1
NAP	0	7,487	99.8	
Total		7,500	100.0	100.0

A6_6 Type of exercises R regularly do(6)

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

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
Mountain climbing	16	1	0.0	100.0
NAP	0	7,499	100.0	
Total		7,500	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	133	1.8	1.8
Swimming	2	1,310	17.5	17.5
Mountain climbing	3	555	7.4	7.4
Bowling	4	191	2.5	2.5
Tennis	5	333	4.4	4.4
Table tennis	6	72	1.0	1.0
Baseball	7	61	0.8	0.8
Football [soccer]	8	242	3.2	3.2
Volleyball	9	18	0.2	0.2
Basketball	10	76	1.0	1.0
Shooting with real bullets	11	95	1.3	1.3
Skiing/Snowboarding	12	338	4.5	4.5
Golf	13	511	6.8	6.8
Fitness exercises	14	588	7.8	7.8
Kendo	15	231	3.1	3.1
Yoga/hypogastric breathing	16	551	7.3	7.3
Water ski	17	66	0.9	0.9
Horseback riding	18	97	1.3	1.3
Hang gliding	19	91	1.2	1.2
Military simulation games	20	66	0.9	0.9
Wind surfing	21	30	0.4	0.4
Skin and scuba diving	22	176	2.3	2.3
Skydiving	23	75	1.0	1.0
Inline skating	24	246	3.3	3.3

Dance sports	25	341	4.5	4.5
Marathon/Jogging	26	112	1.5	1.5
Other	31	287	3.8	3.8
None	32	608	8.1	8.1
Total		7,500	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	129	1.7	1.7
2 times	2	494	6.6	6.6
1 time	3	2,265	30.2	30.2
No moving	4	4,612	61.5	61.5
Total		7,500	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	883	11.8	11.8
Not very true	2	2,593	34.6	34.6
Moderately true	3	2,140	28.5	28.5
True	4	1,591	21.2	21.2
Very true	5	290	3.9	3.9
DK	6	3	0.0	0.0
Total		7,500	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	1,201	16.0	16.0
Not very true	2	2,649	35.3	35.3
Moderately true	3	1,902	25.4	25.4

True	4	1,520	20.3	20.3
Very true	5	221	2.9	2.9
DK	6	7	0.1	0.1
Total		7,500	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	279	3.7	3.7
Not very true	2	1,153	15.4	15.4
Moderately true	3	1,726	23.0	23.0
True	4	3,518	46.9	46.9
Very true	5	814	10.9	10.9
DK	6	10	0.1	0.1
Total		7,500	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	1,526	20.3	20.3
Not very true	2	2,243	29.9	29.9
Moderately true	3	1,987	26.5	26.5
True	4	1,398	18.6	18.6
Very true	5	335	4.5	4.5
DK	6	11	0.1	0.1
Total		7,500	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	482	6.4	6.4

Not very true	2	1,492	19.9	19.9
Moderately true	3	1,610	21.5	21.5
True	4	2,564	34.2	34.2
Very true	5	1,343	17.9	17.9
DK	6	9	0.1	0.1
Total		7,500	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	1,969	26.3	26.3
Not very true	2	3,401	45.3	45.3
Moderately true	3	1,352	18.0	18.0
True	4	645	8.6	8.6
Very true	5	124	1.7	1.7
DK	6	9	0.1	0.1
Total		7,500	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	1,176	15.7	15.7
Not very true	2	2,257	30.1	30.1
Moderately true	3	1,481	19.7	19.7
True	4	1,527	20.4	20.4
Very true	5	1,044	13.9	13.9
DK	6	15	0.2	0.2
Total		7,500	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	1,410	18.8	18.8
Not very true	2	2,433	32.4	32.4
Moderately true	3	1,840	24.5	24.5
True	4	1,399	18.7	18.7
Very true	5	400	5.3	5.3
DK	6	18	0.2	0.2
Total		7,500	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	1,302	17.4	17.4
Not very true	2	2,147	28.6	28.6
Moderately true	3	1,754	23.4	23.4
True	4	1,750	23.3	23.3
Very true	5	531	7.1	7.1
DK	6	16	0.2	0.2
Total		7,500	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	327	4.4	4.4
Not very true	2	1,024	13.7	13.7
Moderately true	3	1,755	23.4	23.4
True	4	3,607	48.1	48.1
Very true	5	775	10.3	10.3

DK	6	12	0.2	0.2
Total		7,500	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	1,232	16.4	16.4
Not very true	2	3,270	43.6	43.6
Moderately true	3	1,937	25.8	25.8
True	4	889	11.9	11.9
Very true	5	162	2.2	2.2
DK	6	10	0.1	0.1
Total		7,500	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	329	4.4	4.4
Not very true	2	1,409	18.8	18.8
Moderately true	3	2,415	32.2	32.2
True	4	3,026	40.3	40.3
Very true	5	306	4.1	4.1
DK	6	15	0.2	0.2
Total		7,500	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	652	8.7	8.7
Not very true	2	2,814	37.5	37.5
Moderately true	3	2,166	28.9	28.9

True	4	1,693	22.6	22.6
Very true	5	166	2.2	2.2
DK	6	9	0.1	0.1
Total		7,500	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	2,049	27.3	27.3
Not very true	2	2,200	29.3	29.3
Moderately true	3	1,435	19.1	19.1
True	4	998	13.3	13.3
Very true	5	811	10.8	10.8
DK	6	7	0.1	0.1
Total		7,500	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	160	2.1	2.1
Not very true	2	651	8.7	8.7
Moderately true	3	2,881	38.4	38.4
True	4	2,960	39.5	39.5
Very true	5	844	11.3	11.3
DK	6	4	0.1	0.1
Total		7,500	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	1,016	13.5	13.5

Not very true	2	2,091	27.9	27.9
Moderately true	3	2,270	30.3	30.3
True	4	1,683	22.4	22.4
Very true	5	433	5.8	5.8
DK	6	7	0.1	0.1
Total		7,500	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	932	12.4	12.4
Not very true	2	1,327	17.7	17.7
Moderately true	3	1,769	23.6	23.6
True	4	2,762	36.8	36.8
Very true	5	702	9.4	9.4
DK	6	8	0.1	0.1
Total		7,500	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	1,455	19.4	19.4
Not very true	2	2,583	34.4	34.4
Moderately true	3	1,884	25.1	25.1
True	4	1,239	16.5	16.5
Very true	5	331	4.4	4.4
DK	6	8	0.1	0.1
Total		7,500	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	452	6.0	6.0
Not very true	2	1,844	24.6	24.6
Moderately true	3	2,968	39.6	39.6
True	4	1,874	25.0	25.0
Very true	5	353	4.7	4.7
DK	6	9	0.1	0.1
Total		7,500	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	752	10.0	10.0
Not very true	2	2,679	35.7	35.7
Moderately true	3	2,332	31.1	31.1
True	4	1,421	18.9	18.9
Very true	5	308	4.1	4.1
DK	6	8	0.1	0.1
Total		7,500	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	120	1.6	1.6
Not very true	2	615	8.2	8.2
Moderately true	3	2,661	35.5	35.5
True	4	2,933	39.1	39.1
Very true	5	1,160	15.5	15.5

DK	6	11	0.1	0.1
Total		7,500	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	941	12.5	12.5
Not very true	2	2,982	39.8	39.8
Moderately true	3	2,229	29.7	29.7
True	4	1,154	15.4	15.4
Very true	5	183	2.4	2.4
DK	6	11	0.1	0.1
Total		7,500	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	258	3.4	3.4
Not very true	2	807	10.8	10.8
Moderately true	3	1,703	22.7	22.7
True	4	3,666	48.9	48.9
Very true	5	1,048	14.0	14.0
DK	6	18	0.2	0.2
Total		7,500	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	757	10.1	10.1
Not very true	2	2,180	29.1	29.1

Moderately true	3	1,901	25.3	25.3
True	4	2,112	28.2	28.2
Very true	5	536	7.1	7.1
DK	6	14	0.2	0.2
Total		7,500	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	875	11.7	11.7
Not very true	2	2,646	35.3	35.3
Moderately true	3	2,353	31.4	31.4
True	4	1,367	18.2	18.2
Very true	5	248	3.3	3.3
DK	6	11	0.1	0.1
Total		7,500	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	1,023	13.6	13.6
Not very true	2	2,451	32.7	32.7
Moderately true	3	1,884	25.1	25.1
True	4	1,862	24.8	24.8
Very true	5	274	3.7	3.7
DK	6	6	0.1	0.1
Total		7,500	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	505	6.7	6.7
Not very true	2	2,234	29.8	29.8
Moderately true	3	2,745	36.6	36.6
True	4	1,644	21.9	21.9
Very true	5	365	4.9	4.9
DK	6	7	0.1	0.1
Total		7,500	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	406	5.4	5.4
Not very true	2	1,829	24.4	24.4
Moderately true	3	2,677	35.7	35.7
True	4	2,312	30.8	30.8
Very true	5	270	3.6	3.6
DK	6	6	0.1	0.1
Total		7,500	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	1,046	13.9	13.9
Not very true	2	3,157	42.1	42.1
Moderately true	3	2,034	27.1	27.1
True	4	1,136	15.1	15.1
Very true	5	119	1.6	1.6

DK	6	8	0.1	0.1
Total		7,500	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	496	6.6	6.6
Not very true	2	2,176	29.0	29.0
Moderately true	3	2,983	39.8	39.8
True	4	1,701	22.7	22.7
Very true	5	139	1.9	1.9
DK	6	5	0.1	0.1
Total		7,500	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	904	12.1	12.1
Not very true	2	3,037	40.5	40.5
Moderately true	3	2,264	30.2	30.2
True	4	1,060	14.1	14.1
Very true	5	227	3.0	3.0
DK	6	8	0.1	0.1
Total		7,500	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	281	3.7	3.7
Not very true	2	1,565	20.9	20.9
Moderately true	3	3,250	43.3	43.3

True	4	2,131	28.4	28.4
Very true	5	256	3.4	3.4
DK	6	17	0.2	0.2
Total		7,500	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	1,202	16.0	16.0
Not very true	2	3,423	45.6	45.6
Moderately true	3	1,994	26.6	26.6
True	4	772	10.3	10.3
Very true	5	101	1.3	1.3
DK	6	8	0.1	0.1
Total		7,500	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	944	12.6	12.6
Not very true	2	3,047	40.6	40.6
Moderately true	3	2,311	30.8	30.8
True	4	975	13.0	13.0
Very true	5	219	2.9	2.9
DK	6	4	0.1	0.1
Total		7,500	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	994	13.3	13.3

Not very true	2	3,045	40.6	40.6
Moderately true	3	1,904	25.4	25.4
True	4	1,245	16.6	16.6
Very true	5	307	4.1	4.1
DK	6	5	0.1	0.1
Total		7,500	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	43	0.6	0.6
Not very true	2	372	5.0	5.0
Moderately true	3	1,180	15.7	15.7
True	4	3,800	50.7	50.7
Very true	5	2,099	28.0	28.0
DK	6	6	0.1	0.1
Total		7,500	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	114	1.5	1.5
Not very true	2	1,075	14.3	14.3
Moderately true	3	3,156	42.1	42.1
True	4	2,780	37.1	37.1
Very true	5	370	4.9	4.9
DK	6	5	0.1	0.1
Total		7,500	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	84	1.1	1.1
Not very true	2	988	13.2	13.2
Moderately true	3	2,662	35.5	35.5
True	4	3,151	42.0	42.0
Very true	5	612	8.2	8.2
DK	6	3	0.0	0.0
Total		7,500	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	148	2.0	2.0
Not very true	2	1,228	16.4	16.4
Moderately true	3	3,605	48.1	48.1
True	4	2,116	28.2	28.2
Very true	5	399	5.3	5.3
DK	6	4	0.1	0.1
Total		7,500	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	188	2.5	2.5
Not very true	2	1,662	22.2	22.2
Moderately true	3	2,846	37.9	37.9
True	4	2,429	32.4	32.4
Very true	5	369	4.9	4.9

DK	6	6	0.1	0.1
Total		7,500	100.0	100.0

B_41 R wants to look more unique than 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.

41) I would like to look more unique than others

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
Not true at all	1	768	10.2	10.2
Not very true	2	3,046	40.6	40.6
Moderately true	3	2,157	28.8	28.8
True	4	1,211	16.1	16.1
Very true	5	309	4.1	4.1
DK	6	9	0.1	0.1
Total		7,500	100.0	100.0

B_42 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.

42) I like betting.

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
Not true at all	1	1,757	23.4	23.4
Not very true	2	3,152	42.0	42.0
Moderately true	3	1,451	19.3	19.3
True	4	878	11.7	11.7
Very true	5	256	3.4	3.4
DK	6	6	0.1	0.1
Total		7,500	100.0	100.0

B_43 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.

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

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
Not true at all	1	1,247	16.6	16.6
Not very true	2	3,272	43.6	43.6
Moderately true	3	1,771	23.6	23.6

True	4	968	12.9	12.9
Very true	5	236	3.1	3.1
DK	6	6	0.1	0.1
Total		7,500	100.0	100.0

B_44 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.

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

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
Not true at all	1	1,509	20.1	20.1
Not very true	2	3,117	41.6	41.6
Moderately true	3	1,661	22.1	22.1
True	4	1,022	13.6	13.6
Very true	5	187	2.5	2.5
DK	6	4	0.1	0.1
Total		7,500	100.0	100.0

B_45 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.

45) 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	1,186	15.8	15.8
Not very true	2	2,711	36.1	36.1
Moderately true	3	1,767	23.6	23.6
True	4	1,471	19.6	19.6
Very true	5	361	4.8	4.8
DK	6	4	0.1	0.1
Total		7,500	100.0	100.0

B_46 Checking out information about products before buying

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.

46) I always check out the information about products before I buy anything.

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
Not true at all	1	1,407	18.8	18.8

Not very true	2	2,191	29.2	29.2
Moderately true	3	1,891	25.2	25.2
True	4	1,574	21.0	21.0
Very true	5	431	5.7	5.7
DK	6	6	0.1	0.1
Total		7,500	100.0	100.0

B_47 Making friends through Internet

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.

47) I can make friends with a broad and diverse spectrum through the Internet.

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
Not true at all	1	1,512	20.2	20.2
Not very true	2	2,367	31.6	31.6
Moderately true	3	1,912	25.5	25.5
True	4	1,377	18.4	18.4
Very true	5	323	4.3	4.3
DK	6	9	0.1	0.1
Total		7,500	100.0	100.0

B_48 Buying new thing vs. Fixing 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.

48) I would buy a new thing, rather than fixing it to reuse.

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
Not true at all	1	925	12.3	12.3
Not very true	2	2,855	38.1	38.1
Moderately true	3	2,282	30.4	30.4
True	4	1,233	16.4	16.4
Very true	5	200	2.7	2.7
DK	6	5	0.1	0.1
Total		7,500	100.0	100.0

B_49 Following fashion styles of star R likes

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.
49) I tend to follow fashion styles or accessories of the star (entertainer) I like.

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
Not true at all	1	2,861	38.1	38.1
Not very true	2	2,948	39.3	39.3
Moderately true	3	1,124	15.0	15.0
True	4	481	6.4	6.4
Very true	5	79	1.1	1.1
DK	6	7	0.1	0.1
Total		7,500	100.0	100.0

B_50 R tends to be helpful

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.
50) I want to be helpful.

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
Not true at all	1	107	1.4	1.4
Not very true	2	551	7.3	7.3
Moderately true	3	2,760	36.8	36.8
True	4	3,547	47.3	47.3
Very true	5	532	7.1	7.1
DK	6	3	0.0	0.0
Total		7,500	100.0	100.0

B_51 Insisting on opinion even if others are older

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.
51) I tend to insist on my opinion to the end even if other people are older than I.

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
Not true at all	1	428	5.7	5.7
Not very true	2	2,489	33.2	33.2
Moderately true	3	2,763	36.8	36.8
True	4	1,553	20.7	20.7
Very true	5	263	3.5	3.5

DK	6	4	0.1	0.1
Total		7,500	100.0	100.0

B_52 Hanging out with others vs. Being alone

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.

52) I prefer hanging out with other people over being alone.

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
Not true at all	1	123	1.6	1.6
Not very true	2	812	10.8	10.8
Moderately true	3	2,440	32.5	32.5
True	4	3,242	43.2	43.2
Very true	5	880	11.7	11.7
DK	6	3	0.0	0.0
Total		7,500	100.0	100.0

B_53 Being satisfied only if R wins the competition

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.

53) I am satisfied only if I win the competition with others.

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
Not true at all	1	465	6.2	6.2
Not very true	2	2,465	32.9	32.9
Moderately true	3	2,718	36.2	36.2
True	4	1,506	20.1	20.1
Very true	5	339	4.5	4.5
DK	6	7	0.1	0.1
Total		7,500	100.0	100.0

B_54 Family is more important than 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.

54) Family is more important than I am.

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
Not true at all	1	78	1.0	1.0
Not very true	2	537	7.2	7.2
Moderately true	3	2,272	30.3	30.3

True	4	3,291	43.9	43.9
Very true	5	1,317	17.6	17.6
DK	6	5	0.1	0.1
Total		7,500	100.0	100.0

B_55 Reading printed advertisements on newspapers

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.

55) I often read printed advertisements on newspapers or magazines.

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
Not true at all	1	579	7.7	11.6
Not very true	2	1,969	26.3	39.4
Moderately true	3	1,509	20.1	30.2
True	4	755	10.1	15.1
Very true	5	186	2.5	3.7
DK	6	2	0.0	0.0
NAP	0	2,500	33.3	
Total		7,500	100.0	100.0

B_56 TV commercials are more fun than TV programs

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.

56) TV commercials are more fun than actual TV programs.

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
Not true at all	1	933	12.4	18.7
Not very true	2	2,315	30.9	46.3
Moderately true	3	1,217	16.2	24.3
True	4	414	5.5	8.3
Very true	5	118	1.6	2.4
DK	6	3	0.0	0.1
NAP	0	2,500	33.3	
Total		7,500	100.0	100.0

B_57 Commercials before film vs. TV 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.
57) I like commercials before film at theaters better than TV commercials.

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
Not true at all	1	915	12.2	18.3
Not very true	2	2,165	28.9	43.3
Moderately true	3	1,208	16.1	24.2
True	4	547	7.3	10.9
Very true	5	154	2.1	3.1
DK	6	11	0.1	0.2
NAP	0	2,500	33.3	
Total		7,500	100.0	100.0

B_58 Spending money wisely vs. Making money

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.
58) Spending money wisely is more important than making money.

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
Not true at all	1	65	0.9	1.3
Not very true	2	308	4.1	6.2
Moderately true	3	948	12.6	19.0
True	4	2,350	31.3	47.0
Very true	5	1,319	17.6	26.4
DK	6	10	0.1	0.2
NAP	0	2,500	33.3	
Total		7,500	100.0	100.0

B_59 Going on diet for health

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.
59) I consider going on a diet for my health.

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
Not true at all	1	469	6.3	9.4
Not very true	2	1,073	14.3	21.5
Moderately true	3	1,340	17.9	26.8

True	4	1,613	21.5	32.3
Very true	5	501	6.7	10.0
DK	6	4	0.1	0.1
NAP	0	2,500	33.3	
Total		7,500	100.0	100.0

B_60 Men should do household chores

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.

60) Men, too, should do household chores such as dish washing and cleaning.

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
Not true at all	1	74	1.0	1.5
Not very true	2	329	4.4	6.6
Moderately true	3	1,032	13.8	20.6
True	4	2,325	31.0	46.5
Very true	5	1,235	16.5	24.7
DK	6	5	0.1	0.1
NAP	0	2,500	33.3	
Total		7,500	100.0	100.0

B_61 R enjoys life today

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.

61) Rather than worrying about the future, I enjoy life today.

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
Not true at all	1	147	2.0	2.9
Not very true	2	1,084	14.5	21.7
Moderately true	3	1,903	25.4	38.1
True	4	1,548	20.6	31.0
Very true	5	315	4.2	6.3
DK	6	3	0.0	0.1
NAP	0	2,500	33.3	
Total		7,500	100.0	100.0

B_62 Stores' atmosphere/interior decorations are important

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.

62) When I shop around, stores' atmosphere and interior decorations play as important purchase factors.

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
Not true at all	1	270	3.6	5.4
Not very true	2	1,000	13.3	20.0
Moderately true	3	1,690	22.5	33.8
True	4	1,711	22.8	34.2
Very true	5	320	4.3	6.4
DK	6	9	0.1	0.2
NAP	0	2,500	33.3	
Total		7,500	100.0	100.0

B_63 R can sacrifice leisure time to make money

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.

63) I can sacrifice leisure time to make money.

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
Not true at all	1	151	2.0	3.0
Not very true	2	857	11.4	17.1
Moderately true	3	1,755	23.4	35.1
True	4	1,875	25.0	37.5
Very true	5	356	4.7	7.1
DK	6	6	0.1	0.1
NAP	0	2,500	33.3	
Total		7,500	100.0	100.0

B_64 Secure job vs. High-paying 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.

64) I prefer a secure job over a high-paying job.

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
Not true at all	1	101	1.3	2.0
Not very true	2	476	6.3	9.5
Moderately true	3	1,301	17.3	26.0

True	4	2,336	31.1	46.7
Very true	5	782	10.4	15.6
DK	6	4	0.1	0.1
NAP	0	2,500	33.3	
Total		7,500	100.0	100.0

B_65 Pollution of current region is serious

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.

65) The degree of pollution where I live is serious.

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
Not true at all	1	392	5.2	7.8
Not very true	2	1,686	22.5	33.7
Moderately true	3	1,979	26.4	39.6
True	4	751	10.0	15.0
Very true	5	184	2.5	3.7
DK	6	8	0.1	0.2
NAP	0	2,500	33.3	
Total		7,500	100.0	100.0

B_66 Children have influence on R when buying 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.

66) My children have influence on me when I buy things.

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
Not true at all	1	652	8.7	13.0
Not very true	2	955	12.7	19.1
Moderately true	3	1,754	23.4	35.1
True	4	1,301	17.3	26.0
Very true	5	217	2.9	4.3
DK	6	121	1.6	2.4
NAP	0	2,500	33.3	
Total		7,500	100.0	100.0

B_67 It is important to learn new 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.
67) It is important to learn new things throughout all of life.

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
Not true at all	1	52	0.7	1.0
Not very true	2	197	2.6	3.9
Moderately true	3	861	11.5	17.2
True	4	2,573	34.3	51.5
Very true	5	1,304	17.4	26.1
DK	6	13	0.2	0.3
NAP	0	2,500	33.3	
Total		7,500	100.0	100.0

B_68 Getting information from newspapers

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.
68) I usually get new information from newspapers and magazines, rather than from TV.

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
Not true at all	1	413	5.5	8.3
Not very true	2	1,461	19.5	29.2
Moderately true	3	1,680	22.4	33.6
True	4	1,138	15.2	22.8
Very true	5	299	4.0	6.0
DK	6	9	0.1	0.2
NAP	0	2,500	33.3	
Total		7,500	100.0	100.0

B_69 R will confidently seek new job after job loss

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.
69) Even if I lose my current job, I will confidently seek a new one.

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
Not true at all	1	190	2.5	3.8
Not very true	2	837	11.2	16.7
Moderately true	3	1,685	22.5	33.7

True	4	1,688	22.5	33.8
Very true	5	591	7.9	11.8
DK	6	9	0.1	0.2
NAP	0	2,500	33.3	
Total		7,500	100.0	100.0

B_70 R wants to be the best in the field

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.

70) I want to be the best in my field.

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
Not true at all	1	10	0.1	0.4
Not very true	2	119	1.6	4.8
Moderately true	3	445	5.9	17.8
True	4	1,120	14.9	44.8
Very true	5	806	10.7	32.2
NAP	0	5,000	66.7	
Total		7,500	100.0	100.0

B_71 R is satisfied with current 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.

71) I am satisfied with the job I am doing.

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
Not true at all	1	58	0.8	2.3
Not very true	2	382	5.1	15.3
Moderately true	3	828	11.0	33.1
True	4	982	13.1	39.3
Very true	5	250	3.3	10.0
NAP	0	5,000	66.7	
Total		7,500	100.0	100.0

B_72 Computer/New technologies make life convenient

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.

72) Computer and new technologies make my life more convenient.

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
Not true at all	1	109	1.5	4.4
Not very true	2	202	2.7	8.1
Moderately true	3	509	6.8	20.4
True	4	1,256	16.7	50.2
Very true	5	423	5.6	16.9
DK	6	1	0.0	0.0
NAP	0	5,000	66.7	
Total		7,500	100.0	100.0

B_73 Spending a lot of money on leisure

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.

73) I tend to spend a lot of money on leisure.

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
Not true at all	1	159	2.1	6.4
Not very true	2	902	12.0	36.1
Moderately true	3	870	11.6	34.8
True	4	459	6.1	18.4
Very true	5	110	1.5	4.4
NAP	0	5,000	66.7	
Total		7,500	100.0	100.0

B_74 Having a child is not important

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.

74) Having a child is not important to me.

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
Not true at all	1	468	6.2	18.7
Not very true	2	950	12.7	38.0
Moderately true	3	644	8.6	25.8
True	4	319	4.3	12.8

Very true	5	116	1.5	4.6
DK	6	3	0.0	0.1
NAP	0	5,000	66.7	
Total		7,500	100.0	100.0

B_75 R tends to consider food ingredients for health

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.

75) For healthy eating, I tend to consider food ingredients carefully and be picky.

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
Not true at all	1	171	2.3	6.8
Not very true	2	765	10.2	30.6
Moderately true	3	855	11.4	34.2
True	4	602	8.0	24.1
Very true	5	105	1.4	4.2
DK	6	2	0.0	0.1
NAP	0	5,000	66.7	
Total		7,500	100.0	100.0

B_76 R asks around before buying new thing

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.

76) I ask around before I buy a new thing.

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
Not true at all	1	101	1.3	4.0
Not very true	2	535	7.1	21.4
Moderately true	3	894	11.9	35.8
True	4	867	11.6	34.7
Very true	5	103	1.4	4.1
NAP	0	5,000	66.7	
Total		7,500	100.0	100.0

B_77 R respects traditional customs/belief

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.

77) I respect traditional customs and belief.

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
Not true at all	1	73	1.0	2.9
Not very true	2	370	4.9	14.8
Moderately true	3	972	13.0	38.9
True	4	931	12.4	37.2
Very true	5	154	2.1	6.2
NAP	0	5,000	66.7	
Total		7,500	100.0	100.0