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<Notes>

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

Background Questions

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

Age _____ (in years)

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

Q2. What is your sex?

- (1) Male
- (2) Female

Q3. What is your marital status?

- (1) Never married ⇒ GO TO Q6
- (2) Divorced ⇒ GO TO Q5
- (3) Remarried
- (4) Currently married
- (5) Separated
- (6) Widowed
- (7) Living with a partner

Q4. How long have you been married?

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

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

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

Total number of children: _____

Q6A. (All respondents) Are you a student?

- (1) Yes ⇒ Go to Q6B
- (2) No ⇒ Go to Q7

Q6B. What type of school are you currently attending?

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

Q7. (Non-student only) What is the highest level of school you completed?
⇒ Record the answer in the table below

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

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

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

- (01) [Homemaker] (primarily serves to manage her/his own household, without having other job)
- (02) [Student] (of elementary/middle/high school, college or university, graduate school)
- (03) [Unemployed] (a person who does not have a specific job or occupation)
- (04) [Senior Government or Corporate Officials]
Business owner (of a business with 5 or more employees)
Senior government official at an administrative or managerial position (at or above Grade V)
Senior corporate official or an administrator (at or above department manager level)
- (05) [Professional Occupations]
College professor, teacher
Medical doctor, nurse, pharmacist, veterinarian
Lawyer, judge, prosecutor, patent agent, CPA/tax accountant
Religion/Media/Art/Sports related professionals
- (06) [Science, Engineering, and Information related Professional Occupations]
Computer expert (programmer, web designer, etc.)
Research engineer
Physics/Mathematics/Engineering expert
Architect, construction/civil engineer, and other related experts (at or above certified engineer level)
- (07) [Office and Administrative Support Occupations]
Company employee (rank and file general employee, clerk, sales, technical manager, etc.)
IT related employee, postmaster, secretary, bank teller
Travel agency employee, government employee (at or below Grade VI)
- (08) [Agriculture, Livestock, Fishing, Mining] Agriculture, livestock, stockbreeding, fishing, mining
- (09) [Trade or Sales Occupations]
Restaurant/store owner (with 4 or less employees)
- (10) [Service Occupations]
Hairdresser, barber, cook, restaurant/coffee shop related occupations

Fortuneteller, firefighter, train host, helper, etc.

(11) [Laborers]

Simple manual labor occupations (cleaner, building guard, housekeeper, etc.)

Street stall sales person, shoe polisher, quick service delivery person

(12) [Skilled Workers]

Driver, carpenter, car mechanic, glass processing worker

Printing related occupations, Metal related occupations, other production workers

(98) Other (Please specify: _____)

Q11. (All respondents) How many people have income in your household? (Include every person living together in the same household.)

Number of people: _____

Q12. How many people currently live in your household, including yourself?

Number of people: _____

Q13. On average, what is your household's total monthly income? (Please include income from all sources, such as bonuses, extra pay, interests, and rental income.)

(01) Less than 400,000 won

(02) 400,000 won to less than 600,000 won

(03) 600,000 won to less than 800,000 won

(04) 800,000 won to less than 1,000,000 won

(05) 1,000,000 won to less than 1,200,000 won

(06) 1,200,000 won to less than 1,400,000 won

(07) 1,400,000 won to less than 1,600,000 won

(08) 1,600,000 won to less than 1,800,000 won

(09) 1,800,000 won to less than 2,000,000 won

(10) 2,000,000 won to less than 2,400,000 won

(11) 2,400,000 won to less than 3,000,000 won

(12) 3,000,000 won to less than 4,000,000 won

(13) 4,000,000 won to less than 5,000,000 won

(14) 5,000,000 won to less than 7,000,000 won

(15) 7,000,000 won to less than 10,000,000 won

(16) 10,000,000 won or over

(98) Don't know

Q14. On average, what is your total monthly income? (Please include income from all sources, such as bonuses, extra pay, interests, rental income. If you are a student and you have regular income, please include it when answering this question.)

- (01) None
- (02) Less than 200,000 won
- (03) 200,000 won to less than 300,000 won
- (04) 300,000 won to less than 400,000 won
- (05) 400,000 won to less than 500,000 won
- (06) 500,000 won to less than 600,000 won
- (07) 600,000 won to less than 700,000 won
- (08) 700,000 won to less than 800,000 won
- (09) 800,000 won to less than 900,000 won
- (10) 900,000 won to less than 1,000,000 won
- (11) 1,000,000 won to less than 1,200,000 won
- (12) 1,200,000 won to less than 1,400,000 won
- (13) 1,400,000 won to less than 1,600,000 won
- (14) 1,600,000 won to less than 1,800,000 won
- (15) 1,800,000 won to less than 2,000,000 won
- (16) 2,000,000 won to less than 2,400,000 won
- (17) 2,400,000 won to less than 3,000,000 won
- (18) 3,000,000 won to less than 4,000,000 won
- (19) 4,000,000 won to less than 5,000,000 won
- (20) 5,000,000 won or over
- (98) Don't know

Q15. What is the ownership status of your home?

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

Q16. What type of home is this?

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

Q17. Which religion do you have?

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

Q18. Which of the following do you think best describes your living standard?

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

Weekly Routines

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

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

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

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

- (19) Went shopping
- (98) Other

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

- (01) Academic performance/grade
- (02) Going on to school for further education
- (03) Getting a job
- (04) Housing
- (05) Increase wealth
- (06) Health
- (07) Business
- (08) Workplace issue
- (09) Friendship or relationship with a boy/girlfriend
- (10) Marriage
- (11) Wife/husband
- (12) Child/children
- (13) Life after retirement
- (14) Family affair
- (15) Physical appearance/body weight
- (16) Debt/loan repayment
- (97) Other
- (98) I have no concerns these days

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

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

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

- (1) Yes
- (2) No ⇒ Go to Q7

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

- (01) Jogging
- (02) Aerobics
- (03) Swimming
- (04) Bowling
- (05) Tennis
- (06) Badminton
- (07) Taekwondo
- (08) Football [soccer]
- (09) Volleyball
- (10) Basketball
- (11) Table tennis
- (12) Baseball
- (13) Pool and pocket billiards
- (14) *Kendo*
- (15) Mountain climbing
- (16) Yoga/hypogastric breathing
- (17) Golf
- (18) Fitness exercises
- (19) Jump rope
- (20) Dancesport
- (21) Inline skating
- (98) Other

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

- (01) Aerobics
- (02) Swimming
- (03) Mountain climbing
- (04) Bowling
- (05) Tennis
- (06) Table tennis
- (07) Baseball
- (08) Football [soccer]
- (09) Volleyball
- (10) Basketball
- (11) Shooting with real bullets
- (12) Ski
- (13) Golf
- (14) Fitness exercises
- (15) *Kendo*
- (16) Yoga/hypogastric breathing
- (17) Water ski
- (18) Horseback riding
- (19) Hang gliding
- (20) Military simulation games
- (21) Wind surfing
- (22) Skin and scuba diving
- (23) Skydiving

- (24) Inline skating
- (25) Snowboarding
- (26) Dancesport
- (27) Running (including marathon).
- (98) Other
- (99) None

Life Styles

Q1. 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.

	Very true	True	Moderately true	Not very true	Not true at all
01) Publicly advertised products are more reliable than unadvertised products.	5	4	3	2	1
02) I tend to memorize the content of new commercials well.	5	4	3	2	1
03) I have purchased a product just because I liked its commercial.	5	4	3	2	1
04) I generally like commercials.	5	4	3	2	1
05) I always check out the information about products before I buy anything.	5	4	3	2	1
06) I can make friends with a broad and diverse spectrum through the Internet.	5	4	3	2	1
07) I often read printed advertisements on newspapers or magazines.	5	4	3	2	1
08) TV commercials are more fun than actual TV programs.	5	4	3	2	1
09) I like commercials before film at theaters better than TV commercials.	5	4	3	2	1
10) I usually get new information from newspapers and magazines, rather than from TV.	5	4	3	2	1
11) I often use TV or radio to take a break.	5	4	3	2	1
12) I search the Internet when I need information.	5	4	3	2	1
13) I am always busy because I have a lot of people to meet.	5	4	3	2	1
14) I usually give advice to other people when they buy something.	5	4	3	2	1
15) I buy things based on information I got from others.	5	4	3	2	1

16) People usually seek out help or advice from me.	5	4	3	2	1
17) I am an articulate person and well express what I think.	5	4	3	2	1
18) Men, too, should do household chores such as dish washing and cleaning.	5	4	3	2	1
19) Having a child is not important to me.	5	4	3	2	1
20) I respect traditional customs and belief.	5	4	3	2	1
21) I prefer keeping close relationships with my family and a couple of friends over establishing contacts with many people.	5	4	3	2	1
22) When my opinion is different from others', I usually insist on my viewpoint.	5	4	3	2	1
23) When I make a decision, I discuss it with peoples around me, such as family members or friends.	5	4	3	2	1
24) Rather than taking a leader role, I tend to follow what I am told by the leader.	5	4	3	2	1
25) I like to stand in front of other people.	5	4	3	2	1
26) I am easily influenced by other people's opinions.	5	4	3	2	1
27) I deeply ponder what other people need.	5	4	3	2	1
28) I am a capable person.	5	4	3	2	1
29) For everything I do, I always make a plan and push it forward it.	5	4	3	2	1
30) I tend to insist on my opinion to the end even if other people are older than I.	5	4	3	2	1
31) I am satisfied only if I win the competition with others.	5	4	3	2	1
32) I feel lonely even when I am with other people.	5	4	3	2	1
33) I am always concerned about how other people think about me.	5	4	3	2	1
34) Whether you are better off or worse off all depends upon luck.	5	4	3	2	1
35) How better-off I will become depends upon how hard I work.	5	4	3	2	1
36) I want to be helpful.	5	4	3	2	1
37) I prefer hanging out with other people over being alone.	5	4	3	2	1
38) I like betting.	5	4	3	2	1
39) I enjoy my life.	5	4	3	2	1

40) Getting social recognition is more important than being recognized by the family.	5	4	3	2	1
41) I think family is more important than work or a job.	5	4	3	2	1
42) Family is more important than I am.	5	4	3	2	1
43) My children have influence on me when I buy things	5	4	3	2	1
44) I can sacrifice leisure time to make money.	5	4	3	2	1
45) I tend to spend a lot of money on leisure.	5	4	3	2	1
46) It is important to learn new things throughout all of life.	5	4	3	2	1
47) Rather than worrying about the future, I enjoy life today.	5	4	3	2	1
48) I prefer a secure job over a high-paying job.	5	4	3	2	1
49) Even if I lose my current job, I will confidently seek a new one.	5	4	3	2	1
50) I want to be the best in my field.	5	4	3	2	1
51) Money is an important indicator of success.	5	4	3	2	1
52) I am satisfied with the job I am doing.	5	4	3	2	1
53) I usually feel a lot of stress.	5	4	3	2	1
54) Religion plays an important role in my life.	5	4	3	2	1
55) I consider going on a diet for my health.	5	4	3	2	1
56) For healthy eating, I tend to consider food ingredients carefully and be picky.	5	4	3	2	1
57) I don't eat unhealthy food.	5	4	3	2	1
58) Drinking alcoholic beverages is sometimes necessary to get along with others.	5	4	3	2	1
59) Computer and new technologies make my life more convenient.	5	4	3	2	1
60) The degree of pollution where I live is serious.	5	4	3	2	1
61) I usually pay more to buy environmentally friendly products.	5	4	3	2	1
62) I like western food such as pizza.	5	4	3	2	1
63) I usually go to a restaurant with a nice atmosphere even if it is more expensive than others.	5	4	3	2	1

64) I change my home interior decoration once or twice a year.	5	4	3	2	1
65) I prefer single houses over condominiums.	5	4	3	2	1
66) I carefully read articles about home decoration or interior design in newspapers or magazines.	5	4	3	2	1
67) I do not own a home yet, but I cannot live without owning a car.	5	4	3	2	1
68) I like to read fashion articles or magazines.	5	4	3	2	1
69) I tend to quickly follow wherever the trend goes.	5	4	3	2	1
70) I would like to look more unique than others	5	4	3	2	1
71) I tend to follow fashion styles or accessories of the star (entertainer) I like.	5	4	3	2	1
72) When I buy clothes, I go for styles and fashion, rather than comfortableness.	5	4	3	2	1
73) When I buy clothes, I buy brand name clothes, even if they are more expensive.	5	4	3	2	1
74) I usually buy clothes at outlets or when they are on sale.	5	4	3	2	1
75) When I buy things, I prefer to pay in cash.	5	4	3	2	1
76) I think brand name products have superior quality.	5	4	3	2	1
77) I usually buy new products before other people do.	5	4	3	2	1
78) When I buy something, I tend to buy the same brand.	5	4	3	2	1
79) Whether it is imported or domestically produced, I always consider the quality first when I buy something.	5	4	3	2	1
80) I usually make a shopping list before I go shopping.	5	4	3	2	1
81) I tend to buy the same brand that my friends bought.	5	4	3	2	1
82) When I get money in hand, I tend to spend it immediately.	5	4	3	2	1
83) I go shopping to boost me up or to forget unpleasant things.	5	4	3	2	1
84) Whenever I go to a shopping mall, I always feel the urge to buy something.	5	4	3	2	1

85) I would buy a new thing, rather than fixing it to reuse.	5	4	3	2	1
86) Spending money wisely is more important than making money.	5	4	3	2	1
87) When I shop around, stores' atmosphere and interior decorations play as important purchase factors.	5	4	3	2	1
88) I ask around before I buy a new thing.	5	4	3	2	1
89) I always bring coupons, discount cards, or mileage cards with me.	5	4	3	2	1
90) I always keep an eye on what they recommend in shopping malls.	5	4	3	2	1
91) I usually spend a lot of money to buy cosmetics or other personal products	5	4	3	2	1
92) It is not good to have debt or loans.	5	4	3	2	1
93) I am very good at money management.	5	4	3	2	1
94) I carefully read articles about investment in newspapers	5	4	3	2	1
95) I tend to spend money mindlessly.	5	4	3	2	1
96) I am very interested in political issues.	5	4	3	2	1
97) If possible, laws or systems are better to remain unchanged.	5	4	3	2	1
98) There are too many restrictions in our society.	5	4	3	2	1
99) Instead of an egalitarian education which treats all students just the same, we need an elitist education which discriminates among students based on their abilities	5	4	3	2	1
100) I am interested in the well-being of all, not just of me.	5	4	3	2	1