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Title	HRC Media Index : Life Style, 2007

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*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.

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### 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            ┌
- (3) Widowed            ┌      ⇒ GO TO Q5
- (4) Living with a partner ┌
- (5) Remarried          ┌
- (6) Currently married   ┌      ⇒ GO TO Q4
- (7) Separated          ┌

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 \_\_\_\_\_

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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/Three-year 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 (Homemaker, student, etc)

Q10. (All respondent) How many people currently live in your household, including yourself?  
(Include every person living together in the same household.)

Number of people: \_\_\_\_\_

Q11. (All respondents) How many persons in your household have any income, including yourself?

Total number of persons who have any income \_\_\_\_\_

Q12. Q12. 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) 0 won to 990,000 won
- (02) 1,000,000 won to 1,390,000 won
- (03) 1,400,000 won to 1,790,000 won
- (04) 1,800,000 won to 1,990,000 won
- (05) 2,000,000 won to 2,390,000 won
- (06) 2,400,000 won to 2,990,000 won
- (07) 3,000,000 won to 3,990,000 won
- (08) 4,000,000 won to 4,990,000 won
- (09) 5,000,000 won to 6,990,000 won
- (10) 7,000,000 won to 9,990,000 won
- (11) 10,000,000 won or over
- (98) Don't know

Q13. 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) Less than 500,000 won
- (02) 500,000 won to 990,000 won
- (03) 1,000,000 won to 1,390,000 won
- (04) 1,400,000 won to 1,790,000 won
- (05) 1,800,000 won to 1,990,000 won
- (06) 2,000,000 won to 2,990,000 won
- (07) 3,000,000 won to 3,990,000 won
- (08) 4,000,000 won to 4,990,000 won
- (09) 5,000,000 won or over
- (98) Don't know
- (99) Have no income

Q14. What is the ownership status of your home?

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

Q15. What type of home is this?

- (1) Single family house
- (2) Attached family house/Multi-family house [Low-rise]
- (3) Apartment [High-rise]
- (4) Other

Q16. Which religion do you have?

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

Q17. 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)
- (16) Photography
- (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) less than 9,900 won
- (02) 10,000 won to 29,900 won
- (03) 30,000 won to 49,900 won
- (04) 50,000 won to 99,000 won
- (05) 100,000 won to 149,000 won
- (06) 150,000 won to 199,000 won
- (07) 200,000 won to 299,000 won
- (08) 300,000 won to 499,000 won
- (09) 500,000 won to 999,000 won
- (10) 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
- (22) Cycling/MTB (Mountain Bike)
- (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) Cycling/MTB (Mountain Bike)
- (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
Ad preference	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 often read printed advertisements on newspapers or magazines.	5	4	3	2	1
	06) TV commercials are more fun than actual TV programs	5	4	3	2	1
Media use	07) I always check out the information about products before I buy anything.	5	4	3	2	1
	08) I can make friends with a broad and diverse spectrum through the Internet.	5	4	3	2	1
	09) In advertisements, models are more important than their contents.	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 like to buy magazines.	5	4	3	2	1
Opinion leaders	14) I am always busy because I have a lot of people to meet.	5	4	3	2	1
	15) I usually give advice to other people when they buy something.	5	4	3	2	1
	16) I buy things based on information I got from others.	5	4	3	2	1
	17) People usually seek out help or advice from me.	5	4	3	2	1
	18) My children have influence on me when I buy things	5	4	3	2	1
	19) I am an articulate person and well express what I think.	5	4	3	2	1

Opinion leaders	20) Men, too, should do household chores such as dish washing and cleaning.	5	4	3	2	1
	21) Having a child is not important to me.	5	4	3	2	1
	22) I respect traditional customs and belief.	5	4	3	2	1
	23) I prefer keeping close relationships with my family and a couple of friends over establishing contacts with many people.	5	4	3	2	1
	24) When my opinion is different from others', I usually insist on my viewpoint.	5	4	3	2	1
	25) When I make a decision, I discuss it with peoples around me, such as family members or friends.	5	4	3	2	1
	26) Rather than taking a leader role, I tend to follow what I am told by the leader.	5	4	3	2	1
	27) I like to stand in front of other people.	5	4	3	2	1
	28) I am easily influenced by other people's opinions.	5	4	3	2	1
Capability and achieveme nt	29) I am a capable person.	5	4	3	2	1
	30) I am satisfied only if I win the competition with others.	5	4	3	2	1
	31) I like betting.	5	4	3	2	1
	32) It is important to learn new things throughout all of life.	5	4	3	2	1
	33) I prefer a secure job over a high-paying job.	5	4	3	2	1
	34) Even if I lose my current job, I will confidently seek a new one.	5	4	3	2	1
	35) I want to be the best in my field.	5	4	3	2	1
	36) I want to be helpful.	5	4	3	2	1
	37) (Driving) an imported car is a symbol of social status and wealth.	5	4	3	2	1
General Characteris -tic	38) Money is an important indicator of success.	5	4	3	2	1
	39) For everything I do, I always make a plan and push it forward it.	5	4	3	2	1
	40) I tend to insist on my opinion to the end even if other people are older than I.	5	4	3	2	1
	41) I feel lonely even when I am with other people.	5	4	3	2	1
	42) I am always concerned about how other people think about me	5	4	3	2	1
	43) I deeply ponder what other people need.	5	4	3	2	1
	44) I want to be helpful.	5	4	3	2	1
	45) I prefer hanging out with other people over being alone.	5	4	3	2	1

General Characteris- -tic	46) I usually feel a lot of stress.	5	4	3	2	1
	47) I am satisfied with the job I am doing.	5	4	3	2	1
	48) I tend to spend a lot of money on leisure.	5	4	3	2	1
	49) Drinking alcoholic beverages is sometimes necessary to get along with others.	5	4	3	2	1
	50) I prefer to stay quietly at home in the evening over spending time outside the home.	5	4	3	2	1
View of life	51) Whether you are better off or worse off all depends upon luck.	5	4	3	2	1
	52) How better-off I will become depends upon how hard I work.	5	4	3	2	1
	53) I tend to look for challenges, something new, and changes in my life.	5	4	3	2	1
	54) I enjoy my life.	5	4	3	2	1
	55) Getting social recognition is important.	5	4	3	2	1
	56) I think family is more important than work or a job.	5	4	3	2	1
	57) Family is more important than I am.	5	4	3	2	1
	58) Music is an important part of life.	5	4	3	2	1
	59) Rather than worrying about the future, I enjoy life today.	5	4	3	2	1
	60) Computer and new technologies make my life more convenient.	5	4	3	2	1
Health and diet	61) I do not own a home yet, but I cannot live without owning a car.	5	4	3	2	1
	62) I consider going on a diet for my health.	5	4	3	2	1
	63) For healthy eating, I tend to consider food ingredients carefully and be picky.	5	4	3	2	1
	64) I don't eat unhealthy food.	5	4	3	2	1
	65) I try to lose weight.	5	4	3	2	1
Environme- -nt	66) It is important to look younger.	5	4	3	2	1
	67) It is okay to have plastic surgery to become more beautiful.	5	4	3	2	1
	68) The degree of pollution where I live is serious.	5	4	3	2	1
Fashion and trends	69) I usually pay more to buy environmentally friendly products.	5	4	3	2	1
	70) I like to read fashion articles or magazines.	5	4	3	2	1
	71) I tend to quickly follow wherever the trend goes.	5	4	3	2	1

Fashion and trends	72) I would like to look more unique than others	5	4	3	2	1
	73) I tend to follow fashion styles or accessories of the star (entertainer) I like.	5	4	3	2	1
	74) When I buy clothes, I go for styles and fashion, rather than comfortableness.	5	4	3	2	1
Shopping	75) When I buy clothes, I buy brand name clothes, even if they are more expensive.	5	4	3	2	1
	76) I usually go to a restaurant with a nice atmosphere even if it is more expensive than others.	5	4	3	2	1
	77) I usually spend a lot of money to buy cosmetics or other personal products	5	4	3	2	1
	78) I usually buy clothes at outlets or when they are on sale.	5	4	3	2	1
	79) When I buy a new product, it is usually after its price is cut.	5	4	3	2	1
	80) When I buy things, I prefer to pay in cash.	5	4	3	2	1
	81) I think brand name products have superior quality.	5	4	3	2	1
	82) I usually buy new products before other people do.	5	4	3	2	1
	83) I tend to buy the newest information technology or digital products without hesitation.	5	4	3	2	1
	84) I tend to buy the newest technology or digital products without hesitation.	5	4	3	2	1
	85) When I buy something, I tend to buy the same brand.	5	4	3	2	1
	86) I tend to keep buying the same product once I become confident about it.	5	4	3	2	1
	87) Whether it is imported or domestically produced, I always consider the quality first when I buy something.	5	4	3	2	1
	88) I usually make a shopping list before I go shopping.	5	4	3	2	1
	89) I tend to buy the same brand that my friends bought.	5	4	3	2	1
	90) When I get money in hand, I tend to spend it immediately.	5	4	3	2	1
91) I go shopping to boost me up or to forget unpleasant things.	5	4	3	2	1	
92) Whenever I go to a shopping mall, I always feel the urge to buy something.	5	4	3	2	1	

Shopping	93) Spending money wisely is more important than making money	5	4	3	2	1
	94) When I shop around, stores' atmosphere and interior decorations play as important purchase factors.	5	4	3	2	1
	95) I ask around before I buy a new thing.	5	4	3	2	1
	96) I always bring coupons, discount cards, or mileage cards with me.	5	4	3	2	1
	97) I always keep an eye on what they recommend in shopping malls.	5	4	3	2	1
Investment	98) I am very good at money management.	5	4	3	2	1
	99) I carefully read articles about investment in newspapers	5	4	3	2	1
	100) I carefully read articles about investment in newspapers	5	4	3	2	1