

월드컵 메가이벤트가
국제관광지의 인지도와 선택에
미치는 영향 평가 조사
CODE BOOK

자료번호	A1-2002-0072
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연구수행기관	
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코드북 제작년도	2009년

이 자료를 연구 및 저작에 이용, 참고 및 인용할 경우에는 KOSSDA의 자료인용표준서식에 준하여 자료의 출처를 반드시 명시하여야 합니다. 자료 출처는 자료명이 최초로 언급되는 부분이나 참고문헌 목록에 명시할 수 있습니다.

■ 자료를 이용, 참고, 인용할 경우 표준서식

이충기. 2002. 「월드컵 메가이벤트가 국제관광지의 인지도와 선택에 미치는 영향 평가 조사」. 자료서비스기관: 한국사회과학자료원. 자료공개년도: 2009년. 자료번호: A1-2002-0072.

■ 코드북을 인용할 경우 표준서식

한국사회과학자료원. 2009. 「월드컵 메가이벤트가 국제관광지의 인지도와 선택에 미치는 영향 평가 조사 CODE BOOK」. pp. 5-10.

이 자료의 코드북에 대한 모든 권한은 KOSSDA에 있으며 KOSSDA의 사전허가 없이 복제, 송신, 출판, 배포할 수 없습니다.

Q1 ()

1. How many times have you visited Korea including this trip?

1	1	636	63.9	63.9
2	2	172	17.3	17.3
3	3	74	7.4	7.4
4	4	31	3.1	3.1
5	5	25	2.5	2.5
6	6	6	0.6	0.6
7	7	7	0.7	0.7
8	8	3	0.3	0.3
10	10	11	1.1	1.1
11	11	1	0.1	0.1
12	12	3	0.3	0.3
15	15	4	0.4	0.4
16	16	1	0.1	0.1
17	17	1	0.1	0.1
20	20	2	0.2	0.2
25	25	1	0.1	0.1
27	27	1	0.1	0.1
30	30	2	0.2	0.2
50	50	1	0.1	0.1
70	70	1	0.1	0.1
80	80	1	0.1	0.1
100	100	1	0.1	0.1
	888	11	1.1	1.1
		996	100.0	100.0

Q2_1 1: 가

2. What is the main purpose of this trip? (Please check all that apply)

1) Holidays

0	487	48.9	48.9
1	509	51.1	51.1
	996	100.0	100.0

Q2_2

2:

2) Business

0	768	77.1	77.1
1	228	22.9	22.9
	996	100.0	100.0

Q2_3

3: /

3) Visiting friends/relatives

0	910	91.4	91.4
1	86	8.6	8.6
	996	100.0	100.0

Q2_4

4:

4) Study/research

0	920	92.4	92.4
1	76	7.6	7.6
	996	100.0	100.0

Q2_5

5:

5) Religion

0	991	99.5	99.5
1	5	0.5	0.5
	996	100.0	100.0

Q2_6

6:

6) Conference/meetings

0	931	93.5	93.5
1	65	6.5	6.5
	996	100.0	100.0

Q2_7

7:

7) Sports

0	986	99.0	99.0
1	10	1.0	1.0
	996	100.0	100.0

Q2_8

8:

8) Other

0	861	86.4	86.4
1	135	13.6	13.6
	996	100.0	100.0

Q3_1

1: 가

3. Who are you accompanied by? (Please check all that apply)

1) Family

0	776	77.9	77.9
1	219	22.0	22.0
8	1	0.1	0.1
	996	100.0	100.0

Q3_2

2: /

2) Friends/relatives

	0	737	74.0	74.0
	1	258	25.9	25.9
	8	1	0.1	0.1
		996	100.0	100.0

Q3_3

3:

3) Alone

	0	808	81.1	81.1
	1	187	18.8	18.8
	8	1	0.1	0.1
		996	100.0	100.0

Q3_4

4:

4) Tour group

	0	707	71.0	71.0
	1	288	28.9	28.9
	8	1	0.1	0.1
		996	100.0	100.0

Q3_5

5:

5) Other

	0	941	94.5	94.5
	1	54	5.4	5.4
	8	1	0.1	0.1
		996	100.0	100.0

Q4_1

1:

4. Which of the following information sources did you use in planning this trip?(Please check all that apply)

1) Advice of a travel agency

0	696	69.9	69.9
1	300	30.1	30.1
	996	100.0	100.0

Q4_2

2: ,

2) Friends/relatives

0	713	71.6	71.6
1	283	28.4	28.4
	996	100.0	100.0

Q4_3

3: tv,

3) TV/radio

0	939	94.3	94.3
1	57	5.7	5.7
	996	100.0	100.0

Q4_4

4: ,

4) Newspapers/magazines

0	883	88.7	88.7
1	113	11.3	11.3
	996	100.0	100.0

Q4_5

5:

5) Brochure

0	893	89.7	89.7
1	103	10.3	10.3
	996	100.0	100.0

Q4_6

6:

6) Internet

0	818	82.1	82.1
1	178	17.9	17.9
	996	100.0	100.0

Q4_7

7:

7) Past visit

0	895	89.9	89.9
1	101	10.1	10.1
	996	100.0	100.0

Q4_8

8: 2002

8) 2002 World Cup Soccer

0	970	97.4	97.4
1	25	2.5	2.5
88	1	0.1	0.1
	996	100.0	100.0

Q4_9

9:

9) Other

0	852	85.5	85.5
1	144	14.5	14.5
	996	100.0	100.0

Q5

5. Before this visit, were you aware that Korea would co - host the 2002 World Cup Soccer Championships?

1	790	79.3	79.3
2	205	20.6	20.6
8	1	0.1	0.1
	996	100.0	100.0

Q5_1

5 - 1. (If so) How much did the World Cup Soccer influence you to choose Korea as an international tourist destination?

- 2	267	26.8	33.8
- 1	174	17.5	22.0
1	288	28.9	36.4
2	57	5.7	7.2
8	5	0.5	0.6
9	205	20.6	
	996	100.0	100.0

Q5_21

5 - 2. (If so) How much did the World Cup Soccer increase your awareness and enhance the image of Korea as a tourist destination?

가	- 3	68	6.8	8.6
:	- 2	18	1.8	2.3
:	- 1	21	2.1	2.7
	0	190	19.1	24.0
:	1	192	19.3	24.3
:	2	163	16.4	20.6
가	3	113	11.3	14.3
	8	26	2.6	3.3
	9	205	20.6	
		996	100.0	100.0

Q5_22

5 - 2. (If so) How much did the World Cup Soccer increase your awareness and enhance the image of Korea as a tourist destination?

가	- 3	58	5.8	7.3
:	- 2	13	1.3	1.6
:	- 1	18	1.8	2.3
	0	165	16.6	20.9
:	1	196	19.7	24.8
:	2	162	16.3	20.5
가	3	107	10.7	13.5
	8	72	7.2	9.1
	9	205	20.6	
		996	100.0	100.0

Q6 ()

6. How much do you think the World Cup Soccer will influence you to choose Korea as a tourist destination in the future?

	- 2	107	10.7	10.7
	- 1	161	16.2	16.2
	1	524	52.6	52.6
	2	182	18.3	18.3
	8	22	2.2	2.2
		996	100.0	100.0

Q7_1 ()

7. How much do you think the World Cup Soccer will increase your awareness and enhance the image of Korea in the future?

가	- 3	45	4.5	4.5
:	- 2	24	2.4	2.4
:	- 1	42	4.2	4.2
	0	192	19.3	19.3
:	1	304	30.5	30.5
:	2	199	20.0	20.0
가	3	162	16.3	16.3
	8	28	2.8	2.8
		996	100.0	100.0

Q7_2 ()

7. How much do you think the World Cup Soccer will increase your awareness and enhance the image of Korea in the future?

가	- 3	38	3.8	3.8
:	- 2	18	1.8	1.8
:	- 1	37	3.7	3.7
	0	183	18.4	18.4
:	1	273	27.4	27.4
:	2	194	19.5	19.5
가	3	146	14.7	14.7
	8	107	10.7	10.7
		996	100.0	100.0

Q8

8. Would you like to watch the 2002 World Cup Soccer Championship on TV (or visit a stadium)?

- 2	47	4.7	4.7
- 1	69	6.9	6.9
0	171	17.2	17.2
1	399	40.1	40.1
2	299	30.0	30.0
8	11	1.1	1.1
	996	100.0	100.0

Q9

9. Would you recommend Korea to your family or friends interested in travel overseas?

- 2	6	0.6	0.6
- 1	32	3.2	3.2
0	174	17.5	17.5
1	527	52.9	52.9
2	240	24.1	24.1
8	17	1.7	1.7
	996	100.0	100.0

Q10_1

(%)

10. If the exchange rate of the Korean Won against the US dollar increases by %, would this affect the likelihood of your visiting Korea again?

- 90%	- 90	99	9.9	9.9
- 70%	- 70	109	10.9	10.9
- 50%	- 50	102	10.2	10.2
- 30%	- 30	104	10.4	10.4
- 10%	- 10	93	9.3	9.3
1%	1	1	0.1	0.1
2%	2	1	0.1	0.1
10%	10	101	10.1	10.1
30%	30	100	10.0	10.0
50%	50	100	10.0	10.0
70%	70	90	9.0	9.0
90%	90	96	9.6	9.6
		996	100.0	100.0

Q10_2

10. If the exchange rate of the Korean Won against the US dollar increases by %, would this affect the likelihood of your visiting Korea again?

	1	548	55.0	55.0
	2	381	38.3	38.3
	8	67	6.7	6.7
		996	100.0	100.0

DQ1

==>

DQ2

2. You are

	1	641	64.4	64.4
	2	330	33.1	33.1
	8	25	2.5	2.5
		996	100.0	100.0

DQ3

3. Your age

20	1	63	6.3	6.3
20~29	2	339	34.0	34.0
30~39	3	255	25.6	25.6
40~49	4	164	16.5	16.5
50~59	5	105	10.5	10.5
60~69	6	37	3.7	3.7
70	7	21	2.1	2.1
	8	12	1.2	1.2
		996	100.0	100.0

DQ4

4. Your education level

	1	162	16.3	16.3
	2	145	14.6	14.6
4	3	519	52.1	52.1
	4	127	12.8	12.8
	8	43	4.3	4.3
		996	100.0	100.0

DQ5_a 가 ()

5. Annual household income (before Tax)?

ATS	1	0.1	0.1
CHF	2	0.2	0.2
DKK	2	0.2	0.2
	1	0.1	0.1
	2	0.2	0.2
	10	1.0	1.0
	3	0.3	0.3
	515	51.7	51.7
	95	9.5	9.5
가 \$	13	1.3	1.3
	4	0.4	0.4
	3	0.3	0.3
	16	1.6	1.6
	190	19.1	19.1
	90	9.0	9.0
\$	10	1.0	1.0
	1	0.1	0.1
	6	0.6	0.6
	1	0.1	0.1
	1	0.1	0.1
	1	0.1	0.1
	6	0.6	0.6
\$	11	1.1	1.1
\$	12	1.2	1.2
	996	100.0	100.0

DQ5_b 가 ()

Household Income

			1	1	0.1	0.1
40			40	2	0.2	0.2
55	/		55	2	0.2	0.2
200			200	1	0.1	0.1
400			400	1	0.1	0.1
1000	/		1000	2	0.2	0.2
1500			1500	2	0.2	0.2
2000			2000	1	0.1	0.1
3000	/	/	3000	3	0.3	0.3
5000			5000	1	0.1	0.1
6000			6000	1	0.1	0.1
7000	/		7000	2	0.2	0.2
8000			8000	2	0.2	0.2
10000			10000	8	0.8	0.8
12000			12000	2	0.2	0.2
14400			14400	1	0.1	0.1
15000			15000	6	0.6	0.6
20000			20000	20	2.0	2.0
22000	\$		22000	1	0.1	0.1
24000			24000	2	0.2	0.2
25000			25000	3	0.3	0.3
26000			26000	1	0.1	0.1
30000	\$/	/ 가 \$/	30000	21	2.1	2.1
	/					
35000	/	/ \$/	35000	6	0.6	0.6
	\$/ \$					
36000			36000	2	0.2	0.2

37000		37000	1	0.1	0.1
40000	/ / \$/ \$	40000	14	1.4	1.4
42000	/ \$	42000	2	0.2	0.2
45000	/ / \$/ATS	45000	4	0.4	0.4
50000	/ 가 \$/ / /	50000	26	2.6	2.6
56000	\$	56000	1	0.1	0.1
60000	/ / / \$/ \$/ \$	60000	14	1.4	1.4
70000	/	70000	6	0.6	0.6
75000		75000	1	0.1	0.1
80000	/ / \$/ \$	80000	7	0.7	0.7
85000		85000	1	0.1	0.1
90000	/	90000	4	0.4	0.4
100000	/ 가 \$/ / / \$/CHF	100000	24	2.4	2.4
110000		110000	1	0.1	0.1
120000	/ / / /	120000	9	0.9	0.9
130000		130000	3	0.3	0.3
140000	/	140000	2	0.2	0.2
150000	/ /CHF/DKK	150000	11	1.1	1.1
160000	/ 가 \$	160000	2	0.2	0.2
170000		170000	1	0.1	0.1
175000		175000	1	0.1	0.1
180000	/ 가 \$/	180000	4	0.4	0.4
		190000	1	0.1	0.1
200000	/ / / 가 \$/ / / \$	200000	13	1.3	1.3
220000		220000	2	0.2	0.2
240000	가 \$/	240000	2	0.2	0.2
250000	/ /DKK	250000	3	0.3	0.3
280000	\$	280000	1	0.1	0.1
300000	/ /	300000	7	0.7	0.7

320000	가	\$	320000	1	0.1	0.1
350000	/		350000	4	0.4	0.4
400000	/	/	\$	400000	6	0.6
500000	/	/	/	500000	4	0.4
\$						
600000	/		600000	3	0.3	0.3
650000			650000	1	0.1	0.1
700000			700000	2	0.2	0.2
900000	\$		900000	1	0.1	0.1
1000000	/	/	\$	1000000	11	1.1
1100000			1100000	1	0.1	0.1
1200000			1200000	2	0.2	0.2
1300000			1300000	4	0.4	0.4
1400000			1400000	2	0.2	0.2
1500000	/	/	/	1500000	10	1.0
1700000			1700000	3	0.3	0.3
1800000			1800000	2	0.2	0.2
2000000			2000000	9	0.9	0.9
2200000	/		2200000	2	0.2	0.2
2400000	/		2400000	2	0.2	0.2
2500000			2500000	4	0.4	0.4
2640000			2640000	1	0.1	0.1
2700000			2700000	2	0.2	0.2
3000000			3000000	13	1.3	1.3
3200000			3200000	1	0.1	0.1
3400000			3400000	1	0.1	0.1
3500000	/		3500000	10	1.0	1.0
3600000			3600000	2	0.2	0.2
3700000			3700000	1	0.1	0.1
4000000			4000000	13	1.3	1.3
4400000			4400000	1	0.1	0.1

4500000	/	4500000	6	0.6	0.6
4700000		4700000	2	0.2	0.2
4800000	/	4800000	1	0.1	0.1
5000000		5000000	13	1.3	1.3
5300000		5300000	2	0.2	0.2
5500000		5500000	3	0.3	0.3
6000000	/	6000000	11	1.1	1.1
6400000		6400000	1	0.1	0.1
6500000		6500000	2	0.2	0.2
6700000		6700000	1	0.1	0.1
7000000		7000000	6	0.6	0.6
7200000		7200000	1	0.1	0.1
8000000		8000000	11	1.1	1.1
9000000		9000000	3	0.3	0.3
10000000	/	10000000	15	1.5	1.5
12000000		12000000	3	0.3	0.3
13000000		13000000	3	0.3	0.3
15000000		15000000	4	0.4	0.4
20000000	/	20000000	4	0.4	0.4
24000000		24000000	1	0.1	0.1
30000000	/	30000000	5	0.5	0.5
40000000		40000000	1	0.1	0.1
50000000	\$	50000000	1	0.1	0.1
72000000		72000000	1	0.1	0.1
		80000000	1	0.1	0.1
88888888		88888888	513	51.5	51.5
			996	100.0	100.0

DQ6

6. Marital status

1	420	42.2	43.8
2	512	51.4	53.3
3	28	2.8	2.9
8	36	3.6	
	996	100.0	100.0

image1 :

Below is a list of 'positive' aspects of Korea. Please check with to each characteristic according to your degree of agreement.
Beautiful scenery/natural attractions

- 2	14	1.4	1.4
- 1	74	7.4	7.6
0	258	25.9	26.7
1	434	43.6	44.8
2	188	18.9	19.4
8	28	2.8	
	996	100.0	100.0

image2 :

Shopping opportunities

- 2	13	1.3	1.4
- 1	67	6.7	7.0
0	256	25.7	26.6
1	409	41.1	42.5
2	217	21.8	22.6
8	34	3.4	
	996	100.0	100.0

image3 :

Outstanding historical/cultural attractions

- 2	5	0.5	0.5
- 1	43	4.3	4.5
0	266	26.7	27.6
1	411	41.3	42.6
2	239	24.0	24.8
8	32	3.2	
	996	100.0	100.0

image4 :

Suitable accommodations

- 2	10	1.0	1.0
- 1	79	7.9	8.2
0	320	32.1	33.4
1	369	37.0	38.5
2	180	18.1	18.8
8	38	3.8	
	996	100.0	100.0

image5 :

Quality of food & beverage

- 2	14	1.4	1.5
- 1	83	8.3	8.6
0	232	23.3	24.1
1	365	36.6	37.9
2	269	27.0	27.9
8	33	3.3	
	996	100.0	100.0

image6

:

Various recreational opportunities

- 2	12	1.2	1.3
- 1	83	8.3	8.7
0	358	35.9	37.4
1	372	37.3	38.9
2	131	13.2	13.7
8	40	4.0	
	996	100.0	100.0

image7

:

Special events/festivals

- 2	8	0.8	0.8
- 1	113	11.3	11.8
0	452	45.4	47.2
1	296	29.7	30.9
2	88	8.8	9.2
8	39	3.9	
	996	100.0	100.0

image8

:

Easy accessibility

- 2	31	3.1	3.2
- 1	74	7.4	7.7
0	314	31.5	32.8
1	376	37.8	39.3
2	162	16.3	16.9
8	39	3.9	
	996	100.0	100.0

image9

:

Refreshing/relaxing atmosphere

- 2	33	3.3	3.4
- 1	93	9.3	9.7
0	305	30.6	31.8
1	393	39.5	41.0
2	135	13.6	14.1
8	37	3.7	
	996	100.0	100.0

image10

:

Convenient local transportation

- 2	11	1.1	1.1
- 1	96	9.6	10.0
0	260	26.1	27.1
1	383	38.5	39.9
2	209	21.0	21.8
8	37	3.7	
	996	100.0	100.0

image11

:

Good nightlife/entertainment

- 2	8	0.8	0.8
- 1	77	7.7	8.0
0	360	36.1	37.6
1	346	34.7	36.2
2	166	16.7	17.3
8	39	3.9	
	996	100.0	100.0

image12 :

Personal safety/security

- 2	15	1.5	1.6
- 1	62	6.2	6.4
0	226	22.7	23.5
1	372	37.3	38.6
2	288	28.9	29.9
8	33	3.3	
	996	100.0	100.0

image13 :

Low travel costs/prices

- 2	26	2.6	2.7
- 1	150	15.1	15.6
0	273	27.4	28.3
1	337	33.8	35.0
2	178	17.9	18.5
8	32	3.2	
	996	100.0	100.0

image14 :

Lack of language barrier

- 2	159	16.0	16.5
- 1	224	22.5	23.3
0	268	26.9	27.9
1	229	23.0	23.8
2	82	8.2	8.5
8	34	3.4	
	996	100.0	100.0

image15 :

Friendly and hospitable people

- 2	18	1.8	1.9
- 1	69	6.9	7.2
0	243	24.4	25.3
1	350	35.1	36.4
2	281	28.2	29.2
8	35	3.5	
	996	100.0	100.0

image16 :

Pleasant climate

- 2	17	1.7	1.8
- 1	53	5.3	5.5
0	274	27.5	28.5
1	423	42.5	44.1
2	193	19.4	20.1
8	36	3.6	
	996	100.0	100.0

image17 :

Exotic atmosphere

- 2	36	3.6	3.7
- 1	108	10.8	11.2
0	333	33.4	34.6
1	364	36.5	37.8
2	121	12.1	12.6
8	34	3.4	
	996	100.0	100.0

image18

:

Clean environment

- 2	37	3.7	3.8
- 1	136	13.7	14.0
0	294	29.5	30.4
1	319	32.0	33.0
2	182	18.3	18.8
8	28	2.8	
	996	100.0	100.0

image19

:

- (good)

How did you feel about Korea before visiting the country? Please complete the following sentence: "I thought of Korea as . . ." Then check with for each of the following items to indicate how you felt.

bad : good

(extremely)	- 3	6	0.6	0.6
(somewhat)	- 2	12	1.2	1.3
(a little)	- 1	81	8.1	8.6
(neutral)	0	259	26.0	27.4
(a little)	1	264	26.5	28.0
(somewhat)	2	226	22.7	23.9
(extremely)	3	96	9.6	10.2
	8	52	5.2	
		996	100.0	100.0

image20

:

- (strong)

weak : strong

(extremely)	- 3	7	0.7	0.7
(somewhat)	- 2	4	0.4	0.4
(a little)	- 1	69	6.9	7.4
(neutral)	0	337	33.8	36.0
(a little)	1	277	27.8	29.6
(somewhat)	2	163	16.4	17.4
(extremely)	3	78	7.8	8.3
	8	61	6.1	
		996	100.0	100.0

image21 : - (fast)

slow : fast

(extremely)	- 3	8	0.8	0.9
(somewhat)	- 2	16	1.6	1.7
(a little)	- 1	101	10.1	10.8
(neutral)	0	277	27.8	29.7
(a little)	1	239	24.0	25.6
(somewhat)	2	208	20.9	22.3
(extremely)	3	83	8.3	8.9
	8	64	6.4	
		996	100.0	100.0

image22 : - (pleasant)

unpleasant : pleasant

(extremely)	- 3	8	0.8	0.9
(somewhat)	- 2	11	1.1	1.2
(a little)	- 1	58	5.8	6.2
(neutral)	0	309	31.0	33.0
(a little)	1	246	24.7	26.3
(somewhat)	2	195	19.6	20.8
(extremely)	3	109	10.9	11.6
	8	60	6.0	
		996	100.0	100.0

image23 : - (powerful)

powerless : powerful

(extremely)	- 3	5	0.5	0.5
(somewhat)	- 2	10	1.0	1.1
(a little)	- 1	60	6.0	6.4
(neutral)	0	230	23.1	24.7
(a little)	1	268	26.9	28.8
(somewhat)	2	203	20.4	21.8
(extremely)	3	155	15.6	16.6
	8	65	6.5	
		996	100.0	100.0

image24 : - (exciting)

calm : exciting

(extremely)	- 3	4	0.4	0.4
(somewhat)	- 2	25	2.5	2.7
(a little)	- 1	80	8.0	8.5
(neutral)	0	253	25.4	27.0
(a little)	1	240	24.1	25.6
(somewhat)	2	212	21.3	22.6
(extremely)	3	122	12.2	13.0
	8	60	6.0	
		996	100.0	100.0

image25 : - (big)

little : big

(extremely)	- 3	8	0.8	0.9
(somewhat)	- 2	37	3.7	4.0
(a little)	- 1	89	8.9	9.6
(neutral)	0	317	31.8	34.2
(a little)	1	245	24.6	26.4
(somewhat)	2	143	14.4	15.4
(extremely)	3	88	8.8	9.5
	8	69	6.9	
		996	100.0	100.0

image26 : - (nice)

awful : nice

(extremely)	- 3	5	0.5	0.5
(somewhat)	- 2	36	3.6	3.9
(a little)	- 1	77	7.7	8.2
(neutral)	0	295	29.6	31.6
(a little)	1	227	22.8	24.3
(somewhat)	2	211	21.2	22.6
(extremely)	3	83	8.3	8.9
	8	62	6.2	
		996	100.0	100.0

image27 : - (active)

inactive : active

(extremely)	- 3	9	0.9	1.0
(somewhat)	- 2	8	0.8	0.9
(a little)	- 1	43	4.3	4.6
(neutral)	0	234	23.5	25.2
(a little)	1	261	26.2	28.1
(somewhat)	2	215	21.6	23.1
(extremely)	3	160	16.1	17.2
	8	66	6.6	
		996	100.0	100.0

pimage1 가 :

How would this knowledge change your characterization of Korea? Please indicate your degree of agreement with to each characteristic.
Beautiful scenery/natural attractions

	- 2	14	1.4	1.5
	- 1	63	6.3	6.8
	0	270	27.1	28.9
	1	415	41.7	44.5
	2	171	17.2	18.3
	8	63	6.3	
		996	100.0	100.0

pimage2 가 :

Various shopping opportunities

	- 2	9	0.9	1.0
	- 1	57	5.7	6.1
	0	256	25.7	27.5
	1	395	39.7	42.4
	2	214	21.5	23.0
	8	65	6.5	
		996	100.0	100.0

pimage3 가 :

Outstanding historical/cultural attractions

- 2	8	0.8	0.9
- 1	55	5.5	5.9
0	269	27.0	28.9
1	390	39.2	41.9
2	209	21.0	22.4
8	65	6.5	
	996	100.0	100.0

pimage4 가 :

Suitable accommodations

- 2	12	1.2	1.3
- 1	67	6.7	7.2
0	299	30.0	32.3
1	383	38.5	41.3
2	166	16.7	17.9
8	69	6.9	
	996	100.0	100.0

pimage5 가 :

Quality of food & beverage

- 2	12	1.2	1.3
- 1	71	7.1	7.7
0	258	25.9	27.8
1	334	33.5	36.0
2	252	25.3	27.2
8	69	6.9	
	996	100.0	100.0

pimage6 가 :

Various recreational opportunities

- 2	11	1.1	1.2
- 1	64	6.4	6.9
0	339	34.0	36.6
1	374	37.6	40.4
2	138	13.9	14.9
8	70	7.0	
	996	100.0	100.0

pimage7 가 :

Special events/festivals

- 2	7	0.7	0.8
- 1	92	9.2	10.0
0	403	40.5	43.7
1	311	31.2	33.7
2	109	10.9	11.8
8	74	7.4	
	996	100.0	100.0

pimage8 가 :

Easy accessibility

- 2	15	1.5	1.6
- 1	60	6.0	6.5
0	287	28.8	31.1
1	394	39.6	42.7
2	166	16.7	18.0
8	74	7.4	
	996	100.0	100.0

pimage9 가 :

Refreshing/relaxing atmosphere

- 2	19	1.9	2.1
- 1	94	9.4	10.2
0	294	29.5	31.9
1	371	37.2	40.2
2	145	14.6	15.7
8	73	7.3	
<hr/>			
	996	100.0	100.0

pimage10 가 :

Convenient local transportation

- 2	16	1.6	1.7
- 1	75	7.5	8.1
0	262	26.3	28.4
1	342	34.3	37.1
2	227	22.8	24.6
8	74	7.4	
<hr/>			
	996	100.0	100.0

pimage11 가 :

Good nightlife/entertainment

- 2	8	0.8	0.9
- 1	63	6.3	6.8
0	344	34.5	37.4
1	360	36.1	39.1
2	145	14.6	15.8
8	76	7.6	
<hr/>			
	996	100.0	100.0

pimage12 가 :

Personal safety/security

- 2	7	0.7	0.8
- 1	57	5.7	6.2
0	253	25.4	27.4
1	350	35.1	37.9
2	257	25.8	27.8
8	72	7.2	
	996	100.0	100.0

pimage13 가 :

Low travel costs/prices

- 2	28	2.8	3.0
- 1	132	13.3	14.3
0	266	26.7	28.9
1	317	31.8	34.4
2	178	17.9	19.3
8	75	7.5	
	996	100.0	100.0

pimage14 가 :

Lack of language barrier

- 2	113	11.3	12.3
- 1	183	18.4	19.9
0	263	26.4	28.6
1	276	27.7	30.0
2	86	8.6	9.3
8	75	7.5	
	996	100.0	100.0

pimage15 가 :

Friendly and hospitable people

- 2	14	1.4	1.5
- 1	63	6.3	6.8
0	222	22.3	24.1
1	366	36.7	39.7
2	257	25.8	27.9
8	74	7.4	
	996	100.0	100.0

pimage16 가 :

Pleasant climate

- 2	14	1.4	1.5
- 1	63	6.3	6.9
0	285	28.6	31.0
1	384	38.6	41.8
2	172	17.3	18.7
8	78	7.8	
	996	100.0	100.0

pimage17 가 :

Exotic atmosphere

- 2	26	2.6	2.8
- 1	93	9.3	10.1
0	323	32.4	35.1
1	350	35.1	38.0
2	128	12.9	13.9
8	76	7.6	
	996	100.0	100.0

pimage18

가 :

Clean environment

- 2	29	2.9	3.2
- 1	109	10.9	11.9
0	285	28.6	31.0
1	318	31.9	34.6
2	178	17.9	19.4
8	77	7.7	
	996	100.0	100.0

pimage19

: - (good)

Considering that Korea will co - host the 2002 World Cup Soccer Championship,
please tell us if you think Korea will be :
bad : good

(extremely)	- 3	4	0.4	0.4
(somewhat)	- 2	4	0.4	0.4
(a little)	- 1	24	2.4	2.6
(neutral)	0	196	19.7	21.4
(a little)	1	259	26.0	28.2
(somewhat)	2	291	29.2	31.7
(extremely)	3	140	14.1	15.3
	8	78	7.8	
		996	100.0	100.0

pimage20

: - (strong)

weak : strong

(extremely)	- 3	3	0.3	0.3
(somewhat)	- 2	4	0.4	0.4
(a little)	- 1	32	3.2	3.5
(neutral)	0	254	25.5	28.0
(a little)	1	268	26.9	29.5
(somewhat)	2	232	23.3	25.6
(extremely)	3	115	11.5	12.7
	8	88	8.8	
		996	100.0	100.0

pimage21 : - (fast)

slow : fast

(extremely)	- 3	3	0.3	0.3
(somewhat)	- 2	9	0.9	1.0
(a little)	- 1	56	5.6	6.2
(neutral)	0	243	24.4	26.8
(a little)	1	239	24.0	26.3
(somewhat)	2	233	23.4	25.7
(extremely)	3	125	12.6	13.8
	8	88	8.8	
		996	100.0	100.0

pimage22 : - (pleasant)

unpleasant : pleasant

(extremely)	- 3	6	0.6	0.7
(somewhat)	- 2	4	0.4	0.4
(a little)	- 1	36	3.6	4.0
(neutral)	0	230	23.1	25.3
(a little)	1	227	22.8	25.0
(somewhat)	2	239	24.0	26.3
(extremely)	3	167	16.8	18.4
	8	87	8.7	
		996	100.0	100.0

pimage23 : - (powerful)

powerless : powerful

(extremely)	- 3	4	0.4	0.4
(somewhat)	- 2	5	0.5	0.6
(a little)	- 1	39	3.9	4.3
(neutral)	0	199	20.0	21.9
(a little)	1	270	27.1	29.7
(somewhat)	2	218	21.9	24.0
(extremely)	3	173	17.4	19.1
	8	88	8.8	
		996	100.0	100.0

pimage24 : - (exciting)

calm : exciting

(extremely)	- 3	3	0.3	0.3
(somewhat)	- 2	11	1.1	1.2
(a little)	- 1	42	4.2	4.6
(neutral)	0	197	19.8	21.7
(a little)	1	238	23.9	26.2
(somewhat)	2	222	22.3	24.4
(extremely)	3	196	19.7	21.6
	8	87	8.7	
		996	100.0	100.0

pimage25 : - (big)

little : big

(extremely)	- 3	4	0.4	0.4
(somewhat)	- 2	16	1.6	1.8
(a little)	- 1	57	5.7	6.3
(neutral)	0	269	27.0	29.7
(a little)	1	234	23.5	25.8
(somewhat)	2	209	21.0	23.1
(extremely)	3	117	11.7	12.9
	8	90	9.0	
		996	100.0	100.0

pimage26 : - (nice)

awful : nice

(extremely)	- 3	8	0.8	0.9
(somewhat)	- 2	19	1.9	2.1
(a little)	- 1	69	6.9	7.6
(neutral)	0	232	23.3	25.6
(a little)	1	240	24.1	26.4
(somewhat)	2	214	21.5	23.6
(extremely)	3	126	12.7	13.9
	8	88	8.8	
		996	100.0	100.0

pimage27 : - (active)

inactive : active

(extremely)	- 3	5	0.5	0.6
(somewhat)	- 2	4	0.4	0.4
(a little)	- 1	20	2.0	2.2
(neutral)	0	211	21.2	23.3
(a little)	1	216	21.7	23.9
(somewhat)	2	233	23.4	25.8
(extremely)	3	215	21.6	23.8
	8	92	9.2	
		996	100.0	100.0