



JoongAng Ilbo 45th Anniversary Public Opinion
Survey : North Korea and Reunification

CODE BOOK

Korea Social Science Data Archive

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JOONGANG ILBO 45TH ANNIVERSARY PUBLIC OPINION SURVEY : NORTH
KOREA AND REUNIFICATION CODE BOOK

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Study Description

<i>Study Title:</i>	JoongAng Ilbo 45th Anniversary Public Opinion Survey : North Korea and Reunification
<i>Fieldwork Dates:</i>	September 17, 2010
<i>Principal Investigator:</i>	JoongAng Ilbo
<i>Producers:</i>	JoongAng Ilbo
<i>Sample Type:</i>	Quota sampling proportionate to the size of population by sex, age, and area
<i>Fieldwork Institute:</i>	JoongAng Ilbo
<i>Fieldwork Methods:</i>	Telephone interview
<i>Number of Cases:</i>	1,000 (valid)
<i>Geographic Coverage:</i>	South Korea including Jeju
<i>Universe:</i>	Persons aged 19 and over
<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).

AREA Respondent's region

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
Seoul	1	215	21.5	21.5
Busan	2	77	7.7	7.7
Daegu	3	52	5.2	5.2
Incheon	4	52	5.2	5.2
Gwangju	5	29	2.9	2.9
Daejeon	6	30	3.0	3.0
Ulsan	7	21	2.1	2.1
Gyeonggi-do	8	213	21.3	21.3
Gangwon-do	9	31	3.1	3.1
Chungcheongbuk-do	10	31	3.1	3.1
Chungcheongnam-do	11	40	4.0	4.0
Jeollabuk-do	12	38	3.8	3.8
Jeollanam-do	13	39	3.9	3.9
Gyeongsangbuk-do	14	56	5.6	5.6
Gyeongsangnam-do	15	64	6.4	6.4
Jeju	16	11	1.1	1.1
Total		1,000	100.0	100.0

SIZE Size of residential place

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
Large city	1	477	47.7	47.7
Small or medium sized city	2	427	42.7	42.7
Eup or Myeon	3	96	9.6	9.6
Total		1,000	100.0	100.0

AGE Age

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
Aged 19-29	1	224	22.4	22.4
Aged 30-39	2	231	23.1	23.1
Aged 40-49	3	225	22.5	22.5
Aged 50-59	4	144	14.4	14.4
Aged 60 or older	5	176	17.6	17.6
Total		1,000	100.0	100.0

SEX Gender

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
Male	1	491	49.1	49.1
Female	2	509	50.9	50.9
Total		1,000	100.0	100.0

SAGE Gender and categorized age

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
Male, aged 19-29	11	137	13.7	13.7
Male, aged 30-39	12	92	9.2	9.2
Male, aged 40-49	13	87	8.7	8.7
Male, aged 50-59	14	64	6.4	6.4
Male, aged 60 or older	15	111	11.1	11.1
Female, aged 19-29	21	87	8.7	8.7
Female, aged 30-39	22	139	13.9	13.9
Female, aged 40-49	23	139	13.9	13.9
Female, aged 50-59	24	80	8.0	8.0
Female, aged 60 or older	25	65	6.5	6.5
Total		1,000	100.0	100.0

V1 How do you feel about the reunification of North and South Korea?

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
Would be much better unified	1	291	29.1	29.1
Would be slightly better unified	2	492	49.2	49.2
Would be best to remain as is	3	152	15.2	15.2
Would be slightly worse unified	4	40	4.0	4.1
Would be much worse unified	5	24	2.4	2.4
NA	999	1	0.1	
Total		1,000	100.0	100.0

V2 When do you think reunification between North and South Korea will take place?

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
In the next 5 years	1	46	4.6	4.6
In 6-10 years	2	206	20.6	20.9
In 11-20 years	3	207	20.7	21.0
Over 20 years from now	4	419	41.9	42.4
Will never take place	5	110	11.0	11.1
NA	999	12	1.2	
Total		1,000	100.0	100.0

V3 How much do you agree with the statement “economic cooperation between the North and South will benefit both countries”? Please select from “strongly agree”, “somewhat agree”, “neither agree nor disagree”, “somewhat disagree”, and “strongly disagree”.

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
Strongly agree	1	144	14.4	14.5
Somewhat agree	2	361	36.1	36.3
Neither agree nor disagree	3	266	26.6	26.8
Somewhat disagree	4	165	16.5	16.6
Strongly disagree	5	58	5.8	5.8
NA	999	6	0.6	
Total		1,000	100.0	100.0

V4 How much do you agree with the statement “the possibility of a provocation of war by North Korea still remains”?

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
Strongly agree	1	186	18.6	18.7
Somewhat agree	2	443	44.3	44.6
Neither agree nor disagree	3	175	17.5	17.6
Somewhat disagree	4	137	13.7	13.7
Strongly disagree	5	54	5.4	5.4
NA	999	5	0.5	
Total		1,000	100.0	100.0

V5 Which of the following do you feel should be the direction for this country’s policy toward North Korea?

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
We should lead them to open up by providing aid	1	390	39.0	39.6
The relationship should be a reciprocal exchange	2	449	44.9	45.6
North Korea should be considered hostile and should be guarded against	3	146	14.6	14.8
NA	999	15	1.5	
Total		1,000	100.0	100.0

V6 How much do you agree with holding a presidential summit between South Korea’s President Lee Myung-Bak and North Korean leader, Kim Jong-Il?

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
Strongly agree	1	231	23.1	23.2
Somewhat agree	2	612	61.2	61.6
Somewhat disagree	3	122	12.2	12.3
Strongly disagree	4	29	2.9	3.0
NA	999	7	0.7	
Total		1,000	100.0	100.0

- V7** President Lee Myung-Bak stated in his National Liberation Day Speech, “It is time for us to prepare practical measures for reunification such as implementing unification tax”. How much do you agree or disagree with the implementation of a reunification tax?

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
Strongly agree	1	58	5.8	6.0
Somewhat agree	2	457	45.7	46.7
Somewhat disagree	3	346	34.6	35.4
Strongly disagree	4	116	11.6	11.8
NA	999	23	2.3	
Total		1,000	100.0	100.0

- V8** How much do you agree or disagree with supplying rice aid to North Korea?

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
Strongly agree	1	132	13.2	13.3
Somewhat agree	2	532	53.2	53.4
Somewhat disagree	3	236	23.6	23.7
Strongly disagree	4	95	9.5	9.5
NA	999	4	0.4	
Total		1,000	100.0	100.0

- V9** What is the highest level of education you have completed?

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
Less than high school	1	148	14.8	14.9
High school	2	301	30.1	30.3
More than high school	3	546	54.6	54.9
NA	999	5	0.5	
Total		1,000	100.0	100.0

V10 What is your occupation?

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
Farming/Forestry/Fishing	1	42	4.2	4.2
Self employed	2	113	11.3	11.3
Blue collar	3	101	10.1	10.1
White collar	4	227	22.7	22.8
Homemaker	5	274	27.4	27.5
Student	6	138	13.8	13.9
Unemployed/Other	7	101	10.1	10.1
NA	999	3	0.3	
Total		1,000	100.0	100.0