

ID Number	A1-2009-0018-Eng
Title	The Korea Communications Commission Policy Evaluation Survey : General Public

SQ1. What is your gender?

- 1) Male
- 2) Female

SQ2. How old are you?

- 1) Under 24 years old
- 2) 25 – 34 years old
- 3) 35 – 44 years old
- 4) 45 – 54 years old
- 5) Over 55 years old

SQ3. Where is your current place of residence?

- 1) Seoul
- 2) Busan
- 3) Daegu
- 4) Gwangju
- 5) Incheon
- 6) Daejeon
- 7) Ulsan
- 8) Gyeonggi-do
- 9) Gangwon-do
- 10) Chungcheongbuk-do
- 11) Chungcheongnam-do
- 12) Jeollabuk-do
- 13) Jeollanam-do/Jeju
- 14) Gyeongsangbuk-do
- 15) Gyeongsangnam-do

SQ4. Are you aware of the existence of the Korea Communications Commission (“KCC”) among the government agencies?

- 1) Yes
- 2) No ⇒ Stop survey

**<The following is a brief introduction of the Korea Communications Commission.>**

As digital technology advances and networks are upgraded, “digital convergence” is quickly emerging tearing down boundaries between broadcasting, communications, and media. In response to this trend, the Korea Communications Commission opened its doors with the new administration in March 2008 which was created by merging the Korean Broadcasting Commission and the Ministry of Information and Communication.

The Korea Communications Commission is responsible for pursuing comprehensible promotional policies on broadcasting, communication, the internet and airwave spectrums and for administrating regulations and is hard at work to improve the public’s broadcasting and communication environment and to strengthen competitiveness of the broadcasting and communication industry.

The Korea Communications Commission has been responding to the convergence of broadcasting and communication through policy implementations and pursuing the goal of increasing the public’s benefits through vitalizing competition in the broadcasting and communication market. The Korea Communications Commission also has been strengthening the competitiveness of the media industry by boldly removing the compartment-type regulations and introducing new services such as IPTV. In addition, the Korea Communications Commission is making an effort to expand the growth engines of our economy through broadcasting and communication by fostering the broadcasting and communication industry, upgrading broadcasting and communication networks and allocating spectrums efficiently. Furthermore, the Korea Communications Commission is striving to provide better services to the public by implementing policies such as reform of communication pricing system, improvement of broadcasting and communication service quality and strengthening of consumer protection.

- ※ Now, we will ask a few questions related to the Korea Communications Commission. The following survey questionnaire will be used to evaluate the Korea Communications Commission’s policies and to seek its future direction and will not be used for any other private purposes. We would appreciate your full cooperation.

**Related to Communication Costs**

- A1. Last September, the Korea Communications Commission, in cooperation with the major telecommunications companies (KT, SKT, LGT), implemented a change to the billing system (ten seconds to one second) and reduction of activation fees and data costs to lessen the burden of household communications costs. Did you know about the changes?
- 1) Yes
  - 2) No

A2. In your opinion, which of the following is the most important factor in reducing the burden of household communications costs? Please list in the order of importance.

First (     ) – Second (     ) – Third (     )

- 1) Lower prices through more competition in the telecommunications market
- 2) Lower prices through government (the Korea Communications Commission) policies and regulations
- 3) Reduce household expenses by putting restrictions on excessive use of telecommunications service by consumers

[Other Comment: \_\_\_\_\_]

<b>Related to the Digital Conversion of the Broadcasting</b>
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A3. In order to provide higher quality broadcasting service and efficiently use the airwave spectrum, the analog broadcasting service will end and digital broadcasting will begin in December 2012. Did you know about the conversion?

- 1) Yes
- 2) No

A4. The Korea Communications Commission has been publicizing the end of the analog broadcasting service in December 2012 through public announcements and campaigns. Have you seen any of the campaign messages?

- 1) Yes
- 2) No

A4-1. (For respondents who answered Yes to A4 only) On which of the following media outlets have you seen the messages? Please select all that apply.

- 1) TV
- 2) Newspaper
- 3) Internet
- 4) Pamphlet
- 5) Electronic Billboard
- 6) Other (                     )

<b>Related to Broadcasting Language</b>
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A5. Recently, the problems related to the language used in broadcasting, such as the use of vulgar language and degrading individuals on programs, have become a social issues. Where do you think lie the main causes of the problem? Please list in the order of importance.

First (    ) – Second (    ) – Third (    )

- 1) Excessive competition for ratings among broadcasting companies
- 2) Qualifications of on-air personalities
- 3) Society's general awareness level

A6. In your opinion, which of the following are needed to raise the quality of language used in broadcasting programs? Please list in the order of importance.

First (    ) – Second (    ) – Third (    )

- 1) Increase the regulations by the government (the Korean Communications Commission) or independent private organization (the Korea Communications Standards Commission)
- 2) Increase self-regulation by broadcasting companies
- 3) Improve qualities of on-air personalities

[Other Comment: \_\_\_\_\_]

<b>Related to Internet Message Postings</b>
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A7. Recently, victimization attributed to malicious internet message postings are on the rise. How many times have you suffered damages due to the malicious internet postings?

- 1) None
- 2) 1 – 2 times
- 3) 3 – 5 times
- 4) 6 – 9 times
- 5) More than 10 times

A8. In your opinion, what are the most importance reasons that these malicious internet message postings don't stop? Please list in the order of importance.

First (    ) – Second (    ) – Third (    )

- 1) Lack of government regulations
- 2) The lack of a sense of responsibility by internet portals (Naver, Daum, Cyworld, Nate, Yahoo and etc.)
- 3) The character of internet users (netizen)

[Other Comment: \_\_\_\_\_]



A13. In your opinion, please list in the order of importance the policies the Korea Communication Commission should pursue with priority next year (2010).

First ( ) – Second ( ) – Third ( )

- 1) Strengthen the competitiveness of the media industry and vitalize the media market through regulation reforms
  - 2) Nurture the broadcasting and communication industry such as broadcasting and communication service, broadcasting and communication equipment, broadcasting and communication contents.
  - 3) Lower the burden of broadcasting and communication service costs
  - 4) Effectively respond to hacking and viruses and securely protect personal information
  - 5) Conversion to digital broadcasting
  - 6) Promote investments in broadcasting and communication such as upgrading broadcasting and communication infrastructure
  - 7) Refine broadcasting language such as coarse language and indecent expressions
  - 8) Create wholesome internet environment by reducing malicious internet message postings and SPAM
  - 9) Create environment for fair competition in the broadcasting and communication market and vitalize competition among the companies in the industry
- [Other Comment: \_\_\_\_\_]

A14. If you have anything you would like the Korea Communication Commission to do, please describe briefly.

\_\_\_\_\_

<b>Evaluation of Satisfaction with General Broadcasting and Communication Service</b>
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B1. How satisfied are you of the following broadcasting and communication services?

	Very dissatisfied	-----	-----	Neither satisfied nor dissatisfied	-----	-----	Very Satisfied
1) Mobile communication service	1	2	3	4	5	6	7
2) High speed internet service	1	2	3	4	5	6	7
3) Cable television service	1	2	3	4	5	6	7
4) Over-the-air television service	1	2	3	4	5	6	7

B2. Which of the following is the most satisfying part of each service?

	Quality (speed/ disconnection)	Price	A/S service	Contents	Subscription/ Installation Convenience	Optional service	Other
1) Mobile communication service	1	2	3	4	5	6	7
2) High speed internet service	1	2	3	4	5	6	7
3) Cable television service	1	2	3	4	5	6	7
4) Over-the-air television service	1	2	3	4	5	6	7

B3. Which of the following is the most dissatisfying part of each service?

	Quality (speed/ disconnection)	Price	A/S service	Contents	Subscription/ Installation Convenience	Optional service	Other
1) Mobile communication service	1	2	3	4	5	6	7
2) High speed internet service	1	2	3	4	5	6	7
3) Cable television service	1	2	3	4	5	6	7
4) Over-the-air television service	1	2	3	4	5	6	7

[B2 responses do not utilize examples]

DQ1. What is the average monthly income of your household? (Please include incomes of all household members.)

- 1) Under 1 million won
- 2) 1 – 2 million won
- 3) 2 – 3 million won
- 4) 3 – 4 million won
- 5) 4 – 5 million won
- 6) 5 – 6 million won
- 7) 6 – 7 million won
- 8) 7 – 8 million won
- 9) Over 8 million won

DQ2. What is the highest level of education you have completed?

- 1) Elementary school or lower
- 2) Middle school
- 3) High school
- 4) College student or graduate
- 5) Graduate school student or graduate

DQ3. What is your current occupation?

- 1) Professional (Doctor, Lawyer, Prosecutor, Judge, Professor, Accountant, Artist, etc.)
- 2) Administrative or Office worker (Civil servant, Corporate office worker, etc.)
- 3) Business or Self-employed
- 4) Service or Sales
- 5) Manufacturing or Technical
- 6) Student
- 7) Homemaker
- 8) Unemployed
- 9) Other ( )

DQ4. What is your marital status?

- 1) Single
- 2) Married
- 3) Divorced
- 4) Widowed
- 5) Other ( )

DQ5. Which of the following political parties do you support?

- 1) The Grand National Party
- 2) Democratic Party
- 3) Democratic Labor Party
- 4) Liberty Forward Party
- 5) Pro-Park Geun-Hye Alliance
- 6) Labor Party
- 7) Creative Korea Party
- 8) Other/None