



The Korea Communications Commission Policy  
Evaluation Survey : General Public

**CODE BOOK**

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THE KOREA COMMUNICATIONS COMMISSION POLICY EVALUATION SURVEY  
: GENERAL PUBLIC CODE BOOK

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## Study Description

<i>Study Title:</i>	The Korea Communications Commission Policy Evaluation Survey : General Public
<i>Fieldwork Dates:</i>	5 December, 2009 ~ 9 December, 2009
<i>Principal Investigator:</i>	Park, Sung-Uk
<i>Producers:</i>	Korea Information Society Development Institute
<i>Sample Type:</i>	Purposive quota sampling
<i>Fieldwork Institute:</i>	Embrain Co., LTD.
<i>Fieldwork Methods:</i>	Face to face interview ; On-line survey
<i>Number of Cases:</i>	1,000 (valid)
<i>Geographic Coverage:</i>	South Korea excluding Jeju
<i>Universe:</i>	Persons recognize the Korea Communications Commission
<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).

**sq1      Respondent: Sex**

SQ1. What is your gender?

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
Male	1	500	50.0	50.0
Female	2	500	50.0	50.0
Total		1,000	100.0	100.0

**sq2\_1      Respondent: Age**

SQ2. How old are you? : \_\_\_\_ years old

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
15 years old	15	2	0.2	0.2
16 years old	16	10	1.0	1.0
17 years old	17	18	1.8	1.8
18 years old	18	23	2.3	2.3
19 years old	19	11	1.1	1.1
20 years old	20	24	2.4	2.4
21 years old	21	15	1.5	1.5
22 years old	22	13	1.3	1.3
23 years old	23	16	1.6	1.6
24 years old	24	18	1.8	1.8
25 years old	25	29	2.9	2.9
26 years old	26	16	1.6	1.6
27 years old	27	28	2.8	2.8
28 years old	28	16	1.6	1.6
29 years old	29	21	2.1	2.1
30 years old	30	32	3.2	3.2
31 years old	31	29	2.9	2.9
32 years old	32	31	3.1	3.1
33 years old	33	24	2.4	2.4
34 years old	34	26	2.6	2.6
35 years old	35	24	2.4	2.4
36 years old	36	25	2.5	2.5
37 years old	37	23	2.3	2.3

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38 years old	38	26	2.6	2.6
39 years old	39	20	2.0	2.0
40 years old	40	39	3.9	3.9
41 years old	41	28	2.8	2.8
42 years old	42	18	1.8	1.8
43 years old	43	14	1.4	1.4
44 years old	44	21	2.1	2.1
45 years old	45	17	1.7	1.7
46 years old	46	19	1.9	1.9
47 years old	47	17	1.7	1.7
48 years old	48	32	3.2	3.2
49 years old	49	23	2.3	2.3
50 years old	50	24	2.4	2.4
51 years old	51	19	1.9	1.9
52 years old	52	24	2.4	2.4
53 years old	53	14	1.4	1.4
54 years old	54	21	2.1	2.1
55 years old	55	35	3.5	3.5
56 years old	56	17	1.7	1.7
57 years old	57	28	2.8	2.8
58 years old	58	18	1.8	1.8
59 years old	59	8	0.8	0.8
60 years old	60	10	1.0	1.0
61 years old	61	6	0.6	0.6
62 years old	62	5	0.5	0.5
63 years old	63	4	0.4	0.4
64 years old	64	1	0.1	0.1
65 years old	65	4	0.4	0.4
67 years old	67	4	0.4	0.4
68 years old	68	3	0.3	0.3
69 years old	69	4	0.4	0.4
70 years old	70	1	0.1	0.1
72 years old	72	2	0.2	0.2
Total		1,000	100.0	100.0

**sq2\_2 Respondent: Age (Recode)**

SQ2. How old are you? : \_\_\_\_ years old

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
Under 24 years old	1	150	15.0	15.0
25-34 years old	2	252	25.2	25.2
35-44 years old	3	238	23.8	23.8
45-54 years old	4	210	21.0	21.0
Over 55 years old	5	150	15.0	15.0
Total		1,000	100.0	100.0

**sq3 Current place of residence**

SQ3. Where is your current place of residence?

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
Seoul	1	210	21.0	21.0
Busan	2	90	9.0	9.0
Daegu	3	68	6.8	6.8
Gwangju	4	38	3.8	3.8
Incheon	5	60	6.0	6.0
Daejeon	6	35	3.5	3.5
Ulsan	7	19	1.9	1.9
Gyeonggi-do	8	227	22.7	22.7
Gangwon-do	9	23	2.3	2.3
Chungcheongbuk-do	10	38	3.8	3.8
Chungcheongnam-do	11	27	2.7	2.7
Jeollabuk-do	12	31	3.1	3.1
Jeollanam-do/Jeju	13	41	4.1	4.1
Gyeongsangbuk-do	14	42	4.2	4.2
Gyeongsangnam-do	15	51	5.1	5.1
Total		1,000	100.0	100.0

**sq4 R is aware of the Korea Communications Commission**

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

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
Yes	1	1,000	100.0	100.0
Total		1,000	100.0	100.0

**a1 R knew about change in billing system of communications 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?

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
Yes	1	842	84.2	84.2
No	2	158	15.8	15.8
Total		1,000	100.0	100.0

**a2\_1 Important thing to reduce household communications costs: 1st**

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

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
Lower prices through more competition in the telecommunications market	1	461	46.1	46.1
Lower prices through government (the Korea Communications Commission) policies and regulations	2	426	42.6	42.6
Reduce household expenses by putting restrictions on excessive use of telecommunications	3	113	11.3	11.3
Total		1,000	100.0	100.0

**a2\_2 Important thing to reduce household communications costs: 2nd**

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.  
: Second

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
Lower prices through more competition in the telecommunications market	1	455	45.5	45.5

Lower prices through government (the Korea Communications Commission) policies and regulations	2	355	35.5	35.5
Reduce household expenses by putting restrictions on excessive use of telecommunications	3	190	19.0	19.0
Total		1,000	100.0	100.0

**a2\_3 Important thing to reduce household communications costs: 3rd**

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.

: Third

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
Lower prices through more competition in the telecommunications market	1	84	8.4	8.4
Lower prices through government (the Korea Communications Commission) policies and regulations	2	219	21.9	21.9
Reduce household expenses by putting restrictions on excessive use of telecommunications	3	697	69.7	69.7
Total		1,000	100.0	100.0

**a2\_4 Important thing to reduce household communications costs: Other**

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.

: Other

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
Lower prices through government (the Korea Communications Commission) policies and regulations	2	6	0.6	28.6
Permit foreign mobile communications business	11	1	0.1	4.8
Apply discounts based on the number of household members	14	1	0.1	4.8
Apply foreign communications models	16	3	0.3	14.3
Prepaid pricing system	17	1	0.1	4.8
Benefits for long-term subscribers	19	1	0.1	4.8
Implement customized pricing system	20	1	0.1	4.8
Control unilateral extortion of distribution agencies by communications companies	21	3	0.3	14.3
Free text message	22	1	0.1	4.8
Encourage activation of unused phones	24	1	0.1	4.8
Abolish WiFi	25	1	0.1	4.8
Control excessive charges due to imprudent usage	26	1	0.1	4.8



System missing	979	97.9	
Total	1,000	100.0	100.0

**a3 R knew about conversion of analog into digital broadcasting**

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?

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
Yes	1	829	82.9	82.9
No	2	171	17.1	17.1
Total		1,000	100.0	100.0

**a4 R has seen campaign about the end of analog broadcasting**

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?

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
Yes	1	586	58.6	58.6
No	2	414	41.4	41.4
Total		1,000	100.0	100.0

**a4\_1\_1 Media outlet R has seen campaign: TV**

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

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
No	0	493	49.3	49.3
Yes	1	507	50.7	50.7
Total		1,000	100.0	100.0

**a4\_1\_2 Media outlet R has seen campaign: Newspaper**

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.

2) Newspaper

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
No	0	832	83.2	83.2
Yes	1	168	16.8	16.8
Total		1,000	100.0	100.0

**a4\_1\_3 Media outlet R has seen campaign: Internet**

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.

3) Internet

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
No	0	739	73.9	73.9
Yes	1	261	26.1	26.1
Total		1,000	100.0	100.0

**a4\_1\_4 Media outlet R has seen campaign: Pamphlet**

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.

4) Pamphlet

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
No	0	969	96.9	96.9
Yes	1	31	3.1	3.1
Total		1,000	100.0	100.0

**a4\_1\_5 Media outlet R has seen campaign: Electronic Billboard**

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.

5) Electronic Billboard

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
No	0	967	96.7	96.7
Yes	1	33	3.3	3.3
Total		1,000	100.0	100.0

**a4\_1\_6 Media outlet R has seen campaign: Other**

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.

6) Other ( )

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
Magazine	11	1	0.1	14.3
In an electronics store	12	2	0.2	28.6
Billing statement for cable television	13	1	0.1	14.3
Cable TV marketing agent	14	1	0.1	14.3
Friends and family	16	1	0.1	14.3
None	98	1	0.1	14.3
System	System	993	99.3	
Total		1,000	100.0	100.0

**a5\_1 Cause of use of vulgar language in broadcasting: 1st**

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 the main causes of the problem? Please list in the order of importance.

: First

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
Excessive competition for ratings among broadcasting companies	1	594	59.4	59.4
Qualifications of on-air personalities	2	234	23.4	23.4
Society's general awareness level	3	172	17.2	17.2
Total		1,000	100.0	100.0

**a5\_2 Cause of use of vulgar language in broadcasting: 2nd**

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 the main causes of the problem? Please list in the order of importance.

: Second

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
Excessive competition for ratings among broadcasting companies	1	272	27.2	27.2
Qualifications of on-air personalities	2	383	38.3	38.3
Society's general awareness level	3	345	34.5	34.5
Total		1,000	100.0	100.0

**a5\_3 Cause of use of vulgar language in broadcasting: 3rd**

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 the main causes of the problem? Please list in the order of importance.

: Third

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
Excessive competition for ratings among broadcasting companies	1	134	13.4	13.4
Qualifications of on-air personalities	2	383	38.3	38.3
Society's general awareness level	3	483	48.3	48.3
Total		1,000	100.0	100.0

**a5\_4 Cause of use of vulgar language in broadcasting: Other**

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 the main causes of the problem? Please list in the order of importance.

: Other

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
Qualifications of on-air personalities	2	2	0.2	11.8
Society's general awareness level	3	2	0.2	11.8
Government's domination of broadcasting	11	1	0.1	5.9
Lack of enhancement of broadcasting	12	1	0.1	5.9
Relieving stress by using other people	13	1	0.1	5.9
Audience perception of the language used in broadcasting	14	1	0.1	5.9
Qualification of the producers	15	3	0.3	17.6
Light penalty or regulations	16	2	0.2	11.8
Considering the use of vulgar language and degrading individuals as humor	20	1	0.1	5.9
It's in the process of adjusting programs to the changing broadcasting circumstances	22	1	0.1	5.9
It's better than unfriendly broadcasting programs	91	1	0.1	5.9
Everything is important	92	1	0.1	5.9
System	System	983	98.3	
Total		1,000	100.0	100.0

**a6\_1    Thing to raise quality of language used in broadcasting: 1st**

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

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
Increase the regulations by the government or independent private organization	1	227	22.7	22.7
Increase self-regulation by broadcasting companies	2	429	42.9	42.9
Improve qualities of on-air personalities	3	344	34.4	34.4
Total		1,000	100.0	100.0

**a6\_2    Thing to raise quality of language used in broadcasting: 2nd**

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.  
: Second

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
Increase the regulations by the government or independent private organization	1	265	26.5	26.5
Increase self-regulation by broadcasting companies	2	387	38.7	38.7
Improve qualities of on-air personalities	3	348	34.8	34.8
Total		1,000	100.0	100.0

**a6\_3    Thing to raise quality of language used in broadcasting: 3rd**

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.  
: Third

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
Increase the regulations by the government or independent private organization	1	508	50.8	50.8
Increase self-regulation by broadcasting companies	2	184	18.4	18.4
Improve qualities of on-air personalities	3	308	30.8	30.8
Total		1,000	100.0	100.0

**a6\_4    Thing to raise quality of language used in broadcasting: Other**

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.  
: Other

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
Increase the regulations by the government or independent private organization	1	2	0.2	11.8
Raise the public's awareness	11	5	0.5	29.4
Prohibit live broadcasting	12	1	0.1	5.9
Lessen the competition for ratings	13	1	0.1	5.9
Continuous campaign	15	1	0.1	5.9
Accept and apply viewers' complaints	16	3	0.3	17.6
Regulate ratings of cable programs	17	1	0.1	5.9
Regulate recursive language	18	1	0.1	5.9
Demand grammatically correct captions	19	1	0.1	5.9
Viewers can filter it out through ratings	21	1	0.1	5.9
System	System	983	98.3	
Total		1,000	100.0	100.0

**a7    Number of times R has suffered from malicious internet postings**

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?

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
None	1	740	74.0	74.0
1-2 times	2	201	20.1	20.1
3-5 times	3	34	3.4	3.4
6-9 times	4	10	1.0	1.0
More than 10 times	5	15	1.5	1.5
Total		1,000	100.0	100.0

**a8\_1    Reason for malicious internet message postings: 1st**

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

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
Lack of government regulations	1	92	9.2	9.2

The lack of a sense of responsibility by internet portals	2	209	20.9	20.9
The character of internet users (netizen)	3	699	69.9	69.9
Total		1,000	100.0	100.0

**a8\_2 Reason for malicious internet message postings: 2nd**

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.  
: Second

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
Lack of government regulations	1	190	19.0	19.0
The lack of a sense of responsibility by internet portals	2	606	60.6	60.6
The character of internet users (netizen)	3	204	20.4	20.4
Total		1,000	100.0	100.0

**a8\_3 Reason for malicious internet message postings: 3rd**

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.  
: Third

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
Lack of government regulations	1	718	71.8	71.8
The lack of a sense of responsibility by internet portals	2	185	18.5	18.5
The character of internet users (netizen)	3	97	9.7	9.7
Total		1,000	100.0	100.0

**a8\_4 Reason for malicious internet message postings: Other**

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.  
: Other

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
Lack of government regulations	1	2	0.2	10.5
The character of internet users (netizen)	3	2	0.2	10.5
Problem with anonymity	12	5	0.5	26.3
Education of internet etiquette is needed	15	3	0.3	15.8
Minimize message posting functions	16	1	0.1	5.3
Problem of hiring internet message posters to influence public opinion	20	1	0.1	5.3

Social climate	21	1	0.1	5.3
Regulation is useless	91	2	0.2	10.5
Government regulation should be minimal	92	2	0.2	10.5
System	System	981	98.1	
Total		1,000	100.0	100.0

**a9 Number of times R has been victim of hacking/viruses**

A9. Have you ever been the victim of hacking, viruses and other such issues while using the internet?

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
None	1	204	20.4	20.4
1-2 times	2	491	49.1	49.1
3-5 times	3	182	18.2	18.2
6-9 times	4	20	2.0	2.0
More than 10 times	5	103	10.3	10.3
Total		1,000	100.0	100.0

**a10\_1 Way to minimize problems of hacking/virus: 1st**

A10. In your opinion, which of the following are the most important factors in minimizing problems on the internet such as hacking and virus? Please list in the order of importance.

: First

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
Strengthen the government's response to internet security breach	1	307	30.7	30.7
Cultivate individuals' internet security awareness about hacking and viruses	2	475	47.5	47.5
Nurture data security firms	3	218	21.8	21.8
Total		1,000	100.0	100.0

**a10\_2 Way to minimize problems of hacking/virus: 2nd**

A10. In your opinion, which of the following are the most important factors in minimizing problems on the internet such as hacking and virus? Please list in the order of importance.

: Second

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
Strengthen the government's response to internet security breach	1	366	36.6	36.6
Cultivate individuals' internet security awareness about hacking and viruses	2	218	21.8	21.8



Nurture data security firms	3	416	41.6	41.6
Total		1,000	100.0	100.0

**a10\_3 Way to minimize problems of hacking/virus: 3rd**

A10. In your opinion, which of the following are the most important factors in minimizing problems on the internet such as hacking and virus? Please list in the order of importance.

: Third

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
Strengthen the government's response to internet security breach	1	327	32.7	32.7
Cultivate individuals' internet security awareness about hacking and viruses	2	307	30.7	30.7
Nurture data security firms	3	366	36.6	36.6
Total		1,000	100.0	100.0

**a10\_4 Way to minimize problems of hacking/virus: Other**

A10. In your opinion, which of the following are the most important factors in minimizing problems on the internet such as hacking and virus? Please list in the order of importance.

: Other

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
Strengthen the government's response to internet security breach	1	3	0.3	37.5
Cultivate individuals' internet security awareness about hacking and viruses	2	1	0.1	12.5
Provide free virus test	12	2	0.2	25.0
Restrain theft of personal information through free trials	13	1	0.1	12.5
Change the Windows internet environment	14	1	0.1	12.5
System	System	992	99.2	
Total		1,000	100.0	100.0

**a11 How satisfied with policies of Korea Communication Commission**

A11. What is your assessment of the policies of the Korea Communication Commission regarding which you have responded above?

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
1 Very dissatisfied	1	43	4.3	4.3
2	2	67	6.7	6.7
3	3	129	12.9	12.9
4 Neither satisfied nor dissatisfied	4	426	42.6	42.6

5	5	254	25.4	25.4
6	6	70	7.0	7.0
7 Very Satisfied	7	11	1.1	1.1
Total		1,000	100.0	100.0

**a12\_1 Policy that Korea Communication Commission should pursue: 1st**

A12. In your opinion, which of the policies above should the Korea Communication Commission pursue with top priority? Please select in the order of importance.  
: First

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
Communications cost policy	1	440	44.0	44.0
Digital broadcasting conversion policy	2	73	7.3	7.3
Quality of broadcasting language policy	3	144	14.4	14.4
Internet message posting policy	4	79	7.9	7.9
Cyber security policy	5	264	26.4	26.4
Total		1,000	100.0	100.0

**a12\_2 Policy that Korea Communication Commission should pursue: 2nd**

A12. In your opinion, which of the policies above should the Korea Communication Commission pursue with top priority? Please select in the order of importance.  
: Second

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
Communications cost policy	1	218	21.8	21.8
Digital broadcasting conversion policy	2	133	13.3	13.3
Quality of broadcasting language policy	3	193	19.3	19.3
Internet message posting policy	4	209	20.9	20.9
Cyber security policy	5	247	24.7	24.7
Total		1,000	100.0	100.0

**a12\_3 Policy that Korea Communication Commission should pursue: 3rd**

A12. In your opinion, which of the policies above should the Korea Communication Commission pursue with top priority? Please select in the order of importance.  
: Third

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
Communications cost policy	1	137	13.7	13.7
Digital broadcasting conversion policy	2	160	16.0	16.0

Quality of broadcasting language policy	3	231	23.1	23.1
Internet message posting policy	4	242	24.2	24.2
Cyber security policy	5	230	23.0	23.0
Total		1,000	100.0	100.0

**a12\_4 Policy that Korea Communication Commission should pursue: 4th**

A12. In your opinion, which of the policies above should the Korea Communication Commission pursue with top priority? Please select in the order of importance.

: Fourth

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
Communications cost policy	1	120	12.0	12.0
Digital broadcasting conversion policy	2	187	18.7	18.7
Quality of broadcasting language policy	3	297	29.7	29.7
Internet message posting policy	4	250	25.0	25.0
Cyber security policy	5	146	14.6	14.6
Total		1,000	100.0	100.0

**a12\_5 Policy that Korea Communication Commission should pursue: 5th**

A12. In your opinion, which of the policies above should the Korea Communication Commission pursue with top priority? Please select in the order of importance.

: Fifth

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
Communications cost policy	1	85	8.5	8.5
Digital broadcasting conversion policy	2	447	44.7	44.7
Quality of broadcasting language policy	3	135	13.5	13.5
Internet message posting policy	4	220	22.0	22.0
Cyber security policy	5	113	11.3	11.3
Total		1,000	100.0	100.0

**a12\_6 Policy that Korea Communication Commission should pursue: Other**

A12. In your opinion, which of the policies above should the Korea Communication Commission pursue with top priority? Please select in the order of importance.

: Other

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
Instill awareness regarding cyber crime	11	1	0.1	14.3
IPTV policy	12	1	0.1	14.3

## The Korea Communications Commission Policy Evaluation Survey : General Public

Prevent corruption within the KCC	13	1	0.1	14.3
Prepare for cyber war	14	1	0.1	14.3
Ratio of digital TV is inaccurate	15	1	0.1	14.3
Exclude policies related to concessions	16	1	0.1	14.3
Language reflects the culture the generation so the problem is not limited to language used on broadcasting programs	91	1	0.1	14.3
System	System	993	99.3	
Total		1,000	100.0	100.0

**a13\_1 Policy that Korea Communication Commision should pursue in 2010: 1st**

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

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
Strengthen the competitiveness of the media industry and vitalize the media market through regulation reforms	1	75	7.5	7.5
Nurture the broadcasting and communication industry such as broadcasting and communication service	2	61	6.1	6.1
Lower the burden of broadcasting and communication service costs	3	419	41.9	41.9
Effectively respond to hacking and viruses and securely protect personal information	4	170	17.0	17.0
Conversion to digital broadcasting	5	15	1.5	1.5
Promote investments in broadcasting and communication such as upgrading broadcasting and communication infrastructure	6	30	3.0	3.0
Refine broadcasting language such as coarse language and indecent expressions	7	63	6.3	6.3
Create wholesome internet environment by reducing malicious internet message postings and SPAM	8	85	8.5	8.5
Create environment for fair competition in the broadcasting and communication market and vitalize competitions	9	82	8.2	8.2
Total		1,000	100.0	100.0

**a13\_2 Policy that Korea Communication Commision should pursue in 2010: 2nd**

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

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
Strengthen the competitiveness of the media industry and vitalize the media market through regulation reforms	1	100	10.0	10.0
Nurture the broadcasting and communication industry such as broadcasting and communication service	2	68	6.8	6.8
Lower the burden of broadcasting and communication service costs	3	140	14.0	14.0
Effectively respond to hacking and viruses and securely protect personal information	4	202	20.2	20.2
Conversion to digital broadcasting	5	31	3.1	3.1
Promote investments in broadcasting and communication such as upgrading broadcasting and communication infrastructure	6	50	5.0	5.0
Refine broadcasting language such as coarse language and indecent expressions	7	120	12.0	12.0
Create wholesome internet environment by reducing malicious internet message postings and SPAM	8	164	16.4	16.4
Create environment for fair competition in the broadcasting and communication market and vitalize competitions	9	125	12.5	12.5
Total		1,000	100.0	100.0

**a13\_3 Policy that Korea Communication Commision should pursue in 2010: 3rd**

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

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
Strengthen the competitiveness of the media industry and vitalize the media market through regulation reforms	1	119	11.9	11.9
Nurture the broadcasting and communication industry such as broadcasting and communication service	2	69	6.9	6.9
Lower the burden of broadcasting and communication service costs	3	118	11.8	11.8
Effectively respond to hacking and viruses and securely protect personal information	4	128	12.8	12.8
Conversion to digital broadcasting	5	37	3.7	3.7

Promote investments in broadcasting and communication such as upgrading broadcasting and communication infrastructure	6	72	7.2	7.2
Refine broadcasting language such as coarse language and indecent expressions	7	117	11.7	11.7
Create wholesome internet environment by reducing malicious internet message postings and SPAM	8	187	18.7	18.7
Create environment for fair competition in the broadcasting and communication market and vitalize competitions	9	153	15.3	15.3
Total		1,000	100.0	100.0

#### a13\_4 Policy that Korea Communication Commission should pursue in 2010: Other

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

: Other

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
Strengthen the competitiveness of the media industry and vitalize the media market through regulation reforms	1	1	0.1	14.3
Lower the burden of broadcasting and communication service costs	3	1	0.1	14.3
Prevent appointments by influence	11	1	0.1	14.3
Prevent control of media and broadcasting by government	12	1	0.1	14.3
Prevent corruption within the Korea Communication Commission	14	1	0.1	14.3
Freedom of press	15	1	0.1	14.3
Prevent damages from excess competition	16	1	0.1	14.3
System	System	993	99.3	
Total		1,000	100.0	100.0

#### a14\_1 Thing that R wants Korea Communication Commission to do(1)

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

: First

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
Continuous surveillance of the conglomeratization of corporations	2	1	0.1	0.1
Policy for reduction of communication costs is necessary	5	87	8.7	8.7
Communicate with the public/Incorporation of public opinion into policies	7	9	0.9	0.9

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(unknown)	9	1	0.1	0.1
Relax various regulations	10	18	1.8	1.8
Strong conviction is needed	13	1	0.1	0.1
Powerful regulatory agency/Increase aggressive regulations/Strengthen supervisory function	14	26	2.6	2.6
Variety of opinions/collect opinions of working level staff	16	1	0.1	0.1
Rational operation	17	1	0.1	0.1
Reject coercive reforms led by government	18	2	0.2	0.2
Voluntary control rather than coercive control/Seek ways to change awareness	20	20	2.0	2.0
Reject anachronistic administration	22	2	0.2	0.2
Strengthen personal information/ security	24	19	1.9	1.9
Strictly regulate identity theft	25	1	0.1	0.1
Unbiased and objective review	28	3	0.3	0.3
Create wholesome environment for broadcasting and communication	31	2	0.2	0.2
Conscientiously contain and supervise	32	1	0.1	0.1
Promote policies for the working class	33	10	1.0	1.0
Broadcasting and communication companies should put efforts to improve consumers' rights and interests	37	1	0.1	0.1
Visible results/Action needed/Avoid useless talk	39	11	1.1	1.1
Prevent domineering tactics by over-the-air broadcasting companies on the use of the airwave spectrum	41	1	0.1	0.1
Extension of broadcasting hours	44	1	0.1	0.1
Should be able to watch without any anxiety or fear	45	1	0.1	0.1
Regulate against indecent/sensational programs scheduled on public broadcasting	47	1	0.1	0.1
Continuous surveillance of broadcasting programs to maintain balanced perspective	48	1	0.1	0.1
Voluntary efforts to improve qualities of broadcasting companies' PDs	49	1	0.1	0.1
Need an abundance of broadcasting programs that will allow differentiation between openness and disorderliness	51	1	0.1	0.1
Encourage independence of broadcasting companies by implementing voluntary honor system	54	3	0.3	0.3
Wholesome broadcasting/create wholesome broadcasting culture	55	10	1.0	1.0
Should be useful broadcasting service	57	2	0.2	0.2
Prohibit advertising for private money lenders on public broadcasting	61	1	0.1	0.1

## The Korea Communications Commission Policy Evaluation Survey : General Public

Expand the broadcasting for public's interests/Encourage scheduling of public interest programs	62	2	0.2	0.2
Pursue fair policies	63	51	5.1	5.1
Transparent broadcasting	64	6	0.6	0.6
Fair broadcast reporting/Induce fair broadcasting	68	7	0.7	0.7
Public benefit should be the priority	69	1	0.1	0.1
Regulate broadcasting language/Regulate excessively indecent language	72	22	2.2	2.2
Restrict sensational drama/Prohibit sensational drama	74	2	0.2	0.2
Reject excessive ratings competition	75	6	0.6	0.6
The system does not change but becomes an issue as a social problem	76	1	0.1	0.1
Fairness on a national level	77	1	0.1	0.1
Reform the system to allow domestic companies to actively engage in business	79	1	0.1	0.1
Flexible thinking is needed	80	2	0.2	0.2
Seek ideas to build environment of voluntary/virtuous cycle of communication	82	1	0.1	0.1
Make efforts to develop contents to refine public sentiments	83	3	0.3	0.3
It should be loved by the people	84	1	0.1	0.1
Public's quality of life should be improved	85	3	0.3	0.3
Constitute the Korea Communication Commission with scholars/philosophically prepared individuals	86	3	0.3	0.3
Lead proper awareness	88	1	0.1	0.1
Superior broadcasting medium should be available to the public	90	1	0.1	0.1
Provide real aid to the public/Need beneficial policies	91	42	4.2	4.2
Implement independent policies	93	3	0.3	0.3
Need warm-hearted broadcasting programs that can move people	95	1	0.1	0.1
Earn public's trust	98	3	0.3	0.3
Should not be used politically/Maintain political neutrality	99	19	1.9	1.9
Lower mobile telephone service costs	100	7	0.7	0.7
Consumers can't evaluate call quality due to merging of mobile numbers to 010 numbers	101	1	0.1	0.1
Strengthen regulations against excessive competition among the 3 major communication companies	103	7	0.7	0.7
Keep mobile communication companies from making unreasonable profits	106	3	0.3	0.3
Establish wholesome internet culture	107	3	0.3	0.3



## The Korea Communications Commission Policy Evaluation Survey : General Public

Focus on customer satisfaction	108	1	0.1	0.1
A reform of unreasonable ARS communication charges is needed	109	1	0.1	0.1
Reduction of communication charges through fair competition	110	2	0.2	0.2
Continuous enforcement of effective policies	111	1	0.1	0.1
Build a society where the public can utilize broadcasting and the internet worry-free	114	2	0.2	0.2
Focus on guidance and promotion rather than regulation or enforcement	115	1	0.1	0.1
Focus on support instead of regulation or control	118	1	0.1	0.1
Need to pursue policies with focus on reform rather than regulation	123	2	0.2	0.2
Assist broadcasting companies and media to compete voluntarily	124	7	0.7	0.7
Right amount of regulation/Balanced regulation	126	9	0.9	0.9
When criticizing the present, even the coarse languages in broadcasting programs can have a cathartic effect	127	3	0.3	0.3
Be true to fundamentals	128	4	0.4	0.4
Make an effort to become clean/appealing broadcasting	132	3	0.3	0.3
Assist in building clean society/good society	133	4	0.4	0.4
Make programs that an entire family can watch	136	3	0.3	0.3
Should be evaluated on contents and not ratings	137	5	0.5	0.5
More programs on current events should be made	140	1	0.1	0.1
Need policies that resolve problems at fundamental level	144	1	0.1	0.1
Make good broadcasting service	145	13	1.3	1.3
Increase punishment for hackers	146	2	0.2	0.2
Need plans to prevent entry into the market by major conglomerates	152	1	0.1	0.1
Focus on preparation against hacking	153	7	0.7	0.7
Implement future-oriented policies	155	5	0.5	0.5
Raise the quality of broadcasting service	159	9	0.9	0.9
Need assertive action/effort	160	28	2.8	2.8
Study ways to induce bold investments to vitalize digital broadcasting	161	1	0.1	0.1
Need to publicize digital broadcasting	162	6	0.6	0.6
Need to proceed carefully with the adoption of digital TV	165	1	0.1	0.1
Pursue plans to prevent damages by computer virus	169	2	0.2	0.2
Mass communication should not standardize the public	173	1	0.1	0.1

## The Korea Communications Commission Policy Evaluation Survey : General Public

Need broadcasting programs that the public can watch with a smile	174	2	0.2	0.2
Need real-name system	175	9	0.9	0.9
Lower wireless communication costs	177	1	0.1	0.1
Support the IT field	179	2	0.2	0.2
Build a safe environment for internet users	180	1	0.1	0.1
Strengthen the regulation against malicious internet message postings	184	42	4.2	4.2
Must raise public's consciousness	186	4	0.4	0.4
Create better environment for communications	190	1	0.1	0.1
Raise quality of on-air personalities	193	8	0.8	0.8
Repeal unjust media laws/Nullify media laws	194	3	0.3	0.3
Build open media reflective of a democratic country	195	1	0.1	0.1
Avoid airing reruns	197	1	0.1	0.1
Raise service quality through sensible system and regulatory control	202	1	0.1	0.1
Convictions unshakable by giant media companies	205	1	0.1	0.1
Need campaigns to encourage assertive positions of media consumers	207	1	0.1	0.1
Strict surveillance of broadcasting and communications companies	208	2	0.2	0.2
Eradicate monopoly in the broadcasting industry	211	1	0.1	0.1
There shouldn't be excessive showcasing of specific companies or individuals	213	2	0.2	0.2
Comply with the broadcasting review regulations	215	1	0.1	0.1
Consider from viewers' perspective	216	2	0.2	0.2
Too much violence on television	217	1	0.1	0.1
Reform broadcasting system	222	1	0.1	0.1
Make elegant/sophisticated broadcasting service	224	9	0.9	0.9
Make broadcasting programs with integrity	228	1	0.1	0.1
Need broadcasting programs using ethical and proper language	230	1	0.1	0.1
Focus on improving broadcasting quality	232	1	0.1	0.1
On-air personalities should use proper language	233	3	0.3	0.3
Unify broadcasting and communications related institutions into a professionally organized one	234	1	0.1	0.1
Serve as means of communication	235	1	0.1	0.1
Improve qualities of broadcasting and communication	236	1	0.1	0.1
Nurture children who are interested in broadcasting and communications	237	1	0.1	0.1

## The Korea Communications Commission Policy Evaluation Survey : General Public

Publicize policies pursued by the Korea Communications Commission	239	2	0.2	0.2
Freedom of press is needed	242	1	0.1	0.1
Change the Korea Communication Commission's dogmatic approach	243	1	0.1	0.1
Should not try to dominate broadcasting and communication	244	2	0.2	0.2
Consider regulations carefully	247	1	0.1	0.1
Reject over-regulating	248	6	0.6	0.6
Increase regulations of variety shows or entertainment programs	249	1	0.1	0.1
Reduce number of variety shows or entertainment programs	250	1	0.1	0.1
Should accept change	251	1	0.1	0.1
Create convenient environment for consumers	255	1	0.1	0.1
Increase security awareness/strict security needed	258	8	0.8	0.8
Publicity for the KCC is needed	259	9	0.9	0.9
Need to take definite action when dealing with issues causing social problems	263	1	0.1	0.1
Need publicity when initiating new business	265	1	0.1	0.1
New information must be delivered promptly	266	2	0.2	0.2
Should cooperate rather than fight	267	1	0.1	0.1
Improve problems caused by excessive competition among the broadcasting companies	270	3	0.3	0.3
Enforce bold policies without being influenced by communication companies	271	1	0.1	0.1
Lower data price	274	1	0.1	0.1
Need to block SPAM	276	1	0.1	0.1
Waive television subscription fee	281	1	0.1	0.1
Lower television subscription fee	282	1	0.1	0.1
Remove people using indecent language from entertainment programs	284	4	0.4	0.4
Strict restrictions against sensational/provocative broadcasting programs are needed	286	21	2.1	2.1
Make broadcasting programs that can reduce viewers' stress	288	1	0.1	0.1
Allow viewers to understand the whole society	289	1	0.1	0.1
The policies should be implemented promptly	290	3	0.3	0.3
Act cautiously	291	2	0.2	0.2
Effective policies are needed	295	6	0.6	0.6
Strengthen review regulations	296	1	0.1	0.1
Regulate teenagers' mobile phone ownership by law	297	1	0.1	0.1

## The Korea Communications Commission Policy Evaluation Survey : General Public

Corruption must end	300	2	0.2	0.2
Must have strong punishment for malignant elements	307	1	0.1	0.1
Hope for study of the established European system and application to our country	309	1	0.1	0.1
Make broadcasting that can be shared by many people	311	2	0.2	0.2
Build an environment for good broadcasting service	313	1	0.1	0.1
Keep the despotism of press in check	316	1	0.1	0.1
Increase the media's responsibility	317	1	0.1	0.1
Purify broadcasting language/Lead the use of clean language in broadcasting	318	8	0.8	0.8
Entertainment programs are forcing laughter on viewers	324	1	0.1	0.1
Name should be reverted to the Ministry of Information and Communication	325	1	0.1	0.1
Should be proper and desirable broadcasting and communication	326	1	0.1	0.1
Deliver accurate information	328	1	0.1	0.1
Give benefits to long-term subscribers of mobile communication service	343	1	0.1	0.1
Lower high optional service fees	345	1	0.1	0.1
Need to distribute widely using the internet	348	1	0.1	0.1
Shouldn't suffer because of the internet	349	1	0.1	0.1
Consistent regulations and policies are needed	350	4	0.4	0.4
Protect the public	351	1	0.1	0.1
Minimize individualistic regulations	352	2	0.2	0.2
Manage a free media industry	353	2	0.2	0.2
Consistent standards or models are necessary	356	1	0.1	0.1
Active vitalization of media industry	358	1	0.1	0.1
Aggressive response is needed	360	2	0.2	0.2
Experts who understand and can regulate the operations of portal sites are needed	364	1	0.1	0.1
Need to study solutions to problems and respond	368	1	0.1	0.1
Make government's regulatory standards	370	1	0.1	0.1
Prompt responses to changes in policy and reform	374	1	0.1	0.1
Calculated promotion of policies	375	1	0.1	0.1
Lead a campaign for voluntary changes of public's awareness	381	1	0.1	0.1
Have more interest on broadcasting	382	1	0.1	0.1
Make more efficient broadcasting	383	1	0.1	0.1
Make efforts for diverse broadcasting	387	1	0.1	0.1

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Provide better quality contents	391	1	0.1	0.1
Accept good characteristics	394	1	0.1	0.1
Need to commit to one's duty	395	1	0.1	0.1
Produce programs in a direction desired by viewers	396	1	0.1	0.1
Uphold the core values	397	1	0.1	0.1
Provide quality service	398	1	0.1	0.1
Induce revitalization of economy rather than excessive regulation	400	1	0.1	0.1
Continuous reduction of prices	401	1	0.1	0.1
Should be truthful	402	1	0.1	0.1
Create an environment for children to follow the proper way	407	1	0.1	0.1
Promote good policies	409	1	0.1	0.1
Restrict excessive payments for on-air personalities	410	1	0.1	0.1
Issues such as contents can't be resolved through regulations	411	1	0.1	0.1
Provide clear reception	412	1	0.1	0.1
The differences between cable and over-the-air broadcasting are eroding	413	1	0.1	0.1
Communications related businesses should be actively promoted	414	1	0.1	0.1
Lower base fee for communication service	415	5	0.5	0.5
Induce competition to lower base fee of communication service	416	2	0.2	0.2
Expand the user base of communication industry	417	1	0.1	0.1
Rational communication pricing policy	418	2	0.2	0.2
Prohibit granting broadcasting licenses to certain newspaper companies	419	1	0.1	0.1
Provide classy service	421	1	0.1	0.1
Reject administrative opportunism	425	1	0.1	0.1
Reinforce realistic regulatory laws	426	2	0.2	0.2
Put priority on realistic policies	427	2	0.2	0.2
Need definite results	428	1	0.1	0.1
Don't understand reasons for raising the subscription fee for KBS	431	1	0.1	0.1
Too many phone calls from communication companies selling optional services	432	1	0.1	0.1
An interactive system to exchange opinions between broadcasting companies and viewers is needed	434	2	0.2	0.2
Don't infringe on individual's right to freedom of expression	436	2	0.2	0.2

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Prevent proliferation of small broadcasting and communication companies	438	1	0.1	0.1
Need to show more innovation	440	1	0.1	0.1
Prevent indoctrination of wrong values	442	1	0.1	0.1
Implement the U.S.'s per second pricing system in our country	443	1	0.1	0.1
Publicize consumer participation	444	1	0.1	0.1
Revitalize IPTV	446	1	0.1	0.1
Induce voluntary competition among mobile communication companies	450	1	0.1	0.1
Lower internet costs	451	2	0.2	0.2
A diversity of communication companies is needed	453	1	0.1	0.1
None	998	135	13.5	13.5
Don't know	999	3	0.3	0.3
Total		1,000	100.0	100.0

**a14\_2 Thing that R wants Korea Communication Commission to do(2)**

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

: Second

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
Post-digitalization plan is necessary	3	1	0.1	0.4
Policy for reduction of communication costs is necessary	5	21	2.1	7.9
Communicate with the public/Incorporation of public opinion into policies	7	1	0.1	0.4
Relax various regulations	10	2	0.2	0.7
Powerful regulatory agency/Increase aggressive regulations/Strengthen supervisory function	14	4	0.4	1.5
Variety of opinions/collect opinions of working level staff	16	1	0.1	0.4
Voluntary control rather than coercive control/Seek ways to change awareness	20	5	0.5	1.9
Reject anachronistic administration	22	1	0.1	0.4
Strengthen personal information/ security	24	2	0.2	0.7
Strictly regulate identity theft	25	2	0.2	0.7
The KCC should express their views carefully	26	1	0.1	0.4
Protect human rights	27	1	0.1	0.4
Reduce media cost/minimize burden of service fees	30	4	0.4	1.5
Promote policies for the working class	33	3	0.3	1.1

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Putting burden on consumers to improve quality of telecommunications	34	1	0.1	0.4
Broadcasting and communication companies need to put more efforts to increase consumers' choices	38	1	0.1	0.4
Visible results/Action needed/Avoid useless talk	39	2	0.2	0.7
Induce reforms of traditional broadcasting companies through increasing competition among the broadcasting media	42	1	0.1	0.4
Regulate against indecent/sensational programs scheduled on public broadcasting	47	1	0.1	0.4
Find a way to improve the quality of public broadcasting	52	1	0.1	0.4
Wholesome broadcasting/create wholesome broadcasting culture	55	3	0.3	1.1
Should be useful broadcasting service	57	4	0.4	1.5
Increase wholesome documentary programs	59	1	0.1	0.4
Expand the broadcasting for public's interests/Encourage scheduling of public interest programs	62	1	0.1	0.4
Pursue fair policies	63	8	0.8	3.0
Transparent broadcasting	64	3	0.3	1.1
Fair broadcast reporting/Induce fair broadcasting	68	5	0.5	1.9
Public benefit should be the priority	69	1	0.1	0.4
Reasonable competition	70	1	0.1	0.4
Refrain from biased reporting	71	2	0.2	0.7
Regulate broadcasting language/Regulate excessively indecent language	72	7	0.7	2.6
Restrict sensational drama/Prohibit sensational drama	74	1	0.1	0.4
Public virtue is demanded on a national level	78	1	0.1	0.4
Ability to deal with private companies in business tasks is necessary	81	1	0.1	0.4
Seek ideas to build environment of voluntary/virtuous cycle of communication	82	1	0.1	0.4
Provide real aid to the public/Need beneficial policies	91	27	2.7	10.1
Implement independent policies	93	2	0.2	0.7
Establish advanced culture	97	2	0.2	0.7
Earn public's trust	98	3	0.3	1.1
Should not be used politically/Maintain political neutrality	99	3	0.3	1.1
Simplify pricing, sign-up and policy	105	1	0.1	0.4
Keep mobile communication companies from making unreasonable profits	106	4	0.4	1.5
Establish wholesome internet culture	107	1	0.1	0.4

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Continuous enforcement of effective policies	111	1	0.1	0.4
Prepare for global competition	112	1	0.1	0.4
Regulate at the level of preventing price-fixing which prevents voluntary competition	120	1	0.1	0.4
Assist broadcasting companies and media to compete voluntarily	124	3	0.3	1.1
Right amount of regulation/Balanced regulation	126	1	0.1	0.4
Make an effort to become clean/appealing broadcasting	132	2	0.2	0.7
Make programs that an entire family can watch	136	1	0.1	0.4
Should be evaluated on contents and not ratings	137	1	0.1	0.4
Make good broadcasting service	145	3	0.3	1.1
Increase punishment for hackers	146	2	0.2	0.7
Development of variety of contents is needed	150	1	0.1	0.4
Focus on preparation against hacking	153	4	0.4	1.5
Implement future-oriented policies	155	1	0.1	0.4
Need assertive action/effort	160	1	0.1	0.4
Need to publicize digital broadcasting	162	1	0.1	0.4
(unknown)	164	1	0.1	0.4
Need to proceed carefully with the adoption of digital TV	165	2	0.2	0.7
Pursue plans to prevent damages by computer virus	169	5	0.5	1.9
Mass communication should not standardize the public	173	1	0.1	0.4
Need real-name system	175	2	0.2	0.7
Support the IT field	179	1	0.1	0.4
Study ways to counteract cyber attacks	181	1	0.1	0.4
Strengthen the regulation against malicious internet message postings	184	11	1.1	4.1
Must raise public's consciousness	186	2	0.2	0.7
Create a better internet environment	191	1	0.1	0.4
Raise quality of on-air personalities	193	2	0.2	0.7
Computer viruses should be fixed for free	196	1	0.1	0.4
Improve quality	199	1	0.1	0.4
Make sure general public is not alienated	203	1	0.1	0.4
The broadcasting industry should be open to competition	212	1	0.1	0.4
Consider from viewers' perspective	216	1	0.1	0.4
Too much violence on television	217	1	0.1	0.4



Should be the medium for bright and hopeful lifestyle	221	1	0.1	0.4
Make elegant/sophisticated broadcasting service	224	2	0.2	0.7
Need broadcasting programs showing ethical examples	231	2	0.2	0.7
On-air personalities should use proper language	233	1	0.1	0.4
Transparent pricing system	238	1	0.1	0.4
Freedom of press is needed	242	1	0.1	0.4
Reject over-regulating	248	2	0.2	0.7
Increase regulations of variety shows or entertainment programs	249	1	0.1	0.4
Reduce number of variety shows or entertainment programs	250	2	0.2	0.7
Need steady policies based on independent standards	252	1	0.1	0.4
Publicity for the KCC is needed	259	2	0.2	0.7
Need publicity when initiating new business	265	1	0.1	0.4
Improve problems caused by excessive competition among the broadcasting companies	270	1	0.1	0.4
Vitalize wireless internet	275	1	0.1	0.4
Need to block SPAM	276	3	0.3	1.1
Should not be authoritative	279	2	0.2	0.7
Provide diverse information through the medium	283	1	0.1	0.4
Remove the staff of programs containing indecent language	285	1	0.1	0.4
Strict restrictions against sensational/provocative broadcasting programs are needed	286	4	0.4	1.5
Make broadcasting programs that can reduce viewers' stress	288	1	0.1	0.4
The policies should be implemented promptly	290	1	0.1	0.4
Effective policies are needed	295	1	0.1	0.4
Regulate indiscriminate placement of internet banner advertisements	298	1	0.1	0.4
Oppose real-name system	305	1	0.1	0.4
Increase punishment for hackers	306	1	0.1	0.4
Purify broadcasting language/Lead the use of clean language in broadcasting	318	1	0.1	0.4
Study ways to stop injuring public's feelings/emotions	319	1	0.1	0.4
Develop classy contents	329	1	0.1	0.4
Stop signing up consumers to unreasonable pricing system without their knowledge	333	1	0.1	0.4
Shouldn't disparage others in entertainment programs	334	2	0.2	0.7

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Should make more broadcasting programs with deeper meanings	335	1	0.1	0.4
Lower high optional service fees	345	1	0.1	0.4
Strictly control unqualified press	346	1	0.1	0.4
Consistent regulations and policies are needed	350	3	0.3	1.1
Want educational and nature friendly broadcasting programs for children	362	1	0.1	0.4
Protect the public's right to know	366	1	0.1	0.4
Need to study solutions to problems and respond	368	1	0.1	0.4
Have interest on the expansion of media industry	371	1	0.1	0.4
Good policies are needed	379	1	0.1	0.4
Make efforts for broadcasting that can change	388	1	0.1	0.4
Prepare more effective regulations	389	1	0.1	0.4
Publicize using methods that are easier to understand	390	1	0.1	0.4
Provide better quality contents	391	1	0.1	0.4
Measures for dealing with vulgar language in broadcasting programs are urgently needed	392	1	0.1	0.4
Need to commit to one's duty	395	1	0.1	0.4
Problem of burden of the television subscription fee on consumers	404	1	0.1	0.4
Broadcast for the viewers	408	1	0.1	0.4
Provide clear reception	412	1	0.1	0.4
Communications related businesses should be actively promoted	414	1	0.1	0.4
Lower base fee for communication service	415	1	0.1	0.4
Labor unions should not influence broadcasting contents	420	1	0.1	0.4
Lower cellular telephone prices	424	1	0.1	0.4
Increase work efficiency	435	1	0.1	0.4
Resolve problems of extensive losses due to excessive competition among companies	447	1	0.1	0.4
Should build nationwide fiber optic network system	452	1	0.1	0.4
System missing		733	73.3	
Total		1,000	100.0	100.0

**a14\_3    Thing that R wants Korea Communication Commision to do(3)**

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

: Third

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
Cooperation with labor union activities is necessary	4	1	0.1	1.4
Policy for reduction of communication costs is necessary	5	5	0.5	6.8
Powerful regulatory agency/Increase aggressive regulations/Strengthen supervisory function	14	1	0.1	1.4
Rational operation	17	2	0.2	2.7
Respect viewers' judgment instead of government led regulations	23	1	0.1	1.4
Strengthen personal information/ security	24	1	0.1	1.4
Unbiased and objective review	28	1	0.1	1.4
Create wholesome environment for broadcasting and communication	31	1	0.1	1.4
Visible results/Action needed/Avoid useless talk	39	1	0.1	1.4
Continuous surveillance of broadcasting programs to maintain balanced perspective	48	1	0.1	1.4
Find a way to improve the quality of commercial broadcasting	53	1	0.1	1.4
Should be useful broadcasting service	57	4	0.4	5.4
Pursue fair policies	63	3	0.3	4.1
Fair broadcast reporting/Induce fair broadcasting	68	1	0.1	1.4
Reasonable competition	70	1	0.1	1.4
Regulate broadcasting language/Regulate excessively indecent language	72	1	0.1	1.4
Provide real aid to the public/Need beneficial policies	91	2	0.2	2.7
Earn public's trust	98	1	0.1	1.4
Should not be used politically/Maintain political neutrality	99	1	0.1	1.4
Lower mobile telephone service costs	100	1	0.1	1.4
Keep mobile communication companies from making unreasonable profits	106	1	0.1	1.4
Prepare for global competition	112	1	0.1	1.4
Assist democratization of broadcasting and media	125	1	0.1	1.4
Make good broadcasting service	145	1	0.1	1.4
Development of variety of contents is needed	150	1	0.1	1.4

## The Korea Communications Commission Policy Evaluation Survey : General Public

Prevent misuse of anonymous internet message boards	151	1	0.1	1.4
Implement future-oriented policies	155	2	0.2	2.7
Need assertive action/effort	160	1	0.1	1.4
Need to publicize digital broadcasting	162	1	0.1	1.4
Pursue plans to prevent damages by computer virus	169	3	0.3	4.1
Need broadcasting programs that the public can watch with a smile	174	2	0.2	2.7
Support the IT field	179	1	0.1	1.4
Prohibit contents that go against an advancement of society	183	1	0.1	1.4
Strengthen the regulation against malicious internet message postings	184	3	0.3	4.1
Must raise public's consciousness	186	1	0.1	1.4
Make sure general public is not alienated	203	1	0.1	1.4
Make elegant/sophisticated broadcasting service	224	1	0.1	1.4
Need publicity when initiating new business	265	1	0.1	1.4
Need to block SPAM	276	1	0.1	1.4
Should not be authoritative	279	1	0.1	1.4
Strict restrictions against sensational/provocative broadcasting programs are needed	286	3	0.3	4.1
Provide broadcasting system that can understand and tolerate diversity	287	1	0.1	1.4
Must have strong punishment for malignant elements	307	1	0.1	1.4
Produce variety of programs	339	1	0.1	1.4
Build safe environment for communications	347	1	0.1	1.4
Want educational and nature friendly broadcasting programs for children	362	1	0.1	1.4
Efforts to create new services are needed	372	1	0.1	1.4
The government should make efforts to become a honest government	378	1	0.1	1.4
Take lead role in the development of proper broadcasting service	384	1	0.1	1.4
Provide better quality contents	391	1	0.1	1.4
Policies should be determined and enforced based on diverse experiences	406	1	0.1	1.4
Create an environment for children to follow the proper way	407	1	0.1	1.4
Be a pivotal factor in the IT industry through more open system	430	1	0.1	1.4
Difficult to cancel communication service	433	1	0.1	1.4
Broadcasting service must be beneficial to both consumers and corporations	454	1	0.1	1.4

System missing	926	92.6	
Total	1,000	100.0	100.0

**b1\_1 How satisfied with mobile communication service**

B1. How satisfied are you of the following broadcasting and communication services?

1) Mobile communication service

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
1 Very dissatisfied	1	40	4.0	4.0
2	2	99	9.9	9.9
3	3	163	16.3	16.3
4 Neither satisfied nor dissatisfied	4	356	35.6	35.6
5	5	226	22.6	22.6
6	6	88	8.8	8.8
7 Very Satisfied	7	28	2.8	2.8
Total		1,000	100.0	100.0

**b1\_2 How satisfied with high speed internet service**

B1. How satisfied are you of the following broadcasting and communication services?

2) High speed internet service

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
1 Very dissatisfied	1	24	2.4	2.4
2	2	47	4.7	4.7
3	3	100	10.0	10.0
4 Neither satisfied nor dissatisfied	4	279	27.9	27.9
5	5	306	30.6	30.6
6	6	186	18.6	18.6
7 Very Satisfied	7	58	5.8	5.8
Total		1,000	100.0	100.0

**b1\_3 How satisfied with cable television service**

B1. How satisfied are you of the following broadcasting and communication services?

3) Cable television service

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
1 Very dissatisfied	1	49	4.9	4.9
2	2	70	7.0	7.0

3	3	151	15.1	15.1
4 Neither satisfied nor dissatisfied	4	381	38.1	38.1
5	5	228	22.8	22.8
6	6	103	10.3	10.3
7 Very Satisfied	7	18	1.8	1.8
Total		1,000	100.0	100.0

**b1\_4 How satisfied with over-the-air television service**

B1. How satisfied are you of the following broadcasting and communication services?

4) Over-the-air television service

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
1 Very dissatisfied	1	31	3.1	3.1
2	2	54	5.4	5.4
3	3	101	10.1	10.1
4 Neither satisfied nor dissatisfied	4	394	39.4	39.4
5	5	279	27.9	27.9
6	6	122	12.2	12.2
7 Very Satisfied	7	19	1.9	1.9
Total		1,000	100.0	100.0

**b2\_1 Most satisfying part of mobile communication service**

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

1) Mobile communication service

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
Quality (speed/ disconnection)	1	342	34.2	34.2
Price	2	120	12.0	12.0
A/S service	3	95	9.5	9.5
Contents	4	80	8.0	8.0
Subscription/ Installation Convenience	5	279	27.9	27.9
Optional service	6	44	4.4	4.4
Other	7	40	4.0	4.0
Total		1,000	100.0	100.0

**b2\_2 Most satisfying part of high speed internet service**

B2. Which of the following is the most satisfying part of each service?  
2) High speed internet service

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
Quality (speed/ disconnection)	1	387	38.7	38.7
Price	2	102	10.2	10.2
A/S service	3	108	10.8	10.8
Contents	4	89	8.9	8.9
Subscription/ Installation Convenience	5	239	23.9	23.9
Optional service	6	22	2.2	2.2
Other	7	53	5.3	5.3
Total		1,000	100.0	100.0

**b2\_3 Most satisfying part of cable television service**

B2. Which of the following is the most satisfying part of each service?  
3) Cable television service

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
Quality (speed/ disconnection)	1	105	10.5	10.5
Price	2	139	13.9	13.9
A/S service	3	64	6.4	6.4
Contents	4	286	28.6	28.6
Subscription/ Installation Convenience	5	204	20.4	20.4
Optional service	6	50	5.0	5.0
Other	7	152	15.2	15.2
Total		1,000	100.0	100.0

**b2\_4 Most satisfying part of over-the-air television service**

B2. Which of the following is the most satisfying part of each service?  
4) Over-the-air television service

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
Quality (speed/ disconnection)	1	172	17.2	17.2
Price	2	194	19.4	19.4
A/S service	3	40	4.0	4.0
Contents	4	229	22.9	22.9

Subscription/ Installation Convenience	5	189	18.9	18.9
Optional service	6	27	2.7	2.7
Other	7	149	14.9	14.9
Total		1,000	100.0	100.0

**b3\_1 Most dissatisfying part of mobile communication service**

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

1) Mobile communication service

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
Quality (speed/ disconnection)	1	66	6.6	6.6
Price	2	689	68.9	68.9
A/S service	3	65	6.5	6.5
Contents	4	31	3.1	3.1
Subscription/ Installation Convenience	5	43	4.3	4.3
Optional service	6	86	8.6	8.6
Other	7	20	2.0	2.0
Total		1,000	100.0	100.0

**b3\_2 Most dissatisfying part of high speed internet service**

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

2) High speed internet service

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
Quality (speed/ disconnection)	1	251	25.1	25.1
Price	2	377	37.7	37.7
A/S service	3	110	11.0	11.0
Contents	4	49	4.9	4.9
Subscription/ Installation Convenience	5	83	8.3	8.3
Optional service	6	69	6.9	6.9
Other	7	61	6.1	6.1
Total		1,000	100.0	100.0



**b3\_3 Most dissatisfying part of cable television service**

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

3) Cable television service

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
Quality (speed/ disconnection)	1	91	9.1	9.1
Price	2	352	35.2	35.2
A/S service	3	105	10.5	10.5
Contents	4	191	19.1	19.1
Subscription/ Installation Convenience	5	68	6.8	6.8
Optional service	6	135	13.5	13.5
Other	7	58	5.8	5.8
Total		1,000	100.0	100.0

**b3\_4 Most dissatisfying part of over-the-air television service**

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

4) Over-the-air television service

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
Quality (speed/ disconnection)	1	95	9.5	9.5
Price	2	158	15.8	15.8
A/S service	3	87	8.7	8.7
Contents	4	260	26.0	26.0
Subscription/ Installation Convenience	5	41	4.1	4.1
Optional service	6	215	21.5	21.5
Other	7	144	14.4	14.4
Total		1,000	100.0	100.0

**dq1 Monthly household income**

DQ1. What is the average monthly income of your household? (Please include incomes of all household members.) : \_\_\_\_\_ million won

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
Under 1 million won	1	27	2.7	2.7
1-2 million won	2	142	14.2	14.2
2-3 million won	3	222	22.2	22.2
3-4 million won	4	223	22.3	22.3

4-5 million won	5	191	19.1	19.1
5-6 million won	6	92	9.2	9.2
6-7 million won	7	33	3.3	3.3
7-8 million won	8	22	2.2	2.2
Over 8 million won	9	48	4.8	4.8
Total		1,000	100.0	100.0

**dq2 Respondent: Highest level of education**

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

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
Elementary school or lower	1	9	0.9	0.9
Middle school	2	45	4.5	4.5
High school	3	245	24.5	24.5
College student or graduate	4	612	61.2	61.2
Graduate school student or graduate	5	89	8.9	8.9
Total		1,000	100.0	100.0

**dq3 Respondent: Occupation**

DQ3. What is your current occupation?

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
Professional	1	56	5.6	5.6
Administrative or Office worker	2	284	28.4	28.4
Business or Self-employed	3	104	10.4	10.4
Service or Sales	4	82	8.2	8.2
Manufacturing or Technical	5	80	8.0	8.0
Student	6	157	15.7	15.7
Homemaker	7	192	19.2	19.2
Unemployed	8	33	3.3	3.3
Nurse's aid	11	2	0.2	0.2
Military	12	1	0.1	0.1
Religion	13	2	0.2	0.2
Public service worker	14	1	0.1	0.1
Nutritionist	15	1	0.1	0.1
Medical service	17	1	0.1	0.1
Freelancer	18	1	0.1	0.1

Writer	19	1	0.1	0.1
Individual investor	20	1	0.1	0.1
Designer	21	1	0.1	0.1
Total		1,000	100.0	100.0

**dq4 Respondent: Marital status**

DQ4. What is your marital status?

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
Single	1	339	33.9	33.9
Married	2	619	61.9	61.9
Divorced	3	23	2.3	2.3
Widowed	4	19	1.9	1.9
Total		1,000	100.0	100.0

**dq5 Political party R supports**

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

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
The Grand National Party	1	208	20.8	20.8
Democratic Party	2	164	16.4	16.4
Democratic Labor Party	3	46	4.6	4.6
Liberty Forward Party	4	11	1.1	1.1
Pro-Park Geun-Hye Alliance	5	35	3.5	3.5
Labor Party	6	20	2.0	2.0
Creative Korea Party	7	11	1.1	1.1
Other/None	8	505	50.5	50.5
Total		1,000	100.0	100.0