



JoongAng Ilbo Anniversary Public Opinion
Survey, 2004

CODE BOOK

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JOONGANG ILBO ANNIVERSARY PUBLIC OPINION SURVEY, 2004 CODE BOOK
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Study Description

<i>Study Title:</i>	JoongAng Ilbo Anniversary Public Opinion Survey, 2004
<i>Fieldwork Dates:</i>	August, 2004 ~ September, 2004
<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>	Milward Brown Media Research
<i>Fieldwork Methods:</i>	Face to face interview
<i>Number of Cases:</i>	1,200
<i>Geographic Coverage:</i>	South Korea excluding Jeju
<i>Universe:</i>	Persons aged 20 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 (survey area)

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
Seoul	1	270	22.5	22.5
Busan	2	98	8.2	8.2
Daegu	3	63	5.3	5.3
Incheon	4	63	5.3	5.3
Gwangju	5	34	2.8	2.8
Daejeon	6	37	3.1	3.1
Ulsan	7	25	2.1	2.1
Gyeonggi-do	8	225	18.8	18.8
Gangwon-do	9	41	3.4	3.4
Chungcheongbuk-do	10	39	3.3	3.3
Chungcheongnam-do	11	49	4.1	4.1
Jeollabuk-do	12	51	4.3	4.3
Jeollanam-do	13	55	4.6	4.6
Gyeongsangbuk-do	14	72	6.0	6.0
Gyeongsangnam-do	15	78	6.5	6.5
Total		1,200	100.0	100.0

SIZE Size of residential place

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
Large city	1	605	50.4	50.4
Small or medium sized city	2	371	30.9	30.9
Eup or Myeon	3	224	18.7	18.7
Total		1,200	100.0	100.0

SEX Gender

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
Male	1	592	49.3	49.3
Female	2	608	50.7	50.7
Total		1,200	100.0	100.0

AGE Age: What is your current age? (in years) _____ years old

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
20s	1	295	24.6	24.6
30s	2	301	25.1	25.1
40s	3	256	21.3	21.3
More than 50s	4	348	29.0	29.0
Total		1,200	100.0	100.0

V1_1 How interested are you in your state of health?

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
Very interested	1	389	32.4	32.4
Somewhat interested	2	688	57.3	57.3
Not very interested	3	114	9.5	9.5
Not at all interested	4	9	0.8	0.8
Total		1,200	100.0	100.0

V1_2 Do you participate in specific sports or exercises to benefit your health?

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
Yes	1	535	44.6	44.6
No	2	665	55.4	55.4
Total		1,200	100.0	100.0

V1_2_1 (Only to those who answered yes to question 1-2) Among the following, which activity do you enjoy doing the most for your health?

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
Swimming	1	33	2.8	6.2
Badminton	2	24	2.0	4.5
Ping-Pong	3	5	0.4	0.9
Bowling	4	10	0.8	1.9
Jogging	5	146	12.2	27.3
Mountain climbing	6	119	9.9	22.2

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
Tennis/Squash	7	5	0.4	0.9
Hiking/Cycling	8	8	0.7	1.5
Weight training	9	90	7.5	16.8
Sauna	10	13	1.1	2.4
Golf	11	5	0.4	0.9
Aerobics	12	10	0.8	1.9
Soccer	13	20	1.7	3.7
In-line skating	14	2	0.2	0.4
Spiritual exercises/Yoga	15	7	0.6	1.3
Taking walks	17	17	1.4	3.2
Basketball	18	1	0.1	0.2
Dancesport	19	4	0.3	0.7
Kendo	20	1	0.1	0.2
Taekwondo	21	1	0.1	0.2
Hula hoop	22	1	0.1	0.2
Jump rope	23	6	0.5	1.1
Kick-boxing	24	1	0.1	0.2
Marathon	26	1	0.1	0.2
Volleyball	27	1	0.1	0.2
Gateball	28	1	0.1	0.2
Baseball	29	1	0.1	0.2
Weightlifting	30	1	0.1	0.2
Badminton	31	1	0.1	0.2
NAP	0	665	55.4	
Total		1,200	100.0	

V2_1 All things considered, how satisfied are you with your life as a whole these days?

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
Very satisfied	1	27	2.3	2.3
Somewhat satisfied	2	289	24.1	24.1
Neither satisfied nor dissatisfied	3	552	46.0	46.0
Somewhat dissatisfied	4	288	24.0	24.0
Very dissatisfied	5	44	3.7	3.7
Total		1,200	100.0	100.0

V2_2 At what level do you think is the quality of life we are enjoying today?

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
At the level of a developed nation	1	6	0.5	0.5
At the level of an early stage developed nation	2	180	15.0	15.0
At the level of a developing nation	3	843	70.3	70.3
At the level of an underdeveloped nation	4	171	14.3	14.3
Total		1,200	100.0	100.0

V2_3 Among the following, what do you think signifies a high quality of life?

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
A high income level and financial prosperity	1	421	35.1	35.1
Cultural/Emotional freedom	2	300	25.0	25.0
Improvement of living conditions such as education/environment/transportation	3	246	20.5	20.5
Being equipped with various welfare systems and facilities	4	233	19.4	19.4
Total		1,200	100.0	100.0

V2_4 In comparison to a year ago, how has your quality of life changed?

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
Greatly improved	1	6	0.5	0.5
Somewhat improved	2	130	10.8	10.8
Neither improved nor worsened	3	495	41.3	41.3
Somewhat worsened	4	435	36.3	36.3
Greatly worsened	5	134	11.2	11.2
Total		1,200	100.0	100.0

V2_5a

Among the following, which expenses are the greatest financial burdens to your household? Please select two: The greatest financial burden: _____

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
Home maintenance, utilities, rent	1	309	25.8	25.8
Transportation	2	60	5.0	5.0
Public education expenses (excluding private tutoring)	3	74	6.2	6.2
Private education expenses (including private educational institutions and tutoring, etc.)	4	216	18.0	18.0
Culture and leisure expenses	5	49	4.1	4.1
Medical expenses	6	65	5.4	5.4
Repayments, interests, payments	7	87	7.3	7.3
Taxes	8	126	10.5	10.5
Alcoholic beverages	9	46	3.8	3.8
Food	10	48	4.0	4.0
Clothing	11	18	1.5	1.5
Monetary gifts for special occasions, monetary contributions for funeral expenses	12	47	3.9	3.9
Communication expenses	13	52	4.3	4.3
National pension/Health insurance	14	1	0.1	0.1
Marriages of children	17	1	0.1	0.1
None	98	1	0.1	
Total		1,200	100.0	

V2_5b

Among the following, which expenses are the greatest financial burdens to your household? Please select two: The second greatest financial burden: _____

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
Home maintenance, utilities, rent	1	136	11.3	11.4
Transportation	2	68	5.7	5.7
Public education expenses (excluding private tutoring)	3	48	4.0	4.0
Private education expenses (including private educational institutions and tutoring, etc.)	4	115	9.6	9.6
Culture and leisure expenses	5	86	7.2	7.2
Medical expenses	6	71	5.9	5.9
Repayments, interests, payments	7	99	8.3	8.3
Taxes	8	177	14.8	14.8

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
Alcoholic beverages	9	66	5.5	5.5
Food	10	115	9.6	9.6
Clothing	11	27	2.3	2.3
Monetary gifts for special occasions, monetary contributions for funeral expenses	12	92	7.7	7.7
Communication expenses	13	95	7.9	7.9
National pension/Health insurance	14	1	0.1	0.1
Oil	18	1	0.1	0.1
System missing		3	0.3	
Total		1,200	100.0	

V2_6a

What is the first thing you would like to do if your income were to increase? Please select two:

First: _____

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
Investment in stocks	1	36	3.0	3.0
Home purchase	2	316	26.3	26.3
Automobile purchase	3	88	7.3	7.3
Improvement of diet	4	20	1.7	1.7
Clothing	5	32	2.7	2.7
Furniture, home electronics (including computers) purchase	6	36	3.0	3.0
Sightseeing/leisure activities	7	210	17.5	17.5
Debt, interest payments	8	118	9.8	9.8
Savings in financial institutions	9	169	14.1	14.1
Investment in real-estate	10	157	13.1	13.1
Expenditures on books and hobby	11	11	0.9	0.9
Plastic surgery	12	1	0.1	0.1
Helping others in need	13	2	0.2	0.2
Business investment	14	2	0.2	0.2
Immigration	18	1	0.1	0.1
Studies	19	1	0.1	0.1
Total		1,200	100.0	100.0

V2_6b What is the first thing you would like to do if your income were to increase? Please select two:
Second:_____

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
Investment in stocks	1	14	1.2	1.2
Home purchase	2	79	6.6	6.6
Automobile purchase	3	118	9.8	9.9
Improvement of diet	4	54	4.5	4.5
Clothing	5	47	3.9	3.9
Furniture, home electronics (including computers) purchase	6	71	5.9	5.9
Sightseeing/leisure activities	7	299	24.9	25.0
Debt, interest payments	8	77	6.4	6.4
Savings in financial institutions	9	191	15.9	16.0
Investment in real-estate	10	188	15.7	15.7
Expenditures on books and hobbie	11	53	4.4	4.4
Plastic surgery	12	1	0.1	0.1
Business investment	14	1	0.1	0.1
Insurance payments	15	1	0.1	0.1
Child education costs	16	1	0.1	0.1
Helping relatives	20	1	0.1	0.1
Exercise	21	1	0.1	0.1
System missing		3	0.3	
Total		1,200	100.0	

V2_7 Are you presently investing in stocks?

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
I am investing in stocks	1	72	6.0	6.0
I am not investing in stocks	2	1,128	94.0	94.0
Total		1,200	100.0	100.0

V2_8 How likely is it that you will invest in stocks in the future?

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
I will certainly invest	1	19	1.6	1.6
I will most likely invest	2	212	17.7	17.7
I will most likely not invest	3	486	40.5	40.5
I will certainly not invest	4	483	40.3	40.3
Total		1,200	100.0	100.0

V2_9_1a

How are you presently investing the assets of your household, and where would you like to invest if financially capable of doing so? Please select all that apply.

Presently investing in: First _____

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
Rotating credit associations (Gye), Private loans	1	84	7.0	7.6
Short-term savings (CD, MMF)	2	29	2.4	2.6
Savings in a Mutual savings and finance company	3	11	0.9	1.0
NACF, National Federation of Fisheries Cooperatives, NLCF savings	4	150	12.5	13.6
Bank savings	5	604	50.3	54.8
Corporate bonds, national and public bonds (including bond funds)	6	7	0.6	0.6
Stocks (equity funds)	7	29	2.4	2.6
Insurance	8	136	11.3	12.3
Precious metals	10	1	0.1	0.1
Real-estate	11	50	4.2	4.5
Postal savings	12	1	0.1	0.1
Community Credit Cooperative savings	13	1	0.1	0.1
None	98	97	8.1	
Total		1,200	100.0	

V2_9_1b How are you presently investing the assets of your household, and where would you like to invest if financially capable of doing so? Please select all that apply.
Presently investing in: Second ____

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
Rotating credit associations (Gye), Private loans	1	20	1.7	4.3
Short-term savings (CD, MMF)	2	8	0.7	1.7
Savings in a Mutual savings and finance company	3	4	0.3	0.9
NACF, National Federation of Fisheries Cooperatives, NLCF savings	4	41	3.4	8.8
Bank savings	5	133	11.1	28.6
Corporate bonds, national and public bonds (including bond funds)	6	4	0.3	0.9
Stocks (equity funds)	7	16	1.3	3.4
Insurance	8	211	17.6	45.4
Paintings, antiques	9	1	0.1	0.2
Precious metals	10	2	0.2	0.4
Real-estate	11	24	2.0	5.2
Business	14	1	0.1	0.2
System missing		735	61.3	
Total		1,200	100.0	

V2_9_1c How are you presently investing the assets of your household, and where would you like to invest if financially capable of doing so? Please select all that apply.
Presently investing in: Third ____

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
Rotating credit associations (Gye), Private loans	1	4	0.3	3.2
Short-term savings (CD, MMF)	2	5	0.4	4.0
Savings in a Mutual savings and finance company	3	2	0.2	1.6
NACF, National Federation of Fisheries Cooperatives, NLCF savings	4	11	0.9	8.7
Bank savings	5	20	1.7	15.9
Corporate bonds, national and public bonds (including bond funds)	6	1	0.1	0.8
Stocks (equity funds)	7	4	0.3	3.2
Insurance	8	69	5.8	54.8
Paintings, antiques	9	1	0.1	0.8
Precious metals	10	1	0.1	0.8
Real-estate	11	8	0.7	6.3
System missing		1,074	89.5	
Total		1,200	100.0	

V2_9_1d How are you presently investing the assets of your household, and where would you like to invest if financially capable of doing so? Please select all that apply.
Presently investing in: Fourth_____

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
Savings in a Mutual savings and finance company	3	1	0.1	5.3
Bank savings	5	2	0.2	10.5
Insurance	8	8	0.7	42.1
Precious metals	10	1	0.1	5.3
Real-estate	11	7	0.6	36.8
System missing		1,181	98.4	
Total		1,200	100.0	

V2_9_1e How are you presently investing the assets of your household, and where would you like to invest if financially capable of doing so? Please select all that apply.
Presently investing in: Fifth _____

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
Short-term savings (CD, MMF)	2	1	0.1	25.0
NACF, National Federation of Fisheries Cooperatives, NLCF savings	4	1	0.1	25.0
Precious metals	10	1	0.1	25.0
Real-estate	11	1	0.1	25.0
System missing		1,196	99.7	
Total		1,200	100.0	

V2_9_2a How are you presently investing the assets of your household, and where would you like to invest if financially capable of doing so? Please select all that apply.
In the future, if financially capable of doing so, I would like to invest in: First _____

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
Rotating credit associations (Gye), Private loans	1	14	1.2	1.2
Short-term savings (CD, MMF)	2	33	2.8	2.8
Savings in a Mutual savings and finance company	3	13	1.1	1.1
NACF, National Federation of Fisheries Cooperatives, NLCF savings	4	92	7.7	7.7
Bank savings	5	390	32.5	32.6
Corporate bonds, national and public bonds (including bond funds)	6	20	1.7	1.7

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
Stocks (equity funds)	7	69	5.8	5.8
Insurance	8	72	6.0	6.0
Paintings, antiques	9	12	1.0	1.0
Precious metals	10	31	2.6	2.6
Real-estate	11	448	37.3	37.5
Business	14	1	0.1	0.1
None	98	5	0.4	
Total		1,200	100.0	

V2_9_2b

How are you presently investing the assets of your household, and where would you like to invest if financially capable of doing so? Please select all that apply.

In the future, if financially capable of doing so, I would like to invest in: Second _____

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
Rotating credit associations (Gye), Private loans	1	12	1.0	2.0
Short-term savings (CD, MMF)	2	18	1.5	3.0
Savings in a Mutual savings and finance company	3	5	0.4	0.8
NACF, National Federation of Fisheries Cooperatives, NLCF savings	4	47	3.9	7.8
Bank savings	5	124	10.3	20.5
Corporate bonds, national and public bonds (including bond funds)	6	8	0.7	1.3
Stocks (equity funds)	7	44	3.7	7.3
Insurance	8	101	8.4	16.7
Paintings, antiques	9	15	1.3	2.5
Precious metals	10	21	1.8	3.5
Real-estate	11	208	17.3	34.4
Postal savings	12	1	0.1	0.2
System missing		596	49.7	
Total		1,200	100.0	

V2_9_2c How are you presently investing the assets of your household, and where would you like to invest if financially capable of doing so? Please select all that apply.
In the future, if financially capable of doing so, I would like to invest in: Third _____

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
Rotating credit associations (Gye), Private loans	1	6	0.5	2.7
Short-term savings (CD, MMF)	2	8	0.7	3.6
Savings in a Mutual savings and finance company	3	3	0.3	1.4
NACF, National Federation of Fisheries Cooperatives, NLCF savings	4	13	1.1	5.9
Bank savings	5	21	1.8	9.5
Corporate bonds, national and public bonds (including bond funds)	6	6	0.5	2.7
Stocks (equity funds)	7	11	0.9	5.0
Insurance	8	49	4.1	22.2
Paintings, antiques	9	5	0.4	2.3
Precious metals	10	10	0.8	4.5
Real-estate	11	89	7.4	40.3
System missing		979	81.6	
Total		1,200	100.0	

V2_9_2d How are you presently investing the assets of your household, and where would you like to invest if financially capable of doing so? Please select all that apply.
In the future, if financially capable of doing so, I would like to invest in: Fourth _____

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
Rotating credit associations (Gye), Private loans	1	2	0.2	5.1
Short-term savings (CD, MMF)	2	4	0.3	10.3
Savings in a Mutual savings and finance company	3	2	0.2	5.1
NACF, National Federation of Fisheries Cooperatives, NLCF savings	4	2	0.2	5.1
Bank savings	5	3	0.3	7.7
Stocks (equity funds)	7	5	0.4	12.8
Insurance	8	5	0.4	12.8
Paintings, antiques	9	1	0.1	2.6
Precious metals	10	2	0.2	5.1
Real-estate	11	13	1.1	33.3
System missing		1,161	96.8	
Total		1,200	100.0	

V2_9_2e How are you presently investing the assets of your household, and where would you like to invest if financially capable of doing so? Please select all that apply.
In the future, if financially capable of doing so, I would like to invest in: Fifth_____

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
Savings in a Mutual savings and finance company	3	1	0.1	33.3
Bank savings	5	1	0.1	33.3
Insurance	8	1	0.1	33.3
System missing		1,197	99.8	
Total		1,200	100.0	

V2_10 What type of residence do you prefer?

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
House	1	339	28.3	28.3
Apartment/villa	2	459	38.3	38.3
High rise residential building	3	61	5.1	5.1
Multiplex housing/multifamily housing/townhouse	4	14	1.2	1.2
Suburban house	5	313	26.1	26.1
Do not have a preference	6	14	1.2	1.2
Total		1,200	100.0	100.0

V2_11 Do you intend to move from your current place of residence?

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
Yes	1	418	34.8	34.8
No	2	782	65.2	65.2
Total		1,200	100.0	100.0

V2_11_1 (Only those who answered yes to question 2-11) Do you plan on moving to a smaller or larger place?

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
Smaller	1	9	0.8	2.2
Similar to the size of current residence	2	103	8.6	24.6
Larger	3	306	25.5	73.2
NAP	0	782	65.2	
Total		1,200	100.0	

V2_11_2 (Only those who answered yes to question 2-11) What is your reason for wanting to move?

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
Changing job	0	1	0.1	0.2
Investment purposes	1	23	1.9	5.5
Education of children	2	35	2.9	8.4
Convenient facilities (shopping center, medical, cultural facilities, etc.)	3	79	6.6	18.9
Convenient transportation	4	24	2.0	5.7
To move to a larger or smaller home	5	190	15.8	45.5
Environmental causes such as noise and air quality	6	63	5.3	15.1
Marriage	7	2	0.2	0.5
Expiration of contract	8	1	0.1	0.2
NAP	88	782	65.2	
Total		1,200	100.0	

V2_12 In which of the following class do you think you belong?

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
Upper most class	1	2	0.2	0.2
Mid upper class	2	2	0.2	0.2
Low upper class	3	13	1.1	1.1
Upper middle class	4	142	11.8	11.8
Mid middle class	5	383	31.9	31.9
Lower middle class	6	423	35.3	35.3
Upper lower class	7	155	12.9	12.9
Mid lower class	8	54	4.5	4.5
Lowest class	9	26	2.2	2.2
Total		1,200	100.0	100.0

V3_1 How stable do you think is the current state of affairs?

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
Very stable	1	3	0.3	0.3
Slightly stable	2	44	3.7	3.7
Neither stable nor unstable	3	211	17.6	17.6
Slightly unstable	4	679	56.6	56.6
Very unstable	5	263	21.9	21.9
Total		1,200	100.0	100.0

V3_2 What do you think is the most fundamental problem our society is facing today?

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
Economic deterioration	1	321	26.8	26.8
Price instability	2	240	20.0	20.1
The problem of unemployment	3	246	20.5	20.6
The gap between rich and poor	4	51	4.3	4.3
Deterioration of the public's livelihood	5	16	1.3	1.3
Increase in credit delinquents	6	4	0.3	0.3
High oil prices	7	4	0.3	0.3
Job insecurity	8	1	0.1	0.1
Labor management issues	9	8	0.7	0.7
Real estate speculation	10	4	0.3	0.3
Higher health insurance premiums	11	1	0.1	0.1
Unnecessary ideological disputes	12	1	0.1	0.1
Inadequate settlement of past issues	13	2	0.2	0.2
Unstable North South relations	14	5	0.4	0.4
Lack of national power	15	1	0.1	0.1
Politically left-wing tendencies	16	3	0.3	0.3
Identification of pro-Japanese collaborators	17	1	0.1	0.1
Resolving the nuclear Issue	18	1	0.1	0.1
Reunification	19	2	0.2	0.2
Need to reform the consciousness of politicians	20	1	0.1	0.1
The incompetence of politicians	21	3	0.3	0.3
Selfishness of politicians	22	8	0.7	0.7
Political instability	23	121	10.1	10.1
Need for an overhaul of the national assembly	24	1	0.1	0.1
Corruption	25	49	4.1	4.1
Lack of education policy's coherence	26	13	1.1	1.1
Inconsistent policies	27	5	0.4	0.4
Burden of private education	28	4	0.3	0.3
Overconsumption	29	3	0.3	0.3
Surge of heinous crimes	32	3	0.3	0.3

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
Regionalism	33	2	0.2	0.2
Lack of trust in people	34	2	0.2	0.2
Increasing divorce rate	35	1	0.1	0.1
Issues of welfare for the elderly	36	1	0.1	0.1
Reform of national consciousness	37	7	0.6	0.6
Psychological anxiety of the public	39	2	0.2	0.2
Selfishness	40	8	0.7	0.7
Aging of the rural population	41	1	0.1	0.1
Impoverishment of rural areas	42	4	0.3	0.3
Agricultural imports	43	2	0.2	0.2
Problems of environmental pollution	44	6	0.5	0.5
Lack of morality	45	2	0.2	0.2
Phenomenon of division into factions	46	3	0.3	0.3
Social irregularities	47	2	0.2	0.2
Excessive obsession with the past	48	1	0.1	0.1
Distrust of the President	49	3	0.3	0.3
Leader's lack of competence	50	9	0.8	0.8
Leader's code politics	51	1	0.1	0.1
Increase of national debt	52	1	0.1	0.1
Rapid Westernization of national consciousness	53	1	0.1	0.1
National Pension	54	1	0.1	0.1
Excessive tax burden	55	3	0.3	0.3
Low export	56	2	0.2	0.2
Alleviation of traffic congestion	59	3	0.3	0.3
Housing shortage	60	5	0.4	0.4
None	998	3	0.3	
DK/NA	999	1	0.1	
Total		1,200	100.0	

V3_3a What do you think are the issues our country needs to urgently resolve: First _____

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
Problem between South and North Korea	1	22	1.8	1.8
Unemployment	2	341	28.4	28.4
Bridging the gap between the rich and the poor	3	90	7.5	7.5
Continuous economic development	4	186	15.5	15.5
Price stabilization	5	346	28.8	28.8
Rural problems	6	14	1.2	1.2
Political stability	7	117	9.8	9.8
Regionalism	8	1	0.1	0.1
Eradication of corruption	9	40	3.3	3.3
Stabilization of labor-union relations	10	5	0.4	0.4
Transportation problems	11	6	0.5	0.5
Education problems	12	21	1.8	1.8
Environmental problems	13	5	0.4	0.4
Securing the public's livelihood and establishment of public order	14	5	0.4	0.4
Media reform	15	1	0.1	0.1
Total		1,200	100.0	100.0

V3_3b What do you think are the issues our country needs to urgently resolve: Second _____

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
Problem between South and North Korea	1	9	0.8	0.8
Unemployment	2	291	24.3	24.3
Bridging the gap between the rich and the poor	3	165	13.8	13.8
Continuous economic development	4	107	8.9	8.9
Price stabilization	5	311	25.9	25.9
Rural problems	6	23	1.9	1.9
Political stability	7	125	10.4	10.4
Regionalism	8	4	0.3	0.3
Eradication of corruption	9	73	6.1	6.1
Stabilization of labor-union relations	10	16	1.3	1.3

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
Transportation problems	11	5	0.4	0.4
Education problems	12	25	2.1	2.1
Environmental problems	13	9	0.8	0.8
Securing the public's livelihood and establishment of public order	14	28	2.3	2.3
Media reform	15	5	0.4	0.4
Credit delinquents	17	1	0.1	0.1
Social welfare	19	1	0.1	0.1
Settling the past of Japanese rule	20	1	0.1	0.1
System missing		1	0.1	
Total		1,200	100.0	

V3_3c What do you think are the issues our country needs to urgently resolve: Third_____

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
Problem between South and North Korea	1	23	1.9	1.9
Unemployment	2	127	10.6	10.6
Bridging the gap between the rich and the poor	3	185	15.4	15.4
Continuous economic development	4	188	15.7	15.7
Price stabilization	5	163	13.6	13.6
Rural problems	6	23	1.9	1.9
Political stability	7	160	13.3	13.4
Regionalism	8	12	1.0	1.0
Eradication of corruption	9	97	8.1	8.1
Stabilization of labor-union relations	10	37	3.1	3.1
Transportation problems	11	30	2.5	2.5
Education problems	12	63	5.3	5.3
Environmental problems	13	48	4.0	4.0
Securing the public's livelihood and establishment of public order	14	35	2.9	2.9
Media reform	15	4	0.3	0.3
Credit delinquents	17	1	0.1	0.1
Social welfare	19	2	0.2	0.2
System missing		2	0.2	
Total		1,200	100.0	

V3_4 How prevalent do you think corruption is in our society?

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
It has become customary in our society as a whole	1	438	36.5	36.5
It is taking place among certain classes or groups	2	629	52.4	52.4
It is taking place in very few parts of society	3	127	10.6	10.6
It is almost nonexistent	4	6	0.5	0.5
Total		1,200	100.0	100.0

V3_5 Compared to five years ago, how do you think the level of corruption has changed?

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
Significantly increased	1	102	8.5	8.5
Somewhat increased	2	448	37.3	37.3
Somewhat decreased	3	636	53.0	53.0
Significantly decreased	4	14	1.2	1.2
Total		1,200	100.0	100.0

V3_6 How serious do you feel is the phenomenon of individual and collective egoism in our society today?

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
Very serious	1	251	20.9	20.9
Somewhat serious	2	787	65.6	65.6
Not very serious	3	162	13.5	13.5
Total		1,200	100.0	100.0

V3_7_1 How well do you think the government is resolving the following issues? Please select the number which most closely represents your opinion for each issue: Improvement of relations between South and North Korea

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
Very well	1	9	0.8	0.8
Fairly well	2	246	20.5	20.5
Neither well nor poorly	3	583	48.6	48.6
Fairly poorly	4	325	27.1	27.1
Very poorly	5	37	3.1	3.1
Total		1,200	100.0	100.0

V3_7_2 How well do you think the government is resolving the following issues? Please select the number which most closely represents your opinion for each issue: Price stabilization

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
Very well	1	1	0.1	0.1
Fairly well	2	13	1.1	1.1
Neither well nor poorly	3	160	13.3	13.3
Fairly poorly	4	547	45.6	45.6
Very poorly	5	479	39.9	39.9
Total		1,200	100.0	100.0

V3_7_3 How well do you think the government is resolving the following issues? Please select the number which most closely represents your opinion for each issue: Restructuring of corporations and financial institutions

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
Very well	1	5	0.4	0.4
Fairly well	2	105	8.8	8.8
Neither well nor poorly	3	480	40.0	40.0
Fairly poorly	4	447	37.3	37.3
Very poorly	5	163	13.6	13.6
Total		1,200	100.0	100.0

V3_7_4 How well do you think the government is resolving the following issues? Please select the number which most closely represents your opinion for each issue: Housing policy

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
Very well	1	5	0.4	0.4
Fairly well	2	143	11.9	11.9
Neither well nor poorly	3	462	38.5	38.5
Fairly poorly	4	449	37.4	37.4
Very poorly	5	141	11.8	11.8
Total		1,200	100.0	100.0

V3_7_5 How well do you think the government is resolving the following issues? Please select the number which most closely represents your opinion for each issue: Bridging the gap between the rich and the poor

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
Fairly well	2	39	3.3	3.3
Neither well nor poorly	3	244	20.3	20.3
Fairly poorly	4	580	48.3	48.3
Very poorly	5	337	28.1	28.1
Total		1,200	100.0	100.0

V3_7_6 How well do you think the government is resolving the following issues? Please select the number which most closely represents your opinion for each issue: Prevention of corruption

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
Very well	1	6	0.5	0.5
Fairly well	2	132	11.0	11.0
Neither well nor poorly	3	340	28.3	28.3
Fairly poorly	4	450	37.5	37.5
Very poorly	5	272	22.7	22.7
Total		1,200	100.0	100.0

V3_7_7 How well do you think the government is resolving the following issues? Please select the number which most closely represents your opinion for each issue: Education reform

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
Very well	1	1	0.1	0.1
Fairly well	2	79	6.6	6.6
Neither well nor poorly	3	469	39.1	39.1
Fairly poorly	4	465	38.8	38.8
Very poorly	5	186	15.5	15.5
Total		1,200	100.0	100.0

V3_7_8 How well do you think the government is resolving the following issues? Please select the number which most closely represents your opinion for each issue: Resolving problems caused by regionalism

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
Very well	1	4	0.3	0.3
Fairly well	2	150	12.5	12.5
Neither well nor poorly	3	491	40.9	40.9
Fairly poorly	4	410	34.2	34.2
Very poorly	5	145	12.1	12.1
Total		1,200	100.0	100.0

V3_7_9 How well do you think the government is resolving the following issues? Please select the number which most closely represents your opinion for each issue: Prevention of environmental pollution

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
Very well	1	3	0.3	0.3
Fairly well	2	92	7.7	7.7
Neither well nor poorly	3	486	40.5	40.5
Fairly poorly	4	471	39.3	39.3
Very poorly	5	148	12.3	12.3
Total		1,200	100.0	100.0

V3_7_10 How well do you think the government is resolving the following issues? Please select the number which most closely represents your opinion for each issue: Guarantee of freedom of speech

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
Very well	1	24	2.0	2.0
Fairly well	2	205	17.1	17.1
Neither well nor poorly	3	520	43.3	43.3
Fairly poorly	4	350	29.2	29.2
Very poorly	5	101	8.4	8.4
Total		1,200	100.0	100.0

V3_8_1

Please select the number which most closely represents your opinion on how well President Roh Moo-Hyun's administration is handling each of the following: President Roh Moo-Hyun's government administration

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
Very well	1	6	0.5	0.5
Fairly well	2	105	8.8	8.8
Neither well nor poorly	3	434	36.2	36.2
Fairly poorly	4	507	42.3	42.3
Very poorly	5	148	12.3	12.3
Total		1,200	100.0	100.0

V3_8_2

Please select the number which most closely represents your opinion on how well President Roh Moo-Hyun's administration is handling each of the following: The Roh Moo-Hyun government's reform policy

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
Very well	1	13	1.1	1.1
Fairly well	2	173	14.4	14.4
Neither well nor poorly	3	429	35.8	35.8
Fairly poorly	4	382	31.8	31.8
Very poorly	5	203	16.9	16.9
Total		1,200	100.0	100.0

V3_8_3

Please select the number which most closely represents your opinion on how well President Roh Moo-Hyun's administration is handling each of the following: The Roh Moo-Hyun government's unemployment policy

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
Very well	1	1	0.1	0.1
Fairly well	2	36	3.0	3.0
Neither well nor poorly	3	264	22.0	22.0
Fairly poorly	4	605	50.4	50.4
Very poorly	5	294	24.5	24.5
Total		1,200	100.0	100.0

V3_8_4

Please select the number which most closely represents your opinion on how well President Roh Moo-Hyun's administration is handling each of the following: The Roh Moo-Hyun government's personnel policy

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
Very well	1	3	0.3	0.3
Fairly well	2	96	8.0	8.0
Neither well nor poorly	3	408	34.0	34.0
Fairly poorly	4	520	43.3	43.3
Very poorly	5	173	14.4	14.4
Total		1,200	100.0	100.0

V3_8_5

Please select the number which most closely represents your opinion on how well President Roh Moo-Hyun's administration is handling each of the following: The Roh Moo-Hyun government's labor policy

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
Very well	1	2	0.2	0.2
Fairly well	2	42	3.5	3.5
Neither well nor poorly	3	444	37.0	37.1
Fairly poorly	4	555	46.3	46.4
Very poorly	5	154	12.8	12.9
DK/NA	9	3	0.3	
Total		1,200	100.0	

V3_9_1

What do you think is the best thing and the worst thing President Roh Moo-Hyun has done since taking office? Please list one of each: The best thing he has done: _____

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
Reform policies	1	79	6.6	13.2
Education Policy	2	16	1.3	2.7
Political Reform	3	4	0.3	0.7
Root out corruption	4	69	5.8	11.5
Judicial Reform	5	9	0.8	1.5
North Korea Policy	9	78	6.5	13.0
Reducing the period of military service	11	7	0.6	1.2
Personnel Policy	12	29	2.4	4.8
Resolving of past issues	13	9	0.8	1.5

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
Independent national defense	16	2	0.2	0.3
State administration	17	9	0.8	1.5
Election fund investigation	18	1	0.1	0.2
Restructuring of financial institutions	19	5	0.4	0.8
Regulations for large corporations	21	11	0.9	1.8
Policy for the people	23	6	0.5	1.0
Measures against unemployment	24	6	0.5	1.0
Breaking away from authoritarianism	30	16	1.3	2.7
Government engaging its citizens	32	10	0.8	1.7
Efforts to improve women's rights	33	11	0.9	1.8
Fostering a culture of debate and discussion	34	2	0.2	0.3
Decentralization	35	1	0.1	0.2
Real Estate Policy	37	70	5.8	11.7
Prevention of environmental pollution	39	8	0.7	1.3
Stabilization of livelihood security	40	3	0.3	0.5
Consistent policies	44	1	0.1	0.2
Efforts to stabilize prices	45	2	0.2	0.3
Balanced land development	47	3	0.3	0.5
Farm debt relief	48	1	0.1	0.2
Efforts to resolve regionalism	49	43	3.6	7.2
Relocation of administrative capital	50	32	2.7	5.4
Less personal corruption	52	2	0.2	0.3
Efforts to establish ideological identity	57	1	0.1	0.2
Efforts to democratize	58	1	0.1	0.2
Efforts to stabilize labor relations	60	5	0.4	0.8
Abolition of the National Security Law	61	2	0.2	0.3
Expansion of welfare for the elderly	65	2	0.2	0.3
Expansion of welfare for the disabled	66	2	0.2	0.3
Media Reform	68	34	2.8	5.7
Dispatch of troops to Iraq	76	5	0.4	0.8
Housing Policy for the underprivileged	550	1	0.1	0.2
None	998	576	48.0	
DK/NA	999	26	2.2	
Total		1,200	100.0	

V3_9_2 What do you think is the best thing and the worst thing President Roh Moo-Hyun has done since taking office? Please list one of each: The worst thing he has done: _____

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
Reform policies	1	1	0.1	0.1
Reducing the period of military service	11	1	0.1	0.1
Makes a great deal of effort	53	1	0.1	0.1
Economic deterioration	501	173	14.4	15.1
Price instability	502	174	14.5	15.2
Measures against unemployment	503	171	14.3	14.9
Raising National Pension	504	3	0.3	0.3
Labor Policy	505	17	1.4	1.5
Relocation of administrative capital policy	506	88	7.3	7.7
Widening gap between rich and poor	507	22	1.8	1.9
Bankruptcy of rural areas	508	3	0.3	0.3
Corporate Restructuring	510	4	0.3	0.3
Insufficiency of media reform	511	2	0.2	0.2
Cling to the past	514	7	0.6	0.6
Foreign policy	515	14	1.2	1.2
Corruption	516	31	2.6	2.7
Reform policy	517	7	0.6	0.6
The policy toward North Korea that unconditionally offered assistance	518	1	0.1	0.1
Dispatching troops to Iraq	519	25	2.1	2.2
Unpreparedness for setting up a successor	521	1	0.1	0.1
Political Reform	522	2	0.2	0.2
Aggravating regionalism	523	2	0.2	0.2
Political instability	525	48	4.0	4.2
State administration	526	42	3.5	3.7
Personnel Policy	527	52	4.3	4.5
Defection from the Democratic Party	532	1	0.1	0.1
Independent counsel team towards North	533	1	0.1	0.1
Raising transportation costs	534	2	0.2	0.2
Media policy	540	13	1.1	1.1
Education Policy	542	11	0.9	1.0
Insecurity of the public's livelihood	544	1	0.1	0.1

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
Much conflict between our employer and the employees	547	1	0.1	0.1
Rebuke of the military at the navy briefing about the West Sea clash	548	1	0.1	0.1
Real Estate Policy	549	35	2.9	3.1
Insufficient understanding of the common people	551	2	0.2	0.2
No interest in people's living	552	2	0.2	0.2
Problems of improving the environment	563	5	0.4	0.4
Exclusion of consideration for the elderly in policies	567	2	0.2	0.2
Controversy over the abolition of the National Security Law	570	2	0.2	0.2
North Korea Policy	571	3	0.3	0.3
Increase of national debt	573	2	0.2	0.2
Tax increase	574	6	0.5	0.5
Creation of credit delinquents	575	5	0.4	0.4
Lacks tolerance	586	27	2.3	2.4
Too sensitive to public opinion	591	1	0.1	0.1
Lacks drive to follow through	592	4	0.3	0.3
Causes national turmoil	594	5	0.4	0.4
Insufficient leadership	595	24	2.0	2.1
Imprudent words and actions	600	99	8.3	8.6
None	998	40	3.3	
DK/NA	999	13	1.1	
Total		1,200	100.0	

V3_10 Which party among the current existing parties do you tend to support?

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
Yeollin Uri Party	1	278	23.2	36.2
Grand National Party	2	355	29.6	46.3
Democratic Labor Party	3	90	7.5	11.7
Democratic Party	4	39	3.3	5.1
United Liberal Democrats	5	3	0.3	0.4
Other	6	2	0.2	0.3
No party to support	7	433	36.1	
Total		1,200	100.0	

V3_11 Among the following, which do you think is the power structure most appropriate for our present state of affairs?

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
Presidential system	1	620	51.7	61.5
Parliamentary cabinet system	2	355	29.6	35.2
Federal parliamentary republic	3	33	2.8	3.3
DK	4	192	16.0	
Total		1,200	100.0	

V4_1 How would you describe the state of our economy today?

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
Very good	1	3	0.3	0.3
Slightly good	2	29	2.4	2.4
Neigher good nor bad	3	138	11.5	11.5
Slightly bad	4	407	33.9	33.9
Very bad	5	623	51.9	51.9
Total		1,200	100.0	100.0

V4_2 Compared to today, how do you think the economy of our country will change in a year?

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
It will greatly improve	1	7	0.6	0.6
It will slightly improve	2	156	13.0	13.0
It will stay the same	3	540	45.0	45.1
It will slightly worsen	4	258	21.5	21.6
It will greatly worsen	5	236	19.7	19.7
DK/NA	9	3	0.3	
Total		1,200	100.0	

V4_3_1 What is your opinion on the present overall prices, real estate prices, and bank interest rates: Prices

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
Very high	1	557	46.4	46.4
Somewhat high	2	518	43.2	43.2
Neither high nor low	3	108	9.0	9.0
Somewhat low	4	12	1.0	1.0
Very low	5	5	0.4	0.4
Total		1,200	100.0	100.0

V4_3_2 What is your opinion on the present overall prices, real estate prices, and bank interest rates: Real estate prices

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
Very high	1	375	31.3	31.3
Somewhat high	2	465	38.8	38.8
Neither high nor low	3	274	22.8	22.8
Somewhat low	4	79	6.6	6.6
Very low	5	7	0.6	0.6
Total		1,200	100.0	100.0

V4_3_3 What is your opinion on the present overall prices, real estate prices, and bank interest rates: Bank interest rates

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
Very high	1	61	5.1	5.1
Somewhat high	2	153	12.8	12.8
Neither high nor low	3	311	25.9	25.9
Somewhat low	4	384	32.0	32.0
Very low	5	291	24.3	24.3
Total		1,200	100.0	100.0

V4_4 What is your opinion on the current government regulations on corporations?

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
They should be strengthened	1	163	13.6	14.7
They are adequate as they are now	2	362	30.2	32.7
They should be further eased	3	581	48.4	52.5
DK	4	94	7.8	
Total		1,200	100.0	

V4_5 The assessment of large corporations are divided. What is your overall opinion of large corporations?

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
Very positive	1	14	1.2	1.2
Tend to be positive	2	460	38.3	38.3
Neither positive nor negative	3	465	38.8	38.8
Tend to be negative	4	217	18.1	18.1
Very negative	5	44	3.7	3.7
Total		1,200	100.0	100.0

V4_6 How much do you agree or disagree with the five day work week system changing the current statutory working hours from a 44 hour work week to a 40 hour work week?

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
Strongly agree	1	110	9.2	9.2
Somewhat agree	2	552	46.0	46.0
Somewhat disagree	3	410	34.2	34.2
Strongly disagree	4	128	10.7	10.7
Total		1,200	100.0	100.0

V4_7 Do you think it is ok for existing legal holidays (major holidays, legal holidays, monthly paid vacation days, annual paid vacation days, menstruation leave) and contractual holidays (Special occasions, company/union foundation days, summer holidays) to be reduced? Or do you think they should not be reduced if possible?

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
It is ok for existing holidays to be reduced	1	517	43.1	43.1
Existing holidays should not be reduced if possible	2	683	56.9	56.9
Total		1,200	100.0	100.0

V4_8 How do you think the productivity of laborers will change if the five day work week system is adopted?

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
It will significantly increase	1	48	4.0	4.0
It will somewhat increase	2	343	28.6	28.6
No change	3	504	42.0	42.0
It will somewhat drop	4	247	20.6	20.6
It will significantly drop	5	58	4.8	4.8
Total		1,200	100.0	100.0

V5_1_1 Please state the name of the appropriate country (including North Korea) for each of the following: Most favored country: _____

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
The United States	1	172	14.3	15.0
Japan	2	41	3.4	3.6
China	3	45	3.8	3.9
North Korea	4	21	1.8	1.8
Australia	5	164	13.7	14.3
The United Kingdom	6	53	4.4	4.6
India	8	1	0.1	0.1
Germany	9	24	2.0	2.1
Taiwan	10	2	0.2	0.2
Mongolia	11	1	0.1	0.1
Thailand	12	2	0.2	0.2
South Korea	13	86	7.2	7.5
Turkey	16	5	0.4	0.4
Switzerland	26	164	13.7	14.3
France	27	65	5.4	5.7
Greece	28	6	0.5	0.5
Denmark	29	13	1.1	1.1
Singapore	30	22	1.8	1.9
Iraq	31	1	0.1	0.1
Canada	32	115	9.6	10.0
The Philippines	33	2	0.2	0.2
Russia	34	1	0.1	0.1
Brazil	35	4	0.3	0.3
Sweden	36	19	1.6	1.7
Mexico	37	2	0.2	0.2
Poland	39	2	0.2	0.2
Finland	40	2	0.2	0.2
Vietnam	41	1	0.1	0.1
Egypt	42	2	0.2	0.2
Norway	51	2	0.2	0.2
Netherlands	52	33	2.8	2.9

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
New Zealand	53	49	4.1	4.3
Africa	54	1	0.1	0.1
Israel	55	4	0.3	0.3
Italy	56	8	0.7	0.7
Sri Lanka	57	2	0.2	0.2
Austria	69	7	0.6	0.6
The Argentine Republic	70	1	0.1	0.1
Luxembourg	75	1	0.1	0.1
Bali	76	2	0.2	0.2
Guam	77	1	0.1	0.1
Europe	84	1	0.1	0.1
None	998	49	4.1	
DK/NA	999	1	0.1	
Total		1,200	100.0	

V5_1_2

Please state the name of the appropriate country (including North Korea) for each of the following: Least favored country: _____

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
The United States	1	292	24.3	25.5
Japan	2	492	41.0	43.0
China	3	108	9.0	9.4
North Korea	4	130	10.8	11.4
The United Kingdom	6	4	0.3	0.3
Iran	7	1	0.1	0.1
India	8	1	0.1	0.1
Germany	9	1	0.1	0.1
Thailand	12	2	0.2	0.2
South Korea	13	14	1.2	1.2
Hong Kong	14	1	0.1	0.1
The Soviet Union	15	2	0.2	0.2
Kenya	18	1	0.1	0.1
Switzerland	26	3	0.3	0.3
Denmark	29	3	0.3	0.3
Iraq	31	60	5.0	5.2
Canada	32	1	0.1	0.1

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
The Philippines	33	3	0.3	0.3
Russia	34	9	0.8	0.8
Sweden	36	1	0.1	0.1
Vietnam	41	1	0.1	0.1
Netherlands	52	3	0.3	0.3
New Zealand	53	1	0.1	0.1
Africa	54	2	0.2	0.2
Israel	55	2	0.2	0.2
Italy	56	2	0.2	0.2
New Guinea	59	1	0.1	0.1
The Republic of South Africa	71	1	0.1	0.1
Malaysia	72	1	0.1	0.1
Indonesia	74	1	0.1	0.1
None	998	55	4.6	
DK/NA	999	1	0.1	
Total		1,200	100.0	

V5_1_3

Please state the name of the appropriate country (including North Korea) for each of the following: Country that should be most emulated: _____

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
The United States	1	171	14.3	14.7
Japan	2	394	32.8	33.9
China	3	116	9.7	10.0
North Korea	4	3	0.3	0.3
Australia	5	59	4.9	5.1
The United Kingdom	6	48	4.0	4.1
Germany	9	73	6.1	6.3
Taiwan	10	8	0.7	0.7
Turkey	16	1	0.1	0.1
Switzerland	26	57	4.8	4.9
France	27	22	1.8	1.9
Greece	28	1	0.1	0.1
Denmark	29	28	2.3	2.4
Singapore	30	53	4.4	4.6

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
Iraq	31	1	0.1	0.1
Canada	32	59	4.9	5.1
The Philippines	33	2	0.2	0.2
Russia	34	2	0.2	0.2
Sweden	36	15	1.3	1.3
Spain	38	1	0.1	0.1
Poland	39	1	0.1	0.1
Finland	40	4	0.3	0.3
Norway	51	3	0.3	0.3
Netherlands	52	13	1.1	1.1
New Zealand	53	20	1.7	1.7
Israel	55	6	0.5	0.5
Italy	56	1	0.1	0.1
Ireland	58	1	0.1	0.1
None	998	31	2.6	
DK/NA	999	6	0.5	
Total		1,200	100.0	

V5_1_4

Please state the name of the appropriate country (including North Korea) for each of the following: Country with which we should economically cooperate the most: _____

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
The United States	1	346	28.8	29.2
Japan	2	176	14.7	14.9
China	3	531	44.3	44.8
North Korea	4	87	7.3	7.3
Australia	5	5	0.4	0.4
The United Kingdom	6	8	0.7	0.7
India	8	1	0.1	0.1
Germany	9	3	0.3	0.3
Taiwan	10	1	0.1	0.1
Turkey	16	2	0.2	0.2
Switzerland	26	1	0.1	0.1
Denmark	29	2	0.2	0.2

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
Singapore	30	3	0.3	0.3
Iraq	31	2	0.2	0.2
Canada	32	4	0.3	0.3
The Philippines	33	1	0.1	0.1
Russia	34	5	0.4	0.4
Sweden	36	1	0.1	0.1
Poland	39	1	0.1	0.1
Vietnam	41	2	0.2	0.2
Africa	54	1	0.1	0.1
Saudi Arabia	73	2	0.2	0.2
None	998	10	0.8	
DK/NA	999	5	0.4	
Total		1,200	100.0	

V5_2 What do you think about the idea that South Korea and North Korea should be reunified?

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
Should be reunified	1	209	17.4	17.4
Should be reunified if possible	2	574	47.8	47.8
Should remain as is	3	340	28.3	28.3
Should not be reunified if possible	4	55	4.6	4.6
Should not be reunified	5	22	1.8	1.8
Total		1,200	100.0	100.0

V5_3 What would you do if, following reunification, the national income decreases for a certain period of time and personal tax burdens increase?

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
Will gladly bear the burden	1	114	9.5	9.5
Will bear some of the burden	2	560	46.7	46.7
Would rather not bear the burden	3	412	34.3	34.3
Do not want to bear the burden at all	4	114	9.5	9.5
Total		1,200	100.0	100.0

V5_4 When do you think reunification between South and North Korea will take place?

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
Within the next 5 years	1	66	5.5	5.5
6-10 years	2	279	23.3	23.3
11-20 years	3	331	27.6	27.6
It will take more than 20 years but will be achieved someday	4	411	34.3	34.3
It will not be achieved	5	113	9.4	9.4
Total		1,200	100.0	100.0

V5_5_1 What is your opinion on the following statements? Please select the number which most closely represents your opinion: Economic cooperation between South and North Korea will be mutually beneficial

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
Strongly agree	1	134	11.2	11.2
Mostly agree	2	510	42.5	42.5
Neither agree nor disagree	3	407	33.9	33.9
Mostly disagree	4	126	10.5	10.5
Strongly disagree	5	23	1.9	1.9
Total		1,200	100.0	100.0

V5_5_2 What is your opinion on the following statements? Please select the number which most closely represents your opinion: The possibility of a provocation of war by North Korea still remains

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
Strongly agree	1	119	9.9	9.9
Mostly agree	2	448	37.3	37.3
Neither agree nor disagree	3	465	38.8	38.8
Mostly disagree	4	150	12.5	12.5
Strongly disagree	5	18	1.5	1.5
Total		1,200	100.0	100.0

V5_6 What do you think about the withdrawal of U.S. troops from Korea?

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
Should be completely withdrawn	1	47	3.9	3.9
Should be withdrawn in stages starting now	2	533	44.4	44.4
Should remain for a lengthy period of time into the future	3	446	37.2	37.2
Should continually remain	4	174	14.5	14.5
Total		1,200	100.0	100.0

V5_7 The position of President Roh Moo-Hyun's participatory government is continuing and further developing the "Sunshine Policy". What is your position on this issue?

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
Strongly agree	1	72	6.0	6.0
Tend to mostly agree	2	588	49.0	49.0
Tend to mostly disagree	3	482	40.2	40.2
Strongly disagree	4	58	4.8	4.8
Total		1,200	100.0	100.0

V5_8 Which statement out of the following on the Mount Geumgang tourism business between North and South Korea do you agree with the most?

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
The business should continue even if it requires government aid	1	213	17.8	17.8
The business should continue through means other than direct aid from the government	2	862	71.8	71.8
It should be discontinued regardless of how it's aided	3	125	10.4	10.4
Total		1,200	100.0	100.0

V5_9 Which among the following directions for the North Korea policy of our country do you agree with the most?

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
North Korea should be led to open up through providing aid if possible	1	341	28.4	28.4
It should be conducted in a reciprocal manner where each side gives and takes equally	2	755	62.9	62.9
North Korea should be considered hostile and should be guarded against	3	104	8.7	8.7
Total		1,200	100.0	100.0

V6_1 How many members of your household receive extracurricular lessons? What is the total monthly cost (This includes piano lessons, preschool, taekwondo lessons, etc.) : Receiving lessons or not

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
Do not have any members suitable to receive lessons	1	621	51.8	51.8
Do not have any members receiving lessons	2	218	18.2	18.2
We have members receiving lessons	3	361	30.1	30.1
Total		1,200	100.0	100.0

V6_1a How many members of your household receive extracurricular lessons? What is the total monthly cost (This includes piano lessons, preschool, taekwondo lessons, etc.) : Members receiving lessons

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
1 member	1	136	11.3	37.7
2 members	2	208	17.3	57.6
Over than 3 members	3	17	1.4	4.7
NAP	0	839	69.9	
Total		1,200	100.0	

V6_1b How many members of your household receive extracurricular lessons? What is the total monthly cost (This includes piano lessons, preschool, taekwondo lessons, etc.) : Cost for receiving lessons

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
Below 200,000 won	1	27	2.3	7.5
210,000 - 300,000 won	2	63	5.3	17.5
310,000 - 500,000 won	3	120	10.0	33.2
Over 510,000 won	4	151	12.6	41.8
NAP	0	839	69.9	
Total		1,200	100.0	

V6_2 Have you given a bribe to a teacher in the last year?

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
Yes	1	41	3.4	6.6
No	2	578	48.2	93.4
Do not have any school aged children (Not relevant)	3	581	48.4	
Total		1,200	100.0	

V6_3 How fairly do you think student records are being recorded?

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
Very fairly	1	36	3.0	3.0
Somewhat fairly	2	749	62.4	62.4
Not very fairly	3	350	29.2	29.2
Not at all fairly	4	65	5.4	5.4
Total		1,200	100.0	100.0

V6_4 What do you think about studying abroad at an early age?

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
Although some side effects exist, it is advisable commensurate with the trend of globalization	1	375	31.3	31.3
It is unadvisable due to negative elements such as student deviation and waste of foreign currency	2	825	68.8	68.8
Total		1,200	100.0	100.0

V6_5 How much do you agree or disagree with a donation based admission system which allows the admission of students through submitting donations to universities?

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
Strongly agree	1	41	3.4	3.4
Somewhat agree	2	359	29.9	29.9
Somewhat disagree	3	525	43.8	43.8
Strongly disagree	4	275	22.9	22.9
Total		1,200	100.0	100.0

V6_6 In taking a look at our surroundings, how harmful do you think the state of the social environment is to adolescents?

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
Very harmful	1	274	22.8	22.8
Somewhat harmful	2	703	58.6	58.6
Not very harmful	3	217	18.1	18.1
Not at all harmful	4	6	0.5	0.5
Total		1,200	100.0	100.0

V6_7 Do you think there are more positive or more negative aspects in the overall consciousness and behavior of the younger generation?

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
There are more positive aspects More positive aspects	1	416	34.7	34.7
There are more negative aspects More negative aspects	2	784	65.3	65.3
Total		1,200	100.0	100.0

V6_8 How serious do you think the environmental problems are in our country today?

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
Very serious	1	244	20.3	20.3
Somewhat serious	2	849	70.8	70.8
Not very serious	3	104	8.7	8.7
Not at all serious	4	3	0.3	0.3
Total		1,200	100.0	100.0

V6_9_1 The following are specific environmental protection movements being conducted by environmental organizations. How actively are you participating in such movements? Please select the number which most closely represents your opinion: Reduction of disposable products

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
Actively participate	1	353	29.4	29.4
Somewhat participate	2	677	56.4	56.4
Not very actively participate	3	164	13.7	13.7
Not at all participate	4	6	0.5	0.5
Total		1,200	100.0	100.0

V6_9_2 The following are specific environmental protection movements being conducted by environmental organizations. How actively are you participating in such movements? Please select the number which most closely represents your opinion: Reduction of waste

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
Actively participate	1	364	30.3	30.3
Somewhat participate	2	631	52.6	52.6
Not very actively participate	3	200	16.7	16.7
Not at all participate	4	5	0.4	0.4
Total		1,200	100.0	100.0

V6_9_3 The following are specific environmental protection movements being conducted by environmental organizations. How actively are you participating in such movements? Please select the number which most closely represents your opinion: Recycling

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
Actively participate	1	500	41.7	41.7
Somewhat participate	2	557	46.4	46.4
Not very actively participate	3	136	11.3	11.3
Not at all participate	4	7	0.6	0.6
Total		1,200	100.0	100.0

V6_9_4 The following are specific environmental protection movements being conducted by environmental organizations. How actively are you participating in such movements? Please select the number which most closely represents your opinion: Reduction of synthetic detergents

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
Actively participate	1	202	16.8	16.8
Somewhat participate	2	562	46.8	46.8
Not very actively participate	3	403	33.6	33.6
Not at all participate	4	33	2.8	2.8
Total		1,200	100.0	100.0

V6_10 What do you think is the best method of burial?

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
Burial	1	169	14.1	14.1
Placing in a charnel house after cremation following a period of burial	2	300	25.0	25.0
Cremation	3	586	48.8	48.9
Burial following cremation	4	138	11.5	11.5
Placing in a charnel house after cremation	5	6	0.5	0.5
NA	9	1	0.1	
Total		1,200	100.0	

V7_1 How satisfied are you with your current occupation? (Please consider homemaker and student as professions)

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
Very satisfied	1	39	3.3	3.3
Somewhat satisfied	2	362	30.2	30.7
Neither satisfied nor dissatisfied	3	559	46.6	47.4
Somewhat dissatisfied	4	171	14.3	14.5
Very dissatisfied	5	48	4.0	4.1
Not relevant (unemployed)	6	21	1.8	
Total		1,200	100.0	

V7_2 What do you consider as a "good job"?

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
A job with a high income	1	167	13.9	13.9
A job that fits one's aptitude	2	444	37.0	37.0
A job with a positive outlook	3	222	18.5	18.5
A secure job	4	281	23.4	23.4
A socially respected job	5	85	7.1	7.1
A job that gives me a sense of accomplishment	6	1	0.1	0.1
Total		1,200	100.0	100.0

V7_3 Excluding your current job, assuming all of your conditions are met, what job would you want?

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
Self-employed business	1	171	14.3	14.8
Public servant	2	117	9.8	10.1
Teacher	3	172	14.3	14.9
Medical doctor	4	67	5.6	5.8
Professor	5	46	3.8	4.0
Lawyer	6	47	3.9	4.1
President of Korea	8	3	0.3	0.3
Pharmacist	11	14	1.2	1.2
Office and clerical occupation	12	36	3.0	3.1

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
Architect	13	18	1.5	1.6
Designer	14	24	2.0	2.1
Sport instructor/coach	16	3	0.3	0.3
Travel guide	17	16	1.3	1.4
Private learning center instructor	19	3	0.3	0.3
Counselor	20	3	0.3	0.3
Bank employee	21	13	1.1	1.1
Bank and Financial operation industry	23	6	0.5	0.5
Programmer	25	11	0.9	1.0
CEO	26	1	0.1	0.1
Politician	27	10	0.8	0.9
TV/Radio journalist	28	15	1.3	1.3
Cook	30	6	0.5	0.5
Early childhood education business	31	8	0.7	0.7
Police officer	33	9	0.8	0.8
Certified public accountant	34	3	0.3	0.3
Aircraft pilot	35	8	0.7	0.7
Cultural heritage management expert	36	1	0.1	0.1
Art and culture related occupations	38	26	2.2	2.3
IT-related professional occupations	42	4	0.3	0.3
Licensed realtor	46	6	0.5	0.5
Athlete	47	6	0.5	0.5
Home health aid	48	1	0.1	0.1
Armed forces	49	3	0.3	0.3
Homemaker	50	6	0.5	0.5
Religious clergy	55	4	0.3	0.3
Legal professional	59	14	1.2	1.2
Oriental doctor	60	9	0.8	0.8
Nurse	61	9	0.8	0.8
Service business	62	6	0.5	0.5
Engineer	63	11	0.9	1.0
Building/civil engineer	64	1	0.1	0.1

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
Football head coach	67	1	0.1	0.1
Psychiatrist	69	3	0.3	0.3
Antiques collector/seller	71	2	0.2	0.2
Real estate business	72	5	0.4	0.4
Benchmark manager	73	1	0.1	0.1
Headhunter	74	1	0.1	0.1
Show business entertainer	75	14	1.2	1.2
Hospital owner	79	1	0.1	0.1
Plant nursery business	80	1	0.1	0.1
Silver business	82	1	0.1	0.1
Tour and leisure business	83	4	0.3	0.3
Manufacturing business	84	4	0.3	0.3
Trade business	86	5	0.4	0.4
Large-scale discount store manager	88	1	0.1	0.1
Businessperson	89	39	3.3	3.4
Agriculture/Farming	90	19	1.6	1.6
Department store owner	91	1	0.1	0.1
Missionary	92	4	0.3	0.3
Calligraphy studio director	93	1	0.1	0.1
Hotel owner/manager	95	1	0.1	0.1
Social welfare business	96	14	1.2	1.2
Entertainment business	99	1	0.1	0.1
cinematographer	104	31	2.6	2.7
Physical therapist	105	1	0.1	0.1
Production like supervisor	108	1	0.1	0.1
Automobile sales occupation	109	1	0.1	0.1
Patent agent	113	2	0.2	0.2
Law clerk	115	1	0.1	0.1
Simultaneous interpreter	116	2	0.2	0.2
Taylor	117	1	0.1	0.1
Locomotive engineer	118	2	0.2	0.2
Accountant	119	1	0.1	0.1

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
Nutritionist	120	1	0.1	0.1
Librarian	121	1	0.1	0.1
Model	132	2	0.2	0.2
Car racer	133	1	0.1	0.1
Stewardess	136	2	0.2	0.2
Esthetician	137	2	0.2	0.2
Show business entertainer's agent	138	2	0.2	0.2
Freelancer	139	1	0.1	0.1
World alcoholic beverages expert	140	1	0.1	0.1
Advertising agent	141	6	0.5	0.5
Scholar	147	6	0.5	0.5
Diplomat	148	4	0.3	0.3
Student	150	1	0.1	0.1
IT-related business venture	192	3	0.3	0.3
Animal farming	194	2	0.2	0.2
Transportation and logistics business	195	3	0.3	0.3
Construction	196	1	0.1	0.1
Residential building leasing business	197	2	0.2	0.2
Volunteer activities	200	8	0.7	0.7
None	998	40	3.3	
DK/NA	999	7	0.6	
Total		1,200	100.0	

V7_4 What do you think is the most necessary condition for a man to succeed in our society?

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
Talent	1	696	58.0	58.0
Education	2	154	12.8	12.8
Network	3	141	11.8	11.8
Effort, will power	4	183	15.3	15.3
Luck	5	18	1.5	1.5
Appearance	6	3	0.3	0.3
Know-how	7	2	0.2	0.2
Honesty	11	2	0.2	0.2
Health	12	1	0.1	0.1
Total		1,200	100.0	100.0

V7_5 Then, what do you think is the most important requirement for a woman to succeed?

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
Talent	1	574	47.8	47.8
Education	2	124	10.3	10.3
Network	3	82	6.8	6.8
Effort, will power	4	183	15.3	15.3
Luck	5	25	2.1	2.1
Appearance	6	197	16.4	16.4
Know-how	7	13	1.1	1.1
Health	12	2	0.2	0.2
Total		1,200	100.0	100.0

V7_6 Do you think there is a disparity between the abilities of a man and a woman?

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
There is a disparity	1	612	51.0	51.0
There is no disparity	2	588	49.0	49.0
Total		1,200	100.0	100.0

V7_7 How do you think it is for women to join the workforce in this country?

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
Very easy	1	21	1.8	1.8
Relatively easy	2	285	23.8	23.8
Neither easy nor difficult	3	369	30.8	30.8
Somewhat difficult	4	469	39.1	39.1
Very difficult	5	56	4.7	4.7
Total		1,200	100.0	100.0

V7_8 How serious do you think is the problem of sexual harassment on women within the workplace?

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
Very serious	1	46	3.8	3.8
Mostly serious	2	544	45.3	45.3
Not very serious	3	593	49.4	49.4
Not at all serious	4	17	1.4	1.4
Total		1,200	100.0	100.0

V7_8_1 How serious do you think is the problem of sexual harassment on men within the workplace?

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
Very serious	1	16	1.3	1.3
Mostly serious	2	258	21.5	21.5
Not very serious	3	758	63.2	63.2
Not at all serious	4	167	13.9	13.9
DK/NA	9	1	0.1	
Total		1,200	100.0	

V8_1a Please select all of the places you have visited during the past year out of the following: First _____

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
Museum	1	209	17.4	19.4
Amusement park	2	593	49.4	55.1
Ballet, dance performance	3	5	0.4	0.5
Sports facilities	4	65	5.4	6.0
Theater	5	17	1.4	1.6
Movie theater	6	171	14.3	15.9
Concert (excluding Korean traditional music)	7	4	0.3	0.4
Korean traditional music performance	8	13	1.1	1.2
None	0	123	10.3	
Total		1,200	100.0	

V8_1b Please select all of the places you have visited during the past year out of the following: Second _____

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
Museum	1	29	2.4	4.4
Amusement park	2	203	16.9	30.8
Ballet, dance performance	3	3	0.3	0.5
Sports facilities	4	97	8.1	14.7
Theater	5	42	3.5	6.4
Movie theater	6	271	22.6	41.1
Concert (excluding Korean traditional music)	7	10	0.8	1.5
Korean traditional music performance	8	5	0.4	0.8
System missing		540	45.0	
Total		1,200	100.0	

V8_1c Please select all of the places you have visited during the past year out of the following: Third_____

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
Museum	1	10	0.8	3.5
Amusement park	2	13	1.1	4.5
Ballet, dance performance	3	2	0.2	0.7
Sports facilities	4	52	4.3	18.0
Theater	5	25	2.1	8.7
Movie theater	6	164	13.7	56.7
Concert (excluding Korean traditional music)	7	21	1.8	7.3
Korean traditional music performance	8	2	0.2	0.7
System missing		911	75.9	
Total		1,200	100.0	

V8_1d Please select all of the places you have visited during the past year out of the following: Fourth _____

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
Museum	1	2	0.2	2.1
Ballet, dance performance	3	1	0.1	1.0
Sports facilities	4	5	0.4	5.2
Theater	5	13	1.1	13.5
Movie theater	6	49	4.1	51.0
Concert (excluding Korean traditional music)	7	20	1.7	20.8
Korean traditional music performance	8	6	0.5	6.3
System missing		1,104	92.0	
Total		1,200	100.0	

V8_1e Please select all of the places you have visited during the past year out of the following: Fifth_____

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
Amusement park	2	3	0.3	11.1
Theater	5	1	0.1	3.7
Movie theater	6	10	0.8	37.0
Concert (excluding Korean traditional music)	7	12	1.0	44.4
Korean traditional music performance	8	1	0.1	3.7
System missing		1,173	97.8	
Total		1,200	100.0	

V8_1f Please select all of the places you have visited during the past year out of the following: Sixth_____

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
Movie theater	6	2	0.2	16.7
Concert (excluding Korean traditional music)	7	4	0.3	33.3
Korean traditional music performance	8	6	0.5	50.0
System missing		1,188	99.0	
Total		1,200	100.0	

V8_2a How do you most spend your leisure time? Please state two: First:_____

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
Reading newspapers or magazines	1	172	14.3	14.3
Movie theater (watching movies)	2	108	9.0	9.0
Reading	3	56	4.7	4.7
Exercise	4	106	8.8	8.8
Mountain climbing	5	85	7.1	7.1
Taking walks	6	52	4.3	4.3
Watching TV/VTR/DVD	7	419	34.9	34.9
Listening to music	8	12	1.0	1.0
Travelling	9	30	2.5	2.5
Sleeping	10	65	5.4	5.4
Shopping	11	16	1.3	1.3
Hwatu/playing cards	12	5	0.4	0.4
Fishing	13	7	0.6	0.6
Go/Korean chess	14	2	0.2	0.2
Religious activities	15	16	1.3	1.3
Volunteer activities	16	2	0.2	0.2
PC communications/Internet	17	39	3.3	3.3
Computer games	18	5	0.4	0.4
Dancing	25	1	0.1	0.1
Calligraphy	26	1	0.1	0.1
Singing	27	1	0.1	0.1
Total		1,200	100.0	100.0

V8_2b How do you most spend your leisure time? Please state two: Second:_____

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
Reading newspapers or magazines	1	23	1.9	2.0
Movie theater (watching movies)	2	13	1.1	1.1
Reading	3	35	2.9	3.0
Exercise	4	35	2.9	3.0
Mountain climbing	5	40	3.3	3.4
Taking walks	6	26	2.2	2.2
Watching TV/VTR/DVD	7	247	20.6	21.0
Listening to music	8	36	3.0	3.1
Travelling	9	44	3.7	3.7
Sleeping	10	234	19.5	19.9
Shopping	11	101	8.4	8.6
Hwatu/playing cards	12	28	2.3	2.4
Fishing	13	18	1.5	1.5
Go/Korean chess	14	30	2.5	2.5
Religious activities	15	52	4.3	4.4
Volunteer activities	16	9	0.8	0.8
PC communications/Internet	17	119	9.9	10.1
Computer games	18	72	6.0	6.1
Drinking	19	5	0.4	0.4
Conversation with friends	20	3	0.3	0.3
Handcraft	21	2	0.2	0.2
Housework	22	2	0.2	0.2
Sauna	24	2	0.2	0.2
Musical	28	1	0.1	0.1
System missing		23	1.9	
Total		1,200	100.0	

V8_3a Where do you spend most of your expenses? Please select all that apply: First _____

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
Hobbies/entertainment	1	321	26.8	26.8
Clothes/shoes/accessories	2	349	29.1	29.1
Beauty related items (cosmetics, etc.)	3	83	6.9	6.9
Meals	4	147	12.3	12.3
Transportation	5	85	7.1	7.1
Alcohol/Cigarettes	6	129	10.8	10.8
Snacks	7	28	2.3	2.3
Books/magazines	8	12	1.0	1.0
Private educational institute	9	1	0.1	0.1
Special occasions/gifts	10	44	3.7	3.7
Socializing	12	1	0.1	0.1
Total		1,200	100.0	100.0

V8_3b Where do you spend most of your expenses? Please select all that apply: Second _____

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
Hobbies/entertainment	1	31	2.6	2.8
Clothes/shoes/accessories	2	189	15.8	17.3
Beauty related items (cosmetics, etc.)	3	251	20.9	22.9
Meals	4	135	11.3	12.3
Transportation	5	141	11.8	12.9
Alcohol/Cigarettes	6	160	13.3	14.6
Snacks	7	51	4.3	4.7
Books/magazines	8	23	1.9	2.1
Private educational institute	9	6	0.5	0.5
Special occasions/gifts	10	99	8.3	9.0
Allowance for grandchildren	11	3	0.3	0.3
Hospital fees	13	6	0.5	0.5
System missing		105	8.8	
Total		1,200	100.0	

V8_3c Where do you spend most of your expenses? Please select all that apply: Third ____

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
Hobbies/entertainment	1	17	1.4	2.7
Clothes/shoes/accessories	2	24	2.0	3.8
Beauty related items (cosmetics, etc.)	3	89	7.4	14.1
Meals	4	115	9.6	18.2
Transportation	5	93	7.8	14.7
Alcohol/Cigarettes	6	107	8.9	16.9
Snacks	7	61	5.1	9.6
Books/magazines	8	17	1.4	2.7
Private educational institute	9	3	0.3	0.5
Special occasions/gifts	10	104	8.7	16.4
Allowance for grandchildren	11	2	0.2	0.3
Hospital fees	13	1	0.1	0.2
System missing		567	47.3	
Total		1,200	100.0	

V8_3d Where do you spend most of your expenses? Please select all that apply: Fourth ____

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
Hobbies/entertainment	1	6	0.5	2.1
Clothes/shoes/accessories	2	10	0.8	3.4
Beauty related items (cosmetics, etc.)	3	6	0.5	2.1
Meals	4	40	3.3	13.7
Transportation	5	73	6.1	25.0
Alcohol/Cigarettes	6	39	3.3	13.4
Snacks	7	45	3.8	15.4
Books/magazines	8	17	1.4	5.8
Private educational institute	9	1	0.1	0.3
Special occasions/gifts	10	55	4.6	18.8
System missing		908	75.7	
Total		1,200	100.0	

V8_3e Where do you spend most of your expenses? Please select all that apply: Fifth_____

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
Hobbies/entertainment	1	1	0.1	0.7
Clothes/shoes/accessories	2	3	0.3	2.1
Beauty related items (cosmetics, etc.)	3	2	0.2	1.4
Meals	4	6	0.5	4.3
Transportation	5	28	2.3	19.9
Alcohol/Cigarettes	6	26	2.2	18.4
Snacks	7	39	3.3	27.7
Books/magazines	8	13	1.1	9.2
Private educational institute	9	1	0.1	0.7
Special occasions/gifts	10	21	1.8	14.9
Price of car oil	16	1	0.1	0.7
System missing		1,059	88.3	
Total		1,200	100.0	

V8_3f Where do you spend most of your expenses? Please select all that apply: Sixth_____

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
Hobbies/entertainment	1	2	0.2	2.9
Clothes/shoes/accessories	2	1	0.1	1.4
Beauty related items (cosmetics, etc.)	3	2	0.2	2.9
Meals	4	3	0.3	4.3
Transportation	5	3	0.3	4.3
Alcohol/Cigarettes	6	7	0.6	10.0
Snacks	7	21	1.8	30.0
Books/magazines	8	11	0.9	15.7
Private educational institute	9	2	0.2	2.9
Special occasions/gifts	10	17	1.4	24.3
Hospital fees	13	1	0.1	1.4
System missing		1,130	94.2	
Total		1,200	100.0	

V8_3g Where do you spend most of your expenses? Please select all that apply: Seventh ____

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
Snacks	7	4	0.3	21.1
Books/magazines	8	1	0.1	5.3
Special occasions/gifts	10	13	1.1	68.4
Hospital fees	13	1	0.1	5.3
System missing		1,181	98.4	
Total		1,200	100.0	

V8_3h Where do you spend most of your expenses? Please select all that apply: Eighth ____

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
Books/magazines	8	1	0.1	50.0
Special occasions/gifts	10	1	0.1	50.0
System missing		1,198	99.8	
Total		1,200	100.0	

V8_3i Where do you spend most of your expenses? Please select all that apply: Ninth ____

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
Special occasions/gifts	10	1	0.1	100.0
System missing		1,199	99.9	
Total		1,200	100.0	

V8_4 How many credit cards do you possess?

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
None	0	409	34.1	34.1
1	1	292	24.3	24.3
2	2	288	24.0	24.0
More than 3	3	211	17.6	17.6
Total		1,200	100.0	100.0

V8_4_1 (Those who have credit cards from question 8-4) Have you been behind on your credit card bills this year?

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
Yes	1	127	10.6	16.1
No	2	664	55.3	83.9
NAP	0	409	34.1	
Total		1,200	100.0	

V8_5 How much is your monthly expenses? _____ won

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
Less than 100,000 won	1	284	23.7	23.7
110,000-290,000 won	2	430	35.8	35.8
300,000-390,00 won	3	275	22.9	22.9
More than 400,000 Won	4	211	17.6	17.6
Total		1,200	100.0	100.0

V8_6 Have you travelled abroad (including business trips)? (Since your birth until now)

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
Yes	1	291	24.3	24.3
No	2	909	75.8	75.8
Total		1,200	100.0	100.0

V8_7 If you were to travel abroad where would you like to visit the most?

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
The United States	1	117	9.8	9.9
Japan	2	90	7.5	7.6
China	3	74	6.2	6.3
North Korea	4	6	0.5	0.5
Australia	5	182	15.2	15.4
The United Kingdom	6	32	2.7	2.7
India	8	16	1.3	1.4
Germany	9	15	1.3	1.3

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
Thailand	12	25	2.1	2.1
Hong Kong	14	3	0.3	0.3
Turkey	16	1	0.1	0.1
The Czech Republic	17	1	0.1	0.1
Kenya	18	1	0.1	0.1
Bangkok	19	1	0.1	0.1
Switzerland	26	133	11.1	11.2
France	27	68	5.7	5.7
Greece	28	8	0.7	0.7
Denmark	29	9	0.8	0.8
Singapore	30	23	1.9	1.9
Iraq	31	1	0.1	0.1
Canada	32	95	7.9	8.0
The Philippines	33	6	0.5	0.5
Russia	34	2	0.2	0.2
Brazil	35	4	0.3	0.3
Sweden	36	5	0.4	0.4
Mexico	37	2	0.2	0.2
Spain	38	1	0.1	0.1
Poland	39	2	0.2	0.2
Finland	40	1	0.1	0.1
Vietnam	41	2	0.2	0.2
Egypt	42	2	0.2	0.2
Norway	51	2	0.2	0.2
Netherlands	52	20	1.7	1.7
New Zealand	53	49	4.1	4.1
Africa	54	5	0.4	0.4
Israel	55	8	0.7	0.7
Italy	56	14	1.2	1.2
Ireland	58	1	0.1	0.1
Alaska	60	1	0.1	0.1
Austria	69	6	0.5	0.5

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
The Argentine Republic	70	1	0.1	0.1
The Republic of South Africa	71	2	0.2	0.2
Malaysia	72	1	0.1	0.1
Indonesia	74	2	0.2	0.2
Bali	76	25	2.1	2.1
Guam	77	26	2.2	2.2
Maldives	78	7	0.6	0.6
Rome	79	7	0.6	0.6
Phuket	80	1	0.1	0.1
Tahiti	81	3	0.3	0.3
Hawaii	82	36	3.0	3.0
Fiji	83	4	0.3	0.3
Europe	84	5	0.4	0.4
New York	85	2	0.2	0.2
Paris	86	8	0.7	0.7
Saipan	87	7	0.6	0.6
The North Pole	88	1	0.1	0.1
Southeast Asia	89	1	0.1	0.1
Moscow	90	1	0.1	0.1
Athens	91	3	0.3	0.3
Pattaya	92	1	0.1	0.1
Sydney	93	1	0.1	0.1
London	94	1	0.1	0.1
California	95	1	0.1	0.1
LA	96	1	0.1	0.1
Seattle	97	1	0.1	0.1
Geumgangsán (Mt. Geumgang)	100	1	0.1	0.1
None	998	15	1.3	
DK/NA	999	1	0.1	
Total		1,200	100.0	

V9_1 Which of the following most closely represents your opinion on marriage?

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
A person must marry	1	315	26.3	26.3
It is not a must but it is best to marry	2	639	53.3	53.3
One doesn't have to get married if it doesn't cause any inconveniences	3	241	20.1	20.1
It is best not to marry	4	5	0.4	0.4
Total		1,200	100.0	100.0

V9_2 What is your thought on divorce?

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
It is permissible depending on the situation.	1	709	59.1	59.1
One should not divorce under any circumstances	2	491	40.9	40.9
Total		1,200	100.0	100.0

V9_3 What is your opinion on premarital sex?

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
It is ok regardless of one's intention of marriage or love	1	40	3.3	3.3
It is ok regardless of one's intention of marriage if in love	2	373	31.1	31.1
It is ok if one intends on marriage	3	576	48.0	48.0
It is not allowable under any circumstances	4	211	17.6	17.6
Total		1,200	100.0	100.0

V9_4 Which of the following most closely represents your own opinion on the present sexual culture among men and women in this country?

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
Too licentious	1	148	12.3	12.3
Somewhat licentious	2	716	59.7	59.7
It isn't at a problematic level	3	327	27.3	27.3
May be more open	4	9	0.8	0.8
Total		1,200	100.0	100.0

V9_5_1 What is your opinion on the following statements on daughters and sons: Should have same curfews

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
Strongly agree	1	226	18.8	18.8
Somewhat agree	2	652	54.3	54.3
Somewhat disagree	3	297	24.8	24.8
Strongly disagree	4	25	2.1	2.1
Total		1,200	100.0	100.0

V9_5_2 What is your opinion on the following statements on daughters and sons: Educational opportunities should be equal

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
Strongly agree	1	538	44.8	44.8
Somewhat agree	2	552	46.0	46.0
Somewhat disagree	3	105	8.8	8.8
Strongly disagree	4	5	0.4	0.4
Total		1,200	100.0	100.0

V9_5_3 What is your opinion on the following statements on daughters and sons: Chores around the home should be shared

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
Strongly agree	1	296	24.7	24.7
Somewhat agree	2	636	53.0	53.0
Somewhat disagree	3	254	21.2	21.2
Strongly disagree	4	14	1.2	1.2
Total		1,200	100.0	100.0

V9_5_4 What is your opinion on the following statements on daughters and sons: Sons and daughters should have different rules

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
Strongly agree	1	113	9.4	9.4
Somewhat agree	2	503	41.9	41.9
Somewhat disagree	3	484	40.3	40.3
Strongly disagree	4	100	8.3	8.3
Total		1,200	100.0	100.0

V10_1 Are you using PC communications or the internet?

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
Yes	1	784	65.3	65.3
No	2	416	34.7	34.7
Total		1,200	100.0	100.0

V10_1_1a (Only those who answered yes to question 10-1) For what purposes do you usually use PC communications or the Internet? Please state two: First _____

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
Email	1	318	26.5	40.6
Research	2	388	32.3	49.5
E-commerce	3	19	1.6	2.4
Advertisement and marketing	4	2	0.2	0.3
Clubs, communities, promotion of friendship	5	15	1.3	1.9
Chatting	6	12	1.0	1.5
Games	7	30	2.5	3.8
NAP	0	416	34.7	
Total		1,200	100.0	

V10_1_1b (Only those who answered yes to question 10-1) For what purposes do you usually use PC communications or the Internet? Please state two: Second _____

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
Email	1	17	1.4	2.3
Research	2	253	21.1	33.7
E-commerce	3	38	3.2	5.1
Advertisement and marketing	4	17	1.4	2.3
Clubs, communities, promotion of friendship	5	69	5.8	9.2
Chatting	6	23	1.9	3.1
Games	7	318	26.5	42.3
Cyber stock trading	8	11	0.9	1.5
Electronic banking	9	1	0.1	0.1
Listening to music	11	2	0.2	0.3
Website management	12	1	0.1	0.1
Reservations	13	1	0.1	0.1
NAP	0	416	34.7	
None	98	33	2.8	
Total		1,200	100.0	

V10_2 What is the total monthly average expenditure of your household on information and communication (PC communications, internet, leased line/personal line fees, cellular phone, etc.)?

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
None	1	11	0.9	0.9
Less than 50,000 won	2	159	13.3	13.3
50,000-90,000 won	3	360	30.0	30.0
100,000-140,000 won	4	333	27.8	27.8
150,000-190,000 won	5	223	18.6	18.6
200,000-240,000 won	6	55	4.6	4.6
250,000-290,000 won	7	24	2.0	2.0
300,000 won or more	8	35	2.9	2.9
Total		1,200	100.0	100.0

V10_3 In regards to the controversy over genetic duplication, do you think that "human cloning" should be allowed? Or do you think it should be banned?

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
It should be used to benefit science (to cure infertility, illnesses, etc.)	1	327	27.3	27.3
It should be banned on moral and ethical grounds	2	870	72.5	72.7
DK/NA	9	3	0.3	
Total		1,200	100.0	

DQ1 What is your marital status?

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
Never married	1	277	23.1	23.1
Married	2	895	74.6	74.6
Others (widowed, divorced, separated, etc.)	3	28	2.3	2.3
Total		1,200	100.0	100.0

DQ2_1 The total members of our household are () and I am (): Total numbers _____

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
Under than 2 persons	1	150	12.5	12.5
3 persons	3	225	18.8	18.8
4 persons	4	607	50.6	50.6
5 persons	5	156	13.0	13.0
Over than 6persons	6	62	5.2	5.2
Total		1,200	100.0	100.0

DQ2_2 The total members of our household are () and I am (): I am _____

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
Grandmother	1	23	1.9	1.9
Grandfather	2	21	1.8	1.8
Mother	3	471	39.3	39.3
Father	4	388	32.3	32.3
Uncle, Aunt	5	2	0.2	0.2
Daughter	6	101	8.4	8.4
Son	7	171	14.3	14.3
Self	8	19	1.6	1.6
Daughter-in-law	9	4	0.3	0.3
Total		1,200	100.0	100.0

DQ3 What is the type of your residence?

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
House	1	516	43.0	43.0
Apartment/villa	2	543	45.3	45.3
Multiplex housing/multi-family housing/townhomes	4	118	9.8	9.8
Others	6	23	1.9	1.9
Total		1,200	100.0	100.0

DQ4 Do you rent or own your own home?

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
Own	1	867	72.3	72.3
Rent (yearly)	2	300	25.0	25.0
Rent (monthly)/Lease/Other	3	33	2.8	2.8
Total		1,200	100.0	100.0

DQ5 To what religion or religious denomination do you belong?

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
Protestant (Christian)	1	277	23.1	23.1
Buddhist	2	309	25.8	25.8
Roman Catholic	4	104	8.7	8.7
Others	5	10	0.8	0.8
I do not have a religion	6	500	41.7	41.7
Total		1,200	100.0	100.0

DQ6 What is the total average monthly income of your household including bonuses, interest earnings, and rental income?

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
Less than 2,000,000 won	1	342	28.5	28.5
2,000,000-2,990,000 won	2	434	36.2	36.2
More than 3,000,000 won	3	423	35.3	35.3
DK/NA	9	1	0.1	
Total		1,200	100.0	

DQ7 In which profession/occupation are you doing most of your work?

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
Agriculture, fishery, forestry	1	35	2.9	2.9
Self-employed	2	260	21.7	21.7
Sales/Service	3	233	19.4	19.4
Office worker/Skilled worker	4	238	19.8	19.8
Homemaker	9	310	25.8	25.8
Student	10	78	6.5	6.5
Unemployed	11	46	3.8	3.8
Total		1,200	100.0	100.0

DQ8 What is the highest level of education you have attained?

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
Completion of middle school or less	1	188	15.7	15.7
High school (completion or dropped out)	2	588	49.0	49.0
Completion of college or higher (including vocational colleges and currently enrolled students)	3	424	35.3	35.3
Total		1,200	100.0	100.0

DQ9_1 If any, which newspaper does your household currently pay to subscribe to: First _____

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
The Kyunghyang Shinmun	1	12	1.0	1.9
The Dong-a Ilbo	2	139	11.6	21.8
Sports Seoul	3	9	0.8	1.4
The Chosunilbo	4	153	12.8	24.0
Korea JoongAng Daily	5	160	13.3	25.1
Hankook Ilbo	6	20	1.7	3.1
Seoul Sinmun	7	1	0.1	0.2
The Yeongnamilbo	8	4	0.3	0.6
Maeil Sinmun	9	16	1.3	2.5
MK Business News	10	9	0.8	1.4
Sports Today	11	5	0.4	0.8
The Korea Economic Daily	12	4	0.3	0.6
The Farmers Newspaper	13	3	0.3	0.5
Pyunghwa Sinmun (PBC)	14	1	0.1	0.2
The Hankyoreh	15	18	1.5	2.8
Kookmin Ilbo	17	11	0.9	1.7
Sports Chosun	18	8	0.7	1.3
Kwangju Ilbo	19	6	0.5	0.9
Mudeung Sinmun	20	2	0.2	0.3
Goodday Sports	21	1	0.1	0.2
The Daily Sports	22	8	0.7	1.3
The Christian Newspaper	23	2	0.2	0.3

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
Segye Ilbo	24	5	0.4	0.8
Munhwa Ilbo	25	1	0.1	0.2
Busan Ilbo	26	15	1.3	2.4
Gnnews (Kyongnam Ilbo)	29	6	0.5	0.9
Domin Ilbo	30	1	0.1	0.2
Kangwon Ilbo	31	6	0.5	0.9
The Kang Won Domin Ilbo	32	2	0.2	0.3
Seoul Economic Daily	36	1	0.1	0.2
Kookje Shinmun	51	7	0.6	1.1
The Hongju Times	52	2	0.2	0.3
None	98	562	46.8	
Total		1,200	100.0	

DQ9_2 If any, which newspaper does your household currently pay to subscribe to: Second _____

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
The Kyunghyang Shinmun	1	1	0.1	1.4
The Dong-a Ilbo	2	12	1.0	16.4
Sports Seoul	3	3	0.3	4.1
The Chosunilbo	4	12	1.0	16.4
Korea JoongAng Daily	5	10	0.8	13.7
Hankook Ilbo	6	3	0.3	4.1
Seoul Sinmun	7	2	0.2	2.7
Maeil Sinmun	9	4	0.3	5.5
MK Business News	10	3	0.3	4.1
Sports Today	11	3	0.3	4.1
The Korea Economic Daily	12	3	0.3	4.1
The Farmers Newspaper	13	1	0.1	1.4
Pyunghwa Sinmun (PBC)	14	1	0.1	1.4
The Hankyoreh	15	3	0.3	4.1
Kookmin Ilbo	17	2	0.2	2.7
Sports Chosun	18	2	0.2	2.7

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
Kwangju Ilbo	19	1	0.1	1.4
The Daily Sports	22	1	0.1	1.4
Segye Ilbo	24	2	0.2	2.7
Busan Ilbo	26	1	0.1	1.4
Joongdo Ilbo	28	1	0.1	1.4
Gnnews (Kyongnam Ilbo)	29	1	0.1	1.4
Deahan Maeil Sinmun (Seoul Sinmun)	33	1	0.1	1.4
System missing		1,127	93.9	
Total		1,200	100.0	

DQ9_3 If any, which newspaper does your household currently pay to subscribe to: Third _____

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
The Kyunghyang Shinmun	1	1	0.1	5.9
The Dong-a Ilbo	2	2	0.2	11.8
Sports Seoul	3	1	0.1	5.9
The Chosunilbo	4	1	0.1	5.9
The Yeongnamilbo	8	1	0.1	5.9
MK Business News	10	1	0.1	5.9
Sports Today	11	1	0.1	5.9
The Korea Economic Daily	12	2	0.2	11.8
The Bulgyo Sinmun	16	1	0.1	5.9
Kookmin Ilbo	17	1	0.1	5.9
Sports Chosun	18	1	0.1	5.9
Busan Ilbo	26	1	0.1	5.9
Daejon Ilbo	27	1	0.1	5.9
Gnnews (Kyongnam Ilbo)	29	1	0.1	5.9
Sports Hankook	41	1	0.1	5.9
System missing		1,183	98.6	
Total		1,200	100.0	