

ID Number	A1-2009-0016-Eng
Title	Survey on the Use of Broadcast and Communication Services

SQ1. Do you, or does anyone in your family and relatives, work in the following industries?  
(Multiple responses)

- 1) Government employees
- 2) Construction company
- 3) Advertisement company
- 4) Broadcasting/news agency
- 5) Consumer groups
- 6) Market research company
- 7) Clothing manufacturing/retailing company
- 8) Electric/electronics company
- 9) Manufacturing/retailing company
- 10) Pharmaceutical company
- 11) Telecommunication company
- 12) Not applicable

⇒ If the responses include 3, 4, 6, or 11, please stop survey.

SQ2. What is your age? Please check one among the following categories. (Single response)

- 1) Under 13 years old
- 2) 14 - 19 years old
- 3) 20 -24 years old
- 4) 25 - 29 years old
- 5) 30 - 34 years old
- 6) 35 - 39 years old
- 7) 40 - 44 years old
- 8) 45 - 49 years old
- 9) 50 - 54 years old
- 10) 55 - 59 years old
- 11) 60 years old and above

⇒ If the responses include 1 and 11, please stop survey.

SQ3. What is your gender? (Single response)

- 1) Male
- 2) Female

SQ4. Have you participated in a survey on broadcasting and telecommunication in the past 3 months? (Single response)

- 1) Yes ⇒ Please stop survey.
- 2) No

[Whether R is a decision-maker]

SQ5. Do you research and choose a service provider for your home or your personal use?

Please tell us all services that you participate in making a decision. (Multiple responses)

- 1) Landline telephone (including Internet phone)
- 2) Cellphone
- 3) High-speed Internet (landline)
- 4) Subscription broadcasting service

## Section A. Common Questions

[Take up: Signing up]

A1. What services you subscribe at home or personally are related to telecommunication/broadcasting? Please tell us all. (Multiple responses)

- 1) Landline telephone (including Internet phone)
- 2) Cellphone
- 3) High-speed Internet (landline)
- 4) Subscription broadcasting service

[Definition of bundles]

Bundled packages mean subscription plans that give you a discount on regular payments or service charges if you use two or more services among the Internet, broadcasting, and telecommunication services.

A2-1. Do you, or does your home, use a bundled package in broadcasting and telecommunication service? (Single response)

- 1) Yes
- 2) No

A2-2. Do you participate in making a decision in choosing a service provider of a broadcasting and telecommunication bundled package for your home? (Single response)

- 1) Participate
- 2) Do not participate

[Spontaneous awareness]

A3-1. Please write all companies or brands related to the landline phone (including Internet phone) you can think of. Please write them in the order that it comes up in your mind.

\_\_\_\_\_, \_\_\_\_\_, \_\_\_\_\_, \_\_\_\_\_

(\*Only the first space is required to fill)

A3-2. Please write all companies or brands related to the Cellphone you can think of. Please write them in the order that it comes up in your mind.

\_\_\_\_\_, \_\_\_\_\_, \_\_\_\_\_, \_\_\_\_\_

A3-3. Please write all companies or brands related to the High-speed Internet (landline) you can think of. Please write them in the order that it comes up in your mind.

\_\_\_\_\_, \_\_\_\_\_, \_\_\_\_\_, \_\_\_\_\_

A3-4. Please write all companies or brands related to the Subscription broadcasting service you can think of. Please write them in the order that it comes up in your mind.

\_\_\_\_\_, \_\_\_\_\_, \_\_\_\_\_, \_\_\_\_\_

A3-5. Please write all companies or brands that offer bundled packages.

\_\_\_\_\_, \_\_\_\_\_, \_\_\_\_\_, \_\_\_\_\_

[Prompted awareness]

A4-1. Please select all companies or brands you know among the following landline phone (including Internet phone) service providers. (Multiple responses)

- 1) KT (QOOK Home Phone)
- 2) LG Dacom
- 3) SK Broadband (SK Broad&Phone/before: Hanaro Telecommunication)
- 4) None of the above

A4-2. Please select all companies or brands you know among the following cellphone service providers. (Multiple responses)

- 1) KT (before KTF, SHOW)
- 2) LG Telecom (OZ)
- 3) SK Telecom (T)
- 4) None of the above

A4-3. Please select all companies or brands you know among the following high-speed Internet (landline) service providers. (Multiple responses)

- 1) KT (QOOK Internet/before: Megapass)
- 2) LG Powercom (XPEED)
- 3) SK Broadband (SK Broad&Internet/before: Hanaro Hanafos)
- 4) Local cable TV providers' Internet service
- 5) None of the above

A4-4. Please select all companies or brands you know among the following subscription broadcasting service providers. (Multiple responses)

- 1) Local cable TV providers (Ex. : Gwanak Broadcasting, Gangnam Broadcasting, etc.)
- 2) Skylife
- 3) SK Broadband (SK Broad&TV/ before: Hanaro TV)
- 4) KT (QOOK TV/ before: Mega TV)
- 5) LG Powercom (myLGtv)
- 6) None of the above

A4-5. Please select all companies or brands you know among the following service providers that have bundled packages. (Multiple responses)

- 1) KT
- 2) LG Powercom/LG Telecom/LG Dacom
- 3) SK Broadband/SK Telecom
- 4) Local cable TV providers
- 5) None of the above

[VoIP Softphone User Experience]

A5. Which softphone of the following portal messenger service providers have you used? (Multiple responses)

- 1) Skype
- 2) MSN Messenger
- 3) Naver Phone
- 4) Buddy Buddy Phone
- 5) Ping Phone(Yahoo)
- 6) Other:\_\_\_\_\_
- 7) Never used

Section B. Landline phone (including Internet phone) Related

※ B1-B2: Please respond only if you answered that you do not subscribe to a landline phone (including Internet phone) service on A1.

B1. You answered that you do not use landline phones or Internet phones. Within the next one year, do you intend to sign up for a subscription? (Single response)

- 1) Yes
- 2) No

B2-1. What is the reason why you do not use a landline phone service at home? (Single response)

- 1) Cellphones are used and there is no inconvenience (there is an alternative and it is satisfactory)
- 2) Internet phones are used and there is no inconvenience (there is an alternative and it is satisfactory)
- 3) Phone usage is little at home (don't feel a necessity)
- 4) Need one but concerned about price (no economic affordability)
- 5) Other: \_\_\_\_\_

B2-2. What is the reason why you do not use an Internet phone service at home? (Single response)

- 1) Cellphones are used and there is no inconvenience (there is an alternative and it is satisfactory)
- 2) Internet phones are used and there is no inconvenience (there is an alternative and it is satisfactory)
- 3) Phone usage is little at home (don't feel a necessity)
- 4) Need one but concerned about price (no economic affordability)
- 5) Other: \_\_\_\_\_

※ Please respond the following only if you answered that you subscribed to a landline phone (including Internet phone) service on A1.

B3. Please select all services you currently subscribe among the following services. If you use both, please select one you use the most. (Single response)

- 1) Landline phone
- 2) Internet phone

[Your service provider]

B4. To which landline phone (including Internet phone) service do you currently subscribe at home? (Single response)

- 1) KT (QOOK Home Phone)
- 2) LG Dacom
- 3) SK Broadband (SK Broad&Phone/before: Hanaro Telecommunication)
- 4) None of the above

[Problems while Using Service]

B5. Have you experienced a trouble with equipment when you were making landline phone (including Internet phone) calls? (Single response)

- 1) Yes
- 2) No

B5-1. (If the answer was 1 on B5) What kind of trouble have you experienced when you were making landline phone (including Internet phone) calls? (Multiple responses)

- 1) Poor call quality or no connection
- 2) Don't know how to use the phone (examples: setting automatic answering, alarm, or additional services)
- 3) Other: \_\_\_\_\_

[Service Satisfaction]

B6. We would like to ask you about satisfaction with the landline phone (including Internet phone) service. Please tell us the levels of your satisfaction. (Single response)

Very dissatisfied	Dissatisfied	Neither dissatisfied nor satisfied	Satisfied	Very satisfied
1	2	3	4	5

[Satisfaction with respect to service price]

1) With respect to the amount you pay for the service, how satisfied are you with ..... ( )  
the currently subscribing landline phone (including Internet phone) service?

[Satisfaction with service reliability]

2) How satisfied are you with reliability of the currently subscribing landline phone ..... ( )  
(including Internet phone) service?

[Satisfaction with the service provider]

3) How satisfied are you with the overall service (price, promotion, and advertisement) of the currently subscribing landline phone (including Internet phone) service? ..... ( )

[Change]

B7. Have you changed, or considered changing, the landline phone (including Internet phone) service provider for your home in the past 12 months? (Single response)

- 1) Changed
- 2) Currently exploring information for a change
- 3) Considered changing, explored information, but did not change
- 4) Considered changing, but never took an action or explored
- 5) Never considered changing

B8. How many times have you changed the landline phone (including Internet phone) service provider for your home in the past 3 years? (Single response)

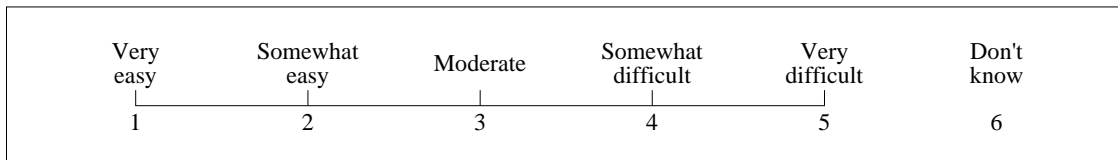
- 1) No
- 2) Yes (\_\_\_\_\_ times)

B9. Do you intend to change your landline phone (including Internet phone) service provider within the next 1 year? (Single response)

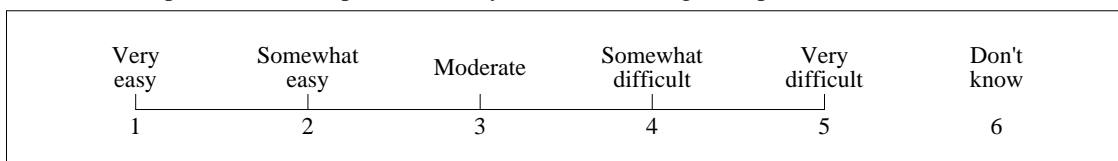
- 1) Yes
- 2) No

[Ease of Changing]

B10. (If the answer was 2 on B8, that is you have changed the service provider in the past 3 years) How easy was it to change the landline phone (including Internet phone) service provider for your home? (Single response)



B11. (If the answer was 1 on B8, that is you have not changed the service provider in the past 3 years) How easy do you think it would be to change the landline phone (including Internet phone) service provider for your home? (Single response)



[Negotiation]

B12. Have you negotiated with the landline phone (including Internet phone) service provider for your home over service terms (for example, demanding for discounts or additional services)? (Single response)

- 1) Never
- 2) Negotiated, and the provider accepted the demands
- 3) Negotiated, and the provider accepted most of the demands
- 4) Negotiated, but the provider did not accept the demands
- 5) Don't know

B13. (If the answer was 3 on B7, that is you considered changing but did not change) What was the reason why you considered changing your landline phone (including Internet phone) service provider but did not change? (Single response)

- 1) A troublesome changing process
- 2) No price (cost) advantage of changing
- 3) A long contract period
- 4) No alternative service found
- 5) No service provider was more trustworthy
- 6) Satisfied with the current provider's service
- 7) Other : \_\_\_\_\_

[Contract Period]

B14. Does your home landline phone (including Internet phone) service plan have a remaining period due to a long-term contract? (Single response)

⇒ (Not about a remaining contract period) Change the question to one about 'whether you are in a contract and the length of a contract period'

- 1) Yes ( \_\_\_\_\_months)
- 2) Don't know when it will end
- 3) No

[Ease of Comparing Prices (Fees)]

B15. How easy do you think it is to compare prices (fees) between landline phone (including Internet phone) service providers? (Single response)

Very easy	Somewhat easy	Moderate	Somewhat difficult	Very difficult	Don't know
1	2	3	4	5	6

※ Now, we would like to ask you questions about the policies for consumers' loss and protection related to landline phone (including Internet phone) services.

B16. Please select three, among the following, that you expect to get the biggest damage when you sign up for a landline phone (including Internet phone) service. (Multiple responses)

- 1) Starting a service without my agreement
- 2) Delayed service start
- 3) Identity theft or using someone's identity
- 4) Unreasonably setting a required period of subscription
- 5) No notification in advance about a required subscription period or an early termination fee
- 6) Not giving promised gifts



B17. Please select three, among the following, that you expect to get the biggest charge when you use/get billed for a landline phone (including Internet phone) service. (Multiple responses)

- 1) Poor quality, late support, and no support
- 2) When the service is terminated early due to poor quality, a penalty fee is charged
- 3) Normal service use is impossible due to poor quality
- 4) Charge for the unused service
- 5) The payment plan changes suddenly
- 6) An overcharged amount is billed
- 7) Denying subscriber's request for stopping the service (a temporary service suspension)
- 8) Billing for the service suspended period (billing a regular charge and a charge for an unused service)

B18. Please select three cases that you expect to get the largest amount of cancellation/penalty charge for canceling the landline phone (including Internet phone) service. (Multiple responses)

- 1) Refusing, delaying, or denying to answer questions about canceling service and connect to a support center
- 2) Cannot cancel the service because there is a cancellation and penalty charge unpaid
- 3) A cancellation request is denied because of the unpaid balance due, and then a regular bill is sent
- 4) An unreasonable/overcharged penalty fee billed
- 6) After canceling the service, the provider unjustifiably stores/undeletes/leaks personal information

B19. Please select three items that you think consumers have a high chance of losing money or getting other damages.

Question	Response
1. When signing up for a landline phone (including Internet phone) service, a service is started without my agreement	
2. When signing up for a landline phone (including Internet phone) service, a service start is delayed	
3. When signing up for a landline phone (including Internet phone) service, a stolen identity or someone's identity is used	
4. When signing up for a landline phone (including Internet phone) service, a required service period is unreasonably set	
5. When signing up for a landline phone (including Internet phone) service, there is no mention about a required period of service	
6. When signing up for a landline phone (including Internet phone) service, a gift is promised and it is never delivered	
7. During the subscription to a landline phone (including Internet phone) service, a poor quality is not promptly fixed or never fixed	
8. During the subscription to a landline phone (including Internet phone) service, a penalty fee is charged for a cancellation of the service due to poor quality	
9. During the subscription to a landline phone (including Internet phone) service, a normal service is not possible due to poor quality	

10. During the subscription to a landline phone (including Internet phone) service, an unused service is charged by error	
11. During the subscription to a landline phone (including Internet phone) service, a sudden change of the payment amount	
12. During the subscription to a landline phone (including Internet phone) service, there is an overcharge	
13. During the subscription to a landline phone (including Internet phone) service, a request for cancelation of service is denied	
14. During the subscription to a landline phone (including Internet phone) service, there is a charge for a service suspended period	
15. When canceling the landline phone (including Internet phone) service, there is no assistance for canceling, no connection to a support center, cancelation request not accepted, or cancelation is delayed	
16. When canceling the landline phone (including Internet phone) service, canceling is limited because of the unpaid balance due and penalty fee	
17. When canceling the landline phone (including Internet phone) service, a penalty fee is charged unreasonably or overcharged	
18. After canceling the landline phone (including Internet phone) service, personal information is shared/undeleted/leaked	

## Section C. Cellphone

※ C1-C2: Please respond only if you answered that you do not use a cellphone on A1.

C1. You answered that you do not use a cellphone. Within the next one year, do you intend to use a cellphone? (Single response)

- 1) Yes
- 2) No

C2-1. What is the reason why you do not use a cellphone? (Single response)

- 1) Land phones or an Internet phones are used and there is no inconvenience (there is an alternative and it is satisfactory)
- 2) Little phone use while moving
- 3) Need one but concerned about price (no economic affordability)
- 4) An opposition from people around me (for example, parents)
- 5) Other : \_\_\_\_\_

※ Please respond the following only if you answered that you used a cellphone on A1.

[Your service provider]

C3. Which cellphone provider do you currently use? (Single response)

- 1) SK Telecom (T)
- 2) KT (before KTF, SHOW)
- 3) LG Telecom (OZ)

[Problems while Using Service]

C4. Have you experienced a trouble with equipment when you were using a cellphone? (Single response)

- 1) Yes
- 2) No

C4-1. (If the answer was 1 on C4) What kind of trouble have you experienced when you were using a cellphone? (Single response)

- 1) Sending and receiving voicemail messages are poor in quality or not working
- 2) Sending and receiving text messages are poor in quality or not working
- 3) Sending and receiving video callings are poor in quality or not working
- 4) Don't know how to use the cellphone
- 5) Other : \_\_\_\_\_

[Service Satisfaction]

C5. We would like to ask you about satisfaction with the cellphone service. Please tell us the levels of your satisfaction. (Single response)

Very dissatisfied	Dissatisfied	Neither dissatisfied nor satisfied	Satisfied	Very satisfied
1	2	3	4	5

[Satisfaction with respect to service price]

1) With respect to the amount you pay for the service, how satisfied are you with ..... ( )  
the cellphone service you currently use?

[Satisfaction with service reliability]

2) How satisfied are you with reliability of the cellphone service you currently ..... ( )  
use?

[Satisfaction with the service provider]

3) How satisfied are you with the overall service (price, promotion, and ..... ( )  
advertisement) of the cellphone service you currently use?

[Change]

C6. Have you changed, or considered changing, your cellphone service provider in the past 12 months? (Single response)

- 1) Changed
- 2) Currently exploring information for a change
- 3) Considered changing, explored information, but did not change
- 4) Considered changing, but never took an action or explored
- 5) Never considered changing

C7. How many times have you changed your cellphone service provider in the past 3 years?

- 1) No
- 2) Yes (\_\_\_\_\_ times)

C8. Do you intend to change your cellphone service provider within the next 1 year? (Single response)

- 1) Yes
- 2) No

[Ease of Changing]

C9. (If the answer was 2 on C7, that is you have changed the service provider in the past 3 years) How easy was it to change your cellphone service provider? (Single response)

Very easy	Somewhat easy	Moderate	Somewhat difficult	Very difficult	Don't know
1	2	3	4	5	6

C10. (If the answer was 1 on C7, that is you have not changed the service provider in the past 3 years) How easy do you think it would be to change your cellphone service provider? (Single response)

Very easy	Somewhat easy	Moderate	Somewhat difficult	Very difficult	Don't know
1	2	3	4	5	6

[Negotiation]

C11. Have you negotiated with the cellphone service provider over service terms (for example, demanding for discounts or additional services)? (Single response)

- 1) Never
- 2) Negotiated, and the provider accepted the demands
- 3) Negotiated, and the provider accepted most of the demands
- 4) Negotiated, but the provider did not accept the demands
- 5) Don't know

C12. (If the answer was 3 on C6, that is you considered changing but did not change) What was the reason why you considered changing your cellphone service provider but did not change? (Single response)

- 1) A troublesome changing process
- 2) No price (cost) advantage of changing
- 3) A long contract period
- 4) No alternative service found
- 5) No service provider was more trustworthy
- 6) Satisfied with the current provider's service
- 7) Other : \_\_\_\_\_

[Contract Period]

C13. Does your cellphone service plan have a remaining period due to a long-term contract?

⇒ (Change the question in the same way as the one for the landline phone service (not about a remaining period, but about whether it is in a contract and a contract period)

- 1) Yes ( \_\_\_\_months)
- 2) Don't know when it will end
- 3) No

[Ease of Comparing Prices (Fees)]

C14. How easy do you think it is to compare prices (fees) between cellphone service providers? (Single response)

Very easy	Somewhat easy	Moderate	Somewhat difficult	Very difficult	Don't know
1	2	3	4	5	6

C15. How easy do you think it is to compare prices (subscription fees) between cellphone service plans? (Single response)

Very easy	Somewhat easy	Moderate	Somewhat difficult	Very difficult	Don't know
1	2	3	4	5	6

※ Now, we would like to ask you questions about the policies for consumers' loss and protection related to cellphone services.

C16. Please select three, among the following, that you expect to get the biggest damage when you sign up for a cellphone service. (Multiple responses)

- 1) Starting a service without my agreement
- 2) Delayed service start
- 3) Identity theft or using someone's identity
- 4) Unreasonably setting a required period of subscription
- 5) Damage from no notification in advance about a required subscription period
- 6) Not giving promised gifts

C17. Please select three, among the following, that you expect to get the biggest charge when you use/get billed for a cellphone service. (Multiple responses)

- 1) Poor quality, late support, and no support
- 2) When the service is terminated early due to poor quality, a penalty fee is charged
- 3) Normal service use is impossible due to poor quality
- 4) Charge for the unused service
- 5) The payment plan changes suddenly
- 6) An overcharged amount is billed
- 7) Denying subscriber's request for stopping the service (a temporary service suspension)
- 8) Billing for the service suspended period (billing a regular charge and a charge for an unused service)

C18. Please select three cases that you expect to get the largest amount of cancelation/penalty charge for canceling the cellphone service. (Multiple responses)

- 1) Refusing, delaying, or denying to answer questions about canceling service and connect to a support center
- 2) Cannot cancel the service because there is a cancelation and penalty charge unpaid
- 3) A cancelation request is denied because of the unpaid balance due, and then a regular bill is sent
- 4) An unreasonable/overcharged penalty fee billed
- 6) After canceling the service, the provider unjustifiably stores/undeletes/leaks personal information

C19. Please select three items that you think consumers have a high chance of losing money or getting other damages.

Question	Response
1. When signing up for a cellphone service, a service is started without my agreement	
2. When signing up for a cellphone service, a service start is delayed	
3. When signing up for a cellphone service, a stolen identity or someone's identity is used	
4. When signing up for a cellphone service, a required service period is unreasonably set	
5. When signing up for a cellphone service, there is no mention about a required period of service	
6. When signing up for a cellphone service, a gift is promised and it is never delivered	
7. When using the cellphone service, a poor quality is not promptly fixed or never fixed	
8. When using the cellphone service, a penalty fee is charged for a cancelation of the service due to poor quality	
9. When using the cellphone service, a normal service is not possible due to poor quality	
10. When using the cellphone service, an unused service is charged by error	
11. When using the cellphone service, a sudden change of the payment amount	
12. When using the cellphone service, there is an overcharge	
13. When using the cellphone service, a request for cancelation of service is denied	
14. When using the cellphone service, there is a charge for a service suspended period	
15. When canceling the cellphone service, there is no assistance for canceling, no connection to a support center, cancelation request not accepted, or cancelation is delayed	
16. When canceling the cellphone service, canceling is limited because of the unpaid balance due and penalty fee	
17. When canceling the cellphone service, a penalty fee is charged unreasonably or overcharged	
18. After canceling the cellphone service, personal information is shared/undeleted/leaked	

Section D. High-speed Internet (landline)

※ D1-D2: Please respond only if you answered that you do not subscribe to a high-speed Internet (landline) service on A1.

D1. You answered that you do not use a high-speed Internet (landline). Within the next one year, do you intend to sign up for a subscription? (Single response)

- 1) Yes
- 2) No

D2. What is the reason why you do not use a High-speed Internet (landline) service at home? (Single response)

- 1) There is an alternative (for example, wireless LAN, WiBro, T Login, I Plug-in, direct connection using cellphones)
- 2) Little use of the landline Internet at home (don't feel a need for it)
- 4) Need one but concerned about price (no economic affordability)
- 4) Some of my family members do not want it for a reason such as education (for example, parents)
- 5) We do not use the Internet at home
- 6) Other : \_\_\_\_\_

※ Please respond the following only if you answered that you subscribed to a high-speed Internet (landline) service on A1.

[Your service provider]

D3. To which high-speed Internet (landline) service do you currently subscribe at home? (Single response)

- 1) KT (QOOK Internet/before: Megapass)
- 2) LG Powercom (XPEED)
- 3) SK Broadband (SK Broad&Internet/before: Hanaro Hanafos)
- 4) Local cable TV providers' Internet service
- 5) None of the above

D3-1. Which of the following does the speed of your home Internet service correspond to? Please refer to the fastest speed of the high-speed Internet service you have seen in advertisements. (Single response)

- 1) Light (10Mb or below/affordable price)
- 2) Premium (50MB or below/moderate price)
- 3) Wide LAN (100 MB/expensive price)
- 4) Don't know



D3-2. (If the answer was 1 or 2 on D3-1) You currently use the Internet service below the 100MB level, and what is your reason? (Single response)

- 1) No service equivalent to the 100MB level is not available to my house
- 2) Satisfied with the current price
- 3) A troublesome process to switch to another service plan
- 4) No problem with the Internet speed, so there is no reason to switch
- 5) Other : \_\_\_\_\_

[Problems while Using Service]

D4. Have you experienced a trouble with equipment when you were using the high-speed Internet (landline) service? (Single response)

- 1) Yes
- 2) No

D4-1. (If the answer was 1 on D4) What kind of trouble have you experienced when you were using the high-speed Internet (landline) service? (Multiple responses)

- 1) Poor connection or slow speed
- 2) Don't know where I should ask to get support or to report complaints
- 3) Slow support
- 4) Because I do not know much about the differences between service plans, it is difficult for me to choose a plan that I need
- 5) Other : \_\_\_\_\_

[Service Satisfaction]

D5. We would like to ask you about satisfaction with the high-speed Internet (landline) service. Please tell us the levels of your satisfaction. (Single response)

Very dissatisfied	Dissatisfied	Neither dissatisfied nor satisfied	Satisfied	Very satisfied
1	2	3	4	5

[Satisfaction with respect to service price]

1) With respect to the amount you pay for the service, how satisfied are you with ..... ( )  
the currently subscribing high-speed Internet (landline) service?

[Satisfaction with service reliability]

2) How satisfied are you with reliability of the currently subscribing high-speed ..... ( )  
Internet (landline) service?

[Satisfaction with the service provider]

3) How satisfied are you with the overall service (price, promotion, and ..... ( )  
advertisement) of the currently subscribing high-speed Internet (landline) service?

[Change]

D6. Have you changed, or considered changing, the high-speed Internet (landline) service provider for your home in the past 12 months? (Single response)

- 1) Changed
- 2) Currently exploring information for a change
- 3) Considered changing, explored information, but did not change
- 4) Considered changing, but never took an action or explored
- 5) Never considered changing

D7. How many times have you changed the high-speed Internet (landline) service provider for your home in the past 3 years? (Single response)

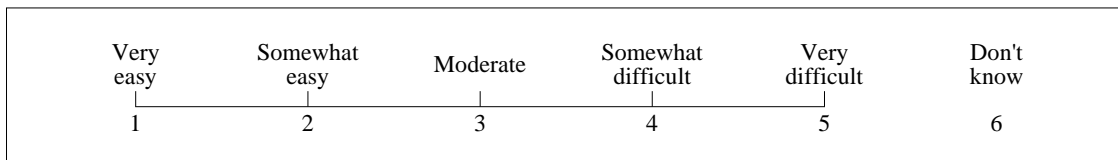
- 1) No
- 2) Yes (\_\_\_\_\_ times)

D8. Do you intend to change your high-speed Internet (landline) service provider within the next 1 year? (Single response)

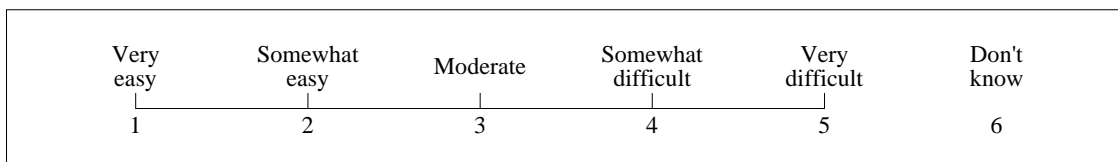
- 1) Yes
- 2) No

[Ease of Changing]

D9. (If the answer was 2 on D7, that is you have changed the service provider in the past 3 years) How easy was it to change your high-speed Internet service provider? (Single response)



D10. (If the answer was 1 on D7, that is you have not changed the service provider in the past 3 years) How easy do you think it would be to change your high-speed Internet service provider? (Single response)



[Negotiation]

D11. Have you negotiated with the high-speed Internet (landline) service provider for your home over service terms (for example, demanding for discounts or additional services)? (Single response)

- 1) Never
- 2) Negotiated, and the provider accepted the demands
- 3) Negotiated, and the provider accepted most of the demands
- 4) Negotiated, but the provider did not accept the demands
- 5) Don't know

D12. (If the answer was 3 on D6, that is you considered changing but did not change) What was the reason why you considered changing your high-speed Internet (landline) service provider but did not change? (Single response)

- 1) A troublesome changing process
- 2) No price (cost) advantage of changing
- 3) A long contract period
- 4) No alternative service found
- 5) No service provider was more trustworthy
- 6) Satisfied with the current provider's service
- 7) Needed to install a cable to set up the high-speed Internet
- 8) Other : \_\_\_\_\_

[Contract Period]

D13. Does your high-speed Internet (landline) service plan have a remaining period due to a long-term contract? (Single response)

⇒ (Change the question in the same way as the one for the landline phone service (not about a remaining period, but about whether it is in a contract and a contract period)

- 1) Yes ( \_\_\_\_\_months)
- 2) Don't know when it will end
- 3) No

[Ease of Comparing Prices (Fees)]

D14. How easy do you think it is to compare prices (fees) between high-speed Internet (landline) service providers? (Single response)

Very easy	Somewhat easy	Moderate	Somewhat difficult	Very difficult	Don't know
1	2	3	4	5	6

※ Now, we would like to ask you questions about the policies for consumers' loss and protection related to high-speed Internet (landline) services.

D15. Please select three, among the following, that you expect to get the biggest damage when you sign up for a high-speed Internet (landline) service. (Multiple responses)

- 1) Starting a service without my agreement
- 2) Delayed service start
- 3) Identity theft or using someone's identity
- 4) Unreasonably setting a required period of subscription
- 5) Damage from no notification in advance about a required subscription period
- 6) Not giving promised gifts

D16. Please select three, among the following, that you expect to get the biggest charge when you use/get billed for a high-speed Internet (landline) service. (Multiple responses)

- 1) Poor quality, late support, and no support
- 2) When the service is terminated early due to poor quality, a penalty fee is charged
- 3) Normal service use is impossible due to poor quality
- 4) Charge for the unused service
- 5) The payment plan changes suddenly
- 6) An overcharged amount is billed
- 7) Denying subscriber's request for stopping the service (a temporary service suspension)
- 8) Billing for the service suspended period (billing a regular charge and a charge for an unused service)

D17. Please select three cases that you expect to get the largest amount of cancelation/penalty charge for canceling the high-speed Internet (landline) service. (Multiple responses)

- 1) Refusing, delaying, or denying to answer questions about canceling service and connect to a support center
- 2) Cannot cancel the service because there is a cancelation and penalty charge unpaid
- 3) A cancelation request is denied because of the unpaid balance due, and then a regular bill is sent
- 4) An unreasonable/overcharged penalty fee billed
- 6) After canceling the service, the provider unjustifiably stores/undeletes/leaks personal information

D18. Please select three items that you think consumers have a high chance of losing money or getting other damages.

Question	Response
1. When signing up for a high-speed Internet (landline) service, a service is started without my agreement	
2. When signing up for a high-speed Internet (landline) service, a service start is delayed	
3. When signing up for a high-speed Internet (landline) service, a stolen identity or someone's identity is used	
4. When signing up for a high-speed Internet (landline) service, a required service period is unreasonably set	
5. When signing up for a high-speed Internet (landline) service, there is no mention about a required period of service	
6. When signing up for a high-speed Internet (landline) service, a gift is promised and it is never delivered	
7. During the subscription to a high-speed Internet (landline) service, a poor quality is not promptly fixed or never fixed	
8. During the subscription to a high-speed Internet (landline) service, a penalty fee is charged for a cancelation of the service due to poor quality	
9. During the subscription to a high-speed Internet (landline) service, a normal service is not possible due to poor quality	
10. During the subscription to a high-speed Internet (landline) service, an unused service is charged by error	

11. During the subscription to a high-speed Internet (landline) service, a sudden change of the payment amount	
12. During the subscription to a high-speed Internet (landline) service, there is an overcharge	
13. During the subscription to a high-speed Internet (landline) service, a request for cancelation of service is denied	
14. During the subscription to a high-speed Internet (landline) service, there is a charge for a service suspended period	
15. When canceling the high-speed Internet (landline) service, there is no assistance for canceling, no connection to a support center, cancelation request not accepted, or cancelation is delayed	
16. When canceling the high-speed Internet (landline) service, canceling is limited because of the unpaid balance due and penalty fee	
17. When canceling the high-speed Internet (landline) service, a penalty fee is charged unreasonably or overcharged	
18. After canceling the high-speed Internet (landline) service, personal information is shared/undeleted/leaked	

## Section E. Subscription broadcasting service

E0. Please tell us all broadcasting services you subscribe at home currently. (Multiple responses)

- 1) Analog cable
- 2) Digital cable
- 3) Digital satellite broadcasting
- 4) IPTV (QOOK TV, SK Broadband)
- 5) Do not subscribe to a broadcasting service

※ E1-E2: Please respond only if you answered that you do not use a subscription broadcasting service on A1.

E1. You answered that you do not use a subscription broadcasting service. Within the next one year, do you intend to sign up for a subscription? (Single response)

- 1) Yes
- 2) No

E2. What is the reason why you do not use a subscription broadcasting service at home? (Single response)

- 1) To watch broadcasts that we want, we can use other media (there is an alternative)
- 2) Family members do not watch subscription broadcasts much (don't feel a necessity)
- 3) Want to watch but concerned about payments (no financial affordability)
- 4) An opposition from people around me (for example, parents)
- 5) No channels or contents on the subscription broadcasting are worth watching
- 6) Other : \_\_\_\_\_

※ Please respond the following only if you answered that you used a subscription broadcasting service on A1.

[Your service provider]

E3. Which subscription broadcasting service do you currently use at home? (Please select one subscription broadcasting service mostly watched at your home) (Single response)

- 1) KT (QOOK TV/ before: Mega TV)
- 2) LG Powercom (myLGtv)
- 3) SK Broadband (SK Broad&TV/ before: Hanaro TV)
- 4) Local cable TV providers (Ex. : Gwanak Broadcasting, Gangnam Broadcasting, etc.)
- 5) Skylife
- 6) None of the above

[Problems while Using Service]

E4. Have you experienced a trouble with equipment when you were using the subscription broadcasting service? (Single response)

- 1) Yes
- 2) No

E4-1. (If the answer was 1 on E4) What kind of trouble have you experienced when you were using the subscription broadcasting service? (Multiple responses)

- 1) Poor connection or no connection
- 2) Broadcasting contents transmit at slow speed
- 3) Difficult to choose broadcasting contents that I would like to watch
- 4) What I want to watch need additional fees, so I do not watch
- 5) Other : \_\_\_\_\_

[Service Satisfaction]

E5. We would like to ask you about satisfaction with the subscription broadcasting service. Please tell us the levels of your satisfaction. (Single response)

Very dissatisfied	Dissatisfied	Neither dissatisfied nor satisfied	Satisfied	Very satisfied
1	2	3	4	5

[Satisfaction with respect to service price]

1) With respect to the amount you pay for the service, how satisfied are you with ..... ( ) the subscription broadcasting service you currently use?

[Satisfaction with service reliability]

2) How satisfied are you with reliability of the subscription broadcasting service ..... ( ) you currently use?

[Satisfaction with the service provider]

3) How satisfied are you with the overall service (price, promotion, and ..... ( ) advertisement) of the subscription broadcasting service you currently use?

[Change]

E6. Have you changed, or considered changing, the subscription broadcasting service provider for your home in the past 12 months? (Single response)

- 1) Changed
- 2) Currently exploring information for a change
- 3) Considered changing, explored information, but did not change
- 4) Considered changing, but never took an action or explored
- 5) Never considered changing

E7. How many times have you changed the subscription broadcasting service provider for your home in the past 3 years? (Single response)

- 1) No
- 2) Yes (\_\_\_\_\_ times)

E8. Do you intend to change your subscription broadcasting service provider within the next 1 year? (Single response)

- 1) Yes
- 2) No

[Ease of Changing]

E9. (If the answer was 2 on E7, that is you have changed the service provider in the past 3 years) How easy was it to change your subscription broadcasting service provider? (Single response)

Very easy	Somewhat easy	Moderate	Somewhat difficult	Very difficult	Don't know
1	2	3	4	5	6

E10. (If the answer was 1 on E7, that is you have not changed the service provider in the past 3 years) How easy do you think it would be to change your subscription broadcasting service provider? (Single response)

Very easy	Somewhat easy	Moderate	Somewhat difficult	Very difficult	Don't know
1	2	3	4	5	6

[Negotiation]

E11. Have you negotiated with the subscription broadcasting service provider over service terms (for example, demanding for discounts or additional services)? (Single response)

- 1) Never
- 2) Negotiated, and the provider accepted the demands
- 3) Negotiated, and the provider accepted most of the demands
- 4) Negotiated, but the provider did not accept the demands
- 5) Don't know

E12. (If the answer was 3 on C6, that is you considered changing but did not change) What was the reason why you considered changing your subscription broadcasting service provider but did not change? (Single response)

- 1) A troublesome changing process
- 2) No price (cost) advantage of changing
- 3) A long contract period
- 4) No alternative service found
- 5) No service provider was more trustworthy
- 6) Satisfied with the current provider's service
- 7) Needed to install a cable to set up a subscription broadcasting service
- 8) Other : \_\_\_\_\_



[Contract Period]

E13. Does your subscription broadcasting service plan have a remaining period due to a long-term contract? (Single response)

⇒ (Change the question in the same way as the one for the landline phone service (not about a remaining period, but about whether it is in a contract and a contract period)

- 1) Yes ( \_\_\_\_months)
- 2) Don't know when it will end
- 3) No

[Ease of Comparing Prices (Fees)]

E14. How easy do you think it is to compare prices (fees) between subscription broadcasting service providers? (Single response)

Very easy	Relatively easy	Moderate	Somewhat difficult	Very difficult	Don't know
1	2	3	4	5	6

[Notification requirement]

E15. When you ordered a subscription broadcasting service, do you think you received sufficient information from the provider about the service? (Single response)

Very sufficient	Somewhat sufficient	Moderate	Somewhat insufficient	Very insufficient	Don't know
1	2	3	4	5	6

E15-1. (For those whose answer was 3, 4, or that the information was not sufficient) What information was not sufficiently provided when you ordered a subscription broadcasting service?

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E16. Please mark whether you knew the following facts about a subscription broadcasting service before you take this survey. (Single response)

	Assessment
1) I knew about the terms on cancelation and a penalty fee waiver	1) I knew it 2) I did not know it
2) Did you know a broadcasting service provider would notify you about reasons for changes in channels and packages as well as information related to changes when changes took place?	1) I knew it 2) I did not know it

E16-1. (If the answer was 1 on E16-2) You answered that you knew a broadcasting service provider cannot change channels or packages within 12 months from the date when the terms were reported and a price was approved. How did you know it? (Single response)

- 1) Installation technician
- 2) Salesperson
- 3) Customer support
- 4) Homepage
- 5) E-mail
- 6) Mailed bills
- 7) SMS (text messages)
- 8) TV channel
- 9) Use terms and agreement
- 10) Other: \_\_\_\_\_

E16-2. (If the answer was 1 on E16-2) You answered that you knew the service provider notified you when there was a change in channels or packages. How were you notified? (Single response)

- 1) Installation technician
- 2) Salesperson
- 3) Customer support
- 4) Homepage
- 5) E-mail
- 6) Mailed bills
- 7) SMS (text messages)
- 8) TV channel
- 9) Use terms and agreement
- 10) Other: \_\_\_\_\_

E16-3. When were you notified? (Single response)

- 1) One month ago
- 2) 2 weeks ago
- 3) 3 days before or after the change
- 4) Same day
- 5) 2 weeks after
- 6) Other: \_\_\_\_\_

※ Now, we would like to ask you questions about the policies for consumers' loss and protection related to subscription broadcasting services.

E17. Please select three, among the following, that you expect to get the biggest damage when you sign up for a subscription broadcasting service. (Multiple responses)

- 1) Starting a service without my agreement
- 2) Delayed service start
- 3) Identity theft or using someone's identity
- 4) Unreasonably setting a required period of subscription
- 5) Damage from no notification in advance about a required subscription period
- 6) Not giving promised gifts

E18. Please select three, among the following, that you expect to get the biggest charge when you use/get billed for a subscription broadcasting service. (Multiple responses)

- 1) Poor quality, late support, and no support
- 2) When the service is terminated early due to poor quality, a penalty fee is charged
- 3) Normal service use is impossible due to poor quality
- 4) Charge for the unused service
- 5) The payment plan changes suddenly
- 6) An overcharged amount is billed
- 7) Denying subscriber's request for stopping the service (a temporary service suspension)
- 8) Billing for the service suspended period (billing a regular charge and a charge for an unused service)

E19. Please select three cases that you expect to get the largest amount of cancelation/penalty charge for canceling the subscription broadcasting service. (Multiple responses)

- 1) Refusing, delaying, or denying to answer questions about canceling service and connect to a support center
- 2) Cannot cancel the service because there is a cancelation and penalty charge unpaid
- 3) A cancelation request is denied because of the unpaid balance due, and then a regular bill is sent
- 4) An unreasonable/overcharged penalty fee billed
- 6) After canceling the service, the provider unjustifiably stores/undeletes/leaks personal information

E20. Please select three items that you think consumers have a high chance of losing money or getting other damages.

Question	Response
1. When signing up for a subscription broadcasting service, a service is started without my agreement	
2. When signing up for a subscription broadcasting service, a service start is delayed	
3. When signing up for a subscription broadcasting service, a stolen identity or someone's identity is used	
4. When signing up for a subscription broadcasting service, a required service period is unreasonably set	
5. When signing up for a subscription broadcasting service, there is no mention about a required period of service	
6. When signing up for a subscription broadcasting service, a gift is promised and it is never delivered	
7. When using the subscription broadcasting service, a poor quality is not promptly fixed or never fixed	
8. When using the subscription broadcasting service, a penalty fee is charged for a cancelation of the service due to poor quality	
9. When using the subscription broadcasting service, a normal service is not possible due to poor quality	
10. When using the subscription broadcasting service, an unused service is charged by error	

11. When using the subscription broadcasting service, a sudden change of the payment amount	
12. When using the subscription broadcasting service, there is an overcharge	
13. When using the subscription broadcasting service, a request for cancelation of service is denied	
14. When using the subscription broadcasting service, there is a charge for a service suspended period	
15. When canceling the subscription broadcasting service, there is no assistance for canceling, no connection to a support center, cancelation request not accepted, or cancelation is delayed	
16. When canceling the subscription broadcasting service, canceling is limited because of the unpaid balance due and penalty fee	
17. When canceling the subscription broadcasting service, a penalty fee is charged unreasonably or overcharged	
18. After canceling the subscription broadcasting service, personal information is shared/undeleted/leaked	

## Section F. Bundled packages

※ F1-F2 : Please respond only if you answered that you do not use bundled packages on A2-1.

F1. You answered that you do not use bundled packages. Within the next one year, do you intend to sign up to use? (Single response)

- 1) Yes
- 2) No

F2. What is the reason why you do not use bundled packages service at home? (Single response)

- 1) The ordering process is not complex
- 2) Not a high discount rate
- 3) I think it is difficult to cancel
- 4) To select the best provider for each service
- 5) Other : \_\_\_\_\_

※ Please respond the following only if you answered that you used bundled packages on A2-1.

F3. Which of the following type of bundled packages do you use? (Multiple responses)

- 1) DPS (DOUBLE PLAY SERVICE): Two services are bundled (example: Internet + digital broadcasting)
- 2) TPS (TRIPLE PLAY SERVICE): Three services are bundled (example: Internet + Internet phone + digital broadcasting)
- 3) QPS (QUADRUPLE PLAY SERVICE): More four services are bundled (example: Internet + Internet phone + digital broadcasting + Cellphone)
- 4) Besides broadcasting and communication, bundling with other industries such as movies and gasoline

F4. Which bundled packages do you currently use at home? (Single response)

- 1) KT
- 2) LG Powercom/LG Telecom/LG Dacom
- 3) SK Broadband/SK Telecom
- 4) Local cable TV providers
- 5) None of the above

F5. We would like to ask you about satisfaction with the bundled package. Please tell us the levels of your satisfaction. (Single response)

Very dissatisfied	Dissatisfied	Neither dissatisfied nor satisfied	Satisfied	Very satisfied
1	2	3	4	5

[Satisfaction with respect to service price]

1) How satisfied are you with the benefit (cost/service) of the currently subscribing ..... ( )  
bundled package compared to its price?

[Satisfaction with the service provider]

2) How satisfied are you with the overall service (price, promotion, and ..... ( )  
advertisement) of the currently subscribing bundled package?

F6. Have you changed, or considered changing, the bundled package provider for your home in the past 12 months? (Single response)

- 1) Changed
- 2) Currently exploring information for a change
- 3) Considered changing, explored information, but did not change
- 4) Considered changing, but never took an action or explored
- 5) Never considered changing

E7. How many times have you changed the bundled package provider for your home in the past 3 years? (Single response)

- 1) No
- 2) Yes (\_\_\_\_\_ times)

F8. Have you canceled any bundled package at home in the past 12 months? (Single response)

- 1) Yes
- 2) No

F9. Do you intend to change your bundled package provider within the next 1 year? (Single response)

- 1) Yes
- 2) No

[Ease of Changing]

F10. (If the answer was 2 on F7, that is you have changed the service provider in the past 3 years) How easy was it to change your bundled package provider? (Single response)

Very easy	Somewhat easy	Moderate	Somewhat difficult	Very difficult	Don't know
1	2	3	4	5	6

F11. (If the answer was 1 on F7, that is you have not changed the service provider in the past 3 years) How easy do you think it would be to change your bundled package provider? (Single response)

Very easy	Somewhat easy	Moderate	Somewhat difficult	Very difficult	Don't know
1	2	3	4	5	6

[Negotiation]

F12. Have you negotiated with the bundled package provider over service terms (for example, demanding for discounts or additional services)? (Single response)

- 1) Never
- 2) Negotiated, and the provider accepted the demands
- 3) Negotiated, and the provider accepted most of the demands
- 4) Negotiated, but the provider did not accept the demands
- 5) Don't know

F13. (If the answer was 3 on F6, that is you considered changing but did not change) What was the reason why you considered changing your bundled package provider but did not change? (Single response)

- 1) A troublesome changing process
- 2) No price (cost) advantage of changing
- 3) A long contract period
- 4) No alternative service found
- 5) No service provider was more trustworthy
- 6) Satisfied with the current provider's service
- 7) Needed to install a cable to set up a subscription broadcasting service
- 8) Other : \_\_\_\_\_

[Contract Period]

F14. Does your bundled package plan have a remaining period due to a long-term contract? (Single response)

- ⇒ (Change the question in the same way as the one for the landline phone service (not about a remaining period, but about whether it is in a contract and a contract period)
- 1) Yes ( \_\_\_\_\_months)
  - 2) Don't know when it will end
  - 3) No

[Ease of Comparing Prices (Fees)]

F15. How easy do you think it is to compare prices (fees) between bundled package providers? (Single response)

Very easy	Relatively easy	Moderate	Somewhat difficult	Very difficult	Don't know
1	2	3	4	5	6

※Now, we would like to ask you questions about the policies for consumers' loss and protection related to bundled packages.

[Notification requirement]

F16. When you ordered a bundled package, do you think you received sufficient information from the provider about the service? (Single response)

Very sufficient	Somewhat sufficient	Moderate	Somewhat insufficient	Very insufficient	Don't know
1	2	3	4	5	6

F16-1. (For those whose answer was 3, 4 on F16, or that the information was not sufficient) What information was not sufficiently provided when you ordered a bundled package?

\_\_\_\_\_

F17. Please mark whether you knew the following facts about a bundled package before you take this survey. (Single response)

	Assessment
1) I knew about the terms on cancelation and a penalty fee waiver	1) I knew it 2) I did not know it
2) Do you know which company holds responsibility if there is a dispute related to bundled packages and whom you should contact?	1) I knew it 2) I did not know it

F19. Please select three cases in which you expect to get the biggest loss when you order/use/cancel a bundled package in order.

- 1) There is a concern that a customer might sign up for a bundled package because provider's advertisement misled its discount rate by exaggerating advertisements
- 2) There is a concern that a customer might sign up for it without enough explanation or understanding about cancelation and a penalty charge
- 3) There is a concern that a provider might add individual services to the bundled package without an explicit agreement with a subscriber
- 4) There is a concern that getting billed differently from bundle discounts specified in the agreement terms
- 5) There is a concern that the discount rate of the bundled package will change without an advanced announcement or notification
- 6) When there is a dispute over the services from various businesses sold in a bundle, there is a concern that businesses will shift responsibility on each other
- 7) There is a concern that I want to cancel some services but the provider does not allow partial cancelation
- 8) There is a concern that canceling a bundled service may result in paying a penalty charge too much or an incorrect amount
- 9) There is a concern that giving away gifts unspecified in the user agreement at the time of sign-up, and then charge an excessive amount of penalty fee on the gifts when canceling



## Section DQ. Demographics

※ The information we would check in the following section will be used for classifying respondents in a statistical way only, and your personal information will never be exposed. We will appreciate it if you respond as best as you can.

DQ1. Which of the following localities do you currently live? (Single response)

- 1) Seoul/ Gyeonggi-do/ Incheon
- 2) Busan/ Gyeongsangnam-do
- 3) Daegu/ Gyeongsangbuk-do
- 4) Gwangju/ Jeollanam-do/ Jeollabuk-do
- 5) Daejeon/ Chungcheongnam-do/ Chungcheongbuk-do
- 6) Gangwon-do
- 7) Jeju

DQ2. What is your occupation? Please select one corresponds to yours among the following occupational classifications. (Single response)

- 1) College students/Graduate students
- 2) Agriculture/Forestry/Fishing/Livestock
- 3) Self-employed (Restaurants/Beauty shops)
- 4) Sales (Sales clerks/Salesperson)
- 5) Technicians (Drivers/Electricians/Hairdressers)
- 6) Office clerks (Engineers/School Teachers/Mid-to-low level public officials)
- 7) Manual workers (Janitors/Outdoor workers)
- 8) Management (Small business CEO/Managers at large company)
- 9) Managers (High level public officials/Large company executives)
- 10) Professionals (College professors/Medical doctors/Legal professionals/Journalists/Artists)
- 11) Housewives who are not employed
- 12) Unemployed/Housekeeping
- 13) Middle/High school students
- 14) Other

DQ3. What is your educational background? (Single response)

- 1) Middle school graduated or below
- 2) High school graduated
- 3) College/graduate school attending
- 4) 2-year college attending
- 5) 4-year college graduated
- 6) Graduate school graduated or above

DQ4. Are you married? (Single response)

- 1) Married
- 2) Not married
- 3) Divorced/separated

DQ5. How much is your average monthly household income? (Please include incomes from interests and bonuses) (Single response)

- 1) 1,000,000 won or below
- 2) 1,010,000 - 1,500,000 won
- 3) 1,510,000 - 2,000,000 won
- 4) 2,010,000 - 2,500,000 won
- 5) 2,510,000 - 3,000,000 won
- 6) 3,010,000 - 4,000,000 won
- 7) 4,010,000 - 5,000,000 won
- 8) 5,010,000 - 6,000,000 won
- 9) 6,010,000 - 7,000,000 won
- 8) More than 7,000,000 won

DQ6. How many members are there in your family? (Single response)

- 1) 1 person
- 2) 2 - 3 persons
- 3) 4 - 5 persons
- 4) 6 persons or more

DQ7. How much do you pay for each of the following services a month on average? (Single response)

	Monthly average
High-speed Internet	_____ × 1,000 won
Cellphone (including voice mail and data communication/excluding monthly payments for phones, information use fees, and small amount transactions)	_____ × 1,000 won
Landline phone (including Internet phone)	_____ × 1,000 won

DQ8. How much do you think is an average monthly spending of your household on communication service in proportion to a total amount of monthly household spending? (Single response)

- 1) Know (\_\_\_\_\_ %)
- 2) Don't know