



Survey on the Use of Broadcast and
Communication Services

CODE BOOK

Korea Social Science Data Archive

All works using or referring KOSSDA data collections should acknowledge the data sources by means of standard bibliographic citations. Citations must appear in footnotes or the reference section of publications.

KOSSDA Data Citation Requirement

Principal Investigator, Year of Collection, Title, Producer, Distributor, Data ID No, Version No

The bibliographic citation for this data collection is :

Lim, Joon. 2009. Survey on the Use of Broadcast and Communication Services.
Producer: Korea Information Society Development Institute. Distributor: KOSSDA. Year of Distribution: 2010. A1-2009-0016-Eng.

The bibliographic citation for this codebook is :

Korea Social Science Data Archive. 2014. *Survey on the Use of Broadcast and Communication Services Code Book*. pp.1-140.

**SURVEY ON THE USE OF BROADCAST AND COMMUNICATION SERVICES
CODE BOOK**

Copyrights © 2014 KOSSDA

For the codebook of this data collection, all rights are reserved to KOSSDA. It may not be copied, transmitted, published or redistributed without permission.

Study Description

<i>Study Title:</i>	Survey on the Use of Broadcast and Communication Services
<i>Fieldwork Dates:</i>	23 October, 2009 ~ 31 October, 2009
<i>Principal Investigator:</i>	Lim, Joon
<i>Producers:</i>	Korea Information Society Development Institute
<i>Sample Type:</i>	
<i>Fieldwork Institute:</i>	Metrix Corporation
<i>Fieldwork Methods:</i>	On-line survey
<i>Number of Cases:</i>	1,500 (valid)
<i>Geographic Coverage:</i>	South Korea including Jeju
<i>Universe:</i>	Persons between the ages of 15 and 49
<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).

SQ1A1 R/Family/Relatives work in government

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

1) Government employees

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
No	0	1,372	91.5	91.5
Yes	1	128	8.5	8.5
		1,500	100.0	100.0

SQ1A2 R/Family/Relatives work in construction company

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

2) Construction company

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
No	0	1,425	95.0	95.0
Yes	1	75	5.0	5.0
		1,500	100.0	100.0

SQ1A3 R/Family/Relatives work in advertisement company

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

3) Advertisement company

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
No	0	1,500	100.0	100.0
		1,500	100.0	100.0

SQ1A4 R/Family/Relatives work in broadcasting/news agency

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

4) Broadcasting/news agency

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
No	0	1,500	100.0	100.0
		1,500	100.0	100.0

SQ1A5 R/Family/Relatives work in consumer groups

SQ1. Do you, or does anyone in your family and relatives, work in the following industries?
 5) Consumer groups

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
No	0	1,498	99.9	99.9
Yes	1	2	0.1	0.1
		1,500	100.0	100.0

SQ1A6 R/Family/Relatives work in market research company

SQ1. Do you, or does anyone in your family and relatives, work in the following industries?
 6) Market research company

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
No	0	1,500	100.0	100.0
		1,500	100.0	100.0

SQ1A7 R/Family/Relatives work in clothing manufacturing/retailing company

SQ1. Do you, or does anyone in your family and relatives, work in the following industries?
 7) Clothing manufacturing/retailing company

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
No	0	1,478	98.5	98.5
Yes	1	22	1.5	1.5
		1,500	100.0	100.0

SQ1A8 R/Family/Relatives work in electric/electronics company

SQ1. Do you, or does anyone in your family and relatives, work in the following industries?
 8) Electric/electronics company

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
No	0	1,453	96.9	96.9
Yes	1	47	3.1	3.1
		1,500	100.0	100.0

SQ1A9 R/Family/Relatives work in manufacturing/retailing company

SQ1. Do you, or does anyone in your family and relatives, work in the following industries?
 9) Manufacturing/retailing company

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
No	0	1,413	94.2	94.2
Yes	1	87	5.8	5.8
		1,500	100.0	100.0

SQ1A10 R/Family/Relatives work in pharmaceutical company

SQ1. Do you, or does anyone in your family and relatives, work in the following industries?
 10) Pharmaceutical company

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
No	0	1,482	98.8	98.8
Yes	1	18	1.2	1.2
		1,500	100.0	100.0

SQ1A11 R/Family/Relatives work in telecommunication company

SQ1. Do you, or does anyone in your family and relatives, work in the following industries?
 11) Telecommunication company

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
No	0	1,500	100.0	100.0
		1,500	100.0	100.0

SQ1A12 Industry that R/Family/Relative work in: Not applicable

SQ1. Do you, or does anyone in your family and relatives, work in the following industries?
 12) Not applicable

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
No	0	310	20.7	20.7
Yes	1	1,190	79.3	79.3
		1,500	100.0	100.0

SQ2 Respondent: Age

SQ2. What is your age? Please check one among the following categories.

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
14-19 years old	2	179	11.9	11.9
20-24 years old	3	139	9.3	9.3
25-29 years old	4	171	11.4	11.4
30-34 years old	5	169	11.3	11.3
35-39 years old	6	193	12.9	12.9
40-44 years old	7	182	12.1	12.1
45-49 years old	8	188	12.5	12.5
50-54 years old	9	165	11.0	11.0
55-59 years old	10	114	7.6	7.6
		1,500	100.0	100.0

SQ3 Respondent: Sex

SQ3. What is your gender? (Single response)

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
Male	1	770	51.3	51.3
Female	2	730	48.7	48.7
		1,500	100.0	100.0

SQ4 R has participated in survey on broadcasting in past 3 months

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

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
Yes	1	124	8.3	8.3
No	2	1,376	91.7	91.7
		1,500	100.0	100.0

SQ5A1 R researches/chooses service provider: Landline telephone

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.
 1) Landline telephone (including Internet phone)

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
No	0	429	28.6	28.6
Yes	1	1,071	71.4	71.4
		1,500	100.0	100.0

SQ5A2 R researches/chooses service provider: Cellphone

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.
 2) Cellphone

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
No	0	196	13.1	13.1
Yes	1	1,304	86.9	86.9
		1,500	100.0	100.0

SQ5A3 R researches/chooses service provider: High-speed Internet

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.
 3) High-speed Internet (landline)

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
No	0	127	8.5	8.5
Yes	1	1,373	91.5	91.5
		1,500	100.0	100.0

SQ5A4 R researches/chooses service provider: Subscription broadcasting service

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.
 4) Subscription broadcasting service

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
No	0	827	55.1	55.1
Yes	1	673	44.9	44.9
		1,500	100.0	100.0

QA1A1 What service does R subscribe to: Landline telephone

A1. What services you subscribe at home or personally are related to telecommunication/ broadcasting?
 Please tell us all.
 1) Landline telephone

	PUNCH	FREQ.	PERCENT	VALID %
No	0	494	32.9	32.9
Yes	1	1,006	67.1	67.1
		1,500	100.0	100.0

QA1A2 What service does R subscribe to: Internet phone

A1. What services you subscribe at home or personally are related to telecommunication/ broadcasting?
 Please tell us all.
 2) Internet phone

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
No	0	804	53.6	53.6
Yes	1	696	46.4	46.4
		1,500	100.0	100.0

QA1A3 What service does R subscribe to: Cellphone

A1. What services you subscribe at home or personally are related to telecommunication/ broadcasting?
 Please tell us all.
 3) High-speed Internet (landline)

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
No	0	83	5.5	5.5
Yes	1	1,417	94.5	94.5
		1,500	100.0	100.0

QA1A4 What service does R subscribe to: High-speed Internet

A1. What services you subscribe at home or personally are related to telecommunication/ broadcasting?
 Please tell us all.
 4) High-speed Internet (landline)

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
No	0	94	6.3	6.3
Yes	1	1,406	93.7	93.7
		1,500	100.0	100.0

QA1A5 What service does R subscribe to: Subscription broadcasting service

A1. What services you subscribe at home or personally are related to telecommunication/ broadcasting?
 Please tell us all.
 5) Subscription broadcasting service

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
No	0	748	49.9	49.9
Yes	1	752	50.1	50.1
		1,500	100.0	100.0

QA2A1 R uses bundled package in broadcasting/telecommunication

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

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
Yes	1	875	58.3	58.3
No	2	625	41.7	41.7
		1,500	100.0	100.0

QA2B1 R makes decision in choosing service provider of bundled package

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

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
Participate	1	936	62.4	62.4
Do not participate	2	564	37.6	37.6
		1,500	100.0	100.0

QA3A1 Company related to landline phone R can think of(1)

A3-1-1. 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.

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
KT	1	862	57.5	57.5
LG	2	45	3.0	3.0
my LG	3	3	0.2	0.2
LG Powercom	4	24	1.6	1.6
SK Broadband	5	108	7.2	7.2

Survey on the Use of Broadcast and Communication Services

SK Internet	6	3	0.2	0.2
SK Tbroad	7	1	0.1	0.1
SK	8	63	4.2	4.2
Qook	9	127	8.5	8.5
Show	10	6	0.4	0.4
Megapass	11	8	0.5	0.5
Hanaro	12	18	1.2	1.2
Hanafos	13	5	0.3	0.3
Hana	15	2	0.1	0.1
sky life	16	1	0.1	0.1
Olleh	18	3	0.2	0.2
KTF	19	8	0.5	0.5
Dacom	20	5	0.3	0.3
Korea Telecom	21	21	1.4	1.4
Samsung Wyzhome	22	3	0.2	0.2
Skscopy	30	1	0.1	0.1
KT Qook	34	6	0.4	0.4
Qook Internet	35	4	0.3	0.3
Powercom	37	4	0.3	0.3
LG Dacom	38	15	1.0	1.0
KT Home Phone	39	9	0.6	0.6
LG Telecom LGT	40	6	0.4	0.4
SK Telecom SKT	41	2	0.1	0.1
KTAnn	42	1	0.1	0.1
KT Olleh	44	1	0.1	0.1
Hanaro Telecommunication	45	5	0.3	0.3
Hanaro Telecom	46	1	0.1	0.1
Naver Phone	48	1	0.1	0.1
Bicom	49	1	0.1	0.1
Ann	50	9	0.6	0.6
lann	51	2	0.1	0.1
Samsung	55	2	0.1	0.1
Samsung Networks	56	1	0.1	0.1
my LG070	69	57	3.8	3.8
070	70	12	0.8	0.8
LG070	71	2	0.1	0.1

Survey on the Use of Broadcast and Communication Services

00700	72	3	0.2	0.2
Xpeed	76	1	0.1	0.1
Broadband	77	19	1.3	1.3
HCN	79	2	0.1	0.1
T Band	80	2	0.1	0.1
KT Telecom	81	1	0.1	0.1
Qrix	82	1	0.1	0.1
T	83	1	0.1	0.1
T Broad	84	1	0.1	0.1
T Home Phone	85	1	0.1	0.1
Kepeco	95	1	0.1	0.1
Zone Broadcasting	96	1	0.1	0.1
Zone Cable	97	3	0.2	0.2
Home Phone	98	1	0.1	0.1
Unknown	999	4	0.3	0.3
		1,500	100.0	100.0

QA3A2 Company related to landline phone R can think of(2)

A3-1-2. 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.

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
KT	1	124	8.3	10.3
LG	2	136	9.1	11.3
my LG	3	5	0.3	0.4
LG Powercom	4	25	1.7	2.1
SK Broadband	5	158	10.5	13.1
SK	8	170	11.3	14.1
Qook	9	86	5.7	7.1
Show	10	11	0.7	0.9
Megapass	11	3	0.2	0.2
Hanaro	12	86	5.7	7.1
Hanafos	13	7	0.5	0.6
Hanappon	14	3	0.2	0.2
Hana	15	2	0.1	0.2
sky life	16	1	0.1	0.1
sky pe	17	1	0.1	0.1

Survey on the Use of Broadcast and Communication Services

Olleh	18	4	0.3	0.3
KTF	19	2	0.1	0.2
Dacom	20	40	2.7	3.3
Korea Telecom	21	5	0.3	0.4
Samsung wibro 070	23	1	0.1	0.1
SK Telink	31	2	0.1	0.2
SK Home Phone	32	1	0.1	0.1
SK070	33	2	0.1	0.2
KT Qook	34	10	0.7	0.8
Qook Internet	35	1	0.1	0.1
KT Internet Phone	36	2	0.1	0.2
Powercom	37	22	1.5	1.8
LG Dacom	38	29	1.9	2.4
KT Home Phone	39	3	0.2	0.2
LG Telecom LGT	40	28	1.9	2.3
SK Telecom SKT	41	35	2.3	2.9
Qook & Show	43	2	0.1	0.2
KT Olleh	44	2	0.1	0.2
Hanaro Telecommunication	45	19	1.3	1.6
Hanaro Telecom	46	6	0.4	0.5
Naver Phone	48	1	0.1	0.1
Ann	50	9	0.6	0.7
Onse Telecom	54	7	0.5	0.6
Samsung	55	5	0.3	0.4
Samsung Networks	56	2	0.1	0.2
Onse	60	1	0.1	0.1
SK Wibro	61	2	0.1	0.2
LG00700	62	1	0.1	0.1
KT Korea Telecom	63	1	0.1	0.1
KT Megapass	64	1	0.1	0.1
KT070	65	1	0.1	0.1
Dacom 070	66	1	0.1	0.1
my LG070	69	39	2.6	3.2
070	70	7	0.5	0.6
LG070	71	32	2.1	2.7
00700	73	2	0.1	0.2

Survey on the Use of Broadcast and Communication Services

1541	74	1	0.1	0.1
T Live	75	1	0.1	0.1
Xpeed	76	3	0.2	0.2
Broadband	77	28	1.9	2.3
Vit Ssen	78	1	0.1	0.1
HCN	79	3	0.2	0.2
T Band	80	3	0.2	0.2
T	83	5	0.3	0.4
T Broad	84	1	0.1	0.1
LG Home Phone	86	1	0.1	0.1
Qook Phone	87	3	0.2	0.2
KR	88	1	0.1	0.1
KS	89	1	0.1	0.1
SJ Cable	91	1	0.1	0.1
Hanwha	92	1	0.1	0.1
Hanbit	93	1	0.1	0.1
Hanmir	94	1	0.1	0.1
Zone Cable	97	1	0.1	0.1
system missing		297	19.8	
		1,500	100.0	100.0

QA3A3 Company related to landline phone R can think of(3)

A3-1-3. 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.

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
KT	1	52	3.5	7.1
LG	2	131	8.7	18.0
my LG	3	5	0.3	0.7
LG Powercom	4	29	1.9	4.0
SK Broadband	5	55	3.7	7.5
SK	8	85	5.7	11.7
Qook	9	35	2.3	4.8
Show	10	5	0.3	0.7
Megapass	11	6	0.4	0.8
Hanaro	12	48	3.2	6.6
Hanafos	13	4	0.3	0.5

Survey on the Use of Broadcast and Communication Services

Hana	15	1	0.1	0.1
sky pe	17	1	0.1	0.1
Olleh	18	4	0.3	0.5
KTF	19	5	0.3	0.7
Dacom	20	24	1.6	3.3
Korea Telecom	21	1	0.1	0.1
Samsung Wyzhome	22	3	0.2	0.4
sky	24	2	0.1	0.3
Hyroad Phone	25	1	0.1	0.1
050	26	1	0.1	0.1
KT Hanaro	28	1	0.1	0.1
KT Ann	29	1	0.1	0.1
SK Home Phone	32	2	0.1	0.3
SK070	33	1	0.1	0.1
KT Qook	34	5	0.3	0.7
Powercom	37	16	1.1	2.2
LG Dacom	38	19	1.3	2.6
KT Home Phone	39	2	0.1	0.3
LG Telecom LGT	40	41	2.7	5.6
SK Telecom SKT	41	14	0.9	1.9
Hanaro Telecommunication	45	11	0.7	1.5
Hanaro Telecom	46	3	0.2	0.4
Naver	47	1	0.1	0.1
Naver Phone	48	2	0.1	0.3
Ann	50	1	0.1	0.1
Hello Phone	52	1	0.1	0.1
Wibro	53	1	0.1	0.1
Onse Telecom	54	6	0.4	0.8
Samsung	55	8	0.5	1.1
Samsung Networks	56	2	0.1	0.3
Saeronet	57	1	0.1	0.1
SeoKyung	58	1	0.1	0.1
OZ	59	1	0.1	0.1
Onse	60	2	0.1	0.3
my LG070	69	28	1.9	3.8
070	70	4	0.3	0.5

Survey on the Use of Broadcast and Communication Services

LG070	71	23	1.5	3.2
Xpeed	76	3	0.2	0.4
Broadband	77	14	0.9	1.9
HCN	79	1	0.1	0.1
Qrix	82	1	0.1	0.1
T Broad	84	2	0.1	0.3
KIP	90	1	0.1	0.1
Hanbit	93	1	0.1	0.1
Zone Broadcasting	96	1	0.1	0.1
Zone Cable	97	5	0.3	0.7
Wired Broadcasting Internet Phone	99	1	0.1	0.1
Hanbit Net	192	1	0.1	0.1
CMB	194	1	0.1	0.1
Hello	195	1	0.1	0.1
system missing		771	51.4	
		1,500	100.0	100.0

QA3A4 Company related to landline phone R can think of(4)

A3-1-4. 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.

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
KT	1	5	0.3	3.0
LG	2	18	1.2	10.9
LG Powercom	4	2	0.1	1.2
SK Broadband	5	6	0.4	3.6
SK	8	16	1.1	9.7
Qook	9	7	0.5	4.2
Show	10	1	0.1	0.6
Megapass	11	3	0.2	1.8
Hanaro	12	19	1.3	11.5
KTF	19	3	0.2	1.8
Dacom	20	5	0.3	3.0
Samsung Wyzhome	22	1	0.1	0.6
sky	24	1	0.1	0.6
KT Internet Phone	36	2	0.1	1.2
Powercom	37	7	0.5	4.2

Survey on the Use of Broadcast and Communication Services

LG Dacom	38	1	0.1	0.6
LG Telecom LGT	40	5	0.3	3.0
Hanaro Telecommunication	45	2	0.1	1.2
Hanaro Telecom	46	2	0.1	1.2
Ann	50	1	0.1	0.6
Onse Telecom	54	1	0.1	0.6
Samsung	55	7	0.5	4.2
Samsung Networks	56	1	0.1	0.6
Onse	60	3	0.2	1.8
11st.	67	1	0.1	0.6
my LG070	69	3	0.2	1.8
070	70	1	0.1	0.6
LG070	71	1	0.1	0.6
00700	73	3	0.2	1.8
Broadband	77	2	0.1	1.2
Qrix	82	1	0.1	0.6
T Broad	84	2	0.1	1.2
KIP	90	1	0.1	0.6
Hanbit	93	1	0.1	0.6
Zone Broadcasting	96	4	0.3	2.4
Zone Cable	97	9	0.6	5.5
Wired Broadcasting Internet Phone	99	1	0.1	0.6
Thrunet	100	1	0.1	0.6
Dream Networks	101	1	0.1	0.6
Hello Net	102	1	0.1	0.6
HelloD	103	2	0.1	1.2
Say	109	1	0.1	0.6
Samsung 070	110	1	0.1	0.6
Samsung Wide	111	1	0.1	0.6
Serom Dial 070	112	1	0.1	0.6
AD Nee	115	1	0.1	0.6
C&M	116	2	0.1	1.2
CJ Hello Phone	117	2	0.1	1.2
Hyun Dai	120	1	0.1	0.6
Hello	195	1	0.1	0.6
system missing		1,335	89.0	
		1,500	100.0	100.0

QA3B1 Company related to cellphone R can think of(1)

A3-2-1. 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.

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
KT	1	170	11.3	11.3
LG	2	49	3.3	3.3
SK Broadband	5	9	0.6	0.6
SK	8	485	32.3	32.3
Qook	9	8	0.5	0.5
Show	10	63	4.2	4.2
Megapass	11	1	0.1	0.1
Hanaro	12	1	0.1	0.1
Hana	15	1	0.1	0.1
KTF	19	112	7.5	7.5
sky	24	7	0.5	0.5
LG Dacom	38	1	0.1	0.1
LG Telecom LGT	40	41	2.7	2.7
SK Telecom SKT	41	458	30.5	30.5
Ann	50	1	0.1	0.1
Samsung	55	11	0.7	0.7
OZ	59	2	0.1	0.1
my LG070	69	1	0.1	0.1
070	70	1	0.1	0.1
Broadband	77	1	0.1	0.1
T	83	26	1.7	1.7
KS	89	1	0.1	0.1
Zone Cable	97	1	0.1	0.1
T World	122	2	0.1	0.1
ST	123	1	0.1	0.1
Show 010	124	1	0.1	0.1
RoGers	125	1	0.1	0.1
OK	126	1	0.1	0.1
nate	127	1	0.1	0.1
ever	128	1	0.1	0.1
Anycall	129	27	1.8	1.8

Samsung Electronics	130	1	0.1	0.1
Samsung Anycall	131	5	0.3	0.3
Cyon	132	5	0.3	0.3
Motorola	133	1	0.1	0.1
Unknown	999	2	0.1	0.1
		1,500	100.0	100.0

QA3B2 Company related to cellphone R can think of(2)

A3-2-2. 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.

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
KT	1	274	18.3	19.3
LG	2	183	12.2	12.9
SK Broadband	5	6	0.4	0.4
SK	8	151	10.1	10.6
Qook	9	8	0.5	0.6
Show	10	73	4.9	5.1
Hanaro	12	1	0.1	0.1
KTF	19	341	22.7	24.0
Dacom	20	2	0.1	0.1
sky	24	9	0.6	0.6
KT Qook	34	2	0.1	0.1
LG Dacom	38	2	0.1	0.1
LG Telecom LGT	40	143	9.5	10.1
SK Telecom SKT	41	126	8.4	8.9
KT Olleh	44	1	0.1	0.1
Hanaro Telecommunication	45	2	0.1	0.1
Samsung	55	11	0.7	0.8
OZ	59	12	0.8	0.8
my LG070	69	1	0.1	0.1
KT Telecom	81	4	0.3	0.3
T	83	35	2.3	2.5
Chocolate	104	1	0.1	0.1
Canu	108	1	0.1	0.1
KTE	113	1	0.1	0.1
AT&T	114	1	0.1	0.1

Survey on the Use of Broadcast and Communication Services

KT Powercom	118	1	0.1	0.1
T World	122	2	0.1	0.1
ever	128	1	0.1	0.1
Anycall	129	12	0.8	0.8
Cyon	132	11	0.7	0.8
Motorola	133	1	0.1	0.1
SK010	157	1	0.1	0.1
LG Cyon	165	2	0.1	0.1
system missing		78	5.2	
		1,500	100.0	100.0

QA3B3 Company related to cellphone R can think of(3)

A3-2-3. 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.

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
KT	1	129	8.6	10.0
LG	2	403	26.9	31.2
LG Powercom	4	1	0.1	0.1
SK	8	42	2.8	3.3
Qook	9	2	0.1	0.2
Show	10	33	2.2	2.6
Hanaro	12	3	0.2	0.2
KTF	19	142	9.5	11.0
Dacom	20	2	0.1	0.2
Korea Telecom	21	1	0.1	0.1
sky	24	15	1.0	1.2
KT Qook	34	1	0.1	0.1
Powercom	37	1	0.1	0.1
LG Dacom	38	1	0.1	0.1
LG Telecom LGT	40	380	25.3	29.4
SK Telecom SKT	41	33	2.2	2.6
Onse Telecom	54	1	0.1	0.1
Samsung	55	7	0.5	0.5
OZ	59	43	2.9	3.3
T	83	8	0.5	0.6
SG	105	1	0.1	0.1

Survey on the Use of Broadcast and Communication Services

KGT	106	2	0.1	0.2
82 Phone	107	1	0.1	0.1
Naray Telecom	121	1	0.1	0.1
T World	122	2	0.1	0.2
ever	128	3	0.2	0.2
Anycall	129	6	0.4	0.5
Cyon	132	10	0.7	0.8
Motorola	133	9	0.6	0.7
Sony ericsson	134	1	0.1	0.1
i Pod	135	1	0.1	0.1
Pantech & Curitel	136	1	0.1	0.1
LG Cyon	165	1	0.1	0.1
TCN	167	1	0.1	0.1
TTL	168	1	0.1	0.1
LG019	189	1	0.1	0.1
LG010	190	1	0.1	0.1
system missing		209	13.9	
		1,500	100.0	100.0

QA3B4 Company related to cellphone R can think of(4)

A3-2-4. 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.

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
KT	1	24	1.6	12.8
LG	2	14	0.9	7.5
SK	8	5	0.3	2.7
Show	10	13	0.9	7.0
Hanaro	12	5	0.3	2.7
Olleh	18	1	0.1	0.5
KTF	19	20	1.3	10.7
sky	24	18	1.2	9.6
SK070	33	1	0.1	0.5
Powercom	37	1	0.1	0.5
LG Telecom LGT	40	6	0.4	3.2
SK Telecom SKT	41	1	0.1	0.5
Hanaro Telecommunication	45	3	0.2	1.6

Survey on the Use of Broadcast and Communication Services

Samsung	55	7	0.5	3.7
OZ	59	8	0.5	4.3
T Live	75	2	0.1	1.1
T	83	2	0.1	1.1
ever	128	5	0.3	2.7
Anycall	129	12	0.8	6.4
Cyon	132	6	0.4	3.2
Motorola	133	18	1.2	9.6
Pantech & Curitel	136	5	0.3	2.7
Powertel	137	1	0.1	0.5
Apple	143	2	0.1	1.1
Blackberry	144	1	0.1	0.5
Haptics	149	2	0.1	1.1
Vodacom	150	1	0.1	0.5
Voda Phone	151	2	0.1	1.1
HTC	169	1	0.1	0.5
system missing		1,313	87.5	
		1,500	100.0	100.0

QA3C1 Company related to high-speed Internet R can think of(1)

A3-3-1. 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.

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
KT	1	295	19.7	19.7
LG	2	49	3.3	3.3
LG Powercom	4	40	2.7	2.7
SK Broadband	5	180	12.0	12.0
SK	8	126	8.4	8.4
Qook	9	125	8.3	8.3
Show	10	2	0.1	0.1
Megapass	11	301	20.1	20.1
Hanaro	12	66	4.4	4.4
Hanafos	13	38	2.5	2.5
Hana	15	2	0.1	0.1
Olleh	18	2	0.1	0.1
KTF	19	3	0.2	0.2

Survey on the Use of Broadcast and Communication Services

Dacom	20	8	0.5	0.5
Korea Telecom	21	4	0.3	0.3
KT Qook	34	9	0.6	0.6
Qook Internet	35	2	0.1	0.1
Powercom	37	64	4.3	4.3
LG Dacom	38	1	0.1	0.1
LG Telecom LGT	40	19	1.3	1.3
SK Telecom SKT	41	9	0.6	0.6
KT Olleh	44	1	0.1	0.1
Hanaro Telecommunication	45	19	1.3	1.3
Hanaro Telecom	46	6	0.4	0.4
Onse Telecom	54	1	0.1	0.1
Samsung	55	1	0.1	0.1
Saeronet	57	1	0.1	0.1
KT Korea Telecom	63	1	0.1	0.1
KT Megapass	64	7	0.5	0.5
my LG070	69	1	0.1	0.1
LG070	71	1	0.1	0.1
Xpeed	76	33	2.2	2.2
Broadband	77	39	2.6	2.6
Vit Ssen	78	2	0.1	0.1
HCN	79	1	0.1	0.1
Qrix	82	2	0.1	0.1
T	83	1	0.1	0.1
T Broad	84	3	0.2	0.2
Zone Broadcasting	96	1	0.1	0.1
Zone Cable	97	5	0.3	0.3
Thrunet	100	1	0.1	0.1
HelloD	103	1	0.1	0.1
AD Nee	115	3	0.2	0.2
C&M	116	1	0.1	0.1
nate	127	1	0.1	0.1
Nara	140	1	0.1	0.1
Opic Lan	141	2	0.1	0.1
Optic	142	1	0.1	0.1
Vistar	145	1	0.1	0.1

Survey on the Use of Broadcast and Communication Services

Shark	146	1	0.1	0.1
SK Brand	158	2	0.1	0.1
Hiroad	159	1	0.1	0.1
KT Nespot	161	1	0.1	0.1
CJ	170	3	0.2	0.2
TBN	171	1	0.1	0.1
Hanaro SK	200	3	0.2	0.2
None	998	3	0.2	0.2
Unknown	999	2	0.1	0.1
		1,500	100.0	100.0

QA3C2 Company related to high-speed Internet R can think of(2)

A3-3-2. 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.

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
KT	1	155	10.3	12.1
LG	2	96	6.4	7.5
my LG	3	1	0.1	0.1
LG Powercom	4	52	3.5	4.1
SK Broadband	5	129	8.6	10.1
SK	8	127	8.5	10.0
Qook	9	98	6.5	7.7
Show	10	3	0.2	0.2
Megapass	11	122	8.1	9.6
Hanaro	12	103	6.9	8.1
Hanafos	13	38	2.5	3.0
Olleh	18	2	0.1	0.2
KTF	19	8	0.5	0.6
Dacom	20	6	0.4	0.5
Korea Telecom	21	2	0.1	0.2
KT Qook	34	6	0.4	0.5
Powercom	37	95	6.3	7.4
LG Dacom	38	4	0.3	0.3
LG Telecom LGT	40	11	0.7	0.9
SK Telecom SKT	41	20	1.3	1.6
Qook & Show	43	1	0.1	0.1

Survey on the Use of Broadcast and Communication Services

Hanaro Telecommunication	45	32	2.1	2.5
Hanaro Telecom	46	5	0.3	0.4
Onse Telecom	54	1	0.1	0.1
KT Megapass	64	3	0.2	0.2
my LG070	69	2	0.1	0.2
Xpeed	76	52	3.5	4.1
Broadband	77	43	2.9	3.4
HCN	79	3	0.2	0.2
T Band	80	2	0.1	0.2
Qrix	82	1	0.1	0.1
T	83	3	0.2	0.2
T Broad	84	4	0.3	0.3
KS	89	1	0.1	0.1
Zone Broadcasting	96	13	0.9	1.0
Zone Cable	97	4	0.3	0.3
Thrunet	100	7	0.5	0.5
Hello Net	102	2	0.1	0.2
AD Nee	115	1	0.1	0.1
Hyun Dai	120	1	0.1	0.1
ST	123	1	0.1	0.1
Xmile	138	1	0.1	0.1
Megagem	139	1	0.1	0.1
Shark	146	1	0.1	0.1
Dream	147	1	0.1	0.1
N-topia	148	2	0.1	0.2
Giga Net	152	1	0.1	0.1
Dongbu	153	1	0.1	0.1
M-net	154	1	0.1	0.1
Uasis	155	1	0.1	0.1
Hybrid	164	1	0.1	0.1
Power Telecom	166	1	0.1	0.1
CM	172	1	0.1	0.1
GS	173	1	0.1	0.1
Cable Internet	196	2	0.1	0.2
system missing		224	14.9	
		1,500	100.0	100.0

QA3C3 Company related to high-speed Internet R can think of(3)

A3-3-3. 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.

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
KT	1	71	4.7	8.8
LG	2	131	8.7	16.2
my LG	3	1	0.1	0.1
LG Powercom	4	81	5.4	10.0
SK Broadband	5	45	3.0	5.6
SK	8	57	3.8	7.0
Qook	9	36	2.4	4.4
Megapass	11	48	3.2	5.9
Hanaro	12	48	3.2	5.9
Hanafos	13	15	1.0	1.9
sky life	16	1	0.1	0.1
KTF	19	2	0.1	0.2
Dacom	20	7	0.5	0.9
Korea Telecom	21	1	0.1	0.1
sky	24	1	0.1	0.1
KT Qook	34	4	0.3	0.5
Powercom	37	73	4.9	9.0
LG Dacom	38	11	0.7	1.4
LG Telecom LGT	40	22	1.5	2.7
SK Telecom SKT	41	6	0.4	0.7
Hanaro Telecommunication	45	4	0.3	0.5
Wibro	53	1	0.1	0.1
Saeronet	57	1	0.1	0.1
Onse	60	1	0.1	0.1
KT Megapass	64	5	0.3	0.6
my LG070	69	1	0.1	0.1
Xpeed	76	51	3.4	6.3
Broadband	77	19	1.3	2.3
Vit Ssen	78	5	0.3	0.6
HCN	79	4	0.3	0.5
Qrix	82	4	0.3	0.5

Survey on the Use of Broadcast and Communication Services

T Broad	84	4	0.3	0.5
Hanbit	93	1	0.1	0.1
Zone Broadcasting	96	3	0.2	0.4
Zone Cable	97	2	0.1	0.2
Thrunet	100	6	0.4	0.7
HelloD	103	1	0.1	0.1
AD Nee	115	1	0.1	0.1
C&M	116	1	0.1	0.1
Thunder Line	119	1	0.1	0.1
Pantech & Curitel	136	1	0.1	0.1
Opic Lan	141	2	0.1	0.2
KT Wibro	160	1	0.1	0.1
Netspeed	163	1	0.1	0.1
GS	173	1	0.1	0.1
LG Optic Lan	174	1	0.1	0.1
G Market	175	1	0.1	0.1
Window 98	176	1	0.1	0.1
Speed LG	177	1	0.1	0.1
Speedlife	178	1	0.1	0.1
Speed	179	1	0.1	0.1
Dreamcity	180	1	0.1	0.1
Primian	181	1	0.1	0.1
NTT	182	1	0.1	0.1
LG Internet	188	1	0.1	0.1
CJ Internet	191	1	0.1	0.1
Hanbit Net	192	3	0.2	0.4
Cable Internet	196	11	0.7	1.4
Wire Internet	197	1	0.1	0.1
system missing		691	46.1	
		1,500	100.0	100.0

QA3C4 Company related to high-speed Internet R can think of(4)

A3-3-4. 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.

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
KT	1	4	0.3	2.4
LG	2	10	0.7	6.1
LG Powercom	4	10	0.7	6.1
SK Broadband	5	8	0.5	4.8
SK	8	4	0.3	2.4
Qook	9	10	0.7	6.1
Show	10	2	0.1	1.2
Megapass	11	5	0.3	3.0
Hanaro	12	9	0.6	5.5
Hanafos	13	1	0.1	0.6
KTF	19	1	0.1	0.6
Dacom	20	2	0.1	1.2
sky	24	1	0.1	0.6
Powercom	37	8	0.5	4.8
LG Telecom LGT	40	3	0.2	1.8
SK Telecom SKT	41	1	0.1	0.6
Hanaro Telecommunication	45	3	0.2	1.8
Hanaro Telecom	46	1	0.1	0.6
Wibro	53	1	0.1	0.6
Onse Telecom	54	2	0.1	1.2
Samsung	55	2	0.1	1.2
SK Wibro	61	1	0.1	0.6
Xpeed	76	7	0.5	4.2
Broadband	77	5	0.3	3.0
Vit Ssen	78	2	0.1	1.2
Qrix	82	3	0.2	1.8
T Broad	84	6	0.4	3.6
Hanbit	93	2	0.1	1.2
Hanmir	94	1	0.1	0.6
Zone Broadcasting	96	5	0.3	3.0
Zone Cable	97	16	1.1	9.7

Survey on the Use of Broadcast and Communication Services

Wired Broadcasting Internet Phone	99	1	0.1	0.6
Thrunet	100	4	0.3	2.4
Hello Net	102	1	0.1	0.6
C&M	116	2	0.1	1.2
Optic	142	1	0.1	0.6
Giga Net	152	1	0.1	0.6
High Net	156	1	0.1	0.6
Hiroad	159	2	0.1	1.2
Hiroad Internet	162	1	0.1	0.6
CJ	170	4	0.3	2.4
Dreamcity	180	1	0.1	0.6
Dream Plus	183	1	0.1	0.6
Bora Net	184	1	0.1	0.6
U-pass	185	1	0.1	0.6
EZville	186	1	0.1	0.6
Hana Net	187	1	0.1	0.6
Hanbit Net	192	1	0.1	0.6
CJ Hello Vision	193	1	0.1	0.6
CMB	194	1	0.1	0.6
Hello	195	2	0.1	1.2
system missing		1,335	89.0	
		1,500	100.0	100.0

QA3D1 Company related to subscription broadcasting R can think of(1)

A3-4-1. 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.

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
KT	1	53	3.5	3.5
LG	2	9	0.6	0.6
LG Powercom	4	1	0.1	0.1
SK Broadband	5	46	3.1	3.1
SK	8	34	2.3	2.3
Qook	9	54	3.6	3.6
Megapass	11	6	0.4	0.4
Hanaro	12	19	1.3	1.3
Hana	15	4	0.3	0.3

Survey on the Use of Broadcast and Communication Services

sky life	16	354	23.6	23.6
sky pe	17	3	0.2	0.2
Dacom	20	1	0.1	0.1
Korea Telecom	21	1	0.1	0.1
sky	24	124	8.3	8.3
KT Qook	34	2	0.1	0.1
Powercom	37	1	0.1	0.1
LG Telecom LGT	40	1	0.1	0.1
SK Telecom SKT	41	1	0.1	0.1
Hanaro Telecommunication	45	3	0.2	0.2
Hanaro Telecom	46	1	0.1	0.1
Samsung	55	2	0.1	0.1
Saeronet	57	1	0.1	0.1
SeoKyung	58	1	0.1	0.1
KT Korea Telecom	63	1	0.1	0.1
Broadband	77	5	0.3	0.3
Vit Ssen	78	3	0.2	0.2
HCN	79	15	1.0	1.0
Qrix	82	22	1.5	1.5
T Broad	84	19	1.3	1.3
Hanbit	93	4	0.3	0.3
Zone Broadcasting	96	75	5.0	5.0
Zone Cable	97	54	3.6	3.6
Wired Broadcasting Internet Phone	99	17	1.1	1.1
Thrunet	100	3	0.2	0.2
Hello Net	102	2	0.1	0.1
HelloD	103	6	0.4	0.4
C&M	116	21	1.4	1.4
Hyun Dai	120	1	0.1	0.1
Dream	147	2	0.1	0.1
Dongbu	153	2	0.1	0.1
M-net	154	5	0.3	0.3
Hiroad	159	1	0.1	0.1
CJ	170	27	1.8	1.8
TBN	171	2	0.1	0.1
CM	172	2	0.1	0.1

Survey on the Use of Broadcast and Communication Services

GS	173	4	0.3	0.3
Dreamcity	180	3	0.2	0.2
Hana Net	187	1	0.1	0.1
Hanbit Net	192	1	0.1	0.1
CJ Hello Vision	193	2	0.1	0.1
CMB	194	12	0.8	0.8
Cable Internet	196	82	5.5	5.5
Gaya Net	198	1	0.1	0.1
Fishing Channel	199	2	0.1	0.1
Dbdeep	201	1	0.1	0.1
myLG TV	202	3	0.2	0.2
Mega TV	203	35	2.3	2.3
Megabox	204	2	0.1	0.1
Baduk TV	205	1	0.1	0.1
Broad & TV	206	4	0.3	0.3
Broadway	207	1	0.1	0.1
BigBox	208	1	0.1	0.1
Saerom Broadcasting	209	2	0.1	0.1
Adult Broadcasting	210	2	0.1	0.1
Sky Stock	211	1	0.1	0.1
Sky Choice	212	1	0.1	0.1
CJ Cable	213	2	0.1	0.1
Arirang TV	214	1	0.1	0.1
IP	215	1	0.1	0.1
MSN	216	1	0.1	0.1
Olive	217	1	0.1	0.1
Woori Broadcasting	218	1	0.1	0.1
Satellite Broadcasting	219	2	0.1	0.1
Stock	220	1	0.1	0.1
Catch On	221	27	1.8	1.8
Taekwang	222	1	0.1	0.1
Tooniverse	223	3	0.2	0.2
Hana TV	224	68	4.5	4.5
KBS	225	9	0.6	0.6
Hanvit Broadcasting	226	3	0.2	0.2
Hello TV	227	15	1.0	1.0

Survey on the Use of Broadcast and Communication Services

Hello City	228	1	0.1	0.1
Homeshopping	229	1	0.1	0.1
ABC	230	1	0.1	0.1
ABS	231	1	0.1	0.1
CBS	232	2	0.1	0.1
CGV	233	3	0.2	0.2
CMN	234	1	0.1	0.1
CNBC Asia	235	1	0.1	0.1
CNM	236	1	0.1	0.1
DV	237	3	0.2	0.2
GOLF	238	1	0.1	0.1
HBO	239	1	0.1	0.1
HNH	240	1	0.1	0.1
IPTV	241	2	0.1	0.1
KT IPTV	242	2	0.1	0.1
KT TV	243	1	0.1	0.1
LG IPTV	244	2	0.1	0.1
LG TV	245	1	0.1	0.1
M	246	1	0.1	0.1
MBC	247	5	0.3	0.3
MBC EVERY1	248	1	0.1	0.1
MBC Dramanet	249	1	0.1	0.1
Mnet	250	1	0.1	0.1
OCN	251	9	0.6	0.6
QOOK IPTV	252	5	0.3	0.3
S&M	253	1	0.1	0.1
SBS Sports	255	1	0.1	0.1
SBS GOLF	256	1	0.1	0.1
SK IPTV	257	1	0.1	0.1
SK Braod & TV	258	2	0.1	0.1
SKY Pass	259	1	0.1	0.1
TU	260	2	0.1	0.1
TU Media	261	2	0.1	0.1
TVB	262	1	0.1	0.1
TVLOAD	263	1	0.1	0.1
TVN	264	1	0.1	0.1

X	265	1	0.1	0.1
XTM	266	1	0.1	0.1
YBN	267	1	0.1	0.1
None	998	73	4.9	4.9
Unknown	999	52	3.5	3.5
		1,500	100.0	100.0

QA3D2 Company related to subscription broadcasting R can think of(2)

A3-4-2. 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.

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
KT	1	30	2.0	4.2
LG	2	32	2.1	4.5
my LG	3	1	0.1	0.1
LG Powercom	4	3	0.2	0.4
SK Broadband	5	21	1.4	2.9
SK	8	31	2.1	4.3
Qook	9	55	3.7	7.6
Show	10	2	0.1	0.3
Megapass	11	1	0.1	0.1
Hanaro	12	24	1.6	3.3
Hana	15	2	0.1	0.3
sky life	16	79	5.3	11.0
Olleh	18	1	0.1	0.1
KTF	19	1	0.1	0.1
Dacom	20	1	0.1	0.1
sky	24	27	1.8	3.8
KT Qook	34	5	0.3	0.7
Powercom	37	3	0.2	0.4
LG Telecom LGT	40	1	0.1	0.1
SK Telecom SKT	41	4	0.3	0.6
KT Olleh	44	1	0.1	0.1
Hanaro Telecommunication	45	5	0.3	0.7
Hanaro Telecom	46	2	0.1	0.3
Samsung	55	1	0.1	0.1
Saeronet	57	1	0.1	0.1

Survey on the Use of Broadcast and Communication Services

HCN	79	4	0.3	0.6
T Band	80	2	0.1	0.3
Qrix	82	8	0.5	1.1
T Broad	84	11	0.7	1.5
Hanbit	93	5	0.3	0.7
Zone Broadcasting	96	52	3.5	7.2
Zone Cable	97	38	2.5	5.3
Wired Broadcasting Internet Phone	99	14	0.9	1.9
HelloD	103	7	0.5	1.0
C&M	116	9	0.6	1.3
Nara	140	1	0.1	0.1
Dream	147	1	0.1	0.1
Giga Net	152	1	0.1	0.1
CJ	170	5	0.3	0.7
CM	172	1	0.1	0.1
GS	173	2	0.1	0.3
Dreamcity	180	4	0.3	0.6
Hanbit Net	192	4	0.3	0.6
CJ Hello Vision	193	1	0.1	0.1
CMB	194	7	0.5	1.0
Hello	195	4	0.3	0.6
myLG TV	202	7	0.5	1.0
Mega TV	203	45	3.0	6.3
Baduk TV	205	1	0.1	0.1
Adult Broadcasting	210	1	0.1	0.1
Sky Stock	211	2	0.1	0.3
Sky Choice	212	2	0.1	0.3
CJ Cable	213	1	0.1	0.1
Satellite Broadcasting	219	8	0.5	1.1
Catch On	221	10	0.7	1.4
Taekwang	222	1	0.1	0.1
Hana TV	224	24	1.6	3.3
KBS	225	2	0.1	0.3
Hanvit Broadcasting	226	1	0.1	0.1
Hello TV	227	5	0.3	0.7
CGV	233	3	0.2	0.4

Survey on the Use of Broadcast and Communication Services

CNM	236	3	0.2	0.4
DV	237	1	0.1	0.1
IPTV	241	9	0.6	1.3
LG IPTV	244	2	0.1	0.3
LG TV	245	2	0.1	0.3
Mnet	250	2	0.1	0.3
OCN	251	2	0.1	0.3
QOOK IPTV	252	17	1.1	2.4
SBS	254	2	0.1	0.3
SK IPTV	257	2	0.1	0.3
TVN	264	2	0.1	0.3
YBN	267	1	0.1	0.1
DD TV	268	1	0.1	0.1
Digital	269	2	0.1	0.3
Sky Perfect	270	1	0.1	0.1
Sky TV	271	2	0.1	0.3
Spicy	272	1	0.1	0.1
Sports	273	1	0.1	0.1
SPN	274	1	0.1	0.1
On gamenet	275	1	0.1	0.1
Q Channel	277	1	0.1	0.1
Paran	278	1	0.1	0.1
Powercom IPTV	279	1	0.1	0.1
Hanaro TV	280	24	1.6	3.3
Environment Broadcasting	281	1	0.1	0.1
Humax	282	1	0.1	0.1
CATV	283	1	0.1	0.1
CJ Oshopping	284	1	0.1	0.1
CMD	285	1	0.1	0.1
CNN	286	1	0.1	0.1
ESPN	287	1	0.1	0.1
TV Entertainment	288	1	0.1	0.1
YTN	289	1	0.1	0.1
system missing		781	52.1	
		1,500	100.0	100.0

QA3D3 Company related to subscription broadcasting R can think of(3)

A3-4-3. 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.

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
KT	1	20	1.3	6.9
LG	2	27	1.8	9.3
SK Broadband	5	11	0.7	3.8
SK	8	22	1.5	7.6
Qook	9	18	1.2	6.2
Show	10	1	0.1	0.3
Hanaro	12	6	0.4	2.1
Hanafos	13	1	0.1	0.3
sky life	16	14	0.9	4.8
KTF	19	1	0.1	0.3
Dacom	20	3	0.2	1.0
sky	24	8	0.5	2.8
KT Qook	34	3	0.2	1.0
Powercom	37	4	0.3	1.4
LG Telecom LGT	40	3	0.2	1.0
SK Telecom SKT	41	1	0.1	0.3
Hanaro Telecommunication	45	1	0.1	0.3
Xpeed	76	2	0.1	0.7
Broadband	77	2	0.1	0.7
HCN	79	2	0.1	0.7
Qrix	82	4	0.3	1.4
T Broad	84	3	0.2	1.0
Hanbit	93	2	0.1	0.7
Zone Broadcasting	96	21	1.4	7.3
Zone Cable	97	5	0.3	1.7
Wired Broadcasting Internet Phone	99	2	0.1	0.7
Hello Net	102	1	0.1	0.3
C&M	116	3	0.2	1.0
Hyun Dai	120	1	0.1	0.3
TCN	167	1	0.1	0.3
CJ	170	2	0.1	0.7

Survey on the Use of Broadcast and Communication Services

GS	173	2	0.1	0.7
Dreamcity	180	1	0.1	0.3
CJ Hello Vision	193	1	0.1	0.3
CMB	194	2	0.1	0.7
Hello	195	1	0.1	0.3
myLG TV	202	5	0.3	1.7
Mega TV	203	18	1.2	6.2
Adult Broadcasting	210	1	0.1	0.3
Catch On	221	1	0.1	0.3
Taekwang	222	1	0.1	0.3
Hana TV	224	21	1.4	7.3
KBS	225	1	0.1	0.3
Hello TV	227	1	0.1	0.3
CGV	233	2	0.1	0.7
DV	237	1	0.1	0.3
GOLF	238	1	0.1	0.3
IPTV	241	5	0.3	1.7
KT IPTV	242	1	0.1	0.3
LG IPTV	244	1	0.1	0.3
LG TV	245	2	0.1	0.7
MBC	247	1	0.1	0.3
QOOK IPTV	252	5	0.3	1.7
SBS	254	3	0.2	1.0
SBS Sports	255	1	0.1	0.3
TVN	264	1	0.1	0.3
On gamenet	275	1	0.1	0.3
Hanaro TV	280	3	0.2	1.0
Gom TV	290	1	0.1	0.3
Bugs	291	1	0.1	0.3
Bugs Movie	292	1	0.1	0.3
Movie	293	2	0.1	0.7
EBS	294	1	0.1	0.3
HBC	295	1	0.1	0.3
MBN	297	1	0.1	0.3
PLAYBOY TV	298	1	0.1	0.3
SK SPORTS	299	1	0.1	0.3
system missing		1,211	80.7	
		1,500	100.0	100.0

QA3D4 Company related to subscription broadcasting R can think of(4)

A3-4-4. 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.

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
KT	1	3	0.2	3.4
LG	2	9	0.6	10.2
SK Broadband	5	2	0.1	2.3
SK	8	3	0.2	3.4
Qook	9	5	0.3	5.7
Megapass	11	1	0.1	1.1
Hanaro	12	3	0.2	3.4
sky life	16	6	0.4	6.8
sky	24	2	0.1	2.3
KT Qook	34	1	0.1	1.1
Powercom	37	2	0.1	2.3
SK Telecom SKT	41	1	0.1	1.1
SK Wibro	61	1	0.1	1.1
Broadband	77	3	0.2	3.4
Zone Broadcasting	96	5	0.3	5.7
Zone Cable	97	4	0.3	4.5
Wired Broadcasting Internet Phone	99	1	0.1	1.1
Hyun Dai	120	1	0.1	1.1
Naray Telecom	121	1	0.1	1.1
Pantech & Curitel	136	1	0.1	1.1
TCN	167	1	0.1	1.1
CJ	170	2	0.1	2.3
CJ Hello Vision	193	1	0.1	1.1
myLG TV	202	2	0.1	2.3
Mega TV	203	6	0.4	6.8
Catch On	221	2	0.1	2.3
Hana TV	224	1	0.1	1.1
ABC	230	1	0.1	1.1
CNM	236	1	0.1	1.1
IPTV	241	2	0.1	2.3
MBC	247	1	0.1	1.1

Survey on the Use of Broadcast and Communication Services

QOOK IPTV	252	1	0.1	1.1
SK IPTV	257	1	0.1	1.1
TVN	264	1	0.1	1.1
Sky TV	271	1	0.1	1.1
Sports	273	1	0.1	1.1
YTN	289	1	0.1	1.1
MBC ESPN	296	1	0.1	1.1
On Movie	300	1	0.1	1.1
Economy	301	1	0.1	1.1
Action	302	1	0.1	1.1
CAN	303	1	0.1	1.1
Comedy TV	304	1	0.1	1.1
ETV	305	1	0.1	1.1
system missing		1,412	94.1	
		1,500	100.0	100.0

QA3E1 Company that offers bundled packages(1)

A3-5-1. Please write all companies or brands that offer bundled packages.

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
KT	1	363	24.2	24.2
LG	2	63	4.2	4.2
LG Powercom	4	31	2.1	2.1
SK Broadband	5	198	13.2	13.2
SK	8	279	18.6	18.6
Qook	9	229	15.3	15.3
Show	10	26	1.7	1.7
Megapass	11	17	1.1	1.1
Hanaro	12	31	2.1	2.1
Hanafos	13	3	0.2	0.2
Hana	15	2	0.1	0.1
sky life	16	2	0.1	0.1
Olleh	18	5	0.3	0.3
KTF	19	14	0.9	0.9
Dacom	20	2	0.1	0.1
Korea Telecom	21	5	0.3	0.3

Survey on the Use of Broadcast and Communication Services

KT Qook	34	3	0.2	0.2
Qook Internet	35	1	0.1	0.1
Powercom	37	10	0.7	0.7
LG Dacom	38	7	0.5	0.5
KT Home Phone	39	1	0.1	0.1
LG Telecom LGT	40	5	0.3	0.3
SK Telecom SKT	41	35	2.3	2.3
KT Olleh	44	2	0.1	0.1
Hanaro Telecommunication	45	7	0.5	0.5
Hanaro Telecom	46	1	0.1	0.1
Samsung	55	2	0.1	0.1
Saeronet	57	1	0.1	0.1
OZ	59	1	0.1	0.1
SK Wibro	61	1	0.1	0.1
LG00700	62	1	0.1	0.1
KT Megapass	64	2	0.1	0.1
LG070	71	1	0.1	0.1
Xpeed	76	1	0.1	0.1
Broadband	77	33	2.2	2.2
HCN	79	1	0.1	0.1
T Band	80	12	0.8	0.8
Qrix	82	2	0.1	0.1
T	83	5	0.3	0.3
T Broad	84	2	0.1	0.1
Zone Broadcasting	96	3	0.2	0.2
Zone Cable	97	10	0.7	0.7
Hello Net	102	1	0.1	0.1
HelloD	103	3	0.2	0.2
C&M	116	4	0.3	0.3
Dream	147	1	0.1	0.1
High Net	156	1	0.1	0.1
Hiroad Internet	162	1	0.1	0.1
CJ	170	1	0.1	0.1
CM	172	1	0.1	0.1
G Market	175	1	0.1	0.1
Hanbit Net	192	1	0.1	0.1

Survey on the Use of Broadcast and Communication Services

CJ Hello Vision	193	1	0.1	0.1
Mega TV	203	1	0.1	0.1
Hello TV	227	2	0.1	0.1
IPTV	241	1	0.1	0.1
QOOK IPTV	252	3	0.2	0.2
Hanaro TV	280	3	0.2	0.2
None	998	22	1.5	1.5
Unknown	999	32	2.1	2.1
		1,500	100.0	100.0

QA3E2 Company that offers bundled packages(2)

A3-5-2. Please write all companies or brands that offer bundled packages.

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
KT	1	230	15.3	20.3
LG	2	126	8.4	11.1
my LG	3	1	0.1	0.1
LG Powercom	4	27	1.8	2.4
SK Broadband	5	98	6.5	8.7
SK	8	199	13.3	17.6
Qook	9	133	8.9	11.7
Show	10	9	0.6	0.8
Megapass	11	16	1.1	1.4
Hanaro	12	34	2.3	3.0
Hanafos	13	5	0.3	0.4
Hana	15	1	0.1	0.1
sky life	16	3	0.2	0.3
Olleh	18	8	0.5	0.7
KTF	19	19	1.3	1.7
Korea Telecom	21	4	0.3	0.4
sky	24	3	0.2	0.3
SK Telink	31	1	0.1	0.1
KT Qook	34	21	1.4	1.9
KT Internet Phone	36	1	0.1	0.1
Powercom	37	22	1.5	1.9
LG Dacom	38	1	0.1	0.1

Survey on the Use of Broadcast and Communication Services

LG Telecom LGT	40	17	1.1	1.5
SK Telecom SKT	41	52	3.5	4.6
Qook & Show	43	3	0.2	0.3
KT Olleh	44	1	0.1	0.1
Hanaro Telecommunication	45	9	0.6	0.8
Hanaro Telecom	46	3	0.2	0.3
Wibro	53	1	0.1	0.1
KT Megapass	64	1	0.1	0.1
my LG070	69	1	0.1	0.1
LG070	71	1	0.1	0.1
Xpeed	76	6	0.4	0.5
Broadband	77	25	1.7	2.2
HCN	79	1	0.1	0.1
T Band	80	10	0.7	0.9
Qrix	82	3	0.2	0.3
T	83	9	0.6	0.8
T Broad	84	2	0.1	0.2
Zone Broadcasting	96	9	0.6	0.8
Zone Cable	97	4	0.3	0.4
Thrunet	100	1	0.1	0.1
HelloD	103	2	0.1	0.2
Hyun Dai	120	1	0.1	0.1
ST	123	1	0.1	0.1
CJ	170	1	0.1	0.1
GS	173	2	0.1	0.2
Hanbit Net	192	2	0.1	0.2
QOOK IPTV	252	1	0.1	0.1
Interpark	306	1	0.1	0.1
system missing		368	24.5	
		1,500	100.0	100.0

QA3E3 Company that offers bundled packages(3)

A3-5-3. Please write all companies or brands that offer bundled packages.

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
KT	1	74	4.9	12.1
LG	2	221	14.7	36.1
my LG	3	3	0.2	0.5
LG Powercom	4	29	1.9	4.7
SK Broadband	5	29	1.9	4.7
SK	8	51	3.4	8.3
Qook	9	24	1.6	3.9
Show	10	3	0.2	0.5
Megapass	11	7	0.5	1.1
Hanaro	12	14	0.9	2.3
Hanafos	13	2	0.1	0.3
sky life	16	1	0.1	0.2
Olleh	18	1	0.1	0.2
KTF	19	10	0.7	1.6
Dacom	20	1	0.1	0.2
Korea Telecom	21	1	0.1	0.2
sky	24	1	0.1	0.2
KT Hanaro	28	1	0.1	0.2
KT Qook	34	6	0.4	1.0
Powercom	37	17	1.1	2.8
LG Dacom	38	1	0.1	0.2
LG Telecom LGT	40	42	2.8	6.9
SK Telecom SKT	41	12	0.8	2.0
Qook & Show	43	2	0.1	0.3
Hanaro Telecommunication	45	2	0.1	0.3
Wibro	53	1	0.1	0.2
Onse Telecom	54	1	0.1	0.2
Samsung	55	1	0.1	0.2
SeoKyung	58	1	0.1	0.2
OZ	59	6	0.4	1.0
11st.	67	1	0.1	0.2

Survey on the Use of Broadcast and Communication Services

my LG070	69	1	0.1	0.2
Xpeed	76	5	0.3	0.8
Broadband	77	6	0.4	1.0
HCN	79	2	0.1	0.3
T Band	80	1	0.1	0.2
Qrix	82	2	0.1	0.3
T	83	1	0.1	0.2
T Broad	84	2	0.1	0.3
Hanbit	93	1	0.1	0.2
Zone Broadcasting	96	4	0.3	0.7
Zone Cable	97	11	0.7	1.8
C&M	116	2	0.1	0.3
Dream	147	1	0.1	0.2
CJ	170	1	0.1	0.2
Primian	181	1	0.1	0.2
Mega TV	203	1	0.1	0.2
QOOK IPTV	252	2	0.1	0.3
Dava	307	1	0.1	0.2
Power Together	308	1	0.1	0.2
system missing		888	59.2	
		1,500	100.0	100.0

QA3E4 Company that offers bundled packages(4)

A3-5-4. Please write all companies or brands that offer bundled packages.

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
KT	1	3	0.2	3.6
LG	2	3	0.2	3.6
LG Powercom	4	1	0.1	1.2
SK Broadband	5	2	0.1	2.4
SK	8	5	0.3	6.0
Qook	9	3	0.2	3.6
Show	10	4	0.3	4.8
Megapass	11	2	0.1	2.4
Hanaro	12	7	0.5	8.3
sky life	16	2	0.1	2.4

Survey on the Use of Broadcast and Communication Services

Dacom	20	1	0.1	1.2
Samsung Wyzhome	22	1	0.1	1.2
sky	24	1	0.1	1.2
Powercom	37	1	0.1	1.2
LG Telecom LGT	40	1	0.1	1.2
SK Telecom SKT	41	1	0.1	1.2
Samsung	55	1	0.1	1.2
OZ	59	2	0.1	2.4
my LG070	69	1	0.1	1.2
Xpeed	76	1	0.1	1.2
HCN	79	2	0.1	2.4
T Band	80	1	0.1	1.2
Qrix	82	5	0.3	6.0
T Broad	84	5	0.3	6.0
Hanbit	93	2	0.1	2.4
Zone Broadcasting	96	2	0.1	2.4
Zone Cable	97	7	0.5	8.3
Wired Broadcasting Internet Phone	99	2	0.1	2.4
Thrunet	100	1	0.1	1.2
Hello Net	102	1	0.1	1.2
C&M	116	2	0.1	2.4
CJ	170	1	0.1	1.2
Hanbit Net	192	2	0.1	2.4
CJ Hello Vision	193	1	0.1	1.2
CMB	194	1	0.1	1.2
Hello	195	1	0.1	1.2
myLG TV	202	1	0.1	1.2
Broad & TV	206	1	0.1	1.2
Auctiong	309	1	0.1	1.2
Troll	310	1	0.1	1.2
NC10	311	1	0.1	1.2
system missing		1,416	94.4	
		1,500	100.0	100.0

QA4A1 Landline phone service provider R knows: KT

A4-1. Please select all companies or brands you know among the following landline phone (including Internet phone) service providers.
1) KT (QOOK Home Phone)

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
No	0	17	1.1	1.1
Yes	1	1,483	98.9	98.9
		1,500	100.0	100.0

QA4A2 Landline phone service provider R knows: LG Telecom

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

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
No	0	230	15.3	15.3
Yes	1	1,270	84.7	84.7
		1,500	100.0	100.0

QA4A3 Landline phone service provider R knows: SK Broadband

A4-1. Please select all companies or brands you know among the following landline phone (including Internet phone) service providers.
3) SK Broadband (SK Broad&Phone/before: Hanaro Telecommunication)

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
No	0	105	7.0	7.0
Yes	1	1,395	93.0	93.0
		1,500	100.0	100.0

QA4A4 Landline phone service provider R knows: None

A4-1. Please select all companies or brands you know among the following landline phone (including Internet phone) service providers.
4) None of the above

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
No	0	1,500	100.0	100.0
		1,500	100.0	100.0

QA4B1 Cellphone service provider R knows: KT

A4-2. Please select all companies or brands you know among the following cellphone service providers.
 1) KT (before KTF, SHOW)

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
No	0	26	1.7	1.7
Yes	1	1,474	98.3	98.3
		1,500	100.0	100.0

QA4B2 Cellphone service provider R knows: LG Telecom

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

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
No	0	36	2.4	2.4
Yes	1	1,464	97.6	97.6
		1,500	100.0	100.0

QA4B3 Cellphone service provider R knows: SK Telecom

A4-2. Please select all companies or brands you know among the following cellphone service providers.
 3) SK Telecom (T)

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
No	0	14	0.9	0.9
Yes	1	1,486	99.1	99.1
		1,500	100.0	100.0

QA4B4 Cellphone service provider R knows: None

A4-2. Please select all companies or brands you know among the following cellphone service providers.
 4) None of the above

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
No	0	1,499	99.9	99.9
Yes	1	1	0.1	0.1
		1,500	100.0	100.0

QA4C1 High-speed Internet service provider R knows: KT

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

1) KT (QOOK Internet/before: Megapass)

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
No	0	32	2.1	2.1
Yes	1	1,468	97.9	97.9
		1,500	100.0	100.0

QA4C2 High-speed Internet service provider R knows: LG Powercom

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

2) LG Powercom (XPEED)

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
No	0	125	8.3	8.3
Yes	1	1,375	91.7	91.7
		1,500	100.0	100.0

QA4C3 High-speed Internet service provider R knows: SK Broadband

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

3) SK Broadband (SK Broad&Internet/before: Hanaro Hanafos)

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
No	0	96	6.4	6.4
Yes	1	1,404	93.6	93.6
		1,500	100.0	100.0

QA4C4 High-speed Internet service provider R knows: Local cable TV

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

4) Local cable TV providers' Internet service

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
No	0	570	38.0	38.0
Yes	1	930	62.0	62.0
		1,500	100.0	100.0

QA4C5 High-speed Internet service provider R knows: None

A4-3. Please select all companies or brands you know among the following high-speed Internet (landline) service providers.
5) None of the above

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
No	0	1,498	99.9	99.9
Yes	1	2	0.1	0.1
		1,500	100.0	100.0

QA4D1 Subscription broadcasting service provider R knows: Local cable TV

A4-4. Please select all companies or brands you know among the following subscription broadcasting service providers.
1) Local cable TV providers (Ex. : Gwanak Broadcasting, Gangnam Broadcasting, etc.)

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
No	0	369	24.6	24.6
Yes	1	1,131	75.4	75.4
		1,500	100.0	100.0

QA4D2 Subscription broadcasting service provider R knows: Skylife

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

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
No	0	125	8.3	8.3
Yes	1	1,375	91.7	91.7
		1,500	100.0	100.0

QA4D3 Subscription broadcasting service provider R knows: SK Broadband

A4-4. Please select all companies or brands you know among the following subscription broadcasting service providers.
3) SK Broadband (SK Broad&TV/ before: Hanaro TV)

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
No	0	289	19.3	19.3
Yes	1	1,211	80.7	80.7
		1,500	100.0	100.0

QA4D4 Subscription broadcasting service provider R knows: KT

A4-4. Please select all companies or brands you know among the following subscription broadcasting service providers.
 4) KT (QOOK TV/ before: Mega TV)

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
No	0	254	16.9	16.9
Yes	1	1,246	83.1	83.1
		1,500	100.0	100.0

QA4D5 Subscription broadcasting service provider R knows: LG Powercom

A4-4. Please select all companies or brands you know among the following subscription broadcasting service providers.
 5) LG Powercom (myLGtv)

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
No	0	506	33.7	33.7
Yes	1	994	66.3	66.3
		1,500	100.0	100.0

QA4D6 Subscription broadcasting service provider R knows: None

A4-4. Please select all companies or brands you know among the following subscription broadcasting service providers.
 6) None of the above

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
No	0	1,493	99.5	99.5
Yes	1	7	0.5	0.5
		1,500	100.0	100.0

QA4E1 Company that offers bundled packages: KT

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

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
No	0	124	8.3	8.3
Yes	1	1,376	91.7	91.7
		1,500	100.0	100.0

QA4E2 Company that offers bundled packages: LG Telecom/Powercom

A4-5. Please select all companies or brands you know among the following service providers that have bundled packages.
 2) LG Powercom/LG Telecom/LG Dacom

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
No	0	346	23.1	23.1
Yes	1	1,154	76.9	76.9
		1,500	100.0	100.0

QA4E3 Company that offers bundled packages: SKT/Broadband

A4-5. Please select all companies or brands you know among the following service providers that have bundled packages.
 3) SK Broadband/SK Telecom

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
No	0	126	8.4	8.4
Yes	1	1,374	91.6	91.6
		1,500	100.0	100.0

QA4E4 Company that offers bundled packages: Local cable TV

A4-5. Please select all companies or brands you know among the following service providers that have bundled packages.
 4) Local cable TV providers

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
No	0	910	60.7	60.7
Yes	1	590	39.3	39.3
		1,500	100.0	100.0

QA4E5 Company that offers bundled packages: None

A4-5. Please select all companies or brands you know among the following service providers that have bundled packages.
 5) None of the above

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
No	0	1,480	98.7	98.7
Yes	1	20	1.3	1.3
		1,500	100.0	100.0

QA5A1 Portal messenger service provider R has used: Skype

A5. Which softphone of the following portal messenger service providers have you used?

1) Skype

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
No	0	1,290	86.0	86.0
Yes	1	210	14.0	14.0
		1,500	100.0	100.0

QA5A2 Portal messenger service provider R has used: MSN

A5. Which softphone of the following portal messenger service providers have you used?

2) MSN Messenger

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
No	0	1,017	67.8	67.8
Yes	1	483	32.2	32.2
		1,500	100.0	100.0

QA5A3 Portal messenger service provider R has used: Naver phone

A5. Which softphone of the following portal messenger service providers have you used?

3) Naver Phone

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
No	0	987	65.8	65.8
Yes	1	513	34.2	34.2
		1,500	100.0	100.0

QA5A4 Portal messenger service provider R has used: Buddy Buddy

A5. Which softphone of the following portal messenger service providers have you used?

4) Buddy Buddy Phone

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
No	0	1,391	92.7	92.7
Yes	1	109	7.3	7.3
		1,500	100.0	100.0

QA5A5 Portal messenger service provider R has used: Yahoo

A5. Which softphone of the following portal messenger service providers have you used?

5) Ping Phone(Yahoo)

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
No	0	1,477	98.5	98.5
Yes	1	23	1.5	1.5
		1,500	100.0	100.0

QA5A6 Portal messenger service provider R has used: Other

A5. Which softphone of the following portal messenger service providers have you used?

6) Other

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
Skype	1	1	0.1	2.7
Show	8	1	0.1	2.7
Nate On Phone	9	16	1.1	43.2
NayOn Phone	10	1	0.1	2.7
Nate Phone	11	3	0.2	8.1
Talk On	12	2	0.1	5.4
Elthe Giant Computer	13	1	0.1	2.7
Miss Lee Messenger	14	1	0.1	2.7
OZ	15	1	0.1	2.7
IMtel	16	2	0.1	5.4
Team Voice	17	2	0.1	5.4
Game Talk	18	1	0.1	2.7
Nio Talk	19	1	0.1	2.7
Dial pad	20	2	0.1	5.4
DreamWiz Genie	21	1	0.1	2.7
Unknown	99	1	0.1	2.7
system missing		1,463	97.5	
		1,500	100.0	100.0

QA5A7 Portal messenger service provider R has used: Never used

A5. Which softphone of the following portal messenger service providers have you used?

7) Never used

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
No	0	834	55.6	55.6
Yes	1	666	44.4	44.4
		1,500	100.0	100.0

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

QB1 [No landline phone] R intends to use landline phone

B1-1. You answered that you do not use landline phones. Within the next one year, do you intend to sign up for a subscription?

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
Yes	1	159	10.6	10.6
No	2	335	22.3	22.3
Currently using	3	1,006	67.1	67.1
		1,500	100.0	100.0

QB1A [No landline phone] R intends to use Internet phone

B1-2. You answered that you do not use Internet phones. Within the next one year, do you intend to sign up for a subscription?

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
Yes	1	428	28.5	28.5
No	2	376	25.1	25.1
Currently using	3	696	46.4	46.4
		1,500	100.0	100.0

QB2 [No landline phone] Reason for not using landline phone

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

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
Cellphones are used and there is no inconvenience (there is an alternative and it is satisfactory)	1	172	11.5	34.8
Internet phones are used and there is no inconvenience (there is an alternative and it is satisfactory)	2	209	13.9	42.3
Phone usage is little at home (don't feel a necessity)	3	95	6.3	19.2
Need one but concerned about price (no economic affordability)	4	13	0.9	2.6
Computers are not working	6	1	0.1	0.2
A temporary stop of use	7	1	0.1	0.2
All family members have cellphones	8	1	0.1	0.2
We live in an area where landline phones cannot be installed	9	1	0.1	0.2
After the free calling hours, cellphones are cheaper to use	10	1	0.1	0.2
Currently using	97	1,006	67.1	
		1,500	100.0	100.0

QB2A [No landline phone] Reason for not using Internet phone

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

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
Cellphones are used and there is no inconvenience (there is an alternative and it is satisfactory)	1	258	17.2	32.1
Internet phones are used and there is no inconvenience (there is an alternative and it is satisfactory)	2	220	14.7	27.4
Phone usage is little at home (don't feel a necessity)	3	258	17.2	32.1
Need one but concerned about price (no economic affordability)	4	32	2.1	4.0
After the contract for the Internet service expires, I plan to use a bundled package	6	2	0.1	0.2
Inconvenient	7	1	0.1	0.1
Not able to use when there is a power outage	8	2	0.1	0.2
The phone number gets changed if I switch to an Internet phone service	9	1	0.1	0.1
Computers are not working	10	1	0.1	0.1
Busy	11	4	0.3	0.5
There is a flaw	12	2	0.1	0.2

Afraid if there will be an Internet outage	13	1	0.1	0.1
Currently considering it to see if it will save money	14	2	0.1	0.2
Currently using long-distance calls on a flat rate plan	15	1	0.1	0.1
Does not allow calling support center phone numbers such as 080 and 1588	16	1	0.1	0.1
Planning to have a residential move	17	3	0.2	0.4
Used it before, and it was not very good	18	1	0.1	0.1
Still under a contract with the home phone service	19	3	0.2	0.4
Afraid to lose the current discounts	20	1	0.1	0.1
Heard that it has a poor quality	21	3	0.2	0.4
Don't use computers	22	1	0.1	0.1
A complex process	23	3	0.2	0.4
Unable to use it in this area	24	2	0.1	0.2
Installation is difficult	25	1	0.1	0.1
Currently using	97	696	46.4	
		1,500	100.0	100.0

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

QB3 [Landline phone user] What service does R currently subscribe to

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

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
Landline phone	1	835	55.7	65.1
Internet phone	2	448	29.9	34.9
Not applicable	0	217	14.5	
		1,500	100.0	100.0

QB4 [Landline phone user] Which landline phone service does R use

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

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
KT	1	706	47.1	55.0
LG Dacom	2	182	12.1	14.2
SK Broadband	3	325	21.7	25.3
None of the above	4	70	4.7	5.5
Not applicable	0	217	14.5	
		1,500	100.0	100.0

QB5 [Landline phone user] R has experienced trouble when making calls

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

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
Yes	1	251	16.7	19.6
No	2	1,032	68.8	80.4
Not applicable	0	217	14.5	
		1,500	100.0	100.0

QB5A1 [Landline phone user] Type of trouble: Poor call quality

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?

1) Poor call quality or no connection

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
No	0	1,324	88.3	88.3
Yes	1	176	11.7	11.7
		1,500	100.0	100.0

QB5A2 [Landline phone user] Type of trouble: Don't know how to use phone

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?

2) Don't know how to use the phone (examples: setting automatic answering, alarm, or additional services)

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
No	0	1,429	95.3	95.3
Yes	1	71	4.7	4.7
		1,500	100.0	100.0

QB5A3 [Landline phone user] Type of trouble: Other

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?

3) Other

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
Only one unit of equipment	4	2	0.1	4.9
Slow battery charge	5	7	0.5	17.1
Poor portability	6	3	0.2	7.3

Survey on the Use of Broadcast and Communication Services

Frequent equipment failures	7	3	0.2	7.3
Cords entanglement	8	1	0.1	2.4
Caller ID	9	1	0.1	2.4
Unable to use during a power outage	10	2	0.1	4.9
Always connected to a modem so it cannot be used cordless	11	1	0.1	2.4
An environment similar to a router	12	1	0.1	2.4
Three-way calling	13	1	0.1	2.4
Cannot send text messages	14	3	0.2	7.3
Poor jacks	15	1	0.1	2.4
Rebooting	16	1	0.1	2.4
Cannot find receiving parties' phone numbers	17	1	0.1	2.4
The modem is always on	18	1	0.1	2.4
Expensive payments	19	2	0.1	4.9
Noise	20	2	0.1	4.9
Weird screen	21	1	0.1	2.4
Charger broken	22	1	0.1	2.4
Short battery life	23	2	0.1	4.9
Slow booting	24	1	0.1	2.4
When the Internet is powered off, call waiting takes a long time	25	1	0.1	2.4
None	98	2	0.1	4.9
system missing		1,459	97.3	
		1,500	100.0	100.0

QB6A1 [Landline phone user] Satisfaction with respect to service price

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.

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?

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
Very dissatisfied	1	44	2.9	3.4
Dissatisfied	2	216	14.4	16.8
Neither dissatisfied nor satisfied	3	400	26.7	31.2
Satisfied	4	573	38.2	44.7
Very satisfied	5	50	3.3	3.9
Non user	8	217	14.5	
		1,500	100.0	100.0

QB6A2 [Landline phone user] Satisfaction with service reliability

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.

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

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
Very dissatisfied	1	25	1.7	1.9
Dissatisfied	2	160	10.7	12.5
Neither dissatisfied nor satisfied	3	399	26.6	31.1
Satisfied	4	625	41.7	48.7
Very satisfied	5	74	4.9	5.8
Non user	8	217	14.5	
		1,500	100.0	100.0

QB6A3 [Landline phone user] Satisfaction with service provider

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.

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

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
Very dissatisfied	1	32	2.1	2.5
Dissatisfied	2	199	13.3	15.5
Neither dissatisfied nor satisfied	3	535	35.7	41.7
Satisfied	4	476	31.7	37.1
Very satisfied	5	41	2.7	3.2
Non user	8	217	14.5	
		1,500	100.0	100.0

QB7 [Landline phone user] R has changed service provider in past 12 months

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

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
Changed	1	222	14.8	17.3
Currently exploring information for a change	2	153	10.2	11.9
Considered changing, explored information, but did not change	3	247	16.5	19.3

Considered changing, but never took an action or explored	4	256	17.1	20.0
Never considered changing	5	405	27.0	31.6
Not applicable	0	217	14.5	
		1,500	100.0	100.0

QB8 [Landline phone user] R has changed service provider in past 3 years

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

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
No	1	922	61.5	71.9
Yes	2	361	24.1	28.1
Non user	8	217	14.5	
		1,500	100.0	100.0

QB8A [Landline phone user] Number of times R changed service provider

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

: ____ times

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
1	1	315	21.0	87.3
2	2	37	2.5	10.2
3	3	5	0.3	1.4
5	5	1	0.1	0.3
8	8	1	0.1	0.3
20	20	1	0.1	0.3
Many times	97	1	0.1	0.3
system missing		1,139	75.9	
		1,500	100.0	100.0

QB9 [Landline phone user] R intends to change service provider

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

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
Yes	1	524	34.9	40.8
No	2	759	50.6	59.2
Not applicable	0	217	14.5	
		1,500	100.0	100.0

QB10 [Landline phone user] How easy was it to change service provider

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?

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
Very easy	1	30	2.0	8.3
Somewhat easy	2	122	8.1	33.8
Moderate	3	122	8.1	33.8
Somewhat difficult	4	76	5.1	21.1
Very difficult	5	7	0.5	1.9
Don't know	6	4	0.3	1.1
system missing		1,139	75.9	
		1,500	100.0	100.0

QB11 [Landline phone user] How easy would it be to change service provider

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?

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
Very easy	1	38	2.5	4.1
Somewhat easy	2	252	16.8	27.3
Moderate	3	310	20.7	33.6
Somewhat difficult	4	265	17.7	28.7
Very difficult	5	44	2.9	4.8
Don't know	6	13	0.9	1.4
system missing		578	38.5	
		1,500	100.0	100.0

QB12 [Landline phone user] R has negotiated with service provider

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)?

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
Never	1	696	46.4	54.2
Negotiated, and the provider accepted the demands	2	148	9.9	11.5
Negotiated, and the provider accepted most of the demands	3	180	12.0	14.0

Negotiated, but the provider did not accept the demands	4	74	4.9	5.8
Don't know	5	185	12.3	14.4
Not applicable	0	217	14.5	
		1,500	100.0	100.0

QB13 [Landline phone user] Reason for not changing service provider

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?

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
A troublesome changing process	1	60	4.0	24.3
No price (cost) advantage of changing	2	49	3.3	19.8
A long contract period	3	63	4.2	25.5
No alternative service found	4	19	1.3	7.7
No service provider was more trustworthy	5	21	1.4	8.5
Satisfied with the current provider's service	6	20	1.3	8.1
Accepted my demands	8	1	0.1	0.4
No landline-service area	9	3	0.2	1.2
Still thinking about whether it is a good time to use now	10	1	0.1	0.4
I plan to have a residential move soon; I will order a bundled package after I move	11	1	0.1	0.4
Moving residence	12	3	0.2	1.2
My spouse does not want to change	13	1	0.1	0.4
Inconvenience of the Internet phone	14	1	0.1	0.4
In order to keep my existing number	15	1	0.1	0.4
Unreliable service	16	1	0.1	0.4
Afraid of losing the current benefits	17	1	0.1	0.4
Poor calling quality	18	1	0.1	0.4
system missing		1,253	83.5	
		1,500	100.0	100.0

QB14 [Landline phone user] Service plan has remaining period

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

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
Yes	1	442	29.5	34.5
Don't know when it will end	2	352	23.5	27.4
No	3	489	32.6	38.1
Non user	8	217	14.5	
		1,500	100.0	100.0

QB14A [Landline phone user] How many months left due to long-term contract

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

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
3	3	1	0.1	0.2
12	12	56	3.7	12.7
18	18	1	0.1	0.2
24	24	83	5.5	18.8
30	30	1	0.1	0.2
32	32	1	0.1	0.2
36	36	279	18.6	63.1
40	40	5	0.3	1.1
42	42	1	0.1	0.2
46	46	1	0.1	0.2
48	48	10	0.7	2.3
60	60	2	0.1	0.5
Whole Life	97	1	0.1	0.2
system missing		1,058	70.5	
		1,500	100.0	100.0

QB15 [Landline phone user] How easy is it to compare prices between providers

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

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
Very easy	1	18	1.2	1.4
Somewhat easy	2	234	15.6	18.2
Moderate	3	507	33.8	39.5
Somewhat difficult	4	419	27.9	32.7
Very difficult	5	81	5.4	6.3
Don't know	6	24	1.6	1.9
Not applicable	0	217	14.5	
		1,500	100.0	100.0

QB16A1 [Landline phone user] Expected damage when signing up for service(1)

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. : First

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
Starting a service without my agreement	1	199	13.3	15.5
Delayed service start	2	98	6.5	7.6
Identity theft or using someone's identity	3	184	12.3	14.3
Unreasonably setting a required period of subscription	4	524	34.9	40.8
No notification in advance about a required subscription period or an early termination fee	5	243	16.2	18.9
Not giving promised gifts	6	35	2.3	2.7
Not applicable	0	217	14.5	
		1,500	100.0	100.0

QB16A2 [Landline phone user] Expected damage when signing up for service(2)

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. : Second

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
Starting a service without my agreement	1	80	5.3	6.2
Delayed service start	2	83	5.5	6.5
Identity theft or using someone's identity	3	163	10.9	12.7
Unreasonably setting a required period of subscription	4	368	24.5	28.7

No notification in advance about a required subscription period or an early termination fee	5	525	35.0	40.9
Not giving promised gifts	6	64	4.3	5.0
Not applicable	0	217	14.5	
		1,500	100.0	100.0

QB16A3 [Landline phone user] Expected damage when signing up for service(3)

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. : Third

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
Starting a service without my agreement	1	151	10.1	11.8
Delayed service start	2	180	12.0	14.0
Identity theft or using someone's identity	3	212	14.1	16.5
Unreasonably setting a required period of subscription	4	162	10.8	12.6
No notification in advance about a required subscription period or an early termination fee	5	299	19.9	23.3
Not giving promised gifts	6	279	18.6	21.7
Not applicable	0	217	14.5	
		1,500	100.0	100.0

QB17A1 [Landline phone user] Expected damage when using service(1)

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. : First

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
Poor quality, late support, and no support	1	209	13.9	16.3
When the service is terminated early due to poor quality, a penalty fee is charged	2	385	25.7	30.0
Normal service use is impossible due to poor quality	3	202	13.5	15.7
Charge for the unused service	4	179	11.9	14.0
The payment plan changes suddenly	5	87	5.8	6.8
An overcharged amount is billed	6	147	9.8	11.5
Denying subscriber's request for stopping the service (a temporary service suspension)	7	40	2.7	3.1
Billing for the service suspended period (billing a regular charge and a charge for an unused service)	8	34	2.3	2.7
Not applicable	0	217	14.5	
		1,500	100.0	100.0

QB17A2 [Landline phone user] Expected damage when using service(2)

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. : Second

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
Poor quality, late support, and no support	1	144	9.6	11.2
When the service is terminated early due to poor quality, a penalty fee is charged	2	263	17.5	20.5
Normal service use is impossible due to poor quality	3	208	13.9	16.2
Charge for the unused service	4	182	12.1	14.2
The payment plan changes suddenly	5	131	8.7	10.2
An overcharged amount is billed	6	186	12.4	14.5
Denying subscriber's request for stopping the service (a temporary service suspension)	7	79	5.3	6.2
Billing for the service suspended period (billing a regular charge and a charge for an unused service)	8	90	6.0	7.0
Not applicable	0	217	14.5	
		1,500	100.0	100.0

QB17A3 [Landline phone user] Expected damage when using service(3)

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. : Third

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
Poor quality, late support, and no support	1	194	12.9	15.1
When the service is terminated early due to poor quality, a penalty fee is charged	2	169	11.3	13.2
Normal service use is impossible due to poor quality	3	203	13.5	15.8
Charge for the unused service	4	132	8.8	10.3
The payment plan changes suddenly	5	116	7.7	9.0
An overcharged amount is billed	6	211	14.1	16.4
Denying subscriber's request for stopping the service (a temporary service suspension)	7	133	8.9	10.4
Billing for the service suspended period (billing a regular charge and a charge for an unused service)	8	125	8.3	9.7
Not applicable	0	217	14.5	
		1,500	100.0	100.0

QB18A1 [Landline phone user] Expected damage when canceling service(1)

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

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
Refusing, delaying, or denying to answer questions about canceling service and connect to a support center	1	412	27.5	32.1
Cannot cancel the service because there is a cancelation and penalty charge unpaid	2	234	15.6	18.2
A cancelation request is denied because of the unpaid balance due, and then a regular bill is sent	3	91	6.1	7.1
An unreasonable/overcharged penalty fee billed	4	379	25.3	29.5
After canceling the service, the provider unjustifiably stores/undeletes/leaks personal information	5	167	11.1	13.0
Not applicable	0	217	14.5	
		1,500	100.0	100.0

QB18A2 [Landline phone user] Expected damage when canceling service(2)

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

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
Refusing, delaying, or denying to answer questions about canceling service and connect to a support center	1	203	13.5	15.8
Cannot cancel the service because there is a cancelation and penalty charge unpaid	2	299	19.9	23.3
A cancelation request is denied because of the unpaid balance due, and then a regular bill is sent	3	197	13.1	15.4
An unreasonable/overcharged penalty fee billed	4	345	23.0	26.9
After canceling the service, the provider unjustifiably stores/undeletes/leaks personal information	5	239	15.9	18.6
Not applicable	0	217	14.5	
		1,500	100.0	100.0

QB18A3 [Landline phone user] Expected damage when canceling service(3)

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

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
Refusing, delaying, or denying to answer questions about canceling service and connect to a support center	1	249	16.6	19.4
Cannot cancel the service because there is a cancelation and penalty charge unpaid	2	230	15.3	17.9
A cancelation request is denied because of the unpaid balance due, and then a regular bill is sent	3	198	13.2	15.4
An unreasonable/overcharged penalty fee billed	4	266	17.7	20.7
After canceling the service, the provider unjustifiably stores/undeletes/leaks personal information	5	340	22.7	26.5
Not applicable	0	217	14.5	
		1,500	100.0	100.0

QB19A1 [Landline phone user] Situation that causes consumers' loss(1)

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

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
A service is started without my agreement	1	137	9.1	10.7
A service start is delayed	2	49	3.3	3.8
A stolen identity or someone's identity is used	3	113	7.5	8.8
A required service period is unreasonably set	4	259	17.3	20.2
There is no mention about a required period of service	5	100	6.7	7.8
A gift is promised and it is never delivered	6	27	1.8	2.1
A poor quality is not promptly fixed or never fixed	7	57	3.8	4.4
A penalty fee is charged for a cancelation of the service due to poor quality	8	112	7.5	8.7
A normal service is not possible due to poor quality	9	50	3.3	3.9
An unused service is charged by error	10	41	2.7	3.2
A sudden change of the payment amount	11	21	1.4	1.6
There is an overcharge	12	58	3.9	4.5
A request for cancelation of service is denied	13	11	0.7	0.9
There is a charge for a service suspended period	14	7	0.5	0.5
For canceling, there are no assistance, no connection and no acceptance or these are delayed	15	51	3.4	4.0

Canceling is limited because of the unpaid balance due and penalty fee	16	39	2.6	3.0
After a request for cancelation of service is denied due to unpaid balance, normal fee is charged	17	5	0.3	0.4
When canceling the service, a penalty fee is charged unreasonably or overcharged	18	64	4.3	5.0
After canceling the service, personal information is shared/undeleted/leaked	19	82	5.5	6.4
Not applicable	0	217	14.5	
		1,500	100.0	100.0

QB19A2 [Landline phone user] Situation that causes consumers' loss(2)

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

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
A service is started without my agreement	1	29	1.9	2.3
A service start is delayed	2	20	1.3	1.6
A stolen identity or someone's identity is used	3	74	4.9	5.8
A required service period is unreasonably set	4	116	7.7	9.0
There is no mention about a required period of service	5	79	5.3	6.2
A gift is promised and it is never delivered	6	34	2.3	2.7
A poor quality is not promptly fixed or never fixed	7	96	6.4	7.5
A penalty fee is charged for a cancelation of the service due to poor quality	8	158	10.5	12.3
A normal service is not possible due to poor quality	9	79	5.3	6.2
An unused service is charged by error	10	72	4.8	5.6
A sudden change of the payment amount	11	40	2.7	3.1
There is an overcharge	12	82	5.5	6.4
A request for cancelation of service is denied	13	34	2.3	2.7
There is a charge for a service suspended period	14	21	1.4	1.6
For canceling, there are no assistance, no connection and no acceptance or these are delayed	15	98	6.5	7.6
Canceling is limited because of the unpaid balance due and penalty fee	16	58	3.9	4.5
After a request for cancelation of service is denied due to unpaid balance, normal fee is charged	17	33	2.2	2.6
When canceling the service, a penalty fee is charged unreasonably or overcharged	18	105	7.0	8.2
After canceling the service, personal information is shared/undeleted/leaked	19	55	3.7	4.3
Not applicable	0	217	14.5	
		1,500	100.0	100.0

QB19A3 [Landline phone user] Situation that causes consumers' loss(3)

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

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
A service is started without my agreement	1	17	1.1	1.3
A service start is delayed	2	18	1.2	1.4
A stolen identity or someone's identity is used	3	42	2.8	3.3
A required service period is unreasonably set	4	74	4.9	5.8
There is no mention about a required period of service	5	55	3.7	4.3
A gift is promised and it is never delivered	6	28	1.9	2.2
A poor quality is not promptly fixed or never fixed	7	53	3.5	4.1
A penalty fee is charged for a cancelation of the service due to poor quality	8	89	5.9	6.9
A normal service is not possible due to poor quality	9	68	4.5	5.3
An unused service is charged by error	10	67	4.5	5.2
A sudden change of the payment amount	11	43	2.9	3.4
There is an overcharge	12	81	5.4	6.3
A request for cancelation of service is denied	13	48	3.2	3.7
There is a charge for a service suspended period	14	29	1.9	2.3
For canceling, there are no assistance, no connection and no acceptance or these are delayed	15	124	8.3	9.7
Canceling is limited because of the unpaid balance due and penalty fee	16	94	6.3	7.3
After a request for cancelation of service is denied due to unpaid balance, normal fee is charged	17	39	2.6	3.0
When canceling the service, a penalty fee is charged unreasonably or overcharged	18	147	9.8	11.5
After canceling the service, personal information is shared/undeleted/leaked	19	167	11.1	13.0
Not applicable	0	217	14.5	
		1,500	100.0	100.0

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

QC1 [No cellphone] R intends to use cellphone

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

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
Yes	1	56	3.7	3.7
No	2	27	1.8	1.8
Currently using	3	1,417	94.5	94.5
		1,500	100.0	100.0

QC2 [No cellphone] Reason for not using cellphone

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

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
Land phones or an Internet phones are used and there is no inconvenience	1	31	2.1	37.3
Little phone use while moving	2	26	1.7	31.3
Need one but concerned about price (no economic affordability)	3	15	1.0	18.1
An opposition from people around me (for example, parents)	4	7	0.5	8.4
No time	6	1	0.1	1.2
Broken	7	1	0.1	1.2
I am a student preparing for an exam	8	1	0.1	1.2
I am currently trying to activate equipment that I brought from abroad	9	1	0.1	1.2
Currently using	97	1,417	94.5	
		1,500	100.0	100.0

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

QC3 [Cellphone user] Which cellphone service does R use

C3. Which cellphone provider do you currently use?

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
SK Telecom (T)	1	688	45.9	48.6
KT (Before KTF, SHOW)	2	493	32.9	34.8
LG Telecom (OZ)	3	236	15.7	16.7
Not applicable	0	83	5.5	
		1,500	100.0	100.0

QC4 [Cellphone user] R has experienced trouble when making calls

C4. Have you experienced a trouble with equipment when you were using a cellphone?

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
Yes	1	296	19.7	20.9
No	2	1,121	74.7	79.1
Not applicable	0	83	5.5	
		1,500	100.0	100.0

QC4A [Cellphone user] Type of trouble R has experienced

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

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
Sending and receiving voicemail messages are poor in quality or not working	1	136	9.1	45.9
Sending and receiving text messages are poor in quality or not working	2	78	5.2	26.4
Sending and receiving video callings are poor in quality or not working	3	14	0.9	4.7
Don't know how to use the cellphone	4	33	2.2	11.1
Impossible to talk in elevators	6	1	0.1	0.3
Defective equipment	7	2	0.1	0.7
Errors while using additional services	8	1	0.1	0.3
Voice echoes while talking over the phone	9	1	0.1	0.3

Survey on the Use of Broadcast and Communication Services

Poor quality equipment	10	4	0.3	1.4
Hard to use the pad on the cellphone	11	1	0.1	0.3
Screen	12	2	0.1	0.7
Power issue	13	1	0.1	0.3
Poor DMB reception	14	2	0.1	0.7
Smartphone	15	1	0.1	0.3
Battery charge	16	1	0.1	0.3
How to use Oz	17	1	0.1	0.3
Speed of sending text messages	18	2	0.1	0.7
Poor interface	19	1	0.1	0.3
Power shuts off automatically	20	2	0.1	0.7
Little space to store phone numbers	21	1	0.1	0.3
Incompatibility of text messages between communication companies	22	1	0.1	0.3
Billing issues	23	1	0.1	0.3
Not enough information on pricing	24	1	0.1	0.3
Poor call quality	25	1	0.1	0.3
Descriptions about signing up additional services are hard to understand	26	1	0.1	0.3
Difficult to use DMB	27	1	0.1	0.3
Slow screen refreshing	28	1	0.1	0.3
No signal while power outage	29	1	0.1	0.3
When using an external memory card, files must be converted to, or used in, certain formats only	30	1	0.1	0.3
A battery must be taken out while charging	31	1	0.1	0.3
None	98	1	0.1	0.3
Not applicable	0	1,204	80.3	
		1,500	100.0	100.0

QC5A1 [Cellphone user] Satisfaction with respect to service price

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

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

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
Very dissatisfied	1	77	5.1	5.4
Dissatisfied	2	354	23.6	25.0
Neither dissatisfied nor satisfied	3	410	27.3	28.9
Satisfied	4	543	36.2	38.3

Very satisfied	5	33	2.2	2.3
Non user	8	83	5.5	
		1,500	100.0	100.0

QC5A2 [Cellphone user] Satisfaction with service reliability

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

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

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
Very dissatisfied	1	23	1.5	1.6
Dissatisfied	2	159	10.6	11.2
Neither dissatisfied nor satisfied	3	445	29.7	31.4
Satisfied	4	693	46.2	48.9
Very satisfied	5	97	6.5	6.8
Non user	8	83	5.5	
		1,500	100.0	100.0

QC5A3 [Cellphone user] Satisfaction with service provider

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

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

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
Very dissatisfied	1	41	2.7	2.9
Dissatisfied	2	225	15.0	15.9
Neither dissatisfied nor satisfied	3	542	36.1	38.2
Satisfied	4	541	36.1	38.2
Very satisfied	5	68	4.5	4.8
Non user	8	83	5.5	
		1,500	100.0	100.0

QC6 [Cellphone user] R has changed service provider in past 12 months

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

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
Changed	1	299	19.9	21.1
Currently exploring information for a change	2	153	10.2	10.8

Considered changing, explored information, but did not change	3	198	13.2	14.0
Considered changing, but never took an action or explored	4	206	13.7	14.5
Never considered changing	5	561	37.4	39.6
Not applicable	0	83	5.5	
		1,500	100.0	100.0

QC7 [Cellphone user] R has changed service provider in past 3 years

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

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
No	1	765	51.0	54.0
Yes	2	652	43.5	46.0
Non User	8	83	5.5	
		1,500	100.0	100.0

QC7A [Cellphone user] Number of times R changed service provider

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

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
1	1	510	34.0	78.2
2	2	120	8.0	18.4
3	3	17	1.1	2.6
4	4	2	0.1	0.3
7	7	1	0.1	0.2
10	10	1	0.1	0.2
11	11	1	0.1	0.2
system missing		848	56.5	
		1,500	100.0	100.0

QC8 [Cellphone user] R intends to change service provider

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

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
Yes	1	463	30.9	32.7
No	2	954	63.6	67.3
Not applicable	0	83	5.5	
		1,500	100.0	100.0

QC9 [Cellphone user] How easy was it to change service provider

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?

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
Very easy	1	96	6.4	14.7
Somewhat easy	2	317	21.1	48.6
Moderate	3	174	11.6	26.7
Somewhat difficult	4	59	3.9	9.0
Very difficult	5	6	0.4	0.9
system missing		848	56.5	
		1,500	100.0	100.0

QC10 [Cellphone user] How easy would it be to change service provider

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?

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
Very easy	1	88	5.9	11.5
Somewhat easy	2	269	17.9	35.2
Moderate	3	237	15.8	31.0
Somewhat difficult	4	128	8.5	16.7
Very difficult	5	35	2.3	4.6
Don't know	6	8	0.5	1.0
system missing		735	49.0	
		1,500	100.0	100.0

QC11 [Cellphone user] R has negotiated with service provider

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

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
Never	1	978	65.2	69.0
Negotiated, and the provider accepted the demands	2	107	7.1	7.6
Negotiated, and the provider accepted most of the demands	3	118	7.9	8.3
Negotiated, but the provider did not accept the demands	4	73	4.9	5.2
Don't know	5	141	9.4	10.0
Not applicable	0	83	5.5	
		1,500	100.0	100.0

QC12 [Cellphone user] Reason for not changing service provider

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?

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
A troublesome changing process	1	20	1.3	10.1
No price (cost) advantage of changing	2	58	3.9	29.3
A long contract period	3	57	3.8	28.8
No alternative service found	4	27	1.8	13.6
No service provider was more trustworthy	5	15	1.0	7.6
Satisfied with the current provider's service	6	19	1.3	9.6
Don't want to change my phone number	8	1	0.1	0.5
Have been using it for a long time	9	1	0.1	0.5
system missing		1,302	86.8	
		1,500	100.0	100.0

QC13 [Cellphone user] Service plan has remaining 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))

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
Yes	1	751	50.1	53.0
Don't know when it will end	2	206	13.7	14.5
No	3	460	30.7	32.5
Non User	8	83	5.5	
		1,500	100.0	100.0

QC13A [Cellphone user] How many months left due to long-term contract

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))

: ____ months

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
12	12	82	5.5	10.9
18	18	8	0.5	1.1
24	24	600	40.0	79.9

30	30	1	0.1	0.1
32	32	1	0.1	0.1
36	36	56	3.7	7.5
48	48	3	0.2	0.4
system missing		749	49.9	
		1,500	100.0	100.0

QC14 [Cellphone user] How easy is it to compare prices between providers

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

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
Very easy	1	34	2.3	2.4
Somewhat easy	2	287	19.1	20.3
Moderate	3	493	32.9	34.8
Somewhat difficult	4	457	30.5	32.3
Very difficult	5	127	8.5	9.0
Don't know	6	19	1.3	1.3
Not applicable	0	83	5.5	
		1,500	100.0	100.0

QC15 [Cellphone user] How easy is it to compare prices between plans

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

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
Very easy	1	33	2.2	2.3
Somewhat easy	2	303	20.2	21.4
Moderate	3	525	35.0	37.1
Somewhat difficult	4	438	29.2	30.9
Very difficult	5	101	6.7	7.1
Don't know	6	17	1.1	1.2
Not applicable	0	83	5.5	
		1,500	100.0	100.0

QC16A1 [Cellphone user] Expected damage when signing up for service(1)

C16. Please select three, among the following, that you expect to get the biggest damage when you sign up for a cellphone service. : First

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
Starting a service without my agreement	1	184	12.3	13.0
Delayed service start	2	108	7.2	7.6
Identity theft or using someone's identity	3	241	16.1	17.0
Unreasonably setting a required period of subscription	4	637	42.5	45.0
Damage from no notification in advance about a required subscription period	5	232	15.5	16.4
Not giving promised gifts	6	15	1.0	1.1
Not applicable	0	83	5.5	
		1,500	100.0	100.0

QC16A2 [Cellphone user] Expected damage when signing up for service(2)

C16. Please select three, among the following, that you expect to get the biggest damage when you sign up for a cellphone service. : Second

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
Starting a service without my agreement	1	84	5.6	5.9
Delayed service start	2	77	5.1	5.4
Identity theft or using someone's identity	3	262	17.5	18.5
Unreasonably setting a required period of subscription	4	384	25.6	27.1
Damage from no notification in advance about a required subscription period	5	573	38.2	40.4
Not giving promised gifts	6	37	2.5	2.6
Not applicable	0	83	5.5	
		1,500	100.0	100.0

QC16A3 [Cellphone user] Expected damage when signing up for service(3)

C16. Please select three, among the following, that you expect to get the biggest damage when you sign up for a cellphone service. : Third

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
Starting a service without my agreement	1	154	10.3	10.9
Delayed service start	2	166	11.1	11.7
Identity theft or using someone's identity	3	386	25.7	27.2

Unreasonably setting a required period of subscription	4	186	12.4	13.1
Damage from no notification in advance about a required subscription period	5	338	22.5	23.9
Not giving promised gifts	6	187	12.5	13.2
Not applicable	0	83	5.5	
		1,500	100.0	100.0

QC17A1 [Cellphone user] Expected damage when using service(1)

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

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
Poor quality, late support, and no support	1	155	10.3	10.9
When the service is terminated early due to poor quality, a penalty fee is charged	2	293	19.5	20.7
Normal service use is impossible due to poor quality	3	189	12.6	13.3
Charge for the unused service	4	283	18.9	20.0
The payment plan changes suddenly	5	131	8.7	9.2
An overcharged amount is billed	6	262	17.5	18.5
Denying subscriber's request for stopping the service (a temporary service suspension)	7	49	3.3	3.5
Billing for the service suspended period (billing a regular charge and a charge for an unused service)	8	55	3.7	3.9
Not applicable	0	83	5.5	
		1,500	100.0	100.0

QC17A2 [Cellphone user] Expected damage when using service(2)

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

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
Poor quality, late support, and no support	1	106	7.1	7.5
When the service is terminated early due to poor quality, a penalty fee is charged	2	228	15.2	16.1
Normal service use is impossible due to poor quality	3	209	13.9	14.7
Charge for the unused service	4	262	17.5	18.5
The payment plan changes suddenly	5	170	11.3	12.0
An overcharged amount is billed	6	272	18.1	19.2
Denying subscriber's request for stopping the service (a temporary service suspension)	7	83	5.5	5.9

Billing for the service suspended period (billing a regular charge and a charge for an unused service)	8	87	5.8	6.1
Not applicable	0	83	5.5	
		1,500	100.0	100.0

QC17A3 [Cellphone user] Expected damage when using service(3)

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

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
Poor quality, late support, and no support	1	169	11.3	11.9
When the service is terminated early due to poor quality, a penalty fee is charged	2	207	13.8	14.6
Normal service use is impossible due to poor quality	3	181	12.1	12.8
Charge for the unused service	4	153	10.2	10.8
The payment plan changes suddenly	5	141	9.4	10.0
An overcharged amount is billed	6	248	16.5	17.5
Denying subscriber's request for stopping the service (a temporary service suspension)	7	133	8.9	9.4
Billing for the service suspended period (billing a regular charge and a charge for an unused service)	8	185	12.3	13.1
Not applicable	0	83	5.5	
		1,500	100.0	100.0

QC18A1 [Cellphone user] Expected damage when canceling service(1)

C18. Please select three cases that you expect to get the largest amount of cancelation/penalty charge for canceling the cellphone service. : First

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
Refusing, delaying, or denying to answer questions about canceling service and connect to a support center	1	342	22.8	24.1
Cannot cancel the service because there is a cancelation and penalty charge unpaid	2	296	19.7	20.9
A cancelation request is denied because of the unpaid balance due, and then a regular bill is sent	3	140	9.3	9.9
An unreasonable/overcharged penalty fee billed	4	423	28.2	29.9
After canceling the service, the provider unjustifiably stores/undeletes/leaks personal information	5	216	14.4	15.2
Not applicable	0	83	5.5	
		1,500	100.0	100.0

QC18A2 [Cellphone user] Expected damage when canceling service(2)

C18. Please select three cases that you expect to get the largest amount of cancelation/penalty charge for canceling the cellphone service. : Second

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
Refusing, delaying, or denying to answer questions about canceling service and connect to a support center	1	178	11.9	12.6
Cannot cancel the service because there is a cancelation and penalty charge unpaid	2	336	22.4	23.7
A cancelation request is denied because of the unpaid balance due, and then a regular bill is sent	3	272	18.1	19.2
An unreasonable/overcharged penalty fee billed	4	370	24.7	26.1
After canceling the service, the provider unjustifiably stores/undeletes/leaks personal information	5	261	17.4	18.4
Not applicable	0	83	5.5	
		1,500	100.0	100.0

QC18A3 [Cellphone user] Expected damage when canceling service(3)

C18. Please select three cases that you expect to get the largest amount of cancelation/penalty charge for canceling the cellphone service. : Third

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
Refusing, delaying, or denying to answer questions about canceling service and connect to a support center	1	263	17.5	18.6
Cannot cancel the service because there is a cancelation and penalty charge unpaid	2	235	15.7	16.6
A cancelation request is denied because of the unpaid balance due, and then a regular bill is sent	3	259	17.3	18.3
An unreasonable/overcharged penalty fee billed	4	293	19.5	20.7
After canceling the service, the provider unjustifiably stores/undeletes/leaks personal information	5	367	24.5	25.9
Not applicable	0	83	5.5	
		1,500	100.0	100.0

QC19A1 [Cellphone user] Situation that causes consumers' loss(1)

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

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
A service is started without my agreement	1	126	8.4	8.9
A service start is delayed	2	40	2.7	2.8
A stolen identity or someone's identity is used	3	159	10.6	11.2
A required service period is unreasonably set	4	303	20.2	21.4
There is no mention about a required period of service	5	87	5.8	6.1
A gift is promised and it is never delivered	6	14	0.9	1.0
A poor quality is not promptly fixed or never fixed	7	42	2.8	3.0
A penalty fee is charged for a cancelation of the service due to poor quality	8	89	5.9	6.3
A normal service is not possible due to poor quality	9	37	2.5	2.6
An unused service is charged by error	10	51	3.4	3.6
A sudden change of the payment amount	11	24	1.6	1.7
There is an overcharge	12	89	5.9	6.3
A request for cancelation of service is denied	13	12	0.8	0.8
There is a charge for a service suspended period	14	5	0.3	0.4
For canceling, there are no assistance, no connection and no acceptance or these are delayed	15	47	3.1	3.3
Canceling is limited because of the unpaid balance due and penalty fee	16	44	2.9	3.1
After a request for cancelation of service is denied due to unpaid balance, normal fee is charged	17	12	0.8	0.8
When canceling the service, a penalty fee is charged unreasonably or overcharged	18	98	6.5	6.9
After canceling the service, personal information is shared/undeleted/leaked	19	138	9.2	9.7
Not applicable	0	83	5.5	
		1,500	100.0	100.0

QC19A2 [Cellphone user] Situation that causes consumers' loss(2)

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

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
A service is started without my agreement	1	36	2.4	2.5
A service start is delayed	2	31	2.1	2.2
A stolen identity or someone's identity is used	3	67	4.5	4.7
A required service period is unreasonably set	4	126	8.4	8.9
There is no mention about a required period of service	5	85	5.7	6.0
A gift is promised and it is never delivered	6	31	2.1	2.2
A poor quality is not promptly fixed or never fixed	7	73	4.9	5.2
A penalty fee is charged for a cancelation of the service due to poor quality	8	125	8.3	8.8
A normal service is not possible due to poor quality	9	75	5.0	5.3
An unused service is charged by error	10	122	8.1	8.6
A sudden change of the payment amount	11	73	4.9	5.2
There is an overcharge	12	139	9.3	9.8
A request for cancelation of service is denied	13	30	2.0	2.1
There is a charge for a service suspended period	14	32	2.1	2.3
For canceling, there are no assistance, no connection and no acceptance or these are delayed	15	64	4.3	4.5
Canceling is limited because of the unpaid balance due and penalty fee	16	79	5.3	5.6
After a request for cancelation of service is denied due to unpaid balance, normal fee is charged	17	31	2.1	2.2
When canceling the service, a penalty fee is charged unreasonably or overcharged	18	118	7.9	8.3
After canceling the service, personal information is shared/undeleted/leaked	19	80	5.3	5.6
Not applicable	0	83	5.5	
		1,500	100.0	100.0

QC19A3 [Cellphone user] Situation that causes consumers' loss(3)

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

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
A service is started without my agreement	1	31	2.1	2.2
A service start is delayed	2	22	1.5	1.6
A stolen identity or someone's identity is used	3	45	3.0	3.2
A required service period is unreasonably set	4	75	5.0	5.3
There is no mention about a required period of service	5	72	4.8	5.1
A gift is promised and it is never delivered	6	12	0.8	0.8
A poor quality is not promptly fixed or never fixed	7	65	4.3	4.6
A penalty fee is charged for a cancelation of the service due to poor quality	8	90	6.0	6.4
A normal service is not possible due to poor quality	9	73	4.9	5.2
An unused service is charged by error	10	98	6.5	6.9
A sudden change of the payment amount	11	58	3.9	4.1
There is an overcharge	12	136	9.1	9.6
A request for cancelation of service is denied	13	34	2.3	2.4
There is a charge for a service suspended period	14	44	2.9	3.1
For canceling, there are no assistance, no connection and no acceptance or these are delayed	15	97	6.5	6.8
Canceling is limited because of the unpaid balance due and penalty fee	16	120	8.0	8.5
After a request for cancelation of service is denied due to unpaid balance, normal fee is charged	17	43	2.9	3.0
When canceling the service, a penalty fee is charged unreasonably or overcharged	18	114	7.6	8.0
After canceling the service, personal information is shared/undeleted/leaked	19	188	12.5	13.3
Not applicable	0	83	5.5	
		1,500	100.0	100.0

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

QD1 [No high-speed Internet] R intends to use Internet service

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?

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
Yes	1	43	2.9	2.9
No	2	51	3.4	3.4
Currently using	3	1,406	93.7	93.7
		1,500	100.0	100.0

QD2 [No high-speed Internet] Reason for not using Internet service

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

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
There is an alternative (for example, wireless LAN, WiBro, T Login, I Plug-in, direct connection using cellphones)	1	26	1.7	27.7
Little use of the landline Internet at home (don't feel a need for it)	2	33	2.2	35.1
Need one but concerned about price (no economic affordability)	3	20	1.3	21.3
Some of my family members do not want it for a reason such as education (for example, parents)	4	5	0.3	5.3
We do not use the Internet at home	5	6	0.4	6.4
Computers are not working	7	1	0.1	1.1
The whole building has an access to the high-speed Internet	8	1	0.1	1.1
The wireless Internet is accessible	9	1	0.1	1.1
Temporary	10	1	0.1	1.1
Currently using	97	1,406	93.7	
		1,500	100.0	100.0

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

QD3 [Internet subscriber] Which high-speed Internet service does R use

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

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
KT	1	461	30.7	32.8
LG Powercom (XPEED)	2	255	17.0	18.1
SK Broadband (SK Broad&Internet/before: Hanaro Hanafos)	3	478	31.9	34.0
Local cable TV providers' Internet service	4	196	13.1	13.9
None of the above	5	16	1.1	1.1
Not applicable	0	94	6.3	
		1,500	100.0	100.0

QD3A [Internet subscriber] Speed of home Internet service

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.

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
Light (10Mb or below/affordable price)	1	265	17.7	18.8
Premium (50MB or below/moderate price)	2	228	15.2	16.2
Wide LAN (100 MB/expensive price)	3	723	48.2	51.4
Don't know	4	190	12.7	13.5
Not applicable	0	94	6.3	
		1,500	100.0	100.0

QD3B [Internet subscriber] Reason for using Internet below 100MB level

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?

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
No service equivalent to the 100MB level is not available to my house	1	97	6.5	19.7
Satisfied with the current price	2	171	11.4	34.7
A troublesome process to switch to another service plan	3	57	3.8	11.6

No problem with the Internet speed, so there is no reason to switch	4	159	10.6	32.3
Group subscription	6	1	0.1	0.2
Free	7	1	0.1	0.2
No time	8	2	0.1	0.4
Rural area	9	1	0.1	0.2
Still in a contract period	10	2	0.1	0.4
No Wide LAN available	11	1	0.1	0.2
KT's play	12	1	0.1	0.2
Not applicable	0	1,007	67.1	
		1,500	100.0	100.0

QD4 [Internet subscriber] R has experienced trouble when using Internet

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

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
Yes	1	420	28.0	29.9
No	2	986	65.7	70.1
Not applicable	0	94	6.3	
		1,500	100.0	100.0

QD4A1 [Internet subscriber] Type of trouble: Poor connection/speed

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?

1) Poor connection or slow speed

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
No	0	1,111	74.1	74.1
Yes	1	389	25.9	25.9
		1,500	100.0	100.0

QD4A2 [Internet subscriber] Type of trouble: Don't know where R gets support

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?

2) Don't know where I should ask to get support or to report complaints

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
No	0	1,444	96.3	96.3
Yes	1	56	3.7	3.7
		1,500	100.0	100.0

QD4A3 [Internet subscriber] Type of trouble: Slow support

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?
 3) Slow support

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
No	0	1,408	93.9	93.9
Yes	1	92	6.1	6.1
		1,500	100.0	100.0

QD4A4 [Internet subscriber] Type of trouble: Don't know about differences between plan

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?
 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

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
No	0	1,414	94.3	94.3
Yes	1	86	5.7	5.7
		1,500	100.0	100.0

QD4A5 [Internet subscriber] Type of trouble: Other

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?
 5) Other

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
Wireless Internet	6	1	0.1	12.5
Frequent network upgrading and maintenance	7	1	0.1	12.5
Frequent disconnection while using	8	1	0.1	12.5
Bouncing back	9	1	0.1	12.5
Price	10	1	0.1	12.5
No connection during a power outage	11	1	0.1	12.5
None	98	2	0.1	25.0
system missing		1,492	99.5	
		1,500	100.0	100.0

QD5A1 [Internet subscriber] Satisfaction with respect to service price

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

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

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
Very dissatisfied	1	61	4.1	4.3
Dissatisfied	2	281	18.7	20.0
Neither dissatisfied nor satisfied	3	490	32.7	34.9
Satisfied	4	529	35.3	37.6
Very satisfied	5	45	3.0	3.2
Non User	8	94	6.3	
		1,500	100.0	100.0

QD5A2 [Internet subscriber] Satisfaction with service reliability

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

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

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
Very dissatisfied	1	49	3.3	3.5
Dissatisfied	2	247	16.5	17.6
Neither dissatisfied nor satisfied	3	492	32.8	35.0
Satisfied	4	557	37.1	39.6
Very satisfied	5	61	4.1	4.3
Non User	8	94	6.3	
		1,500	100.0	100.0

QD5A3 [Internet subscriber] Satisfaction with service provider

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

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

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
Very dissatisfied	1	52	3.5	3.7
Dissatisfied	2	256	17.1	18.2
Neither dissatisfied nor satisfied	3	585	39.0	41.6
Satisfied	4	464	30.9	33.0
Very satisfied	5	49	3.3	3.5
Non User	8	94	6.3	
		1,500	100.0	100.0

QD6 [Internet subscriber] R has changed service provider in past 12 months

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

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
Changed	1	250	16.7	17.8
Currently exploring information for a change	2	167	11.1	11.9
Considered changing, explored information, but did not change	3	213	14.2	15.1
Considered changing, but never took an action or explored	4	196	13.1	13.9
Never considered changing	5	580	38.7	41.3
Not applicable	0	94	6.3	
		1,500	100.0	100.0

QD7 [Internet subscriber] R has changed service provider in past 3 years

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

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
No	1	956	63.7	68.0
Yes	2	450	30.0	32.0
Non User	8	94	6.3	
		1,500	100.0	100.0

QD7A [Internet subscriber] Number of times R changed service provider

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

: ____ times

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
1	1	395	26.3	87.8
2	2	41	2.7	9.1
3	3	8	0.5	1.8
5	5	1	0.1	0.2
6	6	1	0.1	0.2
11	11	1	0.1	0.2
12	12	1	0.1	0.2
36	36	2	0.1	0.4
system missing		1,050	70.0	
		1,500	100.0	100.0

QD8 [Internet subscriber] R intends to change service provider

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

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
Yes	1	467	31.1	33.2
No	2	939	62.6	66.8
Not applicable	0	94	6.3	
		1,500	100.0	100.0

QD9 [Internet subscriber] How easy was it to change service provider

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?

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
Very easy	1	23	1.5	5.1
Somewhat easy	2	158	10.5	35.1
Moderate	3	144	9.6	32.0
Somewhat difficult	4	105	7.0	23.3
Very difficult	5	18	1.2	4.0
Don't know	6	2	0.1	0.4
system missing		1,050	70.0	
		1,500	100.0	100.0

QD10 [Internet subscriber] How easy would it be to change service provider

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?

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
Very easy	1	47	3.1	4.9
Somewhat easy	2	253	16.9	26.5
Moderate	3	349	23.3	36.5
Somewhat difficult	4	243	16.2	25.4
Very difficult	5	53	3.5	5.5
Don't know	6	11	0.7	1.2
system missing		544	36.3	
		1,500	100.0	100.0

QD11 [Internet subscriber] R has negotiated with service provider

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)?

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
Never	1	734	48.9	52.2
Negotiated, and the provider accepted the demands	2	175	11.7	12.4
Negotiated, and the provider accepted most of the demands	3	213	14.2	15.1
Negotiated, but the provider did not accept the demands	4	84	5.6	6.0
Don't know	5	200	13.3	14.2
Not applicable	0	94	6.3	
		1,500	100.0	100.0

QD12 [Internet subscriber] Reason for not changing service provider

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?

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
A troublesome changing process	1	42	2.8	19.7
No price (cost) advantage of changing	2	40	2.7	18.8
A long contract period	3	65	4.3	30.5
No alternative service found	4	17	1.1	8.0
No service provider was more trustworthy	5	21	1.4	9.9
Satisfied with the current provider's service	6	12	0.8	5.6
Needed to install a cable to set up the high-speed Internet	7	11	0.7	5.2
It bothered me	9	1	0.1	0.5
The service provider I have used offered the discount charge for 3 months	10	1	0.1	0.5
The service is not available in my region	11	1	0.1	0.5
The service provider I have used gave benefits to the long-term subscriber	12	1	0.1	0.5
Needed to discuss with my family system missing	13	1	0.1	0.5
		1,287	85.8	
		1,500	100.0	100.0

QD13 [Internet subscriber] Service plan has remaining period

D13. Does your high-speed Internet (landline) 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)

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
Yes	1	782	52.1	55.6
Don't know when it will end	2	394	26.3	28.0
No	3	230	15.3	16.4
Non User	8	94	6.3	
		1,500	100.0	100.0

QD13A [Internet subscriber] How many months left due to long-term contract

D13. Does your high-speed Internet (landline) 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)
 : ____ months

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
12	12	52	3.5	6.6
18	18	1	0.1	0.1
24	24	116	7.7	14.8
26	26	1	0.1	0.1
32	32	1	0.1	0.1
34	34	1	0.1	0.1
36	36	560	37.3	71.6
40	40	19	1.3	2.4
48	48	29	1.9	3.7
60	60	2	0.1	0.3
system missing		718	47.9	
		1,500	100.0	100.0

QD14 [Internet subscriber] How easy is it to compare prices between providers

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

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
Very easy	1	36	2.4	2.6
Somewhat easy	2	307	20.5	21.8
Moderate	3	540	36.0	38.4
Somewhat difficult	4	403	26.9	28.7
Very difficult	5	100	6.7	7.1
Don't know	6	20	1.3	1.4
Not applicable	0	94	6.3	
		1,500	100.0	100.0

QD16A1 [Internet subscriber] Expected damage when signing up for service(1)

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. : First

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
Starting a service without my agreement	1	132	8.8	9.4
Delayed service start	2	139	9.3	9.9
Identity theft or using someone's identity	3	189	12.6	13.4
Unreasonably setting a required period of subscription	4	651	43.4	46.3
Damage from no notification in advance about a required subscription period	5	237	15.8	16.9
Not giving promised gifts	6	58	3.9	4.1
Not applicable	0	94	6.3	
		1,500	100.0	100.0

QD16A2 [Internet subscriber] Expected damage when signing up for service(2)

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. : Second

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
Starting a service without my agreement	1	57	3.8	4.1
Delayed service start	2	106	7.1	7.5
Identity theft or using someone's identity	3	194	12.9	13.8
Unreasonably setting a required period of subscription	4	365	24.3	26.0

Damage from no notification in advance about a required subscription period	5	581	38.7	41.3
Not giving promised gifts	6	103	6.9	7.3
Not applicable	0	94	6.3	
		1,500	100.0	100.0

QD16A3 [Internet subscriber] Expected damage when signing up for service(3)

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. : Third

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
Starting a service without my agreement	1	125	8.3	8.9
Delayed service start	2	207	13.8	14.7
Identity theft or using someone's identity	3	271	18.1	19.3
Unreasonably setting a required period of subscription	4	180	12.0	12.8
Damage from no notification in advance about a required subscription period	5	301	20.1	21.4
Not giving promised gifts	6	322	21.5	22.9
Not applicable	0	94	6.3	
		1,500	100.0	100.0

QD17A1 [Internet subscriber] Expected damage when using service(1)

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. : First

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
Poor quality, late support, and no support	1	227	15.1	16.1
When the service is terminated early due to poor quality, a penalty fee is charged	2	330	22.0	23.5
Normal service use is impossible due to poor quality	3	272	18.1	19.3
Charge for the unused service	4	167	11.1	11.9
The payment plan changes suddenly	5	89	5.9	6.3
An overcharged amount is billed	6	189	12.6	13.4
Denying subscriber's request for stopping the service (a temporary service suspension)	7	65	4.3	4.6
Billing for the service suspended period (billing a regular charge and a charge for an unused service)	8	67	4.5	4.8
Not applicable	0	94	6.3	
		1,500	100.0	100.0

QD17A2 [Internet subscriber] Expected damage when using service(2)

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. : Second

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
Poor quality, late support, and no support	1	165	11.0	11.7
When the service is terminated early due to poor quality, a penalty fee is charged	2	270	18.0	19.2
Normal service use is impossible due to poor quality	3	255	17.0	18.1
Charge for the unused service	4	194	12.9	13.8
The payment plan changes suddenly	5	138	9.2	9.8
An overcharged amount is billed	6	177	11.8	12.6
Denying subscriber's request for stopping the service (a temporary service suspension)	7	122	8.1	8.7
Billing for the service suspended period (billing a regular charge and a charge for an unused service)	8	85	5.7	6.0
Not applicable	0	94	6.3	
		1,500	100.0	100.0

QD17A3 [Internet subscriber] Expected damage when using service(3)

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. : Third

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
Poor quality, late support, and no support	1	210	14.0	14.9
When the service is terminated early due to poor quality, a penalty fee is charged	2	203	13.5	14.4
Normal service use is impossible due to poor quality	3	210	14.0	14.9
Charge for the unused service	4	127	8.5	9.0
The payment plan changes suddenly	5	111	7.4	7.9
An overcharged amount is billed	6	211	14.1	15.0
Denying subscriber's request for stopping the service (a temporary service suspension)	7	163	10.9	11.6
Billing for the service suspended period (billing a regular charge and a charge for an unused service)	8	171	11.4	12.2
Not applicable	0	94	6.3	
		1,500	100.0	100.0

QD18A1 [Internet subscriber] Expected damage when canceling service(1)

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. : First

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
Refusing, delaying, or denying to answer questions about canceling service and connect to a support center	1	392	26.1	27.9
Cannot cancel the service because there is a cancelation and penalty charge unpaid	2	245	16.3	17.4
A cancelation request is denied because of the unpaid balance due, and then a regular bill is sent	3	130	8.7	9.2
An unreasonable/overcharged penalty fee billed	4	399	26.6	28.4
After canceling the service, the provider unjustifiably stores/undeletes/leaks personal information	5	240	16.0	17.1
Not applicable	0	94	6.3	
		1,500	100.0	100.0

QD18A2 [Internet subscriber] Expected damage when canceling service(2)

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. : Second

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
Refusing, delaying, or denying to answer questions about canceling service and connect to a support center	1	181	12.1	12.9
Cannot cancel the service because there is a cancelation and penalty charge unpaid	2	330	22.0	23.5
A cancelation request is denied because of the unpaid balance due, and then a regular bill is sent	3	302	20.1	21.5
An unreasonable/overcharged penalty fee billed	4	360	24.0	25.6
After canceling the service, the provider unjustifiably stores/undeletes/leaks personal information	5	233	15.5	16.6
Not applicable	0	94	6.3	
		1,500	100.0	100.0

QD18A3 [Internet subscriber] Expected damage when canceling service(3)

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. : Third

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
Refusing, delaying, or denying to answer questions about canceling service and connect to a support center	1	282	18.8	20.1
Cannot cancel the service because there is a cancelation and penalty charge unpaid	2	300	20.0	21.3
A cancelation request is denied because of the unpaid balance due, and then a regular bill is sent	3	229	15.3	16.3
An unreasonable/overcharged penalty fee billed	4	270	18.0	19.2
After canceling the service, the provider unjustifiably stores/undeletes/leaks personal information	5	325	21.7	23.1
Not applicable	0	94	6.3	
		1,500	100.0	100.0

QD19A1 [Internet subscriber] Situation that causes consumers' loss(1)

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

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
A service is started without my agreement	1	103	6.9	7.3
A service start is delayed	2	41	2.7	2.9
A stolen identity or someone's identity is used	3	89	5.9	6.3
A required service period is unreasonably set	4	237	15.8	16.9
There is no mention about a required period of service	5	73	4.9	5.2
A gift is promised and it is never delivered	6	35	2.3	2.5
A poor quality is not promptly fixed or never fixed	7	96	6.4	6.8
A penalty fee is charged for a cancelation of the service due to poor quality	8	115	7.7	8.2
A normal service is not possible due to poor quality	9	77	5.1	5.5
An unused service is charged by error	10	36	2.4	2.6
A sudden change of the payment amount	11	26	1.7	1.8
There is an overcharge	12	73	4.9	5.2
A request for cancelation of service is denied	13	20	1.3	1.4
There is a charge for a service suspended period	14	6	0.4	0.4
For canceling, there are no assistance, no connection and no acceptance or these are delayed	15	71	4.7	5.0

Survey on the Use of Broadcast and Communication Services

Canceling is limited because of the unpaid balance due and penalty fee	16	43	2.9	3.1
After a request for cancelation of service is denied due to unpaid balance, normal fee is charged	17	10	0.7	0.7
When canceling the service, a penalty fee is charged unreasonably or overcharged	18	91	6.1	6.5
After canceling the service, personal information is shared/undeleted/leaked	19	164	10.9	11.7
Not applicable	0	94	6.3	
		1,500	100.0	100.0

QD19A2 [Internet subscriber] Situation that causes consumers' loss(2)

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

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
A service is started without my agreement	1	23	1.5	1.6
A service start is delayed	2	35	2.3	2.5
A stolen identity or someone's identity is used	3	62	4.1	4.4
A required service period is unreasonably set	4	105	7.0	7.5
There is no mention about a required period of service	5	72	4.8	5.1
A gift is promised and it is never delivered	6	59	3.9	4.2
A poor quality is not promptly fixed or never fixed	7	97	6.5	6.9
A penalty fee is charged for a cancelation of the service due to poor quality	8	167	11.1	11.9
A normal service is not possible due to poor quality	9	104	6.9	7.4
An unused service is charged by error	10	83	5.5	5.9
A sudden change of the payment amount	11	51	3.4	3.6
There is an overcharge	12	90	6.0	6.4
A request for cancelation of service is denied	13	37	2.5	2.6
There is a charge for a service suspended period	14	31	2.1	2.2
For canceling, there are no assistance, no connection and no acceptance or these are delayed	15	80	5.3	5.7
Canceling is limited because of the unpaid balance due and penalty fee	16	76	5.1	5.4
After a request for cancelation of service is denied due to unpaid balance, normal fee is charged	17	49	3.3	3.5
When canceling the service, a penalty fee is charged unreasonably or overcharged	18	105	7.0	7.5
After canceling the service, personal information is shared/undeleted/leaked	19	80	5.3	5.7
Not applicable	0	94	6.3	
		1,500	100.0	100.0

QD19A3 [Internet subscriber] Situation that causes consumers' loss(3)

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

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
A service is started without my agreement	1	26	1.7	1.8
A service start is delayed	2	23	1.5	1.6
A stolen identity or someone's identity is used	3	37	2.5	2.6
A required service period is unreasonably set	4	77	5.1	5.5
There is no mention about a required period of service	5	64	4.3	4.6
A gift is promised and it is never delivered	6	35	2.3	2.5
A poor quality is not promptly fixed or never fixed	7	83	5.5	5.9
A penalty fee is charged for a cancelation of the service due to poor quality	8	99	6.6	7.0
A normal service is not possible due to poor quality	9	91	6.1	6.5
An unused service is charged by error	10	74	4.9	5.3
A sudden change of the payment amount	11	38	2.5	2.7
There is an overcharge	12	104	6.9	7.4
A request for cancelation of service is denied	13	54	3.6	3.8
There is a charge for a service suspended period	14	42	2.8	3.0
For canceling, there are no assistance, no connection and no acceptance or these are delayed	15	105	7.0	7.5
Canceling is limited because of the unpaid balance due and penalty fee	16	89	5.9	6.3
After a request for cancelation of service is denied due to unpaid balance, normal fee is charged	17	59	3.9	4.2
When canceling the service, a penalty fee is charged unreasonably or overcharged	18	147	9.8	10.5
After canceling the service, personal information is shared/undeleted/leaked	19	159	10.6	11.3
Not applicable	0	94	6.3	
		1,500	100.0	100.0

QE0A1 [All respondents] Subscription broadcasting service: Analog cable

E0. Please tell us all broadcasting services you subscribe at home currently.

1) Analog cable

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
No	0	942	62.8	62.8
Yes	1	558	37.2	37.2
		1,500	100.0	100.0

QE0A2 [All respondents] Subscription broadcasting service: Digital cable

E0. Please tell us all broadcasting services you subscribe at home currently.
 2) Digital cable

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
No	0	1,094	72.9	72.9
Yes	1	406	27.1	27.1
		1,500	100.0	100.0

QE0A3 [All respondents] Subscription broadcasting service: Digital satellite broadcasting

E0. Please tell us all broadcasting services you subscribe at home currently.
 3) Digital satellite broadcasting

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
No	0	1,358	90.5	90.5
Yes	1	142	9.5	9.5
		1,500	100.0	100.0

QE0A4 [All respondents] Subscription broadcasting service: IPTV

E0. Please tell us all broadcasting services you subscribe at home currently.
 4) IPTV (QOOK TV, SK Broadband)

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
No	0	1,181	78.7	78.7
Yes	1	319	21.3	21.3
		1,500	100.0	100.0

QE0A5 [All respondents] Subscription broadcasting service: Don't subscribe to

E0. Please tell us all broadcasting services you subscribe at home currently.
 5) Do not subscribe to a broadcasting service

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
No	0	1,259	83.9	83.9
Yes	1	241	16.1	16.1
		1,500	100.0	100.0

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

QE1 [No subscription broadcasting] R intends to use subscription broadcasting

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?

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
Yes	1	183	12.2	12.2
No	2	565	37.7	37.7
Currently using	3	752	50.1	50.1
		1,500	100.0	100.0

QE2 [No subscription broadcasting] Reason for not subscribing broadcasting

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

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
To watch broadcasts that we want, we can use other media (there is an alternative)	1	177	11.8	23.7
Family members do not watch subscription broadcasts much (don't feel a necessity)	2	263	17.5	35.2
Want to watch but concerned about payments (no financial affordability)	3	131	8.7	17.5
An opposition from people around me (for example, parents)	4	52	3.5	7.0
No channels or contents on the subscription broadcasting are worth watching	5	99	6.6	13.2
Interferes with studying	7	3	0.2	0.4
TV is an idiot box	8	2	0.1	0.3
Don't have a TV	9	2	0.1	0.3
Don't watch broadcasts	10	3	0.2	0.4
For children's education	11	4	0.3	0.5
Many fun broadcasts do not require subscription	12	2	0.1	0.3
Concerned that more time will be spent on watching TV	13	3	0.2	0.4
Have a plan to move, so a decision will be made after having moved	14	2	0.1	0.3
Using regional cables	15	1	0.1	0.1
Do not need to watch	16	2	0.1	0.3

With a subscription broadcasting service, not all channels are available	17	1	0.1	0.1
Using the yu-seon broadcasting service [a cable TV service that just reruns over-the-air broadcasts]	18	1	0.1	0.1
Currently using	97	752	50.1	
		1,500	100.0	100.0

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

QE3 Which subscription broadcasting does R use

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

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
KT (QOOK TV/ before: Mega TV)	1	67	4.5	8.9
LG Powercom (myLGtv)	2	30	2.0	4.0
SK Broadband (SK Broad&TV/ before: Hanaro TV)	3	99	6.6	13.2
Local cable TV providers (Ex. : Gwanak Broadcasting, Gangnam Broadcasting, etc.)	4	470	31.3	62.5
Skylife	5	59	3.9	7.8
None of the above	6	27	1.8	3.6
Not applicable	0	748	49.9	
		1,500	100.0	100.0

QE4 [Broadcasting subscriber] R has experienced trouble when subscribing broadcasting

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

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
Yes	1	147	9.8	19.5
No	2	605	40.3	80.5
Not applicable	0	748	49.9	
		1,500	100.0	100.0

QE4A1 [Broadcasting subscriber] Type of trouble: Poor connection

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

1) Poor connection or no connection

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
No	0	1,411	94.1	94.1
Yes	1	89	5.9	5.9
		1,500	100.0	100.0

QE4A2 [Broadcasting subscriber] Type of trouble: Slow speed trasmitting

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

2) Broadcasting contents transmit at slow speed

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
No	0	1,433	95.5	95.5
Yes	1	67	4.5	4.5
		1,500	100.0	100.0

QE4A3 [Broadcasting subscriber] Type of trouble: Difficult to choose what R wants to watch

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

3) Difficult to choose broadcasting contents that I would like to watch

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
No	0	1,447	96.5	96.5
Yes	1	53	3.5	3.5
		1,500	100.0	100.0

QE4A4 [Broadcasting subscriber] Type of trouble: Additional fees

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

4) What I want to watch need additional fees, so I do not watch

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
No	0	1,428	95.2	95.2
Yes	1	72	4.8	4.8
		1,500	100.0	100.0

QE4A5 [Broadcasting subscriber] Type of trouble: Other

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

5) Other

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
Poor video quality	6	1	0.1	25.0
Closed captioning or title fonts are too small	7	1	0.1	25.0
Slow booting	8	1	0.1	25.0
There is a service outage when it is rainy	9	1	0.1	25.0
system missing		1,496	99.7	
		1,500	100.0	100.0

QE5A1 [Broadcasting subscriber] Satisfaction with respect to service price

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

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

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
Very dissatisfied	1	38	2.5	5.1
Dissatisfied	2	157	10.5	20.9
Neither dissatisfied nor satisfied	3	301	20.1	40.0
Satisfied	4	237	15.8	31.5
Very satisfied	5	19	1.3	2.5
Non user	8	748	49.9	
		1,500	100.0	100.0

QE5A2 [Broadcasting subscriber] Satisfaction with service reliability

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

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

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
Very dissatisfied	1	31	2.1	4.1
Dissatisfied	2	140	9.3	18.6
Neither dissatisfied nor satisfied	3	316	21.1	42.0
Satisfied	4	242	16.1	32.2
Very satisfied	5	23	1.5	3.1
Non user	8	748	49.9	
		1,500	100.0	100.0

QE5A3 [Broadcasting subscriber] Satisfaction with service provider

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

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

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
Very dissatisfied	1	43	2.9	5.7
Dissatisfied	2	156	10.4	20.7
Neither dissatisfied nor satisfied	3	331	22.1	44.0
Satisfied	4	205	13.7	27.3
Very satisfied	5	17	1.1	2.3
Non user	8	748	49.9	
		1,500	100.0	100.0

QE6 [Broadcasting subscriber] R has changed service provider in past 12 months

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

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
Changed	1	59	3.9	7.8
Currently exploring information for a change	2	89	5.9	11.8
Considered changing, explored information, but did not change	3	85	5.7	11.3
Considered changing, but never took an action or explored	4	108	7.2	14.4
Never considered changing	5	411	27.4	54.7
Not applicable	0	748	49.9	
		1,500	100.0	100.0

QE7 [Broadcasting subscriber] R has changed service provider in past 3 years

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

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
No	1	648	43.2	86.2
Yes	2	104	6.9	13.8
Non user	8	748	49.9	
		1,500	100.0	100.0

QE7A [Broadcasting subscriber] Number of times R changed service provider

E7. How many times have you changed the subscription broadcasting service provider for your home in the past 3 years?
: ____ times

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
1	1	90	6.0	86.5
2	2	13	0.9	12.5
12	12	1	0.1	1.0
system missing		1,396	93.1	
		1,500	100.0	100.0

QE8 [Broadcasting subscriber] R intends to change service provider

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

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
Yes	1	235	15.7	31.3
No	2	517	34.5	68.8
system missing		748	49.9	
		1,500	100.0	100.0

QE9 [Broadcasting subscriber] How easy was it to change service provider

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?

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
Very easy	1	10	0.7	9.6
Somewhat easy	2	39	2.6	37.5
Moderate	3	39	2.6	37.5
Somewhat difficult	4	12	0.8	11.5
Very difficult	5	4	0.3	3.8
system missing		1,396	93.1	
		1,500	100.0	100.0

QE10 [Broadcasting subscriber] How easy would it be to change service provider

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?

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
Very easy	1	31	2.1	4.9
Somewhat easy	2	146	9.7	23.0
Moderate	3	255	17.0	40.1
Somewhat difficult	4	157	10.5	24.7
Very difficult	5	47	3.1	7.4
system missing		864	57.6	
		1,500	100.0	100.0

QE11 [Broadcasting subscriber] R has negotiated with service provider

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

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
Changed	1	515	34.3	68.5
Currently exploring information for a change	2	53	3.5	7.0
Considered changing, explored information, but did not change	3	51	3.4	6.8
Considered changing, but never took an action or explored	4	41	2.7	5.5
Never considered changing	5	92	6.1	12.2
Not applicable	0	748	49.9	
		1,500	100.0	100.0

QE12 [Broadcasting subscriber] Reason for not changing service provider

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?

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
A troublesome changing process	1	16	1.1	18.8
No price (cost) advantage of changing	2	20	1.3	23.5
A long contract period	3	18	1.2	21.2
No alternative service found	4	11	0.7	12.9
No service provider was more trustworthy	5	8	0.5	9.4

Survey on the Use of Broadcast and Communication Services

Satisfied with the current provider's service	6	4	0.3	4.7
Needed to install a cable to set up a subscription broadcasting service	7	4	0.3	4.7
No preferred broadcasting	9	1	0.1	1.2
I have to make a subscription for each TV	10	1	0.1	1.2
IPTV does not offer a real-time broadcasting	11	1	0.1	1.2
Monopoly	12	1	0.1	1.2
system missing		1,415	94.3	
		1,500	100.0	100.0

QE13 [Broadcasting subscriber] Service plan has remaining period

E13. Does your subscription broadcasting 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))

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
Yes	1	186	12.4	24.7
Don't know when it will end	2	190	12.7	25.3
No	3	376	25.1	50.0
Non user	8	748	49.9	
		1,500	100.0	100.0

QE13A [Broadcasting subscriber] How many months left due to long-term contract

E13. Does your subscription broadcasting 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))

: ____ months

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
3	3	1	0.1	0.5
12	12	24	1.6	12.9
24	24	37	2.5	19.9
36	36	114	7.6	61.3
40	40	1	0.1	0.5
48	48	8	0.5	4.3
60	60	1	0.1	0.5
system missing		1,314	87.6	
		1,500	100.0	100.0

QE14 [Broadcasting subscriber] How easy is it to compare prices between providers

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

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
Very easy	1	20	1.3	2.7
Somewhat easy	2	135	9.0	18.0
Moderate	3	301	20.1	40.0
Somewhat difficult	4	216	14.4	28.7
Very difficult	5	65	4.3	8.6
Don't know	6	15	1.0	2.0
Not applicable	0	748	49.9	
		1,500	100.0	100.0

QE15 [Broadcasting subscriber] R received sufficient information from provider

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

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
Very sufficient	1	7	0.5	0.9
Somewhat sufficient	2	94	6.3	12.5
Moderate	3	372	24.8	49.5
Somewhat insufficient	4	187	12.5	24.9
Very insufficient	5	70	4.7	9.3
Don't know	6	22	1.5	2.9
Not applicable	0	748	49.9	
		1,500	100.0	100.0

QE15A1 [Broadcasting subscriber] What information was not sufficiently provided(1)

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? : First

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
Application for a subscription broadcasting service is complicated	1	1	0.1	0.4
Insufficient information on cancellation fee	2	17	1.1	6.6
Insufficient information on service charge	3	15	1.0	5.8
Information on benefits for long-term subscriber	4	4	0.3	1.6

Survey on the Use of Broadcast and Communication Services

No information on the stipulated time period	5	19	1.3	7.4
Difficult to understand	6	7	0.5	2.7
Rate plans	7	12	0.8	4.7
No information on the reception quality	8	6	0.4	2.3
Service	9	2	0.1	0.8
I couldn't hear any information because my apartment leasing office took charge of it	10	18	1.2	7.0
No detailed information	11	19	1.3	7.4
No information was provided	12	19	1.3	7.4
Insufficient information on channel	13	15	1.0	5.8
No specific information on the service	14	19	1.3	7.4
Insufficient information on compensation for service errors	15	4	0.3	1.6
Division into the free services and charged services	16	4	0.3	1.6
Information on additional services	17	3	0.2	1.2
Information on how many channels are available	18	13	0.9	5.1
Information on the process of cancellation	19	5	0.3	1.9
Information on the period of service	20	1	0.1	0.4
Information on the cancellation fees	21	1	0.1	0.4
No information that the provider will raise service fees	22	2	0.1	0.8
Service fee comparison	23	2	0.1	0.8
Information on how to use a subscription channel	24	2	0.1	0.8
Information on how to change channels	25	3	0.2	1.2
Information on pricing	26	2	0.1	0.8
The channel's schedules	27	2	0.1	0.8
The website does not include sufficient information	28	1	0.1	0.4
No telephone consultation	29	1	0.1	0.4
Information on contents	30	7	0.5	2.7
Information on live television coverage	31	2	0.1	0.8
The service fee is expensive	32	2	0.1	0.8
Benefits of discount	33	1	0.1	0.4
Contact information regarding A/S	34	1	0.1	0.4
How to use a subscription broadcasting service	35	6	0.4	2.3
Information on how to make payment	37	1	0.1	0.4
Information on service that will be upgraded	38	1	0.1	0.4
Information on service regarding the new plan	39	1	0.1	0.4
Installation charges	40	1	0.1	0.4

Survey on the Use of Broadcast and Communication Services

No	98	4	0.3	1.6
DK/NA	99	11	0.7	4.3
system missing		1,243	82.9	
		1,500	100.0	100.0

QE15A2 [Broadcasting subscriber] What information was not sufficiently provided(2)

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? : Second

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
Insufficient information on cancellation fee	2	2	0.1	3.9
Insufficient information on service charge	3	11	0.7	21.6
Information on benefits for long-term subscriber	4	1	0.1	2.0
No information on the stipulated time period	5	1	0.1	2.0
Rate plans	7	3	0.2	5.9
No information on the reception quality	8	1	0.1	2.0
Service	9	1	0.1	2.0
I couldn't hear any information because my apartment leasing office took charge of it	10	1	0.1	2.0
No detailed information	11	3	0.2	5.9
Insufficient information on channel	13	5	0.3	9.8
Insufficient information on compensation for service errors	15	2	0.1	3.9
Division into the free services and charged services	16	2	0.1	3.9
Information on additional services	17	4	0.3	7.8
Information on the period of service	20	2	0.1	3.9
Information on the cancellation fees	21	1	0.1	2.0
Information on pricing	26	1	0.1	2.0
The channel's schedules	27	1	0.1	2.0
No telephone consultation	29	1	0.1	2.0
Information on contents	30	1	0.1	2.0
Information on live television coverage	31	1	0.1	2.0
Benefits of discount	33	2	0.1	3.9
Contact information regarding A/S	34	2	0.1	3.9
How to use a subscription broadcasting service	35	1	0.1	2.0
How to check detailed records of the use of service	36	1	0.1	2.0
system missing		1,449	96.6	
		1,500	100.0	100.0

QE16A1 [Broadcasting subscriber] R knew about terms on cancelation/penalty

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

1) I knew about the terms on cancelation and a penalty fee waiver

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
I knew it	1	244	16.3	32.4
I did not know it	2	508	33.9	67.6
Not applicable	0	748	49.9	
		1,500	100.0	100.0

QE16A2 [Broadcasting subscriber] R knew provider's responsibility

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

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?

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
I knew it	1	252	16.8	33.5
I did not know it	2	500	33.3	66.5
Not applicable	0	748	49.9	
		1,500	100.0	100.0

QE16B [Broadcasting subscriber] How was R notified about change in channels

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?

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
Installation technician	1	39	2.6	15.5
Salesperson	2	47	3.1	18.7
Customer support	3	33	2.2	13.1
Homepage	4	19	1.3	7.5
E-mail	5	16	1.1	6.3
Mailed bills	6	30	2.0	11.9
SMS (text messages)	7	5	0.3	2.0
TV channel	8	44	2.9	17.5
Use terms and agreement	9	15	1.0	6.0
Internet portal site great information	11	1	0.1	0.4
Changed numbers	12	1	0.1	0.4

Survey on the Use of Broadcast and Communication Services

Turned on subtitles while watching TV	13	1	0.1	0.4
NA	99	1	0.1	0.4
system missing		1,248	83.2	
		1,500	100.0	100.0

QE16C [Broadcasting subscriber] When was R notified about change in channels

E16-3. (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. When were you notified?

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
One month ago	1	61	4.1	24.2
2 weeks ago	2	69	4.6	27.4
3 days before or after the change	3	49	3.3	19.4
Same day	4	42	2.8	16.7
2 weeks after	5	4	0.3	1.6
Other	6	3	0.2	1.2
IPTV's information screen	7	1	0.1	0.4
Past experience	8	2	0.1	0.8
Homepage	9	2	0.1	0.8
Notified through a banner notification	10	1	0.1	0.4
At the time of ordering	11	2	0.1	0.8
At the time of installation	12	2	0.1	0.8
Never	13	3	0.2	1.2
NA	99	11	0.7	4.4
system missing		1,248	83.2	
		1,500	100.0	100.0

QE17A1 [Broadcasting subscriber] Expected damage when signing up for service(1)

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

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
Starting a service without my agreement	1	73	4.9	9.7
Delayed service start	2	64	4.3	8.5
Identity theft or using someone's identity	3	76	5.1	10.1
Unreasonably setting a required period of subscription	4	261	17.4	34.7
Damage from no notification in advance about a required subscription period	5	123	8.2	16.4

Survey on the Use of Broadcast and Communication Services

Not giving promised gifts	6	22	1.5	2.9
Individuals' subscription to broadcasting will be limited due to group contracts through the agency	7	133	8.9	17.7
Not applicable	0	748	49.9	
		1,500	100.0	100.0

QE17A2 [Broadcasting subscriber] Expected damage when signing up for service(2)

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

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
Starting a service without my agreement	1	34	2.3	4.5
Delayed service start	2	49	3.3	6.5
Identity theft or using someone's identity	3	86	5.7	11.4
Unreasonably setting a required period of subscription	4	175	11.7	23.3
Damage from no notification in advance about a required subscription period	5	268	17.9	35.6
Not giving promised gifts	6	40	2.7	5.3
Individuals' subscription to broadcasting will be limited due to group contracts through the agency	7	100	6.7	13.3
Not applicable	0	748	49.9	
		1,500	100.0	100.0

QE17A3 [Broadcasting subscriber] Expected damage when signing up for service(3)

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

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
Starting a service without my agreement	1	58	3.9	7.7
Delayed service start	2	71	4.7	9.4
Identity theft or using someone's identity	3	90	6.0	12.0
Unreasonably setting a required period of subscription	4	127	8.5	16.9
Damage from no notification in advance about a required subscription period	5	130	8.7	17.3
Not giving promised gifts	6	86	5.7	11.4
Individuals' subscription to broadcasting will be limited due to group contracts through the agency	7	190	12.7	25.3
Not applicable	0	748	49.9	
		1,500	100.0	100.0

QE18A1 [Broadcasting subscriber] Expected damage when using service(1)

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. : First

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
Poor quality, late support, and no support	1	151	10.1	20.1
When the service is terminated early due to poor quality, a penalty fee is charged	2	131	8.7	17.4
Normal service use is impossible due to poor quality	3	113	7.5	15.0
Charge for the unused service	4	89	5.9	11.8
The payment plan changes suddenly	5	75	5.0	10.0
An overcharged amount is billed	6	30	2.0	4.0
Denying subscriber's request for stopping the service (a temporary service suspension)	7	94	6.3	12.5
Billing for the service suspended period (billing a regular charge and a charge for an unused service)	8	31	2.1	4.1
Payment in advance and designated due dates	9	38	2.5	5.1
Not applicable	0	748	49.9	
		1,500	100.0	100.0

QE18A2 [Broadcasting subscriber] Expected damage when using service(2)

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. : Second

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
Poor quality, late support, and no support	1	54	3.6	7.2
When the service is terminated early due to poor quality, a penalty fee is charged	2	146	9.7	19.4
Normal service use is impossible due to poor quality	3	144	9.6	19.1
Charge for the unused service	4	104	6.9	13.8
The payment plan changes suddenly	5	80	5.3	10.6
An overcharged amount is billed	6	65	4.3	8.6
Denying subscriber's request for stopping the service (a temporary service suspension)	7	83	5.5	11.0
Billing for the service suspended period (billing a regular charge and a charge for an unused service)	8	48	3.2	6.4
Payment in advance and designated due dates	9	28	1.9	3.7
Not applicable	0	748	49.9	
		1,500	100.0	100.0

QE18A3 [Broadcasting subscriber] Expected damage when using service(3)

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. : Third

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
Poor quality, late support, and no support	1	75	5.0	10.0
When the service is terminated early due to poor quality, a penalty fee is charged	2	111	7.4	14.8
Normal service use is impossible due to poor quality	3	111	7.4	14.8
Charge for the unused service	4	83	5.5	11.0
The payment plan changes suddenly	5	60	4.0	8.0
An overcharged amount is billed	6	67	4.5	8.9
Denying subscriber's request for stopping the service (a temporary service suspension)	7	120	8.0	16.0
Billing for the service suspended period (billing a regular charge and a charge for an unused service)	8	65	4.3	8.6
Payment in advance and designated due dates	9	60	4.0	8.0
Not applicable	0	748	49.9	
		1,500	100.0	100.0

QE19A1 [Broadcasting subscriber] Expected damage when canceling service(1)

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

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
Refusing, delaying, or denying to answer questions about canceling service and connect to a support center	1	204	13.6	27.1
Cannot cancel the service because there is a cancelation and penalty charge unpaid	2	238	15.9	31.6
A cancelation request is denied because of the unpaid balance due, and then a regular bill is sent	3	107	7.1	14.2
An unreasonable/overcharged penalty fee billed	4	76	5.1	10.1
After canceling the service, the provider unjustifiably stores/undeletes/leaks personal information	5	127	8.5	16.9
Not applicable	0	748	49.9	
		1,500	100.0	100.0

QE19A2 [Broadcasting subscriber] Expected damage when canceling service(2)

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

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
Refusing, delaying, or denying to answer questions about canceling service and connect to a support center	1	107	7.1	14.2
Cannot cancel the service because there is a cancelation and penalty charge unpaid	2	215	14.3	28.6
A cancelation request is denied because of the unpaid balance due, and then a regular bill is sent	3	217	14.5	28.9
An unreasonable/overcharged penalty fee billed	4	119	7.9	15.8
After canceling the service, the provider unjustifiably stores/undeletes/leaks personal information	5	94	6.3	12.5
Not applicable	0	748	49.9	
		1,500	100.0	100.0

QE19A3 [Broadcasting subscriber] Expected damage when canceling service(3)

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

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
Refusing, delaying, or denying to answer questions about canceling service and connect to a support center	1	151	10.1	20.1
Cannot cancel the service because there is a cancelation and penalty charge unpaid	2	133	8.9	17.7
A cancelation request is denied because of the unpaid balance due, and then a regular bill is sent	3	139	9.3	18.5
An unreasonable/overcharged penalty fee billed	4	133	8.9	17.7
After canceling the service, the provider unjustifiably stores/undeletes/leaks personal information	5	196	13.1	26.1
Not applicable	0	748	49.9	
		1,500	100.0	100.0

QE20A1 [Broadcasting subscriber] Situation that causes consumers' loss(1)

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

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
A service is started without my agreement	1	51	3.4	6.8
A service start is delayed	2	30	2.0	4.0

Survey on the Use of Broadcast and Communication Services

A stolen identity or someone's identity is used	3	57	3.8	7.6
A required service period is unreasonably set	4	142	9.5	18.9
There is no mention about a required period of service	5	54	3.6	7.2
A gift is promised and it is never delivered	6	15	1.0	2.0
A poor quality is not promptly fixed or never fixed	7	102	6.8	13.6
A penalty fee is charged for a cancelation of the service due to poor quality	8	33	2.2	4.4
A normal service is not possible due to poor quality	9	27	1.8	3.6
An unused service is charged by error	10	30	2.0	4.0
A sudden change of the payment amount	11	22	1.5	2.9
There is an overcharge	12	24	1.6	3.2
A request for cancelation of service is denied	13	12	0.8	1.6
There is a charge for a service suspended period	14	19	1.3	2.5
For canceling, there are no assistance, no connection and no acceptance or these are delayed	15	1	0.1	0.1
Canceling is limited because of the unpaid balance due and penalty fee	16	5	0.3	0.7
After a request for cancelation of service is denied due to unpaid balance, normal fee is charged	17	19	1.3	2.5
When canceling the service, a penalty fee is charged unreasonably or overcharged	18	26	1.7	3.5
After canceling the service, personal information is shared/undeleted/leaked	19	13	0.9	1.7
(unknown)	20	11	0.7	1.5
(unknown)	21	59	3.9	7.8
Not applicable	0	748	49.9	
		1,500	100.0	100.0

QE20A2 [Broadcasting subscriber] Situation that causes consumers' loss(2)

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

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
A service is started without my agreement	1	5	0.3	0.7
A service start is delayed	2	15	1.0	2.0
A stolen identity or someone's identity is used	3	20	1.3	2.7
A required service period is unreasonably set	4	37	2.5	4.9
There is no mention about a required period of service	5	58	3.9	7.7
A gift is promised and it is never delivered	6	15	1.0	2.0
A poor quality is not promptly fixed or never fixed	7	44	2.9	5.9

Survey on the Use of Broadcast and Communication Services

A penalty fee is charged for a cancelation of the service due to poor quality	8	58	3.9	7.7
A normal service is not possible due to poor quality	9	79	5.3	10.5
An unused service is charged by error	10	78	5.2	10.4
A sudden change of the payment amount	11	68	4.5	9.0
There is an overcharge	12	45	3.0	6.0
A request for cancelation of service is denied	13	18	1.2	2.4
There is a charge for a service suspended period	14	48	3.2	6.4
For canceling, there are no assistance, no connection and no acceptance or these are delayed	15	7	0.5	0.9
Canceling is limited because of the unpaid balance due and penalty fee	16	11	0.7	1.5
After a request for cancelation of service is denied due to unpaid balance, normal fee is charged	17	33	2.2	4.4
When canceling the service, a penalty fee is charged unreasonably or overcharged	18	51	3.4	6.8
After canceling the service, personal information is shared/undeleted/leaked	19	28	1.9	3.7
(unknown)	20	13	0.9	1.7
(unknown)	21	21	1.4	2.8
Not applicable	0	748	49.9	
		1,500	100.0	100.0

QE20A3 [Broadcasting subscriber] Situation that causes consumers' loss(3)

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

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
A service is started without my agreement	1	8	0.5	1.1
A service start is delayed	2	8	0.5	1.1
A stolen identity or someone's identity is used	3	24	1.6	3.2
A required service period is unreasonably set	4	31	2.1	4.1
There is no mention about a required period of service	5	36	2.4	4.8
A gift is promised and it is never delivered	6	10	0.7	1.3
A poor quality is not promptly fixed or never fixed	7	33	2.2	4.4
A penalty fee is charged for a cancelation of the service due to poor quality	8	44	2.9	5.9
A normal service is not possible due to poor quality	9	26	1.7	3.5
An unused service is charged by error	10	41	2.7	5.5
A sudden change of the payment amount	11	40	2.7	5.3
There is an overcharge	12	36	2.4	4.8

Survey on the Use of Broadcast and Communication Services

A request for cancelation of service is denied	13	22	1.5	2.9
There is a charge for a service suspended period	14	54	3.6	7.2
For canceling, there are no assistance, no connection and no acceptance or these are delayed	15	31	2.1	4.1
Canceling is limited because of the unpaid balance due and penalty fee	16	30	2.0	4.0
After a request for cancelation of service is denied due to unpaid balance, normal fee is charged	17	49	3.3	6.5
When canceling the service, a penalty fee is charged unreasonably or overcharged	18	80	5.3	10.6
After canceling the service, personal information is shared/undeleted/leaked	19	42	2.8	5.6
(unknown)	20	32	2.1	4.3
(unknown)	21	75	5.0	10.0
Not applicable	0	748	49.9	
		1,500	100.0	100.0

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

QF1 [No bundled package] R intends to use bundled package

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

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
Yes	1	231	15.4	15.4
No	2	394	26.3	26.3
Currently Using	3	875	58.3	58.3
		1,500	100.0	100.0

QF2 [No bundled package] Reason for not using bundled package

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

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
The ordering process is not complex	1	154	10.3	10.3
Not a high discount rate	2	112	7.5	7.5
I think it is difficult to cancel	3	138	9.2	9.2
To select the best provider for each service	4	154	10.3	10.3
Price	6	3	0.2	0.2

Survey on the Use of Broadcast and Communication Services

I do not know whether it is an advantage or a disadvantage	7	4	0.3	0.3
Not many users	8	1	0.1	0.1
I do not feel a need for it	9	35	2.3	2.3
Usage will automatically add services that I will have to pay	10	1	0.1	0.1
I think it is inconvenient	11	1	0.1	0.1
I do not care	12	6	0.4	0.4
This is not a service area	13	3	0.2	0.2
I plan to use it after moving	14	3	0.2	0.2
I am already in a contract with another service	15	4	0.3	0.3
It is a fixed set of package, and there are elements that I do not need	16	1	0.1	0.1
I need to listen to family members' opinions	17	2	0.1	0.1
My computer does not work	18	1	0.1	0.1
Changing the landline phone is cumbersome	19	1	0.1	0.1
Currently using	97	875	58.3	58.3
None	98	1	0.1	0.1
		1,500	100.0	100.0

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

QF3A1 [Bundled package user] What type of bundled package R use: DPS

F3. Which of the following type of bundled packages do you use?

1) DPS (DOUBLE PLAY SERVICE): Two services are bundled (example: Internet + digital broadcasting)

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
No	0	1,100	73.3	73.3
Yes	1	400	26.7	26.7
		1,500	100.0	100.0

QF3A2 [Bundled package user] What type of bundled package R use: TPS

F3. Which of the following type of bundled packages do you use?

2) TPS (TRIPLE PLAY SERVICE): Three services are bundled (example: Internet + Internet phone + digital broadcasting)

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
No	0	1,223	81.5	81.5
Yes	1	277	18.5	18.5
		1,500	100.0	100.0

QF3A3 [Bundled package user] What type of bundled package R use: QPS

F3. Which of the following type of bundled packages do you use?

3) QPS (QUADRUPLE PLAY SERVICE): More four services are bundled (example: Internet + Internet phone + digital broadcasting + Cellphone)

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
No	0	1,381	92.1	92.1
Yes	1	119	7.9	7.9
		1,500	100.0	100.0

QF3A4 [Bundled package user] What type of bundled package R use: Other

F3. Which of the following type of bundled packages do you use?

4) Besides broadcasting and communication, bundling with other industries such as movies and gasoline

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
No	0	1,408	93.9	93.9
Yes	1	92	6.1	6.1
		1,500	100.0	100.0

QF4 [Bundled package user] Which bundled package does R currently use

F4. Which bundled packages do you currently use at home?

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
KT	1	262	17.5	29.9
LG Powercom/LG Telecom/LG Dacom	2	122	8.1	13.9
SK Broadband/SK Telecom	3	344	22.9	39.3
Local cable TV providers	4	129	8.6	14.7
None of the above	5	18	1.2	2.1
Not applicable	0	625	41.7	
		1,500	100.0	100.0

QF5A1 [Bundled package user] Satisfaction with respect to service price

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

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

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
Very dissatisfied	1	22	1.5	2.5
Dissatisfied	2	124	8.3	14.2
Neither dissatisfied nor satisfied	3	349	23.3	39.9
Satisfied	4	358	23.9	40.9
Very satisfied	5	22	1.5	2.5
Non user	8	625	41.7	
		1,500	100.0	100.0

QF5A2 [Bundled package user] Satisfaction with service provider

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

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

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
Very dissatisfied	1	19	1.3	2.2
Dissatisfied	2	124	8.3	14.2
Neither dissatisfied nor satisfied	3	391	26.1	44.7
Satisfied	4	315	21.0	36.0
Very satisfied	5	26	1.7	3.0
Non user	8	625	41.7	
		1,500	100.0	100.0

QF6 [Bundled package user] R has changed package provider in past 12 months

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

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
Changed	1	112	7.5	12.8
Currently exploring information for a change	2	99	6.6	11.3
Considered changing, explored information, but did not change	3	106	7.1	12.1

Considered changing, but never took an action or explored	4	96	6.4	11.0
Never considered changing	5	462	30.8	52.8
Not applicable	0	625	41.7	
		1,500	100.0	100.0

QF7 [Bundled package user] R has changed package provider in past 3 years

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

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
No	1	694	46.3	79.3
Yes	2	181	12.1	20.7
Non user	8	625	41.7	
		1,500	100.0	100.0

QF7A [Bundled package user] Number of times R changed package provider

E7. How many times have you changed the bundled package provider for your home in the past 3 years?
: ____ times

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
1	1	161	10.7	89.0
2	2	16	1.1	8.8
3	3	2	0.1	1.1
12	12	1	0.1	0.6
36	36	1	0.1	0.6
system missing		1,319	87.9	
		1,500	100.0	100.0

QF8 [Bundled package user] R has canceled bundled package in past 12 months

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

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
Yes	1	87	5.8	9.9
No	2	788	52.5	90.1
Not applicable	0	625	41.7	
		1,500	100.0	100.0

QF9 [Bundled package user] R intends to change package provider

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

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
Yes	1	230	15.3	26.3
No	2	645	43.0	73.7
Not applicable	0	625	41.7	
		1,500	100.0	100.0

QF10 [Bundled package user] How easy was it to change package provider

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?

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
Very easy	1	7	0.5	3.9
Somewhat easy	2	60	4.0	33.1
Moderate	3	69	4.6	38.1
Somewhat difficult	4	36	2.4	19.9
Very difficult	5	7	0.5	3.9
Don't know	6	2	0.1	1.1
system missing		1,319	87.9	
		1,500	100.0	100.0

QF11 [Bundled package user] How easy would it be to change package provider

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?

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
Very easy	1	21	1.4	3.0
Somewhat easy	2	146	9.7	21.0
Moderate	3	283	18.9	40.8
Somewhat difficult	4	184	12.3	26.5
Very difficult	5	56	3.7	8.1
Don't know	6	4	0.3	0.6
system missing		806	53.7	
		1,500	100.0	100.0

QF12 [Bundled package user] R has negotiated with package provider

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

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
Never	1	480	32.0	54.9
Negotiated, and the provider accepted the demands	2	92	6.1	10.5
Negotiated, and the provider accepted most of the demands	3	105	7.0	12.0
Negotiated, but the provider did not accept the demands	4	54	3.6	6.2
Don't know	5	144	9.6	16.5
Not applicable	0	625	41.7	
		1,500	100.0	100.0

QF13 [Bundled package user] Reason for not changing package provider

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?

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
A troublesome changing process	1	18	1.2	17.0
No price (cost) advantage of changing	2	18	1.2	17.0
A long contract period	3	35	2.3	33.0
No alternative service found	4	14	0.9	13.2
No service provider was more trustworthy	5	5	0.3	4.7
Satisfied with the current provider's service	6	9	0.6	8.5
Needed to install a cable to set up a subscription broadcasting service	7	2	0.1	1.9
I liked Qook SkyLife	9	1	0.1	0.9
I was told installation was impossible	10	1	0.1	0.9
I did not want to use Internet phones	11	1	0.1	0.9
Negotiation terms were not right	13	1	0.1	0.9
Counseling was troublesome	14	1	0.1	0.9
system missing		1,394	92.9	
		1,500	100.0	100.0

QF14 [Bundled package user] Service plan has remaining period

F14. Does your bundled package 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))

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
Yes	1	374	24.9	42.7
Don't know when it will end	2	271	18.1	31.0
No	3	230	15.3	26.3
Non user	8	625	41.7	
		1,500	100.0	100.0

QF14A [Bundled package user] How many months left due to long-term contract

F14. Does your bundled package 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))

: ____ months

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
12	12	23	1.5	6.1
18	18	1	0.1	0.3
24	24	63	4.2	16.8
36	36	260	17.3	69.5
40	40	7	0.5	1.9
48	48	20	1.3	5.3
system missing		1,126	75.1	
		1,500	100.0	100.0

QF15 [Bundled package user] How easy is it to compare prices between providers

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

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
Very easy	1	20	1.3	2.3
Somewhat easy	2	146	9.7	16.7
Moderate	3	358	23.9	40.9
Somewhat difficult	4	270	18.0	30.9
Very difficult	5	72	4.8	8.2
Don't know	6	9	0.6	1.0
system missing		625	41.7	
		1,500	100.0	100.0

QF16 [Bundled package user] R received sufficient information from provider

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

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
Very sufficient	1	11	0.7	1.3
Somewhat sufficient	2	156	10.4	17.8
Moderate	3	465	31.0	53.1
Somewhat insufficient	4	180	12.0	20.6
Very insufficient	5	51	3.4	5.8
Don't know	6	12	0.8	1.4
system missing		625	41.7	
		1,500	100.0	100.0

QF16A1 [Bundled package user] What information was not sufficiently provided

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?

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
It was difficult to understand rate plans	1	22	1.5	9.6
Technological part	2	1	0.1	0.4
Insufficient information on cancellation fee	3	29	1.9	12.7
No information on the stipulated time period	4	9	0.6	3.9
It was difficult to understand overall pros and cons	5	5	0.3	2.2
Insufficient information on service fees by types of bundled package	6	7	0.5	3.1
Detailed information is not provided	7	21	1.4	9.2
How to use a bundled package	8	5	0.3	2.2
How to cancel the service	9	4	0.3	1.8
Differenece between rate plans	10	5	0.3	2.2
Discount rate	11	20	1.3	8.8
Insufficient information on each package	12	10	0.7	4.4
Information on benefits	13	11	0.7	4.8
Information on contents of a contract	14	11	0.7	4.8
Contents of the contract was difficult to understand	15	1	0.1	0.4
It does not provide disadvantageous conditions for subscribers	16	8	0.5	3.5
Information on how to handle Internet disconnecting	17	4	0.3	1.8

Survey on the Use of Broadcast and Communication Services

The explanation was too much complicated	18	10	0.7	4.4
Information on free gift	19	2	0.1	0.9
The fact that a bundled package will be cancelled if I will subscribe to the Internet phone	20	1	0.1	0.4
Comparing it with other providers' bundled packages	21	4	0.3	1.8
Information on benefits from using a bundled package	22	8	0.5	3.5
Contents of service	23	2	0.1	0.9
Information on live television coverage	24	1	0.1	0.4
They provided important information in last	25	1	0.1	0.4
Information on individual cancellation	26	2	0.1	0.9
Cancellation due to poor quality	27	1	0.1	0.4
There is no channel guide	28	1	0.1	0.4
I haven't had sufficient talks with the provider	29	2	0.1	0.9
Insufficient channels	30	1	0.1	0.4
Type of landline phone	31	1	0.1	0.4
Every information is insufficient	97	3	0.2	1.3
I'm not satisfied with the information	98	3	0.2	1.3
DK/NA	99	12	0.8	5.3
system missing		1,272	84.8	
		1,500	100.0	100.0

QF17A1 [Bundled package user] R knew about terms on cancelation/penalty

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

1) I knew about the terms on cancelation and a penalty fee waiver

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
I knew it	1	376	25.1	43.0
I did not know it	2	499	33.3	57.0
Not applicable	0	625	41.7	
		1,500	100.0	100.0

QF17A2 [Bundled package user] R knew provider's responsibility

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

2) Do you know which company holds responsibility if there is a dispute related to bundled packages and whom you should contact?

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
I knew it	1	289	19.3	33.0
I did not know it	2	586	39.1	67.0
Not applicable	0	625	41.7	
		1,500	100.0	100.0

QF18A1 [Bundled package user] Expected damage when using/canceling service(1)

F18. Please select three cases in which you expect to get the biggest loss when you order/use/cancel a bundled package in order. : First

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
A service is started without my agreement	1	206	13.7	23.5
A service start is delayed	2	195	13.0	22.3
A stolen identity or someone's identity is used	3	77	5.1	8.8
A required service period is unreasonably set	4	80	5.3	9.1
There is no mention about a required period of service	5	90	6.0	10.3
A gift is promised and it is never delivered	6	46	3.1	5.3
A poor quality is not promptly fixed or never fixed	7	57	3.8	6.5
A penalty fee is charged for a cancelation of the service due to poor quality	8	75	5.0	8.6
A normal service is not possible due to poor quality	9	49	3.3	5.6
Not applicable	0	625	41.7	
		1,500	100.0	100.0

QF18A2 [Bundled package user] Expected damage when using/canceling service(2)

F18. Please select three cases in which you expect to get the biggest loss when you order/use/cancel a bundled package in order. : Second

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
A service is started without my agreement	1	52	3.5	5.9
A service start is delayed	2	136	9.1	15.5
A stolen identity or someone's identity is used	3	72	4.8	8.2
A required service period is unreasonably set	4	144	9.6	16.5

Survey on the Use of Broadcast and Communication Services

There is no mention about a required period of service	5	119	7.9	13.6
A gift is promised and it is never delivered	6	85	5.7	9.7
A poor quality is not promptly fixed or never fixed	7	114	7.6	13.0
A penalty fee is charged for a cancelation of the service due to poor quality	8	114	7.6	13.0
A normal service is not possible due to poor quality	9	39	2.6	4.5
Not applicable	0	625	41.7	
		1,500	100.0	100.0

QF18A3 [Bundled package user] Expected damage when using/canceling service(3)

F18. Please select three cases in which you expect to get the biggest loss when you order/use/cancel a bundled package in order. : Third

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
A service is started without my agreement	1	42	2.8	4.8
A service start is delayed	2	84	5.6	9.6
A stolen identity or someone's identity is used	3	76	5.1	8.7
A required service period is unreasonably set	4	89	5.9	10.2
There is no mention about a required period of service	5	98	6.5	11.2
A gift is promised and it is never delivered	6	79	5.3	9.0
A poor quality is not promptly fixed or never fixed	7	131	8.7	15.0
A penalty fee is charged for a cancelation of the service due to poor quality	8	167	11.1	19.1
A normal service is not possible due to poor quality	9	109	7.3	12.5
Not applicable	0	625	41.7	
		1,500	100.0	100.0

DQ1 Which location does R live

DQ1. Which of the following localities do you currently live?

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
Seoul/ Gyeonggi-do/ Incheon	1	908	60.5	60.5
Busan/ Gyeongsangnam-do	2	202	13.5	13.5
Daegu/ Gyeongsangbuk-do	3	137	9.1	9.1
Gwangju/ Jeollanam-do/ Jeollabuk-do	4	108	7.2	7.2
Daejeon/ Chungcheongnam-do/ Chungcheongbuk-do	5	121	8.1	8.1
Gangwon-do	6	22	1.5	1.5
Jeju	7	2	0.1	0.1
		1,500	100.0	100.0

DQ2 Respondent: Occupation

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

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
College students/Graduate students	1	166	11.1	11.1
Agriculture/Forestry/Fishing/Livestock	2	4	0.3	0.3
Self-employed (Restaurants/Beauty shops)	3	104	6.9	6.9
Sales (Sales clerks/Salesperson)	4	31	2.1	2.1
Technicians (Drivers/Electricians/Hairdressers)	5	40	2.7	2.7
Office clerks (Engineers/School Teachers/Mid-to-low level public officials)	6	527	35.1	35.1
Manual workers (Janitors/Outdoor workers)	7	15	1.0	1.0
Management (Small business CEO/Managers at large company)	8	28	1.9	1.9
Managers (High level public officials/Large company executives)	9	37	2.5	2.5
Professionals (College professors/Medical doctors/Legal professionals/Journalists/Artists)	10	71	4.7	4.7
Housewives who are not employed	11	212	14.1	14.1
Unemployed/Housekeeping	12	45	3.0	3.0
Middle/High school students	13	137	9.1	9.1
Other	14	83	5.5	5.5
		1,500	100.0	100.0

DQ3 Respondent: Highest level of education

DQ3. What is your educational background?

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
Middle school graduated or below	1	52	3.5	3.5
High school graduated	2	342	22.8	22.8
College/graduate school attending	3	166	11.1	11.1
2-year college graduated	4	182	12.1	12.1
4-year college graduated	5	635	42.3	42.3
Graduate school graduated or above	6	123	8.2	8.2
		1,500	100.0	100.0

DQ4 Respondent: Marital status

DQ4. Are you married?

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
Married	1	823	54.9	54.9
Not married	2	641	42.7	42.7
Divorced/separated	3	36	2.4	2.4
		1,500	100.0	100.0

DQ5 Average monthly household income

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

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
1,000,000 won or below	1	66	4.4	4.4
1,010,000 - 1,500,000 won	2	87	5.8	5.8
1,510,000 - 2,000,000 won	3	105	7.0	7.0
2,010,000 - 2,500,000 won	4	138	9.2	9.2
2,510,000 - 3,000,000 won	5	182	12.1	12.1
3,010,000 - 4,000,000 won	6	314	20.9	20.9
4,010,000 - 5,000,000 won	7	273	18.2	18.2
5,010,000 - 6,000,000 won	8	157	10.5	10.5
6,010,000 - 7,000,000 won	9	61	4.1	4.1
More than 7,000,000 won	10	117	7.8	7.8
		1,500	100.0	100.0

DQ6 Number of household members

DQ6. How many members are there in your family?

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
1 person	1	80	5.3	5.3
2 - 3 persons	2	498	33.2	33.2
4 - 5 persons	3	880	58.7	58.7
6 persons or more	4	42	2.8	2.8
		1,500	100.0	100.0

DQ7 Type of home

DQ7. Type of home

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
Apartment	1	857	57.1	57.1
Villa/Townhouse	2	331	22.1	22.1
Detached house	3	279	18.6	18.6
Multiplex house	5	4	0.3	0.3
Officetel	6	6	0.4	0.4
Multipurpose building	7	6	0.4	0.4
Downtown dwelling	8	7	0.5	0.5
One-room	9	4	0.3	0.3
Dormitory	10	3	0.2	0.2
Lease	11	1	0.1	0.1
Monthly rent	12	2	0.1	0.1
		1,500	100.0	100.0

DQ8A1 How much does R pay for high-speed Internet a month

DQ8. How much do you pay for each of the following services a month on average?

1) High-speed Internet
: _____ × 1,000 won

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
0	0	35	2.3	2.3
5	5	2	0.1	0.1
7	7	1	0.1	0.1
8	8	1	0.1	0.1
10	10	17	1.1	1.1
11	11	9	0.6	0.6
12	12	5	0.3	0.3
13	13	5	0.3	0.3
14	14	4	0.3	0.3
15	15	41	2.7	2.7
16	16	10	0.7	0.7
17	17	18	1.2	1.2
18	18	20	1.3	1.3
19	19	23	1.5	1.5

20	20	134	8.9	8.9
21	21	48	3.2	3.2
22	22	47	3.1	3.1
23	23	93	6.2	6.2
24	24	29	1.9	1.9
25	25	214	14.3	14.3
26	26	49	3.3	3.3
27	27	44	2.9	2.9
28	28	85	5.7	5.7
29	29	25	1.7	1.7
30	30	220	14.7	14.7
31	31	24	1.6	1.6
32	32	41	2.7	2.7
33	33	31	2.1	2.1
34	34	6	0.4	0.4
35	35	96	6.4	6.4
36	36	10	0.7	0.7
37	37	4	0.3	0.3
38	38	12	0.8	0.8
39	39	2	0.1	0.1
40	40	24	1.6	1.6
42	42	8	0.5	0.5
43	43	1	0.1	0.1
44	44	2	0.1	0.1
45	45	8	0.5	0.5
46	46	1	0.1	0.1
48	48	1	0.1	0.1
50	50	20	1.3	1.3
51	51	1	0.1	0.1
52	52	2	0.1	0.1
53	53	2	0.1	0.1
55	55	3	0.2	0.2
58	58	1	0.1	0.1
60	60	4	0.3	0.3
62	62	1	0.1	0.1
63	63	1	0.1	0.1

65	65	1	0.1	0.1
73	73	1	0.1	0.1
76	76	1	0.1	0.1
83	83	1	0.1	0.1
90	90	1	0.1	0.1
100	100	3	0.2	0.2
101	101	1	0.1	0.1
120	120	1	0.1	0.1
150	150	1	0.1	0.1
191	191	1	0.1	0.1
222	222	1	0.1	0.1
290	290	2	0.1	0.1
		1,500	100.0	100.0

DQ8A2 How much does R pay for cellphone a month

DQ8. How much do you pay for each of the following services a month on average?

2) Cellphone (including voice mail and data communication/excluding monthly payments for phones, information use fees, and small amount transactions)

: ____ × 1,000 won

==> For more information, please refer to the raw data.

DQ8A3 How much does R pay for landline phone a month

DQ8. How much do you pay for each of the following services a month on average?

3) Landline phone (including Internet phone)

: ____ × 1,000 won

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
0	0	195	13.0	13.0
1	1	7	0.5	0.5
2	2	10	0.7	0.7
3	3	23	1.5	1.5
4	4	17	1.1	1.1
5	5	86	5.7	5.7
6	6	28	1.9	1.9
7	7	36	2.4	2.4
8	8	48	3.2	3.2
9	9	14	0.9	0.9
10	10	224	14.9	14.9

Survey on the Use of Broadcast and Communication Services

11	11	33	2.2	2.2
12	12	70	4.7	4.7
13	13	23	1.5	1.5
14	14	9	0.6	0.6
15	15	152	10.1	10.1
16	16	7	0.5	0.5
17	17	7	0.5	0.5
18	18	20	1.3	1.3
19	19	5	0.3	0.3
20	20	139	9.3	9.3
21	21	38	2.5	2.5
22	22	14	0.9	0.9
23	23	5	0.3	0.3
24	24	2	0.1	0.1
25	25	50	3.3	3.3
27	27	1	0.1	0.1
28	28	4	0.3	0.3
29	29	1	0.1	0.1
30	30	73	4.9	4.9
31	31	8	0.5	0.5
32	32	12	0.8	0.8
33	33	7	0.5	0.5
35	35	16	1.1	1.1
36	36	1	0.1	0.1
40	40	20	1.3	1.3
41	41	2	0.1	0.1
42	42	3	0.2	0.2
43	43	3	0.2	0.2
45	45	11	0.7	0.7
47	47	1	0.1	0.1
48	48	1	0.1	0.1
49	49	1	0.1	0.1
50	50	28	1.9	1.9
51	51	3	0.2	0.2
52	52	1	0.1	0.1
53	53	1	0.1	0.1

Survey on the Use of Broadcast and Communication Services

54	54	1	0.1	0.1
55	55	9	0.6	0.6
60	60	6	0.4	0.4
63	63	1	0.1	0.1
65	65	1	0.1	0.1
70	70	2	0.1	0.1
75	75	2	0.1	0.1
78	78	1	0.1	0.1
80	80	4	0.3	0.3
82	82	1	0.1	0.1
90	90	1	0.1	0.1
97	97	1	0.1	0.1
100	100	4	0.3	0.3
101	101	1	0.1	0.1
112	112	1	0.1	0.1
122	122	1	0.1	0.1
150	150	1	0.1	0.1
200	200	1	0.1	0.1
990	990	1	0.1	0.1
		1,500	100.0	100.0

DQ8A4 How much does R pay for broadcasting service a month

DQ8. How much do you pay for each of the following services a month on average?

4) Broadcasting service

: ____ × 1,000 won

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
0	0	479	31.9	31.9
1	1	7	0.5	0.5
2	2	7	0.5	0.5
3	3	31	2.1	2.1
4	4	38	2.5	2.5
5	5	72	4.8	4.8
6	6	33	2.2	2.2
7	7	63	4.2	4.2
8	8	72	4.8	4.8
9	9	42	2.8	2.8

10	10	188	12.5	12.5
11	11	48	3.2	3.2
12	12	45	3.0	3.0
13	13	18	1.2	1.2
14	14	15	1.0	1.0
15	15	69	4.6	4.6
16	16	10	0.7	0.7
17	17	16	1.1	1.1
18	18	24	1.6	1.6
19	19	8	0.5	0.5
20	20	70	4.7	4.7
21	21	11	0.7	0.7
22	22	9	0.6	0.6
23	23	6	0.4	0.4
24	24	5	0.3	0.3
25	25	20	1.3	1.3
26	26	3	0.2	0.2
27	27	2	0.1	0.1
28	28	4	0.3	0.3
29	29	3	0.2	0.2
30	30	37	2.5	2.5
31	31	5	0.3	0.3
32	32	3	0.2	0.2
33	33	3	0.2	0.2
35	35	6	0.4	0.4
40	40	4	0.3	0.3
45	45	1	0.1	0.1
48	48	1	0.1	0.1
50	50	6	0.4	0.4
57	57	1	0.1	0.1
58	58	1	0.1	0.1
70	70	1	0.1	0.1
75	75	1	0.1	0.1
80	80	2	0.1	0.1
90	90	2	0.1	0.1
99	99	1	0.1	0.1

100	100	3	0.2	0.2
101	101	1	0.1	0.1
150	150	2	0.1	0.1
161	161	1	0.1	0.1
		1,500	100.0	100.0

DQ9 R knows proportion of spending on communication to total spending

DQ9. 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?

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
Know	1	505	33.7	33.7
Don't know	2	995	66.3	66.3
		1,500	100.0	100.0

DQ9A What percentage of spending on communication does R use

DQ9. 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?

: ____%

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
0.5	0.5	1	0.1	0.2
0.7	0.7	1	0.1	0.2
0.2	0.2	1	0.1	0.2
0.5	0.5	10	0.7	2.0
0.7	0.7	1	0.1	0.2
0.8	0.8	1	0.1	0.2
0.9	0.9	2	0.1	0.4
1.0	1.0	9	0.6	1.8
1.5	1.5	3	0.2	0.6
2.0	2.0	24	1.6	4.8
3.0	3.0	36	2.4	7.1
4.0	4.0	17	1.1	3.4
4.2	4.2	1	0.1	0.2
5.0	5.0	119	7.9	23.6
6.0	6.0	9	0.6	1.8
7.0	7.0	20	1.3	4.0

8.0	8.0	17	1.1	3.4
9.0	9.0	4	0.3	0.8
10.0	10.0	116	7.7	23.0
11.0	11.0	1	0.1	0.2
12.0	12.0	3	0.2	0.6
14.0	14.0	1	0.1	0.2
15.0	15.0	35	2.3	6.9
16.0	16.0	1	0.1	0.2
19.0	19.0	1	0.1	0.2
20.0	20.0	37	2.5	7.3
25.0	25.0	2	0.1	0.4
30.0	30.0	15	1.0	3.0
35.0	35.0	3	0.2	0.6
40.0	40.0	8	0.5	1.6
45.0	45.0	2	0.1	0.4
50.0	50.0	3	0.2	0.6
70.0	70.0	1	0.1	0.2
system missing		995	66.3	
		1,500	100.0	100.0