

ID Number	A1-2007-0061-Eng
Title	JoongAng Ilbo Anniversary Public Opinion Survey

- Respondent's region

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

- Size of residential place

- 1) Large city
- 2) Small or medium sized city
- 3) Eup or Myeon

- Gender

- 1) Male
- 2) Female

- Age: What is your current age? (in years)

\_\_\_\_\_ years old

1-1. How interested are you in your state of health?

- 1) Very interested
- 2) Somewhat interested
- 3) Not very interested
- 4) Not at all interested

1-2. Do you participate in specific sports or exercises to benefit your health?

- 1) Yes
- 2) No ⇒ Please go to question 2-1

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

- 01) Swimming
- 02) Badminton
- 03) Ping-Pong
- 04) Bowling
- 05) Jogging
- 06) Mountain climbing
- 07) Tennis/Squash
- 08) Hiking/Cycling
- 09) Weight training
- 10) Sauna
- 11) Golf
- 12) Aerobics
- 13) Soccer
- 14) Other (Please specify: \_\_\_\_\_ )

2-1. All things considered, how satisfied are you with your life as a whole these days?

- 1) Very satisfied
- 2) Somewhat satisfied
- 3) Neither satisfied nor dissatisfied
- 4) Somewhat dissatisfied
- 5) Very dissatisfied

2-2. At what level do you think is the quality of life we are enjoying today?

- 1) At the level of a developed nation
- 2) At the level of an early stage developed nation
- 3) At the level of a developing nation
- 4) At the level of an underdeveloped nation

2-3. Among the following, what do you think signifies a high quality of life?

- 1) A high income level and financial prosperity
- 2) Cultural/Emotional freedom
- 3) Improvement of living conditions such as education/environment/transportation
- 4) Being equipped with various welfare systems and facilities

2-4. In comparison to a year ago, how has your quality of life changed?

- 1) Greatly improved
- 2) Somewhat improved
- 3) Neither improved nor worsened
- 4) Somewhat worsened
- 5) Greatly worsened

2-5. Among the following, which expenses are the greatest financial burdens to your household?  
Please select two.

1 The greatest financial burden: _____	2 The second greatest financial burden: _____
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- 01) Home maintenance, utilities, rent
- 02) Transportation
- 03) Public education expenses (excluding private tutoring)
- 04) Private education expenses (including private educational institutions and tutoring, etc.)
- 05) Culture and leisure expenses
- 06) Medical expenses
- 07) Repayments, interests, payments
- 08) Taxes
- 09) Alcoholic beverages
- 10) Food
- 11) Clothing
- 12) Monetary gifts for special occasions, monetary contributions for funeral expenses
- 13) Communication expenses
- 14) Other (Please specify: \_\_\_\_\_ )

2-6. What is the first thing you would like to do if your income were to increase? Please select two.

1 First: _____	2 Second: _____
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- 01) Investment in stocks
- 02) Home purchase
- 03) Automobile purchase
- 04) Improvement of diet
- 05) Clothing
- 06) Furniture, home electronics (including computers) purchase
- 07) Sightseeing/leisure activities
- 08) Debt, interest payments
- 09) Savings in financial institutions
- 10) Investment in real-estate
- 11) Expenditures on books and hobbies
- 12) Other (Please specify: \_\_\_\_\_ )

2-7. Are you presently investing in stocks?

- 1) I am investing in stocks
- 2) I am not investing in stocks

2-8. How likely is it that you will invest in stocks in the future?

- 1) I will certainly invest
- 2) I will most likely invest
- 3) I will most likely not invest
- 4) I will certainly not invest

2-9. How are you presently investing the assets of your household, and where would you like to invest if financially capable of doing so? Please select all that apply.

<input type="checkbox"/> 1 Presently investing in: _____, _____, _____, _____, _____, _____
<input type="checkbox"/> 2 In the future, if financially capable of doing so, I would like to invest in: _____, _____, _____, _____, _____, _____

- 01) Rotating credit associations (Gye), Private loans
- 02) Saving in Federation of Savings Banks
- 03) National Agricultural Cooperative Federation, National Federation of Fisheries Cooperatives, National Livestock Cooperatives Federation savings
- 04) Bank savings
- 05) Corporate bonds, national and public bonds (including bond funds)
- 06) Stocks (equity funds)
- 07) Insurance
- 08) Paintings, antiques
- 09) Precious metals
- 10) Real-estate
- 11) Other(Please specify:\_\_\_\_\_)

2-10. What type of residence do you prefer?

- 1) House
- 2) Apartment/villa
- 3) High rise residential building
- 4) Multiplex housing/multifamily housing/townhouse
- 5) Suburban house
- 6) Do not have a preference

2-11. Do you intend to move from your current place of residence?

- 1) Yes
- 2) No ⇒ Please go to Question 2-12

2-11-1. (Only those who answered yes to question 2-11) Do you plan on moving to a smaller or larger place?

- 1) Smaller
- 2) Similar to the size of current residence
- 3) Larger

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

- 1) Investment purposes
- 2) Education of children
- 3) Convenient facilities (shopping center, medical, cultural facilities, etc.)
- 4) Convenient transportation
- 5) To move to a larger or smaller home
- 6) Environmental causes such as noise and air quality
- 7) Other(Please specify:\_\_\_\_\_)

2-12. In which of the following class do you think you belong?

(1)-----	(2)-----	(3)-----	(4)-----	(5)-----	(6)-----	(7)-----	(8)-----	(9)-----
Uppermost class	Mid upper class	Low upper class	Upper middle class	Mid middle class	Lower middle class	Upper lower class	Mid lower class	Lowest class

3-1. How stable do you think is the current state of affairs?

- 1) Very stable
- 2) Slightly stable
- 3) Neither stable nor unstable
- 4) Slightly unstable
- 5) Very unstable

3-2. What do you think is the most fundamental problem our society is facing today?

\_\_\_\_\_

3-3. What do you think are the issues our country needs to urgently resolve?

① First: _____	② Second: _____	③ Third: _____
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- 01) Problem between South and North Korea
- 02) Unemployment
- 03) Bridging the gap between the rich and the poor
- 04) Continuous economic development
- 05) Price stabilization
- 06) Rural problems
- 07) Political stability
- 08) Regionalism
- 09) Eradication of corruption
- 10) Stabilization of labor-union relations
- 11) Transportation problems
- 12) Education problems
- 13) Environmental problems
- 14) Securing the public's livelihood and establishment of public order
- 15) Other(Please specify:\_\_\_\_\_)

3-4. How prevalent do you think corruption is in our society?

- 1) It has become customary in our society as a whole
- 2) It is taking place among certain classes or groups
- 3) It is taking place in very few parts of society
- 4) It is almost nonexistent

3-5. Compared to five years ago, how do you think the level of corruption has changed?

- 1) Significantly increased
- 2) Somewhat increased
- 3) Somewhat decreased
- 4) Significantly decreased

3-6. How serious do you feel is the phenomenon of individual and collective egoism in our society today?

- 1) Very serious
- 2) Somewhat serious
- 3) Not very serious
- 4) Not at all serious

3-7. How well do you think the government is resolving the following issues? Please select the number which most closely represents your opinion for each issue.

	Very well	Fairly well	Neither well nor poorly	Fairly poorly	Very poorly
3-7a. Improvement of relations between South and North Korea	1	2	3	4	5
3-7b. Price stabilization	1	2	3	4	5
3-7c. Restructuring of corporations and financial institutions	1	2	3	4	5
3-7d. Housing policy	1	2	3	4	5
3-7e. Bridging the gap between the rich and the poor	1	2	3	4	5
3-7f. Prevention of corruption	1	2	3	4	5
3-7g. Education reform	1	2	3	4	5
3-7h. Resolving problems caused by regionalism	1	2	3	4	5
3-7i. Prevention of environmental pollution	1	2	3	4	5
3-7j. Guarantee of freedom of speech	1	2	3	4	5

3-8. Please select the number which most closely represents your opinion on how well President Roh Moo-Hyun's administration is handling each of the following.

	Very well	Fairly well	Neither well nor poorly	Fairly poorly	Very poorly
3-8a. President Roh Moo-Hyun's government administration	1	2	3	4	5
3-8b. The Roh Moo-Hyun government's reform policy	1	2	3	4	5
3-8c. The Roh Moo-Hyun government's unemployment policy	1	2	3	4	5
3-8d. The Roh Moo-Hyun government's personnel policy	1	2	3	4	5
3-8e. The Roh Moo-Hyun government's labor policy	1	2	3	4	5

3-9. What do you think is the best thing and the worst thing President Roh Moo-Hyun has done since taking office? Please list one of each.

3-9a. The best thing he has done: \_\_\_\_\_

3-9b. The worst thing he has done: \_\_\_\_\_

3-10. Which party among the current existing parties do you tend to support?

- 1) United New Democratic Party
- 2) Grand National Party
- 3) Democratic Party
- 4) Democratic Labor Party
- 5) People First Party
- 6) Other (Please specify: \_\_\_\_\_ )
- 7) None

3-11. Among the following, which do you think is the power structure most appropriate for our present state of affairs?

- 1) Presidential system
- 2) Parliamentary cabinet system
- 3) Federal parliamentary republic
- 4) Don't know

4-1. How would you describe the state of our economy today?

- 1) Very good
- 2) Slightly good
- 3) Neither good nor bad
- 4) Slightly bad
- 5) Very bad

4-2. Compared to today, how do you think the economy of our country will change in a year?

- 1) It will greatly improve
- 2) It will slightly improve
- 3) It will stay the same
- 4) It will slightly worsen
- 5) It will greatly worsen

4-3. What is your opinion on the present overall prices, real estate prices, and bank interest rates?

	Very high	Somewhat high	Neither high nor low	Somewhat low	Very low
	-----	-----	-----	-----	-----
4-3a. Prices	1	2	3	4	5
4-3b. Real estate prices	1	2	3	4	5
4-3c. Bank interest rates	1	2	3	4	5

4-4. What is your opinion on the current government regulations on corporations?

- 1) They should be strengthened
- 2) They are adequate as they are now
- 3) They should be further eased
- 4) Don't know

4-5. The assessment of large corporations are divided. What is your overall opinion of large corporations?

- 1) Very positive
- 2) Tend to be positive
- 3) Neither positive nor negative
- 4) Tend to be negative
- 5) Very negative

5-1. Please state the name of the appropriate country (including North Korea) for each of the following.

5-1a. Most favored country: \_\_\_\_\_

5-1b. Least favored country: \_\_\_\_\_

5-1c. Country that should be most emulated: \_\_\_\_\_

5-1d. Country with which we should economically cooperate the most: \_\_\_\_\_

5-2. What do you think about the idea that South Korea and North Korea should be reunified?

- 1) Should be reunified
- 2) Should be reunified if possible
- 3) Should remain as is
- 4) Should not be reunified if possible
- 5) Should not be reunified

5-3. What would you do if, following reunification, the national income decreases for a certain period of time and personal tax burdens increase?

- 1) Will gladly bear the burden
- 2) Will bear some of the burden
- 3) Would rather not bear the burden
- 4) Do not want to bear the burden at all

5-4. When do you think reunification between South and North Korea will take place?

- 1) Within the next 5 years
- 2) 6-10 years
- 3) 11-20 years
- 4) It will take more than 20 years but will be achieved someday
- 5) It will not be achieved



5-5. What is your opinion on the following statements? Please select the number which most closely represents your opinion.

	Strongly agree	Mostly agree	Neither agree nor disagree	Mostly disagree	Strongly disagree
5-5a. Economic cooperation between South and North Korea will be mutually beneficial	1	2	3	4	5
5-5b. The possibility of a provocation of war by North Korea still remains	1	2	3	4	5

5-6. What do you think about the withdrawal of U.S. troops from Korea?

- 1) Should be completely withdrawn
- 2) Should be withdrawn in stages starting now
- 3) Should remain for a lengthy period of time into the future
- 4) Should continually remain

5-7. The position of President Roh Moo-Hyun's participatory government is continuing and further developing the "Sunshine Policy". What is your position on this issue?

- 1) Strongly agree
- 2) Tend to mostly agree
- 3) Tend to mostly disagree
- 4) Strongly disagree

5-8. Which among the following directions for the North Korea policy of our country do you agree with the most?

- 1) North Korea should be led to open up through providing aid if possible
- 2) It should be conducted in a reciprocal manner where each side gives and takes equally
- 3) North Korea should be considered hostile and should be guarded against

6-1. How many members of your household receive extracurricular lessons? What is the total monthly cost? (This includes piano lessons, preschool, taekwondo lessons, etc.)

- 1) Do not have any members suitable to receive lessons
- 2) Do not have any members receiving lessons
- 3) We have \_\_\_\_\_ members receiving lessons with a total cost of \_\_\_\_\_ won

6-2. Have you given a bribe to a teacher in the last year?

- 1) Yes
- 2) No
- 3) Do not have any school aged children (Not relevant)

6-3. How fairly do you think student records are being recorded?

- 1) Very fairly
- 2) Somewhat fairly
- 3) Not very fairly
- 4) Not at all fairly

- 6-4. What do you think about studying abroad at an early age?
- 1) Although some side effects exist, it is advisable commensurate with the trend of globalization
  - 2) It is unadvisable due to negative elements such as student deviation and waste of foreign currency
- 6-5. How much do you agree or disagree with a donation based admission system which allows the admission of students through submitting donations to universities?
- 1) Strongly agree
  - 2) Somewhat agree
  - 3) Somewhat disagree
  - 4) Strongly disagree
- 6-6. In taking a look at our surroundings, how harmful do you think the state of the social environment is to adolescents?
- 1) Very harmful
  - 2) Somewhat harmful
  - 3) Not very harmful
  - 4) Not at all harmful
- 6-7. Do you think there are more positive or more negative aspects in the overall consciousness and behavior of the younger generation?
- 1) There are more positive aspects More positive aspects
  - 2) There are more negative aspects More negative aspects
- 6-8. How serious do you think the environmental problems are in our country today?
- 1) Very serious
  - 2) Somewhat serious
  - 3) Not very serious
  - 4) Not at all serious
- 6-9. The following are specific environmental protection movements being conducted by environmental organizations. How actively are you participating in such movements? Please select the number which most closely represents your opinion.

	Actively participate	Somewhat participate	Not very actively participate	Not at all participate
	-----	-----	-----	-----
6-9a. Reduction of disposable products	1	2	3	4
6-9b. Recycling	1	2	3	4
6-9c. Reduction of synthetic detergents	1	2	3	4

6-10. What do you think is the best method of burial?

- 1) Burial
- 2) Placing in a charnel house after cremation
- 3) Mountain side funeral following cremation
- 4) Other(Please specify:\_\_\_\_\_)

7-1. How satisfied are you with your current occupation? (Please consider homemaker and student as professions)

- 1) Very satisfied
- 2) Somewhat satisfied
- 3) Neither satisfied nor dissatisfied
- 4) Somewhat dissatisfied
- 5) Very dissatisfied
- 6) Not relevant (unemployed)

7-2. What do you consider as a "good job"?

- 1) A job with a high income
- 2) A job that fits one's aptitude
- 3) A job with a positive outlook
- 4) A secure job
- 5) A socially respected job
- 6) Other(Please specify:\_\_\_\_\_)

7-3. Excluding your current job, assuming all of your conditions are met, what job would you want?

\_\_\_\_\_

7-4. What do you think is the most necessary condition for a man to succeed in our society?

- 1) Talent
- 2) Education
- 3) Network
- 4) Effort, will power
- 5) Luck
- 6) Appearance
- 7) Know-how
- 8) Other(Please specify:\_\_\_\_\_)

7-5. Then, what do you think is the most important requirement for a woman to succeed?

- 1) Talent
- 2) Education
- 3) Network
- 4) Effort, will power
- 5) Luck
- 6) Appearance
- 7) Know-how
- 8) Other (Please specify: \_\_\_\_\_ )

7-6. Do you think there is a disparity between the abilities of a man and a woman?

- 1) There is a disparity
- 2) There is no disparity

7-7. How do you think it is for women to join the workforce in this country?

- 1) Very easy
- 2) Relatively easy
- 3) Neither easy nor difficult
- 4) Somewhat difficult
- 5) Very difficult

7-8. How serious do you think is the problem of sexual harassment on women within the workplace?

- 1) Very serious
- 2) Mostly serious
- 3) Not very serious
- 4) Not at all serious

7-8-1. How serious do you think is the problem of sexual harassment on men within the workplace?

- 1) Very serious
- 2) Mostly serious
- 3) Not very serious
- 4) Not at all serious

8-1. Please select all of the places you have visited during the past year out of the following.

_____, _____, _____, _____, _____, _____, _____, _____, _____, _____, _____
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- 1) Museum
- 2) Amusement park
- 3) Ballet, dance performance
- 4) Sports facilities
- 5) Theater
- 6) Movie theater
- 7) Concert (excluding Korean traditional music)
- 8) Korean traditional music performance

8-2. How do you most spend your leisure time? Please state two.

① First: _____	② Second: _____
----------------	-----------------

- 01) Reading newspapers or magazines
- 02) Movie theater (watching movies)
- 03) Reading
- 04) Exercise
- 05) Mountain climbing
- 06) Taking walks
- 07) Watching TV/VTR
- 08) Listening to music
- 09) Travelling
- 10) Sleeping
- 11) Shopping
- 12) Playing cards/hwatu
- 13) Fishing
- 14) Go/Korean chess
- 15) Religious activities
- 16) Volunteer activities
- 17) PC communications/Internet
- 18) Computer games
- 19) Other(Please specify:\_\_\_\_\_)

8-3. Where do you spend most of your expenses? Please select all that apply.

- 01) Hobbies/entertainment (movies, sports, etc.)
- 02) Clothes/shoes/accessories
- 03) Beauty related items (cosmetics, etc.)
- 04) Meals
- 05) Transportation
- 06) Alcohol/Cigarettes
- 07) Snacks
- 08) Books/magazines
- 09) Private educational institute
- 10) Special occasions/gifts
- 11) Other(Please specify:\_\_\_\_\_)

8-4. How many credit cards do you possess?

\_\_\_\_\_  
(If you don't have a credit card please go to question 8-5)

8-4-1. (Those who have credit cards from question 8-4) Have you been behind on your credit card bills this year?

- 1) Yes
- 2) No

8-5. How much is your monthly expenses?

\_\_\_\_\_ won

8-6. Have you travelled abroad (including business trips)? (Since your birth until now)

- 1) Yes
- 2) No

8-7. If you were to travel abroad where would you like to visit the most?

\_\_\_\_\_

9-1. Which of the following most closely represents your opinion on marriage?

- 1) A person must marry
- 2) It is not a must but it is best to marry
- 3) One doesn't have to get married if it doesn't cause any inconveniences
- 4) It is best not to marry

9-2. What is your thought on divorce?

- 1) It is permissible depending on the situation.
- 2) One should not divorce under any circumstances

9-3. What is your opinion on premarital sex?

- 1) It is ok regardless of one's intention of marriage or love
- 2) It is ok regardless of one's intention of marriage if in love
- 3) It is ok if one intends on marriage
- 4) It is not allowable under any circumstances

9-4. Which of the following most closely represents your own opinion on the present sexual culture among men and women in this country?

- 1) Too licentious
- 2) Somewhat licentious
- 3) It isn't at a problematic level
- 4) May be more open

9-5. What is your opinion on the following statements on daughters and sons?

	Strongly agree	Somewhat agree	Somewhat disagree	Strongly disagree
	-----	-----	-----	-----
9-5a. Should have same curfews	1	2	3	4
9-5b. Educational opportunities should be equal	1	2	3	4
9-5c. Chores around the home should be shared	1	2	3	4
9-5d. Sons and daughters should have different rules	1	2	3	4

10-1. Are you using PC communications or the internet?

- 1) Yes
- 2) No ⇒ Please go to Question 10-2

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

- 1) Email
- 2) Research
- 3) Reading the news
- 4) E-commerce
- 5) Advertisement and marketing
- 6) Clubs, communities, promotion of friendship
- 7) Chatting
- 8) Games
- 9) Cyber stock trading
- 10) Other(Please specify: \_\_\_\_\_)

10-2. What is the total monthly average expenditure of your household on information and communication (PC communications, internet, leased line/personal line fees, cellular phone, etc.)?

- 1) None
- 2) Less than 50,000 won
- 3) 50,000-90,000 won
- 4) 100,000-140,000 won
- 5) 150,000-190,000 won
- 6) 200,000-240,000 won
- 7) 250,000-290,000 won
- 8) 300,000-490,000 won
- 9) 500,000 won or more

DQ1. What is your marital status?

- 1) Never married
- 2) Married
- 3) Others (widowed, divorced, separated, etc.)

DQ2. The total members of our household are ( \_\_\_\_ ) and I am ( \_\_\_\_ ).

Total numbers: _____	<input type="checkbox"/> I am: _____
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- 1) Grandmother
- 2) Grandfather
- 3) Mother
- 4) Father
- 5) Uncle, Aunt
- 6) Daughter
- 7) Son
- 8) Other (Please specify: \_\_\_\_\_ )

DQ3. What is the type of your residence?

- 1) House
- 2) Apartment/villa
- 3) High rise residential building
- 4) Multiplex housing/multi-family housing/townhomes
- 5) Country house
- 6) Other (Please specify: \_\_\_\_\_ )

DQ4. Do you rent or own your own home?

- 1) Own
- 2) Rent (yearly)
- 3) Rent (monthly)/Lease
- 4) Other (Please specify: \_\_\_\_\_ )

DQ5. To what religion or religious denomination do you belong?

- 1) Protestant (Christian)
- 2) Buddhist
- 3) Confucian
- 4) Roman Catholic
- 5) Other (Please specify: \_\_\_\_\_ )
- 6) I do not have a religion

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

- 1) Less than 1,000,000 won
- 2) 1,000,000-1,990,000 won
- 3) 2,000,000-2,990,000 won
- 4) 3,000,000-4,990,000 won
- 5) 5,000,000-9,990,000 won
- 6) More than 10,000,000 won

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

- 01) Agriculture, fishery, forestry
- 02) Self-employed
- 03) Sales/Service (store clerk, salesmen, etc.)
- 04) Skilled worker/Manual worker (driver, carpenter, etc.)
- 05) General unskilled worker (construction worker, sanitation worker, security guard, physical labor, etc.)
- 06) Office worker/Skilled worker (office worker, technical office worker, elementary school/middle school/high school teachers, vessel operator, etc.)
- 07) Supervisory/Management (high ranking public official over grade 5, corporate department head or higher, principal)
- 08) Professional/Freelance (professor, doctor, lawyer, artist, religious figure, etc.)
- 09) Homemaker
- 10) Student
- 11) Unemployed
- 12) Other (Please specify: \_\_\_\_\_ )



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

- 1) Completion of middle school or less
- 2) High school (completion or dropped out)
- 3) Completion of college or higher (including vocational colleges and currently enrolled students)

DQ9. If any, which newspaper does your household currently pay to subscribe to?

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