

ID Number	A1-2010-0040-Eng
Title	KBS Time Use Survey, 2010

Instructions for completing survey

After carefully reviewing **the instructions for completing the survey**, please refer to **the sample** prior to beginning.

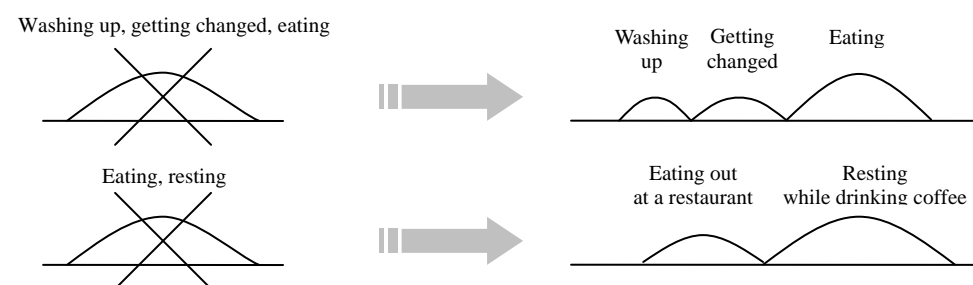
- Please fill in the details of your actions and the location during the 24 hours of each of the 3 days covered by the survey.
- Children or the elderly who may require assistance in completing the survey may be aided family members. But please remember that even in such cases that the answers should pertain to your own life.

I. Home (Location)

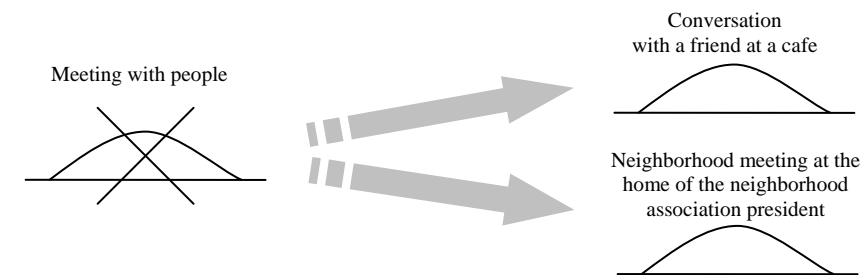
1. Please mark **the hours spent at home** by drawing a straight line across. As this section may easily be overlooked please make sure to fill it in. (If you mark the hours you spent at home such as sleeping, watching TV or studying before going out, and the time you return home to when you go to sleep, it will be helpful in remembering your daily activities.)
2. Even if temporarily, if you stay in a space that can be regarded as home (if you are in a space that is a substitute for your home) please mark in the home section. (In case you are staying at a relative's home and conducting activities, the time spent at the home of the relative, in case you are travelling on business or for pleasure, the time you spent in the hotel room, pension, or tent, in case you work until late or are on night duty, the time you spent in the office or night duty room may be considered as time spent at home.)
3. For activities **outside of the home** please fill in **the location** as well.

II. General activities

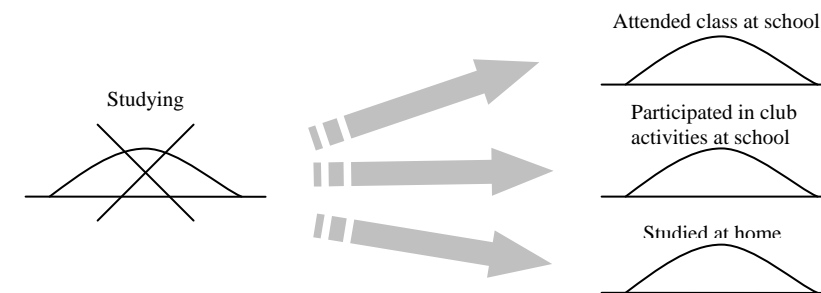
1. Each activity should be drawn in the shape of a hill. If you have conducted multiple activities within a short period of time, please draw each separately.



2. In regards to "meeting with others (other than family)" please fill in so it is possible to differentiate between personal meetings and official ones such as group gatherings. For example, instead of writing meeting with someone write "conversation with a friend at a cafe" or "neighborhood meeting at the home of the neighborhood association president".



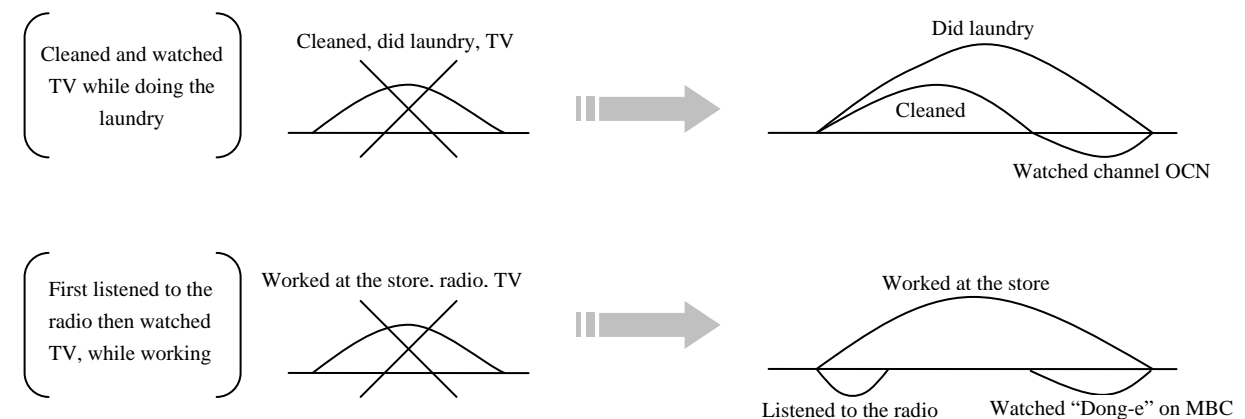
3. In regards to "studying" by students, please write so that it is possible to differentiate between attending class, school events, club activities at school, and studying outside of school such as at home or at private educational institutions.



4. Please write in detail the contents of the coursework conducted in practical skills training institutes (hair design, computer, automobile, cooking etc.). In addition, please differentiate and include the contents of your studies if you are preparing for various proficiency and/or qualification exams by utilizing books, television, and the internet.

III. Overlapping activities between general and media related activities

1. If you have conducted more than one activity simultaneously, please draw each activity separately. Please be aware as the curve must be drawn below the straight line especially in cases where you have watched TV, listened to the radio, used the computer, or talked on the phone while doing something else.

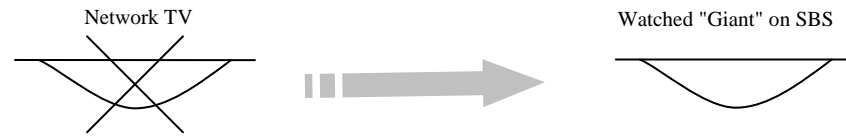


IV. Media related activities

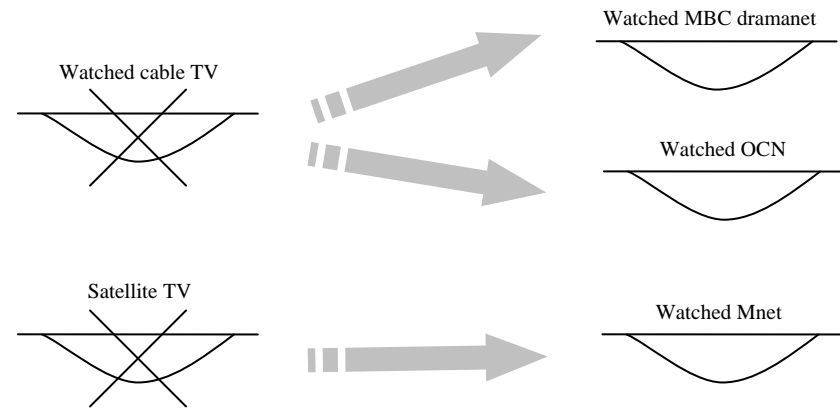
1. If you watched TV please fill in referring to the following examples depending on whether or not your household subscribes to pay TV.

1) If you subscribe to cable, satellite, or IPTV,

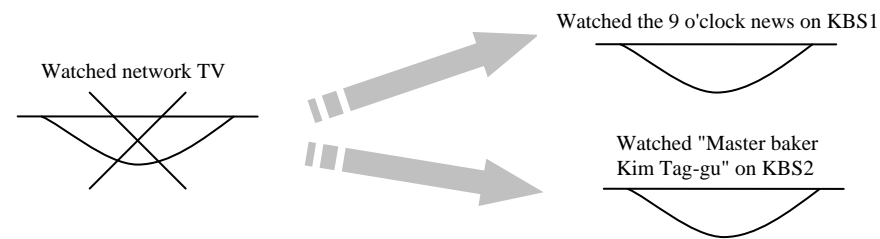
(1) If you watched the 5 network television channels such as KBS1, KBS2, SBS (including regional commercial broadcast), EBS, Please fill in the "name of channel" and "title of program".



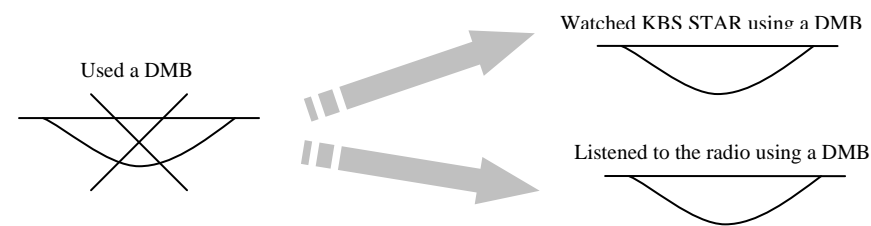
(2) If you watched channels carried by network television such as KBS drama, MBC dramanet, and SBS drama or non network TV channels such as YTN, OCN, tvN, Superaction, Channel CGV, Tooniverse, On Style, please fill in the "name of channel".



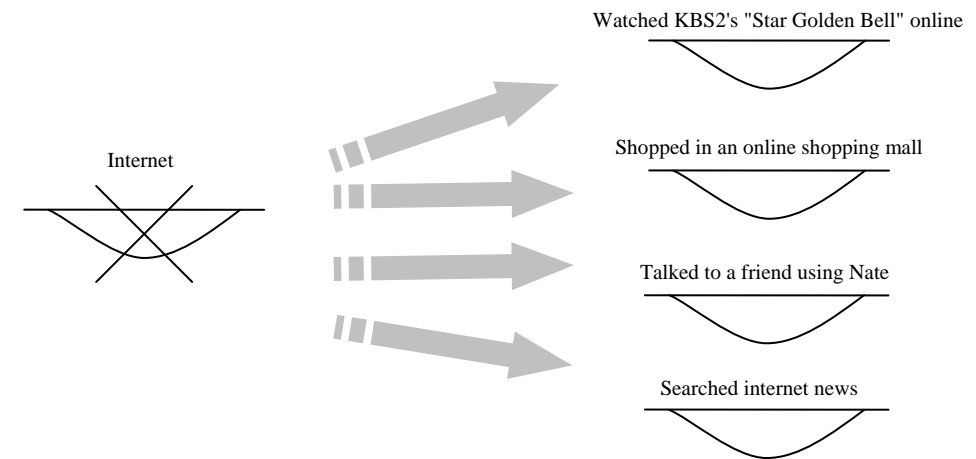
2) If you watch TV only using an individual or community antenna without subscribing to cable, satellite, or IPTV, Please fill in both the "name of channel" and the "title of program".



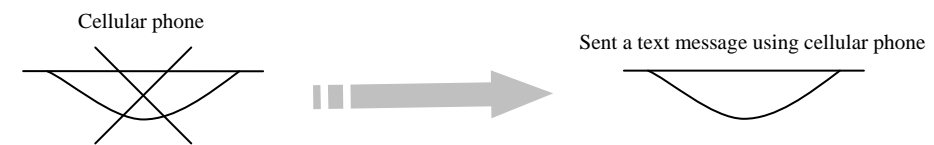
3) If you used a DMB, Please fill in the "name of channel".



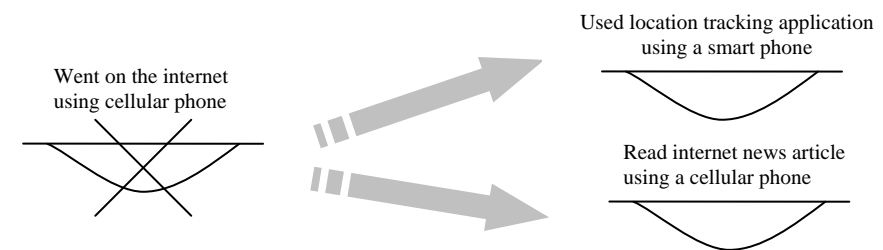
2. If you used the internet please fill in the specific action such as "watching video", "VOD replay", "online game", "online shopping", "email", "messenger", "visiting mini-homepages", "reading internet news", and "internet surfing".



3. If you used a cellular phone please fill in the specific action such as "voice call", "sending SMS", "using application", "using the internet on the phone", and "manipulating functions of cellular phone".



If you used an application or went on the internet using a cellular phone (including smart phones) please fill in the specific service used.



SAMPLE (Worker)

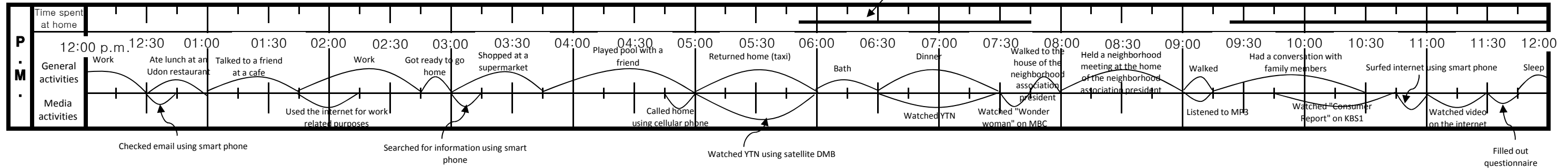
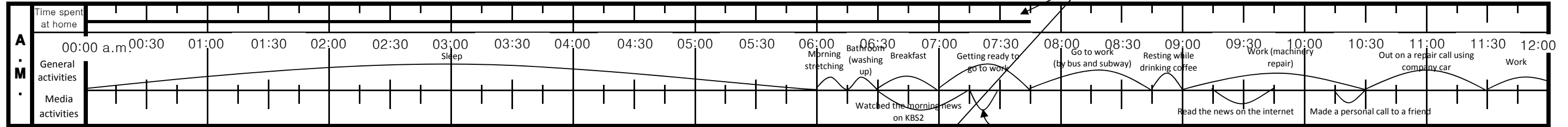
2010 Time Use Survey Questionnaire

October 16th
(Saturday)

(Please review the 'Instructions for Completing the Survey' prior to beginning)

To be filled in by
the researcher

City/Do code	Regional code	Location code
0 5	2	0 5 2



※ Please circle the appropriate answer for the following <Questions>

<Q 1> What is your gender and age?

<input checked="" type="radio"/> 1. Male	<input type="radio"/> 2. Female	<input type="text" value="3. 46 years old"/>
--	---------------------------------	--

<Q 2> What is the highest educational level you have attained?

Graduate	<input type="radio"/> 1. Elementary school <input type="radio"/> 2. Middle school <input checked="" type="radio"/> 3. High school <input type="radio"/> 4. Vocational school, College (Graduate school)
Currently in school	<input type="radio"/> 1. Elementary school ____ grade <input type="radio"/> 2. Middle school ____ grade <input type="radio"/> 3. High school ____ grade <input type="radio"/> 4. Vocational school, College (Graduate school)
Other	<input type="radio"/> 9. No formal education, educated in the Chinese classics, high civic school, etc.

<Q 3> In which profession/occupation are you doing most of your work? How would you categorize yourself according to the following classification? If you have more than 2 jobs please

Employed	<input type="radio"/> 1. Agriculture, forestry, and fisheries - Agriculture, horticulture, livestock, aquatic cultivation, fisheries, forestry, etc. <input type="radio"/> 2. Self-employed - Management of a store, restaurant, factory, freight business, etc. with less than 9 employees. <input type="radio"/> 3. Sales, Service profession - Employee at a store, restaurant, stadium, etc., sales person/employee at beauty or barber shop/salesmen/flight attendant, station employee/household help etc. <input checked="" type="radio"/> 4. Technical, manual worker - Park/machine operator/civil engineering, construction on-site supervisor, construction worker/mail delivery person, newspaper delivery person/security guard/driver/mine worker etc. <input type="radio"/> 5. Clerical, technical profession - Office worker, technology related employee (including section chief, assistant section chief, and sub-section chief)/management of company with less than 49 employees/pilot, sailor/teacher, nanny/pharmacist, nurse, etc. <input type="radio"/> 6. Manager, administrative position - Management of a government office or a company with more than 50 employees/
Unemployed	<input type="radio"/> 8. Homemaker - Women who mainly perform household duties <input type="radio"/> 9. Student - Elementary, middle, and high school, vocational school, college, graduate school (excludes students attending private educational institutions) <input type="radio"/> 10. Those without an occupation (including students attending private educational institutions, and those living on

<Q 4> Which paid television service does

Whether or not subscribing	<input type="radio"/> 1. Cable TV <input checked="" type="radio"/> 2. Satellite TV <input type="radio"/> 3. IPTV <input type="radio"/> 4. Cable TV + IPTV <input type="radio"/> 5. Satellite TV + IPTV <input type="radio"/> 6. Cable TV + satellite TV
----------------------------	--

Those who have a job please fill in the specific occupation in detail.

Boiler sales & repair

Mainly repairing machinery at a boiler sales shop, occupation falls into the category of technical and manual

To be filled in by the researcher	
Name	CHECK
Kim, Cheol Soo	<input type="checkbox"/> Incomplete <input checked="" type="checkbox"/> Complete
October 2010	Institute of Communication Research at SNU Korean Broadcasting System (KBS)