



# Survey on the Internet Usage

Executive Summary

2008. 9





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## I. Introduction

### Population

Nationwide households and household members ages 3 and over

### Sample Eligibility

17,000 households nationwide and their household members ages 3 and over

### Data Collection

Face to Face Interviews

### Sample Size

17,000 households and 41,466 household members

### Sampling Error

Internet usage rate  $\pm 0.47\%$  (at 95% confidence level)

### Sampling Method

Multi-stage stratified sampling using the EDs of 'the Year 2005 Population and Housing Census' as sampling frame

### Estimation

Post-stratification

- Households : Based on 'the Households Projections for Korea (by NSO)', as of 2008
- Household Members: Based on 'the Population Projections Korea(by NSO)', as of 2008

### Fieldwork Period

June 1 – July 30, 2008 (60 days)

### ➤ Sampling Design

- Enumeration Districts(EDs) of 'the Year 2005 Population and Housing Census(by National Statistical Office)' are used as a sampling frame.
- 10 sample households were selected from each of 1,700 sample districts that had been extracted by systematic sampling in proportion to the number of EDs by regions, clusters and Dong/EupMyen-bu.
  - The entire EDs were classified as a total of 12 clusters following 'Cluster Analysis' based on the variables such as type of houses, house ownership, number of rooms, age and education level of householders, etc.
  - In case of sampling by regions, sample districts were selected in proportion to the square root( $\sqrt{\phantom{x}}$ ) of the number of EDs by regions for the sample to be representative in less populated areas.



## II. Internet Usage<sup>1)</sup>

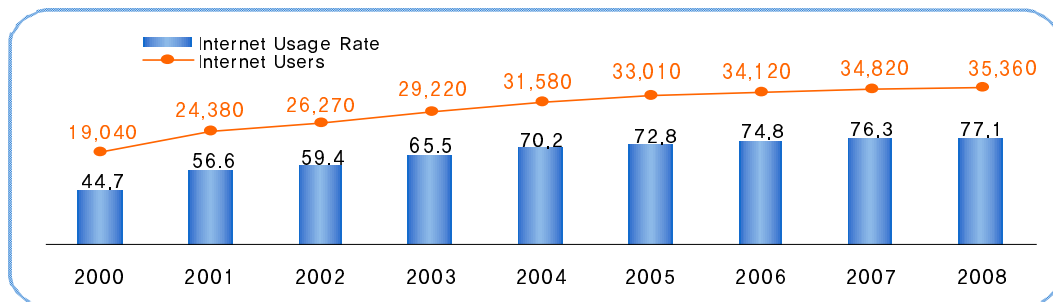
### 1. Internet Usage Rate and Internet Users



Internet usage rate for population ages 6 and over is 77.1%, with 35,360K users

- ▶ As of 2008, Internet usage rate for the population ages 6 and over is 77.1% and the number of Internet users (who have used the Internet at least once in the last 1 month) is estimated at 35,360K.
- ▶ Internet usage rate and Internet users have increased by 0.8%p and 540K from 76.3% and 34,820K of 2007, which is also an increase of 11.6%p and 6,140K, compared to 2003.

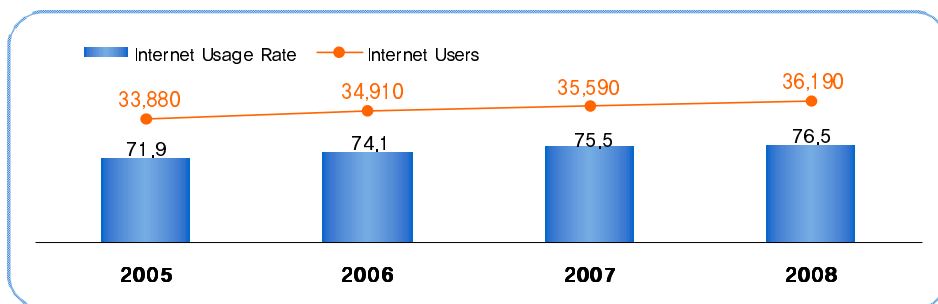
[Fig 1. Trends in Internet Usage Rate and Internet Users(% , thou.)—Population ages 6 and over]



- ❖ 1) Since 2004, wireless Internet users through mobile communication networks have been included in the scope of Internet users
- 2) Since 2004, the more common and generalized definition of Internet user, 'a person who has used the Internet at least once in the last 1 month', has been adopted replacing the previous definition, 'a person who uses the Internet at least once a month on average'.
- 3) Up until 2005, the number of Internet users had been estimated based on 'the registered population' not 'the population projections'.

- ▶ Meanwhile, Internet usage rate for the population ages 3 and over is 76.5%(up by 1.0%p from the previous year), with an estimated total of 36,190K users(up by 600K from the previous year)

[Fig 2. Trends in Internet Usage Rate and Internet Users(% , thou.)—Population ages 3 and over]



1) Since 2005, as the sample eligibility has been expanded from the population ages 6 and over to the population ages 3 and over, "Trends in Internet Usage Rate and Internet Users" is analyzed based on those ages 6 and over as well as those ages 3 and over, while the detailed analysis on Internet usage rate and the number of users by independent variables, Internet usage pattern, etc. is based on the population ages 3 and over.



### ▶ Internet Usage of the population ages 3–5

- Internet usage rate of those ages 3–5 is estimated at 58.7%, with 830K of users.

[Table1. Internet Usage Rate and Internet Users of the Population ages 3–5(% , thou.)]

	ages 3 and over	ages 3–5	ages 6 and over
Internet Usage Rate	76.5	58.7	77.1
Internet Users	36,190	830	35,360

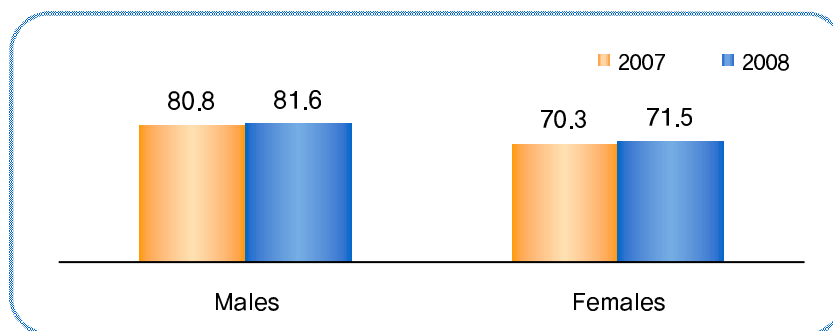
## A. Internet Usage Rate and Internet Users by Gender



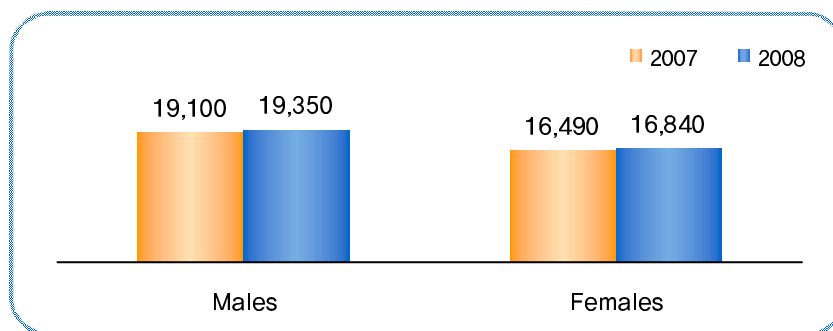
**81.6% of males and 71.5% of females are Internet Users**

- Internet usage rate of males and females is 81.6%(up by 0.8%p from the previous year) and 71.5%(up by 1.2%p from the previous year), while the number of Internet users are 19,350K(up by 250K from the previous year) and 16,840K(up by 350K from the previous year), respectively.

[Fig 3. Internet Usage Rate by Gender(%)]



[Fig 4. Internet Users by Gender(thou.)]





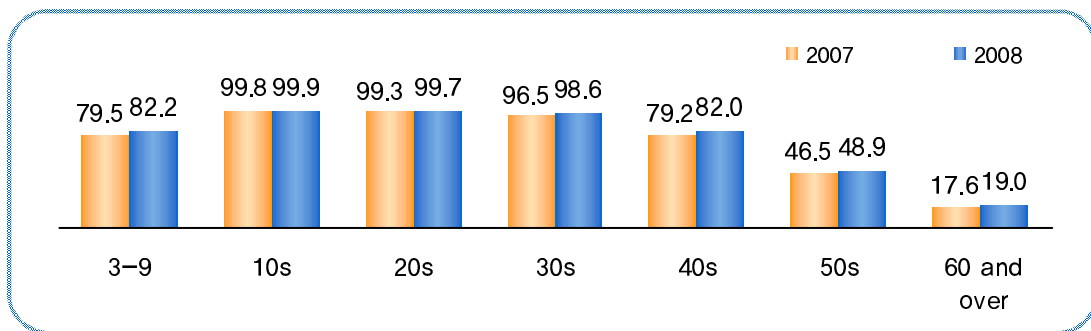
## B. Internet Usage Rate and Internet Users by Age



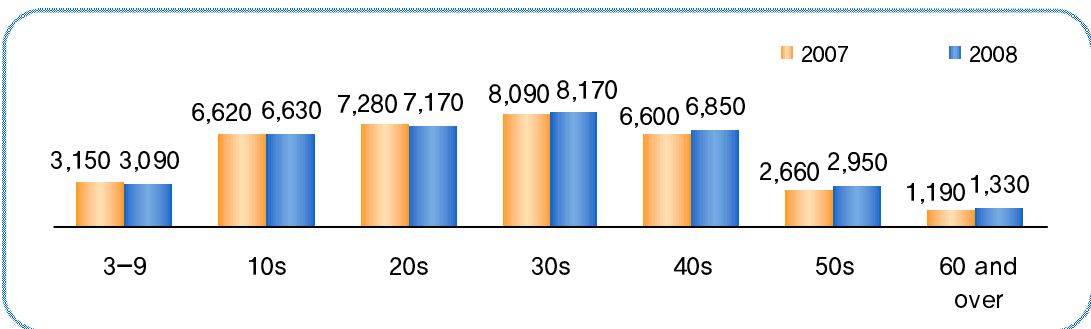
### Almost all the young ages 10–39 are Internet users

- ▶ More than 98% of those ages 10–19(99.9%), the 20s(99.7%) and the 30s(98.6%) use the Internet. Internet usage rate of those ages 3–9 and the 40s is 82.2% and 82.0%, while the rate for the 50s and those ages 60 and over is 48.9% and 19.0%, respectively.
- ▶ Compared to 2007, Internet usage rate of the 40s and those ages 3–9 shows most significant increase of 2.8%p and 2.7%p, respectively, followed by the 50s(2.4%p) and the 30s(2.1%p).
- ▶ Meanwhile, the number of Internet users is estimated at 8,170K for the 30s, 7,170K for the 20s, 6,850K for the 40s, and 6,630K for those ages 10–19.

[Fig 5. Internet Usage Rate by Age(%)]



[Fig 6. Internet Users by Age(thou.)]



❖ Despite the increase in Internet usage rate for those ages 3-9 and the 20s, the number of users has decreased due to a decline in the overall population of those age groups(based on the Population Projections by the National Statistical Office).

	3-9	10s	20s	30s	40s	50s	60 and over
No. of Population as of 2007	3,960K	6,640K	7,330K	8,380K	8,330K	5,720K	6,760K
No. of Population as of 2008	3,760K	6,640K	7,180K	8,280K	8,360K	6,020K	7,030K



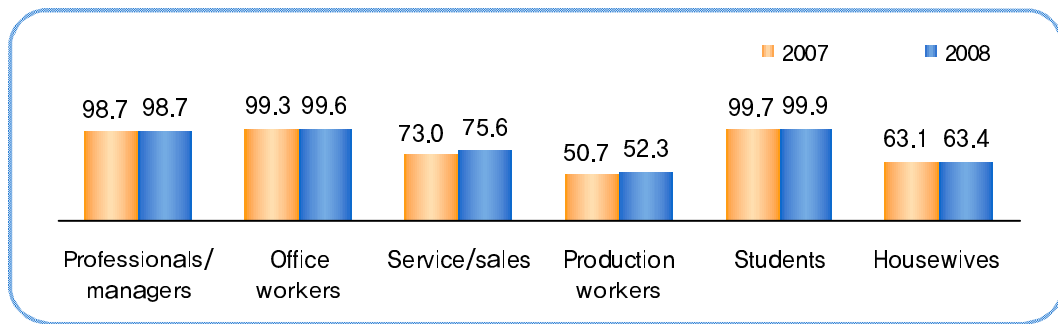
### C. Internet Usage Rate by Occupation



#### Half of the production workers are Internet users

- ▶ Almost all students(99.9%), office workers(99.6%) and professionals/managers(98.7%) use the Internet, and Internet usage rate of service/sales, housewives and production workers are 75.6%, 63.4%, and 52.3%, respectively.
- ▶ Compared to 2007, Internet usage rate of service/sales and production workers has increased by 2.6%p and 1.6%p, respectively.

[Fig 7. Internet Usage Rate by Occupation(%)]



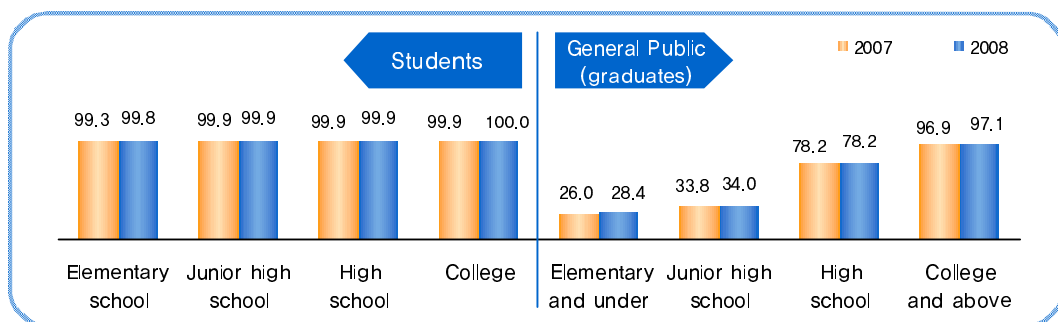
### D. Internet Usage Rate by Education



#### Almost all of the students use Internet

- ▶ Almost all of the students including elementary school students(99.8%) are Internet users. For the general public(excl. students), Internet usage rate of college graduates and above, high school and junior high school graduates is 97.1%, 78.2% and 34.0%, respectively.
- ▶ Compared to 2007, Internet usage rate of elementary school graduates and under shows relatively larger increase of 2.4%p.

[Fig 8. Internet Usage Rate by Education(%)]





## 2. Internet Usage Pattern

### A. Internet Usage Frequency and Hours

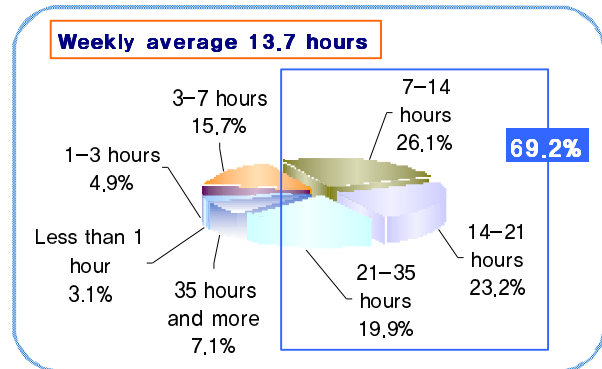
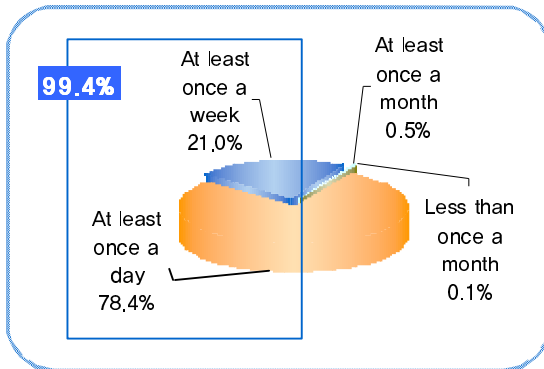


**A weekly average of 13.7 hours is spent on using the Internet**

- ▶ Out of Internet users ages 3 and over, 99.4% access the Internet more than once a week ('at least once a day' 78.4%, and 'at least once a week' 21.0%).
- ▶ Meanwhile, Internet users spend a weekly average of 13.7 hours on using the Internet, while more than half of the users (69.2%) access the Internet for an average of 7–35 hours a week ('7–14 hours' 26.1%, '14–21 hours' 23.2% and '21–35 hours' 19.9%).

[Fig 9. Internet Usage Frequency(%)]

[Fig 10. Weekly Average Internet Usage Hours(%)]



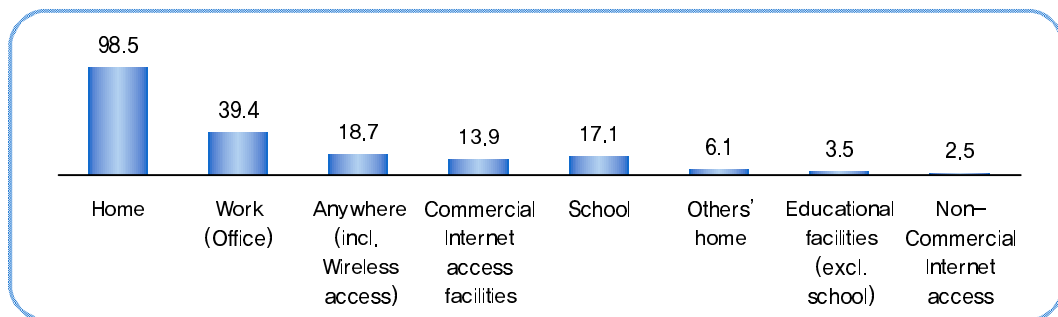
### B. Places of Using Internet



**'Home(98.5%)' is main place of using Internet**

- ▶ The main place where Internet users access the Internet is 'Home(98.5%)', followed by 'Work(Office)(39.4%)', 'Anywhere(incl. wireless access)(18.7%)' and 'Commercial Internet access facilities such as PC room, Internet cafe(13.9%)'.

[Fig 11. Places of Using Internet(multiple responses, %)]







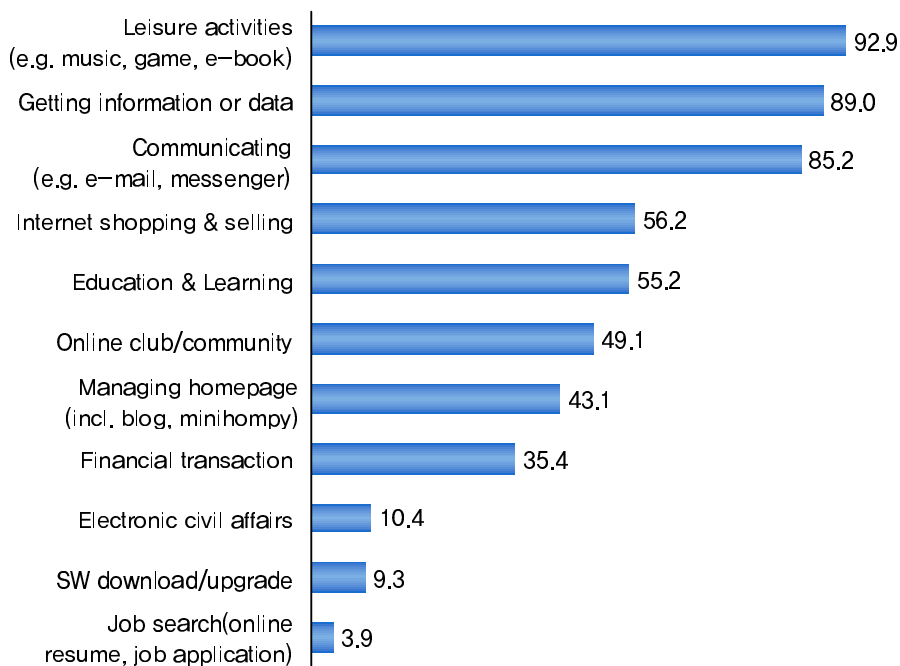
## C. Purposes of Using Internet



Over a half of Internet users access Internet for 'Education & Learning(55.2%)'

- ▶ Out of Internet users ages 3 and over, 92.9% access the Internet for 'Leisure activities (e.g. music, game, e-book)', while 89.0% and 85.2% use the Internet for 'Getting information or data' and 'Communicating(e.g. e-mail, messenger)', respectively.
- ▶ In addition, other purposes of using the Internet include 'Internet shopping and selling(56.2%)', 'Education and learning(55.2%)' and 'Online club/community(49.1%)'.

[Fig 12. Purposes of Using Internet(multiple responses, %)]





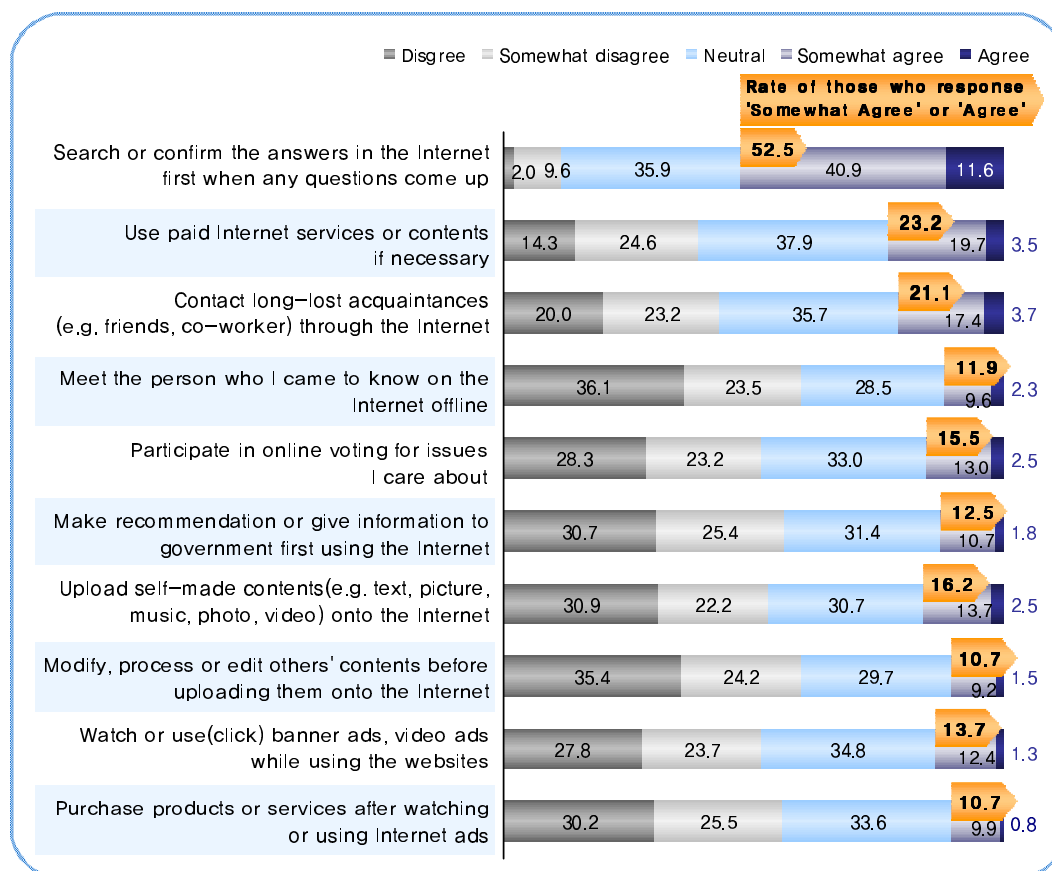
## D. Internet Usage Behaviors and Perception



### More than half(52.5%) 'Use the Internet first to find answers to any questions'

- Over a half of Internet users ages 12 and over(52.5%) 'Search or confirm the answers in the Internet first when any questions come up', while 23.2% 'Use paid Internet services or contents if necessary'.
- For participating in producing UCC(User Created Contents), 'Upload self-made contents (e.g. text, picture, music, photo, video) onto the Internet' and 'Modify, process or edit others' contents before uploading them onto the Internet' account for 16.2% and 10.7%, respectively.
- Meanwhile, those who 'Watch or use(click) the banner ads, video ads while using the websites' are 13.7%, while 10.7% 'Purchase products or services after watching or using Internet ads'.

[Fig 13. Internet Usage Behaviors and Perception(%)—Internet users ages 12 and over]





### III. Internet and Communication

#### 1. E-mail

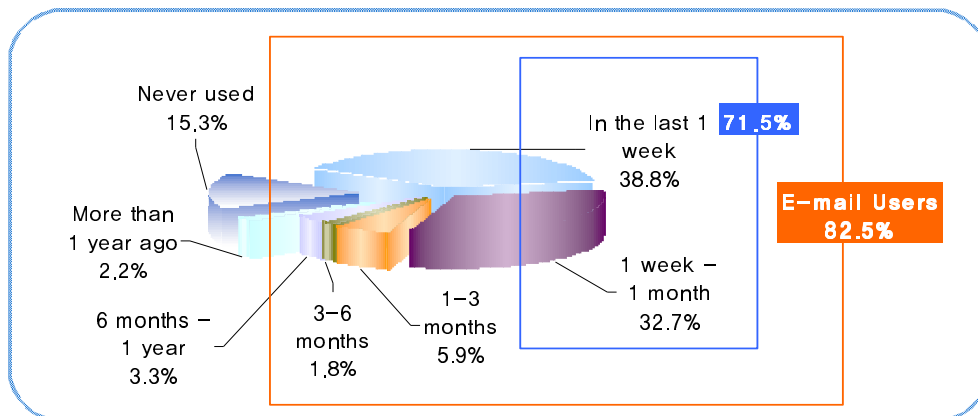
##### A. E-mail Usage Rate



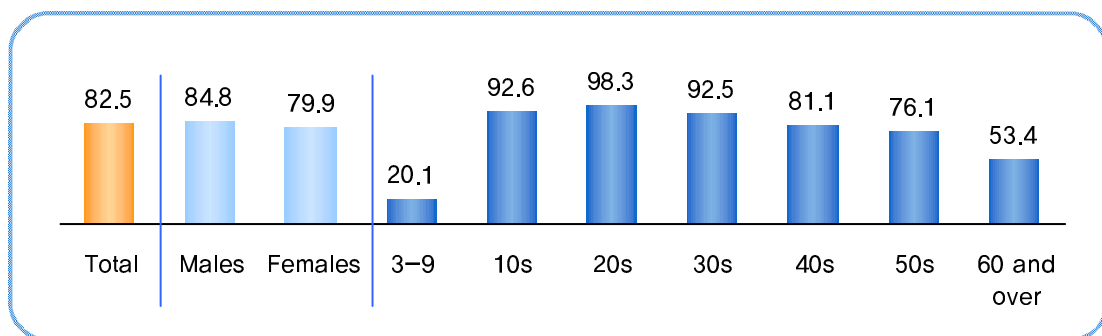
**Eight out of ten Internet users(82.5%) are E-mail users**

- ▶ Out of Internet users ages 3 and over, 82.5% are 'E-mail users' who have used e-mail(s) in the last 1 year, while 71.5% have used e-mail(s) in the last 1 month('in the last 1 week' 38.8%, '1 week - 1 month' 32.7%).
- ▶ E-mail usage rate of males(84.8%) is slightly higher than females(79.9%). By age, almost all of the 20s(98.3%), those ages 10-19(92.6%) and the 30s(92.5 %) are e-mail users, and while e-mail usage rate of the 40s and the 50s is 81.1% and 76.1%, respectively.

[Fig 14. E-mail Usage(%)]



[Fig 15. E-mail Usage Rate by Gender and Age(%)]





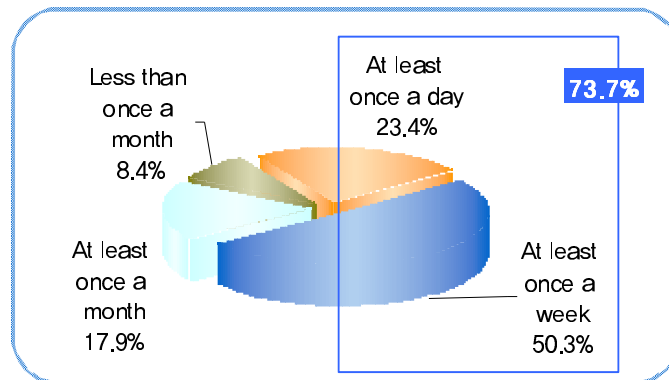
## B. E-mail Usage Frequency



Three-fourth of e-mail users access e-mail(s) 'more than once a week'

- ▶ Around three-fourth of e-mail users(73.7%) are found to use e-mail(s) more than once a week('at least once a day' 23.4%, 'at least once a week' 50.3%).

[Fig 16. E-mail Usage Frequency(%)—E-mail users]



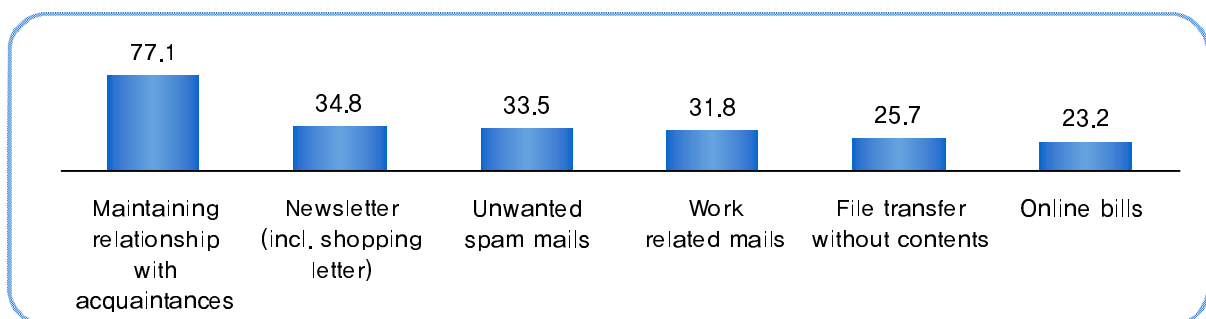
## C. Contents of E-mail



Send/Receive E-mail(s) mainly about 'Maintaining relationship(77.1%)'

- ▶ Out of e-mail users, 77.1% send or receive e-mail(s) mainly about 'Maintaining relationship with family, friends and acquaintances', while 'Newsletter(incl. shopping letter)(34.8%)', 'Unwanted spam mails(33.5%)' and 'Work related mails(31.8%)' account for over 30%.

[Fig 17. Contents of E-mail Sent/Received(multiple responses, %)—E-mail users]





## 2. Instant Messenger

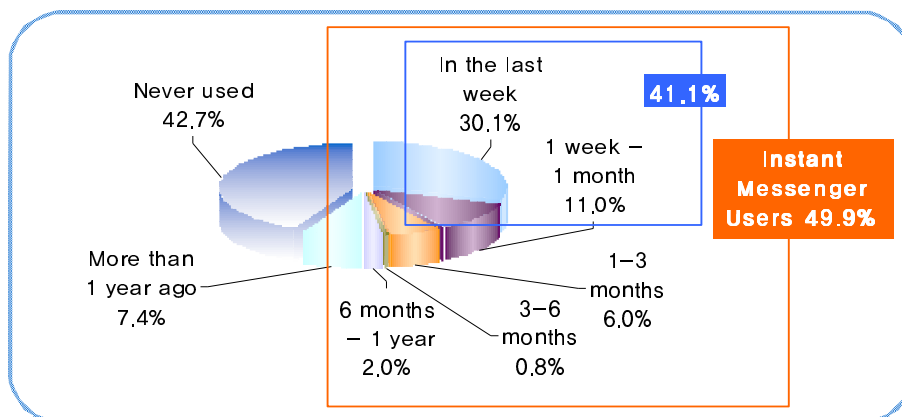
### A. Instant Messenger Usage Rate



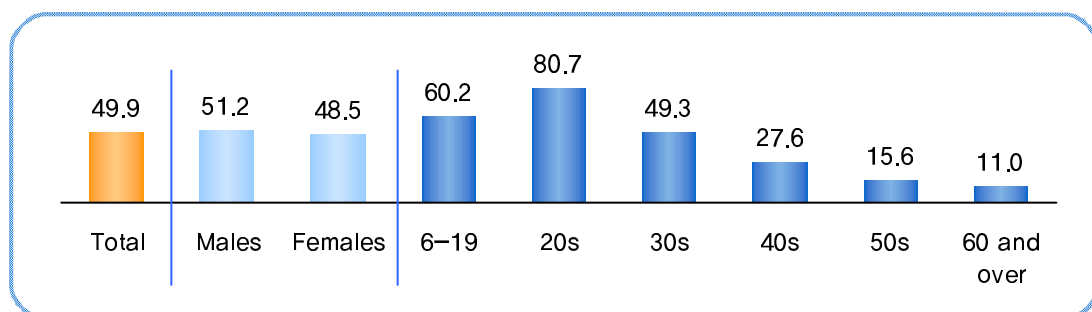
**Almost half of Internet users(49.9%) use Instant Messenger**

- ▶ Almost half of Internet users ages 6 and over(49.9%) have used Instant messenger in the last 1 year(Instant messenger users), and 30.1% have used Instant messenger 'in the last 1 week'.
- ▶ Males(51.2%) use Instant messenger slightly more than female(48.5%), and by age, the 20s ranks highest with 80.7%, followed by those ages 6–19(60.2%), the 30s(49.3%) and the 40s(27.6%).

[Fig 18. Instant Messenger Usage(%)–Internet users ages 6 and over]



[Fig 19. Instant Messenger Usage Rate by Gender and Age(%)–Internet users ages 6 and over]





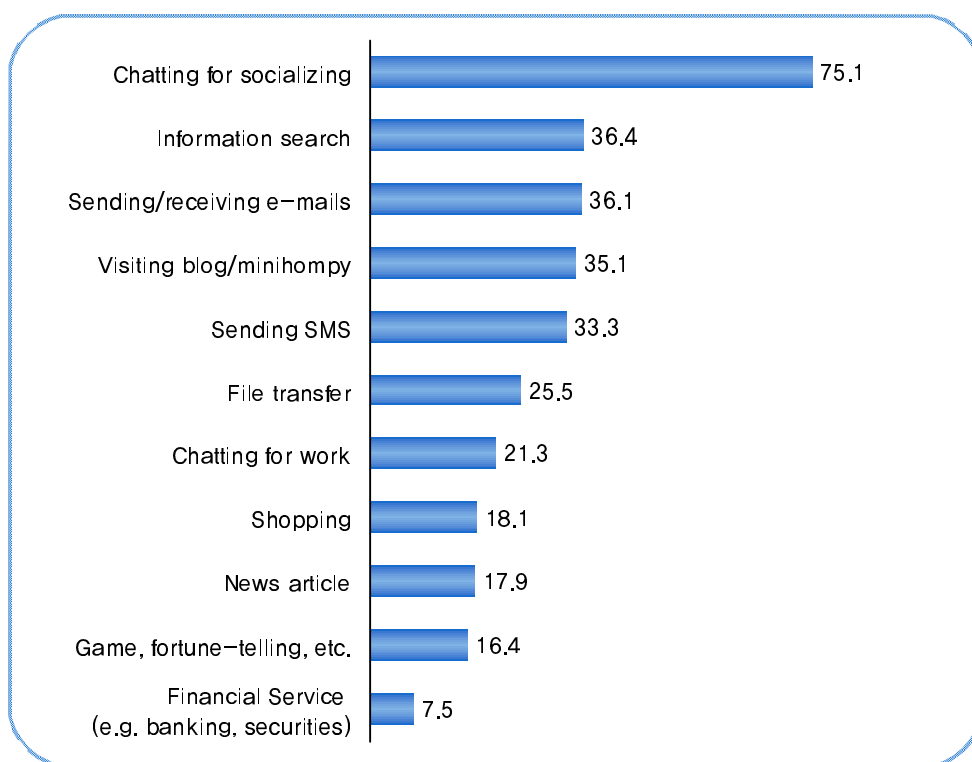
## B. Purposes of Using Instant Messenger



### Main purpose of IM is 'Chatting for socializing(75.1%)'

- ▶ Three-fourth of Instant messenger users(75.1%) access Instant messenger(s) mainly for 'Chatting for socializing'.
- ▶ In addition, those who use Instant messenger for 'Information search(36.4%)', 'Sending/receiving e-mail(36.1%)', 'Visiting blog/minihompy(35.1%)' and 'Sending SMS(33.3%)' account for over 30%.

[Fig 20. Purposes of Using Instant Messenger(multiple responses, %)-Instant Messenger Users]





### 3. Community(Online Cafe & Club)

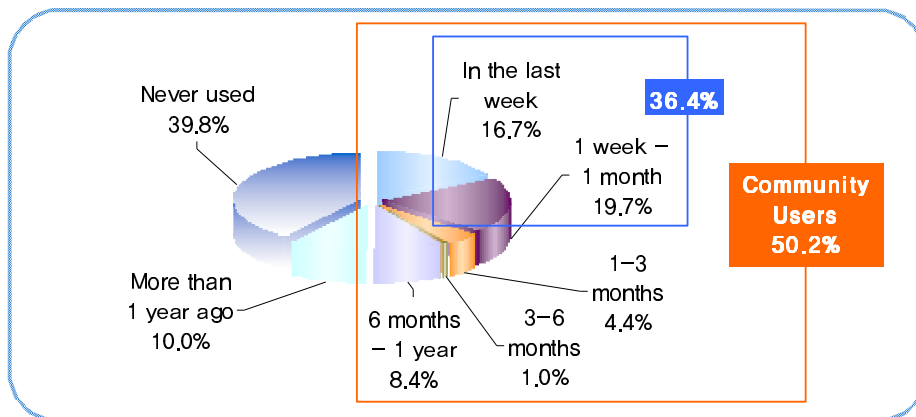
#### A. Community(Online Cafe & Club) Usage Rate



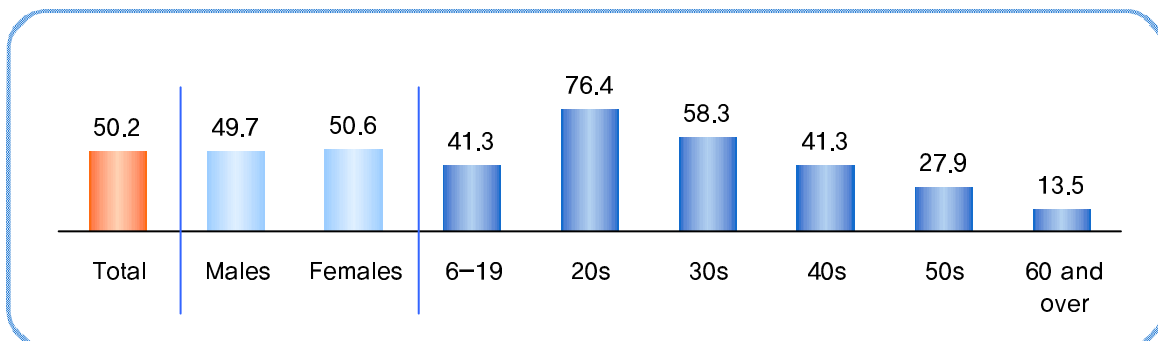
##### Half of Internet users access community(online cafe & club)

- ▶ One half of Internet users ages 6 and over(50.2%) are 'Community(online cafe & club) users' who have used community(online cafe & club) in the last 1 year, while 36.4% use community(online cafe & club) in the last 1 month('in the last 1 week' 16.7%, '1 week – 1 month' 19.7%).
- ▶ There is little difference in community(online cafe & club) usage rate by gender(females 50.6%, males 49.7%). By age, the rate of the 20s is highest with 76.4%, followed by the 30s(58.3%), those ages 6–19 and the 40s(41.3% each).

[Fig 21. Community Usage(%)-Internet users ages 6 and over]



[Fig 22. Community Usage Rate by Gender and Age(%)-Internet users ages 6 and over]





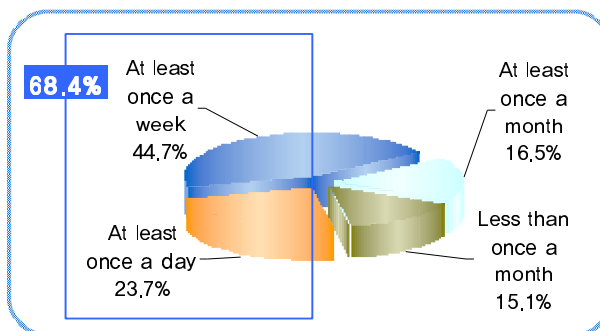
## B. Community(Online Cafe & Club) Usage Frequency and Hours



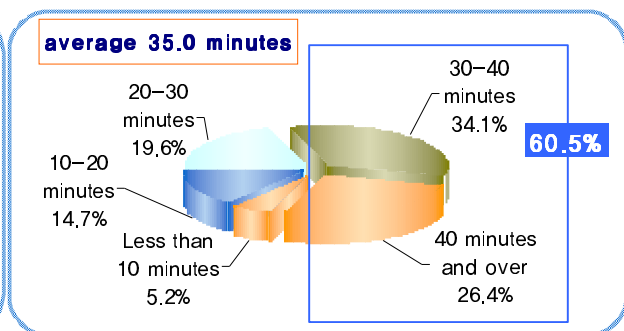
**More than half(68.4%) access community more than once a week**

- ▶ Out of community(online cafe & club) users, 68.4% are found to visit their community(online cafe & club) more than once a week('At least once a day' 23.7%, 'At least once a week' 44.7%).
- ▶ The average time spent on using community(online cafe & club) per visit is 35.0 minutes, while 60.5% of the users spend an average of 30 minutes and over('30-40 min.' 34.1%, '40min. and over' 26.4%).

[Fig 23. Community Usage Frequency(%)  
–Community Users]



[Fig 24. Community Usage Hours per Visit(%)  
–Community Users]



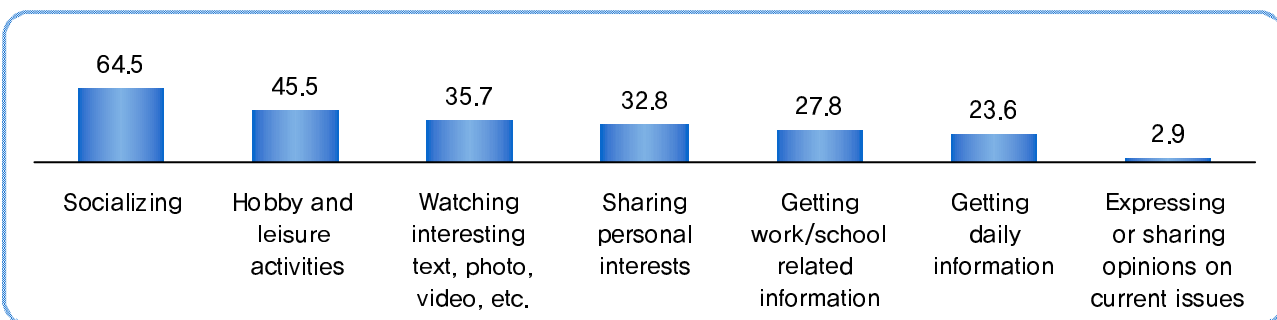
## C. Purposes of Using Community(Online Cafe & Club)



**Use Community mainly for 'Socializing(64.5%)'**

- ▶ Community(online cafe & club) is found to be used mainly for 'Socializing(64.5%)', followed by 'Hobby and leisure activities(incl. information sharing)(45.5%)', 'Watching interesting text, photo, video, etc.(35.7%)' and 'Sharing personal interests(incl. fan clubs)(32.8%)'.

[Fig 25. Purposes of Using Community(multiple responses, %)–Community Users]







## 4. Blog<sup>2)</sup>

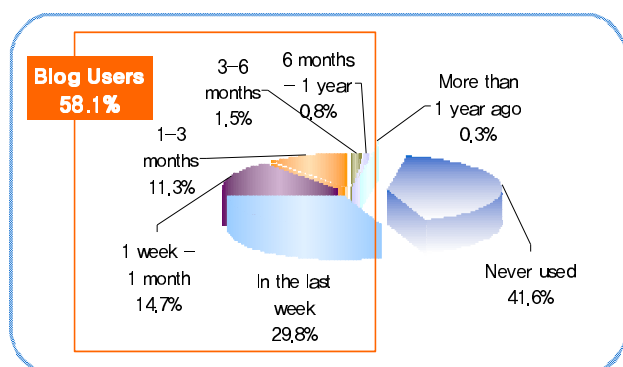
### A. Blog Usage and Ownership Rate



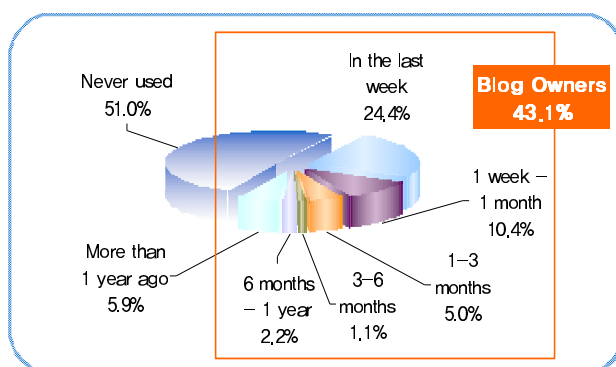
**Blog ownership rate is 43.1%**

- Out of Internet users ages 6 and over, 58.1% are 'Blog users' who have used others' blog(s) in the last 1 year, while 43.1% have visited or managed their own blog(s) in the last 1 year (Blog owners).
- There is little difference in blog usage rate by gender (females 58.3%, males 58.0%), whereas females (45.3%) is slightly higher than males (41.2%) in the blog ownership rate. By age, the 20s shows a relatively higher rate in both usage (82.0%) and ownership (74.4%).

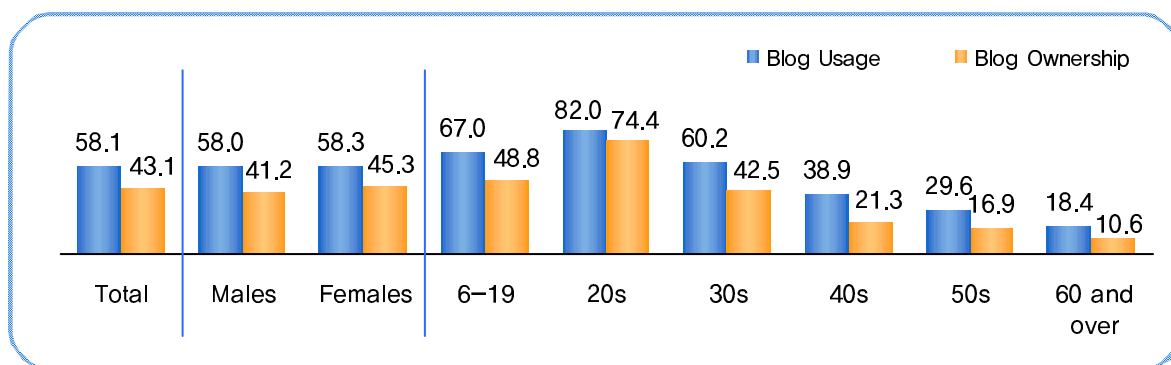
[Fig 26. Blog Usage(%)  
-Internet users ages 6 and over]



[Fig 27. Blog Ownership(%)  
-Internet users ages 6 and over]



[Fig 28. Blog Usage and Ownership Rate by Gender and Age(%) -Internet users ages 6 and over ]



2) In this report, blog includes a service called 'minihompy' provided by Cyworld which is a social networking website in Korea.



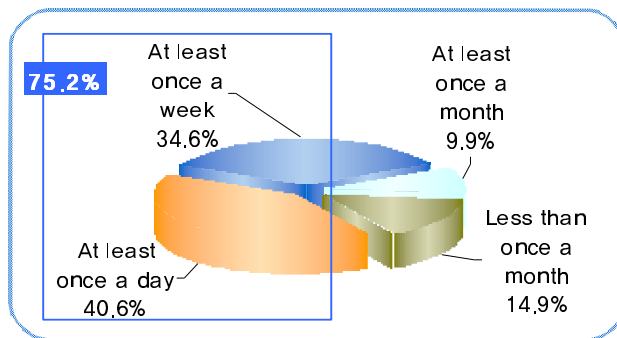
## B. Blog Usage and Update Frequency



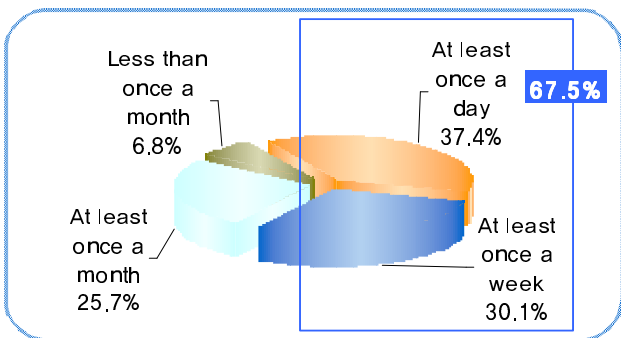
**Two-thirds(67.5%) update their blogs 'more than once a week'**

- Two-fifths of blog users(40.6%) access others' blog(s) 'at least once a day', while 67.5% of blog owners update their blog(s) more than once a week('at least once a day' 37.4%, 'at least once a week' 30.1%).

[Fig 29. Blog Usage Frequency(%)  
-Blog Users]



[Fig 30. Blog Update Frequency(%)  
-Blog Owners]



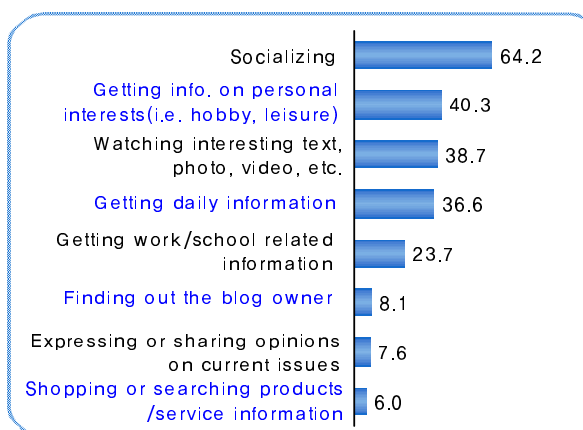
## C. Purpose of Usage and Managing Blog



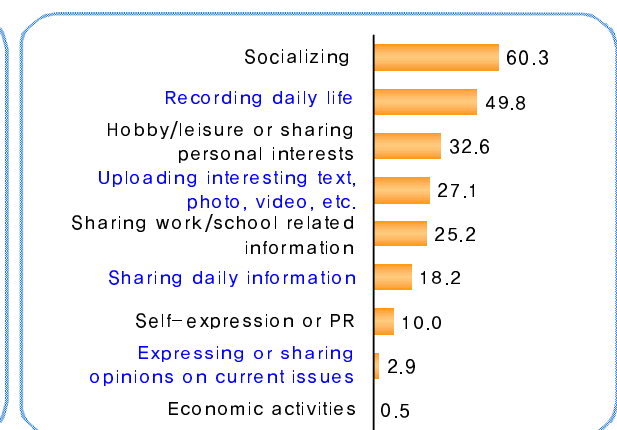
**Used(64.2%) or managed(60.3%) mainly for 'Socializing'**

- Blogs are found to be used(64.2%) or managed(60.3%) mainly for 'Socializing'.
- In addition, others' blog(s) are used for 'Getting Information on personal interests(i.e. hobby, leisure)(40.3%)', 'Watching interesting text, photo, video, etc.(38.7%)', while blog owners manage their blog(s) for 'Recording daily life(49.7%)', 'Hobby, leisure or sharing personal interests(32.6%)'.

[Fig 31. Purpose of Using Blog  
(multiple responses, %)-Blog Users]



[Fig 32. Purpose of Managing Blog  
(multiple responses, %)-Blog Owners]





## IV. Internet and Economic Activities

### 1. Internet Shopping<sup>3)</sup>

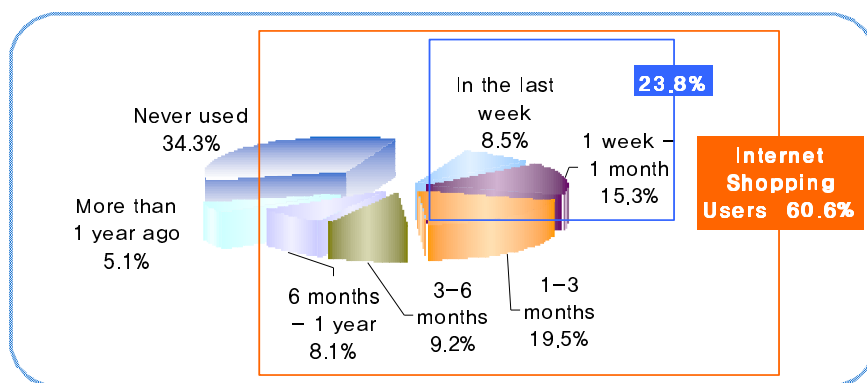
#### A. Internet Shopping Usage Rate



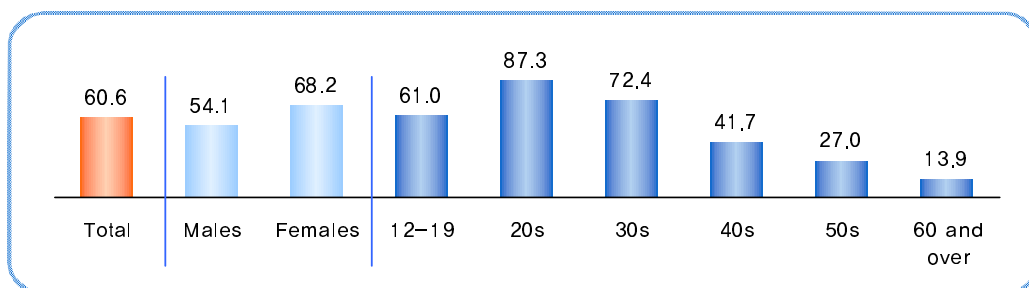
Three-fifths of Internet users(60.6%) Internet shopping users

- ▶ Three-fifths of Internet users ages 12 and over(60.6%) are 'Internet shopping users' who have purchased goods or services(incl. reservation) over the Internet in the last 1 year, while 23.8% have used Internet shopping in the last 1 month('in the last 1 week' 8.5%, '1 week - 1 month' 15.3%).
- ▶ Internet shopping usage rate of females(68.2%) is higher than males(54.1%), and while by age, the 20s ranks highest with 87.3%, followed by the 30s(72.4%), those ages 12-19(61.0%) and the 40s(41.7%).

[Fig 33. Internet Shopping Usage(%)—Internet users ages 12 and over]



[Fig 34. Internet Shopping Usage Rate by Gender and Age(%)—Internet users ages 12 and over]



3) In this report, Internet shopping refers to the purchase of products or services(incl. reservation), which include purchasing paid contents such as music, games, movies, etc are also included, but exclude searching products information or price, purchasing financial products.



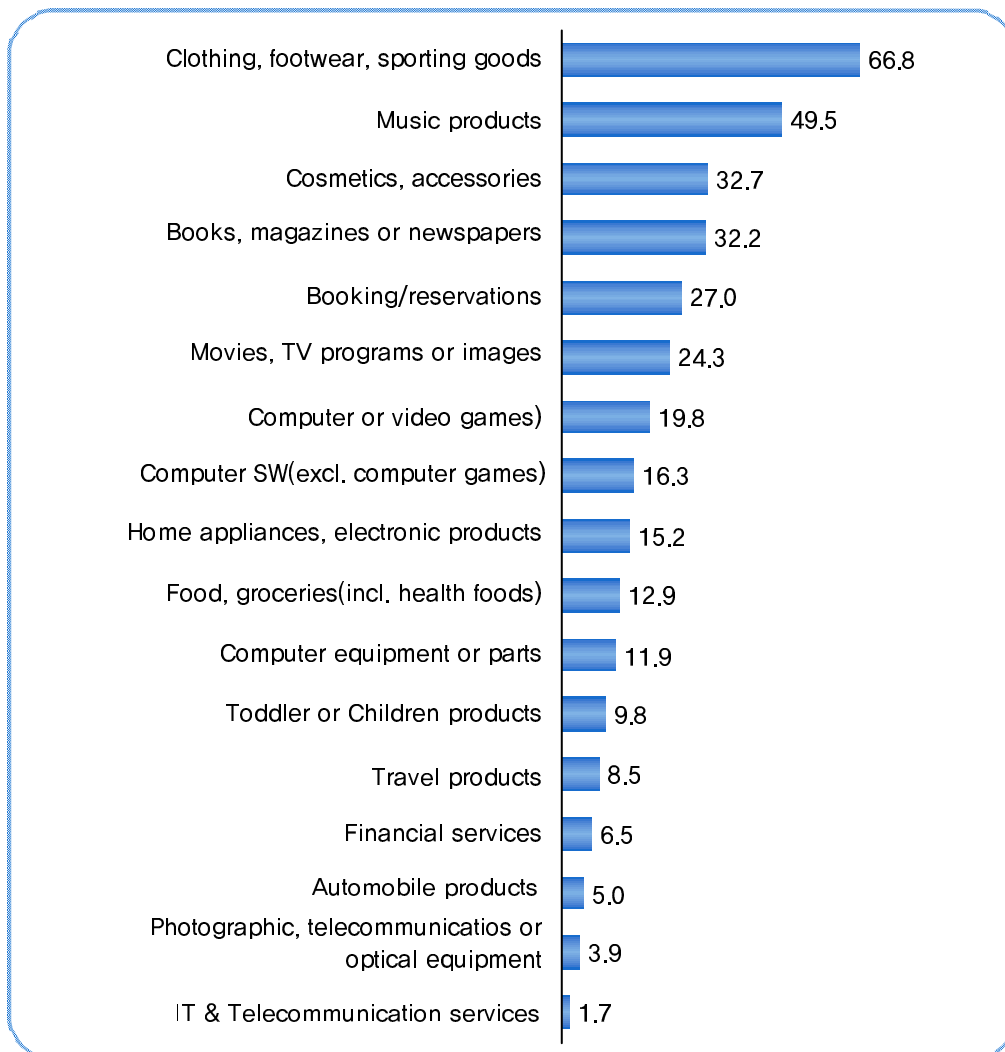
## B. Purchase Items by Internet Shopping



**Two-thirds(66.8%) purchase 'Clothing, footwear, sporting goods'**

- ▶ The rate of those who purchase 'Clothing, footwear, sporting goods' through Internet shopping is highest with 66.8%, followed by 'Music products(49.5%)', 'Cosmetics, accessories(32.7%)', 'Books, magazines or newspapers(32.2%)', 'Booking/reservations(27.0%)' and 'Movies, TV programs or images(24.3%)'.

[Fig 35. Purchase Items by Internet shopping(multiple responses, %)-Internet Shopping Users]



❖ 'Music products', 'Books, magazines or newspapers', 'Movies, TV programs or images', 'Computer or video games' and 'Computer SW(excl. computer games)' include those that are delivered via parcel post or courier services as well as paid contents of digital file via streaming/downloading.



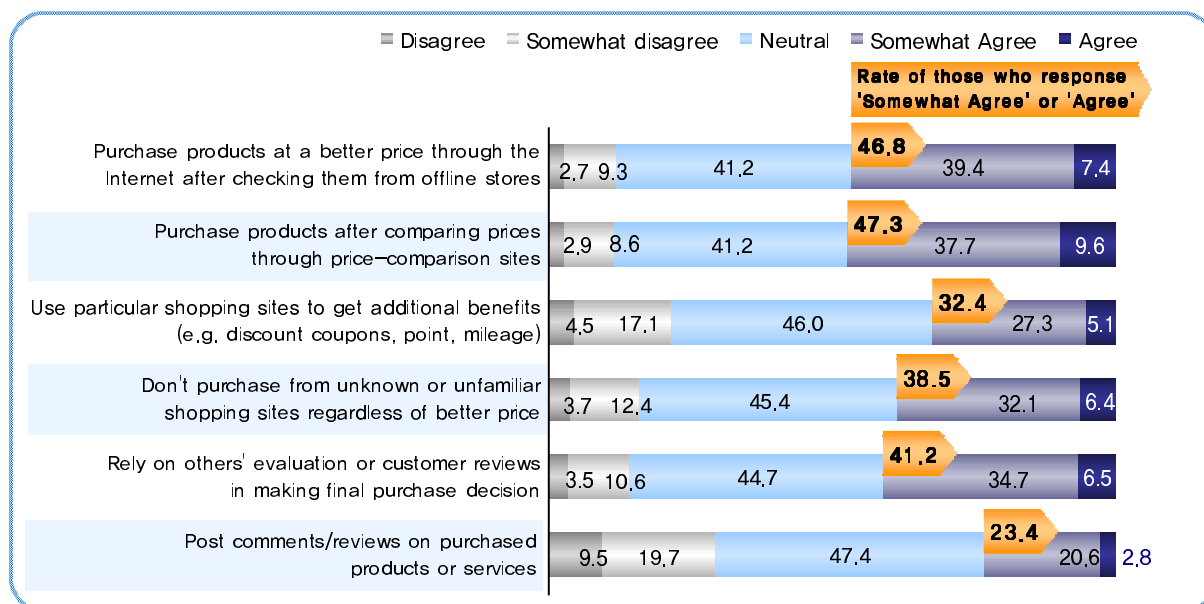
## C. Internet Shopping Usage Behaviors and Perception



### Two-fifths(41.2%) 'Rely on others' evaluation or customer reviews'

- ▶ Almost half of Internet shopping users(47.3%) 'Purchase products after comparing prices through price-comparison sites', while 46.8% 'Purchase products through Internet shopping sites with better price after checking them from offline stores'.
- ▶ Meanwhile, 41.2% tend to 'Rely on others' evaluation or customer reviews in making a final purchase decision', while 23.4% 'Post comments/reviews on purchased products or services'.

[Fig 36. Internet Shopping Behaviors and Users' Perception(%)–Internet Shopping User]





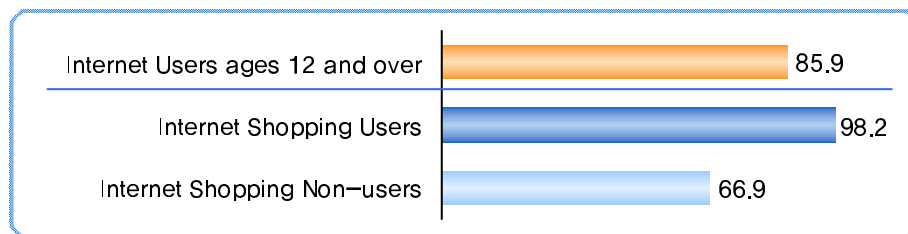
## D. Future intention to Use Internet shopping



### Three-fifths of Internet shopping non-users intend to use Internet shopping

- ▶ Out of Internet users ages 12 and over, 85.9%(98.2% of Internet shopping users) have intention to use Internet shopping, while three-fifths of Internet shopping non-users (66.9%) also intend to use the service in the future.

[Fig 37. Future intention to Use Internet shopping(%)-Internet Users ages 12 and over]





## 2. Internet Banking

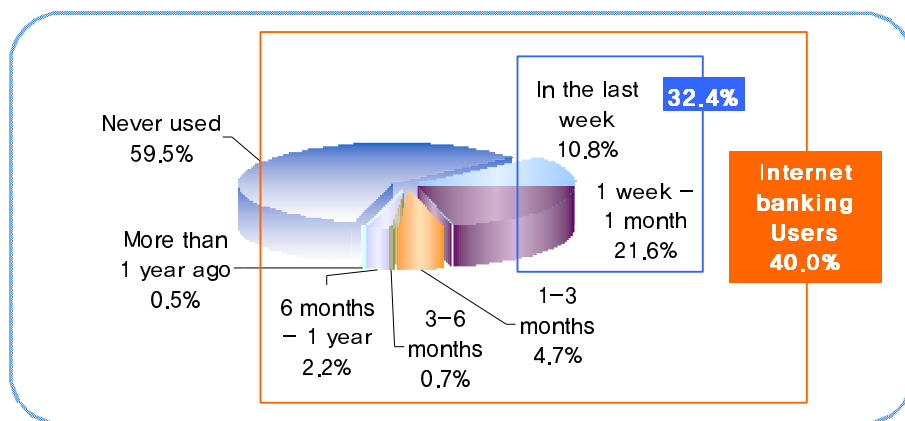
### A. Internet Banking Usage Rate



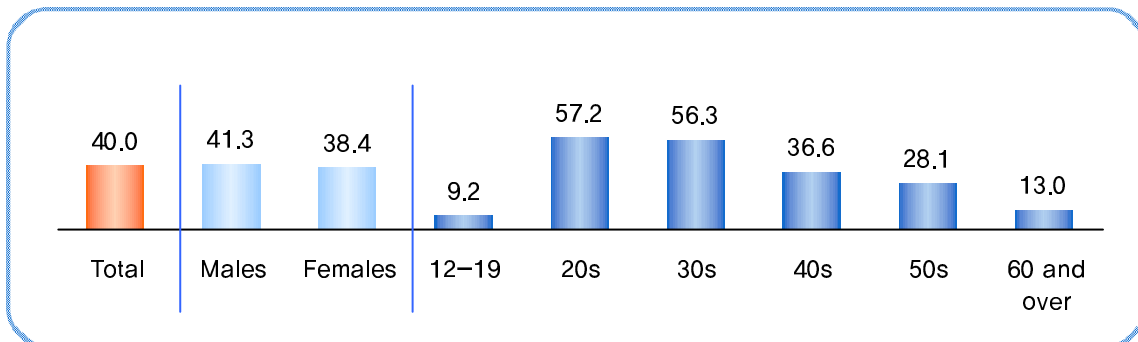
Two out of five Internet users are Internet banking users

- Out of Internet users ages 12 and over, 40.0% have used Internet banking in the last 1 year (Internet banking users), while those who have used the service in the last 1 month ('in the last 1 week' 10.8%, '1 week – 1 month' 21.6%) account for 32.4%.
- Slightly more males (41.3%) than females (38.4%) use Internet banking. By age, the 20s and the 30s show relatively higher rate with 57.2% and 56.3%, respectively.

[Fig 38. Internet Banking Usage(%)–Internet users ages 12 and over]



[Fig 39. Internet Banking Usage Rate by Gender and Age(%)–Internet users ages 12 and over]





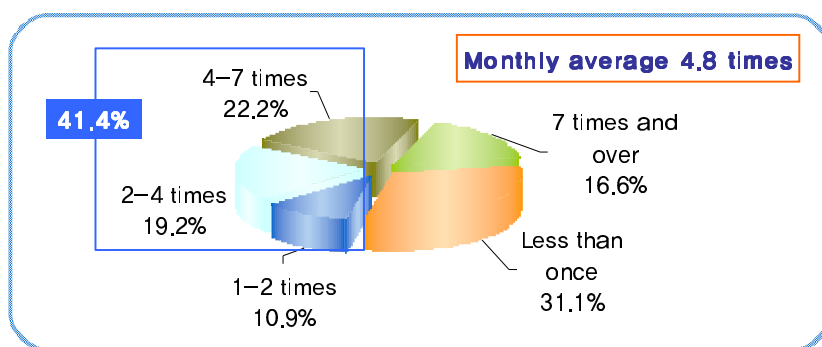
## B. Internet Banking Usage Frequency



### Use Internet banking at monthly average of 4.8 times

- Internet banking users access Internet banking an average of 4.8 times a month, while 41.4% use the service at a monthly average of 2–7 times('2–4 times' 19.2%, '4–7 times' 22.2%).

[Fig 40. Internet Banking Usage Frequency(%)–Internet banking users]



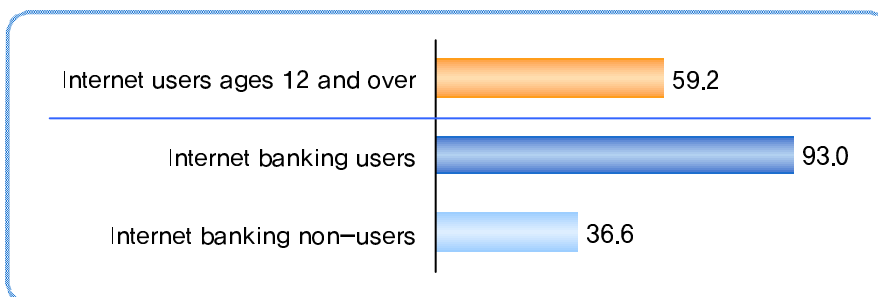
## C. Future intention to Use Internet Banking



### Almost all Internet banking users intend to use Internet banking

- Out of Internet users ages 12 and over, 59.2%(36.6% of Internet banking non-users) have intention to use Internet banking in the future, while almost all(93.0%) of Internet banking users intend to continue their use of Internet banking.

[Fig 41. Future Intention to Use Internet Banking(%)–Internet users ages 12 and over]







### 3. Internet Stock Trading

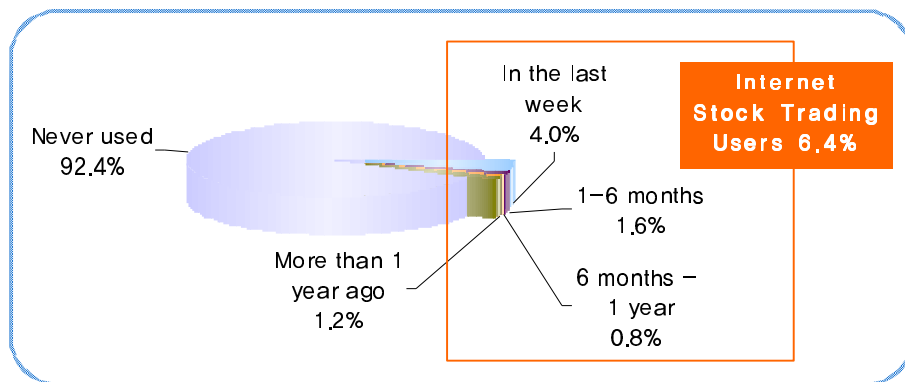
#### A. Internet Stock Trading Usage Rate



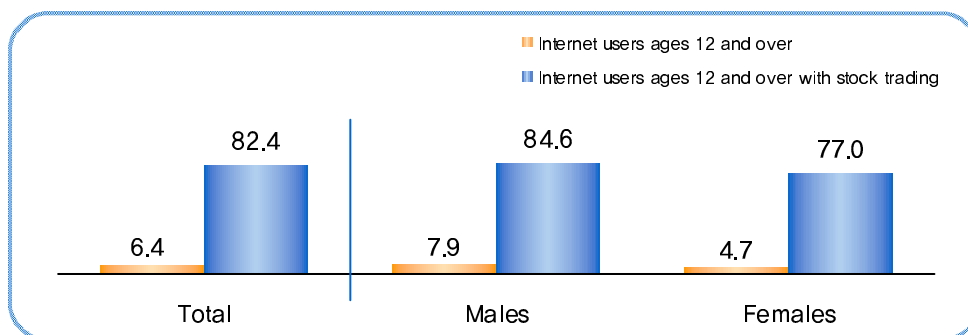
Out of Internet users, 6.4% are Internet stock trading users

- ▶ Out of Internet users ages 12 and over, 6.4% have used Internet stock trading in the last 1 year('Internet stock trading users'). Internet stock trading usage rate of males(7.9%) is slightly higher than females(4.7%).
- ▶ Meanwhile, the analysis on Internet users ages 12 and over with stock trading shows that 82.4% are Internet stock trading users and that more males(84.6%) than females (77.0%) use the service.

[Fig 42. Internet Stock Trading Usage(%)–Internet users ages 12 and over]



[Fig 43. Internet Stock Trading Usage Rate(%)–Internet users ages 12 and over]





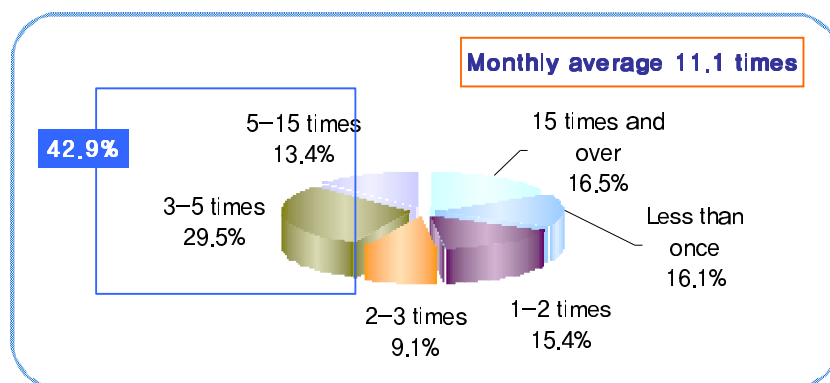
## B. Internet Stock Trading Usage Frequency



Use Internet stock trading at monthly average of 11.1 times

- Internet stock trading users access Internet stock trading an average of 11.1 times a month, and while 42.9% use the service at a monthly average of 3–15 times ('3–5 times' 29.5% and '5–15 times' 13.4%).

[Fig 44. Internet Stock Trading Usage Frequency(%)–Internet stock trading users]



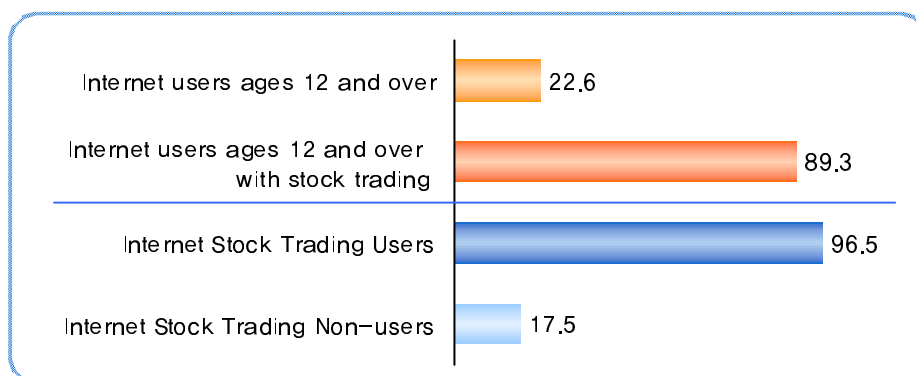
## C. Future intention to use Internet Stock Trading



Most of Internet users with stock trading intend to use Internet stock trading

- One-fifth of Internet users ages 12 and over (22.6%) (89.3% of Internet users with stock trading) intend to use Internet stock trading in the future, which accounts for 96.5% of the current Internet stock trading users and 17.5% of Internet stock trading non-users.

[Fig 45. Future Intention to Use Internet Stock Trading(%)–Internet users ages 12 and over]





## V. ICT Environment

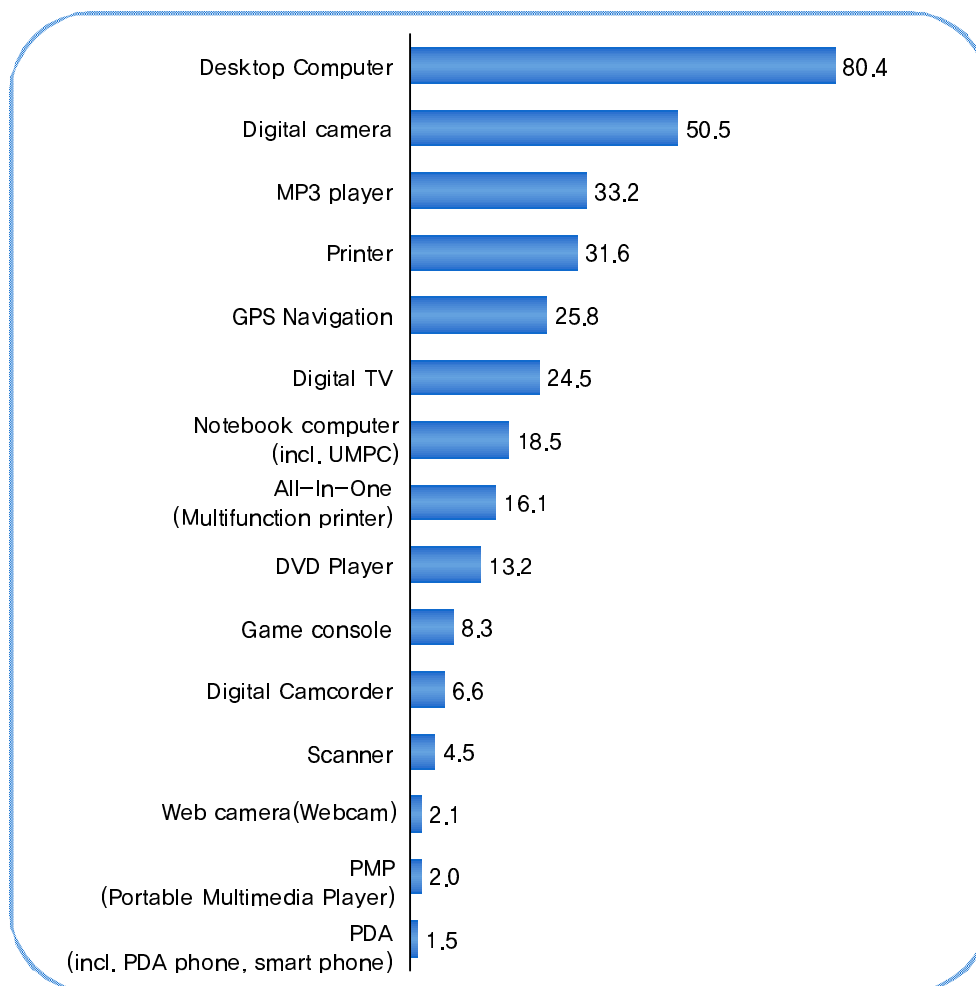
### 1. Households with ICT Devices



Main ICT device in households is 'Desktop Computer(80.4%)'

- ▶ As of 2008, 80.4% of the total households have 'Desktop computer', and while over 30% own 'Digital camera(50.5%)', 'Printer(31.6)' or 'MP3 Player(33.2%)'.
- ▶ In addition, the rate of households with 'GPS Navigation' is 25.8%, 24.5% for 'Digital TV', 18.5% for 'Notebook computer(incl. UMPC)' and 16.1% for 'All-In-One(multifunction printer)'.

[Fig 46. Households with ICT Devices(multiple responses, %)]





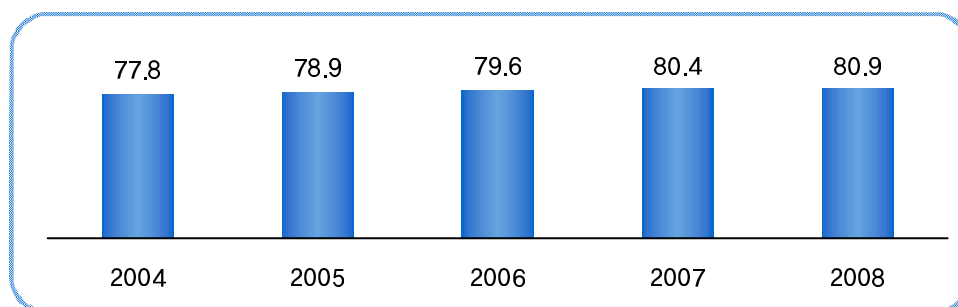
## 2. Households with Computer<sup>4)</sup>



**Four-fifths of households(80.9%) have computer(s)**

- ▶ As of 2008, the rate of households with computer(s) is 80.9%(up by 0.5%p compared to the previous year), which is a 3.1%p of increase compared to 2004(77.8%).

[Fig 47. The Rate of Households with Computer(%)]



✦ Since 2006, computer includes UMPC and PDA(incl. PDA phone, smart phone) in addition to desktop and notebook computers.

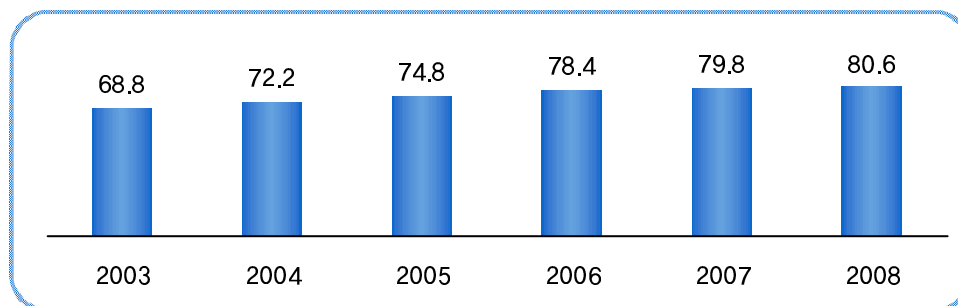
## 3. Households with Internet Access<sup>5)</sup>



**Rate of households with Internet access is 80.6%**

- ▶ Out of the total households, 80.6% are found to have Internet access, which represents an increase of 0.8% from 2007(79.8%) and 11.8%p from 2003(68.8%).

[Fig 48. The Rate of Households with Internet Access(%)]



4) In this report, computer includes desktop computer, notebook computer(incl. UMPC) and PDA(incl. PDA phone, smart phone).

5) In this report, the analysis on the households with Internet access is based on wired and wireless Internet usage, excluding wireless Internet through mobile communication network(mobile Internet).



## Appendix 1. On-Offline Media Usage

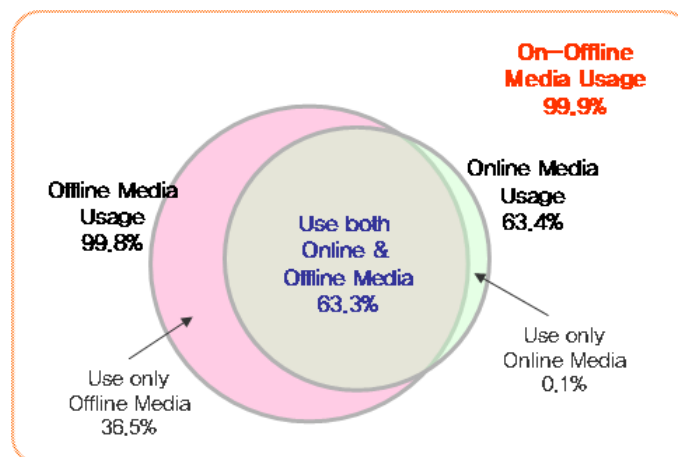
### 1. On-Offline Media Usage



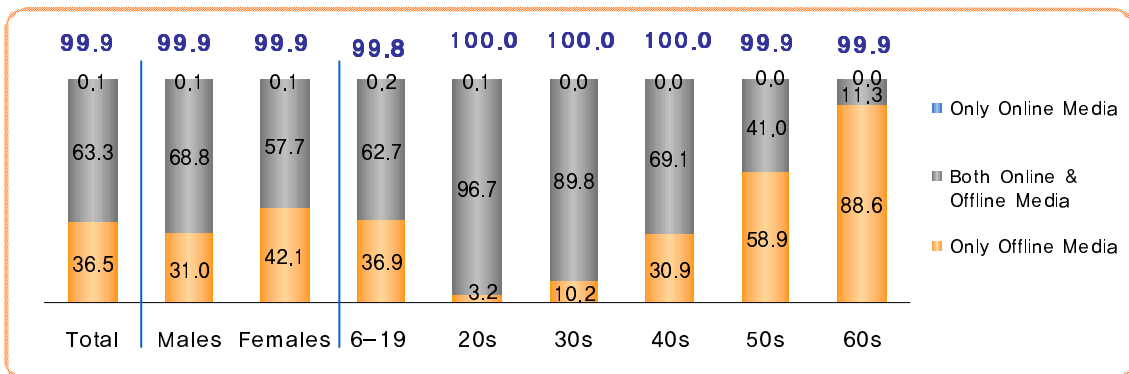
**Two-thirds of population ages 6 and over are Internet media Users**

- ▶ Almost all of the population ages 6 and over(99.9%) use at least one of the five media(TV, radio, newspaper, movie and magazine/book) through on-offline, while 99.8% use them through offline('use only offline media' 36.5%, 'use both online & offline media' 63.3%), and 63.4% are 'Internet media users' who use them through online('use only online media' 0.1%, 'use both online & offline media' 63.3%).
- ▶ More females(42.1%) than males(31.0%) use only offline media. By age, excluding those ages 6-19(36.9%), overall the older users tend to use only offline media.

[Fig 1. On-Offline Media Usage-Population ages 6 and over]



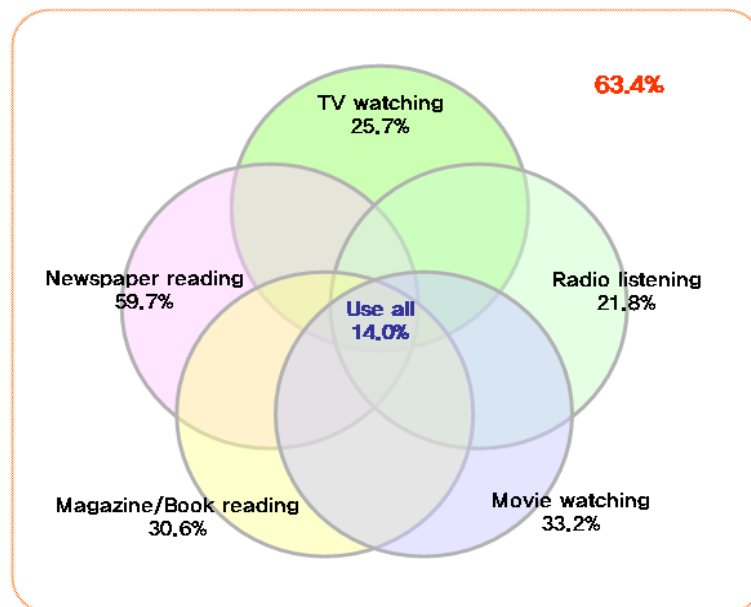
[Fig 2. On-Offline Media Usage by Gender and Age(%)—Population ages 6 and over]



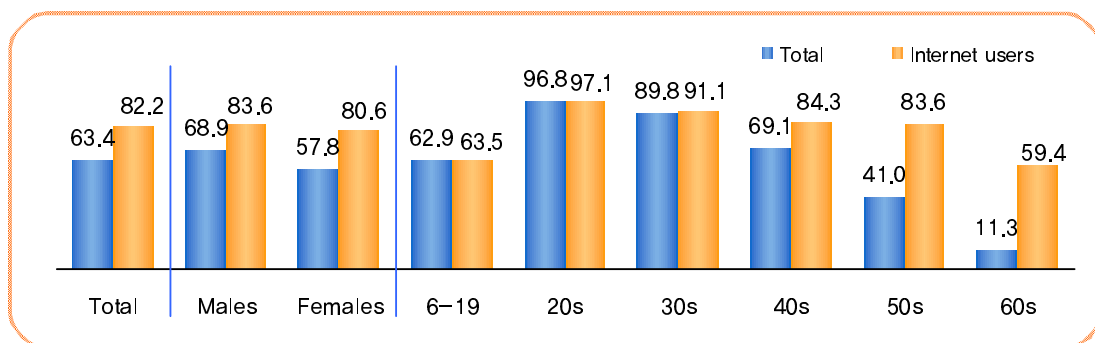


- ▶ Meanwhile, out of 'Internet media users(63.4%, or 82.2% of Internet users)' who use at least one of the five media through online, 59.7% use 'online newspaper', 33.2% for 'online movie', 30.6% for 'online magazine/book' and 25.7% for 'online TV', and while active Internet media users who use all of the five media account for 14.0%.
- ▶ Internet media usage rate of males(68.9%) is slightly higher than females(57.8%). By age, the youth and the middle-aged(the 20s 96.8%, 30s 89.8%, the 40s 69.1%) show relatively higher usage.
- For Internet users, there is little difference by gender(males 83.6%, females 80.6%) in Internet media usage rate, and by age, over 80% of the 20s–50s use Internet media.

[Fig 3. Internet Media Usage–Population ages 6 and over]



[Fig 4. Internet Media Usage by Gender and Age(%)–Population ages 6 and over]





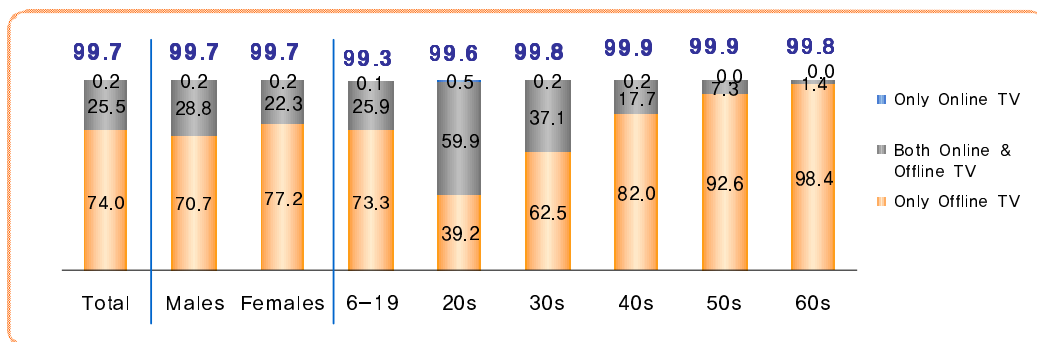
## 2. On-Offline TV Watching



### Almost all of population ages 6 and over watch On-Offline TV

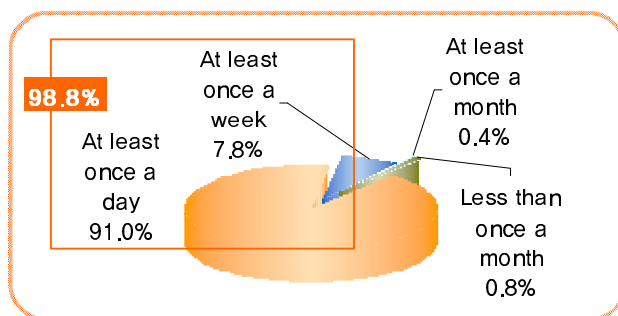
- ▶ Out of the population ages 6 and over, 99.7% watch TV through on-offline. Those who watch TV through offline('watch only offline TV' 74.0%, 'watch both online & offline TV' 25.5%) account for 99.5%, and 25.7% watch TV through online('watch only online TV' 0.2%, 'watch both online & offline TV' 25.5%).
- ▶ There is little difference in on-offline TV watching by gender and age. For watching both online and offline TV, the usage rate of males(28.8%) is slightly higher than females (22.3%), and by age, the 20s ranks highest with 59.9%, followed by the 30s(37.1%), those ages 6-19(25.9%) and the 40s(17.7%).

[Fig 5. On-Offline TV Watching(%)—Population ages 6 and over]

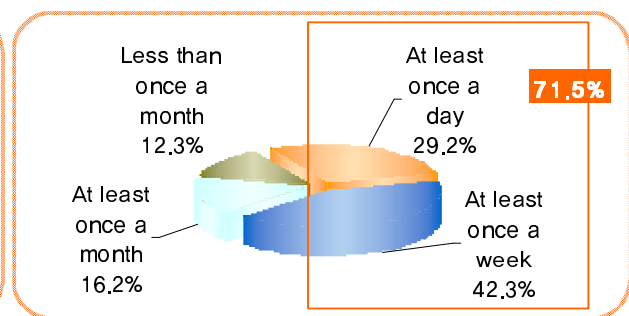


- ▶ Almost all of offline TV watchers(98.8%) use offline TV more than once a week('at least once a day' 91.0%, 'at least once a week' 7.8%), while 71.5% of online TV watchers access online TV more than once a week('at least once a day' 29.2%, 'at least once a week' 42.3%).

[Fig 6. Offline TV Watching Frequency  
—Offline TV watchers]



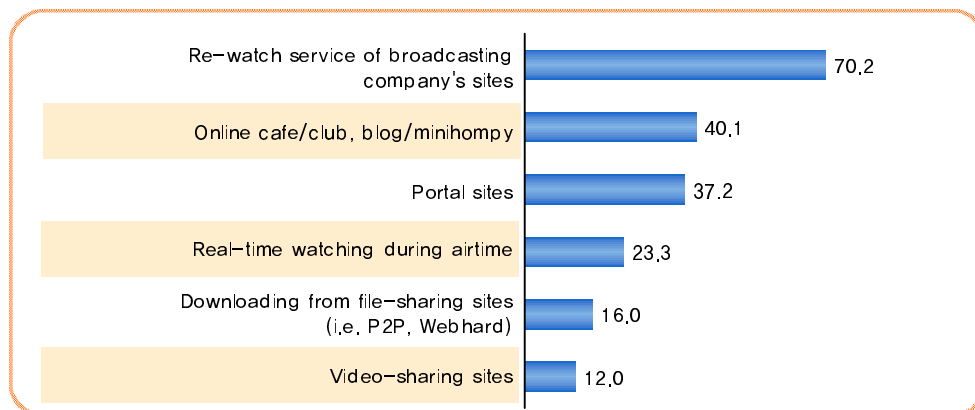
[Fig 7. Online TV Watching Frequency  
—Online TV watchers]





- Out of those who watch online TV, 70.2% use 'Re-watch service of broadcasting company's sites', while over 30% watch online TV through 'Online cafe/club, blog/mini hompy(40.1%)', 'Portal sites(37.2%)' and 23.3% for 'Real-time watching during airtime'.

[Fig 8. Methods of Watching Online TV(multiple responses, %)-Online TV watchers]



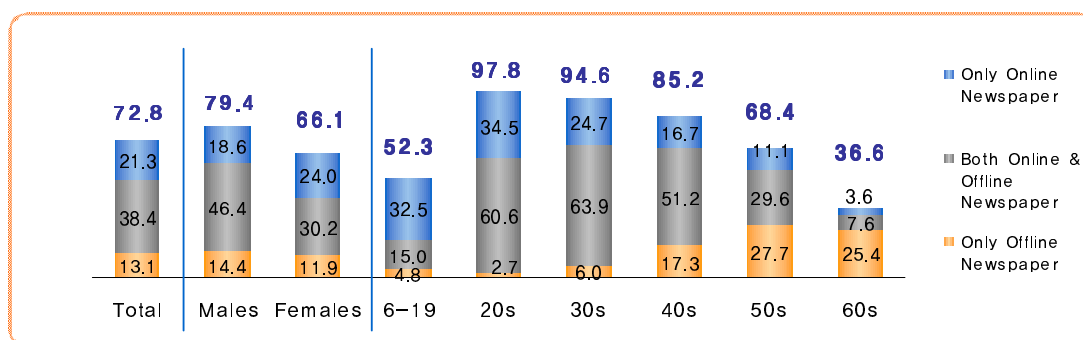
### 3. On-Offline Newspaper Reading



Three-fifths of population ages 6 and over read online newspaper

- Out of the population ages 6 and over, 72.8% read on-offline newspaper, while 59.7% read newspaper through online('read only online newspaper' 21.3%, 'read both online & offline newspaper' 38.4%) and 51.5% are offline newspaper readers('read only offline newspaper' 13.1%, 'read both online & offline newspaper' 38.4%).
- More males(65.0%) than females(54.2%) read online newspaper. By age, the 20s ranks highest in reading online newspaper with 95.1%(34.5% for reading only online newspaper), followed by the 30s with 88.6% and the 40s with 67.9%.

[Fig 9. On-Offline Newspaper Reading(%) -Population ages 6 and over]

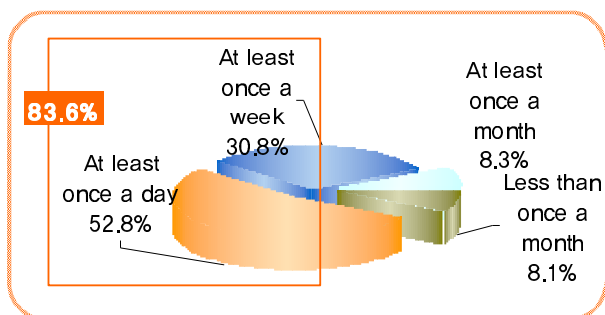




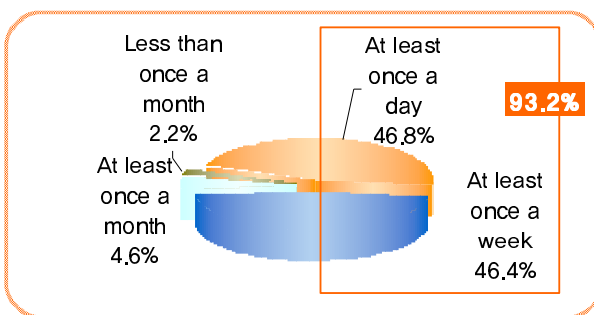


- Four-fifths of offline newspaper readers(83.6%) tend to read newspaper offline more than once a week('At least once a day' 52.8%, 'At least once a week' 30.8%), while 93.2% of online newspaper readers access online newspaper more than once a week('At least once a day' 46.8%, 'At least once a week' 46.4%).

[Fig 10. Offline Newspaper Reading Frequency  
-Offline newspaper readers]



[Fig 11. Online Newspaper Reading Frequency  
-Online newspaper readers]



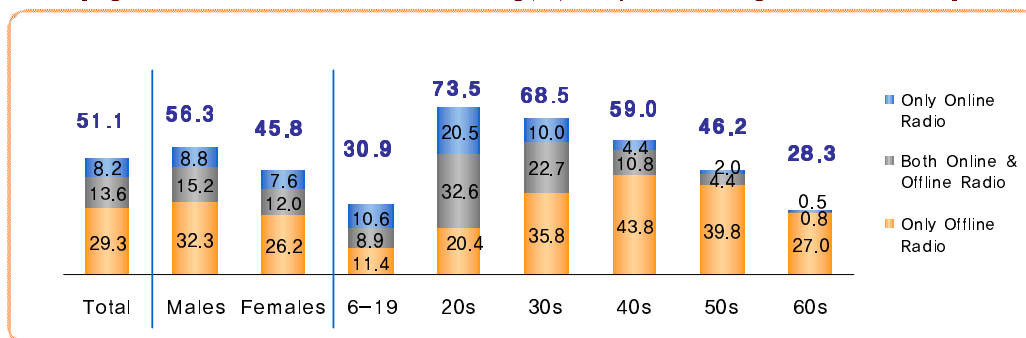
## 4. On-Offline Radio Listening



### Half of population ages 6 and over listen to On-Offline radio

- One half of the population ages 6 and over(51.1%) listen to the radio through on-offline. The rate of those who listen to the offline radio('listen only offline radio' 29.3%, 'listen both online & offline radio' 13.6%) is 42.9%, and 21.8% for using the online radio('listen only online radio' 8.2%, 'listen both online & offline radio' 13.6%).
- Online radio usage rate of males(24.0%) is slightly higher than females(19.6%), and by age, the rate of the 20s is highest with 53.1%, followed by the 30s(32.7%), those ages 6-19(19.5%) and the 40s(15.2%).

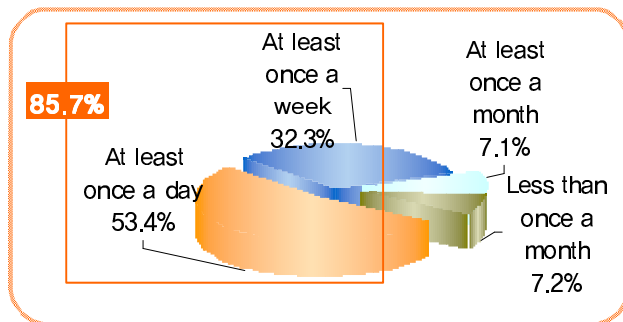
[Fig 12. On-Offline Radio Listening(%)-Population ages 6 and over]



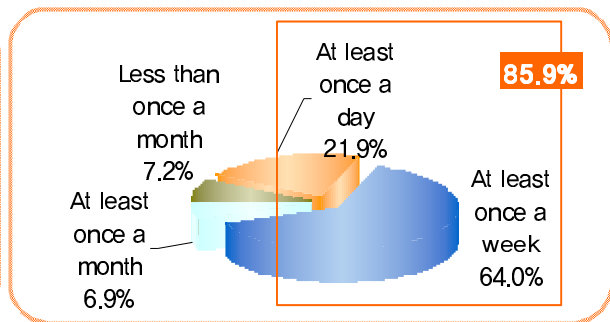


- Out of offline radio listeners, 85.7% listen to the radio offline more than once a week ('At least once a day' 53.4%, 'At least once a week' 32.3%), while 85.9% of online radio listeners access the radio online more than once a week ('At least once a day' 21.9%, 'At least once a week' 64.0%).

[Fig 13. Offline Radio Listening Frequency  
–Offline radio listeners]

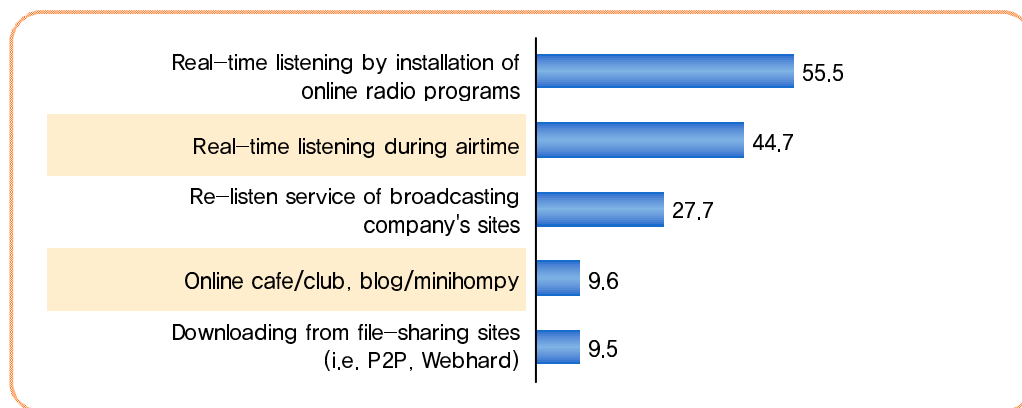


[Fig 14. Online Radio Listening Frequency  
–Online radio listeners]



- For online radio listeners, the rate of those who listen to the radio online through 'Real-time listening by the installation of online radio programs' is 55.5%, and 44.7% for 'Real-time listening during airtime', 27.7% for using 'Re-listen service of broadcasting company's sites'.

[Fig 15. Methods of Listening to Online Radio(multiple responses, %)-Online radio listeners]





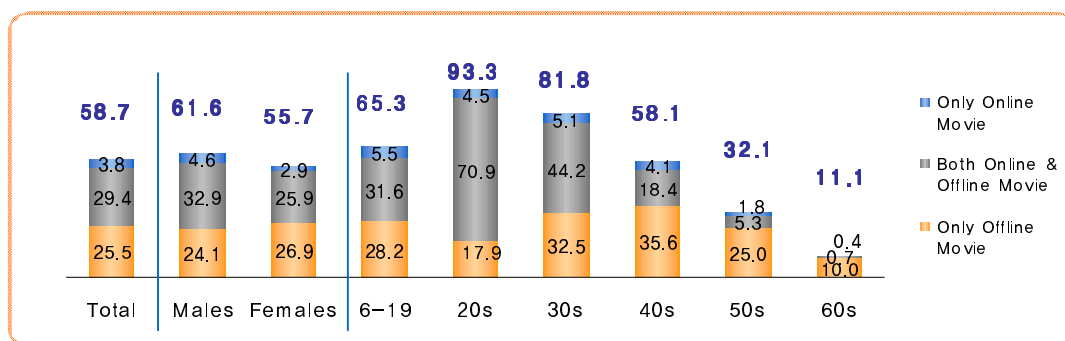
## 5. On-Offline Movie Watching



### One-third of population ages 6 and over watch online movie

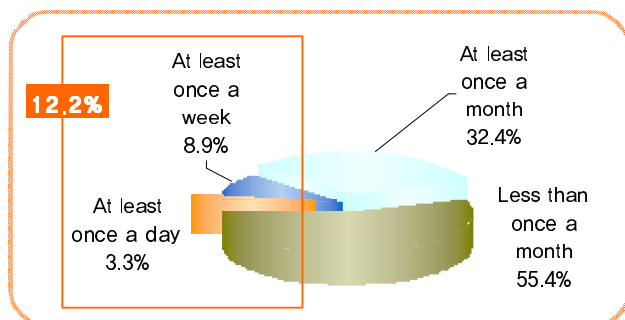
- Out of the population ages 6 and over, 58.7% watch movies through on-offline, while 54.9% watch movies offline('watch only offline movie' 25.5%, 'watch both online & offline movie' 29.4%), and 33.2% are online movie watchers('watch only online movie' 3.8%, 'watch both online & offline movie' 29.4%).
- More males(37.5%) than females(28.8%) watch movies through online. By age, the 20s ranks highest(75.4%), followed by the 30(49.3%), those ages 6-19(37.1%) and the 40s(22.5%).

[Fig 16. On-Offline Movie Watching(%)—Population ages 6 and over]

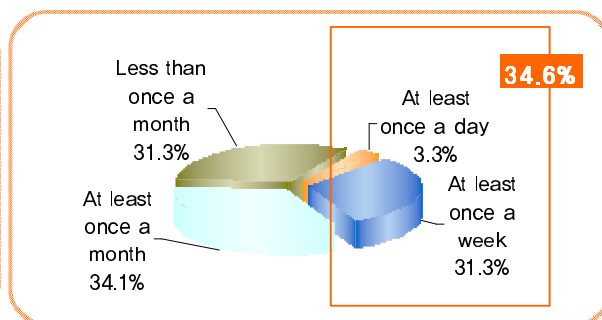


- Among the offline movie watchers, 12.2% go to the movies more than once a week('At least once a day' 3.3%, 'At least once a week' 8.9%), while 34.6% of online movie watchers use online movie more than once a week('At least once a day' 3.3%, 'At least once a week' 31.3%).

[Fig 17. Offline Movie Watching Frequency —Offline movie watchers]



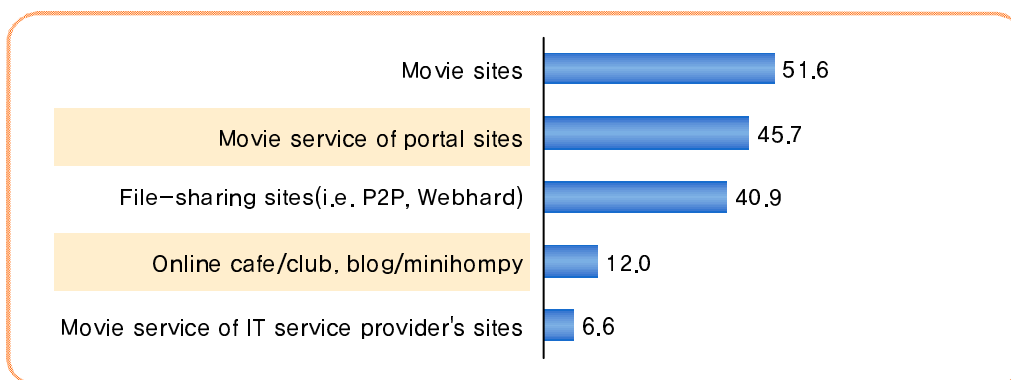
[Fig 18. Online Movie Watching Frequency —Online movie watchers]





- ▶ A half of online movie watchers(51.6%) access online movie through 'Movie sites', while those who use 'Movie service of portal sites' and 'File-sharing sites(i.e. P2P, Webhard)' account for 45.7% and 40.9%, respectively.

[Fig 19. Methods of Watching Online Movie(multiple responses, %)-Online movie watchers]



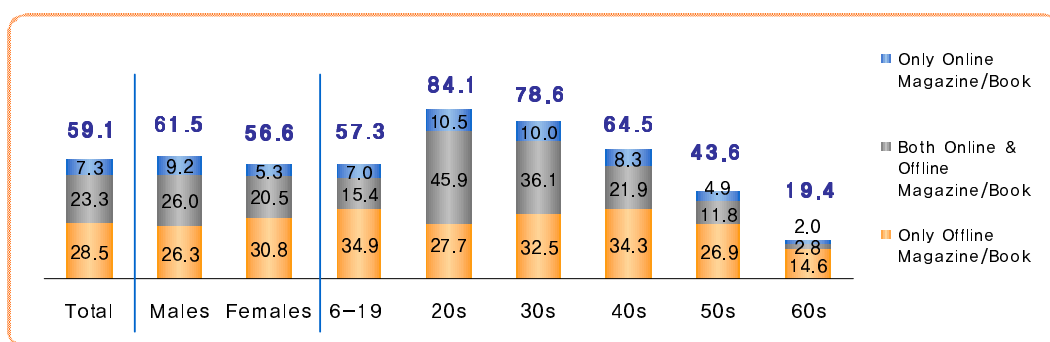
## 6. On-Offline Magazine/Book Reading



Three-fifths of population ages 6 and over read on-offline magazine/book

- ▶ Three-fifths of the population ages 6 and over(59.1%) read magazine/book through on-offline. The rate of those who read magazine/book offline('read only offline magazine/book' 28.5%, 'read both online & offline magazine/book' 23.3%) is 51.8%, while 30.6% use online magazine/book('read only online magazine/book' 7.3%, 'read both online & offline magazine/book' 23.3%).
- ▶ Online magazine/book usage rate of males(35.2%) is higher than females(25.8%), by age, the rate of the 20s is 56.4%, 46.1% for the 30s, 30.2% for the 40s and 22.4% for those ages 6-19.

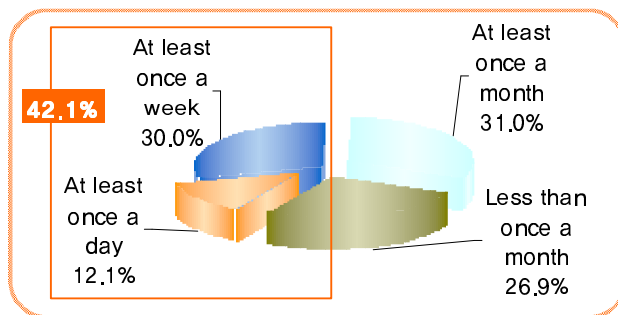
[Fig 20. On-Offline Magazine/Book Reading(%) -Population ages 6 and over]



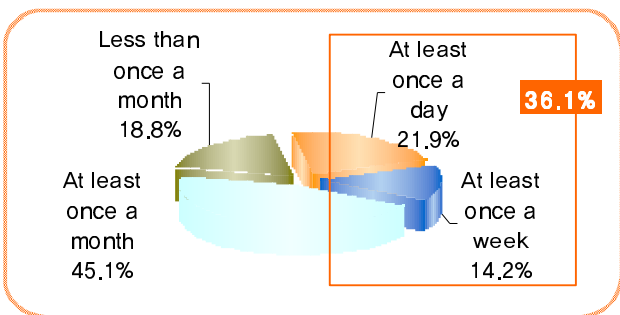


- Two-fifths of offline magazine/book readers(42.1%) access magazine/book offline more than once a week('At least once a day' 12.1%, 'At least once a week' 30.0%), while 36.1% of online readers use online magazine/book more than once a week('At least once a day' 21.9%, 'At least once a week' 14.2%).

[Fig 21. Offline Magazine/book Reading Frequency  
-Offline Magazine/book readers]



[Fig 22. Online Magazine/book Reading Frequency  
-Online Magazine/book readers]





## Appendix 2. File-sharing Service Usage

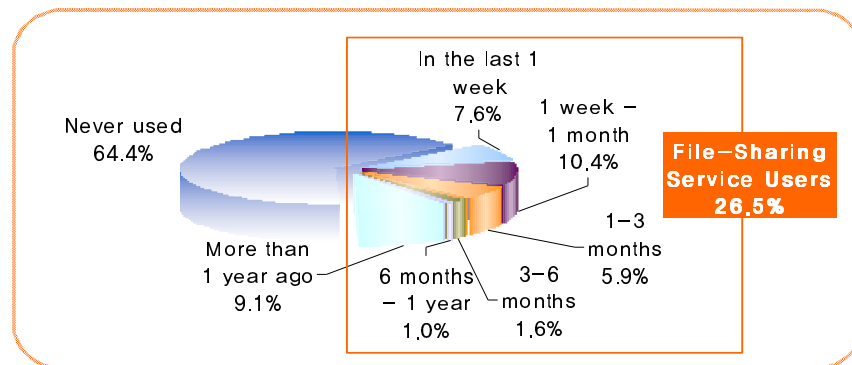
### 1. File-Sharing Service Usage Rate



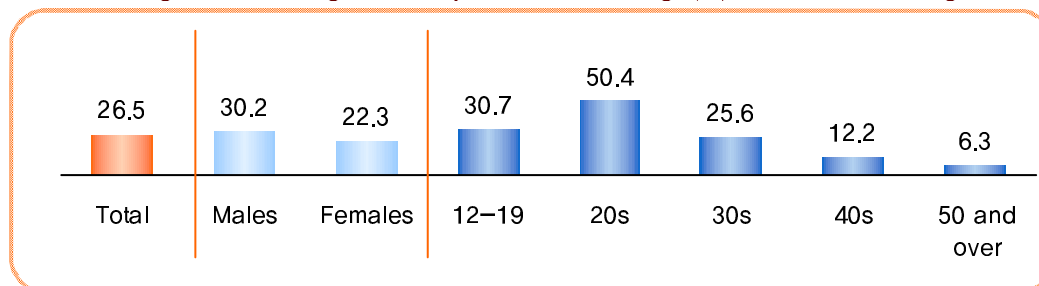
**One-fourth of Internet users are file-sharing service users**

- One-fourth of the Internet users ages 12 and over(26.5%) are file-sharing service(i.e. P2P, Webhard) users. More males(30.2%) than females(22.3%) use file-sharing service, by age, the 20s ranks highest with 50.4%, followed by those ages 12-19(30.7%), the 30s(25.6%) and the 40s(12.2%).
- Meanwhile, all of file-sharing service users(100%) download files, while 67.5% upload files through file-sharing service.

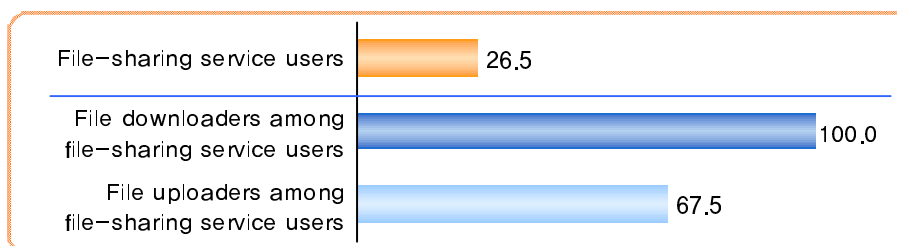
[Fig 23. File-sharing Service Usage Rate(%)–Internet users ages 12 and over]



[Fig 24. File-Sharing Service Usage Rate by Gender and Age(%)–Internet users ages 12 and over]



[Fig 25. File-Sharing Service Usage(%)–Internet users ages 12 and over]





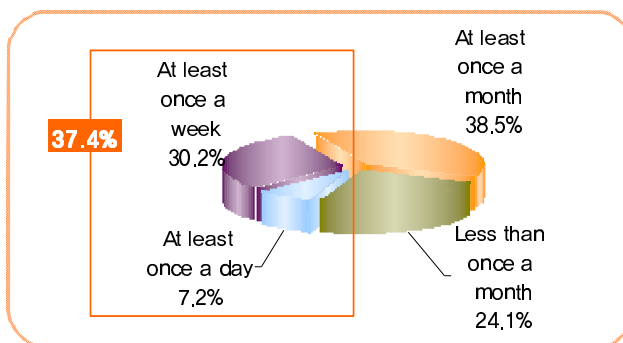
## 2. File Download and Upload Frequency



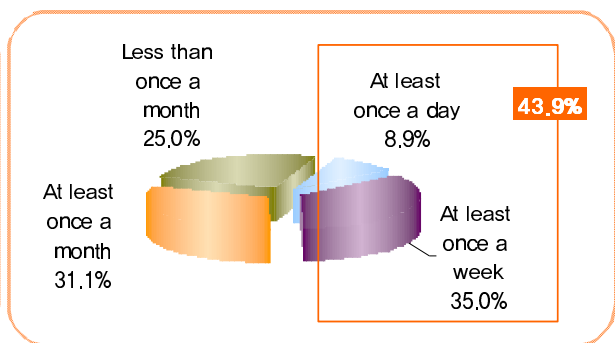
**Two-thirds(37.4%) download files more than once a week**

- Two-thirds of File-sharing service users(37.4%) download files more than once a week ('At least once a day' 7.2%, 'At least once a week' 30.2%), while 43.9% of file uploaders among file-sharing service users upload files more than once a week('At least once a day' 8.9%, 'At least once a week' 35.0%).

[Fig 26. File Download Frequency  
-File-sharing service users]



[Fig 27. File Upload Frequency  
-File uploaders among File-sharing service users]



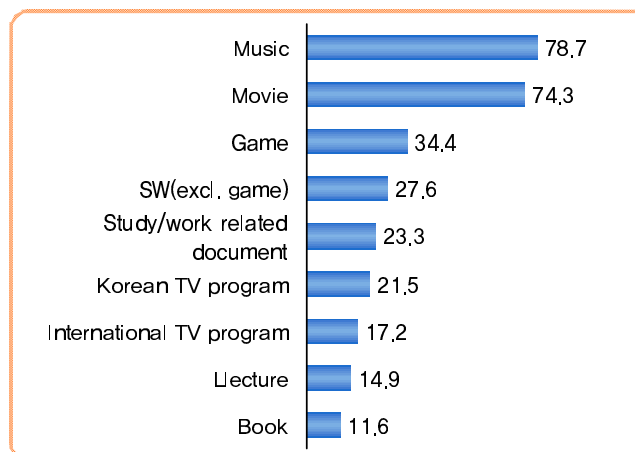
## 3. Type of Mainly Used File



**Mainly Use Music(78.7%) or Movie(74.3%) file**

- File types which file-sharing service users mainly download or upload are 'Music(78.7%)' or 'Movie(74.3%)', followed by 'Game(34.4%)', 'Software(excl. game)(27.6%)', 'Study/work related document(23.3%)' and 'Korean TV program(21.5%)'.

[Fig 28. Types of Mainly Used File via File-Sharing Service(multiple responses, %)  
-File-sharing service users]





## 4. File-Sharing Service Usage Behavior and Perception



**Almost half(49.5%) think government needs to regulate file-sharing sites**

- ▶ Out of file-sharing service users, 50.0% and 44.1% responded that 'Purchasing music CDs or tapes' and 'Going to the movies' has decreased since using file-sharing service, respectively.
- ▶ Meanwhile, those who think 'It is illegal to use copyrighted files(e.g. music, movie, drama, publication) through file-sharing sites' account for 46.0%, while 49.5% responded 'The government needs to strengthen regulations to delete or monitor on the distribution of unauthorized copies, obscene contents'.

[Fig 29. File-Sharing Service Usage Behavior and Perception(%)—File-Sharing Service users]

