



• 4

~2002 ~

2002 7



---

---

[CESA ~2002 ~ 4 ]

---

---

[CESA 4 ~2002 ~] 가

[CESA 가 ] 2 1 4

, 3 가 가 .

[ADSL] 1 2 1 [ISDN 6,669 ] 2 ,  
ADSL [ (TTH)][ADSL]  
가 .

가

,  
]가 가 , 가 [

, 5 , .

가 .

가 가 , 가

. 가

		-----	i
		-----	ii
I.			
1.		-----	2
2.		-----	2
3.		-----	2
4.		-----	3
5.		-----	3
II.			
1.		(歴)-----	4
2.		-----	4
3.		-----	5
4.		-----	6
5.		-----	7
6.		-----	8
7.		-----	9
8.		-----	9
9.		-----	9
10.		-----	10
III.	/PHS		
1.		-----	12
2.		-----	13
3.	1	-----	13
4.		-----	14
5.	/PHS	-----	16
6.		-----	17
7.		-----	18
8.		-----	19
9.		-----	19
10.		-----	20
11.	3	-----	23
12.	/	-----	23
IV. PDA			
1.	PDA	-----	24
2.		-----	25

3.	가	-----	26
4.		-----	26
5.		-----	27
V. 가			
1.		-----	29
2.		-----	30
3.	/	-----	31
4.		-----	33
5.		-----	34
6.		-----	35
7.		-----	36
8.		-----	37
9.		-----	38
10.	/	-----	39
11.		-----	40
12.		-----	41
13.	( 1 )	-----	42
14.		-----	43
VI.			
1.		-----	44
2.		-----	45
3.		-----	46
4.		-----	47
VII.			
1.		-----	48
2.	1	-----	49
3.		-----	49
4.		-----	50
5.		-----	51
6.	가	-----	52
7.		-----	53
8.		-----	54
VIII.			
1		-----	55
		-----	56

---

1, :  
/ ( , ) , / , .  
가 ( /PHS 3 )

2. :  
(自記)

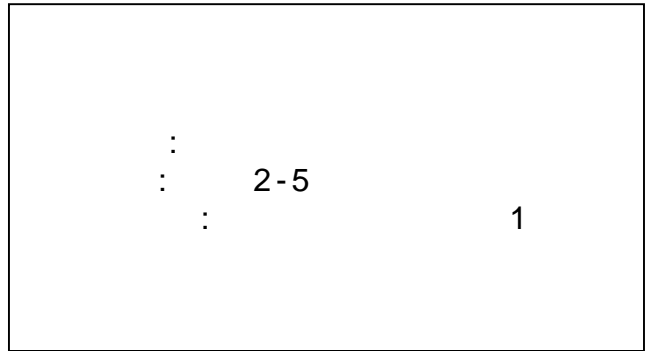
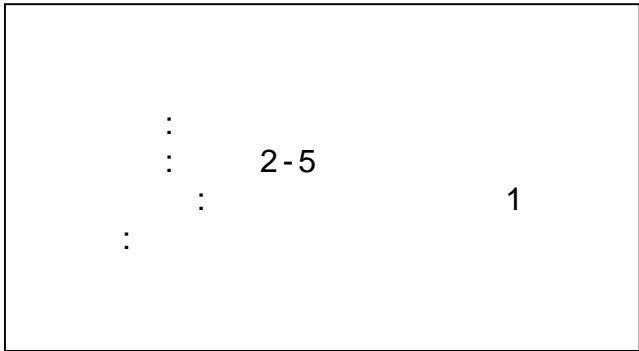
3. :  
(市場調査社) 가  
( 1 7 )

\* / 13 .

4. :  
2002 4 26 ( )~5 10 ( )

5. :  
6,669

6.     :     )



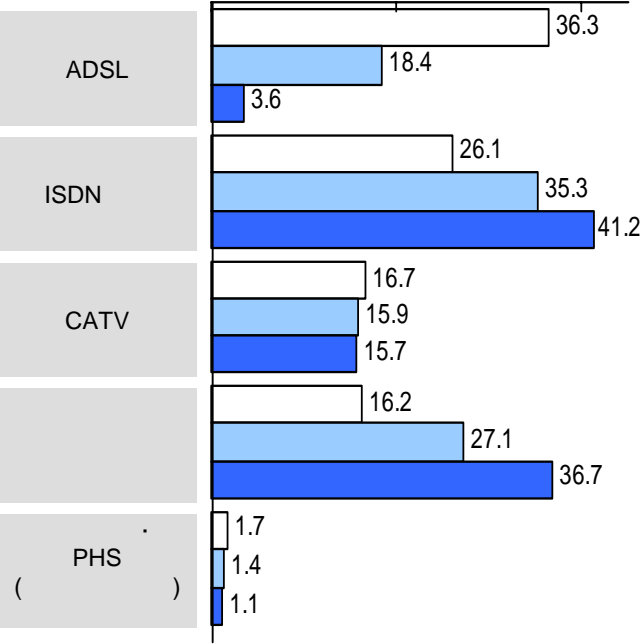
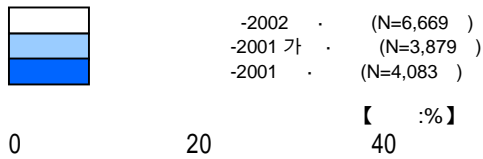
•     2000 11     1 , 2001 5     2 , 2001 11  
       3     .( [     2000가 ]  
 2001 ] [     2001가 ]     )  
   1 , 2 , 3     .

# ADSL 1

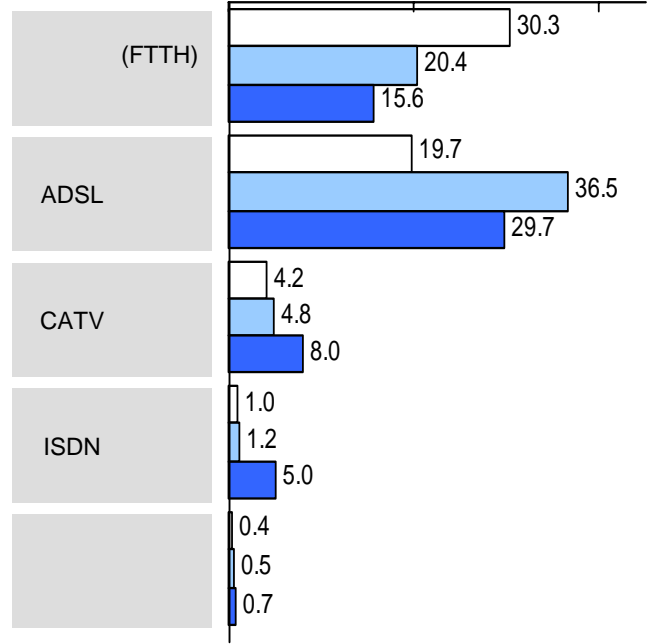
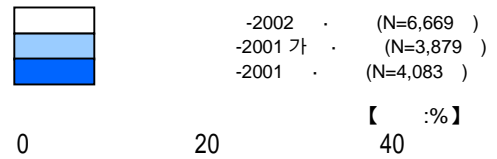
• 2 [ADSL] 1 [ISDN] (36.3%).  
 • [ (FTTH)] 가 .  
 • 100%, 80%.

( 5 )

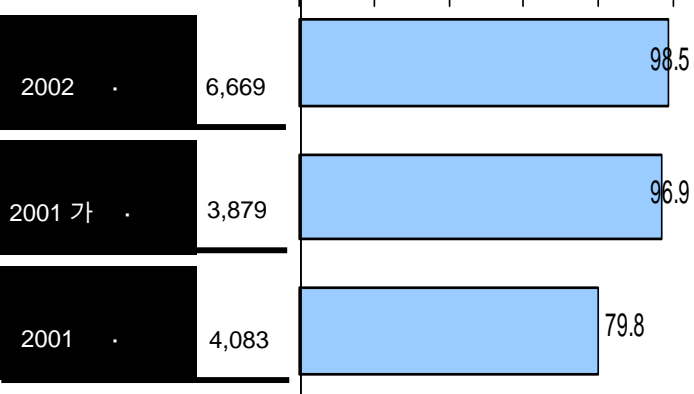
⑩ [ ->P8] ①



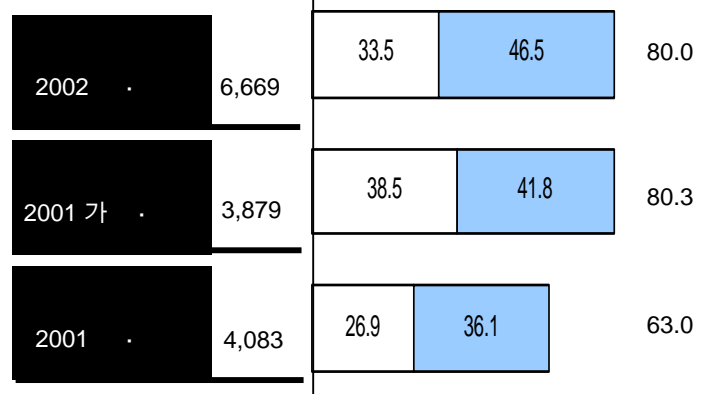
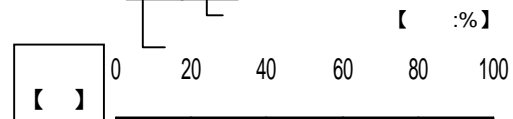
( 5 ) ⑩ [ ->P10] ①



[ ->P9] ①



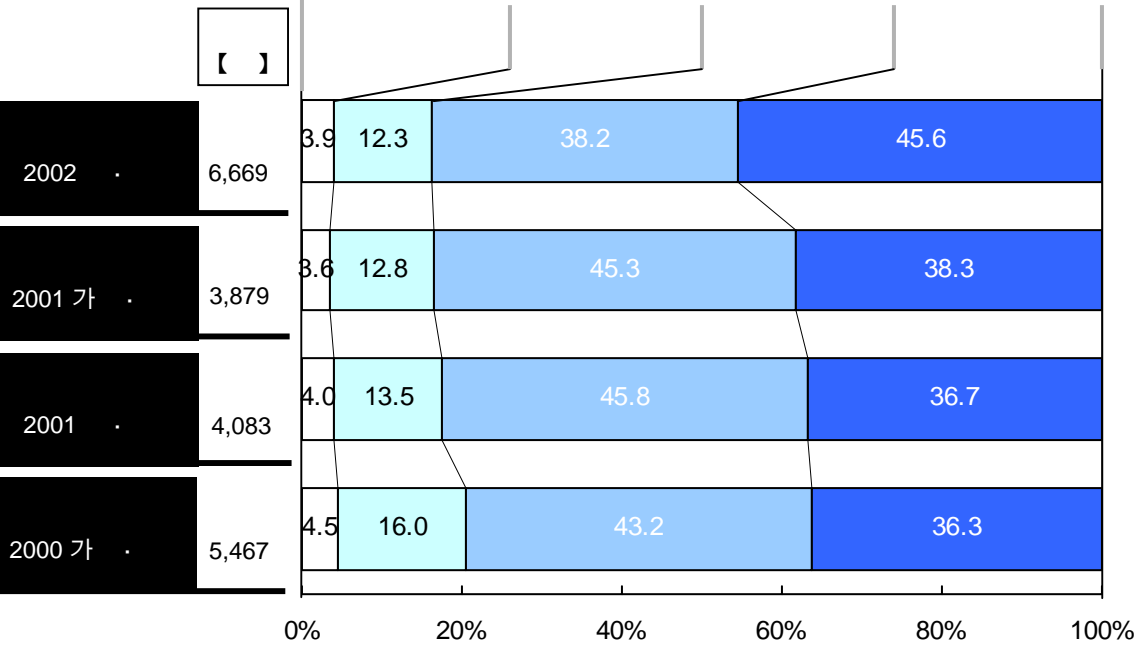
[ ->P9] ①



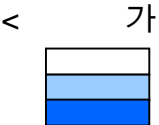
- 가 1 2000 가 10 가
- 가 3 ( 2, Xbox, ) 가

[ ->P29]

【 】

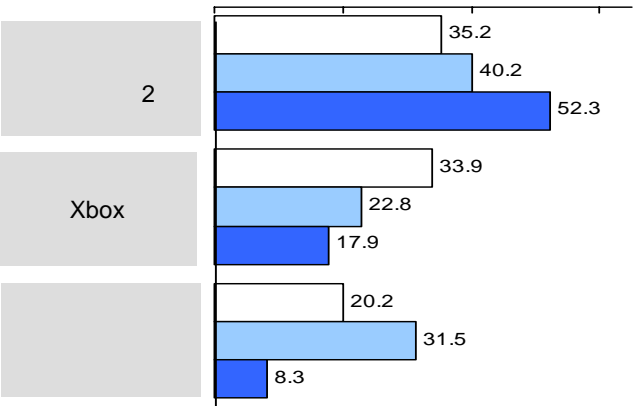


3 [ ->P33]



-2002 가 (N=3,629 )  
 -2001 가 (N=2,394 )  
 -2001 가 (N=2,581 )

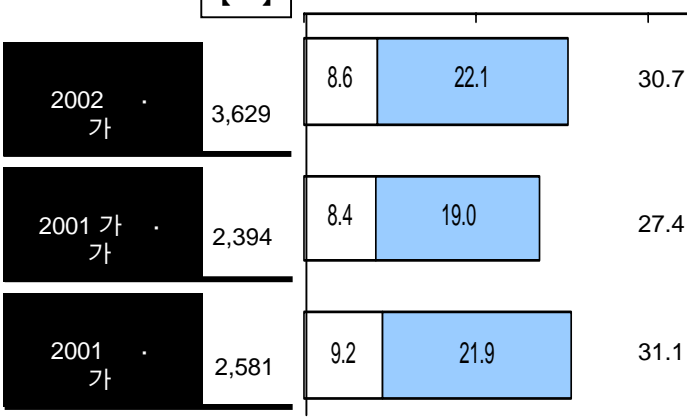
【 :%】



【 :%】

[ ->P34]

< 가

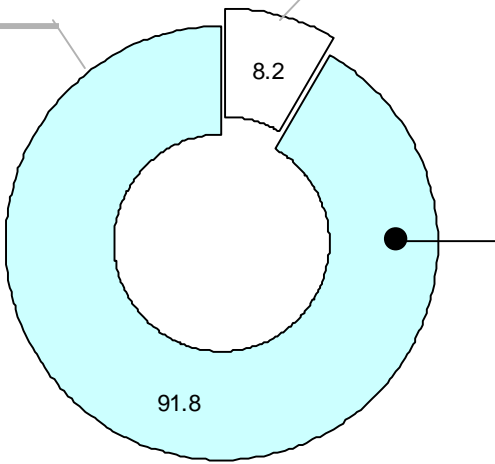




PDA 40%

- PDA 10% , 20% PDA
- 5 가 PDA ( [ 가 40% ] + [ ] )

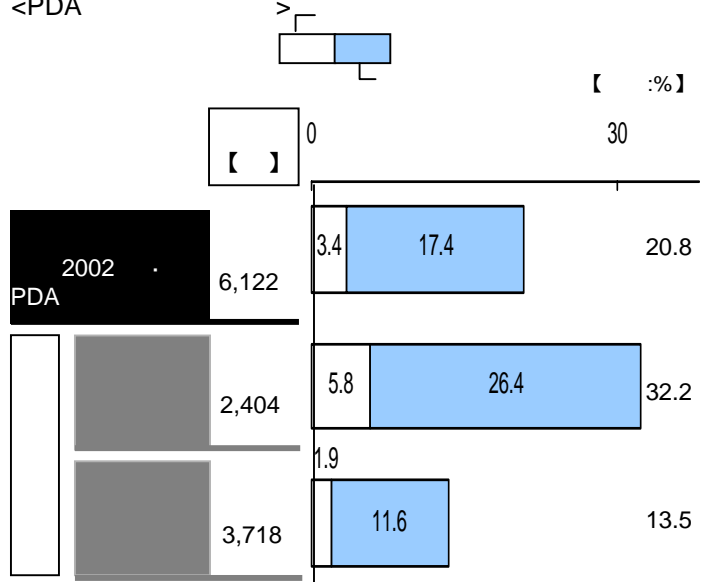
PDA [ ->P29]⓪



【 :%】

<PDA

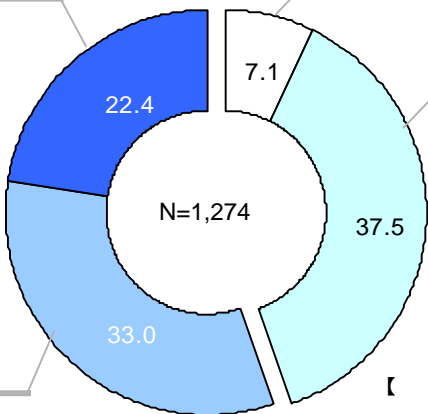
[ ->P24]⓪



【 :%】

[ ->P26]

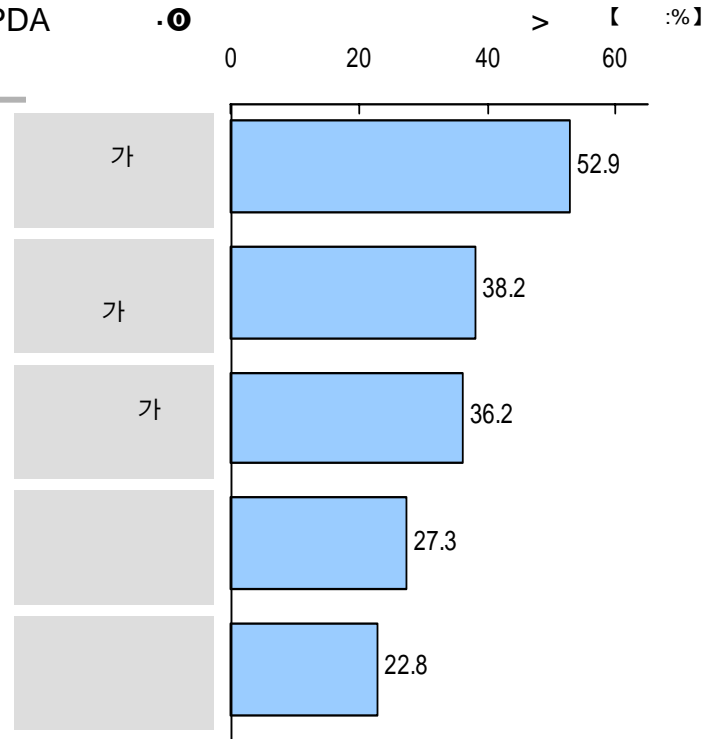
<PDA .⓪



【 :%】

<PDA .⓪

5 [ ->P27]



【 :%】

가

20%

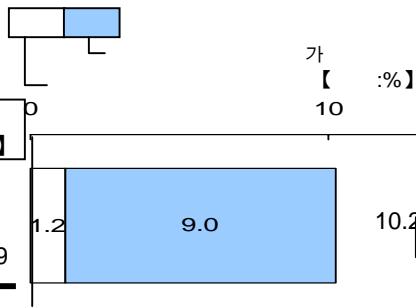
• 10% . 60%

[ 1 ] . 80% 가 가

• 가 [ ] 1 .

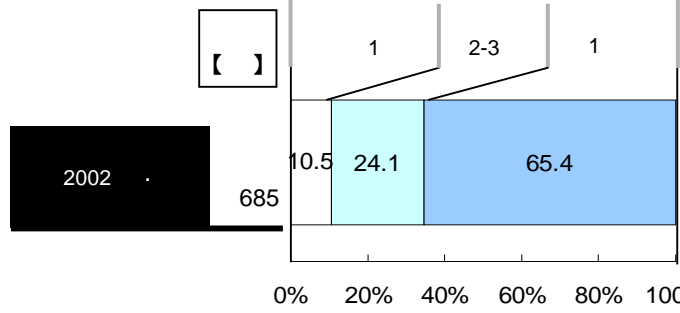
⑩ [ ->P48] ⑩

[ ->P48]



<

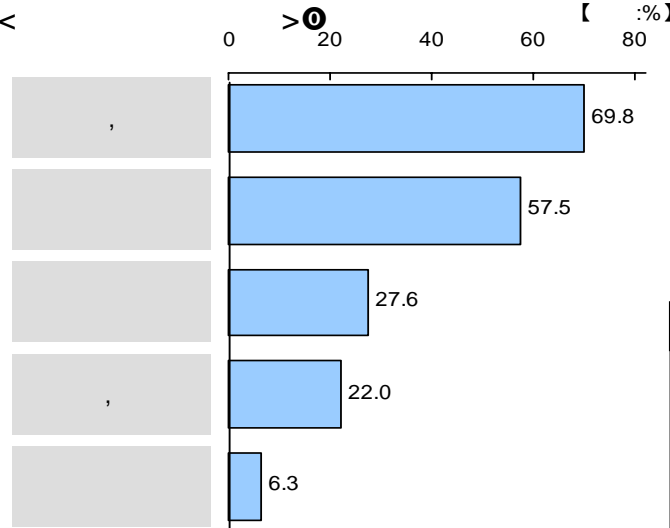
> ⑩



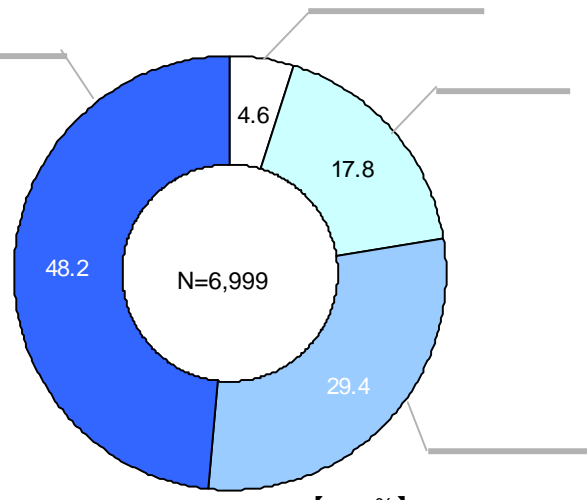
5 [ ->P50]

가

【 :%】

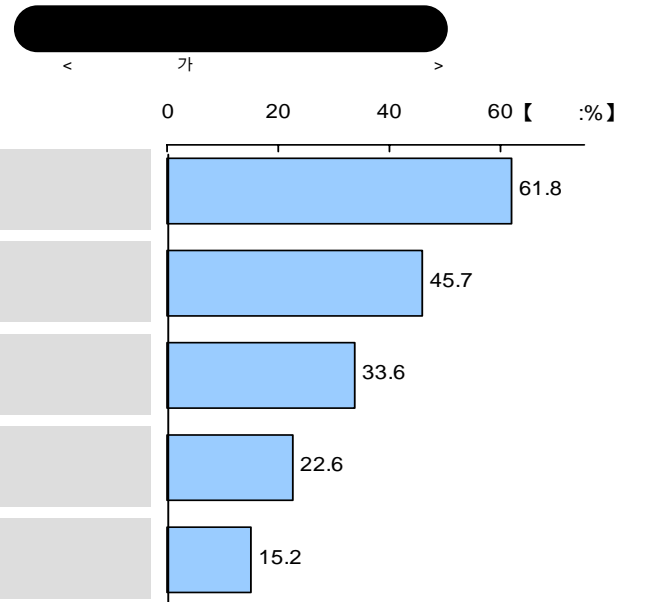
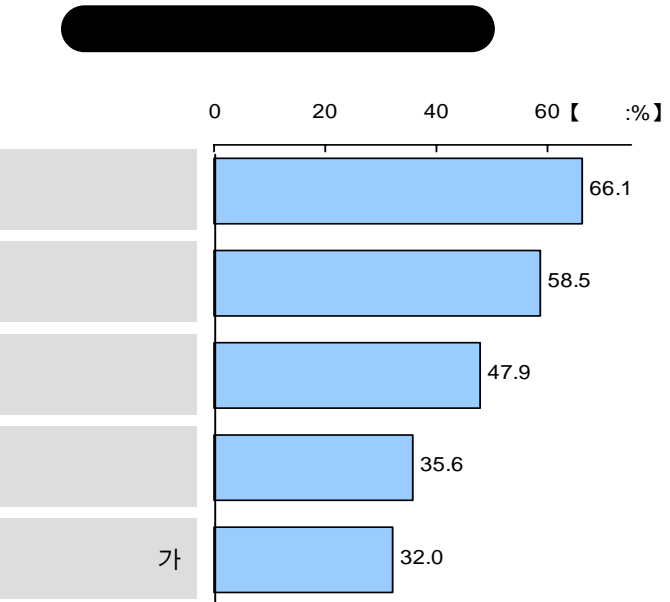


⑩ [ ->P53] ⑩



5 [ ->P55 · P55] ⑩

【 :%】



1

I.

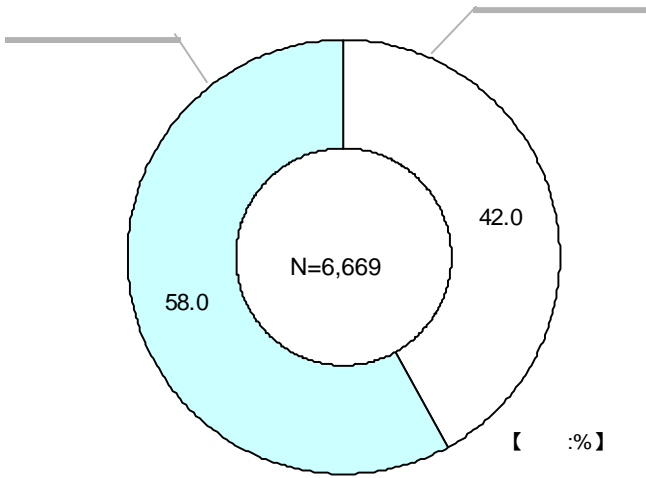
1.	-----	2
2.	-----	2
3.	-----	2
4.	-----	3
5.	-----	3

2

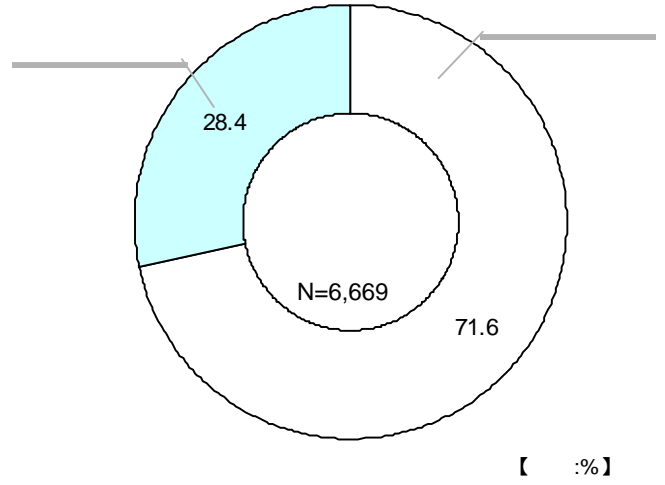
II.

1.		(歷)-----	4
2.		-----	4
3.		-----	5
4.	-----		6
5.		-----	7
6.		-----	8
7.		-----	9
8.		-----	9
9.		-----	9
10.		-----	10

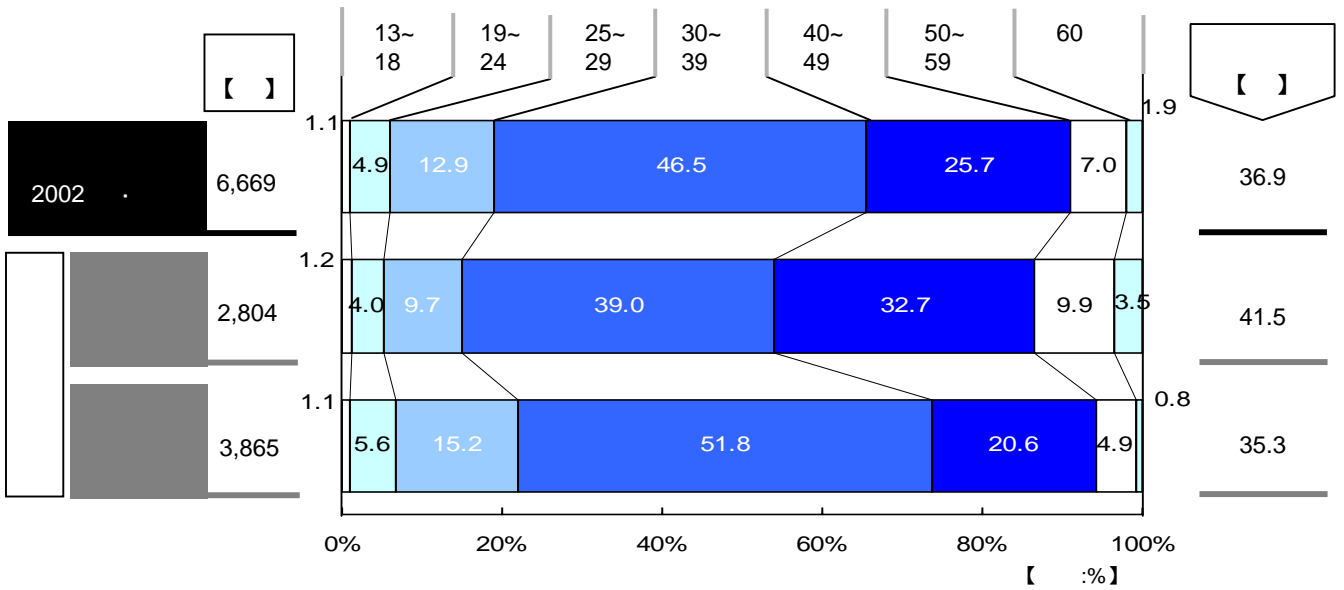
1.



2.

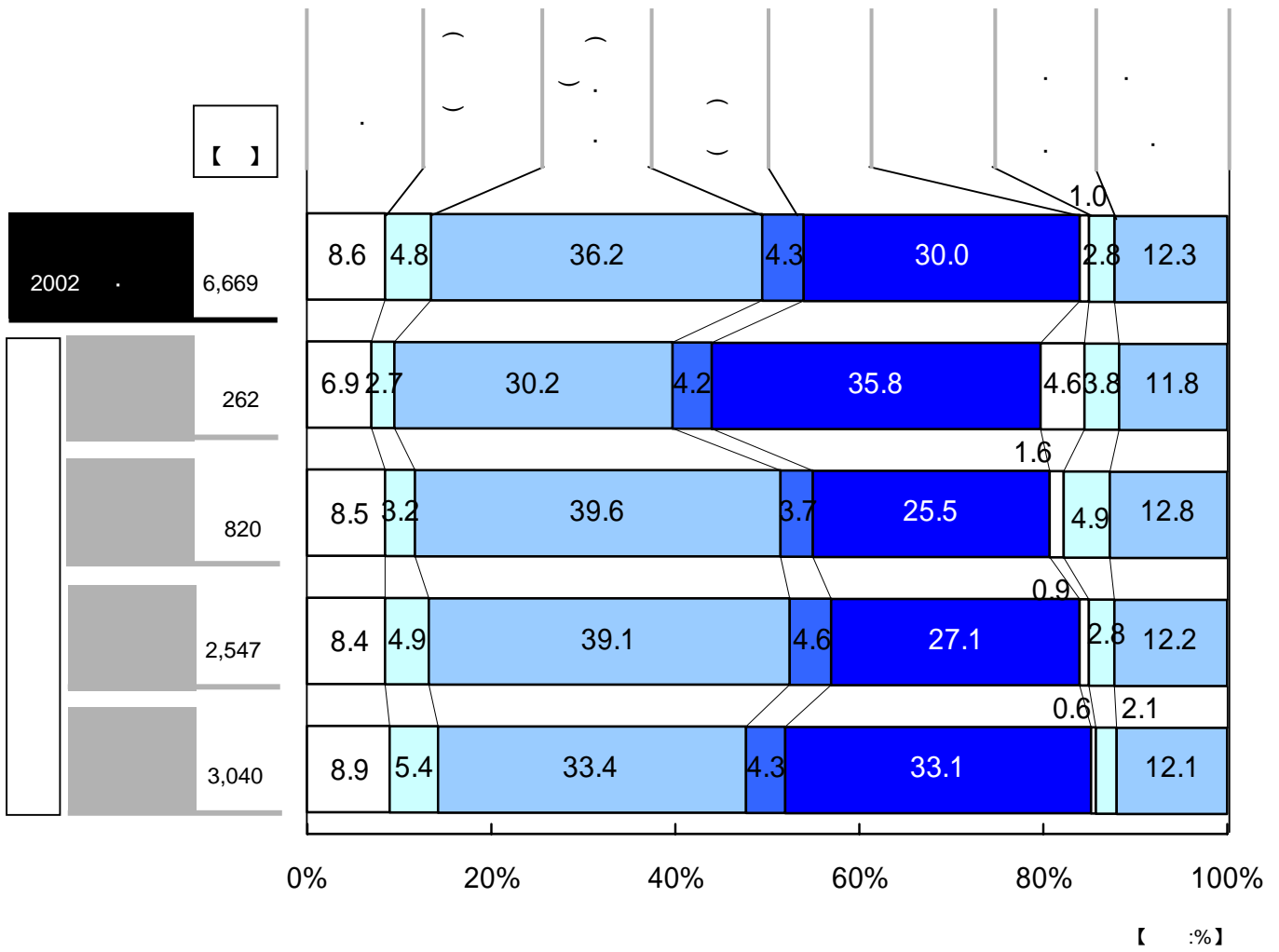


3.

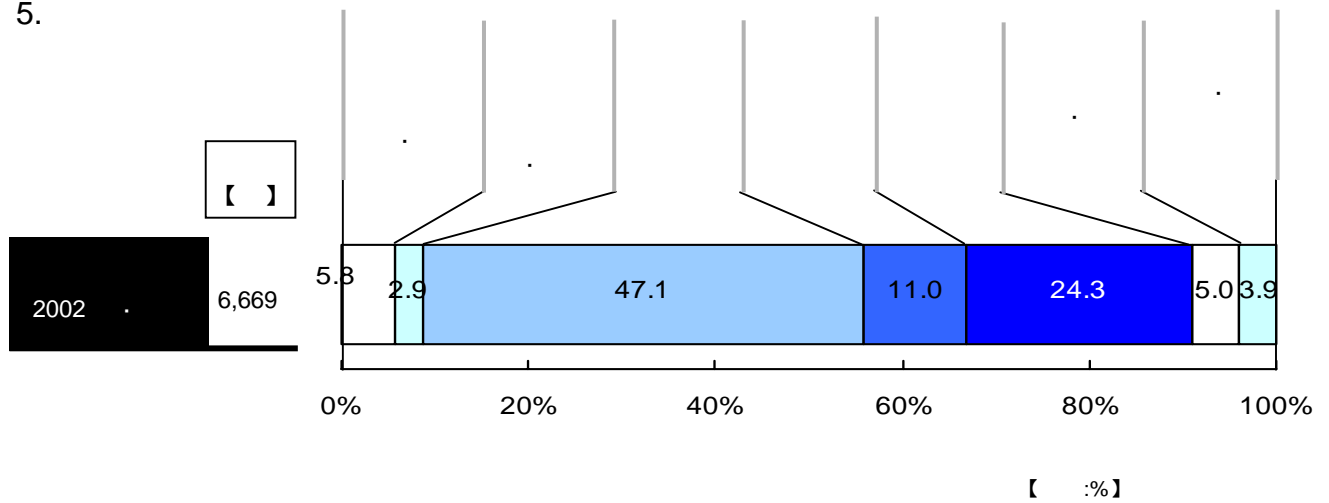


가 4:6 가 50% 가 30 , 36.9  
가 71.6% 가

4.

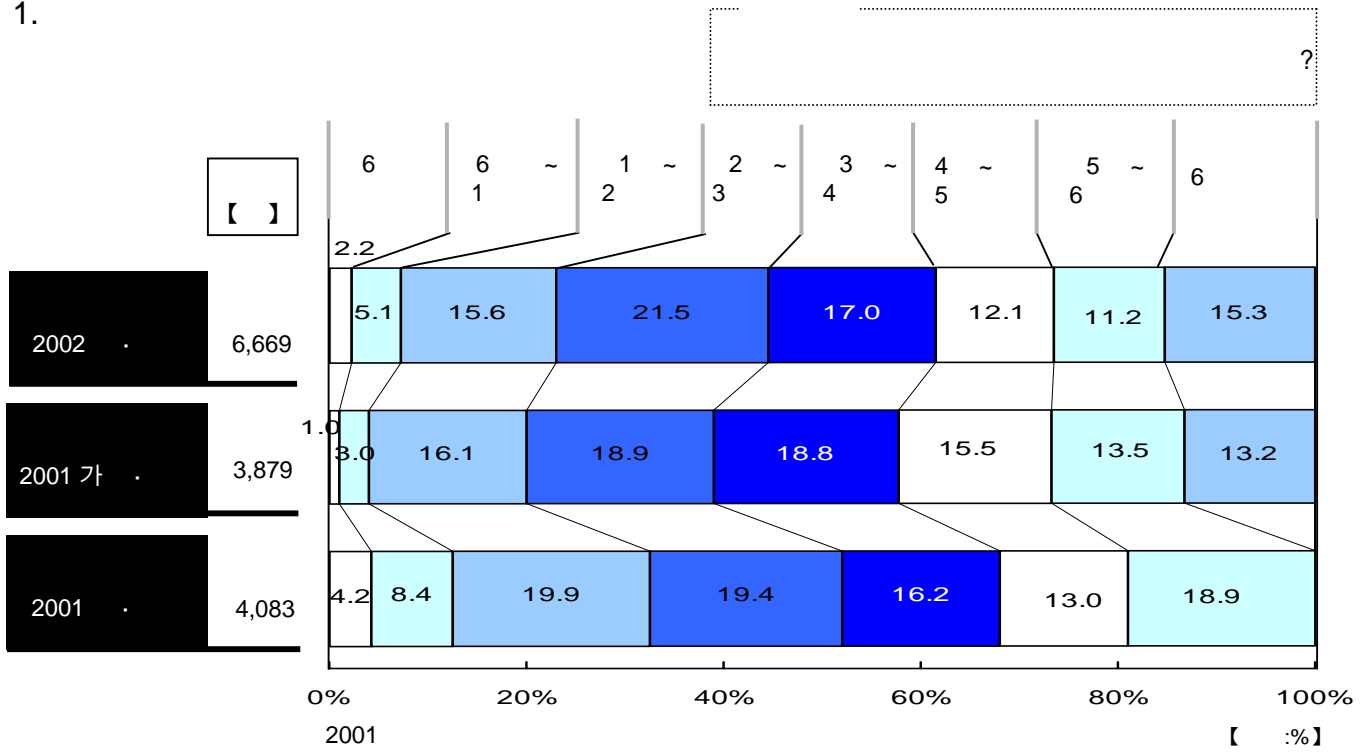


5.

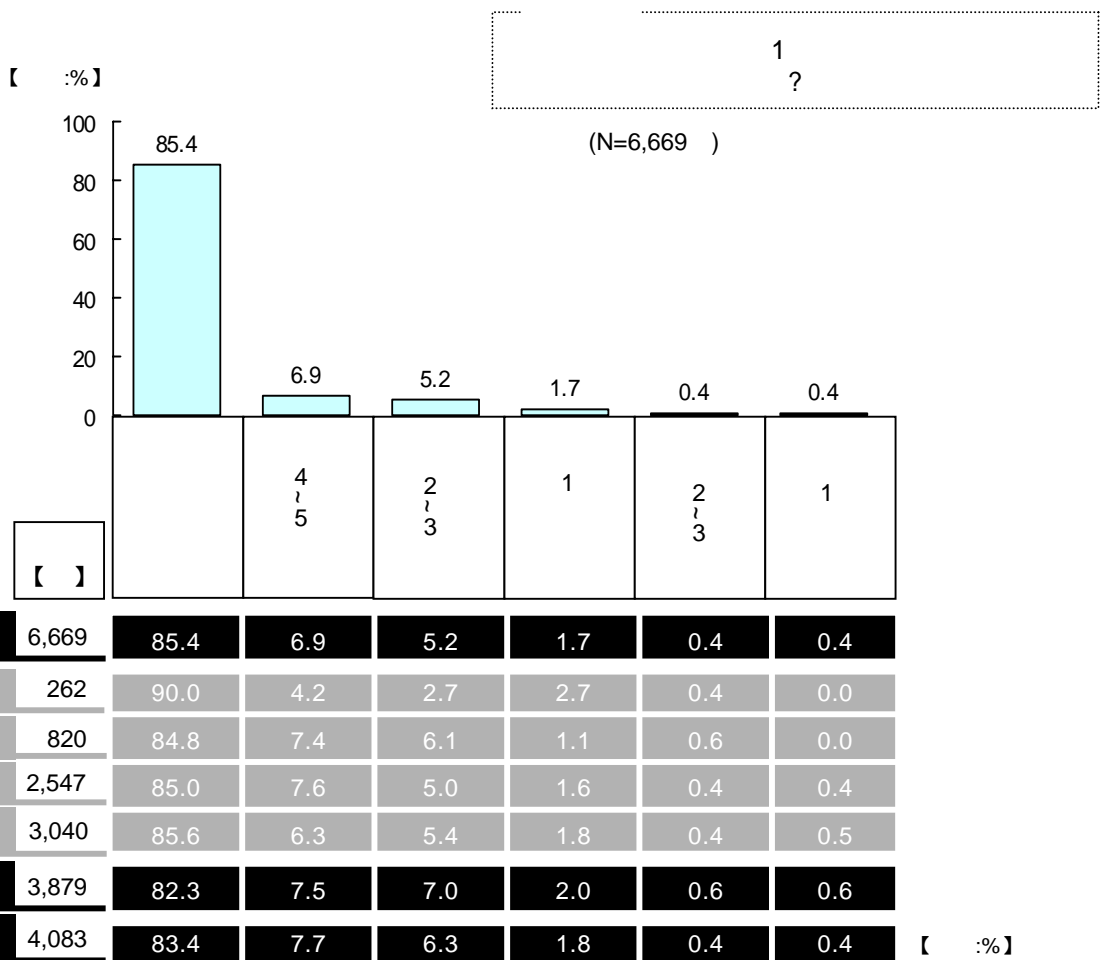


• [ ( 가 . . )](36.2%) [ ](30.0%)가 70% 가 . . .  
 • 3 80% [ ] 50% [ ]

1.



2.

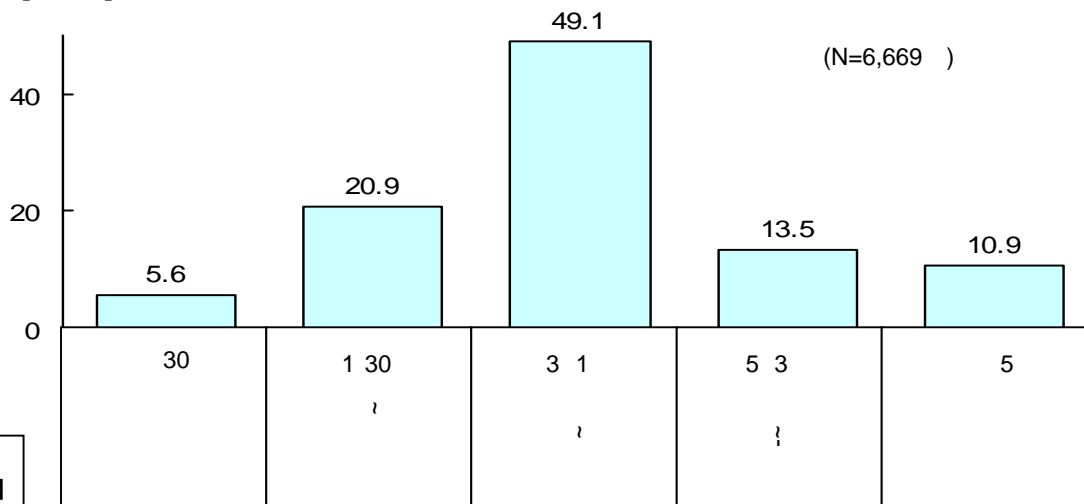


• [2-3 ] 가 21.5% .  
 • [ ] 85.4% , .

3.

1

【 :%】



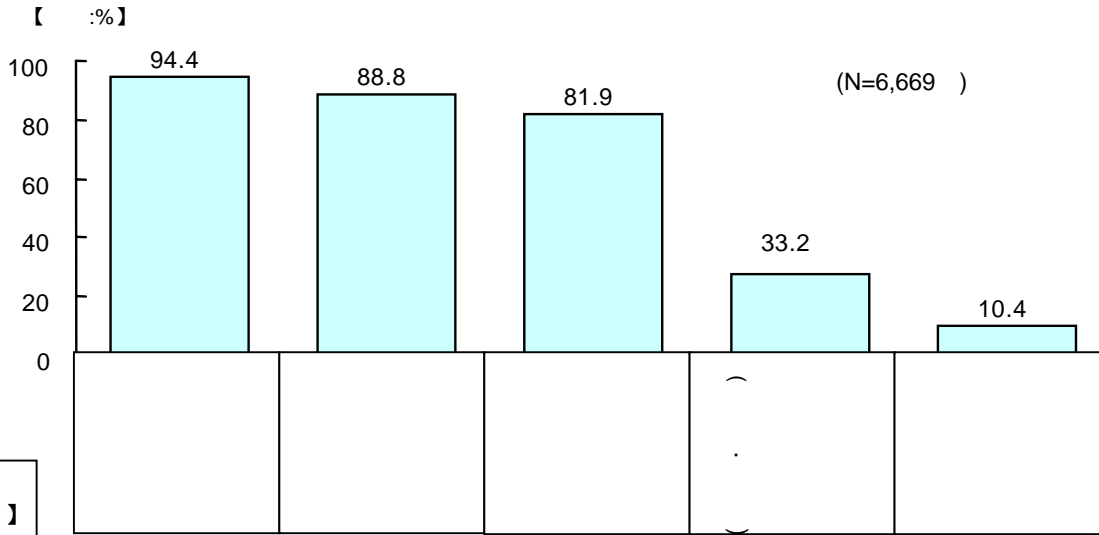
【 】

2002	6,669	5.6	20.9	49.1	13.5	10.9
	2,804	5.5	20.7	50.3	14.4	9.1
13~18	34	2.9	20.6	61.8	8.8	5.9
19~24	112	6.3	15.2	50.8	15.2	12.5
25~29	271	5.2	20.7	46.4	16.6	11.1
30~39	1,094	5.9	21.2	52.0	13.7	7.2
40~49	918	6.5	22.4	49.1	13.2	8.8
50	375	2.4	16.5	49.9	18.1	13.1
	3,865	5.6	21.0	48.3	12.9	12.2
13~18	41	4.9	17.1	63.3	9.8	4.9
19~24	216	4.2	19.4	49.1	17.6	9.7
25~29	589	7.8	21.9	46.9	12.9	10.5
30~39	2,004	6.3	22.1	47.0	12.4	12.2
40~49	795	3.3	19.0	52.1	12.3	13.3
50	220	3.2	18.6	47.2	15.5	15.5
	262	4.6	20.2	48.1	12.6	14.5
	820	4.1	19.8	49.0	15.4	11.7
	2,547	4.7	19.5	51.1	13.7	11.0
	3,040	6.8	22.4	47.6	13.0	10.2
2001 가	3,879	7.0	23.9	49.8	12.1	7.2

【 :%】

1 1 [1 ~3 ] 가 가 50% (69.1% -> 73.5%)

4.



2002		6,669	94.4	88.8	81.9	33.2	10.4
13~18		2,804	93.7	91.1	79.1	29.0	9.5
	13~18	34	97.1	85.3	70.6	52.9	0.0
	19~24	112	99.1	97.3	70.5	50.0	8.9
	25~29	271	96.7	93.4	72.7	46.1	10.3
	30~39	1,094	94.6	93.1	76.8	30.7	8.3
	40~49	918	92.3	89.3	81.9	23.1	9.6
	50	375	91.7	86.9	86.7	17.9	12.8
		3,865	94.7	87.1	83.9	36.2	11.0
	13~18	41	82.9	90.2	85.4	63.4	17.1
19~24	19~24	216	96.3	94.0	75.0	54.6	8.8
	25~29	589	95.2	88.5	76.6	42.3	9.0
	30~39	2,004	95.3	88.2	83.9	36.5	11.3
	40~49	795	93.7	84.2	89.6	29.1	10.9
	50	220	92.7	76.8	90.9	20.0	15.5
		262	96.6	91.2	82.1	47.7	12.6
25~29		820	94.9	92.2	81.5	41.3	11.2
		2,547	94.8	90.0	81.5	35.6	10.5
		3,040	93.7	86.6	82.3	27.7	9.8
	2001 가	3,879	96.3	91.2	80.8	37.8	22.8
2001	4,083	96.9	85.5	84.9	36.4	-	

【 :%】

• [ ](94.4%), [ ](88.8%), [ ](81.9%)

[ ]

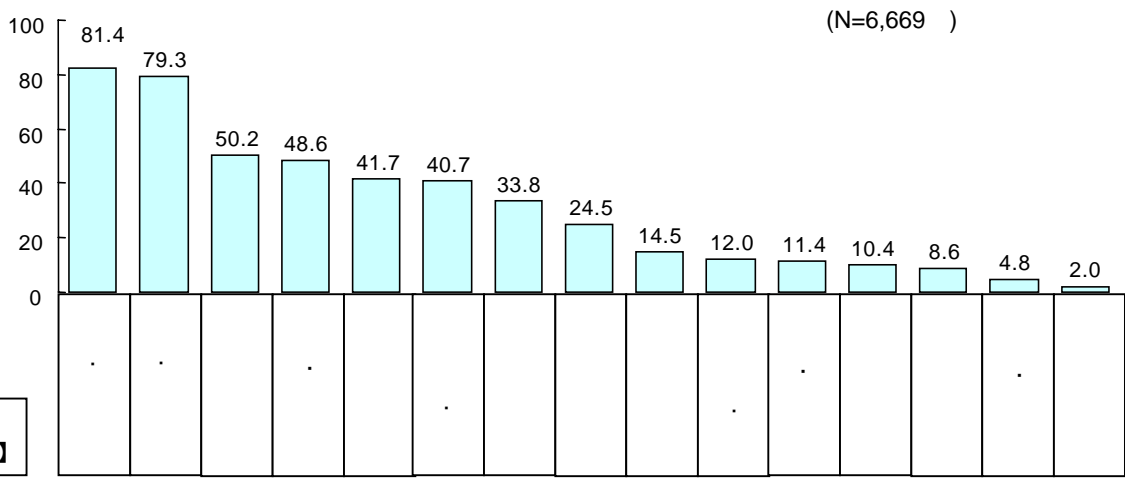
•



5.



【 :%】



【 】

2002	6,669	81.4	79.3	50.2	48.6	41.7	40.7	33.8	24.5	14.5	12.0	11.4	10.4	8.6	4.8	2.0
	2,804	76.7	81.8	38.9	60.9	36.0	45.3	32.4	29.7	14.2	18.6	11.8	5.7	19.8	6.9	2.1
13~18	34	50.0	94.1	17.6	44.1	29.4	26.5	38.2	17.6	44.1	8.8	47.1	5.9	14.7	11.8	0.0
19~24	112	67.0	88.4	32.1	61.6	31.3	47.3	41.1	30.4	25.9	13.4	34.8	11.6	24.1	12.5	2.7
25~29	271	69.7	87.1	34.7	60.5	34.7	44.6	33.9	36.9	20.3	17.7	19.9	5.2	24.0	9.6	1.5
30~39	1,094	76.0	86.0	39.1	63.0	34.5	46.5	37.5	31.0	15.0	16.5	10.7	5.9	23.6	8.0	1.8
40~49	918	78.9	78.0	39.7	60.3	38.0	44.0	28.3	27.6	11.5	17.8	8.0	6.1	17.4	4.9	1.9
50	375	84.0	71.7	43.5	58.1	38.4	46.4	23.5	26.9	7.7	29.6	8.5	2.7	10.7	4.3	4.0
	3,865	84.9	77.5	58.4	39.6	45.9	37.4	34.8	20.6	14.8	7.2	11.2	13.8	0.5	3.3	1.9
13~18	41	75.6	87.8	24.4	29.3	31.7	26.8	36.6	4.9	41.5	0.0	58.5	29.3	0.0	7.3	2.4
19~24	216	79.6	86.6	46.8	43.1	35.6	34.3	38.0	16.2	25.5	0.9	28.7	23.1	0.5	4.2	1.9
25~29	589	80.1	82.0	53.7	39.4	43.3	37.9	41.3	22.9	14.4	5.4	10.9	14.6	1.4	4.6	3.4
30~39	2,004	85.2	78.8	60.5	39.7	46.7	37.3	36.2	21.6	13.5	7.1	9.3	12.7	0.5	3.6	1.5
40~49	795	89.1	72.6	59.9	40.4	48.8	37.2	27.3	18.9	15.0	9.7	9.6	13.2	0.0	1.4	1.8
50	220	85.9	60.0	65.5	35.5	47.3	41.8	27.7	20.0	11.4	10.5	8.6	11.4	0.0	2.7	2.7
	262	82.8	89.3	42.7	46.2	43.9	36.3	44.7	21.4	32.4	9.9	16.8	11.8	8.8	6.9	0.0
	820	82.6	84.8	53.8	53.9	47.0	48.0	40.9	26.8	25.5	11.6	16.0	10.2	11.7	6.3	1.2
	2,547	81.2	81.4	49.9	50.3	43.9	42.7	36.7	26.4	15.9	11.5	12.2	11.8	9.7	5.5	2.3
	3,040	81.2	75.2	50.2	46.0	38.3	37.4	28.5	22.5	8.9	12.6	9.1	9.1	6.8	3.7	2.1
2001 가	3,879	79.4	83.9	48.3	50.8	43.8	42.0	37.0	24.3	15.5	12.0	13.6	11.3	9.6	5.7	10.1
2001	4,083	81.6	82.3	48.1	46.7	40.9	42.7	-	-	-	-	13.9	12.2	9.9	7.4	12.4

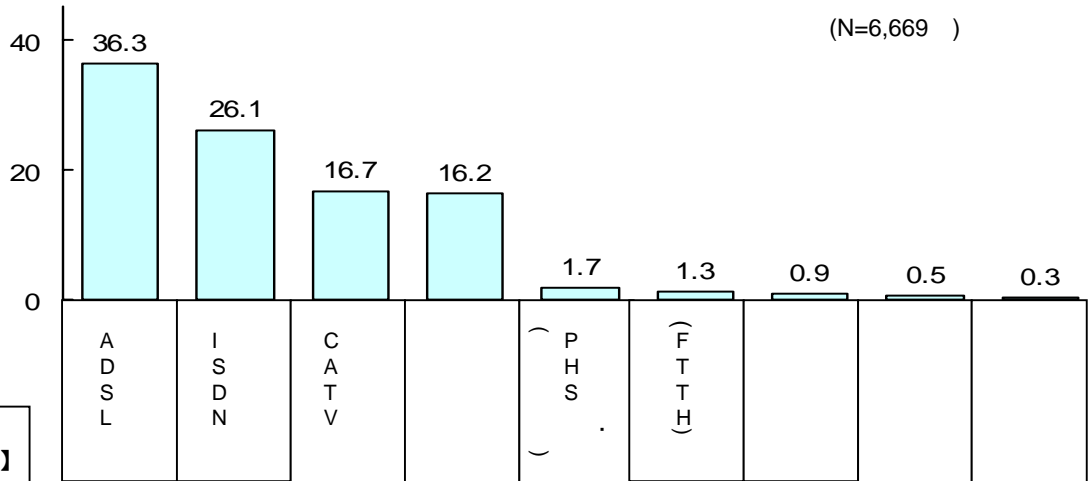
2001 [ ] 19.8%. 【 :%】

• [ ] [ ] 가 [ ] 1 ,  
 2  
 • [ ] (15.5% -> 14.5%)

6.

?

【 :%】



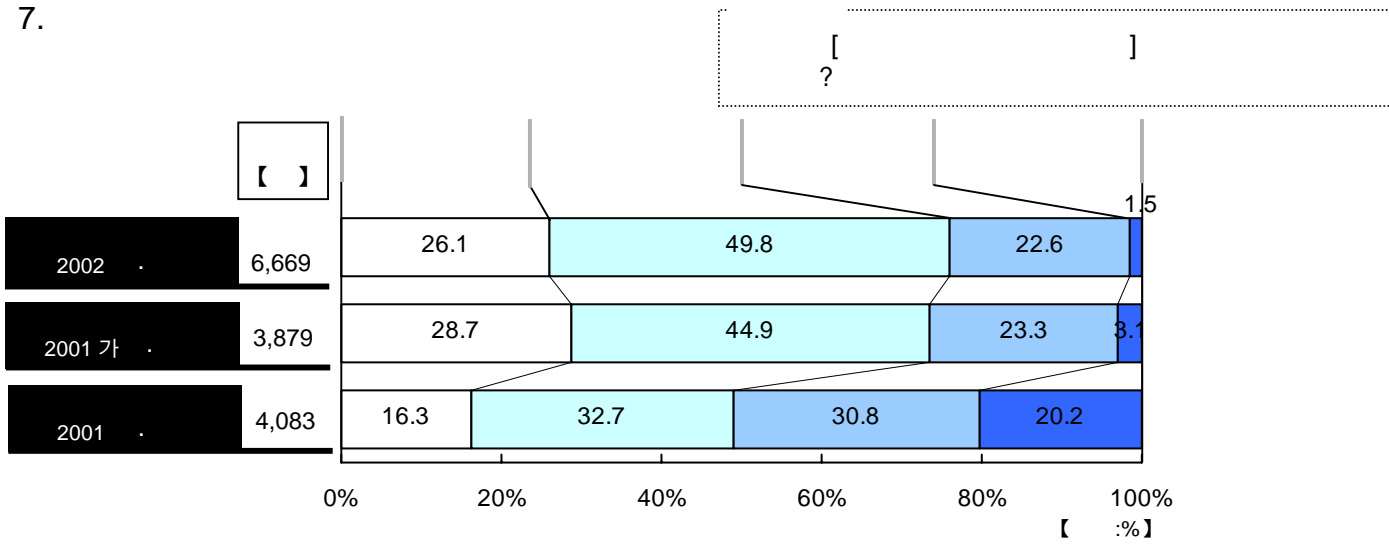
【 】

2002		6,669	36.3	26.1	16.7	16.2	1.7	1.3	0.9	0.5	0.3
[ ]		2,804	40.0	25.5	16.7	14.2	2.0	0.7	0.6	0.5	0.1
	13~18	34	29.4	26.5	32.4	5.9	0.0	0.0	2.9	0.0	2.9
	19~24	112	40.2	23.2	10.7	21.4	0.9	0.0	2.7	0.9	0.0
	25~29	271	44.3	24.0	11.1	17.3	1.5	0.4	0.7	0.7	0.0
	30~39	1,094	42.3	21.7	15.7	15.6	2.7	0.6	0.7	0.6	0.1
	40~49	918	38.3	27.1	16.2	14.7	2.2	0.9	0.3	0.2	0.1
	50	375	34.9	32.3	24.8	5.3	0.5	0.8	0.3	0.8	0.3
		3,865	33.7	26.7	16.8	17.7	1.4	1.7	1.1	0.5	0.4
[ ]	13~18	41	22.0	36.5	24.4	12.2	0.0	0.0	0.0	0.0	4.9
	19~24	216	25.0	30.6	19.0	19.9	3.2	0.9	0.5	0.0	0.9
	25~29	589	33.5	29.7	9.8	22.2	2.4	1.5	0.5	0.2	0.2
	30~39	2,004	35.4	24.6	14.5	20.4	0.9	2.0	1.4	0.5	0.3
	40~49	795	32.0	28.4	24.4	9.8	2.0	1.3	0.9	0.8	0.4
	50	220	35.4	26.4	25.5	8.2	0.0	2.7	0.9	0.9	0.0
[ ]		5,696	38.4	26.5	18.0	12.5	1.5	1.3	0.0	0.6	0.2
		806	27.2	24.7	10.4	32.5	2.1	1.5	0.7	0.1	0.7
		167	8.3	18.0	3.0	62.3	5.4	0.0	1.2	0.0	1.8
2001 가		3,879	18.4	35.3	15.9	27.1	1.4	0.4	1.0	0.3	0.2
2001		4,083	3.6	41.2	15.7	36.7	1.1	0.1	1.1	0.1	0.4

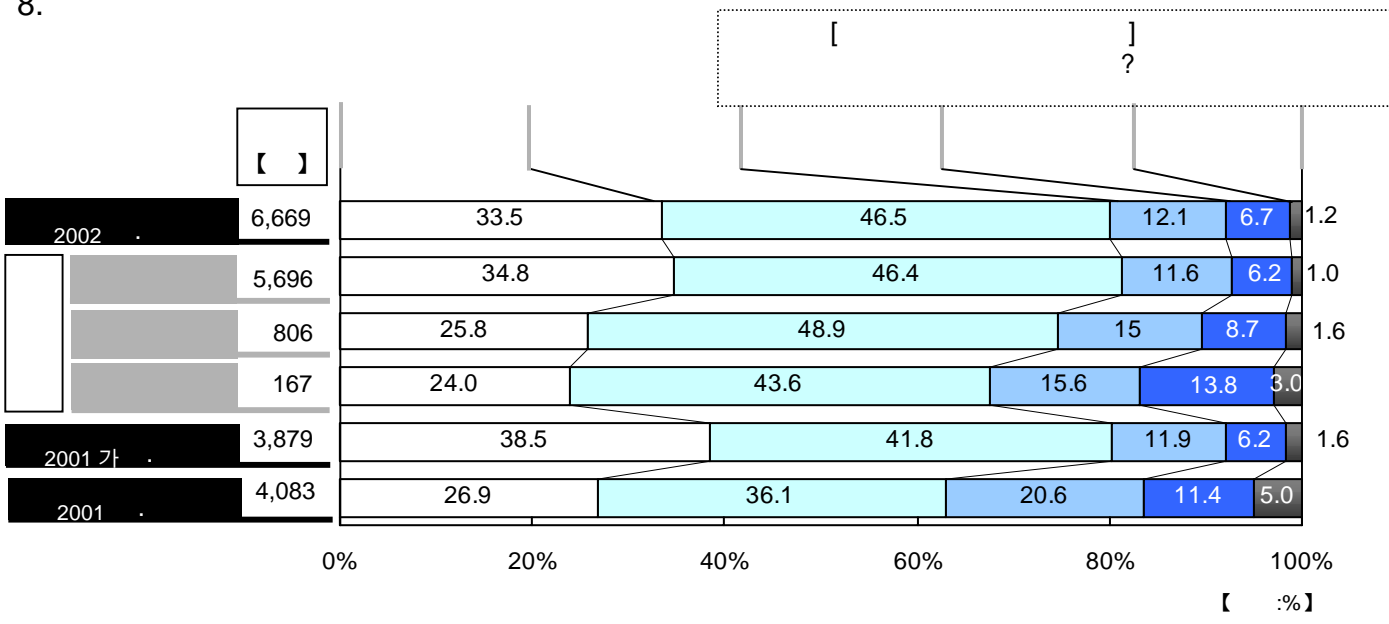
【 :%】

[ADSL] 2 36.3% 1 가 ,  
 [CATV](16.7%), [ (FTTH)](1.3%) 가

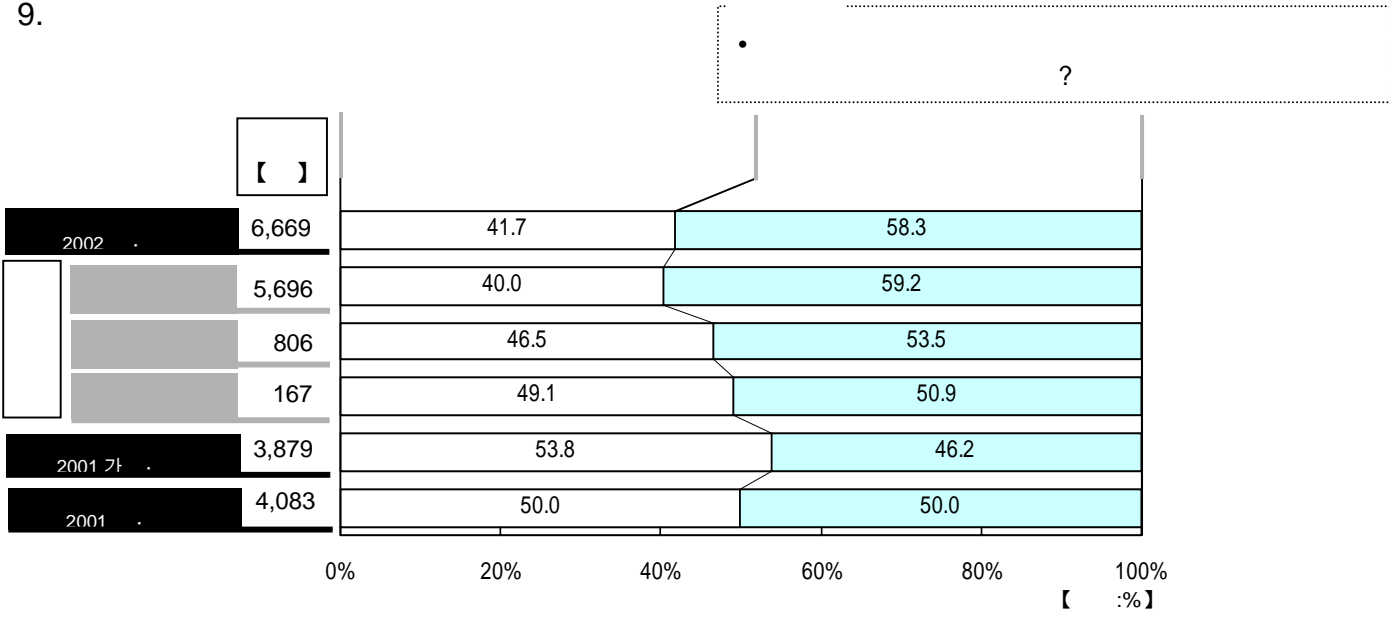
7.



8.



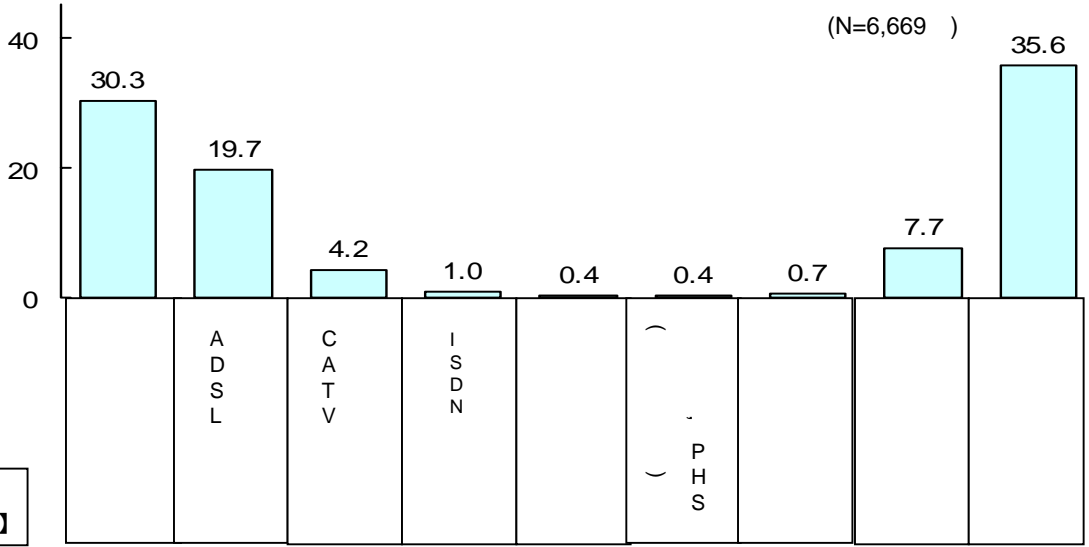
9.



• ([ ]~[ ]) 98.5%, ([ ]+[ ])  
 • )가 80% , 가 가 ,

가

【 :%】



【 】

2002		6,669	30.3	19.7	4.2	1.0	0.4	0.4	0.7	7.7	35.6
2002		2,804	42.3	20.0	4.7	0.6	0.5	0.4	1.0	5.2	25.3
	13~18	34	29.4	11.8	2.9	0.0	0.0	2.9	2.9	8.8	41.3
	19~24	112	41.1	22.3	1.8	0.9	0.0	0.0	2.7	4.5	26.7
	25~29	271	40.6	21.8	5.2	0.0	1.5	0.0	0.7	3.7	26.5
	30~39	1,094	39.6	19.1	4.9	0.9	0.5	0.5	1.1	4.8	28.6
	40~49	918	43.7	21.2	5.2	0.4	0.3	0.3	0.8	5.8	22.3
	50	375	49.3	18.1	3.5	0.3	0.0	0.5	0.5	6.1	21.7
		3,865	21.6	19.5	3.8	1.2	0.4	0.4	0.5	9.5	43.1
	13~18	41	9.8	29.3	9.8	0.0	0.0	0.0	0.0	4.9	46.2
	19~24	216	20.4	21.8	2.3	1.4	0.9	0.0	0.0	11.1	42.1
25~29	589	21.1	22.9	3.7	1.7	0.2	0.5	0.0	9.0	40.9	
30~39	2,004	20.7	21.0	3.7	1.2	0.3	0.3	0.5	9.3	43.0	
40~49	795	24.8	13.7	4.2	1.0	0.5	0.5	0.8	10.3	44.2	
50	220	24.1	13.6	4.1	0.9	0.9	0.0	1.4	9.1	45.9	
2001 가		5,696	32.1	18.3	3.9	0.8	0.4	0.4	0.7	7.3	36.1
		806	20.6	28.3	5.3	1.9	0.4	0.6	0.7	9.6	32.6
		167	14.4	26.9	9.0	1.2	1.2	0.6	0.0	13.2	33.5
2001 가		3,879	20.4	36.5	4.8	1.2	0.5	0.2	0.5	7.3	28.6
2001		4,083	15.6	29.7	8.0	5.0	0.7	-	1.0	11.4	28.6

【 :%】

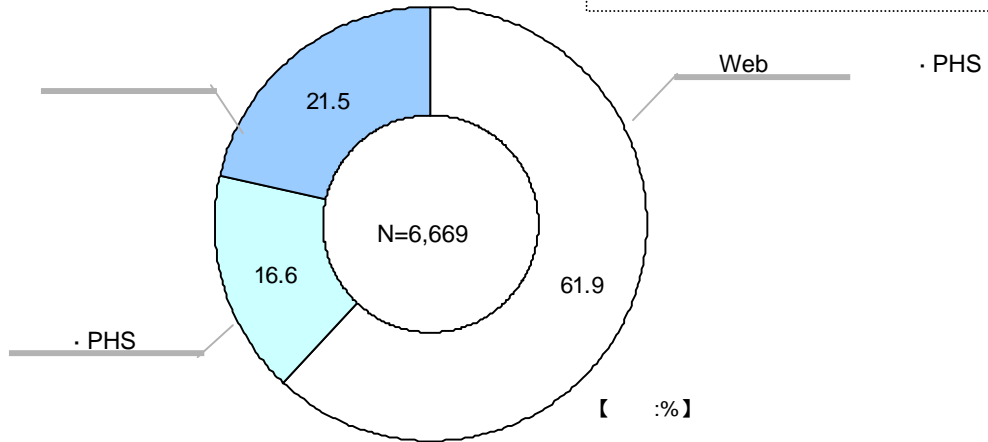
• [ ( FTTH ) ] 가 가 10 가 가, 1  
 , [ADSL ] [CATV ] 가 가

		<b>3</b>	
<b>III.</b>		<b>/PHS</b>	
1.		-----	12
2.		-----	13
3.	1	-----	13
4.		---	14
5.		<b>/PHS</b> -----	16
6.		-----	17
7.		-----	18
8.		-----	19
9.		-----	19
10.		-----	20
11.	3	-----	23
12.		/ -----	23

		<b>4</b>	
<b>IV.</b>	<b>PDA</b>		
1.	PDA	-----	24
2.		-----	25
3.	가	-----	26
4.		-----	26
5.		-----	27

1. Web

· PHS 가 가 ?



【 】

	【 】	Web · PHS	Web · PHS	Web · PHS	
2002	6,669	61.9	16.6	21.5	
·	2,804	65.4	16.8	17.8	
	13~18	34	67.6	0.0	32.4
	19~24	112	80.4	7.1	12.5
	25~29	271	74.2	14.0	11.8
	30~39	1,094	71.0	15.7	13.3
	40~49	918	61.4	19.8	18.8
	50	375	48.3	19.2	32.5
	3,865	59.5	16.4	24.1	
	13~18	41	78.1	2.4	19.5
19~24	216	81.4	9.3	9.3	
25~29	589	70.1	12.1	17.8	
30~39	2,004	58.5	17.2	24.3	
40~49	795	54.7	19.0	26.3	
50	220	31.4	21.4	47.2	
·	262	63.4	18.3	18.3	
	820	66.4	14.1	19.5	
	2,547	66.5	15.9	17.6	
	3,040	56.8	17.7	25.5	
2001 가	3,879	60.3	19.5	20.2	
2001	4,083	51.6	22.8	25.6	

· [ · PHS] 60% 19~24 가

2. Web

<Web

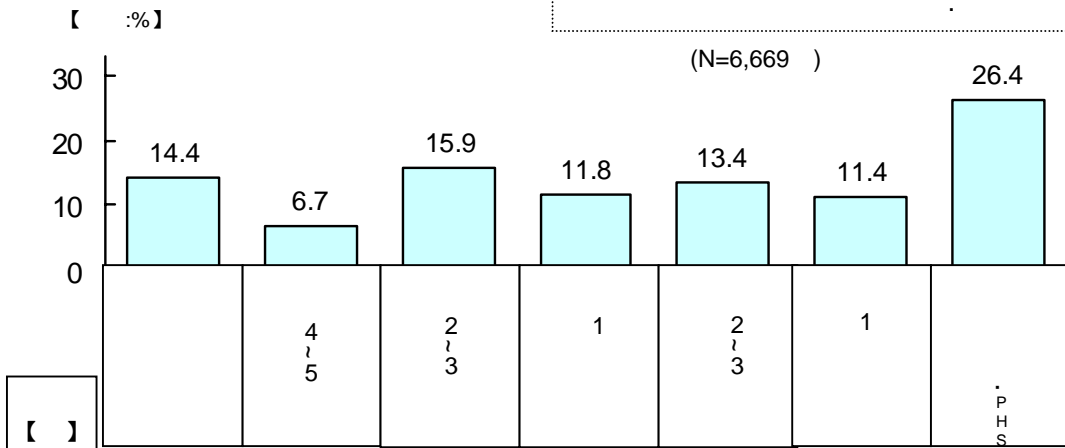
>

/PHS

( )

【 :%】

(N=6,669 )



【 :】

2002	4,132	14.4	6.7	15.9	11.8	13.4	11.4	26.4	
	1,834	16.4	7.3	17.3	12.1	12.5	10.8	23.6	
	13~18	23	17.4	21.8	8.7	17.4	13.0	4.3	17.4
	19~24	90	22.2	8.9	17.8	23.3	10.0	6.7	11.1
	25~29	201	21.8	8.0	20.4	15.9	10.0	9.5	14.4
	30~39	776	16.9	7.6	18.6	10.1	13.4	13.0	20.4
	40~49	563	13.3	6.2	15.3	11.9	13.5	10.1	29.7
	50	181	14.4	5.5	16.0	10.5	9.9	7.7	36.0
	2,298	12.8	6.2	14.7	11.7	14.1	11.8	28.7	
	13~18	32	18.8	12.5	25.0	21.9	15.6	3.1	3.1
	19~24	176	20.5	9.1	22.1	15.3	13.1	9.7	10.2
	25~29	413	13.6	9.0	13.8	14.0	14.5	13.3	21.8
	30~39	1,173	11.7	4.9	14.7	11.0	15.7	11.5	30.5
	40~49	435	12.0	5.7	12.2	9.4	9.7	13.1	37.9
	50	69	8.7	5.8	11.6	8.7	13.0	8.7	43.5
2001 가	2,337	20.4	36.5	4.8	1.2	0.5	0.2	0.5	
2001	2,107	15.6	29.7	8.0	5.0	0.7	-	1.0	

【 :%】

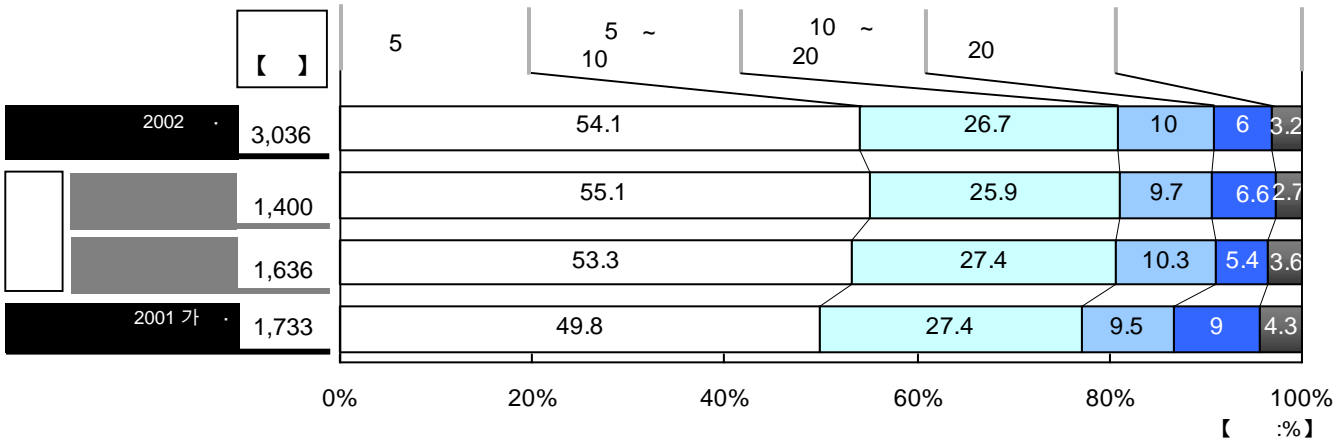
3.

<

-PHS

>

【 :】



【 :%】

• Web

[ 2-3 ] 가

[ 5 ]

4.

가

<

· PHS

>

- 
- 

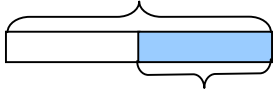
· PHS

· PHS

가

/

가 가



【 :%】



• [ 가 ] (53.6%), (29.4%) 1 , 가  
 • 가 11.7% , 가 가 15.3% ,



【 】

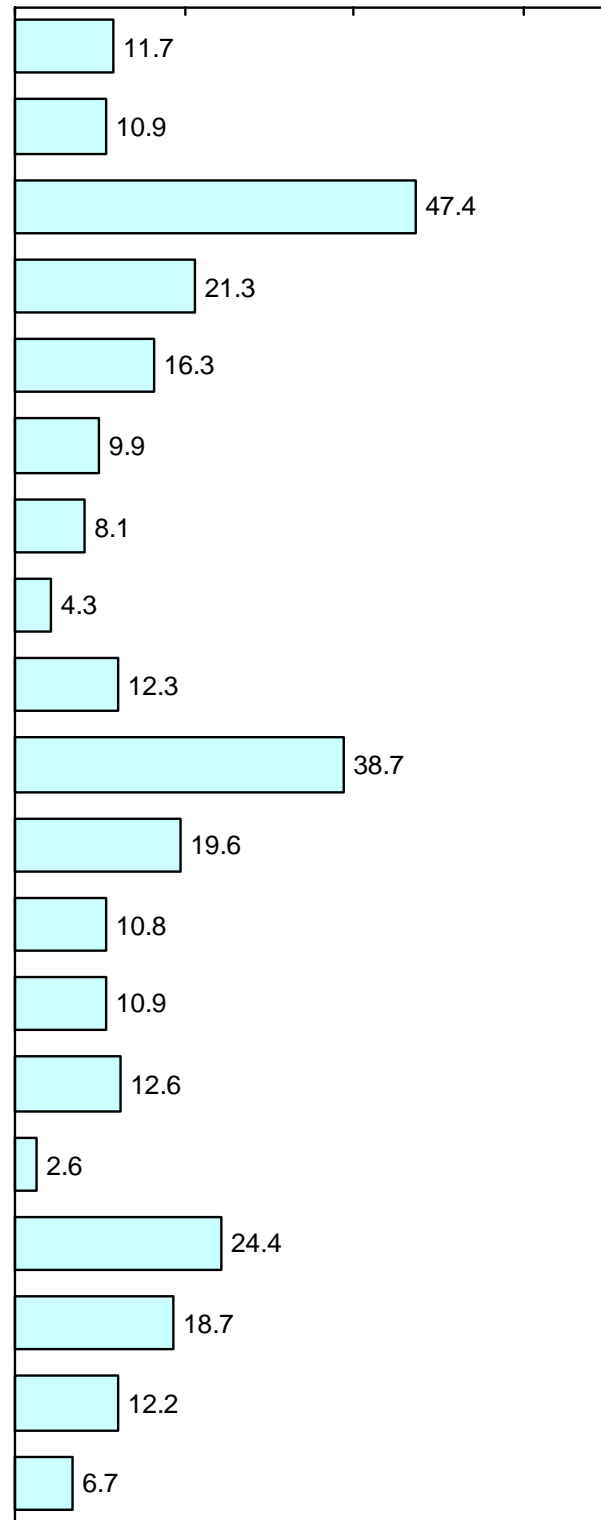
【 :%】

.PHS

2001 가  
(N=1,733 )

2001  
(N=1,690 )

2002 .PHS		3,036
		1,400
13~18		19
19~24		80
25~29		172
30~39		617
40~49		396
50		116
		1,636
13~18		31
19~24		158
25~29		323
30~39		815
40~49		270
50		39
		127
		455
		1,327
		1,127



2001 가 (N=1,733)	2001 (N=1,690)
13.8	10.6
12.5	9.4
50.0	40.0
15.3	11.3
20.0	15.5
10.7	7.9
10.3	6.5
2.7	0.0
15.0	11.9
41.7	26.3
21.4	14.1
16.7	14.7
11.7	9.6
16.8	8.2
12.5	18.2
42.6	23.3
21.5	16.3
13.8	11.5
5.8	4.2

【 :%】

• 13~18 가 가 , 가 , 20 가

5.  
<

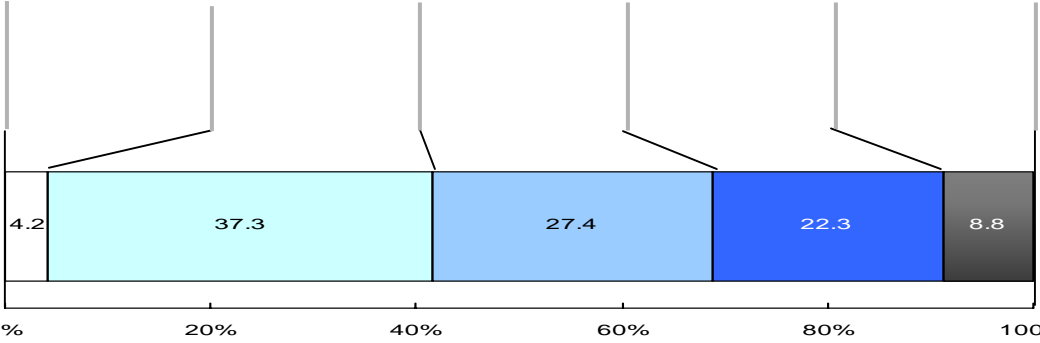
·PHS  
·PHS

>

/PHS  
?

【 】

2002  
·PHS 354



【 :%】

【 :%】

【 】

	152	2.0	35.5	26.3	23.0	13.2
13~18	9	0.0	66.7	0.0	33.3	0.0
19~24	17	5.9	29.4	35.3	23.5	5.9
25~29	28	0.0	35.7	32.1	17.9	14.3
30~39	61	3.3	39.4	26.2	18.0	13.1
40~49	32	0.0	25.0	25.0	31.2	18.8
50	5	0.0	20.0	20.0	40.0	20.0
	202	5.9	38.7	28.2	21.8	5.4
13~18	12	0.0	58.3	0.0	41.7	0.0
19~24	31	3.2	45.2	25.8	22.6	3.2
25~29	35	11.4	34.3	28.6	17.1	8.6
30~39	89	5.6	36.0	33.7	21.3	3.4
40~49	34	5.9	38.2	26.5	17.6	11.8
50	1	0.0	0.0	0.0	100.0	0.0
	31	0.0	38.7	25.8	35.5	0.0
	85	3.5	41.2	25.9	16.5	12.9
	162	4.9	34.0	25.9	25.3	9.9
	76	5.3	39.4	32.9	17.1	5.3
2001 가	239	4.2	31.0	30.9	22.2	11.7
2001	179	5.6	30.7	27.4	24.0	12.3

·PHS

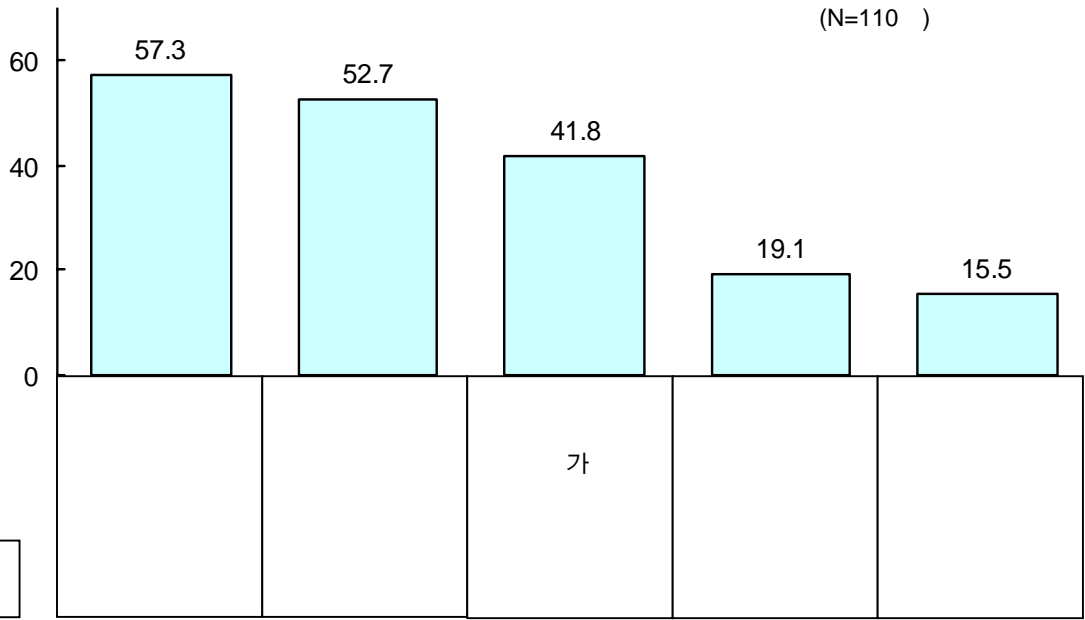
· ([ ]+[ ] ) 41.5% , 2 가 .

6.  
<  
>

·PHS

【 :%】

(N=110 )



【 】

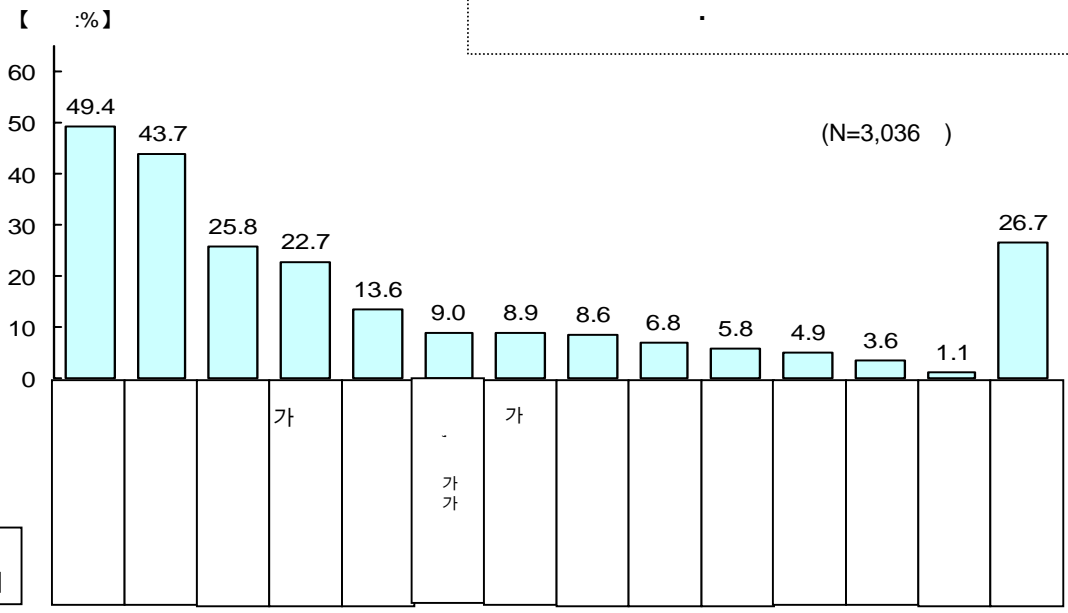
2002 .	110	57.3	52.7	41.8	19.1	15.5
	55	52.7	60.0	45.5	23.6	14.5
	55	61.8	45.5	38.2	14.5	16.4
	11	72.7	72.7	36.4	45.5	0.0
	25	64.0	72.0	48.0	28.0	8.0
	57	50.9	43.9	42.1	10.5	26.3
	17	58.8	41.2	35.3	17.6	0.0
2001 가 .	81	53.1	49.4	40.7	16.0	28.4

·PHS

【 :%】

[ 가 ]가 1  
가 .

, PHS



2002 PHS 3,036

가	1,400
13~18	19
19~24	80
25~29	172
30~39	617
40~49	396
50	116
가	1,636
13~18	31
19~24	158
25~29	323
30~39	815
40~49	270
50	39
가	127
가	455
가	1,327
가	1,127

49.4	43.7	25.8	22.7	13.6	9.0	8.9	8.6	6.8	5.8	4.9	3.6	1.1	26.7
45.7	39.1	22.3	19.3	11.2	6.4	10.2	10.5	5.6	6.4	4.4	4.7	1.2	29.2
84.2	42.1	26.3	21.1	21.1	10.5	26.3	36.8	26.3	21.1	36.8	10.5	0.0	10.5
56.3	41.3	26.3	20.0	23.8	12.5	16.3	30.0	6.3	20.0	7.5	8.8	1.3	15.0
50.0	39.5	25.6	23.3	19.2	9.9	15.1	18.6	4.7	9.9	5.2	7.6	1.7	23.3
45.9	40.4	23.0	18.8	10.4	6.2	10.9	9.4	4.1	4.5	3.2	5.0	1.3	28.5
42.9	37.1	19.7	17.2	7.6	4.8	6.6	5.8	6.6	4.8	3.8	2.5	0.8	33.6
34.5	37.1	19.0	22.4	6.0	3.4	5.2	2.6	7.8	5.2	4.3	2.6	1.7	39.7
52.6	47.6	28.7	25.6	15.6	11.2	7.8	6.9	7.8	5.3	5.3	2.6	0.9	24.6
64.5	58.1	12.9	25.8	6.5	25.8	22.6	22.6	22.6	19.4	29.0	6.5	3.2	9.7
66.5	56.3	31.0	29.7	22.2	19.6	15.2	19.0	12.0	17.7	13.9	8.2	0.6	10.1
58.2	48.6	30.3	26.3	22.9	11.1	10.5	8.7	7.1	4.6	6.2	3.4	0.0	22.6
49.8	45.9	29.9	25.0	12.8	9.9	6.0	4.3	6.5	3.6	3.4	1.5	1.1	26.9
47.4	45.6	24.8	25.9	13.7	9.6	4.1	4.8	7.8	3.0	2.6	1.5	1.5	27.8
35.9	43.6	20.5	12.8	7.7	2.6	7.7	0.0	12.8	2.6	0.0	2.6	0.0	43.6
52.8	50.4	26.0	27.6	27.6	18.9	16.5	18.1	12.6	8.7	10.2	7.1	0.8	15.0
60.4	52.7	31.2	28.8	18.7	11.9	12.5	13.2	9.7	7.3	7.3	5.1	1.5	14.9
53.5	46.9	27.1	25.5	14.2	9.3	9.2	9.3	6.4	6.9	5.1	4.3	1.1	20.9
39.8	35.4	21.9	16.4	9.1	6.4	6.3	4.7	5.4	3.7	3.0	1.8	0.9	39.7
51.4	43.6	26.4	22.7	12.1	10.3	10.6	7.9	6.3	5.7	3.8	4.2	1.4	28.4
53.4	44.8	27.4	25.4	13.6	10.7	12.2	7.8	8.8	5.3	5.3	5.4	1.8	25.4

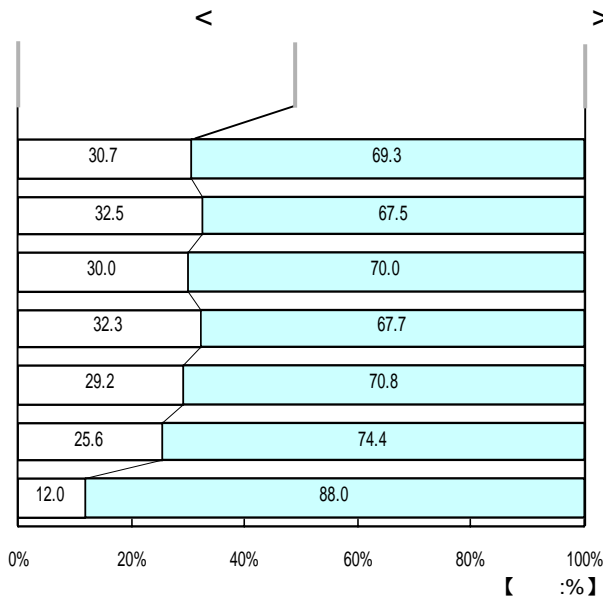
2001 가 1,733

2001 1,690

PHS :%

8.

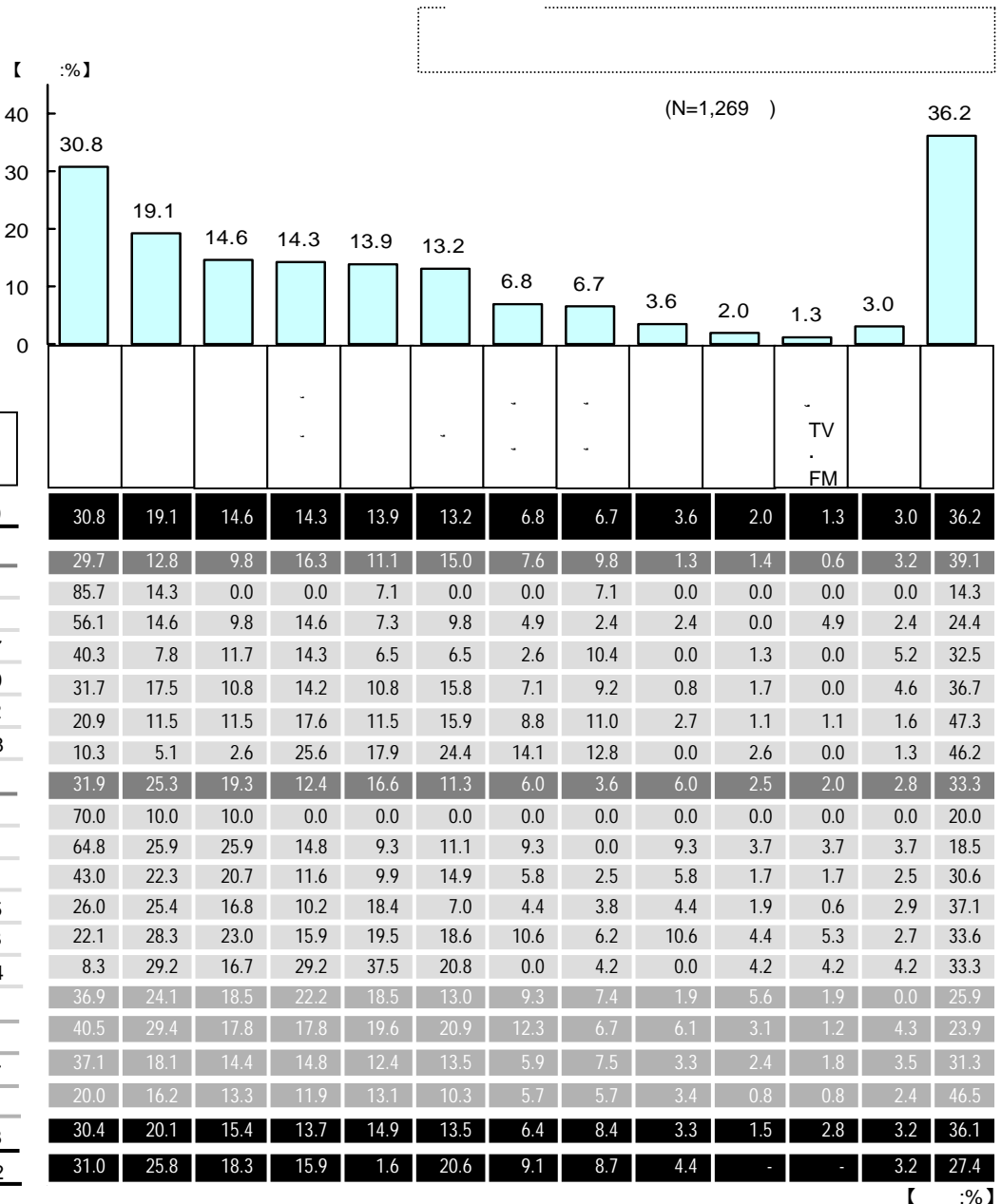
【 】	
2002	4,132
	166
	544
	1,694
	1,728
2001 가	2,337
2001	2,107



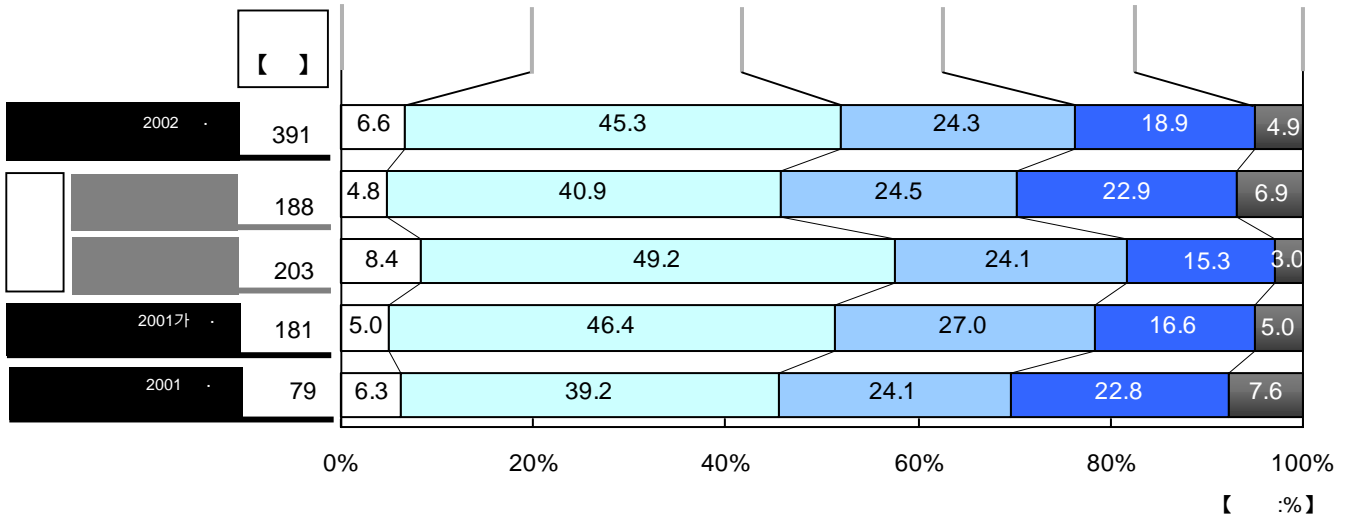
?

9.

【 】	
2002	1,269
	632
13~18	14
19~24	41
25~29	77
30~39	240
40~49	182
50	78
	637
13~18	10
19~24	54
25~29	121
30~39	315
40~49	113
50	24
	54
	163
	547
	505
2001 가	598
2001	252



30.7% , 2 가 가 , 가 (30.8%). [ ] 29



< (2S )

•	(70S)	•	(3S)
•	(47S)	•	(3S)
•	(25S)	•	(3S)
• RPG	(18S)	•	(3S)
•	(18S)	•	(3S)
•	(12S)	•	(3S)
•	(11S)	•	(3S)
•	(10S)	•	(3S)
• Dance Dance Revolution	(10S)	•	(3S)
•	(9S)	•	(3S)
•	(9S)	•	(3S)
•	(9S)	•	(2S)
•	(8S)	•	(2S)
•	(7S)	• ALS QUEST	(2S)
•	(7S)	•	(2S)
• UNO	(6S)	•	(2S)
•	(6S)	•	(2S)
•	(5S)	•	(2S)
•	(5S)	•	(2S)
•	(5S)	•	(2S)
•	(4S)	•	(2S)
•	(4S)	• GO!	(2S)
•	(4S)	•	(2S)
•	(4S)	• UFO	(2S)
•	(4S)	• Jr.	(2S)
•	(4S)	• DQ	(2S)

• ( [ ]+[ ] ) 51.9% ,  
 • [ ] [ ]



•

< 가 16S>

•  
•  
•

< 12S>

•  
•

가

< 11S>

•  
•  
•

가

< 가 10S>

•  
•

가

가

< 10S>

•  
•

< 6S>

•  
•

< 가 5S>

•  
•

가

< 22S>

•  
•  
•  
•

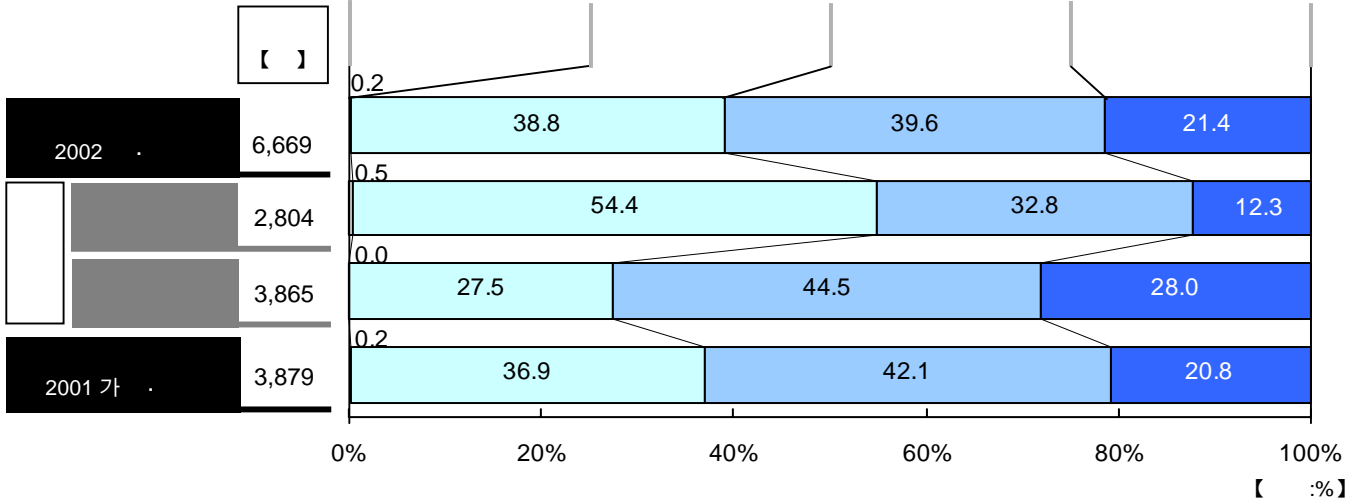
.( 가 )



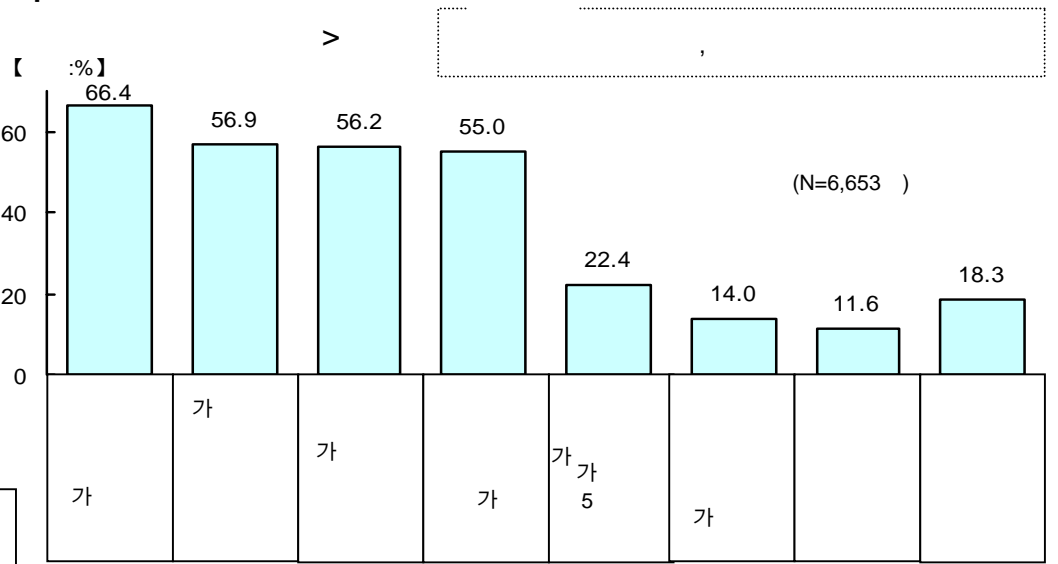
<  
• 22S>  
• 가  
• TV  
• 가  
• 가  
•  
< 16S>  
•  
•  
•  
< 16S>  
• 가  
•  
< 16S>  
• 가  
• 가  
• 가  
• 가  
•  
< 13S>  
• 가  
•  
< 가 6S>  
•  
•  
< 5S>  
•  
•

11. 3

2001 10 (IMT2000: FOMA) 3 ?



12. < 3



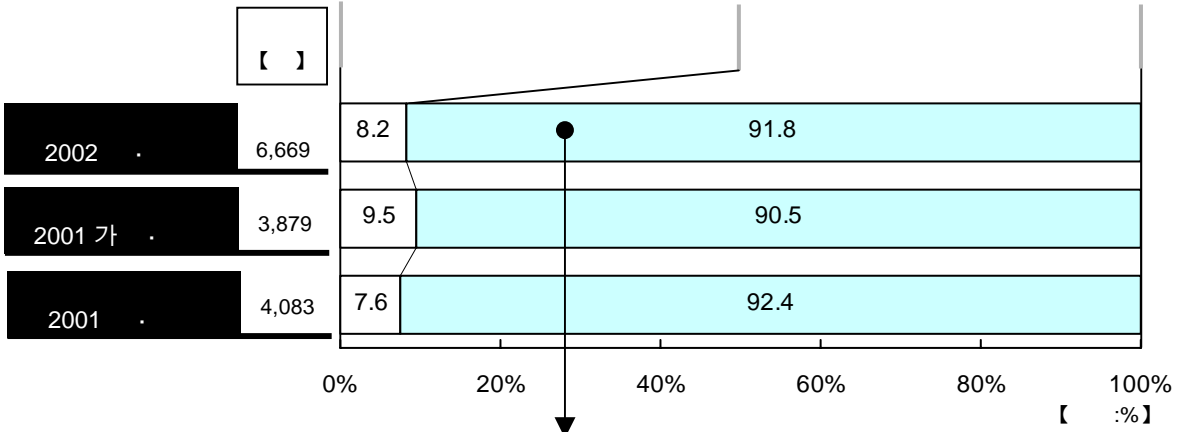
Category	Count	66.4	56.9	56.2	55.0	22.4	14.0	11.6	18.3
2002	6,653	66.4	56.9	56.2	55.0	22.4	14.0	11.6	18.3
	2,789	74.2	76.0	64.3	65.0	28.9	20.7	17.8	10.4
13~18	34	82.4	82.4	58.8	73.5	47.1	26.5	32.4	11.8
19~24	112	74.1	82.1	65.2	71.4	40.2	32.1	22.3	5.4
25~29	269	74.3	76.6	61.0	65.1	29.0	28.3	22.3	10.0
30~39	1,088	75.0	77.8	64.9	67.6	30.7	19.8	18.1	10.0
40~49	912	75.4	75.5	64.8	64.4	26.4	19.6	16.4	10.3
50	374	68.2	69.5	63.6	56.4	24.3	16.3	14.2	13.6
	3,864	60.8	43.0	50.4	47.7	17.7	9.2	7.2	23.9
13~18	41	65.9	46.3	46.3	51.2	26.8	7.3	9.8	22.0
19~24	215	69.3	43.7	50.2	60.0	23.3	9.3	11.2	15.8
25~29	589	64.7	47.0	52.6	52.6	19.2	10.7	5.6	20.9
30~39	2,004	60.0	42.6	50.6	46.2	17.6	8.8	6.8	24.5
40~49	795	59.2	41.4	49.1	45.7	16.1	8.8	7.7	25.9
50	220	54.5	40.5	47.7	43.2	14.1	10.9	9.5	28.6
2001 가	3,870	53.0	58.3	51.9	47.7	23.5	13.7	11.7	20.5

• ([ ])+[ ] ( [ ] ) 13.4 가 80% 가 66.4% 1 .

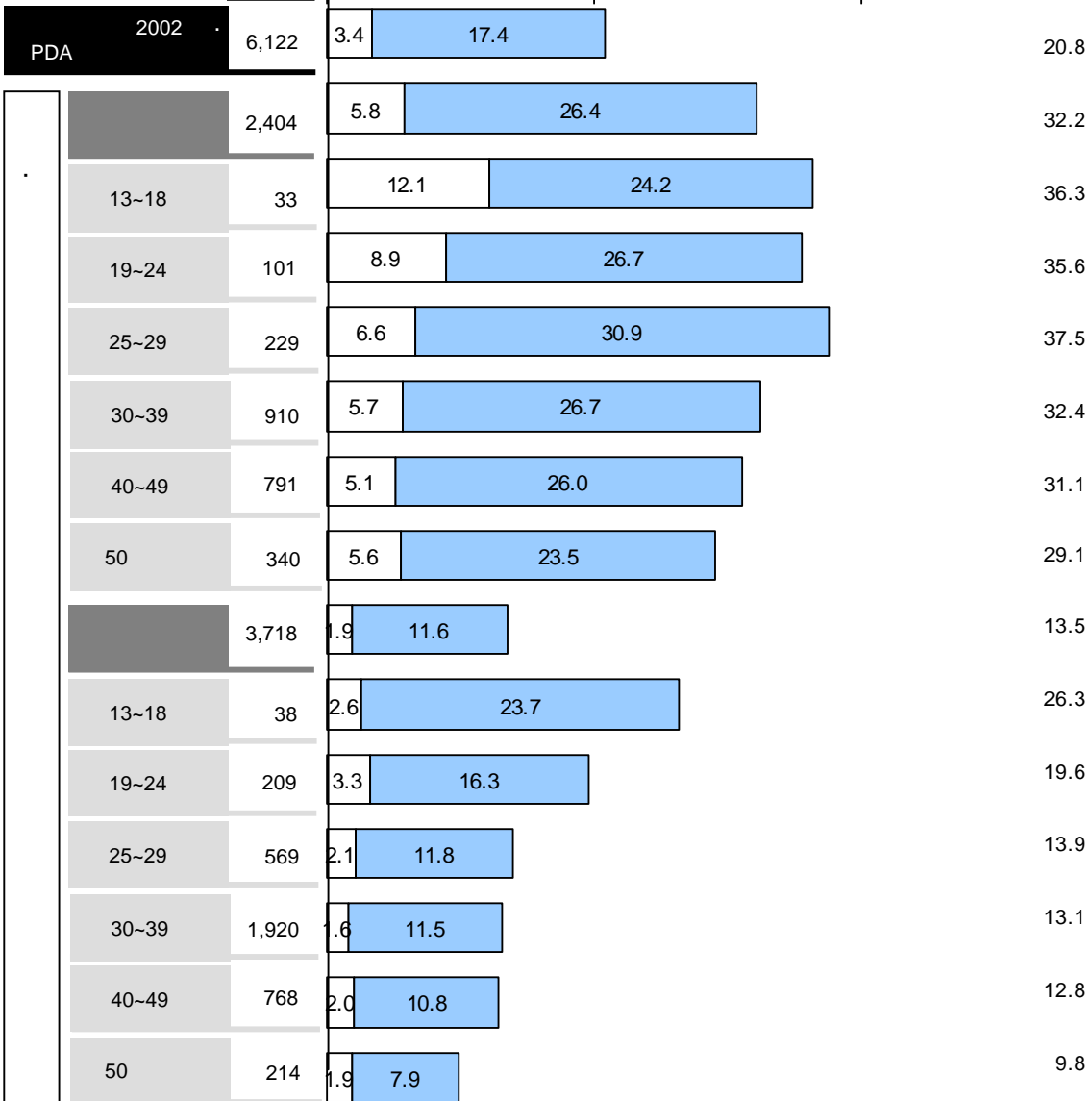
# . PDA

## 1. PDA

PDA ?



< PDA >

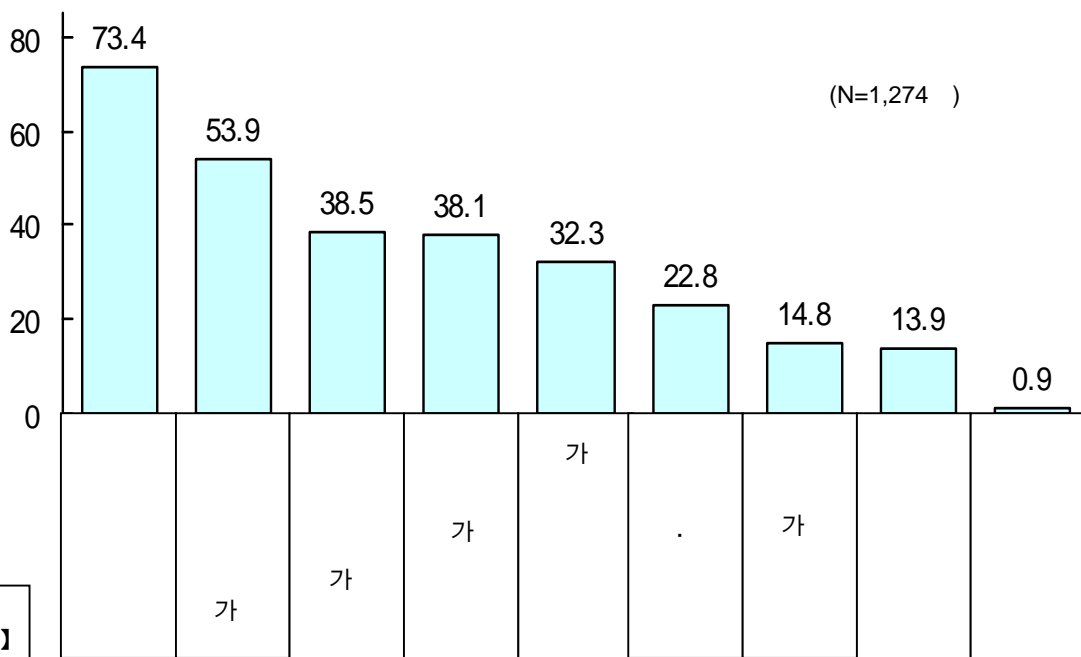


• 20.8%가 90% PDA ( [ ] + [ ] ) 30%

2.

<PDA . >

【 :%】



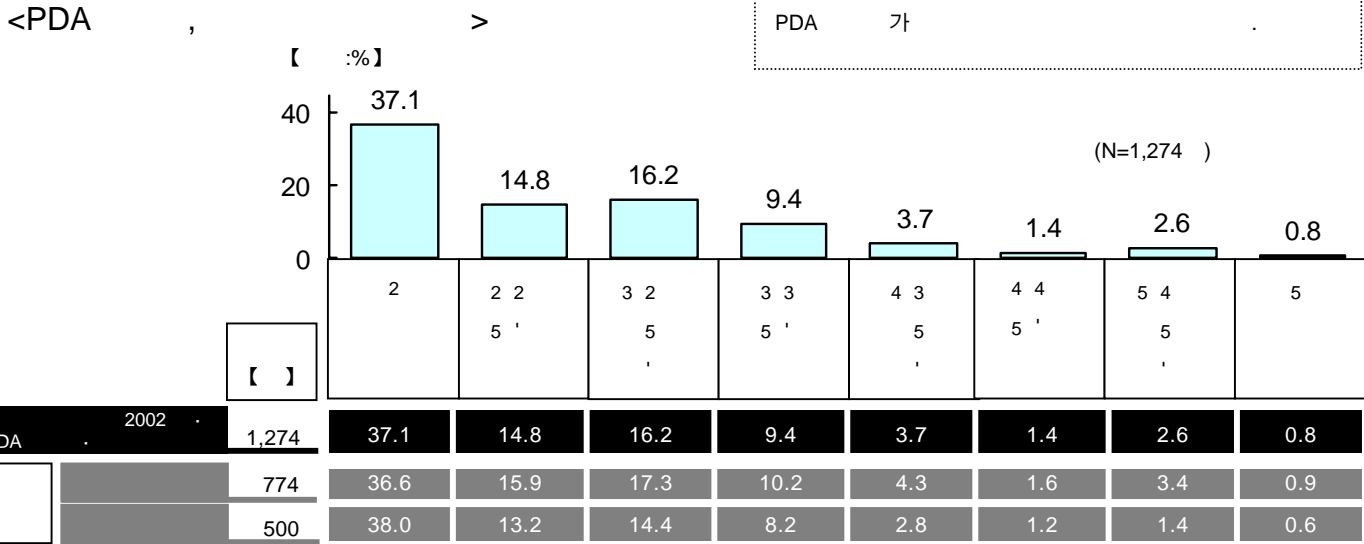
【 】

2002		1,274	73.4	53.9	38.5	38.1	32.3	22.8	14.8	13.9	0.9
가	774	74.2	50.1	45.3	37.2	34.8	25.7	14.0	20.4	1.0	
	13~18	12	50.0	66.7	33.3	41.7	33.3	50.0	33.3	8.3	0.0
	19~24	36	61.1	61.1	63.9	41.7	33.3	13.9	5.6	25.0	0.0
	25~29	86	74.4	45.3	53.5	43.0	40.7	24.4	17.4	16.3	1.2
	30~39	295	75.9	51.2	48.8	37.6	35.3	22.7	13.6	20.3	2.0
	40~49	246	76.0	48.8	39.4	32.1	33.7	29.3	14.2	23.2	0.4
	50	99	71.7	48.5	37.4	41.4	31.3	28.3	12.1	17.2	0.0
	500	72.2	59.8	28.0	39.6	28.4	18.2	16.2	3.8	0.6	
	13~18	10	70.0	50.0	10.0	50.0	10.0	20.0	10.0	0.0	0.0
	19~24	41	73.2	53.7	29.3	41.5	19.5	19.5	7.3	2.4	0.0
가	25~29	79	65.8	54.4	38.0	49.4	24.1	19.0	21.5	3.8	0.0
	30~39	251	73.7	64.5	25.5	36.3	29.9	15.5	15.1	3.6	0.4
	40~49	98	72.4	54.1	28.6	37.8	35.7	23.5	17.3	6.1	1.0
	50	21	76.2	66.7	23.8	42.9	19.0	19.0	23.8	0.0	4.8
	1,109	73.8	55.6	38.2	38.5	32.4	22.9	14.2	13.7	0.9	
	138	72.5	44.9	37.0	35.5	31.2	23.9	19.6	12.3	0.0	
27	63.0	29.6	59.3	37.0	33.3	11.1	14.8	29.6	3.7		

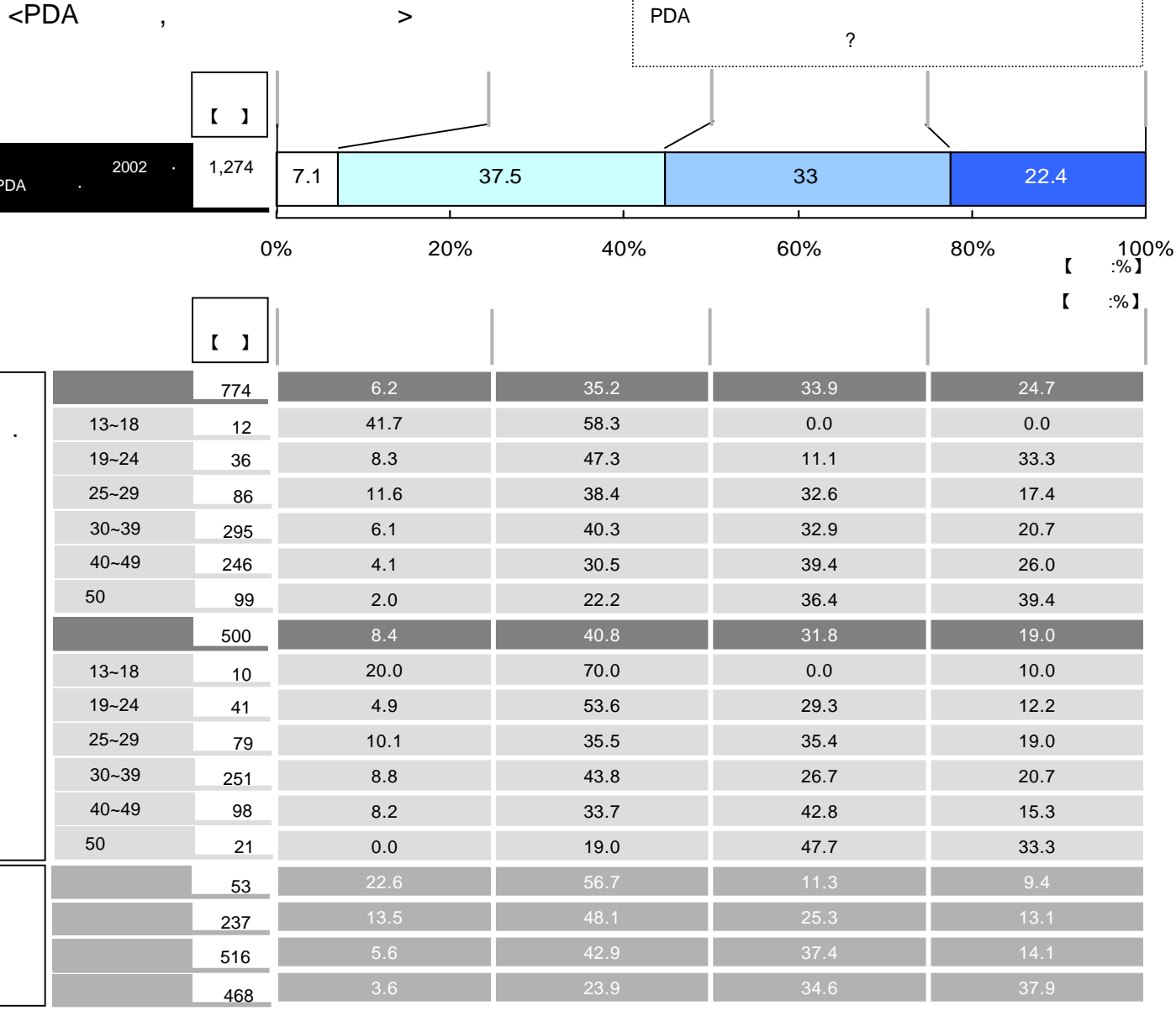
【 :%】

• PDA 가 ] 20 가 가 [ ]가 73.4% , 2 [

3. 가

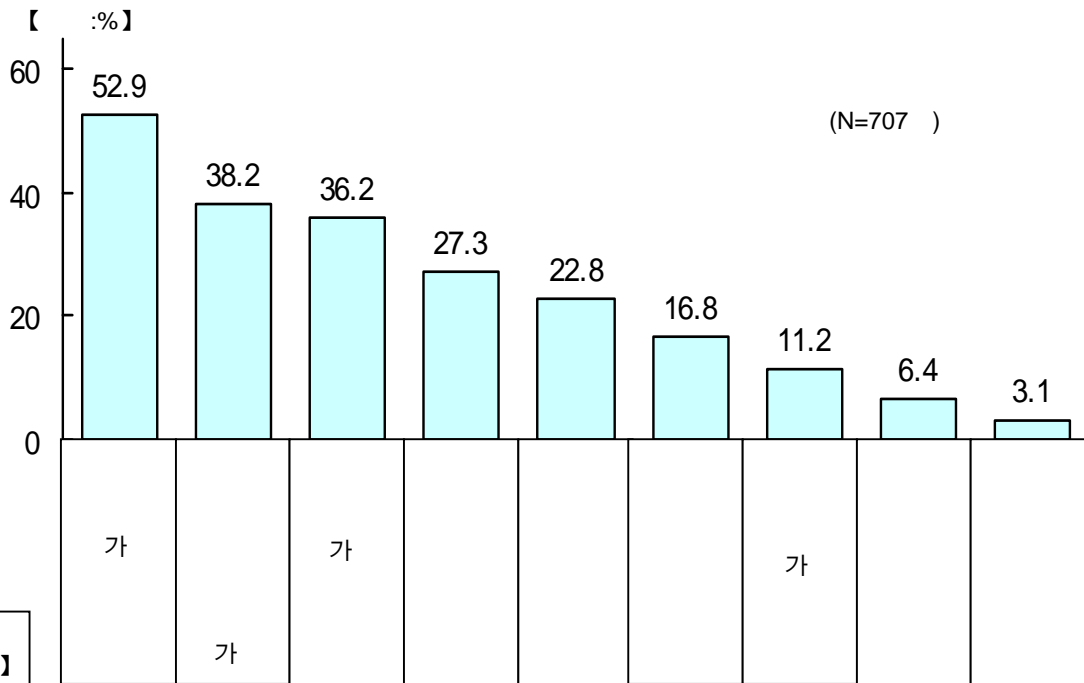


4. 가



가 [2 ] 가 37.1%. PDA ([ 80% ]+)

5. <PDA



2002		707	52.9	38.2	36.2	27.3	22.8	16.8	11.2	6.4	3.1
PDA		453	50.6	37.5	35.5	28.5	23.8	19.2	12.1	5.7	4.4
	13~18	0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
	19~24	16	56.3	6.3	43.8	18.8	18.8	37.5	12.5	25.0	12.5
	25~29	43	44.2	23.3	48.8	34.9	27.9	39.9	16.3	4.7	14.0
	30~39	158	53.2	36.1	36.7	35.4	23.4	20.3	15.2	5.1	3.8
	40~49	161	54.7	37.9	34.2	26.1	26.1	16.1	11.8	5.0	3.1
	50	75	38.7	54.7	26.7	17.3	18.7	8.0	4.0	5.3	1.3
		254	57.1	39.4	37.4	25.2	20.9	12.6	9.4	7.5	0.8
	13~18	1	0.0	100.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
	19~24	17	70.6	11.8	58.8	29.4	17.6	41.2	17.6	17.6	0.0
	25~29	43	53.5	41.9	37.2	16.3	23.3	11.6	9.3	14.0	0.0
	30~39	119	57.1	40.3	36.1	25.2	21.0	10.1	6.7	5.0	0.8
	40~49	57	59.6	40.4	36.8	31.6	19.3	12.3	14.0	5.3	1.8
	50	17	47.1	47.1	29.4	23.5	23.5	5.9	5.9	5.9	0.0
		11	36.4	9.1	45.5	45.5	36.4	18.2	18.2	9.1	9.1
		91	64.8	7.7	54.9	29.7	28.6	27.5	8.8	6.6	8.8
		266	63.9	23.7	41.7	36.1	23.3	20.3	12.0	6.4	2.6
		339	41.6	58.7	26.5	19.2	20.4	11.2	10.9	6.2	1.8

【 :%】

가 [ 가 ](52.9%) ,  
 2 [ 가 ](38.2%), 3 [ 가 ](36.2%)

5

V. 가

1.	-----	-29
2.	-----	-30
3.	/ -----	-31
4.	-----	-33
5.		- 34
6.	-----	35
7.	-----	-36
8.	-----	37
9.	-----	38
10.	/ -----	-39
11.	-----	40
12.	-----	-41
13.	( 1 )-----	-42
14.	-----	43

6

VI.

1.	-----	-44
2.	-----	45
3.	-----	46
4.	-----	-47
5.	7	

VII.

1.	-----	-48
2.	1 -----	49
3.	-----	-49
4.	-----	50
5.	-----	-51
6.	가 -----	52
7.	-----	-53
8.	-----	-54

8

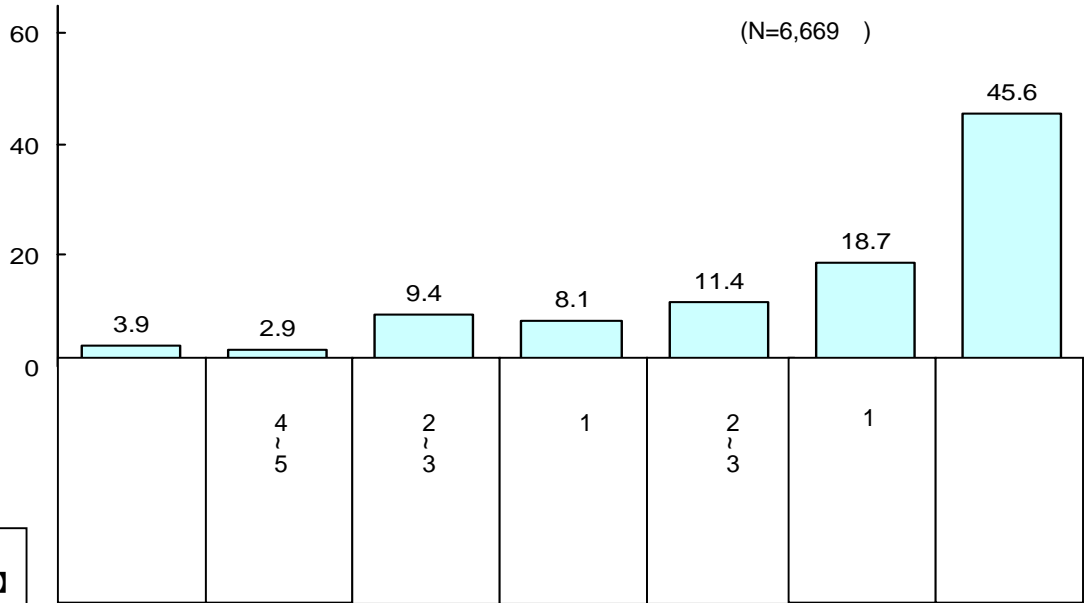
VIII.

• 1	-----	-55
-----	-------	-----

1.

【 :%】

TV 1  
\*PC



【 :%】

2002		6,669	3.9	2.9	9.4	8.1	11.4	18.7	45.6
		2,804	4.0	3.3	10.5	9.7	12.2	18.7	41.6
	13~18	34	26.5	2.9	17.6	14.7	17.6	14.7	6.0
	19~24	112	8.0	8.0	19.6	15.2	11.6	15.2	22.4
	25~29	271	7.7	6.3	18.5	12.5	12.5	19.6	22.9
	30~39	1,094	3.9	3.5	12.4	10.1	13.5	18.8	37.8
	40~49	918	2.4	2.4	7.3	9.0	12.0	21.5	45.4
	50	375	1.9	1.3	3.7	6.4	8.3	12.0	66.4
		3,865	3.9	2.6	8.6	6.9	10.8	18.7	48.5
	13~18	41	7.3	2.4	12.2	0.0	7.3	26.8	44.0
	19~24	216	4.2	3.2	13.9	9.7	12.0	21.8	35.2
	25~29	589	4.2	3.2	9.3	8.7	11.9	17.8	44.9
	30~39	2,004	3.9	2.7	8.9	6.7	11.3	20.6	45.9
	40~49	795	3.9	2.3	7.3	6.9	9.6	16.2	53.8
	50	220	2.3	1.4	2.3	2.7	7.7	8.6	75.0
		5,696	4.1	2.9	9.3	7.9	11.3	18.8	45.7
		806	2.2	3.1	10.7	9.7	11.8	18.4	44.1
		167	4.8	3.0	5.4	7.2	12.0	18.0	49.6
	2001 가	3,879	3.6	3.4	9.4	8.0	13.4	23.9	38.3
	2001	4,083	4.0	3.3	10.2	10.2	14.1	21.5	36.7

【 :%】

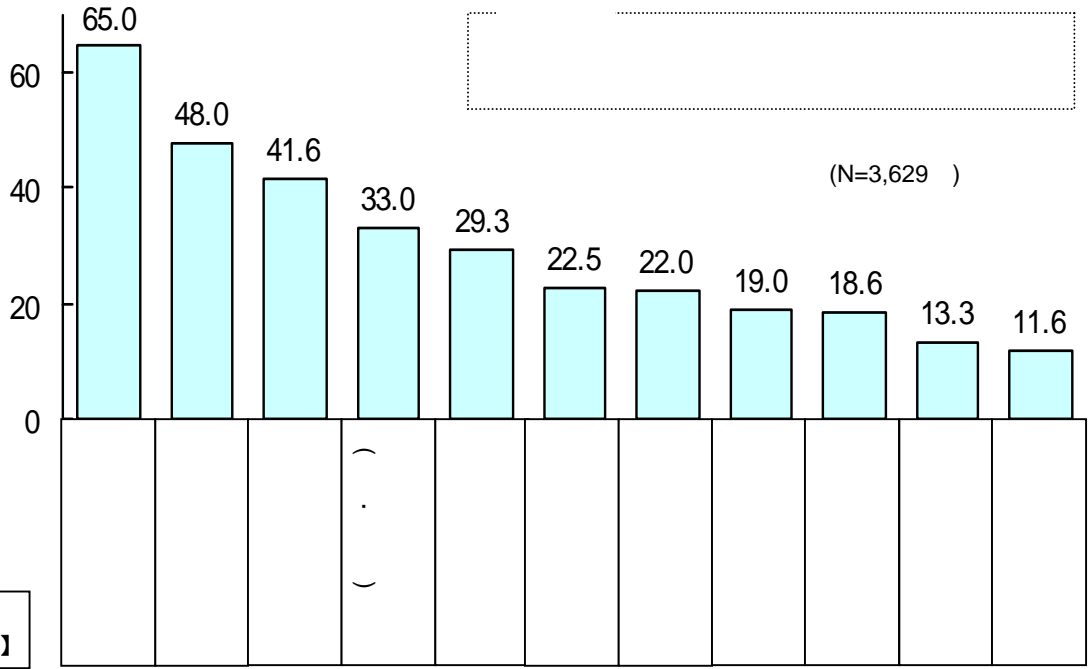
( [ ] ~ [ 1 ] ) 50%



2.

< 가 >

【 :%】



【 】

2002 가		3,629	65.0	48.0	41.6	33.0	29.3	22.5	22.0	19.0	18.6	13.3	11.6
13~18	1,636	64.9	32.0	52.6	34.9	27.2	30.9	32.9	28.8	24.0	18.6	6.1	
	32	78.1	31.3	65.6	34.4	25.0	37.5	46.9	40.6	37.5	37.5	25.0	
	87	81.6	33.3	64.4	28.7	27.6	33.3	40.2	42.5	35.6	32.2	8.0	
	209	74.6	30.6	63.2	32.1	32.5	32.1	36.8	38.8	33.0	24.9	13.9	
	681	66.5	34.8	55.4	34.4	30.2	32.9	36.3	32.7	26.3	21.1	7.2	
	501	58.5	29.1	45.1	36.1	23.6	30.9	27.1	18.6	17.8	11.6	0.8	
	126	50.8	29.4	38.1	42.1	16.7	14.3	23.0	19.0	9.5	8.7	1.6	
	1,993	65.1	61.2	32.6	31.4	31.0	15.6	13.1	10.9	14.1	9.0	16.2	
19~24	23	87.0	73.9	47.8	21.7	34.8	21.7	39.1	21.7	43.5	39.1	52.2	
	140	69.3	56.4	50.7	30.0	44.3	23.6	17.9	6.4	25.7	14.3	28.6	
	325	66.8	62.5	37.2	34.2	31.4	13.8	12.3	12.3	13.2	12.3	23.1	
	1,083	64.8	62.8	32.0	30.0	33.0	17.0	13.7	10.1	13.0	8.0	15.1	
	367	64.6	57.5	24.8	29.2	21.8	10.9	9.8	12.5	13.6	4.9	7.9	
	55	43.6	54.5	16.4	45.5	14.5	7.3	5.5	14.5	3.6	9.1	3.6	
25~29	262	80.9	46.2	53.8	37.8	42.7	22.1	24.0	20.2	25.6	23.7	16.4	
	820	75.2	47.0	51.7	33.3	37.7	24.1	24.8	24.0	25.5	17.0	12.2	
	2,547	60.1	48.6	37.1	32.4	25.2	22.0	21.0	17.2	15.6	11.1	10.9	

【 :%】

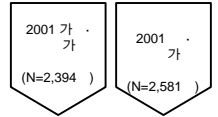
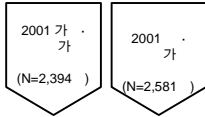
• 가 2 [ ] , 3 [ ] 65.0%. 가 .

3.

< 가 / >

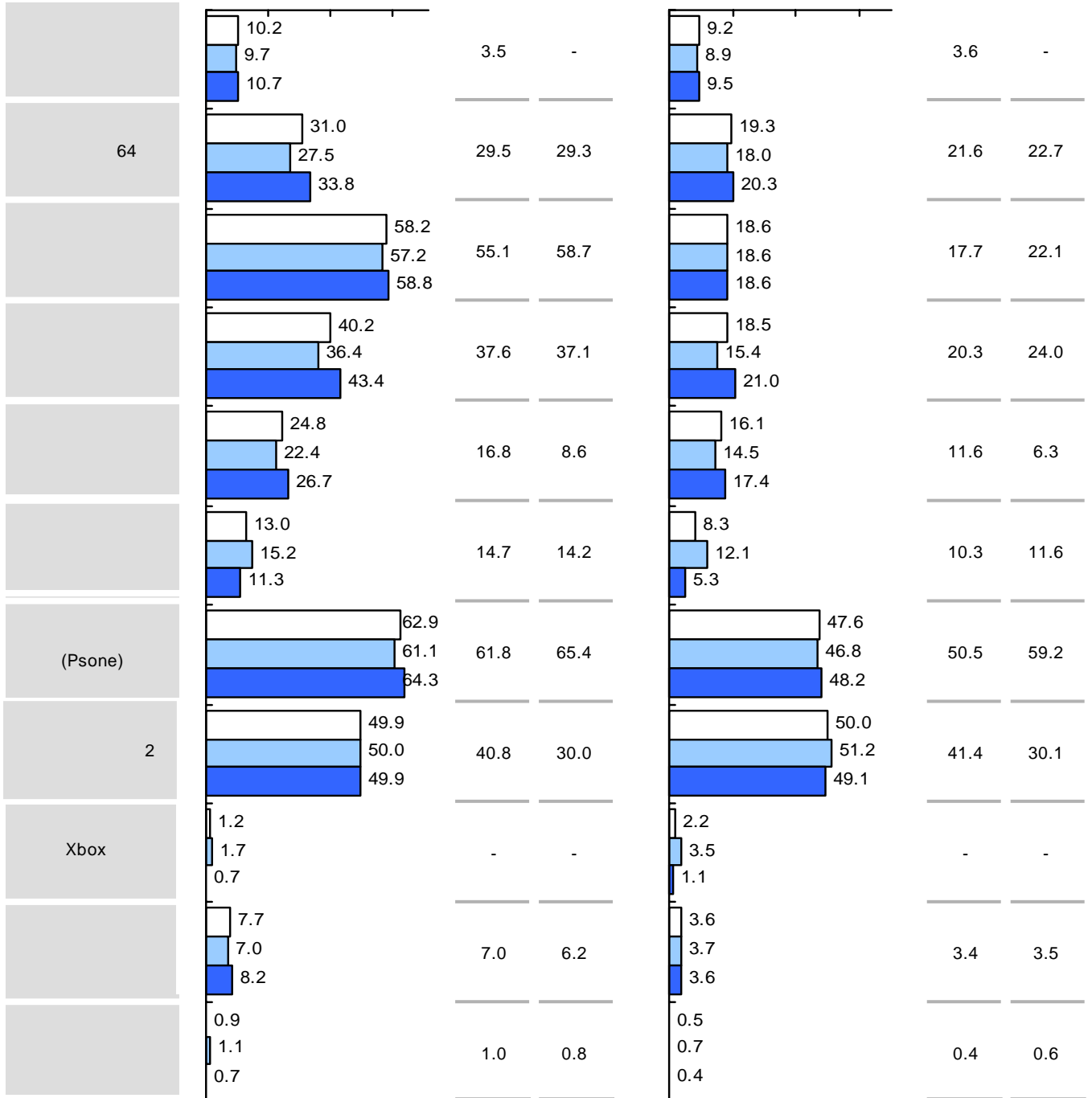


2002 . (N=6,669 )  
 2001 가 . (N=3,879 )  
 2001 . (N=4,083 )



【 :%】  
 0 20 40 60

【 :%】  
 0 20 40 60



【 :%】

【 :%】

)가

• [Xbox] 3 ( 2 ) 1.2% (Psone)] [ ] [ 2] . 2002 2

[ :% ]														
	13	19	25	30	40	50		13	19	25	30	40	50	
	18	24	29	39	49			18	24	29	39	49		
【 】	1,636	32	87	209	681	501	126	1,993	23	140	325	1,083	367	55
	9.7	6.3	8.0	4.8	9.1	13.0	9.5	10.7	8.7	4.3	4.3	11.4	17.2	9.1
	8.9	18.8	10.3	4.3	9.1	10.0	7.1	9.5	8.7	6.4	4.6	10.2	13.1	9.1
64	27.5	50.0	14.9	13.9	24.1	39.9	22.2	33.8	21.7	18.6	18.2	36.4	47.7	27.3
	18.0	43.8	13.8	11.0	15.1	24.4	15.9	20.3	21.7	15.0	8.9	22.2	27.5	16.4
	57.5	78.1	69.0	50.7	54.6	59.9	61.1	58.8	60.9	57.9	47.7	56.6	72.2	78.2
	18.6	40.6	26.4	13.9	16.7	19.6	22.2	18.6	34.8	22.1	16.0	16.5	22.6	30.9
	36.4	65.6	29.9	20.6	30.7	52.1	27.8	43.4	52.2	33.6	23.1	44.7	61.9	36.4
	15.4	34.4	18.4	10.5	14.5	18.0	11.1	21.0	30.4	17.9	10.8	24.2	22.3	14.5
	22.4	46.9	20.7	14.4	19.7	30.1	15.1	26.7	17.4	21.4	14.5	27.5	20.1	12.7
	14.5	43.8	25.3	13.9	14.5	14.4	1.6	17.4	17.4	22.1	10.5	18.3	20.7	7.3
	15.2	18.8	14.9	25.8	17.3	9.4	7.9	11.3	4.3	19.3	13.8	10.4	8.7	12.7
	12.1	21.9	19.5	22.5	12.9	7.0	3.2	5.3	8.7	10.0	7.1	4.8	3.0	5.5
(Psoner)	61.1	84.4	63.2	61.2	64.9	57.7	46.8	64.3	73.9	67.9	69.2	64.1	60.8	49.1
	46.8	68.8	59.8	47.8	51.2	40.9	29.4	48.2	52.2	58.6	56.3	48.3	38.1	38.2
2	50.0	57.0	52.9	56.0	48.0	48.1	50.0	49.9	47.8	50.7	52.9	47.9	52.9	49.1
	51.2	75.0	62.1	61.7	50.2	46.5	44.4	49.1	43.5	57.9	57.2	46.7	46.9	41.8
Xbox	1.7	3.1	5.7	1.9	1.8	1.0	0.8	0.7	4.3	2.9	0.6	0.5	0.5	0.0
	3.5	6.3	11.5	4.3	3.7	1.4	3.2	1.1	4.3	3.6	1.5	0.7	0.5	1.8
	7.0	15.6	9.2	9.6	6.6	6.4	3.2	8.2	8.7	15.7	4.0	7.0	13.6	1.8
	3.7	9.4	9.2	6.2	3.4	2.4	0.8	3.6	8.7	7.1	3.1	2.7	5.2	1.8
	1.1	0.0	0.0	0.5	1.5	1.2	0.8	0.7	4.3	0.0	0.9	0.6	0.8	0.0
	0.7	3.1	3.4	0.0	0.6	0.4	0.8	0.4	4.3	0.0	0.9	0.0	0.5	1.8

) [ ]

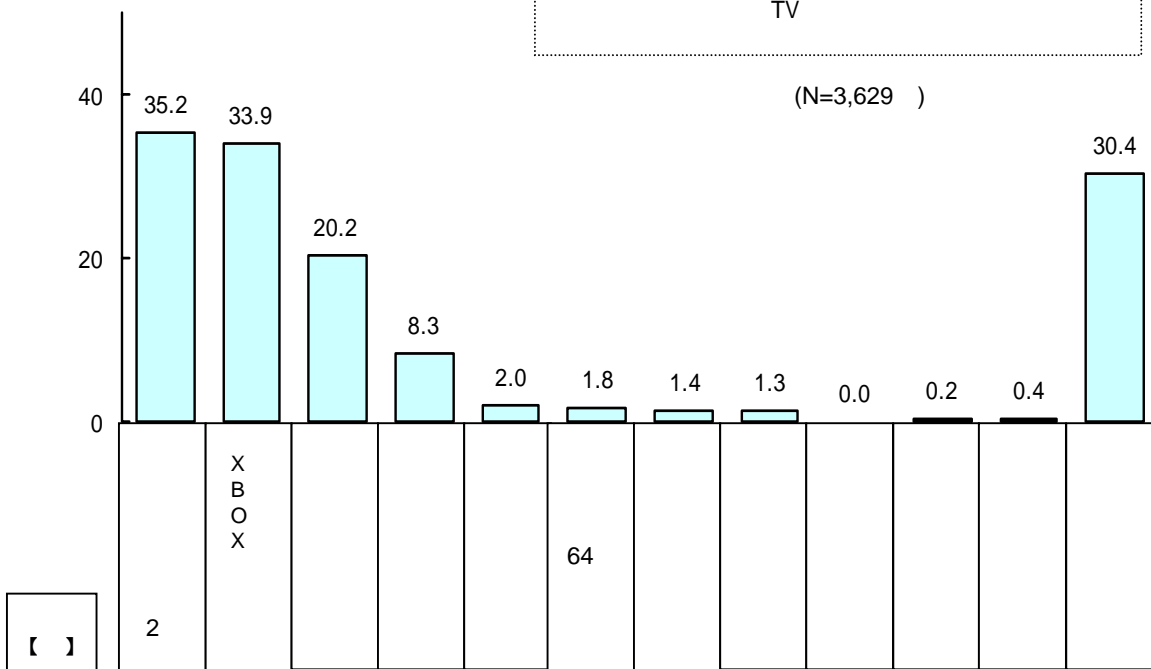
4.

< 가 >

【 :%】

TV

(N=3,629 )

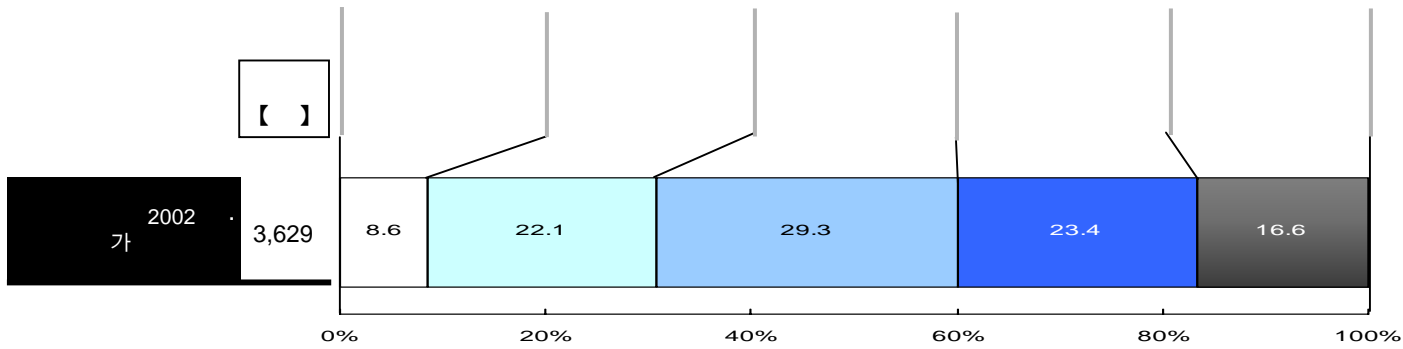


2002 가		3,629	35.2	33.9	20.0	8.3	2.0	1.8	1.4	1.3	0.9	0.2	0.4	30.4
.		1,636	37.6	37.7	16.8	7.2	1.9	2.0	1.7	1.4	0.3	0.2	0.2	30.6
	13~18	32	15.6	62.5	21.9	3.1	9.4	3.1	6.3	0.0	3.1	0.0	0.0	31.3
	19~24	87	41.4	28.7	16.1	16.1	2.3	2.3	4.6	0.0	1.1	0.0	1.1	29.9
	25~29	209	32.5	37.8	22.5	13.4	2.4	1.4	3.8	1.0	0.0	0.5	0.5	28.7
	30~39	681	40.7	35.7	19.5	7.3	2.3	2.8	1.2	1.3	0.1	0.1	0.3	30.5
	40~49	501	39.1	39.9	12.4	4.6	1.0	1.2	0.8	2.2	0.4	0.2	0.0	29.1
	50	126	26.2	39.7	9.5	0.8	0.0	1.6	1.6	0.8	0.0	0.8	0.0	39.7
		1,993	33.2	30.8	22.9	9.2	2.1	1.7	1.2	1.2	1.3	0.3	0.5	30.3
	13~18	23	47.8	26.1	17.4	30.4	8.7	4.3	4.3	4.3	0.0	0.0	0.0	21.7
	19~24	140	33.6	25.0	18.6	16.4	5.7	2.1	0.7	1.4	0.0	0.7	0.0	32.9
	25~29	325	32.3	27.4	22.5	11.1	2.2	3.1	0.9	0.6	1.8	0.0	0.9	32.3
	30~39	1,083	34.1	31.8	24.8	8.7	1.5	1.5	1.3	1.2	1.6	0.3	0.2	28.8
	40~49	367	30.8	33.5	22.1	5.2	2.2	0.8	0.5	1.4	0.8	0.0	0.8	31.3
	50	55	29.1	30.9	7.3	9.1	1.8	0.0	3.6	0.0	0.0	1.8	1.8	38.2
		3,095	34.4	35.1	20.7	8.5	2.0	1.8	1.5	1.3	0.9	0.2	0.3	30.0
		450	39.6	27.8	18.0	6.9	2.2	1.3	1.1	1.1	0.7	0.4	0.7	32.0
		84	39.3	23.8	11.9	7.1	2.4	3.6	0.0	2.4	0.0	1.2	0.0	35.7
	2001 가	2,394	40.2	22.8	31.5	9.4	2.2	2.1	1.3	1.9	1.1	-	0.9	29.2
	2001 가	2,581	52.3	17.9	8.3	19.9	3.9	3.2	3.7	3.3	2.2	-	1.1	26.5

2002 [ ] 0.2%가 [ ] . 2001가 , 2001 [ ] 0.5%. 【 :%】

3 [ 2][Xbox][ 가 2 ] .  
[Xbox]가 10 가 2 .

TV TV

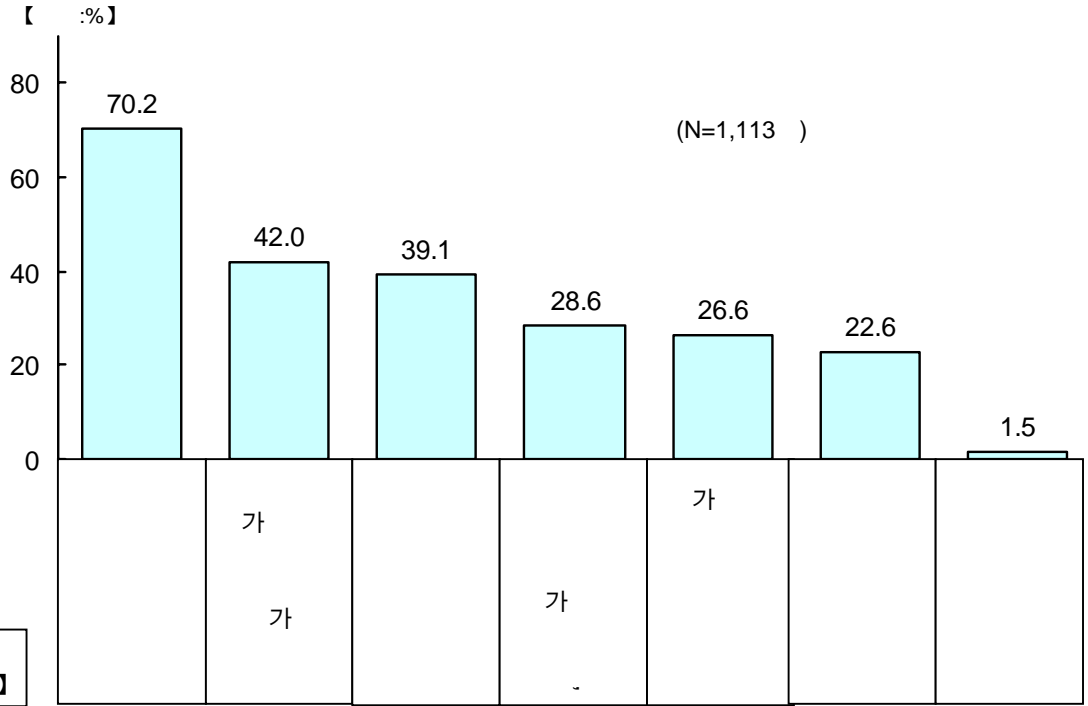


【 :%】

【 :%】

Category	Sample Size	8.6%	22.1%	29.3%	23.4%	16.6%
Category 1	1,636	10.3	22.9	30.3	21.0	15.5
13~18	32	25.0	18.8	28.0	21.9	6.3
19~24	87	26.5	23.0	21.8	13.8	14.9
25~29	209	17.2	29.2	30.7	10.5	12.4
30~39	681	10.1	24.4	28.8	22.0	14.7
40~49	501	5.4	18.8	35.0	22.8	18.0
50	126	4.8	22.2	24.6	30.1	18.3
Category 2	1,993	7.1	21.4	28.6	25.4	17.5
13~18	23	21.7	26.2	21.7	26.1	4.3
19~24	140	10.7	20.7	30.7	24.3	13.6
25~29	325	6.5	23.7	27.1	25.2	17.5
30~39	1,083	6.6	21.0	27.6	27.3	17.5
40~49	367	6.8	21.3	30.8	21.8	19.3
50	55	9.1	18.2	36.3	16.4	20.2
Category 3	262	24.0	22.5	26.8	16.4	10.3
Category 4	820	13.2	28.7	27.8	18.3	12.0
Category 5	162	5.5	19.9	30.0	25.8	18.8
Category 6	3,095	9.1	22.4	29.2	22.5	16.8
Sub-category 1	450	5.3	20.7	30.0	28.4	15.6
Sub-category 2	84	6.0	17.9	29.6	29.8	16.7
2001 가	2,394	8.4	19.0	29.5	24.3	18.8
2001 가	2,581	9.2	21.9	27.9	24.3	16.7

• [ ] [ ] 30.7%, 46.5%

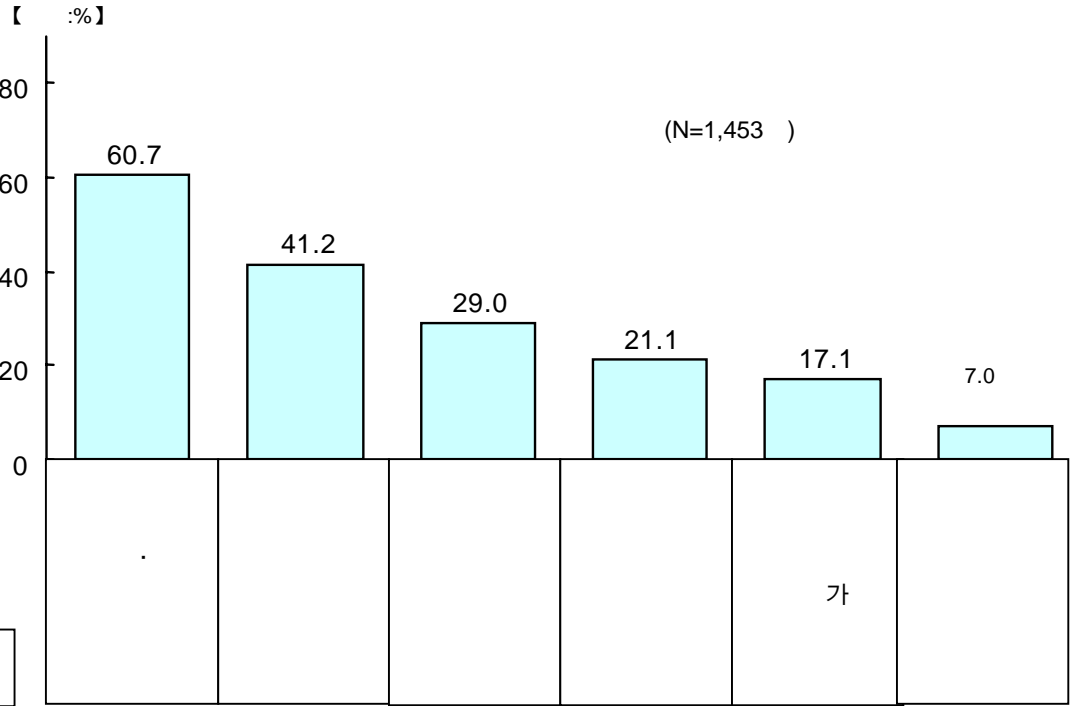


【 】

2002		1,113	70.2	42.0	39.1	28.6	26.6	22.6	1.5
가	544	69.1	46.7	43.9	32.9	27.0	25.9	1.8	
	13~18	14	57.1	42.9	50.0	21.4	35.7	28.6	7.1
	19~24	43	74.4	76.7	18.6	39.5	30.2	14.0	2.3
	25~29	97	69.1	52.6	41.2	36.1	20.6	24.7	2.1
	30~39	235	72.8	46.8	46.0	34.9	27.2	26.4	2.1
	40~49	121	61.2	38.0	44.6	28.9	28.9	28.9	0.8
	50	34	70.6	23.5	64.7	20.6	29.4	29.4	0.0
	569	71.2	37.6	34.4	24.4	26.2	19.5	1.2	
가	13~18	11	81.8	45.5	36.4	9.1	18.2	27.3	9.1
	19~24	44	63.6	40.9	38.6	25.0	20.5	13.6	0.0
	25~29	98	78.6	42.9	29.6	24.5	20.4	16.3	1.0
	30~39	298	69.5	36.2	33.6	22.8	28.5	20.5	1.3
	40~49	103	68.9	35.0	36.9	29.1	30.1	22.3	1.0
	50	15	86.7	33.3	53.3	33.3	13.3	13.3	0.0
	122	73.0	45.1	36.1	27.9	29.5	23.0	4.1	
가	344	72.7	39.8	40.4	33.7	28.5	22.4	1.2	
	647	68.3	42.7	38.9	26.0	25.0	22.7	1.2	
20021가		655	66.0	43.5	42.7	32.8	24.1	27.9	1.7

【 :%】

가 (70.2%) 2 [ 가 가 ](42.0%) , 가 1 19~24 가

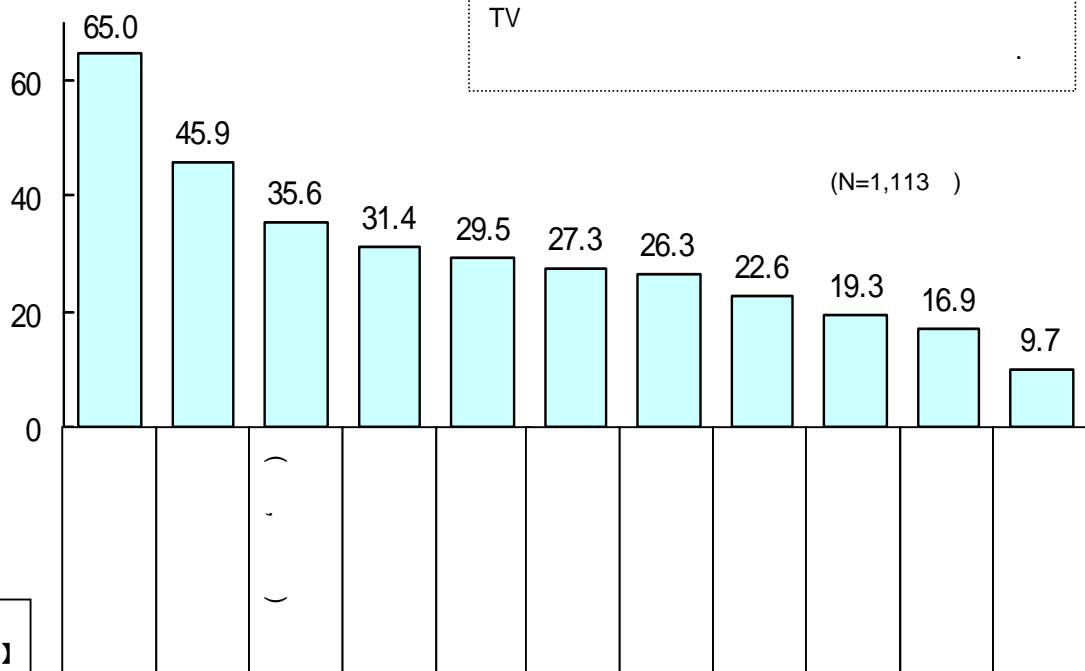


2002		1,453	60.7	41.2	29.0	21.1	17.1	7.0
·		597	63.3	42.0	26.3	12.7	19.3	7.9
	13~18	9	77.8	11.1	0.0	11.1	0.0	11.1
	19~24	25	84.0	28.0	20.0	28.0	16.0	12.0
	25~29	48	64.6	31.3	35.4	18.8	20.8	12.5
	30~39	250	69.6	36.4	27.2	11.2	20.8	7.6
	40~49	204	56.9	49.5	26.0	11.3	18.6	5.9
	50	61	47.5	59.0	23.0	13.1	18.0	9.8
		856	58.9	40.5	30.8	27.0	15.7	6.4
·	13~18	7	71.4	28.6	57.1	28.6	71.4	14.3
	19~24	53	69.8	35.8	22.6	34.0	13.2	5.7
	25~29	139	68.3	43.9	28.1	24.5	15.1	4.3
	30~39	486	59.5	38.9	33.3	24.9	16.5	5.8
	40~49	151	48.3	45.7	29.8	31.1	13.2	11.3
	50	20	25.0	35.0	10.0	45.0	5.0	0.0
·		70	70.0	32.9	28.6	31.4	30.0	7.1
		248	64.9	41.9	26.2	27.0	19.4	6.0
		1,135	59.2	41.5	29.6	19.2	15.9	7.2
2001 가		1,032	67.2	38.4	32.2	18.8	23.1	8.6

【 :%】

가 [ , ]가 60.7% 1 .

> 【 :%】



【 】

2002

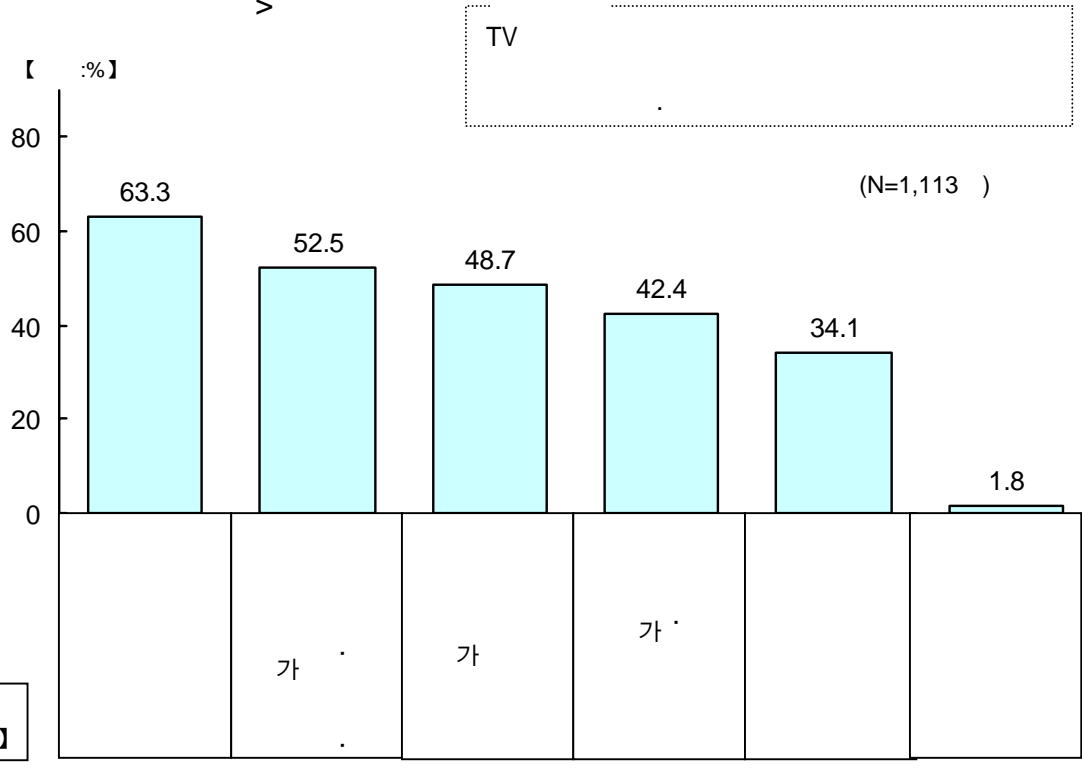
1,113

	65.0	45.9	35.6	31.4	29.5	27.3	26.3	22.6	19.3	16.9	9.7	
65.6	53.7	36.4	37.7	35.5	14.2	22.8	28.7	21.7	16.4	4.0		
13-18	14	64.3	28.6	35.7	42.9	57.1	21.4	7.1	35.7	21.4	14.3	14.3
19-24	43	72.1	62.8	37.2	27.9	46.5	14.0	20.9	27.9	20.9	20.9	4.7
25-29	97	78.4	55.7	28.9	41.2	27.8	11.3	17.5	26.8	13.4	8.2	6.2
30-39	235	64.7	55.7	38.3	40.9	40.0	17.5	24.7	30.6	24.3	19.6	4.3
40-49	121	59.5	47.9	36.4	33.1	30.6	12.4	28.9	26.4	24.0	16.5	1.7
50	34	50.0	52.9	44.1	32.4	20.6	14.7	11.8	26.5	20.6	11.8	0.0
569	64.5	38.5	34.8	25.5	23.7	39.9	29.7	16.9	17.0	17.4	15.1	
13-18	11	81.8	54.5	18.2	45.5	45.5	27.3	18.2	36.4	36.4	27.3	27.3
19-24	44	65.9	40.9	45.5	34.1	34.1	47.7	25.0	4.5	13.6	22.7	20.5
25-29	98	71.4	35.7	32.7	20.4	30.6	35.7	27.6	21.4	16.3	18.4	15.3
30-39	298	62.1	38.6	34.6	23.5	19.5	35.9	30.9	16.1	16.8	15.1	13.4
40-49	103	64.1	35.9	34.0	32.0	25.2	50.5	33.0	19.4	19.4	20.4	16.5
50	15	53.3	53.3	40.0	13.3	6.7	60.0	20.0	6.7	6.7	13.3	13.3
976	65.1	46.3	36.5	31.5	29.4	28.4	27.7	24.0	19.4	17.5	9.8	
117	64.1	41.0	29.1	31.6	28.2	21.4	12.0	13.7	18.8	11.1	8.5	
20	70.0	55.0	30.0	30.0	40.0	10.0	45.0	10.0	20.0	20.0	20.0	10.0
2001 가	655	70.5	38.6	36.5	30.8	20.5	37.9	34.7	24.9	24.4	23.1	13.0

【 :%】

가 2 [ ]가 1 65.0%, [ ] 2 45.9%



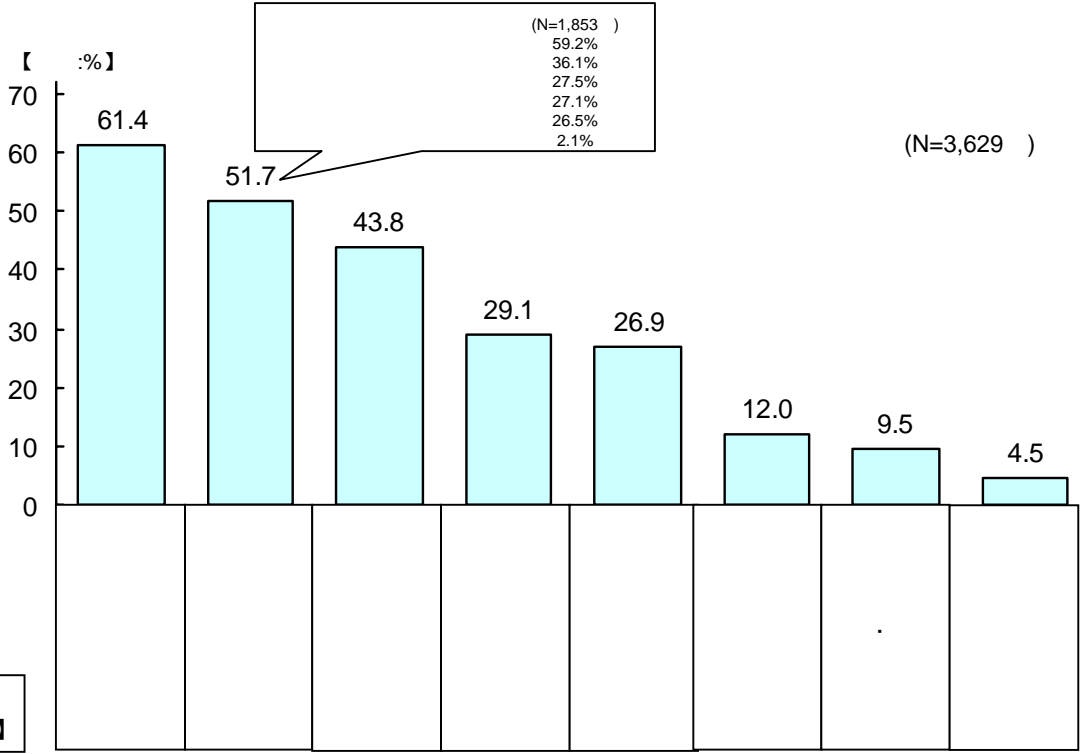


2002		1,113	63.3	52.5	48.7	42.4	34.1	1.8
가	544	70.6	48.9	49.6	37.9	32.5	1.7	
	13~18	14	71.4	35.7	42.9	21.4	14.3	14.3
	19~24	43	81.4	60.5	72.1	51.2	20.9	0.0
	25~29	97	75.3	52.6	73.2	45.4	23.7	0.0
	30~39	235	74.0	48.1	46.8	35.7	36.2	1.3
	40~49	121	59.5	50.4	35.5	35.5	38.8	2.5
	50	34	58.8	29.4	26.5	29.4	32.4	2.9
	569	56.2	55.9	47.8	46.7	35.5	1.9	
가	13~18	11	63.6	72.7	63.6	54.5	36.4	9.1
	19~24	44	68.2	43.2	47.7	47.7	40.9	0.0
	25~29	98	57.1	55.1	50.0	49.0	27.6	1.0
	30~39	298	56.7	58.4	44.6	46.0	35.2	1.7
	40~49	103	53.4	53.4	48.5	48.5	37.9	3.9
	50	15	20.0	53.3	80.0	26.7	60.0	0.0
가	122	63.1	54.9	59.8	45.9	34.4	0.8	
	344	65.4	57.6	51.2	47.7	31.7	0.6	
	647	62.1	49.3	45.3	38.9	35.2	2.6	
2001 가		655	64.4	56.5	48.5	46.1	31.1	1.4

【 :%】

가 1 [ 2 [ ] 60% 가 ](52.5%)

TV (PC )



【 】

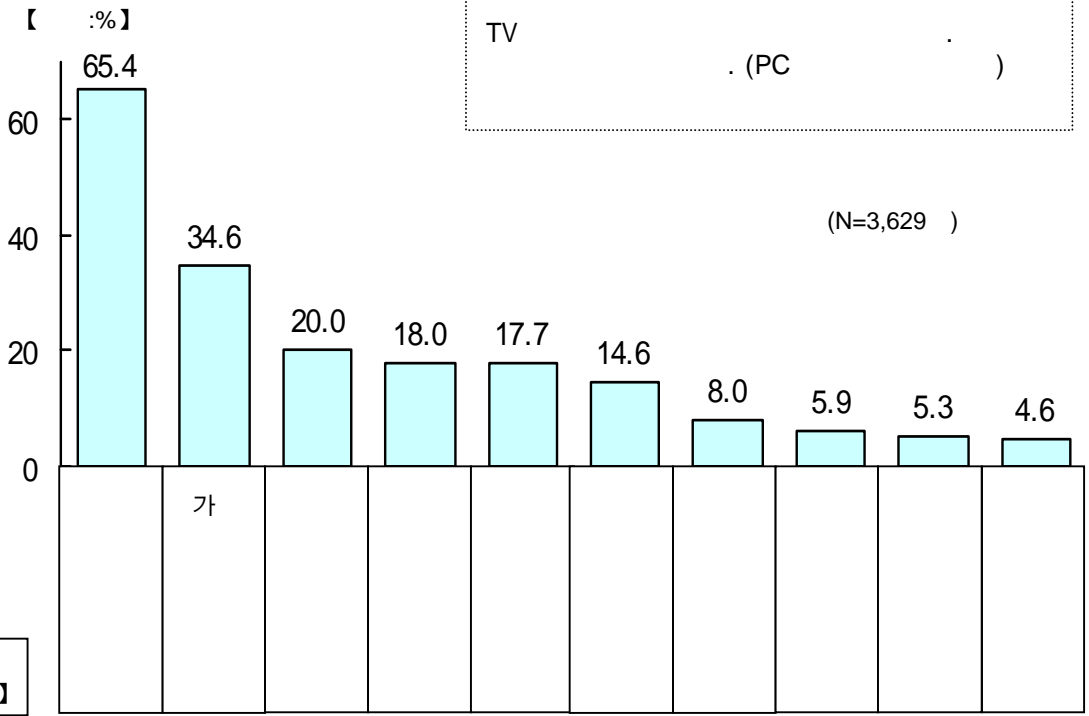
2002 가		3,629	61.4	51.1	43.8	29.1	26.9	12.0	9.5	4.5
	1,636	55.9	60.4	33.2	24.6	36.1	14.1	7.6	4.8	
	13~18	32	75.0	68.8	50.0	53.1	59.4	18.8	18.8	6.3
	19~24	87	71.3	69.0	40.2	31.0	54.0	13.8	13.8	3.4
	25~29	209	63.6	67.5	33.0	27.8	52.2	13.4	7.7	2.4
	30~39	681	57.6	59.0	35.2	22.0	37.3	14.2	6.2	3.8
	40~49	501	48.7	57.3	31.7	25.1	26.9	13.2	8.6	6.4
	50	126	46.8	60.3	19.0	19.8	21.4	16.7	4.0	8.7
	1,993	66.0	43.4	52.6	32.8	19.4	10.3	11.1	4.2	
	13~18	23	87.0	39.1	60.9	30.4	26.1	4.3	4.3	0.0
	19~24	140	77.9	42.9	51.4	39.3	27.1	13.6	7.9	2.9
	25~29	325	71.4	43.7	52.9	31.1	19.7	10.2	6.8	2.8
	30~39	1,083	65.7	40.8	53.9	32.0	18.7	10.6	13.2	4.0
	40~49	367	58.	51.0	51.0	34.1	18.8	9.0	11.2	6.5
	50	55	52.7	45.5	34.5	34.5	12.7	9.1	5.5	5.5
	262	67.2	63.4	48.1	35.5	50.0	9.5	13.0	4.2	
	820	65.7	61.5	47.8	28.8	38.8	12.9	11.6	3.7	
	2,547	59.4	46.4	42.1	28.6	20.8	12.0	8.5	4.8	
	2001 가	2,394	58.3	58.3	43.5	28.7	27.8	13.2	10.9	8.7
	2001 가	2,581	60.4	56.8	39.9	30.3	31.3	13.1	9.3	9.8

【 :%】

• [ ]가 1 61.4%. [ ]

• [ ]가 60% 가 가 .

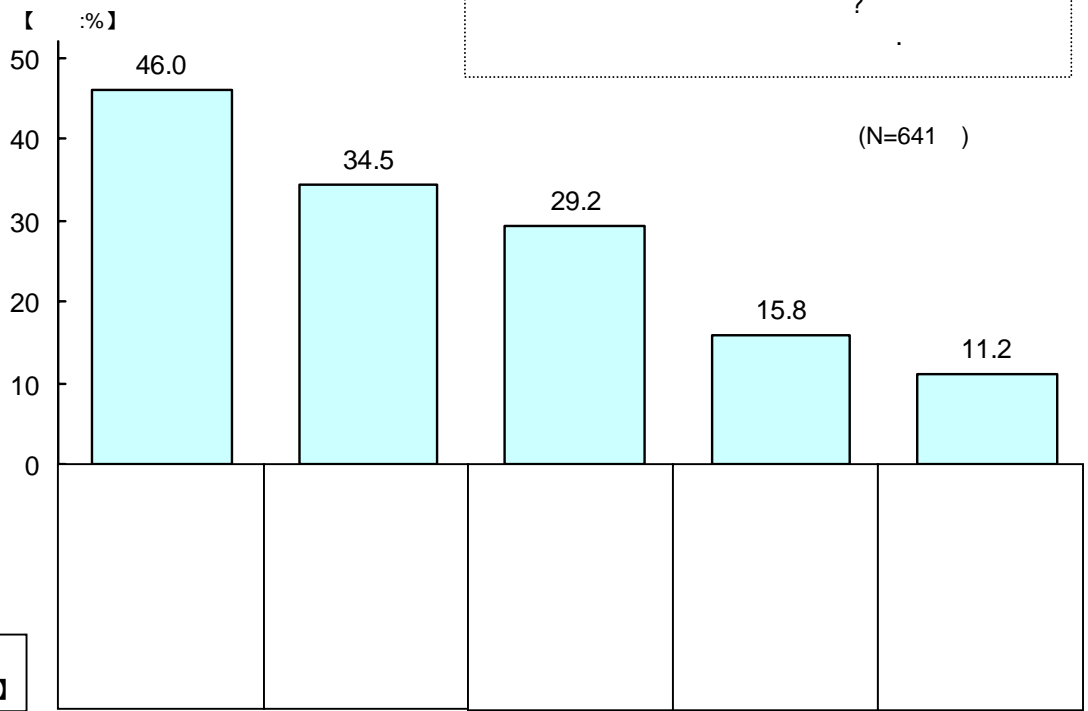
< 가 >



2002 가		3,629	65.4	34.6	20.0	18.0	17.7	14.6	8.0	5.9	5.3	4.6
가	가	1,636	63.3	36.3	18.8	14.2	20.3	18.8	6.0	6.1	4.0	3.6
	13~18	32	81.3	18.8	21.9	15.6	12.5	15.6	6.3	18.8	3.1	6.3
	19~24	87	69.0	33.3	10.3	8.0	25.3	18.4	2.3	11.5	6.9	4.6
	25~29	209	67.9	36.4	15.8	9.6	25.8	20.6	1.4	6.2	1.9	1.9
	30~39	681	64.2	38.6	20.3	15.9	22.3	22.8	4.1	7.0	3.2	3.5
	40~49	501	61.1	33.3	19.2	15.8	17.0	14.8	10.4	3.2	5.2	3.4
	50	126	50.8	42.1	19.8	11.1	11.9	11.1	8.7	5.6	4.8	6.3
	가	1,993	67.1	33.2	21.0	21.1	15.5	11.1	9.6	5.7	6.3	5.4
	13~18	23	78.3	21.7	17.4	21.7	8.7	8.7	13.0	8.7	13.0	0.0
	19~24	140	70.0	30.0	18.6	13.6	15.7	8.6	3.6	5.7	5.7	6.4
가	25~29	325	67.4	36.9	18.5	19.4	16.3	11.1	4.0	8.6	4.0	6.5
	30~39	1,083	64.7	32.8	22.4	23.3	15.4	12.3	9.5	4.8	6.3	5.8
	40~49	367	71.1	34.3	20.4	22.1	14.4	9.8	16.3	5.4	8.4	3.8
	50	55	74.5	23.6	18.2	1.8	21.8	5.5	12.7	7.3	5.5	1.8
	가	262	77.1	29.0	15.3	16.4	30.9	16.4	4.6	9.2	8.4	5.0
가	가	820	68.0	35.7	19.9	19.9	22.4	17.7	7.8	8.9	5.7	4.4
	가	2,547	63.3	34.8	20.5	17.6	14.8	13.4	8.4	4.6	4.8	4.6
	가	2,394	62.6	32.0	17.9	17.9	26.0	15.4	7.8	6.6	4.8	7.6
가	2,581	69.4	-	-	21.5	20.6	-	9.1	7.4	3.9	7.2	

2001 [가 . ] 41.8%. [%]

- 65.4%가 [ ] .
- 가 [ ] 10 가 .



【 】

2002		641	46.0	34.5	29.2	15.8	11.2
.		332	47.0	36.4	34.9	15.7	7.2
	13~18	4	50.0	25.0	75.0	25.0	0.0
	19~24	22	40.9	40.9	36.4	13.6	9.1
	25~29	54	51.9	42.9	46.3	13.0	3.7
	30~39	152	46.1	35.5	36.2	16.4	8.6
	40~49	85	47.1	34.1	27.1	15.3	7.1
	50	15	46.7	33.3	13.3	20.0	6.7
		309	45.0	32.4	23.0	15.9	15.5
	13~18	2	100.0	50.0	0.0	50.0	0.0
	19~24	22	54.5	27.3	31.8	22.7	13.6
25~29	53	41.5	30.2	22.6	17.0	13.2	
30~39	167	41.9	34.1	25.7	15.0	15.6	
40~49	53	49.1	34.0	11.3	13.2	22.6	
50	12	58.3	16.7	25.0	16.7	0.0	
.		576	46.9	34.7	29.2	16.3	10.8
		55	35.4	32.7	29.1	7.3	16.4
		10	50.0	30.0	30.0	30.0	10.0
2001 가		622	32.6	27.2	28.8	15.8	20.4
2001		532	34.0	25.4	34.0	18.2	16.2

【 :%】

가 [ ] 가 [ ]가 46.0% , 가

13. ( 1 )

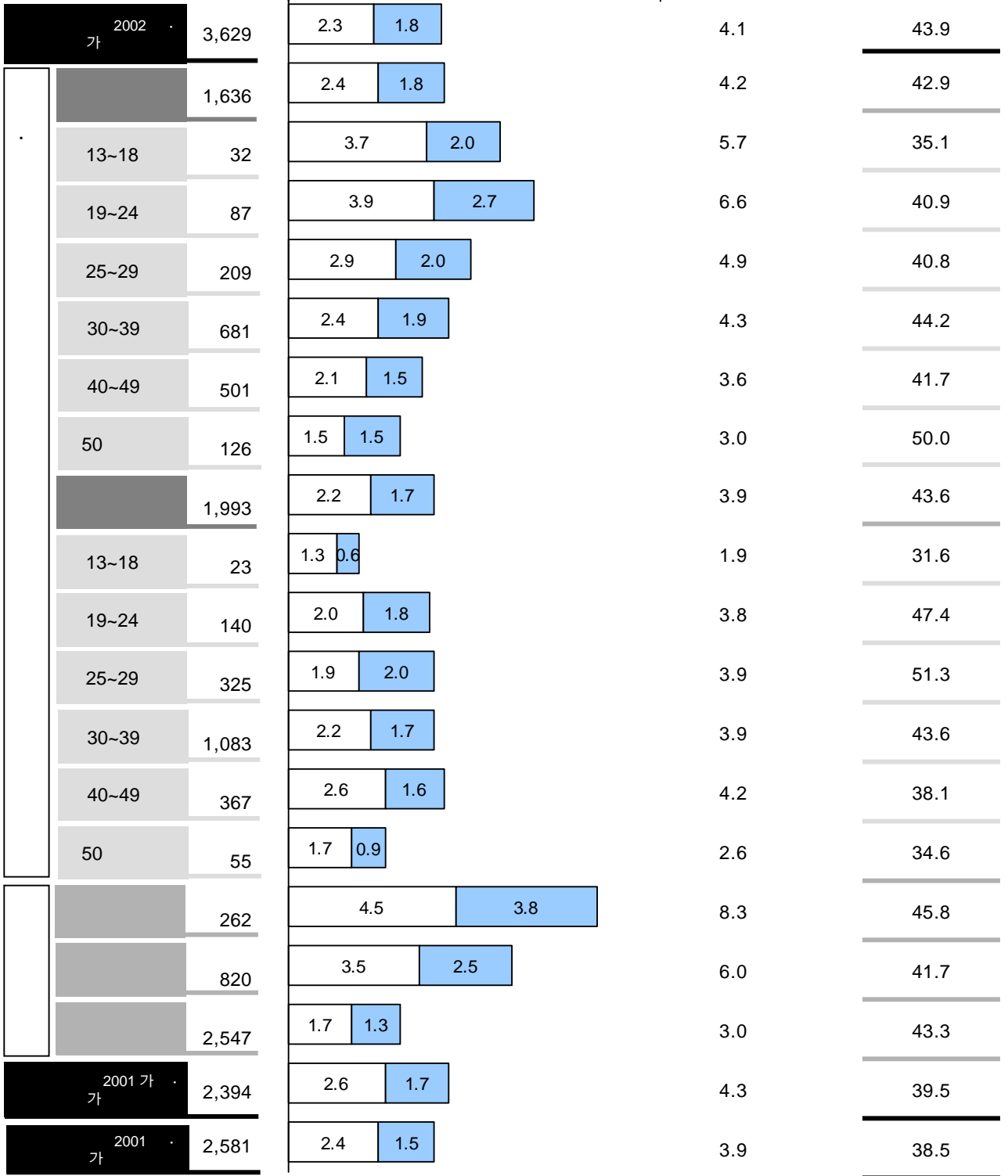
< 가 >

【 】

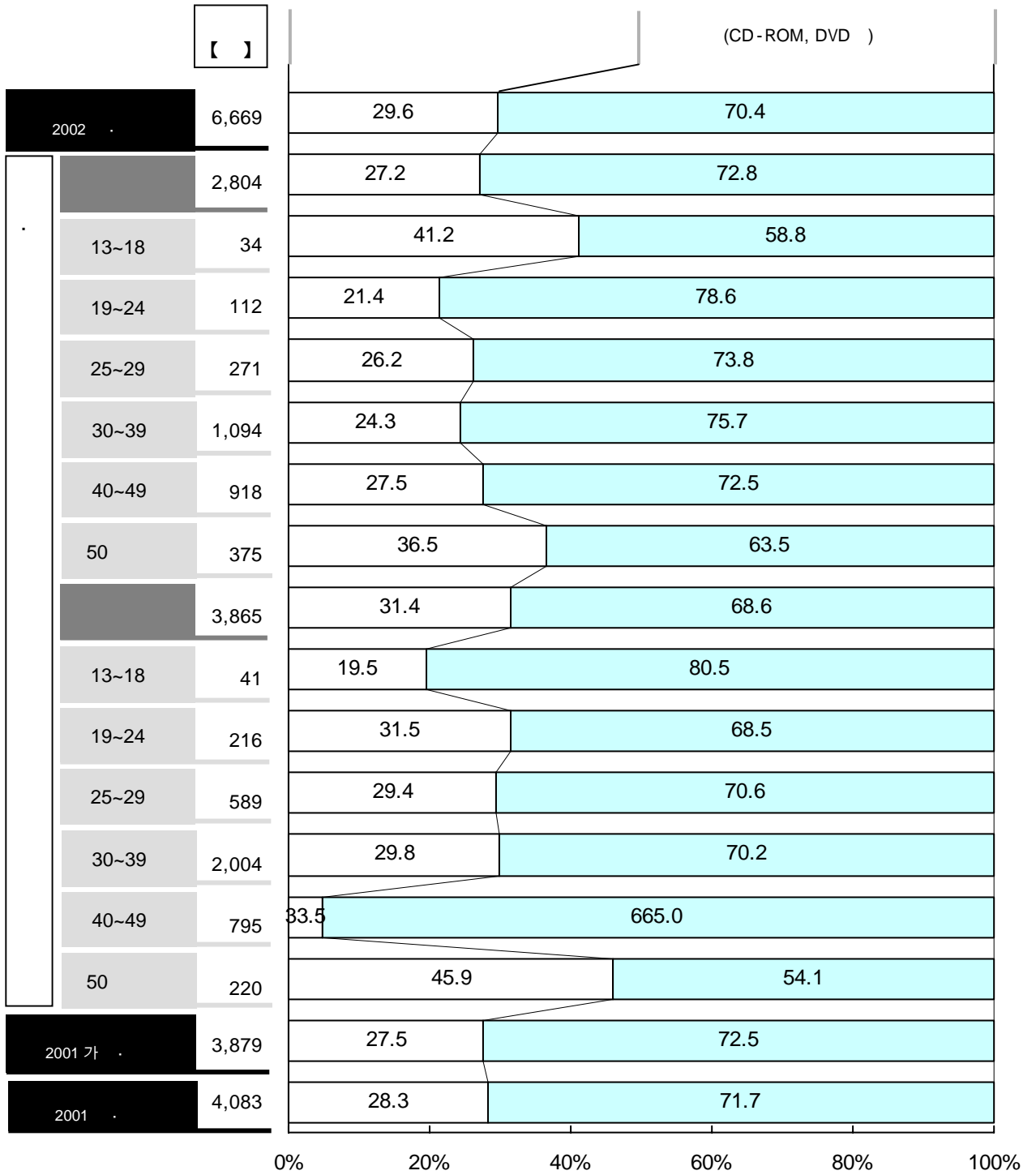


10 【 :%】

[ :%]



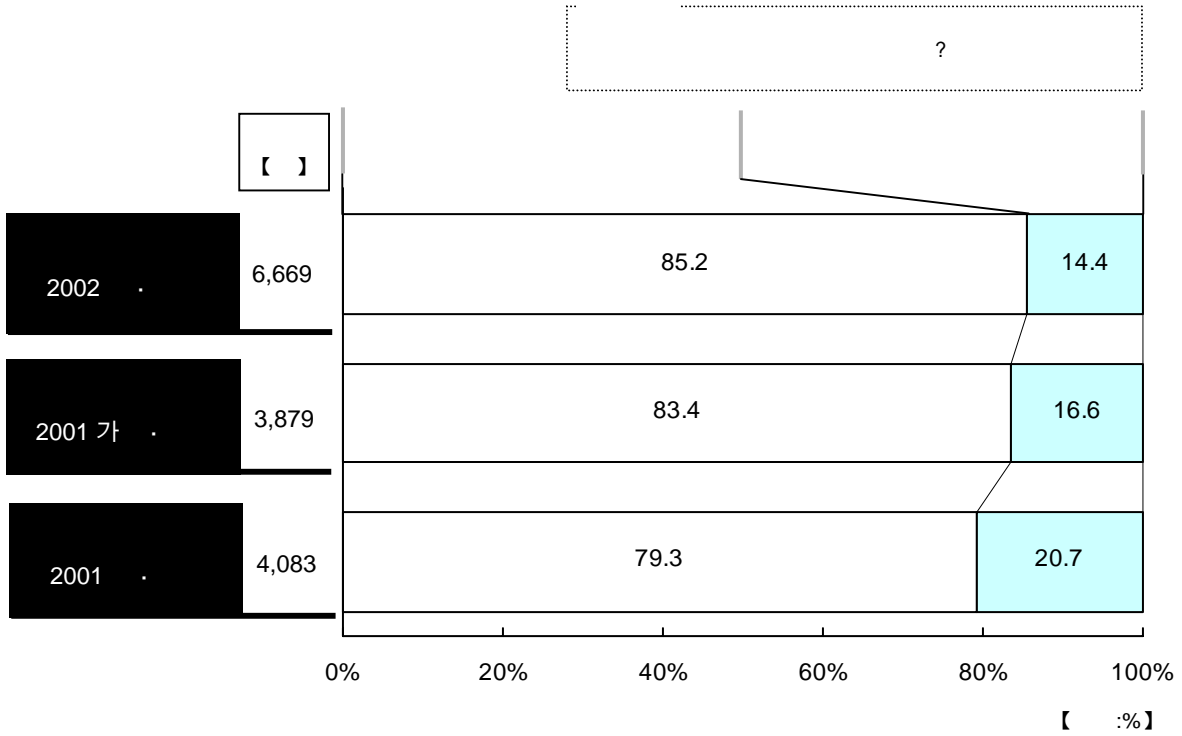
- 4.1 , 가 (8.3 )
- 43.9% , 가 25~29 51.3%.



【 :%】

• , [ 50 ]가 30% 가  
45.9%가 가

1.

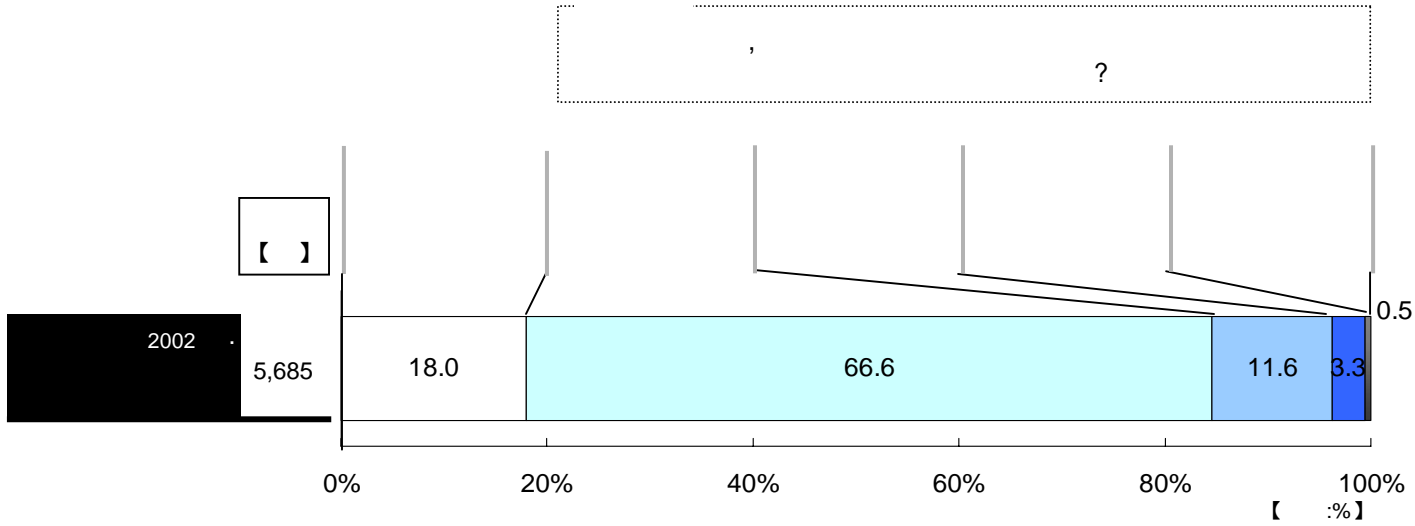


< >

【 :%】

	13	19	25	30	40	50		13	19	25	30	40	50	
	18	24	29	39	49			18	24	29	39	49		
【 】	2,804	34	112	271	1,094	918	375	3,865	41	216	589	2,004	795	220
	85.5	61.8	79.5	81.2	86.3	86.9	86.9	85.0	56.1	78.2	84.4	86.0	87.4	81.8

85.2% , 40-49 가

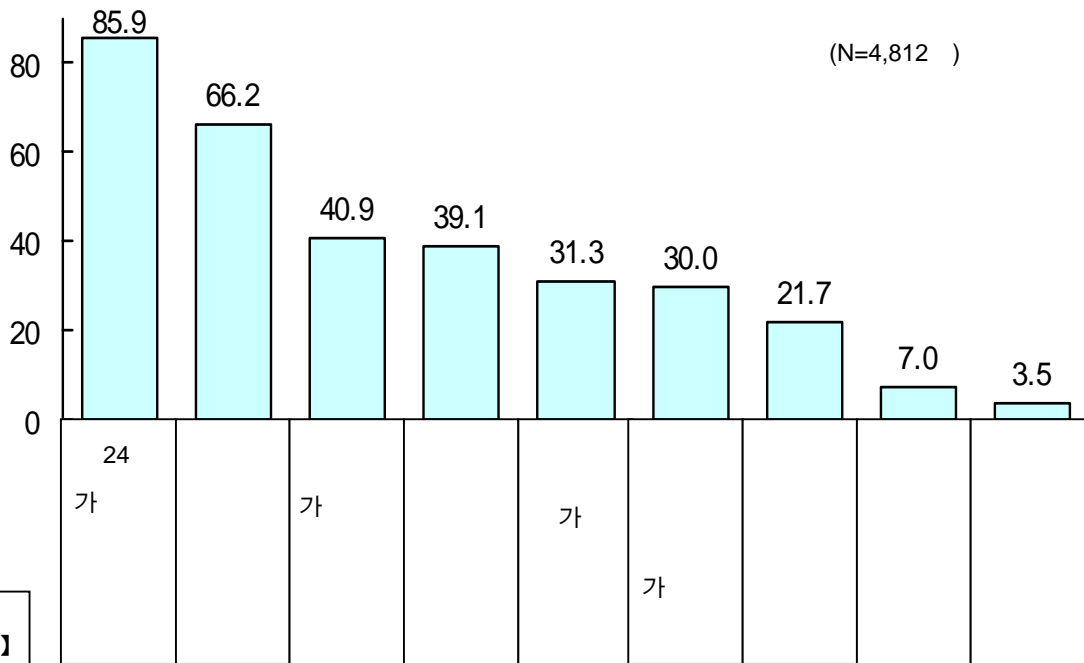


	2,398	17.1	65.4	12.6	4.0	0.9
13~18	21	19.0	62.0	9.5	9.5	0.0
19~24	89	20.2	65.3	10.1	2.2	2.2
25~29	220	18.2	67.3	8.6	4.5	1.4
30~39	944	16.0	67.1	12.3	4.1	0.5
40~49	798	16.5	65.1	14.0	3.9	0.5
50	326	19.9	61.4	13.2	3.4	2.1
	3,287	18.7	67.4	10.8	2.8	0.3
13~18	23	30.4	52.3	13.0	4.3	0.0
19~24	169	15.4	63.9	14.8	5.3	0.6
25~29	497	17.9	67.0	11.9	3.0	0.2
30~39	1,723	19.2	69.0	9.1	2.4	0.3
40~49	695	18.0	67.5	12.2	2.2	0.1
50	180	21.7	57.7	15.6	5.0	0.0
	4,938	18.5	66.3	11.4	3.2	0.6
	623	15.9	68.3	12.4	3.2	0.2
	124	12.1	68.6	13.7	4.8	0.8
2001 가	3,235	15.3	67.9	12.7	3.6	0.5
2001	3,238	16.2	62.7	14.6	5.7	0.8

• 80% 가 ([ ]+[ ]) 84.6%.



【 :%】

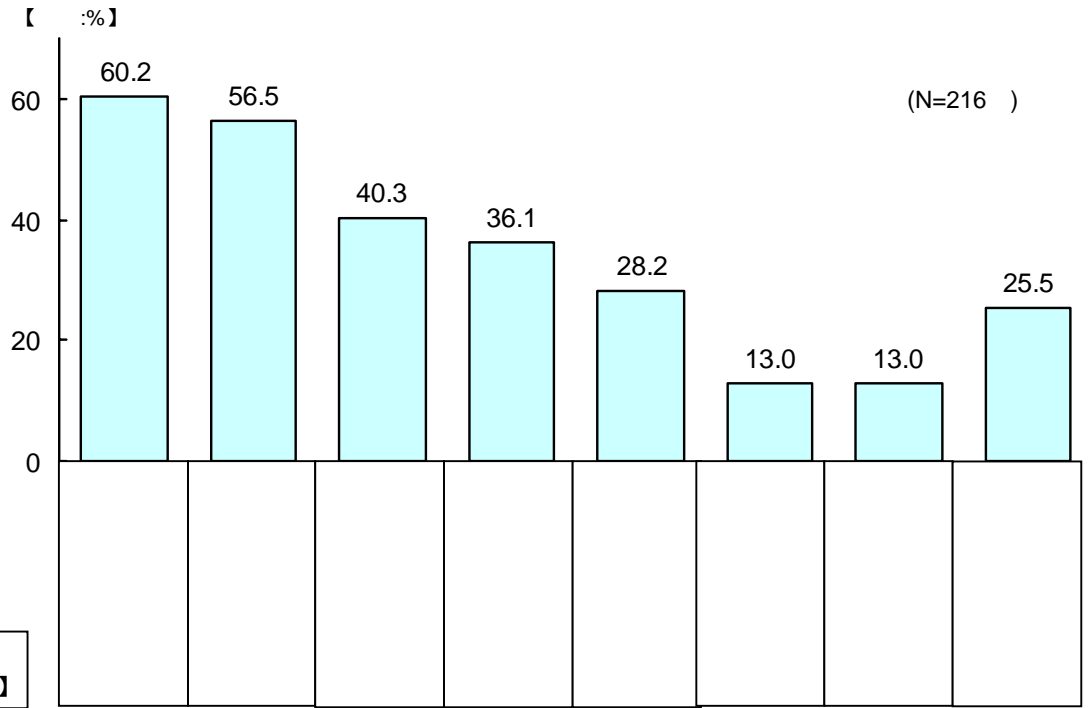


【 】

2002	4,812	85.9	66.2	40.9	39.1	31.3	30.0	21.7	7.0	3.5
	1,981	81.8	61.6	39.4	32.7	29.2	30.7	24.7	8.2	3.8
13~18	17	82.4	64.7	58.8	58.8	29.4	64.7	41.2	17.6	0.0
19~24	76	80.3	56.6	48.7	34.2	31.6	36.8	32.9	6.6	3.9
25~29	188	88.3	64.4	37.2	30.9	21.8	33.0	28.2	5.9	3.7
30~39	784	82.8	60.5	38.1	28.1	30.0	28.8	23.5	6.4	4.1
40~49	651	79.6	61.1	38.2	34.7	31.0	32.4	25.5	10.0	4.0
50	265	80.0	65.7	43.4	40.4	27.2	26.4	20.4	10.9	3.0
	2,831	88.8	69.4	42.0	43.6	32.7	29.5	19.7	6.1	3.2
13~18	19	78.9	73.7	21.1	47.4	21.1	47.4	21.1	15.8	5.3
19~24	134	91.0	67.2	45.5	42.5	28.4	29.9	22.4	1.5	1.5
25~29	422	91.9	69.4	40.0	40.0	27.3	28.2	20.6	5.2	3.8
30~39	1,519	89.7	70.7	40.8	43.4	33.7	30.4	20.1	6.3	3.1
40~49	594	84.8	66.3	44.1	44.6	34.7	27.3	17.7	6.7	3.4
50	143	86.0	69.2	51.0	51.0	35.7	30.1	18.2	8.4	3.5
	4,187	86.5	66.8	41.7	39.5	32.2	30.9	22.4	7.2	3.4
	525	82.9	63.0	35.6	37.1	24.6	23.8	17.9	5.7	3.2
	100	79.0	57.0	37.0	33.0	27.0	25.0	13.0	6.0	7.0
2001 가	2,693	86.0	62.5	39.2	35.7	31.0	27.6	20.3	6.8	4.0

【 :%】

가 [24 가 ] 85.9%.



【 】

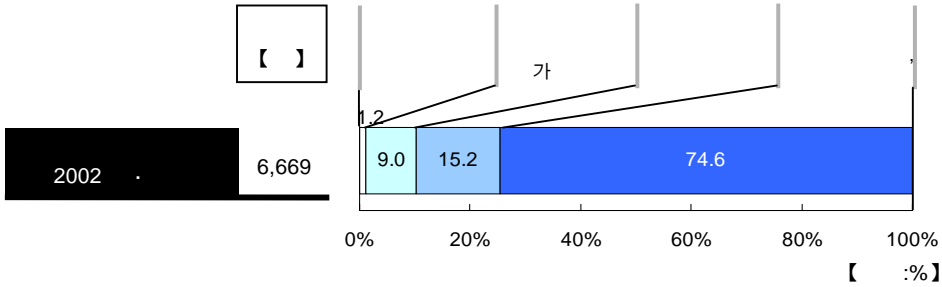
2002		216	60.2	56.5	40.3	36.1	28.2	13.0	13.0	25.5
[ ]	[ ]	116	60.3	57.8	55.2	31.0	30.2	16.4	14.7	26.7
	13~18	2	50.0	100.0	100.0	50.0	50.0	0.0	50.0	0.0
	19~24	4	25.0	25.0	50.0	0.0	0.0	25.0	0.0	50.0
	25~29	13	46.2	69.2	46.2	38.5	23.1	15.4	23.1	15.4
	30~39	44	61.4	68.2	52.3	43.2	36.4	20.5	13.6	27.3
	40~49	35	65.7	48.6	62.9	25.7	25.7	17.1	5.7	28.6
	50	18	66.7	44.4	50.0	11.1	33.3	5.6	27.8	27.8
	[ ]	100	60.0	55.0	23.0	42.0	26.0	9.0	11.0	24.0
[ ]	13~18	1	0.0	0.0	0.0	100.0	0.0	0.0	0.0	0.0
	19~24	10	70.0	70.0	30.0	30.0	30.0	10.0	10.0	20.0
	25~29	16	56.3	75.0	0.0	50.0	18.8	12.5	6.3	31.3
	30~39	48	58.3	47.9	31.3	47.9	33.3	10.4	10.4	22.9
	40~49	16	62.5	56.3	31.3	25.0	6.3	6.3	12.5	37.5
	50	9	66.7	44.4	0.0	33.3	33.3	0.0	22.2	0.0
	[ ]	188	60.6	56.9	42.0	36.7	28.7	12.8	11.7	25.0
[ ]	[ ]	21	67.1	47.6	23.8	19.0	23.8	9.5	14.3	33.3
	[ ]	7	57.1	71.4	42.9	71.4	28.6	28.6	42.9	14.3
2001 가		134	55.2	55.2	38.8	38.1	21.6	15.7	14.2	26.1

【 :%】

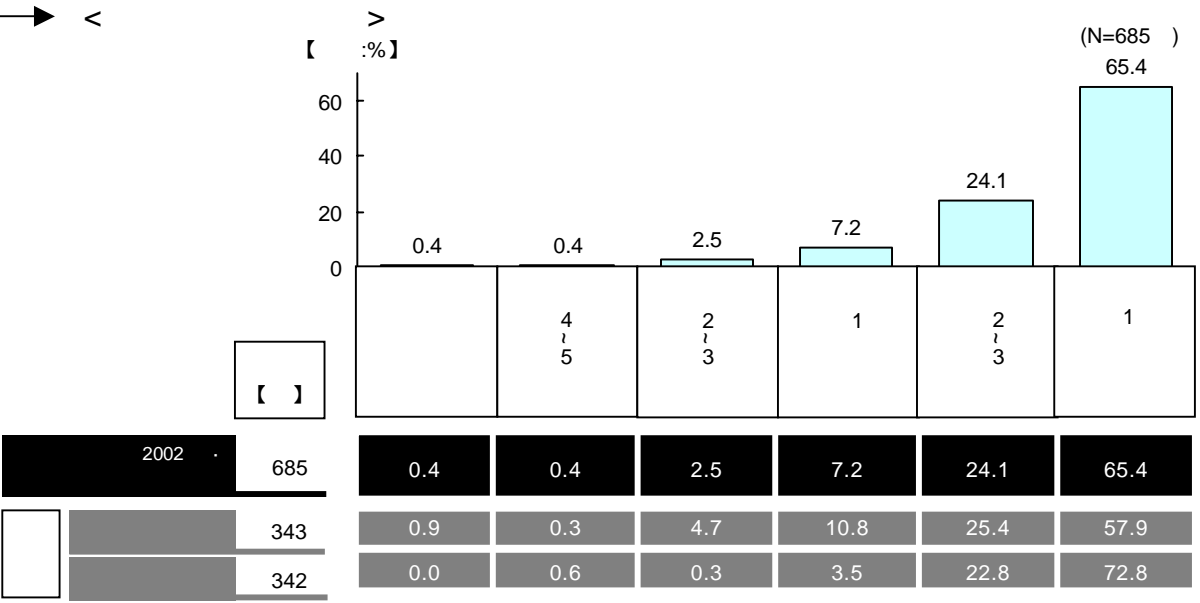
[ ](60.2%), [ ](56.5%) .

1.

/ ?



【 】		가			
2,804		17.1	65.4	12.6	4.0
13~18	34	19.0	62.0	9.5	9.5
19~24	112	20.2	65.3	10.1	2.2
25~29	271	18.2	67.3	8.6	4.5
30~39	1,094	16.0	67.1	12.3	4.1
40~49	918	16.5	65.1	14.0	3.9
50	375	19.9	61.4	13.2	3.4
3,865		18.7	67.4	10.8	2.8
13~18	41	30.4	52.3	13.0	4.3
19~24	216	15.4	63.9	14.8	5.3
25~29	589	17.9	67.0	11.9	3.0
30~39	2,004	19.2	69.0	9.1	2.4
40~49	795	18.0	67.5	12.2	2.2
50	220	21.7	57.7	15.6	5.0



【 :%】

• ([ ]+[ ] , 가 ) 10.2% 가

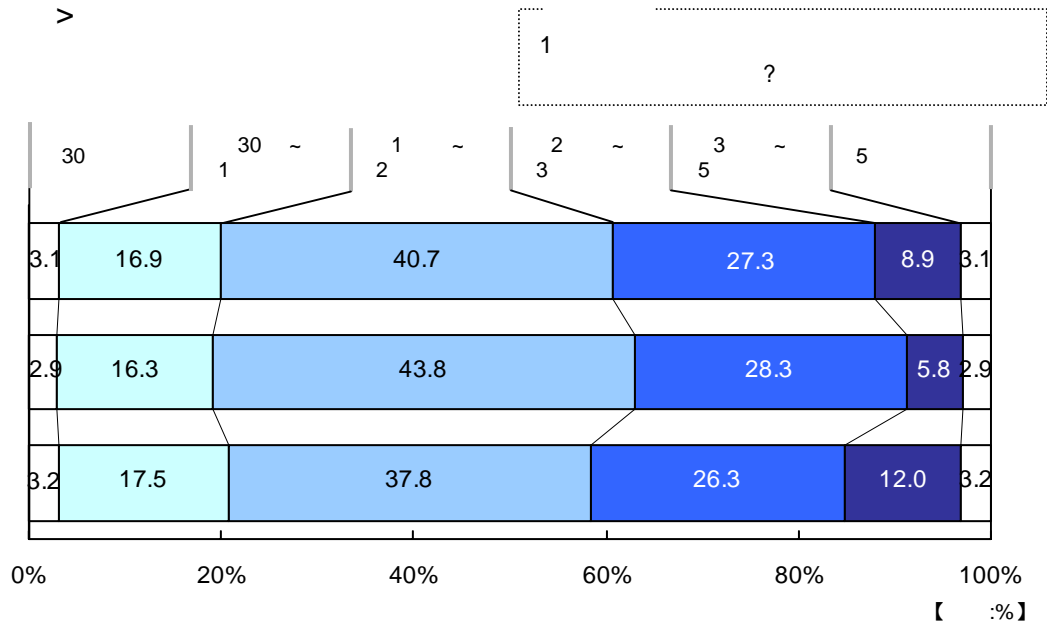
• 65.4%가 [ 1 ] 가

2.1

<

>

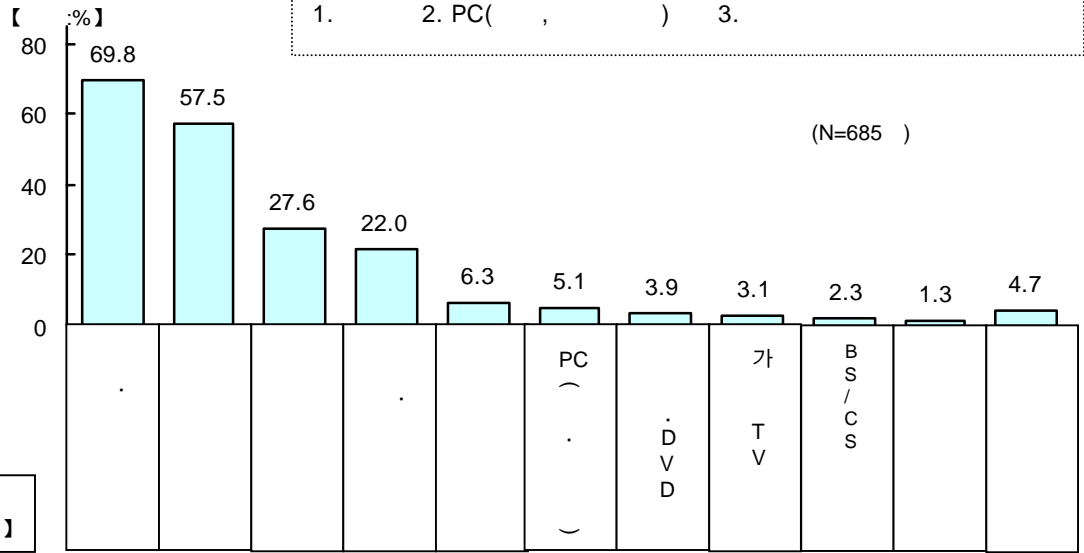
2002	6,669
	2,804
	3,865



3.

<

>



2002	685
	343
	342
	36
	130
	293
	226

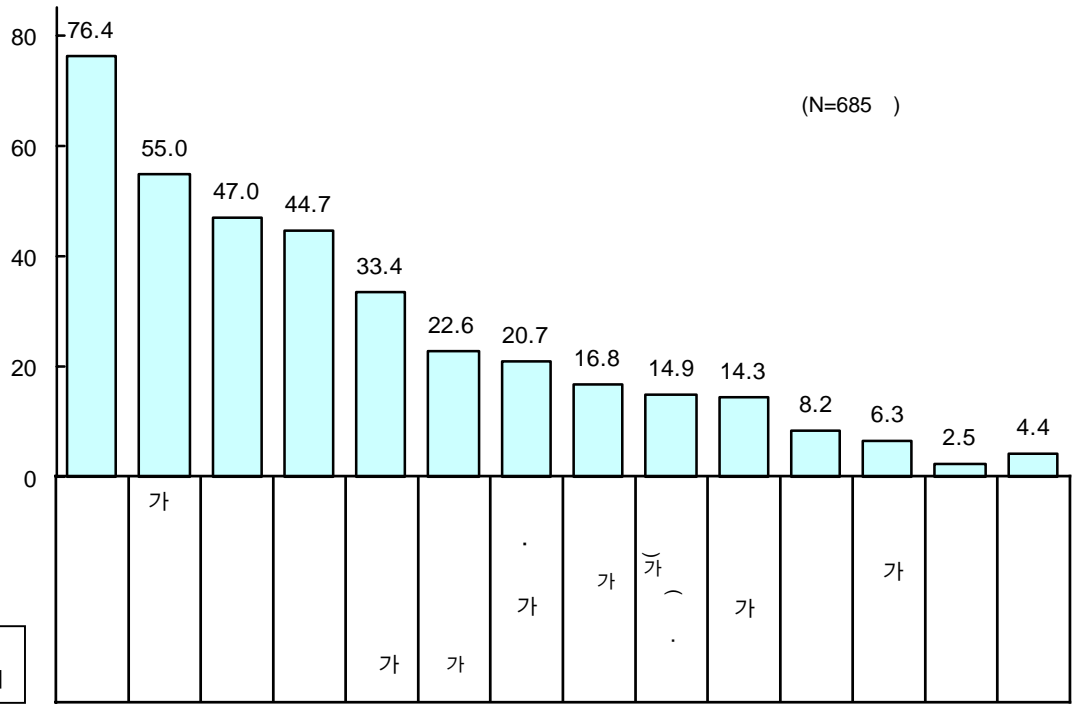
69.8	57.5	27.6	22.0	6.3	5.1	3.9	3.1	2.3	1.3	4.7
68.2	62.7	27.1	25.9	7.0	6.4	5.0	3.5	2.9	1.5	3.2
71.3	52.3	28.1	18.1	5.6	3.8	2.9	2.6	1.8	1.2	6.1
63.9	63.9	25.0	19.4	22.2	8.3	8.3	5.6	5.6	2.8	5.6
72.3	54.6	23.8	24.6	12.3	4.6	6.2	4.6	4.6	0.0	3.1
74.7	57.3	32.1	21.2	5.8	5.8	4.4	3.4	2.0	1.0	4.8
62.8	58.4	24.3	22.1	0.9	4.0	1.3	1.3	0.9	2.2	5.3

【 :%】

• 2 40.7% 1 [1 ~1 ]  
 40% 가 (39.3%)  
 • [ , ](69.8%) [ ](57.5%)  
 [ ] 가  
 • [ ] [가 TV ] 6.3%, 3.1%

/

【 :%】



【 】

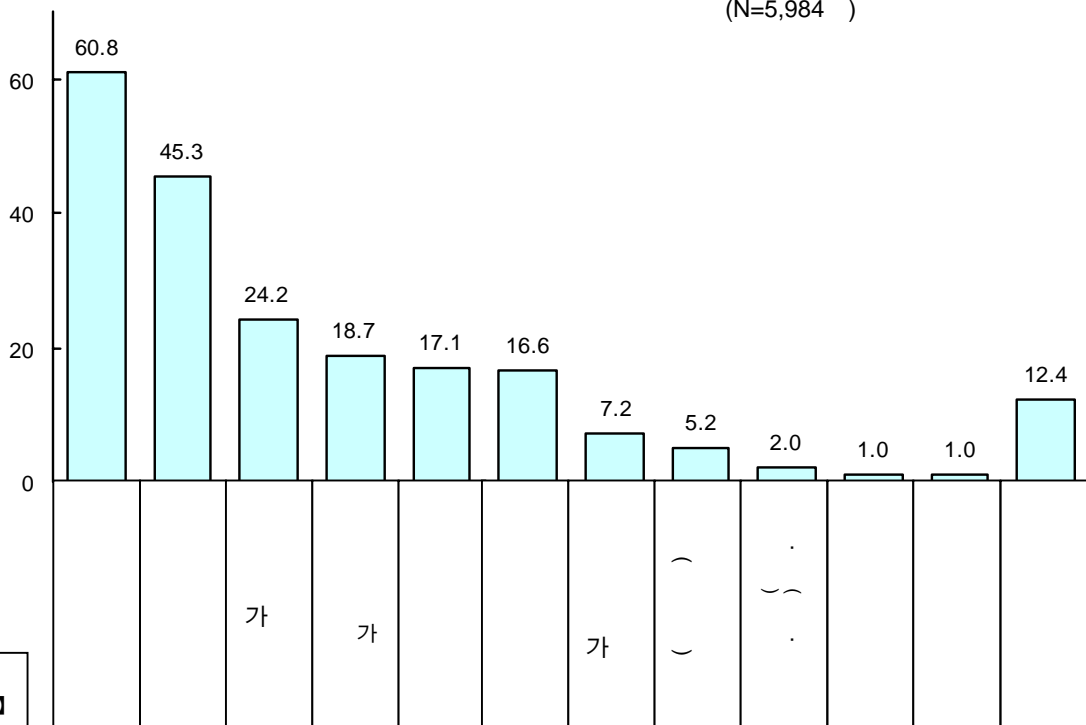
2002		685	76.4	55.0	47.0	44.7	33.4	22.6	20.7	16.8	14.9	14.3	8.2	6.3	2.5	4.4
	343		80.8	53.1	49.0	43.7	34.1	21.6	2.51	17.8	17.5	9.6	6.4	7.0	2.3	4.1
	342		71.9	57.0	45.0	45.6	32.7	23.7	16.4	15.8	12.3	19.0	9.9	5.6	2.6	4.7
	36		77.8	41.7	41.7	38.9	27.8	22.2	22.2	11.1	11.1	19.4	8.3	13.9	8.3	8.3
	130		76.9	57.7	52.3	47.7	32.3	22.3	23.1	12.3	9.2	7.7	5.4	3.8	6.9	4.6
	293		80.5	58.4	44.0	47.1	36.2	26.3	19.1	17.7	18.1	13.3	9.6	7.2	1.4	2.4
	226		70.4	51.3	48.7	40.7	31.4	18.1	21.2	19.0	14.6	18.6	8.0	5.3	0.4	6.2

【 :%】

• [가] [ (55.0%), [가] 76.4% 가 [ (47.0%) .

【 :%】

(N=5,984 )



【 】

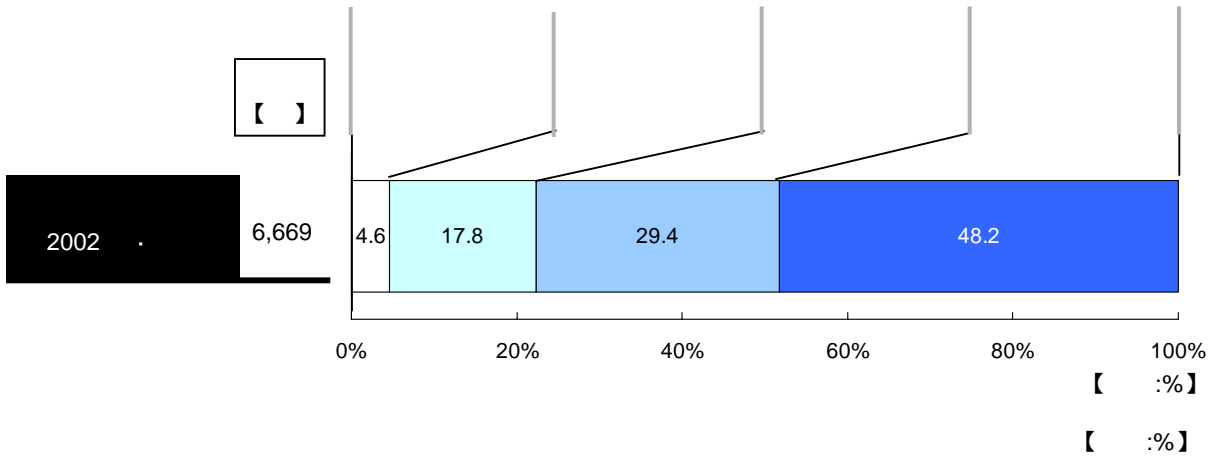
2002 5,984

	2002	60.8	45.3	24.2	18.7	17.1	16.6	7.2	5.2	2.0	1.0	1.0	12.4
	2,461	57.6	40.1	24.5	13.3	16.4	19.3	8.1	4.8	2.9	0.7	1.3	12.4
13~18	32	65.6	28.1	28.1	21.9	15.6	34.4	9.4	3.1	3.1	0.0	0.0	15.6
19~24	85	49.4	34.1	25.9	21.2	23.5	32.9	5.9	3.5	5.9	2.4	4.7	11.8
25~29	220	55.0	39.1	25.0	15.9	12.7	22.3	5.9	5.0	3.6	1.8	1.8	15.9
30~39	936	56.7	39.6	23.4	13.6	15.4	19.2	8.5	5.1	2.2	0.1	1.1	11.9
40~49	832	54.8	39.1	26.2	11.7	17.8	16.9	8.1	4.3	3.2	0.7	1.0	13.2
50	356	69.1	46.6	22.8	12.4	16.3	18.5	8.7	5.3	2.5	1.4	1.7	9.8
	3,523	63.0	48.9	23.9	22.4	17.5	14.8	6.6	5.5	1.4	1.2	0.7	12.4
13~18	36	61.1	38.9	44.4	25.0	19.4	38.9	5.6	2.8	5.6	0.0	0.0	27.8
19~24	173	57.2	43.9	27.7	21.4	23.1	30.1	8.1	4.6	4.0	0.6	1.7	13.3
25~29	496	60.9	48.6	26.6	26.4	17.9	17.9	7.1	4.2	1.6	1.2	0.8	11.9
30~39	1,840	61.9	48.5	24.3	22.8	16.4	13.9	6.8	5.2	1.2	1.1	0.9	13.8
40~49	764	65.4	50.9	21.2	20.0	19.1	12.2	6.4	6.8	1.0	1.3	0.4	9.8
50	241	74.3	51.4	17.3	19.2	16.4	7.9	4.2	7.5	0.9	1.9	0.0	7.9
	226	64.2	45.1	26.5	22.1	19.5	21.2	9.7	9.3	3.5	0.4	0.4	13.7
	690	61.0	43.8	27.2	21.4	20.4	18.7	8.7	5.4	2.6	1.2	1.3	11.9
	2,254	60.1	42.5	26.3	19.6	18.2	17.1	7.4	5.1	2.0	0.8	1.2	12.4
	2,814	61.0	47.8	21.6	17.0	15.1	15.4	6.6	4.9	1.7	1.2	0.7	12.5

【 :%】

• [ ] (60.8%), [ ]  
 • [ ] [가 가 ]

/ ) 가 TV ( , )

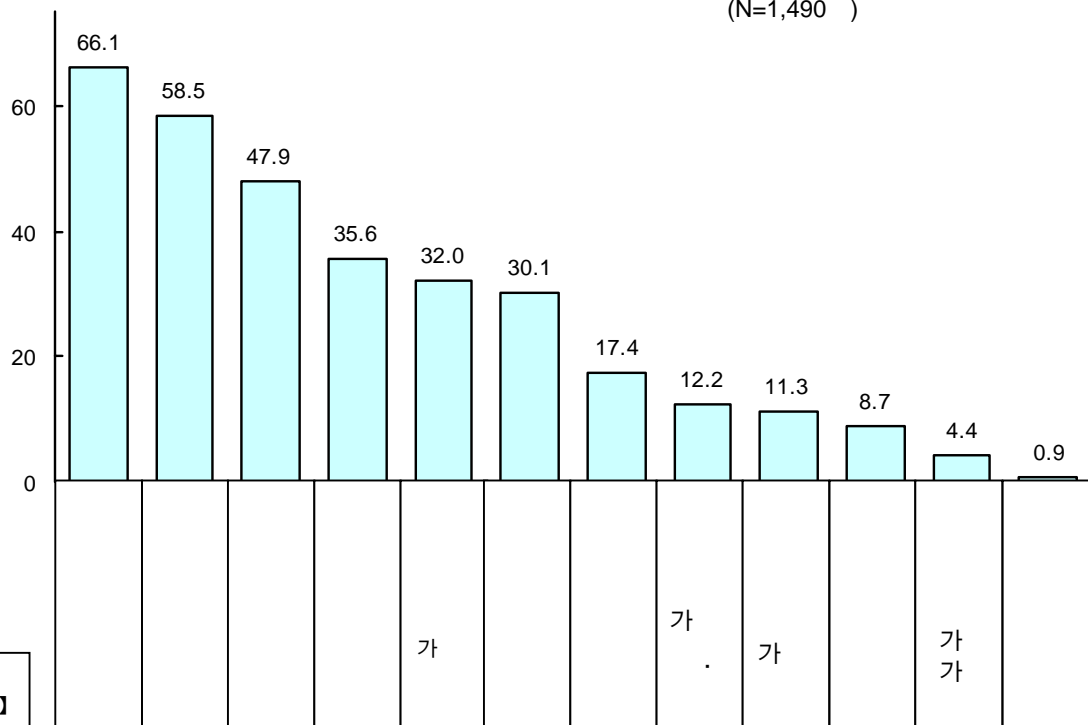


	2,804	4.6	19.0	29.6	46.8
13~18	34	8.8	32.4	17.6	41.2
19~24	112	14.3	23.2	28.6	33.9
25~29	271	9.6	28.8	28.0	33.6
30~39	1,094	4.5	22.1	30.9	42.5
40~49	918	3.3	14.7	31.2	50.8
50	375	1.6	10.9	24.5	63.0
	3,865	4.6	16.8	29.2	49.4
13~18	41	22.0	22.0	26.8	29.2
19~24	216	13.0	30.0	30.1	26.9
25~29	589	6.3	23.1	28.0	42.6
30~39	2,004	4.0	17.6	30.4	48.0
40~49	795	2.4	9.4	27.5	60.7
50	220	1.4	6.4	27.3	64.9
	262	10.7	21.0	30.2	38.1
	820	9.4	25.6	31.7	33.3
	2,547	4.8	21.8	35.1	38.3
	3,040	2.6	12.0	23.9	61.5
	5,696	4.5	17.5	29.1	48.9
	806	4.6	19.7	30.1	4.56
	167	6.6	15.6	34.7	43.1

- 13~24 ([ ]+[ ] ) 22.4%.
- 가 .

【 :%】

(N=1,490 )



【 :%】

2002		1,490	66.1	58.5	47.9	35.6	32.0	30.1	17.4	12.2	11.3	8.7	4.4	0.9
		663	65.6	58.1	54.1	33.0	30.2	35.9	17.3	12.7	13.6	9.4	5.1	0.5
	13~18	14	85.7	64.3	64.3	35.7	50.0	28.6	28.6	14.3	21.4	21.4	7.1	0.0
	19~24	42	78.6	66.7	64.3	23.8	38.1	35.7	19.0	11.9	7.1	7.1	4.8	0.0
	25~29	104	61.5	56.7	53.8	33.7	26.9	32.7	19.2	11.5	13.5	8.7	6.7	0.0
	30~39	291	66.7	58.1	56.0	33.0	29.6	34.0	18.2	13.1	13.7	10.0	6.2	0.7
	40~49	165	64.8	57.6	50.3	37.0	30.3	42.4	15.2	14.5	16.4	7.9	3.0	0.6
	50	47	53.2	53.2	44.7	25.5	27.7	34.0	10.6	6.4	6.4	10.6	2.1	0.0
		827	66.5	58.9	42.9	37.7	33.5	25.4	17.4	11.9	9.6	8.1	3.9	1.3
	13~18	18	83.3	61.1	33.3	50.0	50.0	38.9	22.1	11.1	5.6	22.2	0.0	0.0
	19~24	93	66.7	69.9	57.0	31.2	40.9	31.2	30.1	10.8	11.8	11.8	8.6	0.0
	25~29	173	64.2	57.8	49.1	37.6	30.6	24.3	19.7	12.7	11.6	7.5	3.5	0.6
	30~39	432	67.8	56.5	38.4	37.0	34.0	23.6	13.2	9.7	8.6	7.4	2.8	2.1
	40~49	94	63.8	59.6	40.4	46.8	27.7	26.6	17.0	20.2	8.5	6.4	5.3	1.1
	50	17	52.9	64.7	41.2	29.4	23.5	29.4	29.4	17.6	11.8	5.9	5.9	0.0
		83	73.5	63.9	41.0	47.0	28.9	20.5	42.2	9.6	9.6	8.4	4.8	0.0
		287	75.6	69.3	39.0	46.0	37.3	33.1	33.1	12.2	15.0	8.4	5.9	0.0
		677	70.8	62.2	51.6	36.6	31.5	29.4	12.4	12.9	10.9	8.3	4.9	0.7
		443	51.5	44.9	49.4	25.3	30.0	30.9	10.2	11.7	9.9	9.5	2.7	2.0

가

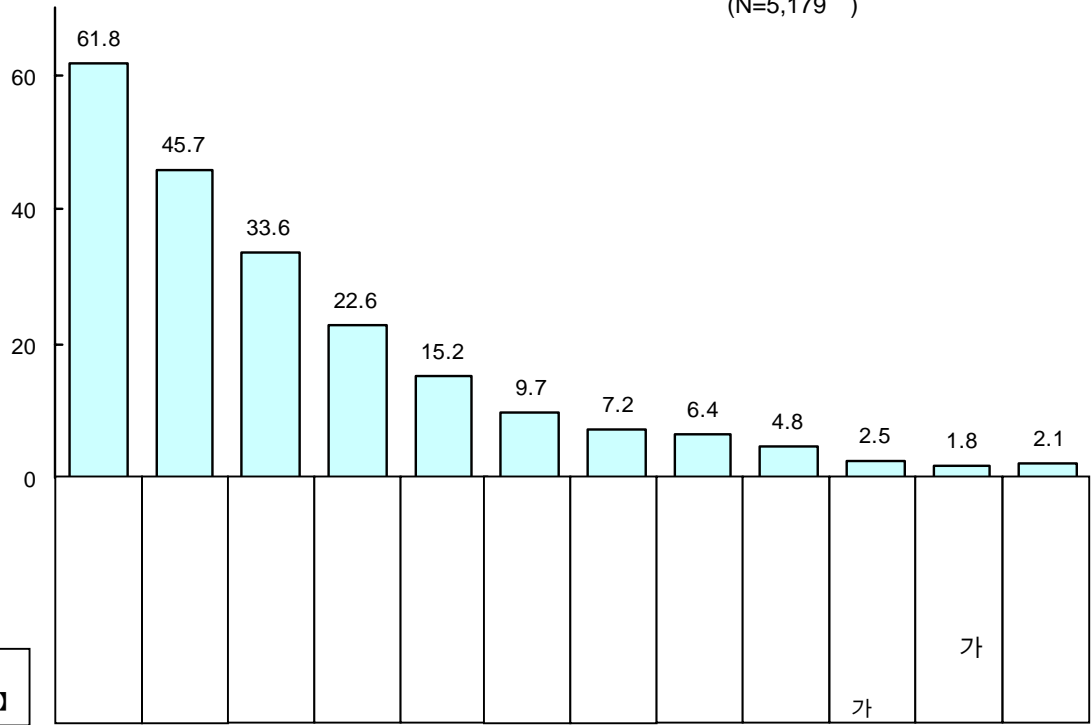
【 :%】

• [ (58.5%) , [ (66.1%), [



【 :%】

(N=5,179 )



【 】

2002	5,179	61.8	45.7	33.6	22.6	15.2	9.7	7.2	6.4	4.8	2.5	1.8	2.1
	2,141	60.6	43.9	32.0	21.9	13.4	8.8	7.2	7.4	4.4	2.8	2.4	2.1
13~18	20	60.0	30.0	40.0	35.0	40.0	25.0	30.0	20.0	25.0	10.0	10.0	5.0
19~24	70	81.4	30.0	45.7	32.9	17.1	17.1	15.7	12.9	15.7	4.3	12.9	2.9
25~29	167	64.7	29.9	35.9	22.2	11.4	12.6	9.0	10.8	5.4	6.6	7.2	4.2
30~39	803	61.8	37.2	33.7	22.0	13.2	7.6	6.1	10.5	3.4	2.4	2.5	1.5
40~49	753	60.4	46.9	32.0	20.8	13.8	8.1	7.0	5.2	4.4	2.0	0.9	1.9
50	328	51.5	64.3	22.6	20.4	11.6	8.8	6.1	1.2	3.0	2.7	0.6	3.0
	3,038	62.7	47.0	34.8	23.1	16.4	10.3	7.2	5.8	5.1	2.2	1.4	2.0
13~18	23	65.2	56.5	43.5	34.8	13.0	8.7	8.7	13.0	17.4	4.3	8.7	8.7
19~24	123	59.3	30.1	42.3	38.2	21.1	12.2	13.0	11.4	9.8	2.4	5.7	4.1
25~29	416	67.1	45.0	38.5	24.0	17.5	9.9	8.9	8.9	8.2	2.2	2.2	1.4
30~39	1,572	63.2	45.7	36.3	23.3	15.9	10.3	6.9	6.6	4.7	1.5	1.2	2.2
40~49	701	60.5	49.4	29.8	21.0	16.3	10.1	6.4	2.1	3.6	2.7	0.7	1.4
50	203	59.1	63.1	27.1	17.2	16.3	10.8	4.9	2.0	3.0	5.9	0.0	1.5
	179	72.1	2.8	53.1	28.5	24.6	21.2	14.5	12.3	7.3	4.5	5.6	3.4
	533	77.3	2.8	56.3	28.7	24.0	17.4	9.9	10.1	5.3	3.8	2.8	2.8
	1,870	77.0	21.1	44.2	26.5	19.1	11.6	8.6	8.3	6.1	2.8	2.5	2.0
	2,597	47.0	75.3	20.0	18.2	9.9	6.0	5.2	3.9	3.7	1.8	0.8	1.8

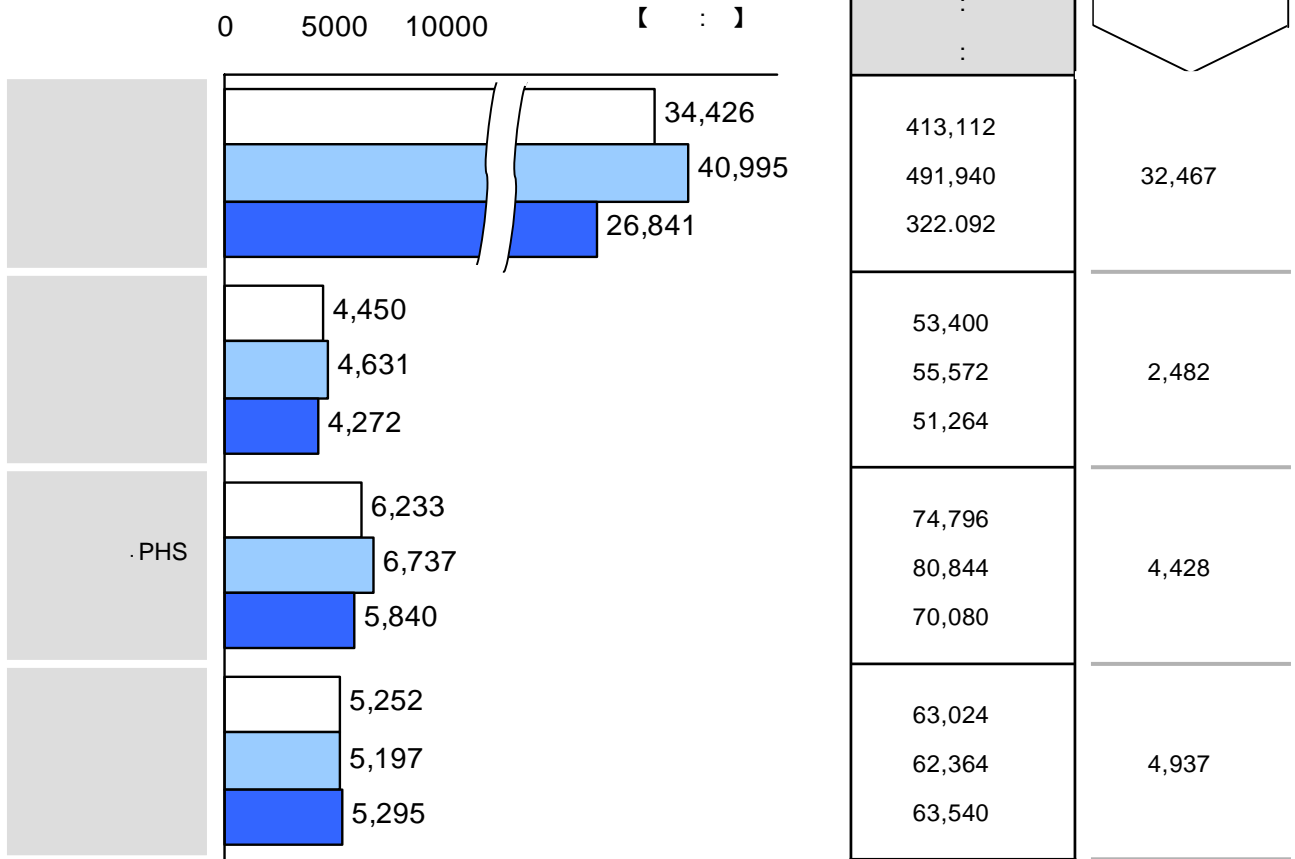
가

【 :%】

• [ (45.7%), [ (33.6%) 가 (61.8%)가 가 , ] ] 가 .



-2002 . (N=6,669 )  
 -2001 가 . (N=3,879 )  
 -2001 . (N=4,083 )



• [ 2001 가 (4,450 ) , [ .PHS (6,233 ) , [ (5,252 ) 가 . ]





< >

?

1.6	2. 6 -1	3. 1 -2
4.2 -3	5. 3 -4	6. 4 -5
7.5 -6	8. 6	

1

?

1.	2. 4~5	3. 2~3
4. 1	5. 2~3	6. 1

1

1.30	2. 30 ~1	3. 1 ~3
4.3 ~5	5. 5	

1, E	2,	3,
4, ( , )		5,

1, ,	2, ,	3, , 4,
5, ,	6,	7, ,
8, ,	9,	10,
11, ,	12,	13,
14,	15,	

?

1,	2, ISDN	3, /PHS( )
4, CATV	5, AD	6, (FTTH)
7,	8,	9,



/PHS

1, /	2,	3,
4, ,	5, ,	6, ,
7,	8,	9,
10,	11, ,	12, TV,FM
13, ,	14, ,	15, ,
16, ,	17, , ,	18, ,
19,	20,	

/PHS

?

1,	2,	3,
4,	5,	6,

< /PHS

>

1,	2, 가
3,	4,
5,	

/PHS 가

가

1, /	2,	3,
4, ,	5, ,	6, ,
7,	8,	9,
10,	11, ,	12, TV,FM
13, ,	14, ,	15, ,
16, ,	17, , ,	18, ,
19,	20,	

/PHS

가

1, /	2,	3,
4, ,	5, ,	6, ,
7,	8,	9,
10,	11, ,	12, TV,FM
13, ,	14, ,	15, ,
16, ,	17, , ,	18, ,
19,	20,	

, PHS

1,	2,	
3,	4,	가
5,	6,	/
7,	8,	가 가
9,	10,	가
11,	12,	
13,	14,	

?

1,	2,
----	----

< 가 >

1,	2,	3,	/
4, , ,	5, , ,	6, ,	
7, ,	8, , ,	9,	
10,	11, , TV, FM	12,	
13,			

1,	.( )
2,	

1,	2,	3,
4,	5,	

--

2001 10 , NTT , FOMA ) 3 ? ([IMT2000]

1,	2,
3,	4,

3 /

/

1,				2,	가
3,		가 5000	가	4,	가
5, TV	가 가			6,	가 가
7,				8,	

<PDA PDA >

1,		2,
----	--	----

<PDA가 PDA >

1,		2,		3,
4,		5,		

<[ ] > PDA

1,		2,		3,	가
4,		5,	가	6,	가
7,	가	8,	,	10,	

PDA 가 ?

1, 2	2, 2 -2 5	3, 2 5 -3
4, 3 -3 5	5, 3 5 -4	6, 4 -4 5
7, 4 5 -5	8, 5 -5 5	9, 5 5 -6
10, 6	11,	

PDA ?

1,		2,		3,
4,				

<[ ] > PDA

1,	가	2,	가
3,		4,	
5,		6,	
7,	가	8,	가
9,			



TV < 1 > . \*PC

1, 2, 4-5 3, 2-3 4, 1  
5, 2-3 6, 1 7,

1, 2, 3, 4,  
5, 6, 7. 8.  
9. 10. 11. ( , )  
12. 13.

1. 2, 64 3. 4.  
5. 6. 7. (Psone) 8. 2  
9. Xbox 10. 11. 12.

1. 2, 64 3. 4.  
5. 6. 7. (Psone) 8. 2  
9. Xbox 10. 11. 12. \

1. 2, 64 3. 4.  
5. 6. 7. (Psone) 8. 2  
9. Xbox 10. 11. 12.

TV TV ?

1, 2. 3.  
4. 5.

<[ ][ ] >

1, 2, 가 가 가  
3, , 가 4, 가 가  
5, 6, 7,

TV

1, 6, 11.	2, 7. ( , )	3, 8. 12.	4, 9. 13.	5, 10.
-----------------	-------------------	-----------------	-----------------	-----------

TV

1, 3, 5,	2, 4, 6,	가 가
----------------	----------------	--------

< [                      ] [                      ] >

1,            가	2,            ,
3,            ,	4,            ,
5,            .	6,            .

1            TV            /

(PC (            ) +            (            ) =            (            ) [0]
---

(PC            TV            )

1, TV	2.	3. ,	4. TV,
5.	6.	7.	8.

1, 4. 7.	2. 5.	3. 6.
----------------	----------	----------

TV            . (PC            )

1, 6. 가	2. 7.	3. 8.	4. 9.	5. 10.
------------	----------	----------	----------	-----------

1, 2.  
3. (Playstation.com, )  
4. 5.  
6. TV

1, 2. (CD-ROM, DVD )

< > ?

1, 2.

< >

1, 2. 3.  
4. 5.

< >

1, 2. 3. 24 가 가  
4. 5. 6. 가 가  
7. 가 9.  
8.

< >

1, 2. 3.  
4. 5. 6.  
7. 8.

< / > / ?

1, 2. 가  
3. 1-2 4. , .

< / / > ?

1,	2. 4-5	3. 2-3
4. 1	5. 2-3	6. 1

1 ?

1, 30	2. 30 -1	3. 1 -2
4. 2 -3	5. 3 -5	6. 5

/ 가 . .

1,	2. PC( , )	3.
4. 가 TV	5. BS/CS	6. /DVD
7. ,	8.	9. ,
10.	11.	

/ .

1,	2. 가 .
3. PC가	4. 가 .
5. ( , )가	6. 가
7. .	8.
9.	10.
11.	12.
13, ,	
14.	

< ( ) > .

1,	2.
3.	4. 가 가
5. 가	6.
7. 가	8. 가 ( )
9.	10. 가
11. , ( , )	12.

/ 가 TV ( , )

1,	2.
3.	4.

< [ ] >

1,	2.
3.	4.
5. 가	6.
7.	8.
9.	10. , 가
11.	12.

< [ ] >

1,	2. 가
3. 가	4.
5.	6.
7.	8.
9.	10.
11.	12.

[0] 1 가

( )
-----

(PC )

( )
-----

/PHS ( )

( )
-----

\* ( )

( )
-----