

『2002』

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1.	.....	2
2.		
1)	.....	3
2)	.....	3
3.	.....	4
1)	.....	5
2)	.....	5
3)	.....	6
4)	.....	6
5)	.....	7
6)	..	7
4.		
1)	.....	8
2)	.....	8
3) 1	.....	9
4)	.....	9
5)	.....	10
6)	.....	10
7)	.....	11
8)	.....	12
9)	.....	12
5.		
1)	.....	13
1-1)	(      ) .....	14
3)	.....	15
4)	.....	16
5)	.....	17
5)	.....	18
6)	.....	19
7)	-WINC .....	20

1.

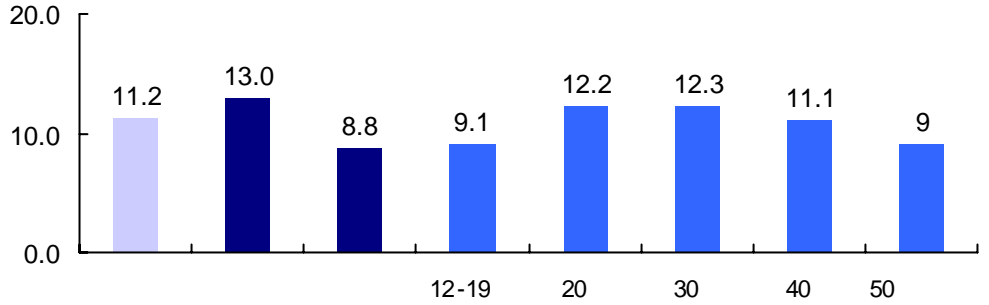
	2002.9.2 ~ 9.30
	2,000가 (2,000 )
	12
	(Proportionate Stratified Sampling) ( × × )
	(Face to face Interview)

2.

1)

✓ 12 가  
 1 11.2  
 ✓ 20 ~ 30 가 ,  
 가

( / )

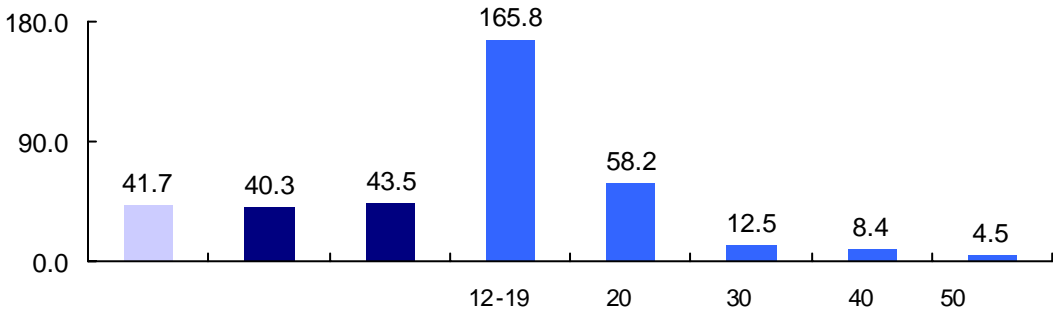


2)

( )

✓ 41.7  
 ✓ ,  
 \* 10 165.8

( / )



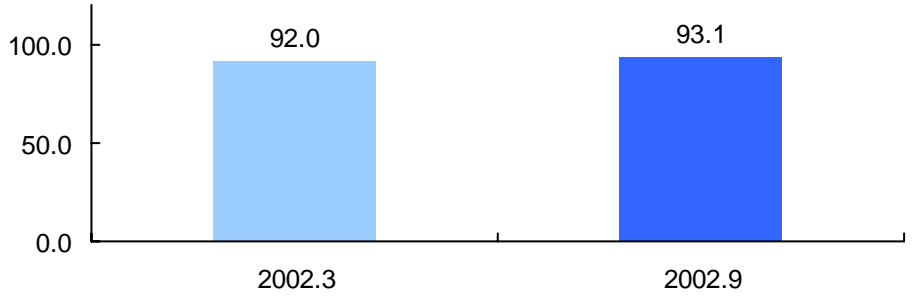
3.

✓

12

93.1%

(%)



✓

6

12

32.3%

2002. 3

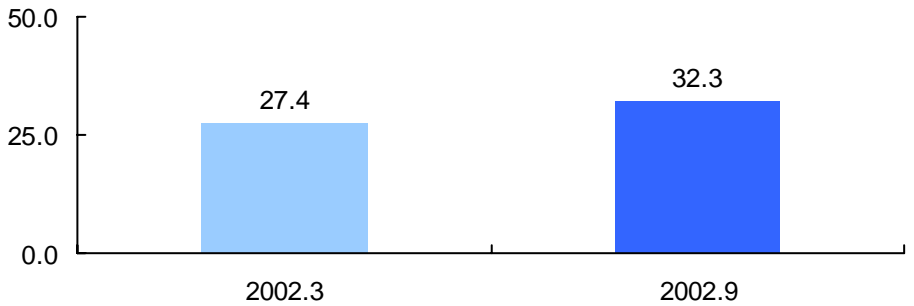
27.4%

4.9%p

가

( 6 )

(%)



✓

99.2%, PDA

4.3%,

(HPC)

10.7%

✓

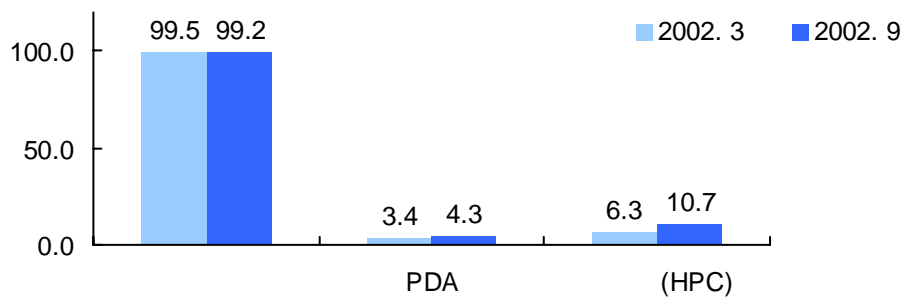
2002. 3

PDA

가

( )

(%)

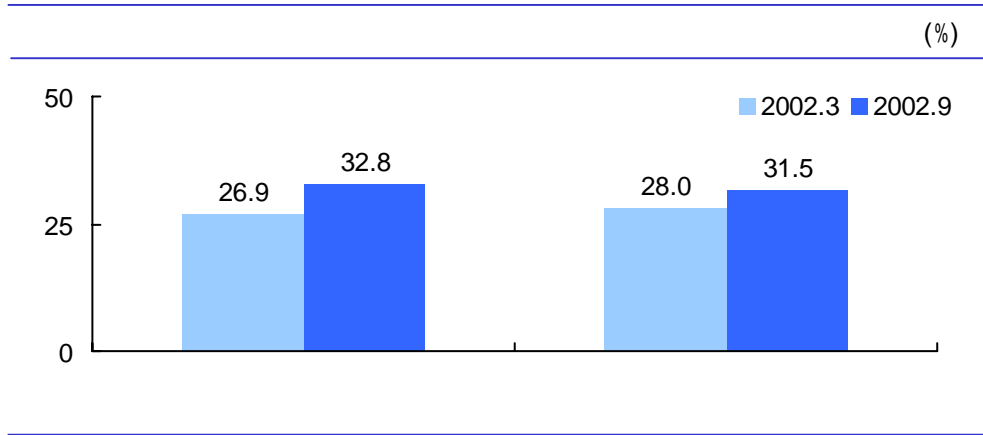


1)

✓

32.8%

31.5%



2)

✓ 12-19

73.5% 가

✓

, 50

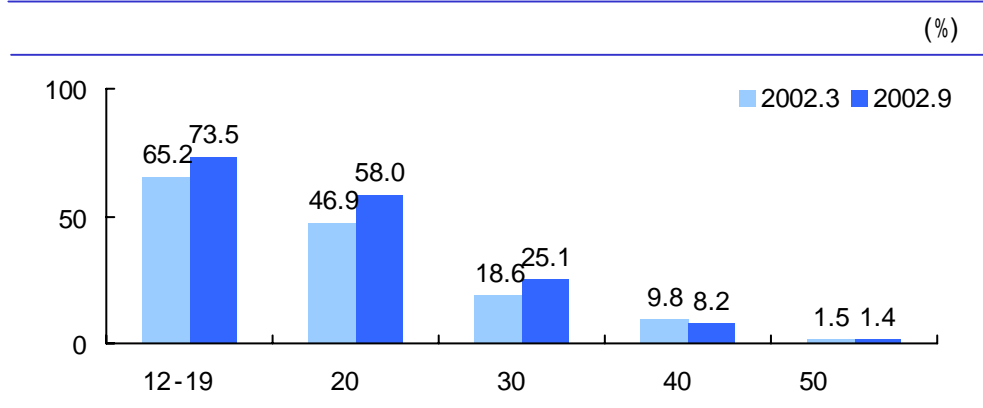
1.4%

✓ 3

20

가

가(11.1%p)



3)

✓

72.6%

가

33.1% 가

✓ 3

가

가

,

가

가

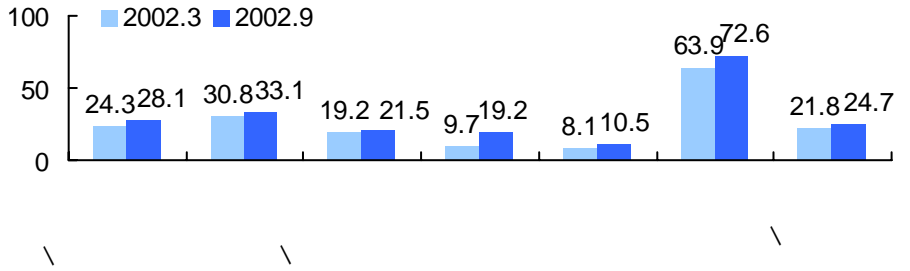
9.5%p,

8.7%p

가

가

(%)



4)

✓

76.9% 가

✓

( , , )

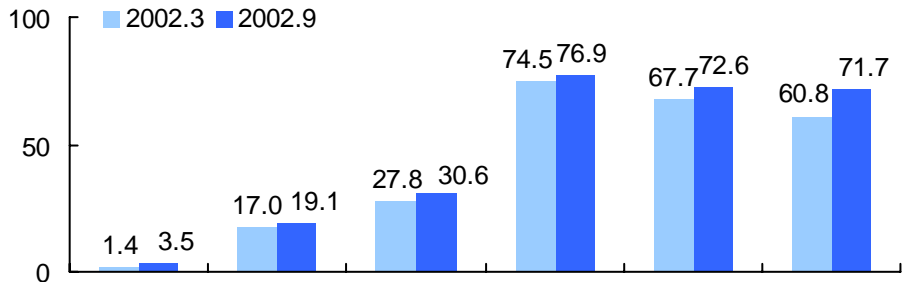
가

,

( , , )

가

(%)



5)

✓ 3

가 ,

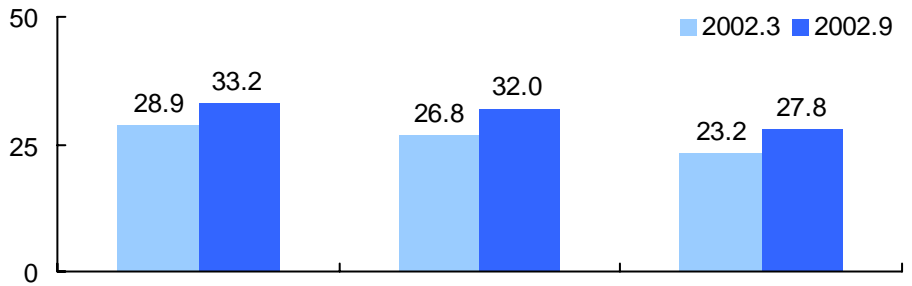
33.2% 가

✓

가

27.8%

(%)



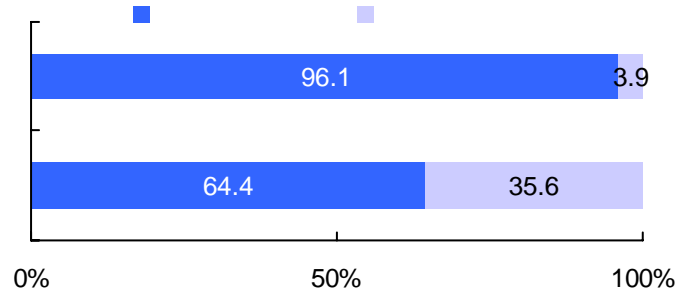
6)

✓

64.4%가

96.1%가

(%)



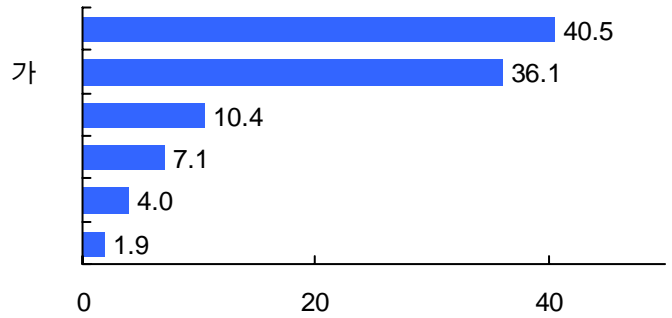


4.

1)

✓ “ 가 ”(36.1%) “ ” 40.5% 가 , “ ”(10.4%)

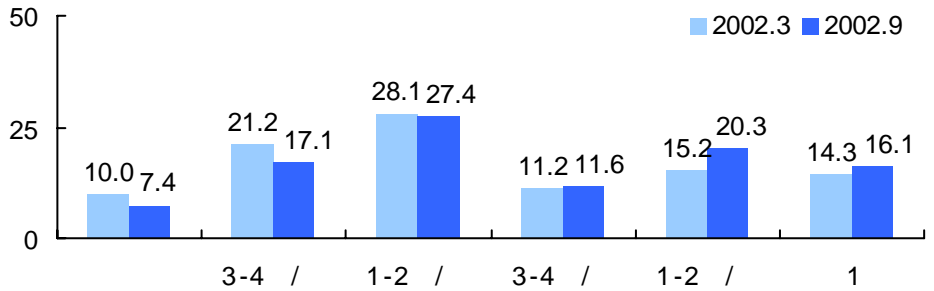
(%)



2)

✓ “ 3 ” 24.5% “ 1-2 ” 가 27.4% 가 , “ 3 ” 24.5% 가 가, 가

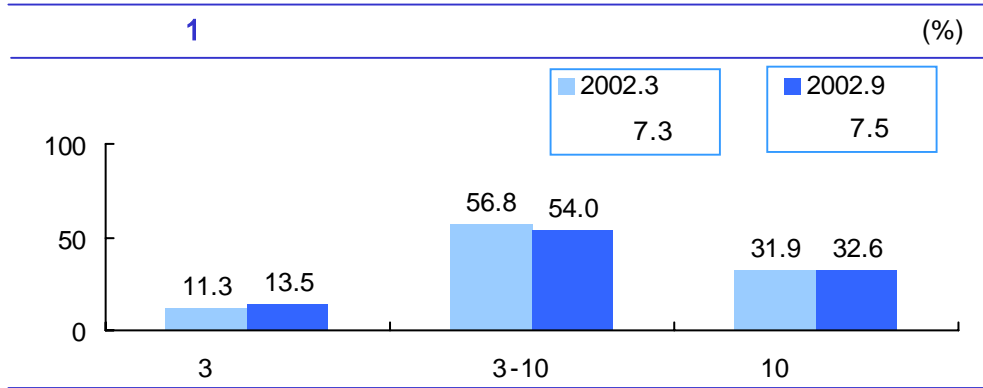
(%)



3) 1

✓ 1 3~10 가 54.0% 가 , 10 32.6%, 3 가 13.5%

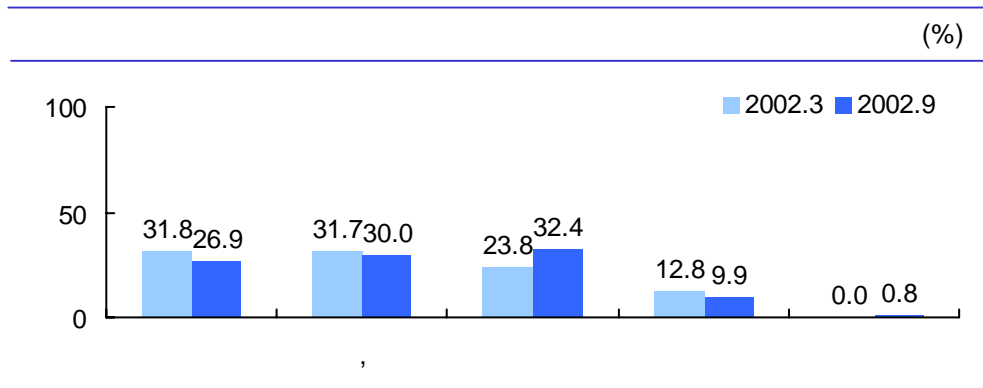
✓ 3



4)

✓ 가 32.4% 가 , (30.0%) > (26.9%) > (9.9%)

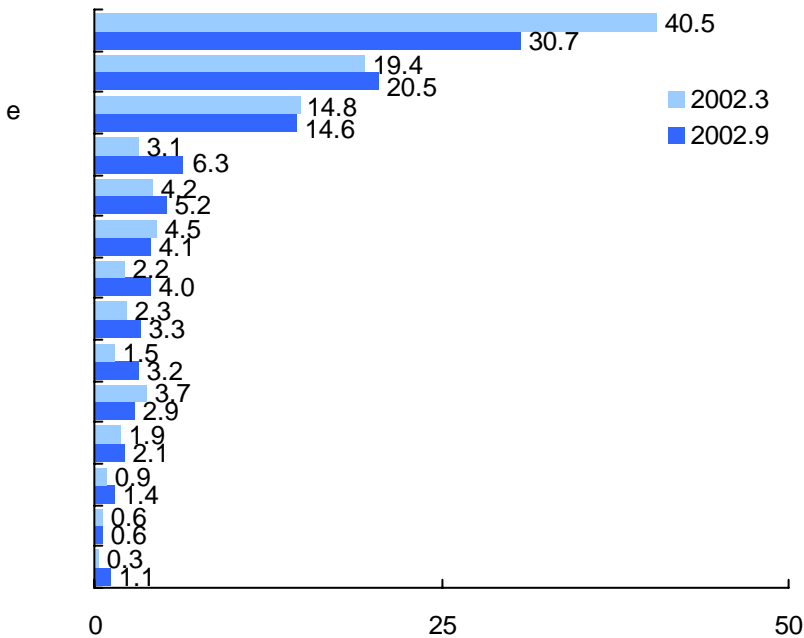
✓ 3 , 가



5)

✓ , / 가 (30.7%)  
 , (20.5%) > (14.6%)  
 ✓ 3 , / , / , / 가

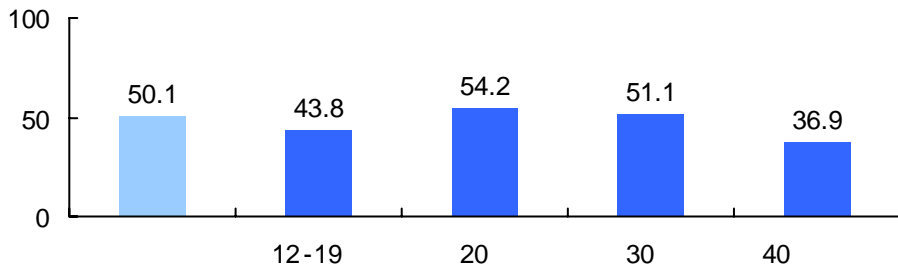
(%)



6)

✓ 20~30 50.1%

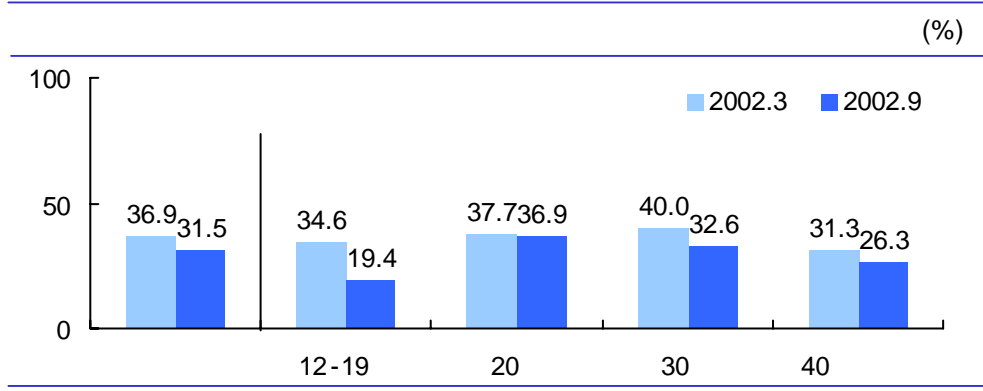
(%)



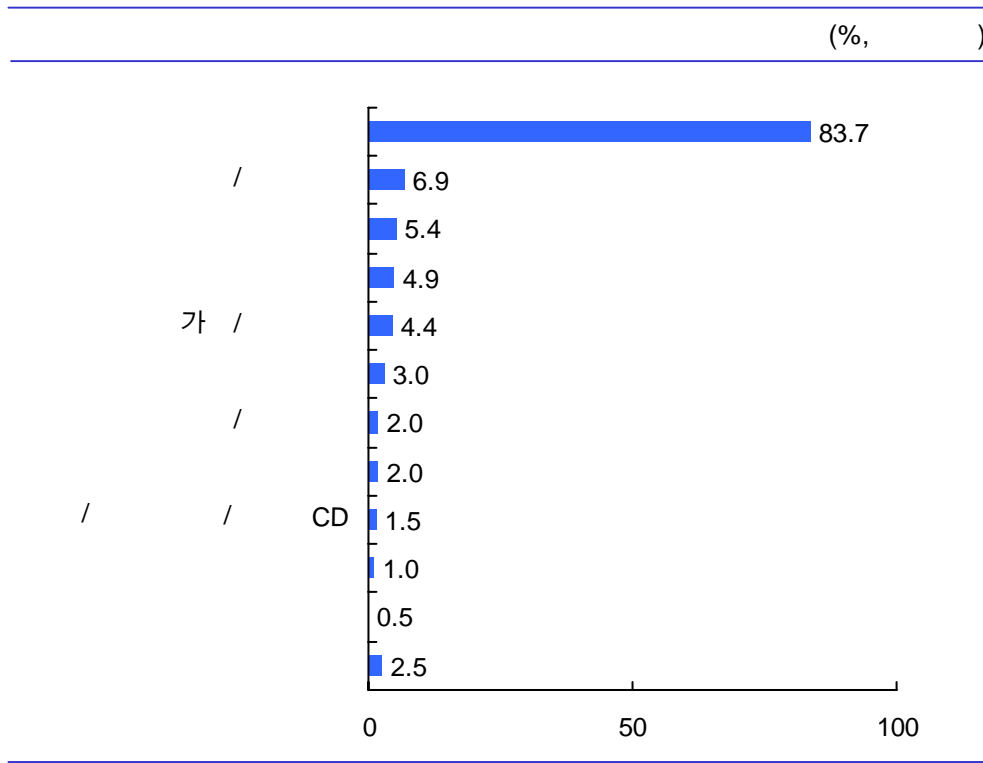
7) ( 6 )

✓ 6  
31.5% , , 20 가 36.9% 가

✓ 3 12-19



✓ 가 , , , 가  
83.7% 가



8)

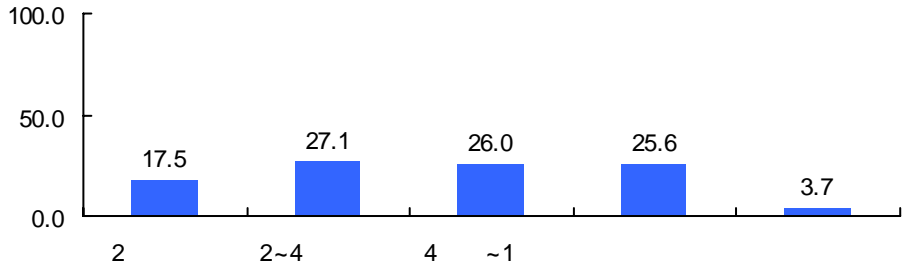
✓

70.6%

1

( )

(%)



9)

✓

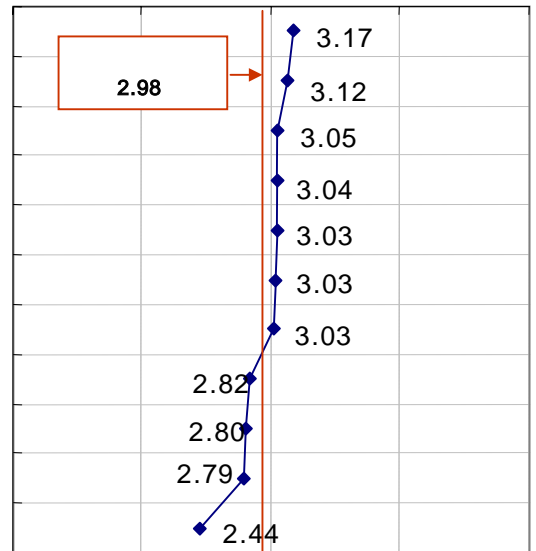
(2.98 )

✓

, ' 가 (2.44 )

( )

1 2 3 4 5



가

\* 5

1 ( )

~ 5 ( )

5.

1)

✓

가 (27.6%)

(17.8%) >

(13.6%) >

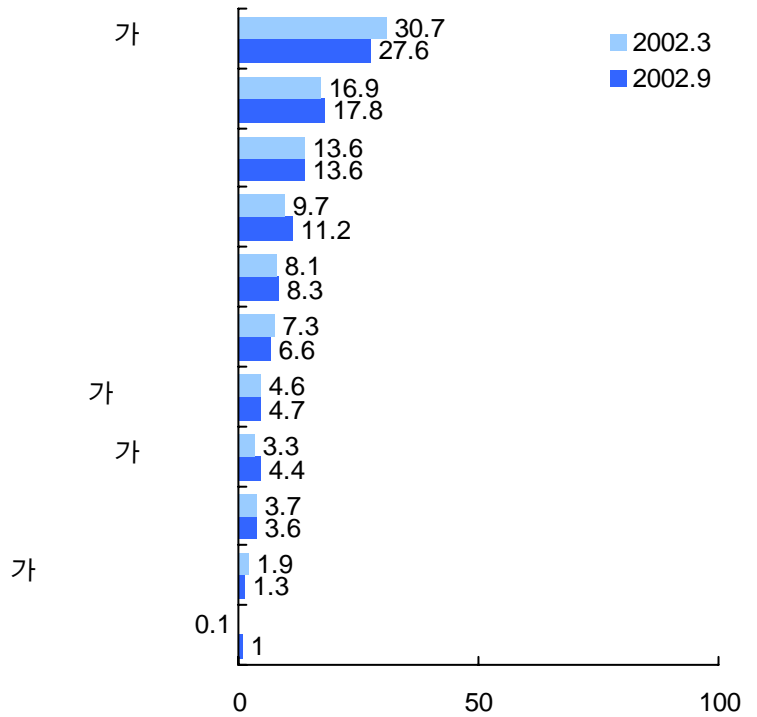
(11.2%) >

(8.3%)

✓ 3

가 가

(%, )



1-1) ( )

✓

✓ 30

, 50

가  
가

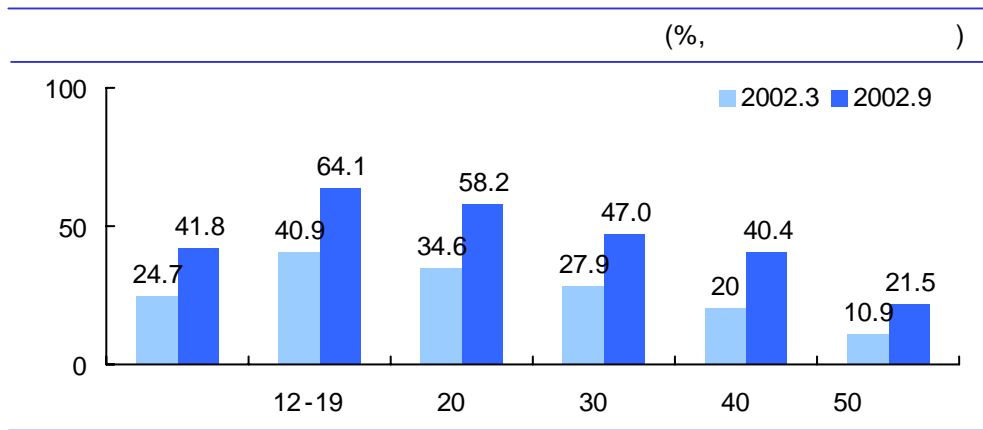
	12 19	20	30	40	50
가	53.8	71.1	78.3	80.7	86.5
	66.7	61.7	55.8	49.5	35.6
	15.4	18.4	27.9	45.2	64.4
	35.9	46.3	39.0	32.1	12.0
	10.3	10.0	16.5	23.8	45.8
,	25.6	20.9	21.7	17.6	13.8
가	12.8	13.4	17.1	11.8	10.2
가	23.1	13.4	13.2	12.3	10.2
가	33.3	21.4	10.3	7.2	3.3
가	5.1	7.0	4.7	3.2	0.4
	2.6	4.5	2.6	2.1	3.6

2)

✓ 41.8%

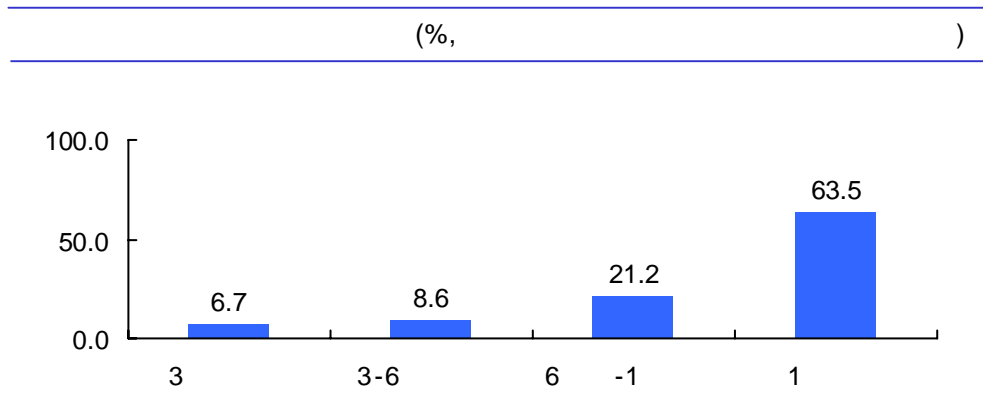
✓ 12-19 가 64.1% 가

✓ 3 가



✓ 63.5% 1

✓ 6 15.3%





3)

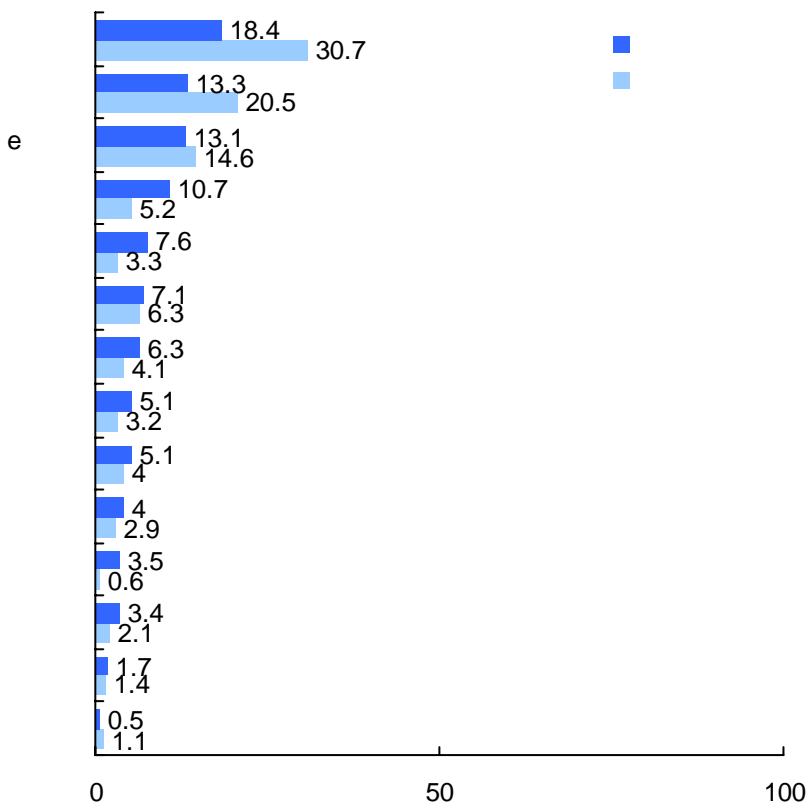
✓

가

✓

, / / , ,

(%, )



4)

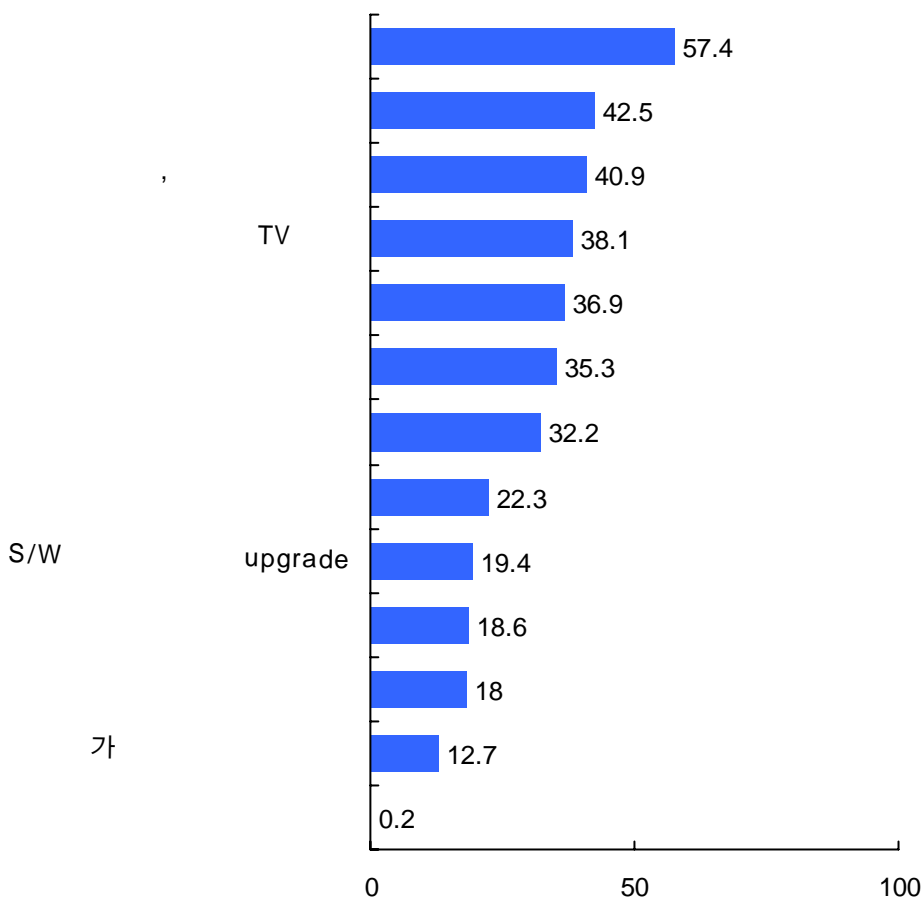
✓

57.4% MP3

'(42.5%) > '  
'(36.9%)

(40.9%)', 'TV '(38.1%) > '

(%, , )



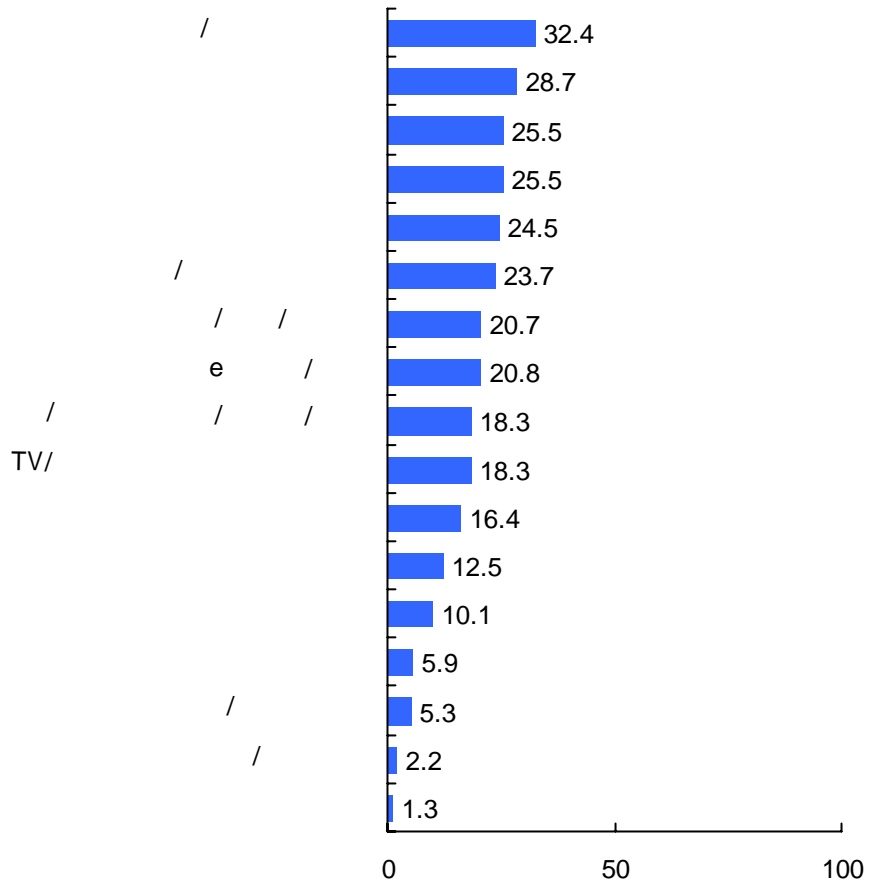
5)

가

✓

32.4% / 가  
 (25.5%)', ' (25.5%) > ' (28.7%) > '  
 (24.5%)

(%, , )



6)

✓

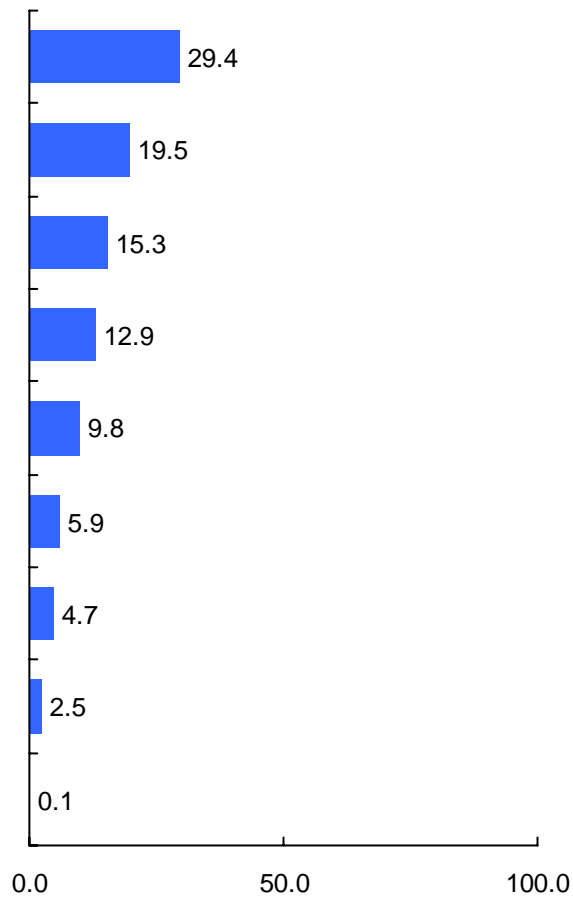
가

(29.4%) , ‘ (19.5%) > ‘ ,  
 (15.3%) > ‘ / ‘ (12.9%) /  
 ‘ (9.8%)

(%, )

/  
/  
가

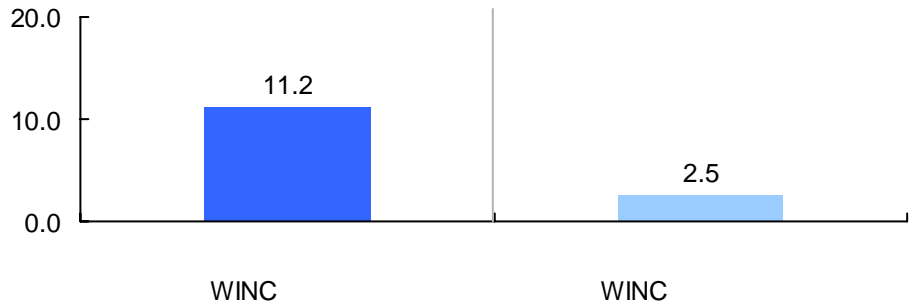
가



Wireless Internet Contents 가 WINC 7) - WINC( )  
 Numbers for Contents 가 WINC 12  
 URL 가 11.2%  
 URL 가 2.5% WINC ( )  
 ( ) 0.9%)

가

WINC (%)



WINC 가 WINC 12  
 WINC 35.6%  
 WINC 56.6% (25.6%)

WINC (%)

