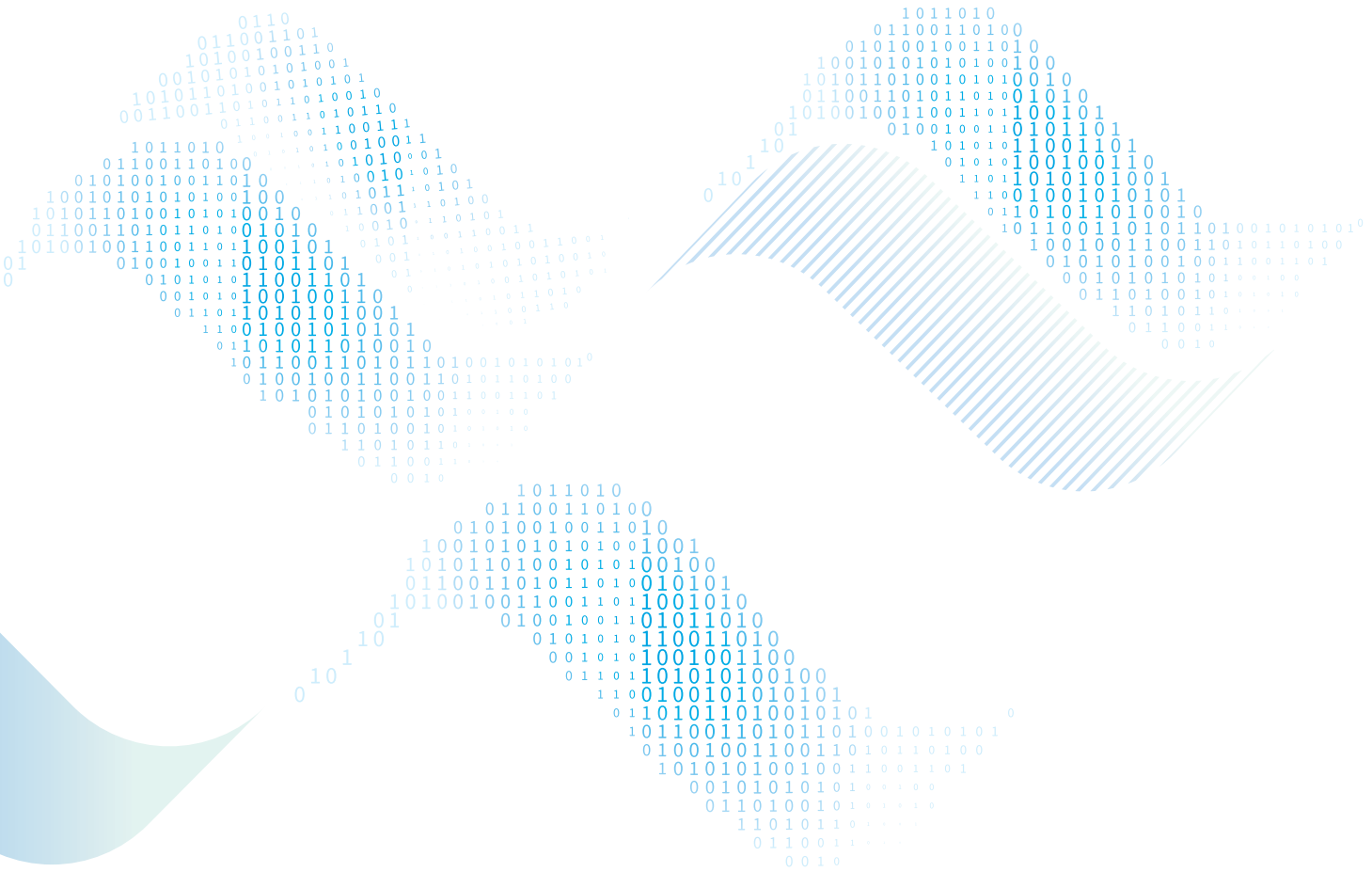


2024 Survey on the Internet Usage



2024 Survey on the Internet Usage

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Ministry of Science and ICT

NIA NATIONAL INFORMATION
SOCIETY AGENCY

2024

Survey on the Internet Usage

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Part 01

Key Indicators shown as Infographic

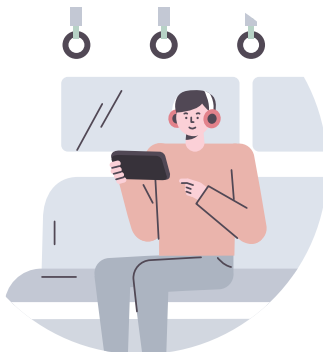
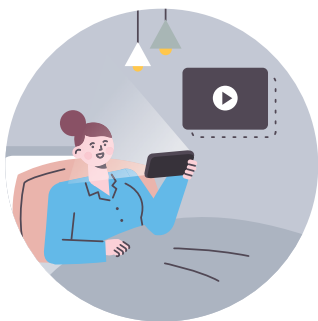
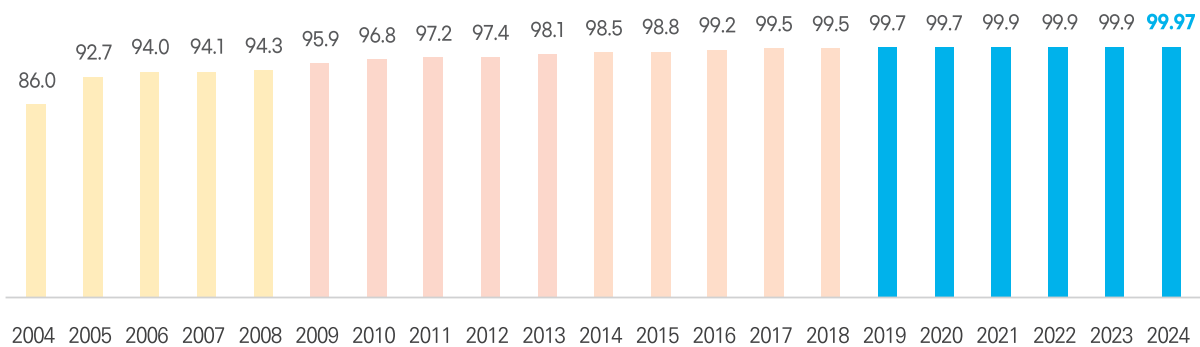


Internet- how much do the Koreans use?

Household Internet
access rate(%) _Based on all households

99.97%

Of the 22.27 million households in Korea,
22.26 million households can access the Internet



Number of Internet users (usage rate)(%)

_Based on Internet use within the last 1 month

Among the 51.02 million people aged 3 or older, the number of Internet users

94.5%
About **48,189,411**



Internet usage rate by gender (%) _Total population aged 3 or older

The male usage rate is 1.7%p higher than the female usage rate.



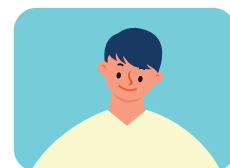
Female

93.6%

1.7%p
«

Male

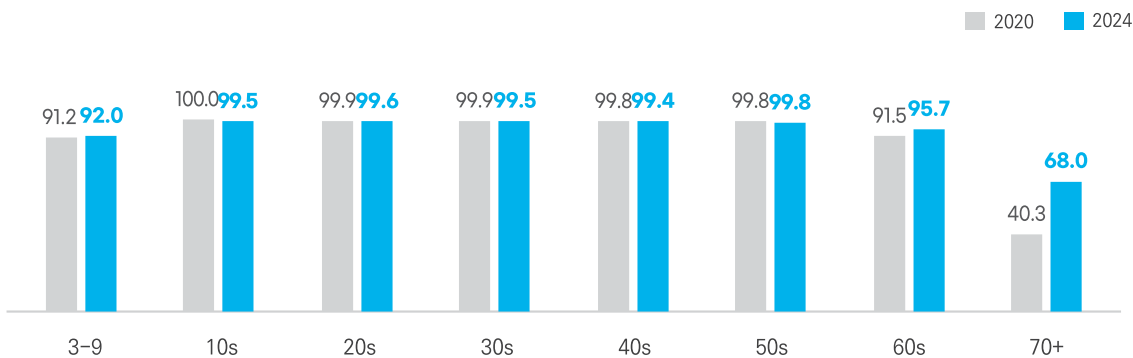
95.3%



Internet usage rate by age

Total population aged 3 or older

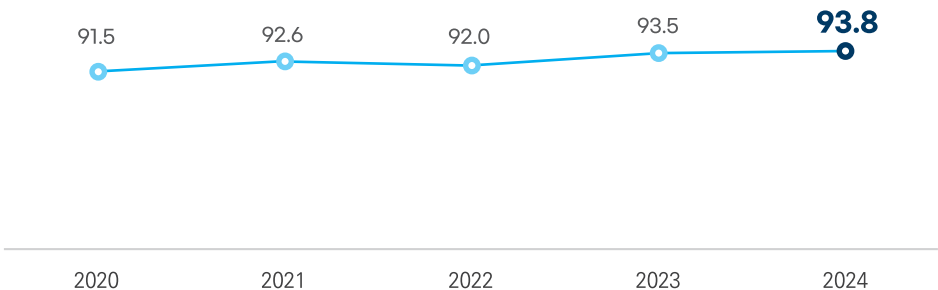
Internet usage rate among seniors aged 70 or older has increased 1.7 times in the past five years



Mobile Internet usage rate(%)

Total population aged 3 or older

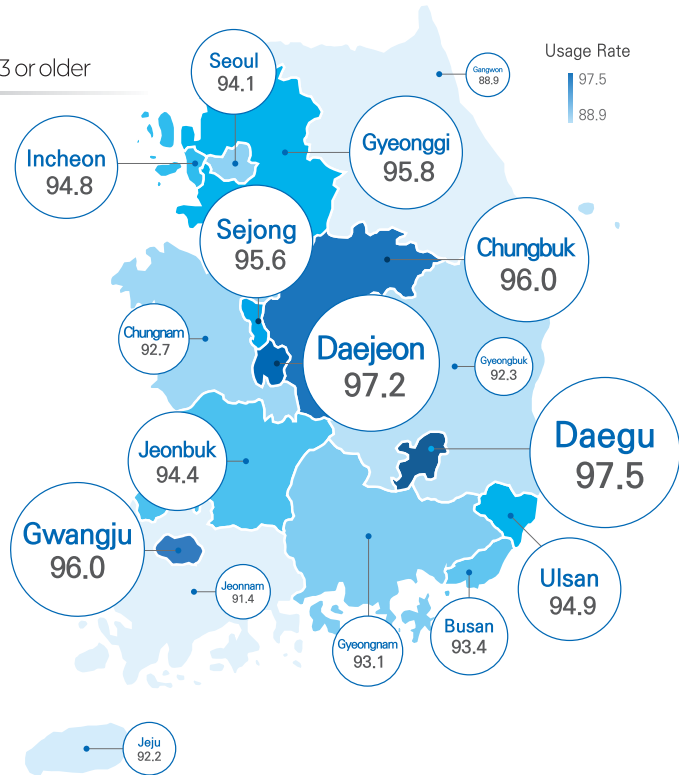
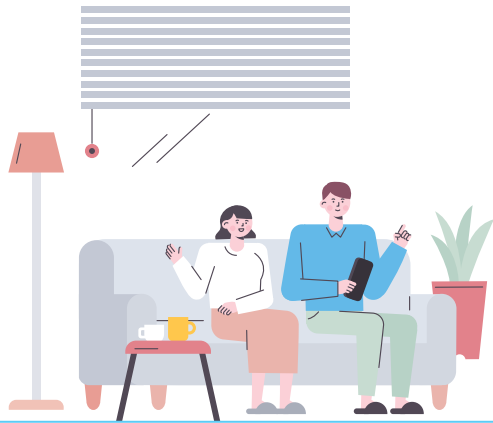
Increased 2.3%p compared to 2020



Internet usage rate by region(%)

_Total population aged 3 or older

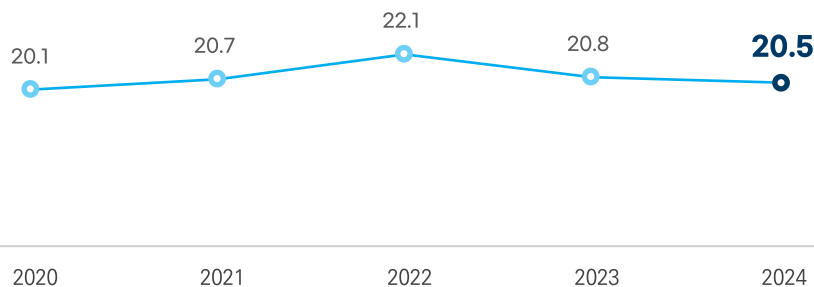
Usage rate is over 90% in 16 out of 17 cities and provinces nationwide



Internet use time (average weekly time)

_Total population aged 3 or older

Increased by 0.4 hours compared to 2020

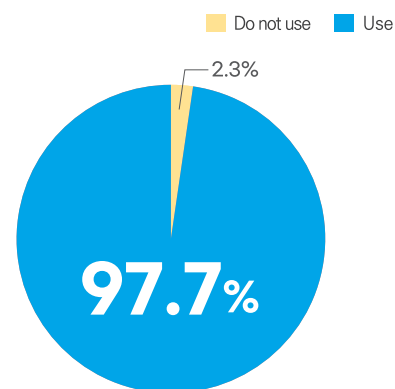


Internet users- What services do Internet users use?

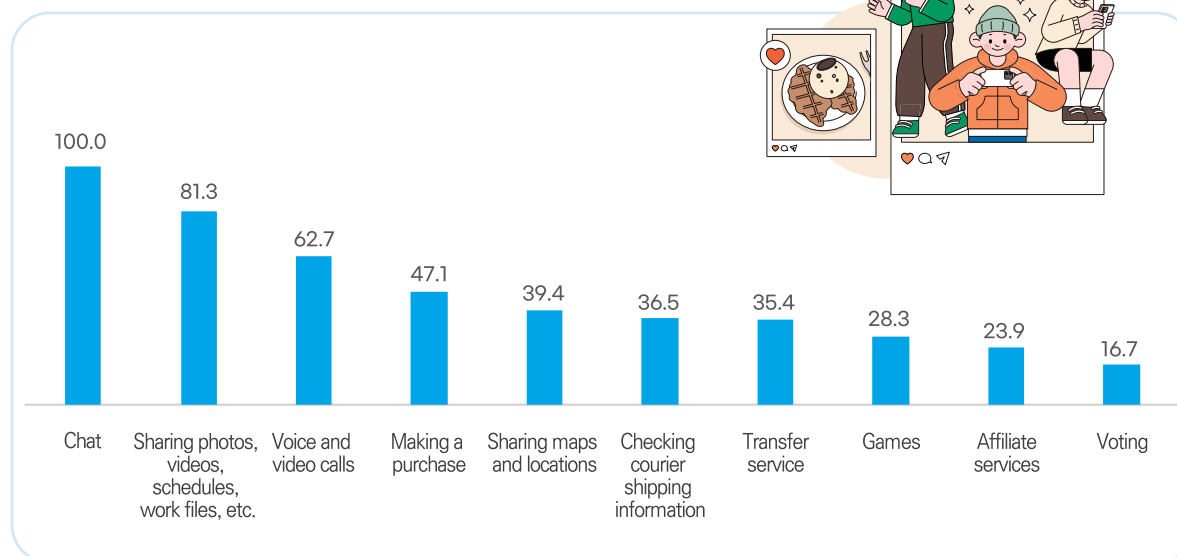
Instant messenger usage rate(%)

Internet users aged 6 or older

Most Internet users aged 6 or older
(97.7%) use instant messengers



In addition to chat, the functions of instant messengers have diversified to include file sharing, video calling, purchasing, etc.



SNS usage rate(%)_Internet users aged 6 or older

Do not use Use

65.2% of Internet users aged 6 or older use SNS

2023

Average weekly use frequency

20.2times

Average weekly use time

75.7minutes



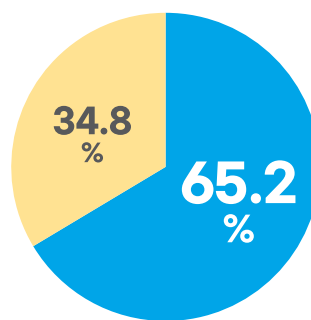
2024

Average weekly use frequency

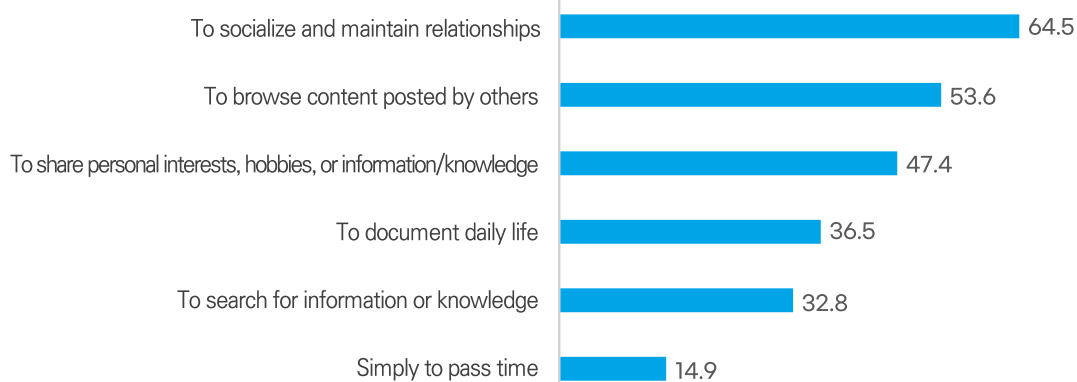
27.4times

Average weekly use time

71.1minutes



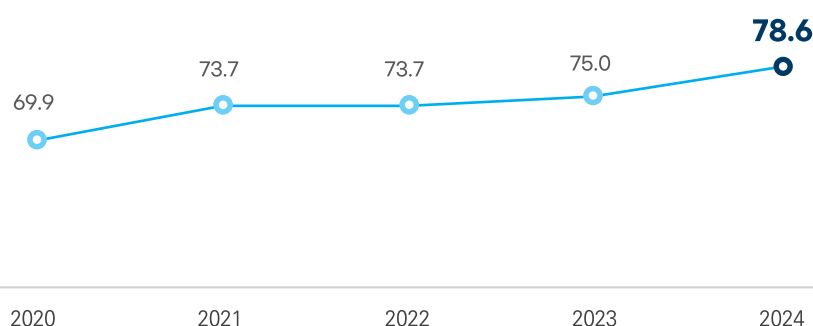
The biggest reason SNS users use SNS is socializing and maintaining relationships (64.5%)



Online Shopping usage rate(%)

—Internet users aged 12 or older

3 out of 4 Internet users aged 12 or
over use Online Shopping



2024

Average monthly use
frequency: 5.7times

Average monthly purchase
cost: KRW 204,102



2023

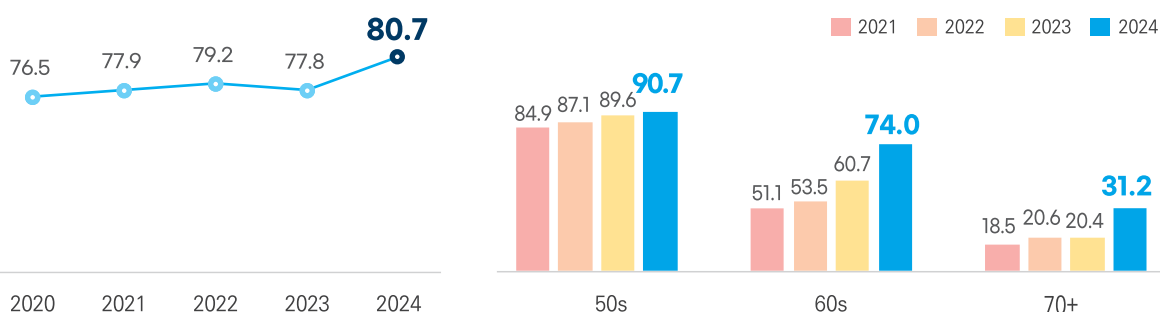
Average monthly use
frequency: 5.7times

Average monthly purchase
cost: KRW 186,982

Internet banking usage rate(%)

—Internet users aged 12 or older

Internet banking usage rate in 50s and 60s has continuously increased



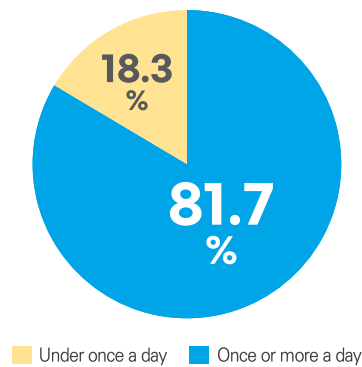
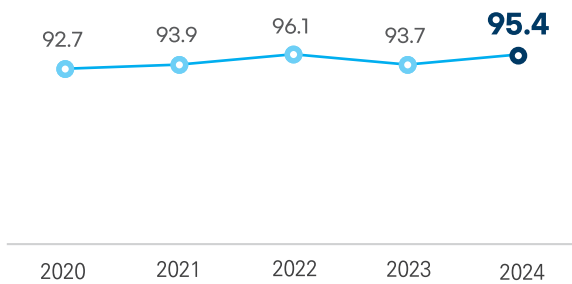
Video service usage rate(%)

—Internet users aged 3 or older

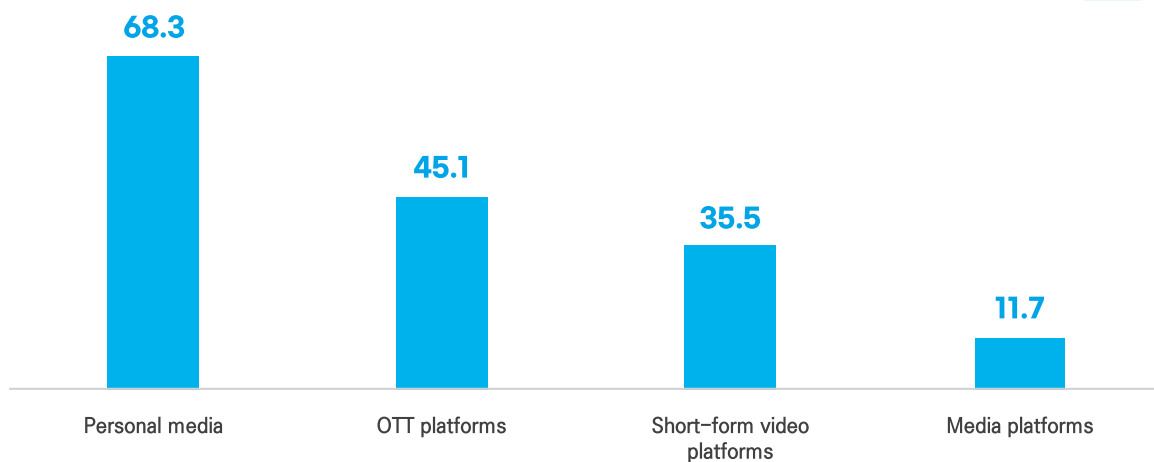
Among video service users, 81.7% use the service at least once a day, and the average weekly usage time for all users is 7.4 hours

7.4hours

Average weekly use time



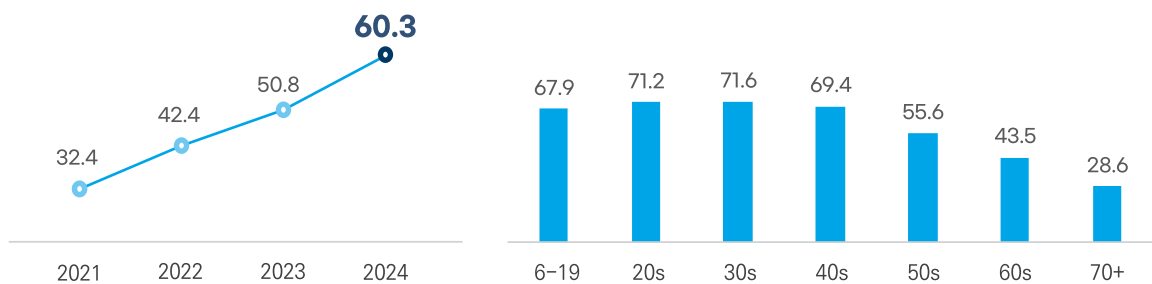
The most commonly used video service platforms are 'personal media' and 'short-form video platforms'



How are new Internet technologies being used?

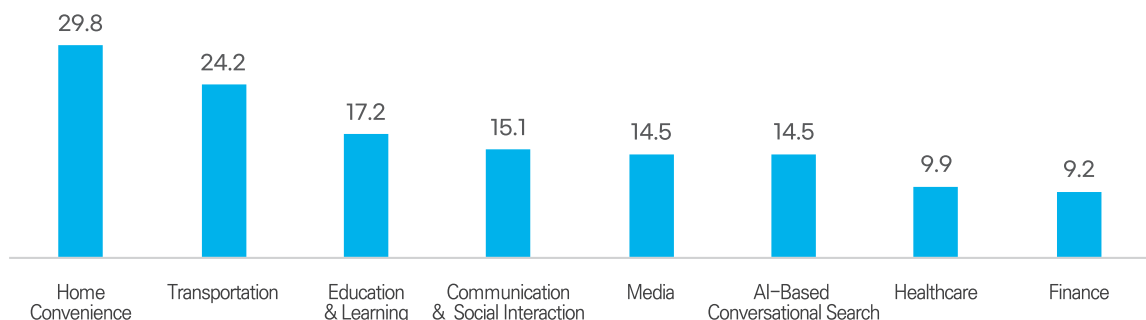
AI service experience rate(%) _Internet users aged 6 or older

The AI service experience rate has been continuously increasing over the past year 3 out of 5 people have experience with AI services, and the main age group with experience with AI services is 'under 40'.



Fields in which AI service has been experienced(%) _Internet users aged 6 or older

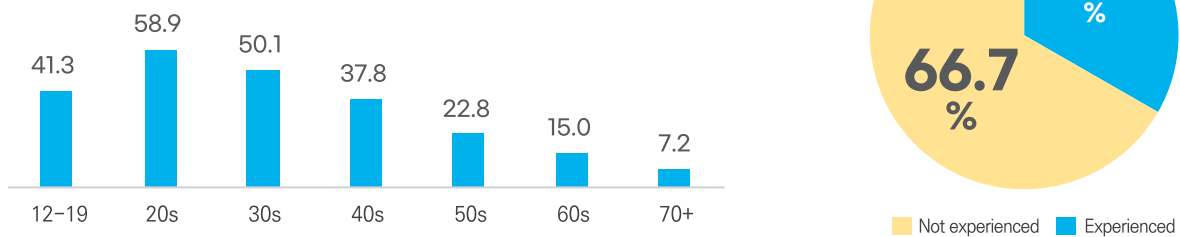
The AI service field that Koreans experience the most is 'home convenience'



Generative AI service experience rate(%)

_Internet users aged 12 or older

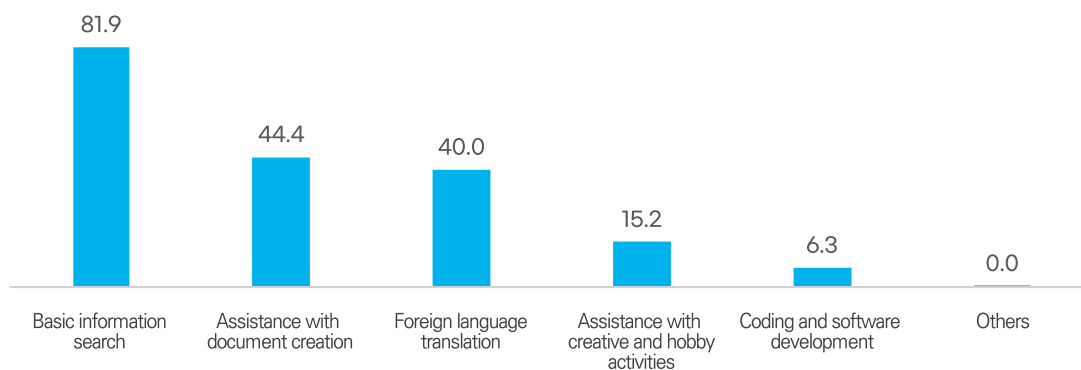
Generative AI service experience rate is 33.3%,
The main user age group was found to be in their 20s (58.9%)



Generative AI service experience activities(%)

_Population aged 12 or older with Generative AI experience

The most commonly experienced Generative AI service activity is
'basic information search'

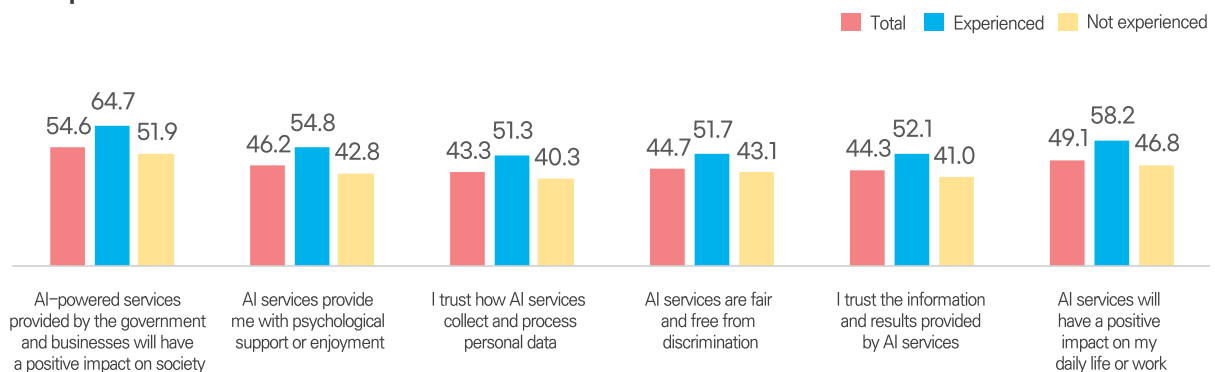


Part.1 Key Indicators shown as Infographic

AI service perception(%)_Internet users aged 6 or older

More than 40% of Internet users aged 6 or older evaluated AI services positively. People with service experience have higher levels of positive perceptions than those without experience

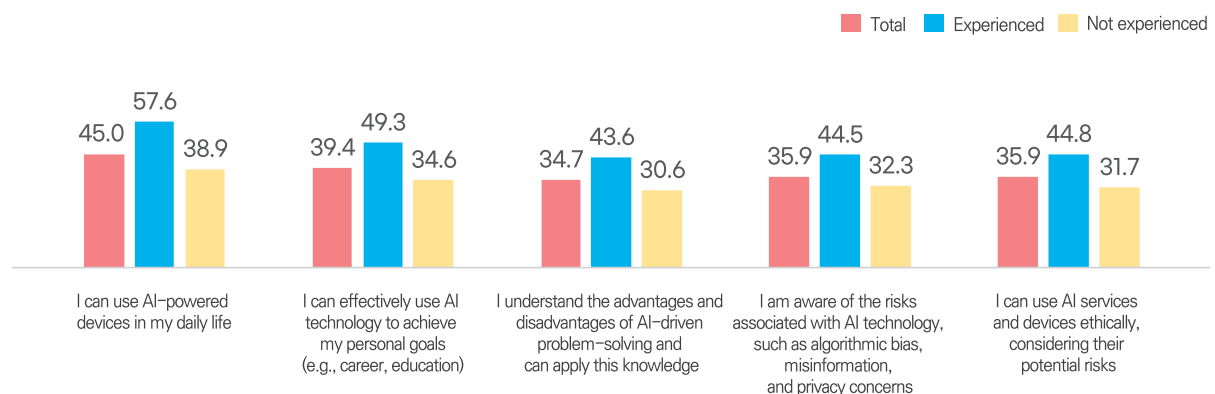
**Agree
+
Strongly Agree**



Capability and ethical use of AI services_Internet users aged 6 or older

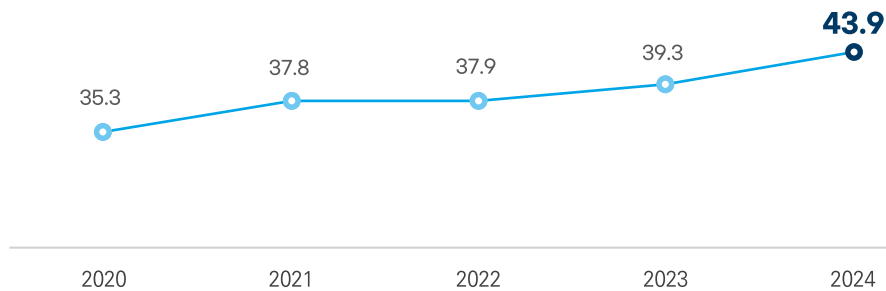
People with service experience have a higher level of competence than those without

**Agree
+
Strongly Agree**



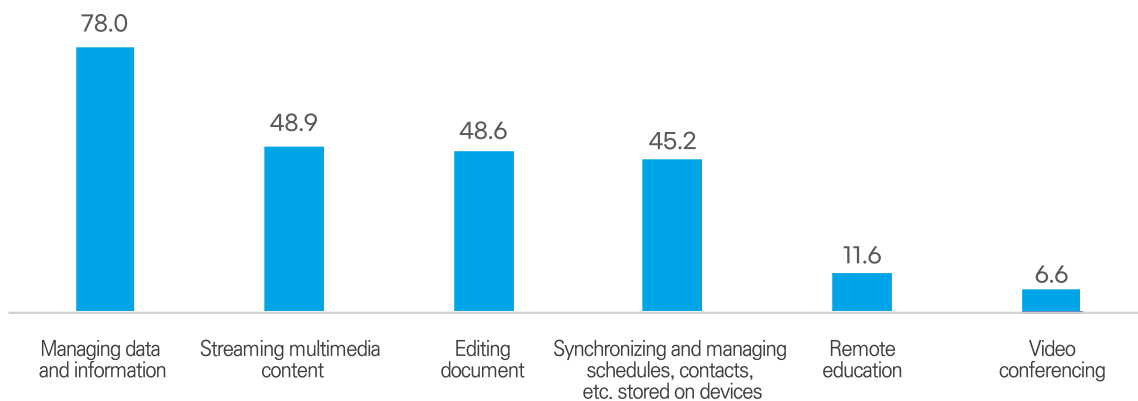
Cloud service usage rate(%)_Internet users aged 12 or older

Increased 8.6%p compared to 2020



Purpose of using the cloud service(%)_Cloud service users aged 12 or older

Cloud services are used for a variety of purposes, including data and information management, multimedia consumption, and document editing



Part 02

In-Depth Analysis of Internet Usage Survey



Part.2 In-Depth Analysis of Internet Usage Survey

1. Summary of In-Depth Analysis

1) Summary of In-Depth Analysis

• Growth in Digital Utilization Competency

- **Improvement in Digital Utilization Competency** Key competencies such as 'Creating presentation materials' (64.8%, +11.0%p) and 'Verifying information reliability' (34.4%, +10.1%p) have increased compared to 2020.
- **Increase in the Digital Utilization Competency of the Older Generations** Middle-aged and elderly individuals have shown a larger increase in basic and intermediate competencies, accelerating their digital adaptation.
- **Increased Need for Digital Education** Gap in digital utilization competency between older and younger generations still persists.

• Expansion and Diversification of the Digital Economy

[Emergence and Growth of Simple Payment]

- **Increase in Simple Payment Usage** Simple payment usage increased by 15.3 %p, reaching 53.1%. Notably, there was a significant increase in simple payment usage among individuals in their 40s (58.6%, +20.6%p) and 60s (38.3%, +18.6%p) compared to 2020.
- **Widespread Use of Mobile Devices for Simple Payment** Simple payment using mobile devices recorded 52.0%, up 16.8%p from the previous year(2020), and the smartphone simple payment usage rate recorded 55.3%, up 7.1%p from the previous year(2020).
※ 8 out of 10 individuals in their 20s and 30s use smartphone simple payments.
- **Simple Payments as a Catalyst for Digital Economy Growth** Users who use simple payment and smartphone simple payment were found to purchase more frequently and spend more than those who do not use them.

[Activation of International Direct Purchases]

- **Increase in the Usage of International Direct Purchase** The usage rate of International direct purchase increased by 18.9%p compared to 2021, reaching 34.3%, and the increase was particularly large among those under 30 years of age.
- **Increase in the Share of International Direct Purchases in Online Shopping** The share of International direct purchases in online shopping increased by approximately 2.9 times compared to 2021, reaching 6.4% in 2024.

[Shift from Purchasing Economy to Subscription Economy]

- **Increase in Subscription Service Usage** In 2024, the subscription service usage rate in online shopping was 49.4%, while the OTT service usage rate reached 45.1%.

[Expansion of Internet Banking and Digital Financial Economy]

- **Shift to Mobile Finance** Internet banking usage increased by 4.2%p to 80.7%, with a decline in PC usage and an increase in mobile device usage compared to 2020.
- **Increase in Internet-Only Banks and Simple Transfer Service Usage** While the utilization rate of traditional banks decreased slightly (84.1%, -1.8%p), the utilization rate of Internet-only banks (49.0%, +10.6%p) and simple transfer services (40.2%, +5.8%p) increased compared to 2020.

• The Accelerating Integration of AI into Daily Life

- **Awareness and Experience of AI Services on the Rise** Awareness increased by 8.0%p to 82.6% (compared to 2022), and experience increased by 27.9%p to 60.3% (compared to 2021).
※ Generative AI service experiences nearly doubled, up 15.7%p (vs. 2023).
- **AI Service Users Have More Positive Perceptions than Non-Users** Users of AI services perceive AI services as more useful, necessary, and worthwhile to use in the future than non-users.
- **Overall Awareness of AI Services Has Declined Year-on-Year** 'I can trust the way AI services collect and process personal data'(43.3%, -9.2%p), 'AI services provide me with psychological help or enjoyment'(46.2%, -9.6%p)(compared to 2023)
- **The Relationship between AI Technology Understanding and Utilization Capabilities and Digital Utilization Capabilities**
The more I understand and am able to leverage AI technologies, the higher my digital capabilities will be.
⇒ **Strengthening basic digital capabilities is essential to increasing the acceptance of new technologies.**

2) Implications and Recommendations

• Strengthening Policy Support to Resolve the Digital Divide

- **Closing the Digital Skills Gap** Although the digital literacy of older generations is rapidly improving, there is still a noticeable gap compared to younger generations.⇒ Digital education programs for older adults and digitally excluded groups must be strengthened to improve their ability to use digital devices and services.
- **The Impact of Digital Literacy on the Adoption of New Technologies** Basic digital literacy skills play a critical role in adapting to and leveraging new technologies such as AI, VR, and AR.⇒ As new technologies continue to expand and the digital landscape rapidly evolves, it is essential to provide age- and skill-appropriate digital education to enhance technology adoption.

• Institutional Support for Digital Economy Expansion

- **Building Infrastructure to Expand Simple Payment** Simple payment is a catalyst for the growth of the digital economy.
⇒ Promoting digital economy activation by supporting the establishment of system infrastructure (QR code, NFC, etc.) for the spread of simple payment.
- **Strengthening Security Measures for Safe Digital Finance** The use of digital financial services such as simple payment and Internet banking continues to increase.
⇒ Preventative measures and educational programs must be implemented to address risks such as hacking and online financial fraud.
- **Regulatory Measures for Safe International Direct Purchase** As International direct purchase platforms enter the Korean market, the use of International direct purchase for online shopping is steadily increasing.
⇒ Support for personal information protection and payment process security for a safe and reliable International direct purchase experience.
- **Protecting the Digitally Disadvantaged Groups** The use of digital finance and e-commerce is growing significantly among older adults and digitally disadvantaged populations.
⇒ Need to provide digital financial education to protect the digitally disadvantaged.

• Establishing Trust and Ethics Guidelines in the Shift to AI

- **Increased Use of AI to Improve Information Reliability** As AI services expand, the number of users is also increasing.
⇒ Developing measures to increase the reliability of information generated by AI and prevent misinformation and AI illusions.
- **Establishing Ethical Standards and Increasing Transparency in AI Services**
⇒ Developing educational programs and guidelines to prevent ethical issues arising from AI services, including generative AI.
⇒ Strengthening transparency regarding the collection, use, and transfer of personal information within AI services.
- **Supporting AI Technology Education** Overall perceptions and evaluations of AI technology are on the decline, with people who have experience with AI evaluating it more positively than those who have not.
⇒ Improving AI literacy by expanding AI technology experience opportunities and providing customized education for all age groups.

Part.2 In-Depth Analysis of Internet Usage Survey

2. Changes and Disparities in Digital Utilization Competency

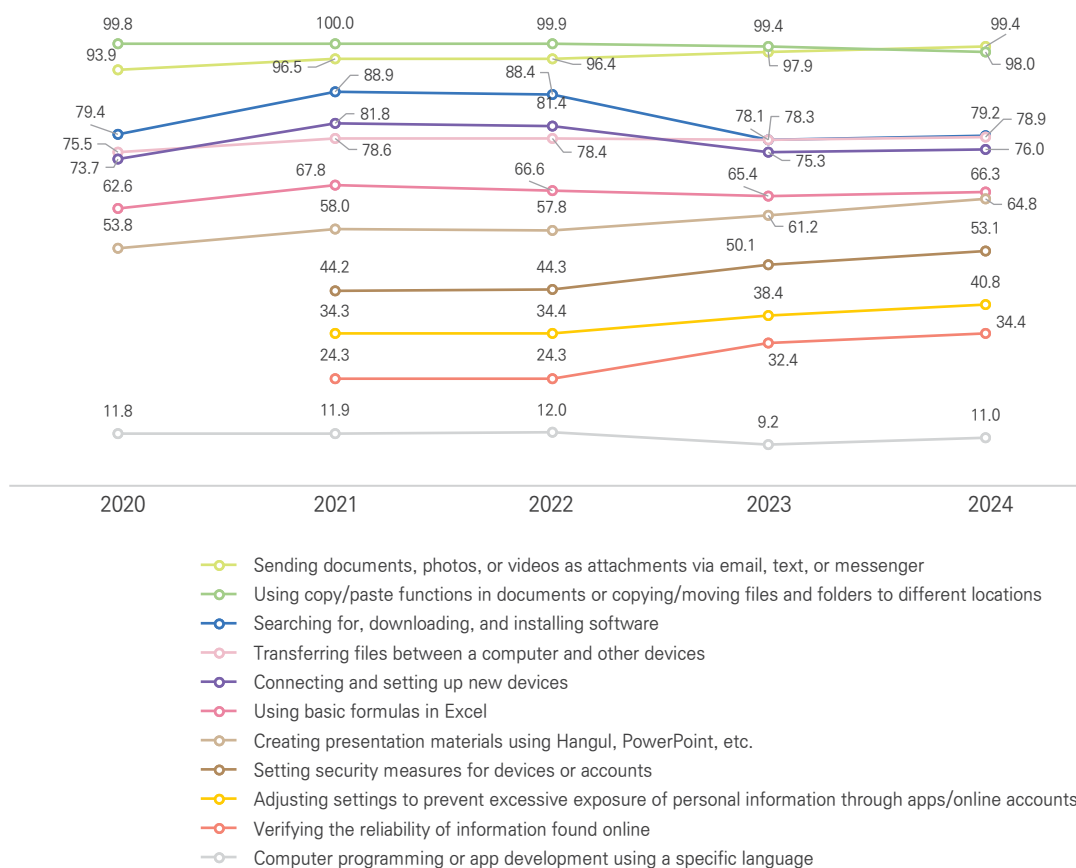
1) Five-Year Trends in Digital Utilization Capabilities

- Since the 2020s, digital devices incorporating new technologies—such as VR/AR devices and AI-powered smartphones—have continuously evolved and become more widespread.
- As a result, the importance of digital utilization competencies, which enable individuals to understand and utilize new technologies effectively, has grown. Analyzing changes and disparities in digital utilization competencies is crucial for identifying and supporting groups struggling to adapt to the rapidly changing digital landscape.
- By conducting a time-series analysis of digital utilization competencies from 2020 to 2024, this study aims to classify digital utilization competence into basic and intermediate competencies. It will examine trends in changes by age group and identify generational differences, ultimately aiming to deriving policy implications.

Overall, digital utilization capabilities are improving. 'Creating presentation materials using Hangul, PowerPoint, etc.' increased by 11.0%p compared to 2020.

Figure 1 | Trends in Digital Utilization Competency Over Five Years

(Unit: %)



※ The items 'Setting security measures for devices or accounts', 'Adjusting settings to prevent excessive exposure of personal information through apps/online accounts', and 'Verifying the reliability of information found online' have been surveyed since 2021.

- From 2020 to 2024, overall digital utilization competencies have shown an increasing trend. Notably, 'Creating presentation materials using Hangul, PowerPoint, etc.' showed the largest increase, rising by 11.0%p compared to 2020. Meanwhile, tasks such as 'Copying/moving files and folders' remained at similar levels or slightly declined.
- Significant improvements were also observed in other areas. 'Verifying the reliability of information found online' increased by 10.1%p compared to 2021, 'Setting security measures for devices or accounts' rose by 8.9%p, and 'Adjusting settings to prevent excessive exposure of personal information' grew by 6.5%p.

2) Five-Year Trends in Basic and Intermediate Digital Competencies

Both basic and intermediate digital competencies showed an upward trend, with intermediate competencies increasing by 7.5 percentage points compared to 2020.

Figure 2 Trends in Basic and Intermediate Digital Competencies (Unit: %)

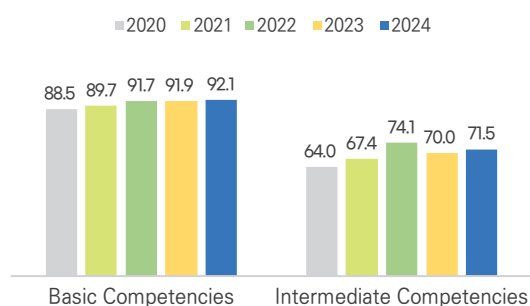


Table 1 ITU Classification of Digital Competencies (Unit: %)

Basic Competencies

- Copying/moving files and folders
- Sending e-mails with attached photos or files
- Transferring files between a computer and other devices

Intermediate Competencies

- Using basic formulas in Excel
- Connecting and installing new devices (e.g., printers, modems, memory devices)
- Searching for, downloading, and installing software
- Creating presentation materials using Hangul, PowerPoint, etc.

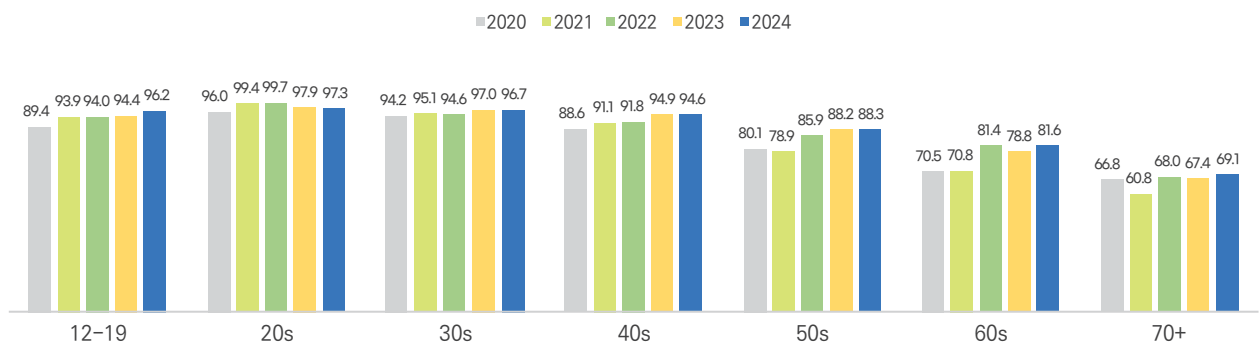
※ Source: Based on the ITU's Digital Development Measurement (2023)

- The vast majority of the population (92.1%) reported being able to perform basic digital competencies such as 'Copying/moving files', 'Sending e-mails with attached photos or files', and 'Transferring files between a computer and other devices'.
- The proportion of individuals capable of intermediate-level competencies, including 'Using basic formulas in Excel', 'Connecting and installing new devices', and 'Creating presentation materials with Hangul, PowerPoint, etc.' showed a strong upward trend, increasing by 7.5%p compared to 2020.

Part.2 In-Depth Analysis of Internet Usage Survey

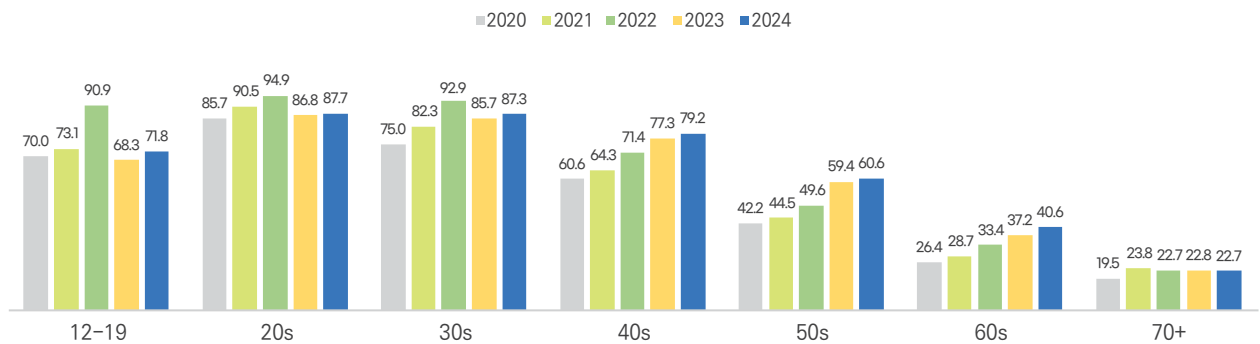
Basic and intermediate digital skills improved across all age groups, with particularly notable gains among middle-aged and older adults.

Figure 3 | Trends in Basic Digital Competency by Age Group (Unit: %)



- By age group, over 90% of individuals under 40 years old were found to have basic digital competencies. Meanwhile, 88.3% of those in their 50s, 81.6% in their 60s, and 69.1% of those aged 70 and older demonstrated basic competencies, highlighting generational differences.
- However, when comparing the growth rates since 2020, basic digital competencies in the 50s age group increased by 8.2%p, and in the 60s age group by 11.1%p, showing the largest improvements. This trend suggests that generational gaps in digital competencies are expected to narrow over time.

Figure 4 | Trends in Intermediate Digital Competency by Age Group (Unit: %)



- Intermediate digital competencies have also been on a continuous increase since 2020. Those in their 20s (87.7%) and 30s (87.3%) had the highest capabilities, while only 22.7% of those aged 70 and above possessed intermediate competencies, which was the lowest among age groups.
- When comparing the growth rates since 2020, those in their 40s showed the largest increase in intermediate competencies, with an 18.6%p rise, followed by those in their 50s (18.4%p) and 60s (14.2%p). This indicates a significant growth trend in the middle-aged and older adults.

• Implications and Recommendations

• Rapid Growth in Internet Security, Reliability, and Personal Data Competencies

Online security, reliability, and privacy capabilities have improved significantly since 2021.

⇒ Users are becoming increasingly aware of security concerns when using digital devices and the Internet.

• The Digital Literacy of Older Adults Is Growing Rapidly, but Gaps Still Exist.

Although the digital capabilities of older generations are rapidly improving, there is still a significant gap compared to younger generations who are more familiar with digital environments.

⇒ Various support and educational policies are needed to help older adults adapt to the fast-evolving digital landscape.

• Strengthening Digital Competency Education for the Digitally Disadvantaged

Various digital competence education programs are currently being implemented to support digitally marginalized groups, including 'Digital Learning Center', 'Mobile Bus Services'¹⁾, 'Hangul Sunshine Bus'²⁾, and 'Seoul Digital Companion Plaza'³⁾.

⇒ Therefore, in order to further strengthen the digital capabilities of the elderly, it is essential to continuously support and strengthen existing policies and programs, develop customized educational content, improve accessibility to digital education, and establish a sustainable support system through institutional frameworks.

1) 'Digital Learning Center' is a policy led by the Ministry of Science and ICT and the National Information Society Agency (NIA), which has established 911 centers nationwide in welfare facilities, community centers, libraries, and other locations. Since April 2021, the 'Mobile Bus Service' project has been expanded to all cities and provinces, helping to reduce regional digital gaps.

2) 'Hangul Sunshine Bus' is a project promoted by the Ministry of Education's Lifelong Learning Support Division, utilizing a mobile education bus to provide digital literacy training for marginalized groups, such as older adults. The program teaches how to use kiosk, delivery and shopping apps, etc.

3) 'Seoul Digital Companion Plaza' is a facility operated by the Seoul Metropolitan Government, offering digital education and counseling to improve digital competencies among older adults.

Part.2 In-Depth Analysis of Internet Usage Survey

3. Expansion and Diversification of the Digital Economy

1) Emergence and Growth of Simple Payment

- As simple payment technologies such as Samsung Pay, Kakao Pay, and Apple Pay become more widespread, it has become easier to purchase products or services by linking your credit/debit card or bank account.

The rate of use of simple payment has increased compared to 2020, and the increase was greatest in older age groups.

Figure 5 Trends in Simple Payment Usage Rate (Unit: %)

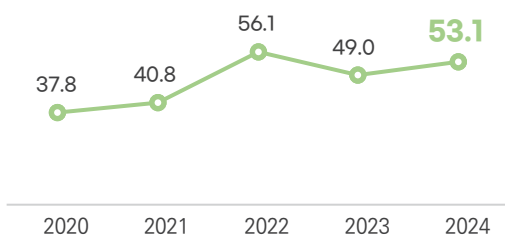
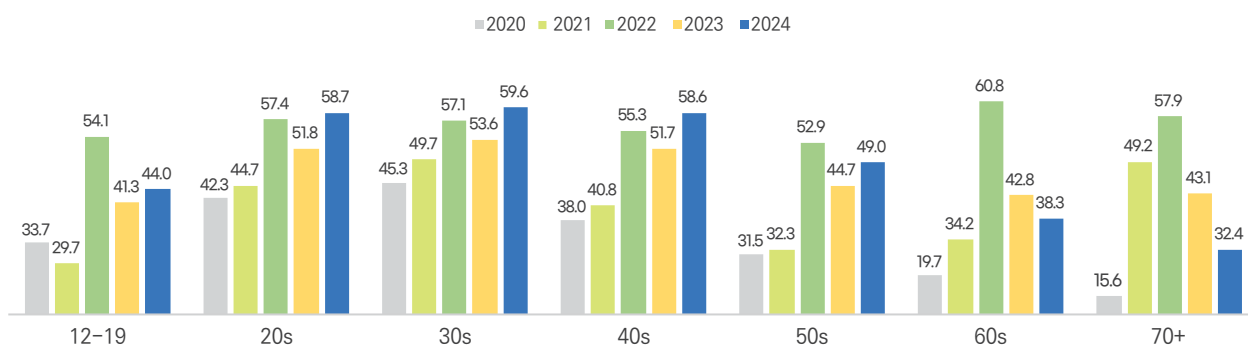


Table 2 Changes in Simple Payment Usage Rate (Unit: %)

Year	2020	2021	2022	2023	2024
Usage Rate	37.8	40.8	56.1	49.0	53.1
Change in Percentage	-	+3.0	+15.3	-7.1	+4.1

- From 2020 to 2024, the proportion of people using 'simple payment' in online shopping increased by 15.3%p.

Figure 6 Changes in Simple Payment Usage Rate by Age Group (Unit: %)

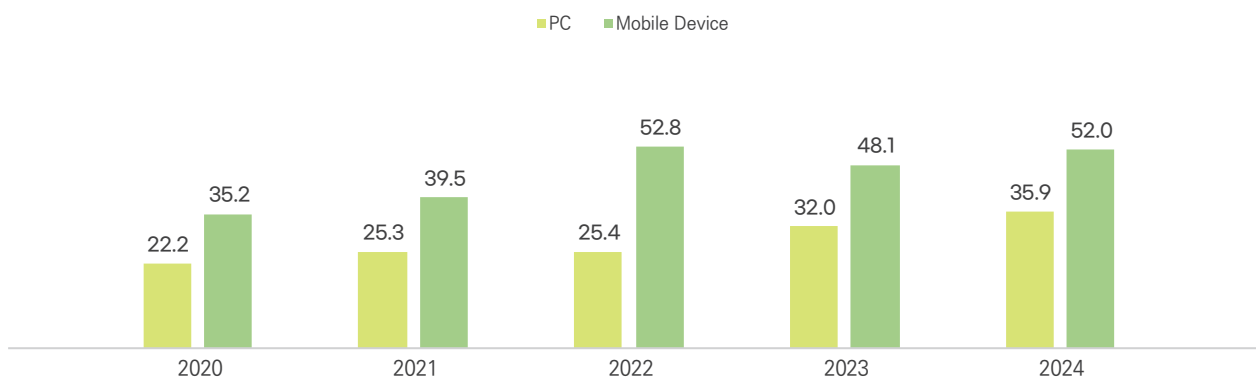


- By age group, the 40s showed the largest increase in usage, up 20.6%p compared to 2020. This was followed by the 60s (18.6%p), 70 and above (16.8%p), and 20s (16.4%p).
- As simple payments have become more widespread, usage rate has increased most among older age groups compared to 2020.

The increase in mobile-based and smartphone-based simple payments is being led by people in their 10s to 30s.

Figure 7 Trends in Simple Payment Usage Rate by Device

(Unit: %)



- When looking at the devices (PC vs. mobile) used for simple payment in online shopping, both devices showed an increasing trend. Compared to 2020, PC usage increased by 13.7%p, while mobile devices showed a 16.8%p increase, highlighting a significant expansion of online shopping through simple payment on mobile devices.

Figure 8 Trends in Smartphone Simple Payment Usage Rate

(Unit: %)

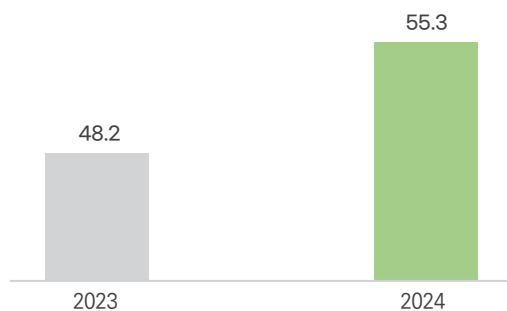
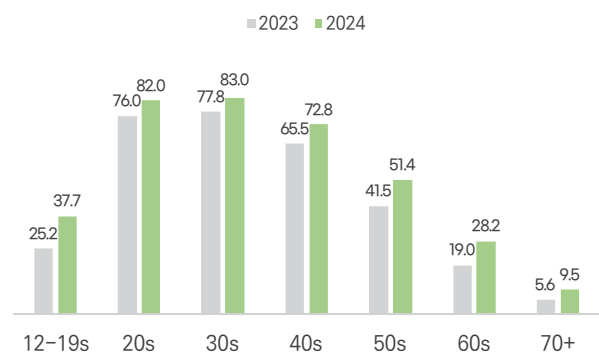


Figure 9 Changes in Smartphone Simple Payment Usage Rate by Age Group

(Unit: %)

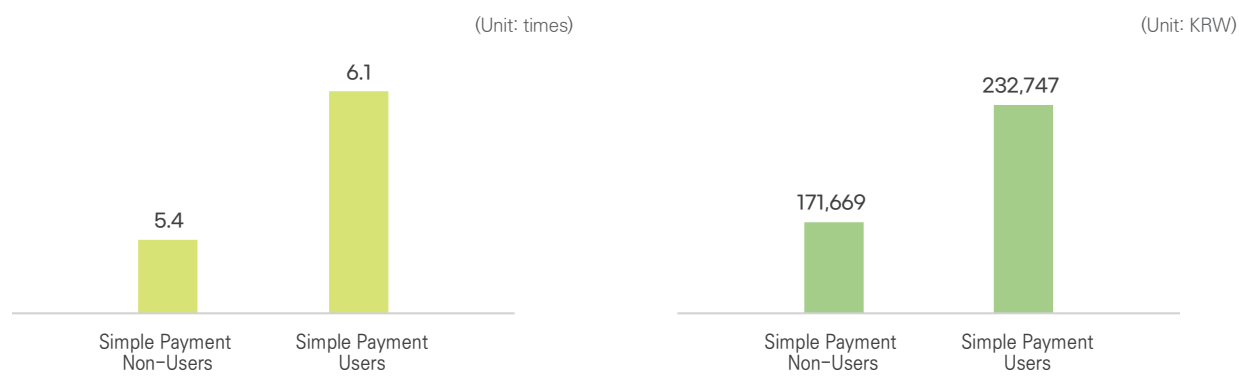


- In particular, the expansion of smartphone-based simple payment is remarkable in the 10-30 age group. It is expected that more than 8 out of 10 people in their 20s (82.0%) and 30s (83.0%) will use smartphone simple payment in 2024. In addition, the 12-19 age group showed the largest growth rate, with a 12.5%p increase compared to the previous year.

Part.2 In-Depth Analysis of Internet Usage Survey

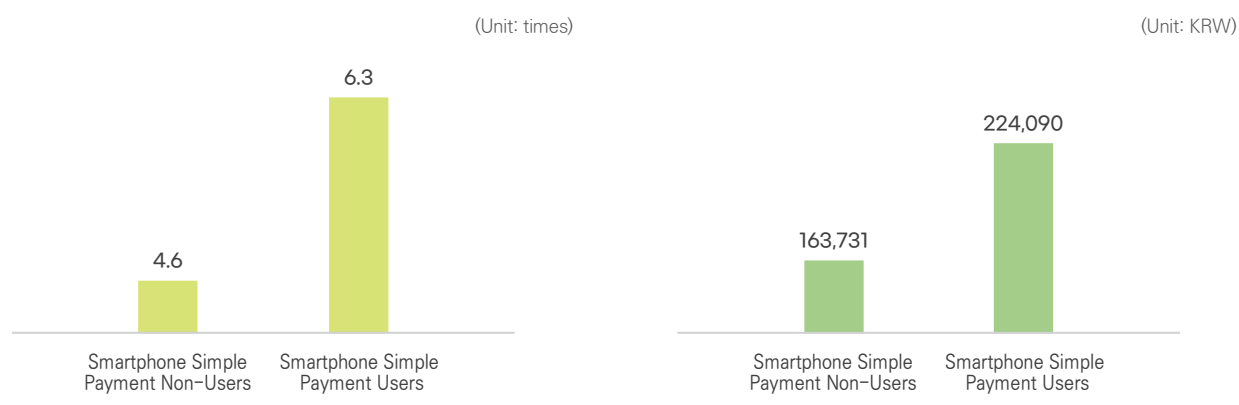
People who use simple payments or smartphone-based simple payments tend to make more frequent and larger purchases online.

Figure 10 | Monthly Average Online Shopping Frequency and Spending – Simple Payment Users vs. Non-Users



- As a result of comparing the average monthly online shopping frequency and expenditure amount between users and non-users of simple payment (PC and mobile), it was observed that simple payment users make 0.7 more purchases per month and spend an average of 61,078 won more compared to non-users.

Figure 11 | Monthly Average Online Shopping Frequency and Spending – Smartphone Simple Payment Users vs. Non-Users



- Users who used smartphone-based simple payment had an average monthly purchase frequency 1.7 times higher than non-users, and their average monthly spending was 60,359 won higher.

• Implications and Recommendations

• Simple Payments as a Catalyst for Digital Economy Activation

Users of simple payment make more frequent online shopping purchases and spend more on average per month than non-users.

⇒ The introduction, popularization, spread, and increased use of simple payment technologies are playing a key role in activating the digital economy.

⇒ In order to activate the digital economy, the expansion of simple payment services and the necessary policy support are essential.

※ Support is needed for infrastructure development (QR codes, NFC, etc.) to expand simple payment.

• Strengthening Prevention and Protection for Inclusive Digital Finance

As the number of users of simple payment and Internet banking increases, the need for education and protection against digital financial risks also increases.

⇒ Need to establish policies and education programs to prevent risks such as voice phishing and electronic financial fraud.

⇒ Need to strengthen policies to protect user personal information and ensure safe digital finance.

Part.2 In-Depth Analysis of Internet Usage Survey

2) Activation of International Direct Purchases and Expansion of the Digital Economy

- Direct International purchases through online shopping platforms such as AliExpress and Temu are increasing as these sites enter the Korean market directly.

The use of International direct purchasing is steadily increasing, and growth is particularly being driven by people in their 10s to 30s.

Figure 12 Trends in International Direct Purchase Usage Rate (Unit: %)

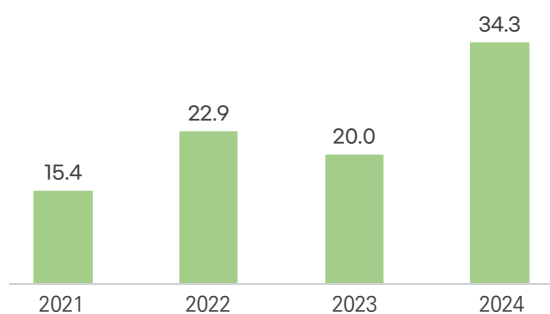
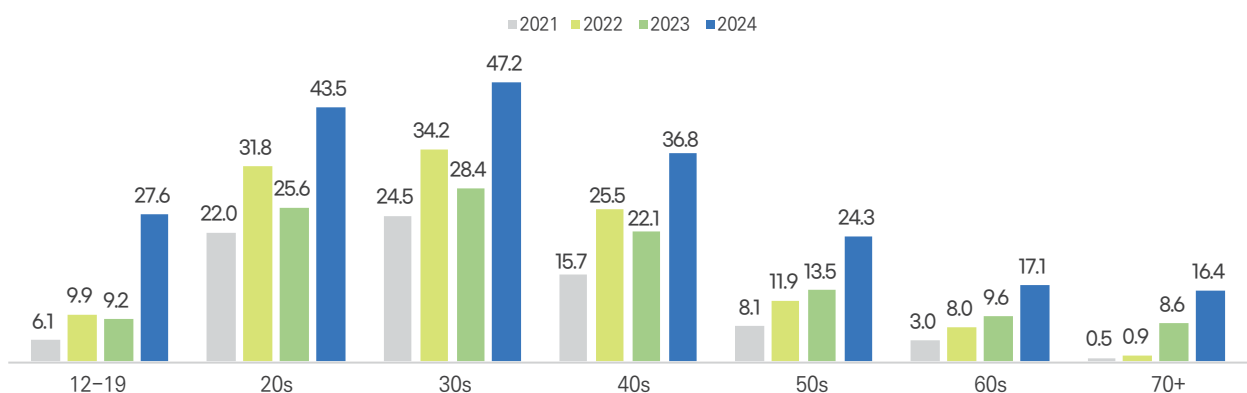


Table 3 Changes in International Direct Purchase Usage Rate (Unit: %)

Year	2021	2022	2023	2024
Usage Rate	15.4	22.9	20.0	34.3
Fluctuation Range	-	+7.5	-2.9	+14.3

- Since 2021, the proportion of International direct purchases has steadily increased, rising by 18.9%p compared to 2021.

Figure 13 Changes in International Direct Purchase Usage Rate by Age Group (Unit: %)

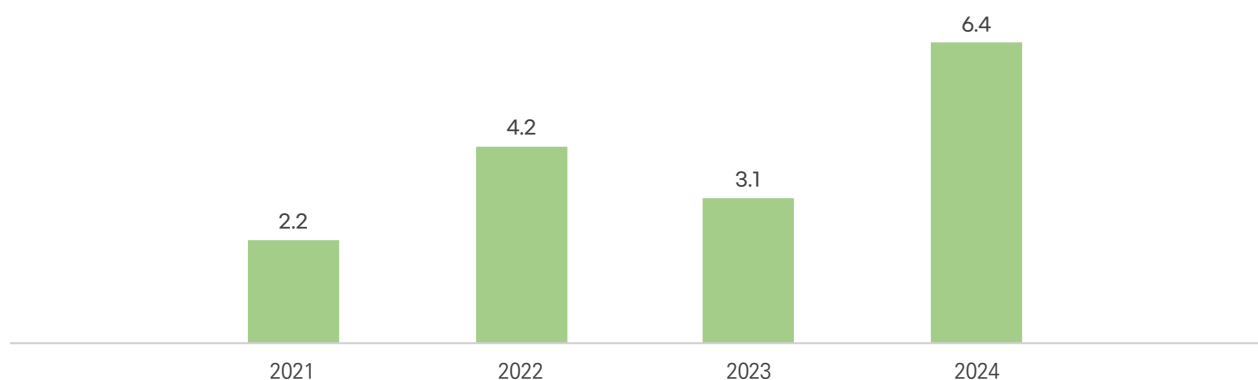


- The increase in International direct purchase usage rate is mainly driven by the younger age groups compared to 2021. (30s 22.7%p, 12-19 years old, 20s 21.5%p).

The share of International direct purchases in online shopping has steadily increased, growing 2.9 times compared to 2021.

Figure 14 | Trends in the Share of International Direct Purchases in Online Shopping

(Unit: %)



- The proportion of International direct purchases in total online shopping spending has also been steadily increasing.
- The share of International direct purchase spending, which was 2.2% in 2021, grew by about 2.9 times to 6.4% in 2024.

• Implications and Recommendations

• Trend in the Increase of International Direct Purchase

As International direct purchase platforms such as Amazon, AliExpress, and Temu enter the Korean market, opportunities for International direct purchase have expanded. Younger generations who are more familiar with these platforms are actively participating in International direct purchase.

• Strengthening Consumer Protection for Safe International Direct Purchase

As International direct purchases continue to increase, the need to resolve various issues that may arise is growing.

- ⇒ Establishing of consumer protection standards and policies for international payment and shipping processes.
- ⇒ Creating a safe International direct purchasing environment by protecting consumer personal information and ensuring product quality and safety.
- ⇒ Efforts to raise awareness of safe International direct purchase methods and consumer information protection

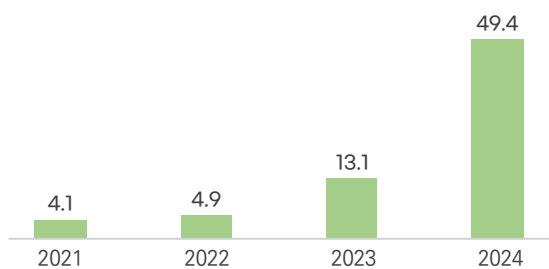
Part.2 In-Depth Analysis of Internet Usage Survey

3) Shift from Purchase Economy to Subscription Economy

- Subscription-based service models, such as OTT services, where customers pay a regular fee without directly purchasing the product or service, are becoming widespread in the digital economy.

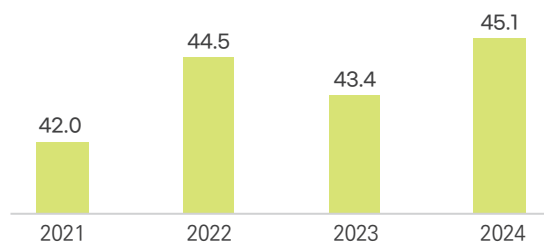
The use of subscription services and OTT services is on the rise, and growth is being driven in particular by those in their 10s to 30s.

Figure 15 Trends in Subscription Service Usage Rate (Unit: %)



※ Subscription service usage rate refers to the proportion of 'Online Shopping users' who use subscription services (including regular deliveries, software, OTT services, etc.).

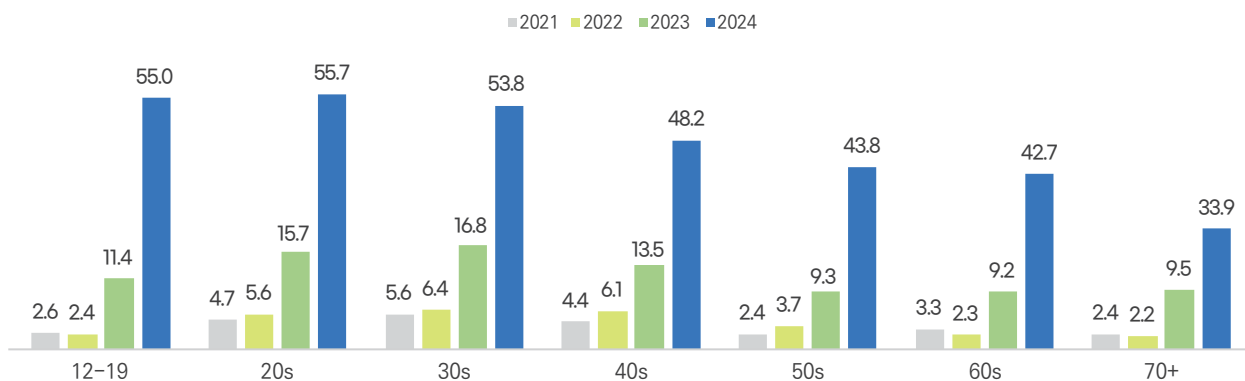
Figure 16 Trends in OTT Service Usage Rate (Unit: %)



※ OTT service usage rate refers to the proportion of 'video service users' who use OTT services.

- The proportion of users of 'subscription services' for Internet products and services, such as regular grocery delivery, OTT, and software, increased to 49.4% in 2024, up 36.3%p from the previous year. Additionally, the proportion of OTT service users among video service users increased by 1.7%p.

Figure 17 Changes in Subscription Service Usage Rate by Age Group (Unit: %)

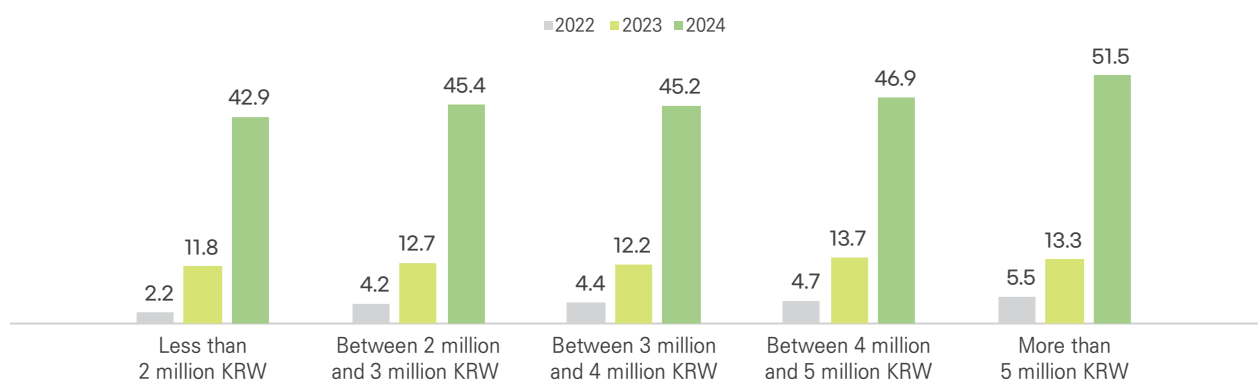


- The increase in subscription service usage is particularly notable among younger age groups. Compared to 2021, the usage rate has increased by 52.4%p for those aged 12-19, 51.0%p for those in their 20s, and 48.2%p for those in their 30s.

The usage rate of subscription services has significantly increased regardless of household income.

Figure 18 | Trends in Subscription Service Usage Rate by Monthly Household Income

(Unit: %)



- The increase was largest among high-income households with a monthly income of 5 million won or more (up 46.0%p), but low-income households with a monthly income of less than 2 million won also showed a significant increase of 40.7%p.

• Implications and Recommendations

• Trend in the Increase of Subscription Service Use

The increase in subscription service use appears to be driven by changing consumer trends that prioritize experiences over ownership, the emergence of new technology-based subscription services, and the introduction of low-cost subscription plans.

• Strengthening Consumer Protection for Subscription Services

As the number of users of subscription services increases, the need to protect consumers from issues such as 'dark patterns'⁴⁾ and inconvenient cancellation procedures is growing.

⇒ Strengthening consumer education on subscription service automatic payment methods and cancellation procedures.

⇒ Establishing guidelines for canceling and renewing subscription services and recurring payments.

4) In subscription services, dark patterns can include insufficient prior notice of price hikes or renewing subscriptions without providing proper cancellation instructions.

Part.2 In-Depth Analysis of Internet Usage Survey

4) Expansion of Internet Banking and Digital Financial Economy

- While the number of offline bank branches has been decreasing recently, the shift to banking applications and other digital banking services is accelerating.

The usage rate of Internet banking is increasing, with PC usage declining while mobile device usage is on the rise.

Figure 19 Trends in Internet Banking Usage Rate (Unit: %)

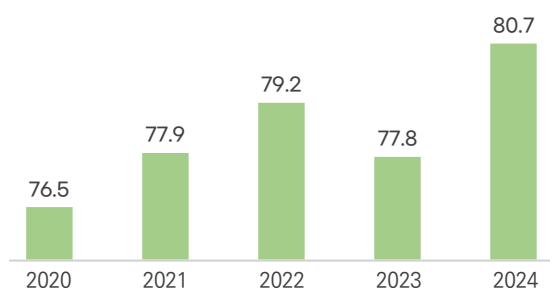


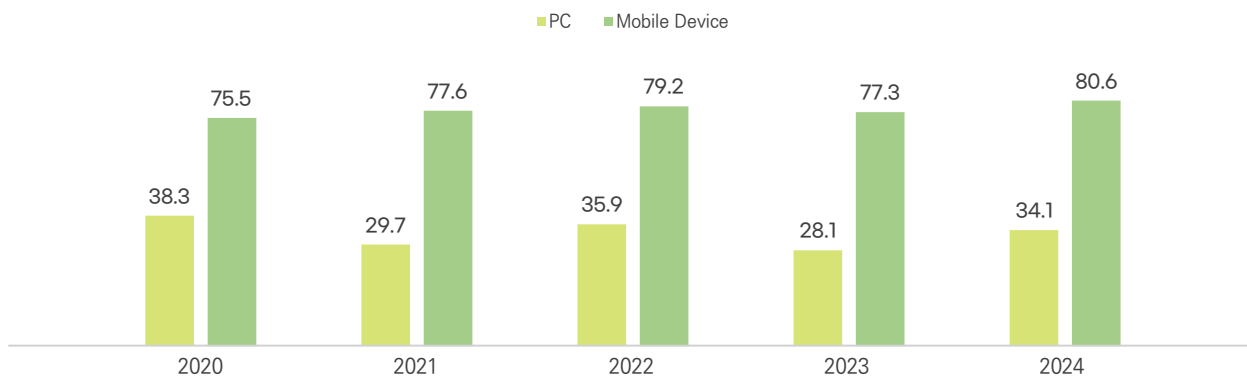
Table 4 Changes in Internet Banking Usage Rate (Unit: %)

Year	2020	2021	2022	2023	2024
Usage Rate	76.5	77.9	79.2	77.8	80.7
Fluctuation Range	-	+1.4	+1.3	-1.4	+2.9

- The usage rate of Internet banking has been steadily increasing since 2020, rising 4.2%p from 76.5% in 2020 to 80.7% in 2024.

Figure 20 Trends in Internet Banking Usage Rate - PC vs. Mobile Device

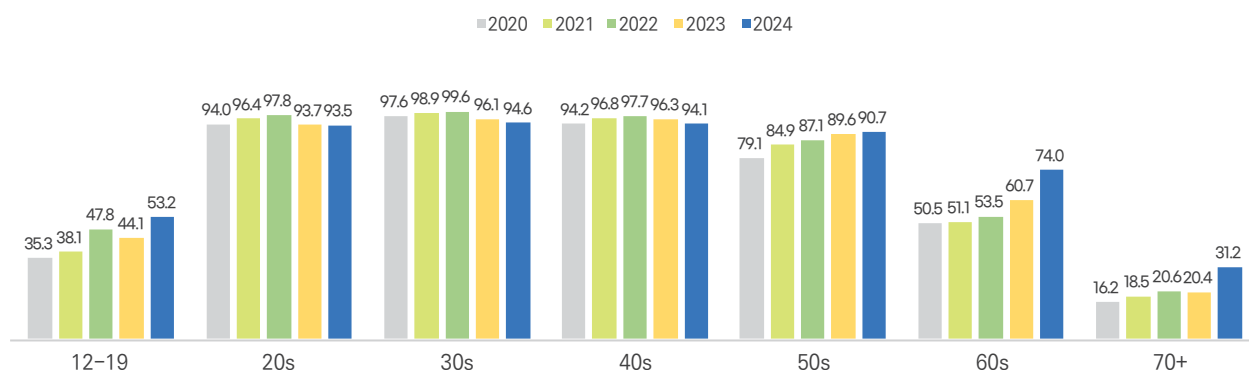
(Unit: %)



- However, if we divide Internet banking usage by device type (PC, mobile), the differences between devices are quite clear.
- Internet banking usage via PC decreased by 4.2%p compared to 2020, while mobile device usage increased by 5.1%p, indicating a shift in the Internet banking transaction platforms (such as transfers, savings, and investments) from PCs to mobile devices.
- This trend seems to be supported by the expansion of mobile applications for simple transfer services, as well as financial applications for various stock and securities investments.

Figure 21 Trends in Internet Banking Usage Rate by Age Group

(Unit: %)

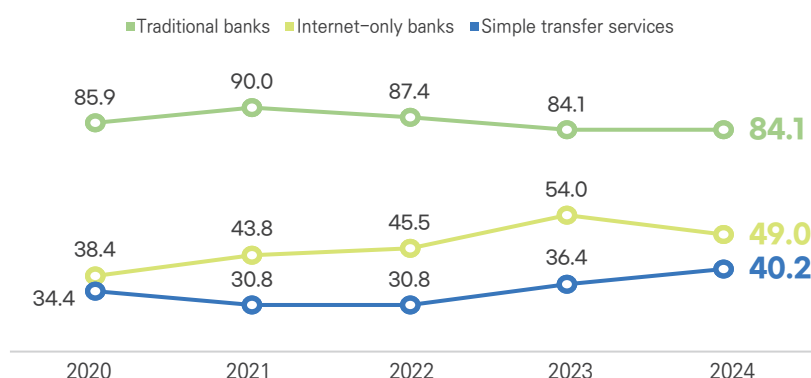


- Looking at the Internet banking usage rate by age group, those aged 12 to 19 increased by 17.9%p, those in their 60s by 23.5%p, and those aged 70 or older by 15.0%p, leading the overall increase in Internet banking usage.

Internet banking services have been used primarily for money transfer, and while the use of Internet banking by traditional banks is decreasing, Internet-only banks and simple transfer services are increasing.

Figure 22 Trends in Preferred Internet Banking Services for Money Transfers

(Unit: %)



- Looking at Internet banking services Frequently Used for money transfers, while the use of Internet banking at traditional banks has decreased somewhat, the use of Internet-only banks and simple transfer services has increased.
- The use of traditional bank Internet banking decreased by 1.8%p compared to 2020, while Internet-only banks increased by 10.6%p and simple transfer services grew by 5.8%p.

Part.2 In-Depth Analysis of Internet Usage Survey

• Implications and Recommendations

• Trend in the Increase of Internet Banking Use

It was found that both younger age groups (ages 12 to 19) and older age groups (60 and over) are becoming accustomed to Internet banking, while those in their 20s to 40s are already familiar with it.

• Growth of Internet-Only Banks and Simple Transfer Services

The influence of simple transfer services provided by popular platforms such as KakaoTalk and Naver is expanding, and Internet-only banks such as Toss Bank and K Bank are also actively expanding their services.

⇒ In contrast, the use of traditional bank services has declined.

• Digital Financial Education and Security Measures

New security risks such as digital financial fraud and personal information leaks.

⇒ Expanding support to ensure the security and reliability of digital financial services.

⇒ Expanding digital financial education to strengthen consumer protection

4. A Major Shift to the Era of AI, Accelerating AI Integration into Daily Life

1) Accelerating AI Integration into Daily Life

82.6% of people are 'aware of' AI services.

The 'Housing and Convenience' field showed the highest awareness at 65.4%.

Figure 23 Trends in Awareness of AI Services (Unit: %)

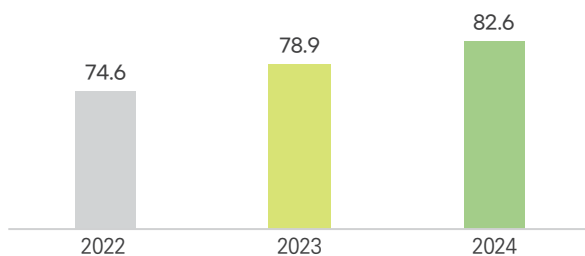
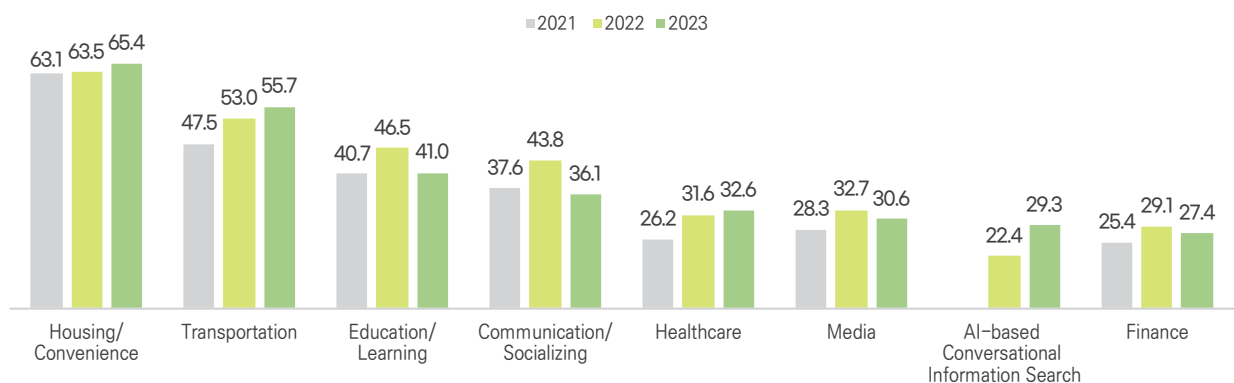


Table 5 Changes in Awareness of AI Services (Unit: %)

Year	2022	2023	2024
Awareness Rate	74.6	78.9	82.6
Fluctuation Range	-	+4.3	+3.7

- The percentage of respondents who reported that they 'know' about AI services increased by 8.0%p, from 74.6% in 2022 to 82.6% in 2024.

Figure 24 Trends in Awareness of AI Services by Field (Unit: %)

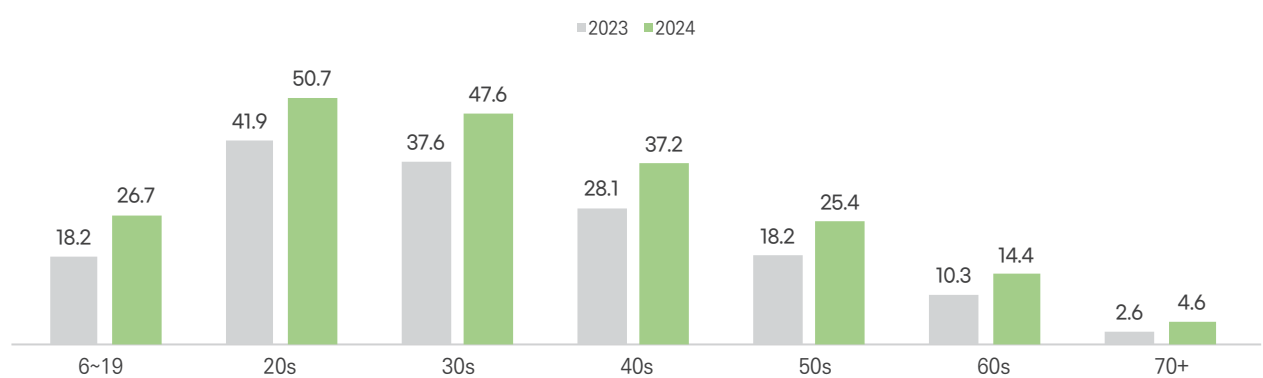


※ The awareness of AI-based conversational information search services has been surveyed since 2023.

- As a result of analyzing awareness of AI services by field, awareness increased in all fields except for 'Communication/Socialization' compared to 2022.
- The sectors with the most significant increases in awareness were 'Transportation' (8.2%p), 'AI-based Conversational Information Search' (6.9%p), and 'Healthcare' (6.4%p).

Part.2 In-Depth Analysis of Internet Usage Survey

Figure 25 Trends in Awareness of AI-Based Conversational Information Search Services by Age Group (Unit: %)



- For AI-based conversational information search services, such as chatGPT, Copilot, and Gemini, awareness increased across all age groups, and awareness increased particularly noticeably among younger age groups such as those aged 6~19 (8.5%p), those in their 20s (8.8%p), and those in their 30s (10.0%p).

The percentage of people who have ‘experienced’ AI services is 60.3%.
AI service experience rate is increasing across all age groups, occupations, and fields.

Figure 26 Trends in AI Service Experience Rate (Unit: %)

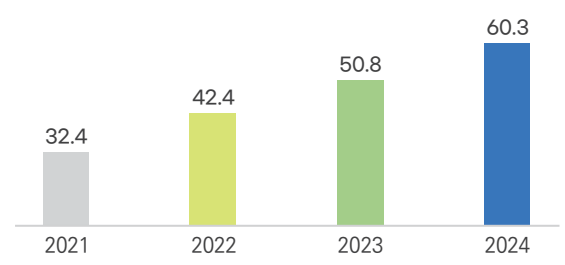
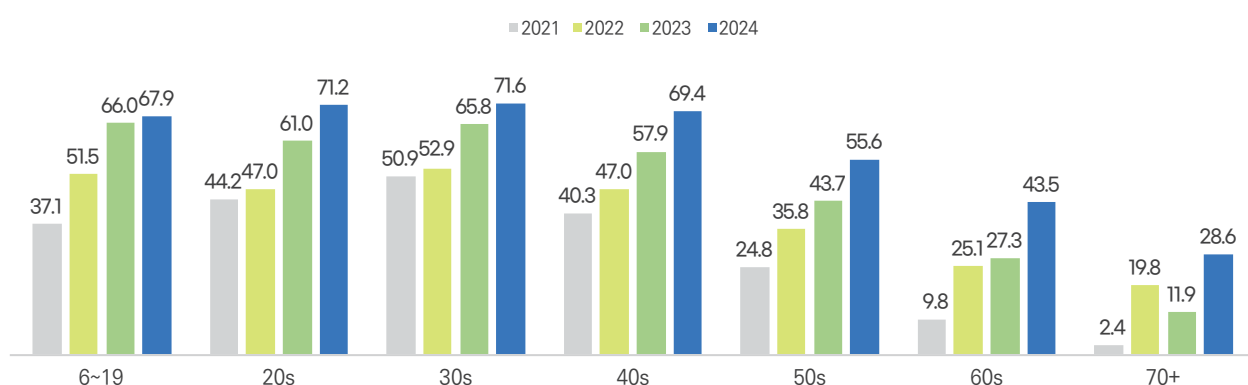


Table 6 Changes in AI Service Experience Rate (Unit: %)

Year	2021	2022	2023	2024
Experience Rate	32.4	42.4	50.8	60.3
Fluctuation Range	-	+10.0	+8.4	+9.5

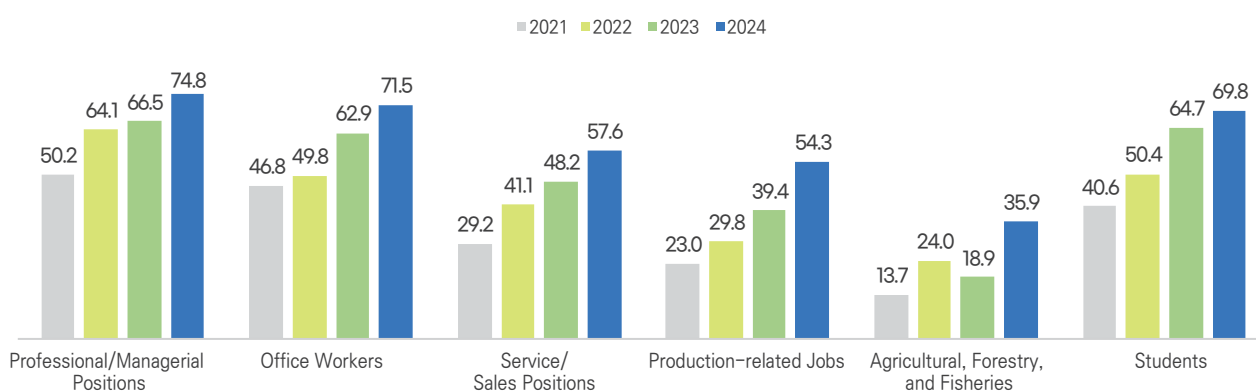
- The percentage of people who have experienced AI services roughly doubled from 32.4% in 2021 to 60.3% in 2024.
- This increase shows that various AI services are being launched and introduced, becoming familiar and integrated into our daily lives.

Figure 27 Trends in AI Service Experience Rate by Age Group (Unit: %)



- By age group, the experience rate is highest among the younger generation, including those aged 6~19, 20s, and 30s. Since 2021, the experience rate has increased the most among those in their 60s (33.7%p), 6~19 (30.8%p), and 50s (30.8%p).
- Although younger age groups, who are more familiar with digital technologies, have the highest experience rates, the significant increase compared to 2021 indicates that interest, familiarity, and experience with AI services are growing across all age groups.

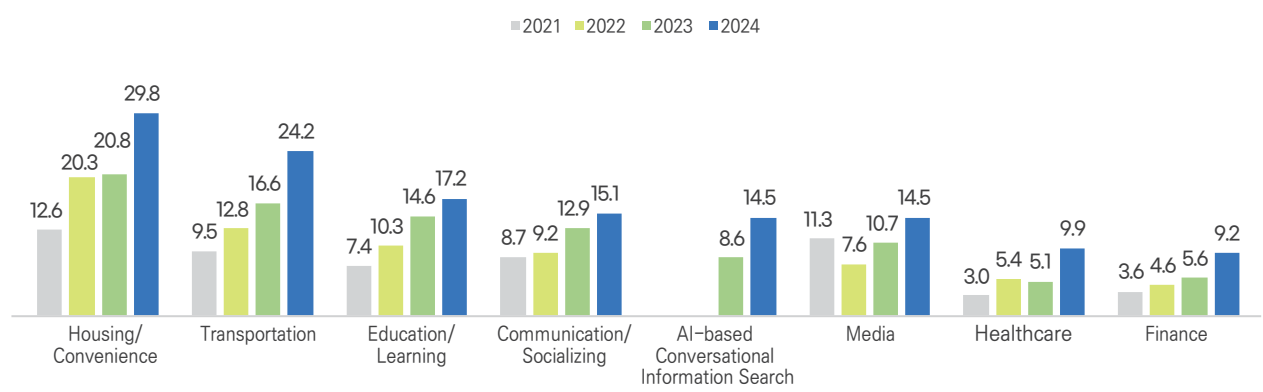
Figure 28 Trends in AI Service Experience Rate by Occupation (Unit: %)



- By occupation, professionals/managerial position (74.8%), office workers (71.5%), and students (69.8%) had the highest experience rates, and all occupational groups increased by more than 20% compared to 2021.

Part.2 In-Depth Analysis of Internet Usage Survey

Figure 29 Trends in AI Service Experience Rate by Field (Unit: %)



- Looking at the experience rate by AI service field, the fields that showed the largest increase rate compared to 2021 were 'Housing/Convenience' (17.2%p), 'Transportation' (14.7%p), and 'Education/Learning' (9.8%p).

The 'experience rate' of generative AI services has nearly doubled, and is increasing across all age groups, occupations, and fields.

Figure 30 Trends in Generative AI Service Experience Rate (Unit: %)

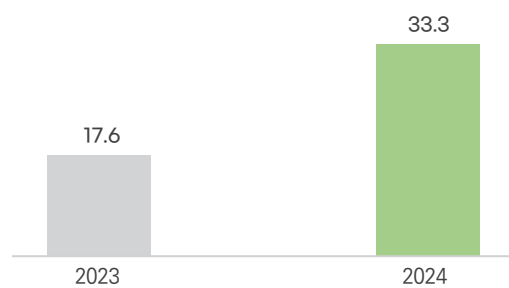


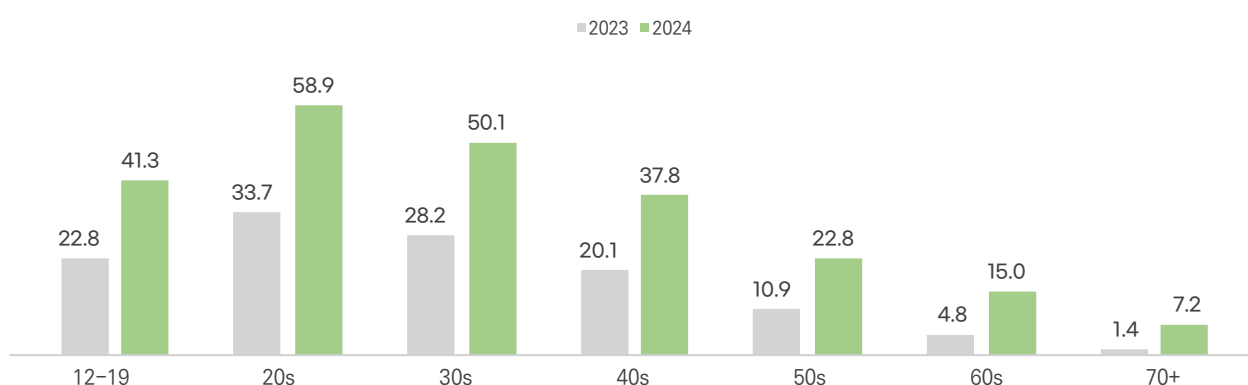
Table 7 Changes in Experience Rate of Generative AI Services (Unit: %)

Year	2023	2024
Experience Rate	17.6	33.3
Fluctuation Range	-	+15.7

- The percentage of respondents who experienced generative AI services such as ChatGPT, DALL·E, and Copilot approximately doubled from 17.6% in 2023 to 33.3% in 2024.

Figure 31 Trends in Generative AI Service Experience Rate by Age Group

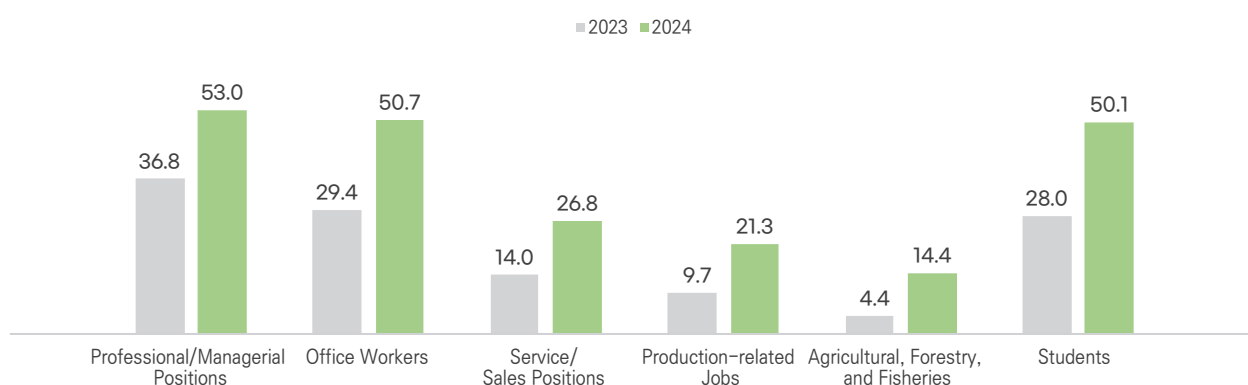
(Unit: %)



- By age, those in their 20s showed the largest increase with a 25.2%p increase, followed by those in their 30s (21.9%p) and those aged 12-19 (18.5%p).
- The increase in generative AI service experience was particularly notable among younger age groups, but experience rates increased across all age groups.

Figure 32 Trends in Generative AI Service Experience Rate by Occupation

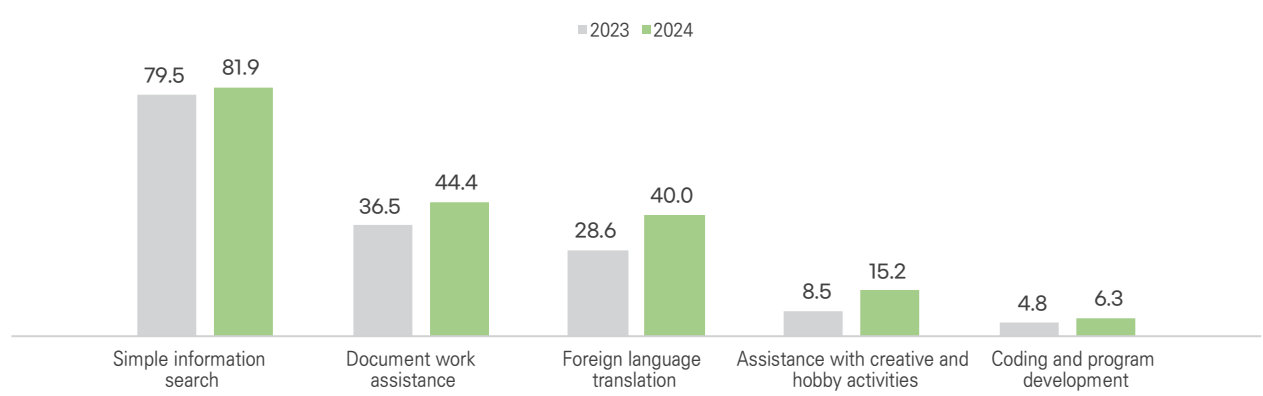
(Unit: %)



- By occupation, the highest levels of experience were found in professional/managerial positions (53.0%), office workers (50.7%), and students (50.1%).
- The experience rate of students showed the largest increase, up 22.1%p compared to 2023, followed by office workers at 21.3%p and professional/managerial workers at 16.2%p. Overall, the percentage of experienced people increased in all other occupations.

Part.2 In-Depth Analysis of Internet Usage Survey

Figure 33 | Trends in Activities Experienced through Generative AI Services (Unit: %)



- The activities experienced through generative AI services also showed growth, with foreign language translation (11.4%p) showing the largest increase.

• Implications and Recommendations

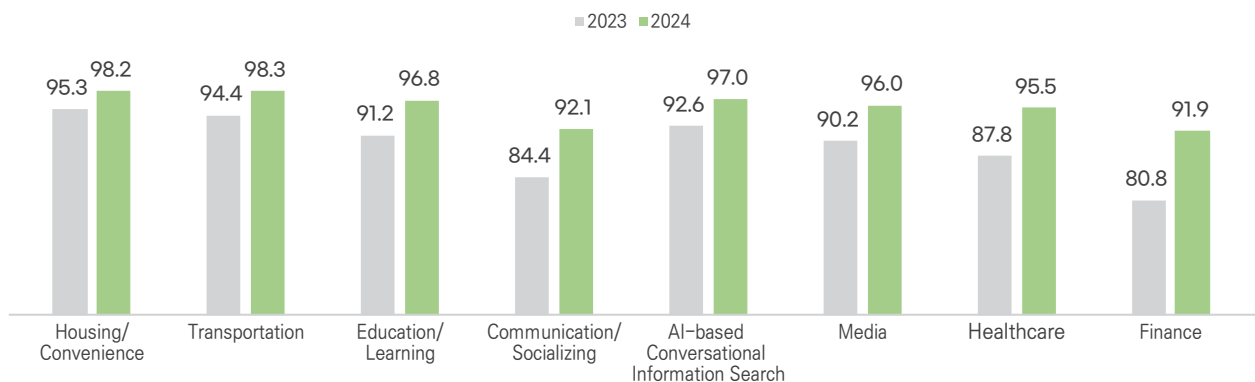
- **Increasing Interest in AI Services, Rapidly Becoming Part of Daily Life**
AI services are gaining recognition and experience across all age groups, occupations, and fields.
⇒ The rapid launch of various AI services and the growing interest in them show that AI services are quickly becoming part of our daily lives.
- **Increased Activity related to Generative AI**
The breadth and depth of fields, tasks, and areas to which AI services, including generative AI, are applied are expanding.
⇒ AI services are becoming increasingly integrated into our daily lives.

2) Evaluation and Outlook of AI Technology

In all fields, more than 90% of people said that 'AI services are helpful.'
People who have experienced AI services were more likely to say that they 'need AI services' and 'are willing to use them in the future' than those who have not experienced them.

Figure 34 Trends in the Degree of Helpfulness of AI Services by Field

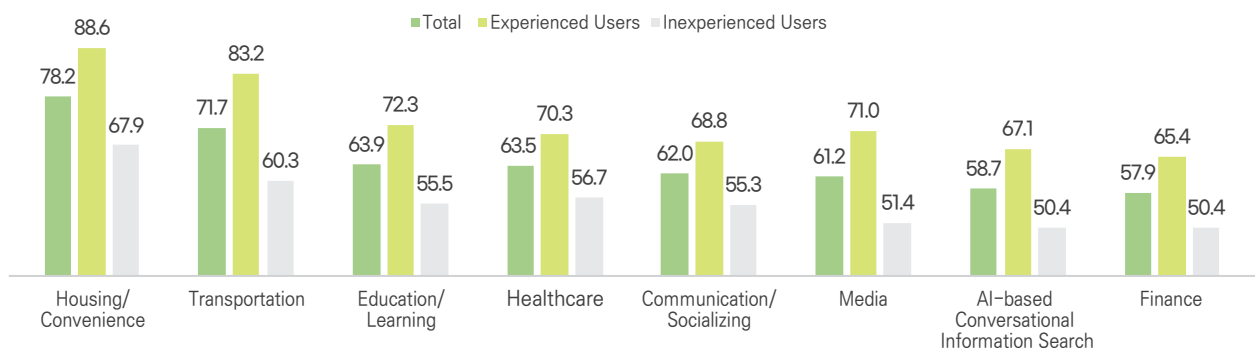
(Unit: %)



- When asked about the level of assistance provided by AI services, the percentage of respondents who said AI services were helpful increased year-over-year across all fields.
- The field with the largest increase rate compared to 2023 was 'Finance' (11.1%p), followed by 'Communication/Networking' and 'Healthcare', each with an increase of 7.7%p.

Figure 35 Necessity of AI Services by Field – Comparison Between Experienced and Inexperienced Users

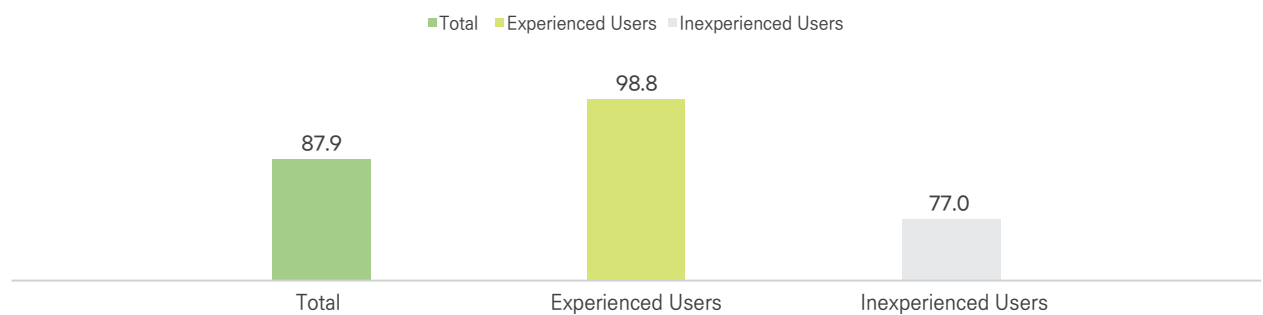
(Unit: %)



- When asked how much AI services are needed in each field, more than 50% of respondents in all fields said they were needed, but there were differences by field.
- The field with the highest need was 'Housing/Convenience', accounting for 78.2%, while the field with the lowest need was 'Finance', accounting for 57.9%.
- In particular, people who have experienced AI services expressed the need for AI services more, indicating that people with more experience felt a stronger need for AI services.

Part.2 In-Depth Analysis of Internet Usage Survey

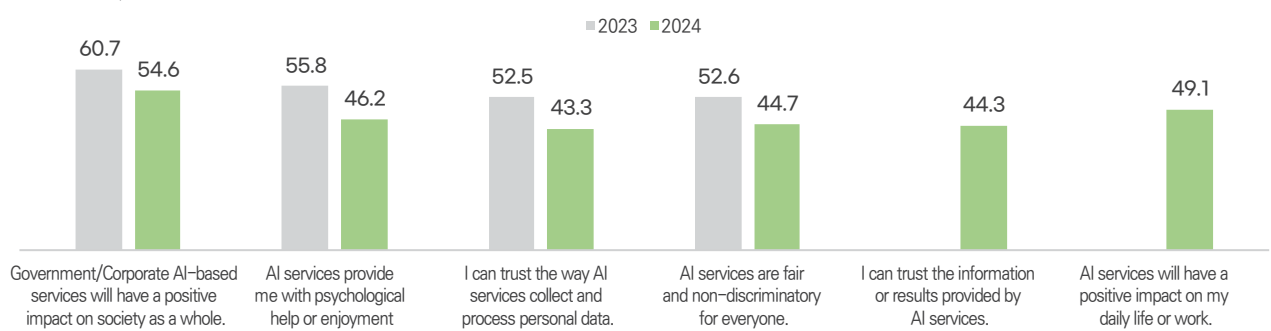
Figure 36 | Future Intention to Use AI Services – Comparison Between Experienced and Inexperienced Users (Unit: %)



- The percentage of respondents who expressed an intention to use AI services in the future was 87.9%.
- When we divide people who have experienced AI services and those who have not, 98.8% of those who have experienced AI services expressed intention to use them in the future, while only 77.0% of non-users showed the same intention, showing that people who have not experienced AI services have low interest.

Overall evaluation and awareness of AI services declined year-on-year.
People who have experienced AI services tend to evaluate them more positively than those who have not.

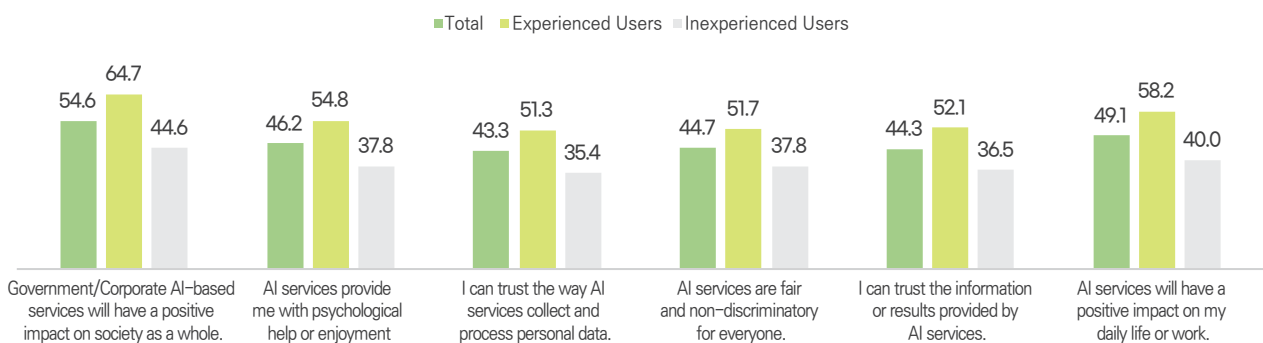
Figure 37 | Trends in Overall Perception of AI Services (Unit: %)



※ 'I can trust the information or results provided by AI services.', 'AI services will have a positive impact on my daily life or work.' has been surveyed since 2024.

- While the level of support for AI services has increased compared to the previous year, the overall evaluation and awareness of AI services has declined.
- Except for the statement 'Government/Corporate AI-based services will have a positive impact on society as a whole', all other 'agree' responses were below 50%. The statement 'AI services provide me with psychological help or enjoyment' showed the largest decrease, with a drop of 9.6%p compared to the previous year.
- 43.3% of respondents said, "I can trust the way AI services collect and process personal information," 44.3% said, "I can trust the information or results provided by AI services," and 44.7% said, "AI services are fair to everyone and do not discriminate," showing that trust and fairness in AI services are relatively low compared to other items.

Figure 38 | Future Intention to Use AI Services – Comparison Between Experienced and Inexperienced Users (Unit: %)



- When dividing the overall evaluation and perception of AI services into those who have experienced AI services and those who have not, the evaluations of those who have used AI services were found to be more positive in all items than those of non-users.

• Implications and Recommendations

• Concerns about AI's shortcomings are growing

Public awareness and overall evaluation of AI services have declined compared to the previous year.

⇒ Recent issues such as personal information leakage and information reliability issues due to hallucination⁵⁾ appear to be affecting perceptions of AI services.

• Experienced Users View AI Services More Positively than Non-Users

As AI services become more deeply embedded in our daily lives, people who have experienced them tend to perceive them as increasingly 'essential' services and evaluate them positively.

• Strengthening AI Service Reliability and Transparency, and Supporting Education

⇒ Establishing guidelines to address misinformation and AI hallucinations.

⇒ Developing of ethical guidelines and monitoring system for collection, use, and application of personal information by AI

⇒ Increasing social acceptance and creating a more inclusive AI-centric society by expanding AI-related education and experiences

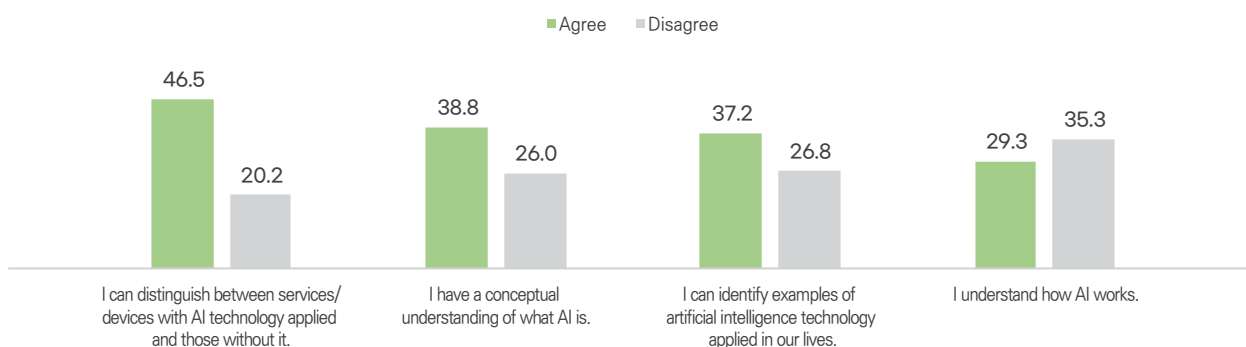
5) Hallucination: A term meaning "illusion" or "auditory hallucination" in English. In the context of AI, it refers to instances where language models like ChatGPT generate plausible but false or misleading information.

Part.2 In-Depth Analysis of Internet Usage Survey

3) Understanding and Usage Capability of AI Technology, and Digital Literacy

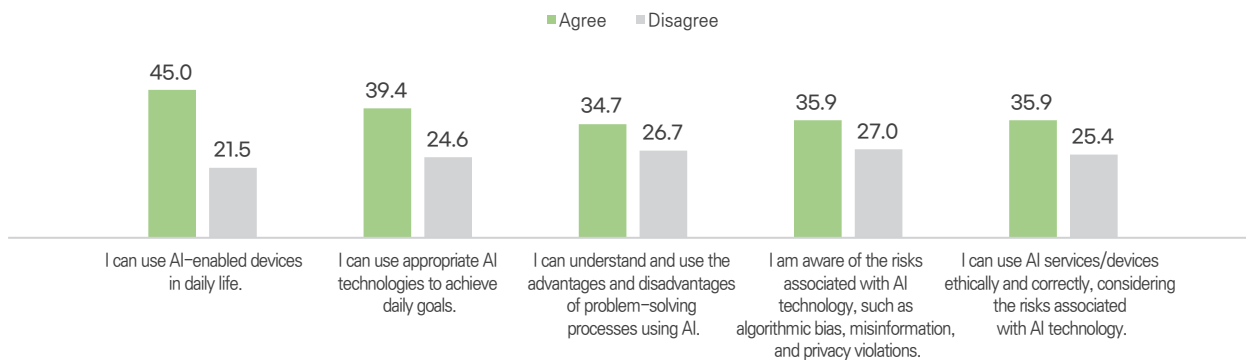
'I can distinguish between devices/services with AI technology and those without' 46.5%,
'I can use AI-enabled devices in my daily life' 45.0%

Figure 39 | Understanding of AI Technology (Unit: %)



- When asked about the level of understanding of AI technology, the highest response, at 46.5%, was 'I can distinguish between services/devices that use AI technology and those that do not.'
- In particular, when asked whether they understood how AI worked, 35.3% answered 'No', which was 6.0% higher than the 29.3% who answered 'Yes'.

Figure 40 | AI Technology Usage Capability (Unit: %)



- Looking at the ability to utilize AI technology, the response that 'AI-based devices can be utilized in daily life' was the highest at 45.0%.
- Regarding the statement 'I can understand and use the advantages and disadvantages of problem-solving processes using AI', 34.7% answered 'Yes', and 26.7% answered 'No', showing the smallest gap of 8.0%p.

Both the understanding and utilization of AI technology were highest among those in their 20s and 30s, and the levels were lower among older age groups such as those in their 60s and 70s.

Figure 41 Understanding of AI Technology by Age Group

(Unit: %, 'Agree'+'Strongly agree')

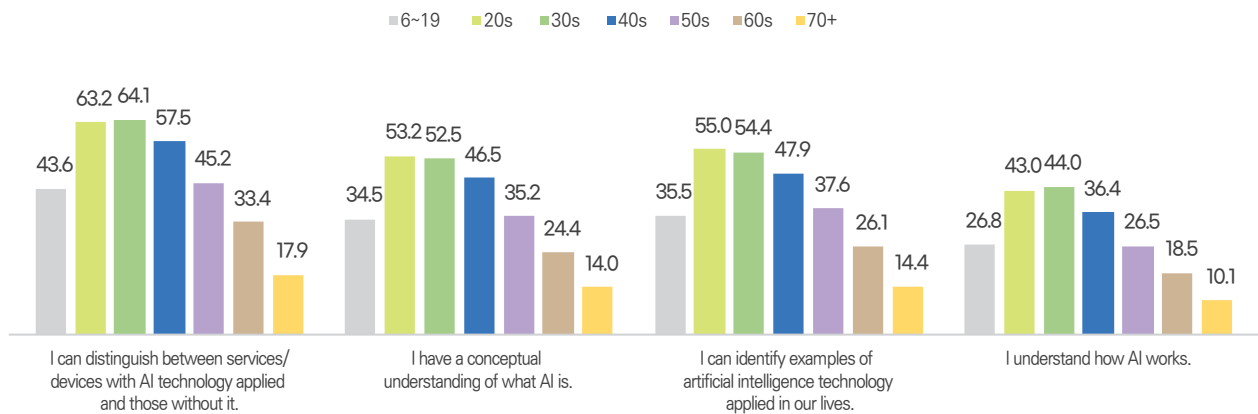
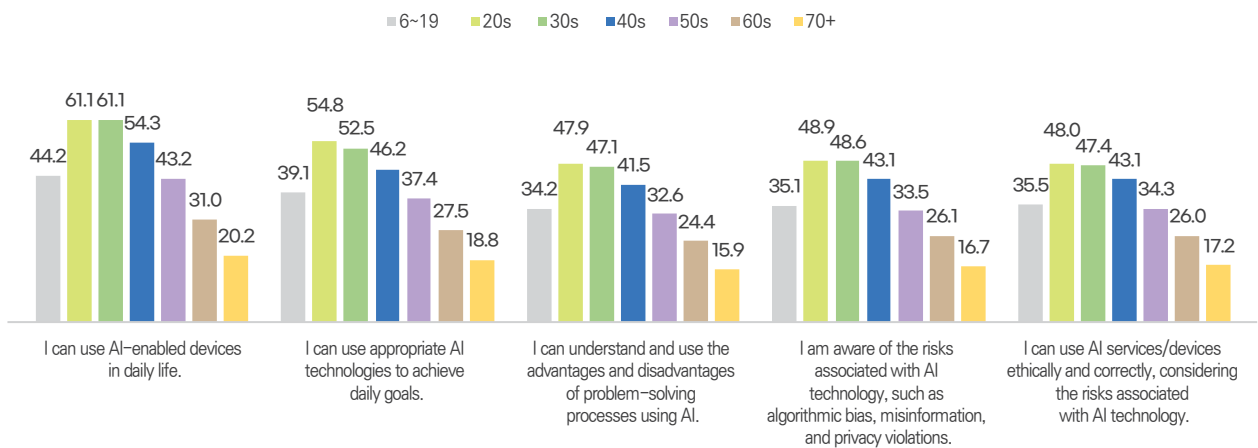


Figure 42 AI Technology Usage Capability by Age Group

(Unit: %, 'Agree'+'Strongly agree')

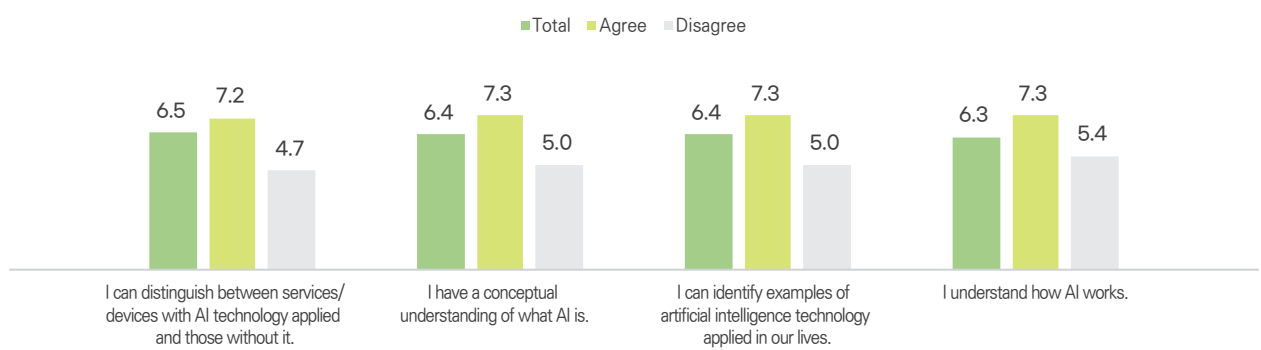


- By age group, those in their 20s and 30s had the highest level of understanding and utilization of AI technology, while those in their 60s and 70s had the lowest level.

Part.2 In-Depth Analysis of Internet Usage Survey

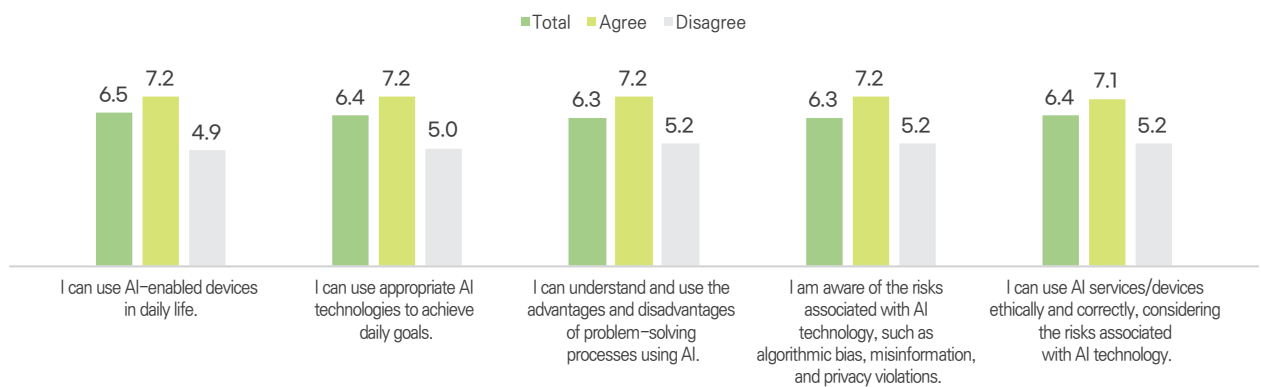
Respondents with a high level of understanding and utilization of AI technology were found to have high digital utilization capabilities on average.

Figure 43 | Average Digital Utilization Capability by AI Technology Understanding (Unit: Points)



※ Since digital digital utilization competency is surveyed only for those aged 12 and above, the base has been adjusted to individuals aged 12 or older.

Figure 44 | Average Digital Utilization Capability by AI Technology Usage Capability (Unit: Points)



※ Since digital digital utilization competency is surveyed only for those aged 12 and above, the base has been adjusted to individuals aged 12 or older.

- The average number of responses to the one-item digital utilization capability was cross-referenced with the question on AI understanding and utilization capability. The result showed that those who responded 'Agree' to having AI understanding and usage capability had a higher average number of digital utilization capabilities compared to those who responded 'Disagree'.

• Implications and Recommendations

• Digital Utilization Capabilities and Introduction of New Technologies

Existing digital literacy skills play a critical role in introducing and applying new digital technologies.

⇒ As we transition into the AI era, it is essential to have a solid understanding and capabilities in AI technology.

• Strengthening Education to Enhance Digital Utilization Capabilities

Improving digital literacy is a fundamental step toward understanding and effectively leveraging AI.

⇒ Support for AI and digital literacy education.

⇒ Implementation of customized AI education programs for the elderly and digitally vulnerable

Part 03

Summary



Part.3 Summary

1. Survey Overview

- **Population:** Households and population aged 3 or older nationwide
- **Subject:** 25,000 households and members aged 3 or older in the household nationwide
- **Valid Sample:** 25,509 households and 60,229 household members aged 3 or older in the household
- **Survey Method:** Home visit interview survey
- **Survey Period:** Sep 23, 2024 ~ Nov 22, 2024
- **Reference Date:** July 1, 2024
- **Sampling:** Stratified Multi-stage Cluster Sampling
- **Estimation:** Post-stratification (Application of stratified multi-stage cluster sampling estimation formula)
 - Household: Estimated households for 2024 in Household Projections by KOSTAT
 - Household member: Estimated population for 2024 in Population Projections by KOSTAT
- **Sampling Error**
 - Household: Internet access rate $\pm 0.02\%p$ (95% confidence level)
 - Household member: Internet use rate $\pm 0.18\%p$ (95% confidence level)

Sampling Design

- **Target Household Allocation:** 25,000 households are first allocated to the 17 cities and provinces in proportion to the square root of the estimated number of households in 2024, and then further allocated within each city/province to each dong, eup, and myeon in proportion to the number of households based on the 2022 registration census microdata.
- **Household Sampling:** Using the general household survey wards from the 2022 Registration Census Microdata (Statistics Korea) as the sampling frame, 3,000 survey wards were systematically sampled after allocating the sample proportionally to the square root of the number of survey wards in each of the 17 regional clusters. Then, 8 to 9 households were statistically sampled from each selected survey ward.

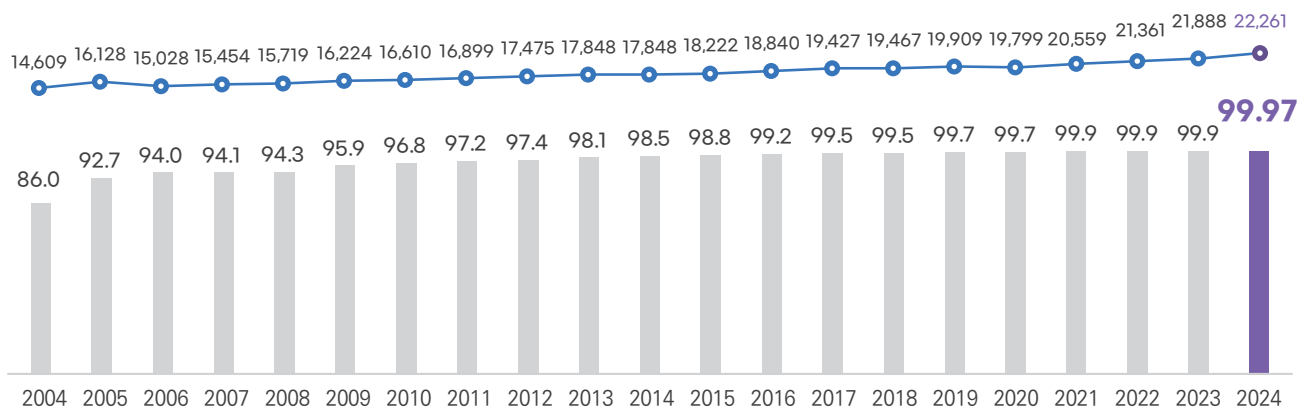
2. Internet Access

• Household Internet Access Rate and Number of Internet-Accessing Households

99.97% of Korean households have access to the Internet

As of July 2024, the percentage of households with Internet access remained unchanged from the previous year, at 99.97% of the total 22,267 thousand households. The number of households with Internet access reached approximately 22,261 thousand, an increase of about 373 thousand households compared to the previous year.

Figure 1 Trends of household Internet access rate and number of accessing households (% , thousand households, based on all households in Korea)

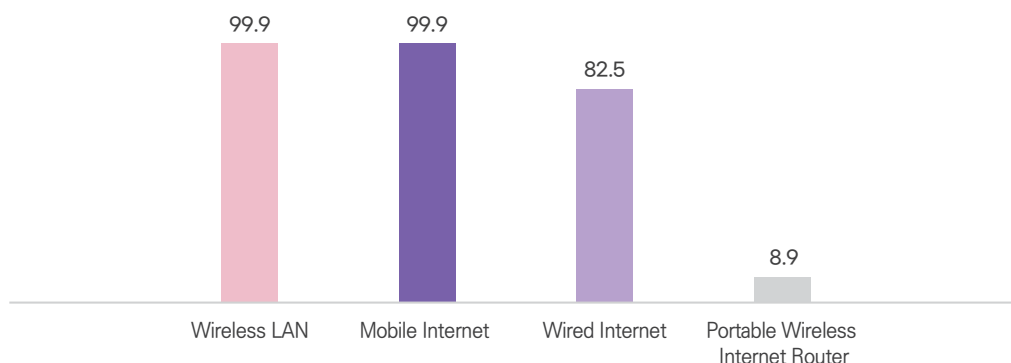


• Household Internet Access Method

'Wireless LAN' (99.9%), 'Mobile Internet' (99.9%) and 'Wired Internet' (82.5%) are used when accessing the Internet

Among households with Internet access, 99.9% can use 'Wireless LAN' and 'Mobile Internet', 82.5% use 'Wired Internet', and 8.9% use 'Portable Wireless Internet Router'.

Figure 2 Household Internet access method (multiple responses, %, based on households accessing the Internet)



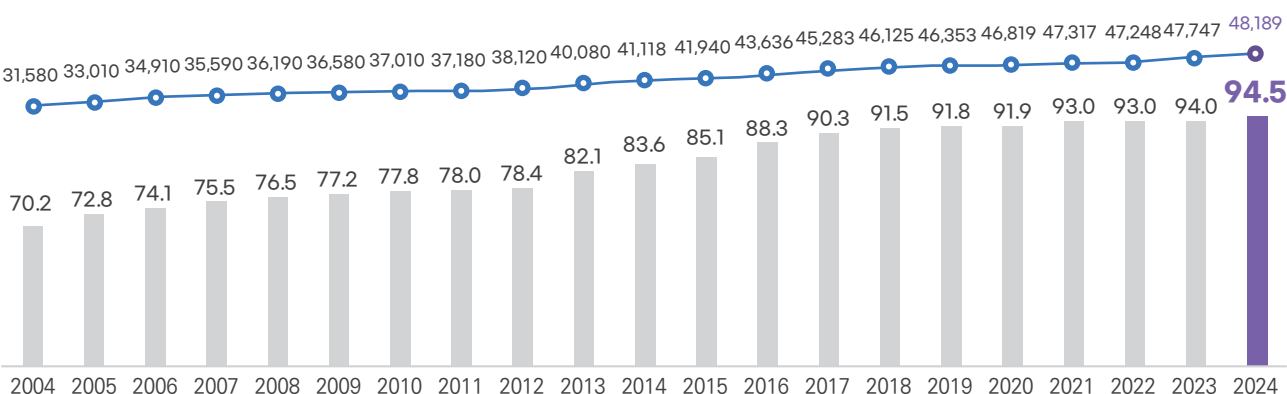
Part.3 Summary

• Personal Internet Usage Rate and Number of Users

94.5% of the population aged 3 or older are 'Internet users'

As of July 2024, the proportion of Internet users (a person who has used the Internet within the last month) among the population aged 3 or older (51,020 thousand persons) was 94.5% (48,189 thousand persons), an increase of 0.5%p (approximately 442,000 people) from the previous year.

Figure 3 | Trend of personal Internet Usage rate and number of users (% , thousand persons, based on the population aged 3 or older)



• Internet Usage Rate and Number of Users by Gender

Internet Usage rate of 'Male' (95.3%) is slightly higher than that of 'Female' (93.6%)

Among the population aged 3 or older, the Internet Usage rate was 95.3% (24,305 thousand people) for 'Male', which was 1.7%p (approximately 420 thousand people) higher than for 'Female'.

Figure 4 | Internet Usage rate by gender (% , based on the population aged 3 or older)

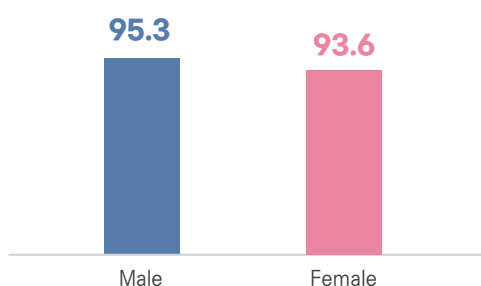
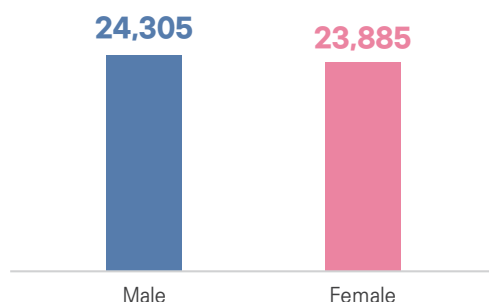


Figure 5 | Number of Internet users by gender (thousand, persons aged 3 or older)



• Internet Usage Rate and Number of Users by Age

Internet Usage rate is highest among people in their '20s' (99.6%)

The Internet Usage rates by age group were as follows: '20s' (99.6%), '10s' (99.5%), '30s' (99.5%), '40s' (99.4%), '50s' (98.8%), '60s' (95.7%), '3-9' (92.0%), and '70s+' (68.0%). The Internet usage rate for those 70 or older increased by approximately 3.6%p compared to the previous year.

Figure 6 | Internet Usage rate and number of users by age group (% , thousand persons, based on the population aged 3 or older)

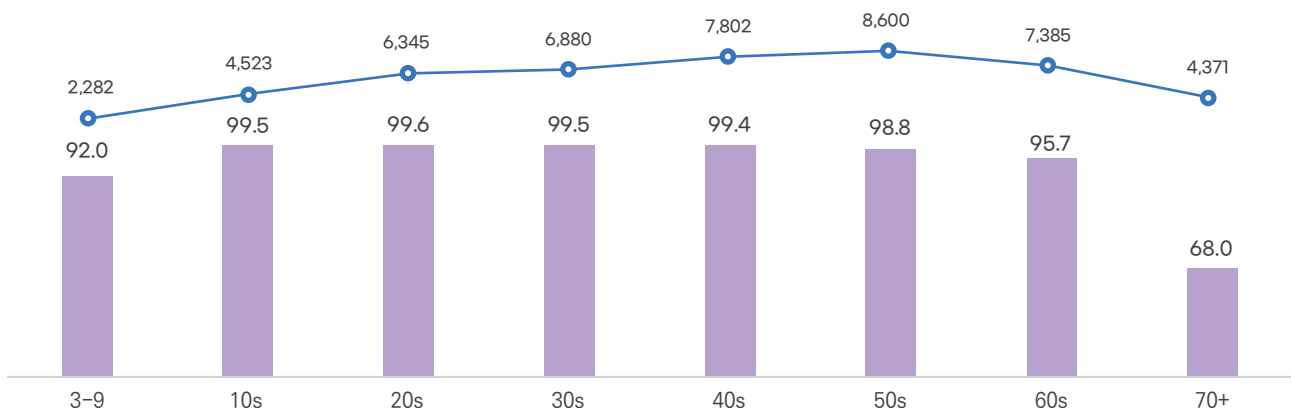
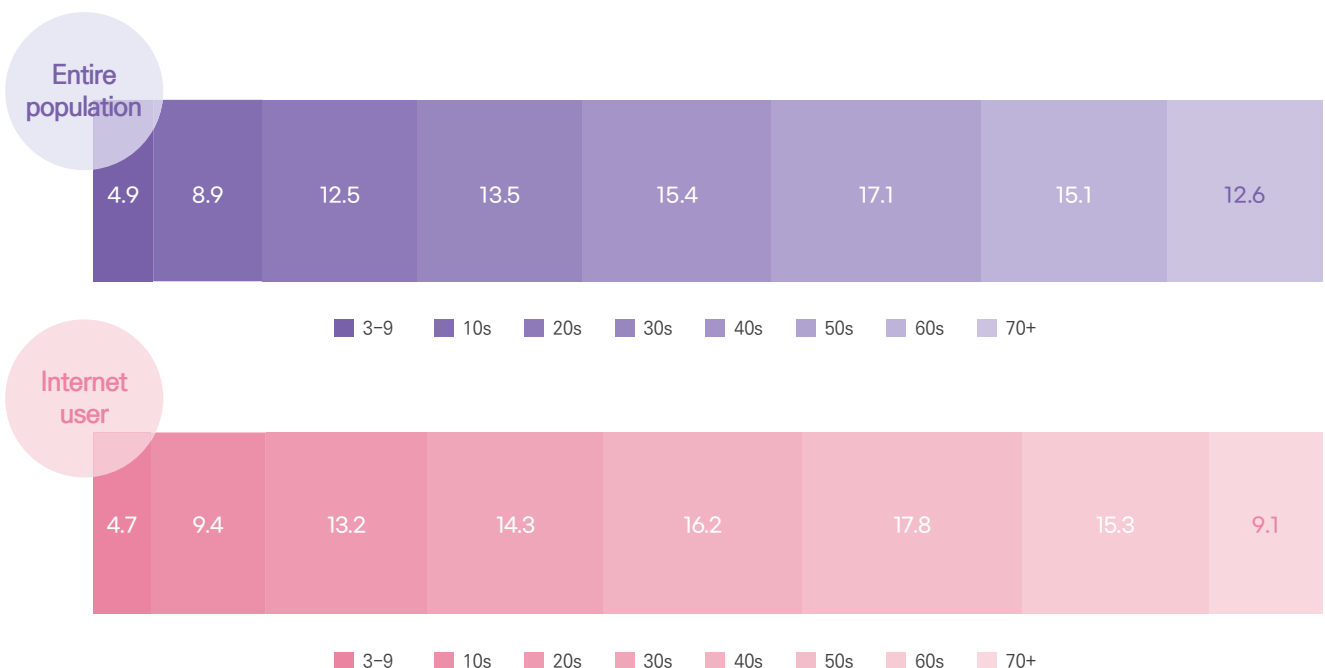


Figure 7 | Distribution of the total population and Internet users by age group (% , based on the population aged 3 or older)



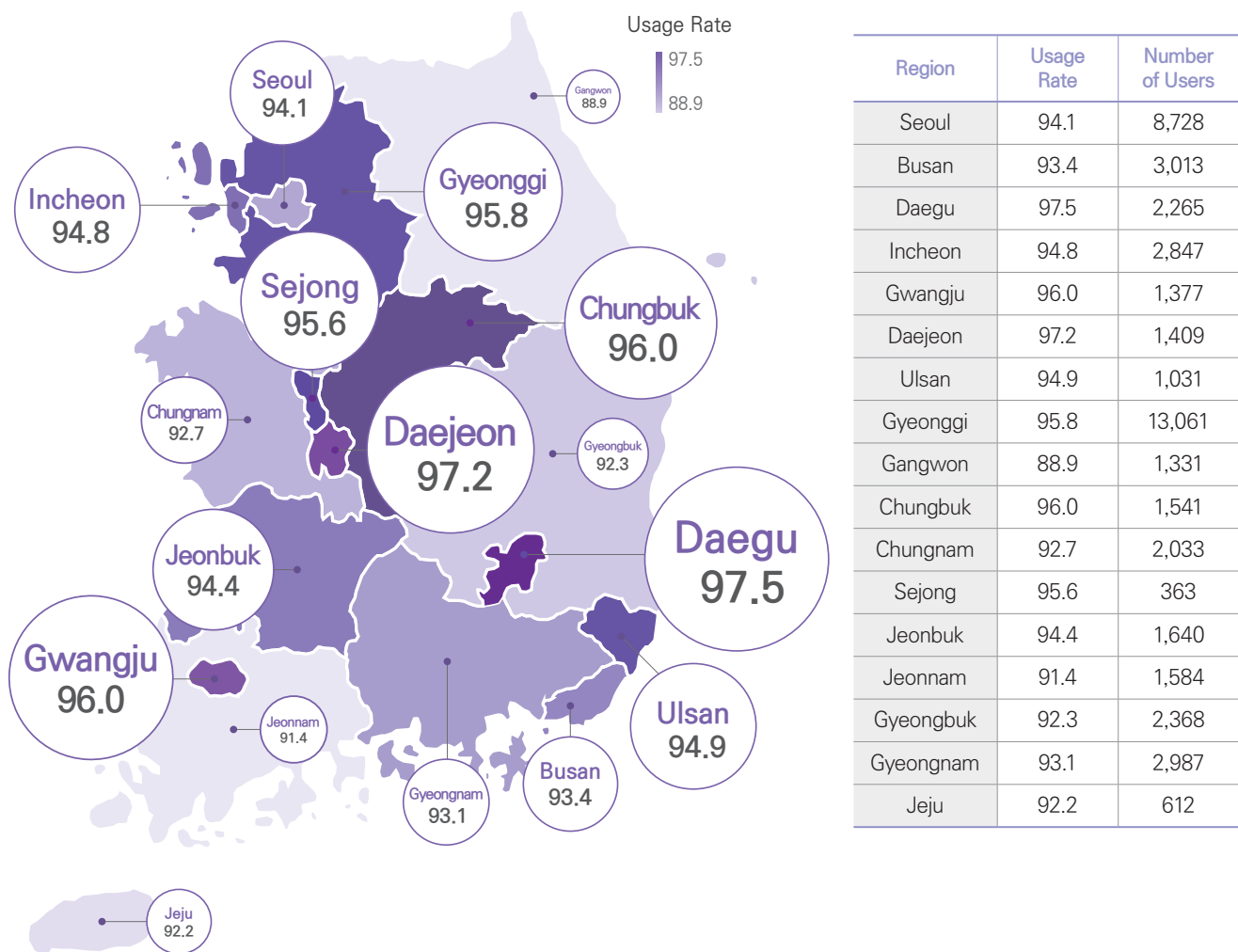
Part.3 Summary

• Internet Usage Rate and Number of Users by Region

The region with the highest Internet Usage rate is 'Daegu' (97.5%) and the region with the lowest Internet Usage rate is 'Gangwon' (88.9%)

Looking at the Internet Usage rate for each of 17 regions, 'Daegu' (97.5%), 'Daejeon' (97.2%), 'Gwangju' (96.0%), and 'Chungbuk' (96.0%) showed relatively high usage rates, while 'Jeju' (92.2%), 'Jeonnam' (91.4%), and 'Gangwon' (88.9%) showed relatively low usage rates.

Figure 8 | Internet Usage rate and number of users by region (% , thousand persons, based on the population aged 3 or older)



• Internet Usage Frequency and Hours

90.5% of Internet users use the Internet at least once a day, and the average usage time per week is 20.5 hours

Among the Internet users aged 3 or older, 90.5% use the Internet at least once a day, and the average usage time per week was 20.5 hours, a decrease of 0.3 hours from the previous year. Additionally, 65.2% of people used the Internet for more than 14 hours per week on average (19.0% for '14 hours-under 21 hours', 26.1% for '21 hours-under 35 hours', 20.0% for '35 hours or more').

Figure 9 | Internet use frequency
(%, based on Internet users aged 3 or older)

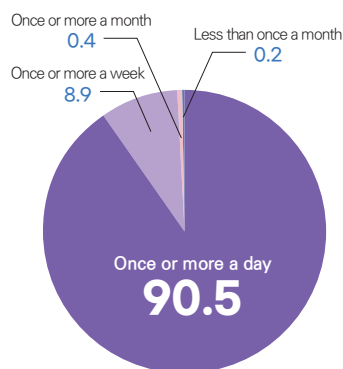
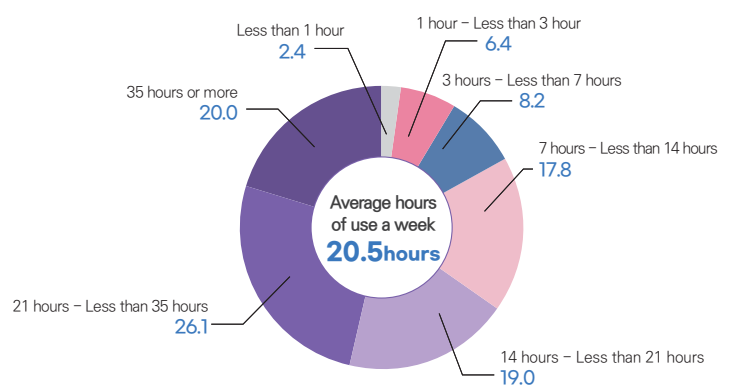


Figure 10 | Average hours of Internet use per week
(%, based on Internet users aged 3 or older)

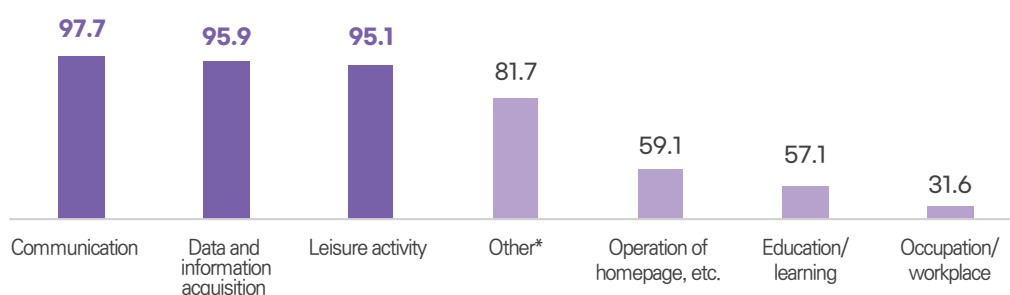


• Purpose of Internet Use

The main purpose of Internet use is 'Communication' (97.7%), 'Data and information acquisition' (95.9%), and 'Leisure activity' (95.1%)

Internet users aged 3 or older mainly use the Internet for the following purposes: 'Communication' (97.7%), 'Data and information acquisition' (95.9%), and 'Leisure activity' (95.1%).

Figure 11 | Purpose of Internet use (multiple responses, %, based on Internet users aged 3 or older)



* 'Other' includes Internet banking, sales of products or services, reservations and use of travel/traffic and accommodation-related services, etc.

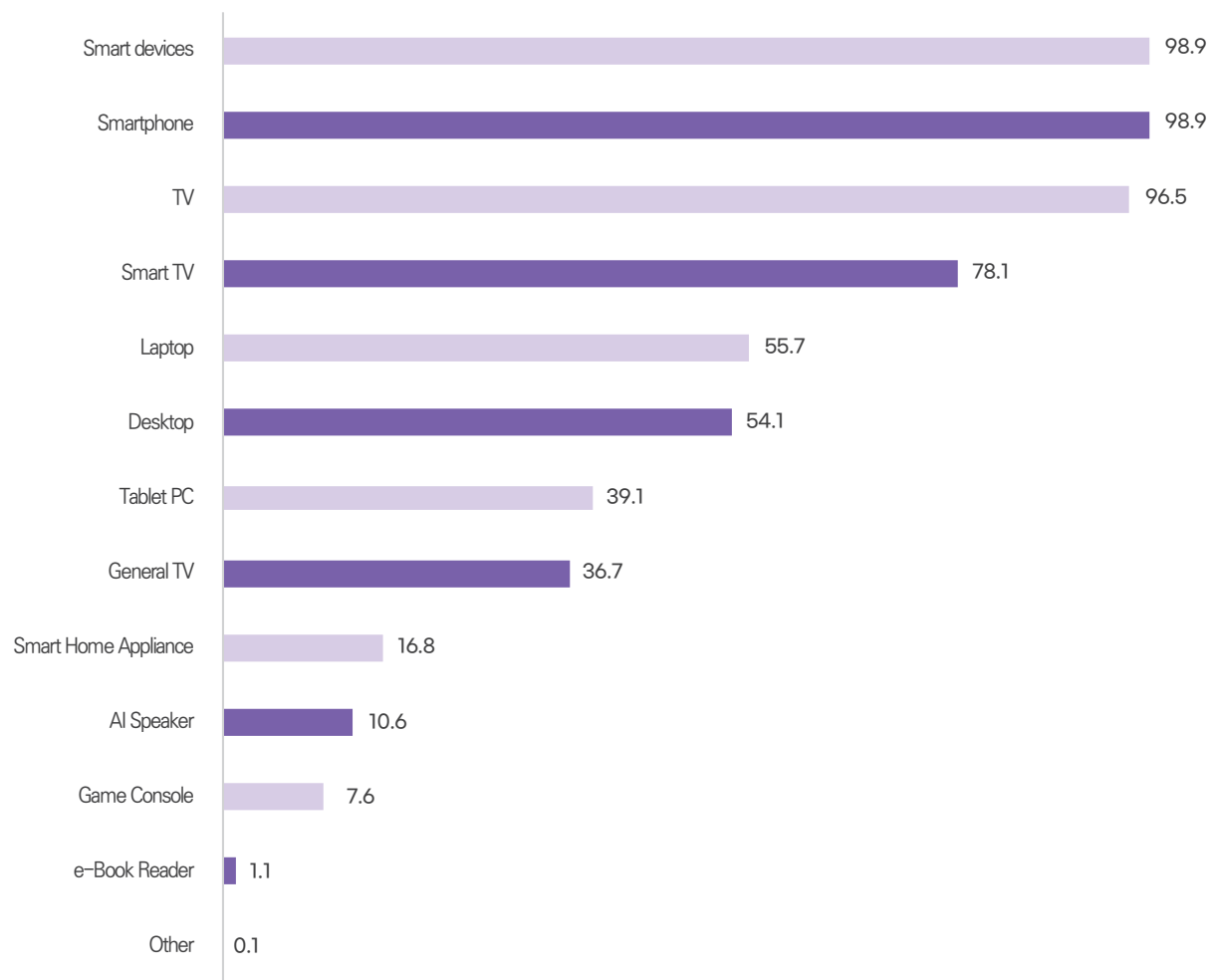
3. Internet ‘Base’

• Status of Home ICT Devices

Most households (98.9%) own Smart devices*

Among all households in Korea, 98.9% have a ‘Smartphone’ followed by ‘Smart TV’ (78.1%), ‘Laptop’ (55.7%), ‘Desktop’ (54.1%), ‘Tablet PC’ (39.1%), ‘General TV’ (36.7%), etc.

Figure 12 | Household ICT device ownership status (multiple responses, %, based on all households)



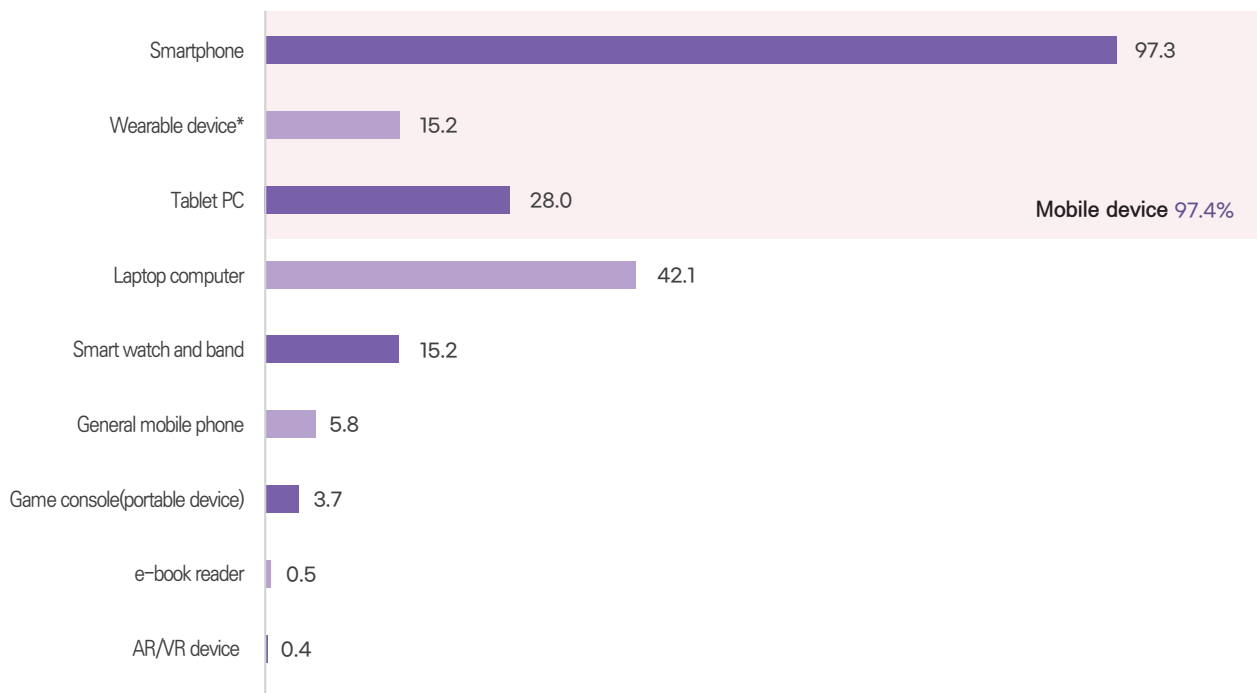
* Smartphone and Table PC

• Status of Personal Mobile ICT Devices

97.3% of the population aged 6 or older own 'smartphones'

97.4% of the population aged 6 or older own 'mobile devices' (Smartphone, tablet PC, and wearable device). 'Smartphone' ownership rate was highest at 97.3% among all mobile ICT devices, followed by 'Laptop computer' (42.1%), 'Tablet PC'(28.0%), 'Smart watch and band' (15.2%), etc.

Figure 13 | Mobile ICT device ownership status (multiple responses, %, based on population aged 6 or older)



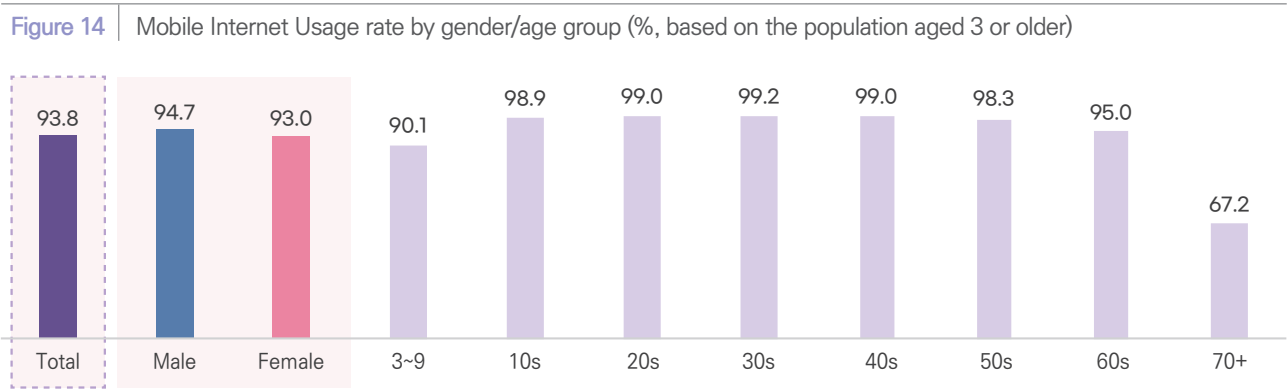
* The overall wearable device ownership rate was calculated as the sum of the ownership rates of 'Smart Watch and band' and 'AR/VR device'.

4. Internet ‘Portability’

• Mobile Internet Usage Rate

93.8% of the population aged 3 or older are mobile Internet users

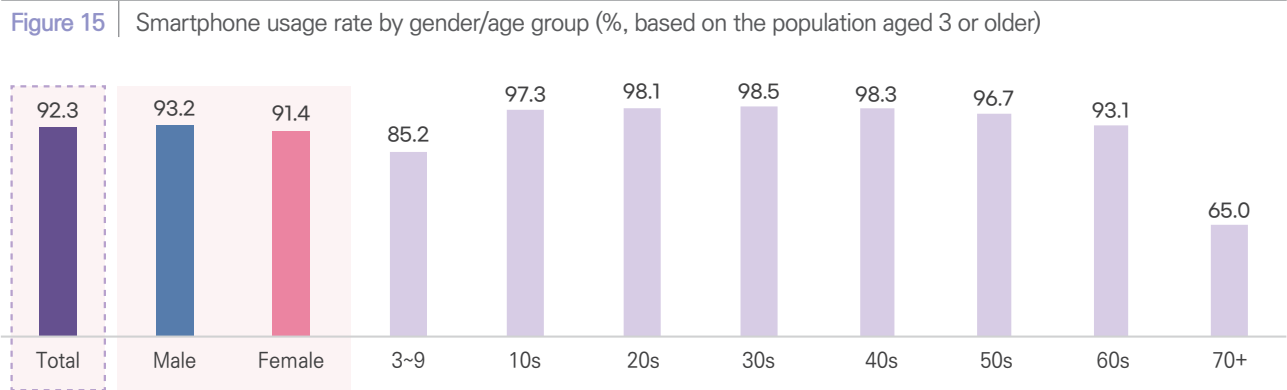
As of July 2024, the percentage of mobile Internet users (the percentage of people who used mobile Internet via mobile devices such as mobile phones, smartphones, and tablet PCs in the past month) among the population aged 3 or older is 93.8%. The usage rate for 'Male' (94.7%) was 1.7%p higher than that for 'Female' (93.0%). The vast majority of individuals in their 10s through their 60s are using mobile Internet.



• Smartphone Usage Rate

92.3% of the population aged 3 or older are smartphone users

As of July 2024, the percentage of smartphone users (those who used wireless Internet via smartphone within the past month) among the population aged 3 or older is 92.3%. 'Male' (93.2%) has a 1.8%p higher usage rate than 'Female' (91.4%). The majority of individuals in their 10s through their 60s are using smartphones, and even children aged 3 to 9 use smartphones at 85.2%.

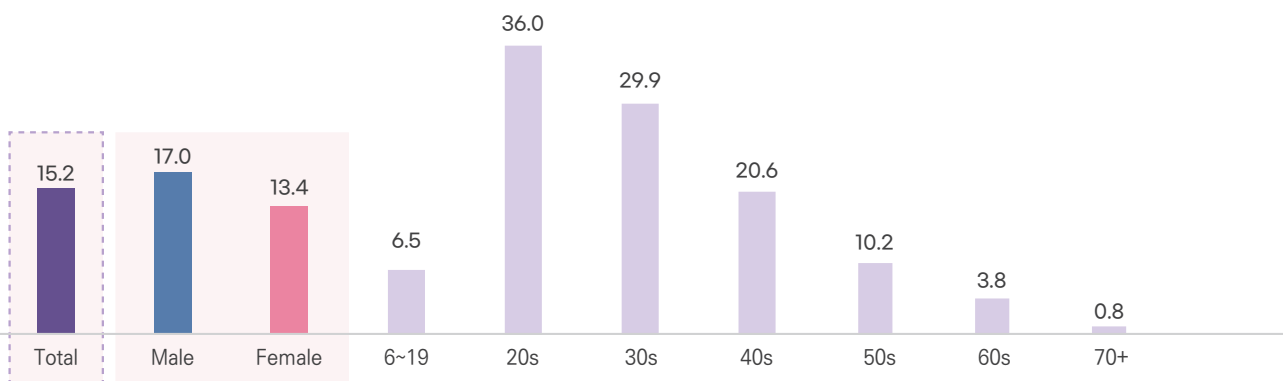


• Wearable Device Ownership Rate

15.2% of the population aged 6 or older have wearable devices

As of July 2024, 15.2% of the population aged 6 or older have a wearable device. The ownership rate for 'Male' (17.0%) was 3.6%p higher than 'Female' (13.4%). By age group, those in their '20s' had the highest ownership rate at 36.0%.

Figure 16 | Wearable device ownership rate by gender/age group (% , based on the population aged 6 or older)



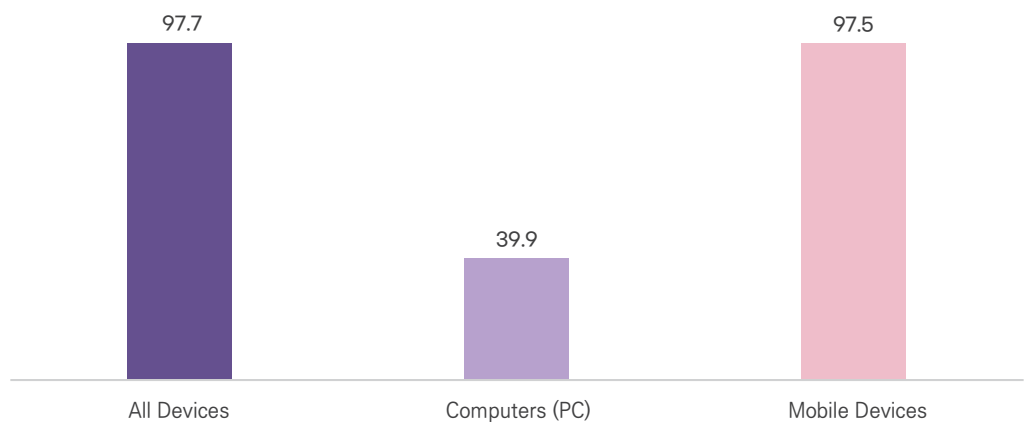
5. Internet ‘Communication’

• Instant Messenger Usage Rate

97.7% of Internet users aged 6 or older use instant messengers

Among Internet users aged 6 or older, 97.7% have used instant messengers in the past year. The usage rate via a mobile device (97.5%) is 2.4 times higher than the usage rate via a PC (39.9%).

Figure 17 | Instant messenger usage rate by device (% , based on Internet users aged 6 or older)

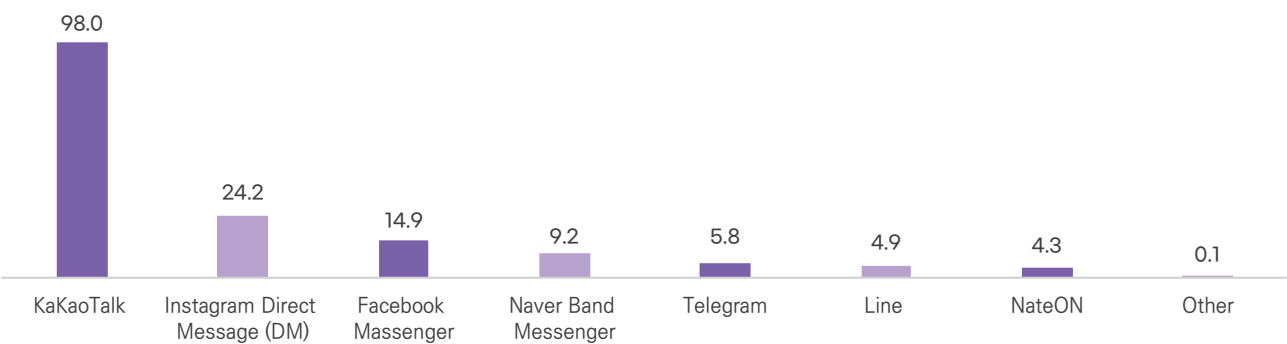


• Frequently Used Instant Messenger Services

The most used instant messenger is ‘KakaoTalk’ (98.0%).

Among instant messenger users aged 6 or older, the most used instant messenger services were ‘KakaoTalk’ (98.0%), ‘Instagram Direct Message (DM)’ (24.2%), and ‘Facebook Messenger’ (14.9%).

Figure 18 | Frequently Used instant messenger service (3 responses, %, based on instant messenger users aged 6 or older)

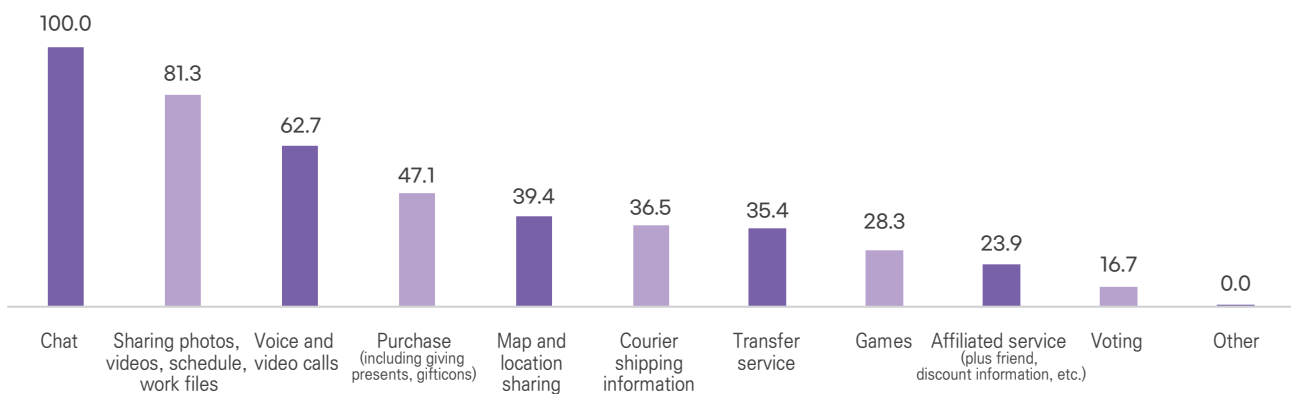


• Functions Used in Instant Messengers

In addition to the 'chat' function, the percentage of people using the 'share photos, videos, schedules, work files, etc.' function was 81.3%.

In addition to 'Chat' (100.0%), the most Frequently Used function by instant messenger users was 'Sharing photos, videos, schedules, work files, etc.' (81.3%), followed by 'Voice and video calls' (62.7%), 'Purchase (including giving presents, gifticons, etc.)' (47.1%), 'Map and location sharing' (39.4%), and 'Checking of courier delivery information' (36.5%) have also been used frequently.

Figure 19 Instant messenger functions that are used (multiple responses, %, based on instant messenger users aged 6 or older)

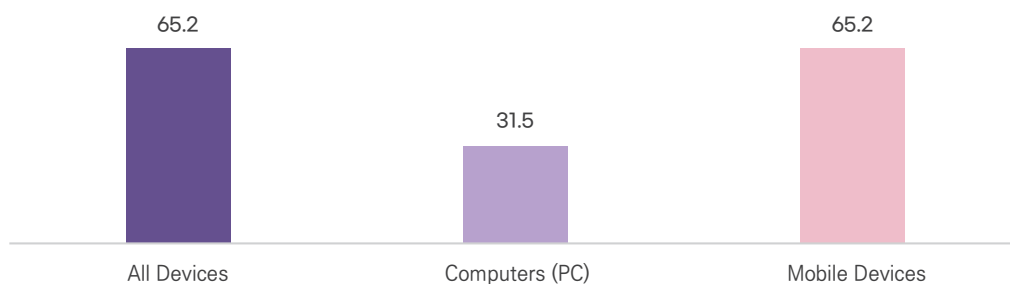


• SNS Usage Rate

65.2% of Internet users aged 6 or older use SNS

Among Internet users aged 6 or older, the percentage of people who have used SNS in the past year is 65.2%, and the usage rate via a mobile device (65.2%) is over 2.1 times higher than the usage rate via PC (31.5%).

Figure 20 SNS usage rate (% , based on Internet users aged 6 or older)



Part.3 Summary

• SNS Use Frequency and Time

SNS users use SNS an average of 27.4 times a week

The average weekly usage frequency of SNS users aged 6 or older was 27.4 times, with the order being '20 times or more' (41.0%), 'Less than 5 times' (32.2%), '5 times - Less than 10 times' (14.2%), and '10 times - Less than 20 times' (12.6%). In addition, the weekly average usage time is 71.1 minutes.

Figure 21 | SNS usage rate
(%, based on SNS users aged 6 or older)

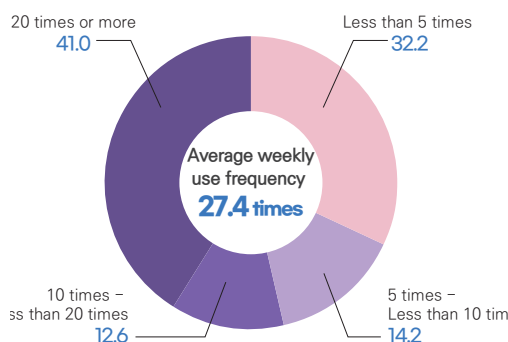
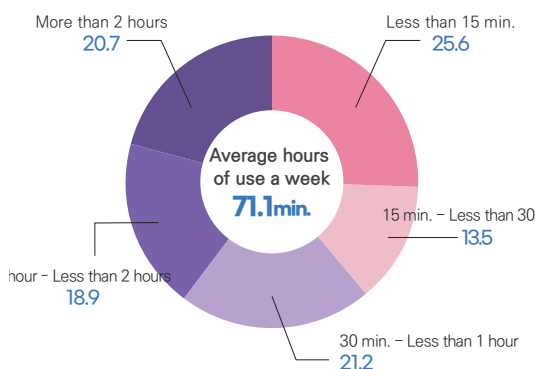


Figure 22 | Average weekly SNS usage time
(%, based on SNS users aged 6 or older)

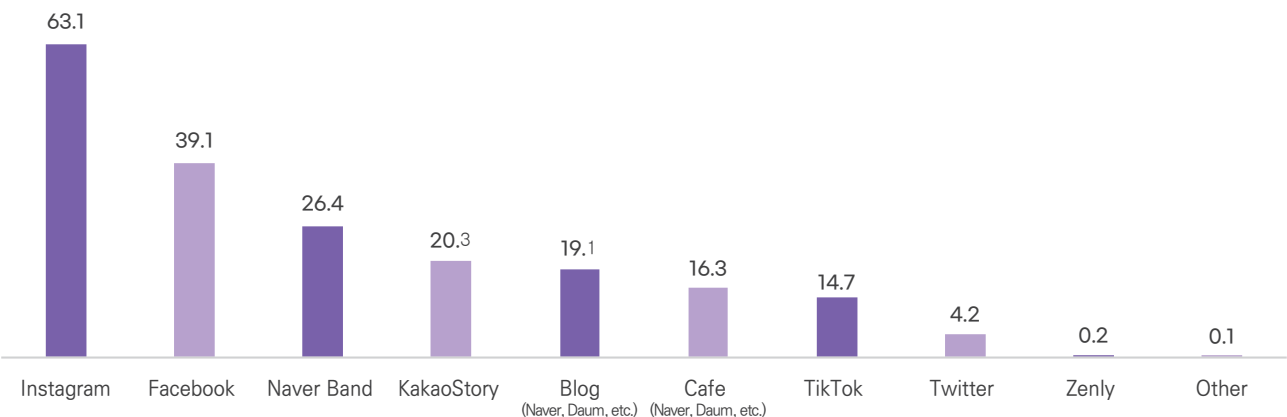


• Frequently Used SNS Services

The most used SNS services were 'Instagram' (63.1%) and 'Facebook' (39.1%)

The SNS services most Frequently Used by SNS users aged 6 or older were in the order of 'Instagram' (63.1%), 'Facebook' (39.1%), 'Naver Band' (26.4%), 'Kakao Story' (20.3%), 'Blog' (19.1%), 'Cafe' (16.3%), 'Cafe' (16.3%), etc.

Figure 23 | Frequently Used SNS service (3 responses, %, based on SNS users aged 6 or older)

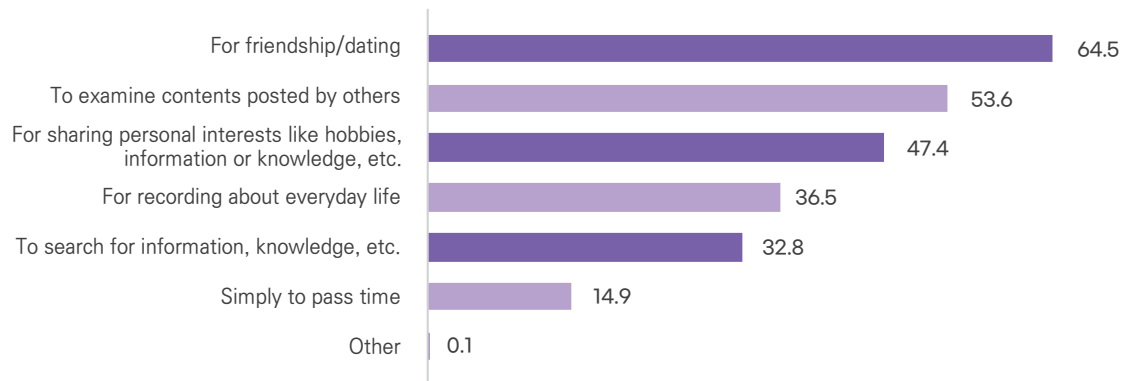


• Reasons for Using SNS

The largest reason for using SNS is 'For friendship/dating' (64.5%)

Among SNS users aged 6 or older, the percentage of those who use SNS for the purpose of 'Friendship/dating' was the highest at 64.5%, followed by 'To examine contents posted by others' (53.6%), 'For sharing personal interests like hobbies, information or knowledge, etc.' (47.4%), 'For recording about everyday life' (36.5%), etc.

Figure 24 | Reasons for using SNS (3 responses, %, based on SNS users aged 6 or older)

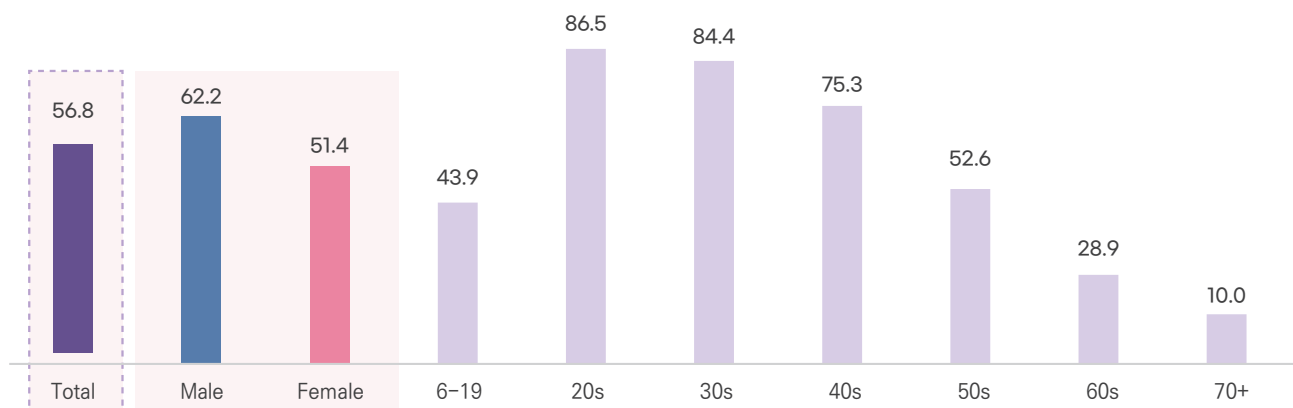


• Email Usage Rate

56.8% of Internet users aged 6 or older used email in the past year

Among Internet users aged 6 or older, the percentage of people who used email in the past year was 56.8%. By age group, it was '20s' (86.5%), '30s' (84.4%), '40s' (75.3%), '50s' (52.6%), '6-19' (43.9%), '60s' (28.9%), and '70+' (10.0%).

Figure 25 | Email usage rate by gender/age group (% , based on Internet users aged 6 or older)



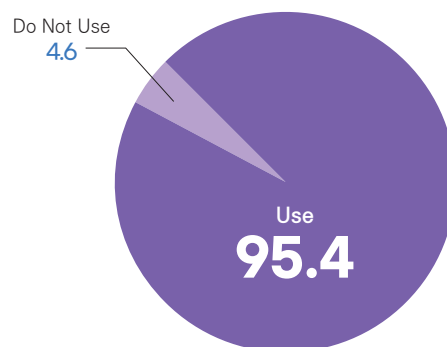
6. Internet 'Life'

• Video Service Usage Rate

95.4% of Internet users aged 3 or older use video services

The percentage of Internet users aged 3 or older who have used video services is 95.4%.

Figure 26 | Video service usage rate (% , based on Internet users aged 3 or older)



• Video Service Use Frequency and Time

81.7% of video service users use the service at least once a day, and use it for an average of 7.4 hours per week

81.7% of video service users aged 3 or older use video services at least once a day, and the average video service usage time per week was 7.4 hours.

Figure 27 | Video service use frequency (% , based on video service users aged 3 or older)

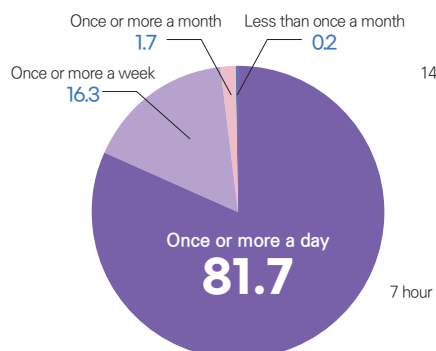
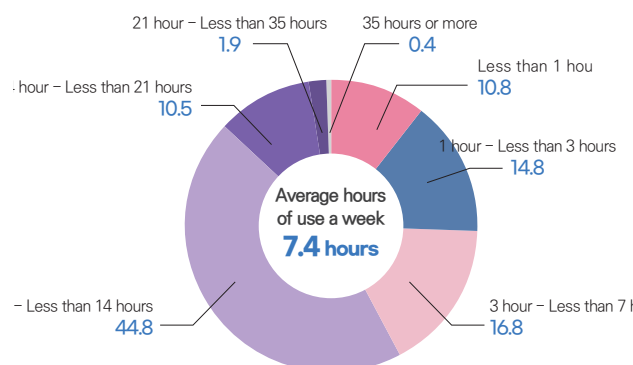


Figure 28 | Video service use time (% , based on video service users aged 3 or older)

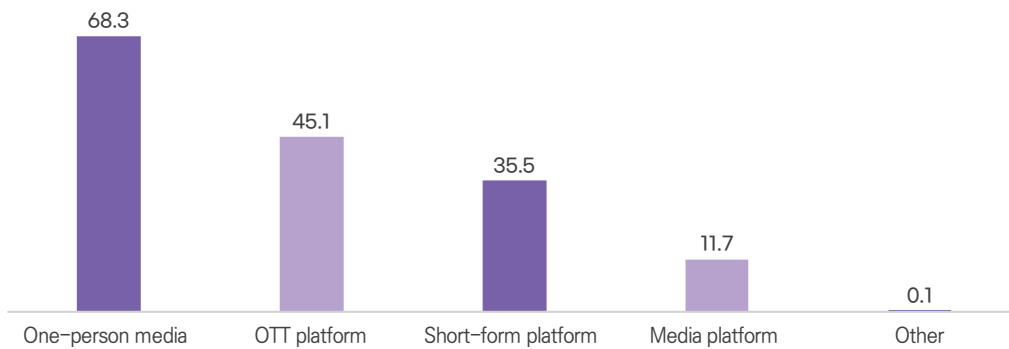


• Frequently Used Video Service Platforms

The most used video service platform is 'One-person media channel' (68.3%), and the proportion of video services used through OTT platforms was 45.1%

Among Internet users aged 3 or older, the most used video service platform was 'One-person media (YouTube (excluding Shorts), Afreeca TV and Twitch)' at 68.3%, followed by 'OTT platform (Netflix, Disney+, Coupang Play, etc.)' (45.1%), 'Short-form platform (YouTube Shorts, TikTok, Instagram Reels, etc.)' (35.5%), etc.

Figure 29 | Frequently Used video service platforms (2 responses, %, Internet users aged 3 or older)

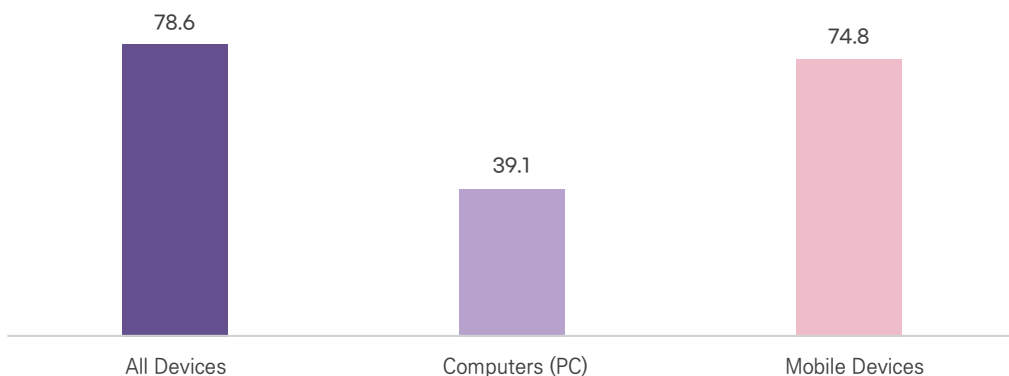


• Online Shopping Usage Rate

78.6% of Internet users aged 12 or older use Online Shopping

Among Internet users aged 12 or older, 78.6% have used Online Shopping in the past year. The usage rate via a mobile device (74.8%) is 1.9 times higher than the usage rate via a PC (39.1%).

Figure 30 | Online Shopping usage rate by device (% , based on Internet users aged 12 or older)



Part.3 Summary

• Online Shopping Frequency and Purchase Amount

Internet users shop online an average of 5.7 times per month, and the average purchase amount is 204,102 won

The average monthly Online Shopping frequency of Internet users aged 12 or older is 5.7 times ('3 times or more per month' 55.4%, '2 to 3 times per month' 19.5%, '1 to 2 times per month' 15.0%, 'Less than 1 time per month' 10.1%) and the average purchase amount is 204,102 won.

Figure 31 Average monthly Online Shopping frequency (% based on Online Shopping users aged 12 or older)

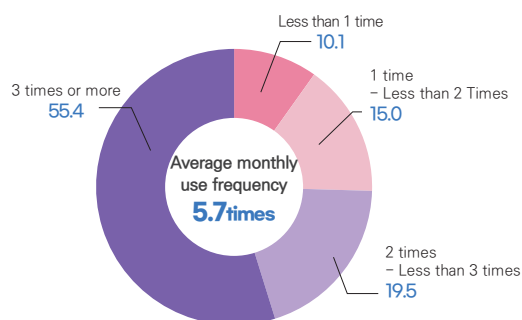
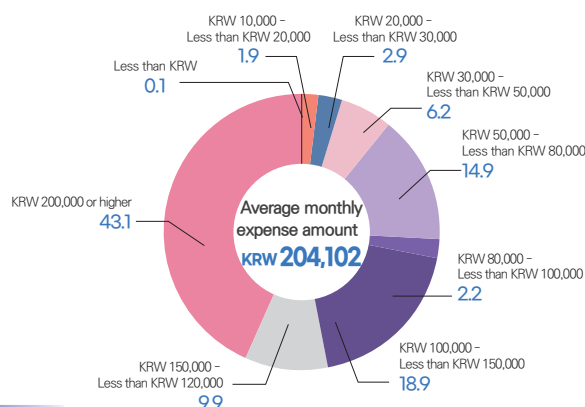


Figure 32 Average monthly spending on Online Shopping (% based on Online Shopping users aged 12 or older)

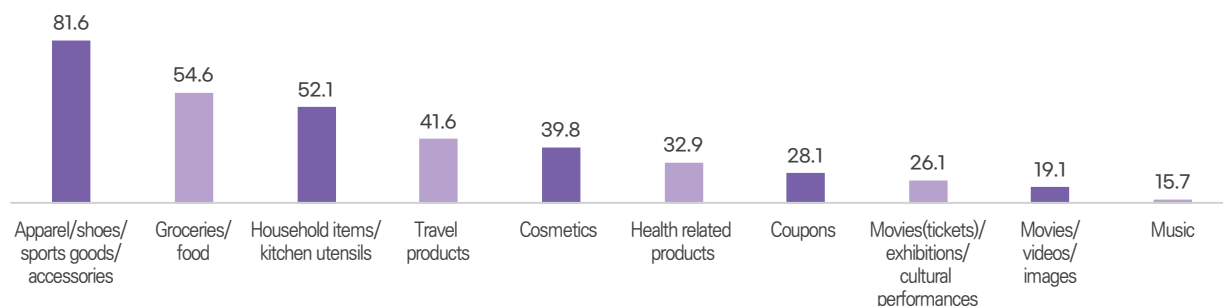


• Online Shopping Items

Main items of Online Shopping are 'Apparel/shoes/sports goods/accessories' (81.6%)

By item, 'Apparel/Shoes/Sports goods/Accessories' was the most common at 81.6%, followed by 'Groceries/food' (54.6%), 'Household items/kitchen utensils' (52.1%), 'Travel products' (41.6%), 'Cosmetics' (39.8%), 'Health related products' (32.9%), 'Coupons' (28.1%), 'Movies(tickets)/exhibitions/cultural performances' (26.1%), 'Movies/videos/images' (19.1%), 'Music' (15.7%), etc.

Figure 33 Online Shopping items (multiple responses, % based on Online Shopping users aged 12 or older)



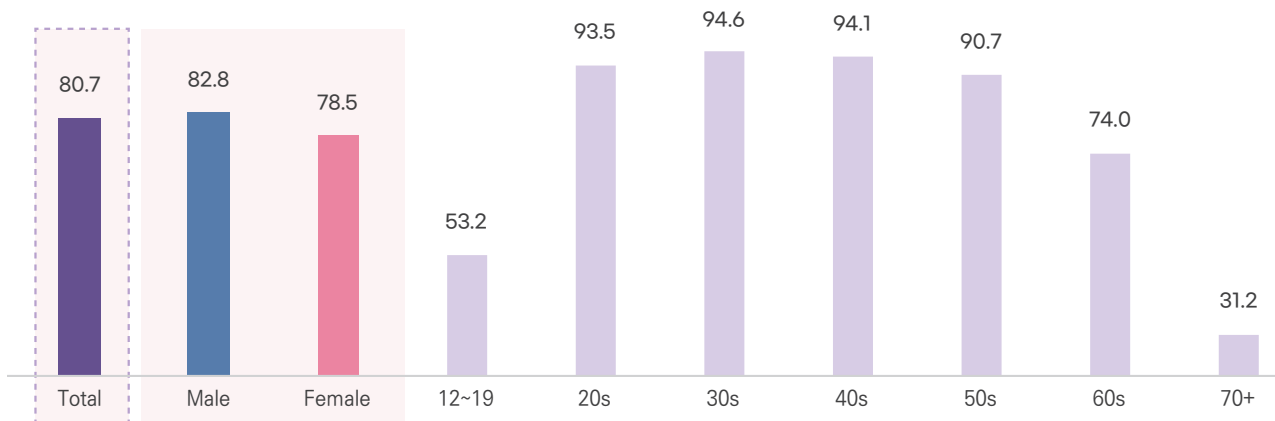
※ The rest are in the order of 'Furniture/interior products' (14.7%), 'Emoticons' (13.6%), 'Computers/peripherals' (12.3%), 'Electronic Appliances/Electronic Products' (12.0%), 'Books/magazines/newspapers' (11.9%), 'Financial products' (11.6%), 'Infant's/Children's Products' (7.5%), 'Software(excluding games)' (6.9%), 'Mobile/PC/Console Game Software' (6.6%), 'Webtoon/cartoon' (6.2%), 'Paid Item in Games' (5.5%), 'Subscription software service' (4.9%), 'Education' (4.8%), 'Ring Back Tone' (4.3%), 'Adult contents' (0.7%), and 'Other' (0.01%).

• Internet Banking Usage Rate

80.7% of Internet users aged 12 or older use Internet banking

Among Internet users aged 12 or older, 80.7% have used Internet banking in the past year. By age group, the highest usage rate was among those in their 30s (94.6%), 40s (94.1%), and 20s (93.5%).

Figure 34 | Internet banking usage rate by gender/age group (% , based on Internet users aged 12 or older)

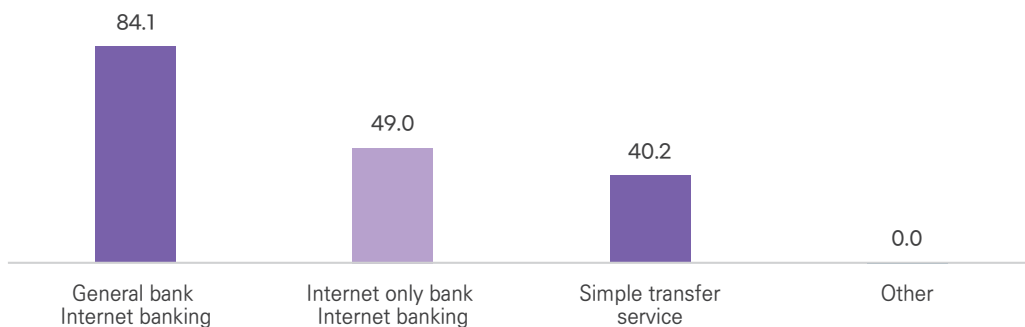


• Internet Banking Service Frequently Used for Transfer

The Internet banking service Frequently Used for money transfer is 'General bank Internet banking' (84.1%)

The online banking service most Frequently Used for money transfer by Internet banking service users aged 12 years or older was 'General bank Internet banking' (84.1%), followed by 'Internet only bank, Internet banking' (49.0%), and 'Simple transfer service' (40.2%).

Figure 35 | Internet banking service Frequently Used for money transfer (2 responses, %, based on Internet banking users aged 12 or older)



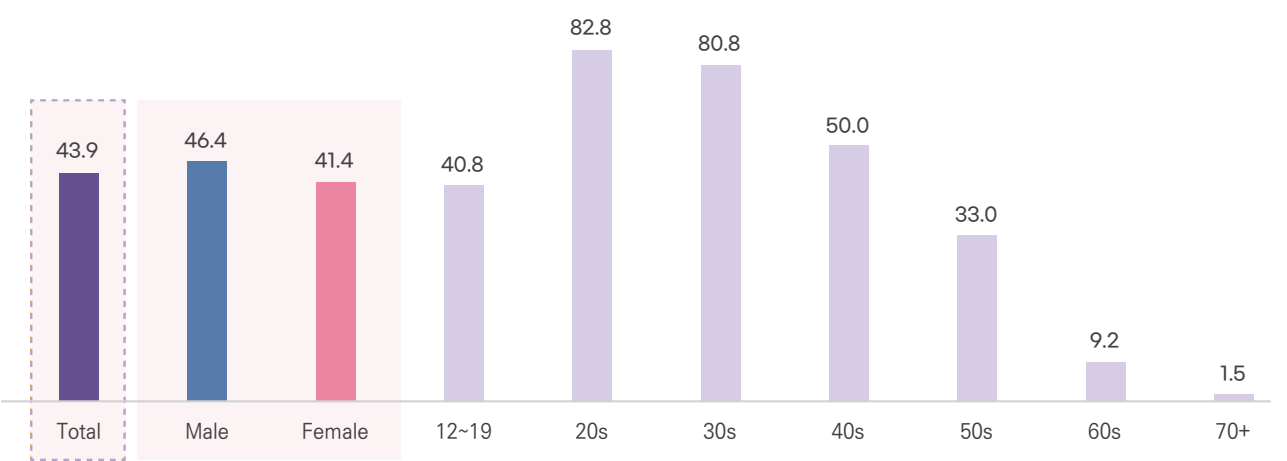
7. 'New' Internet 'Technology'

• Cloud Service Usage Rate

The cloud service usage rate of Internet users aged 12 or older is 43.9%

Among Internet users aged 12 or older, 43.9% reported having used cloud services within the past year. By age group, the usage rate is the highest for those in their '20s' at 82.8%, followed by '30s' (80.8%) and '40s' (50.0%).

Figure 36 | Cloud service usage rate by gender/age group (% , based on Internet users aged 12 or older)

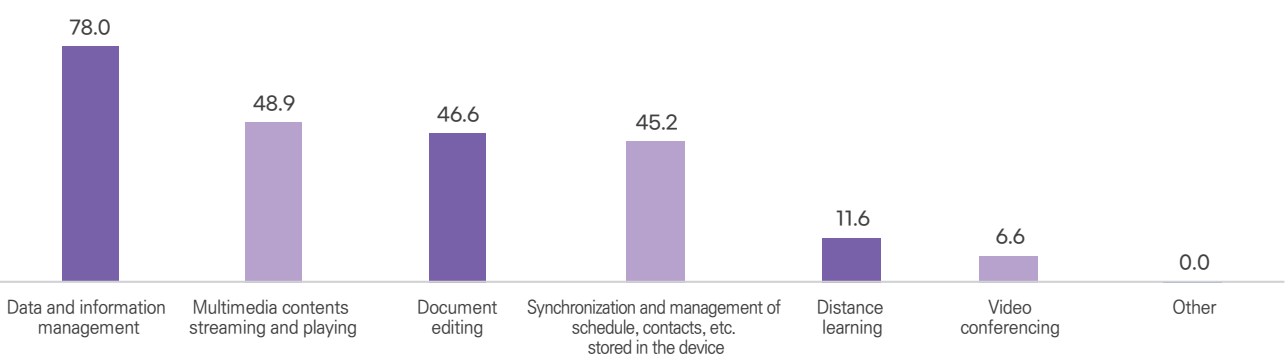


• Purpose of Using a Cloud Service

The main purpose of using the cloud service is 'Data and information management' (78.0%)

Among cloud service users aged 12 or older, the most common purpose of use was 'Data and information management' (78.0%), followed by 'Multimedia contents streaming and playing' (48.9%), 'Document editing' (46.6%), 'Synchronization and management of schedule and contacts stored in the device' (45.2%), etc.

Figure 37 | Purpose of using a cloud service (multiple responses, % , based on cloud service users aged 12 or older)

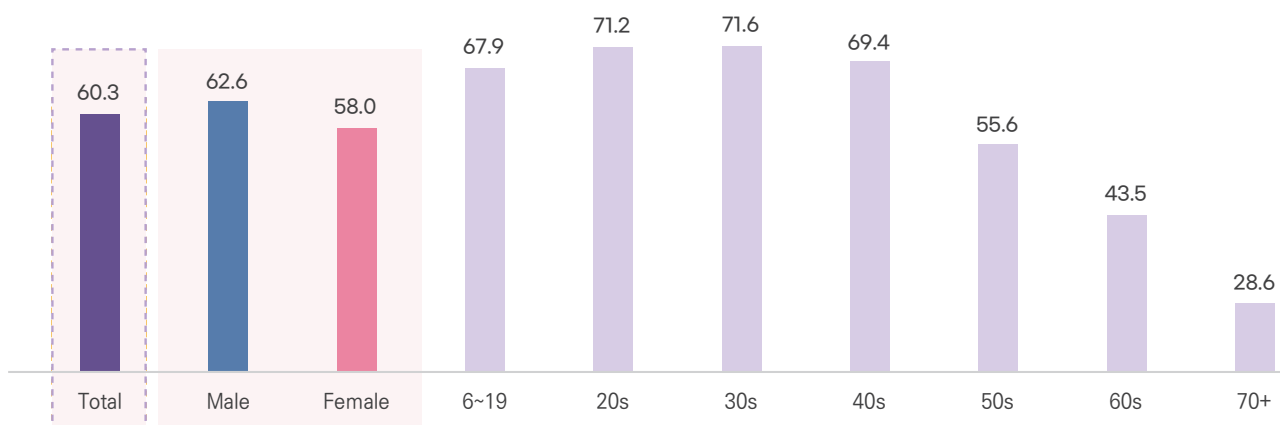


• AI Service Experience Rate

AI service experience rate of the population aged 6 or older is 60.3%

As of July 2024, the AI service experience rate was 60.3%, meaning that 6 out of 10 people have experienced AI services. By age group, the experience rate was highest in the '30s' (71.6%), '20s' (71.2%), '40s' (69.4%), and ages '6-19' (67.9%).

Figure 38 | AI service experience rate by gender/age group (% , based on the population aged 6 or older)

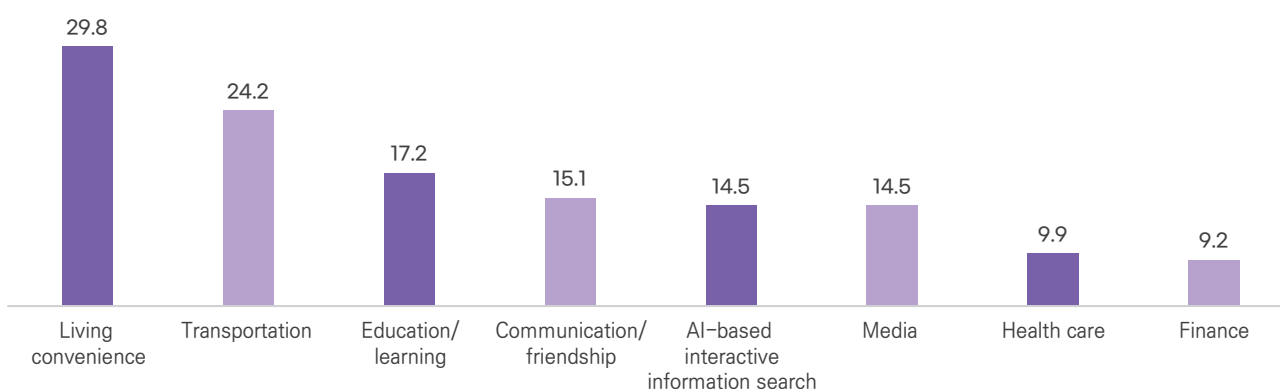


• AI Service Use Experienced Area

The field in which AI services are most widely used is 'Living convenience' (29.8%)

Looking at the fields where AI services are mainly experienced, 'Living convenience' was the highest at 29.8%, followed by 'Transportation' (24.2%), 'Education/learning' (17.2%), 'Communication/friendship' (15.1%), etc.

Figure 39 | AI service use experience area (multiple responses, %, based on the population aged 6 or older)



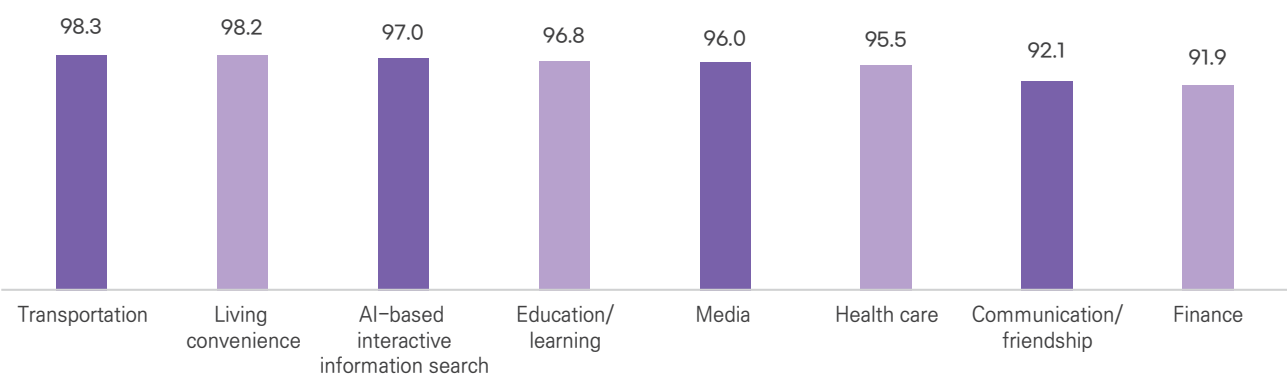
Part.3 Summary

• Level of AI Service Helpfulness

The field in which AI services were most helpful was ‘Transportation’ (98.3%)

As for the actual level of help for each service among those aged 6 or older who have experienced AI services, ‘Transportation’ was the highest at 98.3%, followed by ‘Living convenience’ (98.2%), ‘AI-based interactive information search’ (97.0%), ‘Education/learning’ (96.8%), ‘Media’ (96.0%), etc. All categories received over 90% positive feedback, indicating a high level of satisfaction across AI services.

Figure 40 | Level of help by AI service (Helpful + Very helpful) (% , based on aged 6 or older with experience in AI services)

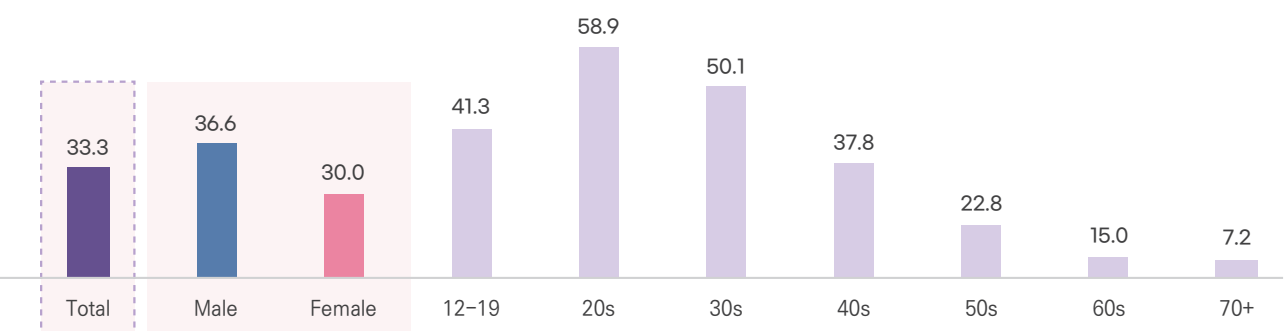


• Generative AI Service Experience Rate

33.3% of Internet users aged 12 or older have experienced generative AI services

As of July 2024, 33.3% of Internet users aged 12 or older have experienced generative AI services. By age group, the experience rates were in the order of the ‘20s’ (58.9%), ‘30s’ (50.1%), ‘12–19’ (41.3%), and ‘40s’ (37.8%).

Figure 41 | Generative AI service experience rate by gender/age group (% , based on Internet users aged 12 or older)

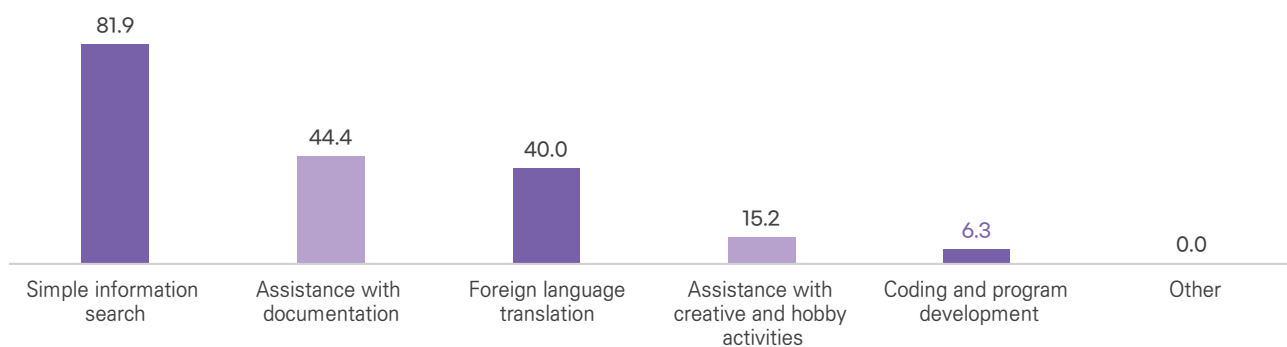


• Generative AI Service Experience Area

The main field of experience of those with generative AI service was found to be 'Simple information search' (81.9%)

The main experience field of those with experience in generative AI services was 'Simple information search' (81.9%), followed by 'Assistance with documentation' (44.4%), 'Foreign language translation' (40.0%), and 'Assistance with creative and hobby' (15.2%), 'Coding and program development' (6.3%), etc.

Figure 42 | Generative AI service experience area (multiple responses, %, based on people aged 12 or older with generative AI service experience)



Part 04

2024 Survey on the Internet Usage



I. Survey Overview



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Part.4 I. Survey Overview

1. Survey Objective

As Internet spreads rapidly throughout society, it is becoming more important to examine the specific Internet use patterns and Internet use in everyday life, as well as the social impact of the Internet, in addition to the quantitative growth of the Internet Usage rate and the number of users.

This survey aims to examine the rapidly changing Internet use environment and pattern changes to provide statistics that can be utilized in various fields like government policy and business strategy establishment, academic research, etc.

Specific objectives of this survey are as follows:

- Quantitative measurement of Internet users and usage rates in Korea
- Providing basic data to calculate the ICT statistical index and the international index of international organization
- Analyzing the Internet usage environment in households like ICT device ownership, Internet access, etc.
- Understanding the Internet use patterns for time, place, method, purpose, etc.
- Analyzing the Internet use in daily life and the impact of the Internet
- Future intention for using the Internet

2. Survey History

▶ October 1999

Conducted the “Study on Estimating the Number of Internet Users in Korea and Verifying Statistical Techniques” that targeted 1,403 households nationwide (3,445 persons from the population aged 7 or older)

– Internet user is defined as ‘someone that uses the Internet once or more a month on average’

▶ March 2000

Conducted the “Study on Estimating the Number of Internet Users for the First Half of 2020 and Verifying and Improving Statistical Techniques” that targeted 2,623 households nationwide (8,491 persons from the population aged 7 or older)

▶ August 2000 – December 2000

Conducted the “Survey On the Number of Internet Users and Internet Usage Behavior”

– Established a survey panel that targeted about 3,500 households nationwide (about 10,000 persons from the population aged 7 or older)

– Changed the survey method to a telephone survey after establishing the survey panel in August 2000 (interview survey) (However, interview survey was carried out in parallel for new samples)

▶ March 2001 – December 2001

Conducted the “Survey On the Number of Internet Users and Internet Usage Behavior”

– Conducted telephone surveys that targeted identical survey panel households four times annually (March, June, September, December)

▶ June 2002 – December 2002

Changed the survey title to “Survey on Internet Users and Internet Usage Behavior”

- Expanded the survey target to household members aged 6 or older
- Changed the survey interval to two times annually (June, December)

▶ June 2003 – June 2004

Changed the survey title to “Survey on Informatization” and had it designated as Official Government Statistics (Designated Statistics No. 12005)

- Redesignated the samples based on 10% sample Enumeration Districts in the “2000 Population and Housing Census”
- Conducted a home visit interview survey that targeted 7,000 households nationwide (about 18,000 persons)

▶ December 2004

Changed the definition of the Internet User

- Changed the definition of the Internet user to ‘someone who has used the Internet at least once within the last month’
- Also included the wireless Internet users who get access through the mobile communication network as Internet users

▶ December 2006 – December 2007

Revised the samples and expanded the sample size

- Redesignated the samples based on the 90% Enumeration Districts excluding the ‘10% sample ED’ used by Statistics Korea among the EDs in the “2005 Population and Housing Census”
- Conducted a survey by targeting 10,000 households nationwide (about 25,000 persons)
- Expanded the survey target to household members aged 3 or older

▶ June 2008

Changed the survey title to “Survey on the Internet Usage” and expanded the sample size

- Conducted a survey by targeting 17,000 households nationwide (about 42,000 persons)
- Changed the survey interval (once annually), and the survey period (2 months)

▶ May 2009 – May 2010

Expanded the sample size and changed the survey reference date

- Conducted a survey by targeting 30,000 households nationwide (about 73,000 persons)
- Changed the survey reference date (May 1, 00:00) and the survey period (2.5 months)

▶ July 2011

Changed the survey reference date (July 1, 00:00)

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▶ July 2012

Revised the samples

- Redesigned the samples based on the 'Household+Housing' DB of Statistics Korea among the results of the "2010 Population and Housing Census"
- The sample size and the reference date were not changed

▶ July 2014

Reduced the sample size

- Reduced those targeted from 30,000 to 25,000 households nationwide (about 65,000 persons)
- While maintaining the 3,000 EDs intact, the number of households per ED was reduced to 8~9

▶ July 2016

After discontinuing the 'Survey on the Mobile Internet Usage (General Statistics No. 329002), major questions were incorporated

▶ July 2018

Revised the samples

- Changed the sampling frame based on the general ED (1, A) of the 2% Household Housing Item in the "2015 Population and Housing Census" of Statistics Korea and the household register of the corresponding ED

▶ July 2019

Revised the samples

- Changed the sampling frame based on the microdata in the "2017 Register-based Census" from MDIS of Statistics Korea

▶ July 2020

Revised the samples

- Changed the sampling frame based on the microdata in the "2018 Register-based Census" from MDIS of Statistics Korea

▶ July 2021

Revised the samples

- Changed the sampling frame based on the microdata in the "2019 Register-based Census" from MDIS of Statistics Korea

▶ July 2022

Revised the samples

- Changed the sampling frame based on the microdata in the "2020 Register-based Census" from MDIS of Statistics Korea

► July 2023

Revised the samples

- Changed the sampling frame based on '2021 Registration Census' microdata in Statistics Korea's MDIS
- In sampling, established the detailed stratification in Seoul and Gyeonggi-do by reflecting the overall population size and regional differences

* Seoul Metropolitan City: 4 regions

Northwest – Jongno-gu, Jung-gu, Yongsan-gu, Eunpyeong-gu, Seodaemun-gu, and Mapo-gu

Northeast – Seongdong-gu, Gwangjin-gu, Dongdaemun-gu, Jungnang-gu, Seongbuk-gu, Gangbuk-gu, Dobong-gu, and Nowon-gu

Southwest – Yangcheon-gu, Gangseo-gu, Guro-gu, Geumcheon-gu, Yeongdeungpo-gu, Dongjak-gu, and Gwanak-gu

Southeast – Seocho-gu, Gangnam-gu, Songpa-gu, and Gangdong-gu

* Gyeonggi-do: 3 regions

North – Yeoncheon-gun, Gapyeong-gun, Yangpyeong-gun, Dongducheon-si, Paju-si, Gimpo-si, Yangju-si, and Pocheon-si

Central – Gwacheon-si, Guri-si, Namyangju-si, Siheung-si, Gunpo-si, Uiwang-si, Hanam-si, Gwangmyeong-si, Gwangju-si, Bucheon-si, Uijeongbu-si, Yeosu-si, Goyang-si, Anyang-si, Ansan-si, and Seongnam-si

South – Anseong-si, Osan-si, Pyeongtaek-si, Icheon-si, Hwaseong-si, Yongin-si, and Suwon-si

► July 2024

Revised the samples

- Changed the sampling frame based on '2022 Registration Census' microdata in Statistics Korea's MDIS
- In sampling, established the detailed stratification in Seoul and Gyeonggi-do by reflecting the overall population size and regional differences

* Seoul Metropolitan City: 4 regions

Northwest – Jongno-gu, Jung-gu, Yongsan-gu, Eunpyeong-gu, Seodaemun-gu, and Mapo-gu

Northeast – Seongdong-gu, Gwangjin-gu, Dongdaemun-gu, Jungnang-gu, Seongbuk-gu, Gangbuk-gu, Dobong-gu, and Nowon-gu

Southwest – Yangcheon-gu, Gangseo-gu, Guro-gu, Geumcheon-gu, Yeongdeungpo-gu, Dongjak-gu, and Gwanak-gu

Southeast – Seocho-gu, Gangnam-gu, Songpa-gu, and Gangdong-gu

* Gyeonggi-do: 3 regions

North – Yeoncheon-gun, Gapyeong-gun, Dongducheon-si, Paju-si, Yangju-si, and Pocheon-si

Central – Gimpo-si, Gwacheon-si, Guri-si, Namyangju-si, Yangpyeong-gun, Siheung-si, Gunpo-si, Uiwang-si, Hanam-si, Gwangmyeong-si, Bucheon-si, Uijeongbu-si, Yeosu-si, Goyang-si, Anyang-si, Ansan-si, and Seongnam-si

South – Anseong-si, Osan-si, Pyeongtaek-si, Gwangju-si, Icheon-si, Hwaseong-si, Yongin-si, and Suwon-si

Research Methods

- Introduction of TAPI (Tablet PC Aided Personal Interview)

Part.4 I. Survey Overview

3. Content and Scope of the Survey

This survey was designed to understand the current status and patterns of Internet use, the Internet environment of households, the current status of Internet use in daily life, and the social impact of the Internet. It was also designed to predict future trends through time series analysis with past survey results.

Major contents of this survey are as follows:

- Calculation and time series analysis of the number of Internet users and the usage rate
- Calculation of the number of mobile Internet and smartphone Internet users and the usage rate
- Internet usage status by gender, age, education, occupation, region, etc.
- Internet usage pattern like Internet use time, frequency, place, purpose, etc.
- Internet usage environment like ICT device ownership, household Internet access, etc.
- Internet communication status like email, instant messenger, SNS, etc.
- Internet economic activity status like Online Shopping, Internet banking, etc.
- Media use status via online for TV, newspaper, radio, magazine, book, etc.
- Analysis of reasons for not using the Internet and future intentions of use

4. Key Terms and Definitions

- **Internet Access Rate**

Ratio of households that can access the Internet through the wired Internet, wireless LAN, mobile Internet, etc. among all households, regardless of actual use

- **Computer Ownership Rate**

Ratio of households that own a computer like a desktop PC, a laptop, a smart pad, etc. among all households, regardless of actual use

- **Internet User (Usage Rate)**

(Ratio of) persons in the population aged 3 or older who have used the Internet within the last month

- **Mobile Internet User (Usage Rate)**

(Ratio of) Internet users who have used the Internet within the last month via a mobile device that can connect to the Internet wirelessly, like a mobile phone, a smartphone, a smart pad, a wearable device, etc.

- **Smartphone User (Usage Rate)**

(Ratio of) Internet users who have used the Internet via a smartphone within the last month

- **Wearable Device**

A device that is worn on the body in the form of a watch, glasses, apparel, etc., collects information of the surrounding environment and changes in the body in real time, and shares and utilizes this information through the Internet

- Wearable Device User (Usage Rate): (Ratio of) Internet users aged 12 or older who own a wearable device and have used it within the last year

- **Instant Messenger**

A service that enables individuals to send and receive data like messages, photos, etc. online by using a computer, a smartphone, etc. in real time

- Instant Messenger User (Usage Rate): (Ratio of) Internet users aged 6 or older who have used an instant messenger within the last year

- **SNS (Social Networking Service)**

An activity for sharing communication and information by reinforcing personal relationships with acquaintances like friends, colleagues, etc. or by forming a new personal network on the Internet, and also includes the act of simply perusing or observing contents posted by others

- SNS User (Usage Rate): (Ratio of) Internet users aged 6 or older who have used SNS within the last year

- **Email User (Usage Rate)**

(Ratio of) Internet users aged 6 or older who have used email within the last year

- **Online Shopping**

Purchasing products and services on various web/mobile-based shopping mall sites, including purchases of gifticons, paid applications, contents, etc.

- Online Shopping User (Usage Rate): (Ratio of) Internet users aged 12 or older who have used Online Shopping within the last year

- **Internet Banking**

Includes all bank transaction activities like savings, transfer, investment, asset management, etc., and also includes mobile banking services that use mobile applications that are provided by each financial institution

- Internet Banking User (Usage Rate): (Ratio of) Internet users aged 12 or older who have used Internet banking within the last year

- **Cloud Service**

A service that saves media files (photos, music, etc.) and personal files (documents, address book, etc.) in a web server rather than in an external storage. Stored files can be downloaded to a PC, a smartphone, etc. to carry out desired operations like editing, etc.

- Cloud Service User (Usage Rate): (Ratio of) Internet users aged 12 or older who have used cloud service within the last year

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- **Video Service**

A service that provides media contents like broadcast programs, movies, one-person media, etc. through the Internet

– Video Service User (Usage Rate): (Ratio of) Internet users aged 3 or older who have used a video service within the last month

- **Artificial Intelligence Service**

A service that provides convenience in each industry and life area by utilizing artificial intelligence technology

– Example: Voice and biometrics recognition service, individually customized recommendation service, smart home appliance, autonomous vehicles, etc.

– (Ratio of) Persons with experience in artificial intelligence services (rate): (Ratio of) persons who have experienced artificial intelligence services within the last 1 year among the population aged 6 or older

- **Generative AI service**

Artificial intelligence technology to creates new content based on learning with existing content such as text, images, and audio

– Examples: Conversational AI chatbot, multimodal-based image creation AI, etc.

– (Ratio of) persons with generative AI service experience: (Ratio) of persons who have experienced generative AI service within the past 1 year among Internet users aged 12 or older

5. Survey System

- **Survey Target**

: 25,000 households nationwide and household members aged 3 or older who reside in the household

- **Number of Valid Respondents**

: 25,509 households and 60,229 household members aged 3 or older

- **Survey Interval**

: Once a year

- **Survey Period**

: Sep. 23 ~ Nov. 22, 2024 (2 months)

- **Survey Method**

: Home visit interview survey

- **Survey Agency**

- Supervising Organization: Ministry of Science and ICT
- Main Organization: National Information Society Agency
- Execution Organization : Gallup Korea Research Institute

- **Legal Basis**

- Article 18 of the Statistics Act (Approval for Production of Statistics)
- Article 12 (Establishment of the National Information Society Agency), and Article 66 (Indicator Surveys) of the Framework Act on Intelligence Informatization

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6. Sample Design

A. Population

- **Target Population**

: Households nationwide and population aged 3 or older residing in household

- **Survey Population**

: As of July 1, 2024, households nationwide and household members aged 3 years or older residing in the household

- Household: A living unit in which one or more people live together and engage in activities such as eating and sleeping
- Household member: All members of the household who live together in the same household, regardless of family relationship

- **Group facility households like dormitories, special social facilities, etc. and household members who are absent for a long period of time due to military service, maintaining residence in other regions, International, etc. are excluded from the survey, and specific survey exclusion targets are as follows:**

: Residents of dormitories in schools, factories, hospitals, etc., residents of special social facilities like senior homes, orphanages, specialized hospitals, etc., military servicemen, inmates of prisons, juvenile reformatories, forensic psychiatry institutes, etc., long-term International business travelers and visitors, foreigners, etc.

B. Sample Size and Sampling Method

- **Sample Size: 25,000 households**

- **Sampling Unit and Sampling Frame**

- Final Sampling Unit: Households nationwide
 - Primary Sampling Unit: Enumeration Districts (ED) in each region, Dong/Eup and Myeon, and housing type
 - Secondary Sampling Unit: Households in each ED
- Sampling Frame: Used the microdata in the “2022 Register-based Census” from MDIS of Statistics Korea

- **Sampling Method**

: Stratified Multi-Stage Cluster Sampling

$$n_h = 25,000^* \frac{\sqrt{(NHH_h)}}{\sum_{h=1}^{17} \sqrt{(NHH_h)}}$$

- n_h is the number of households allocated to city/province h via square root
- NHH_h is the number of parent group households in region h (number of estimated households in 2024)

- **Household Stratification and Sample Allocation**

- After stratifying the country into 17 cities and provinces, the target number of households (25,000 households) were proportionally allocated to the square root based on the number of households (2022 Registration Census) in each city and province
 - ※ When allocating proportionally for each city and province, square root proportional allocation was used since there was a large possibility that a problem in representativeness of sample households may occur due to the fact that a large number of sample households will be allocated to Seoul and Gyeonggi while the number of households allocated to areas such as Sejong, Jeju and Ulsan will be small if proportional allocation is carried out for each city and province
 - **Secondary:** To reflect the increasing trend of single-person households, after 17 cities and provinces were stratified into single-person households and multi-person households (2022 Registration Census), the households were allocated proportionally via square root
 - **Tertiary:** After 17 cities and provinces were stratified into Dong/Eup and Myeon, and the second allocation target households are allocated in proportion to the number of households in each Dong/Eup and Myeon (2022 Registration Census)
 - **Quaternary:** The allocated target households for each of the 17 cities and provinces, each number of household members, and each Dong/Eup and Myeon were converted into the number of Enumeration Districts (ED), and the required number of survey districts was calculated for each region based on an average of 8.33 households per survey district.
- **Sampling**
 - ED Sampling: For sampling the standard ED for each Dong/Eup and Myeon in each cluster in each region, systematic sampling was carried out by utilizing PROC SURVEYSELECT in SAS.
 - Household Sampling: Systematic sampling of sample households was conducted using the household registers of each ED from which the sample was drawn (8-9 households per ED, 8.33 households on average).
 - Household Member Sampling: All household members aged 3 or older in the sampled households were surveyed.

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7. Fieldwork

A. Fieldwork Overview

- **Survey Period**
: Sep. 23 ~ Nov. 22, 2024
- **Survey Reference Date**
: July 1, 2024
- **Survey Interval**
: 1 year
- **Survey Target**
: Households selected as sample and all members aged 3 or older residing in the household
– However, military servicemen, long-term business travelers and visitors, dormitory residents, inmates, etc. are excluded
- **Survey Method**
: Home visit interview survey in which trained interviewers visit the sample households and record the responses to the questionnaire
- **Survey Procedure**
: Home visit interview survey by the interviewer ⇒ Management and control by the supervisor in each region ⇒ Questionnaire aggregation ⇒ Supplementary survey and re-survey ⇒ Final data verification

B. Sample Management

- **Enumeration District (ED) Management**
– In principle, the survey is conducted on EDs sampled in advance. If the survey cannot be conducted due to redevelopment, natural disaster, etc., the ED within the same cluster closest to the ED in question is used as a substitute survey target.
- **Household Management**
– In principle, the survey is conducted targeting EDs sampled in advance. If the survey cannot be conducted due to long-term absence of household members, strong refusal to respond, etc., the survey is replaced with a preliminary sample (replacement households) of equivalent EDs sampled with the same household characteristics as the original household characteristics sampled in the first survey.

8. Data Entry and Processing

A. Data Verification and Substitution

- **Data Verification during the Fieldwork Process**

- The field supervisor in each region randomly selects at least 30% of the returned questionnaires and conduct a phone call to confirm whether the interviewer visited and the accuracy of the responses.
- The questionnaires that have passed the fieldwork supervisor's primary verification are verified for the second time by a computer program during the editing and entry process.
- The entered data is verified for the third time by an internal validation program during the data processing step.
- For questionnaires that failed each validation step, supplementary survey and re-survey are conducted.

- **Data Verification during the Analysis Process**

- Time-series comparison and verification is carried out on the average value for each identical group (gender, age, region, education, occupation, household income, etc.) and the result or previous surveys.

- **Non-response Processing Method**

- In case a unit non-response, revisit the relevant household at least 3 times or more to collect the response. When unavoidable, replace the household according to the sample substitution standard and eliminate the unit non-response.
- During field surveys, the occurrence of non-response to items must be minimized. When unavoidable, process 'Do not know/no response' as 'Other'.
- Non-response to respondent characteristics (education, occupation, household income, etc.) is not corrected.

B. Data Entry and Analysis

- **The collected data is entered into the computer through an encoding process, and the data that has finally passed the multilevel verification process is analyzed by using SPSS for Windows (statistical package program).**

- Information that can identify individuals like name, address, and phone number are encoded into a serial number or excluded during data entry.

- **Analysis Unit: Household and Household Member**

- Household Independent Variables: Age of the householder, household income and region
- Household Member Independent Variables: Gender, age, gender x age, education level, occupation, household income, size of region and region

- **In order to estimate Internet usage rates, usage rates by gender, age, and region were calculated after estimating the number of Internet users. For usage rate by occupation and by education level, for which there is no population information, the usage rate was calculated without estimating the number of Internet users.**

9. Estimation and Sampling Error

A. Estimation

- Estimates for Household Members

$$\hat{p}_{nationwide} = \sum_{area = 1}^{17} \sum_{sex = 0}^1 \sum_{age = 3 \sim 9}^{70+} w_{area,sex,age} \hat{p}_{area,sex,age}$$
$$\hat{Var}(\hat{p}_{nationwide}) = \sum_{area = 1}^{17} \sum_{sex = 0}^1 \sum_{age = 3 \sim 9}^{70+} w_{area,sex,age}^2 \hat{Var}(\hat{p}_{area,sex,age}) \Big\}$$
$$\hat{Var}(\hat{p}_{area,sex,age}) = \frac{N_{area,sex,age} - n_{area,sex,age}}{N_{area,sex,age}} * \frac{\hat{p}_{area,sex,age} * (1 - \hat{p}_{area,sex,age})}{n_{area,sex,age} - 1}$$

area	17 cities and provinces
sex	Male(1), Female(0)
age	Household member age: 3–9, 10s, 20s, 30s, 40s, 50s, 60s, 70+
$\hat{p}_{nationwide}$	Nationwide estimate
$N_{area,sex,age}$	Population size by region, sex, age
$n_{area,sex,age}$	Sample size by region, sex, age
$w_{area,sex,age}$	Weight by region, sex and age, $w_{area,sex,age} = \frac{N_{area,sex,age}}{n_{area,sex,age}}$
$\hat{p}_{area,sex,age}$	Estimate for specific region, sex, age

• Household Estimate

$$\hat{p}_{nationwide} = \sum_{area=1}^{17} \sum_{age=20s}^{60+} w_{area,age} \hat{p}_{area,age}$$

$$\hat{Var}(\hat{p}_{nationwide}) = \sum_{area=1}^{17} \sum_{age=20s}^{60+} w_{area,age}^2 \hat{Var}(\hat{p}_{area,age})$$

$$\hat{Var}(\hat{p}_{area,age}) = \frac{N_{area,age} - n_{area,age}}{N_{area,age}} * \frac{\hat{p}_{area,age} * (1 - \hat{p}_{area,age})}{n_{area,age} - 1}$$

area	17 cities and provinces
age	Householder age 20s, 30s, 40s, 50s and 60+
$\hat{p}_{nationwide}$	Nationwide household estimate
$N_{area,age}$	Population size by region, householder age
$n_{area,age}$	Sample size by region, householder age
$w_{area,age}$	Weight by region and householder age, $w_{area,age} = \frac{N_{area,age}}{n_{area,age}}$
$\hat{p}_{area,age}$	Estimate for the age group of householders in a specific region

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B. Sampling Error and Confidence Interval

- Sampling error and confidence interval value at 95% confidence level for the nationwide estimate

$$\pm 1.96^* \sqrt{\widehat{Var}(\hat{p}_{nationwide})}, \hat{p}_{nationwide} \pm 1.96^* \sqrt{\widehat{Var}(\hat{p}_{nationwide})}$$

Table 1-1 | Sampling error and estimation result for the Internet Usage rate and number of users of the population aged 3 or older

Internet Usage Rate Sampling Error	±0.18%p (95% Confidence Level)
Internet Usage Rate Estimation Result	94.5% ±0.18%p
Sampling Error for the Number of Internet Users	±93 thousand persons (95% Confidence Level)
Estimation Result for the Number of Internet Users	48,189 thousand persons ±93 thousand persons

Table 1-2 | Sampling error and estimation result of the household Internet access rate

Internet Access Rate Sampling Error	±0.02%p (95% Confidence Level)
Internet Access Rate Estimation Result	99.97% ±0.02%p

10. Publication and Use of Statistics

- “2024 Survey on the Internet Usage” report is posted through National Information Society Agency > Knowledge Information > Statistics and Survey > Survey on the Internet Usage (www.nia.or.kr)
- This statistical data is utilized by government organizations and research institutes like Statistics Korea, NIA, etc. as survey population data, and used as reference in major social indicator reports by local governments.
- In addition, a separate data file is prepared and provided to international organizations and agencies like UN, OECD, ITU, WEF, etc. to be utilized as data for comparison between each nation.

Table 1-3 Preparation standard for statistics submitted to international organizations

	Announced in Korea	Submitted to OECD	Submitted to ITU
Target Age	3 or older	16 ~ 74	16 ~ 74
Target Period	Used within the last month	Used within the last 3 months	Used within the last 3 months

※ The target period differs according to the indicators.

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Table 1-4 | Main details of statistics submitted to international organizations

Area	Main Details		2023	2024	Variation	Remarks
Internet Use Environment	Household Internet Access Rate		99.97%	99.97%	–	OECD/ITU
	Household Computer Ownership Rate		78.1%	77.2%	–0.9%p	OECD/ITU
	Household Smartphone Ownership Rate		97.3%	98.9%	1.6%p	OECD/ITU
Computer/ Mobile Phone	Computer Usage Rate		75.1%	75.3%	0.2%p	OECD/ITU
	Mobile Phone Usage Rate		98.5%	99.1%	0.6%p	ITU
Internet Use	Internet Usage Rate		94.0%	94.5%	0.5%p	OECD/ITU
	Internet Use Frequency (Use once or more a day)		93.9%	90.5%	–3.4%p	OECD
	Internet Use Time		20.8 hours	20.5 hours	–0.3 hours	OECD/ITU
	Access Method	Wired Internet	70.8%	68.1%	–2.7%p	OECD
		Wireless Internet	99.8%	99.8%	–	
	Internet Use Location (Top 3)		2023: Home(97.9%), While Moving(97.7%), Commercial Facility(60.0%)			OECD/ITU
			2024: While Moving(97.4%), Home(95.4%), Commercial Facility(59.7%)			
	Purpose of Internet Use	Communication	97.2%	97.7%	0.5%p	OECD/ITU
		Data/Information Acquisition	96.1%	95.9%	–0.2%p	
		Leisure Activity	96.9%	95.1%	–1.8%p	
		Homepage, etc. Management	60.8%	59.1%	–1.7%p	
		Education/Learning	57.9%	55.5%	–2.4%p	
		Occupation/Workplace	24.6%	31.6%	7.0%p	
		Other	77.2%	81.7%	4.5%p	
	Internet Media Use Activity		2023: Newspaper(93.7%), Movie(83.7%), TV(68.9%)			OECD/ITU
			2024: Newspaper(92.5%), Movie(85.5%), TV(67.8%)			
Internet Service	Email Usage Rate		59.9%	56.8%	–3.1%p	OECD/ITU
	SNS	Usage Rate	66.4%	65.2%	–1.2%p	OECD/ITU
		Usage Frequency	20.2times	27.4times	7.2times	OECD
		Use Time	75.7min.	71.1min.	–4.6min.	
	Internet Shopping	Usage Rate	75.0%	78.6%	3.6%p	OECD/ITU
		Purchase Frequency	5.7 times	5.7 times	–	OECD
		Average Monthly Purchase Amount	KRW 186,982	KRW 204,102	KRW 17,120	OECD
		Payment Method	2023: Credit Card(75.2%), Simple Payment(49.0%)			OECD
			2024: Credit Card(69.9%), Simple Payment(53.1%)			
		Purchased Item (Top 3)	2023: Apparel, Shoes, etc(86.0%), Groceries/Food(58.6%), Household Goods, Kitchenware(50.2%)			OECD
			2024: Apparel, Shoes, etc(81.6%), Groceries/Food(54.6%), Household Goods, Kitchenware(52.1%)			
	Internet Banking Usage Rate		77.8%	80.7%	2.9%p	OECD/ITU
	Cloud Service Usage Rate		39.3%	42.1%	2.8%p	OECD/ITU

※ The above figures are based on the domestic publication. When submitting to an international organization (OECD, ITU), the statistics are recalculated according to the presentation base for each index.

11. Population Distribution

The households subject to this survey consist of households and household members. Looking at the survey population of households subject to the survey by Dong/Eup and Myeon in each region, there are 22,267,713 households as shown in <Table 1-5> below. The number of single households is 7,749,498 which accounts for 34.8% of all households, and the number of multiple-person households is 14,518,215.

Table 1-5 Household distribution by dong/eup/myeon and region²⁾

Region (Dong/Eup/Myeon)	Population		
	Total Households Single	Person Households Multiple	Person Households
Seoul Special Metropolitan City	4,240,269	1,645,834	2,594,435
Busan Metropolitan City	1,460,371	518,928	941,443
Dong	1,388,650	497,393	891,257
Eup/Myeon	71,721	21,535	50,186
Daegu Metropolitan City	1,021,540	348,153	673,387
Dong	914,648	317,678	596,970
Eup/Myeon	106,892	30,475	76,417
Dong	1,238,487	386,424	852,063
Eup/Myeon	1,205,885	375,752	830,133
Eup/Myeon	32,602	10,672	21,930
Gwangju Metropolitan City	632,638	226,397	406,241
Daejeon Metropolitan City	654,738	254,373	400,365
Ulsan Metropolitan City	461,657	140,767	320,890
Dong	368,845	112,065	256,780
Eup/Myeon	92,812	28,702	64,110
Sejong Special Self-Governing City	155,693	51,436	104,257
Dong	108,260	28,315	79,945
Eup/Myeon	47,433	23,121	24,312
Gyeonggi Province	5,593,994	1,715,061	3,878,933
Dong	4,688,246	1,413,952	3,274,294
Eup/Myeon	905,748	301,109	604,639
Gangwon Province	690,905	257,649	433,256
Dong	415,614	155,061	260,553
Eup/Myeon	275,291	102,588	172,703
Chungbuk Province	720,748	268,390	452,358
Dong	411,906	149,907	261,999
Eup/Myeon	308,842	118,483	190,359
Chungnam Province	960,024	353,850	606,174
Dong	443,409	162,146	281,263
Eup/Myeon	516,615	191,704	324,911
Jeonbuk Province	788,090	290,653	497,437
Dong	556,286	203,447	352,839
Eup/Myeon	231,804	87,206	144,598
Jeonnam Province	772,648	278,909	493,739
Dong	333,285	114,381	218,904
Eup/Myeon	439,363	164,528	274,835
Gyeongbuk Province	1,183,334	439,464	743,870
Dong	612,201	221,550	390,651
Eup/Myeon	571,133	217,914	353,219
Gyeongnam Province	1,411,610	478,335	933,275
Dong	895,748	298,247	597,501
Eup/Myeon	515,862	180,088	335,774
Jeju Special Self-Governing City	280,967	94,875	186,092
Dong	201,819	68,270	133,549
Eup/Myeon	79,148	26,605	52,543
Total	22,267,713	7,749,498	14,518,215

2) Source: Statistics Korea, Estimated number of households for 2024 in "Household Projections"

Part.4 I. Survey Overview

The target population for the 2024 Survey on the Internet Usage is defined as the population aged 3 years or older residing in each household nationwide, and the distribution by region, gender, and age is as shown in <Table 1-6> below. The size of the target population is 51,020,511 persons, and of these 25,503,193 are males and 25,517,318 are females. By age, those in their 50s are the most with 8,705,899 persons (17.1%), followed by 7,852,297 persons (15.4%) in their 40s, 7,720,341 persons (15.1%) in their 60s, 6,913,023 persons (13.5%) in their 30s, 6,428,985 persons (12.6%) in their 70s, and 6,372,432 persons (12.5%) in their 20s. Meanwhile, those in their 10s accounted for 4,546,494 people (8.9%), and those aged 3-9 accounted for 2,481,040 people (4.9%), representing a relatively smaller proportion.

Table 1-6 | Population distribution by region/gender/age group³⁾

Gender	Total	3~9	10~19	20~29	30~39	40~49	50~59	60~69	70+
Nationwide	51,020,511	2,481,040	4,546,494	6,372,432	6,913,023	7,852,297	8,705,899	7,720,341	6,428,985
Male	25,503,193	1,271,895	2,339,254	3,364,971	3,669,537	4,017,403	4,370,044	3,783,568	2,686,521
Female	25,517,318	1,209,145	2,207,240	3,007,461	3,243,486	3,834,894	4,335,855	3,936,773	3,742,464
Seoul	9,278,631	369,309	700,944	1,403,580	1,450,236	1,381,315	1,492,457	1,339,885	1,140,905
Male	4,461,566	189,518	357,616	648,820	726,903	686,923	730,249	631,423	490,114
Female	4,817,065	179,791	343,328	754,760	723,333	694,392	762,208	708,462	650,791
Busan	3,224,320	144,007	256,531	389,672	395,327	468,789	528,059	552,996	488,939
Male	1,570,150	73,755	131,726	201,642	205,838	237,598	256,511	258,293	204,787
Female	1,654,170	70,252	124,805	188,030	189,489	231,191	271,548	294,703	284,152
Daegu	2,322,979	113,568	208,964	285,205	286,575	346,822	412,582	364,029	305,234
Male	1,141,060	58,205	107,662	150,954	153,225	172,062	200,465	173,923	124,564
Female	1,181,919	55,363	101,302	134,251	133,350	174,760	212,117	190,106	180,670
Incheon	3,002,747	154,282	270,473	362,421	439,395	484,339	519,236	454,319	318,282
Male	1,505,188	79,207	138,919	189,710	232,617	250,095	257,703	223,170	133,767
Female	1,497,559	75,075	131,554	172,711	206,778	234,244	261,533	231,149	184,515
Gwangju	1,434,351	75,589	144,931	203,861	181,816	226,928	248,051	192,874	160,301
Male	711,543	38,726	74,867	106,161	94,801	113,612	123,512	93,475	66,389
Female	722,808	36,863	70,064	97,700	87,015	113,316	124,539	99,399	93,912
Daejeon	1,450,773	70,586	135,666	230,256	192,229	214,618	242,757	203,644	161,017
Male	725,189	36,296	70,122	121,953	102,051	107,126	120,706	98,953	67,982
Female	725,584	34,290	65,544	108,303	90,178	107,492	122,051	104,691	93,035
Ulsan	1,086,870	59,689	108,104	116,465	142,330	176,665	204,787	172,277	106,553
Male	562,659	30,628	56,324	68,880	78,934	91,605	102,491	86,902	46,895
Female	524,211	29,061	51,780	47,585	63,396	85,060	102,296	85,375	59,658
Sejong	379,968	32,800	50,276	43,799	59,206	75,443	54,982	37,421	26,041
Male	190,659	16,784	25,359	23,156	29,723	37,236	28,620	18,544	11,237
Female	189,309	16,016	24,917	20,643	29,483	38,207	26,362	18,877	14,804

Gender	Total	3~9	10~19	20~29	30~39	40~49	50~59	60~69	70+
Gyeonggi	13,638,801	739,471	1,290,841	1,663,693	2,009,884	2,270,623	2,381,880	1,897,522	1,384,887
Male	6,903,151	378,504	660,146	891,499	1,077,980	1,170,054	1,196,938	942,106	585,924
Female	6,735,650	360,967	630,695	772,194	931,904	1,100,569	1,184,942	955,416	798,963
Gangwon	1,496,916	66,069	124,921	173,511	163,019	201,313	256,237	271,682	240,164
Male	755,238	33,710	64,883	99,267	88,147	102,582	131,207	135,693	99,749
Female	741,678	32,359	60,038	74,244	74,872	98,731	125,030	135,989	140,415
Chungbuk	1,605,972	77,104	142,380	197,947	205,002	232,211	274,084	258,769	218,475
Male	823,598	39,516	73,566	112,266	115,161	121,381	140,383	130,546	90,779
Female	782,374	37,588	68,814	85,681	89,841	110,830	133,701	128,223	127,696
Chungnam	2,191,679	109,824	203,108	265,974	282,007	333,960	357,523	328,263	311,020
Male	1,132,719	56,266	105,567	148,751	158,509	179,277	188,824	166,272	129,253
Female	1,058,960	53,558	97,541	117,223	123,498	154,683	168,699	161,991	181,767
Jeonbuk	1,737,361	76,828	160,095	207,372	183,072	238,463	297,152	281,043	293,336
Male	869,208	39,333	83,154	116,306	97,053	121,826	152,725	139,566	119,245
Female	868,153	37,495	76,941	91,066	86,019	116,637	144,427	141,477	174,091
Jeonnam	1,733,266	79,421	153,485	167,625	180,639	234,062	299,416	295,437	323,181
Male	880,136	40,692	78,877	99,971	99,317	123,785	158,793	149,819	128,882
Female	853,130	38,729	74,608	67,654	81,322	110,277	140,623	145,618	194,299
Gyeongbuk	2,564,397	112,872	216,069	274,548	280,720	355,133	440,983	449,971	434,101
Male	1,304,957	57,977	113,468	161,660	157,060	185,609	226,611	225,816	176,756
Female	1,259,440	54,895	102,601	112,888	123,660	169,524	214,372	224,155	257,345
Gyeongnam	3,207,393	160,289	310,376	315,025	376,952	502,982	578,546	527,018	436,205
Male	1,631,274	82,557	161,128	184,319	207,863	261,340	294,165	262,598	177,304
Female	1,576,119	77,732	149,248	130,706	169,089	241,642	284,381	264,420	258,901
Jeju	664,087	39,332	69,330	71,478	84,614	108,631	117,167	93,191	80,344
Male	334,898	20,221	35,870	39,656	44,355	55,292	60,141	46,469	32,894
Female	329,189	19,111	33,460	31,822	40,259	53,339	57,026	46,722	47,450

3) Source: Statistics Korea, Estimated number of households for 2024 in "Household Projections"

Part.4 I. Survey Overview

12. Sample Status

The distribution by number of household members and by region (Dong/Eup & Myeon), of the sample households collected from the survey population defined above according to the description and procedure of Chapter 6 Sample Design is as shown in <Table 1-7> below. As shown in the table below, total number of sample households is 25,509 households, which comprises of 7,466 single-person households and 18,043 multiple-person households.

Table 1-7 | Household distribution by dong/eup/myeon and region

Region (Dong/Eup/Myeon)	Sample		
	Total Households	Single-Person Households	Multiple-Person Households
Seoul Special Metropolitan City	2,998	788	2,210
Busan Metropolitan City	1,701	413	1,288
Dong	1,621	395	1,226
Eup/Myeon	80	18	62
Daegu Metropolitan City	1,447	452	995
Dong	1,307	416	891
Eup/Myeon	140	36	104
Incheon Metropolitan City	1,604	473	1,131
Dong	1,557	456	1,101
Eup/Myeon	47	17	30
Gwangju Metropolitan City	1,184	381	803
Daejeon Metropolitan City	1,212	371	841
Ulsan Metropolitan City	937	223	714
Dong	745	174	571
Eup/Myeon	192	49	143
Sejong Special Self-Governing City	583	177	406
Dong	416	110	306
Eup/Myeon	167	67	100
Gyeonggi Province	3,461	910	2,551
Dong	2,901	749	2,152
Eup/Myeon	560	161	399
Gangwon Province	1,209	398	811
Dong	713	225	488
Eup/Myeon	496	173	323
Chungbuk Province	1,221	363	858
Dong	677	190	487
Eup/Myeon	544	173	371
Chungnam Province	1,410	499	911
Dong	670	227	443
Eup/Myeon	740	272	468
Jeonbuk Province	1,303	396	907
Dong	930	260	670
Eup/Myeon	373	136	237
Jeonnam Province	1,312	456	856
Dong	556	177	379
Eup/Myeon	756	279	477
Gyeongbuk Province	1,530	487	1,043
Dong	786	245	541
Eup/Myeon	744	242	502
Gyeongnam Province	1,635	451	1,184
Dong	1,071	270	801
Eup/Myeon	564	181	383
Jeju Special Self-Governing Province	762	228	534
Dong	542	158	384
Eup/Myeon	220	70	150
Total	25,509	7,466	18,043

The distribution of sample household members by region, gender, and age group from the survey population defined above according to the description and procedure of Chapter 6 Sample Design, is as shown in <Table 1-8> below. As shown in the table below, the number of total surveyed household members is 60,229 persons, which consists of 28,787 male members and 31,442 female members. By age, those in their 50s are the most with 11,449 persons, followed by 11,120 persons in their 60s, 8,593

Table 1-8 | Population distribution by region/gender/age group

Gender	Total	3~9	10~19	20~29	30~39	40~49	50~59	60~69	70+
Nationwide	60,229	3,292	4,385	6,446	8,593	8,460	11,449	11,120	6,484
Male	28,787	1,464	2,179	3,133	4,163	4,056	5,388	5,469	2,935
Female	31,442	1,828	2,206	3,313	4,430	4,404	6,061	5,651	3,549
Seoul	7,259	400	541	796	1,327	1,098	1,286	1,407	404
Male	3,480	183	272	367	632	532	597	696	201
Female	3,779	217	269	429	695	566	689	711	203
Busan	4,173	237	256	389	597	555	781	863	495
Male	2,018	101	124	210	293	277	360	414	239
Female	2,155	136	132	179	304	278	421	449	256
Daegu	3,421	206	213	370	515	493	565	591	468
Male	1,661	86	106	193	253	248	266	285	224
Female	1,760	120	107	177	262	245	299	306	244
Incheon	3,903	294	331	399	634	606	716	707	216
Male	1,820	124	175	167	293	298	337	330	96
Female	2,083	170	156	232	341	308	379	377	120
Gwangju	2,783	120	199	436	415	300	557	459	297
Male	1,329	53	99	214	207	142	257	230	127
Female	1,454	67	100	222	208	158	300	229	170
Daejeon	2,787	146	250	344	304	475	585	488	195
Male	1,309	61	121	157	144	220	278	246	82
Female	1,478	85	129	187	160	255	307	242	113
Ulsan	2,291	115	154	246	292	348	448	450	238
Male	1,114	54	79	111	149	172	220	223	106
Female	1,177	61	75	135	143	176	228	227	132
Sejong	1,286	47	89	149	147	180	273	268	133
Male	619	19	45	75	74	81	125	136	64
Female	667	28	44	74	73	99	148	132	69

Part.4 I. Survey Overview

Gender	Total	3~9	10~19	20~29	30~39	40~49	50~59	60~69	70+
Gyeonggi	8,363	489	581	907	1,436	1,279	1,567	1,478	626
Male	4,051	230	285	425	690	609	742	754	316
Female	4,312	259	296	482	746	670	825	724	310
Gangwon	2,582	76	184	214	175	300	516	583	534
Male	1,199	37	97	108	89	136	236	283	213
Female	1,383	39	87	106	86	164	280	300	321
Chungbuk	2,876	185	234	352	403	400	640	441	221
Male	1,387	76	109	165	201	193	314	227	102
Female	1,489	109	125	187	202	207	326	214	119
Chungnam	3,205	123	281	297	334	440	654	588	488
Male	1,509	61	152	149	160	214	302	291	180
Female	1,696	62	129	148	174	226	352	297	308
Jeonbuk	2,978	153	193	342	435	369	582	492	412
Male	1,414	78	87	162	207	164	292	237	187
Female	1,564	75	106	180	228	205	290	255	225
Jeonnam	3,001	105	220	298	344	387	527	590	530
Male	1,412	45	97	149	168	185	257	272	239
Female	1,589	60	123	149	176	202	270	318	291
Gyeongbuk	3,657	258	250	415	490	486	643	650	465
Male	1,749	108	121	241	244	229	286	314	206
Female	1,908	150	129	174	246	257	357	336	259
Gyeongnam	3,890	215	197	357	573	421	760	800	567
Male	1,868	93	95	177	285	202	350	403	263
Female	2,022	122	102	180	288	219	410	397	304
Jeju	1,774	123	212	135	172	323	349	265	195
Male	848	55	115	63	74	154	169	128	90
Female	926	68	97	72	98	169	180	137	105

13. Survey Contents

This survey is conducted into the household part and the household member part.
The household member part consists of a total of 14 fields, and the details are as follows.

Division		No.	Item
Household Part		1	
		2	ICT Device Ownership Status
		3	Internet Access Status
		4	Internet Access Method
Household Member Part	Computer and Mobile Phone Use	1	Subscribed/Used ICT Service
		2	Recent Computer Use Period
		3	Computer Use Frequency
		4	Recent Mobile Phone Use Period
	Internet Use	5	Digital Utilization Ability
		6	Recent Internet Use Period
		7	Internet Use Frequency and Time
		8	Internet Access Method
		9	Recent Mobile Internet Use Period
		10	Recent Smartphone Use Period
		11	Smartphone Use Frequency and Time
		11-1	Internet Use Purpose (Activity) (PC/Mobile)
		11-2	Communication Activity Frequency and Time
		12	Frequently Used Site/App when searching the Internet (Degree of trust)
		13	Frequently Used Video Service type
		14	Video Service Use Frequency and Time
	ICT Device Ownership and Use Status	15	Internet Media Use Status
	Email Use	16	Personal Portable ICT Device Ownership/Internet Use Status
		17	Recent Email Use Period
	Instant Messenger Use	18	Work/Personal Email Use Frequency
		19	Recent Instant Messenger Use Period (PC/Mobile)
		20	Frequently Used Instant Messenger Type
	SNS Use	21	Used Instant Messenger Function
		22	Recent SNS Use Period (PC/Mobile)
		23	SNS Use Frequency and Average One Time Use Time
		24	Frequently Used SNS Type
		25	Reasons for Using SNS

Part.4 I. Survey Overview

Division		No.	Item
Household Member Part	AI Service	26	Understanding and Identification AI Technology
		27	AI Service Awareness and Experience Area
			AI Service Level of Help
			Necessity of AI Services in Daily Life
			Intention to Use AI Services in the Future
		28	Detailed Experience Using Generative AI Services
		29	Opinion about AI Service
		30	AI Service Utilization Capability and Ethical Use
	Wearable Device Use	31	Used Wearable Device Function
	Online Shopping Use	32	Recent Online Shopping Use Period (PC/Mobile)
		33	Online Shopping Purchase Frequency and No. of Times
		34	Monthly Average Online Shopping Purchase Amount (International Direct Purchase Proportion)
		35	Online Shopping Payment Method (PC/Mobile)
		36	Items Purchased Online (PC/Mobile)
		37	Online Shopping Use Method
		38	Reasons for Not Using Online Shopping
	Internet Banking Use	39	Bank Transaction Status
		39-1	Recent Internet Banking Use Period (PC/Mobile)
		40	Frequently Used Internet Banking Transfer Service
	Cloud Service Use	41	Recent Cloud Service Use Period
		42	Cloud Service Use Purpose
	Smartphone Use	43	Frequently Used Smartphone Apps
		44	Smartphone Mobile Simple Payment Use Status
	Personal Information Protection	45	Measures for Protection of Personal Information
	Internet Non-user	46	Reasons for Not Using the Internet
		47	Future Internet Use Intention

II. Internet 'Base'



- 01. Household Internet Access Rate
- 02. Household Internet Usage
Environment
- 03. Personal Internet Usage Rate
- 04. Personal Internet Use Pattern

Part.4 II. Internet 'Base'

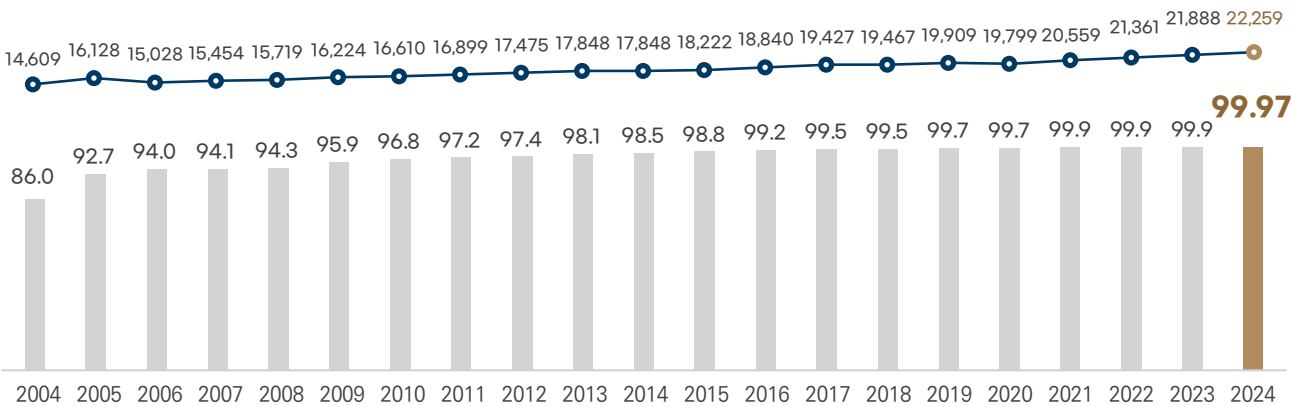
1. Household Internet Access Rate

• Most households in Korea (99.97%) can access the Internet

A. Internet Access Rate

As of July 2024, the percentage of households with Internet access among all households in Korea (22,265 million households) was 99.97%, the same level as the previous year.

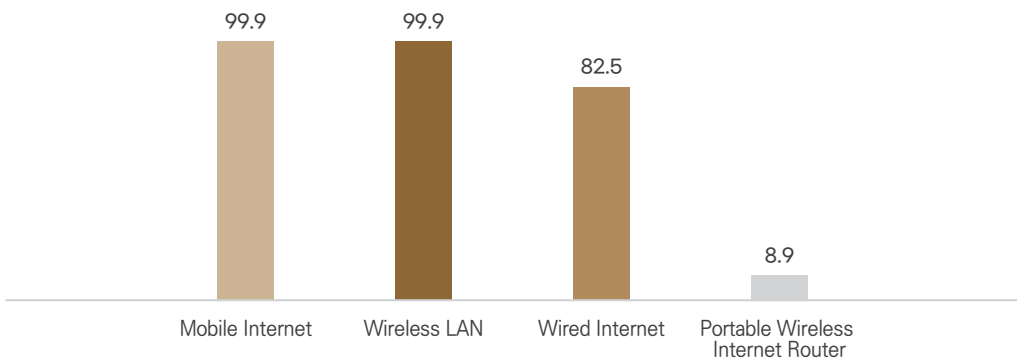
Figure 2-1 Trends of household Internet access rate and number of Internet-accessing households (% , thousand households, based on all households in Korea)



B. Household Internet Access Method

Among households connected to the Internet, the percentage of households that can use the 'Wireless LAN' and 'Mobile Internet' was 99.9% each, followed by 'Wired Internet' (82.5%), and 'Portable Wireless Internet Router' (8.9%).

Figure 2-2 Household Internet access method (multiple responses, %, based on households with Internet access)

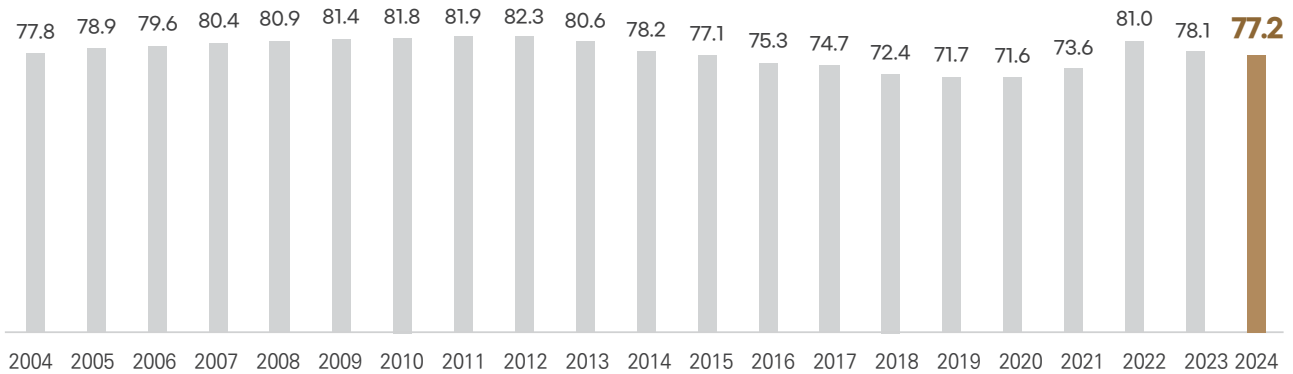


2. Household Internet Access Environment

A. Computer Ownership Rate

As of July 2024, 77.2% of all households (a 0.9%p decrease from the previous year) were found to have computers such as desktop PC, laptop, and tablet PC in the household.

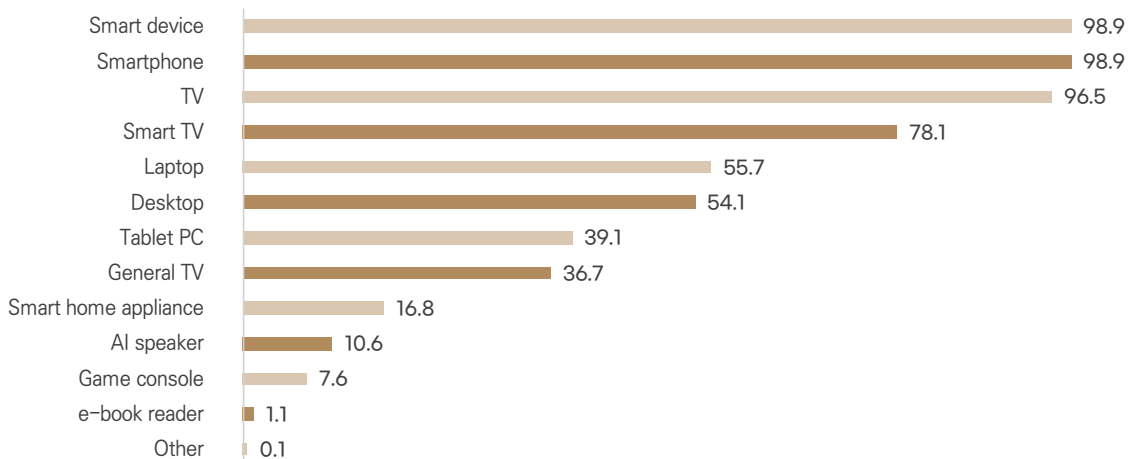
Figure 2-3 | Computer ownership rate (% , based on all households)



B. ICT Device Ownership Status

It was found that 9 out of 10 households (98.9%) in Korea have smart devices such as smartphones and tablet PCs. Among all households, 36.7% had a 'General TV', while 78.1% had a 'Smart TV'. Meanwhile, 55.7% of households owned a 'Laptop', and 54.1% owned a 'Desktop computer'.

Figure 2-4 | Household ICT device ownership status (multiple responses, %, based on all households)

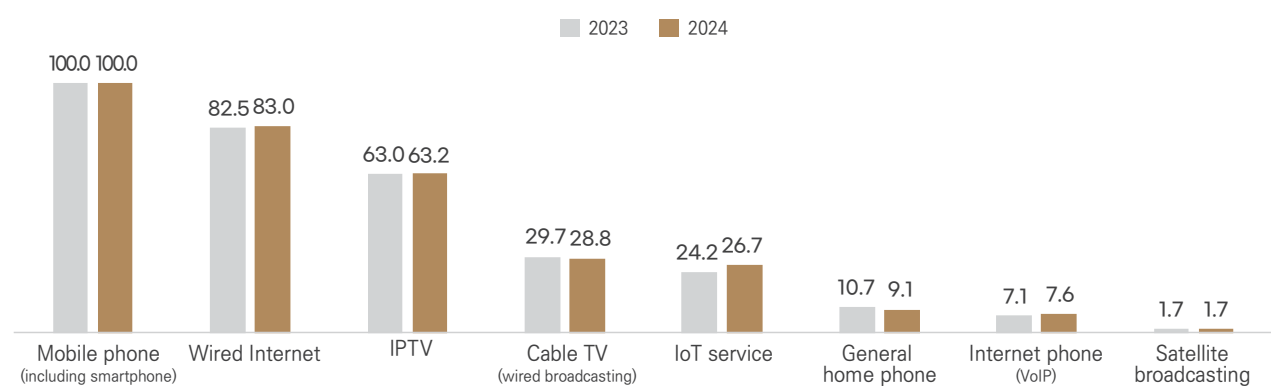


Part.4 II. Internet ‘Base’

C. ICT Service Use Status

Households using 'Mobile phone' services, including smartphones, accounted for the highest proportion at 100.0%. 'Wired Internet' was used by 83.0% of households. Other types of ICT services include 'IPTV' (63.2%), 'Cable TV' (28.8%), 'IoT service' (26.7%), 'General home phone' (9.1%), etc. The ICT service that showed the largest year-over-year change was IoT services, with a 2.5%p increase in usage.

Figure 2-5 | Household ICT service use status (multiple responses, %, based on all households)



3. Personal Internet Usage Rate

• 48,189 thousand people, or 94.5% of the population aged 3 or older, use the Internet

A. Personal Internet Usage Rate and Number of Users

As of July 2024, Internet Usage rate (ratio of persons who have used the Internet once or more within the last month) of the population aged 3 or older was 94.5%, up 0.5%p from the previous year. The number of Internet users was 48,189 thousand persons, increased by 442 thousand persons compared to the previous year. The Internet Usage rate of the elderly, aged 60 or older, was 83.1% (The number of Internet users is 11,756 thousand persons), increased by 2.0%p and showed a steady growing trend.

Figure 2-6 Trends of personal Internet access rate and number of users (% , thousand persons, based on the population aged 3 or older)

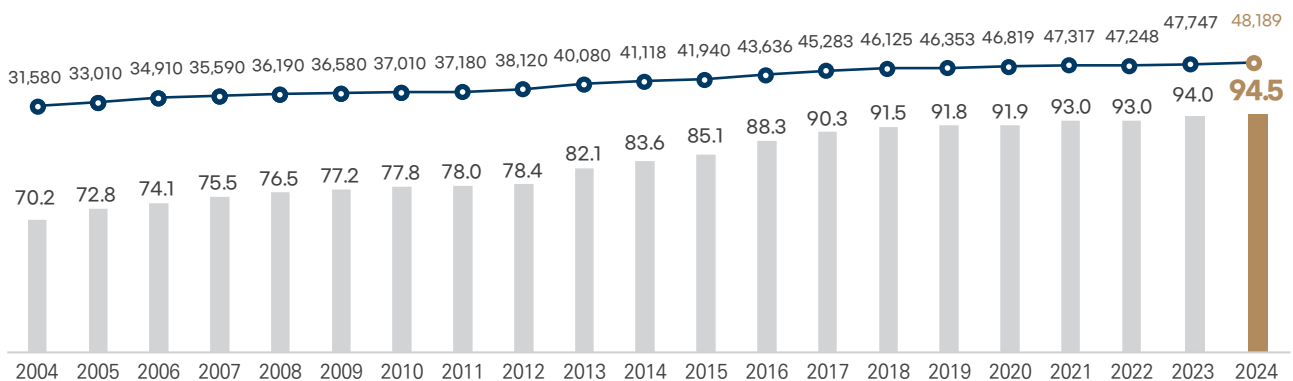
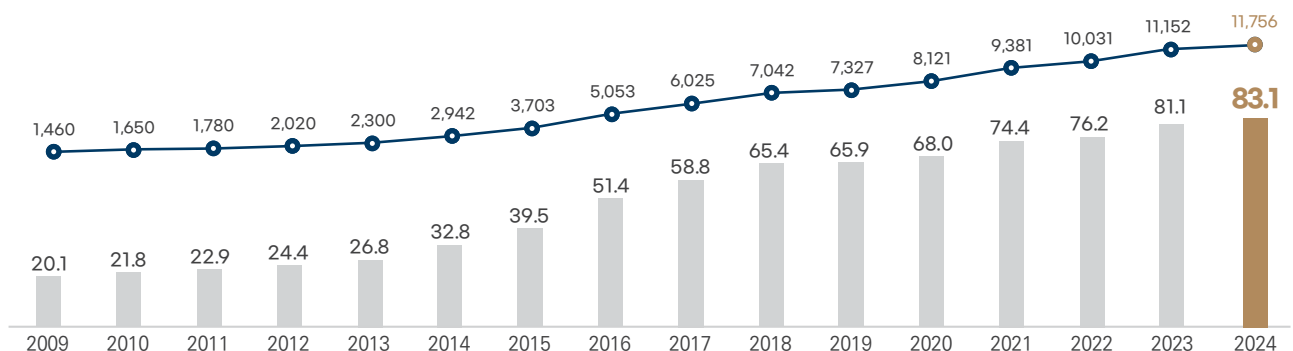


Figure 2-7 Trends of Internet Usage rate and number of users for those aged 60 or older (% , thousand persons, based on the population aged 60 or older)



Part.4 II. Internet ‘Base’

Among the population aged 3 or older, 95.4% are ‘Internet users’ who have accessed the Internet at least once in the past year. Regarding the recency of Internet use, 88.0% had used it within the last 24 hours—the most common usage period—while 94.7% had used it within the last three months.

Figure 2-8 | Recent Internet use period (% , based on the population aged 3 or older)

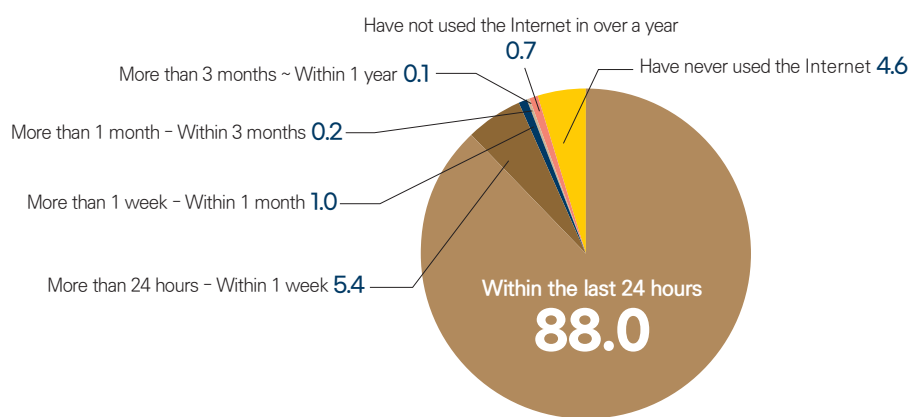


Table 2-1 | Internet Usage rate and number of users for each recent Internet use period (% , thousand persons, based on the population aged 3 or older)

	Within 1 week	Within 1 month	Within 3 months	Within 1 year	Person with Internet experience
Usage rate	93.4	94.5	94.7	94.8	95.4
Number of users	47,672	48,189	48,316	48,353	48,691

B. Internet Usage Rate and Number of Users by Gender

In 2024, the Internet usage rate among 'Male' individuals aged 3 or older was 95.3%, unchanged from the previous year, while the rate among 'Female' individuals was 93.6%, up 0.9%p from the previous year. The number of Internet users by gender was 24,305 thousand 'Male' and 23,885 thousand 'Female'. The gender distribution of Internet users was 50.4% 'Male' and 49.6% 'Female'.

Figure 2-9 | Internet Usage rate by gender (% , based on the population aged 3 or older)

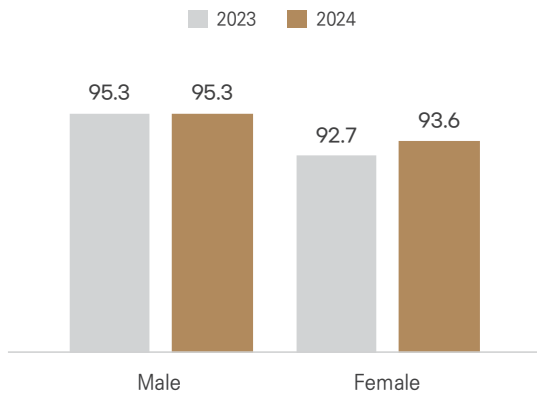


Figure 2-10 | Number of Internet users by gender (thousand persons)

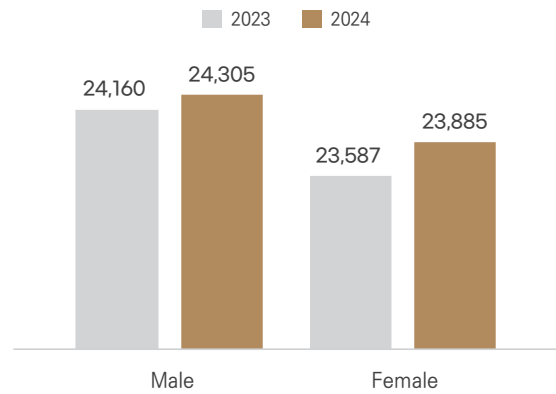
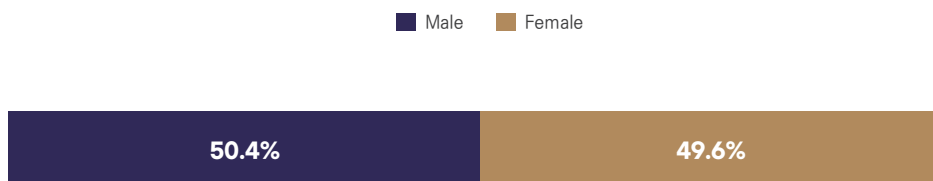


Figure 2-11 | Distribution ratio of Internet users by gender (% , based on Internet users aged 3 or older)



Part.4 II. Internet ‘Base’

C. Internet Usage Rate and Number of Internet Users by Age

In Korea, the Internet usage rate is highest among those in their teens to 50s, while those aged ‘3–9’ and those in their ‘60s’ also showed high usage rates of 92.0% and 95.7%, respectively. The usage rate for those ‘70+’ was lower than that of other age groups, but it increased by 3.6%p from the previous year, reaching a usage rate of 68.0%.

Figure 2–12 | Internet Usage rate by age (% , based on the population aged 3 or older)

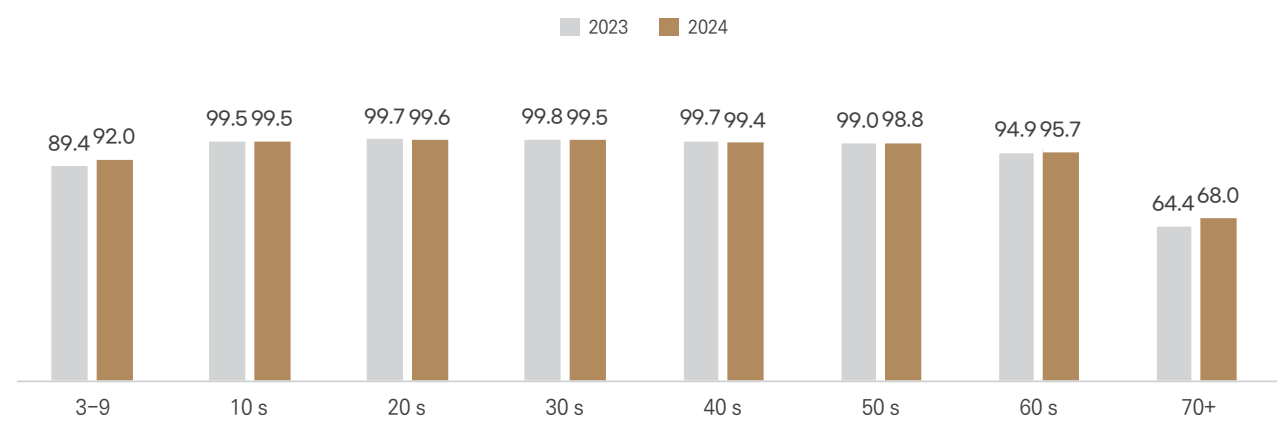
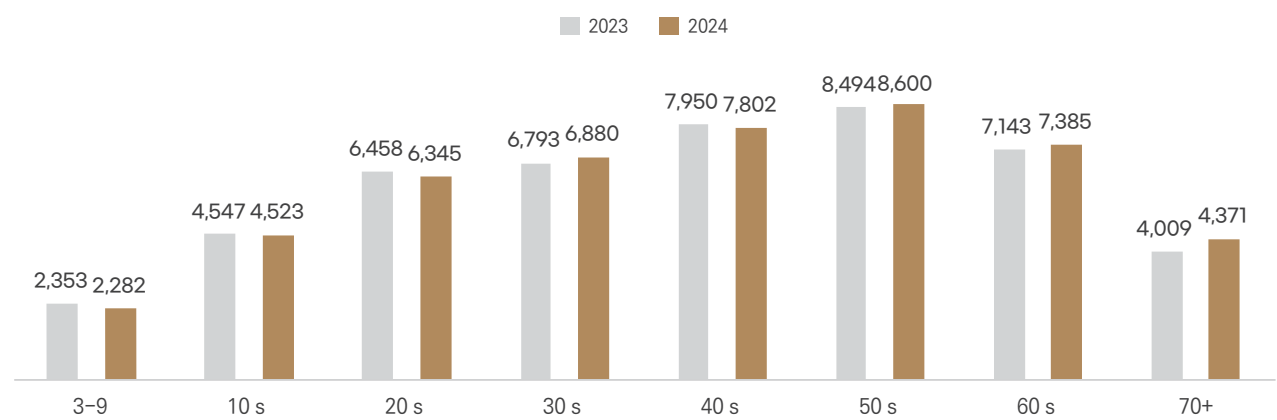


Figure 2–13 | Number of Internet users by age (thousand persons, based on the population aged 3 or older)



Looking at the distribution of Internet users by age group, those in their '50s' account for the highest proportion at 17.1%, followed by those in their '40s' (15.4%), '60s' (15.1%), '30s' (13.5%), '70+' (12.6%), '20s' (12.5%), '10s' (8.9%), and '3-9' years old (4.9%).

Figure 2-13 | Distribution ratio of the entire population and Internet users by age (% , based on the population aged 3 or older)

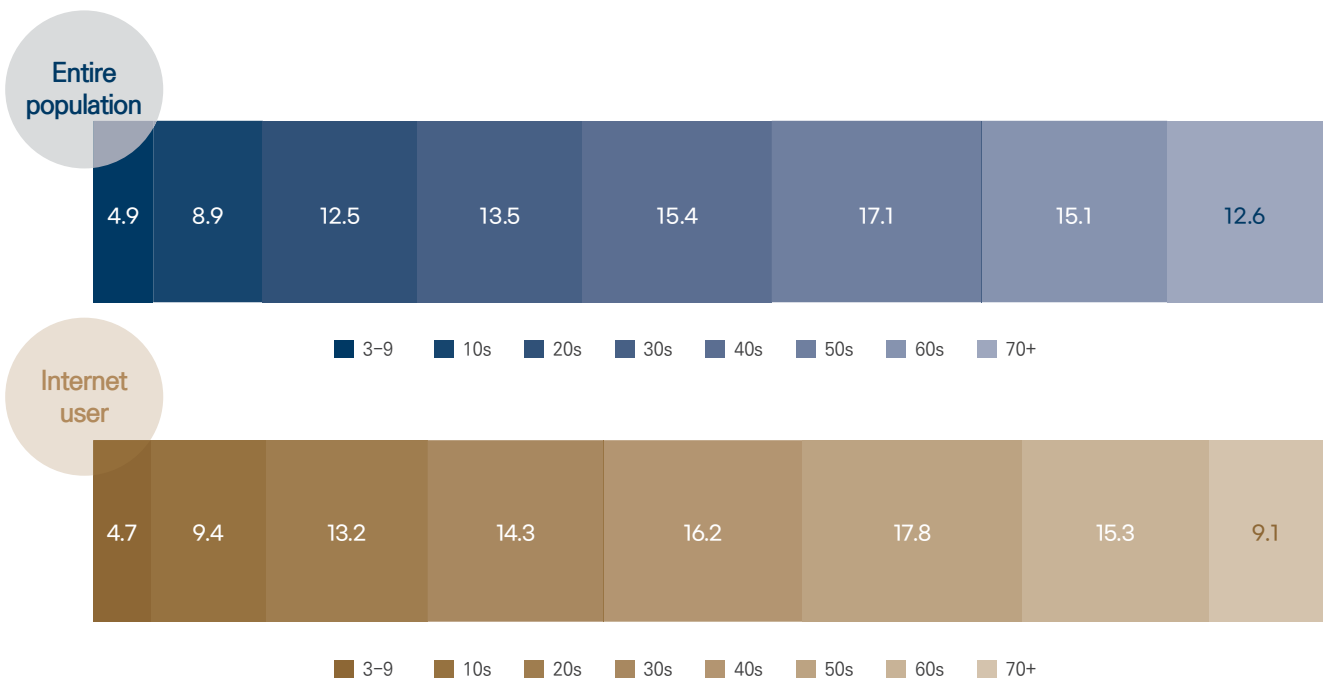


Table 2-2 | 2019-2024 Population projections (Statistics Korea) (Unit: thousand persons)

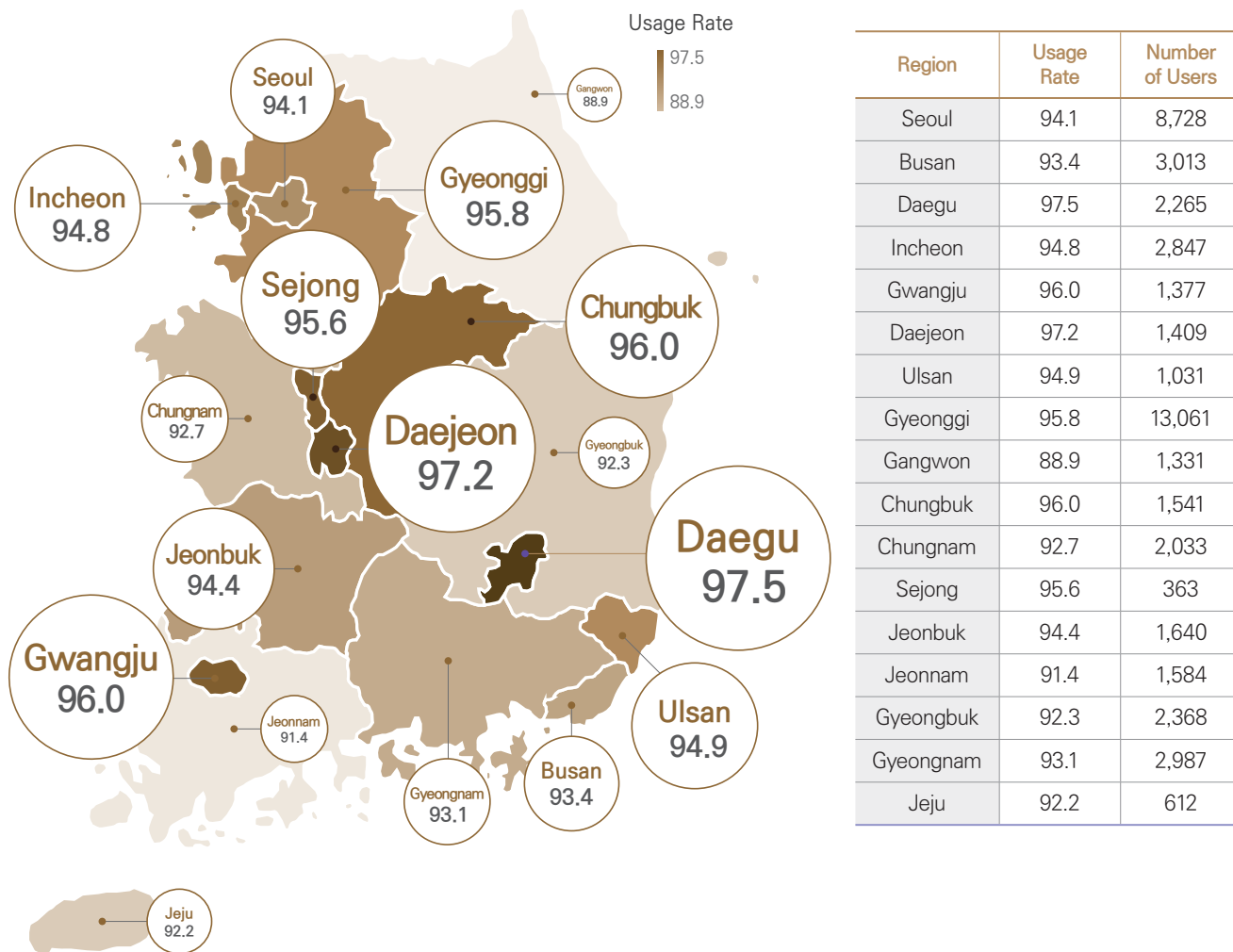
	3-9	10s	20s	30s	40s	50s	60s	70+
2019	3,149	4,928	7,027	7,358	8,335	8,593	6,077	5,240
2020	3,094	4,769	7,038	7,175	8,258	8,575	6,477	5,490
2021	2,963	4,643	6,952	6,981	8,152	8,535	6,960	5,676
2022	2,806	4,588	6,723	6,854	8,085	8,588	7,207	5,954
2023	2,631	4,568	6,477	6,806	7,977	8,578	7,526	6,226
2024	2,481	4,546	6,372	6,913	7,852	8,706	7,720	6,429

Part.4 II. Internet 'Base'

D. Internet Usage Rate and Number of Users by Region

Looking at the Internet usage rates of the 17 cities and provinces across the country, 'Daegu' (97.5%), 'Daejeon' (97.2%), 'Gwangju' and 'Chungbuk' (each 96.0%), 'Gyeonggi' (95.8%) and 'Sejong' (95.6%) showed a high Internet Usage rate at and over 95.0%, followed by 'Ulsan' (94.9%), 'Incheon' (94.8%), 'Jeonbuk' (94.4%), 'Seoul' (94.1%), 'Busan' (93.4%), and 'Gyeongnam' (93.1%). The region with the lowest Internet Usage rate, Gangwon, still recorded 88.9%, indicating that most local governments had an Internet Usage rate of over 90.0%. 'Gyeonggi' had the largest number of Internet users at 13,061 thousand persons, followed by 'Seoul' with 8,728 thousand persons and 'Busan' with 3,013 thousand persons.

Figure 2-15 | Internet Usage rate and number of users by region (% , thousand persons, based on the population aged 3 or older)



By region size¹⁾ Internet Usage rate of 'Dong' was 95.2% (increased by 0.4%p compared to the previous year), which was higher than that of 'Eup and Myeon', 91.2% (increased by 0.6%p compared to the previous year).

Figure 2-16 | Internet Usage rate by region size (% , based on the population aged 3 or older)

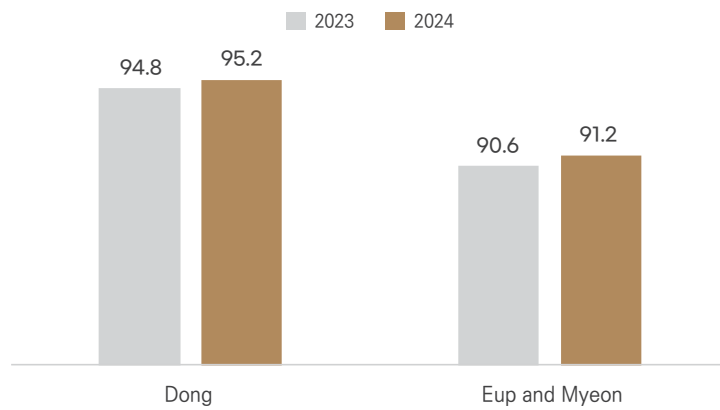


Table 2-3 | Internet Usage rate by region size and region (% , based on the population aged 3 or older)

City/Province	Dong	Eup/Myeon	City/Province	Dong	Eup/Myeon
Seoul	94.1	-	Gyeonggi	96.4	92.4
Busan	93.7	88.1	Gangwon	89.9	87.2
Daegu	97.6	96.9	Chungcheong	95.6	92.6
Incheon	94.7	100.0	Jeolla	94.8	90.3
Gwangju	96.0	-	Gyeongsang	95.0	89.5
Daejeon	97.2	-	Jeju	93.8	88.3
Ulsan	94.7	95.5			

* (-): The case in which Eup/Myeon region does not exist within the corresponding city and province

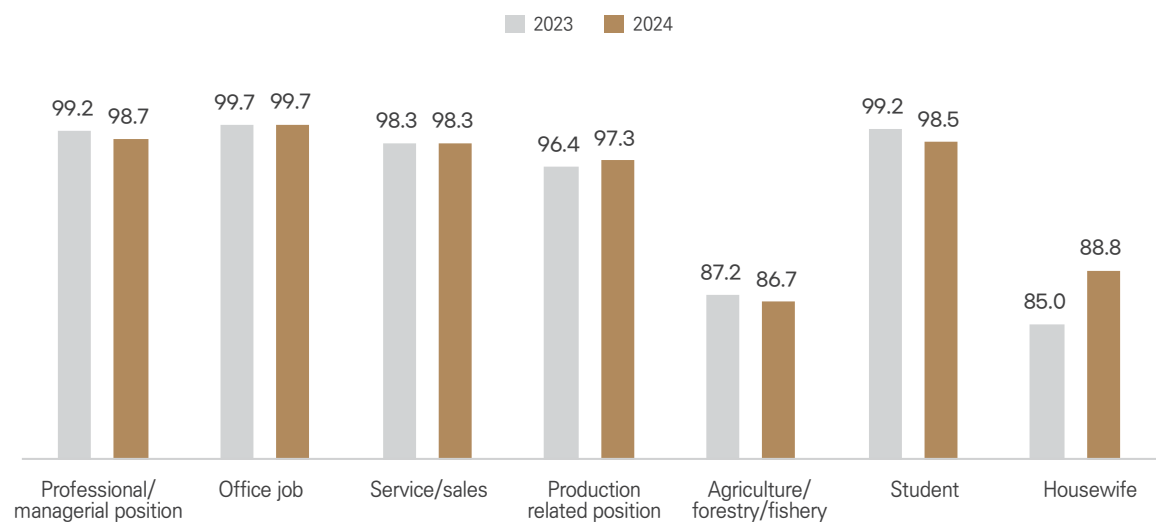
1) According to the administrative district, the 'Dong' district was analyzed as 'Dong', and 'Eup' or 'Myeon' districts were analyzed as 'Eup/Myeon'

Part.4 II. Internet ‘Base’

E. Internet Usage Rate by Occupation

By occupation²⁾, Internet Usage rate of ‘Office job’ was the highest at 99.7%, followed by ‘Professional/managerial position’ (98.7%), and ‘Service/sales’ (98.3%). Meanwhile, the Internet Usage of ‘Student’ and ‘Housewife’ was 98.5% and 88.8%, respectively.

Figure 2-17 | Internet Usage rate by occupation (% , based on the population aged 3 or older)



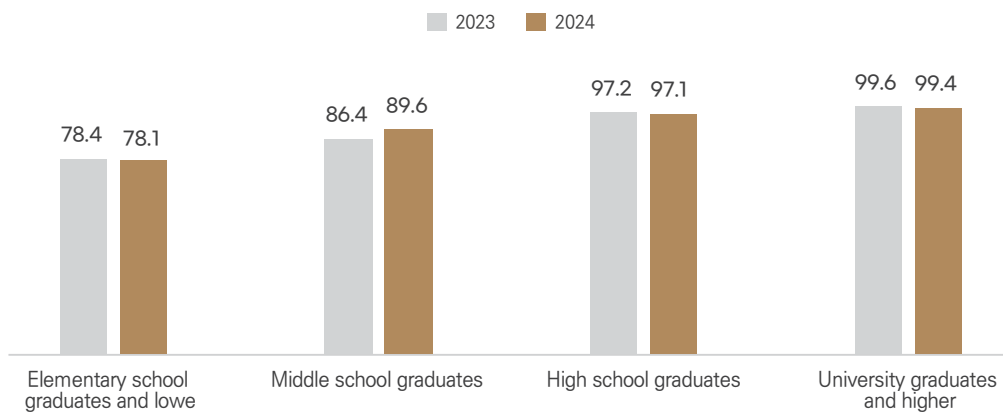
2) Analyzed based on Korean Standard Classification of Occupations (KSCO: Korean Standard Classification of Occupations)

Classification	Detailed Classification
Professional/ managerial position	Manager
	Professional and relevant worker
Office job	Office worker
Service/sales	Service employee
	Salesperson
Production related position	Technician and craftsman in related field
	Equipment, machine operation and assembly worker
	Simple laborer
Agriculture, forestry, fishery	Skilled professional in agriculture, forestry, fishery
Unemployed/other	Serviceperson, student, housewife, unemployed/other

F. Internet Usage Rate by Education Level

By education level, the Internet Usage rate of 'University graduates and higher' was the highest at 99.4%, followed by 'High school graduates' (97.1%), 'Middle school graduates' (89.6%), and 'Elementary school graduates and lower' (78.1%).

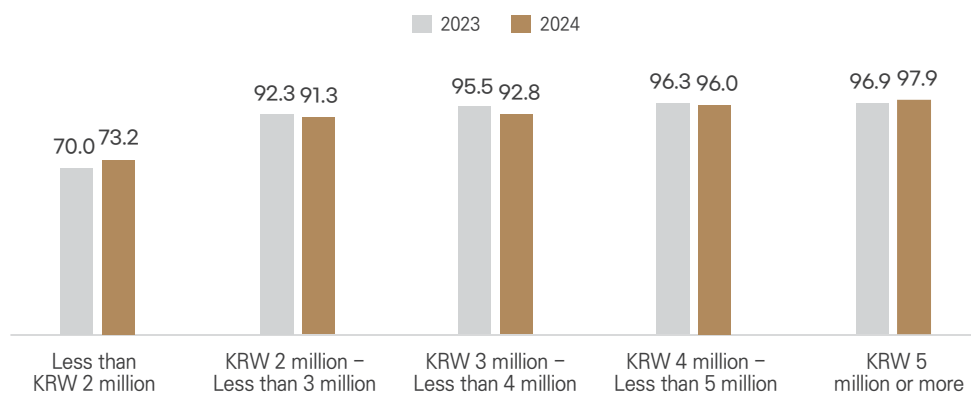
Figure 2-18 | Internet Usage rate by education level (% , based on the population aged 3 or older)



G. Internet Usage Rate by Household Income

By household income, the Internet Usage rate was highest for households with an average monthly household income of 'KRW 5 million or more', at 97.9%. In contrast, the Internet Usage rate of those with 'Less than KRW 2 million' was the lowest at 73.2%, indicating that as the household income increases, the Internet Usage rate increases.

Figure 2-19 | Internet Usage rate by household income (% , based on the population aged 3 or older)



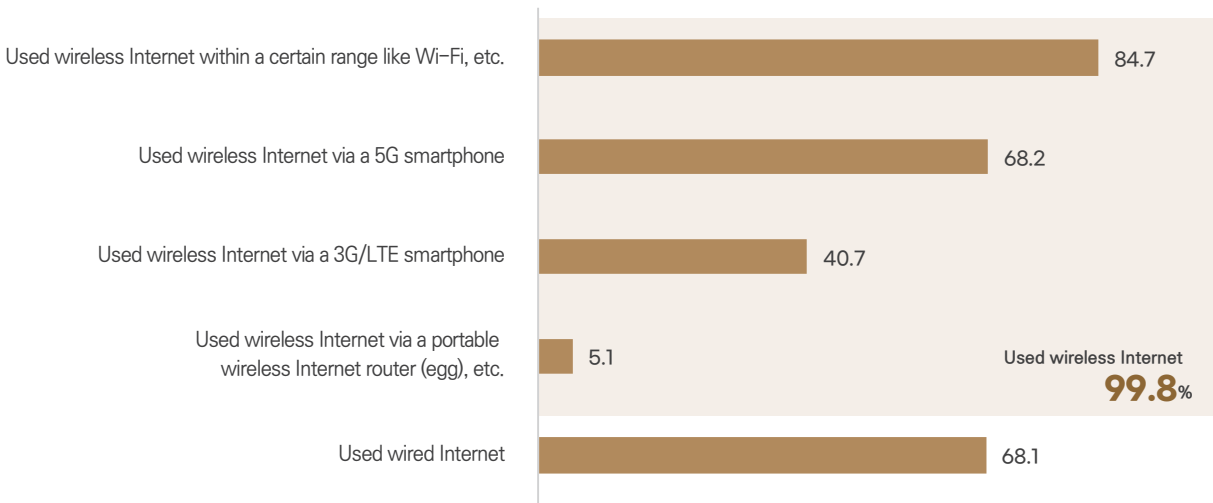
4. Personal Internet Use Pattern

- Internet is more used via wireless access (99.8%) rather than wired (68.1%)

A. Internet Access Method

It was found that the wireless access methods are used more frequently than wired (68.1%) when accessing the Internet. Among the wireless Internet access methods, ‘Used wireless Internet within a certain range like Wi-Fi, etc.’ was the highest at 84.7%, followed by ‘Used wireless Internet via a 5G smartphone’ (68.2%), ‘Used wireless Internet via a 3G/LTE smartphone’ (40.7%), and ‘Used wireless Internet via a portable wireless Internet router (egg), etc.’(5.1%).

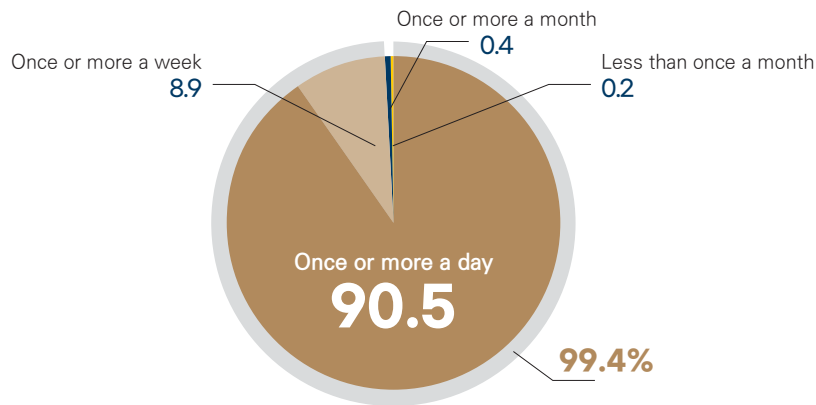
Figure 2-20 | Internet access method (multiple responses, %, based on Internet users aged 3 or older)



B. Internet Use Frequency

The majority (99.4%) of Internet users aged 3 or older were found to use the Internet at least once a week ('Once or more a day', 90.5%, 'Once or more a week', 8.9%).

Figure 2-21 | Internet use frequency (% , based on Internet users aged 3 or older)



By age group, more than 90% of all age groups except for '3-9 years old', '60s', and '70s or older' used the Internet 'At least once a day' (teenagers 93.1%, 20s 95.1%, 30s 95.5%, 40s 93.8%, 50s 92.0%).

Table 2-4 | Internet use frequency by gender/age group (% , based on Internet users aged 3 or older)

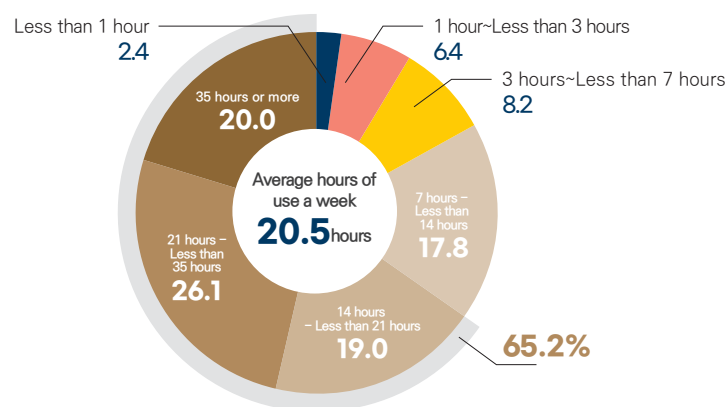
Category		Once or more a day	Once or more a week	Once or more a month	Less than once a month
성별	Male	91.4	8.1	0.4	0.1
	Female	89.6	9.7	0.5	0.2
연령	3-9	77.2	22.3	0.4	0.0
	10s	93.1	6.6	0.2	0.1
	20s	95.1	4.8	0.1	0.0
	30s	95.5	4.4	0.1	0.0
	40s	93.8	6.0	0.2	0.0
	50s	92.0	7.4	0.5	0.1
	60s	87.2	11.8	0.7	0.3
	70+	77.1	20.5	1.4	1.0

Part.4 II. Internet ‘Base’

C. Internet Use Time

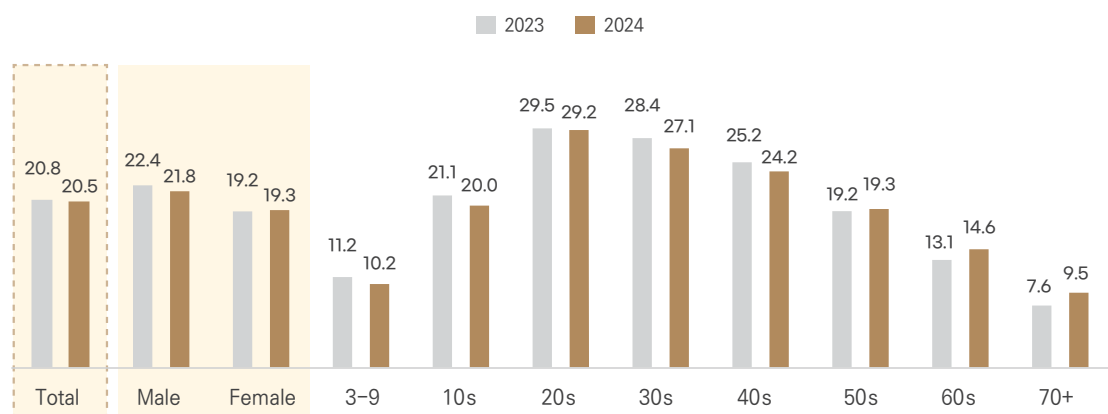
It was found that 65.2% of Internet users aged 3 or older use the Internet for an average of more than 14 hours per week ('14 hours – Less than 21 hours', 19.0%, '21 hours – Less than 35 hours', 26.1%, '35 hours or more', 20.0%), and the average weekly Internet usage time is 20.5 hours.

Figure 2-22 | Average weekly Internet usage time (% , based on Internet users aged 3 or older)



When analyzed by gender, Internet use time of ‘Male’ (21.8 hours) was longer than ‘Female’ (19.3 hours). By age group, Internet use time was in the order of those in their ‘20s’ (29.2 hours), ‘30s’ (27.1 hours), ‘40s’ (24.2 hours), ‘10s’ (20.0 hours), etc.

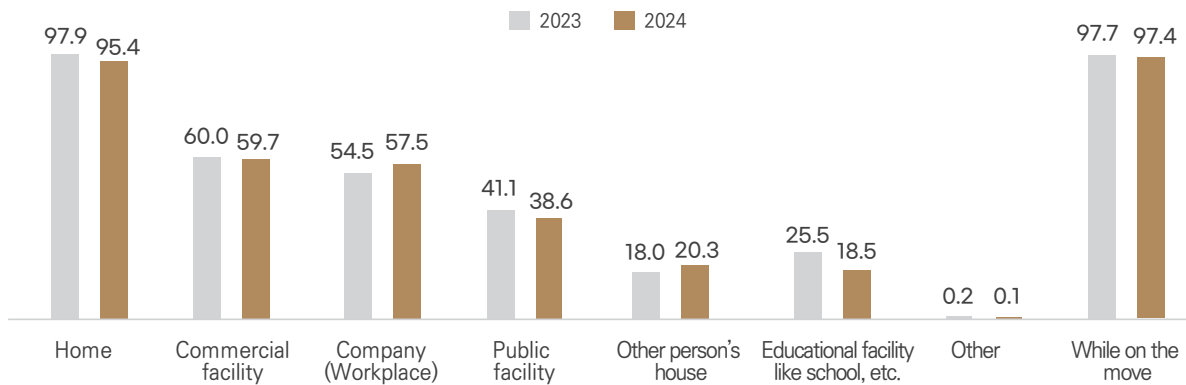
Figure 2-23 | Average weekly Internet use time by gender/age group (hours, based on Internet users aged 3 or older)



D. Internet Use Location

It was found that 97.4% of Internet users use the Internet 'While on the move' by using smartphone, tablet PC, etc. The most common place to use the Internet was 'Home' at 95.4%, followed by 'Commercial facility' (59.7%), 'Company' (57.5%), 'Public facility' (38.6%), etc.

Figure 2-24 | Internet use location (% , based on Internet users aged 3 or older)



The main places of Internet use by age group, excluding 'Home', was 'While on the move' (75.0%) for those aged 3-9, and 'Educational facility like school, etc.' (98.3%) for teenagers. For those in their 30s and 40s, the main economic activity age groups, 'Company (workplace)' accounted for 87.1% and 82.5%, respectively, which were higher than other age groups.

Table 2-5 | Internet use location by gender/age group (multiple responses, % , based on Internet users aged 3 or older)

Category		Home	Commercial facility	Company (workplace)	Public facility	Educational facility like school, etc.	Other person's house	Other	While on the move
Gender	Male	94.8	59.7	66.9	38.9	21.0	16.6	0.0	97.7
	Female	96.0	59.8	47.9	38.2	19.6	20.4	0.1	97.1
Age	3-9	97.2	50.8	0.0	13.9	59.7	18.4	0.0	75.0
	10s	96.2	63.9	0.3	31.0	98.5	28.3	0.0	97.9
	20s	95.6	78.5	57.3	51.8	38.9	23.7	0.0	98.7
	30s	95.2	69.3	87.1	46.9	6.9	17.8	0.0	98.9
	40s	94.5	64.5	82.5	45.3	6.0	16.9	0.0	99.6
	50s	94.9	56.4	74.6	41.4	3.1	15.2	0.0	99.0
	60s	95.1	48.6	57.8	28.6	3.2	15.6	0.1	98.1
	70+	96.8	34.7	21.7	26.1	0.9	16.2	0.3	95.8

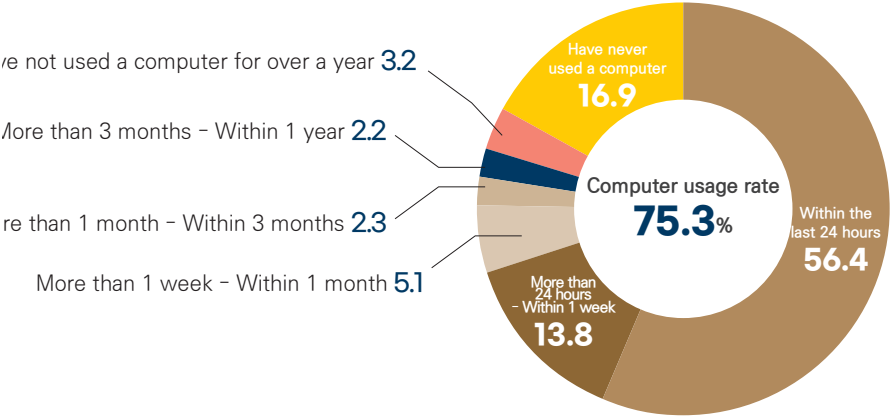
Part.4 II. Internet 'Base'

E. Computer Usage Rate

• Computer usage rate of the population aged 3 or older in Korea is 75.3%

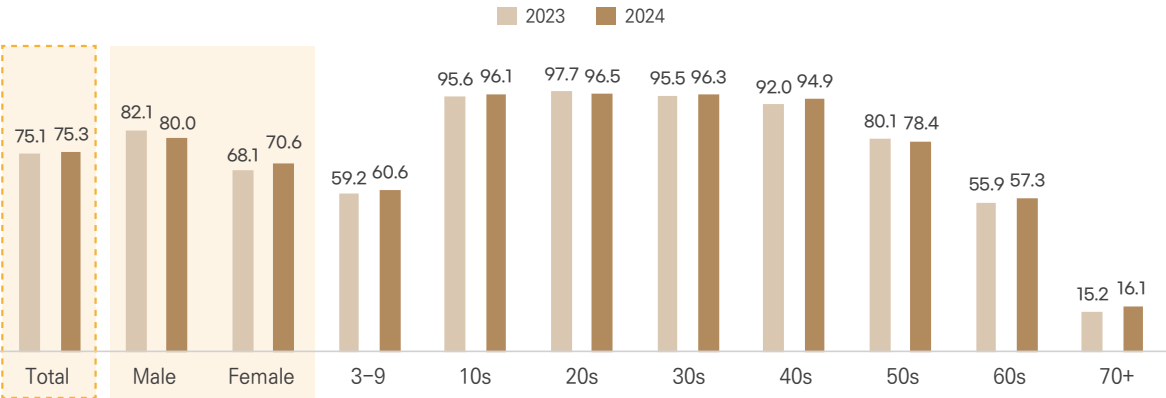
The computer usage rate (desktop, laptop, tablet PC, etc.) of the population aged 3 or older in the past month was 75.3%, and the percentage of people who have used the computer within the last 24 hours was 56.4%.

Figure 2-25 | Computer usage rate (% , based on the population aged 3 or older)



The computer usage rate for 'Male' was 80.0%, 9.5%p higher than that of 'Female' (70.6%). The usage rate for those in their teens to 30s exceeded 95.0%.

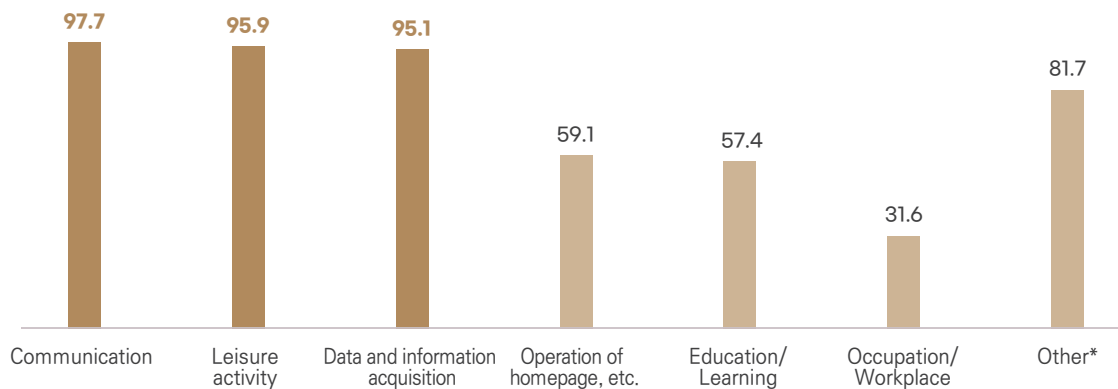
Figure 2-26 | Computer usage rate by gender/age group (% , based on the population aged 3 or older)



F. Purpose of Internet Use

By purpose of Internet use, 'Communication' was the most common at 97.7%, followed by 'Data and Information Acquisition' (95.9%), 'Leisure Activity' (95.1%), and 'Operation of homepage, etc.' (59.1%).

Figure 2-27 Purpose of Internet use (multiple responses, %, based on Internet users aged 3 or older)



* "Other" includes Internet banking, sales of products or services, reservations and use of travel/transportation and accommodation-related services, etc.

By gender, males were higher than females in all usage purposes. By age group, those aged in 3–9 years are more likely to use the Internet for 'Leisure activity' than for other purposes, while those in their 10s were higher in 'Data and information acquisition' (99.9%) and those in their 20s to 50s higher in 'Communication' (100.0%).

Table 2-6 Purpose of Internet use by gender/age group (multiple responses, %, based on Internet users aged 3 or older)

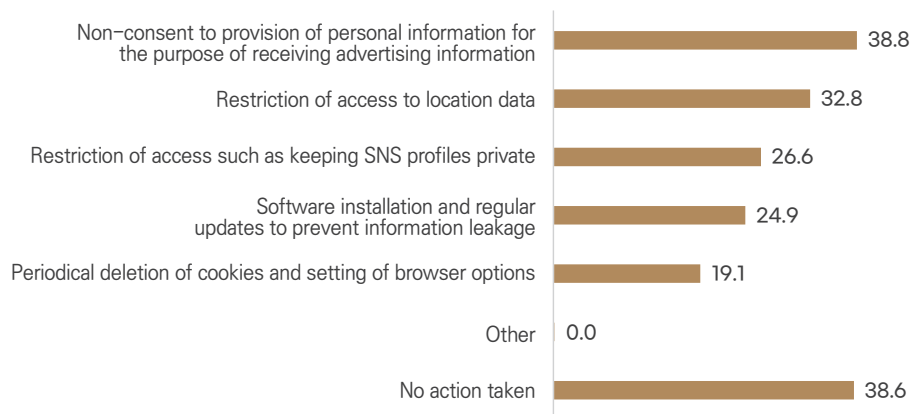
Category		Communi- cation	Data and information acquisition	Leisure activity	Operation of homepage, etc.	Education/ learning	Occupation/ workplace	Other
Gender	Male	97.7	96.7	95.7	59.0	59.7	34.9	83.5
	Female	97.7	95.2	94.5	59.2	55.1	28.2	79.8
Age	3–9	61.6	61.8	96.1	22.9	55.3	0.0	4.9
	10s	99.8	99.9	97.8	69.2	93.2	14.4	57.6
	20s	100.0	99.5	99.3	82.9	78.7	54.0	98.5
	30s	100.0	99.5	98.8	78.0	67.8	53.0	98.9
	40s	100.0	99.4	97.8	67.1	63.6	43.6	98.7
	50s	100.0	98.8	95.4	54.7	50.3	29.1	95.7
	60s	99.2	96.5	91.8	42.6	33.5	17.8	81.0
	70+	96.4	86.3	80.4	25.1	17.8	5.9	38.6

Part.4 II. Internet ‘Base’

G. Activities for Safe Internet Use

About 61.4% of Internet users aged 12 years old were taking measures for the safe use of Internet. Among the detailed activities, ‘Non-consent to provision of personal information for the purpose of receiving advertising information’ was the highest at 38.8%, followed by ‘Restriction of access to location data’ (32.8%) and ‘Restriction of access such as keeping SNS profiles private’ (26.6%).

Figure 2-28 | Activities for safe Internet use (multiple responses, %, based on Internet users aged 12 or older)



The results of the analysis by age group showed that ‘Non-consent to provision of personal information for the purpose of receiving advertising information’ was the highest in all age groups. For those in their 60s and 70s or older, ‘No action taken’ was very high at 66.0% and 85.1%, respectively.

Table 2-7 | Activities for safe Internet use by gender/age group (multiple responses, %, based on Internet users aged 12 or older)

Category		Restriction of access to location data	Non-consent to provision of personal information for the purpose of receiving advertising information	Software installation and regular updates	Restriction of access such as keeping SNS profiles private	Periodical deletion of cookies and setting of browser options	Other
Gender	Male	33.5	33.0	26.0	23.1	19.3	0.1
	Female	30.1	30.1	22.0	21.1	15.6	0.1
Age	12-19	35.6	33.4	24.9	25.2	17.3	0.1
	20s	48.2	46.4	34.1	38.2	28.5	0.1
	30s	44.0	44.0	32.2	33.7	26.2	0.1
	40s	41.2	38.9	33.1	27.2	23.6	0.2
	50s	26.8	28.4	21.4	16.2	12.7	0.1
	60s	13.8	15.6	11.6	7.1	6.3	0.1
	70+	5.2	5.9	3.0	3.0	2.7	0.1

III. Internet 'Portability'



2024
Survey on the
Internet Usage

01. Mobile Internet Use

02. Mobile Phone and Smartphone
Internet Use

03. Wearable Device Ownership and Use

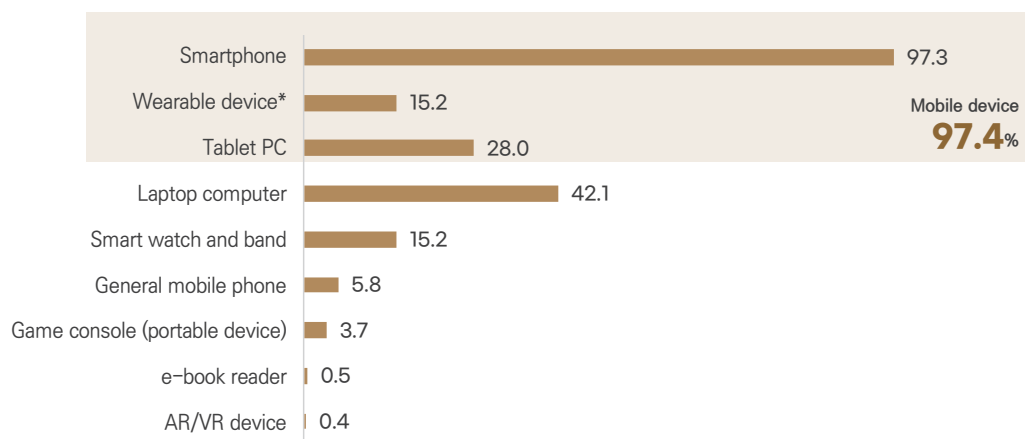
Part.4 III. Internet 'Portability'

1. Mobile Internet Use

A. Mobile ICT Device Ownership Status

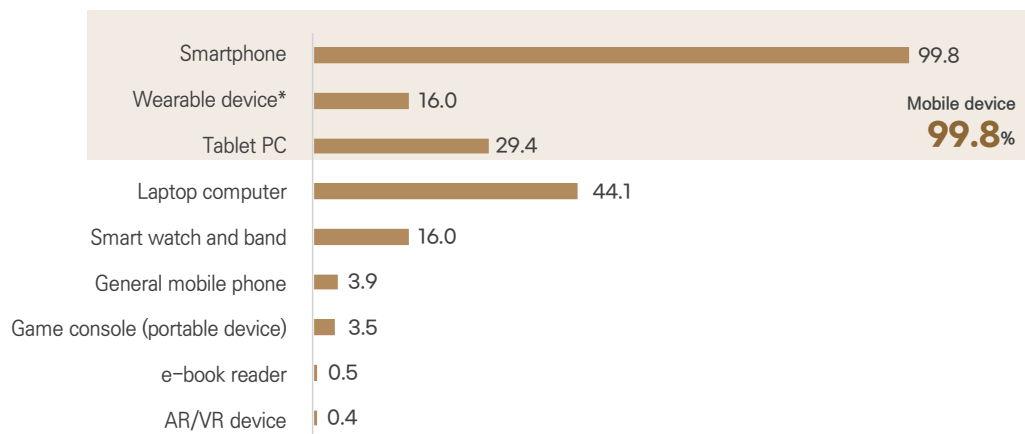
It was found that 97.4% of the population aged 6 or older have a 'Mobile device (smartphone, tablet PC and wearable device)'. Among all mobile ICT devices, 'Smartphone' ownership rate was the highest at 97.3%, followed by 'Laptop computer' (42.1%), 'Tablet PC' (28.0%), 'Smart watch and band' (15.2%), etc.

Figure 3-1 | Mobile ICT device ownership status (multiple responses, %, based on the population aged 6 or older)



99.8% of Internet users aged 6 or older have mobile devices, specifically 'Smartphone' (99.8%), 'Laptop computer' (44.1%), 'Tablet PC' (29.4%) and 'Smart watch and band' (16.0%).

Figure 3-2 | Mobile ICT device ownership status (multiple responses, %, based on Internet users aged 6 or older)

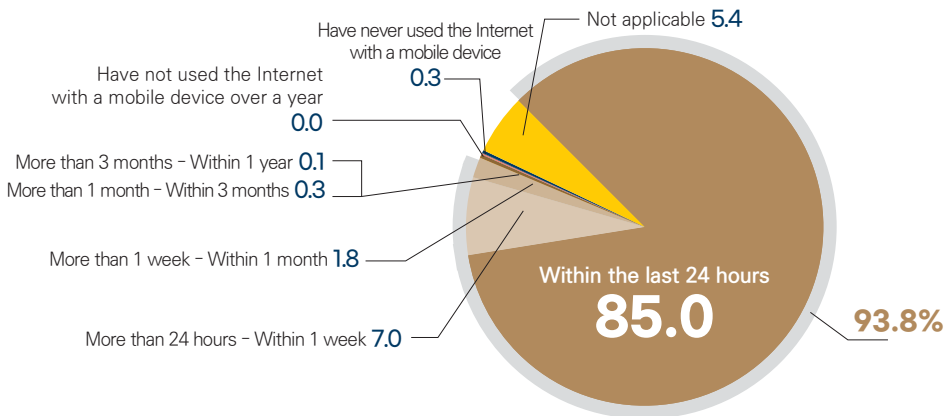


* The overall wearable device ownership rate has been calculated by combining 'Smart watch and band' and 'AR/VR device'

B. Mobile Internet Usage Rate

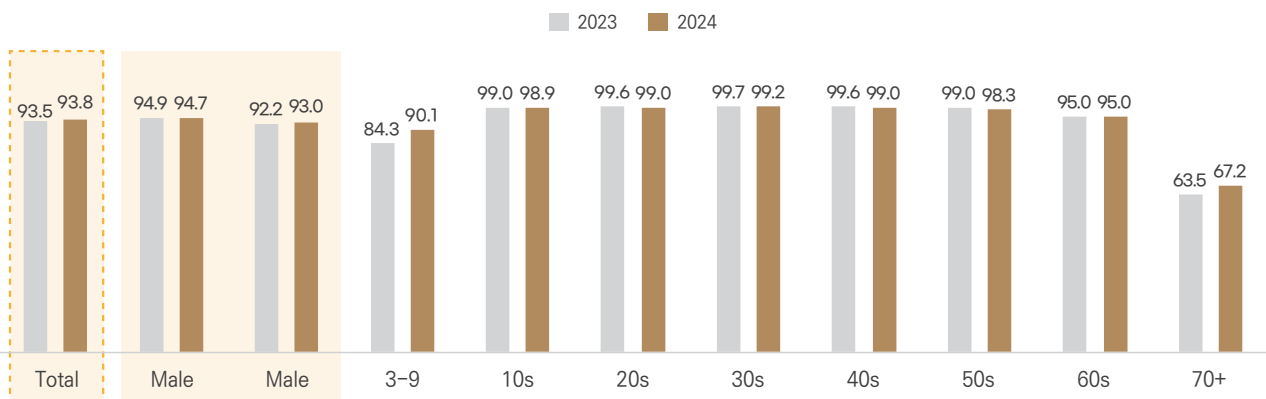
The Internet usage rate (the percentage of people who used the Internet via mobile devices such as smartphones or tablet PCs within the past month) of the population aged 3 years or older was 93.8%, and the usage rate of those who have used the mobile Internet within the last 24 hours was 85.0%.

Figure 3-3 | Mobile Internet Usage rate (% , based on the population aged 3 or older)



For mobile Internet Usage rate by age group, those in their '20s~40s' had a usage rate of 99.0% or higher, followed by those in their '10s' (98.9%), '50s' (98.3%), '60s' (95.0%), and '3-9' years old (90.1%), while those over 70 years old had the lowest rate at 67.2%.

Figure 3-4 | Mobile Internet Usage rate by gender/age group (% , based on the population aged 3 or older)



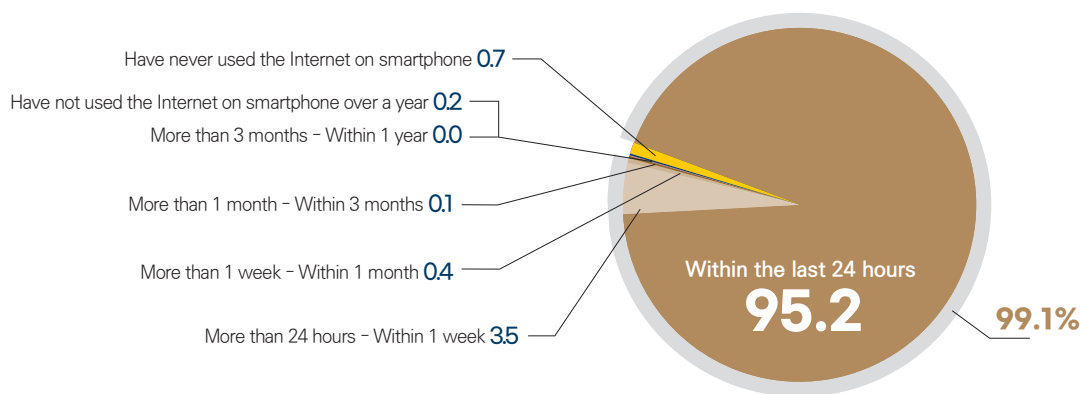
Part.4 III. Internet ‘Portability’

2. Mobile Phone and Smartphone Internet Use

A. Mobile Phone Usage Rate

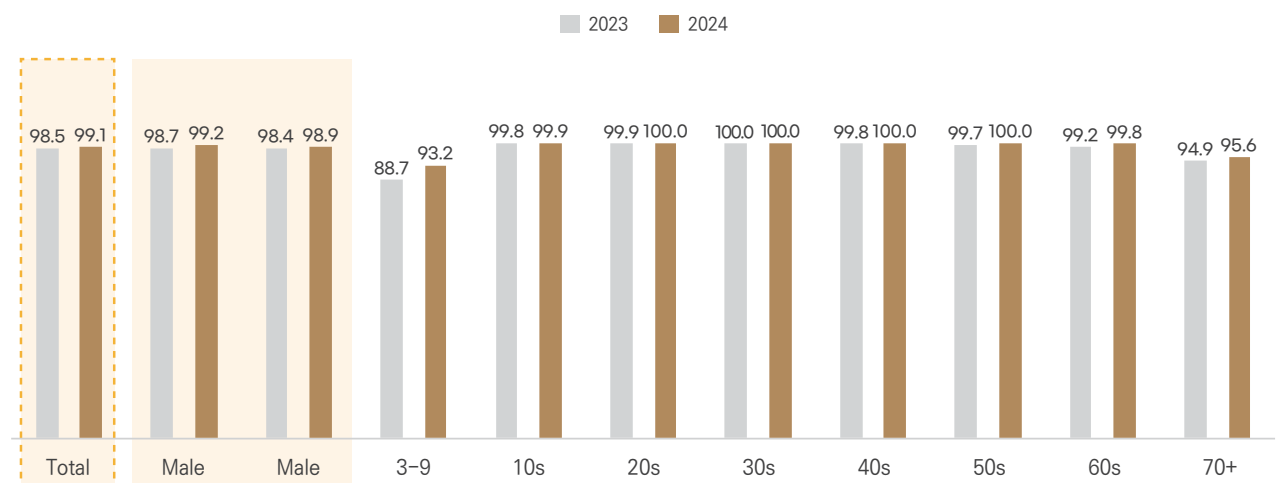
The mobile phone (including smartphone) usage rate (the percentage of persons who have used the mobile phone within the past month) of the population aged 3 or older was 99.1%, and among them, 95.2% used a mobile phone within the past 24 hours.

Figure 3-5 Mobile phone usage rate (% , based on the population aged 3 or older)



Looking at the mobile phone usage rate by age group, the '20s' to '50s' had the highest rate at 100.0%, followed by '10s' (99.9%), '60s' (99.8%), and '70+' (95.6%). The mobile phone usage rate was the lowest for the 3 to 9 age group at 93.2%.

Figure 3-6 Mobile phone usage rate by gender/age group (% , based on the population aged 3 or older)

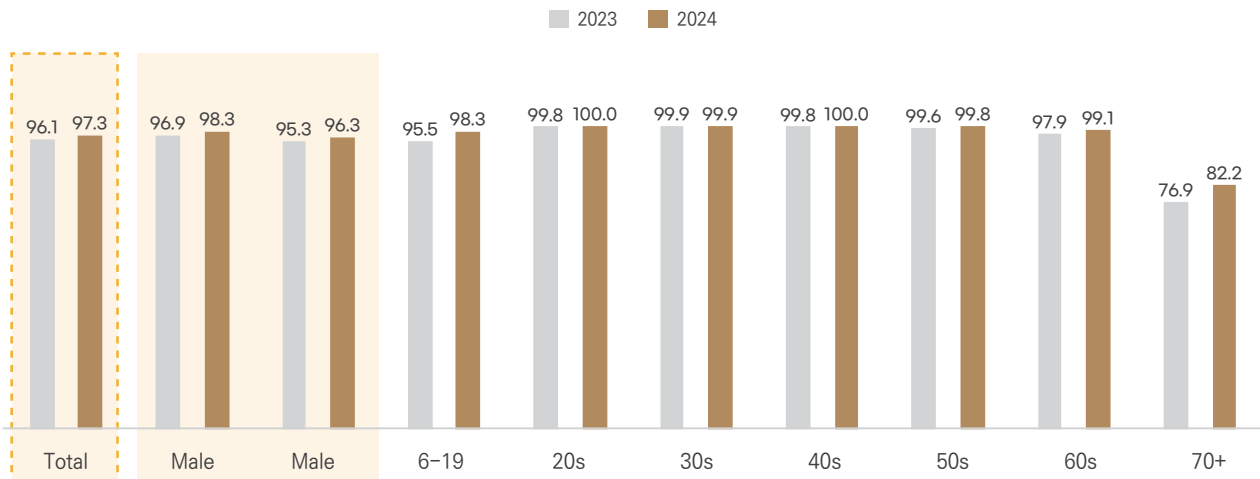


B. Smartphone Ownership Rate

- Smartphone ownership rate of the population aged 6 or older is 97.3%.

It was found that 97.3% of the population aged 6 or older had a smartphone. By age group, those in their '20s to 60s' had an ownership rate of over 99.0%, those aged 6 to 19 had 98.3%, and those aged 70 or older had 82.2%.

Figure 3-7 | Smartphone ownership rate by gender/age group (% , based on the population aged 6 or older)



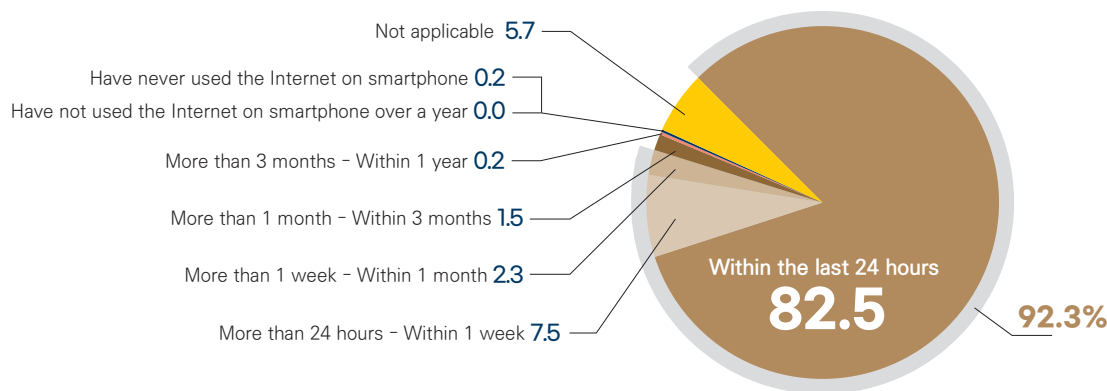
Part.4 III. Internet 'Portability'

C. Smartphone Internet Usage Rate

• The Internet usage rate through smartphones among people aged 3 or older is 92.3%

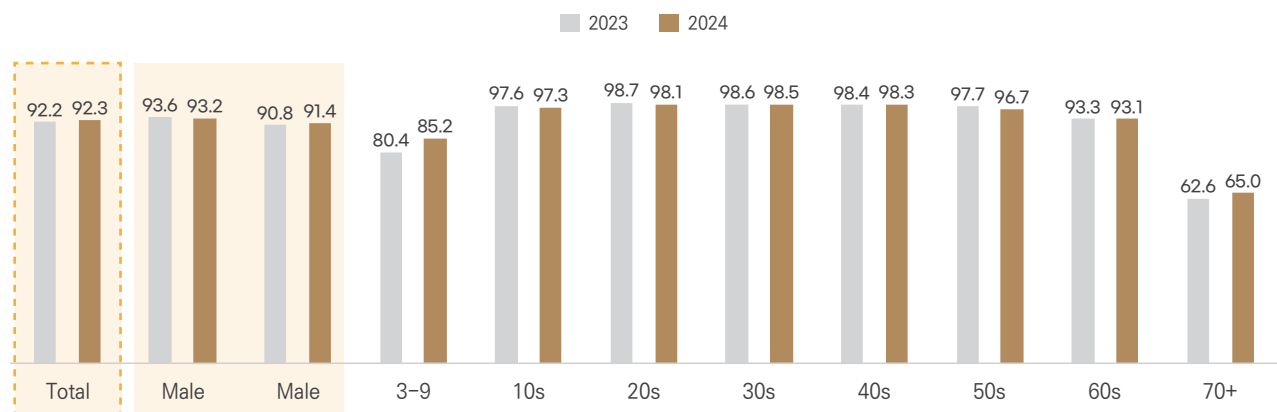
The smartphone Internet Usage rate (the percentage of people who used the Internet via smartphone at least once in the past month) for people aged 3 or older was 92.3%, and the percentage of those who have used the Internet through a smartphone within the last 24 hours was 82.5%.

Figure 3-8 Recent Internet use period through smartphones (% , based on the population aged 3 or older)



Looking at the smartphone Internet Usage rate by age group, '10s' to '40s' showed a usage rate of over 97.0%, followed by '50s' (96.7%), '60s' (93.1%), '3-9' (85.2%) and '70+' (65.0%).

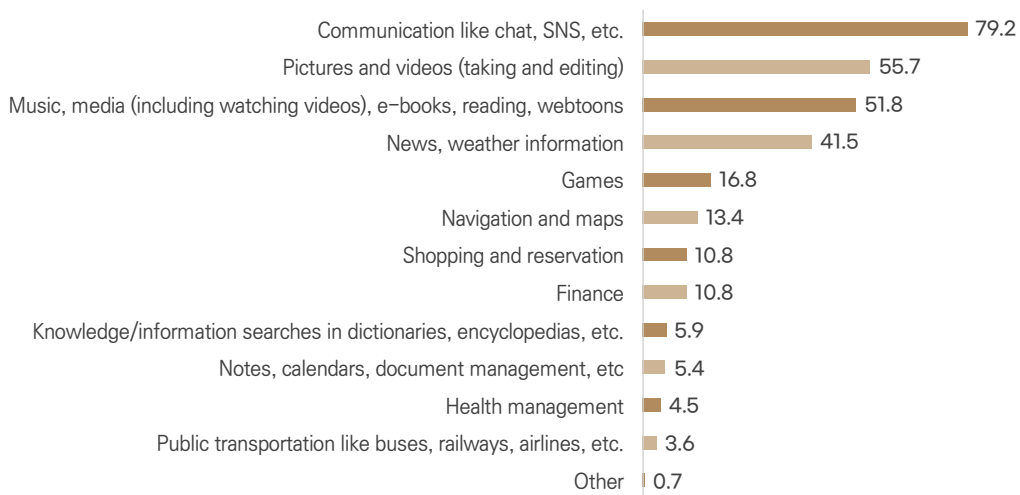
Figure 3-9 Smartphone Internet Usage rate by gender/age group (% , based on the population aged 3 or older)



D. Frequently Used Smartphone Applications

The type of application used by smartphone users aged 12 years or older was 'Communication like chat, SNS, etc.' with 79.2%, followed by 'Pictures and videos (taking and editing)' (55.7%) and 'Music, media, e-books, reading, webtoons' (51.8%).

Figure 3-10 | Frequently Used smartphone applications (3 responses, %, based on smartphone users aged 12 or older)



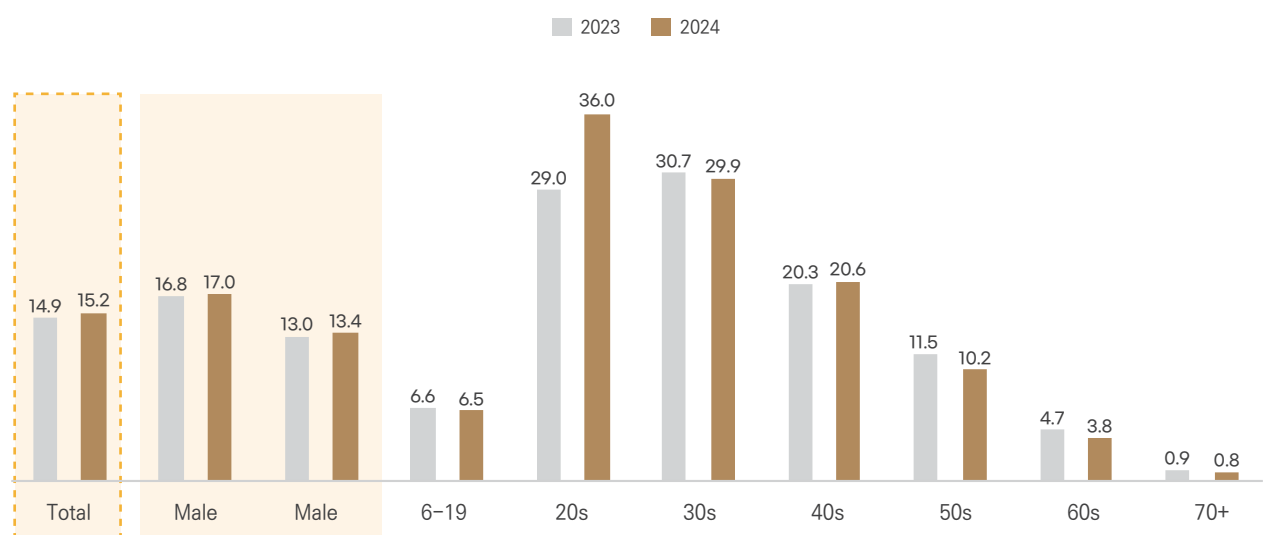
3. Wearable Device Ownership and Use

• Wearable device ownership rate of the population aged 6 or older is 15.2%

A. Wearable Device Ownership Rate

The wearable device ownership rate is 15.2%, up 0.3%p from the previous year. By gender, ‘Male’ (17.0%) was higher than ‘Female’ (13.4%), and by age group, those in their ‘20s’ were the highest at 36.0%, followed by ‘30s’ (29.9%), ‘40s’ (20.6%), etc.

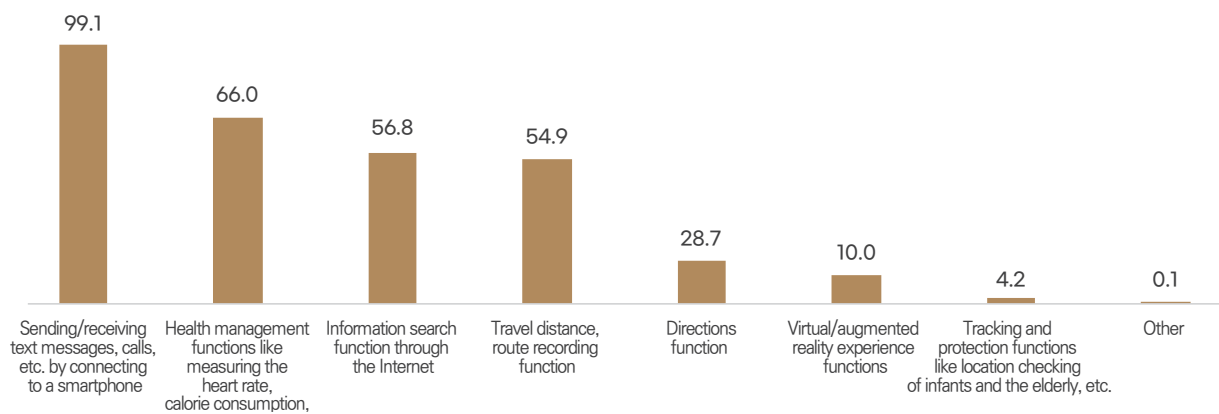
Figure 3-11 | Wearable device ownership rate by gender/age group (% , based on the population aged 6 or older)



B. Functions Used in Wearable Devices

The most commonly used feature in wearable devices was 'Sending/receiving text messages, calls, etc. by connecting to a smartphone' (99.1%), followed by 'Health management functions like measuring the heart rate, calorie consumption, etc.' (66.0%), 'Information search function through the Internet' (56.8%), 'Travel distance, route recording function' (54.9%), etc.

Figure 3-12 | Functions used in wearable devices (multiple responses, %, based on wearable device owners aged 6 or older)



IV. Internet 'Communication'



-
01. Internet Use for Communication Purposes
 02. Instant Messenger Use Status
 03. SNS Use Status
 04. Email Use Status

Part.4 IV. Internet ‘Communication’

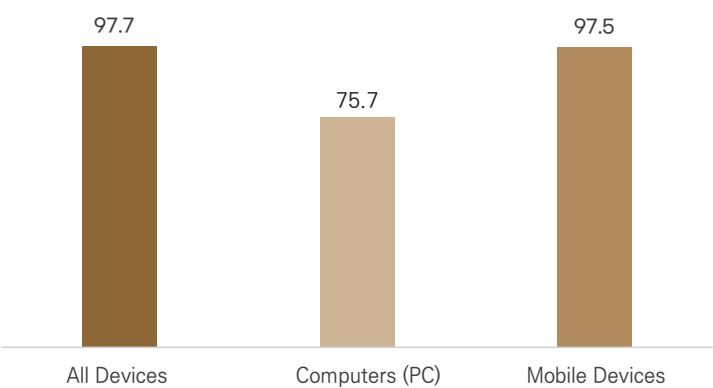
1. Using Internet for Communication Purposes

- Internet use for communication purposes is 97.7%

A. Use of the Internet for Communication Purposes

It was found that 97.7% of Internet users aged 3 years or older use the Internet for communication purposes. By device, 97.5% used ‘Mobile Devices’, while 75.7% used ‘Computers (PC)’, indicating a higher preference for communication via mobile devices.

Figure 4-1 | Internet Usage for communication purposes by device (% , based on Internet users aged 3 years or older)



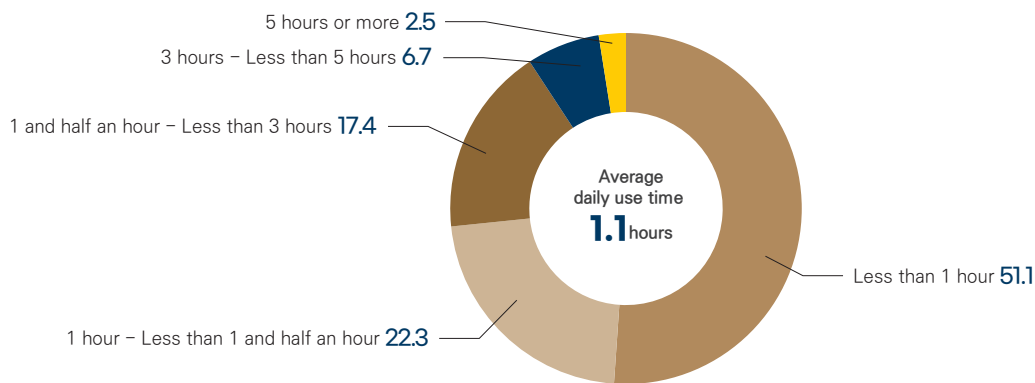
Use of the Internet for communication purposes:

Email, SNS(Facebook, Instagram, Band, Kakao Story, TikTok, blog, etc.), Instant messenger(Kakao Talk, Facebook Messenger, WhatsApp, etc.), chat(including voice chat such as Skype, Discord, TalkOn, etc.), online discussions(including writing comments), audio/video calls(Voice Talk, Facebook, FaceTime, LINE, etc.)

B. Internet Use Time for Communication Purposes

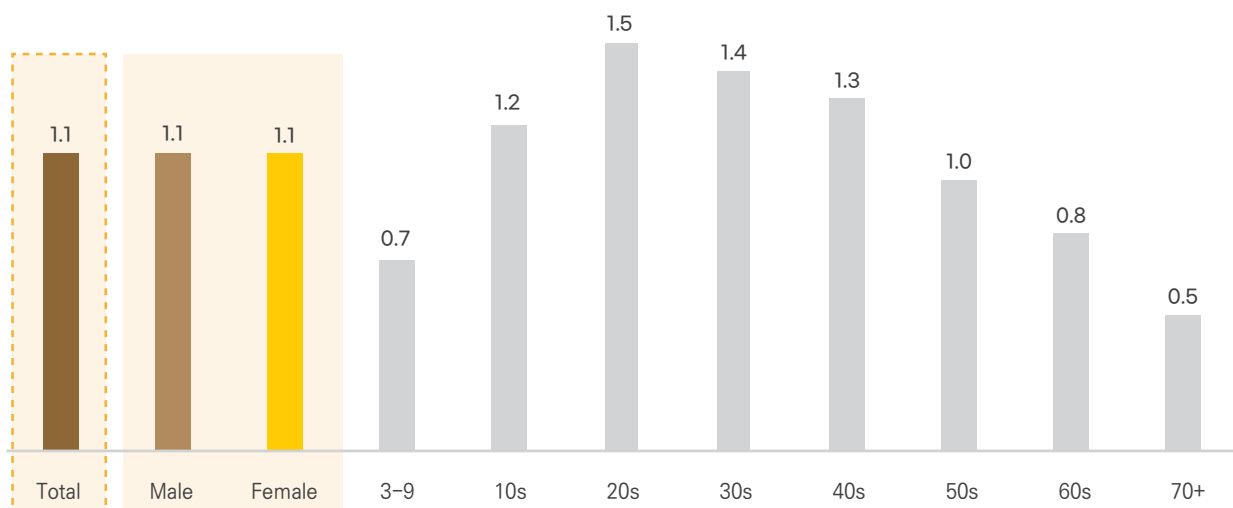
The average daily Internet usage time for communication purposes for Internet users aged 3 or older was 1.1 hours, with the following rankings: 'Less than 1 hour' (51.1%), '1 hour – Less than 1 and half an hour' (22.3%), and '1 and half an hour – Less than 3 hours' (17.4%).

Figure 4-2 | Average daily Internet use time for communication purposes (% , based on Internet users aged 3 or older for communication purposes)



By age group, it was in the order of '20s' (1.5 hours), '30s' (1.4 hours), and '40s' (1.3 hours) and was relatively low for those aged '3-9' (0.7 hours) and '70+' (0.5 hours).

Figure 4-3 | Average daily Internet use time for communication purposes by gender/age group (hours, based on Internet users aged 3 or older for communication purposes)



Part.4 IV. Internet ‘Communication’

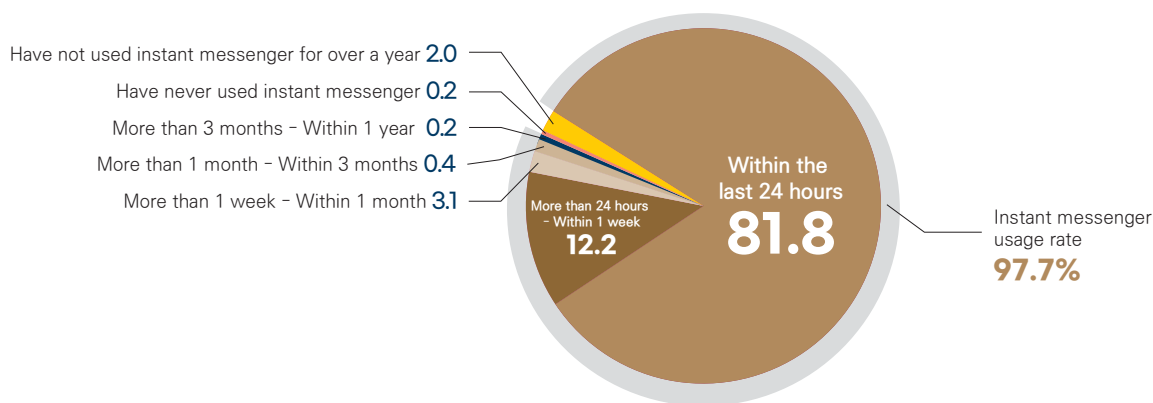
2. Instant Messenger Use Status

- Instant Messenger usage rate of Internet users aged 6 or older is 97.7%

A. Instant Messenger Usage Rate

The instant messenger usage rate (have used the instant messenger within the last year) of Internet users aged 6 or older was 97.7%, and the percentage of persons who have used the instant messenger within the last 24 hours was 81.8%.

Figure 4-4 | Recent instant messenger use period (% , based on Internet users aged 6 or older)



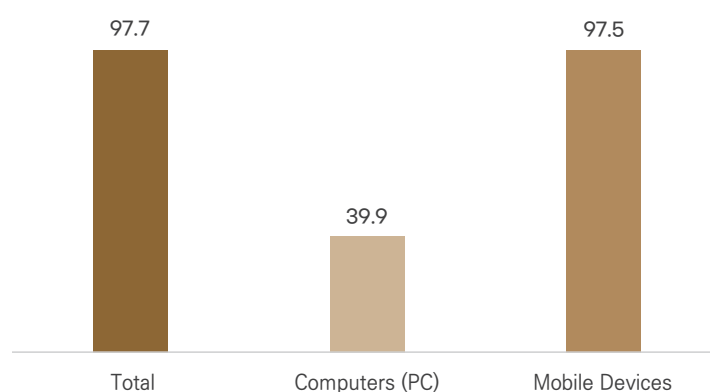
What is an instant messenger?

A service that enables individuals to send and receive data like messages, photos, etc. online by using a computer, a smartphone, etc. in real time

Example) KakaoTalk, Facebook Messenger, Line, Nate On, Telegram, Instagram Direct Message(DM), Naver Band Messenger, etc

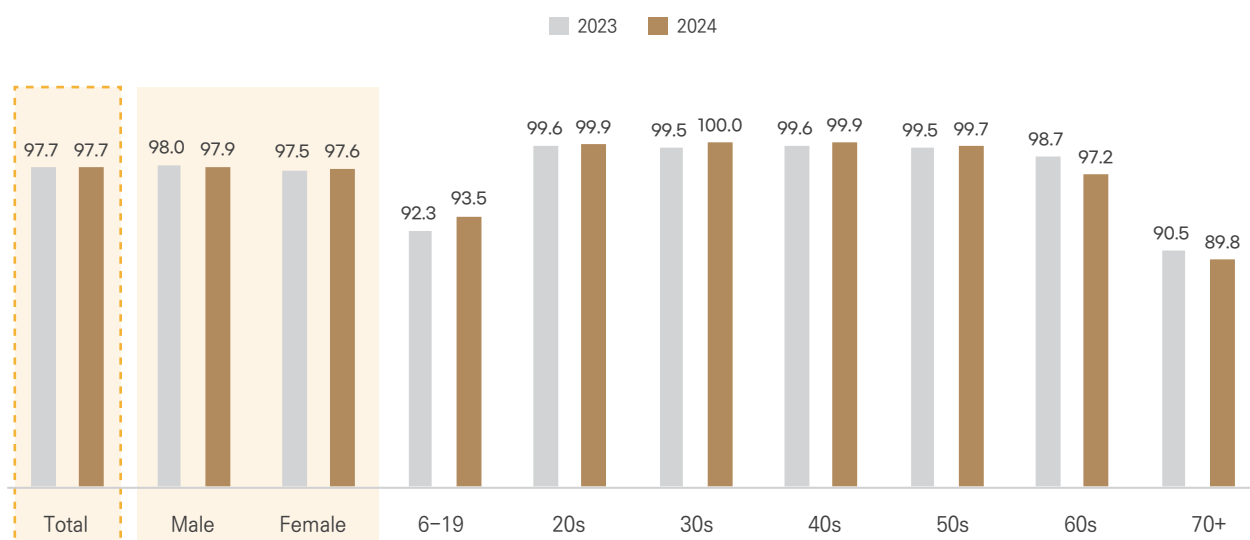
Looking at the instant messenger usage rate by device, the instant messenger usage rate through mobile devices was 97.7%, and the instant messenger usage rate through computers (PC) was 39.9%.

Figure 4-5 Instant messenger usage rate by device (% , based on Internet users aged 6 or older)



For the instant messenger usage rate by gender, 'Male' (97.9%) and 'Female' (97.6%) were similar. By age group, the usage rate for those in their 20s~50s was 99.0% or higher, and that of '60s' was 97.2%, which shows most of them use the instant messenger. The usage level was relatively low for those aged '6-19' at 93.5% and '70+' at 89.8%.

Figure 4-6 Instant messenger usage rate by gender/age group (% , based on Internet users aged 6 or older)

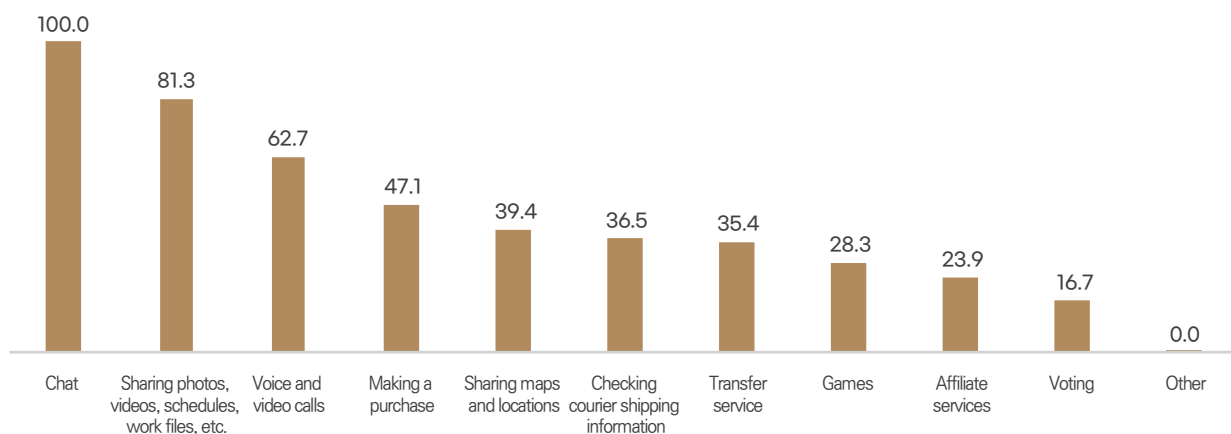


Part.4 IV. Internet ‘Communication’

B. Functions Used in Instant Messenger

The most used messenger feature was ‘Chat’ (100.0%), followed by ‘Sharing photos, videos, schedules, work files, etc.’ (81.3%), ‘Voice and video calls’ (62.7%), ‘Making a purchase’ (47.1%), ‘Sharing maps and locations’ (39.4%), ‘Checking courier shipping information’ (36.5%), ‘Transfer service’ (35.4%), ‘Games’ (28.3%), ‘Affiliate services’ (23.9%), ‘Voting’ (16.7%), etc.

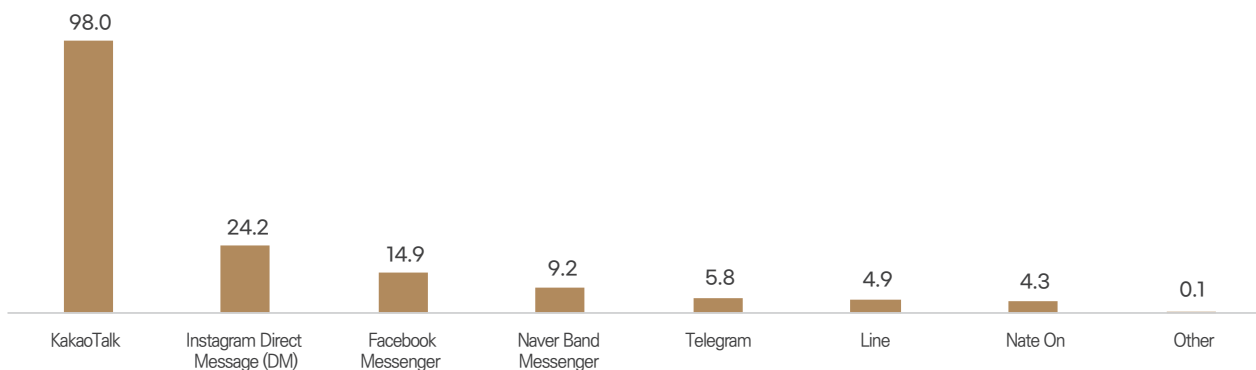
Figure 4-7 Functions used in instant messengers (multiple responses, %, based on instant messenger users aged 6 or older)



C. Frequently Used Instant Messenger Services

98.0% of messenger users were found to use ‘KakaoTalk,’ followed by ‘Instagram Direct Message (DM)’ (24.2%), ‘Facebook Messenger’ (14.9%), ‘Naver Band Messenger’ (9.2%), etc.

Figure 4-8 Frequently Used instant messenger services (3 responses, %, based on instant messenger users aged 6 or older)



Looking at the messenger services most used by age group, 'KakaoTalk' had the highest usage rate in all age groups, and there was no statistically significant difference. However, among those in their '20s', 'Instagram Direct Message (DM)' (48.4%) and 'Facebook Messenger' (24.4%) had relatively high usage rates. On the other hand, among those in their '60s' and '70s' or older, the usage rates of all messenger platforms except KakaoTalk were low at less than 10%.

Table 4-1 Frequently Used instant messenger services by gender/age group (3 responses, %, based on instant messenger users aged 6 or older)

Category		Kakao Talk	Instagram Direct Message (DM)	Facebook Messenger	Naver Band Messenger	Telegram	Line	Nate On	Other
Gender	Male	98.0	23.0	15.7	9.6	6.7	5.5	4.8	0.1
	Female	97.9	25.4	14.0	8.8	4.9	4.3	3.8	0.0
Age	6-19	95.7	39.9	20.4	4.9	5.1	5.2	3.3	0.0
	20s	97.9	48.4	24.4	8.1	8.6	7.6	5.9	0.1
	30s	97.8	39.1	20.9	9.0	9.0	7.2	7.2	0.1
	40s	98.3	24.3	16.1	10.7	7.3	5.9	5.9	0.0
	50s	98.4	11.3	10.6	12.6	4.7	4.2	3.4	0.1
	60s	98.9	4.2	6.9	10.0	2.6	1.9	2.0	0.1
	70+	98.3	1.7	3.1	5.2	1.7	1.0	1.5	0.1

Part.4 IV. Internet ‘Communication’

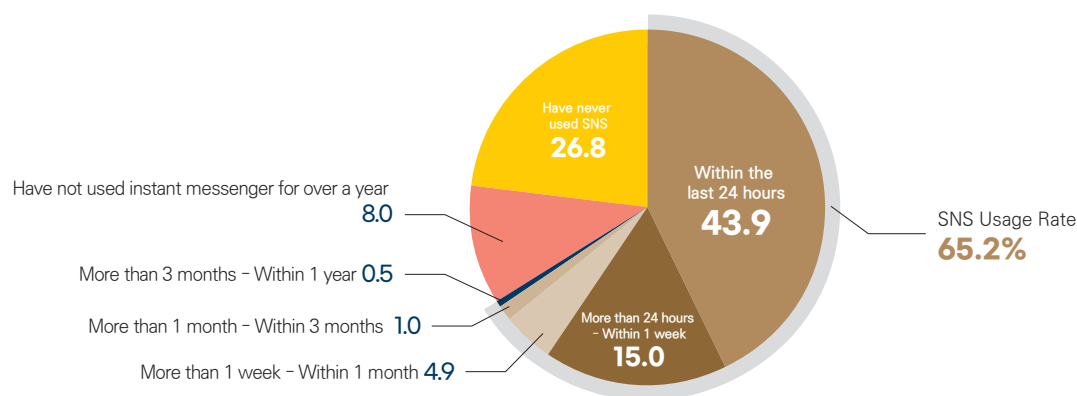
3. SNS Use Status

- Social Network Service usage rate of Internet users aged 6 or older is 66.4%

A. SNS Usage Rate

The SNS usage rate (used SNS within the last year) of Internet users aged 6 or older is 65.2%, and the percentage of persons who used SNS for the last 24 hours was 43.9%.

Figure 4-9 | Recent SNS use period (% , based on Internet users aged 6 or older)

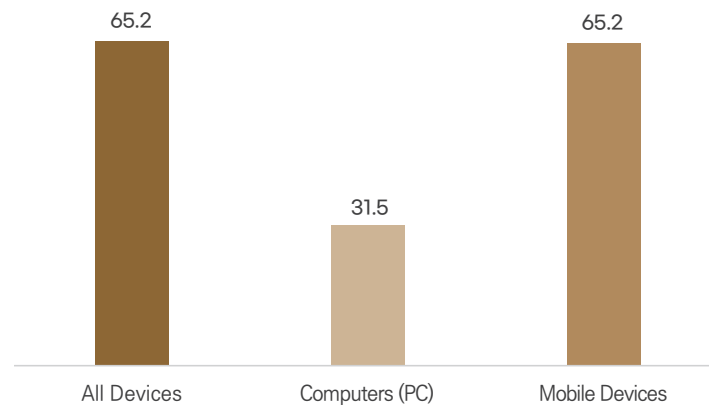


What is SNS (Social Network Service)?

Activities like sharing, browsing, observing, etc. communication and information by strengthening human relationships with acquaintances like friends, colleagues, etc. or forming new human networks on the Internet Example) Facebook, Instagram, Naver Band, Kakao Story, Twitter, Blog, Cafe, etc.

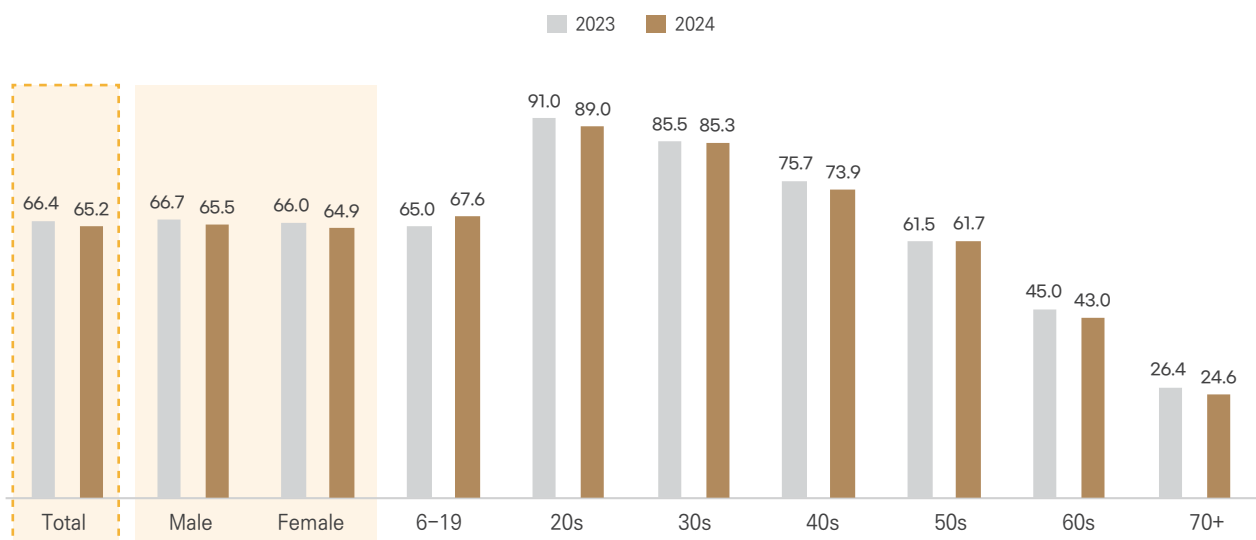
The percentage of people using SNS through a mobile device was 65.2%, which was higher than the percentage of people using SNS with computers (31.5%).

Figure 4-10 SNS usage rate by device (% , based on Internet users aged 6 or older)



SNS usage rates by age group was 89.0% for those in their '20s', 85.3% for those in their '30s', and 73.9% for those in their '40s'. The data indicates that SNS usage decreases as age increases.

Figure 4-11 SNS usage rate by gender/age group (% , based on Internet users aged 6 or older)

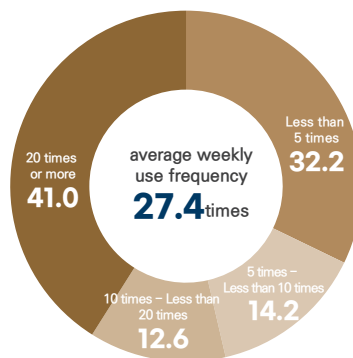


Part.4 IV. Internet ‘Communication’

B. SNS Use Frequency and Time

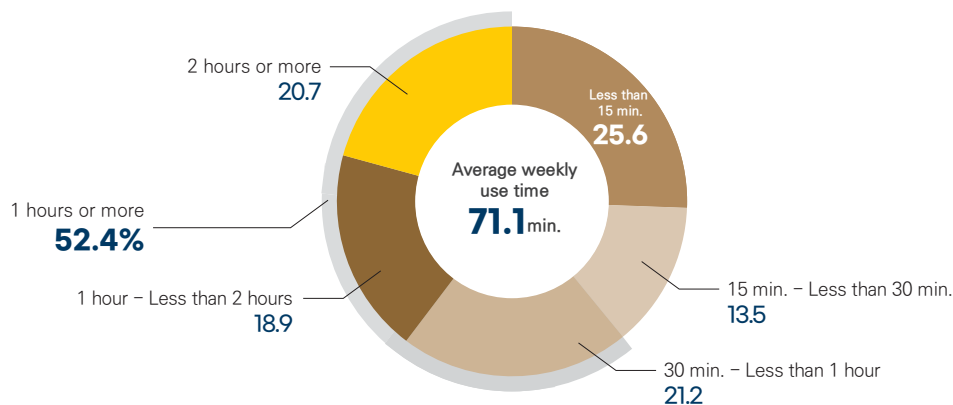
The average weekly usage frequency of SNS users aged 6 or older was 27.4 times (average of 2.9 times per day), with the order being ‘20 times or more’ (41.0%), ‘Less than 5 times’ (32.2%), ‘5 times – Less than 10 times’ (14.2%), and ‘10 times – Less than 20 times’ (12.6%).

Figure 4-12 | Average weekly SNS use frequency (% , based on SNS users aged 6 or older)



Meanwhile, the average weekly SNS usage time per week was 71.1 minutes, and 39.6% of users (‘1 hour – Less than 2 hours’ (18.9%), ‘2 hours or more’ (20.7%)) used it for 1 hour or more a week.

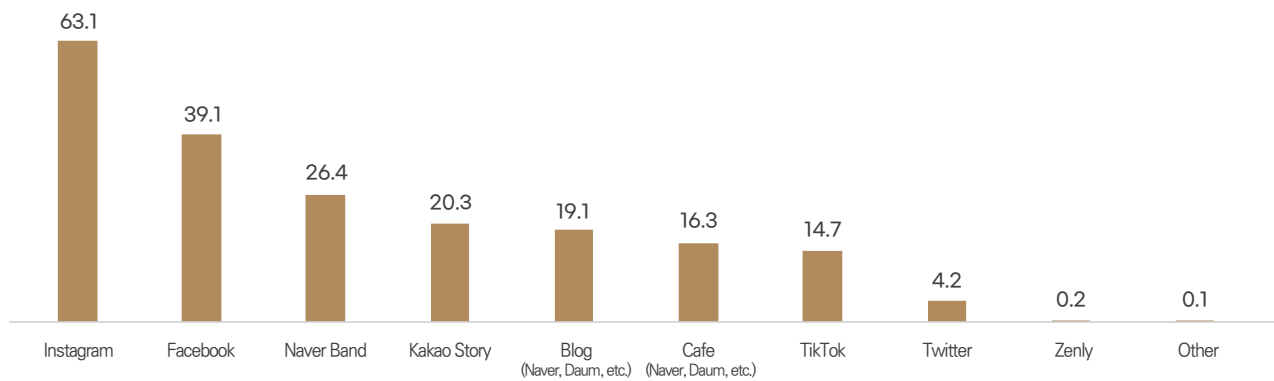
Figure 4-13 | Average weekly SNS use time (% , based on SNS users aged 6 or older)



C. Frequently Used SNS Services

The SNS services Frequently Used by SNS users were 'Instagram' (63.1%), followed by 'Facebook' (39.1%), 'Naver Band' (26.4%), 'Kakao Story' (20.3%), etc.

Figure 4-14 Frequently Used SNS services (3 responses, %, based on SNS users aged 6 or older)



The Instagram usage rate was higher among 'Female' (64.7%) than 'Male' (61.6%), and Facebook was used more by 'Male' (41.7%) than 'Female' (36.4%). By age group, 'Instagram' was the most widely used platform among those in their 50s and younger ('6-19' 71.6%, '20s' 81.5%, '30s' 80.0%, '40s' 63.7%, '50s' 43.5%). Meanwhile, 'Naver Band' usage rates were high among those in their '60s' (42.4%) and those aged '70+' (38.3%).

Table 4-2 Frequently Used SNS services by gender/age group (3 responses, %, based on SNS users aged 6 or older)

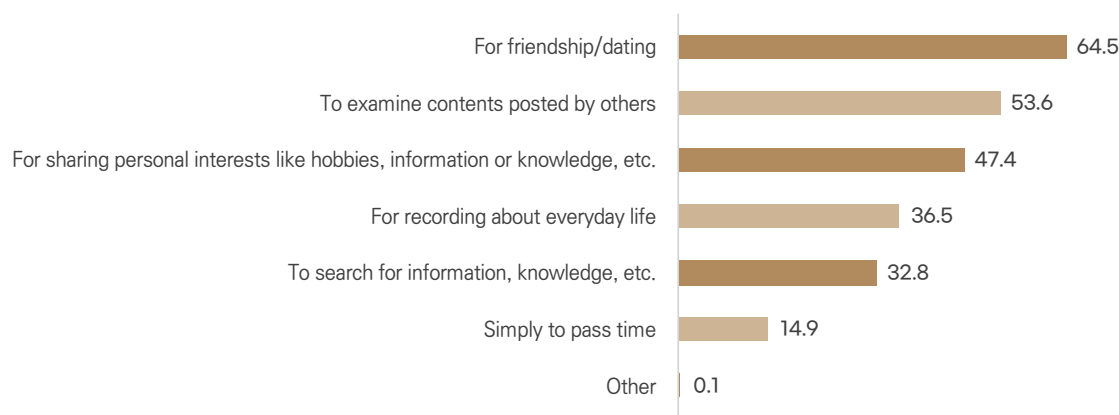
Category		Instagram	Facebook	Naver Band	Kakao Story	Blog (Naver, Daum, etc.)	Cafe (Naver, Daum, etc.)	TikTok	Twitter	Zenly	Others
Gender	Male	61.6	41.7	27.2	18.9	19.4	16.7	14.5	4.3	0.3	0.1
	Female	64.7	36.4	25.6	21.8	18.8	15.8	15.0	4.0	0.2	0.1
Age	6-19	71.6	37.0	13.8	13.7	33.8	10.7	28.4	6.1	0.3	0.2
	20s	81.5	47.3	14.2	14.0	16.3	13.8	20.3	5.4	0.3	0.1
	30s	80.0	47.3	20.0	19.8	15.5	16.8	14.5	5.3	0.2	0.0
	40s	63.7	37.7	27.7	20.3	17.6	19.0	11.5	3.6	0.2	0.1
	50s	43.5	33.1	42.2	27.6	19.5	18.4	9.2	2.1	0.1	0.1
	60s	32.0	28.6	42.4	28.9	17.0	17.9	6.9	2.6	0.1	0.1
	70+	30.4	26.0	38.3	18.9	13.8	17.1	5.1	3.1	0.7	1.6

Part.4 IV. Internet ‘Communication’

D. Reasons for Using SNS

SNS users aged 6 or older were shown to use SNS ‘For friendship/dating’ (64.5%), followed by ‘To examine contents posted by others’ (53.6%), ‘For sharing personal interests like hobbies, information or knowledge, etc.’ (47.4%), ‘For recording about everyday life’ (36.5%), etc.

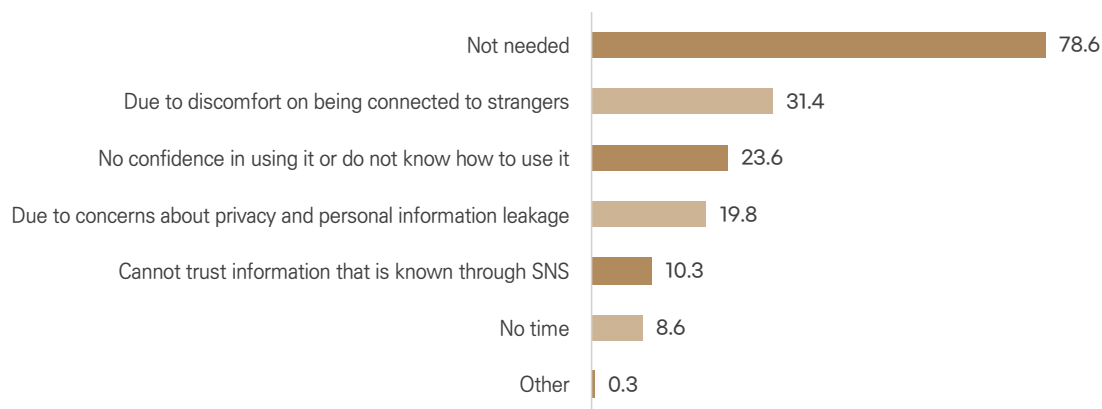
Figure 4-15 | Reasons for using SNS (3 responses, %, based on SNS users aged 6 or older)



E. Reasons for Not Using SNS

It was found that 7.8 persons out of 10 non-users (78.6%) did not use SNS because it is ‘Not needed’, followed by ‘Due to discomfort on being connected to strangers’ (31.4%), ‘No confidence in using it or do not know how to use it’ (23.6%), etc.

Figure 4-16 | Reasons for not using SNS (3 responses, %, based on SNS non-users aged 6 or older)



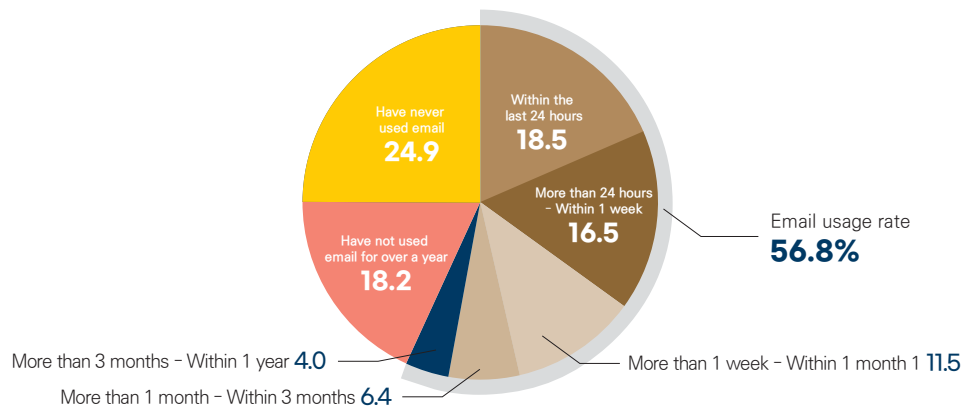
4. Email Use Status

- Email usage rate of Internet users aged 6 or older is 56.8%

A. Email Usage Rate

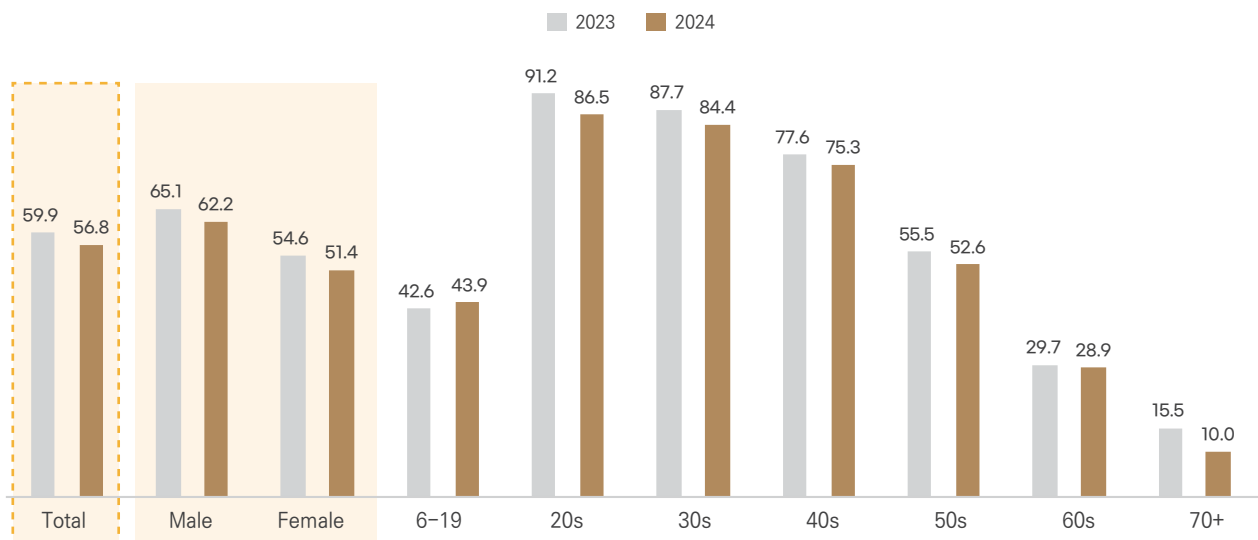
The 'email usage rate' (the ratio of persons who have used email within the last year) of Internet users aged 6 or older is 56.8%, and the ratio of those who have used it within the last 24 hours was 18.5%.

Figure 4-17 Recent email use period (% , based on Internet users aged 6 or older)



The email usage rate was higher for 'Male' (62.2%) than for 'Female' (51.4%). By age group, the highest usage rates were observed in the '20s' (86.5%), followed by the '30s' (84.4%), '40s' (75.3%), etc.

Figure 4-18 Email usage rate by gender/age group (% , based on Internet users aged 6 or older)

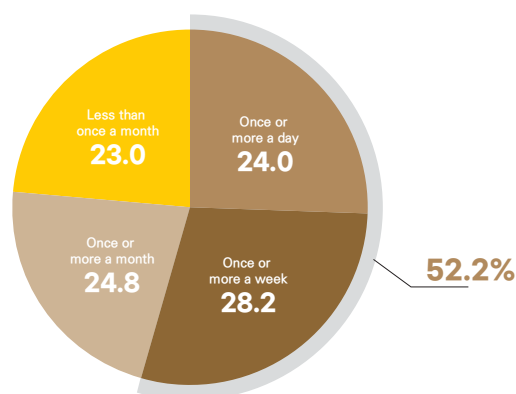


Part.4 IV. Internet ‘Communication’

B. Email Use Purpose and Frequency

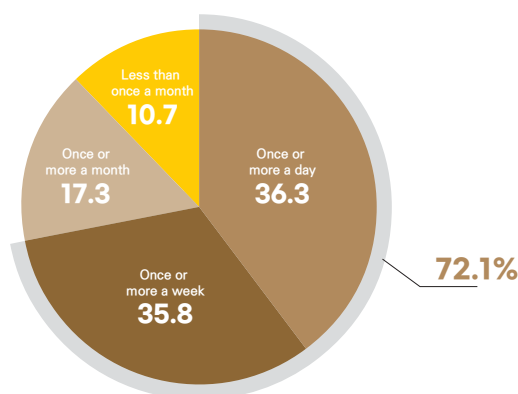
52.2% of email users aged 6 or older used email at least once a week (‘Once or more a day’ 24.0%, ‘Once or more a week’ 28.2%) for personal purposes other than work.

Figure 4–19 | Personal email use frequency (% , based on personal email users aged 6 or older)



Meanwhile, 85.3% of office workers use email for work, and 72.1% of office workers used email at least once a week (‘Once or more a day’ 36.3%, ‘Once or more a week’ 35.8%).

Figure 4–20 | Frequency of email use for work (% , based on worker email users aged 6 or older)



V. Internet 'Life'



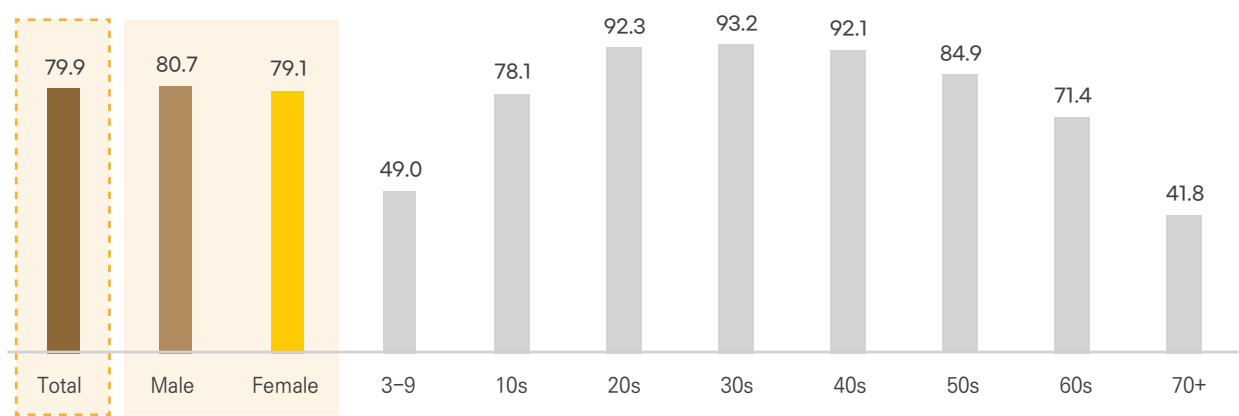
- 01. Information Search on Internet
- 02. Buying/Selling Products Online
- 03. Using Internet Banking
- 04. Using Online Media
- 05. Using Video Service
- 06. Online Education/Occupation Workplace

1. Information Search on Internet

A. Product Service Information

79.9% of Internet users use the product service information search. Result of analysis by gender showed that 'Male' (80.7%) and 'Female' (79.1%) have similar usage rates. By age group, those in their '30s' had the highest usage rate at 93.2%, followed by those in their '20s' (92.3%), '40s' (92.1%), and '50s' (84.9%).

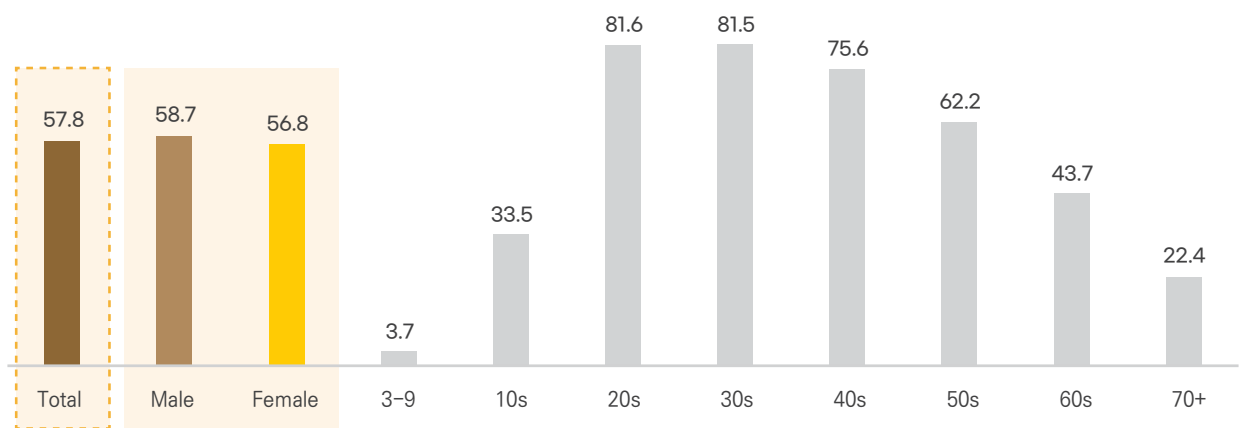
Figure 5-1 | Product service information search usage rate by gender/age group (% , based on Internet users aged 3 or older)



B. Travel, Transportation, Accommodation, and Location Information

The search for information of tavel, transportation, accommodation, and location is used by 57.8% of Internet users. The gender analysis results showed that the usage rates for 'Male' (58.7%) and 'Female' (56.8%) were similar. By age group, those in their '20s' (81.6%) and '30s' (81.5%) had the highest usage rates, followed by those in their '40s' (75.6%) and '50s' (62.2%).

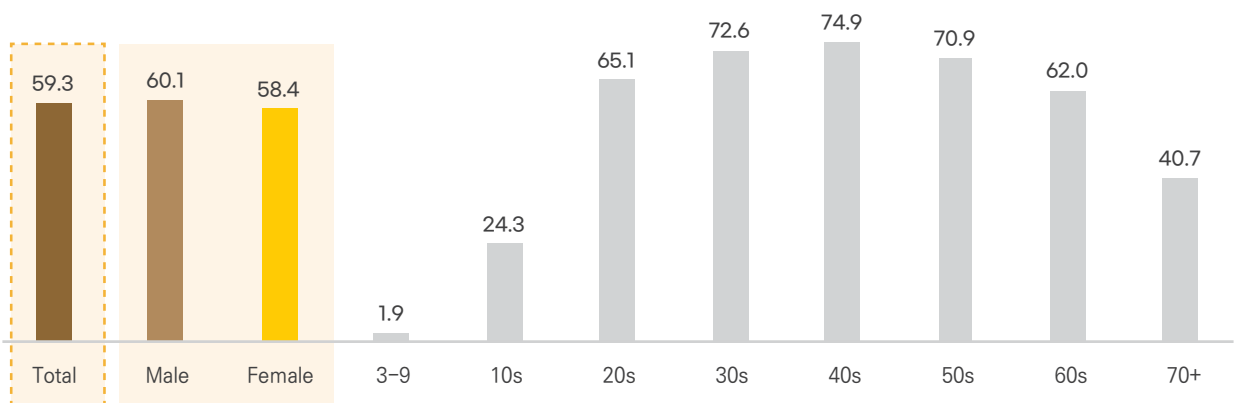
Figure 5-2 | Travel, transportation, accommodation, and location information search usage rate by gender/age group (% , based on Internet users aged 3 or older)



C. Health/Medical Information

59.3% of Internet users use the service to search for health/medical information. By age group, the '40s' showed the highest usage rate at 74.9%, followed by those in their '30s' (72.6%), '50s' (70.9%), '20s' (65.1%), etc.

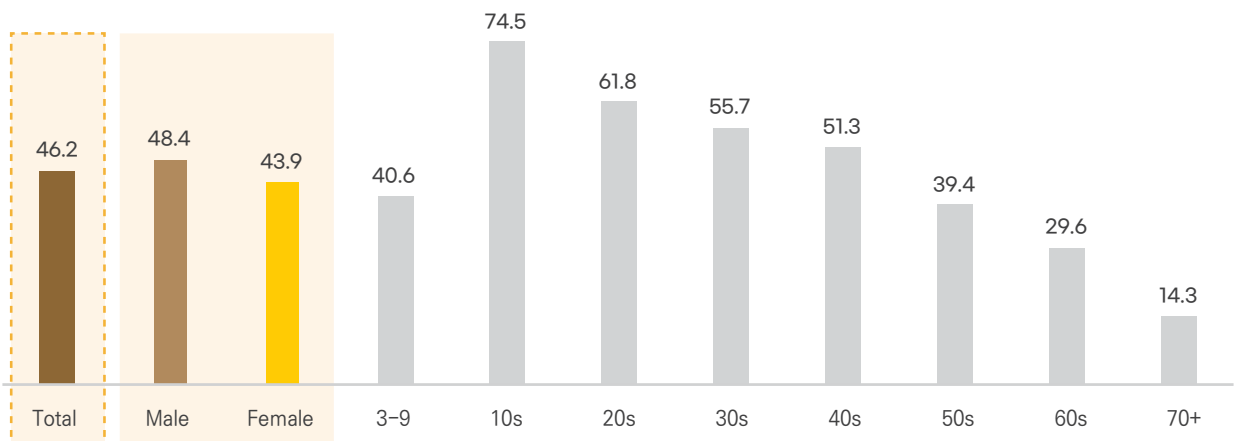
Figure 5-3 Health and medical information search usage rate by gender/age group (% , based on Internet users aged 3 or older)



D. Knowledge Acquisition/Learning

46.2% of Internet users use the Internet to acquire knowledge and learn through information searches such as online materials, languages, and encyclopedias. By age groups, '10s' was the highest at 74.5% followed by '20s' (61.8%), '30s' (55.7%), '40s' (51.3%), etc.

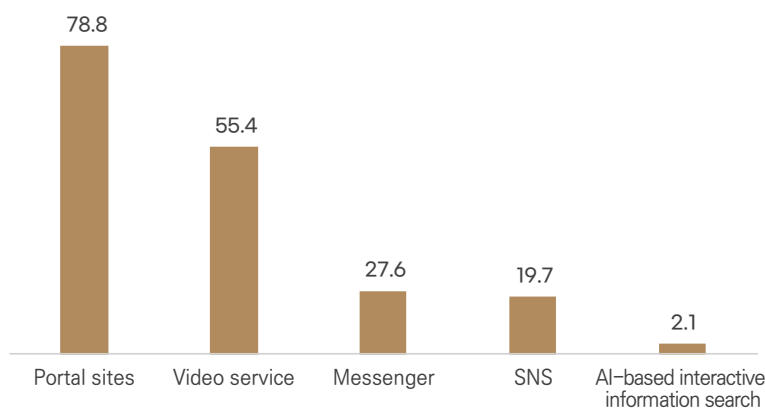
Figure 5-4 Knowledge acquisition/learning search usage rate by gender/age group (% , based on Internet users aged 3 or older)



E. Sites/Apps Frequently Used in Search and Their Reliability

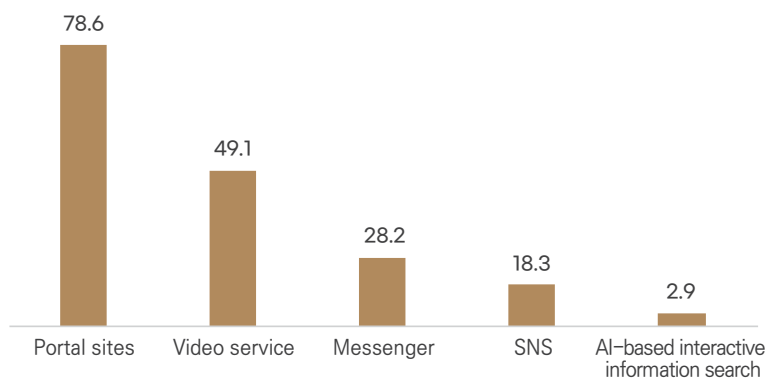
When searching for information, the sites/apps most Frequently Used were 'portal sites' (78.8%), followed by 'Video service' (55.4%), 'Messenger' (27.6%), 'SNS' (19.7%), and 'AI-based interactive information search' (2.1%).

Figure 5-5 | Sites Frequently Used when searching for information (2 responses, %, based on Internet users aged 3 or older for information searching purposes)



Looking at the reliability of information search websites/apps, 'portal sites' had the highest rate at 78.6%, followed by 'Video service' (49.1%), 'Messenger' (28.2%), and 'SNS' (18.3%). 'AI-based interactive information search' was relatively low at 2.9%.

Figure 5-6 | Reliable sites when searching for information (2 responses, %, based on Internet users aged 3 or older for information searching purposes)



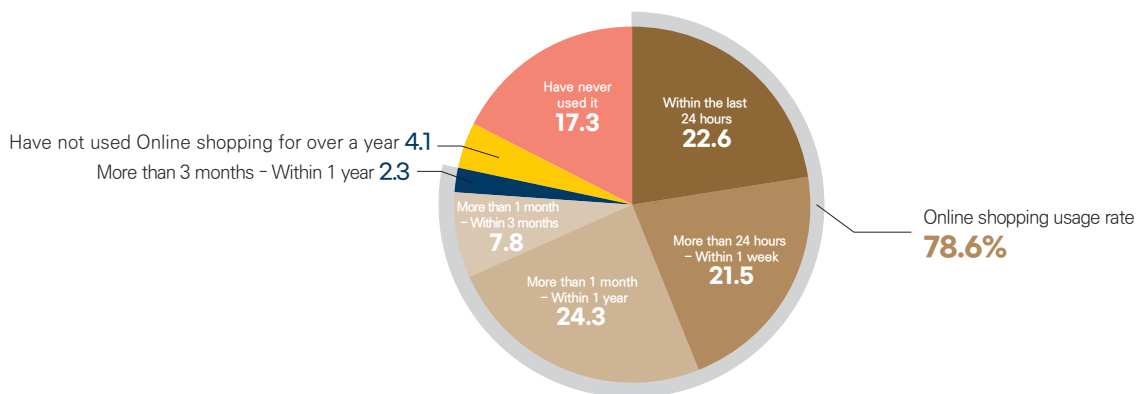
2. Buying/Selling Products Online

- Online Shopping usage rate of Internet users aged 12 or older is 78.6%

A. Online Shopping Usage Rate

78.6% of Internet users aged 12 or older are 'Internet shoppers' who have purchased products or services (including reservations and advance purchases) through the Internet within the past year. And, it was found that 22.6% used it for 'Within the last 24 hours', 21.5% for 'More than 24 hours – within 1 week', 24.3% for 'More than 1 week – within 1 month', and finally, 7.8% for 'More than 1 month – within 1 year'.

Figure 5-7 | Online Shopping usage rate (% , based on Internet users aged 12 or older)



What is Online Shopping?

It refers to purchase products or services through various Online Shopping malls or Internet platforms (site/application) without visiting stores directly, and includes used transactions, purchasing contents, etc.

(includes using general shopping sites, shopping through instant messengers, shopping through SNS links, shopping through live commerce platforms, using subscription services/freelancer markets/crowdfunding sites/apps, etc.)

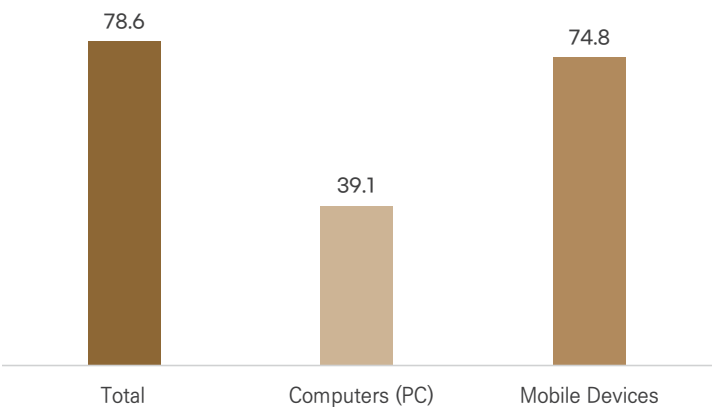
Example) Naver Shopping, Coupang, 11th Street, Ticketlink, Kakao Talk Gift, Instagram Shops, Kakao Shopping Live, Kukka, Soomgo, Wadiz, etc.

Part.4 V. Internet 'Life'

A. Online Shopping Usage Rate

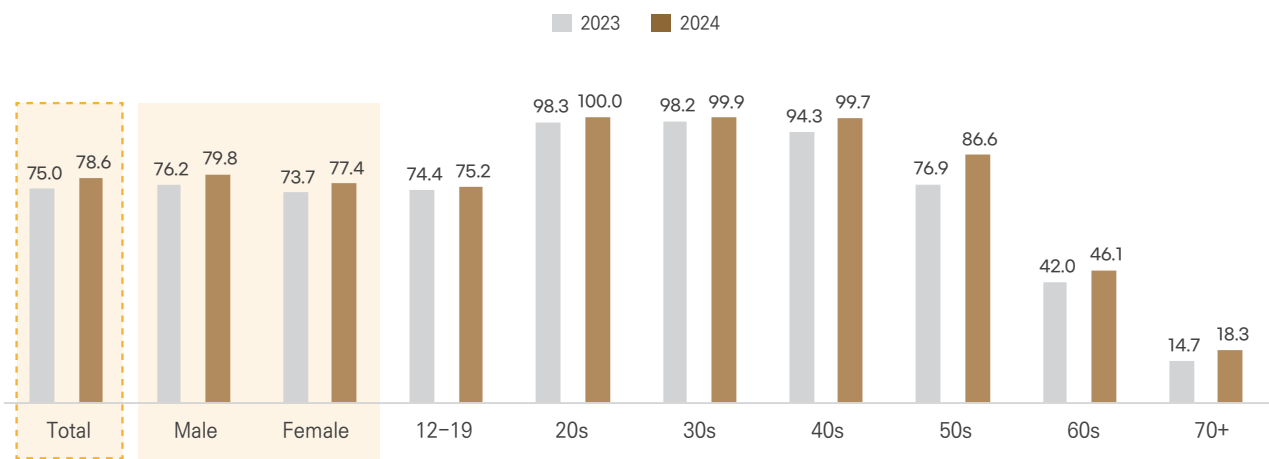
Looking at the Online Shopping usage rate by device, the Online Shopping usage rate through mobile devices was 74.8% while the Online Shopping usage rate through computers was 39.1%, showing that the Online Shopping usage rate via mobile devices was high.

Figure 5-8 | Online Shopping usage rate by device (% , based on Internet users aged 12 or older)



Online Shopping usage rate by age group was highest for those in their '20s' at 100.0%, followed by '30s' (99.9%), '40s' (99.7%), '50s' (86.6%), etc.

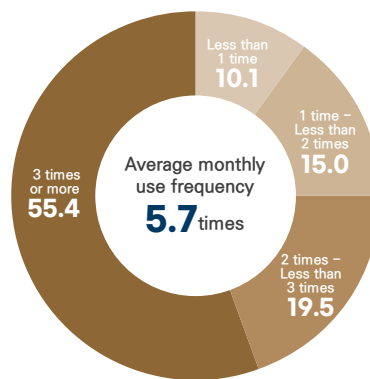
Figure 5-9 | Online Shopping usage rate by gender/age group (% , based on Internet users aged 12 or older)



B. Online Shopping Frequency

It was found that 55.4% of Internet shoppers aged 12 or older purchase products or services (including reservations and advanced purchases) through the Internet 3 or more times a month, and the average monthly Online Shopping use frequency was 5.7 times.

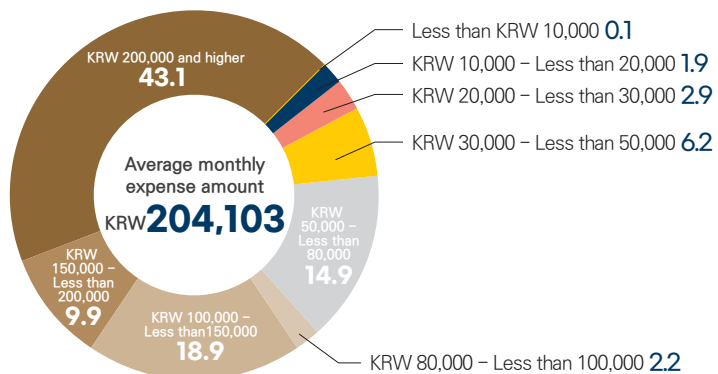
Figure 5-10 | Average monthly Online Shopping use frequency (% , based on Online Shopping users aged 12 or older)



C. Online Shopping Expenditure

The average monthly expenditure for purchasing goods or services (including reservations and advanced purchases) through the Internet was surveyed to be 204,103 won. Specifically, the proportion of purchases of 'over 200,000 won' was the highest at 43.1%, and the proportion of monthly average purchases of over 100,000 won ('100,000 won to less than 150,000 won' 18.9%, '150,000 won to less than 200,000 won' 9.9%, 'over 200,000 won' 43.1%) was 71.8%.

Figure 5-10 | Average monthly Online Shopping purchase expenditure (% , based on Online Shopping users aged 12 or older)



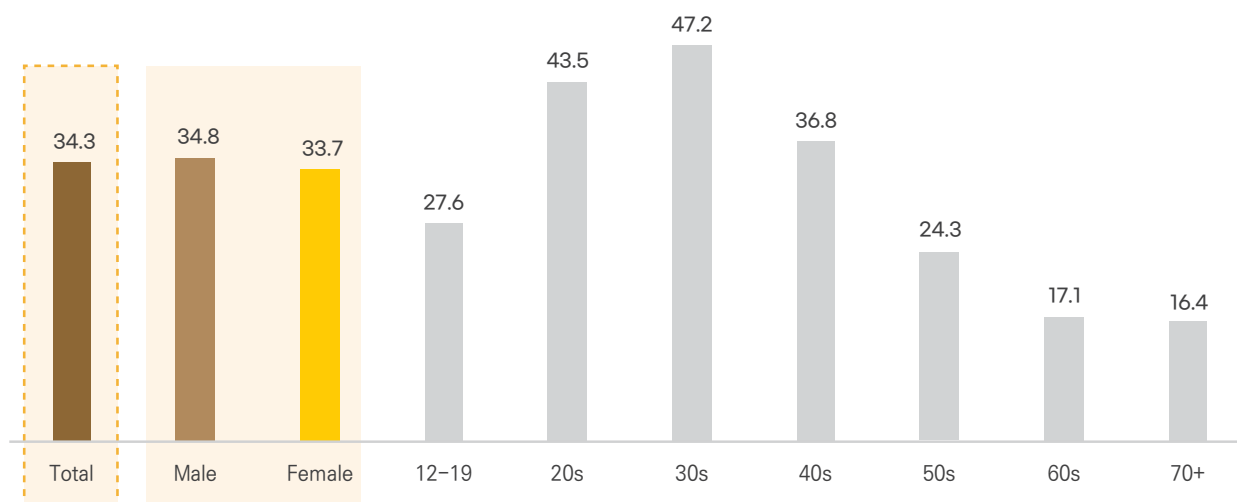
Part.4 V. Internet 'Life'

• 34.3% of Internet shoppers aged 12 or older use International direct purchase

D. International Direct Purchase Usage Rate

34.3% of online shoppers use International direct purchasing. By age group, it was the highest for those in their '30s' at 47.2%, followed by '20s' (43.5%), '40s' (36.8%), etc.

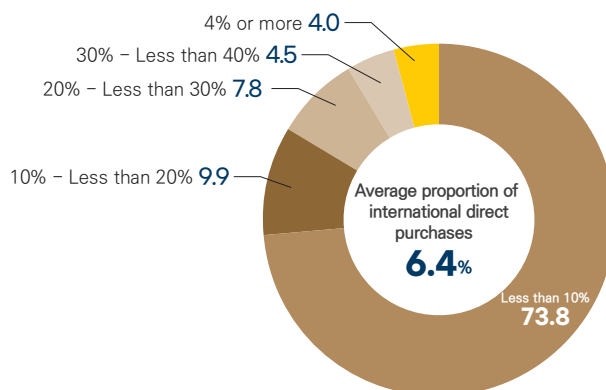
Figure 5-12 | International direct purchase usage rate by gender/age group (% , based on Online Shopping users aged 12 or older)



E. Proportion of International Direct Purchases

The proportion of International direct purchases among the total online shopping expenditures was highest at 'Less than 10%' at 73.8%, followed by '10% – less than 20%' at 9.9%, '20% – less than 30%' at 7.8% and 'more than 30%' at 4.5%. etc.

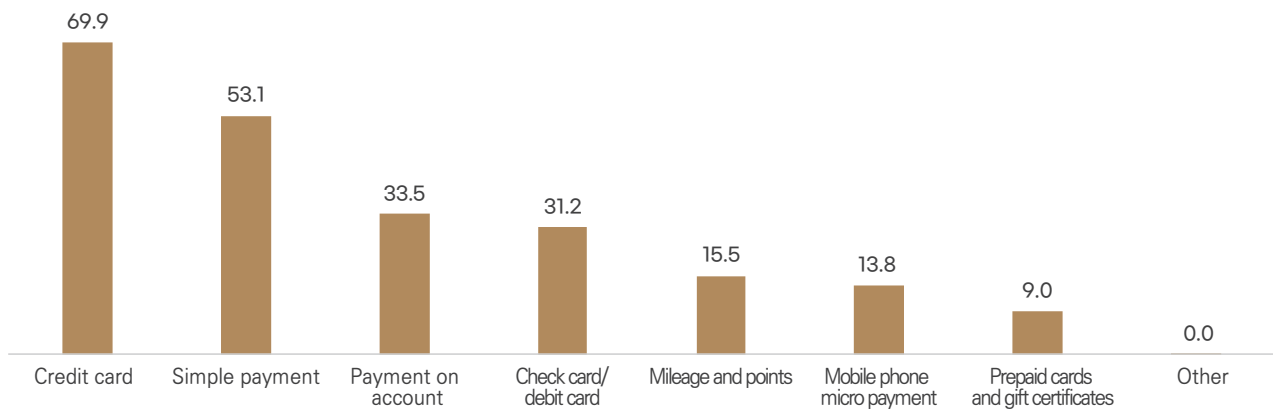
Figure 5-13 | Proportion of International direct purchases (% , based on Online Shopping users aged 12 or older)



F. Online Shopping Payment Method

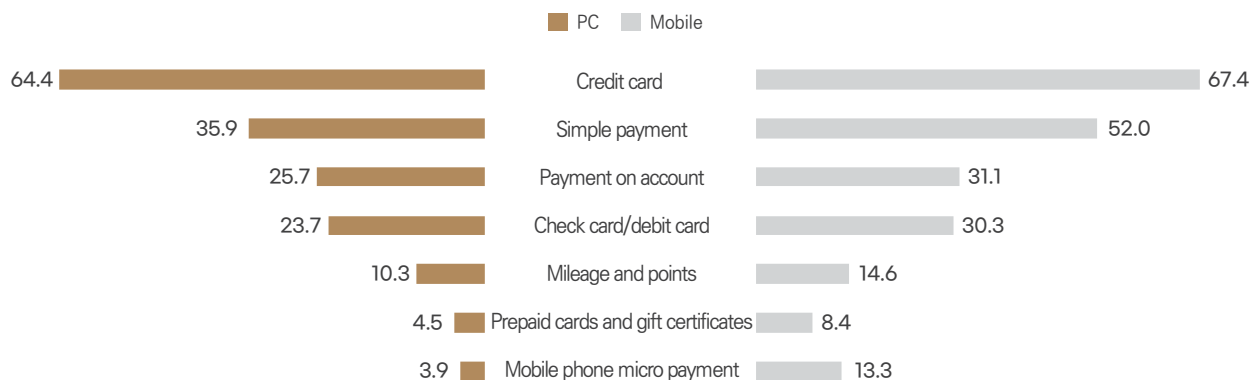
The main payment method for Online Shopping was 'Credit card' (69.9%), followed by 'Simple payment' (53.1%), 'Payment on account' (33.5%), 'Check card/debit card' (31.2%), etc.

Figure 5-14 | Online Shopping payment methods (multiple responses, %, based on Online Shopping users aged 12 or older)



For both PC and mobile shoppers, the main payment method was 'Credit card' (64.4% and 67.4%, respectively). Meanwhile, 'Simple payment,' 'Payment on account,' and 'Check card/debit card' were used more frequently by mobile shopping users compared to PC shopping users.

Figure 5-15 | Online Shopping payment methods (% , based on computer shopping/mobile shopping users aged 12 or older)

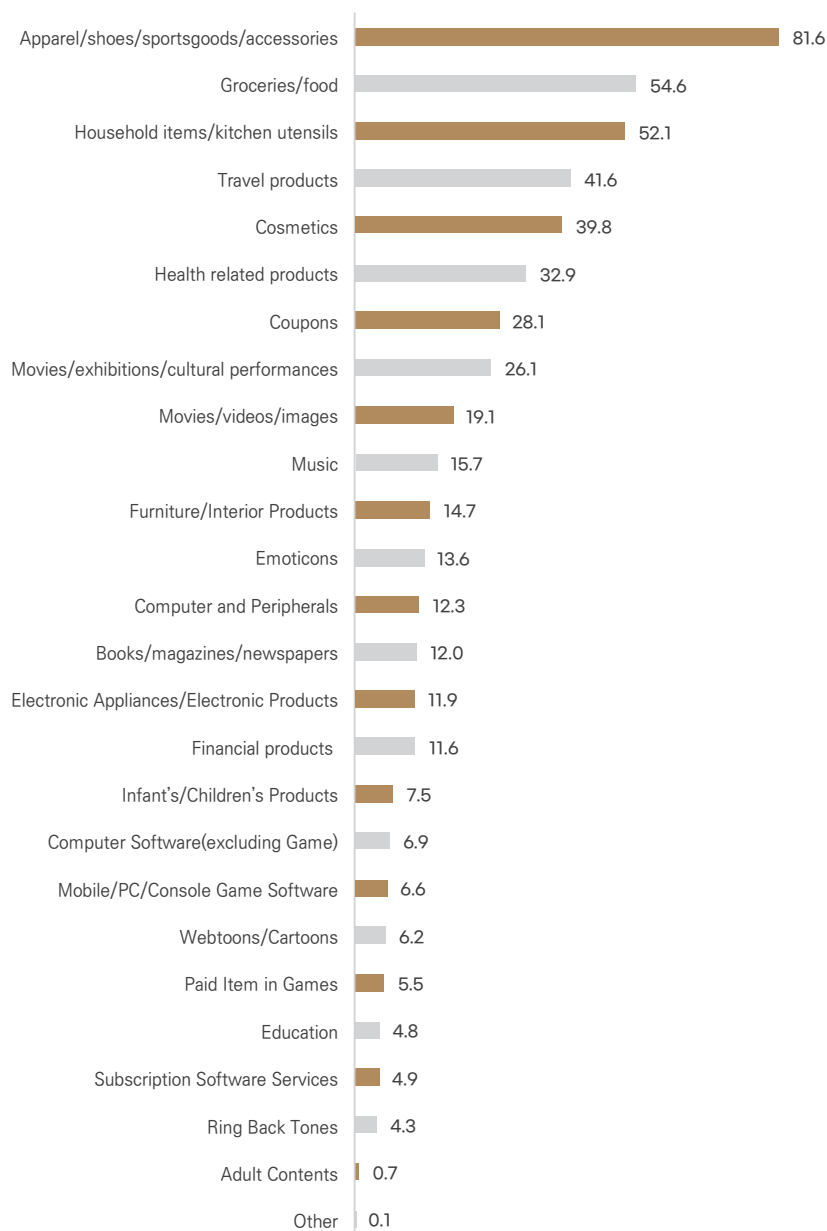


Part.4 V. Internet 'Life'

G. Items Purchased Online

Among the products and service items mainly purchased through Online Shopping³⁾, 'Apparel/shoes/sports goods/accessories' were the highest at 81.6%, followed by 'Groceries/food' (54.6%), 'Household items/kitchen utensils' (52.1%), 'Travel products' (41.6%), 'Cosmetics' (39.8%) etc.

Figure 5-16 | Items purchased online (multiple responses, %, based on Online Shopping users aged 12 or older)

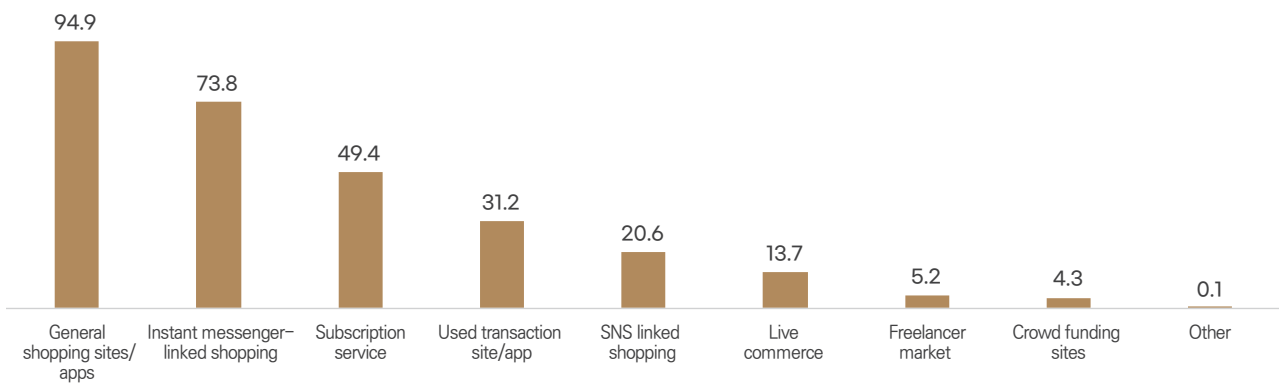


³⁾For 'music', 'video', 'books, magazines, newspapers', 'computer games or video games', and 'software' streamed or downloaded paid content that are provided in digital files have been included, in addition to products that are delivered offline(mail, courier shipping, etc.)

H. Online Shopping Apps/Sites

Among Internet shoppers aged 12 or older, the proportion of those who make purchases through 'General shopping sites/apps' was the highest at 94.9%, followed by 'Instant messenger-linked shopping' (73.8%), 'Subscription service' (49.4%), 'Used transaction site/app' (31.2%), 'SNS linked shopping' (20.6%), etc.

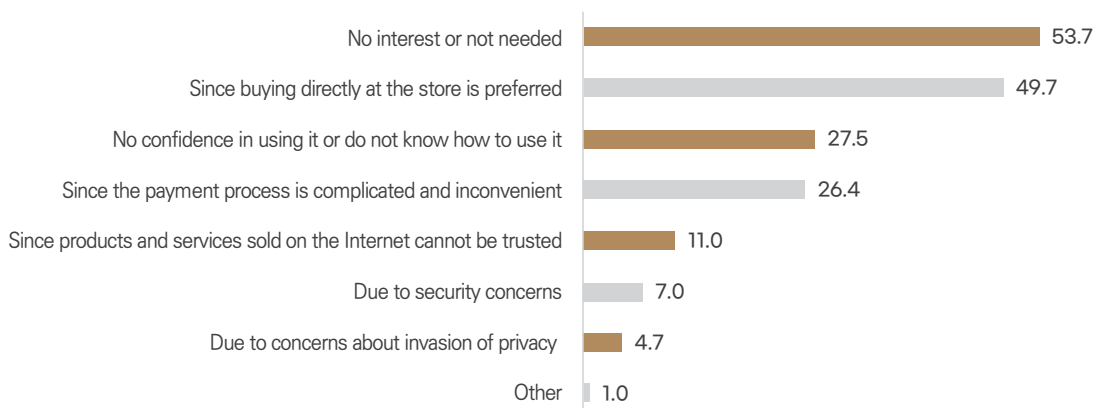
Figure 5-17 Frequently Used apps/sites when purchasing Internet products (multiple responses, %, based on Online Shopping users aged 12 or older)



I. Reasons for Not Using Online Shopping

More than half (53.7%) of non-users of online shopping aged 12 or older cited 'Not interested or needing it' as the main reason. This was followed by 'Since buying directly at the store is preferred' (49.7%), 'No confidence in using it or do not know how to use it' (27.5%), 'Since the payment process is complicated and inconvenient' (26.4%), etc.

Figure 5-18 Reasons for not using Online Shopping (multiple responses, %, based on non-users of Online Shopping aged 12 or older)

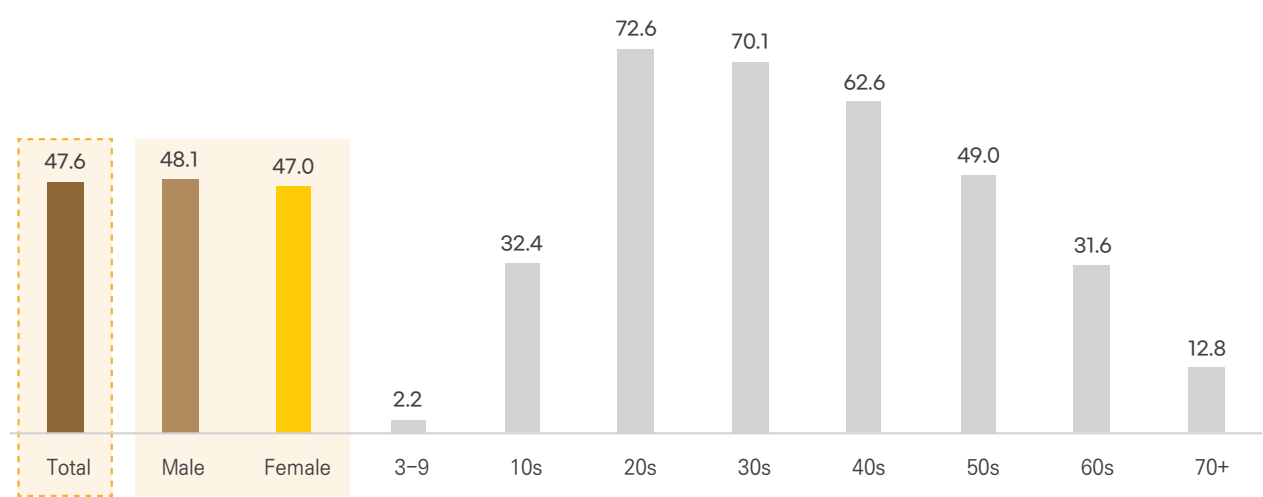


Part.4 V. Internet 'Life'

J. Experience in Selling Products or Services

It was found that 47.6% of Internet users aged 3 or older have experience selling products or services online, including second-hand transactions. By age group, those in their '20s' showed the highest rate at 72.6%, followed by '30s' (70.1%), '40s' (62.6%), '50s' (49.0%), etc.

Figure 5-19 | Experience selling products or services (% , based on Internet users aged 3 or older)



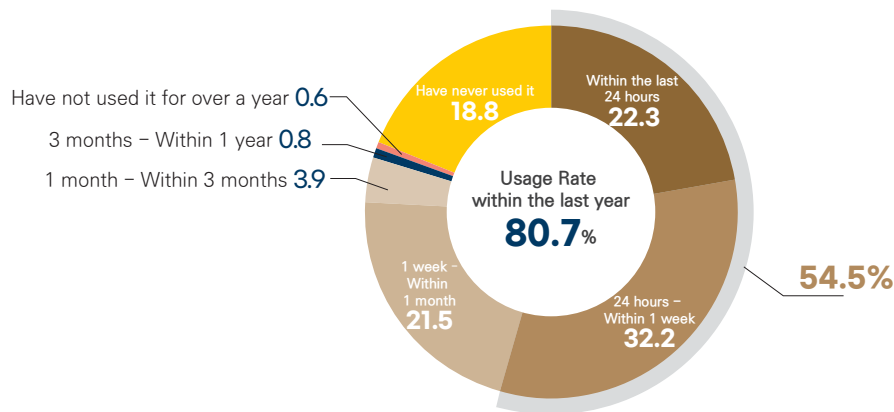
3. Using Internet Banking

- Internet banking usage rate of Internet users aged 12 or older is 80.7%

A. Internet Banking Usage Rate

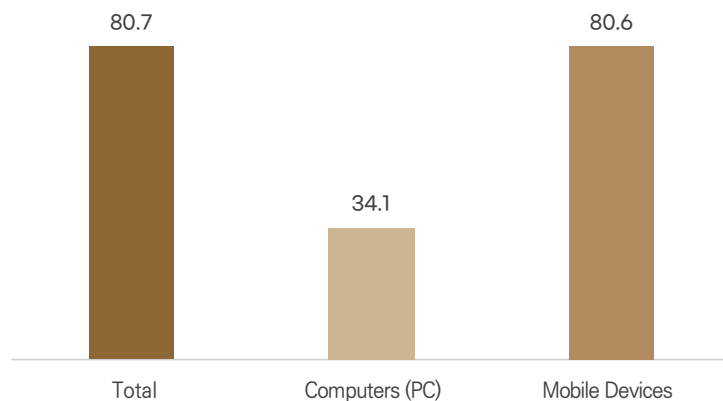
The Internet banking usage rate (the percentage of people who used Internet banking within the past year) among Internet users aged 12 or older was 80.7%, and 54.5% used it in the past week.

Figure 5-20 | Recent Internet banking use period (% , based on Internet users aged 12 or older)



As a result of analyzing Internet banking usage by device, the usage rate through mobile devices was higher at 80.6% than the usage rate through computers (PC) at 34.1%.

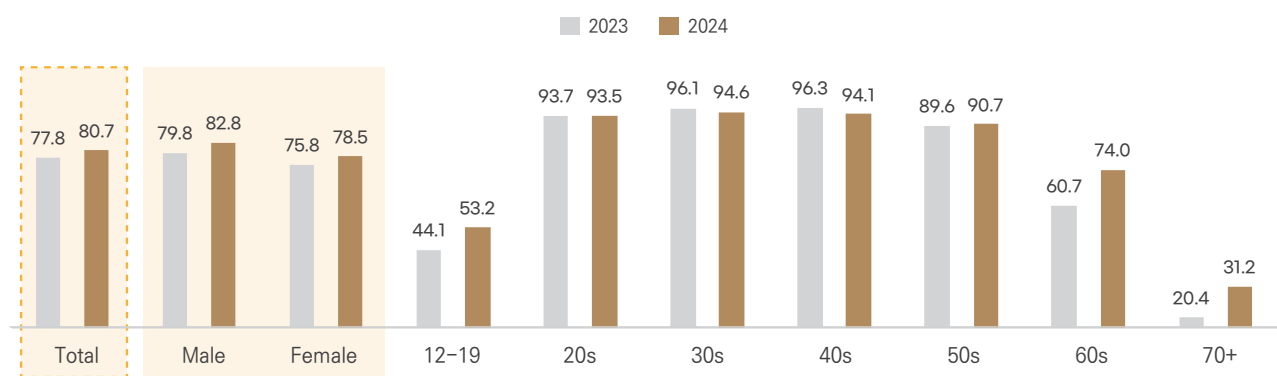
Figure 5-21 | Internet banking usage rate by device (% , based on Internet users aged 12 or older)



Part.4 V. Internet 'Life'

When analyzed by gender, Internet banking usage rate of 'Male' (82.8%) was higher than 'Female' (78.5%), and by age group, the usage rate was the highest for those in their '30s' at 94.6%, followed by those in their '40s' (94.1%), '20s' (93.5%), '50s' (90.7), etc.

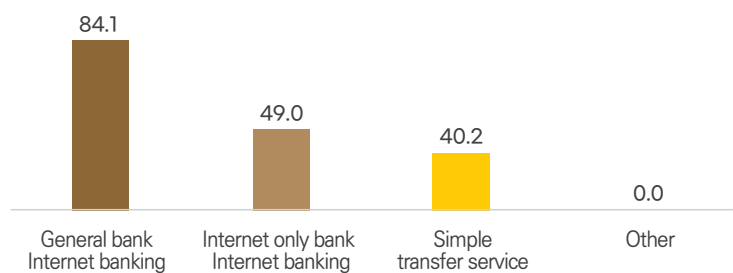
Figure 5-22 | Internet banking usage rate by gender/age group (% , based on Internet users aged 12 or older)



B. Frequently Used Internet Banking Services

Among Internet banking users aged 12 or older, the proportion of those using 'General bank Internet banking' was the highest at 84.1%, followed by 'Internet only bank Internet banking' (49.0%), and 'Simple transfer service' (40.2%).

Figure 5-23 | Internet banking use services (2 responses, %, Internet banking users aged 12 or older)



What is Internet Banking?

It includes all bank transaction activities like savings, transfer, investment, asset management, etc. on the Internet, and includes mobile banking services using mobile applications provided by each financial institution

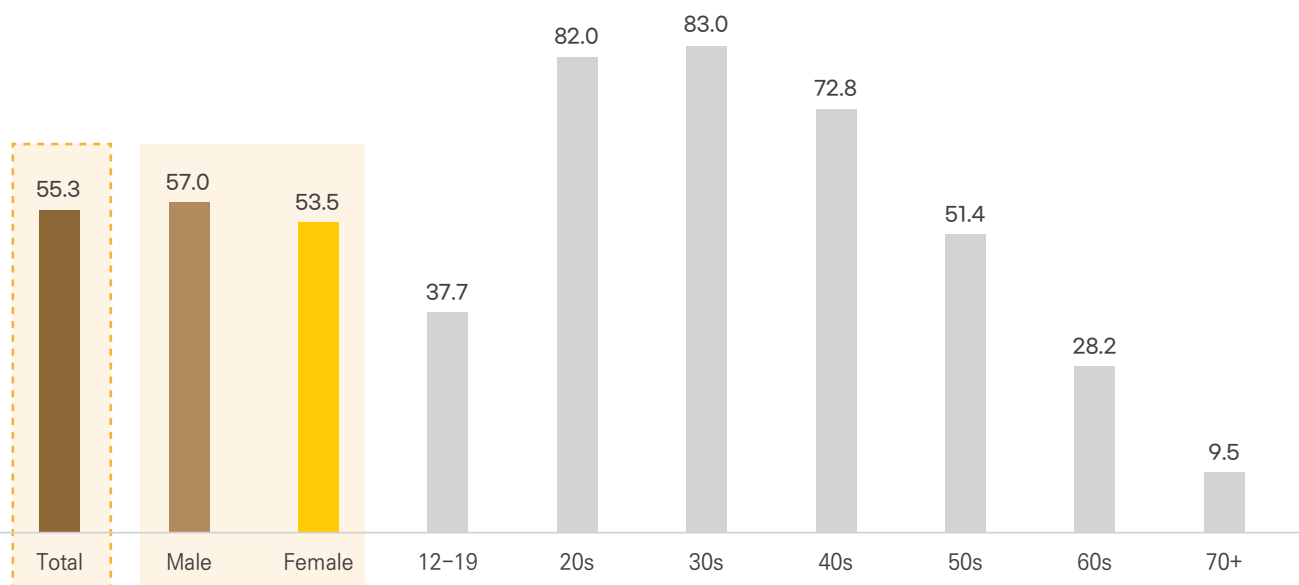
Example) PC-based Internet banking services for each bank, mobile banking services like KB Kookmin Bank Star Banking, Shinhan SOL Bank, NH Nonghyup Smart Banking, KEB Hana Bank Smartphone Banking, etc., and Internet-only banking services like K-Bank, Kakao Bank, etc.

- 55.3% of smartphone users aged 12 or older use mobile simple payment services via smartphones.

C. Smartphone Mobile Simple Payment Service Usage Rate

55.3% of smartphone users aged 12 or older used smartphone mobile simple payment services on-site. By age group, usage rates were high among those in their '30s' (83.0%), '20s' (82.0%), and '40s' (72.8%). However, usage rates were lower among those aged '12-19' (37.7%), '60s' (28.2%), and '70+' (9.5%).

Figure 5-24 | Smartphone mobile simple payment service usage rate (% , based on smartphone users aged 12 or older)



What is smartphone mobile simple payment?

It refers to the instant payment in the field using a smartphone through simple authentication(e.g. fingerprint) within the smartphone such as Samsung Pay, Apple Pay, Shinhan Play, KB Pay, Kakao Pay, etc.

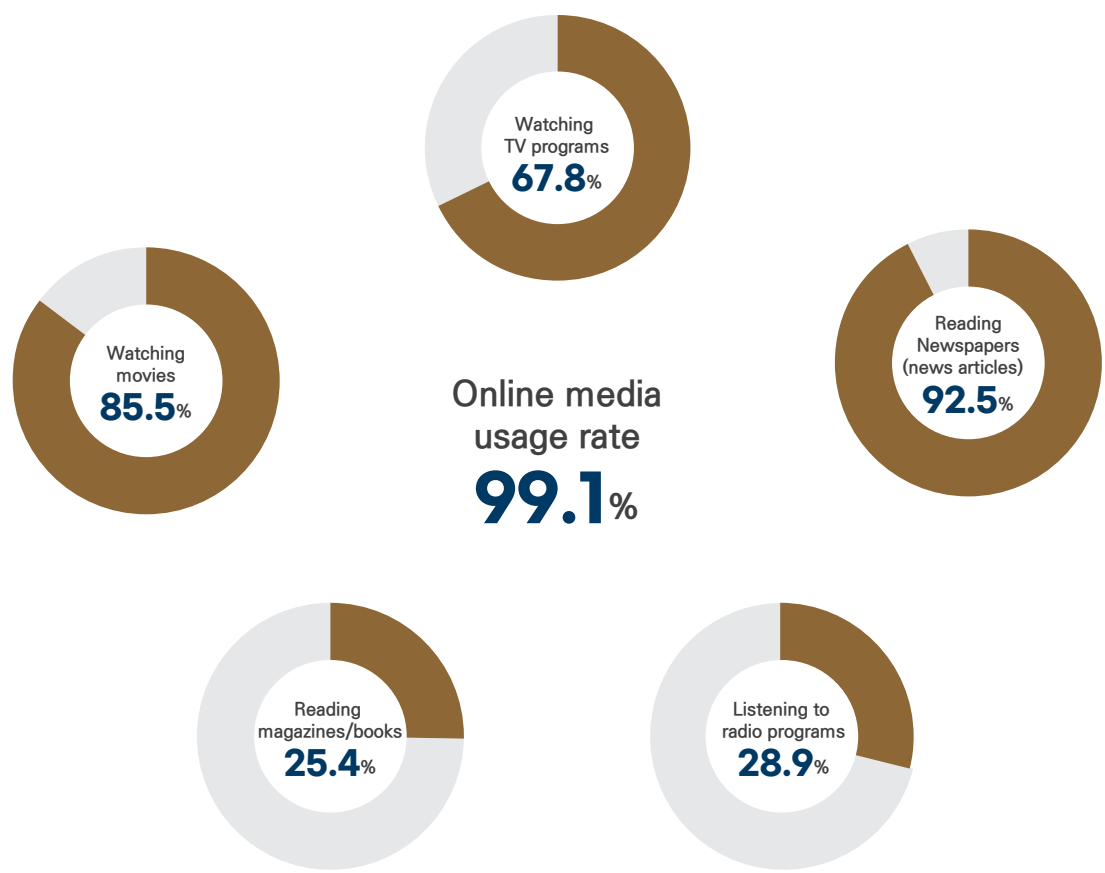
4. Using Online Media

• Online media usage rate of Internet users aged 6 or older is 99.1%

A. Online Media Usage Rate

Most Internet users aged 6 or older (99.1%) are 'online media users' who use one or more of the five major media sources: TV, newspapers (news articles)⁶⁾, radio, magazines/books, movies, etc. through the Internet. The usage rate was the highest for 'Reading newspapers (news articles)' at 92.5%, followed by 'Watching movies' (85.5%), 'Watching TV programs' (67.8%), 'Listening to radio programs' (28.9%), and 'Reading magazines/books' (25.4%).

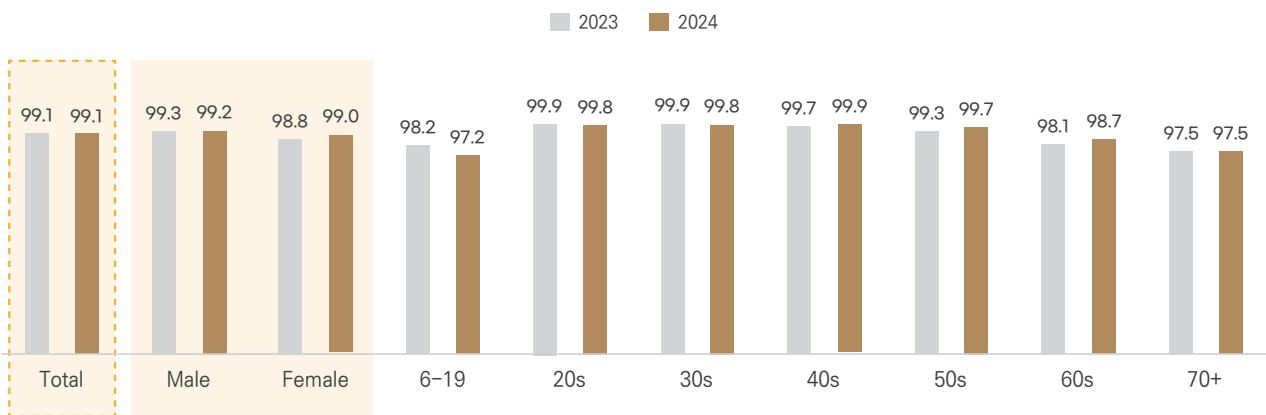
Figure 5-25 | Usage rate by online media service (multiple responses, %, based on Internet users aged 6 or older)



6) It refers to view or use news, newspaper articles(newspapers or portal sites), etc. through the Internet.

Online media usage rates by gender were very similar and by age group, the online media usage rates were higher than 97% in all age groups.

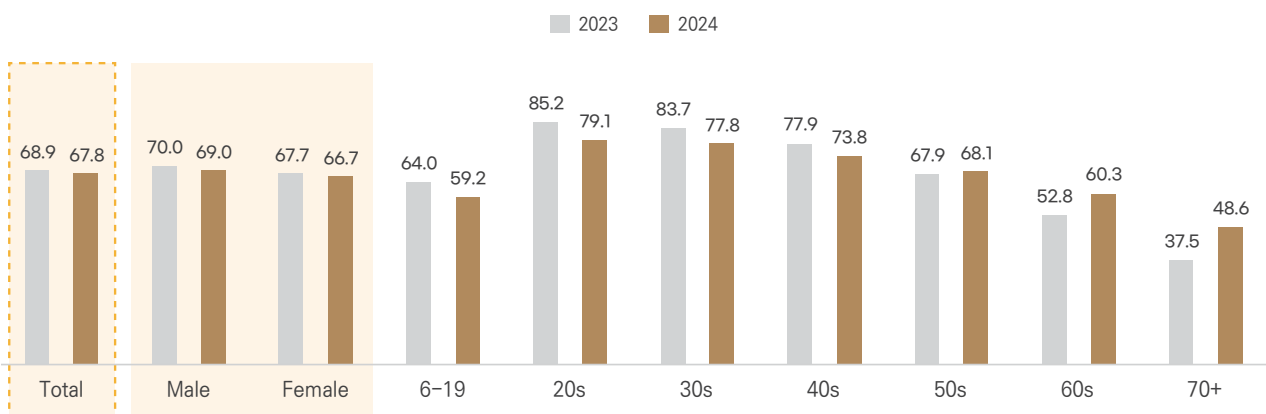
Figure 5-26 Usage rate for each online media service by gender/age group (multiple responses, %, based on Internet users aged 6 or older)



B. Watching TV

Among Internet users aged 6 or older, the online TV watching rate decreased by 1.1%p year-on-year to 67.8%. By age group, it was followed by those in their '20s' (79.1%), '30s' (77.8%), '40s' (73.8%), etc.

Figure 5-27 Online TV usage rate by gender/age group (% , based on Internet users aged 6 or older)

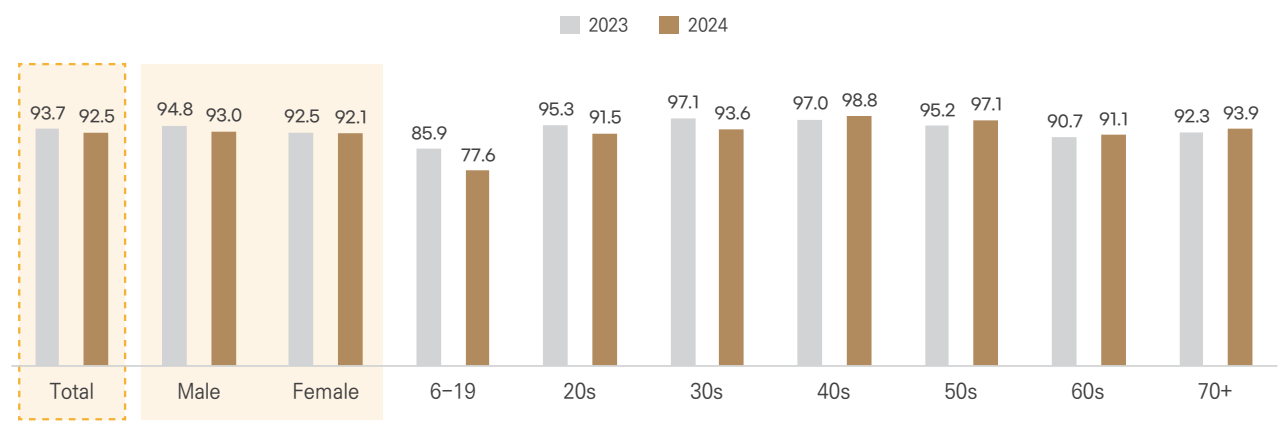


Part.4 V. Internet 'Life'

C. Reading Newspapers

Among Internet users aged 6 or older, 92.5% read newspapers online. The usage rate was over 90% in age groups 20 or older, while it was relatively lower at 77.6% among those aged '6-19'.

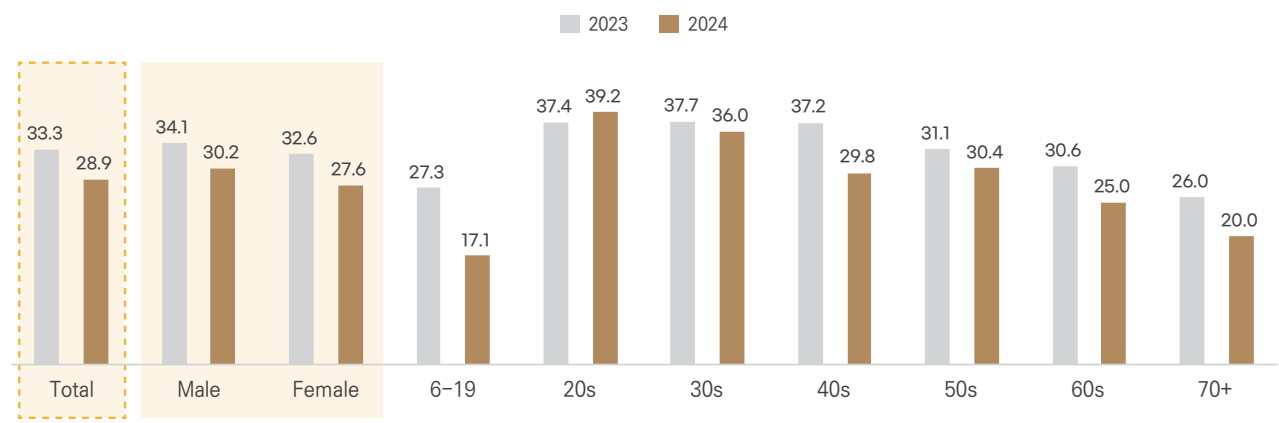
Figure 5-28 | Online newspaper usage rate by gender/age group (% , based on Internet users aged 6 or older)



D. Listening to Radio

It was shown that about 3 out of 10 (28.9%) Internet users aged 6 or older listen to online radio. By age group, those in their '20s' showed the highest rate at 39.2%, followed by '30s' (36.0%), '50s' (30.4%), '40s' (29.8%), etc.

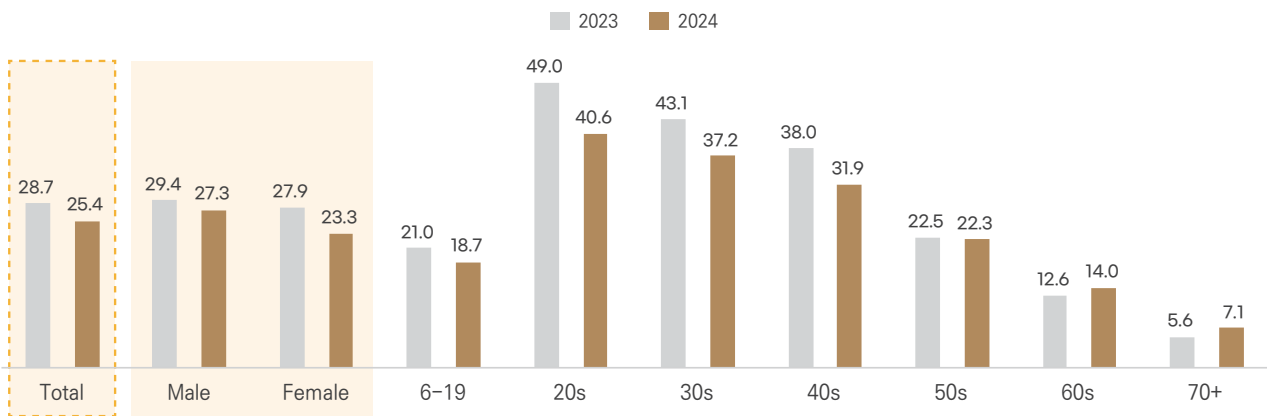
Figure 5-29 | Online radio rating by gender/age group (% , based on Internet users aged 6 or older)



E. Reading Magazines and Books

Among Internet users aged 6 or older, the percentage of those who read magazines and newspapers online was 25.4%. By gender, it was higher among 'Male' (27.3%) than 'Female' (23.3%). By age group, those in their '20s' had the highest rate at 40.6%, compared to other age groups.

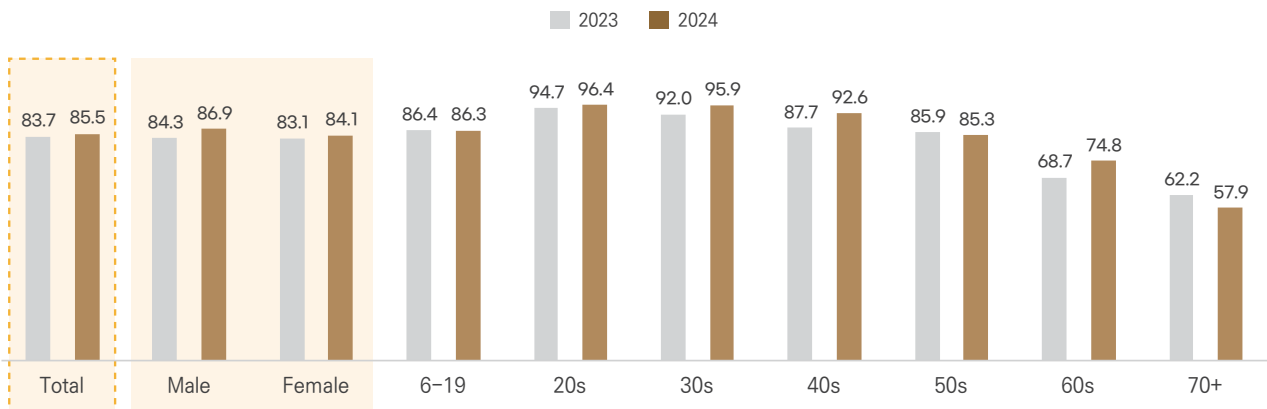
Figure 5-30 | Online magazine and book usage rate by gender/age group (% , based on Internet users aged 6 or older)



F. Watching Movies

8 out of 10 (85.5%) Internet users aged 6 or older watch movies online. By age group, the '20s' (96.4%) had the highest rate of online movie watching, followed by the '30s' (95.9%), '40s' (92.6%), '6-19' years (86.3%), '50s' (85.3%), etc.

Figure 5-31 | Online movie viewing rate by gender/age group (% , based on Internet users aged 6 or older)

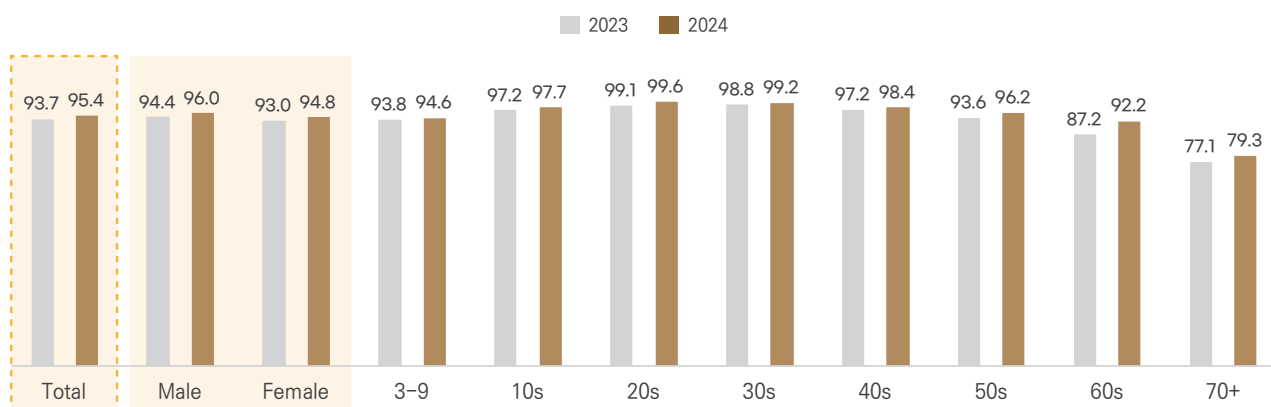


5. Using Video Service

A. Video Service Usage Rate by Age

The video service usage rate among Internet users in Korea increased by 1.7%p from the previous year, reaching 95.4%. The usage rate was high at over 92% in all age groups except for those in their 70s.

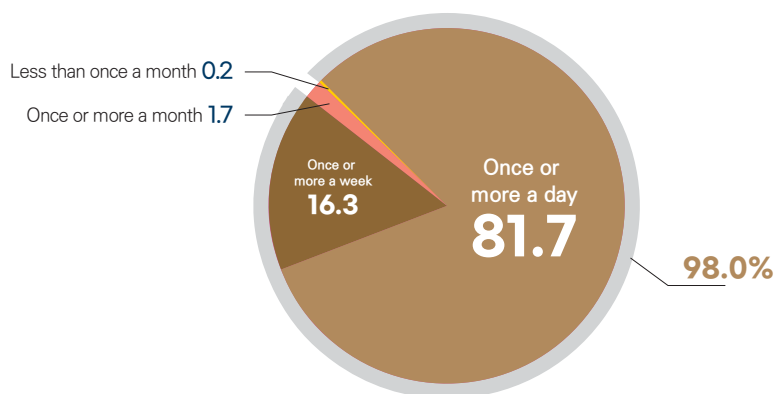
Figure 5-32 | Video service usage rate by gender/age group (% , based on Internet users aged 3 or older)



B. Video Service Use Frequency

It was found that 98.0% of video service users aged 3 or older use video service at least once a week (81.7% 'Once or more a day', 16.3% 'Once or more a week').

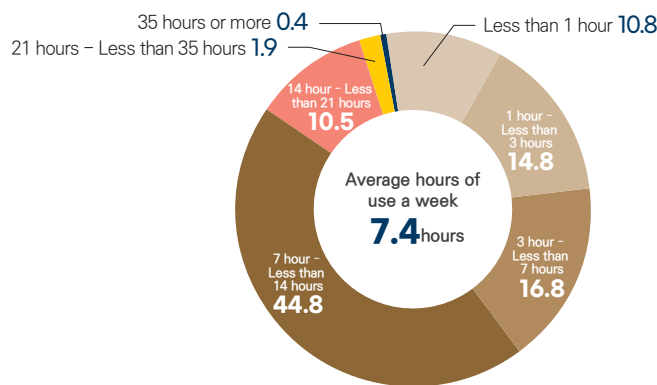
Figure 5-33 | Video service use frequency (% , based on video service users aged 3 or older)



C. Video Service Use Time

It was found that video service users aged 3 years or older use video services for an average of 7.4 hours per week. By usage time, '7 hours – Less than 14 hours' was the highest at 44.8%, followed by those in their '3 hours – Less than 7 hours' (16.8%), and '1 hour – Less than 3 hours' (14.8%).

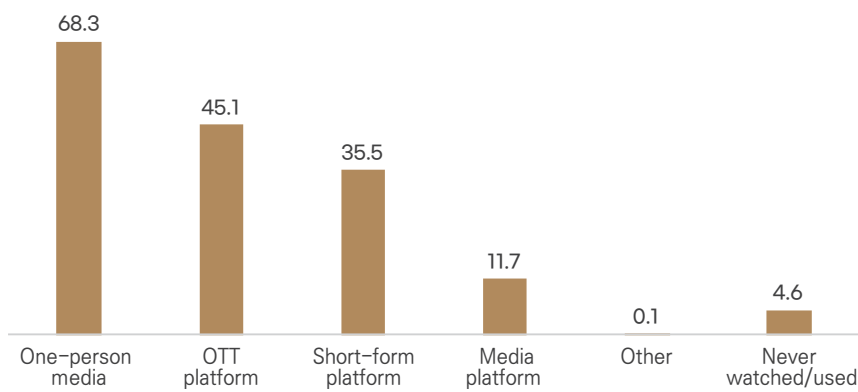
Figure 5-34 | Video service use time (% , based on video service users aged 3 or older)



D. Frequently Used Online Video Service Platforms

Online video service platforms Frequently Used by video service users aged 3 or older were ‘One-person media’ (68.3%), ‘OTT platform’ (45.1%), and ‘Short-form platform’ (35.5%).

Figure 5-35 | Frequently Used online video service platforms (2 responses, %, based on Internet users aged 3 or older)



One-person media: YouTube(excluding shorts), Afreeca TV, Twitch, etc.
OTT platform: Netflix, Disney+, Coupang Play, Watcha, Wavve, Amazon Prime, etc.
Short-form platform: YouTube Shorts, TikTok, Instagram Reels, etc.
Media platform: Portal Site(Naver, Daum TV, Kakao TV), Telecommunication Company Apps/Sites, etc.

E. Frequently Used Online Video Service Platform by Gender/age group

The most widely used online video service platform across all age groups was 'One-person media'. The OTT platform usage rate was relatively high among those in their '20s' (62.5%) and '30s' (64.0%). Meanwhile, short-form platform usage was notably higher among those in their '10s' (49.9%) and those in their '20s' (43.0%).

Table 5-1 | Frequently Used video service platform by gender/age group (3 responses, %, based on Internet users aged 3 or older)

Category		One-person media	OTT platform	Short-form platform	Media platform
Total		68.3	45.1	35.5	11.7
Gender	Male	69.5	46.8	34.7	11.7
	Female	67.2	43.4	36.3	11.7
Age	3-9	66.5	25.2	33.6	12.0
	10s	70.1	40.1	49.9	9.7
	20s	68.3	62.5	43.0	11.0
	30s	69.3	64.0	39.5	10.9
	40s	69.8	58.6	34.4	12.6
	50s	70.6	43.7	32.5	13.1
	60s	68.0	27.3	30.0	12.8
	70+	59.3	14.2	21.6	9.6

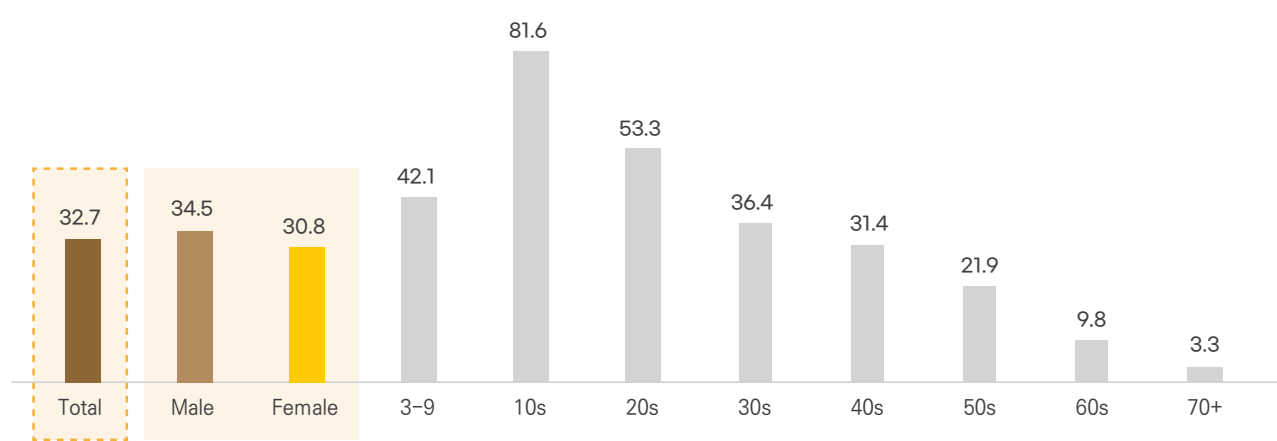


6. Online Education/Occupation-Workplace

A. Online Education

32.7% of Internet users are using online education. By age group, it was the highest for those in their '10s' at 81.6%, followed by '20s' (53.3%), and '3-9' (42.1%).

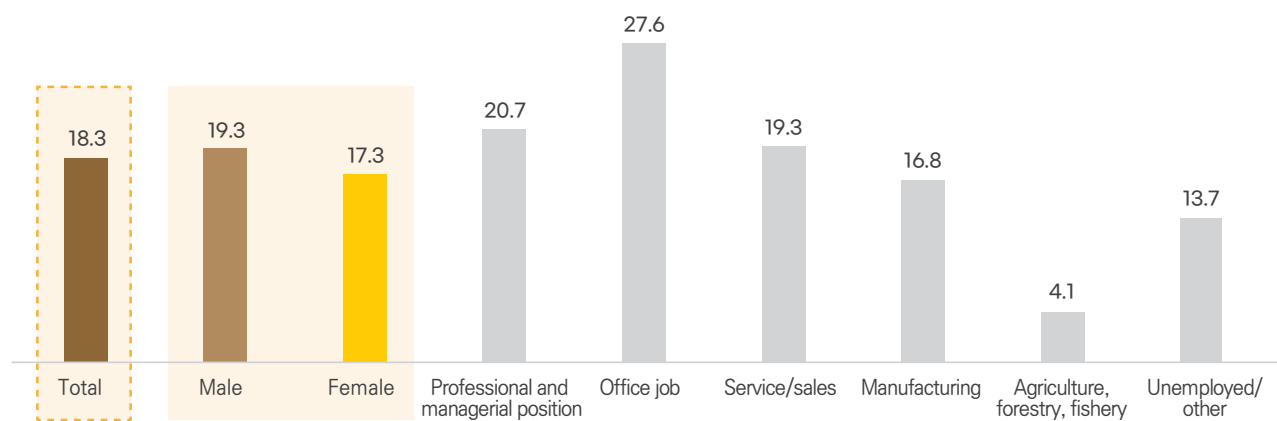
Figure 5-36 | Online education usage rate by gender/age group(% , based on the Internet users aged 3 or older)



B. Job Search Activity and Job Application

18.3% of Internet users use the service for job search and job applications. By occupation, it was the highest in 'Office job' at 27.6%, followed by 'Professional and managerial position' (20.7%), 'Service/sales' (19.3%), 'Manufacturing' (16.8%), etc.

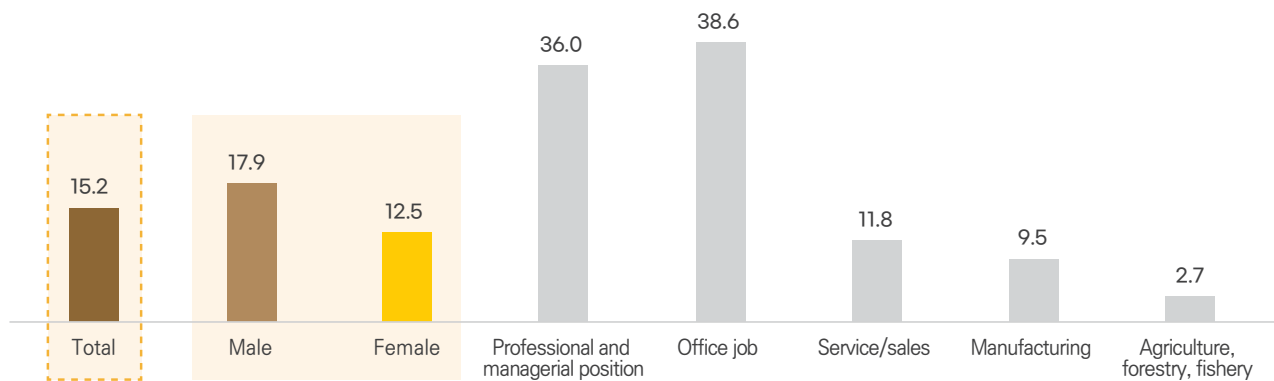
Figure 5-37 | Job search activity and job application usage rate by gender/occupation (%) , based on Internet users aged 3 or older)



C. Video Conferencing

15.2% of Internet users use video conferencing. By occupation, usage was highest among those in 'Office job' (38.6%) and 'Professional and managerial position' (36.0%).

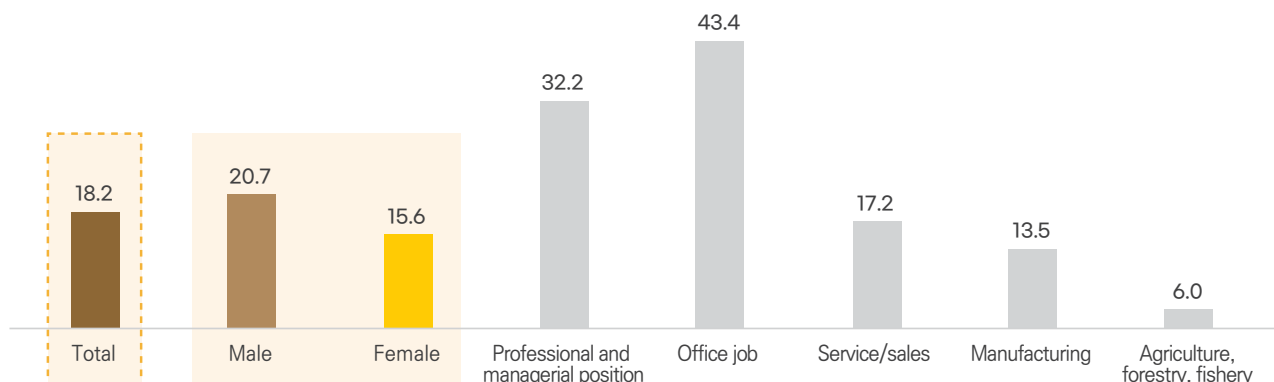
Figure 5-38 Video conferencing usage rate by gender/occupation (% , based on Internet users aged 3 or older)



D. Occupation/Workplace Related Online Participation

Occupation/workplace related online participation Occupation/Workplace Related Online Participation⁷⁾ is used by 18.2% of Internet users. By occupation, 'Office job' had the highest participation rate at 43.4%, followed by 'Professional and managerial position' (32.2%), 'Service/sales' (17.2%), 'Manufacturing' (13.5%), etc.

Figure 5-39 Occupation/workplace related online participation usage rate by gender/occupation (% , based on Internet users aged 3 or older)



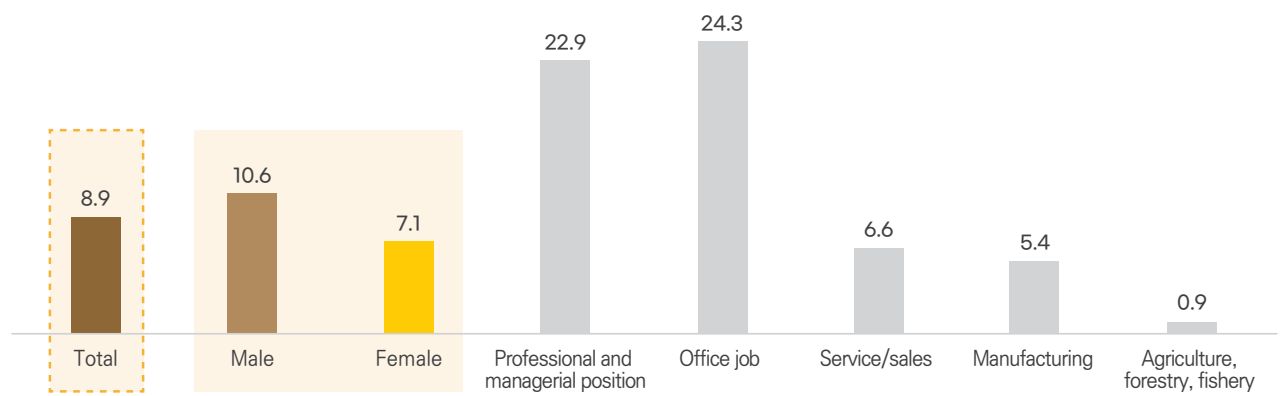
7) Occupation/Workplace Related Online Participation: Participate in online activities related to occupation and workplace like anonymous bulletin board, etc.

Part.4 V. Internet 'Life'

E. Remote Work

It was found that 8.9% of Internet users do remote work. By occupation, usage was highest among those in 'Office job' (24.3%) and 'Professional and managerial position' (22.9%).

Figure 5-40 Remote work usage rate by gender/occupation (% , based on Internet users aged 3 or older)



VI. ‘New’ Internet ‘Technology’



2024
Survey on the
Internet Usage

01. Using Cloud Service

02. Using Artificial Intelligence Service

Part.4 VI. 'New' Internet 'Technology'

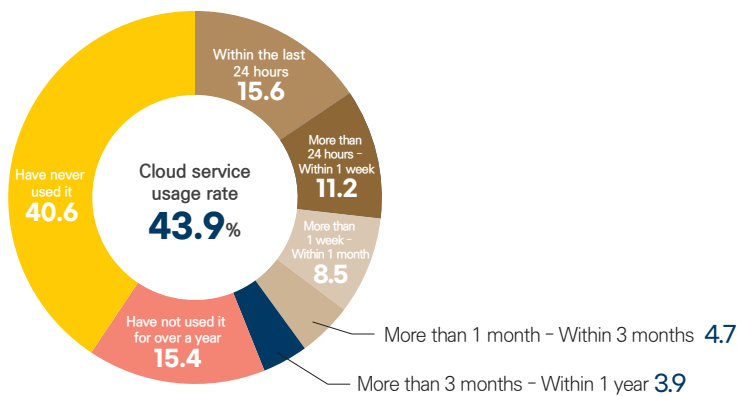
1. Using Cloud Service

- Cloud service usage rate of Internet users aged 12 or older is 43.9%

A. Cloud Service Usage Rate

The cloud service usage rate (the percentage of people who used cloud services in the past year) of Internet users aged 12 or older was 43.9%.

Figure 6-1 | Recent cloud service use period (% , based on Internet users aged 12 or older)



What is Cloud Service?

It is a service that stores media files(photos, music, etc.) and personal files(documents, address books, etc.) on a web server rather than an external storage space. The stored files can be downloaded to a computer, smartphone, etc. for desired operations like editing, etc.

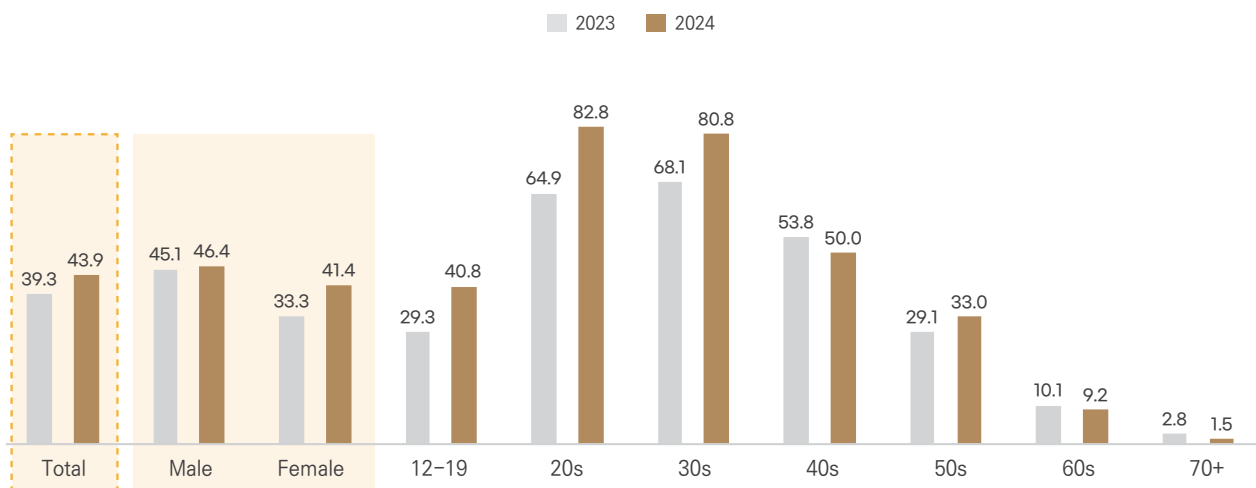
Example) **Drive type** (Naver Cloud, Google Drive, iCloud, KT Cloud, LG U+Box, MS OneDrive, Dropbox, etc.)

Document work (Google Docs, MS Office 365, etc.)

Schedule/Contact (Google Calendar, Naver Calendar, Naver Address Book, etc.)

By gender, the cloud service usage rate was higher for 'Male' (46.4%) than for 'Female' (41.4%). By age group, the '20s' showed the highest usage rate at 82.8%, followed by those in their '30s' (80.8%), '40s' (50.0%), '12-19' (40.8%), etc.

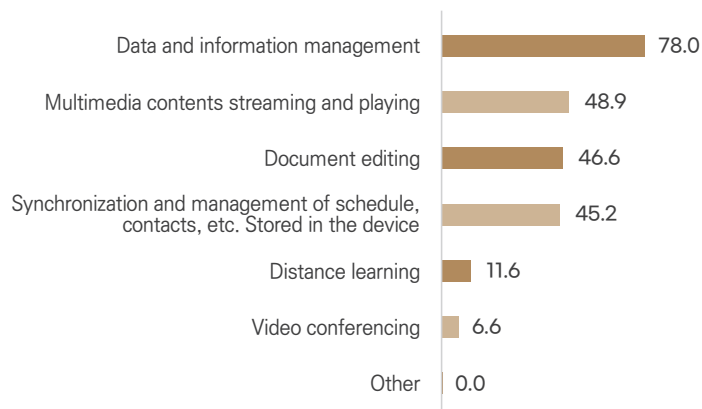
Figure 6-2 Cloud service usage rate by gender/age group (% , based on Internet users aged 12 or older)



B. Purpose of Cloud Service Use

The most common purpose for using cloud services was 'Data and information management' (78.0%). This was followed by 'Multimedia contents streaming and playing' (48.9%) and 'Document editing' (46.6%).

Figure 6-3 Purpose of cloud service use (% , based on cloud service users aged 12 or older)



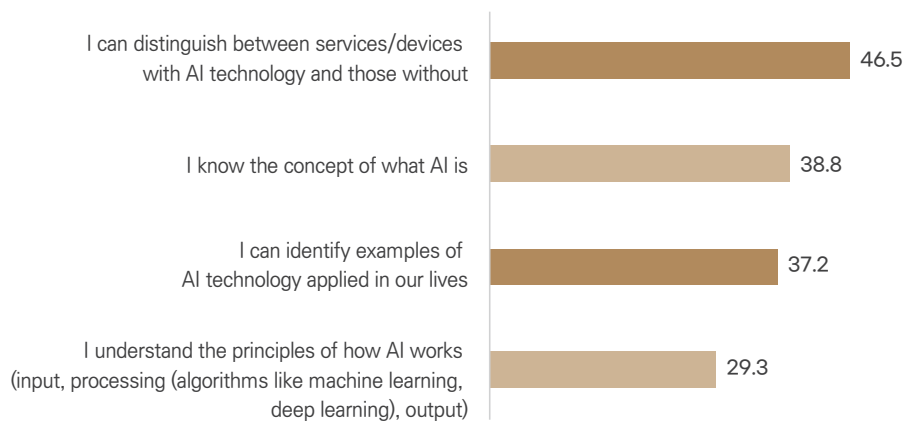
Part.4 VI. 'New' Internet 'Technology'

2. Using Artificial Intelligence Service

A. Ability to Understand and Identify AI Services

In response to questions about the ability to understand and identify AI services, the highest positive perception('Agree' + 'Strongly agree') was that 'I can distinguish between services/devices with AI technology and those without' at 46.5%, followed by 'I know the concept of what AI is' at 38.8%, and 'I can identify examples of AI technology applied in our lives' at 37.2%.

Figure 6-4 | Ability to understand and identify AI services (% , based on population aged 6 or older)

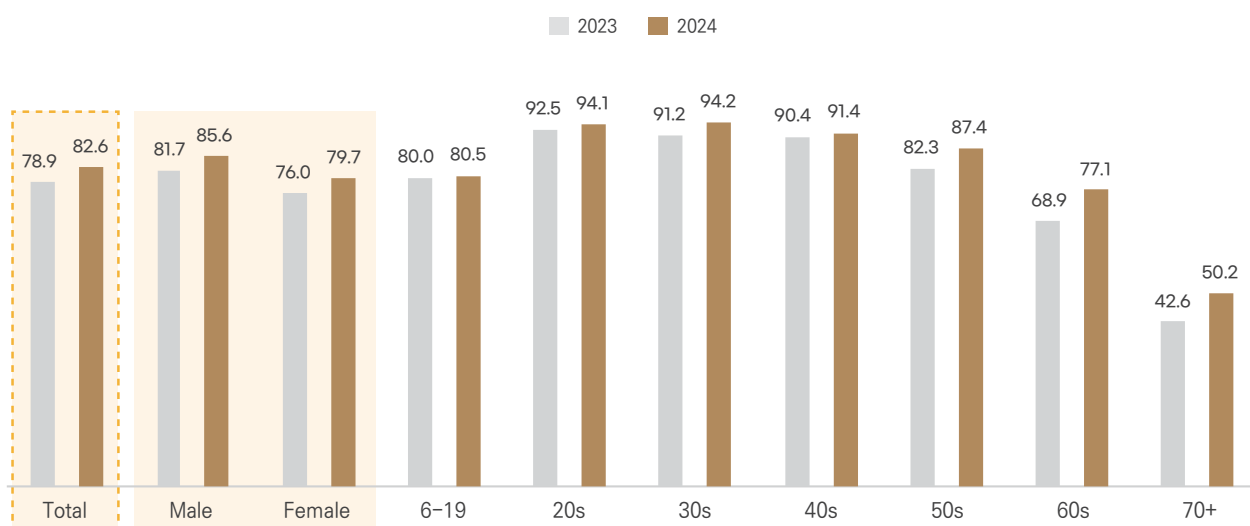


- AI service recognition rate of the population aged 6 or older is 82.6%

B. AI Service Recognition Rate

AI service recognition rate rose 3.8%p compared to the previous year to 82.6%. By gender, 'Male' (85.6%) were higher than 'Female' (79.7%). By age group, it was the highest for those in their '30s' at 94.2%, followed by '20s' (94.1%), '40s' (91.4%), etc.

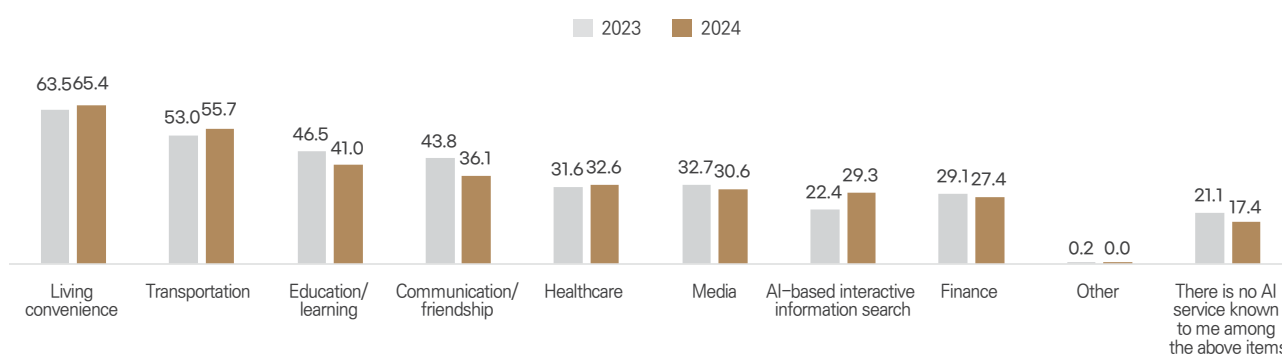
Figure 6-5 AI service recognition rate by gender/age group (% , based on population aged 6 or older)



C. Recognized AI Service Areas

The most recognized fields of AI services were 'Living convenience' (65.4%), 'Transportation' (55.7%), 'Education/learning' (41.0%), and 'Communication/friendship' (36.1%).

Figure 6-6 AI service recognition area (multiple responses, %, based on population aged 6 or older)



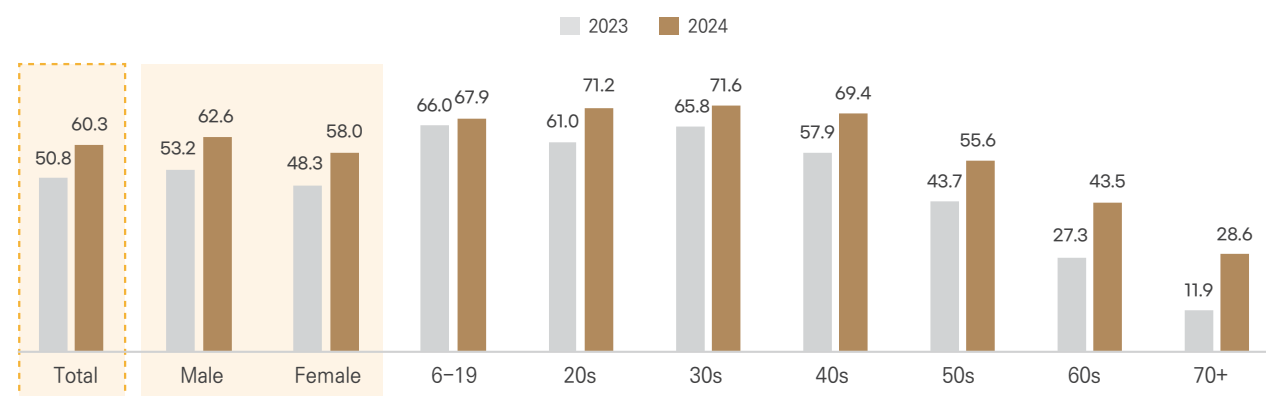
Part.4 VI. 'New' Internet 'Technology'

• AI service experience rate of the population aged 6 or older is 60.3%

D. AI Service Experience Rate

As of July 2024, AI service experience rate was 60.3%. By gender, 'Male' (62.6%) was higher than 'Female' (58.0%). By age group, the '30s' (71.6%) had the highest experience rate, followed by '20s' (71.2%), '40s' (69.4%), and ages '6-19' (67.9%). The lowest experience rate was among those '70+' (28.6%).

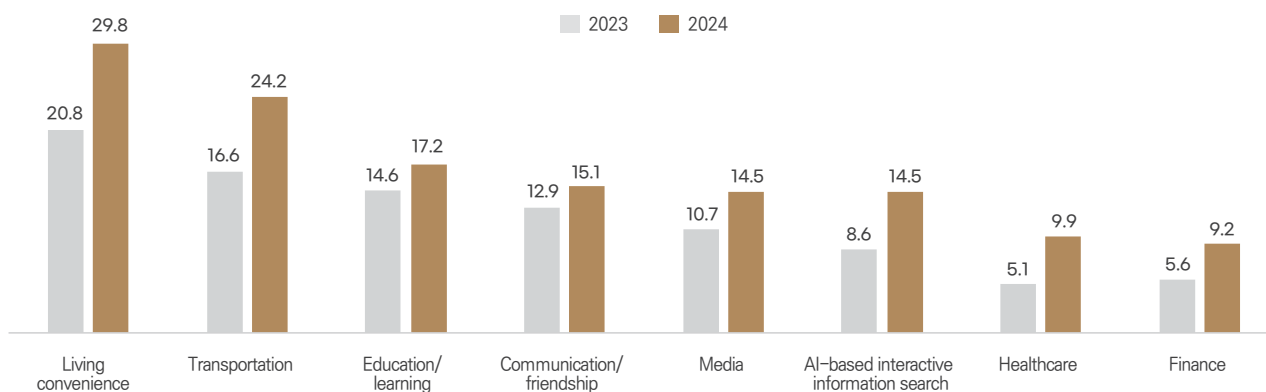
Figure 6-7 AI service experience rate by gender/age group (% , based on population aged 6 or older)



E. Areas of Experience with AI Services

The experience rate of AI service usage increased in most fields. By field, the highest experience rates were observed in 'Living convenience' (29.8%), followed by 'Transportation' (24.2%) and 'Education/learning' (17.2%).

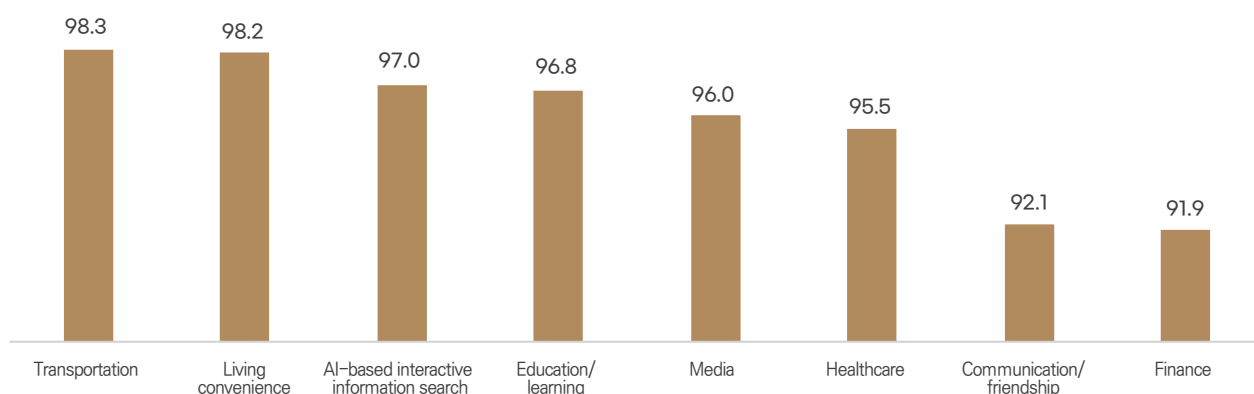
Figure 6-8 Areas of experience with AI services (multiple responses, %, based on population aged 6 or older)



F. Perceived Usefulness of AI Services

When we asked those with experience in the AI service field whether AI services were helpful ('Helpful' + 'Very helpful'), all areas showed a high response rate more than 90%. 'Transportation' was the highest at 98.3%, followed by 'Living convenience' (98.2%), 'AI-based interactive information search' (97.0%), 'Education/learning' (96.8%), etc.

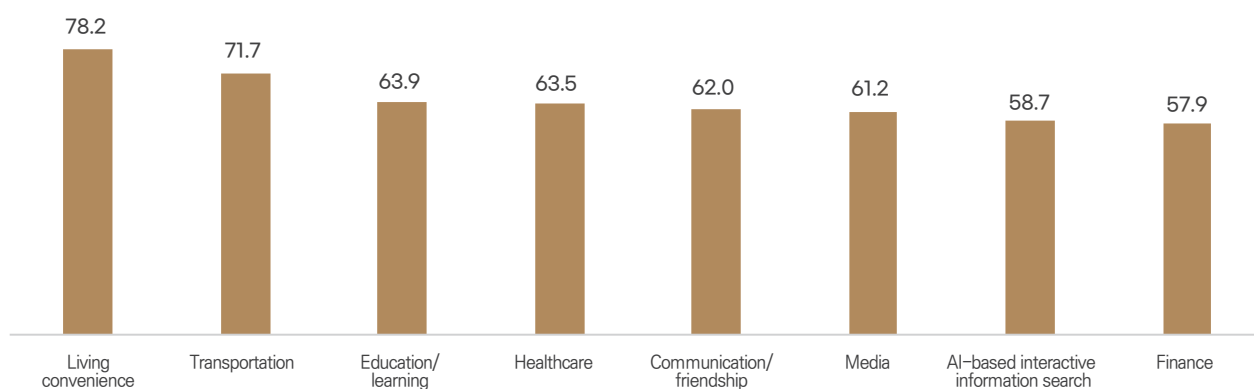
Figure 6-9 | Perceived usefulness of AI services (% , based on population aged 6 or older with experience in the area)



G. Need for AI Services

When asked to those with experience in the AI service field whether AI services are necessary in daily life ('Necessary' + 'Very necessary'), the highest response was for 'Living convenience' at 78.2%, followed by 'Transportation', (71.7%), 'Education/learning' (63.9%), 'Healthcare' (63.5%), etc.

Figure 6-10 | Need for AI Services (multiple responses, % , based on population aged 6 or older with experience in the area)

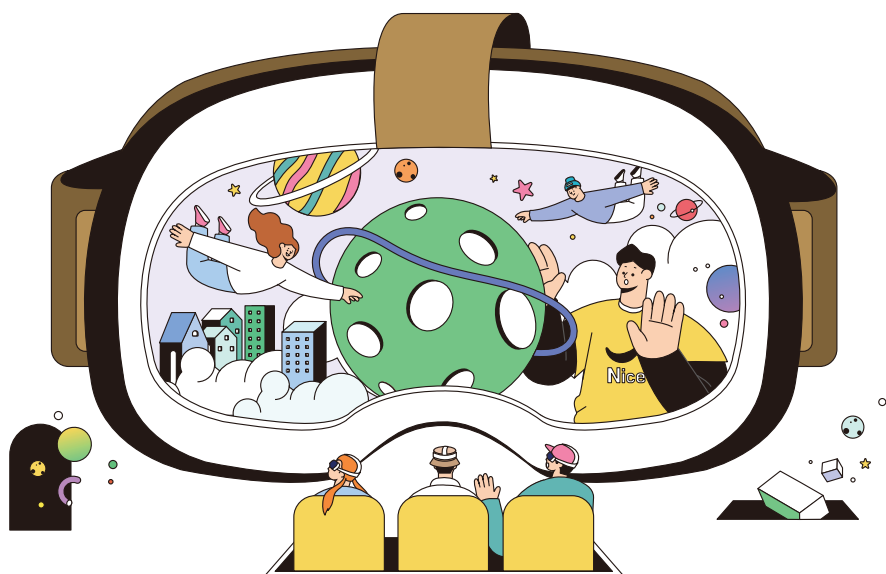
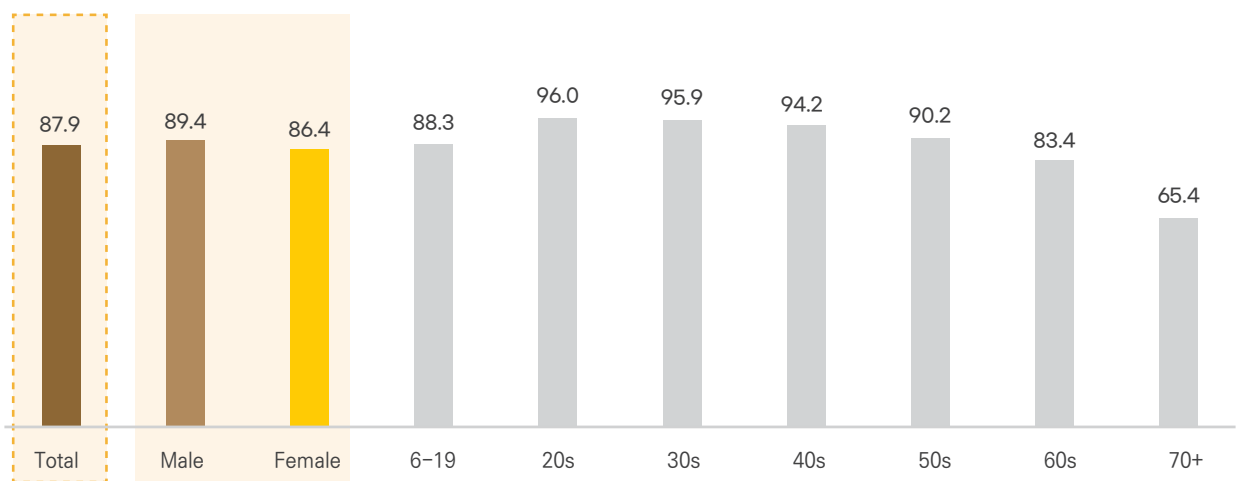


Part.4 VI. 'New' Internet 'Technology'

H. Intention to Use AI Services in the Future

As a result of a survey on future intentions to use AI services targeting those with experience in the AI service field, 87.9% expressed intentions to use AI services. By gender, 'Male' (89.4%) had a higher intention than 'Female' (86.4%). By age group, the highest intention was found in the '20s' (96.0%), followed by '30s' (95.9%) and '40s' (94.2%). However, the intention was lower for those aged '70+', at 65.4%.

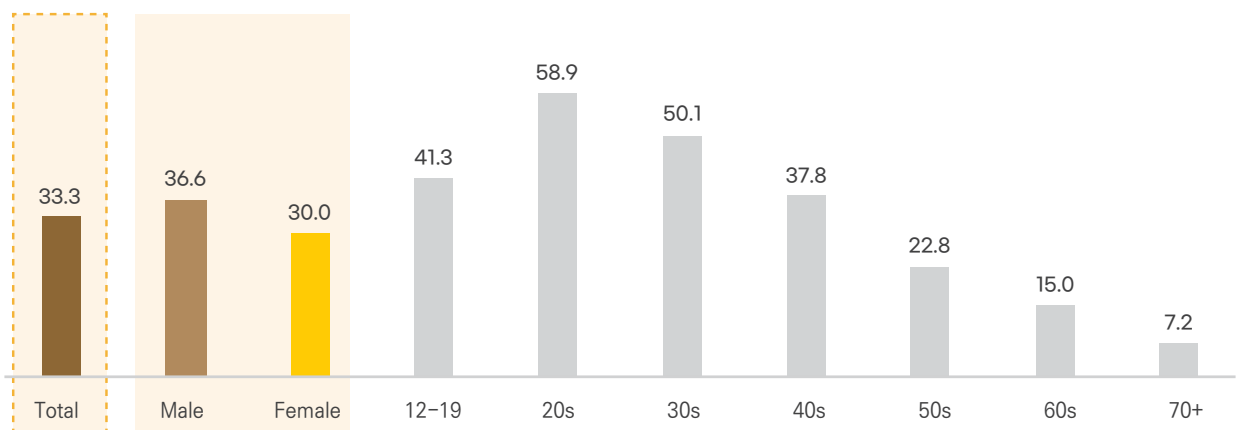
Figure 6-11 | Intention to Use AI Services in the Future (multiple responses, %, based on population aged 6 or older with experience in the area)



I. Experience with Generative AI

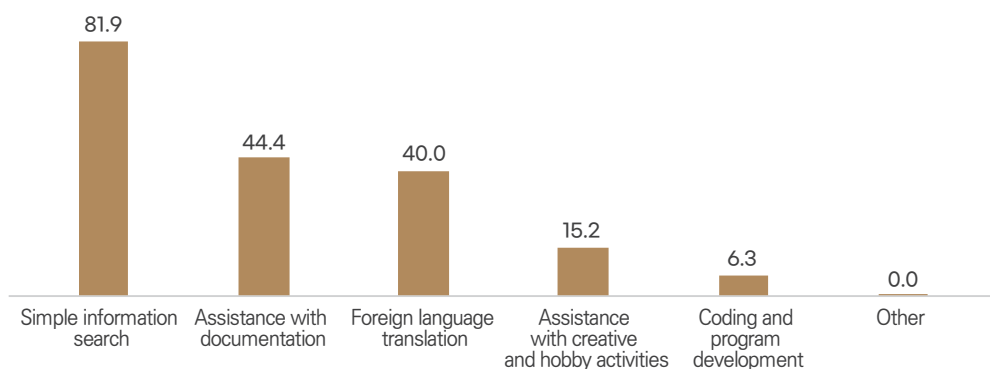
As of July 2024, 33.3% of Internet users aged 12 or older had experience with generative AI. By age group, those in their 20s had the highest experience rate at 58.9%, followed by the '30s' (50.1%) and '12–19' years (41.3%). However, the experience rate was much lower for those aged '70+', at 7.2%.

Figure 6–12 | Need for AI Services (multiple responses, %, based on population aged 6 or older with experience in the area)



In terms of the experience areas, 'Simple information search' was notably the highest at 81.9%, followed by 'Assistance with documentation' (44.4%), 'Foreign language translation' (40.0%), 'Assistance with creative and hobby activities' (15.2%), 'Coding and program development' (6.3%).

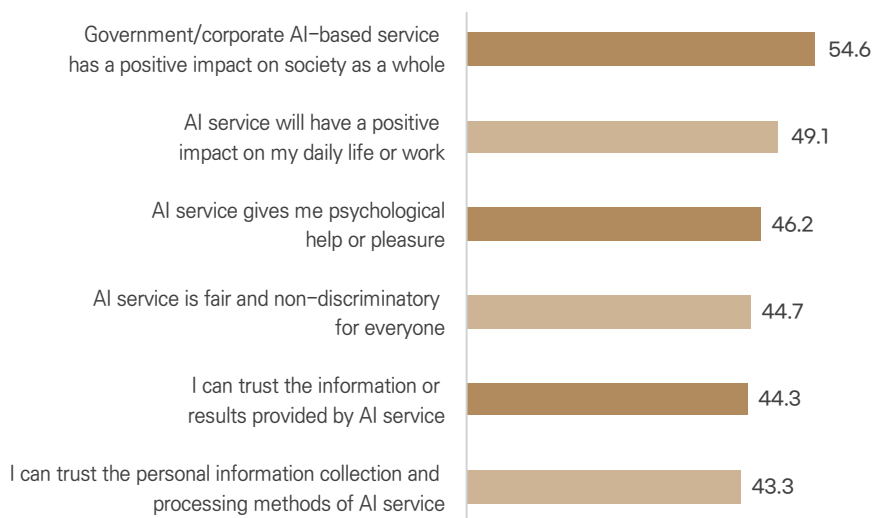
Figure 6–13 | Generative AI experience activities (multiple responses, %, based on population aged 12 or older with Generative AI experience)



J. AI Service Perception

When asked about their general perception of AI services, the most positive perception('agree' + 'strongly agree') was that 'Government/corporate AI-based service has a positive impact on society as a whole' at 54.6%. This was followed by 'AI service will have a positive impact on my daily life or work' at 49.1%.

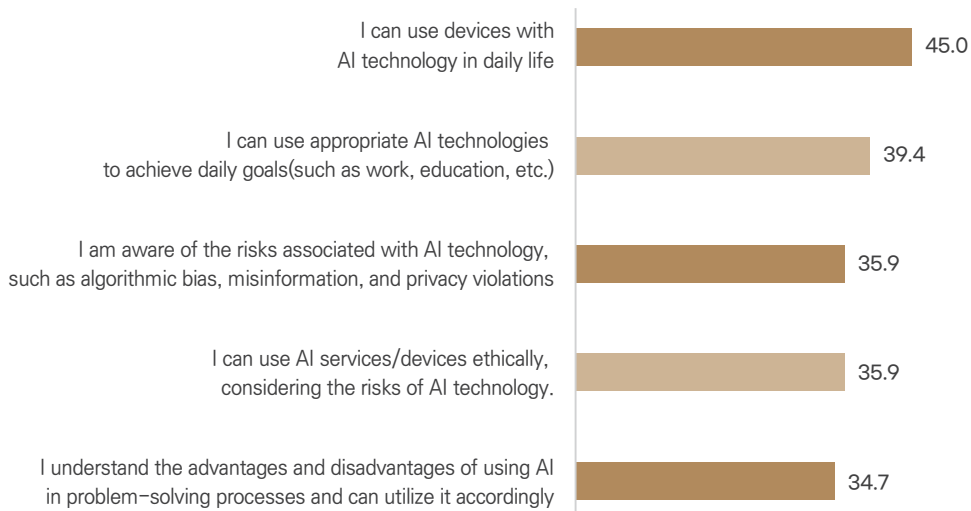
Figure 6-14 | Degree of AI service perception (multiple responses, %, based on population aged 6 or older)



K. AI Service Utilization Competency and Ethical Use

When asked about perceptions of AI service utilization competency and ethical use, the highest positive perception('agree' + 'strongly agree') was 'I can use devices with AI technology in daily life' at 45.0%, followed by 'I can use appropriate AI technologies to achieve daily goals(such as work, education, etc.)' at 39.4%.

Figure 6-15 | AI Service Utilization Competency and Ethical Use (multiple responses, %, based on population aged 6 or older)



VII. Internet 'Disconnection'



2024
Survey on the
Internet Usage

01. Status of Internet Non-Users
02. Reasons for Not Using the Internet
03. Intention to Use the Internet

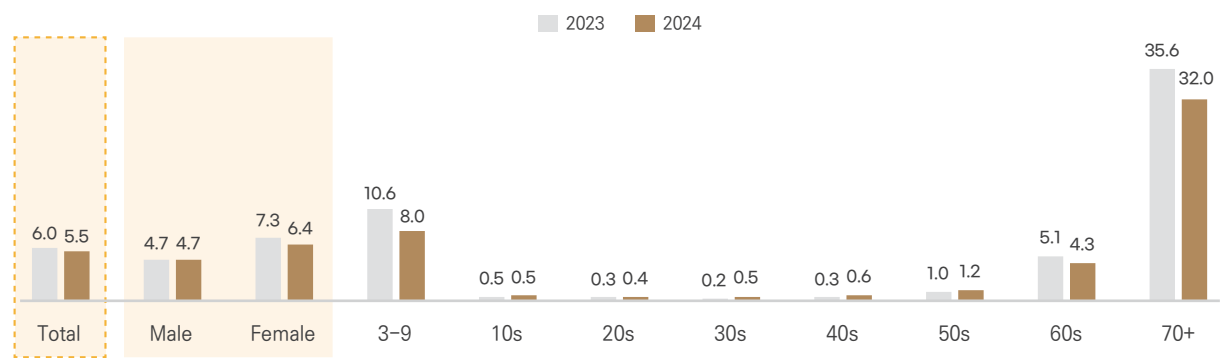
Part.4 VII. Internet ‘Disconnection’

1. Status of Non-Internet Users

• Among the population aged 3 or older, 5.5% are non-users of the Internet

5.5% of the population aged 3 or older (a decrease of 0.5%p from the previous year) were ‘Internet non-users’ who have not used the Internet within the past 1 month. The proportion of non-users was higher among ‘Female’ (6.4%) than ‘Male’ (4.7%). By age group, nearly all individuals in their ‘10s’ to ‘50s’ were using the Internet, while the non-user rate was relatively higher among those in their ‘70+’ (32.0%) and ‘60s’ (4.3%).

Figure 7-1 | Status of non-Internet users by gender/age group (% , based on Internet non-users aged 3 or older)



Looking at the gender composition of non-Internet users, the proportion for ‘Female’ (57.7%) was higher than ‘Male’ (42.3%). By age group, the elderly aged 60 and above made up 84.6% of non-users, with 11.9% in their ‘60s’ and 72.7% in the ‘70+’ age group. By occupation, ‘Unemployed/other’ had the highest proportion at 78.9%. In terms of education level, those with ‘Elementary school graduates or lower’ (including elementary school students) accounted for the largest share at 62.5%.

Figure 7-2 | Internet non-user composition ratio by gender/age group (% , based on Internet non-users aged 3 or older)

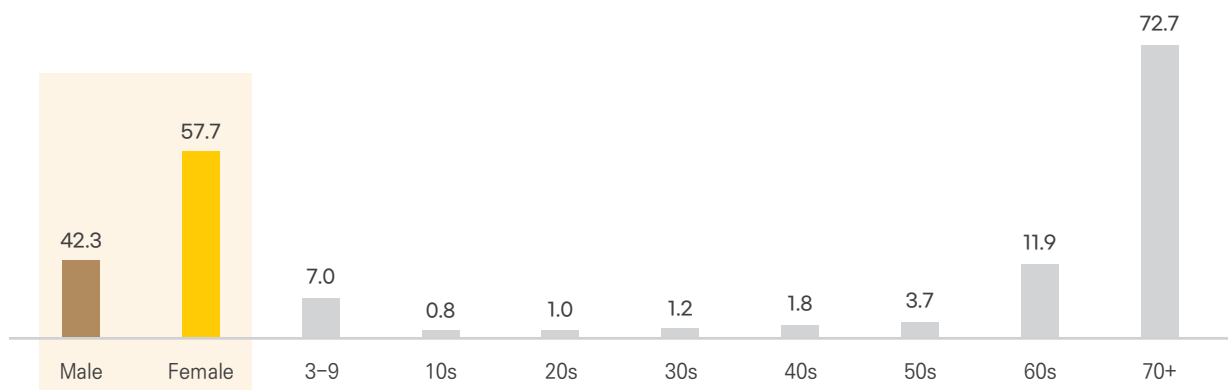


Figure 7-3 | Internet non-user composition ratio by occupation (% , based on Internet non-users aged 3 or older)

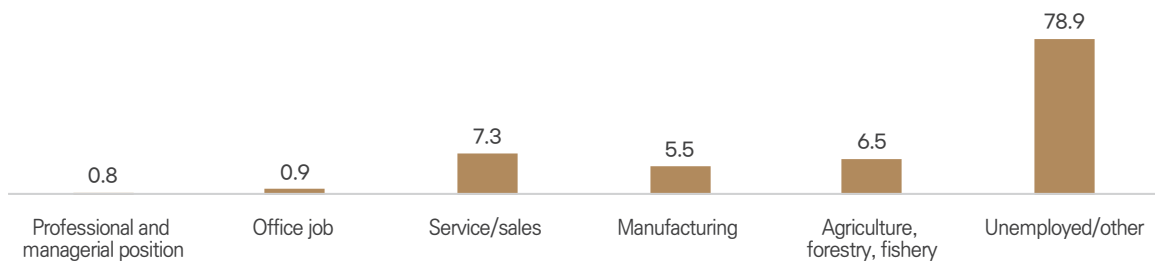
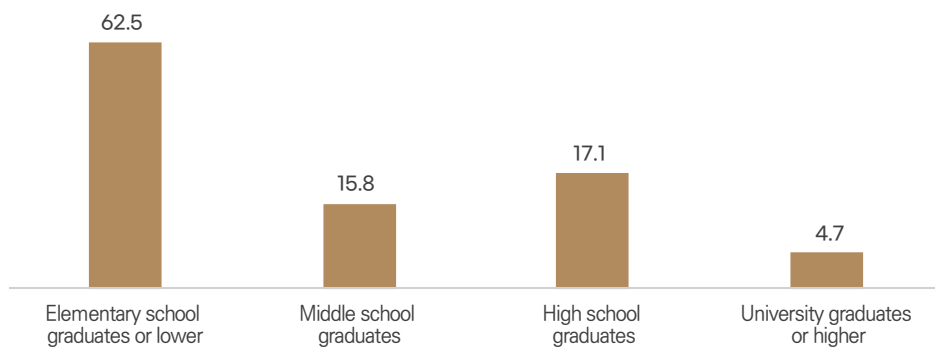


Figure 7-4 | Internet non-user composition ratio by education level (% , based on Internet non-users aged 3 or older)



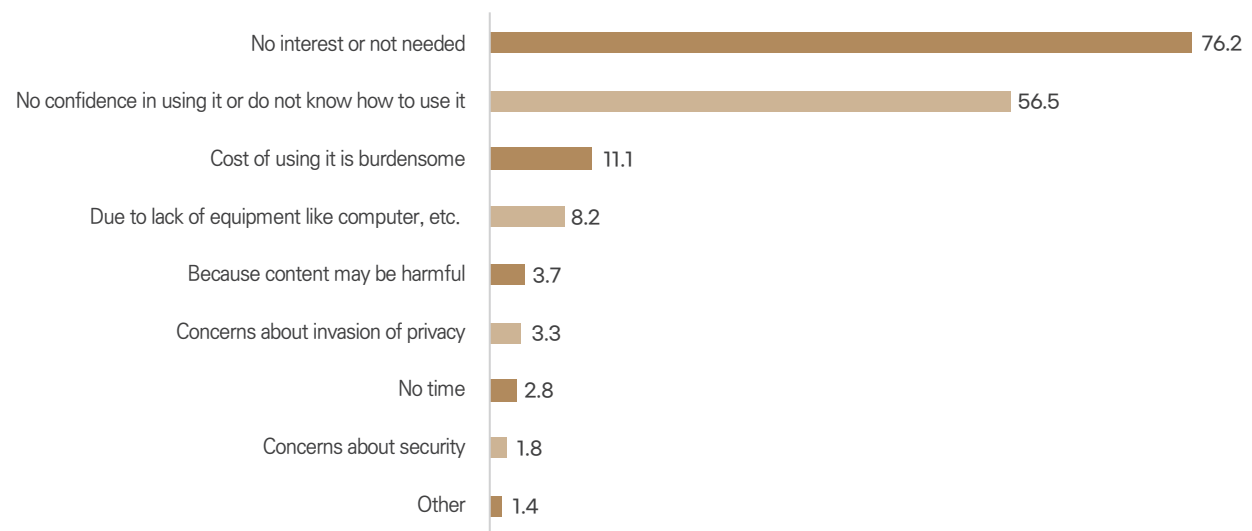
Part.4 VII. Internet ‘Disconnection’

2. Reasons for Not Using the Internet

• The main reason for not using the Internet is ‘No interest or not needed’ (76.2%)

The most common reason for not using the Internet was ‘No interest or not needed’ (76.2%), followed by ‘No confidence in using it or do not know how to use it’ (56.5%). Other reasons for not using the Internet included ‘Cost of using it is burdensome’ (11.1%), ‘Due to lack of equipment like computer, etc.’ (8.2%), ‘Because content may be harmful’ (3.7%), etc.

Figure 7–5 | Reasons for not using the Internet (multiple responses, %, based on Internet non-users aged 3 or older)

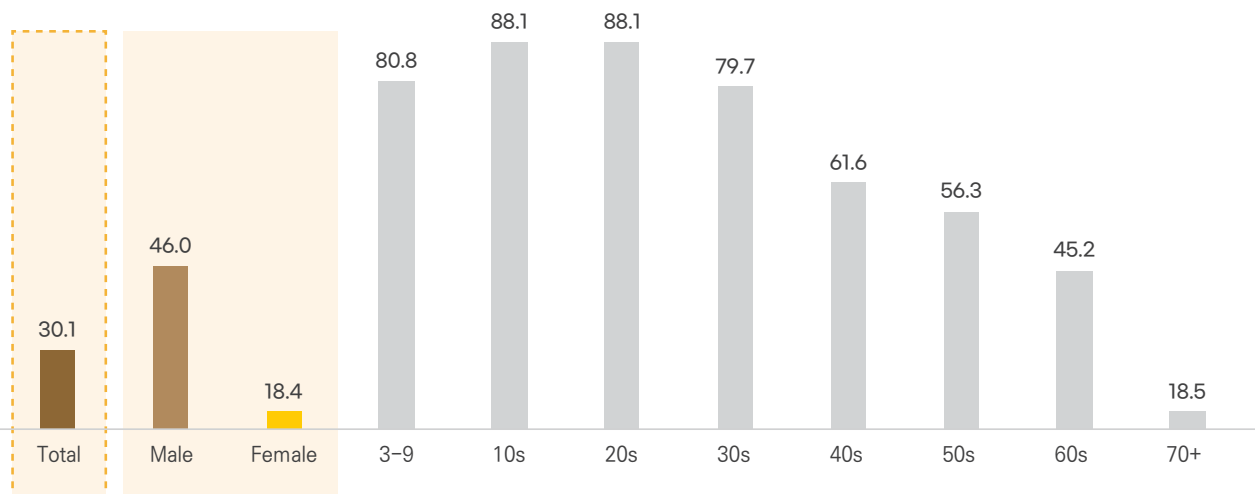


3. Intention to Use the Internet

- 30.1% of Internet non-users are willing to use the Internet

The future intention of Internet use among non-Internet users was 30.1%. By age group, it was relatively low at 18.5% for those '70s or older', 45.2% for those in their '60s', and 56.3% for those in their '50s'. This suggests that the future intention of Internet use among the elderly is generally low.

Figure 7-6 | Intention to use the Internet by gender/age group (% , based on Internet non-users aged 3 or older)



Part 05

Appendix 1

Definition of Internet Users



Definition of Internet Users

The definition of “Internet User” varies depending on the purpose of the survey. For this study, the definition has evolved over time.

Until June 2004, “Internet User” was defined as ‘someone who used the internet at least once a month.’ However, starting from the December 2004 survey, the definition was changed to align with the globally accepted concept, which defines an internet user as ‘someone who has used the internet at least once in the past month.’

Additionally, recognizing the shift from wired internet usage via desktop and laptop computers to wireless internet usage via smartphones and other mobile devices, the definition was further adjusted in December 2004 to include users who access the internet via mobile networks.

The target population for this survey was initially limited to individuals aged 7 and above until December 2001. However, reflecting the increasing number of internet users, the target population was changed to individuals aged 6 and above starting from the June 2002 survey. In December 2006, the survey target was expanded to include individuals aged 3 and above.

Therefore, in this survey, “Internet User” refers to ‘anyone aged 3 or above who has used either wired or wireless internet at least once in the past month.’

Table 1-1 Comparison of Internet User Calculation Standards by Country

List of Countries	Definition of Internet Users		Survey Agency
	Age	Usage Criteria	
Greece	16-74 years old	Last 3-12 months	Eurostat
Netherlands	16-74 years old and 12-15 years old, 75+	Last 3 months	Eurostat
Norway	16-74 years old and 75-79 years old	Last 3 months	Eurostat
New Zealand*	15 years and above	Last 1 year	Statistics New Zealand
Taiwan	12 and above	-	TWNIC
Denmark	16-74 years old	Last 3 months	Eurostat
Germany	16-74 years old	Last 3 months	Eurostat
Latvia	16-74 years old	Last 3 months	Eurostat
Romania	16-74 years old	Last 3 months	Eurostat
Luxembourg	16-74 years old	Last 3 months	Eurostat
Lithuania	16-74 years old	Last 3 months	Eurostat
Malaysia	-	-	DOSM
Mexico	6 years and above	-	INEGI
Mauritius*	5 years and above	Last 1 year	Statistics Mauritius
Montenegro	16-74 years old	Last 3 months	Eurostat
Malta	16-74 years old	Last 3 months	Eurostat
United States*	16 years and above	Last 3 months	NTIA
Belgium	16-74 years old	Last 3 months	Eurostat
Bulgaria	16-74 years old	Last 3 months	Eurostat
Brazil	10 years and above	Last 3 months	IBGE
Cyprus	16-74 years old	Last 3 months	Eurostat
Serbia	16-74 years old	Last 3 months	Eurostat
Sweden	16-74 years old and 75-85 years old	Last 3 months	Eurostat
Spain	16-74 years old and 10-15 years old, 75+	Last 3 months	Eurostat
Slovakia	16-74 years old	Last 3 months	Eurostat
Singapore	7 years and above	-	IMDA
Argentina	4 years and above	Last 3 months	INDEC
Ireland	16-74 years old, 75-89 years old	Last 3 months	Eurostat
Albania	16-74 years old	Last 3 months	Eurostat
Estonia	16-74 years old	Last 3 months	Eurostat
United Kingdom	16-74 years old and 75+	Last 3-12 months	Office for National statistics
Austria	16-74 years old	Last 3-12 months	Eurostat
Ukraine	15 years old and above	-	Ukrstat
Italy	16 years old and above and 6-15 years old, 75+	Last 3 months	Eurostat

Part.5 Appendix

List of Countries	Definition of Internet Users		Survey Agency
	Age	Usage Criteria	
India*	6 years old and above	–	TRAI
Indonesia	10 years old and above	No limit	APJII
Japan	6 years old and above	Last 1 year	Statistics Bureau of Japan
Jamaica*	15 years old and above	–	Jampro
China	6 years old and above	Last 6 months	CNNIC
Czech Republic	16–74 years old and 75+	Last 3 months	Eurostat
Chile*	16 years old and above	Last 3 months	Subtel
Canada	15 years old and above	Last 3–12 months	Statistics Canada
Croatia	16–74 years old	Last 3 months	Eurostat
Thailand	6 years old and above	Last 3–12 months	National Statistical Office Thailand
Turkey	16–74 years old	Last 3 months	Eurostat
Peru	6 years old and above	–	Peru's nacional statistics agency
Portugal	16–74 years old	Last 3 months	Eurostat
Poland	16–74 years old	Last 3 months	Eurostat
France	16–74 years old and 15 years old, 75+	Last 3 months	Eurostat
Finland	16–74 years old and 75–89 years old	Last 3 months	Eurostat
South Korea	3 years old and above	Last 1 month	NIA
Hungary	16–74 years old	Last 3 months	Eurostat
Australia	15 years old and above	Last 1 year	AusStats
Hong Kong	10 years old and above	Last 1 year	HK statistics

Source: ITU World Telecommunication/ICT Indicators database and national survey agencies (*Countries marked with an asterisk refer to data from before 2019)

Part 05

Appendix 2

Comparison of Key Internet Statistics Among OECD Countries



Part.5 Appendix

Comparison of Key Internet Statistics Among OECD Countries

- This data compares the 2023 statistics from the OECD report on 『ICT Access and Usage by Households and Individuals.』 Some countries, such as those that did not submit data, are excluded from the comparison.
- Statistics published in Korea and calculation criteria in Korea (Korea: 3 years old and above vs. OECD: 16 to 74 years old) are different. The data below is based on OECD standards.

▶ Percentage of Households with Internet Access (% , 2023)

South Korea	Switzerland	Luxembourg	Norway	Netherlands	Finland	Spain	Denmark
99.97	99.66	99.06	99.01	98.86	96.78	96.45	96.09
Turkey	Austria	Sweden	Belgium	Chile	Ireland	Slovenia	France
95.54	94.98	94.87	94.48	94.35	93.92	93.72	93.34

▶ Percentage of Population with Internet Usage (% , 2023)

Norway	Luxembourg	Netherlands	Denmark	Finland	Sweden	South Korea	Spain
99.7	99.4	99.2	98.8	97.7	97.6	97.4	95.5
Austria	Belgium	Ireland	Estonia	Germany	Latvia	Czech Republic	Costa Rica
95.3	94.6	93.3	93.2	92.5	92.3	92.0	91.9

▶ Percentage of Population Using Online Banking (% , 2023)

Norway	Denmark	Netherlands	Finland	Estonia	Sweden	Ireland	Latvia
96.9	96.2	95.1	94.5	84.9	84.5	83.8	83.7
South Korea	Czech Republic	Belgium	Austria	Lithuania	Spain	Luxembourg	USA
82.7	79.8	79.6	77.2	75.7	71.5	71.1	67.8

▶ Percentage of Population Using Online Shopping (% , 2023)

Netherlands	Norway	Denmark	Sweden	Ireland	Luxembourg	Finland	Czech Republic
92.4	90.7	89.0	88.8	87.1	79.8	79.1	77.7
Germany	France	Slovakia	South Korea	Belgium	Estonia	Hungary	Spain
77.5	76.9	76.8	76.0	75.3	73.1	69.7	68.9

▶ Percentage of Population Using Online Education (% , 2023)

Mexico	Brazil	South Korea	Finland	Netherlands	Norway	Ireland	Spain
61.6	35.9	30.8	29.7	29.4	27.8	27.1	26.8
Estonia	Chile	Switzerland	USA	Sweden	Belgium	Slovenia	Colombia
26.8	23.1	23.1	22.7	22.1	20.4	20.4	19.6

Part 05

Appendix 3

Key Changes



Part.5 Appendix

1. Changes to Survey Content

a. Details of Household Survey

Category	Content		Survey Period
Internet Usage Environment	Ownership of information and communication devices		'04.12-'24
	Computer ownership rate		Annually
	Internet access rate		Annually
	Internet access devices		'05.06-'09, '12-'19
	Internet access methods		Annually
	Availability of shared internet in household		'14-'20
	Reasons for not accessing the internet		'05.06-'05.12, '06.12, '17.12-'24
	Usage of information and communication services	Internet	Annually
		Mobile phones	'04.12-'24
		Internet phone, IPTV	'08-'24
		Cable TV, satellite broadcasting	'11-'24
		Smart home services	'17-'24
Other	Whether one's internet service provider was changed, reasons for the change, and any inconveniences during the process		'07.06
	Whether antivirus software is installed on the one's computer		'04.12-'05.12, '06.12
	Whether multiple computers are connected to the internet and if a local area network (LAN) is set up		'04.12

b. Details of Household Member Survey

Category	Content		Survey Period
Internet Usage Environment	Percentage of using internet and number of users		Annually
	Duration of internet usage		'03.06-'20
	Reasons for starting internet use		'03.06-'06.12, '07.12
	Frequency of internet usage		'05.06-'05.12, '06.12, '07.12-'24
	Time spent on the internet		Annually
	Time of day when the internet is used		'04.12-'09
	Places where the internet is accessed		Annually
	Devices used to access the internet		'04.12-'09
	Devices used to access the internet		'04.12-'05.12, '06.12, '07.12-'09, '14-'24
	Purposes of internet usage		Annually
	Trust in the internet		'13
	Internet usage behavior and perception		'04.12-'16
	Measures taken for safe internet use		'15-'24
	Inconveniences experienced while using the internet		'03.06-'05.12, '06.12, '07.12-'17
	Awareness of social issues related to the internet		'11-'15
	Experience with cyberbullying		'12-'14
	Changes in daily life caused by internet usage		'04.12-'05.12, '06.12, '07.12
	Satisfaction with internet usage		'04.12
	Costs of using internet cafes and wireless internet		'03.06-'04.12
	[For non-internet users] Reasons for not using the internet and willingness to start using it		Annually

Category	Content		Survey Period
Internet and Communication	Email	Percentage of using emails	'07.06-'24
		Ownership of email accounts	'03.06-'07.06
		Number of email accounts used at least once a month	'03.06-'07.12
		Purposes and frequency of email use	'08-'24
		Number of emails sent and received	'04.12-'06.12
		Devices used for email access	'10-'16
		Content of emails	'07.06-'09
	Messenger	Percentage of using Messenger	'04.12-'06.12, '07.12-'24
		Frequency of messenger usage	'04.12, '09-'18
		Time spent on messenger	'04.12-'06.12
		Devices used for messenger access	'10-'16
		Purposes of messenger use	'04.12-'06.12, '07.12-'09
		Types of messenger used (top 3)	'16-'24
		Messenger features used	'16-'24
	Social Networking Services (SNS)	SNS usage rate	'10-'24
		Usage status by SNS type	'10-'15
		Types of SNS services used	'16-'24
		Purposes and frequency of SNS use	'10-'24
		Average time spent on SNS	'17-'24
		SNS interaction targets	'04.12-'06.12
		Devices used for SNS access	'10-'18
		Reasons for using SNS	'11-'24
		Reasons for not using SNS	'16-'24
		SNS usage behavior and perception	'10-'17
		Degree of personal information disclosure on SNS	'12-'13
		Frequency of information sharing on SNS	'12-'13
		Speed of information sharing on SNS	'12
		Impact of SNS on life	'16
		Inconveniences experienced while using SNS	'12-'13
	Community (Cafes/Clubs)	Percentage of using communities	'07.06, '08
		Number of communities used at least once a month	'07.06, '08
		Frequency of community usage	'07.06, '08
		Time spent on a community per visit	'07.06, '08
		Reasons for using communities	'07.06, '08
	Blogging (Including Mini-homepages)	Percentage of using others' blogs	'05.06-'05.12, '06.12, '07.12-'12
		Frequency of visiting others' blogs	'05.06-'05.12, '06.12, '07.12-'09
		Time spent on others' blogs	'05.06-'05.12, '06.12
		Reasons for visiting others' blogs	'07.12-'09
		Rate of personal blog management	'06.12-'12

Part.5 Appendix

Category	Content		Survey Period
	Blogging (Including Mini-homepages)	Duration of managing personal blog	'07.06
		Number of blogs used at least once a month	'07.06
		Frequency of updating personal blog	'07.06-'09
		Frequency of visiting personal blog	'05.06-'05.12, '06.12
		Time spent on personal blog per visit	'07.06
		Total time spent on personal blog	'05.06-'05.12, '06.12
		Approach to managing personal blog	'07.06
		Number of visitors to personal blog	'07.06-'09
		Costs associated with managing personal blog	'07.06-'09
		Reasons for managing personal blog	'07.06-'09
		Behavior and perception regarding personal blog management	'07.06-'09
		Intention to continue managing personal blog	'05.06-'05.12, '06.12
	Other	Time for using communication activities	'14-'24
		Most used websites/apps for internet search	'19-'24
		Level of trust in websites/apps for internet search	'20-'24
Mobile Game	Mobile Game	Percentage of using mobile games	'16
		Frequency and duration of mobile game usage	'16
		Types of mobile games played	'16
		Perception of mobile games	'16
		Frequency of mobile-related purchases and expenditure	'16
		Willingness to spend on mobile games	'16
Internet and Economic Activities	Online Shopping	Percentage of using online shopping	Annually
		Frequency of online shopping	Annually
		Online shopping expenditure	Annually
		Proportion of overseas direct purchases in total online shopping spending	'19-'24
		Types of products purchased by online shopping	Annually
		Devices used for online shopping	'10-'18
		Online shopping channels	'07.06, '08
		Open market usage (Yes/No), frequency, satisfaction, and reasons for satisfaction or dissatisfaction	'06.06
		Inconveniences faced during online shopping	'04.12, '07.06, '08-'18
		Satisfaction of online shopping	'03.06-'06.12, '07.12
		Online shopping behaviors and perceptions	'07.06, '08
		Reasons for not using online shopping	'07.12-'09, '14-'24
		Willingness to use online shopping	'03.06-'06.12, '07.12-'15
		Payment methods used for online shopping	'14-'24
		Detailed usage of credit/debit cards during online shopping	'15
		Seller and country of origin of sellers for online shopping	'14-'16
		Most frequently used online shopping websites/apps	'19-'24
	Social Commerce	Social commerce usage rate	'11-'12
		Frequency of social commerce usage	'11-'12
		Satisfaction of social commerce	'11

Category	Content		Survey Period	
	Social Commerce	Inconveniences faced during social commerce	'11-'12	
		Products purchased through social commerce	'11-'12	
		Intent to purchase items via social commerce	'11	
		Social commerce behaviors and perceptions	'11-'12	
		Willingness to use social commerce	'12	
	Online Banking	Banking transaction methods	'06.06, '07.06	
		Frequency of banking transactions	Annually	
		Online banking usage rate	'04.12-'24	
		Frequency of online banking usage	'07.12-'15	
		Devices used for online banking	'10-'18	
		online banking services used	'06.06, '07.06	
		Reasons for using online banking	'06.06	
		Willingness to use online banking	'05.06-'12	
		Most frequently used remittance services via online banking	'19-'24	
	Online Stock Trading	Methods of trading stocks	'06.06	
		Whether or not stocks are traded	'10-'15	
		Online stock trading usage rate	'04.12-'05.12, '06.12, '07.12-'15	
		Frequency of online stock trading	'07.12-'15	
		Devices used for online stock trading	'10-'15	
		Reasons for using online stock trading	'06.06	
		Intention to use online stock trading	'05.06-'12	
	Paid Content	Experience with paid content	'03.06-'04.12	
		Paid content usage rate	'07.12	
		Usage by type of paid content	'03.06-12, '05.06-12, '06.12, '07.12	
		Spending on paid content	'03.06-'05.12, '06.12, '07.12	
		Payment methods for paid content	'03.06-'05.12, '06.12, '07.12	
		Opinion on monetization of content	'03.06-'05.12, '06.12, '07.12	
		Intention to use paid content	'03.06-'05.12, '06.12, '07.12	
On- and Offline Media	On- and Offline Media	TV	Viewing time Viewing frequency, whether viewed	'03.06-'05.12, '06.12, '07.12-'13 '03.06-'05.12, '06.12, '07.12-'14
		Newspapers	Reading time Reading frequency, whether read	'07.12-'13 '03.06-'05.12, '06.12, '07.12-'12, '14
		Radio	Listening time Listening frequency, whether listened	'13 '08-'12, '14
		Magazines and Books	Reading time Reading frequency, whether read	'13 '08-'12, '14
		Movies	Viewing time Viewing frequency, whether viewed	'13 '08-'12, '14
		Music	Listening time Listening frequency, whether listened	'13 '08
	Online Media	TV	Usage, frequency, whether used Usage method Time spent	'07.06, '08-'12, '15-'16 '17-'24 '10 '13

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Category	Content			Survey Period
Online Media		Newspapers	Usage, frequency, whether used Method of access Time spent	'07.06, '08-'12, '15-'16 '17-'24 '10 '13
		Radio	Usage, frequency, whether used Method of access Time spent	'07.06, '08-'12, '15-'16 '17-'24 '07.06, '08-'09 '13
		Magazines & Books	Usage, frequency, whether used Method of access Time spent	'07.06, '08-'12, '15-'16 '17-'24 '13
		Movies	Usage, frequency, whether used Method of access Time spent	'07.06, '08-'12, '15-'16 '17-'24 '07.06, '08-'09 '13
		Music	Usage status, Frequency of use, Method of access	'08
Computer	Availability of computer access			'03.06-'04.12
	Computer usage rate			'03.12-'05.12, '06.12, '07.12-'24
	Computer usage time			'03.12-'05.12, '06.12, '07.12
	Computer proficiency			'03.12-'05.12, '06.12, '07.12, '14-'24
	Level and purpose of computer use			'03.06-'04.12
	Frequency of computer use			'14-'24
Mobile Phone	Mobile phone usage (usage rate)			'05.12, '06.12-'24
	Purpose of mobile phone usage			'04.12-'05.12, '06.12
	Number of text messages sent and received			'04.12
	Mobile wireless internet usage, usage status, frequency, duration, use of paid sites, product purchases, usage costs			'14-'16
	Mobile phone usage time			'14-'16
Mobile Internet	Mobile internet usage (usage rate)			'16-'24
	Frequency of mobile internet use			'16
	Duration of mobile internet use			'16
Smartphone	Smartphone usage (usage rate)			'16-'24
	Frequency of smartphone use			'16-'23
	Duration of smartphone use			'16-'23
Emerging Internet Technologies	Video Streaming Services	Primary video streaming websites/apps		'19-'24
		Main video streaming platforms		'23-'24
		Duration of video streaming usage		'19-'24
		Frequency of video streaming usage		'19-'24
	Cloud Services	Awareness of cloud services		'13
		Cloud service usage (usage rate)		'13-'24
		Purpose of using cloud services		'13-'24
		Willingness to use cloud services		'13
		Devices used for cloud services		'14-'16
		Purpose of using cloud services by category		'17-'21

Category	Content		Survey Period
Emerging Internet Technologies	Artificial Intelligence Services	Devices used for AI voice recognition services (usage rate)	'19-'21
		Primary functions used in AI voice recognition services	'19-'20
		Awareness of AI services	'22-'24
		Experience using AI services	'21-'24
		Helpfulness of AI services	'23-'24
		Experience with generative AI	'23-'24
		Opinions on AI services	'21-'24
	Remote Activity Experience	Participation in remote activities	'21-'22
		Necessity of remote activities	'21
		Challenges of remote activities	'21-'22
	Metaverse	Awareness of the metaverse	'22
		Most-used metaverse apps/websites	'22
		Reasons for using the metaverse	'22
		Activities experienced in the metaverse	'23
Other	Internet Usage in Daily Life	Sources of information acquisition	'03.06-'05.12, '06.12, '07.12-'12
		Means of communication	'04.12, '08-'14
		Sources of news consumption	'11-'13
		Leisure activities	'08
		Methods for document delivery, product ordering/reservations, bank transfers, stock investments, and personal data management	'04.12
	Usage of portable information and communication devices		'10-'24
	E-books	E-book usage rate	'10
		Frequency of e-book use	'10
		Devices used for e-books	'10
		E-book usage and intent to use by type	'10
		Perceptions of e-books	'10
	Internet News	Primary news media used	'09
		Online news usage rate	'09
		Types of news content consumed online	'09
		Content of online news	'09
		Access methods for internet news	'09
		Online news consumption behavior and perceptions	'09
	Online Job Search Activities	Methods of obtaining job information	'09-'12
		Status of online job search activities	'09
		Types of online job search activities	'09
		Channels used for online job search information	'09
		Behavior and perceptions related to online job search	'09
	Web Portal	Web portal usage rate	'07.12-'07
		Reasons for using web portals	'08
		Factors influencing the choice of primary web portal	'07.12
		Purposes of web portal usage	'07.12
		Behavior and perceptions of using web portals	'08

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Category	Content		Survey Period
Other	File Sharing Service	Usage rate of file sharing services	'08
		Frequency of file uploads and downloads	'08
		Types of files shared	'08
		Behavior and perceptions regarding file sharing services	'08
	Internet and Public Opinion Formation	Sources for obtaining information on social issues	'07.06
		Online sources for acquiring information on social issues	'07.06
		Online and offline activities related to social issues	'07.06
		Behavior and perceptions regarding social issue engagement	'07.06
	Internet and Information Activities	Usage of information by type	'04.06-'04.12, '07.06
		Behavior and perceptions regarding information usage	'07.06
	Internet and Work	Sources of work-related information	'04.12, '06.06
		Time spent using the internet for work	'06.06
		Usage and frequency of work-related email	'06.06
		Usage and time spent on work-related messaging services	'06.06
		Impact of the internet	'04.12, '06.06
		Video conferencing	'20-'23
		Remote work	'20-'23
	Internet and Interpersonal Relationships	Methods for maintaining interpersonal relationships	'06.06
		Experiences and purposes of online interpersonal relationships	'06.06
		Impact of the internet	'06.06
	Location-based Services	Experience with different types of location-based services	'16
		Awareness of location-based services	'16
		Most helpful location-based services in daily life	'16
	Smartphone Usage Behavior	Most frequently used app types	'16-'24
		Average device replacement cycle	'16-'18
		Reasons for replacing smartphones	'16-'18
		Behavior and perceptions of using smartphones	'16
		Appropriate minimum age for smartphone use	'16
		Usage of mobile payment services on smartphones	'23-24
	Wearable Device Usage Behavior	Types of wearable devices owned	'16-'18
		Features of wearable devices currently being used	'16-'24
		Features of wearable devices that are anticipated	'16
		Intent to purchase and use wearable devices in the future	'16
	Domain	Methods of accessing websites	'17
		Experience with entering Korean domains when accessing websites	'17
		Intent to own a Korean domain when operating a website	'17
		Need for Korean domains to appear in portal search results	'17
	Impact of the Internet	Internet use and changes in daily life	'06.06
		Impact of the internet in various social sectors	'06.06
	Discomfort experienced during internet use, whether consultation/reporting occurred, methods used, and satisfaction with the outcome		'03.06-'05.12, '06.12, '07.12
	Perceptions of information technology		'04.12
	Frequency and duration of using internet cafes and its purpose		'04.12

Category	Content	Survey Period
Other	Experience with software purchases and types, reasons for not purchasing	'04.12
	Experience with information technology education and reasons for not participating	'04.12
	Health and wellness activities conducted via the internet	'14-'15
	Useful features of smart homes and challenges to activation	'15
	Discomfort experienced during the Active X installation process	'15
	Usage of e-government services	'11-'13

Part.5 Appendix

2. Changes in Key Terms and Definitions

Terms	Terms and Definitions	Period
Internet	Wired internet via desktop and laptop computers	'03.06-'04.06
	Wired and wireless internet via desktop computers, laptops, mobile phones, etc.	'04.12-'24
Internet users (Percentage)	Individuals aged 7 and older who use the internet at least once per month	'00.09-'02.04
	Individuals aged 6 and older who use the internet at least once per month	'02.07-'04.06
	(Percentage of) individuals aged 6 and older who have used the internet at least once in the past month	'04.12-'05.12
	(Percentage of) individuals aged 3 and older who have used the internet at least once in the past month	'06.06-'24
Households with internet access	Households that have access to wired or wireless internet, regardless of actual internet usage	'06.06-'06.12
Internet access rate	Percentage of households that can access wired internet through xDSL, cable modems, wireless LAN, FTTH, etc.	'07.06
	Percentage of households that can access (wired) internet through xDSL, cable modems, apartment LAN, dial-up modems, wireless LAN, etc., regardless of actual internet usage	'07.12-'08
	Percentage of households that can access the internet through xDSL, cable modems, fiber optic broadband (including apartment LAN, FTTH), wireless LAN, etc., regardless of actual internet usage	'09-'11
	Percentage of households that can access the internet through xDSL, fiber optic broadband (including apartment LAN, FTTH), cable modems, wireless LAN, etc., regardless of actual usage	'12
	Percentage of households that can access the internet through xDSL, fiber optic broadband (including apartment LAN, FTTH), cable modems, wireless LAN, mobile internet, etc., regardless of actual usage	'13-'18
	Percentage of households that can access the internet through wired internet, wireless LAN, mobile internet, etc., regardless of actual usage	'19-'24
Computer	Desktop and laptop computers	'03.06-'06.06
	Desktop computers, laptops, tablet PCs, etc.	'06.12-'24
Computer users	Individuals who use a computer at least once a month on average	'03.06-'04.12
	Individuals aged 3 and older who have used a computer at least once in the last month	'05.06-'24
Computer ownership rate	Percentage of households that own desktop PCs, laptops, PDAs, ultra-mobile PCs, tablet PCs, etc. within the household	'07.06
	Percentage of households that own desktop computers, laptops (including tablet PCs, UMPCs), PDAs (including PDA phones, smartphones), etc. within the household	'07.12-'09
	Percentage of households that own desktop computers, laptops (including netbooks, tablet PCs), PDAs, smartphones, etc. within the household	'10
	Percentage of households that own desktop computers, laptops, tablet PCs, etc., regardless of actual usage	'11-'24
Mobile phone users	Use of mobile phones	'05.12-'06.12
	Individuals aged 3 and older who have used a mobile phone (including PDA phones and smartphones) at least once in the last month	'07.06-'24
Mobile internet users (Percentage)	(Percentage of) internet users who have accessed the internet via mobile devices with wireless internet connectivity such as general mobile phones, smartphones, tablet PCs, wearable devices, etc., within the last month	'16-'24

Terms	Terms and Definitions	Period
Smartphone users (Percentage)	(Percentage of) internet users who have accessed the internet through a smartphone within the last month	'16-'24
Email users (Percentage)	Email usage (email account ownership)	'03.06-'06.12
	(Percentage of) internet users aged 3 and older who have used email at least once in the last year	'07.12-'08
	(Percentage of) internet users aged 6 and older who have used email at least once in the last year	'07.06, '09-'24
Instant messenger	A service that allows individuals with the same program installed to communicate in real time, such as chatting and file transfers, over a network without connecting to a separate site	'04.12-'06.06
	A service that allows individuals with a messenger-specific program installed to exchange messages and data in real time over the internet	'06.12
Instant messenger	A service that allows individuals with a dedicated program installed to exchange messages and data in real-time over the internet	'07.12-'15
	A service that allows individuals to exchange messages, photos, and other data in real-time online through computers, smartphones, etc.	'16-'24
Instant messenger users (Percentage)	Use of instant messenger	'04.12-'06.06
	(Percentage of) internet users aged 6 and older who have used an instant messenger within the last year	'07.12-'24
SNS (Social Networking Services)	A service that allows individuals to strengthen relationships with friends, colleagues, and acquaintances or form new connections, thus creating a wide network of contacts. This includes blogs, microblogs, mini-hompy, communities (cafes/clubs), etc.	'10-'12
	A service that allows individuals to strengthen relationships with friends, colleagues, and acquaintances or form new connections, thus creating a wide network of contacts. This includes mini-hompy, blogs, microblogs, profile-based services, and communities.	'13-'15
	An activity on the internet where individuals strengthen relationships with friends, colleagues, and acquaintances or form new connections, sharing communication and information. This also includes simply viewing and observing content posted by others.	'16-'24
SNS users (Percentage)	(Percentage of) internet users aged 6 and older who have used SNS (Social Networking Services) within the last year	'10-'24
Mobile games	Mobile games played in real-time using mobile devices such as smartphones and smart pads, connected to wireless internet	'16
Mobile game users	Internet users aged 6 and older who have used mobile games in the past year	'16
Blogs and mini-hompy	A representative form of personal media where individuals can freely write diaries, columns, articles, etc., or post materials, information, photos, videos, etc., to share with others, based on their interests	'07.06
Blog and mini-hompy operators	Internet users aged 6 and older who currently operate their own blog or mini homepage	'07.06
Blogs	A personal media platform where individuals can freely write diaries, columns, articles, etc., or post materials, information, photos, videos, and share them with others, commonly referred to as a 'mini-hompy.'	'07.12
	A representative form of personal media where individuals post and store diaries, columns, specialized materials, photos, etc., based on their interests, and share them with others, commonly referred to as a 'mini-hompy.'	'08-'12
Blog users and operators	Experience of visiting one's own and others' blogs	'05.06-'06.12
	[Uses Blogs] Internet users aged 6 and older who have used others' blogs in the past year [Operates Blogs] (Percentage of) internet users aged 6 and above who have visited or managed their own blog in the past year	'07.12-'12

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Terms	Terms and Definitions	Period
Cafes and communities	A group formed by people with similar hobbies or interests on the internet to exchange information or foster friendships	'07.06
Cafe and community users (Percentage)	(Percentage of) internet users aged 6 and older who used a community they joined in the past year	'07.06
Communities	A group formed by people with similar hobbies or interests on the internet to exchange information or foster friendships, including services like internet cafes and clubs	'08
Community users (Percentage)	(Percentage of) internet users aged 6 and older who used a community in the past year	'08
Paid content	Digital content such as various programs, professional information, materials, movies, music, and games provided for a fee on the internet	'07.12
Paid content users (Percentage)	(Percentage of) internet users aged 6 and older who used paid content at least once in the past year	'07.12
File sharing service	Internet services where files such as music, movies, and games can be stored or shared among users, including P2P and web hard services	'08
File sharing service users (Percentage)	(Percentage of) internet users aged 12 and older who used file-sharing services in the past year	'08
Online shopping	The act of purchasing goods or services via the internet, where purchasing paid content is included in online shopping, but simple browsing, searching, or online banking is not included.	'03.06-'06.06
	The act of purchasing goods or services (including reservations and bookings) via the internet, which also includes the purchase of paid content such as movies, music, and games. However, simple product searches, price inquiries, and online banking are not included.	'06.12
	The act of purchasing goods or services (including reservations and bookings) via the internet, which includes the purchase of paid content such as movies, music, and games. However, simple product searches, price inquiries, and the purchase of financial products are excluded.	'07.06-'15
	Purchasing goods and services from web/mobile-based sites of various shopping malls, including the purchase of gift cards, paid applications, and content.	'16-'24
Online shopping users (Percentage)	(The percentage) of individuals who have purchased goods or services via the internet in the past six months.	'03.06-'04.12
	(The percentage) of internet users aged 12 and older who have purchased goods or services via the internet in the past year.	'05.06-'24
Open market	An online marketplace where the site operator only provides a virtual space and payment processing services, with transactions conducted directly between sellers and buyers.	'06.06
Online banking	Financial services that allow users to perform banking tasks such as account inquiries, transfers, giro payments, loan inquiries, and payments via the internet.	'04.12-'07.06
	Financial services that allow users to perform banking tasks such as account inquiries, transfers, giro payments, loan inquiries, and payments via the internet, including mobile banking.	'07.12-'11
	Includes all banking activities such as savings, remittances, investments, and asset management conducted online, as well as mobile banking services provided via mobile applications by various financial institutions.	'12-'24
Online banking users	Use of online banking services.	'04.12
	Online users aged 12 and older who have used online banking services within the last year.	'05.06-'24
Online stock trading	Financial services that allow real-time stock trading (buying and selling) online	'07.12-'09
	Financial services that allow real-time stock trading (buying and selling) online, including mobile stock trading.	'10-'15

Terms	Terms and Definitions	Period
Online stock trading users (Percentage)	Use of online stock trading (including funds and investment products) services.	'04-'12
	(Percentage of) online users aged 12 and older who have used online stock trading services in the last year.	'05-'06-'08
	(Percentage of) online users aged 18 and older who have used online stock trading services in the last year.	'09-'15
Social commerce	Internet shopping service where a certain number of buyers must gather within a set period, allowing them to purchase products or services at a discounted price (e.g., discount coupons, tickets).	'11-'12
Social commerce users (Percentage)	(Percentage of) internet users aged 12 and older who have used social commerce services within the past year.	'11-'12
Location-based services	All services provided based on current location information, such as maps, navigation, nearby information search, taxis, personalized ads, and location sharing.	'16
Location-based service users	(Percentage of) users who have used at least one location-based service in the past year.	'16
Cloud services	A user-centric computing environment where programs or documents, which were previously stored on personal computers or company servers, are now stored on large computers accessible via the internet. This service allows users to perform desired tasks anytime and anywhere by running the necessary applications, such as web browsers, on various devices, including personal computers and mobile devices.	'13-'15
	A service that stores media files (photos, music, etc.) and personal files (documents, address books, etc.) on a web server, rather than external storage. Stored files can be downloaded to a computer, smartphone, or other devices, allowing users to perform tasks such as editing as desired.	'16-'24
Cloud service users	(Percentage of) internet users aged 12 and older who have used cloud services within the past year.	'13-'24
E-books (electronic books)	A digital book that has been converted from existing physical books, magazines, etc., allowing users to view or read the content of the book on computers, smartphones, PDAs, or other portable devices.	'10
E-book users (Percentage)	(Percentage of) internet users aged 12 and older who have used e-books within the past year.	'10
Wearable devices	A device worn on the body in the form of a watch, glasses, clothing, etc., that collects real-time information about the surrounding environment and the individual's physical changes, and shares and utilizes it via the internet.	'16-'24
Wearable devices users (Percentage)	(Percentage of) internet users aged 6 and older who own and have used wearable devices within the past year.	'16-'24
Video streaming services	A service that provides media content such as broadcast programs, movies, and individual media via the internet.	'19-'24
Video streaming service users (Percentage)	(Percentage of) internet users aged 3 and older who have used video services within the past month.	'19-'24
AI voice recognition services	A service that uses voice recognition technology to allow smartphones and speakers to recognize human speech and process related commands.	'19-'21
AI services	A service that utilizes artificial intelligence (AI) technology to provide convenience in various industries and everyday life.	'22-'24
AI service users (Percentage)	(Percentage of) internet users aged 6 and older who have used artificial intelligence services within the past year.	'22-'24
Metaverse	A world created by the combination of 'Meta-' and 'Universe,' where virtual and real spaces merge, enabling interactions through a virtual avatar to generate economic, social, and cultural value.	'22-'23

Part 05

Appendix 4

Sampling Error



Sampling Error

1. Percentage of Using the Internet

(95% Confidence Level)					
	Percentage of Using the Internet (%)	Sampling Error (%)	Confidence Interval(%)		Relative Standard Error (%)
			Lower Bound	Upper Bound	
Total	94.5	0.18	94.27	94.63	0.10
(Gender)					
Male	95.3	0.24	95.06	95.54	0.13
Female	93.6	0.27	93.33	93.87	0.15
(Age)					
3-9 years old	92.0	0.93	91.06	92.92	0.51
10s	99.5	0.21	99.28	99.70	0.11
20s	99.6	0.16	99.42	99.73	0.08
30s	99.5	0.15	99.38	99.67	0.07
40s	99.4	0.17	99.19	99.53	0.09
50s	98.8	0.20	98.59	98.99	0.10
60s	95.7	0.38	95.27	96.03	0.20
70s and older	68.0	1.14	66.85	69.12	0.85
(Area)					
Seoul	94.1	0.54	93.52	94.61	0.29
Busan	93.4	0.75	92.69	94.19	0.41
Daegu	97.5	0.52	96.99	98.04	0.27
Incheon	94.8	0.70	94.10	95.50	0.37
Gwangju	96.0	0.73	95.25	96.71	0.39
Daejeon	97.2	0.62	96.54	97.77	0.32
Ulsan	94.9	0.90	93.95	95.76	0.49
Sejong	95.6	1.12	94.50	96.74	0.60
Gyeonggi	95.8	0.43	95.33	96.19	0.23
Gangwon	88.9	1.21	87.69	90.11	0.69
Chungbuk	96.0	0.72	95.25	96.68	0.38
Chungnam	92.7	0.90	91.85	93.64	0.49
Jeonbuk	94.4	0.83	93.55	95.21	0.45
Jeonnam	91.4	1.00	90.37	92.38	0.56
Gyeongbuk	92.3	0.86	91.48	93.20	0.48
Gyeongnam	93.1	0.79	92.34	93.93	0.44
Jeju	92.2	1.24	90.98	93.47	0.69

2. Percentage of Using Computers

(95% Confidence Level)

	Percentage of Using Computers (%)	Sampling Error(%)	Confidence Interval(%)		Relative Standard Error (%)
			Lower Bound	Upper Bound	
Total	75.3	0.34	74.97	75.66	0.23
(Gender)					
Male	80.0	0.46	79.58	80.50	0.29
Female	70.6	0.50	70.08	71.09	0.36
(Age)					
3-9 years old	60.6	1.67	58.91	62.25	1.41
10s	96.1	0.57	95.57	96.71	0.30
20s	96.5	0.45	96.09	96.99	0.24
30s	96.3	0.40	95.94	96.74	0.21
40s	94.9	0.47	94.40	95.34	0.25
50s	78.4	0.75	77.67	79.17	0.49
60s	57.3	0.92	56.40	58.23	0.82
70s and older	16.1	0.90	15.24	17.03	2.83
(Area)					
Seoul	79.3	0.93	78.41	80.27	0.60
Busan	74.6	1.32	73.33	75.96	0.90
Daegu	73.3	1.48	71.81	74.77	1.03
Incheon	77.8	1.30	76.53	79.14	0.85
Gwangju	76.9	1.57	75.31	78.44	1.04
Daejeon	74.0	1.63	72.41	75.67	1.12
Ulsan	74.6	1.78	72.78	76.35	1.22
Sejong	78.3	2.25	76.07	80.57	1.47
Gyeonggi	79.7	0.86	78.81	80.53	0.55
Gangwon	69.0	1.78	67.17	70.74	1.32
Chungbuk	71.1	1.66	69.45	72.76	1.19
Chungnam	67.0	1.63	65.34	68.59	1.24
Jeonbuk	66.2	1.70	64.51	67.91	1.31
Jeonnam	67.2	1.68	65.56	68.91	1.27
Gyeongbuk	65.1	1.54	63.54	66.62	1.21
Gyeongnam	72.9	1.40	71.48	74.27	0.98
Jeju	75.7	1.99	73.68	77.66	1.34

Part.5 Appendix

3. Percentage of Households with Computers

(95% Confidence Level)					
	Percentage of Households with Computers(%)	Sampling Error(%)	Confidence Interval(%)		Relative Standard Error (%)
			Lower Bound	Upper Bound	
Total	77.2	0.51	76.67	77.70	0.34
(Household Age)					
20s and younger	95.5	1.31	94.21	96.82	0.70
30s	97.2	0.57	96.65	97.78	0.30
40s	96.3	0.57	95.78	96.91	0.30
50s	90.2	0.75	89.45	90.95	0.42
60s and older	54.0	0.93	53.03	54.89	0.88
(Area)					
Seoul	84.7	1.29	83.37	85.95	0.78
Busan	74.2	2.08	72.14	76.30	1.43
Daegu	71.4	2.33	69.11	73.76	1.66
Incheon	83.4	1.82	81.56	85.21	1.11
Gwangju	68.1	2.65	65.43	70.74	1.99
Daejeon	73.8	2.48	71.29	76.24	1.71
Ulsan	75.9	2.74	73.15	78.63	1.84
Sejong	71.4	3.66	67.73	75.06	2.62
Gyeonggi	83.7	1.23	82.49	84.95	0.75
Gangwon	67.2	2.65	64.50	69.80	2.01
Chungbuk	72.2	2.51	69.66	74.68	1.78
Chungnam	68.6	2.42	66.22	71.06	1.80
Jeonbuk	69.1	2.51	66.63	71.65	1.85
Jeonnam	64.2	2.59	61.64	66.82	2.06
Gyeongbuk	67.9	2.34	65.60	70.27	1.76
Gyeongnam	69.8	2.22	67.61	72.06	1.62
Jeju	78.0	2.94	75.04	80.92	1.92

4. Percentage of Households Accessing Internet

(95% Confidence Level)

	Percentage of Households Accessing Internet (%)	Sampling Error(%)	Confidence Interval(%)		Relative Standard Error (%)
			Lower Bound	Upper Bound	
Total	99.97	0.02	99.95	99.99	0.01
(Household Age)					
20s and younger	100.00	0.00	100.00	100.00	0.00
30s	100.00	0.00	100.00	100.00	0.00
40s	100.00	0.00	100.00	100.00	0.00
50s	100.00	0.00	100.00	100.00	0.00
60s and older	99.93	0.05	99.88	99.98	0.03
(Area)					
Seoul	100.00	0.00	100.00	100.00	0.00
Busan	99.88	0.16	99.72	100.05	0.08
Daegu	99.86	0.19	99.67	100.05	0.10
Incheon	100.00	0.00	100.00	100.00	0.00
Gwangju	100.00	0.00	100.00	100.00	0.00
Daejeon	100.00	0.00	100.00	100.00	0.00
Ulsan	99.90	0.21	99.69	100.10	0.11
Sejong	100.00	0.00	100.00	100.00	0.00
Gyeonggi	100.00	0.00	100.00	100.00	0.00
Gangwon	100.00	0.00	100.00	100.00	0.00
Chungbuk	100.00	0.00	100.00	100.00	0.00
Chungnam	100.00	0.00	100.00	100.00	0.00
Jeonbuk	99.92	0.15	99.77	100.07	0.08
Jeonnam	99.93	0.15	99.78	100.07	0.08
Gyeongbuk	99.93	0.13	99.80	100.06	0.07
Gyeongnam	99.93	0.12	99.81	100.06	0.06
Jeju	100.00	0.00	100.00	100.00	0.00

Part.5 Appendix

5. Percentage of using internet by region, gender, and age

(Unit : %)

	Male								Female							
	3-9 year s old	10s	20s	30s	40s	50s	60s	70s and older	3-9 year s old	10s	20s	30s	40s	50s	60s	70s and older
Total	91.7 (0.72)	99.5 (0.15)	99.5 (0.13)	99.6 (0.10)	99.4 (0.12)	98.8 (0.15)	95.3 (0.29)	70.4 (0.84)	92.2 (0.63)	99.5 (0.15)	99.7 (0.10)	99.5 (0.11)	99.3 (0.13)	98.7 (0.14)	96.0 (0.26)	66.3 (0.79)
Seoul	91.8 (2.03)	99.3 (0.52)	99.7 (0.27)	100.0 (0.00)	99.8 (0.19)	99.0 (0.41)	93.7 (0.92)	56.1 (3.51)	94.9 (1.49)	99.6 (0.37)	100.0 (0.00)	99.9 (0.14)	99.1 (0.39)	98.7 (0.43)	97.2 (0.62)	66.3 (3.33)
Busan	94.1 (2.36)	99.2 (0.81)	100.0 (0.00)	99.3 (0.48)	99.3 (0.51)	98.9 (0.55)	96.1 (0.95)	74.4 (2.83)	94.1 (2.02)	100.0 (0.00)	99.4 (0.56)	99.7 (0.33)	97.8 (0.87)	99.3 (0.41)	95.8 (0.95)	60.5 (3.06)
Daegu	98.8 (1.16)	99.1 (0.94)	99.5 (0.52)	99.2 (0.56)	100.0 (0.00)	99.2 (0.53)	97.9 (0.85)	86.5 (2.29)	97.5 (1.43)	99.1 (0.93)	100.0 (0.00)	99.6 (0.38)	99.2 (0.58)	99.7 (0.33)	97.7 (0.86)	87.4 (2.13)
Incheon	81.5 (3.50)	98.3 (0.98)	98.8 (0.84)	100.0 (0.00)	99.0 (0.58)	99.1 (0.51)	96.4 (1.03)	65.5 (4.88)	80.6 (3.04)	97.4 (1.27)	98.7 (0.74)	100.0 (0.00)	99.0 (0.56)	99.5 (0.37)	98.1 (0.70)	73.2 (4.06)
Gwangju	92.5 (3.66)	100.0 (0.00)	99.5 (0.47)	100.0 (0.00)	100.0 (0.00)	98.8 (0.67)	98.7 (0.75)	81.2 (3.48)	94.0 (2.91)	100.0 (0.00)	100.0 (0.00)	99.5 (0.48)	100.0 (0.00)	99.7 (0.33)	94.8 (1.47)	67.1 (3.61)
Daejeon	93.4 (3.19)	100.0 (0.00)	98.7 (0.90)	100.0 (0.00)	99.5 (0.45)	99.3 (0.51)	95.5 (1.32)	89.8 (3.36)	96.5 (2.01)	99.2 (0.77)	99.5 (0.53)	98.8 (0.88)	98.4 (0.78)	97.4 (0.91)	95.5 (1.34)	87.5 (3.12)
Ulsan	98.1 (1.85)	100.0 (0.00)	100.0 (0.00)	100.0 (0.00)	99.4 (0.58)	99.5 (0.45)	96.9 (1.17)	63.6 (4.69)	95.1 (2.79)	100.0 (0.00)	99.3 (0.74)	100.0 (0.00)	99.4 (0.57)	100.0 (0.00)	92.5 (1.75)	56.6 (4.33)
Sejong	84.2 (8.59)	97.8 (2.22)	100.0 (0.00)	100.0 (0.00)	98.8 (1.23)	98.4 (1.12)	94.1 (2.02)	56.4 (6.23)	82.1 (7.36)	100.0 (0.00)	100.0 (0.00)	100.0 (0.00)	100.0 (0.00)	97.3 (1.33)	96.2 (1.66)	84.8 (4.34)
Gyeonggi	93.0 (1.68)	99.6 (0.35)	100.0 (0.00)	100.0 (0.00)	99.7 (0.23)	100.0 (0.00)	96.8 (0.64)	75.5 (2.42)	90.3 (1.84)	100.0 (0.00)	100.0 (0.00)	99.7 (0.19)	100.0 (0.00)	99.3 (0.30)	97.8 (0.55)	61.9 (2.76)
Gangwon	97.3 (2.70)	97.9 (1.45)	95.4 (2.03)	91.0 (3.05)	96.3 (1.62)	87.7 (2.14)	83.4 (2.21)	69.5 (3.16)	94.9 (3.58)	98.9 (1.15)	96.2 (1.86)	94.2 (2.54)	98.2 (1.05)	91.4 (1.67)	82.0 (2.22)	77.1 (2.34)
Chungbuk	94.7 (2.58)	100.0 (0.00)	100.0 (0.00)	100.0 (0.00)	99.5 (0.52)	99.4 (0.45)	94.3 (1.54)	81.8 (3.83)	94.5 (2.19)	98.4 (1.13)	99.5 (0.53)	100.0 (0.00)	100.0 (0.00)	98.5 (0.68)	94.9 (1.51)	80.4 (3.65)
Chungnam	82.0 (4.96)	100.0 (0.00)	98.0 (1.15)	98.8 (0.88)	98.1 (0.93)	97.7 (0.87)	94.5 (1.34)	60.8 (3.65)	91.9 (3.48)	100.0 (0.00)	98.6 (0.95)	99.4 (0.57)	99.1 (0.62)	98.3 (0.69)	93.6 (1.42)	69.7 (2.62)
Jeonbuk	93.6 (2.79)	98.9 (1.15)	99.4 (0.62)	100.0 (0.00)	99.4 (0.61)	99.0 (0.59)	97.5 (1.02)	78.6 (3.00)	94.7 (2.61)	98.1 (1.33)	100.0 (0.00)	99.6 (0.44)	98.5 (0.84)	99.7 (0.34)	95.3 (1.33)	71.6 (3.01)
Jeonnam	82.2 (5.76)	100.0 (0.00)	100.0 (0.00)	100.0 (0.00)	100.0 (0.00)	100.0 (0.00)	97.8 (0.89)	70.4 (2.96)	90.0 (3.90)	100.0 (0.00)	100.0 (0.00)	98.9 (0.80)	99.5 (0.49)	100.0 (0.00)	96.9 (0.98)	53.3 (2.93)
Gyeongbuk	98.1 (1.30)	100.0 (0.00)	100.0 (0.00)	99.6 (0.41)	100.0 (0.00)	98.6 (0.70)	96.8 (0.99)	64.5 (3.34)	98.0 (1.15)	100.0 (0.00)	100.0 (0.00)	100.0 (0.00)	100.0 (0.00)	99.2 (0.48)	97.6 (0.83)	55.9 (3.09)
Gyeongnam	88.2 (3.36)	100.0 (0.00)	99.4 (0.56)	98.6 (0.70)	99.0 (0.70)	98.0 (0.75)	91.8 (1.37)	75.4 (2.66)	91.0 (2.60)	99.0 (0.98)	99.4 (0.56)	97.6 (0.91)	98.2 (0.91)	96.8 (0.87)	93.5 (1.24)	65.6 (2.73)
Jeju	94.5 (3.09)	100.0 (0.00)	98.4 (1.59)	100.0 (0.00)	98.7 (0.91)	97.0 (1.31)	93.0 (2.27)	62.9 (5.11)	100.0 (0.00)	100.0 (0.00)	98.6 (1.39)	100.0 (0.00)	98.8 (0.83)	98.9 (0.78)	95.6 (1.75)	40.6 (4.81)

※ The figures in () represent the relative standard error (unit: %).

Part 05

Appendix 5

Questionnaire





Approval No.
1 2 0 0 5

Article 33 of the Statistics Act (Confidentiality)

- ① Confidential information of individuals, corporations, organizations, etc. that have become known in the course of producing statistics shall be protected.
- ② Data on the confidential information of individuals, corporations, organizations, etc. that have been produced for the production of statistics shall not be used for any purpose other than that of producing statistics.

2024 Survey on the Internet Usage (Household)

Greetings

Hello.

The **Ministry of Science and ICT** and the **National Information Society Agency** are conducting the '**2024 Survey on the Internet Usage**' in accordance with Articles 12 and 66 (Indicator Survey) of the Framework Act on Intelligent Informatization. This survey aims to assess the internet usage environment and trends among households and individuals in Korea.

As an Official Statistics survey (Designated Statistics No. 120005), this is the only nationwide statistical survey on internet usage in Korea. The collected data serves as a crucial foundation for the development of the country's internet infrastructure.

All responses will be used only for statistical purposes, and personal information will be rigorously protected in accordance with the Statistics Act.

We sincerely appreciate your cooperation in responding to the survey as guided by the interviewer, despite your busy schedule.

September 2024

Minister of Science and ICT

Supervising
Institution



Responsible
Institution

NIA 한국지능정보사회진흥원

Executing
Institution



Contact
Information

Gallup Korea Co., Ltd.
Researcher Kim Ji-yun (☎ 02-3702-2643)

Interviewer's Section	Region & Survey Area Number	Household Number	Household Survey Respondent	
			Household Member Number	Name

Household Information	Address			Phone Number ※ The phone number is used solely for verifying responses or follow-up questions and will not be used for any other purposes.		
	Si · Do	Si · Gun · Gu	Eup · Myeon · Dong	Phone (Primary Contact: Landline or Mobile)	() - () - ()	① No phone ② Refused to respond
	Street Address	Apartment Name	Dong			
	Housing Type	☐ ① Detached house(including multi-family homes) ☐ ② Apartment ☐ ③ Townhouse, villa, multi-unit housing ☐ ④ Housing within a non-residential building ☐ ⑤ Other				

How to Answer and Fill Out the Survey

- Please follow the interviewer's guidance when answering.
- This <Household Member Survey> should be completed by the **head of the household** or **his/her spouse**.
- Answer the questions in order by selecting the appropriate number from the given options or providing your response verbally.



Household Member Information Table

※ This section collects information about the members residing in your household. The head of the household or his/her spouse should complete this section.

- **Head of Household** refers to the individual who actually represents the household. Please **begin** by **listing the head of the household** in the **<Household Status>** section below. If the number of household members exceeds 8, please use an additional page.
- **Household members** include family, relatives, domestic helpers, and boarders who have lived together for at least one month as of July 1, 2024, at 12:00 AM.
- **Excluded:** Children and their families living separately due to marriage, family members staying in dormitories for school or work, and those serving in the military.

Member No.	Name	Relation to Head of Household	Gender	Date of Birth (Solar Birthday)	Survey Status
		1) Head of Household (Self) 2) Spouse 3) Child 4) Child's Spouse 5) Grandchild and his/her Spouse 6) Parent or Grandparent 7) Sibling and his/her Spouse 8) Other (Specify: _____)			1) Survey Completed 2) Not a Survey Target (including long-term absence) 3) Refused to Participate 4) Contact Failed (Absent) 5) Other (Specify: _____)
01		1) Head of Household	☐ ①Male ☐ ② Female	____YY ____MM	
02			☐ ①Male ☐ ② Female	____YY ____MM	
03			☐ ①Male ☐ ② Female	____YY ____MM	
04			☐ ①Male ☐ ② Female	____YY ____MM	
05			☐ ①Male ☐ ② Female	____YY ____MM	
06			☐ ①Male ☐ ② Female	____YY ____MM	
07			☐ ①Male ☐ ② Female	____YY ____MM	
08			☐ ①Male ☐ ② Female	____YY ____MM	
Total number of household members		_____ in total	Number of Household Members Aged 3 or Older (Individuals born before June 30, 2021)		_____

※ Please answer based on the situation as of July 1, 2024.
 ※ For this survey, "internet" includes wireless internet.

1. Do you have any of the following information and communication devices? Please indicate whether you have each item.

Item	Yes/No (✓)
1) Desktop computer	☐
2) Laptop computer	☐
3) TV	
① General TV (Including analog and digital)	☐
② Smart TV (Internet-enabled)	☐
4) Game console (PlayStation, PSP, XBOX, Nintendo 3DS, Nintendo Switch, etc.)	☐
5) Smartphone	☐
6) Tablet PC (Galaxy Tab, iPad, etc.)	☐
7) AI speaker (SK Telecom NUGU, KT GiGA Genie, Apple HomePod, Naver Clova, Kakao Mini, etc.)	☐
8) E-book reader (RidiBooks Paper Pro, Crema, Iriver Sam, Kindle, Kobo, etc.)	☐
9) Smart home appliances (Refrigerator, air conditioner, washing machine, lights, etc.)	☐
10) Other (Please specify : _____)	☐

2. Can you access the internet (including wireless internet) through devices such as a computer, smartphone (including tablet PCs), game consoles, or TV at your home?

☐ ① Yes ☐ ② No

3. Regardless of whether you actually use it, what methods are available for accessing the internet at your home? Please select all that apply to you. (If you are unsure about the connection method, please provide the name of the internet service provider you are subscribed to.)

- ☐ ① Wired Internet
- ☐ ② Wireless LAN (Wi-Fi, Giga Wi-Fi included)
- ☐ ③ Mobile Internet (3G, LTE, 5G, etc.)
- ☐ ④ Portable Wireless Internet Router (KT Egg, LG U+ Router, WideMobile Wi-Fi Lunch Box, etc.) ※ A dedicated modem, about the size of a palm, is purchased to connect to the internet via a wireless device
- ☐ ⑤ Other (Please specify : _____)
- ☐ ⑥ Don't know (Provider name: _____)

4. What information and communication services are available at your home? Please select all that apply to you.

Item	Availability (✓)
1) Landline phone	☐
2) Internet phone (VoIP) (LG U+ 070, KT Olleh Internet Phone, SK Broadband B Internet Phone)	☐
3) Mobile phone (including smartphones)	☐
4) Wired Internet (KT Olleh Internet, SK Broadband Internet, LG U+ Internet, LG HelloVision Internet, etc.)	☐
5) IPTV (KT Olleh TV, SK Broadband BTV, LG U+ tvG, etc.)	☐
6) Cable TV (wired broadcasting) (LG HelloVision, SK Broadband, D'Live, CMB, Hyundai HCN, etc.)	☐
7) Satellite TV (KT SkyLife)	☐
8) IoT services (CCTV, lighting, gas, heating/cooling systems, etc., with remote control functions, LG IoT@Home, SKT SMART HOME, KT GIGA IoT, etc.)	☐

※ What is the approximate total monthly income (before tax) of all household members? (including the income of the household head)

- ☐ ① Less than KRW 1,000,000
- ☐ ② KRW 1,000,000 - less than KRW 2,000,000
- ☐ ③ KRW 2,000,000 - less than KRW 3,000,000
- ☐ ④ KRW 3,000,000 - less than KRW 4,000,000
- ☐ ⑤ KRW 4,000,000 - less than KRW 5,000,000
- ☐ ⑥ KRW 5,000,000 - less than KRW 6,000,000
- ☐ ⑦ KRW 6,000,000 - less than KRW 7,000,000
- ☐ ⑧ KRW 7,000,000 - less than KRW 8,000,000
- ☐ ⑨ KRW 8,000,000 - less than KRW 9,000,000
- ☐ ⑩ KRW 9,000,000 - less than KRW 10,000,000
- ☐ ⑪ KRW 10,000,000 or more

[👁 The survey for the household head ends after this question.]

■ Please fill out one <Household Member Survey> for each household member listed in the previous Household Member Information table. However, for children aged 3-5 years, the survey should be filled out with the assistance of a guardian if necessary.



Interviewer's Section

Item	Record
Interviewer Name	
Survey Date and Time	_____ (time) _____ (Month) _____ (Day), 2024
Number of Visits	() visits
Interviewer Evaluation	① Positive ② Neutral ③ Negative



Approval No.
1 2 0 0 0 5

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2024 Survey on the Internet Usage (Household Member)

Greetings

Hello.

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As an Official Statistics survey (Designated Statistics No. 120005), this is the only nationwide statistical survey on internet usage in Korea. The collected data serves as a crucial foundation for the development of the country's internet infrastructure.

All responses will be only strictly for statistical purposes, and personal information will be rigorously protected in accordance with the Statistics Act.

We sincerely appreciate your cooperation in responding to the survey as guided by the interviewer, despite your busy schedule.

September 2024
Minister of Science and ICT

Survey Inquiries : Gallup Korea Co., Ltd. Researcher Kim Ji-yun (☎ 02-3702-2643),
Park Seon-ju, Assistant Manager(☎ 02-3702-2673)

Interviewer's Section	Region & Survey Area Number	Household Number	Household Survey Respondent		Accompanying Respondent	
			Household Member Number	Name	Household Member Number	Name

Respondent	Gender		Date of Birth		
	☐ ① Male ☐ ② Female		Solar Birthdate ____YY ____DD (Age ____)		
	Level of Education		Occupation (Income-Generating Activity)		
	School	Completion Status	Employment Status	Occupational Status	Occupation Code
	☐ ① No formal education (→ ☐ ① Attended daycare/kindergarten)		☐ ① Employed ⇒	☐ ① Wage worker ☐ ② Employer ☐ ③ Self-employed (sole proprietor) ☐ ④ Unpaid family worker	※ Please refer to the occupation codes on page 14 of this survey (_____)
	☐ ② Elementary school ☐ ③ Middle school ☐ ④ High school ☐ ⑤ College (2-3 years) ☐ ⑥ University (4 years or more) ☐ ⑦ Graduate school (Master's program) ☐ ⑧ Graduate school (Doctoral program)				
	☐ ① Currently enrolled ☐ ② Dropped out ☐ ③ On leave ☐ ④ Completed coursework ☐ ⑤ Graduated		☐ ② Not employed ⇒		☐ ① Full-time homemaker ☐ ② Student ☐ ③ Other
		☐ ③ Job-seeking Activity		☐ ① Yes ☐ ② No	

How to Answer and Fill Out the Survey

- Please follow the interviewer's guidance when answering.
- This <Household Member Survey> should be completed by each household member aged 3 years or older (born before June 30, 2021).
For children aged 3-5 years, the survey should be completed with the assistance of a guardian if necessary.
- Please refer to the Household Member Information table in the <Household Survey> and write '03' in the 'Household Member Number' section if the member's number is '03.'
- For the survey, please choose the corresponding number from the options or provide your response directly according to the order of the questions

※ Please answer based on your experiences over the past year as of July 1, 2024.
 ※ For this survey, "internet" includes wireless internet.

First, the following questions are about the use of computers and mobile phones.

1. When was the last time you used a computer (including laptops, tablets, etc.)?

- ☐ ① Within the last 24 hours
☐ ② More than 24 hours ago, but within the last week
☐ ③ More than 1 week ago, but within the last month
☐ ④ More than 1 month ago, but within the last 3 months
☐ ⑤ More than 3 months ago, but within the last year
☐ ⑥ It has been more than a year since I last used a computer
☐ ⑦ I have never used a computer

proceed to **Q3**

2. How often do you use a computer (including laptops, tablets, etc.)?

- ☐ ① More than once a day
☐ ② More than once a week, but less than once a day
☐ ③ More than once a month, but less than once a week
☐ ④ Less than once a month

3. When was the last time you used a mobile phone (including smartphones)?

※ This includes all activities done with the mobile phone (call, text, game, watching video, internet, instant messaging, etc.).
 ※ Please answer regardless of whether you have a mobile phone or pay for its usage.

- ☐ ① Within the last 24 hours
☐ ② More than 24 hours ago, but within the last week
☐ ③ More than 1 week ago, but within the last month
☐ ④ More than 1 month ago, but within the last 3 months
☐ ⑤ More than 3 months ago, but within the last year
☐ ⑥ It has been more than a year since I last used a mobile phone
☐ ⑦ I have never used a mobile phone

[For those under 12 years old (born after July 1, 2012),
 proceed to **Q5**]

4. [Answer only if you are 12 years or older] Which of the following digital skills are you capable of? Please check (✓) all applicable skills, including those for smartphones, computers, and other digital devices.

Item	Yes/No (✓)
1) Use copy-paste functions in documents or copying and moving files, folders, etc. to different locations	☐
2) Attach and send documents, photos, videos, etc., via email, text, or messenger apps (e.g., KakaoTalk)	☐
3) Use basic formulas in Excel	☐

Item	Yes/No (✓)
4) Connect and install new devices (e.g. printers, modems, memory devices)	☐
5) Search, download, and install software	☐
6) Create presentation materials using programs such as Hancam, PowerPoint, etc.	☐
7) Transfer files between a computer and other devices (including transferring photos and music from cameras, smartphones, etc.)	☐
8) Verify the reliability of information found online (comparing and confirming with information from other sources)	☐
9) Set up security measures for devices or accounts (e.g. password settings such as patterns, fingerprints, passwords, facial recognition, login attempt alerts)	☐
10) Configure privacy settings to prevent unnecessary exposure of personal information (e.g. name, contact details, photos) through apps or online accounts	☐
11) Computer programming or app development using specific programming languages (e.g. Java, Python, C++)	☐

This section is about internet usage (including wireless internet).

5. When was the last time you used the internet?

※ This includes all internet access via mobile phone, smartphone, tablet PC, IPTV, internet phone, etc.
 ※ Internet usage refers to all internet use regardless of purpose (personal, work, academic, etc.) or location (home, school, workplace, etc.).

- ☐ ① Within the last 24 hours
☐ ② More than 24 hours ago, but within the last week
☐ ③ More than 1 week ago, but within the last month
☐ ④ More than 1 month ago, but within the last 3 months
☐ ⑤ More than 3 months ago, but within the last year
☐ ⑥ Haven't used the internet for more than a year
☐ ⑦ Never used the internet

[For children aged 3-5 (born after July 1, 2018), please proceed to **Q 46**, For those aged 6 or older, please proceed to **Q 15**]

6. What is your average frequency of internet usage and the average amount of time you spend using it?

※ Please answer regardless of the location or device used for internet access.
 ※ After marking the frequency on the left, please indicate the average time spent on the right.

- ☐ ① More than once a day (Average per day: _____ hours _____ minutes)
☐ ② More than once a week (Average per week: _____ hours _____ minutes)
☐ ③ More than once a month (Average per month: _____ hours _____ minutes)
☐ ④ Less than once a month (Average per year: _____ hours _____ minutes)

7. How did you access the internet? Please select all that apply to you.

- ☐ ① Wired internet
☐ ② Wireless internet within a specific range, such as Wi-Fi
☐ ③ Wireless internet using a portable router (e.g., Egg)
☐ ④ Wireless internet using a 3G/LTE smartphone
☐ ⑤ Wireless internet using a 5G smartphone

8. Where do you use the internet? Please select all that apply to you.

- ☐ ① Home
☐ ② Another person's house (e.g., a friend's house)
☐ ③ Workplace
☐ ④ Educational place (e.g., school, kindergarten, academy)
☐ ⑤ Commercial facility (e.g., PC room, coffee shop, restaurant, airport, hotel)
☐ ⑥ Public facility (e.g., post office, community center, government office, library)
☐ ⑦ While traveling (using a mobile phone, smartphone, tablet, etc.)
☐ ⑧ Other (Please specify : _____)

☞ If you answered only '① Wired Internet usage' in **Q7**,
 please proceed to **Q11**

9. When was the last time you used the internet on a mobile device, excluding wired internet?

※ Mobile devices refer to any devices capable of wireless internet connection, such as smartphones, tablet PCs, and wearable devices.

- ☐ ① Within the last 24 hours
☐ ② More than 24 hours, but within 1 week
☐ ③ More than 1 week, but within 1 month
☐ ④ More than 1 month, but within 3 months
☐ ⑤ More than 3 months, but within 1 year
☐ ⑥ Haven't used mobile devices to access the internet for more than 1 year
☐ ⑦ Have never used a mobile device to access the internet

☞ Please proceed to **Q 11**

10. When did you last use your smartphone (3G, LTE, 5G) to access the internet?

- ☐ ① Within the last 24 hours
☐ ② More than 24 hours, but within 1 week
☐ ③ More than 1 week, but within 1 month
☐ ④ More than 1 month, but within 3 months
☐ ⑤ More than 3 months, but within 1 year
☐ ⑥ Haven't used a smartphone to access the internet for more than 1 year
☐ ⑦ Have never used a smartphone to access the internet

☞ Please proceed to **Q 11**

11. Please select all the activities you use the internet for. If you use a desktop computer or PC, please check (✓) on the left side. If you use a mobile device such as a smartphone or tablet PC, please check (✓) on the right side. If you use both methods, please check (✓) on both sides.

Item	Computer (PC) (✓)	Mobile Device (✓)
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1) Communication

① Email	☐	☐
② Social Media (Facebook, Instagram, Band, KakaoStory, X (Twitter), TikTok, Blog, etc.)	☐	☐
③ Instant Messenger (KakaoTalk, Instagram DM, Facebook Messenger, Line, Telegram, etc.), Chat (Skype, Discord, TalkOn, including voice chats), Online Discussions (including writing comments)	☐	☐
④ Voice/Video Call (VoiceTalk, FaceTalk, FaceTime, Line, etc.)	☐	☐

11-1. [For those who use at least one of the four in 1) Communication activities] On average, how often do you use the communication activities listed above?

- ☐ ① Daily (Average _____ hours _____ minutes)
☐ ② Weekly (Average _____ hours _____ minutes)
☐ ③ Monthly (Average _____ hours _____ minutes)
☐ ④ Every 6 months (Average _____ hours _____ minutes)
☐ ⑤ Annually (Average _____ hours _____ minutes)

Item	Computer (PC) (✓)	Mobile Device (✓)
------	-------------------	-------------------

2) Acquiring Data and Information

① Health and medical information (including disease status, hospital information, symptoms, nutrition information search, etc.)	☐	☐
② Product and service information	☐	☐
③ News (articles) from newspapers, magazines, etc.	☐	☐
④ Travel, transportation, accommodation, location information	☐	☐
⑤ Software (excluding games) and application (app) downloads, upgrades	☐	☐

11-2. [For those who use at least one of the 5 activities in 2) Acquiring Data and Information]

What are the websites/apps you primarily use for internet searches and trust the search results from? Please answer in order of preference, up to two preferences. (You may select only your 1st preference if preferred.)

Main use	1 st Preference		2 nd Preference	
Level of trust	1 st Preference		2 nd Preference	

- ☐ ① Web portal (Naver, Daum, Google, etc.)
☐ ② Video services (YouTube, etc.)
☐ ③ SNS (Facebook, Instagram, Naver Band, X (Twitter), etc.)
☐ ④ Messengers (KakaoTalk, Facebook Messenger, LINE, etc.)
☐ ⑤ AI-based conversational information search services (Chat GPT, Gemini, Copilot, CLOVA X, etc.)
☐ ⑥ Other (Please specify: _____)

Item	Computer (PC) (✓)	Mobile Device (✓)
3) Leisure Activities		
① Watching TV and listening to a radio	☐	☐
② Listening to music (songs)	☐	☐
③ Viewing image, video, movie, etc.	☐	☐
④ Playing a game (online game, downloading game)	☐	☐
4) Employment and Workplace		
① Searching and applying for a job (searching and applying for job postings, including part-time jobs)	☐	☐
② Participating online sessions related to job/work (anonymous boards, etc.)	☐	☐
③ Video conferencing (using services such as Google Hangouts, Zoom, Slack, MS Teams for work-related meetings)	☐	☐
④ Remote work (telecommuting or smart working using digital devices)	☐	☐
5) Education and Learning		
① Online education (EBS Online Class, e-Learning Center, Wedorang, etc. - school online courses, online courses at private institutes, university cyber courses, internet-based exam prep broadcasts, online job training for employees, etc.)	☐	☐
② Knowledge acquisition/learning via online resources, language learning, encyclopedias, etc.	☐	☐
6) Running Websites		
① Personal website	☐	☐
② Posting/sharing photos and videos (Facebook, Instagram, Band, KakaoStory, X (Twitter), YouTube, AfreecaTV, TikTok, etc.)	☐	☐
③ Blog	☐	☐
7) Other		
① Online banking (inquiries, transfers, deposits, loans, etc.)	☐	☐
② Selling goods or services (including second-hand transactions)	☐	☐
③ Booking and using travel, transportation, accommodation-related services	☐	☐
④ Other (Please specify: _____)	☐	☐

This section is about video services.
Please answer only if you are 3 years old or older.

What is a video service?

A service that provides media content such as broadcast programs, movies, and individual media via the internet.
Examples) YouTube, Netflix, Coupang Play, Disney+, Watcha, AfreecaTV, Wavve, Naver TV, KakaoTV, TVING, TikTok, etc.

12. What are the apps/websites you primarily use for video services? Please answer up to two preferences in order of preference. (You may select only your 1st preference if preferred.)

1st Preference 2nd Preference

① Personal media	YouTube (excluding Shorts), Afreeca TV, Twitch, etc.
② OTT platforms	Netflix, Disney+, Coupang Play, Watcha, Wavve, LAFTEL, Amazon Prime, etc.
③ Short-form video platforms	YouTube Shorts, TikTok, Instagram Reels, etc.
④ Media platforms	Web portal (Naver, Daum TV, Kakao TV), Telecommunication apps/websites (Uplus Mobile TV, Olleh TV, SKT, etc.)
⑤ Other (Please specify : _____)	
⑥ Never watch/use	Please proceed to Q 14 →

13. How often and for how long do you use video services on average?

※ Please indicate the frequency on the left and the average duration on the right.

- ☐ ① More than once a day (per day, average _____ hours _____ minutes)
- ☐ ② More than once a week (per week, average _____ hours _____ minutes)
- ☐ ③ More than once a month (per month, average _____ hours _____ minutes)
- ☐ ④ Less than once a month (per year, average _____ hours _____ minutes)

☞ This survey for children aged 3-5 (both after July 1, 2018), who have used the internet in the past month, has been completed

①-③ in **Q 5**)]

For other children aged 3-5 (those answering ④-⑤ in **Q 5**),
please proceed to **Q 46**]

14. Do you engage in the following activities via the internet?

Item	Yes (✓)	No (✓)
1) Watching TV programs	☐	☐
2) Reading newspapers (news articles)	☐	☐
3) Listening to radio programs	☐	☐
4) Reading magazines or books	☐	☐
5) Watching movies	☐	☐

This section is about the ownership and usage of information and communication devices. Please answer, regardless of internet usage, if you are 6 years old or older.

15. Do you have or use any of the following portable information and communication devices? Please select all that apply to you.

* For item 2) Please check the ownership of a smartphone based on whether it is currently subscribed to a mobile carrier.

Item	Ownership (✓)	Internet Usage (✓)
1) Laptop Computer	☐	☐
2) Smartphone	☐	☐
3) Regular mobile phone (excluding smartphones)	☐	☐
4) Tablet (e.g., Galaxy Tab, iPad)	☐	☐
5) Gaming console (Portable)	☐	☐
6) Wearable devices		
① Smartwatch (e.g., Galaxy Watch, Apple Watch) and bands (e.g., Xiaomi Mi Band, Galaxy Fit)	☐	☐
② AR-VR devices (e.g., Oculus Quest, Gear VR, HTC Vive, Apple Vision Pro)	☐	☐
7) E-Book Reader (e.g., RIDI Paper, Kindle, Kobo, Crema, Kyobo SAM, Iriver Story)	☐	☐
8) Other (Please specify : _____)	☐	☐

[☞ For those aged 6 or older (born after July 1, 2018) who 'Never used the internet' (those who answered ④-⑦ in Q 5), please proceed to Q 26.]

This section is about email usage.
Please answer only if you are aged 6 or older.

What is Email?

It is an electronic mail method used for sending and receiving messages, information, and more between internet users via devices such as computer and smartphone.

Examples) Checking and sending personal/business emails, reviewing various email bills, checking promotional emails such as event notifications, etc.

16. When was the last time you used email?

- ☐ ① Within the last 24 hours
☐ ② More than 24 hours ago, but within 1 week
☐ ③ More than 1 week ago, but within 1 month
☐ ④ More than 1 month ago, but within 3 months
☐ ⑤ More than 3 months ago, but within 1 year
☐ ⑥ It has been over 1 year since I last used email
☐ ⑦ I have never used email.

Please proceed to **Q 18**

17. How often do you use email?

Frequency	For work purposes (✓)	For personal use (non-work related) (✓)
① Once a day or more	☐	☐
② Once a week or more	☐	☐
③ Once a month or more	☐	☐
④ Less than once a month	☐	☐
⑤ I do not use email	☐	☐

This section is about the use of instant messengers.
Please answer if you are aged 6 or older.

What is Instant Messenger?

Instant Messenger refers to a service that allows real-time exchange of messages, photos, and other data between individuals using computers or smartphones.

Examples) KakaoTalk, Facebook Messenger, LINE, NateOn, Telegram, Instagram Direct Message (DM), and Naver Band Messenger

18. When did you last use an instant messenger? Please check (✓) for each case, whether you used it on a computer (PC) or a mobile device.

Period	Computer (PC) (✓)	Mobile Device (✓)
① Within the last 24 hours	☐	☐
② More than 24 hours but within 1 week	☐	☐
③ More than 1 week but within 1 month	☐	☐
④ More than 1 month but within 3 months	☐	☐
⑤ More than 3 months but within 1 year	☐	☐
⑥ It has been more than a year since I last used an instant messenger	☐	☐
⑦ I have never used an instant messenger	☐	☐

If you have selected ⑥ or ⑦ for both computer (PC) and mobile, please proceed to Q 21.

19. What instant messenger do you use most frequently? Please provide up to 3 preferences in order. (You may select only your 1st or 2nd preference if preferred.)

1st Preference 2nd Preference 3rd Preference

- ① KakaoTalk
- ② Facebook Messenger
- ③ Line
- ④ NateOn
- ⑤ Telegram
- ⑥ Instagram Direct Message (DM)
- ⑦ Naver Band Messenger
- ⑧ Other (Please specify : _____)

20. Which features do you use when using an instant messenger? Please select all the features you have used.

- ☐ ① Chat (including secret chats and group chats)
- ☐ ② Voice and video calls
- ☐ ③ Purchasing (gifting, emoticons, gift cards, movie tickets, etc.)
- ☐ ④ Games
- ☐ ⑤ Sharing photos, videos, schedules, work files, etc. (sending and receiving)
- ☐ ⑥ Sharing maps and locations
- ☐ ⑦ Voting
- ☐ ⑧ Affiliate services (Plus Friends, discount information, etc.)
- ☐ ⑨ Checking delivery information (e.g., Kakao AlimTalk)
- ☐ ⑩ Money transfer service
- ☐ ⑪ Other (Please specify: _____)

This section is about the usage of SNS (Social Networking Services). Please answer if you are aged 6 or older.

What is SNS (Social Networking Service)?

It is an activity on the internet where individuals strengthen relationships with friends, colleagues, and acquaintances or form new personal networks to communicate, share, browse, and observe information. Examples) Facebook, Instagram, Naver Band, KakaoStory, X (Twitter), Blogs, Cafes, TikTok, etc.

21. When did you last use SNS? Please check (✓) according to whether you used it on a computer (PC) or a mobile device.

Period	Computer (PC) (✓)	Mobile Device (✓)
① Within the last 24 hours	☐	☐
② More than 24 hours but within 1 week	☐	☐
③ More than 1 week but within 1 month	☐	☐
④ More than 1 month but within 3 months	☐	☐
⑤ More than 3 months but within 1 year	☐	☐
⑥ Not used SNS in over 1 year	☐	☐
⑦ I have never used SNS	☐	☐

If you have selected ⑥ or ⑦ for both computer (PC) and mobile, please proceed to Q 25.

22. How often do you use SNS on average, and how much time do you spend on it each session?

- ☐ ① Daily (Average _____ times, Average _____ minutes per session)
- ☐ ② Weekly (Average _____ times, Average _____ minutes per session)
- ☐ ③ Monthly (Average _____ times, Average _____ minutes per session)
- ☐ ④ Every 6 months (Average _____ times, Average _____ minutes per session)
- ☐ ⑤ Annually (Average _____ times, Average _____ minutes per session)

23. What are the SNS services you use most frequently? Please select up to 3 in order of preference. (You may select only your 1st or 2nd preference if preferred.)

1st Preference 2nd Preference 3rd Preference

- ① Facebook
- ② Instagram
- ③ Naver Band
- ④ KakaoStory
- ⑤ X (Twitter)
- ⑥ Blog (Naver, Daum, etc.)
- ⑦ Cafe (Naver, Daum, etc.)
- ⑧ TikTok
- ⑨ Zenly
- ⑩ Other (Please specify : _____)

24. Please select up to 3 reasons, in order of preference, for why you use SNS.
(You may select only your 1st or 2nd preference if preferred.)

1st Preference 2nd Preference 3rd Preference

- ① To socialize and maintain relationships
- ② To browse content posted by others
- ③ To document daily life
- ④ To share personal interests, hobbies, or information/knowledge
- ⑤ To search for information or knowledge
- ⑥ Simply to pass time
- ⑦ Other (Please specify : _____)

25. [For non-users of SNS] What are the reasons you do not use SNS? Please select all that apply to you.

- ☐ ① Because I don't need it
- ☐ ② Because I find connecting with strangers uncomfortable
- ☐ ③ Because I am concerned about privacy and personal information leakage
- ☐ ④ Because I cannot trust the information shared on SNS
- ☐ ⑤ Because I lack the confidence or don't know how to use it
- ☐ ⑥ Because I don't have enough time
- ☐ ⑦ Other (Please specify : _____)

This section is about artificial intelligence services. Please answer if you are aged 6 or older.

What is an AI Service?

An artificial intelligence (AI) service utilizes AI technology to provide convenience across various industries and everyday life. Examples) Voice and biometric recognition services, personalized recommendation systems, smart home appliances, and autonomous vehicles.

26. For the following items related to artificial intelligence, please select the option that applies to you.

Item	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
1) I can distinguish between services/devices with AI technology and those without it (e.g., home appliances, robots, drones, etc.)	☐	☐	☐	☐	☐
2) I can identify examples of how AI technology is applied in our lives (e.g., disaster safety prediction, risk detection, etc.)	☐	☐	☐	☐	☐
3) I know the concept of artificial intelligence	☐	☐	☐	☐	☐
4) I know how AI works (input, processing (machine learning, deep learning algorithms), output)	☐	☐	☐	☐	☐

27. Which of the following AI-powered service areas are you familiar with or do you have experience in using? Please select all that apply. Additionally, how essential do you think each AI-powered service is in your daily life? Would you consider using these services in the future?

Item	I am aware ()	I have experience ()	(For those with experience) To what extent has AI been helpful in this area?				Do you find how necessary AI-powered services are in your daily life?				Would you be willing to use these services in the future?
			Not helpful at all	Not helpful	Helpful	Very helpful	Not necessary at all	Not necessary	Necessary	Very necessary	
1) Education & Learning Personalized learning (i-Scream edu, AI HomeLearn, Milk T, KnowRe, etc.), AI language learning apps (Duolingo, etc.), educational robots (Albert, etc.)	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
2) Home Convenience Household support robots, e.g., robot vacuum cleaners, and AI home appliances, IoT smart home devices (remote control for lighting, heating/cooling, etc.)	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
3) Communication & Social Interaction AI chatbot consultation services, AI companion robots (Dasom, Silbot, Liku, etc.)	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
4) Media Personalized music/video recommendations and curation AI-powered photo/video editing (filter apps, AI subtitle editing, etc.)	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
5) Finance Robo-advisors, personalized asset management (Fount, Fint, RoboMarket, Robo-Pick, etc.), AI-recommended financial products using MyData, machine learning-based risk prediction	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
6) Transportation Driver assistance systems (smart cruise control, emergency braking, lane keeping, etc.), autonomous driving	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
7) Healthcare AI fitness coaching, AI diet management solutions, nutrition analysis (food image recognition), medical record management (prescription analysis), AI-powered insurance apps (HELLO, KARE, S-Walking, etc.)	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
8) AI-Based Conversational Search ChatGPT, Gemini, Copilot, CLOVA X, etc.	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
9) Other (Please specify : _____)	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
10) I am not aware of any AI services listed above.	☐										
11) I have never used AI services.	☐										

[☞ For those aged 6 or older (born after July 1, 2018) who 'Never used the internet' (those who answered ⑥-⑦ in Q 5), please proceed to Q 29.]

28. [For those aged 12 or older] Which activities have you primarily engaged in using generative AI-based services (e.g., ChatGPT, Gemini, Copilot, CLOVA X)? Please select all that apply to you.

- ☐ ① Basic information search
- ☐ ② Assistance with document creation (e.g., report, PPT, writing, summarization)
- ☐ ③ Foreign language translation
- ☐ ④ Assistance with creative and hobby activities (e.g., drawing, design, novel or poetry writing)
- ☐ ⑤ Coding and software development
- ☐ ⑥ Other (Please specify: _____)
- ☐ ⑦ I have no prior experience using generative AI services

29. What are your general thoughts on AI services? Please indicate the extent to which you agree with each of the following statements.

Item	Strongly Agree (✓)	Agree (✓)	Neutral (✓)	Disagree (✓)	Strongly Disagree (✓)
1) AI-powered services provided by the government and businesses will have a positive impact on society	☐	☐	☐	☐	☐
2) AI services provide me with psychological support or enjoyment	☐	☐	☐	☐	☐
3) I trust how AI services collect and process personal data	☐	☐	☐	☐	☐
4) AI services are fair and free from discrimination	☐	☐	☐	☐	☐
5) I trust the information and results provided by AI services	☐	☐	☐	☐	☐
6) AI services will have a positive impact on my daily life or work	☐	☐	☐	☐	☐

30. Please select the statements that apply to you regarding AI technology.

Item	Strongly Agree (✓)	Agree (✓)	Neutral (✓)	Disagree (✓)	Strongly Disagree (✓)
1) I can use AI-powered devices in my daily life	☐	☐	☐	☐	☐
2) I can effectively use AI technology to achieve my personal goals (e.g., career, education)	☐	☐	☐	☐	☐
3) I understand the advantages and disadvantages of AI-driven problem-solving and can apply this knowledge	☐	☐	☐	☐	☐
4) I am aware of the risks associated with AI technology, such as algorithmic bias, misinformation, and privacy concerns	☐	☐	☐	☐	☐
5) I can use AI services and devices ethically, considering their potential risks	☐	☐	☐	☐	☐

This section is about wearable devices.
Please answer only if you are aged 6 or older.

What is a wearable device?

A wearable device is a gadget worn on the body—such as a watch, glasses, or clothing—that collects real-time data on the user's physical condition and surrounding environment. This data is shared and utilized via the internet.

Examples) Smart bands, smartwatches, child-tracking necklaces, VR/AR devices, etc.

31. [For wearable device owners] Which features of your wearable device do you use? Please select all that apply to you.

- ☐ ① Connecting with a smartphone for text and call notifications
- ☐ ② Internet-based information search
- ☐ ③ Health monitoring (e.g., heart rate, calorie tracking)
- ☐ ④ Distance and route tracking
- ☐ ⑤ Navigation assistance
- ☐ ⑥ Virtual/Augmented Reality experiences
(e.g., video streaming, gaming)
- ☐ ⑦ Tracking and protection functions for children or the elderly
- ☐ ⑧ Other (Please specify: _____)

[👁 For those under 12 years old (born after July 1, 2012) who have used the internet in the past month (those who answered ①-③ in Q 5), the survey is completed..

For all other respondents (those who answered ④-⑦ in Q 5), please proceed to Q 46]

[👁 For those aged 12 or older (born before July 1, 2012) who have 'Never used the internet' (those who answered ⑥-⑦ in Q 5), please proceed to Q 43.

For other respondents, please proceed to Q 32]

This section is about online shopping, including the purchase of paid content.
Please answer if you are aged 12 or older.

What is online shopping?

Online shopping refers to purchasing goods or services through various internet shopping malls or platforms (websites/applications) without visiting physical stores. It includes buying used items, content, and services. (This encompasses a range of shopping methods such as general shopping websites, shopping via instant messengers, shopping linked with social media, live commerce platforms, subscription services, freelance marketplaces, and crowdfunding websites/apps.)

Examples) Naver Shopping, Coupang, 11st, Lotte On, SSG.com, Kurly, Ticketlink, Kakao Gift, Instagram Shops, Kakao Shopping Live, Kukka, Soomgo, Wadiz, etc.

32. When was the last time you purchased a product or service (including reservations and ticket bookings) via the internet? Please check (✓) according to whether you used it on a computer (PC) or a mobile device.

Period	Computer (PC) (✓)	Mobile Device (✓)
① Within the last 24 hours	☐	☐
② More than 24 hours but within 1 week	☐	☐
③ More than 1 week but within 1 month	☐	☐
④ More than 1 month but within 3 months	☐	☐
⑤ More than 3 months but within 1 year	☐	☐
⑥ It has been more than a year since I last used online shopping	☐	☐
⑦ I have never used online shopping	☐	☐

If you answered ⑥ or ⑦ for both computer (PC) and mobile device, please proceed to Q 38.

33. How often do you purchase a product or service (including reservation and ticket booking) via the internet?

- ☐ ① Daily (Average _____ times)
- ☐ ② Weekly (Average _____ times)
- ☐ ③ Monthly (Average _____ times)
- ☐ ④ Every 6 months (Average _____ times)
- ☐ ⑤ Annually (Average _____ times)

34. What is the average monthly amount spent on purchasing products or services (including reservations and bookings) via the internet? Based on your purchase experience from July 2023 to June 2024, please indicate the average monthly amount. Also, please specify the percentage of the total amount spent on overseas direct purchases.

Average monthly amount KRW (_____)

Percentage of total amount spent on overseas direct purchases (_____)% (Please specify a value of 100% or less)

35. What payment methods do you use when purchasing products or services (including reservations and bookings) via the internet? Please select all that apply, separating methods used for a computer (PC) and mobile device.

Category	Computer (PC) (✓)	Mobile Device (✓)
① Credit card	☐	☐
② Debit card / Prepaid card	☐	☐
③ Easy payment - Linked to credit/debit card	☐	☐
④ Bank transfer (Bank transfer, non-account deposit) - Online banking, mobile banking, ATM	☐	☐
⑤ Mobile micro payment (Telecommunication billing service)	☐	☐
⑥ Prepaid cards and vouchers	☐	☐
⑦ Mileage and points	☐	☐
⑧ Other (Please specify : _____)	☐	☐

36. What products or services have you purchased (including reservations and bookings) via the internet? Please select all that apply to you.

Item	Computer (PC) Purchases (✓)	Mobile Purchases (✓)
1) Clothing, shoes, sports goods, accessories	☐	☐
2) Household/kitchen items (detergent, disposal, kitchen appliance, etc.)	☐	☐
3) Baby/children's products (diaper, stroller, maternity/parenting item, etc.)	☐	☐
4) Groceries, food	☐	☐
5) Health-related products (mask, hand sanitizer, vitamin, ginseng, etc.)	☐	☐
6) Cosmetics	☐	☐
7) Home appliances, electronics (TVs, refrigerators, washing machines, etc.)	☐	☐
8) Furniture, home decoration items (bedding, desk, wardrobe, etc.)	☐	☐
9) Computers and computer peripherals	☐	☐
10) Mobile, PC or console game software (including downloads and offline shipping)	☐	☐
11) Software (excluding games) (paid apps, downloads, offline shipping included)	☐	☐
12) Subscription-based software services (cloud storage, generative AI services, video conferencing services, etc.)	☐	☐
13) Vouchers (cafe, convenience store gift cards, gifticons, etc.)	☐	☐
14) Financial products (insurance, stock trading)	☐	☐
15) Education	☐	☐
16) Travel products (package, accommodation, transportation, rental car, etc.)	☐	☐
17) Books, magazines, newspapers (excluding webtoons, comics, etc.) (downloads, offline shipping included)	☐	☐
18) Movies (tickets), exhibitions, cultural performances (theater, musicals, sports events, etc.) (reservation and booking)	☐	☐
19) Movies (content), videos, images (downloads, streaming, offline shipping, subscription-based payments, etc.)	☐	☐
20) Music (music streaming websites, etc.) (downloads, streaming, offline shipping, subscription-based payments, etc.)	☐	☐
21) Paid content		
① Emoticons	☐	☐
② Webtoons and comics	☐	☐
③ In-game paid items	☐	☐
④ Mobile phone ringtones	☐	☐
⑤ Adult content	☐	☐
22) Other (Please specify : _____)		

37. Please select all the online shopping methods you have used.

Item	I have experience (✓)
(1) General shopping websites/apps (Naver Shopping, Coupang, 11st, Auction, Home Shopping Malls, Department Store Malls, Ticketlink, Interpark Tickets, etc.)	☐
(2) Instant messenger-linked shopping (KakaoTalk Shopping, KakaoTalk Gift, Line Gift Shop, etc.)	☐
(3) SNS-linked shopping Accessing shopping websites via SNS links, Instagram Shops, Facebook Shops, etc.)	☐
(4) Live commerce (Introducing and purchasing products through real-time video streaming on websites/apps, excluding TV home shopping) - Naver Shopping Live, Kakao Shopping Live, TMON TVON Live, etc.)	☐
(5) Subscription services (Rental/regular delivery of groceries, daily necessities, fashion, furniture, vehicles, books, OTT, software, etc.)	☐
(6) Freelancer markets (Soomgo, Kmong, Frip, Class101, Taling, etc.)	☐
(7) Crowdfunding websites (Wadiz, Tumblbug, Kakao Makers, Crowdy, etc.)	☐
(8) Secondhand transaction websites/apps (Carrot Market,, Joonggonara, Bunjang, etc.)	☐
(9) Other (Please specify : _____)	☐

[👉 If you have answered the question, please proceed to Q 39.]

38. [For non-online shopping users] What are the reasons you have not purchased (including reservations or bookings) products or services via the internet? Please select all that apply to you.

- ☐ ① I have no interest or need
☐ ② I prefer purchasing in-store
☐ ③ I am concerned about security issues (personal information provision)
☐ ④ I am concerned about privacy violation
☐ ⑤ I cannot trust products and services sold online
☐ ⑥ The payment process is complicated and inconvenient for me
☐ ⑦ I do not feel confident or do not know how to use it
☐ ⑧ Other (Please specify: _____)

**This section is about the use of online banking (including mobile banking).
Please answer if you are aged 12 or older.**

What is online banking?

This includes all banking activities such as savings, remittances, investments, and asset management conducted online, as well as mobile banking services using mobile applications provided by various financial institutions.

Examples) Online banking services based on computers for banks, including KB Star, Shinhan SOL, NH Nonghyup Smart Banking, KEB Hana Bank Smartphone Banking, as well as mobile banking services like K-Bank, KakaoBank, and other online-exclusive bank services.

39. Have you had any banking transactions (such as in-person transactions, online banking, etc.)

※ Banking transactions include all forms of transactions with banks conducted in real life.

☐ ① Yes ☐ ② No (→ Please proceed to Q 40)

**39-1. When was the last time you used online banking?
Please check (✓) the appropriate option for when you used online banking, specifying whether you used a computer (PC) or a mobile device.**

Period	Computer (PC) (✓)	Mobile Device (✓)
① Within the last 24 hours	☐	☐
② More than 24 hours but within 1 week	☐	☐
③ More than 1 week but within 1 month	☐	☐
④ More than 1 month but within 3 months	☐	☐
⑤ More than 3 months but within 1 year	☐	☐
⑥ It has been more than a year since I last used online banking	☐	☐
⑦ I have never used online banking	☐	☐

If you answered ⑥ or ⑦ for both computer (PC) and mobile device, please proceed to Q 41.

**40. What service do you mainly use for money transfer?
Please provide your first and second preferences in order.**

(You may select only your 1st preference if preferred.)

1st Preference 2nd Preference

- ① Online banking from regular banks (KB, Shinhan, Hana, Woori, KEB, local banks, etc.)
 ② Online banking from online-only banks (K-Bank, KakaoBank, TossBank, etc.)
 ③ Easy transfer services (Toss, KakaoPay, Payco, NaverPay, etc.)
 ④ Other (Please specify : _____)

This section is about cloud service usage.
Please answer if you are aged 12 or older.

What is a cloud service?

A service where media files (photos, music, etc.) and personal files (documents, address books, etc.) are stored on a web server rather than external storage. The stored files can then be downloaded to devices such as computers or smartphones to perform tasks such as editing.

Examples) **Drive-based:** Naver Cloud, Google Drive, iCloud, KT Cloud, LG U+ Box, MS OneDrive, Dropbox, etc.

Document work: Google Docs, MS Office 365, etc.

Schedule/Contacts: Google Calendar, Naver Calendar, Naver Contacts, etc.

41. When did you last use a cloud service?

- ☐ ① Within the last 24 hours
- ☐ ② More than 24 hours but within 1 week
- ☐ ③ More than 1 week but within 1 month
- ☐ ④ More than 1 month but within 3 months
- ☐ ⑤ More than 3 months but within 1 year
- ☐ ⑥ It has been more than a year since I last used a cloud service
- ☐ ⑦ I have never used a cloud service

→ Please proceed to **Q 43**

42. What is the purpose of using cloud services? Please select all that apply to you.

Item	Applicable? (✓)
1) Managing data and information (Uploading files, downloading files, sharing folders and files, etc.)	☐
2) Editing document (Google Docs, MS Office 365, etc.)	☐
3) Streaming multimedia content (Listening to music, watching videos, etc.)	☐
4) Synchronizing and managing schedules, contacts, etc. stored on devices (Calendar-type drives, etc.)	☐
5) Remote education (Including online lectures from elementary, middle, and high schools, universities, and private classes)	☐
6) Video conferencing (Including company meetings, small group personal meetings, etc.)	☐
7) Other (Please specify : _____)	☐

This section is about smartphone usage.
Please answer if you are aged 12 or older and have a smartphone.

43. [For smartphone users] What are the apps you primarily use on your smartphone? Please select three among the apps given below, in no particular order.

- ① Chat, SNS, and other communication
- ② Photos and videos (taking and editing)
- ③ News, weather information
- ④ Music, media (including video viewing), e-books, reading, webcomics
- ⑤ Games
- ⑥ Navigation and maps
- ⑦ Finance
- ⑧ Shopping and reservations (hotel reservation, flight reservation, etc.)
- ⑨ Health management
- ⑩ Public transportation (bus, railway, airplane, etc.)
- ⑪ Dictionary, encyclopedia, and other knowledge information search
- ⑫ Notes, calendar, document management, etc.
- ⑬ Other (Please specify: _____)

→ For those aged 6 or older (born before July 1, 2018) who 'Never used the internet' (those who answered ⑥-⑦ in **Q 5**), please proceed to **Q 46**.

44. [For smartphone users] Do you use mobile simple payment services with your smartphone when making card payments in your daily life (offline)?

What is simple mobile payment?

Simple mobile payment refers to services such as Samsung Pay, Apple Pay, Naver Pay, Kakao Pay, Shinhan SOL Pay, KB Pay, PayPal, and Zero Pay, where you can make instant payments in stores using your smartphone with simple authentication (such as fingerprint recognition).

- ☐ ① Yes
- ☐ ② No

This section is about privacy.
Please answer if you are aged 12 or older.

What is personal information?

Personal information refers to any information that can identify a specific individual, such as name, resident registration number, and other related details.

Examples) Name, resident registration number, mobile phone number, address, etc.

45. [For those aged 12 or older] What measures do you take to ensure safe internet use? Please select all that apply to you.

- ☐ ① Limit access to location data
- ☐ ② Restrict access by making SNS profile private
- ☐ ③ Opt-out of providing personal information for advertising purposes
- ☐ ④ Regularly delete cookies and configure browser settings
- ☐ ⑤ Install and regularly update software for data leak prevention (firewall, antivirus, etc.)
- ☐ ⑥ Other (Please specify: _____)
- ☐ ⑦ No measures taken

 **For internet users aged 12 or older who have used the internet within the last month (those who answered ①-③ in Q 5), the survey is completed.**

 **For other respondents (those who answered ④-⑤ in Q 5), please proceed to Q 46]**

This section is about non-internet users.

※ This is for those who answered 4) to 7) in Question 5 on page 2 of the Household Member Survey (Recent Internet Usage).

46. What is the reason you have not used the internet at all or in the past month? Please select all that apply to you.

- ☐ ① I have no interest or need
- ☐ ② I don't feel confident or don't know how to use it
- ☐ ③ The cost of using it is burdensome
- ☐ ④ I don't have a computer or other equipment
- ☐ ⑤ I don't have enough time
- ☐ ⑥ I worry that the content may be harmful (e.g., concerns about access to harmful websites for children)
- ☐ ⑦ I am concerned about privacy violations (e.g., personal information leakage)
- ☐ ⑧ I am concerned about security issues (e.g., virus infections)
- ☐ ⑨ Other (Please specify: _____)

47. Do you intend to use the internet in the future?

- ☐ ① Yes
- ☐ ② No

■ Thank you for completing the survey ■
If you have any questions regarding this survey, please contact us:

Survey on the Internet Usage
Department in Charge
(☎ 02-3702-2673)

◇ Occupation Code ◇

(Please select and provide the code corresponding to the “job you have to earn income”)

Code	Occupation Name	Examples of Jobs
1	Administrator	Tasks involving more than 80% planning and management work - Members of National Assembly, senior civil servants, business executives, high-level managers, housing managers, etc.
2	Experts and Related Workers	- Professors, teachers, IT and various technical experts, academy instructors, artists, models, writers, entertainers, managers, athletes, religious leaders, overseas sales staff, technical sales staff, real estate agents, programmers, recreational instructors, industrial software programmers, behavioral therapists, cuisine researchers, etc.
3	Office Workers	- (Mid-level to lower positions) Public officials, clerks/assistants in administrative support, statistics, sales support, IT, accounting, and PR, secretaries, receptionists, customer service representatives, stenographers, university administrative assistants, securities clerks, medical service counselors, etc.
4	Service Workers	- Personal services such as travel (flight attendants, tour guides), food/cooking (chefs, cooks), beauty (coordinators, makeup artists), and other interpersonal services (wedding planners) - Security service workers, such as police officers, detectives, firefighters, prison guards, and security officers - Caregivers, elderly and disabled care service workers, childcare facility service workers, pet trainers, cultural tourism and forest/natural environment guides, etc.
5	Sales Workers	- Cashiers, ticket clerks, fare adjusters, insurance agents, product/advertising salespeople, store sales staff, device and telecommunications service salespeople, promotional assistants, and sales promoters, etc. - Small business owners, frontline staff managing small businesses, etc.
6	Skilled Workers in Agriculture, Forestry, and Fisheries	- Skilled agricultural workers, skilled forestry workers, skilled fisheries workers
7	Technicians and Related Workers	- Various skilled workers in construction, metalworking, machinery, jewelry making, food and beverage, shipbuilding, automobiles, and other product manufacturing.
8	Machine Operators and Assemblers	- Device and machinery operators, assemblers, and various vehicle drivers (e.g., dump truck, concrete truck, etc.)
9	Unskilled Laborers	- Simple laborers such as fast food cooks, construction laborers, building managers/security, building cleaners, delivery workers, gas station attendants, simple assembly workers, packagers, product movers, and rental product inspectors
A	Military Officers	- Military officers (long-term non-commissioned officers and warrant officers, etc.)

We are holding a prize event using mobile phone numbers. We encourage your participation!

Dishwasher (1 winner)



Galaxy Buds Pro
(2 winners)



KRW 50,000 Department
Store Gift Certificates
(10 winners)



Starbucks Americano
(20 winners)



01

Enter the prize
drawing event by
providing your
mobile phone
number

02

After completing
the survey,
winners will be
randomly selected
using their **mobile
phone number**

03

Winners will be
posted on the
Website of the
National Information
Society Agency
(NIA)

04

Prizes will be
awarded to the
winners

Consent for Collection and Use of Personal Information to Verify Responses for '2024 Survey on Internet Usage'

Please read the following information regarding the collection and use of personal information for verifying your participation in the '2024 Survey on Internet Usage.' After reviewing the given information, decide whether you agree the term.

Details of Personal Information Collected and Used

Item	Purpose of Collection	Retention Period
Name, Phone Number	To verify the response and its content	Up to 6 months after the survey ends
Name	Mobile Phone Number	

* The respondent's personal information is collected for participation in the rewards and prize event, as well as for any inquiries regarding the survey responses, and will be discarded immediately afterward.

1. You have the right to refuse consent to the collection and use of your personal information as described above. However, refusal to consent will not result in any disadvantages.

2. Do you agree to the collection and use of your personal information as described above?

☐ I agree ☐ I do not agree
(MM), (DD), 2024

Name (Signature or Initials)

※ If the data subject is a child under the age of 14, do you agree to the collection and use of personal information as described above?

☐ I agree ☐ I do not agree
(MM), (DD), 2024

Name (Signature or Initials)
Legal Representative (Signature or Initials)

2024 Survey on the Internet Usage

Parental Consent Form for Participation of Children and Adolescents (Under 14 Years Old) in the Survey

1. The guardian has read the explanation of this survey and has discussed it with the investigator.
2. The guardian has had a thorough conversation regarding the child's participation in the survey and has received satisfactory answers to all questions.
3. The guardian agrees to the child's participation in this survey.

Name of Survey Participant (Adolescent) 1	Signature

Name of Survey Participant (Adolescent) 2	Signature

Name of Survey Participant (Adolescent) 3	Signature

Name of Survey Participant (Adolescent) 4	Signature

Name of Survey Participant (Adolescent) 5	Signature

☐ I agree ☐ I do not agree

(MM), (DD), 2024

Name

(Signature or Initials)

2024

Survey on the Internet Usage

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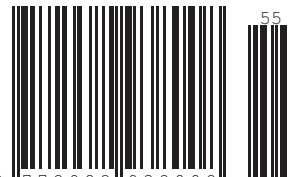


2024 Survey on the Internet Usage



Ministry of Science and ICT

NIA NATIONAL INFORMATION
SOCIETY AGENCY



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2) Implications and Recommendations

• Strengthening Policy Support to Resolve the Digital Divide

- **Closing the Digital Skills Gap** Although the digital literacy of older generations is rapidly improving, there is still a noticeable gap compared to younger generations.⇒ Digital education programs for older adults and digitally excluded groups must be strengthened to improve their ability to use digital devices and services.
- **The Impact of Digital Literacy on the Adoption of New Technologies** Basic digital literacy skills play a critical role in adapting to and leveraging new technologies such as AI, VR, and AR.⇒ As new technologies continue to expand and the digital landscape rapidly evolves, it is essential to provide age- and skill-appropriate digital education to enhance technology adoption.

• Institutional Support for Digital Economy Expansion

- **Building Infrastructure to Expand Simple Payment** Simple payment is a catalyst for the growth of the digital economy.
⇒ Promoting digital economy activation by supporting the establishment of system infrastructure (QR code, NFC, etc.) for the spread of simple payment.
- **Strengthening Security Measures for Safe Digital Finance** The use of digital financial services such as simple payment and Internet banking continues to increase.
⇒ Preventative measures and educational programs must be implemented to address risks such as hacking and online financial fraud.
- **Regulatory Measures for Safe International Direct Purchase** As International direct purchase platforms enter the Korean market, the use of International direct purchase for online shopping is steadily increasing.
⇒ Support for personal information protection and payment process security for a safe and reliable International direct purchase experience.
- **Protecting the Digitally Disadvantaged Groups** The use of digital finance and e-commerce is growing significantly among older adults and digitally disadvantaged populations.
⇒ Need to provide digital financial education to protect the digitally disadvantaged.

• Establishing Trust and Ethics Guidelines in the Shift to AI

- **Increased Use of AI to Improve Information Reliability** As AI services expand, the number of users is also increasing.
⇒ Developing measures to increase the reliability of information generated by AI and prevent misinformation and AI illusions.
- **Establishing Ethical Standards and Increasing Transparency in AI Services**
⇒ Developing educational programs and guidelines to prevent ethical issues arising from AI services, including generative AI.
⇒ Strengthening transparency regarding the collection, use, and transfer of personal information within AI services.
- **Supporting AI Technology Education** Overall perceptions and evaluations of AI technology are on the decline, with people who have experience with AI evaluating it more positively than those who have not.
⇒ Improving AI literacy by expanding AI technology experience opportunities and providing customized education for all age groups.

Part.2 In-Depth Analysis of Internet Usage Survey

2. Changes and Disparities in Digital Utilization Competency

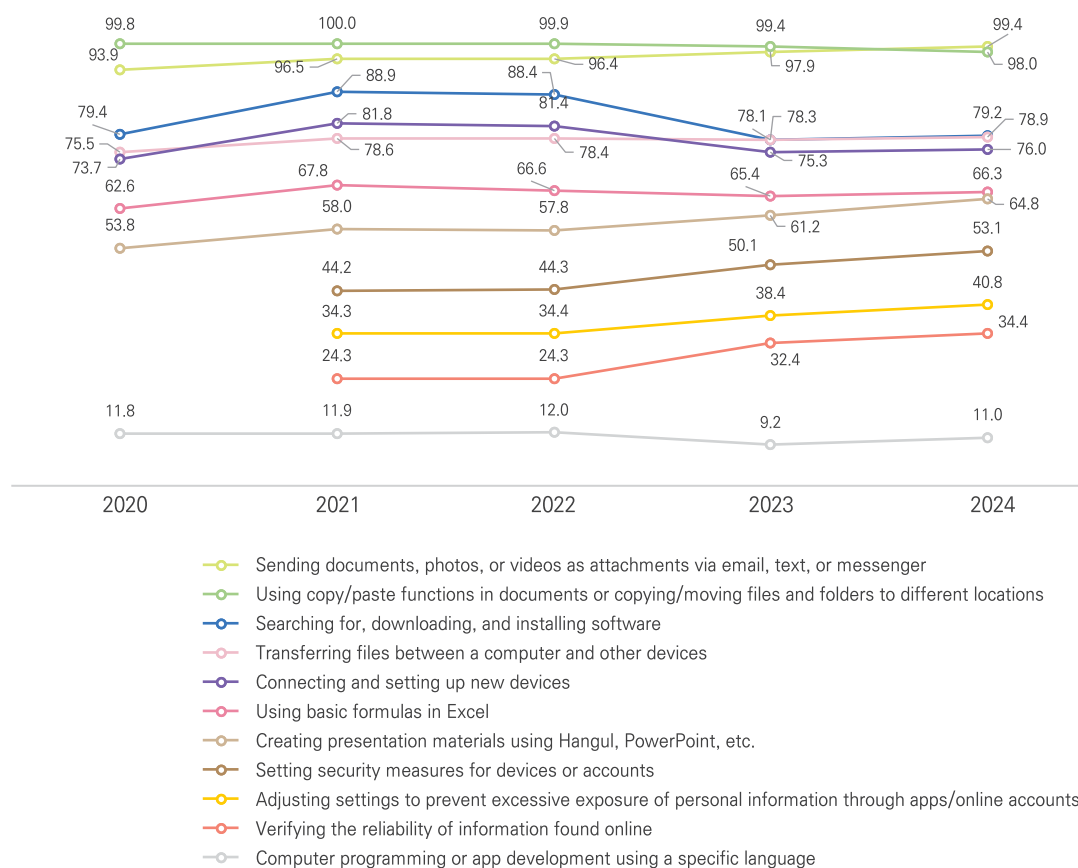
1) Five-Year Trends in Digital Utilization Capabilities

- Since the 2020s, digital devices incorporating new technologies—such as VR/AR devices and AI-powered smartphones—have continuously evolved and become more widespread.
- As a result, the importance of digital utilization competencies, which enable individuals to understand and utilize new technologies effectively, has grown. Analyzing changes and disparities in digital utilization competencies is crucial for identifying and supporting groups struggling to adapt to the rapidly changing digital landscape.
- By conducting a time-series analysis of digital utilization competencies from 2020 to 2024, this study aims to classify digital utilization competence into basic and intermediate competencies. It will examine trends in changes by age group and identify generational differences, ultimately aiming to deriving policy implications.

Overall, digital utilization capabilities are improving. 'Creating presentation materials using Hangul, PowerPoint, etc.' increased by 11.0%p compared to 2020.

Figure 1 | Trends in Digital Utilization Competency Over Five Years

(Unit: %)



※ The items 'Setting security measures for devices or accounts', 'Adjusting settings to prevent excessive exposure of personal information through apps/online accounts', and 'Verifying the reliability of information found online' have been surveyed since 2021.

- From 2020 to 2024, overall digital utilization competencies have shown an increasing trend. Notably, 'Creating presentation materials using Hangul, PowerPoint, etc.' showed the largest increase, rising by 11.0%p compared to 2020. Meanwhile, tasks such as 'Copying/moving files and folders' remained at similar levels or slightly declined.
- Significant improvements were also observed in other areas. 'Verifying the reliability of information found online' increased by 10.1%p compared to 2021, 'Setting security measures for devices or accounts' rose by 8.9%p, and 'Adjusting settings to prevent excessive exposure of personal information' grew by 6.5%p.

2) Five-Year Trends in Basic and Intermediate Digital Competencies

Both basic and intermediate digital competencies showed an upward trend, with intermediate competencies increasing by 7.5 percentage points compared to 2020.

Figure 2 Trends in Basic and Intermediate Digital Competencies (Unit: %)

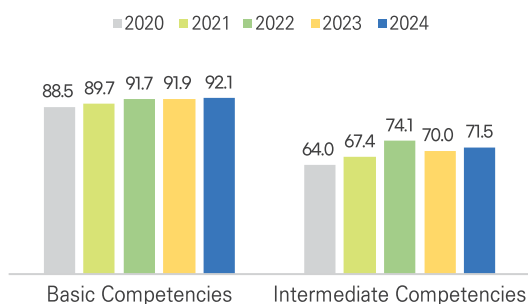


Table 1 ITU Classification of Digital Competencies (Unit: %)

Basic Competencies	· Copying/moving files and folders
	· Sending e-mails with attached photos or files
	· Transferring files between a computer and other devices
Intermediate Competencies	· Using basic formulas in Excel
	· Connecting and installing new devices (e.g., printers, modems, memory devices)
	· Searching for, downloading, and installing software
	· Creating presentation materials using Hangul, PowerPoint, etc.

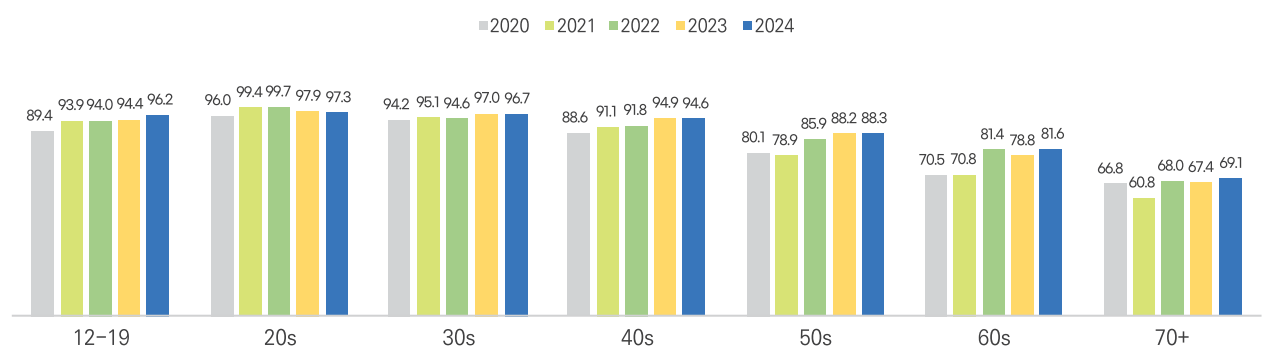
※ Source: Based on the ITU's Digital Development Measurement (2023)

- The vast majority of the population (92.1%) reported being able to perform basic digital competencies such as 'Copying/moving files', 'Sending e-mails with attached photos or files', and 'Transferring files between a computer and other devices'.
- The proportion of individuals capable of intermediate-level competencies, including 'Using basic formulas in Excel', 'Connecting and installing new devices', and 'Creating presentation materials with Hangul, PowerPoint, etc.' showed a strong upward trend, increasing by 7.5%p compared to 2020.

Part.2 In-Depth Analysis of Internet Usage Survey

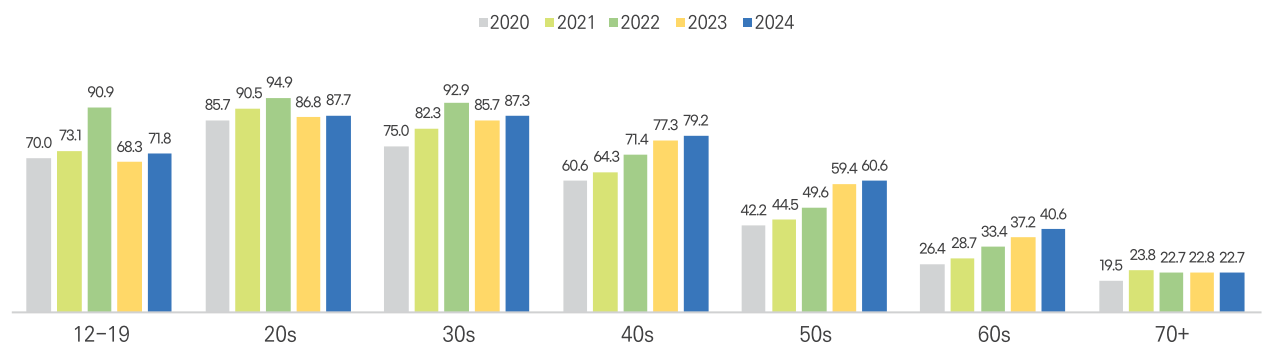
Basic and intermediate digital skills improved across all age groups, with particularly notable gains among middle-aged and older adults.

Figure 3 | Trends in Basic Digital Competency by Age Group (Unit: %)



- By age group, over 90% of individuals under 40 years old were found to have basic digital competencies. Meanwhile, 88.3% of those in their 50s, 81.6% in their 60s, and 69.1% of those aged 70 and older demonstrated basic competencies, highlighting generational differences.
- However, when comparing the growth rates since 2020, basic digital competencies in the 50s age group increased by 8.2%p, and in the 60s age group by 11.1%p, showing the largest improvements. This trend suggests that generational gaps in digital competencies are expected to narrow over time.

Figure 4 | Trends in Intermediate Digital Competency by Age Group (Unit: %)



- Intermediate digital competencies have also been on a continuous increase since 2020. Those in their 20s (87.7%) and 30s (87.3%) had the highest capabilities, while only 22.7% of those aged 70 and above possessed intermediate competencies, which was the lowest among age groups.
- When comparing the growth rates since 2020, those in their 40s showed the largest increase in intermediate competencies, with an 18.6%p rise, followed by those in their 50s (18.4%p) and 60s (14.2%p). This indicates a significant growth trend in the middle-aged and older adults.

• Implications and Recommendations

• Rapid Growth in Internet Security, Reliability, and Personal Data Competencies

Online security, reliability, and privacy capabilities have improved significantly since 2021.

⇒ Users are becoming increasingly aware of security concerns when using digital devices and the Internet.

• The Digital Literacy of Older Adults Is Growing Rapidly, but Gaps Still Exist.

Although the digital capabilities of older generations are rapidly improving, there is still a significant gap compared to younger generations who are more familiar with digital environments.

⇒ Various support and educational policies are needed to help older adults adapt to the fast-evolving digital landscape.

• Strengthening Digital Competency Education for the Digitally Disadvantaged

Various digital competence education programs are currently being implemented to support digitally marginalized groups, including 'Digital Learning Center', 'Mobile Bus Services'¹⁾, 'Hangul Sunshine Bus'²⁾, and 'Seoul Digital Companion Plaza'³⁾.

⇒ Therefore, in order to further strengthen the digital capabilities of the elderly, it is essential to continuously support and strengthen existing policies and programs, develop customized educational content, improve accessibility to digital education, and establish a sustainable support system through institutional frameworks.

1) 'Digital Learning Center' is a policy led by the Ministry of Science and ICT and the National Information Society Agency (NIA), which has established 911 centers nationwide in welfare facilities, community centers, libraries, and other locations. Since April 2021, the 'Mobile Bus Service' project has been expanded to all cities and provinces, helping to reduce regional digital gaps.

2) 'Hangul Sunshine Bus' is a project promoted by the Ministry of Education's Lifelong Learning Support Division, utilizing a mobile education bus to provide digital literacy training for marginalized groups, such as older adults. The program teaches how to use kiosk, delivery and shopping apps, etc.

3) 'Seoul Digital Companion Plaza' is a facility operated by the Seoul Metropolitan Government, offering digital education and counseling to improve digital competencies among older adults.

Part.2 In-Depth Analysis of Internet Usage Survey

3. Expansion and Diversification of the Digital Economy

1) Emergence and Growth of Simple Payment

- As simple payment technologies such as Samsung Pay, Kakao Pay, and Apple Pay become more widespread, it has become easier to purchase products or services by linking your credit/debit card or bank account.

The rate of use of simple payment has increased compared to 2020, and the increase was greatest in older age groups.

Figure 5 Trends in Simple Payment Usage Rate (Unit: %)

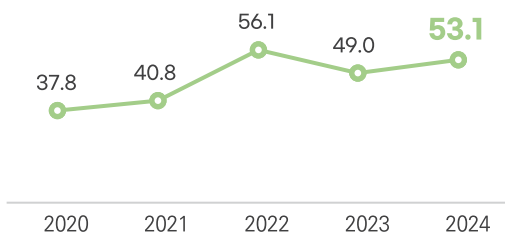
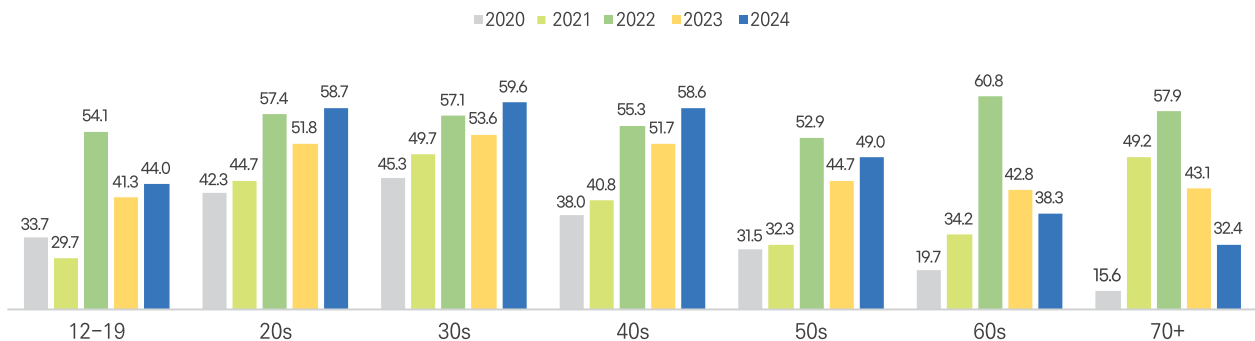


Table 2 Changes in Simple Payment Usage Rate (Unit: %)

Year	2020	2021	2022	2023	2024
Usage Rate	37.8	40.8	56.1	49.0	53.1
Change in Percentage	-	+3.0	+15.3	-7.1	+4.1

- From 2020 to 2024, the proportion of people using 'simple payment' in online shopping increased by 15.3%p.

Figure 6 Changes in Simple Payment Usage Rate by Age Group (Unit: %)

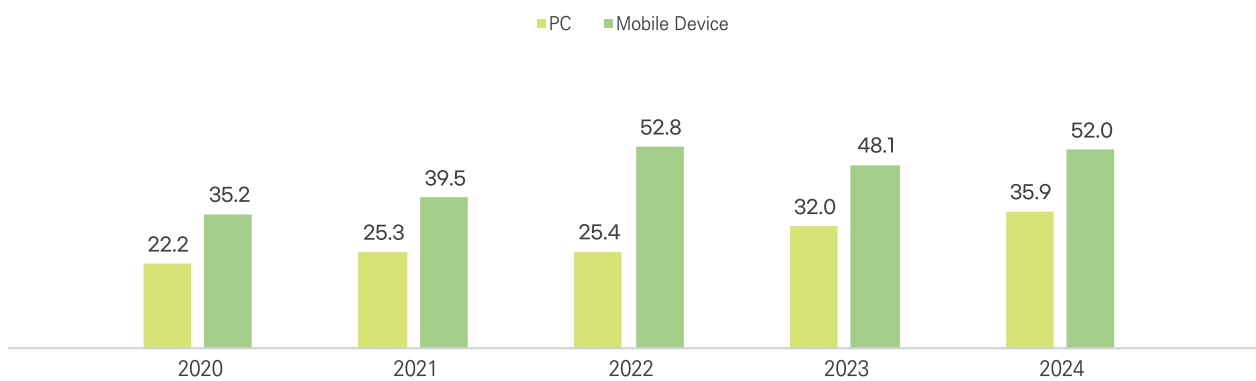


- By age group, the 40s showed the largest increase in usage, up 20.6%p compared to 2020. This was followed by the 60s (18.6%p), 70 and above (16.8%p), and 20s (16.4%p).
- As simple payments have become more widespread, usage rate has increased most among older age groups compared to 2020.

The increase in mobile-based and smartphone-based simple payments is being led by people in their 10s to 30s.

Figure 7 Trends in Simple Payment Usage Rate by Device

(Unit: %)



- When looking at the devices (PC vs. mobile) used for simple payment in online shopping, both devices showed an increasing trend. Compared to 2020, PC usage increased by 13.7%p, while mobile devices showed a 16.8%p increase, highlighting a significant expansion of online shopping through simple payment on mobile devices.

Figure 8 Trends in Smartphone Simple Payment Usage Rate

(Unit: %)

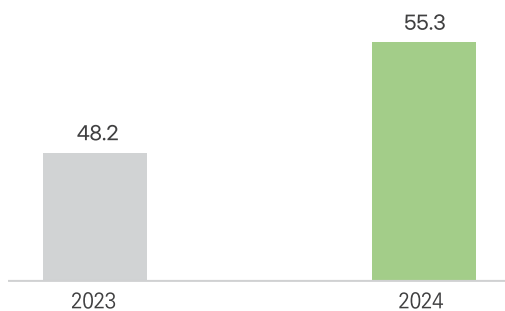
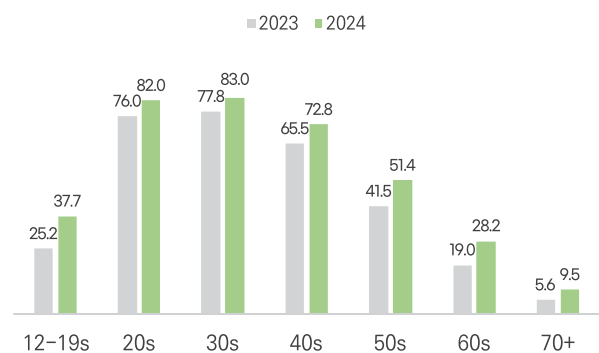


Figure 9 Changes in Smartphone Simple Payment Usage Rate by Age Group

(Unit: %)

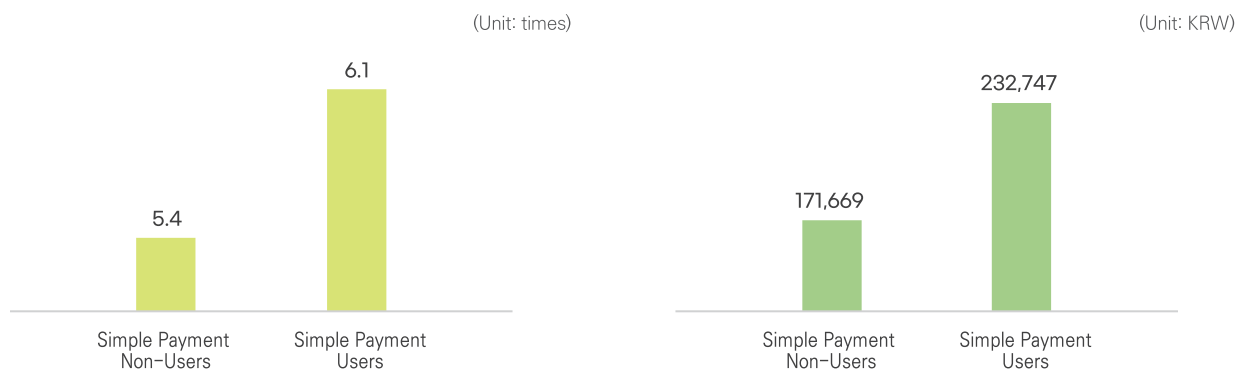


- In particular, the expansion of smartphone-based simple payment is remarkable in the 10-30 age group. It is expected that more than 8 out of 10 people in their 20s (82.0%) and 30s (83.0%) will use smartphone simple payment in 2024. In addition, the 12-19 age group showed the largest growth rate, with a 12.5%p increase compared to the previous year.

Part.2 In-Depth Analysis of Internet Usage Survey

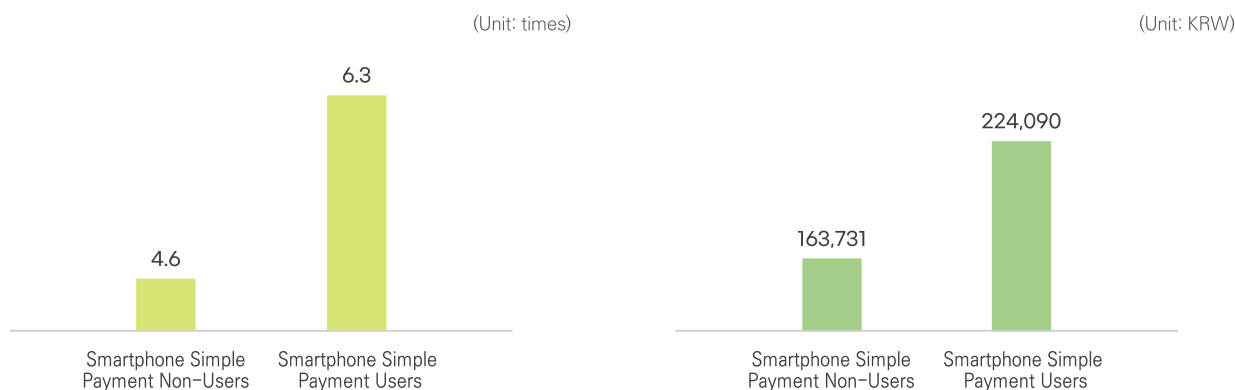
People who use simple payments or smartphone-based simple payments tend to make more frequent and larger purchases online.

Figure 10 | Monthly Average Online Shopping Frequency and Spending – Simple Payment Users vs. Non-Users



- As a result of comparing the average monthly online shopping frequency and expenditure amount between users and non-users of simple payment (PC and mobile), it was observed that simple payment users make 0.7 more purchases per month and spend an average of 61,078 won more compared to non-users.

Figure 11 | Monthly Average Online Shopping Frequency and Spending – Smartphone Simple Payment Users vs. Non-Users



- Users who used smartphone-based simple payment had an average monthly purchase frequency 1.7 times higher than non-users, and their average monthly spending was 60,359 won higher.

• Implications and Recommendations

• Simple Payments as a Catalyst for Digital Economy Activation

Users of simple payment make more frequent online shopping purchases and spend more on average per month than non-users.

⇒ The introduction, popularization, spread, and increased use of simple payment technologies are playing a key role in activating the digital economy.

⇒ In order to activate the digital economy, the expansion of simple payment services and the necessary policy support are essential.

※ Support is needed for infrastructure development (QR codes, NFC, etc.) to expand simple payment.

• Strengthening Prevention and Protection for Inclusive Digital Finance

As the number of users of simple payment and Internet banking increases, the need for education and protection against digital financial risks also increases.

⇒ Need to establish policies and education programs to prevent risks such as voice phishing and electronic financial fraud.

⇒ Need to strengthen policies to protect user personal information and ensure safe digital finance.

Part.2 In-Depth Analysis of Internet Usage Survey

2) Activation of International Direct Purchases and Expansion of the Digital Economy

- Direct International purchases through online shopping platforms such as AliExpress and Temu are increasing as these sites enter the Korean market directly.

The use of International direct purchasing is steadily increasing, and growth is particularly being driven by people in their 10s to 30s.

Figure 12 Trends in International Direct Purchase Usage Rate (Unit: %)

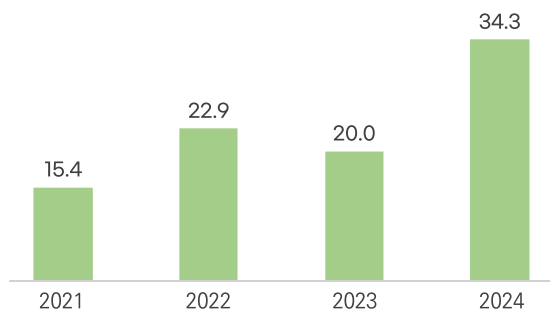
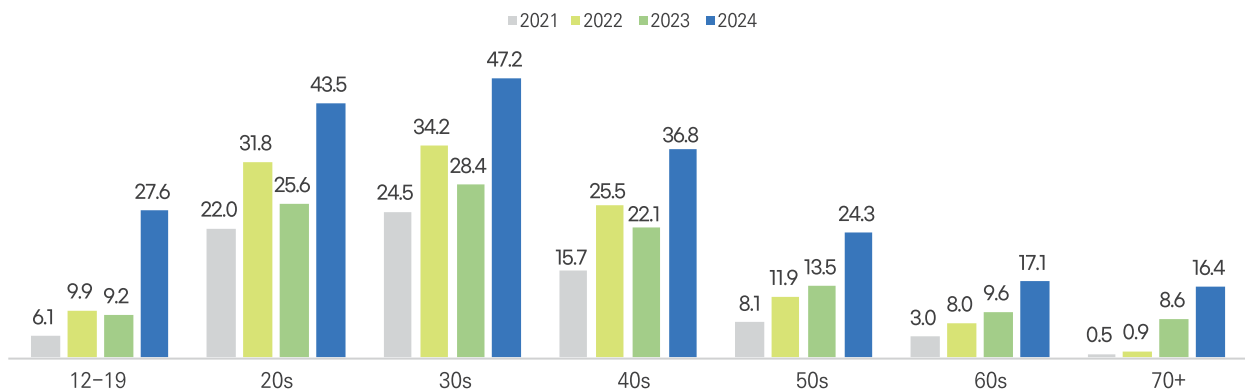


Table 3 Changes in International Direct Purchase Usage Rate (Unit: %)

Year	2021	2022	2023	2024
Usage Rate	15.4	22.9	20.0	34.3
Fluctuation Range	-	+7.5	-2.9	+14.3

- Since 2021, the proportion of International direct purchases has steadily increased, rising by 18.9%p compared to 2021.

Figure 13 Changes in International Direct Purchase Usage Rate by Age Group (Unit: %)

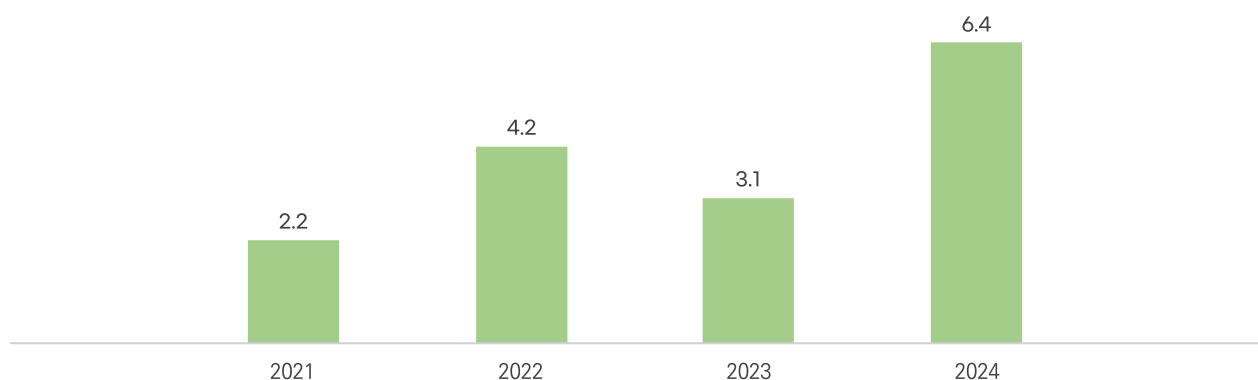


- The increase in International direct purchase usage rate is mainly driven by the younger age groups compared to 2021. (30s 22.7%p, 12-19 years old, 20s 21.5%p).

The share of International direct purchases in online shopping has steadily increased, growing 2.9 times compared to 2021.

Figure 14 | Trends in the Share of International Direct Purchases in Online Shopping

(Unit: %)



- The proportion of International direct purchases in total online shopping spending has also been steadily increasing.
- The share of International direct purchase spending, which was 2.2% in 2021, grew by about 2.9 times to 6.4% in 2024.

• Implications and Recommendations

• Trend in the Increase of International Direct Purchase

As International direct purchase platforms such as Amazon, AliExpress, and Temu enter the Korean market, opportunities for International direct purchase have expanded. Younger generations who are more familiar with these platforms are actively participating in International direct purchase.

• Strengthening Consumer Protection for Safe International Direct Purchase

As International direct purchases continue to increase, the need to resolve various issues that may arise is growing.

- ⇒ Establishing of consumer protection standards and policies for international payment and shipping processes.
- ⇒ Creating a safe International direct purchasing environment by protecting consumer personal information and ensuring product quality and safety.
- ⇒ Efforts to raise awareness of safe International direct purchase methods and consumer information protection

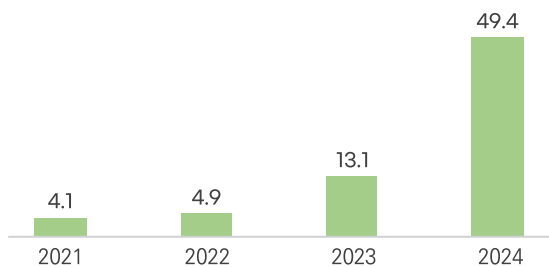
Part.2 In-Depth Analysis of Internet Usage Survey

3) Shift from Purchase Economy to Subscription Economy

- Subscription-based service models, such as OTT services, where customers pay a regular fee without directly purchasing the product or service, are becoming widespread in the digital economy.

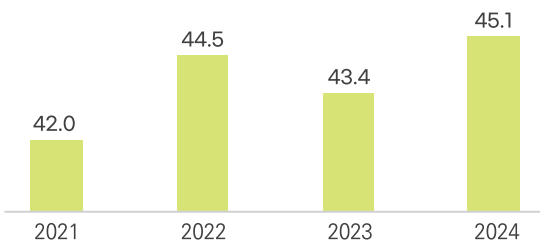
The use of subscription services and OTT services is on the rise, and growth is being driven in particular by those in their 10s to 30s.

Figure 15 Trends in Subscription Service Usage Rate (Unit: %)



※ Subscription service usage rate refers to the proportion of 'Online Shopping users' who use subscription services (including regular deliveries, software, OTT services, etc.).

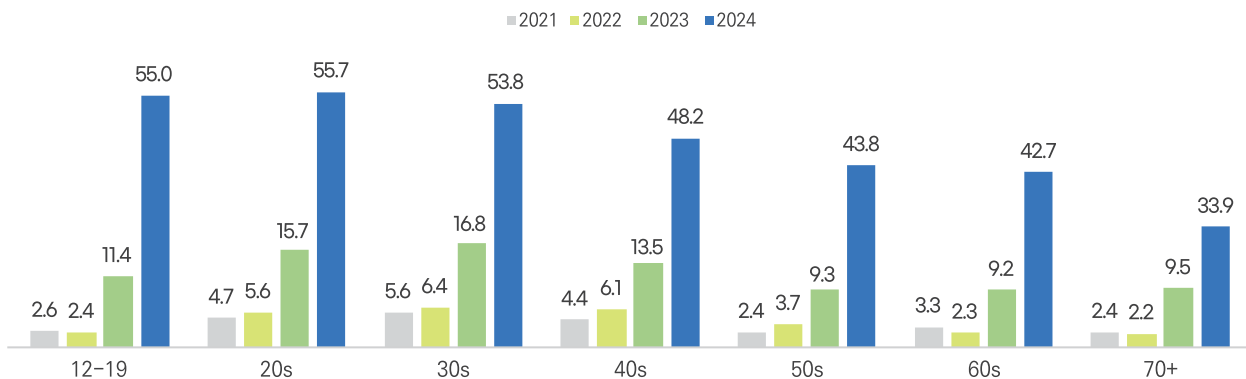
Figure 16 Trends in OTT Service Usage Rate (Unit: %)



※ OTT service usage rate refers to the proportion of 'video service users' who use OTT services.

- The proportion of users of 'subscription services' for Internet products and services, such as regular grocery delivery, OTT, and software, increased to 49.4% in 2024, up 36.3%p from the previous year. Additionally, the proportion of OTT service users among video service users increased by 1.7%p.

Figure 17 Changes in Subscription Service Usage Rate by Age Group (Unit: %)

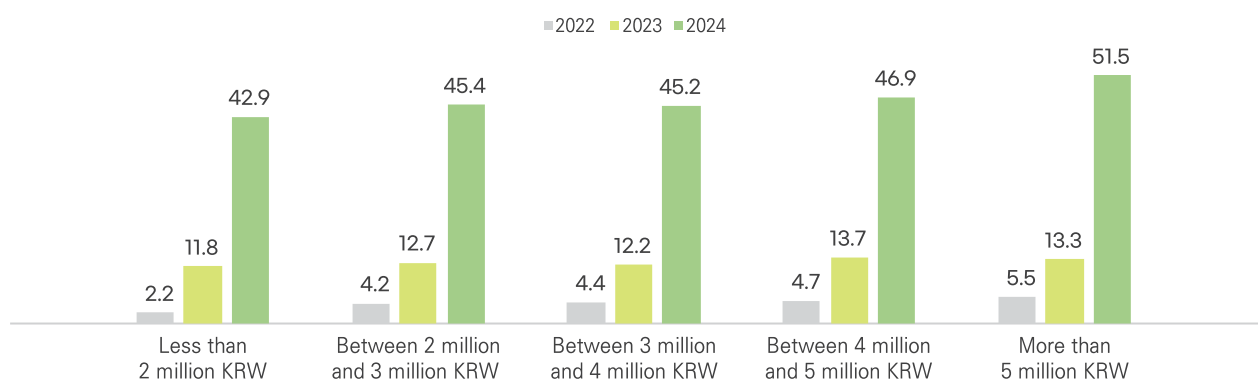


- The increase in subscription service usage is particularly notable among younger age groups. Compared to 2021, the usage rate has increased by 52.4%p for those aged 12-19, 51.0%p for those in their 20s, and 48.2%p for those in their 30s.

The usage rate of subscription services has significantly increased regardless of household income.

Figure 18 Trends in Subscription Service Usage Rate by Monthly Household Income

(Unit: %)



- The increase was largest among high-income households with a monthly income of 5 million won or more (up 46.0%p), but low-income households with a monthly income of less than 2 million won also showed a significant increase of 40.7%p.

• Implications and Recommendations

• Trend in the Increase of Subscription Service Use

The increase in subscription service use appears to be driven by changing consumer trends that prioritize experiences over ownership, the emergence of new technology-based subscription services, and the introduction of low-cost subscription plans.

• Strengthening Consumer Protection for Subscription Services

As the number of users of subscription services increases, the need to protect consumers from issues such as 'dark patterns'⁴⁾ and inconvenient cancellation procedures is growing.

- ⇒ Strengthening consumer education on subscription service automatic payment methods and cancellation procedures.
- ⇒ Establishing guidelines for canceling and renewing subscription services and recurring payments.

4) In subscription services, dark patterns can include insufficient prior notice of price hikes or renewing subscriptions without providing proper cancellation instructions.

Part.2 In-Depth Analysis of Internet Usage Survey

4) Expansion of Internet Banking and Digital Financial Economy

- While the number of offline bank branches has been decreasing recently, the shift to banking applications and other digital banking services is accelerating.

The usage rate of Internet banking is increasing, with PC usage declining while mobile device usage is on the rise.

Figure 19 Trends in Internet Banking Usage Rate (Unit: %)

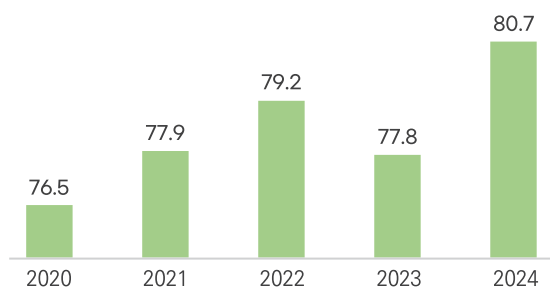


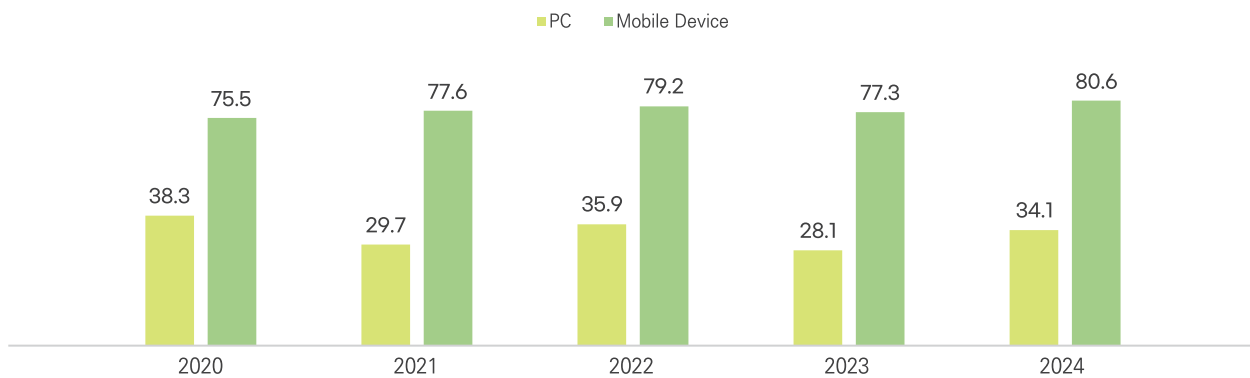
Table 4 Changes in Internet Banking Usage Rate (Unit: %)

Year	2020	2021	2022	2023	2024
Usage Rate	76.5	77.9	79.2	77.8	80.7
Fluctuation Range	-	+1.4	+1.3	-1.4	+2.9

- The usage rate of Internet banking has been steadily increasing since 2020, rising 4.2%p from 76.5% in 2020 to 80.7% in 2024.

Figure 20 Trends in Internet Banking Usage Rate - PC vs. Mobile Device

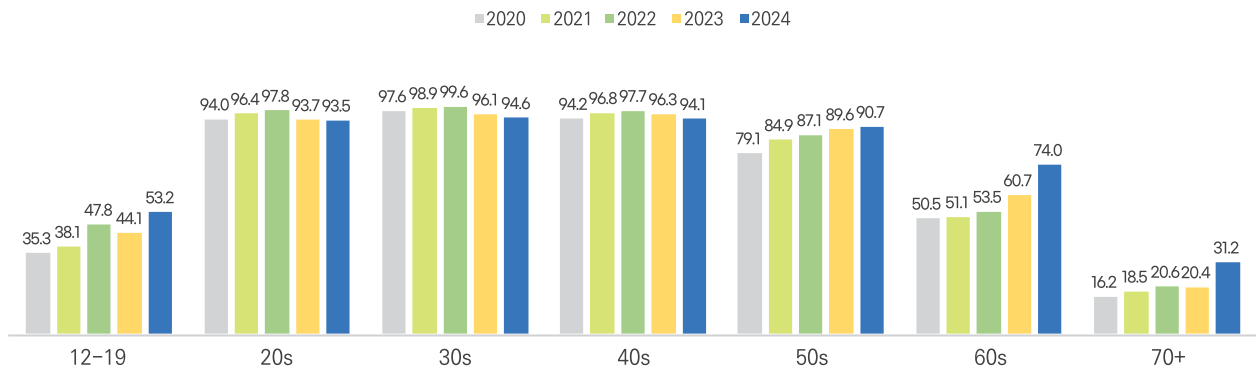
(Unit: %)



- However, if we divide Internet banking usage by device type (PC, mobile), the differences between devices are quite clear.
- Internet banking usage via PC decreased by 4.2%p compared to 2020, while mobile device usage increased by 5.1%p, indicating a shift in the Internet banking transaction platforms (such as transfers, savings, and investments) from PCs to mobile devices.
- This trend seems to be supported by the expansion of mobile applications for simple transfer services, as well as financial applications for various stock and securities investments.

Figure 21 Trends in Internet Banking Usage Rate by Age Group

(Unit: %)

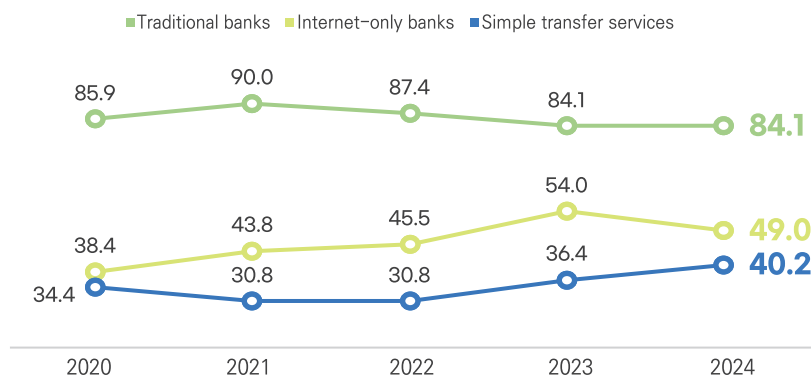


- Looking at the Internet banking usage rate by age group, those aged 12 to 19 increased by 17.9%p, those in their 60s by 23.5%p, and those aged 70 or older by 15.0%p, leading the overall increase in Internet banking usage.

Internet banking services have been used primarily for money transfer, and while the use of Internet banking by traditional banks is decreasing, Internet-only banks and simple transfer services are increasing.

Figure 22 Trends in Preferred Internet Banking Services for Money Transfers

(Unit: %)



- Looking at Internet banking services Frequently Used for money transfers, while the use of Internet banking at traditional banks has decreased somewhat, the use of Internet-only banks and simple transfer services has increased.
- The use of traditional bank Internet banking decreased by 1.8%p compared to 2020, while Internet-only banks increased by 10.6%p and simple transfer services grew by 5.8%p.

Part.2 In-Depth Analysis of Internet Usage Survey

• Implications and Recommendations

- **Trend in the Increase of Internet Banking Use**

It was found that both younger age groups (ages 12 to 19) and older age groups (60 and over) are becoming accustomed to Internet banking, while those in their 20s to 40s are already familiar with it.

- **Growth of Internet-Only Banks and Simple Transfer Services**

The influence of simple transfer services provided by popular platforms such as KakaoTalk and Naver is expanding, and Internet-only banks such as Toss Bank and K Bank are also actively expanding their services.

⇒ In contrast, the use of traditional bank services has declined.

- **Digital Financial Education and Security Measures**

New security risks such as digital financial fraud and personal information leaks.

⇒ Expanding support to ensure the security and reliability of digital financial services.

⇒ Expanding digital financial education to strengthen consumer protection

4. A Major Shift to the Era of AI, Accelerating AI Integration into Daily Life

1) Accelerating AI Integration into Daily Life

82.6% of people are 'aware of' AI services.

The 'Housing and Convenience' field showed the highest awareness at 65.4%.

Figure 23 Trends in Awareness of AI Services (Unit: %)

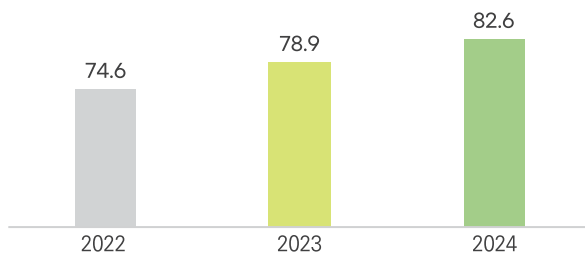
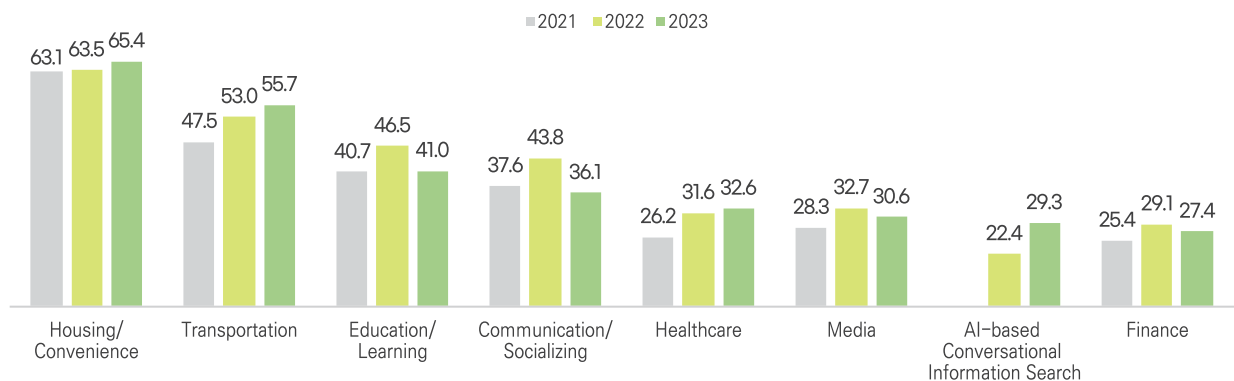


Table 5 Changes in Awareness of AI Services (Unit: %)

Year	2022	2023	2024
Awareness Rate	74.6	78.9	82.6
Fluctuation Range	-	+4.3	+3.7

- The percentage of respondents who reported that they 'know' about AI services increased by 8.0%p, from 74.6% in 2022 to 82.6% in 2024.

Figure 24 Trends in Awareness of AI Services by Field (Unit: %)

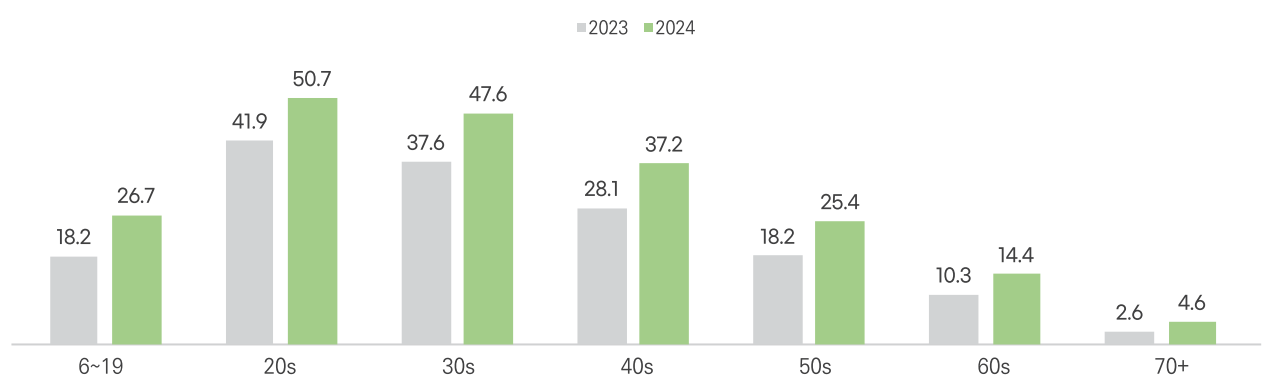


※ The awareness of AI-based conversational information search services has been surveyed since 2023.

- As a result of analyzing awareness of AI services by field, awareness increased in all fields except for 'Communication/Socialization' compared to 2022.
- The sectors with the most significant increases in awareness were 'Transportation' (8.2%p), 'AI-based Conversational Information Search' (6.9%p), and 'Healthcare' (6.4%p).

Part.2 In-Depth Analysis of Internet Usage Survey

Figure 25 Trends in Awareness of AI-Based Conversational Information Search Services by Age Group (Unit: %)



- For AI-based conversational information search services, such as chatGPT, Copilot, and Gemini, awareness increased across all age groups, and awareness increased particularly noticeably among younger age groups such as those aged 6~19 (8.5%p), those in their 20s (8.8%p), and those in their 30s (10.0%p).

The percentage of people who have ‘experienced’ AI services is 60.3%.
AI service experience rate is increasing across all age groups, occupations, and fields.

Figure 26 Trends in AI Service Experience Rate (Unit: %)

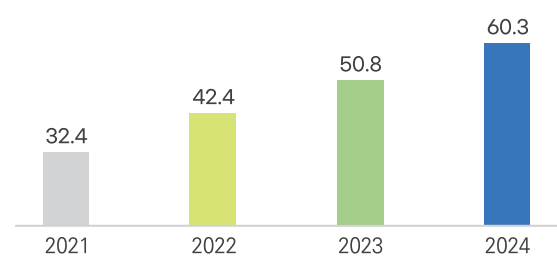


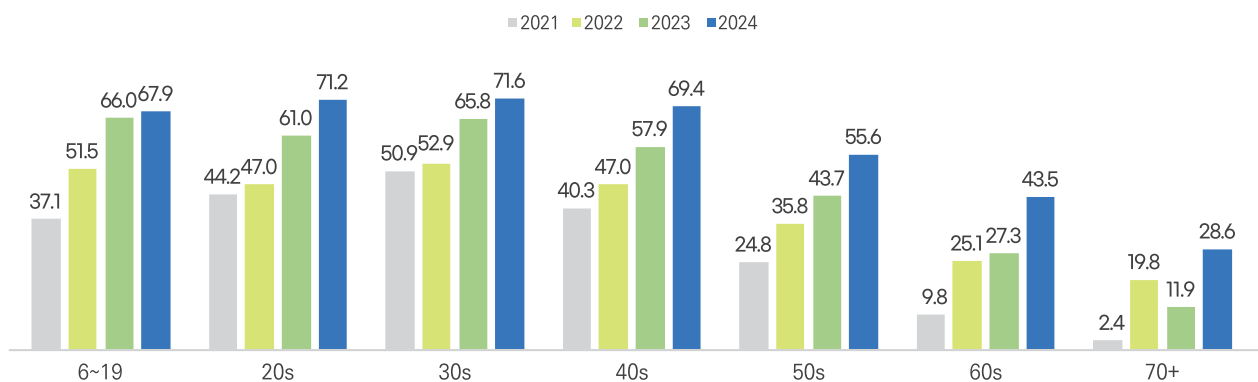
Table 6 Changes in AI Service Experience Rate (Unit: %)

Year	2021	2022	2023	2024
Experience Rate	32.4	42.4	50.8	60.3
Fluctuation Range	-	+10.0	+8.4	+9.5

- The percentage of people who have experienced AI services roughly doubled from 32.4% in 2021 to 60.3% in 2024.
- This increase shows that various AI services are being launched and introduced, becoming familiar and integrated into our daily lives.

Figure 27 Trends in AI Service Experience Rate by Age Group

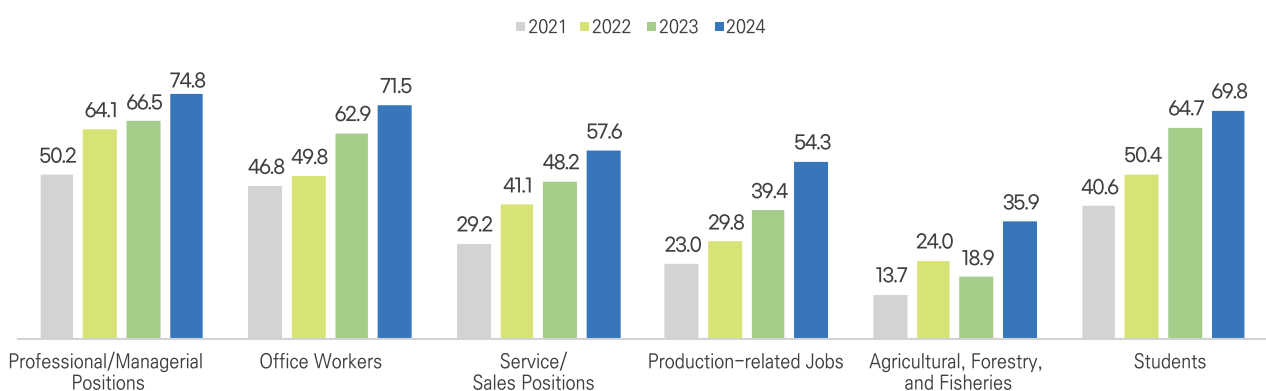
(Unit: %)



- By age group, the experience rate is highest among the younger generation, including those aged 6~19, 20s, and 30s. Since 2021, the experience rate has increased the most among those in their 60s (33.7%p), 6~19 (30.8%p), and 50s (30.8%p).
- Although younger age groups, who are more familiar with digital technologies, have the highest experience rates, the significant increase compared to 2021 indicates that interest, familiarity, and experience with AI services are growing across all age groups.

Figure 28 Trends in AI Service Experience Rate by Occupation

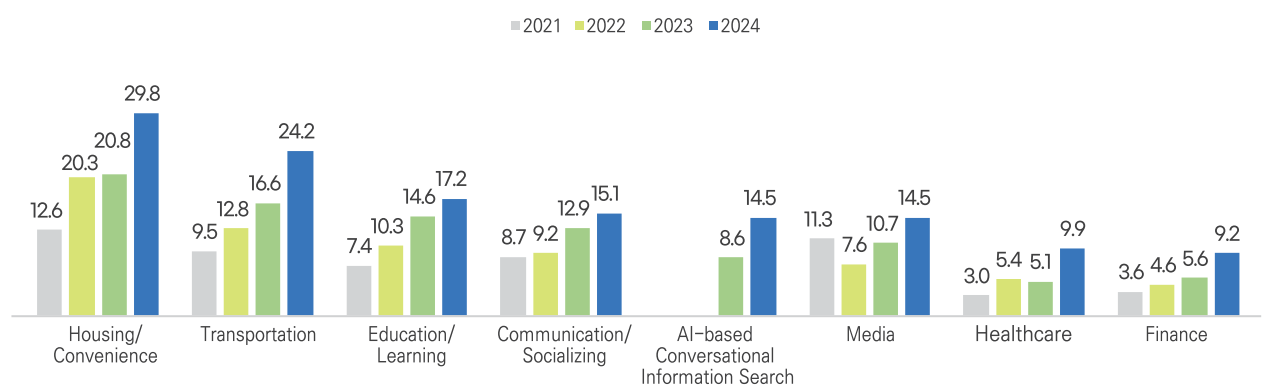
(Unit: %)



- By occupation, professionals/managerial position (74.8%), office workers (71.5%), and students (69.8%) had the highest experience rates, and all occupational groups increased by more than 20% compared to 2021.

Part.2 In-Depth Analysis of Internet Usage Survey

Figure 29 Trends in AI Service Experience Rate by Field (Unit: %)



- Looking at the experience rate by AI service field, the fields that showed the largest increase rate compared to 2021 were 'Housing/Convenience' (17.2%p), 'Transportation' (14.7%p), and 'Education/Learning' (9.8%p).

The 'experience rate' of generative AI services has nearly doubled, and is increasing across all age groups, occupations, and fields.

Figure 30 Trends in Generative AI Service Experience Rate (Unit: %)

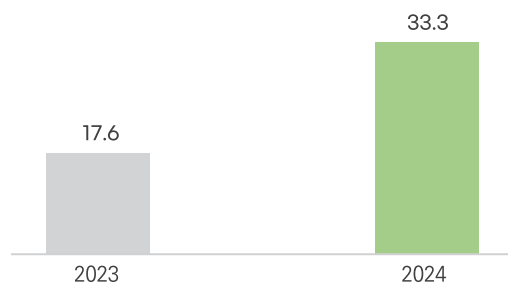


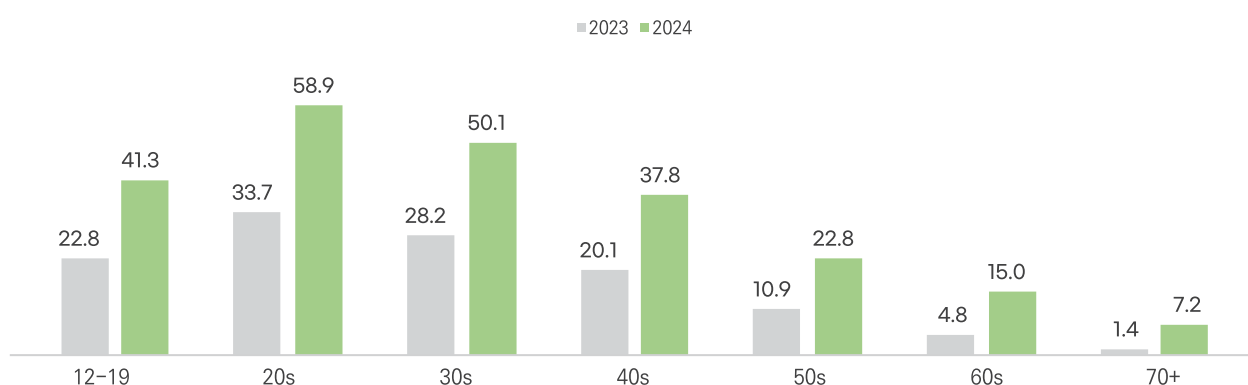
Table 7 Changes in Experience Rate of Generative AI Services (Unit: %)

Year	2023	2024
Experience Rate	17.6	33.3
Fluctuation Range	-	+15.7

- The percentage of respondents who experienced generative AI services such as ChatGPT, DALL·E, and Copilot approximately doubled from 17.6% in 2023 to 33.3% in 2024.

Figure 31 Trends in Generative AI Service Experience Rate by Age Group

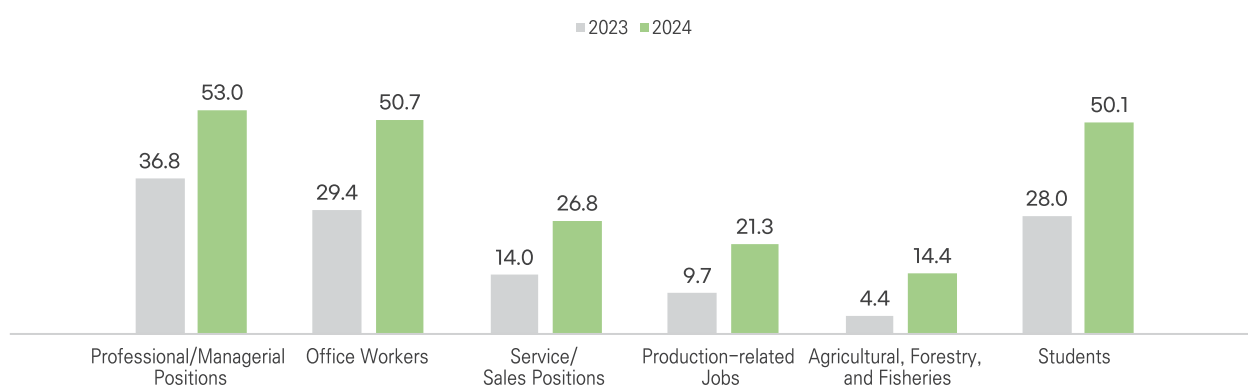
(Unit: %)



- By age, those in their 20s showed the largest increase with a 25.2%p increase, followed by those in their 30s (21.9%p) and those aged 12-19 (18.5%p).
- The increase in generative AI service experience was particularly notable among younger age groups, but experience rates increased across all age groups.

Figure 32 Trends in Generative AI Service Experience Rate by Occupation

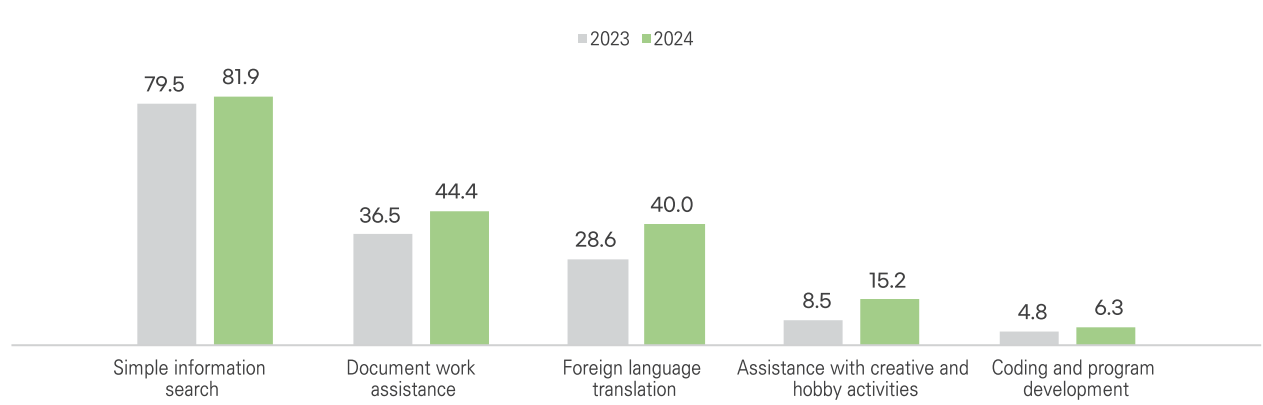
(Unit: %)



- By occupation, the highest levels of experience were found in professional/managerial positions (53.0%), office workers (50.7%), and students (50.1%).
- The experience rate of students showed the largest increase, up 22.1%p compared to 2023, followed by office workers at 21.3%p and professional/managerial workers at 16.2%p. Overall, the percentage of experienced people increased in all other occupations.

Part.2 In-Depth Analysis of Internet Usage Survey

Figure 33 | Trends in Activities Experienced through Generative AI Services (Unit: %)



- The activities experienced through generative AI services also showed growth, with foreign language translation (11.4%p) showing the largest increase.

• Implications and Recommendations

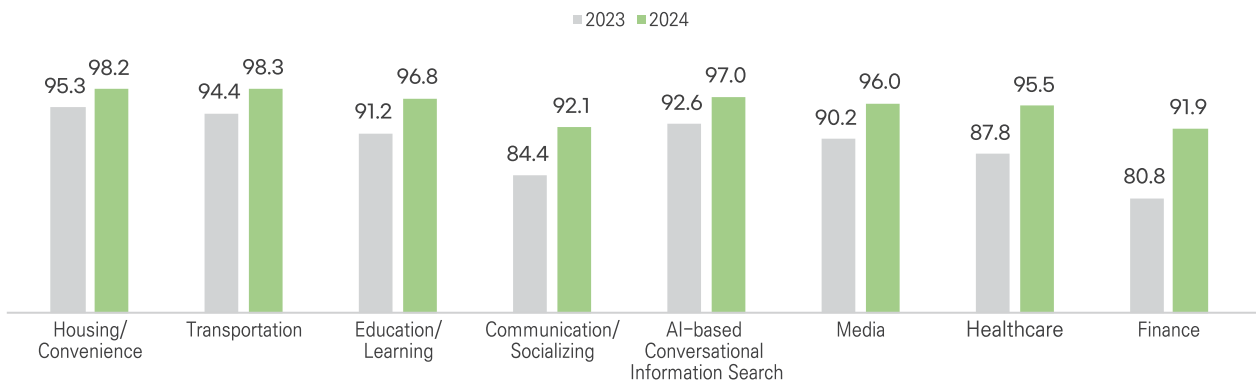
- **Increasing Interest in AI Services, Rapidly Becoming Part of Daily Life**
AI services are gaining recognition and experience across all age groups, occupations, and fields.
⇒ The rapid launch of various AI services and the growing interest in them show that AI services are quickly becoming part of our daily lives.
- **Increased Activity related to Generative AI**
The breadth and depth of fields, tasks, and areas to which AI services, including generative AI, are applied are expanding.
⇒ AI services are becoming increasingly integrated into our daily lives.

2) Evaluation and Outlook of AI Technology

In all fields, more than 90% of people said that 'AI services are helpful.'
People who have experienced AI services were more likely to say that they 'need AI services' and 'are willing to use them in the future' than those who have not experienced them.

Figure 34 Trends in the Degree of Helpfulness of AI Services by Field

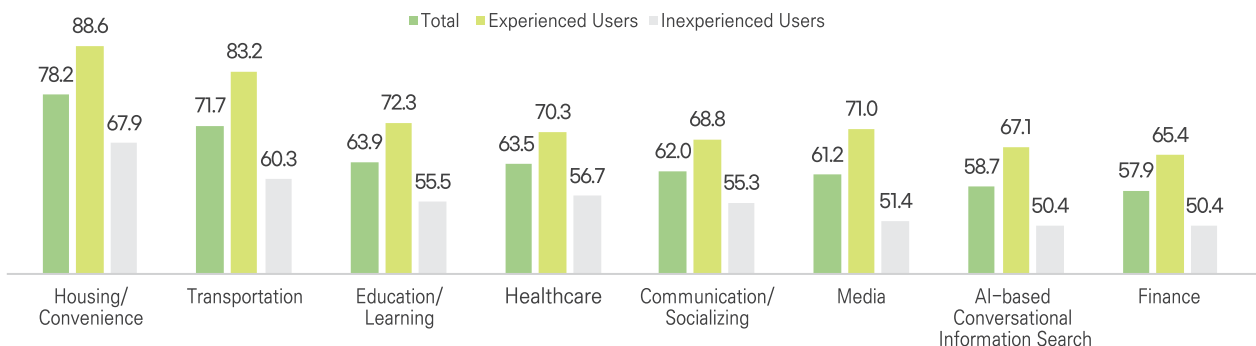
(Unit: %)



- When asked about the level of assistance provided by AI services, the percentage of respondents who said AI services were helpful increased year-over-year across all fields.
- The field with the largest increase rate compared to 2023 was 'Finance' (11.1%p), followed by 'Communication/Networking' and 'Healthcare', each with an increase of 7.7%p.

Figure 35 Necessity of AI Services by Field – Comparison Between Experienced and Inexperienced Users

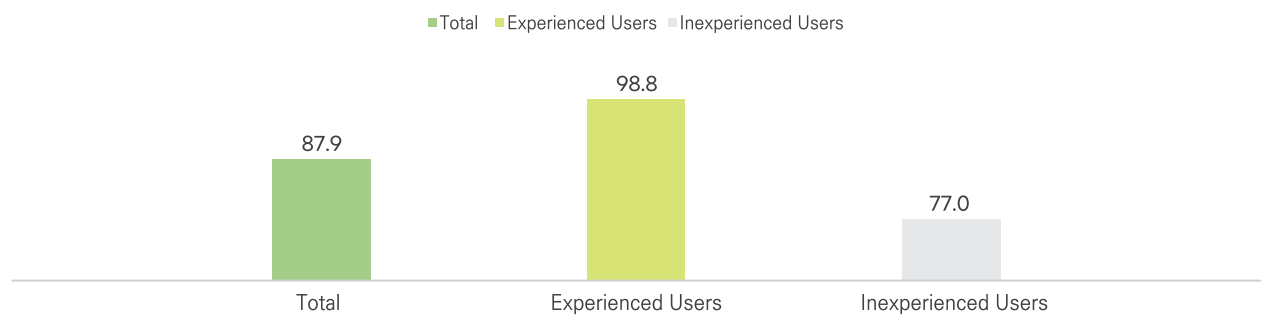
(Unit: %)



- When asked how much AI services are needed in each field, more than 50% of respondents in all fields said they were needed, but there were differences by field.
- The field with the highest need was 'Housing/Convenience', accounting for 78.2%, while the field with the lowest need was 'Finance', accounting for 57.9%.
- In particular, people who have experienced AI services expressed the need for AI services more, indicating that people with more experience felt a stronger need for AI services.

Part.2 In-Depth Analysis of Internet Usage Survey

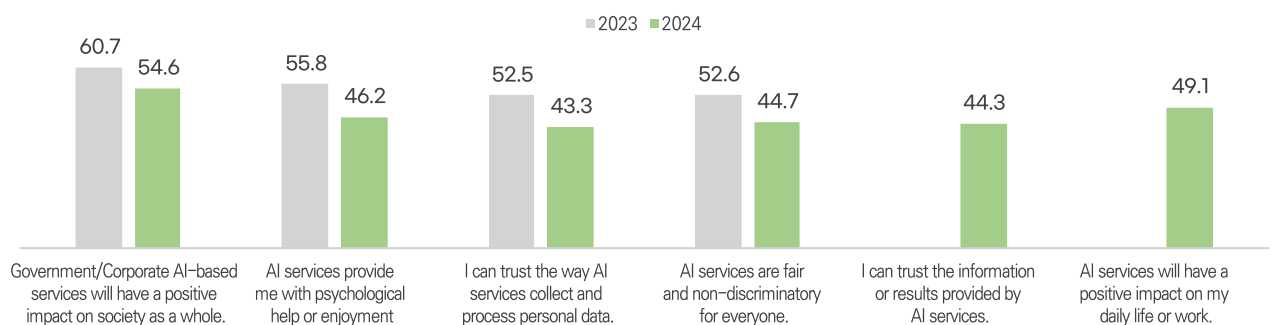
Figure 36 | Future Intention to Use AI Services – Comparison Between Experienced and Inexperienced Users (Unit: %)



- The percentage of respondents who expressed an intention to use AI services in the future was 87.9%.
- When we divide people who have experienced AI services and those who have not, 98.8% of those who have experienced AI services expressed intention to use them in the future, while only 77.0% of non-users showed the same intention, showing that people who have not experienced AI services have low interest.

Overall evaluation and awareness of AI services declined year-on-year.
People who have experienced AI services tend to evaluate them more positively than those who have not.

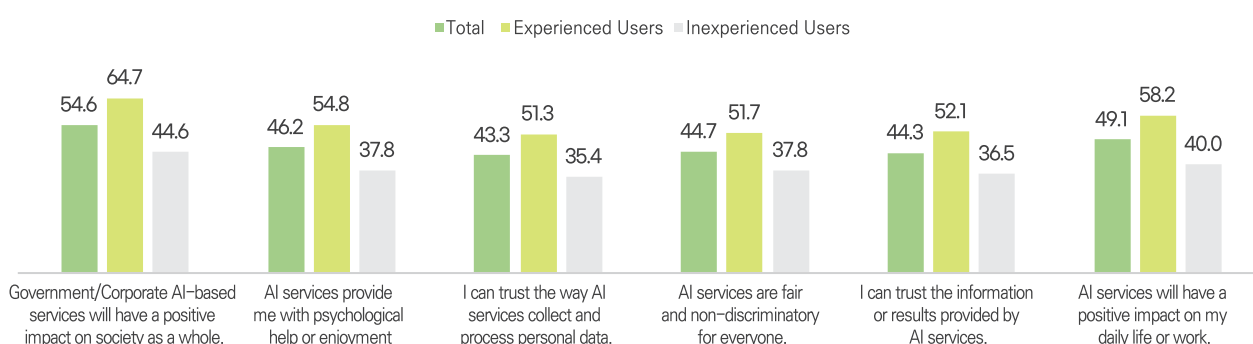
Figure 37 | Trends in Overall Perception of AI Services (Unit: %)



※ 'I can trust the information or results provided by AI services.', 'AI services will have a positive impact on my daily life or work.' has been surveyed since 2024.

- While the level of support for AI services has increased compared to the previous year, the overall evaluation and awareness of AI services has declined.
- Except for the statement 'Government/Corporate AI-based services will have a positive impact on society as a whole', all other 'agree' responses were below 50%. The statement 'AI services provide me with psychological help or enjoyment' showed the largest decrease, with a drop of 9.6%p compared to the previous year.
- 43.3% of respondents said, "I can trust the way AI services collect and process personal information," 44.3% said, "I can trust the information or results provided by AI services," and 44.7% said, "AI services are fair to everyone and do not discriminate," showing that trust and fairness in AI services are relatively low compared to other items.

Figure 38 | Future Intention to Use AI Services – Comparison Between Experienced and Inexperienced Users (Unit: %)



- When dividing the overall evaluation and perception of AI services into those who have experienced AI services and those who have not, the evaluations of those who have used AI services were found to be more positive in all items than those of non-users.

• Implications and Recommendations

• Concerns about AI's shortcomings are growing

Public awareness and overall evaluation of AI services have declined compared to the previous year.

⇒ Recent issues such as personal information leakage and information reliability issues due to hallucination⁵⁾ appear to be affecting perceptions of AI services.

• Experienced Users View AI Services More Positively than Non-Users

As AI services become more deeply embedded in our daily lives, people who have experienced them tend to perceive them as increasingly 'essential' services and evaluate them positively.

• Strengthening AI Service Reliability and Transparency, and Supporting Education

⇒ Establishing guidelines to address misinformation and AI hallucinations.

⇒ Developing of ethical guidelines and monitoring system for collection, use, and application of personal information by AI

⇒ Increasing social acceptance and creating a more inclusive AI-centric society by expanding AI-related education and experiences

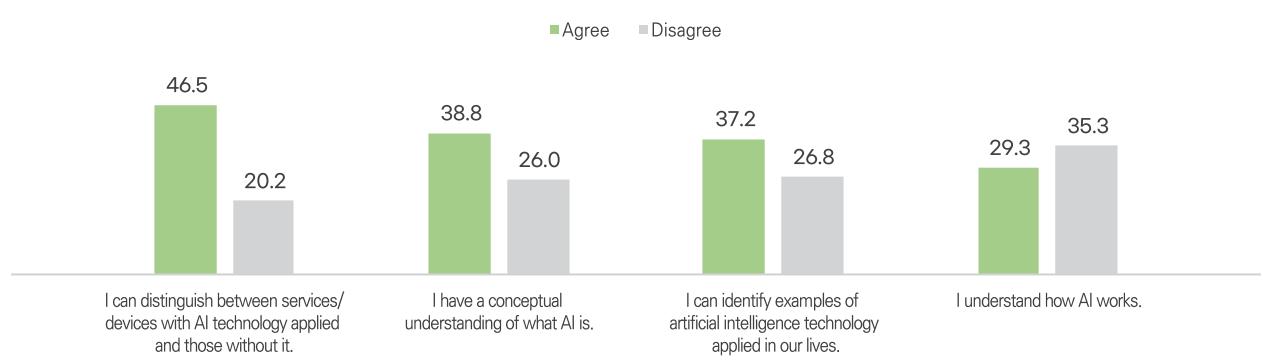
5) Hallucination: A term meaning "illusion" or "auditory hallucination" in English. In the context of AI, it refers to instances where language models like ChatGPT generate plausible but false or misleading information.

Part.2 In-Depth Analysis of Internet Usage Survey

3) Understanding and Usage Capability of AI Technology, and Digital Literacy

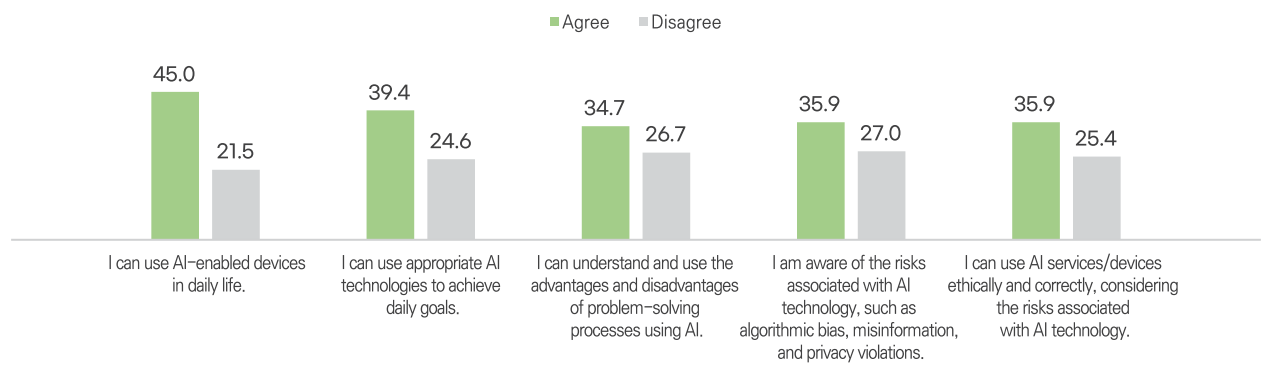
'I can distinguish between devices/services with AI technology and those without' 46.5%,
'I can use AI-enabled devices in my daily life' 45.0%

Figure 39 | Understanding of AI Technology (Unit: %)



- When asked about the level of understanding of AI technology, the highest response, at 46.5%, was 'I can distinguish between services/devices that use AI technology and those that do not.'
- In particular, when asked whether they understood how AI worked, 35.3% answered 'No', which was 6.0% higher than the 29.3% who answered 'Yes'.

Figure 40 | AI Technology Usage Capability (Unit: %)



- Looking at the ability to utilize AI technology, the response that 'AI-based devices can be utilized in daily life' was the highest at 45.0%.
- Regarding the statement 'I can understand and use the advantages and disadvantages of problem-solving processes using AI', 34.7% answered 'Yes', and 26.7% answered 'No', showing the smallest gap of 8.0%p.

Both the understanding and utilization of AI technology were highest among those in their 20s and 30s, and the levels were lower among older age groups such as those in their 60s and 70s.

Figure 41 Understanding of AI Technology by Age Group

(Unit: %, 'Agree'+'Strongly agree')

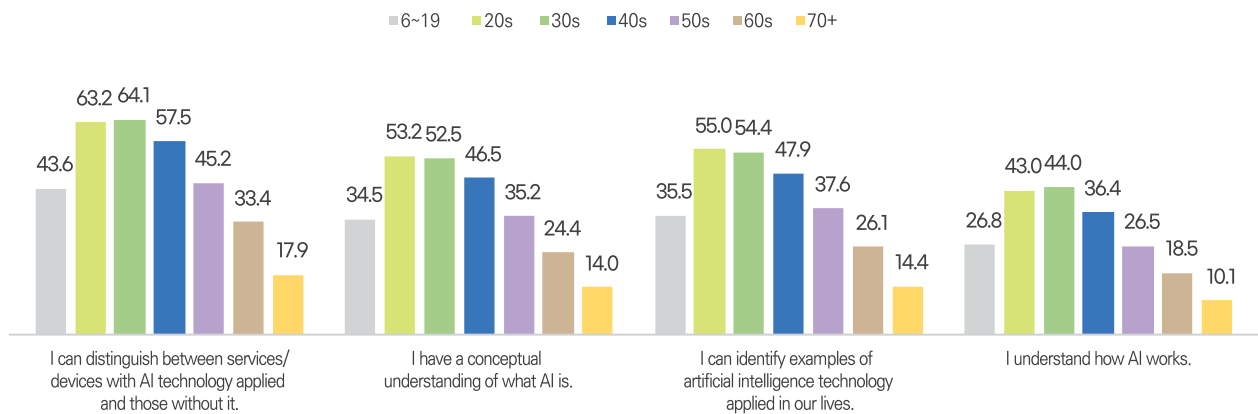
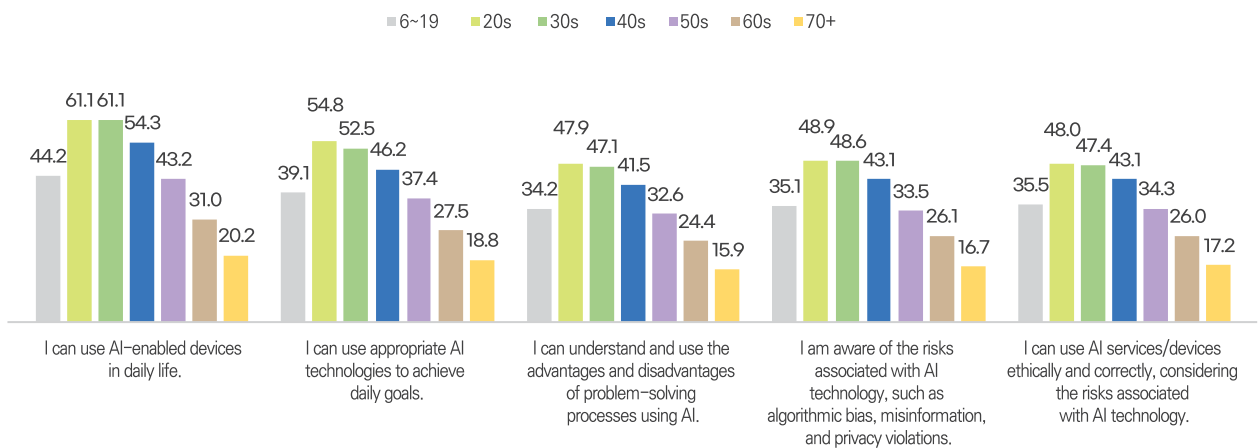


Figure 42 AI Technology Usage Capability by Age Group

(Unit: %, 'Agree'+'Strongly agree')

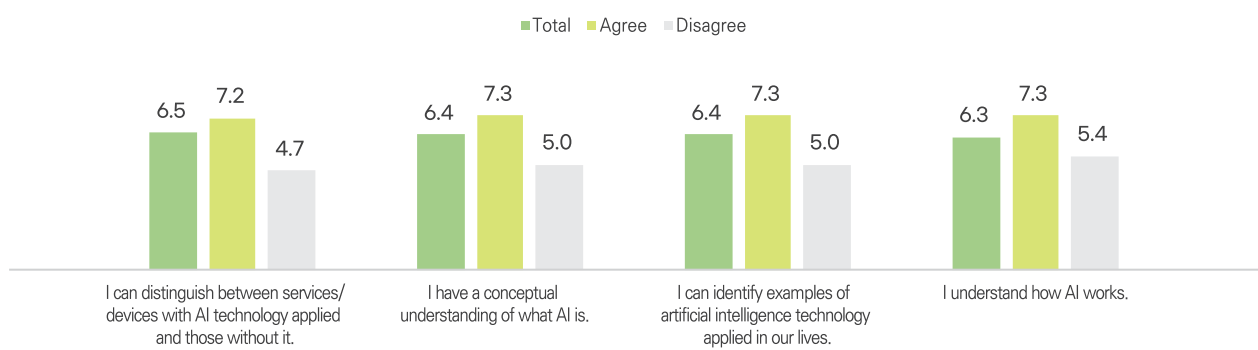


- By age group, those in their 20s and 30s had the highest level of understanding and utilization of AI technology, while those in their 60s and 70s had the lowest level.

Part.2 In-Depth Analysis of Internet Usage Survey

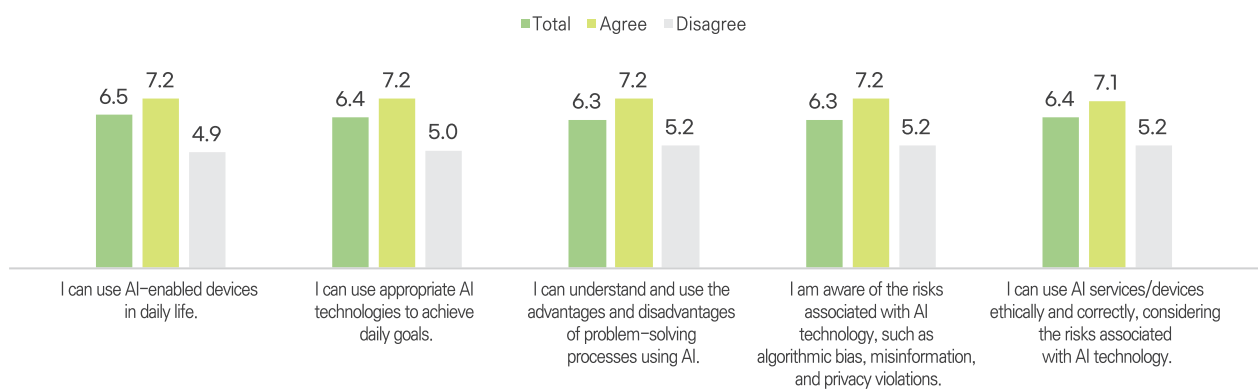
Respondents with a high level of understanding and utilization of AI technology were found to have high digital utilization capabilities on average.

Figure 43 | Average Digital Utilization Capability by AI Technology Understanding (Unit: Points)



※ Since digital digital utilization competency is surveyed only for those aged 12 and above, the base has been adjusted to individuals aged 12 or older.

Figure 44 | Average Digital Utilization Capability by AI Technology Usage Capability (Unit: Points)



※ Since digital digital utilization competency is surveyed only for those aged 12 and above, the base has been adjusted to individuals aged 12 or older.

- The average number of responses to the one-item digital utilization capability was cross-referenced with the question on AI understanding and utilization capability. The result showed that those who responded 'Agree' to having AI understanding and usage capability had a higher average number of digital utilization capabilities compared to those who responded 'Disagree'.

• Implications and Recommendations

• Digital Utilization Capabilities and Introduction of New Technologies

Existing digital literacy skills play a critical role in introducing and applying new digital technologies.

⇒ As we transition into the AI era, it is essential to have a solid understanding and capabilities in AI technology.

• Strengthening Education to Enhance Digital Utilization Capabilities

Improving digital literacy is a fundamental step toward understanding and effectively leveraging AI.

⇒ Support for AI and digital literacy education.

⇒ Implementation of customized AI education programs for the elderly and digitally vulnerable

Part 03

Summary



Part.3 Summary

1. Survey Overview

- **Population:** Households and population aged 3 or older nationwide
- **Subject:** 25,000 households and members aged 3 or older in the household nationwide
- **Valid Sample:** 25,509 households and 60,229 household members aged 3 or older in the household
- **Survey Method:** Home visit interview survey
- **Survey Period:** Sep 23, 2024 ~ Nov 22, 2024
- **Reference Date:** July 1, 2024
- **Sampling:** Stratified Multi-stage Cluster Sampling
- **Estimation:** Post-stratification (Application of stratified multi-stage cluster sampling estimation formula)
 - Household: Estimated households for 2024 in Household Projections by KOSTAT
 - Household member: Estimated population for 2024 in Population Projections by KOSTAT
- **Sampling Error**
 - Household: Internet access rate $\pm 0.02\%p$ (95% confidence level)
 - Household member: Internet use rate $\pm 0.18\%p$ (95% confidence level)

Sampling Design

- **Target Household Allocation:** 25,000 households are first allocated to the 17 cities and provinces in proportion to the square root of the estimated number of households in 2024, and then further allocated within each city/province to each dong, eup, and myeon in proportion to the number of households based on the 2022 registration census microdata.
- **Household Sampling:** Using the general household survey wards from the 2022 Registration Census Microdata (Statistics Korea) as the sampling frame, 3,000 survey wards were systematically sampled after allocating the sample proportionally to the square root of the number of survey wards in each of the 17 regional clusters. Then, 8 to 9 households were statistically sampled from each selected survey ward.

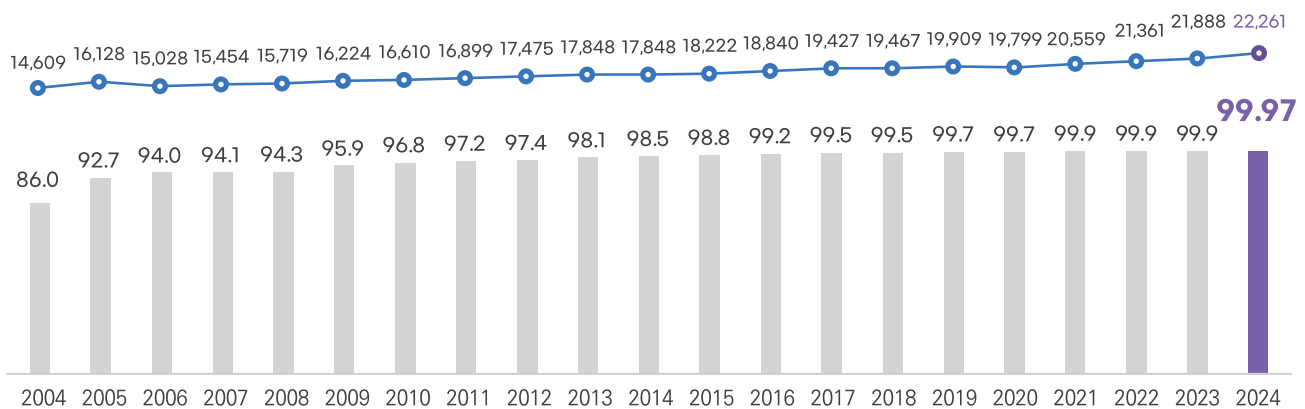
2. Internet Access

• Household Internet Access Rate and Number of Internet-Accessing Households

99.97% of Korean households have access to the Internet

As of July 2024, the percentage of households with Internet access remained unchanged from the previous year, at 99.97% of the total 22,267 thousand households. The number of households with Internet access reached approximately 22,261 thousand, an increase of about 373 thousand households compared to the previous year.

Figure 1 Trends of household Internet access rate and number of accessing households (% , thousand households, based on all households in Korea)

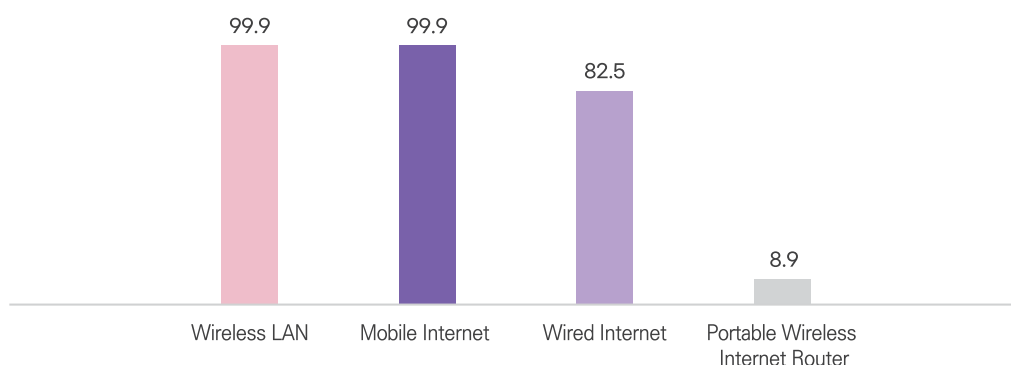


• Household Internet Access Method

'Wireless LAN' (99.9%), 'Mobile Internet' (99.9%) and 'Wired Internet' (82.5%) are used when accessing the Internet

Among households with Internet access, 99.9% can use 'Wireless LAN' and 'Mobile Internet', 82.5% use 'Wired Internet', and 8.9% use 'Portable Wireless Internet Router'.

Figure 2 Household Internet access method (multiple responses, %, based on households accessing the Internet)



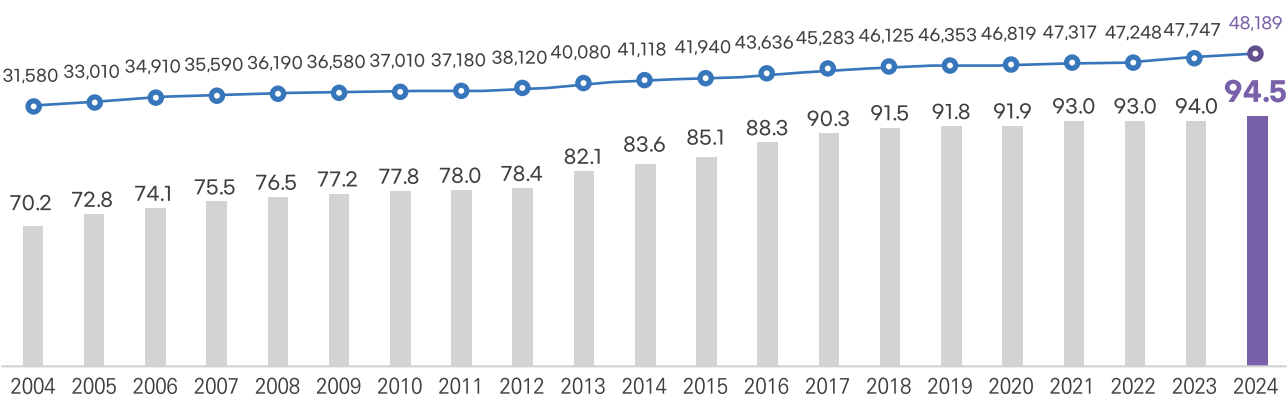
Part.3 Summary

• Personal Internet Usage Rate and Number of Users

94.5% of the population aged 3 or older are 'Internet users'

As of July 2024, the proportion of Internet users (a person who has used the Internet within the last month) among the population aged 3 or older (51,020 thousand persons) was 94.5% (48,189 thousand persons), an increase of 0.5%p (approximately 442,000 people) from the previous year.

Figure 3 | Trend of personal Internet Usage rate and number of users (% , thousand persons, based on the population aged 3 or older)



• Internet Usage Rate and Number of Users by Gender

Internet Usage rate of 'Male' (95.3%) is slightly higher than that of 'Female' (93.6%)

Among the population aged 3 or older, the Internet Usage rate was 95.3% (24,305 thousand people) for 'Male', which was 1.7%p (approximately 420 thousand people) higher than for 'Female'.

Figure 4 | Internet Usage rate by gender (% , based on the population aged 3 or older)

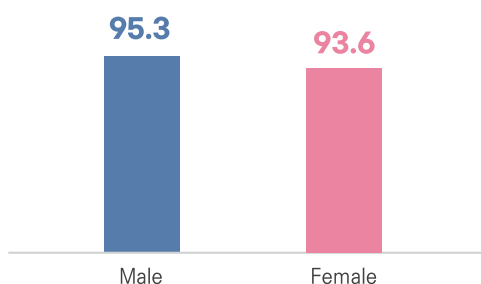
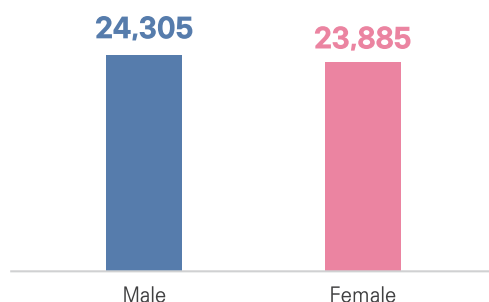


Figure 5 | Number of Internet users by gender (thousand, persons aged 3 or older)



• Internet Usage Rate and Number of Users by Age

Internet Usage rate is highest among people in their '20s' (99.6%)

The Internet Usage rates by age group were as follows: '20s' (99.6%), '10s' (99.5%), '30s' (99.5%), '40s' (99.4%), '50s' (98.8%), '60s' (95.7%), '3-9' (92.0%), and '70s+' (68.0%). The Internet usage rate for those 70 or older increased by approximately 3.6%p compared to the previous year.

Figure 6 | Internet Usage rate and number of users by age group (% , thousand persons, based on the population aged 3 or older)

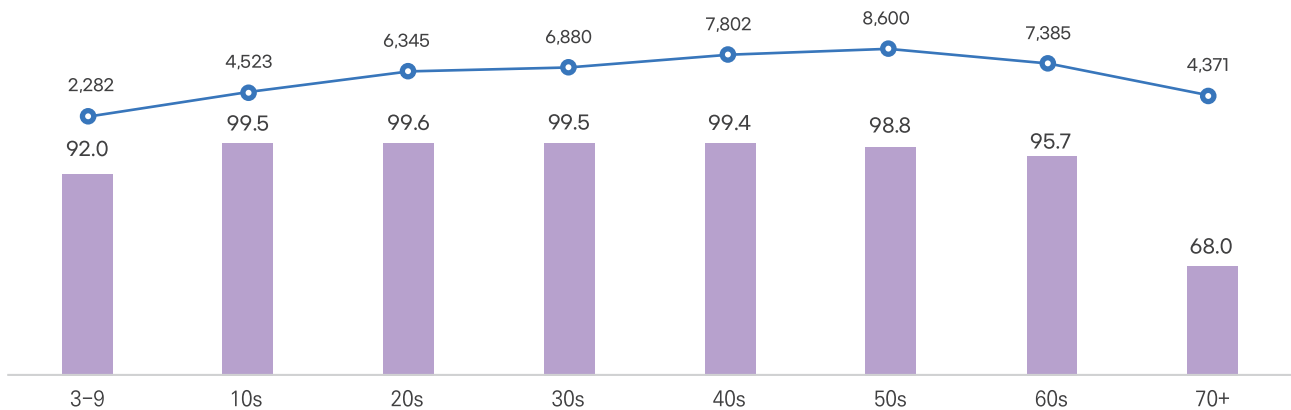
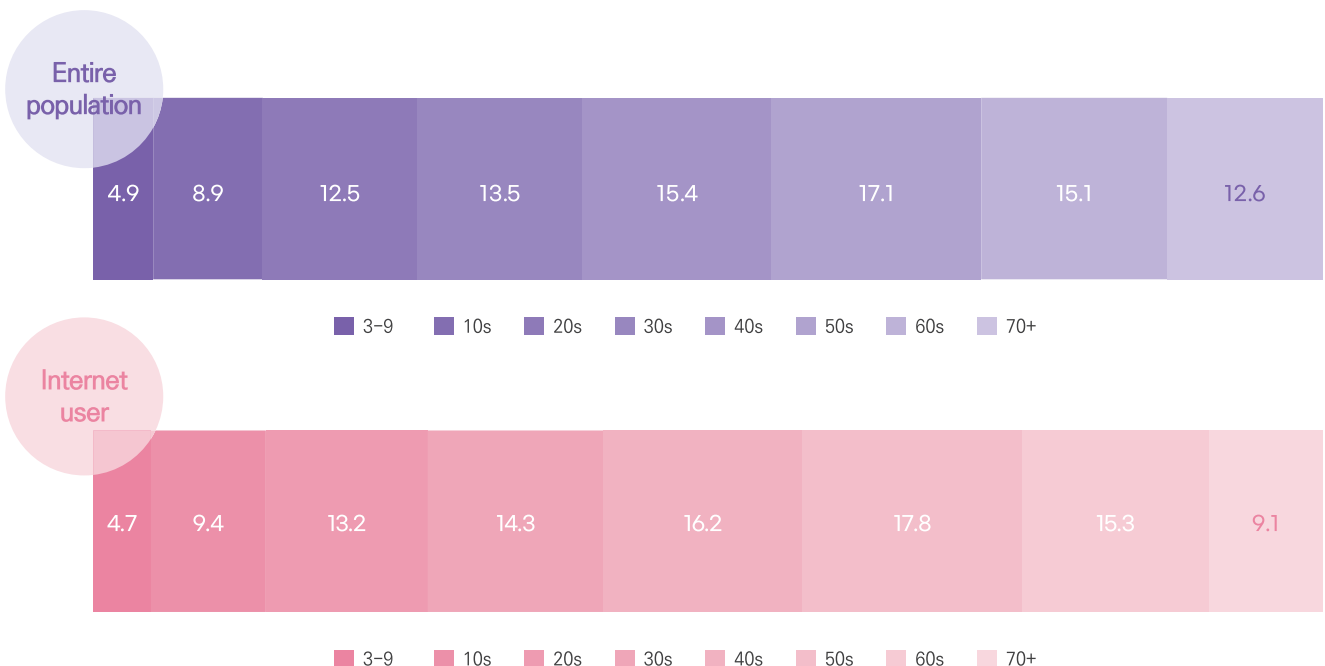


Figure 7 | Distribution of the total population and Internet users by age group (% , based on the population aged 3 or older)



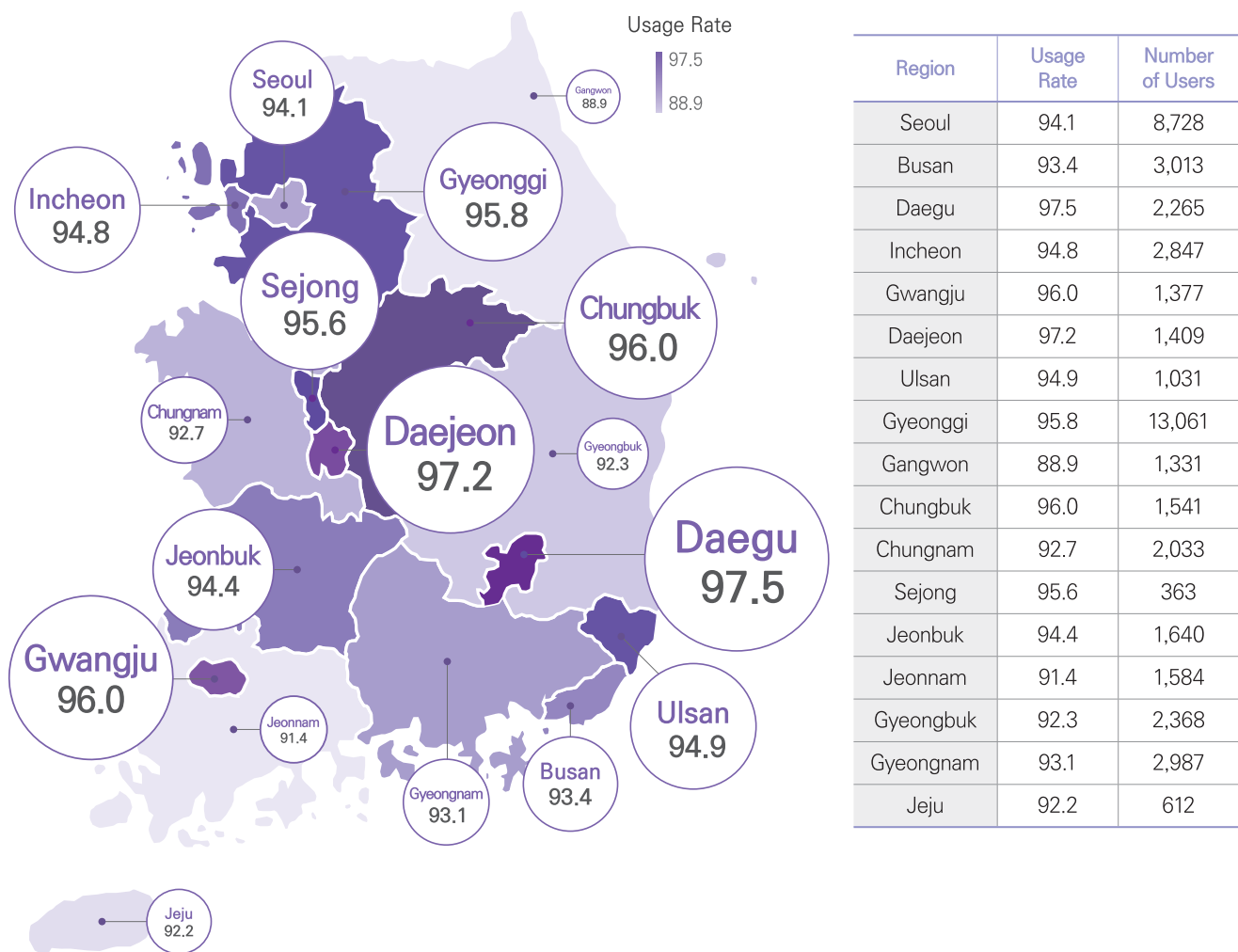
Part.3 Summary

• Internet Usage Rate and Number of Users by Region

The region with the highest Internet Usage rate is 'Daegu' (97.5%) and the region with the lowest Internet Usage rate is 'Gangwon' (88.9%)

Looking at the Internet Usage rate for each of 17 regions, 'Daegu' (97.5%), 'Daejeon' (97.2%), 'Gwangju' (96.0%), and 'Chungbuk' (96.0%) showed relatively high usage rates, while 'Jeju' (92.2%), 'Jeonnam' (91.4%), and 'Gangwon' (88.9%) showed relatively low usage rates.

Figure 8 | Internet Usage rate and number of users by region (% , thousand persons, based on the population aged 3 or older)



• Internet Usage Frequency and Hours

90.5% of Internet users use the Internet at least once a day, and the average usage time per week is 20.5 hours

Among the Internet users aged 3 or older, 90.5% use the Internet at least once a day, and the average usage time per week was 20.5 hours, a decrease of 0.3 hours from the previous year. Additionally, 65.2% of people used the Internet for more than 14 hours per week on average (19.0% for '14 hours–under 21 hours', 26.1% for '21 hours–under 35 hours', 20.0% for '35 hours or more').

Figure 9 | Internet use frequency
(%, based on Internet users aged 3 or older)

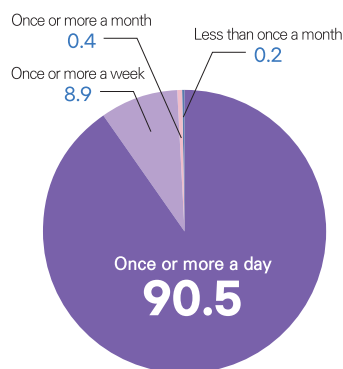
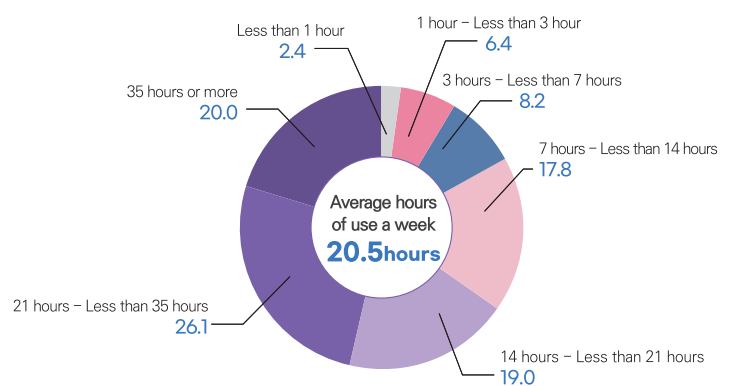


Figure 10 | Average hours of Internet use per week
(%, based on Internet users aged 3 or older)

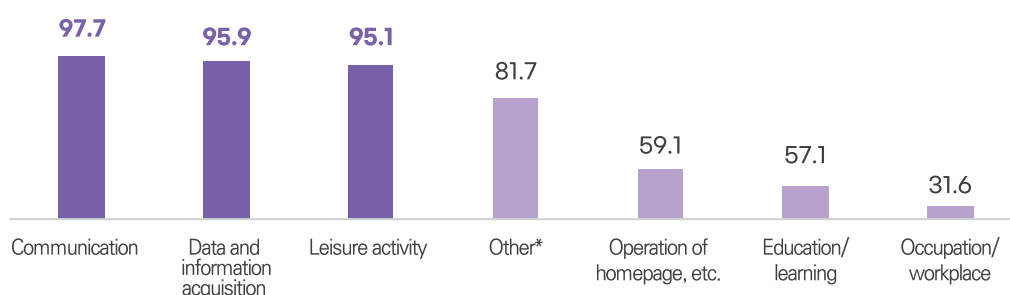


• Purpose of Internet Use

The main purpose of Internet use is 'Communication' (97.7%), 'Data and information acquisition' (95.9%), and 'Leisure activity' (95.1%)

Internet users aged 3 or older mainly use the Internet for the following purposes: 'Communication' (97.7%), 'Data and information acquisition' (95.9%), and 'Leisure activity' (95.1%).

Figure 11 | Purpose of Internet use (multiple responses, %, based on Internet users aged 3 or older)



* 'Other' includes Internet banking, sales of products or services, reservations and use of travel/traffic and accommodation-related services, etc.

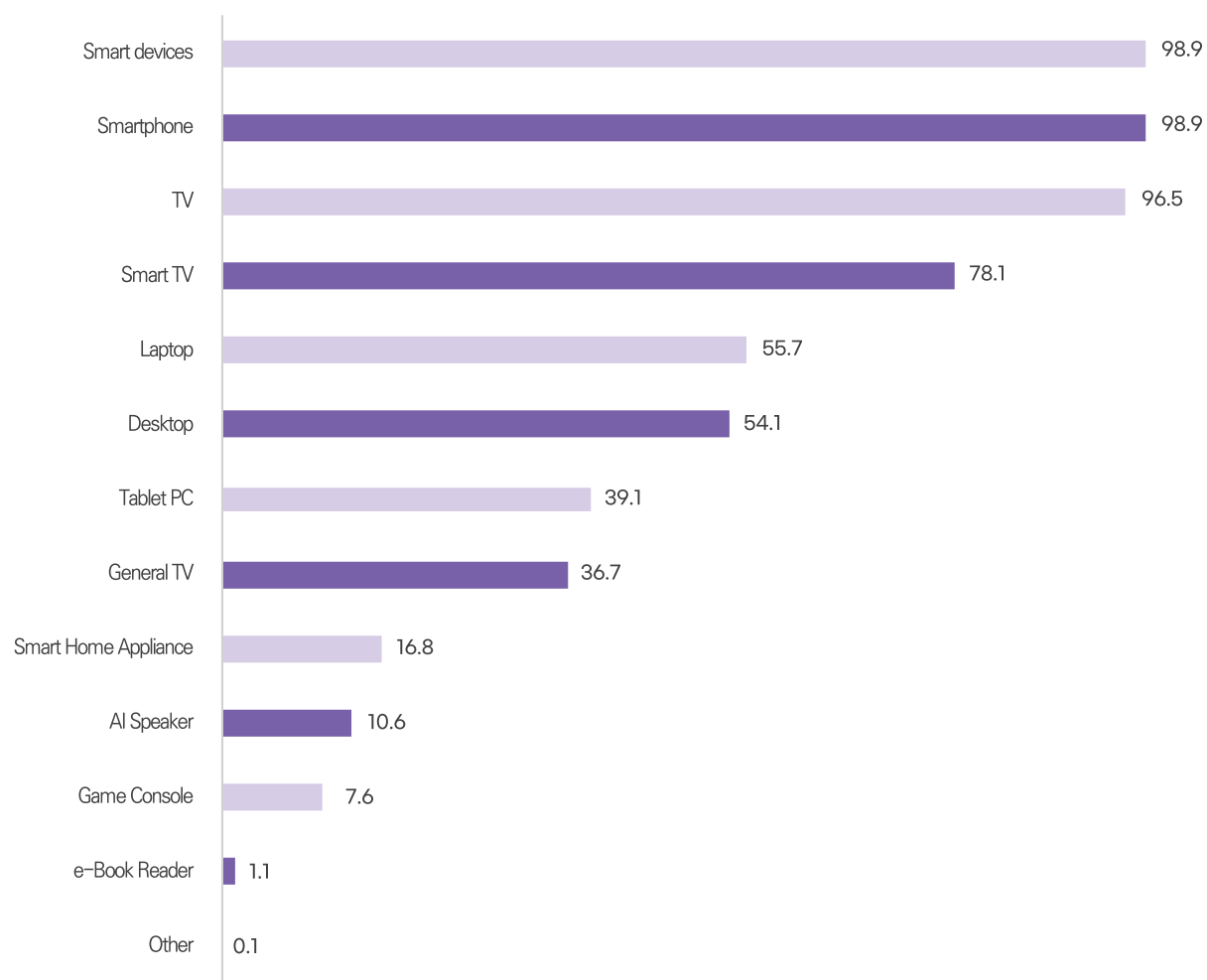
3. Internet ‘Base’

• Status of Home ICT Devices

Most households (98.9%) own Smart devices*

Among all households in Korea, 98.9% have a ‘Smartphone’ followed by ‘Smart TV’ (78.1%), ‘Laptop’ (55.7%), ‘Desktop’ (54.1%), ‘Tablet PC’ (39.1%), ‘General TV’ (36.7%), etc.

Figure 12 | Household ICT device ownership status (multiple responses, %, based on all households)



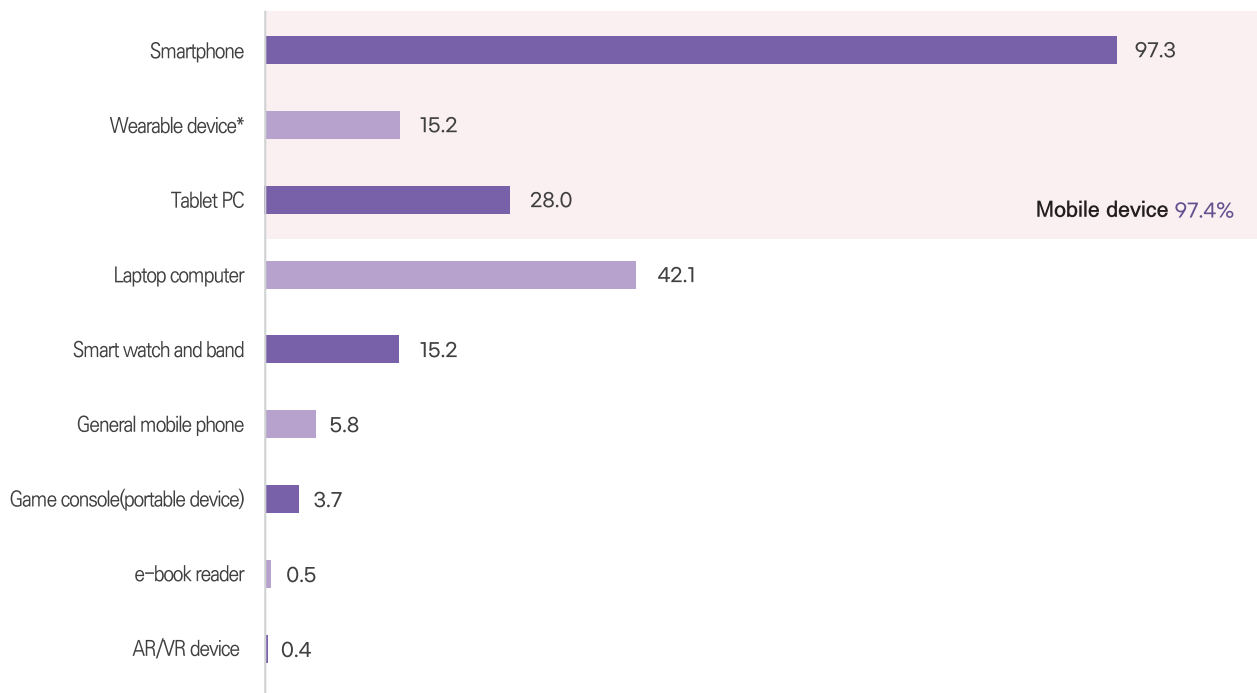
* Smartphone and Table PC

• Status of Personal Mobile ICT Devices

97.3% of the population aged 6 or older own 'smartphones'

97.4% of the population aged 6 or older own 'mobile devices' (Smartphone, tablet PC, and wearable device). 'Smartphone' ownership rate was highest at 97.3% among all mobile ICT devices, followed by 'Laptop computer' (42.1%), 'Tablet PC'(28.0%), 'Smart watch and band' (15.2%), etc.

Figure 13 | Mobile ICT device ownership status (multiple responses, %, based on population aged 6 or older)



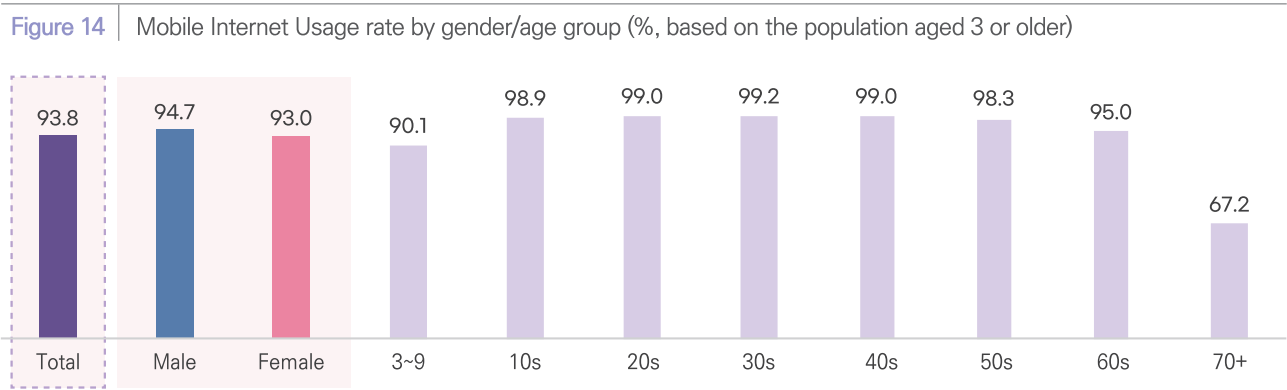
* The overall wearable device ownership rate was calculated as the sum of the ownership rates of 'Smart Watch and band' and 'AR/VR device'.

4. Internet ‘Portability’

• Mobile Internet Usage Rate

93.8% of the population aged 3 or older are mobile Internet users

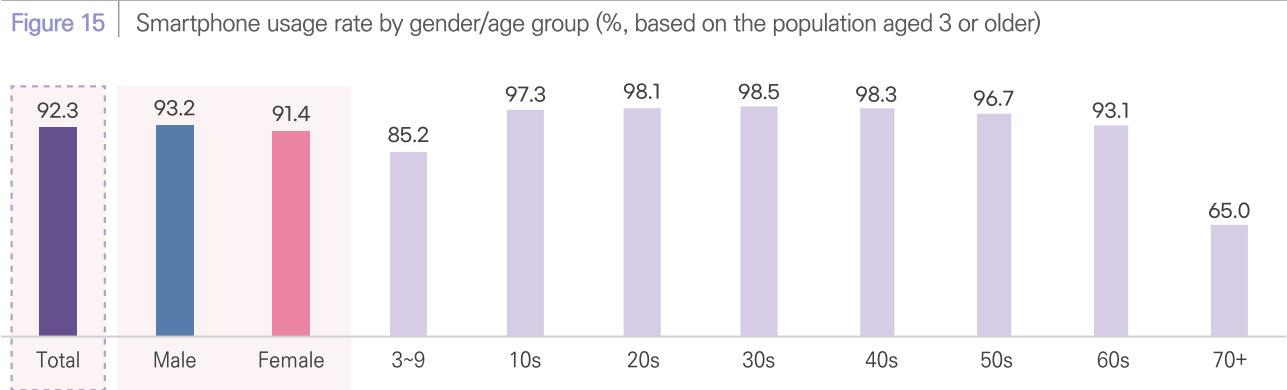
As of July 2024, the percentage of mobile Internet users (the percentage of people who used mobile Internet via mobile devices such as mobile phones, smartphones, and tablet PCs in the past month) among the population aged 3 or older is 93.8%. The usage rate for 'Male' (94.7%) was 1.7%p higher than that for 'Female' (93.0%). The vast majority of individuals in their 10s through their 60s are using mobile Internet.



• Smartphone Usage Rate

92.3% of the population aged 3 or older are smartphone users

As of July 2024, the percentage of smartphone users (those who used wireless Internet via smartphone within the past month) among the population aged 3 or older is 92.3%. 'Male' (93.2%) has a 1.8%p higher usage rate than 'Female' (91.4%). The majority of individuals in their 10s through their 60s are using smartphones, and even children aged 3 to 9 use smartphones at 85.2%.

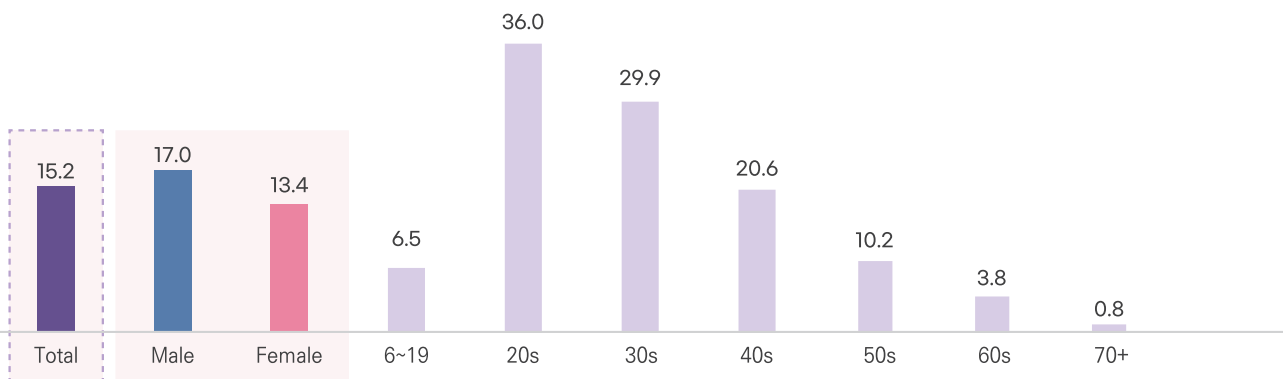


• Wearable Device Ownership Rate

15.2% of the population aged 6 or older have wearable devices

As of July 2024, 15.2% of the population aged 6 or older have a wearable device. The ownership rate for 'Male' (17.0%) was 3.6%p higher than 'Female' (13.4%). By age group, those in their '20s' had the highest ownership rate at 36.0%.

Figure 16 | Wearable device ownership rate by gender/age group (% , based on the population aged 6 or older)



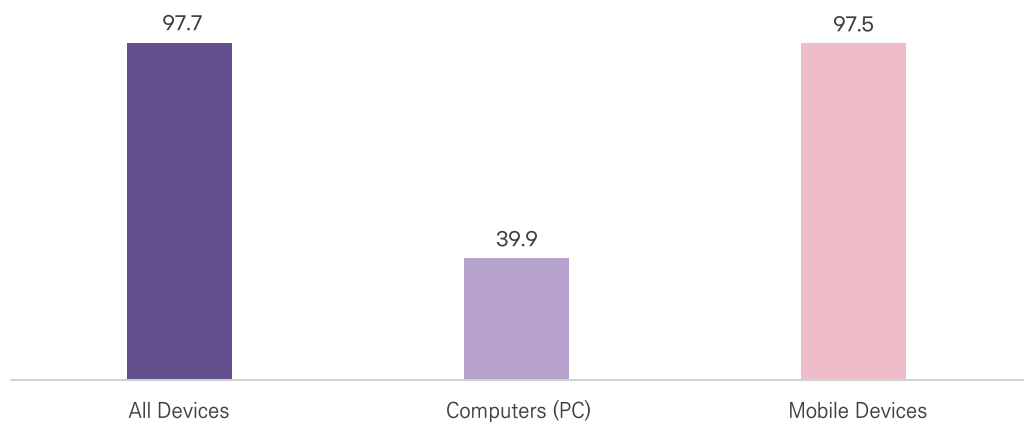
5. Internet ‘Communication’

• Instant Messenger Usage Rate

97.7% of Internet users aged 6 or older use instant messengers

Among Internet users aged 6 or older, 97.7% have used instant messengers in the past year. The usage rate via a mobile device (97.5%) is 2.4 times higher than the usage rate via a PC (39.9%).

Figure 17 | Instant messenger usage rate by device (% , based on Internet users aged 6 or older)

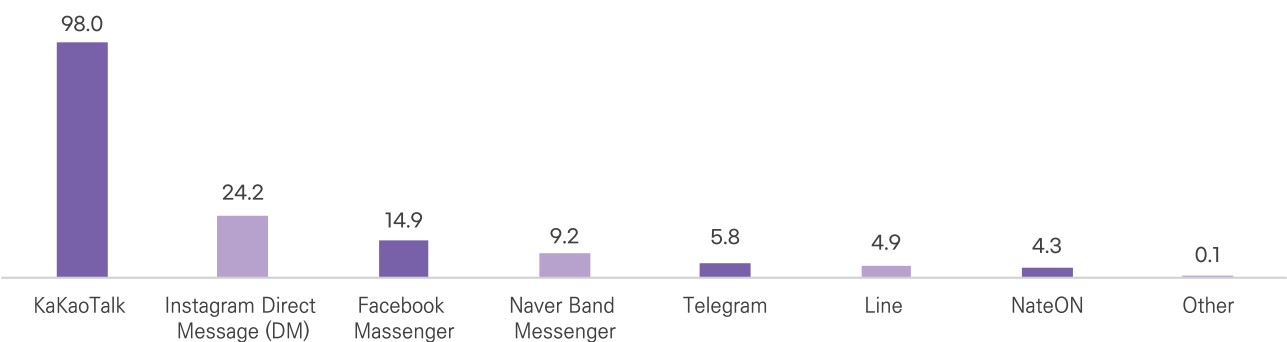


• Frequently Used Instant Messenger Services

The most used instant messenger is ‘KakaoTalk’ (98.0%).

Among instant messenger users aged 6 or older, the most used instant messenger services were ‘KakaoTalk’ (98.0%), ‘Instagram Direct Message (DM)’ (24.2%), and ‘Facebook Messenger’ (14.9%).

Figure 18 | Frequently Used instant messenger service (3 responses, %, based on instant messenger users aged 6 or older)

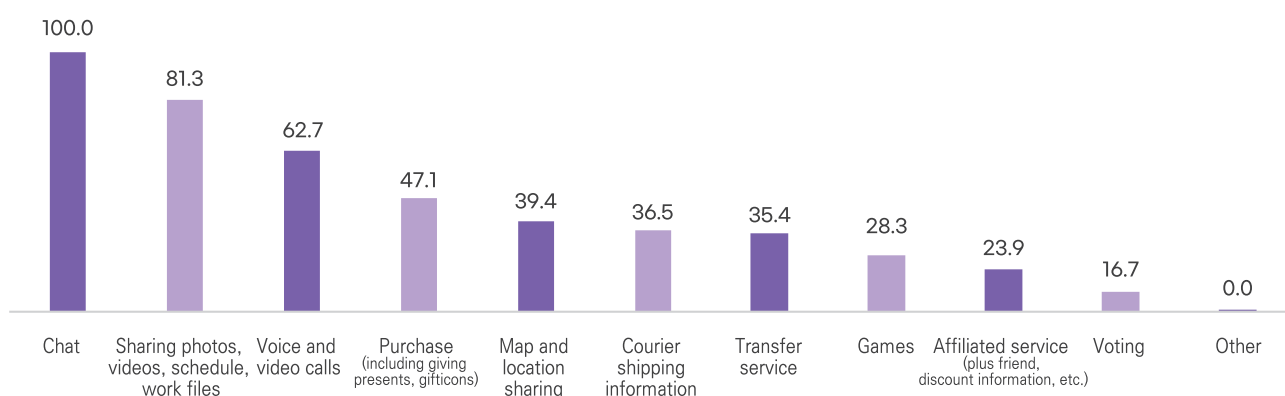


• Functions Used in Instant Messengers

In addition to the 'chat' function, the percentage of people using the 'share photos, videos, schedules, work files, etc.' function was 81.3%.

In addition to 'Chat' (100.0%), the most Frequently Used function by instant messenger users was 'Sharing photos, videos, schedules, work files, etc.' (81.3%), followed by 'Voice and video calls' (62.7%), 'Purchase (including giving presents, gifticons, etc.)' (47.1%), 'Map and location sharing' (39.4%), and 'Checking of courier delivery information' (36.5%) have also been used frequently.

Figure 19 Instant messenger functions that are used (multiple responses, %, based on instant messenger users aged 6 or older)

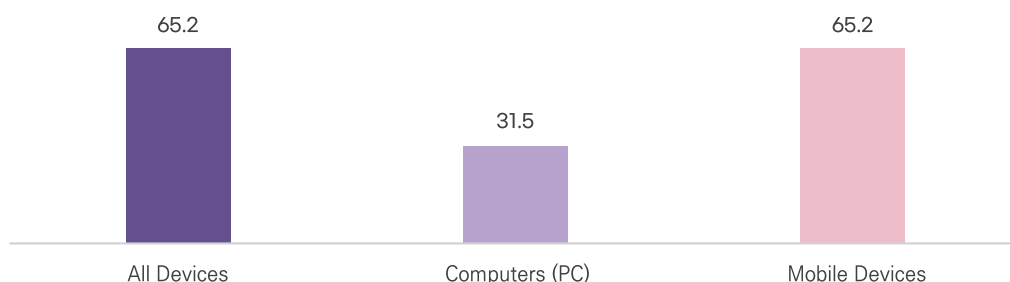


• SNS Usage Rate

65.2% of Internet users aged 6 or older use SNS

Among Internet users aged 6 or older, the percentage of people who have used SNS in the past year is 65.2%, and the usage rate via a mobile device (65.2%) is over 2.1 times higher than the usage rate via PC (31.5%).

Figure 20 SNS usage rate (% , based on Internet users aged 6 or older)



Part.3 Summary

• SNS Use Frequency and Time

SNS users use SNS an average of 27.4 times a week

The average weekly usage frequency of SNS users aged 6 or older was 27.4 times, with the order being '20 times or more' (41.0%), 'Less than 5 times' (32.2%), '5 times – Less than 10 times' (14.2%), and '10 times – Less than 20 times' (12.6%). In addition, the weekly average usage time is 71.1 minutes.

Figure 21 | SNS usage rate
(%, based on SNS users aged 6 or older)

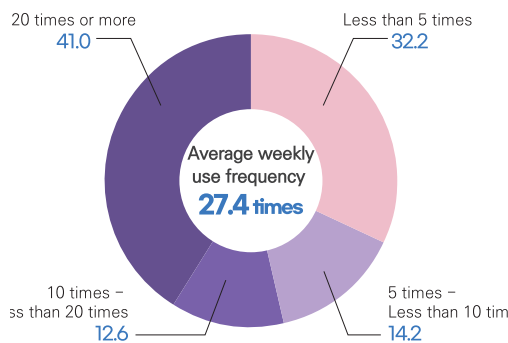
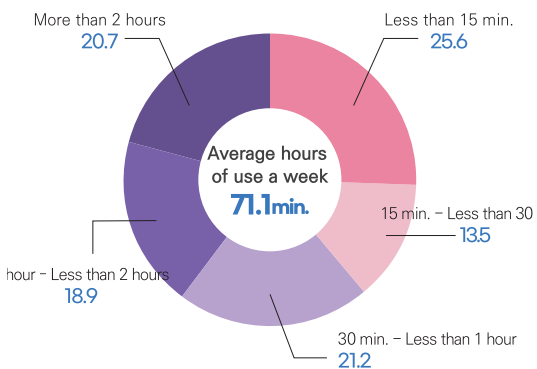


Figure 22 | Average weekly SNS usage time
(%, based on SNS users aged 6 or older)

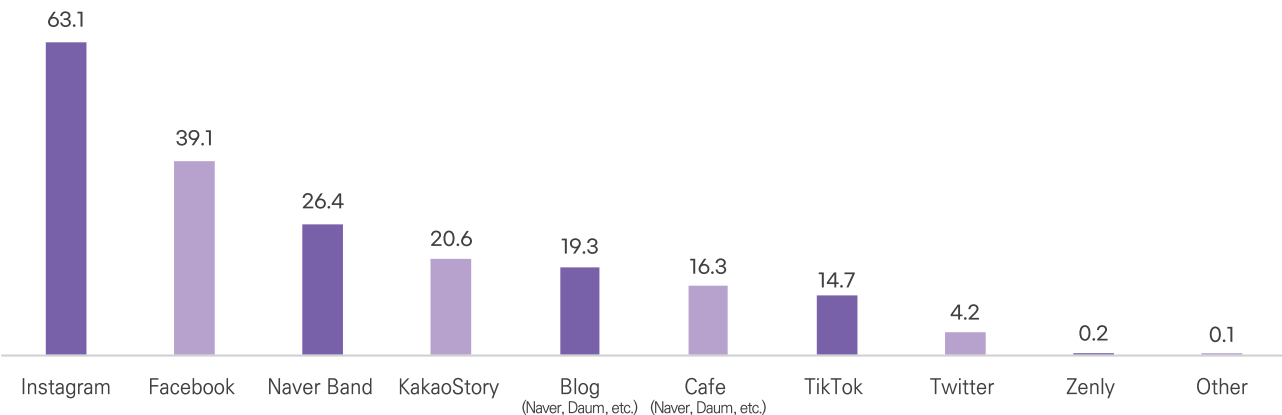


• Frequently Used SNS Services

The most used SNS services were 'Instagram' (63.1%) and 'Facebook' (39.1%)

The SNS services most Frequently Used by SNS users aged 6 or older were in the order of 'Instagram' (63.1%), 'Facebook' (39.1%), 'Naver Band' (26.4%), 'Kakao Story' (20.6%), 'Blog' (19.3%), 'Cafe' (16.3%), 'Cafe' (16.3%), etc.

Figure 23 | Frequently Used SNS service (3 responses, %, based on SNS users aged 6 or older)

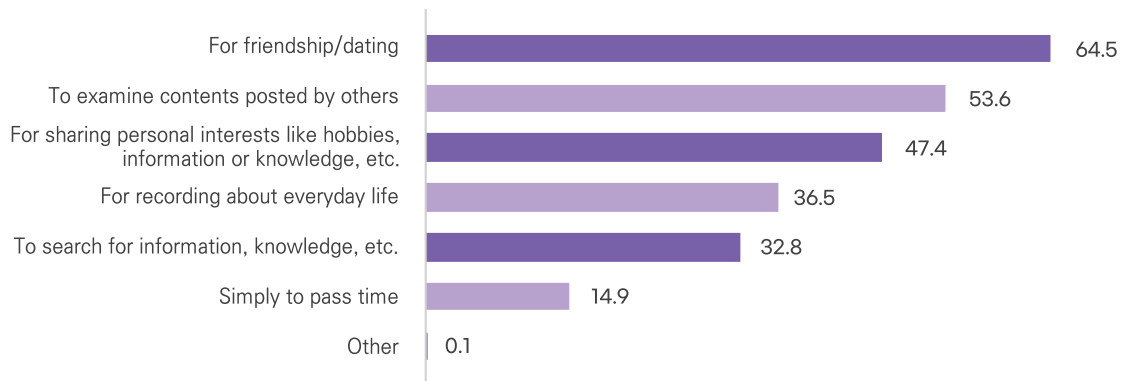


• Reasons for Using SNS

The largest reason for using SNS is 'For friendship/dating' (64.5%)

Among SNS users aged 6 or older, the percentage of those who use SNS for the purpose of 'Friendship/dating' was the highest at 64.5%, followed by 'To examine contents posted by others' (53.6%), 'For sharing personal interests like hobbies, information or knowledge, etc.' (47.4%), 'For recording about everyday life' (36.5%), etc.

Figure 24 | Reasons for using SNS (3 responses, %, based on SNS users aged 6 or older)

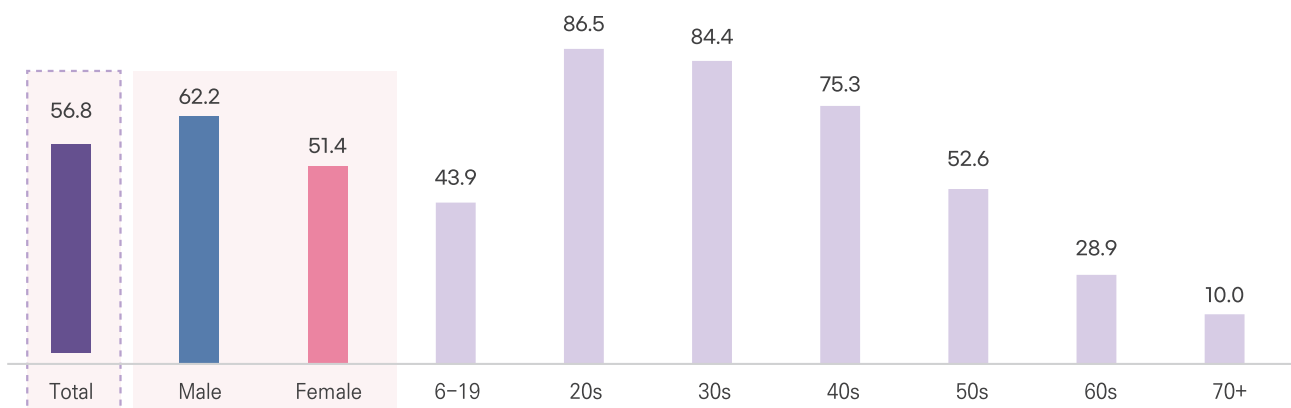


• Email Usage Rate

56.8% of Internet users aged 6 or older used email in the past year

Among Internet users aged 6 or older, the percentage of people who used email in the past year was 56.8%. By age group, it was '20s' (86.5%), '30s' (84.4%), '40s' (75.3%), '50s' (52.6%), '6-19' (43.9%), '60s' (28.9%), and '70+' (10.0%).

Figure 25 | Email usage rate by gender/age group (% , based on Internet users aged 6 or older)



Part.3 Summary

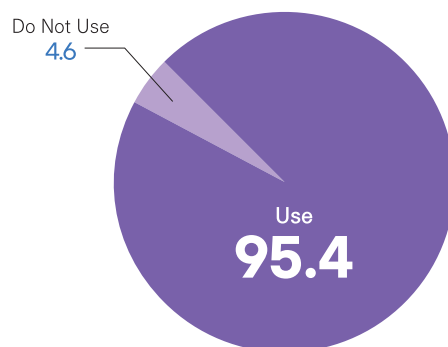
6. Internet 'Life'

• Video Service Usage Rate

95.4% of Internet users aged 3 or older use video services

The percentage of Internet users aged 3 or older who have used video services is 95.4%.

Figure 26 | Video service usage rate (% , based on Internet users aged 3 or older)



• Video Service Use Frequency and Time

81.7% of video service users use the service at least once a day, and use it for an average of 7.4 hours per week

81.7% of video service users aged 3 or older use video services at least once a day, and the average video service usage time per week was 7.4 hours.

Figure 27 | Video service use frequency (% , based on video service users aged 3 or older)

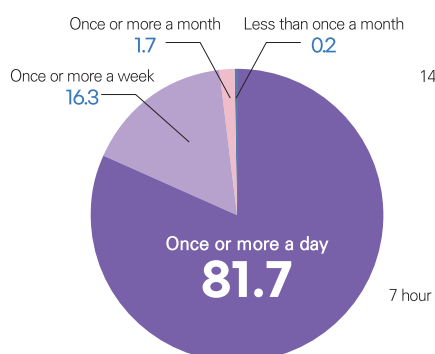
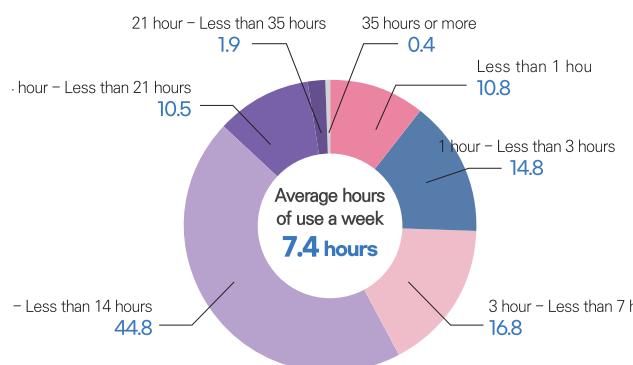


Figure 28 | Video service use time (% , based on video service users aged 3 or older)

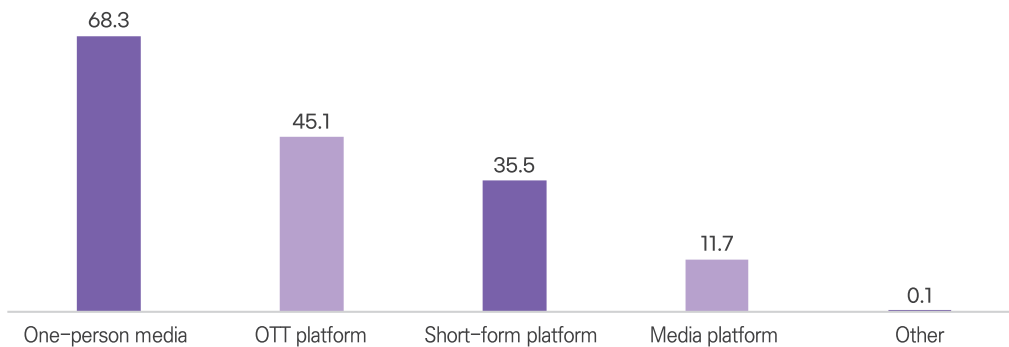


• Frequently Used Video Service Platforms

The most used video service platform is 'One-person media channel' (68.3%), and the proportion of video services used through OTT platforms was 45.1%

Among Internet users aged 3 or older, the most used video service platform was 'One-person media (YouTube (excluding Shorts), Afreeca TV and Twitch)' at 68.3%, followed by 'OTT platform (Netflix, Disney+, Coupang Play, etc.)' (45.1%), 'Short-form platform (YouTube Shorts, TikTok, Instagram Reels, etc.)' (35.5%), etc.

Figure 29 | Frequently Used video service platforms (2 responses, %, Internet users aged 3 or older)

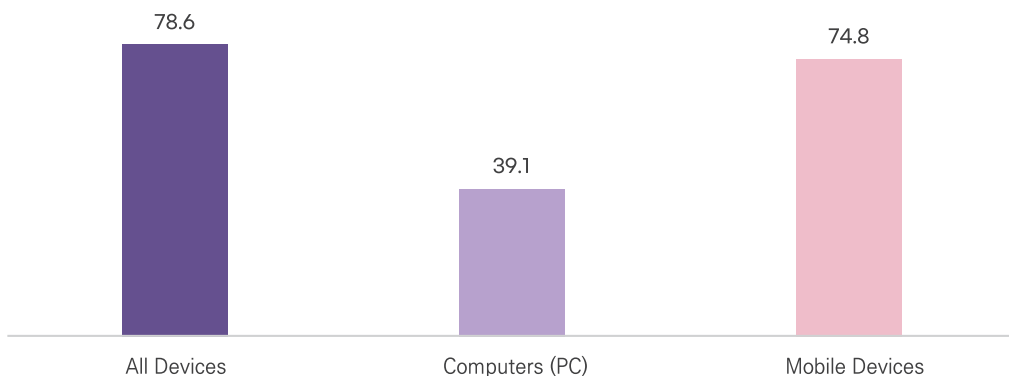


• Online Shopping Usage Rate

78.6% of Internet users aged 12 or older use Online Shopping

Among Internet users aged 12 or older, 78.6% have used Online Shopping in the past year. The usage rate via a mobile device (74.8%) is 1.9 times higher than the usage rate via a PC (39.1%).

Figure 30 | Online Shopping usage rate by device (% , based on Internet users aged 12 or older)



Part.3 Summary

• Online Shopping Frequency and Purchase Amount

Internet users shop online an average of 5.7 times per month, and the average purchase amount is 204,102 won

The average monthly Online Shopping frequency of Internet users aged 12 or older is 5.7 times ('3 times or more per month' 55.4%, '2 to 3 times per month' 19.5%, '1 to 2 times per month' 15.0%, 'Less than 1 time per month' 10.1%) and the average purchase amount is 204,102 won.

Figure 31 Average monthly Online Shopping frequency (% , based on Online Shopping users aged 12 or older)

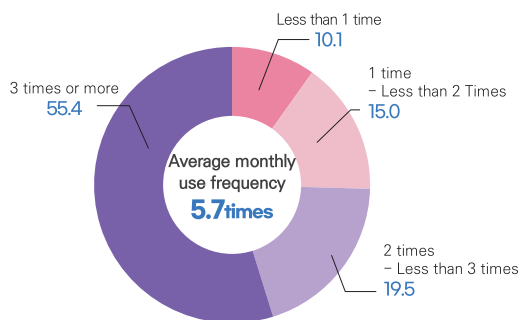
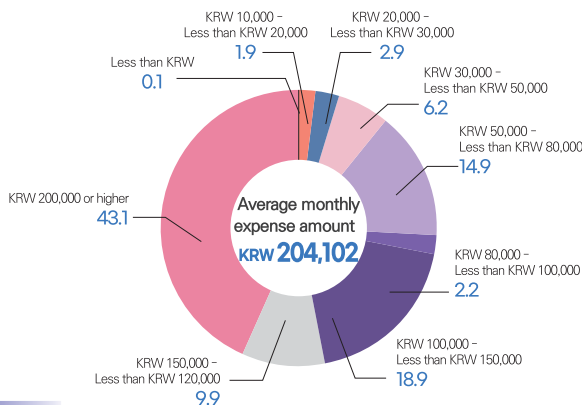


Figure 32 Average monthly spending on Online Shopping (% , based on Online Shopping users aged 12 or older)

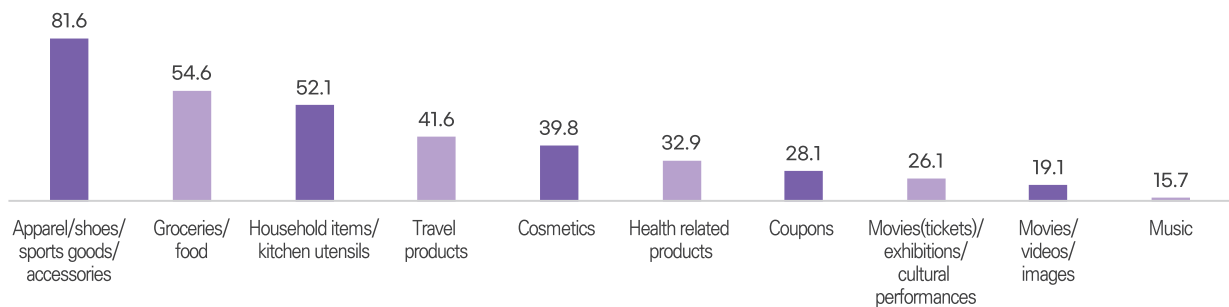


• Online Shopping Items

Main items of Online Shopping are 'Apparel/shoes/sports goods/accessories' (81.6%)

By item, 'Apparel/Shoes/Sports goods/Accessories' was the most common at 81.6%, followed by 'Groceries/food' (54.6%), 'Household items/kitchen utensils' (52.1%), 'Travel products' (41.6%), 'Cosmetics' (39.8%), 'Health related products' (32.9%), 'Coupons' (28.1%), 'Movies(tickets)/exhibitions/cultural performances' (26.1%), 'Movies/videos/images' (19.1%), 'Music' (15.7%), etc.

Figure 33 Online Shopping items (multiple responses, % , based on Online Shopping users aged 12 or older)



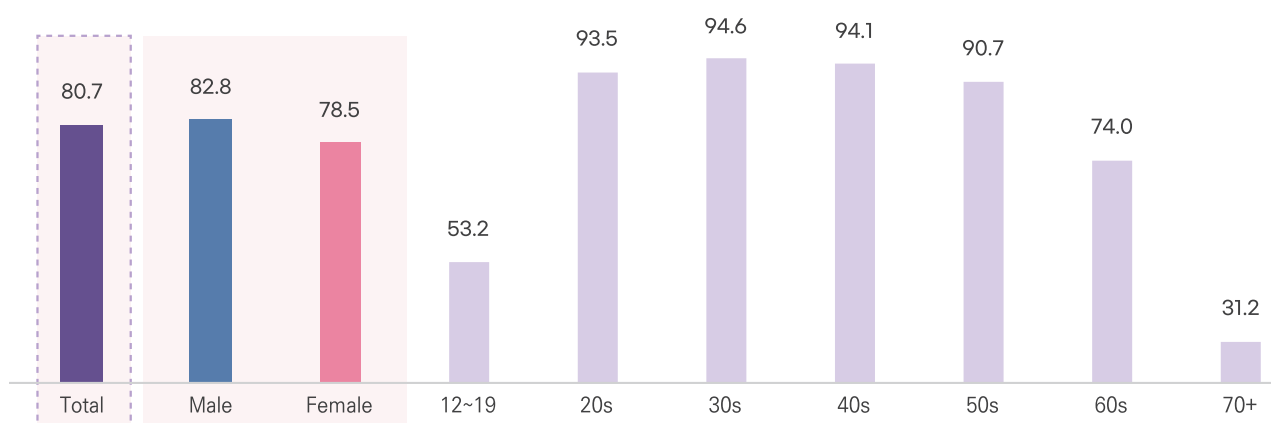
※ The rest are in the order of 'Furniture/interior products' (14.7%), 'Emoticons' (13.6%), 'Computers/peripherals' (12.3%), 'Electronic Appliances/Electronic Products' (12.0%), 'Books/magazines/newspapers' (11.9%), 'Financial products' (11.6%), 'Infant's/Children's Products' (7.5%), 'Software(excluding games)' (6.9%), 'Mobile/PC/Console Game Software' (6.6%), 'Webtoon/cartoon' (6.2%), 'Paid Item in Games' (5.5%), 'Subscription software service' (4.9%), 'Education' (4.8%), 'Ring Back Tone' (4.3%), 'Adult contents' (0.7%), and 'Other' (0.01%).

• Internet Banking Usage Rate

80.7% of Internet users aged 12 or older use Internet banking

Among Internet users aged 12 or older, 80.7% have used Internet banking in the past year. By age group, the highest usage rate was among those in their 30s (94.6%), 40s (94.1%), and 20s (93.5%).

Figure 34 | Internet banking usage rate by gender/age group (% , based on Internet users aged 12 or older)

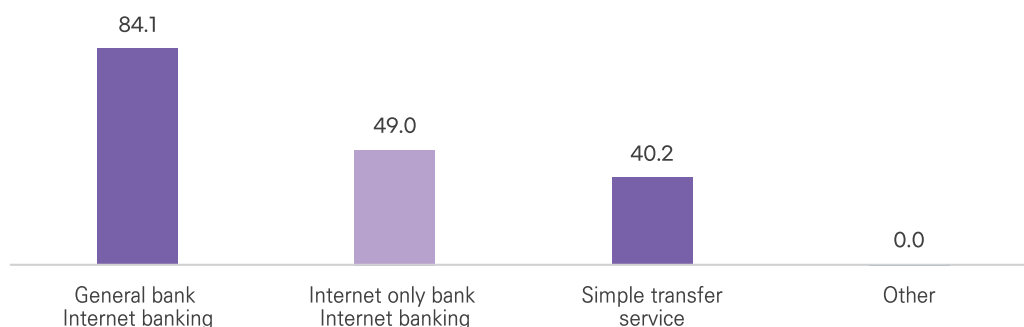


• Internet Banking Service Frequently Used for Transfer

The Internet banking service Frequently Used for money transfer is 'General bank Internet banking' (84.1%)

The online banking service most Frequently Used for money transfer by Internet banking service users aged 12 years or older was 'General bank Internet banking' (84.1%), followed by 'Internet only bank, Internet banking' (49.0%), and 'Simple transfer service' (40.2%).

Figure 35 | Internet banking service Frequently Used for money transfer (2 responses, %, based on Internet banking users aged 12 or older)



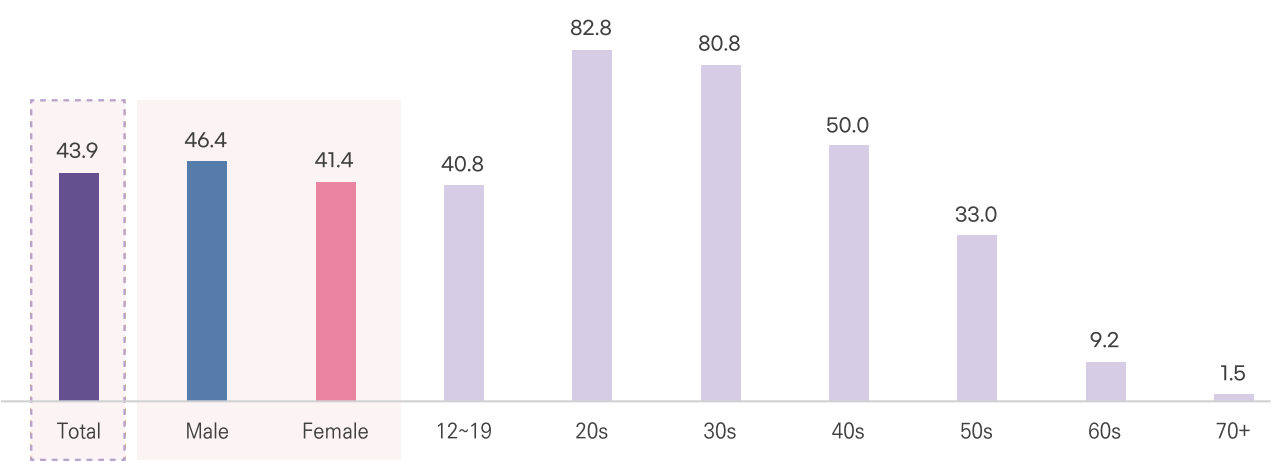
7. 'New' Internet 'Technology'

• Cloud Service Usage Rate

The cloud service usage rate of Internet users aged 12 or older is 43.9%

Among Internet users aged 12 or older, 43.9% reported having used cloud services within the past year. By age group, the usage rate is the highest for those in their '20s' at 82.8%, followed by '30s' (80.8%) and '40s' (50.0%).

Figure 36 | Cloud service usage rate by gender/age group (% , based on Internet users aged 12 or older)

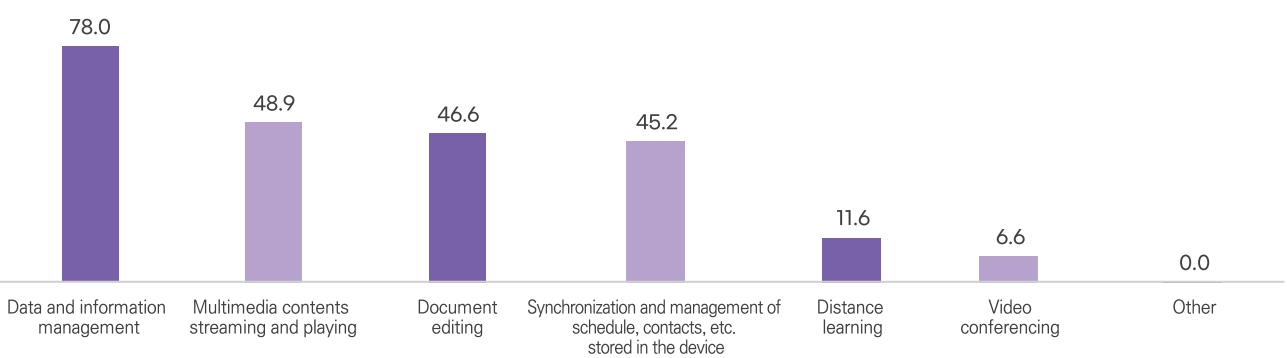


• Purpose of Using a Cloud Service

The main purpose of using the cloud service is 'Data and information management' (78.0%)

Among cloud service users aged 12 or older, the most common purpose of use was 'Data and information management' (78.0%), followed by 'Multimedia contents streaming and playing' (48.9%), 'Document editing' (46.6%), 'Synchronization and management of schedule and contacts stored in the device' (45.2%), etc.

Figure 37 | Purpose of using a cloud service (multiple responses, % , based on cloud service users aged 12 or older)

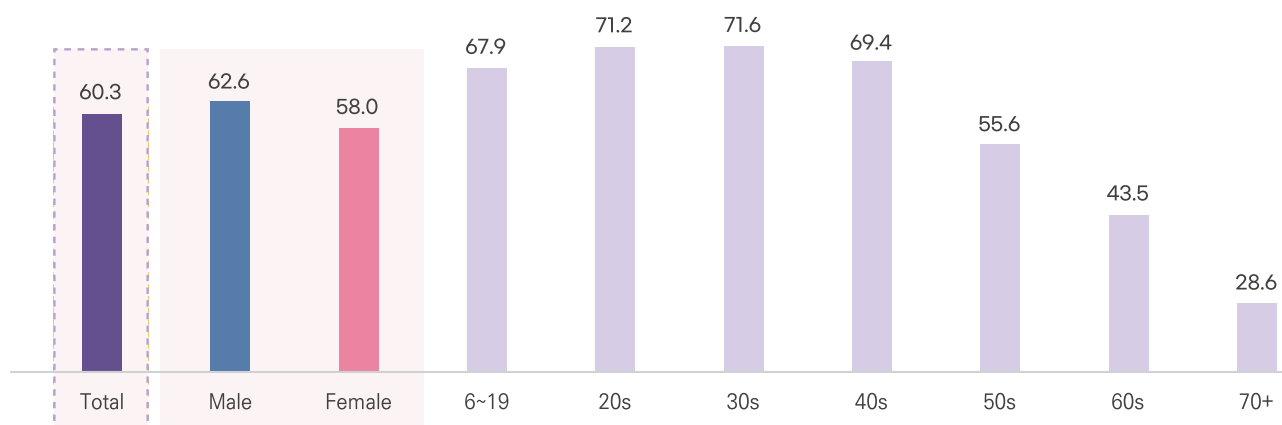


• AI Service Experience Rate

AI service experience rate of the population aged 6 or older is 60.3%

As of July 2024, the AI service experience rate was 60.3%, meaning that 6 out of 10 people have experienced AI services. By age group, the experience rate was highest in the '30s' (71.6%), '20s' (71.2%), '40s' (69.4%), and ages '6-19' (67.9%).

Figure 38 | AI service experience rate by gender/age group (% , based on the population aged 6 or older)

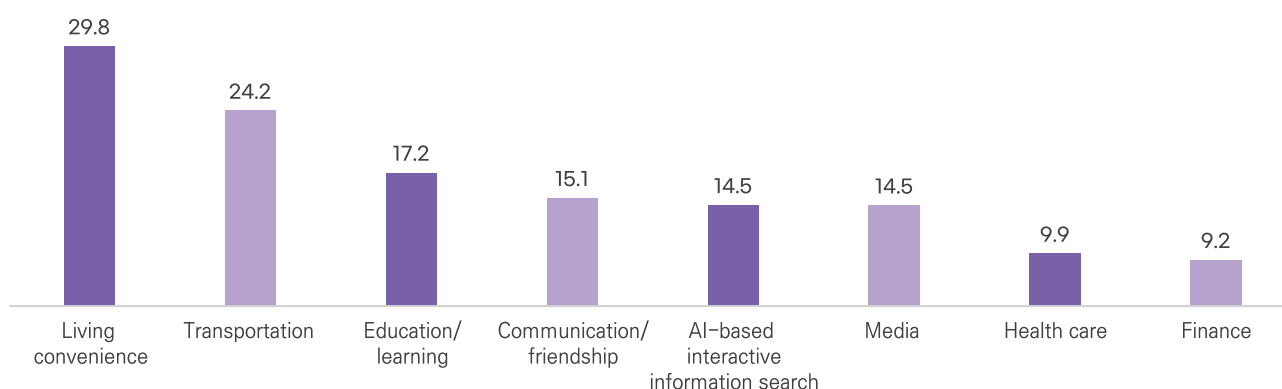


• AI Service Use Experienced Area

The field in which AI services are most widely used is 'Living convenience' (29.8%)

Looking at the fields where AI services are mainly experienced, 'Living convenience' was the highest at 29.8%, followed by 'Transportation' (24.2%), 'Education/learning' (17.2%), 'Communication/friendship' (15.1%), etc.

Figure 39 | AI service use experience area (multiple responses, %, based on the population aged 6 or older)



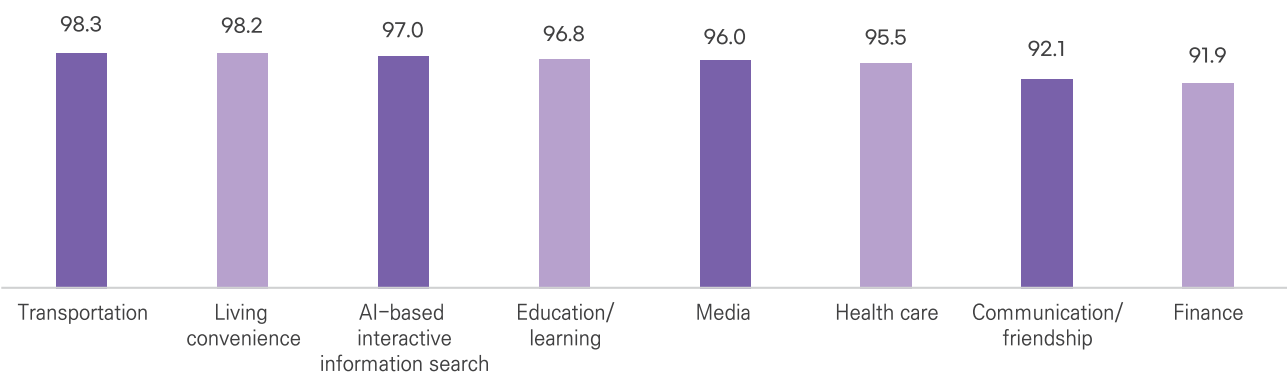
Part.3 Summary

• Level of AI Service Helpfulness

The field in which AI services were most helpful was ‘Transportation’ (98.3%)

As for the actual level of help for each service among those aged 6 or older who have experienced AI services, ‘Transportation’ was the highest at 98.3%, followed by ‘Living convenience’ (98.2%), ‘AI-based interactive information search’ (97.0%), ‘Education/learning’ (96.8%), ‘Media’ (96.0%), etc. All categories received over 90% positive feedback, indicating a high level of satisfaction across AI services.

Figure 40 | Level of help by AI service (Helpful + Very helpful) (% , based on aged 6 or older with experience in AI services)

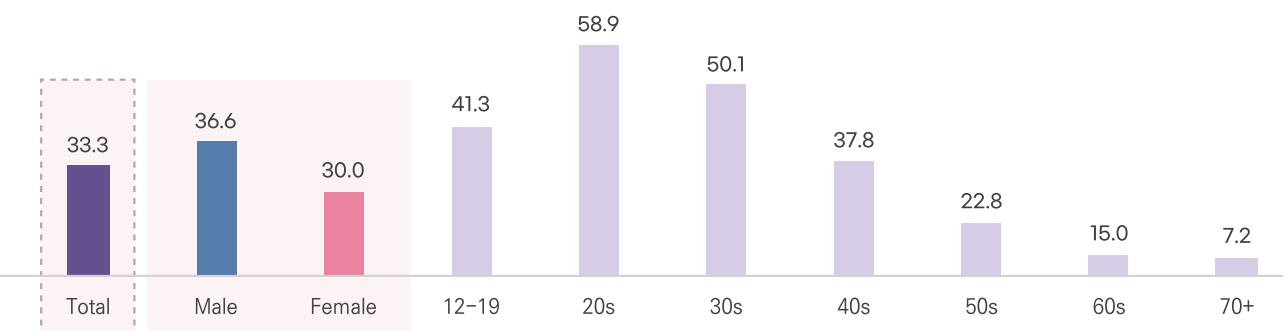


• Generative AI Service Experience Rate

33.3% of Internet users aged 12 or older have experienced generative AI services

As of July 2024, 33.3% of Internet users aged 12 or older have experienced generative AI services. By age group, the experience rates were in the order of the ‘20s’ (58.9%), ‘30s’ (50.1%), ‘12–19’ (41.3%), and ‘40s’ (37.8%).

Figure 41 | Generative AI service experience rate by gender/age group (% , based on Internet users aged 12 or older)

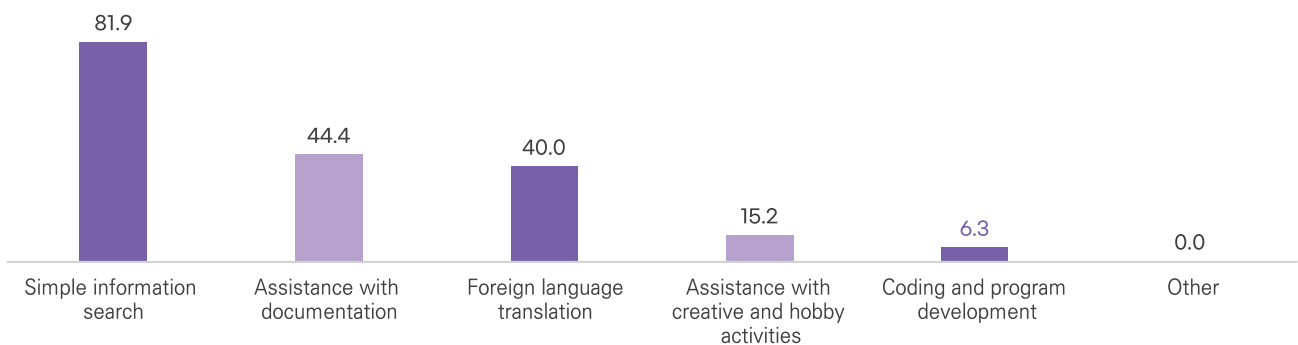


• Generative AI Service Experience Area

The main field of experience of those with generative AI service was found to be 'Simple information search' (81.9%)

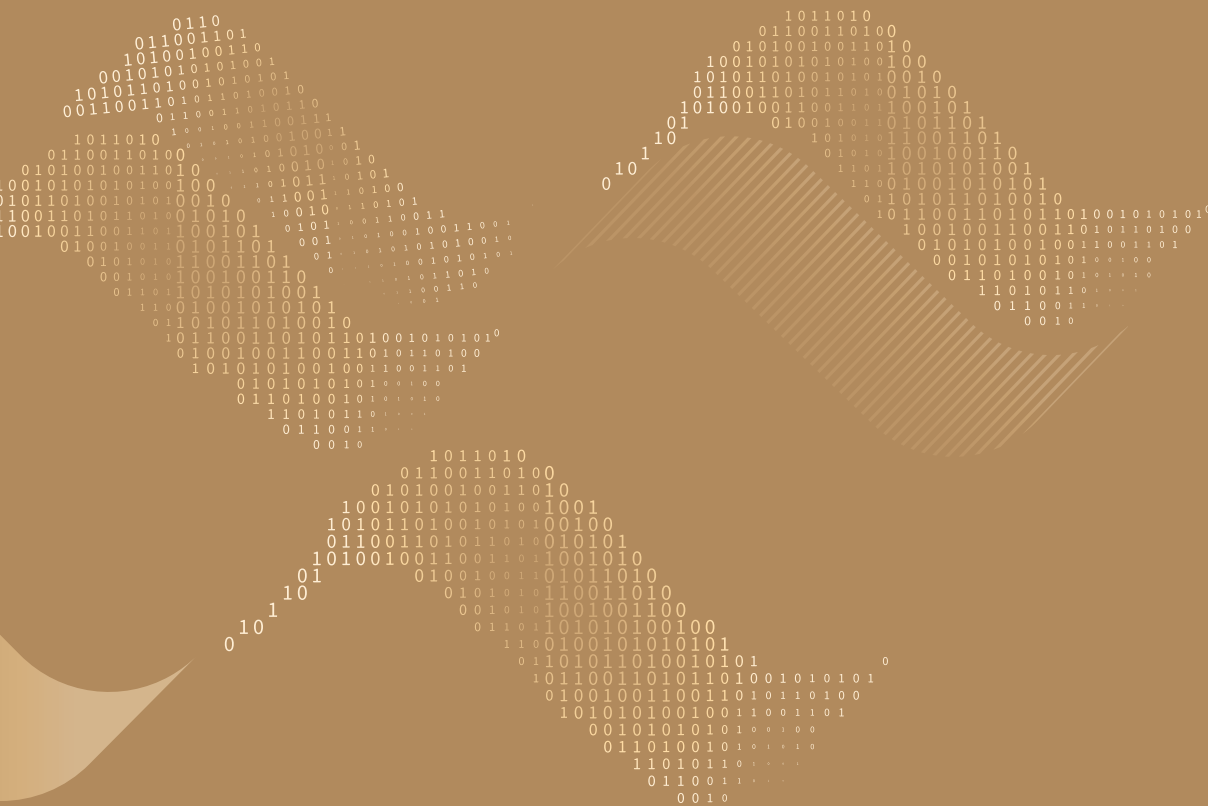
The main experience field of those with experience in generative AI services was 'Simple information search' (81.9%), followed by 'Assistance with documentation' (44.4%), 'Foreign language translation' (40.0%), and 'Assistance with creative and hobby' (15.2%), 'Coding and program development' (6.3%), etc.

Figure 42 | Generative AI service experience area (multiple responses, %, based on people aged 12 or older with generative AI service experience)



Part 04

2024 Survey on the Internet Usage



I. Survey Overview



01. Survey Objective
02. Survey History
03. Content and Scope of the Survey
04. Key Terms and Definitions
05. Survey System
06. Sample Design
07. Fieldwork
08. Data Entry and Processing
09. Estimation and Sampling Error
10. Publication and Use of Statistics
11. Population Distribution
12. Sample Status
13. Survey Contents

Part.4 I. Survey Overview

1. Survey Objective

As Internet spreads rapidly throughout society, it is becoming more important to examine the specific Internet use patterns and Internet use in everyday life, as well as the social impact of the Internet, in addition to the quantitative growth of the Internet Usage rate and the number of users.

This survey aims to examine the rapidly changing Internet use environment and pattern changes to provide statistics that can be utilized in various fields like government policy and business strategy establishment, academic research, etc.

Specific objectives of this survey are as follows:

- Quantitative measurement of Internet users and usage rates in Korea
- Providing basic data to calculate the ICT statistical index and the international index of international organization
- Analyzing the Internet usage environment in households like ICT device ownership, Internet access, etc.
- Understanding the Internet use patterns for time, place, method, purpose, etc.
- Analyzing the Internet use in daily life and the impact of the Internet
- Future intention for using the Internet

2. Survey History

▶ October 1999

Conducted the “Study on Estimating the Number of Internet Users in Korea and Verifying Statistical Techniques” that targeted 1,403 households nationwide (3,445 persons from the population aged 7 or older)

– Internet user is defined as ‘someone that uses the Internet once or more a month on average’

▶ March 2000

Conducted the “Study on Estimating the Number of Internet Users for the First Half of 2020 and Verifying and Improving Statistical Techniques” that targeted 2,623 households nationwide (8,491 persons from the population aged 7 or older)

▶ August 2000 – December 2000

Conducted the “Survey On the Number of Internet Users and Internet Usage Behavior”

- Established a survey panel that targeted about 3,500 households nationwide (about 10,000 persons from the population aged 7 or older)
- Changed the survey method to a telephone survey after establishing the survey panel in August 2000 (interview survey) (However, interview survey was carried out in parallel for new samples)

▶ March 2001 – December 2001

Conducted the “Survey On the Number of Internet Users and Internet Usage Behavior”

- Conducted telephone surveys that targeted identical survey panel households four times annually (March, June, September, December)

▶ June 2002 – December 2002

Changed the survey title to “Survey on Internet Users and Internet Usage Behavior”

- Expanded the survey target to household members aged 6 or older
- Changed the survey interval to two times annually (June, December)

▶ June 2003 – June 2004

Changed the survey title to “Survey on Informatization” and had it designated as Official Government Statistics (Designated Statistics No. 12005)

- Redesignated the samples based on 10% sample Enumeration Districts in the “2000 Population and Housing Census”
- Conducted a home visit interview survey that targeted 7,000 households nationwide (about 18,000 persons)

▶ December 2004

Changed the definition of the Internet User

- Changed the definition of the Internet user to ‘someone who has used the Internet at least once within the last month’
- Also included the wireless Internet users who get access through the mobile communication network as Internet users

▶ December 2006 – December 2007

Revised the samples and expanded the sample size

- Redesignated the samples based on the 90% Enumeration Districts excluding the ‘10% sample ED’ used by Statistics Korea among the EDs in the “2005 Population and Housing Census”
- Conducted a survey by targeting 10,000 households nationwide (about 25,000 persons)
- Expanded the survey target to household members aged 3 or older

▶ June 2008

Changed the survey title to “Survey on the Internet Usage” and expanded the sample size

- Conducted a survey by targeting 17,000 households nationwide (about 42,000 persons)
- Changed the survey interval (once annually), and the survey period (2 months)

▶ May 2009 – May 2010

Expanded the sample size and changed the survey reference date

- Conducted a survey by targeting 30,000 households nationwide (about 73,000 persons)
- Changed the survey reference date (May 1, 00:00) and the survey period (2.5 months)

▶ July 2011

Changed the survey reference date (July 1, 00:00)

Part.4 I. Survey Overview

▶ July 2012

Revised the samples

- Redesigned the samples based on the ‘Household+Housing’ DB of Statistics Korea among the results of the “2010 Population and Housing Census”
- The sample size and the reference date were not changed

▶ July 2014

Reduced the sample size

- Reduced those targeted from 30,000 to 25,000 households nationwide (about 65,000 persons)
- While maintaining the 3,000 EDs intact, the number of households per ED was reduced to 8~9

▶ July 2016

After discontinuing the ‘Survey on the Mobile Internet Usage (General Statistics No. 329002), major questions were incorporated

▶ July 2018

Revised the samples

- Changed the sampling frame based on the general ED (1, A) of the 2% Household Housing Item in the “2015 Population and Housing Census” of Statistics Korea and the household register of the corresponding ED

▶ July 2019

Revised the samples

- Changed the sampling frame based on the microdata in the “2017 Register-based Census” from MDIS of Statistics Korea

▶ July 2020

Revised the samples

- Changed the sampling frame based on the microdata in the “2018 Register-based Census” from MDIS of Statistics Korea

▶ July 2021

Revised the samples

- Changed the sampling frame based on the microdata in the “2019 Register-based Census” from MDIS of Statistics Korea

▶ July 2022

Revised the samples

- Changed the sampling frame based on the microdata in the “2020 Register-based Census” from MDIS of Statistics Korea

► July 2023

Revised the samples

- Changed the sampling frame based on '2021 Registration Census' microdata in Statistics Korea's MDIS
- In sampling, established the detailed stratification in Seoul and Gyeonggi-do by reflecting the overall population size and regional differences

* Seoul Metropolitan City: 4 regions

Northwest – Jongno-gu, Jung-gu, Yongsan-gu, Eunpyeong-gu, Seodaemun-gu, and Mapo-gu

Northeast – Seongdong-gu, Gwangjin-gu, Dongdaemun-gu, Jungnang-gu, Seongbuk-gu, Gangbuk-gu, Dobong-gu, and Nowon-gu

Southwest – Yangcheon-gu, Gangseo-gu, Guro-gu, Geumcheon-gu, Yeongdeungpo-gu, Dongjak-gu, and Gwanak-gu

Southeast – Seocho-gu, Gangnam-gu, Songpa-gu, and Gangdong-gu

* Gyeonggi-do: 3 regions

North – Yeoncheon-gun, Gapyeong-gun, Yangpyeong-gun, Dongducheon-si, Paju-si, Gimpo-si, Yangju-si, and Pocheon-si

Central – Gwacheon-si, Guri-si, Namyangju-si, Siheung-si, Gunpo-si, Uiwang-si, Hanam-si, Gwangmyeong-si, Gwangju-si, Bucheon-si, Uijeongbu-si, Yeosu-si, Goyang-si, Anyang-si, Ansan-si, and Seongnam-si

South – Anseong-si, Osan-si, Pyeongtaek-si, Icheon-si, Hwaseong-si, Yongin-si, and Suwon-si

► July 2024

Revised the samples

- Changed the sampling frame based on '2022 Registration Census' microdata in Statistics Korea's MDIS
- In sampling, established the detailed stratification in Seoul and Gyeonggi-do by reflecting the overall population size and regional differences

* Seoul Metropolitan City: 4 regions

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Southwest – Yangcheon-gu, Gangseo-gu, Guro-gu, Geumcheon-gu, Yeongdeungpo-gu, Dongjak-gu, and Gwanak-gu

Southeast – Seocho-gu, Gangnam-gu, Songpa-gu, and Gangdong-gu

* Gyeonggi-do: 3 regions

North – Yeoncheon-gun, Gapyeong-gun, Dongducheon-si, Paju-si, Yangju-si, and Pocheon-si

Central – Gimpo-si, Gwacheon-si, Guri-si, Namyangju-si, Yangpyeong-gun, Siheung-si, Gunpo-si, Uiwang-si, Hanam-si, Gwangmyeong-si, Bucheon-si, Uijeongbu-si, Yeosu-si, Goyang-si, Anyang-si, Ansan-si, and Seongnam-si

South – Anseong-si, Osan-si, Pyeongtaek-si, Gwangju-si, Icheon-si, Hwaseong-si, Yongin-si, and Suwon-si

Research Methods

- Introduction of TAPI (Tablet PC Aided Personal Interview)

Part.4 I. Survey Overview

3. Content and Scope of the Survey

This survey was designed to understand the current status and patterns of Internet use, the Internet environment of households, the current status of Internet use in daily life, and the social impact of the Internet. It was also designed to predict future trends through time series analysis with past survey results.

Major contents of this survey are as follows:

- Calculation and time series analysis of the number of Internet users and the usage rate
- Calculation of the number of mobile Internet and smartphone Internet users and the usage rate
- Internet usage status by gender, age, education, occupation, region, etc.
- Internet usage pattern like Internet use time, frequency, place, purpose, etc.
- Internet usage environment like ICT device ownership, household Internet access, etc.
- Internet communication status like email, instant messenger, SNS, etc.
- Internet economic activity status like Online Shopping, Internet banking, etc.
- Media use status via online for TV, newspaper, radio, magazine, book, etc.
- Analysis of reasons for not using the Internet and future intentions of use

4. Key Terms and Definitions

- **Internet Access Rate**

Ratio of households that can access the Internet through the wired Internet, wireless LAN, mobile Internet, etc. among all households, regardless of actual use

- **Computer Ownership Rate**

Ratio of households that own a computer like a desktop PC, a laptop, a smart pad, etc. among all households, regardless of actual use

- **Internet User (Usage Rate)**

(Ratio of) persons in the population aged 3 or older who have used the Internet within the last month

- **Mobile Internet User (Usage Rate)**

(Ratio of) Internet users who have used the Internet within the last month via a mobile device that can connect to the Internet wirelessly, like a mobile phone, a smartphone, a smart pad, a wearable device, etc.

- **Smartphone User (Usage Rate)**

(Ratio of) Internet users who have used the Internet via a smartphone within the last month

- **Wearable Device**

A device that is worn on the body in the form of a watch, glasses, apparel, etc., collects information of the surrounding environment and changes in the body in real time, and shares and utilizes this information through the Internet

- Wearable Device User (Usage Rate): (Ratio of) Internet users aged 12 or older who own a wearable device and have used it within the last year

- **Instant Messenger**

A service that enables individuals to send and receive data like messages, photos, etc. online by using a computer, a smartphone, etc. in real time

- Instant Messenger User (Usage Rate): (Ratio of) Internet users aged 6 or older who have used an instant messenger within the last year

- **SNS (Social Networking Service)**

An activity for sharing communication and information by reinforcing personal relationships with acquaintances like friends, colleagues, etc. or by forming a new personal network on the Internet, and also includes the act of simply perusing or observing contents posted by others

- SNS User (Usage Rate): (Ratio of) Internet users aged 6 or older who have used SNS within the last year

- **Email User (Usage Rate)**

(Ratio of) Internet users aged 6 or older who have used email within the last year

- **Online Shopping**

Purchasing products and services on various web/mobile-based shopping mall sites, including purchases of gifticons, paid applications, contents, etc.

- Online Shopping User (Usage Rate): (Ratio of) Internet users aged 12 or older who have used Online Shopping within the last year

- **Internet Banking**

Includes all bank transaction activities like savings, transfer, investment, asset management, etc., and also includes mobile banking services that use mobile applications that are provided by each financial institution

- Internet Banking User (Usage Rate): (Ratio of) Internet users aged 12 or older who have used Internet banking within the last year

- **Cloud Service**

A service that saves media files (photos, music, etc.) and personal files (documents, address book, etc.) in a web server rather than in an external storage. Stored files can be downloaded to a PC, a smartphone, etc. to carry out desired operations like editing, etc.

- Cloud Service User (Usage Rate): (Ratio of) Internet users aged 12 or older who have used cloud service within the last year

Part.4 I. Survey Overview

- **Video Service**

A service that provides media contents like broadcast programs, movies, one-person media, etc. through the Internet

- Video Service User (Usage Rate): (Ratio of) Internet users aged 3 or older who have used a video service within the last month

- **Artificial Intelligence Service**

A service that provides convenience in each industry and life area by utilizing artificial intelligence technology

- Example: Voice and biometrics recognition service, individually customized recommendation service, smart home appliance, autonomous vehicles, etc.
- (Ratio of) Persons with experience in artificial intelligence services (rate): (Ratio of) persons who have experienced artificial intelligence services within the last 1 year among the population aged 6 or older

- **Generative AI service**

Artificial intelligence technology to creates new content based on learning with existing content such as text, images, and audio

- Examples: Conversational AI chatbot, multimodal-based image creation AI, etc.
- (Ratio of) persons with generative AI service experience: (Ratio) of persons who have experienced generative AI service within the past 1 year among Internet users aged 12 or older

5. Survey System

- **Survey Target**

: 25,000 households nationwide and household members aged 3 or older who reside in the household

- **Number of Valid Respondents**

: 25,509 households and 60,229 household members aged 3 or older

- **Survey Interval**

: Once a year

- **Survey Period**

: Sep. 23 ~ Nov. 22, 2024 (2 months)

- **Survey Method**

: Home visit interview survey

- **Survey Agency**

- Supervising Organization: Ministry of Science and ICT
- Main Organization: National Information Society Agency
- Execution Organization : Gallup Korea Research Institute

- **Legal Basis**

- Article 18 of the Statistics Act (Approval for Production of Statistics)
- Article 12 (Establishment of the National Information Society Agency), and Article 66 (Indicator Surveys) of the Framework Act on Intelligence Informatization

Part.4 I. Survey Overview

6. Sample Design

A. Population

- **Target Population**

: Households nationwide and population aged 3 or older residing in household

- **Survey Population**

: As of July 1, 2024, households nationwide and household members aged 3 years or older residing in the household

- Household: A living unit in which one or more people live together and engage in activities such as eating and sleeping
- Household member: All members of the household who live together in the same household, regardless of family relationship

- **Group facility households like dormitories, special social facilities, etc. and household members who are absent for a long period of time due to military service, maintaining residence in other regions, International, etc. are excluded from the survey, and specific survey exclusion targets are as follows:**

: Residents of dormitories in schools, factories, hospitals, etc., residents of special social facilities like senior homes, orphanages, specialized hospitals, etc., military servicemen, inmates of prisons, juvenile reformatories, forensic psychiatry institutes, etc., long-term International business travelers and visitors, foreigners, etc.

B. Sample Size and Sampling Method

- **Sample Size: 25,000 households**

- **Sampling Unit and Sampling Frame**

- Final Sampling Unit: Households nationwide
 - Primary Sampling Unit: Enumeration Districts (ED) in each region, Dong/Eup and Myeon, and housing type
 - Secondary Sampling Unit: Households in each ED
- Sampling Frame: Used the microdata in the “2022 Register-based Census” from MDIS of Statistics Korea

- **Sampling Method**

: Stratified Multi-Stage Cluster Sampling

$$n_h = 25,000 * \frac{\sqrt{(NHH_h)}}{\sum_{h=1}^{17} \sqrt{(NHH_h)}}$$

- n_h is the number of households allocated to city/province h via square root

- NHH_h is the number of parent group households in region h (number of estimated households in 2024)

- **Household Stratification and Sample Allocation**

- After stratifying the country into 17 cities and provinces, the target number of households (25,000 households) were proportionally allocated to the square root based on the number of households (2022 Registration Census) in each city and province
 - ※ When allocating proportionally for each city and province, square root proportional allocation was used since there was a large possibility that a problem in representativeness of sample households may occur due to the fact that a large number of sample households will be allocated to Seoul and Gyeonggi while the number of households allocated to areas such as Sejong, Jeju and Ulsan will be small if proportional allocation is carried out for each city and province
 - **Secondary:** To reflect the increasing trend of single-person households, after 17 cities and provinces were stratified into single-person households and multi-person households (2022 Registration Census), the households were allocated proportionally via square root
 - **Tertiary:** After 17 cities and provinces were stratified into Dong/Eup and Myeon, and the second allocation target households are allocated in proportion to the number of households in each Dong/Eup and Myeon (2022 Registration Census)
 - **Quaternary:** The allocated target households for each of the 17 cities and provinces, each number of household members, and each Dong/Eup and Myeon were converted into the number of Enumeration Districts (ED), and the required number of survey districts was calculated for each region based on an average of 8.33 households per survey district.
- **Sampling**
 - ED Sampling: For sampling the standard ED for each Dong/Eup and Myeon in each cluster in each region, systematic sampling was carried out by utilizing PROC SURVEYSELECT in SAS.
 - Household Sampling: Systematic sampling of sample households was conducted using the household registers of each ED from which the sample was drawn (8–9 households per ED, 8.33 households on average).
 - Household Member Sampling: All household members aged 3 or older in the sampled households were surveyed.

Part.4 I. Survey Overview

7. Fieldwork

A. Fieldwork Overview

- **Survey Period**
: Sep. 23 ~ Nov. 22, 2024
- **Survey Reference Date**
: July 1, 2024
- **Survey Interval**
: 1 year
- **Survey Target**
: Households selected as sample and all members aged 3 or older residing in the household
– However, military servicemen, long-term business travelers and visitors, dormitory residents, inmates, etc. are excluded
- **Survey Method**
: Home visit interview survey in which trained interviewers visit the sample households and record the responses to the questionnaire
- **Survey Procedure**
: Home visit interview survey by the interviewer ⇒ Management and control by the supervisor in each region ⇒ Questionnaire aggregation ⇒ Supplementary survey and re-survey ⇒ Final data verification

B. Sample Management

- **Enumeration District (ED) Management**
– In principle, the survey is conducted on EDs sampled in advance. If the survey cannot be conducted due to redevelopment, natural disaster, etc., the ED within the same cluster closest to the ED in question is used as a substitute survey target.
- **Household Management**
– In principle, the survey is conducted targeting EDs sampled in advance. If the survey cannot be conducted due to long-term absence of household members, strong refusal to respond, etc., the survey is replaced with a preliminary sample (replacement households) of equivalent EDs sampled with the same household characteristics as the original household characteristics sampled in the first survey.

8. Data Entry and Processing

A. Data Verification and Substitution

- **Data Verification during the Fieldwork Process**

- The field supervisor in each region randomly selects at least 30% of the returned questionnaires and conduct a phone call to confirm whether the interviewer visited and the accuracy of the responses.
- The questionnaires that have passed the fieldwork supervisor's primary verification are verified for the second time by a computer program during the editing and entry process.
- The entered data is verified for the third time by an internal validation program during the data processing step.
- For questionnaires that failed each validation step, supplementary survey and re-survey are conducted.

- **Data Verification during the Analysis Process**

- Time-series comparison and verification is carried out on the average value for each identical group (gender, age, region, education, occupation, household income, etc.) and the result or previous surveys.

- **Non-response Processing Method**

- In case a unit non-response, revisit the relevant household at least 3 times or more to collect the response. When unavoidable, replace the household according to the sample substitution standard and eliminate the unit non-response.
- During field surveys, the occurrence of non-response to items must be minimized. When unavoidable, process 'Do not know/no response' as 'Other'.
- Non-response to respondent characteristics (education, occupation, household income, etc.) is not corrected.

B. Data Entry and Analysis

- **The collected data is entered into the computer through an encoding process, and the data that has finally passed the multilevel verification process is analyzed by using SPSS for Windows (statistical package program).**

- Information that can identify individuals like name, address, and phone number are encoded into a serial number or excluded during data entry.

- **Analysis Unit: Household and Household Member**

- Household Independent Variables: Age of the householder, household income and region
- Household Member Independent Variables: Gender, age, gender x age, education level, occupation, household income, size of region and region

- **In order to estimate Internet usage rates, usage rates by gender, age, and region were calculated after estimating the number of Internet users. For usage rate by occupation and by education level, for which there is no population information, the usage rate was calculated without estimating the number of Internet users.**

9. Estimation and Sampling Error

A. Estimation

- Estimates for Household Members

$$\hat{p}_{nationwide} = \sum_{area = 1}^{17} \sum_{sex = 0}^1 \sum_{age = 3 \sim 9}^{70+} w_{area,sex,age} \hat{p}_{area,sex,age}$$
$$\hat{Var}(\hat{p}_{nationwide}) = \sum_{area = 1}^{17} \sum_{sex = 0}^1 \sum_{age = 3 \sim 9}^{70+} w_{area,sex,age}^2 \hat{Var}(\hat{p}_{area,sex,age}) \Big\}$$
$$\hat{Var}(\hat{p}_{area,sex,age}) = \frac{N_{area,sex,age} - n_{area,sex,age}}{N_{area,sex,age}} * \frac{\hat{p}_{area,sex,age} * (1 - \hat{p}_{area,sex,age})}{n_{area,sex,age} - 1}$$

area	17 cities and provinces
sex	Male(1), Female(0)
age	Household member age: 3–9, 10s, 20s, 30s, 40s, 50s, 60s, 70+
$\hat{p}_{nationwide}$	Nationwide estimate
$N_{area,sex,age}$	Population size by region, sex, age
$n_{area,sex,age}$	Sample size by region, sex, age
$w_{area,sex,age}$	Weight by region, sex and age, $w_{area,sex,age} = \frac{N_{area,sex,age}}{n_{area,sex,age}}$
$\hat{p}_{area,sex,age}$	Estimate for specific region, sex, age

• Household Estimate

$$\hat{p}_{nationwide} = \sum_{area=1}^{17} \sum_{age=20s}^{60+} w_{area,age} \hat{p}_{area,age}$$

$$\hat{Var}(\hat{p}_{nationwide}) = \sum_{area=1}^{17} \sum_{age=20s}^{60+} w_{area,age}^2 \hat{Var}(\hat{p}_{area,age})$$

$$\hat{Var}(\hat{p}_{area,age}) = \frac{N_{area,age} - n_{area,age}}{N_{area,age}} * \frac{\hat{p}_{area,age} * (1 - \hat{p}_{area,age})}{n_{area,age} - 1}$$

area	17 cities and provinces
age	Householder age 20s, 30s, 40s, 50s and 60+
$\hat{p}_{nationwide}$	Nationwide household estimate
$N_{area,age}$	Population size by region, householder age
$n_{area,age}$	Sample size by region, householder age
$w_{area,age}$	Weight by region and householder age, $w_{area,age} = \frac{N_{area,age}}{n_{area,age}}$
$\hat{p}_{area,age}$	Estimate for the age group of householders in a specific region

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B. Sampling Error and Confidence Interval

- Sampling error and confidence interval value at 95% confidence level for the nationwide estimate

$$\pm 1.96^* \sqrt{\widehat{Var}(\hat{p}_{nationwide})}, \hat{p}_{nationwide} \pm 1.96^* \sqrt{\widehat{Var}(\hat{p}_{nationwide})}$$

Table 1-1 | Sampling error and estimation result for the Internet Usage rate and number of users of the population aged 3 or older

Internet Usage Rate Sampling Error	±0.18%p (95% Confidence Level)
Internet Usage Rate Estimation Result	94.5% ±0.18%p
Sampling Error for the Number of Internet Users	±93 thousand persons (95% Confidence Level)
Estimation Result for the Number of Internet Users	48,189 thousand persons ±93 thousand persons

Table 1-2 | Sampling error and estimation result of the household Internet access rate

Internet Access Rate Sampling Error	±0.02%p (95% Confidence Level)
Internet Access Rate Estimation Result	99.97% ±0.02%p

10. Publication and Use of Statistics

- “2024 Survey on the Internet Usage” report is posted through National Information Society Agency > Knowledge Information > Statistics and Survey > Survey on the Internet Usage (www.nia.or.kr)
- This statistical data is utilized by government organizations and research institutes like Statistics Korea, NIA, etc. as survey population data, and used as reference in major social indicator reports by local governments.
- In addition, a separate data file is prepared and provided to international organizations and agencies like UN, OECD, ITU, WEF, etc. to be utilized as data for comparison between each nation.

Table 1-3 Preparation standard for statistics submitted to international organizations

	Announced in Korea	Submitted to OECD	Submitted to ITU
Target Age	3 or older	16 ~ 74	16 ~ 74
Target Period	Used within the last month	Used within the last 3 months	Used within the last 3 months

※ The target period differs according to the indicators.

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Table 1-4 | Main details of statistics submitted to international organizations

Area	Main Details		2023	2024	Variation	Remarks
Internet Use Environment	Household Internet Access Rate		99.97%	99.97%	–	OECD/ITU
	Household Computer Ownership Rate		78.1%	77.2%	–0.9%p	OECD/ITU
	Household Smartphone Ownership Rate		97.3%	98.9%	1.6%p	OECD/ITU
Computer/ Mobile Phone	Computer Usage Rate		75.1%	75.3%	0.2%p	OECD/ITU
	Mobile Phone Usage Rate		98.5%	99.1%	0.6%p	ITU
Internet Use	Internet Usage Rate		94.0%	94.5%	0.5%p	OECD/ITU
	Internet Use Frequency (Use once or more a day)		93.9%	90.5%	–3.4%p	OECD
	Internet Use Time		20.8 hours	20.5 hours	–0.3 hours	OECD/ITU
	Access Method	Wired Internet	70.8%	68.1%	–2.7%p	OECD
		Wireless Internet	99.8%	99.8%	–	
	Internet Use Location (Top 3)		2023: Home(97.9%), While Moving(97.7%), Commercial Facility(60.0%)			OECD/ITU
			2024: While Moving(97.4%), Home(95.4%), Commercial Facility(59.7%)			
	Purpose of Internet Use	Communication	97.2%	97.7%	0.5%p	OECD/ITU
		Data/Information Acquisition	96.1%	95.9%	–0.2%p	
		Leisure Activity	96.9%	95.1%	–1.8%p	
		Homepage, etc. Management	60.8%	59.1%	–1.7%p	
		Education/Learning	57.9%	55.5%	–2.4%p	
		Occupation/Workplace	24.6%	31.6%	7.0%p	
		Other	77.2%	81.7%	4.5%p	
	Internet Media Use Activity		2023: Newspaper(93.7%), Movie(83.7%), TV(68.9%)			OECD/ITU
			2024: Newspaper(92.5%), Movie(85.5%), TV(67.8%)			
Internet Service	Email Usage Rate		59.9%	56.8%	–3.1%p	OECD/ITU
	SNS	Usage Rate	66.4%	65.2%	–1.2%p	OECD/ITU
		Usage Frequency	20.2times	27.4times	7.2times	OECD
		Use Time	75.7min.	71.1min.	–4.6min.	
	Internet Shopping	Usage Rate	75.0%	78.6%	3.6%p	OECD/ITU
		Purchase Frequency	5.7 times	5.7 times	–	OECD
		Average Monthly Purchase Amount	KRW 186,982	KRW 204,102	KRW 17,120	OECD
		Payment Method	2023: Credit Card(75.2%), Simple Payment(49.0%)			OECD
			2024: Credit Card(69.9%), Simple Payment(53.1%)			
		Purchased Item (Top 3)	2023: Apparel, Shoes, etc(86.0%), Groceries/Food(58.6%), Household Goods, Kitchenware(50.2%)			OECD
			2024: Apparel, Shoes, etc(81.6%), Groceries/Food(54.6%), Household Goods, Kitchenware(52.1%)			
	Internet Banking Usage Rate		77.8%	80.7%	2.9%p	OECD/ITU
	Cloud Service Usage Rate		39.3%	42.1%	2.8%p	OECD/ITU

※ The above figures are based on the domestic publication. When submitting to an international organization (OECD, ITU), the statistics are recalculated according to the presentation base for each index.

11. Population Distribution

The households subject to this survey consist of households and household members. Looking at the survey population of households subject to the survey by Dong/Eup and Myeon in each region, there are 22,267,713 households as shown in <Table 1-5> below. The number of single households is 7,749,498 which accounts for 34.8% of all households, and the number of multiple-person households is 14,518,215.

Table 1-5 Household distribution by dong/eup/myeon and region²⁾

Region (Dong/Eup/Myeon)	Population		
	Total Households Single	Person Households Multiple	Person Households
Seoul Special Metropolitan City	4,240,269	1,645,834	2,594,435
Busan Metropolitan City	1,460,371	518,928	941,443
Dong	1,388,650	497,393	891,257
Eup/Myeon	71,721	21,535	50,186
Daegu Metropolitan City	1,021,540	348,153	673,387
Dong	914,648	317,678	596,970
Eup/Myeon	106,892	30,475	76,417
	1,238,487	386,424	852,063
Dong	1,205,885	375,752	830,133
Eup/Myeon	32,602	10,672	21,930
Gwangju Metropolitan City	632,638	226,397	406,241
Daejeon Metropolitan City	654,738	254,373	400,365
Ulsan Metropolitan City	461,657	140,767	320,890
Dong	368,845	112,065	256,780
Eup/Myeon	92,812	28,702	64,110
Sejong Special Self-Governing City	155,693	51,436	104,257
Dong	108,260	28,315	79,945
Eup/Myeon	47,433	23,121	24,312
Gyeonggi Province	5,593,994	1,715,061	3,878,933
Dong	4,688,246	1,413,952	3,274,294
Eup/Myeon	905,748	301,109	604,639
Gangwon Province	690,905	257,649	433,256
Dong	415,614	155,061	260,553
Eup/Myeon	275,291	102,588	172,703
Chungbuk Province	720,748	268,390	452,358
Dong	411,906	149,907	261,999
Eup/Myeon	308,842	118,483	190,359
Chungnam Province	960,024	353,850	606,174
Dong	443,409	162,146	281,263
Eup/Myeon	516,615	191,704	324,911
Jeonbuk Province	788,090	290,653	497,437
Dong	556,286	203,447	352,839
Eup/Myeon	231,804	87,206	144,598
Jeonnam Province	772,648	278,909	493,739
Dong	333,285	114,381	218,904
Eup/Myeon	439,363	164,528	274,835
Gyeongbuk Province	1,183,334	439,464	743,870
Dong	612,201	221,550	390,651
Eup/Myeon	571,133	217,914	353,219
Gyeongnam Province	1,411,610	478,335	933,275
Dong	895,748	298,247	597,501
Eup/Myeon	515,862	180,088	335,774
Jeju Special Self-Governing City	280,967	94,875	186,092
Dong	201,819	68,270	133,549
Eup/Myeon	79,148	26,605	52,543
Total	22,267,713	7,749,498	14,518,215

2) Source: Statistics Korea, Estimated number of households for 2024 in "Household Projections"

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The target population for the 2024 Survey on the Internet Usage is defined as the population aged 3 years or older residing in each household nationwide, and the distribution by region, gender, and age is as shown in <Table 1-6> below. The size of the target population is 51,020,511 persons, and of these 25,503,193 are males and 25,517,318 are females. By age, those in their 50s are the most with 8,705,899 persons (17.1%), followed by 7,852,297 persons (15.4%) in their 40s, 7,720,341 persons (15.1%) in their 60s, 6,913,023 persons (13.5%) in their 30s, 6,428,985 persons (12.6%) in their 70s, and 6,372,432 persons (12.5%) in their 20s. Meanwhile, those in their 10s accounted for 4,546,494 people (8.9%), and those aged 3-9 accounted for 2,481,040 people (4.9%), representing a relatively smaller proportion.

Table 1-6 | Population distribution by region/gender/age group³⁾

Gender	Total	3~9	10~19	20~29	30~39	40~49	50~59	60~69	70+
Nationwide	51,020,511	2,481,040	4,546,494	6,372,432	6,913,023	7,852,297	8,705,899	7,720,341	6,428,985
Male	25,503,193	1,271,895	2,339,254	3,364,971	3,669,537	4,017,403	4,370,044	3,783,568	2,686,521
Female	25,517,318	1,209,145	2,207,240	3,007,461	3,243,486	3,834,894	4,335,855	3,936,773	3,742,464
Seoul	9,278,631	369,309	700,944	1,403,580	1,450,236	1,381,315	1,492,457	1,339,885	1,140,905
Male	4,461,566	189,518	357,616	648,820	726,903	686,923	730,249	631,423	490,114
Female	4,817,065	179,791	343,328	754,760	723,333	694,392	762,208	708,462	650,791
Busan	3,224,320	144,007	256,531	389,672	395,327	468,789	528,059	552,996	488,939
Male	1,570,150	73,755	131,726	201,642	205,838	237,598	256,511	258,293	204,787
Female	1,654,170	70,252	124,805	188,030	189,489	231,191	271,548	294,703	284,152
Daegu	2,322,979	113,568	208,964	285,205	286,575	346,822	412,582	364,029	305,234
Male	1,141,060	58,205	107,662	150,954	153,225	172,062	200,465	173,923	124,564
Female	1,181,919	55,363	101,302	134,251	133,350	174,760	212,117	190,106	180,670
Incheon	3,002,747	154,282	270,473	362,421	439,395	484,339	519,236	454,319	318,282
Male	1,505,188	79,207	138,919	189,710	232,617	250,095	257,703	223,170	133,767
Female	1,497,559	75,075	131,554	172,711	206,778	234,244	261,533	231,149	184,515
Gwangju	1,434,351	75,589	144,931	203,861	181,816	226,928	248,051	192,874	160,301
Male	711,543	38,726	74,867	106,161	94,801	113,612	123,512	93,475	66,389
Female	722,808	36,863	70,064	97,700	87,015	113,316	124,539	99,399	93,912
Daejeon	1,450,773	70,586	135,666	230,256	192,229	214,618	242,757	203,644	161,017
Male	725,189	36,296	70,122	121,953	102,051	107,126	120,706	98,953	67,982
Female	725,584	34,290	65,544	108,303	90,178	107,492	122,051	104,691	93,035
Ulsan	1,086,870	59,689	108,104	116,465	142,330	176,665	204,787	172,277	106,553
Male	562,659	30,628	56,324	68,880	78,934	91,605	102,491	86,902	46,895
Female	524,211	29,061	51,780	47,585	63,396	85,060	102,296	85,375	59,658
Sejong	379,968	32,800	50,276	43,799	59,206	75,443	54,982	37,421	26,041
Male	190,659	16,784	25,359	23,156	29,723	37,236	28,620	18,544	11,237
Female	189,309	16,016	24,917	20,643	29,483	38,207	26,362	18,877	14,804

Gender	Total	3~9	10~19	20~29	30~39	40~49	50~59	60~69	70+
Gyeonggi	13,638,801	739,471	1,290,841	1,663,693	2,009,884	2,270,623	2,381,880	1,897,522	1,384,887
Male	6,903,151	378,504	660,146	891,499	1,077,980	1,170,054	1,196,938	942,106	585,924
Female	6,735,650	360,967	630,695	772,194	931,904	1,100,569	1,184,942	955,416	798,963
Gangwon	1,496,916	66,069	124,921	173,511	163,019	201,313	256,237	271,682	240,164
Male	755,238	33,710	64,883	99,267	88,147	102,582	131,207	135,693	99,749
Female	741,678	32,359	60,038	74,244	74,872	98,731	125,030	135,989	140,415
Chungbuk	1,605,972	77,104	142,380	197,947	205,002	232,211	274,084	258,769	218,475
Male	823,598	39,516	73,566	112,266	115,161	121,381	140,383	130,546	90,779
Female	782,374	37,588	68,814	85,681	89,841	110,830	133,701	128,223	127,696
Chungnam	2,191,679	109,824	203,108	265,974	282,007	333,960	357,523	328,263	311,020
Male	1,132,719	56,266	105,567	148,751	158,509	179,277	188,824	166,272	129,253
Female	1,058,960	53,558	97,541	117,223	123,498	154,683	168,699	161,991	181,767
Jeonbuk	1,737,361	76,828	160,095	207,372	183,072	238,463	297,152	281,043	293,336
Male	869,208	39,333	83,154	116,306	97,053	121,826	152,725	139,566	119,245
Female	868,153	37,495	76,941	91,066	86,019	116,637	144,427	141,477	174,091
Jeonnam	1,733,266	79,421	153,485	167,625	180,639	234,062	299,416	295,437	323,181
Male	880,136	40,692	78,877	99,971	99,317	123,785	158,793	149,819	128,882
Female	853,130	38,729	74,608	67,654	81,322	110,277	140,623	145,618	194,299
Gyeongbuk	2,564,397	112,872	216,069	274,548	280,720	355,133	440,983	449,971	434,101
Male	1,304,957	57,977	113,468	161,660	157,060	185,609	226,611	225,816	176,756
Female	1,259,440	54,895	102,601	112,888	123,660	169,524	214,372	224,155	257,345
Gyeongnam	3,207,393	160,289	310,376	315,025	376,952	502,982	578,546	527,018	436,205
Male	1,631,274	82,557	161,128	184,319	207,863	261,340	294,165	262,598	177,304
Female	1,576,119	77,732	149,248	130,706	169,089	241,642	284,381	264,420	258,901
Jeju	664,087	39,332	69,330	71,478	84,614	108,631	117,167	93,191	80,344
Male	334,898	20,221	35,870	39,656	44,355	55,292	60,141	46,469	32,894
Female	329,189	19,111	33,460	31,822	40,259	53,339	57,026	46,722	47,450

3) Source: Statistics Korea, Estimated number of households for 2024 in "Household Projections"

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12. Sample Status

The distribution by number of household members and by region (Dong/Eup & Myeon), of the sample households collected from the survey population defined above according to the description and procedure of Chapter 6 Sample Design is as shown in <Table 1-7> below. As shown in the table below, total number of sample households is 25,509 households, which comprises of 7,466 single-person households and 18,043 multiple-person households.

Table 1-7 Household distribution by dong/eup/myeon and region

Region (Dong/Eup/Myeon)	Sample		
	Total Households	Single-Person Households	Multiple-Person Households
Seoul Special Metropolitan City	2,998	788	2,210
Busan Metropolitan City	1,701	413	1,288
Dong	1,621	395	1,226
Eup/Myeon	80	18	62
Daegu Metropolitan City	1,447	452	995
Dong	1,307	416	891
Eup/Myeon	140	36	104
Incheon Metropolitan City	1,604	473	1,131
Dong	1,557	456	1,101
Eup/Myeon	47	17	30
Gwangju Metropolitan City	1,184	381	803
Daejeon Metropolitan City	1,212	371	841
Ulsan Metropolitan City	937	223	714
Dong	745	174	571
Eup/Myeon	192	49	143
Sejong Special Self-Governing City	583	177	406
Dong	416	110	306
Eup/Myeon	167	67	100
Gyeonggi Province	3,461	910	2,551
Dong	2,901	749	2,152
Eup/Myeon	560	161	399
Gangwon Province	1,209	398	811
Dong	713	225	488
Eup/Myeon	496	173	323
Chungbuk Province	1,221	363	858
Dong	677	190	487
Eup/Myeon	544	173	371
Chungnam Province	1,410	499	911
Dong	670	227	443
Eup/Myeon	740	272	468
Jeonbuk Province	1,303	396	907
Dong	930	260	670
Eup/Myeon	373	136	237
Jeonnam Province	1,312	456	856
Dong	556	177	379
Eup/Myeon	756	279	477
Gyeongbuk Province	1,530	487	1,043
Dong	786	245	541
Eup/Myeon	744	242	502
Gyeongnam Province	1,635	451	1,184
Dong	1,071	270	801
Eup/Myeon	564	181	383
Jeju Special Self-Governing Province	762	228	534
Dong	542	158	384
Eup/Myeon	220	70	150
Total	25,509	7,466	18,043

The distribution of sample household members by region, gender, and age group from the survey population defined above according to the description and procedure of Chapter 6 Sample Design, is as shown in <Table 1-8> below. As shown in the table below, the number of total surveyed household members is 60,229 persons, which consists of 28,787 male members and 31,442 female members. By age, those in their 50s are the most with 11,449 persons, followed by 11,120 persons in their 60s, 8,593

Table 1-8 | Population distribution by region/gender/age group

Gender	Total	3~9	10~19	20~29	30~39	40~49	50~59	60~69	70+
Nationwide	60,229	3,292	4,385	6,446	8,593	8,460	11,449	11,120	6,484
Male	28,787	1,464	2,179	3,133	4,163	4,056	5,388	5,469	2,935
Female	31,442	1,828	2,206	3,313	4,430	4,404	6,061	5,651	3,549
Seoul	7,259	400	541	796	1,327	1,098	1,286	1,407	404
Male	3,480	183	272	367	632	532	597	696	201
Female	3,779	217	269	429	695	566	689	711	203
Busan	4,173	237	256	389	597	555	781	863	495
Male	2,018	101	124	210	293	277	360	414	239
Female	2,155	136	132	179	304	278	421	449	256
Daegu	3,421	206	213	370	515	493	565	591	468
Male	1,661	86	106	193	253	248	266	285	224
Female	1,760	120	107	177	262	245	299	306	244
Incheon	3,903	294	331	399	634	606	716	707	216
Male	1,820	124	175	167	293	298	337	330	96
Female	2,083	170	156	232	341	308	379	377	120
Gwangju	2,783	120	199	436	415	300	557	459	297
Male	1,329	53	99	214	207	142	257	230	127
Female	1,454	67	100	222	208	158	300	229	170
Daejeon	2,787	146	250	344	304	475	585	488	195
Male	1,309	61	121	157	144	220	278	246	82
Female	1,478	85	129	187	160	255	307	242	113
Ulsan	2,291	115	154	246	292	348	448	450	238
Male	1,114	54	79	111	149	172	220	223	106
Female	1,177	61	75	135	143	176	228	227	132
Sejong	1,286	47	89	149	147	180	273	268	133
Male	619	19	45	75	74	81	125	136	64
Female	667	28	44	74	73	99	148	132	69

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Gender	Total	3~9	10~19	20~29	30~39	40~49	50~59	60~69	70+
Gyeonggi	8,363	489	581	907	1,436	1,279	1,567	1,478	626
Male	4,051	230	285	425	690	609	742	754	316
Female	4,312	259	296	482	746	670	825	724	310
Gangwon	2,582	76	184	214	175	300	516	583	534
Male	1,199	37	97	108	89	136	236	283	213
Female	1,383	39	87	106	86	164	280	300	321
Chungbuk	2,876	185	234	352	403	400	640	441	221
Male	1,387	76	109	165	201	193	314	227	102
Female	1,489	109	125	187	202	207	326	214	119
Chungnam	3,205	123	281	297	334	440	654	588	488
Male	1,509	61	152	149	160	214	302	291	180
Female	1,696	62	129	148	174	226	352	297	308
Jeonbuk	2,978	153	193	342	435	369	582	492	412
Male	1,414	78	87	162	207	164	292	237	187
Female	1,564	75	106	180	228	205	290	255	225
Jeonnam	3,001	105	220	298	344	387	527	590	530
Male	1,412	45	97	149	168	185	257	272	239
Female	1,589	60	123	149	176	202	270	318	291
Gyeongbuk	3,657	258	250	415	490	486	643	650	465
Male	1,749	108	121	241	244	229	286	314	206
Female	1,908	150	129	174	246	257	357	336	259
Gyeongnam	3,890	215	197	357	573	421	760	800	567
Male	1,868	93	95	177	285	202	350	403	263
Female	2,022	122	102	180	288	219	410	397	304
Jeju	1,774	123	212	135	172	323	349	265	195
Male	848	55	115	63	74	154	169	128	90
Female	926	68	97	72	98	169	180	137	105

13. Survey Contents

This survey is conducted into the household part and the household member part.
The household member part consists of a total of 14 fields, and the details are as follows.

Division		No.	Item
Household Part		1	
		2	ICT Device Ownership Status
		3	Internet Access Status
		4	Internet Access Method
Household Member Part	Computer and Mobile Phone Use	1	Subscribed/Used ICT Service
		2	Recent Computer Use Period
		3	Computer Use Frequency
		4	Recent Mobile Phone Use Period
	Internet Use	5	Digital Utilization Ability
		6	Recent Internet Use Period
		7	Internet Use Frequency and Time
		8	Internet Access Method
		9	Recent Mobile Internet Use Period
		10	Recent Smartphone Use Period
		11	Smartphone Use Frequency and Time
		11-1	Internet Use Purpose (Activity) (PC/Mobile)
		11-2	Communication Activity Frequency and Time
		12	Frequently Used Site/App when searching the Internet (Degree of trust)
		13	Frequently Used Video Service type
		14	Video Service Use Frequency and Time
	ICT Device Ownership and Use Status	15	Internet Media Use Status
	Email Use	16	Personal Portable ICT Device Ownership/Internet Use Status
		17	Recent Email Use Period
	Instant Messenger Use	18	Work/Personal Email Use Frequency
		19	Recent Instant Messenger Use Period (PC/Mobile)
		20	Frequently Used Instant Messenger Type
	SNS Use	21	Used Instant Messenger Function
		22	Recent SNS Use Period (PC/Mobile)
		23	SNS Use Frequency and Average One Time Use Time
		24	Frequently Used SNS Type
		25	Reasons for Using SNS

Part.4 I. Survey Overview

Division		No.	Item
Household Member Part	AI Service	26	Understanding and Identification AI Technology
		27	AI Service Awareness and Experience Area
			AI Service Level of Help
			Necessity of AI Services in Daily Life
			Intention to Use AI Services in the Future
		28	Detailed Experience Using Generative AI Services
		29	Opinion about AI Service
		30	AI Service Utilization Capability and Ethical Use
	Wearable Device Use	31	Used Wearable Device Function
	Online Shopping Use	32	Recent Online Shopping Use Period (PC/Mobile)
		33	Online Shopping Purchase Frequency and No. of Times
		34	Monthly Average Online Shopping Purchase Amount (International Direct Purchase Proportion)
		35	Online Shopping Payment Method (PC/Mobile)
		36	Items Purchased Online (PC/Mobile)
		37	Online Shopping Use Method
		38	Reasons for Not Using Online Shopping
	Internet Banking Use	39	Bank Transaction Status
		39-1	Recent Internet Banking Use Period (PC/Mobile)
		40	Frequently Used Internet Banking Transfer Service
	Cloud Service Use	41	Recent Cloud Service Use Period
		42	Cloud Service Use Purpose
	Smartphone Use	43	Frequently Used Smartphone Apps
		44	Smartphone Mobile Simple Payment Use Status
	Personal Information Protection	45	Measures for Protection of Personal Information
	Internet Non-user	46	Reasons for Not Using the Internet
		47	Future Internet Use Intention

II. Internet 'Base'



2024
Survey on the
Internet Usage

- 01. Household Internet Access Rate
- 02. Household Internet Usage
Environment
- 03. Personal Internet Usage Rate
- 04. Personal Internet Use Pattern

Part.4 II. Internet 'Base'

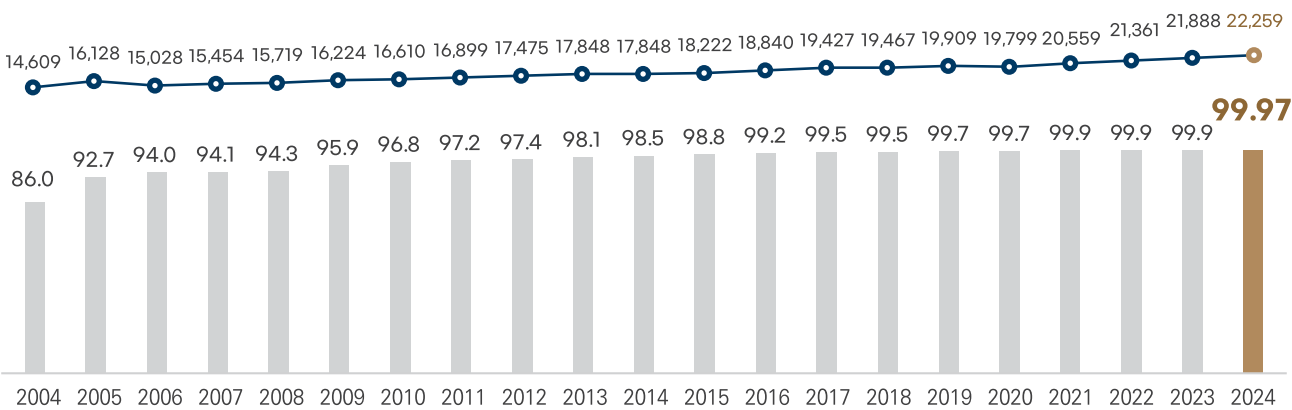
1. Household Internet Access Rate

• Most households in Korea (99.97%) can access the Internet

A. Internet Access Rate

As of July 2024, the percentage of households with Internet access among all households in Korea (22,265 million households) was 99.97%, the same level as the previous year.

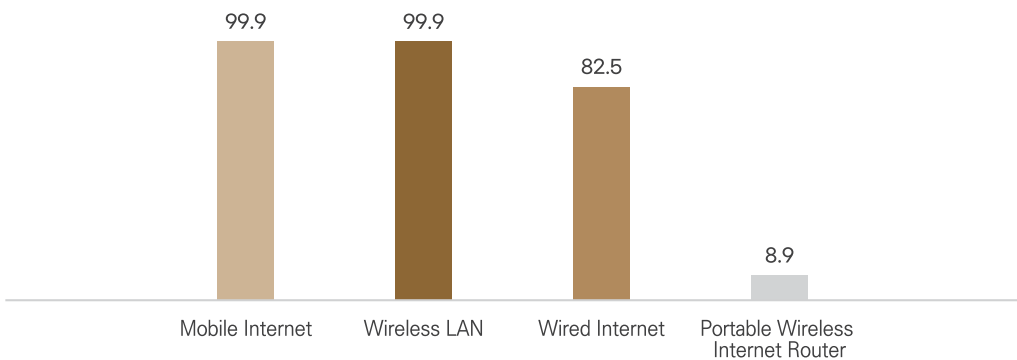
Figure 2-1 Trends of household Internet access rate and number of Internet-accessing households (% , thousand households, based on all households in Korea)



B. Household Internet Access Method

Among households connected to the Internet, the percentage of households that can use the 'Wireless LAN' and 'Mobile Internet' was 99.9% each, followed by 'Wired Internet' (82.5%), and 'Portable Wireless Internet Router' (8.9%).

Figure 2-2 Household Internet access method (multiple responses, %, based on households with Internet access)

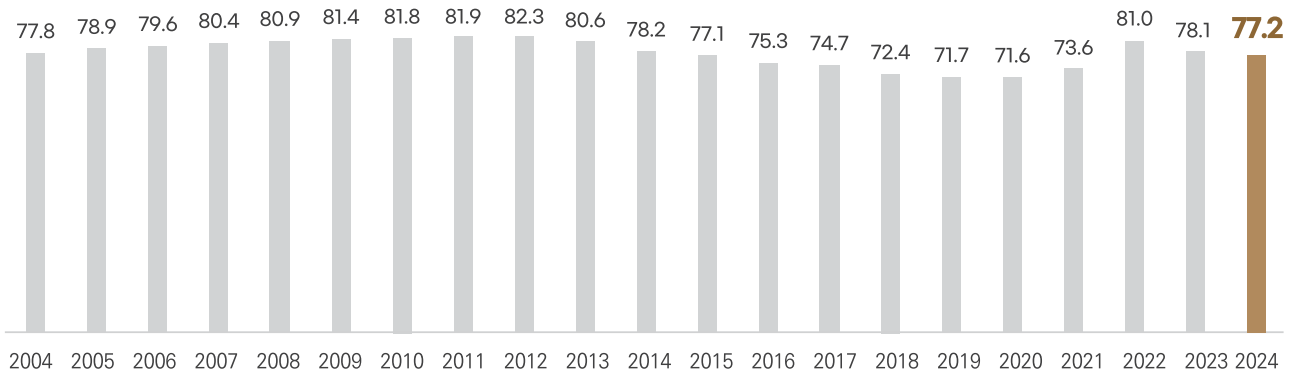


2. Household Internet Access Environment

A. Computer Ownership Rate

As of July 2024, 77.2% of all households (a 0.9%p decrease from the previous year) were found to have computers such as desktop PC, laptop, and tablet PC in the household.

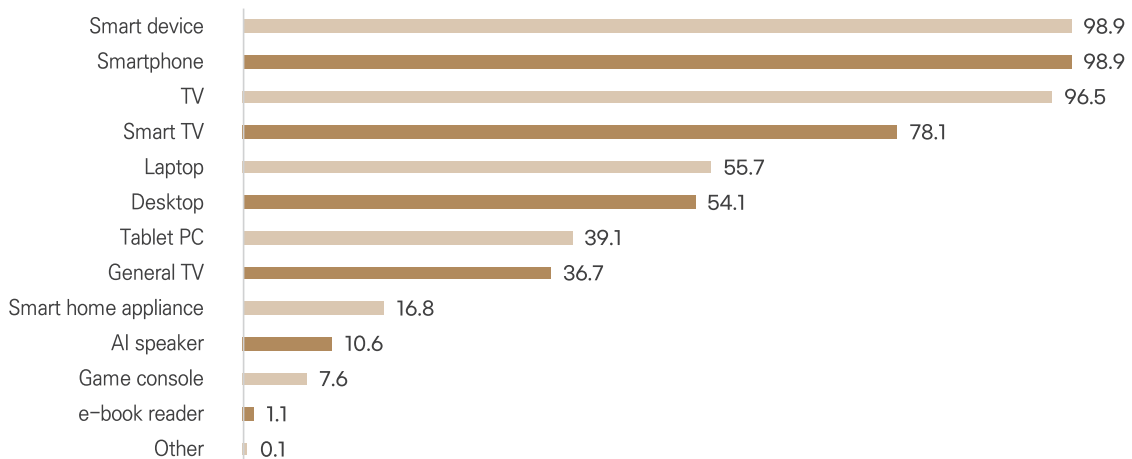
Figure 2-3 | Computer ownership rate (% , based on all households)



B. ICT Device Ownership Status

It was found that 9 out of 10 households (98.9%) in Korea have smart devices such as smartphones and tablet PCs. Among all households, 36.7% had a 'General TV', while 78.1% had a 'Smart TV'. Meanwhile, 55.7% of households owned a 'Laptop', and 54.1% owned a 'Desktop computer'.

Figure 2-4 | Household ICT device ownership status (multiple responses, %, based on all households)

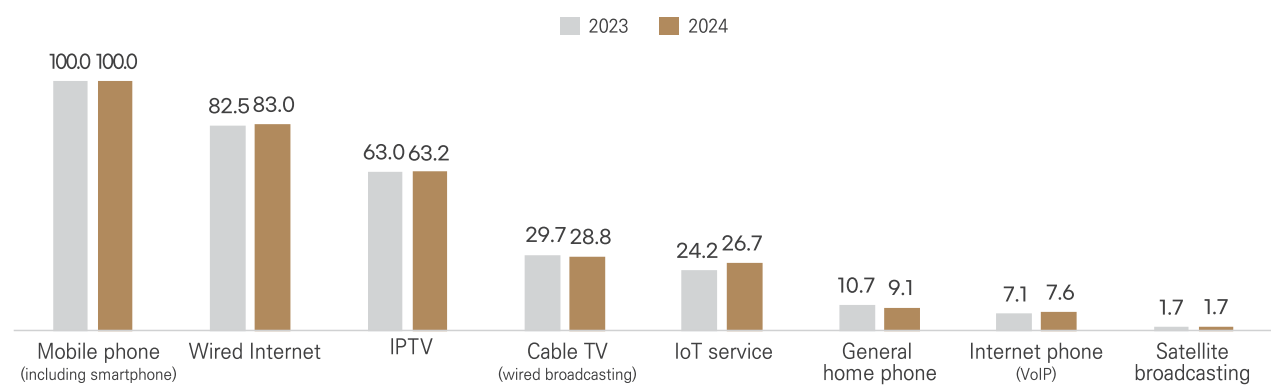


Part.4 II. Internet ‘Base’

C. ICT Service Use Status

Households using 'Mobile phone' services, including smartphones, accounted for the highest proportion at 100.0%. 'Wired Internet' was used by 83.0% of households. Other types of ICT services include 'IPTV' (63.2%), 'Cable TV' (28.8%), 'IoT service' (26.7%), 'General home phone' (9.1%), etc. The ICT service that showed the largest year-over-year change was IoT services, with a 2.5%p increase in usage.

Figure 2-5 | Household ICT service use status (multiple responses, %, based on all households)



3. Personal Internet Usage Rate

• 48,189 thousand people, or 94.5% of the population aged 3 or older, use the Internet

A. Personal Internet Usage Rate and Number of Users

As of July 2024, Internet Usage rate (ratio of persons who have used the Internet once or more within the last month) of the population aged 3 or older was 94.5%, up 0.5%p from the previous year. The number of Internet users was 48,189 thousand persons, increased by 442 thousand persons compared to the previous year. The Internet Usage rate of the elderly, aged 60 or older, was 83.1% (The number of Internet users is 11,756 thousand persons), increased by 2.0%p and showed a steady growing trend.

Figure 2-6 Trends of personal Internet access rate and number of users (% , thousand persons, based on the population aged 3 or older)

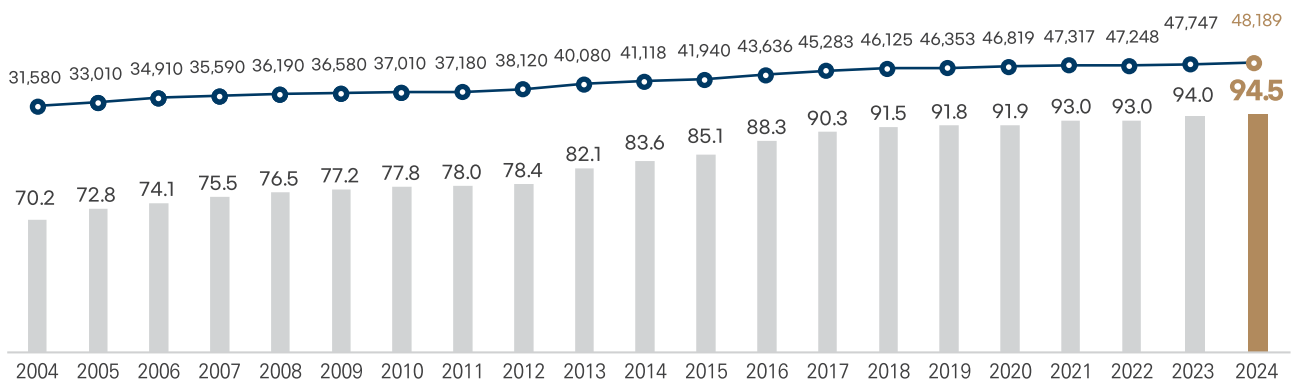
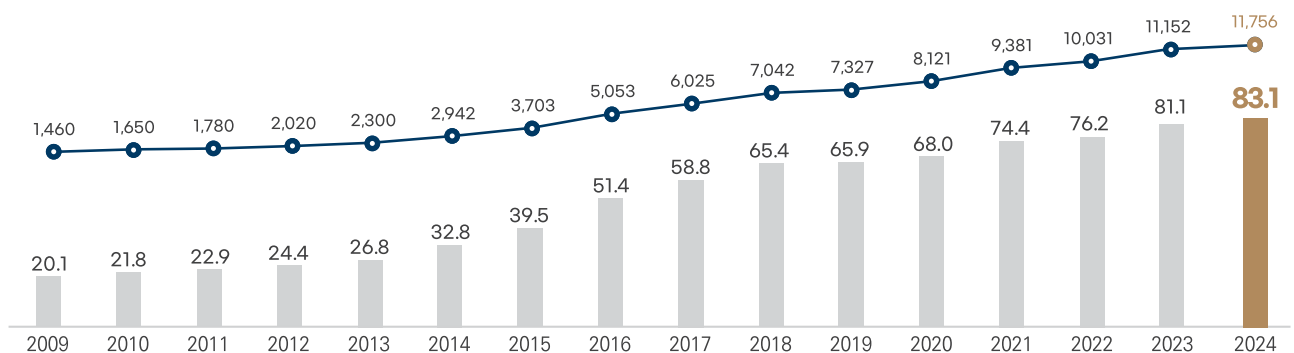


Figure 2-7 Trends of Internet Usage rate and number of users for those aged 60 or older (% , thousand persons, based on the population aged 60 or older)



Part.4 II. Internet ‘Base’

Among the population aged 3 or older, 95.4% are ‘Internet users’ who have accessed the Internet at least once in the past year. Regarding the recency of Internet use, 88.0% had used it within the last 24 hours—the most common usage period—while 94.7% had used it within the last three months.

Figure 2-8 | Recent Internet use period (% , based on the population aged 3 or older)

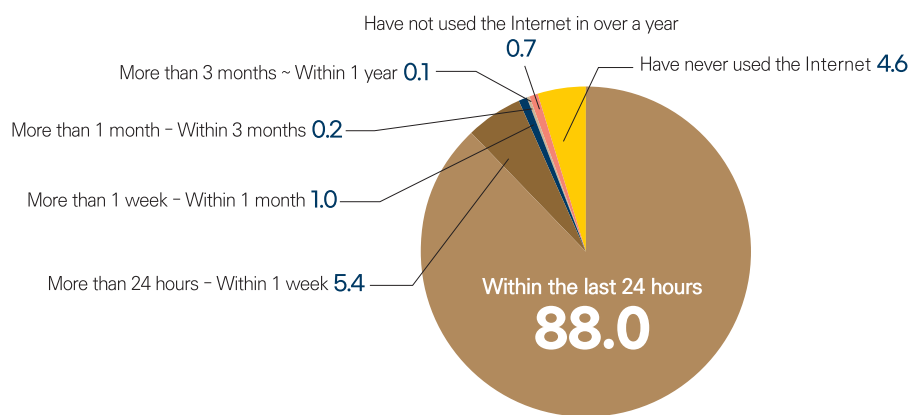


Table 2-1 | Internet Usage rate and number of users for each recent Internet use period (% , thousand persons, based on the population aged 3 or older)

	Within 1 week	Within 1 month	Within 3 months	Within 1 year	Person with Internet experience
Usage rate	93.4	94.5	94.7	94.8	95.4
Number of users	47,672	48,189	48,316	48,353	48,691

B. Internet Usage Rate and Number of Users by Gender

In 2024, the Internet usage rate among 'Male' individuals aged 3 or older was 95.3%, unchanged from the previous year, while the rate among 'Female' individuals was 93.6%, up 0.9%p from the previous year. The number of Internet users by gender was 24,305 thousand 'Male' and 23,885 thousand 'Female'. The gender distribution of Internet users was 50.4% 'Male' and 49.6% 'Female'.

Figure 2-9 | Internet Usage rate by gender (% , based on the population aged 3 or older)

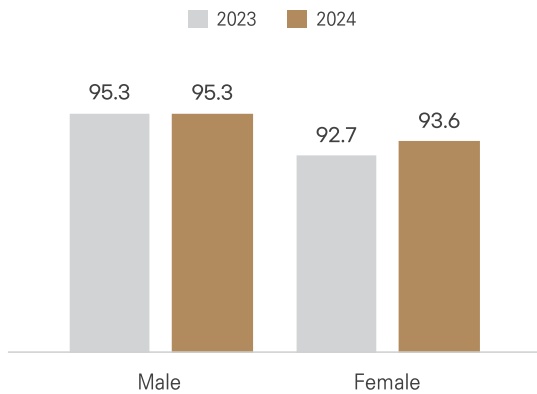


Figure 2-10 | Number of Internet users by gender (thousand persons)

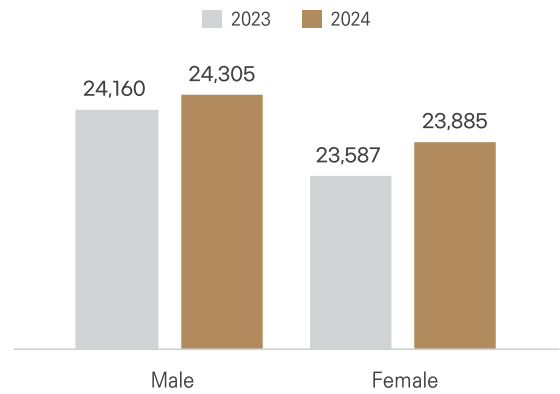
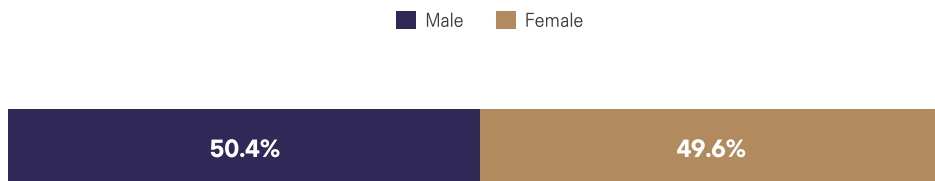


Figure 2-11 | Distribution ratio of Internet users by gender (% , based on Internet users aged 3 or older)



Part.4 II. Internet ‘Base’

C. Internet Usage Rate and Number of Internet Users by Age

In Korea, the Internet usage rate is highest among those in their teens to 50s, while those aged ‘3–9’ and those in their ‘60s’ also showed high usage rates of 92.0% and 95.7%, respectively. The usage rate for those ‘70+’ was lower than that of other age groups, but it increased by 3.6%p from the previous year, reaching a usage rate of 68.0%.

Figure 2–12 | Internet Usage rate by age (% , based on the population aged 3 or older)

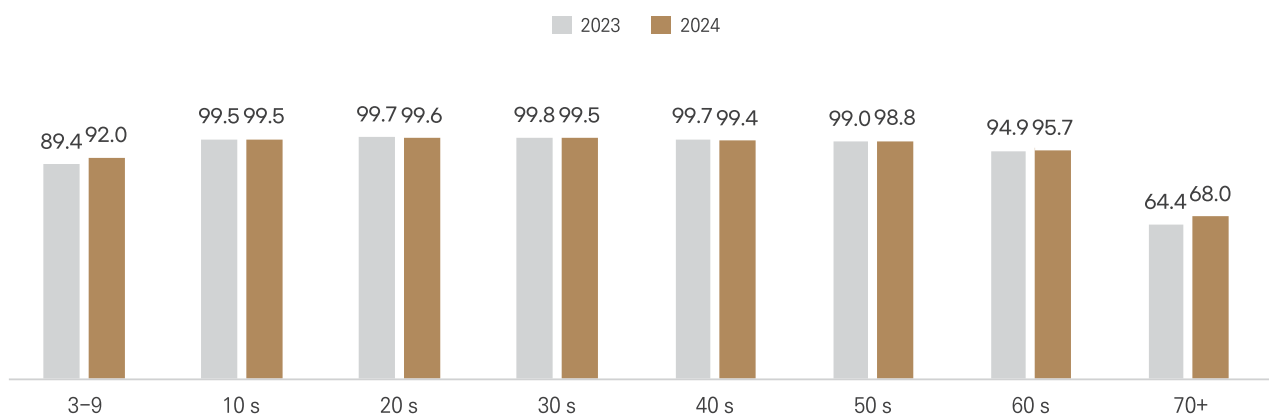
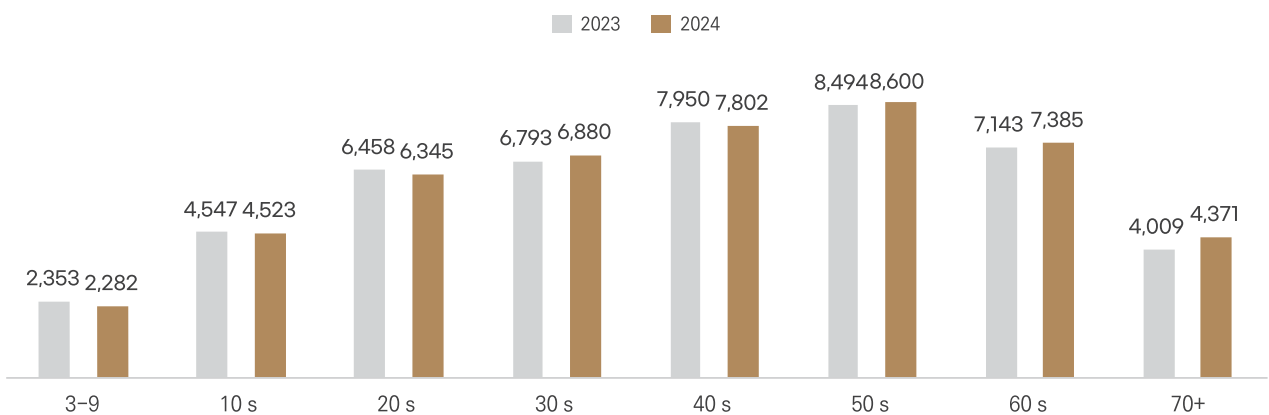


Figure 2–13 | Number of Internet users by age (thousand persons, based on the population aged 3 or older)



Looking at the distribution of Internet users by age group, those in their '50s' account for the highest proportion at 17.1%, followed by those in their '40s' (15.4%), '60s' (15.1%), '30s' (13.5%), '70+' (12.6%), '20s' (12.5%), '10s' (8.9%), and '3-9' years old (4.9%).

Figure 2-13 | Distribution ratio of the entire population and Internet users by age (% , based on the population aged 3 or older)

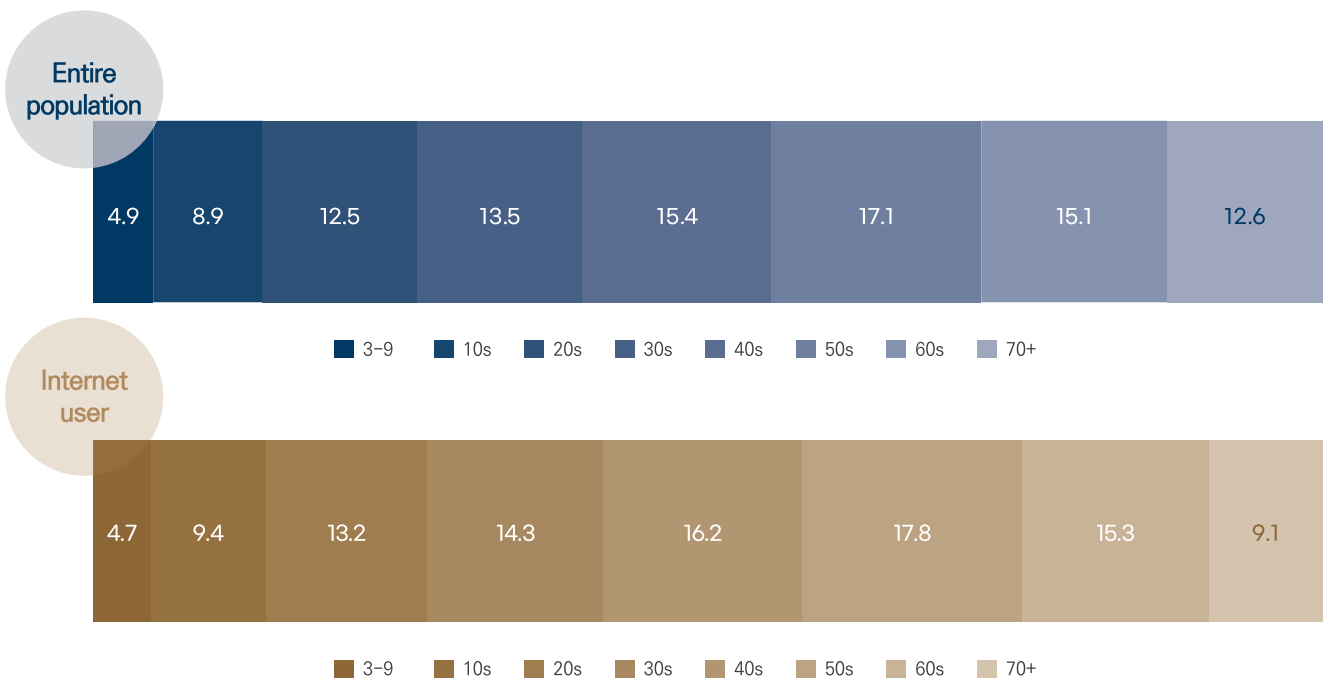


Table 2-2 | 2019-2024 Population projections (Statistics Korea) (Unit: thousand persons)

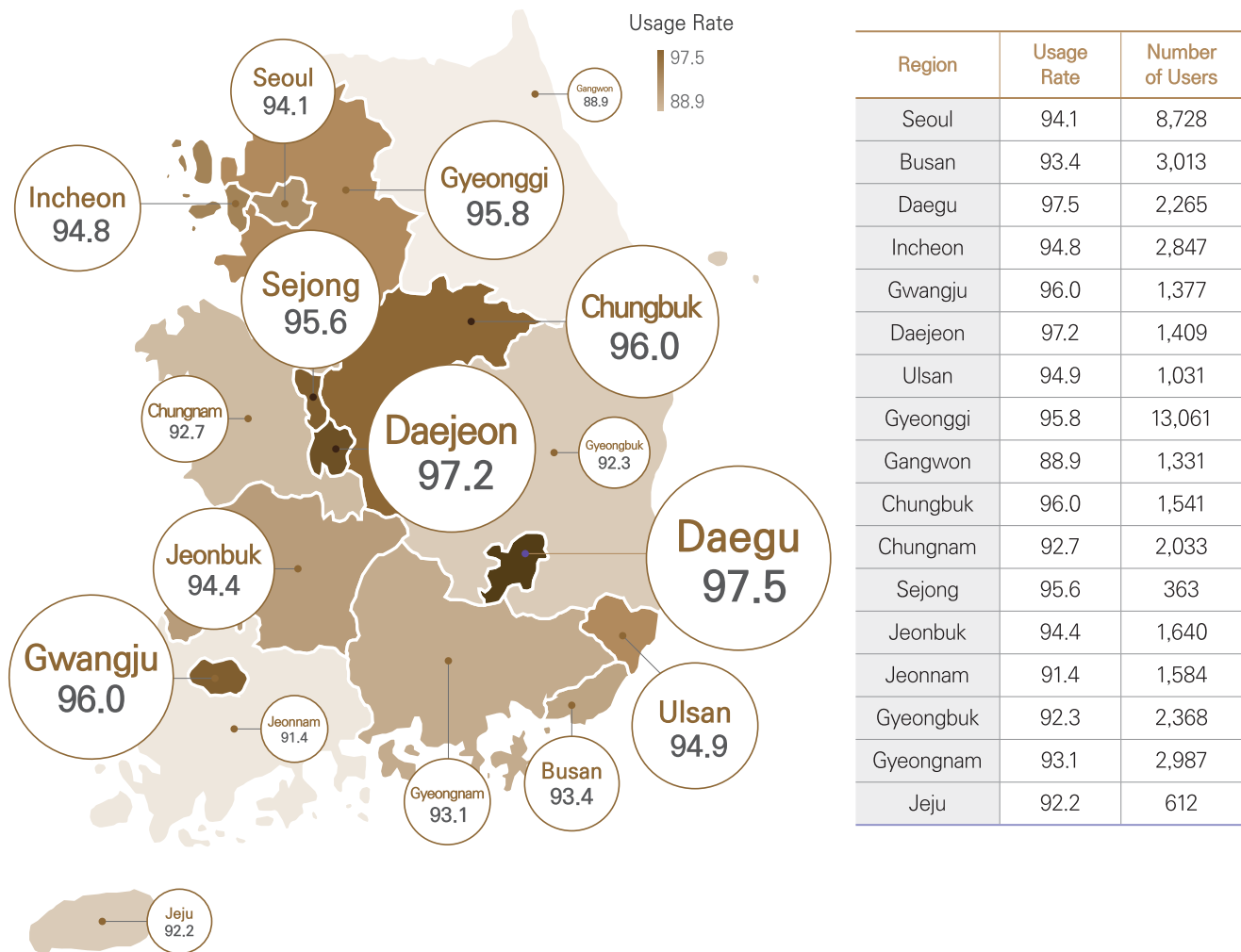
	3-9	10s	20s	30s	40s	50s	60s	70+
2019	3,149	4,928	7,027	7,358	8,335	8,593	6,077	5,240
2020	3,094	4,769	7,038	7,175	8,258	8,575	6,477	5,490
2021	2,963	4,643	6,952	6,981	8,152	8,535	6,960	5,676
2022	2,806	4,588	6,723	6,854	8,085	8,588	7,207	5,954
2023	2,631	4,568	6,477	6,806	7,977	8,578	7,526	6,226
2024	2,481	4,546	6,372	6,913	7,852	8,706	7,720	6,429

Part.4 II. Internet ‘Base’

D. Internet Usage Rate and Number of Users by Region

Looking at the Internet usage rates of the 17 cities and provinces across the country, ‘Daegu’ (97.5%), ‘Daejeon’ (97.2%), ‘Gwangju’ and ‘Chungbuk’ (each 96.0%), ‘Gyeonggi’ (95.8%) and ‘Sejong’ (95.6%) showed a high Internet Usage rate at and over 95.0%, followed by ‘Ulsan’ (94.9%), ‘Incheon’ (94.8%), ‘Jeonbuk’ (94.4%), ‘Seoul’ (94.1%), ‘Busan’ (93.4%), and ‘Gyeongnam’ (93.1%). The region with the lowest Internet Usage rate, Gangwon, still recorded 88.9%, indicating that most local governments had an Internet Usage rate of over 90.0%. ‘Gyeonggi’ had the largest number of Internet users at 13,061 thousand persons, followed by ‘Seoul’ with 8,728 thousand persons and ‘Busan’ with 3,013 thousand persons.

Figure 2-15 | Internet Usage rate and number of users by region (% , thousand persons, based on the population aged 3 or older)



By region size¹⁾ Internet Usage rate of 'Dong' was 95.2% (increased by 0.4%p compared to the previous year), which was higher than that of 'Eup and Myeon', 91.2% (increased by 0.6%p compared to the previous year).

Figure 2-16 | Internet Usage rate by region size (% , based on the population aged 3 or older)

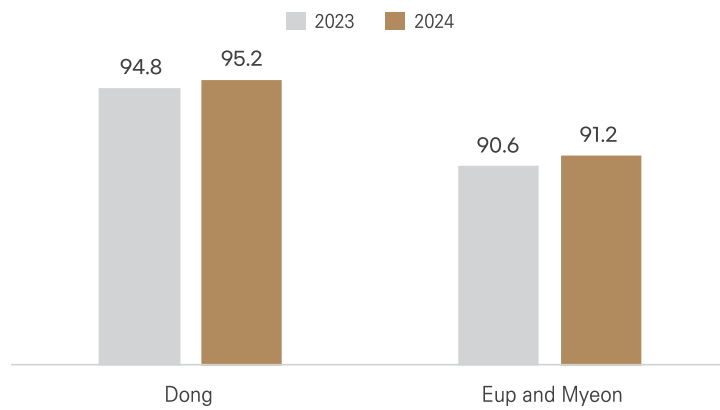


Table 2-3 | Internet Usage rate by region size and region (% , based on the population aged 3 or older)

City/Province	Dong	Eup/Myeon	City/Province	Dong	Eup/Myeon
Seoul	94.1	-	Gyeonggi	96.4	92.4
Busan	93.7	88.1	Gangwon	89.9	87.2
Daegu	97.6	96.9	Chungcheong	95.6	92.6
Incheon	94.7	100.0	Jeolla	94.8	90.3
Gwangju	96.0	-	Gyeongsang	95.0	89.5
Daejeon	97.2	-	Jeju	93.8	88.3
Ulsan	94.7	95.5			

* (-): The case in which Eup/Myeon region does not exist within the corresponding city and province

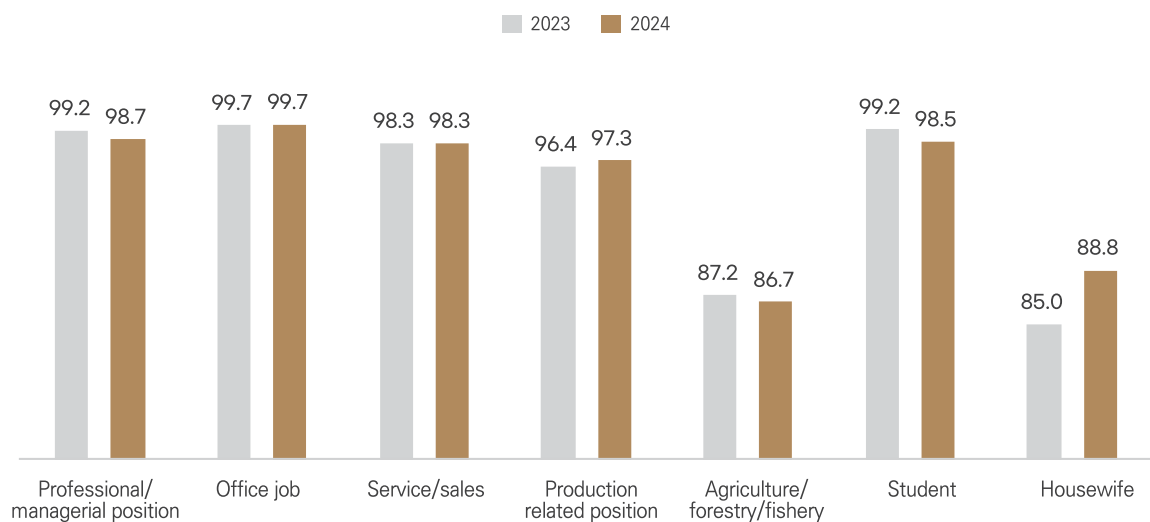
1) According to the administrative district, the 'Dong' district was analyzed as 'Dong', and 'Eup' or 'Myeon' districts were analyzed as 'Eup/Myeon'

Part.4 II. Internet ‘Base’

E. Internet Usage Rate by Occupation

By occupation²⁾, Internet Usage rate of ‘Office job’ was the highest at 99.7%, followed by ‘Professional/managerial position’ (98.7%), and ‘Service/sales’ (98.3%). Meanwhile, the Internet Usage of ‘Student’ and ‘Housewife’ was 98.5% and 88.8%, respectively.

Figure 2-17 | Internet Usage rate by occupation (% , based on the population aged 3 or older)



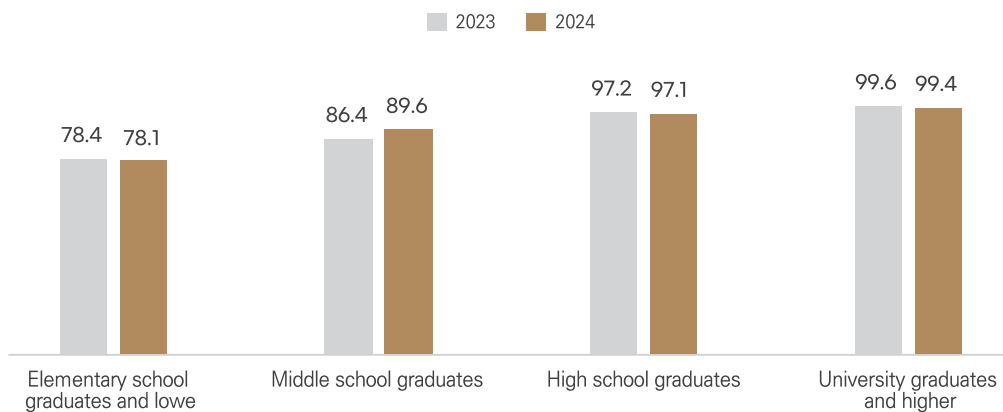
2) Analyzed based on Korean Standard Classification of Occupations (KSCO: Korean Standard Classification of Occupations)

Classification	Detailed Classification
Professional/ managerial position	Manager
	Professional and relevant worker
Office job	Office worker
Service/sales	Service employee
	Salesperson
Production related position	Technician and craftsman in related field
	Equipment, machine operation and assembly worker
	Simple laborer
Agriculture, forestry, fishery	Skilled professional in agriculture, forestry, fishery
Unemployed/other	Serviceperson, student, housewife, unemployed/other

F. Internet Usage Rate by Education Level

By education level, the Internet Usage rate of 'University graduates and higher' was the highest at 99.4%, followed by 'High school graduates' (97.1%), 'Middle school graduates' (89.6%), and 'Elementary school graduates and lower' (78.1%).

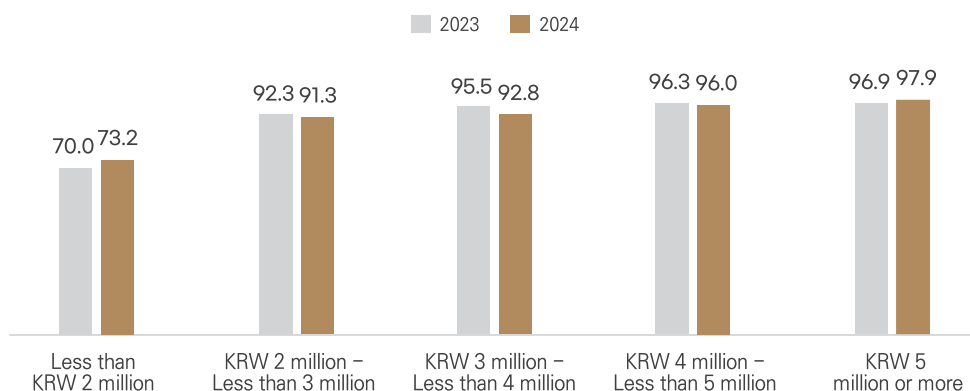
Figure 2-18 | Internet Usage rate by education level (% , based on the population aged 3 or older)



G. Internet Usage Rate by Household Income

By household income, the Internet Usage rate was highest for households with an average monthly household income of 'KRW 5 million or more', at 97.9%. In contrast, the Internet Usage rate of those with 'Less than KRW 2 million' was the lowest at 73.2%, indicating that as the household income increases, the Internet Usage rate increases.

Figure 2-19 | Internet Usage rate by household income (% , based on the population aged 3 or older)



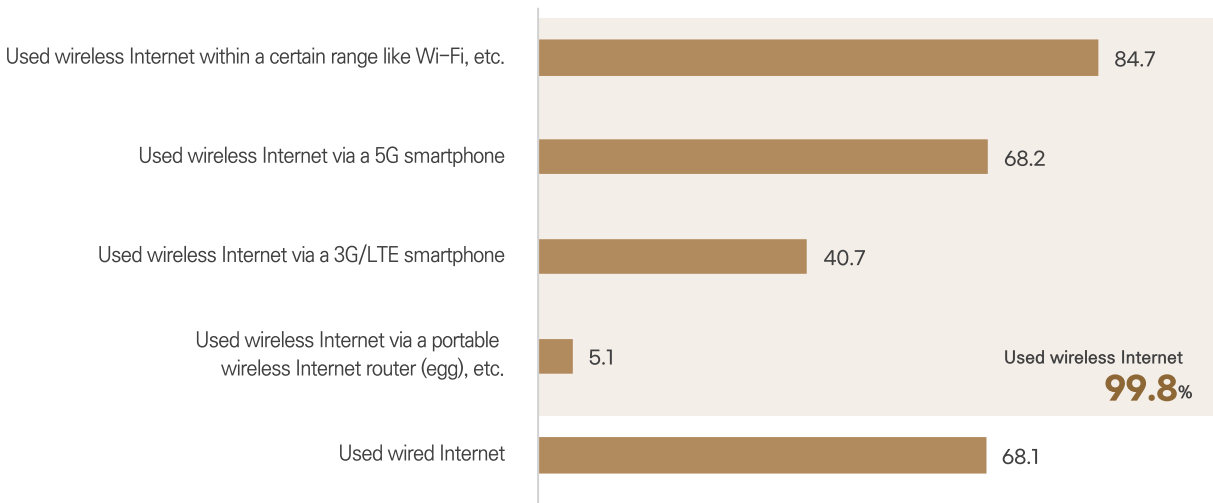
4. Personal Internet Use Pattern

- Internet is more used via wireless access (99.8%) rather than wired (68.1%)

A. Internet Access Method

It was found that the wireless access methods are used more frequently than wired (68.1%) when accessing the Internet. Among the wireless Internet access methods, ‘Used wireless Internet within a certain range like Wi-Fi, etc.’ was the highest at 84.7%, followed by ‘Used wireless Internet via a 5G smartphone’ (68.2%), ‘Used wireless Internet via a 3G/LTE smartphone’ (40.7%), and ‘Used wireless Internet via a portable wireless Internet router (egg), etc.’(5.1%).

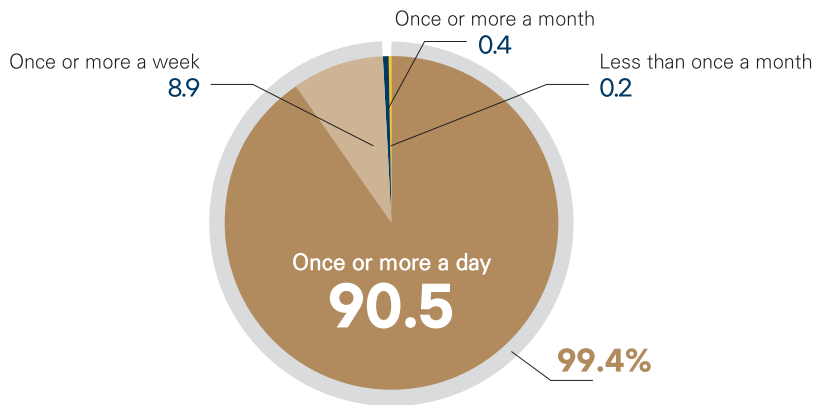
Figure 2-20 | Internet access method (multiple responses, %, based on Internet users aged 3 or older)



B. Internet Use Frequency

The majority (99.4%) of Internet users aged 3 or older were found to use the Internet at least once a week ('Once or more a day', 90.5%, 'Once or more a week', 8.9%).

Figure 2-21 | Internet use frequency (% , based on Internet users aged 3 or older)



By age group, more than 90% of all age groups except for '3-9 years old', '60s', and '70s or older' used the Internet 'At least once a day' (teenagers 93.1%, 20s 95.1%, 30s 95.5%, 40s 93.8%, 50s 92.0%).

Table 2-4 | Internet use frequency by gender/age group (% , based on Internet users aged 3 or older)

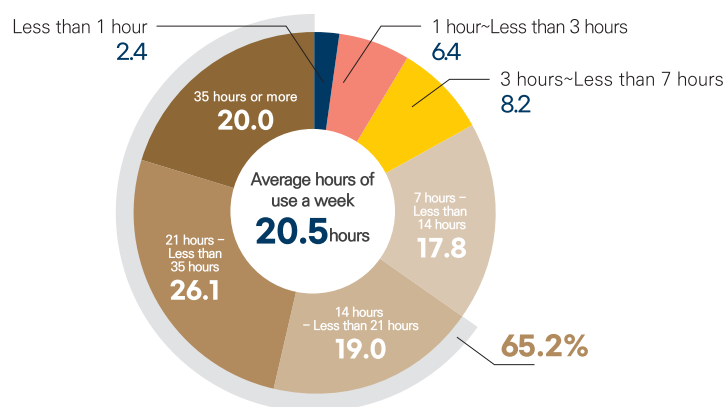
Category		Once or more a day	Once or more a week	Once or more a month	Less than once a month
성별	Male	91.4	8.1	0.4	0.1
	Female	89.6	9.7	0.5	0.2
연령	3-9	77.2	22.3	0.4	0.0
	10s	93.1	6.6	0.2	0.1
	20s	95.1	4.8	0.1	0.0
	30s	95.5	4.4	0.1	0.0
	40s	93.8	6.0	0.2	0.0
	50s	92.0	7.4	0.5	0.1
	60s	87.2	11.8	0.7	0.3
	70+	77.1	20.5	1.4	1.0

Part.4 II. Internet 'Base'

C. Internet Use Time

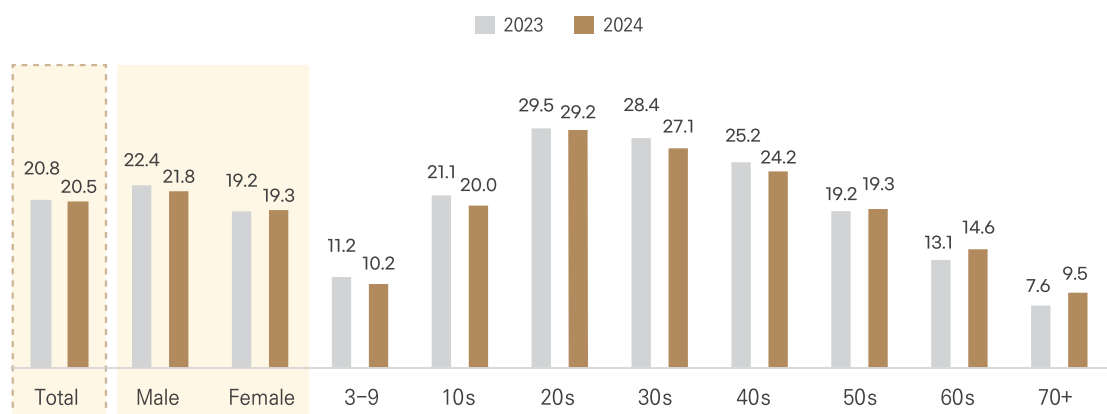
It was found that 65.2% of Internet users aged 3 or older use the Internet for an average of more than 14 hours per week ('14 hours – Less than 21 hours', 19.0%, '21 hours – Less than 35 hours', 26.1%, '35 hours or more', 20.0%), and the average weekly Internet usage time is 20.5 hours.

Figure 2-22 | Average weekly Internet usage time (% , based on Internet users aged 3 or older)



When analyzed by gender, Internet use time of 'Male' (21.8 hours) was longer than 'Female' (19.3 hours). By age group, Internet use time was in the order of those in their '20s' (29.2 hours), '30s' (27.1 hours), '40s' (24.2 hours), '10s' (20.0 hours), etc.

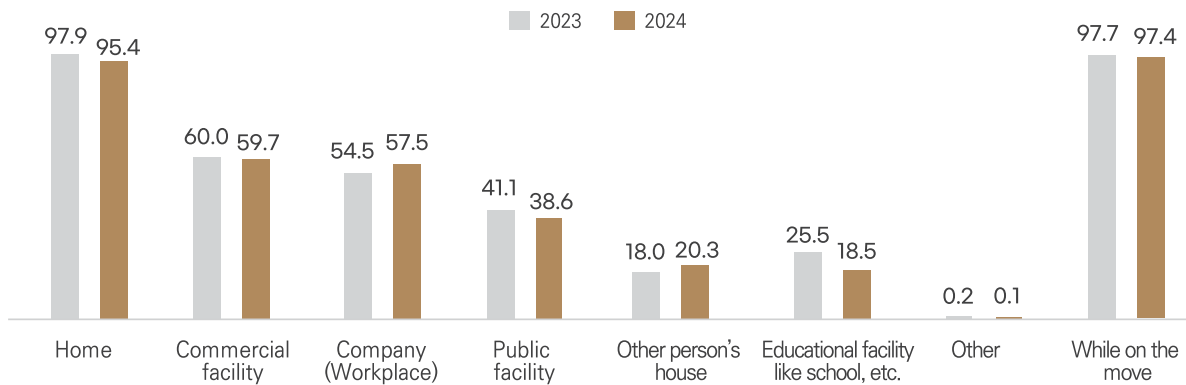
Figure 2-23 | Average weekly Internet use time by gender/age group (hours, based on Internet users aged 3 or older)



D. Internet Use Location

It was found that 97.4% of Internet users use the Internet 'While on the move' by using smartphone, tablet PC, etc. The most common place to use the Internet was 'Home' at 95.4%, followed by 'Commercial facility' (59.7%), 'Company' (57.5%), 'Public facility' (38.6%), etc.

Figure 2-24 | Internet use location (% , based on Internet users aged 3 or older)



The main places of Internet use by age group, excluding 'Home', was 'While on the move' (75.0%) for those aged 3–9, and 'Educational facility like school, etc.' (98.3%) for teenagers. For those in their 30s and 40s, the main economic activity age groups, 'Company (workplace)' accounted for 87.1% and 82.5%, respectively, which were higher than other age groups.

Table 2-5 | Internet use location by gender/age group (multiple responses, % , based on Internet users aged 3 or older)

Category		Home	Commercial facility	Company (workplace)	Public facility	Educational facility like school, etc.	Other person's house	Other	While on the move
Gender	Male	94.8	59.7	66.9	38.9	21.0	16.6	0.0	97.7
	Female	96.0	59.8	47.9	38.2	19.5	20.4	0.1	97.1
Age	3–9	97.2	50.8	0.0	13.9	59.6	18.4	0.0	75.0
	10s	96.2	63.9	0.3	31.0	98.3	28.3	0.0	97.9
	20s	95.6	78.5	57.3	51.8	38.9	23.7	0.0	98.7
	30s	95.2	69.3	87.1	46.9	6.9	17.8	0.0	98.9
	40s	94.5	64.5	82.5	45.3	6.0	16.9	0.0	99.6
	50s	94.9	56.4	74.6	41.4	3.1	15.2	0.0	99.0
	60s	95.1	48.6	57.8	28.6	3.2	15.6	0.1	98.1
	70+	96.8	34.7	21.7	26.1	0.9	16.2	0.3	95.8

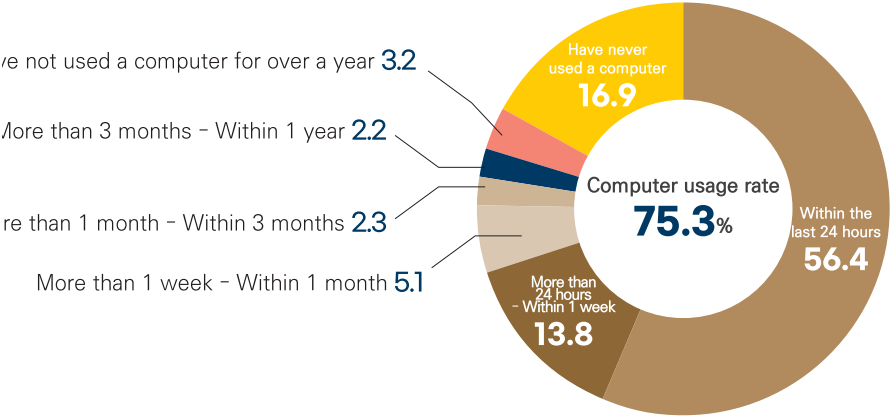
Part.4 II. Internet 'Base'

E. Computer Usage Rate

• Computer usage rate of the population aged 3 or older in Korea is 75.3%

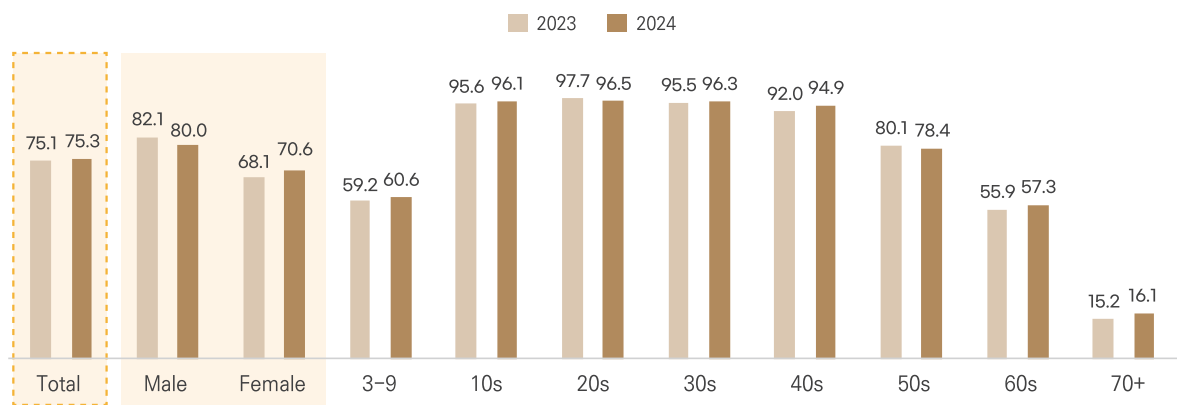
The computer usage rate (desktop, laptop, tablet PC, etc.) of the population aged 3 or older in the past month was 75.3%, and the percentage of people who have used the computer within the last 24 hours was 56.4%.

Figure 2-25 | Computer usage rate (% , based on the population aged 3 or older)



The computer usage rate for 'Male' was 80.0%, 9.5%p higher than that of 'Female' (70.6%). The usage rate for those in their teens to 30s exceeded 95.0%.

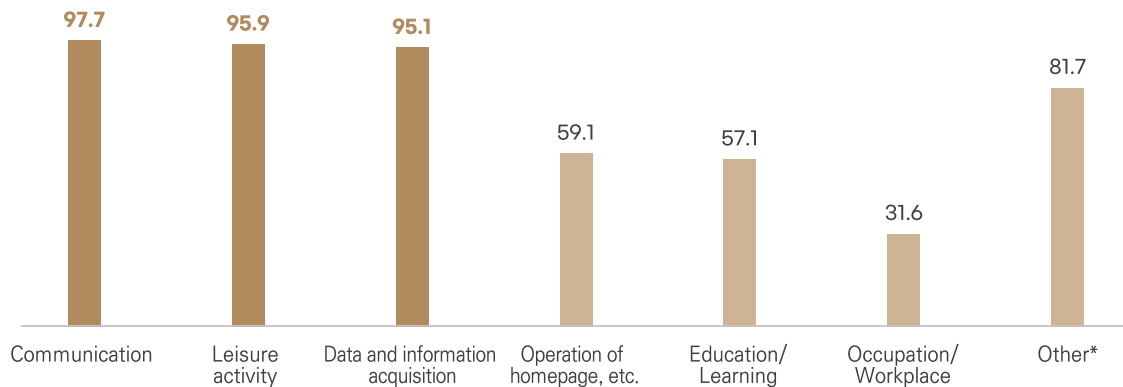
Figure 2-26 | Computer usage rate by gender/age group (% , based on the population aged 3 or older)



F. Purpose of Internet Use

By purpose of Internet use, 'Communication' was the most common at 97.7%, followed by 'Data and Information Acquisition' (95.9%), 'Leisure Activity' (95.1%), and 'Operation of homepage, etc.' (59.1%).

Figure 2-27 Purpose of Internet use (multiple responses, %, based on Internet users aged 3 or older)



* "Other" includes Internet banking, sales of products or services, reservations and use of travel/transportation and accommodation-related services, etc.

By gender, males were higher than females in all usage purposes. By age group, those aged in 3–9 years are more likely to use the Internet for 'Leisure activity' than for other purposes, while those in their 10s were higher in 'Data and information acquisition' (99.9%) and those in their 20s to 50s higher in 'Communication' (100.0%).

Table 2-6 Purpose of Internet use by gender/age group (multiple responses, %, based on Internet users aged 3 or older)

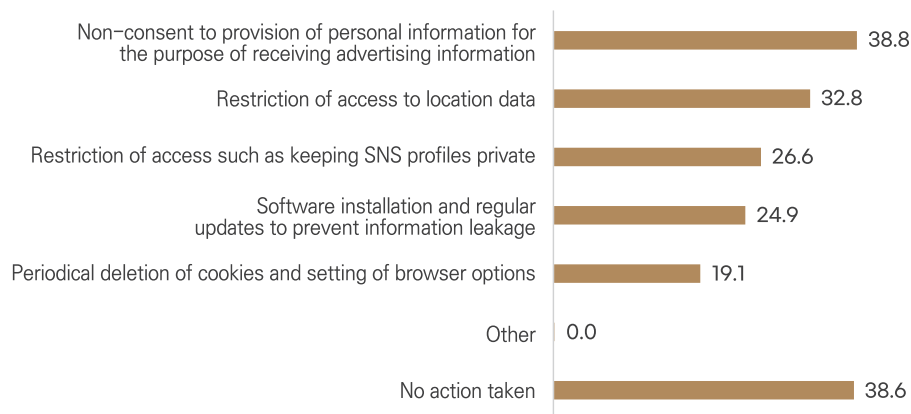
Category		Communi- cation	Data and information acquisition	Leisure activity	Operation of homepage, etc.	Education/ learning	Occupation/ workplace	Other
Gender	Male	97.7	96.7	95.7	59.0	59.5	34.9	83.5
	Female	97.7	95.2	94.5	59.2	54.7	28.2	79.8
Age	3–9	61.6	61.8	96.1	22.9	55.3	0.0	4.9
	10s	99.8	99.9	97.8	69.2	93.2	14.4	57.6
	20s	100.0	99.5	99.3	82.9	78.7	54.0	98.5
	30s	100.0	99.5	98.8	78.0	67.8	53.0	98.9
	40s	100.0	99.4	97.8	67.1	63.6	43.6	98.7
	50s	100.0	98.8	95.4	54.7	50.3	29.1	95.7
	60s	99.2	96.5	91.8	42.6	32.5	17.8	81.0
	70+	96.4	86.3	80.4	25.1	16.0	5.9	38.6

Part.4 II. Internet ‘Base’

G. Activities for Safe Internet Use

About 61.4% of Internet users aged 12 years old were taking measures for the safe use of Internet. Among the detailed activities, ‘Non-consent to provision of personal information for the purpose of receiving advertising information’ was the highest at 38.8%, followed by ‘Restriction of access to location data’ (32.8%) and ‘Restriction of access such as keeping SNS profiles private’ (26.6%).

Figure 2-28 | Activities for safe Internet use (multiple responses, %, based on Internet users aged 12 or older)



The results of the analysis by age group showed that ‘Non-consent to provision of personal information for the purpose of receiving advertising information’ was the highest in all age groups. For those in their 60s and 70s or older, ‘No action taken’ was very high at 66.0% and 85.1%, respectively.

Table 2-7 | Activities for safe Internet use by gender/age group (multiple responses, %, based on Internet users aged 12 or older)

Category		Restriction of access to location data	Non-consent to provision of personal information for the purpose of receiving advertising information	Software installation and regular updates	Restriction of access such as keeping SNS profiles private	Periodical deletion of cookies and setting of browser options	Other
Gender	Male	33.5	33.0	26.0	23.1	19.3	0.1
	Female	30.1	30.1	22.0	21.1	15.6	0.1
Age	12-19	35.6	33.4	24.9	25.2	17.3	0.1
	20s	48.2	46.4	34.1	38.2	28.5	0.1
	30s	44.0	44.0	32.2	33.7	26.2	0.1
	40s	41.2	38.9	33.1	27.2	23.6	0.2
	50s	26.8	28.4	21.4	16.2	12.7	0.1
	60s	13.8	15.6	11.6	7.1	6.3	0.1
	70+	5.2	5.9	3.0	3.0	2.7	0.1

III. Internet 'Portability'



2024
Survey on the
Internet Usage

01. Mobile Internet Use

02. Mobile Phone and Smartphone
Internet Use

03. Wearable Device Ownership and Use

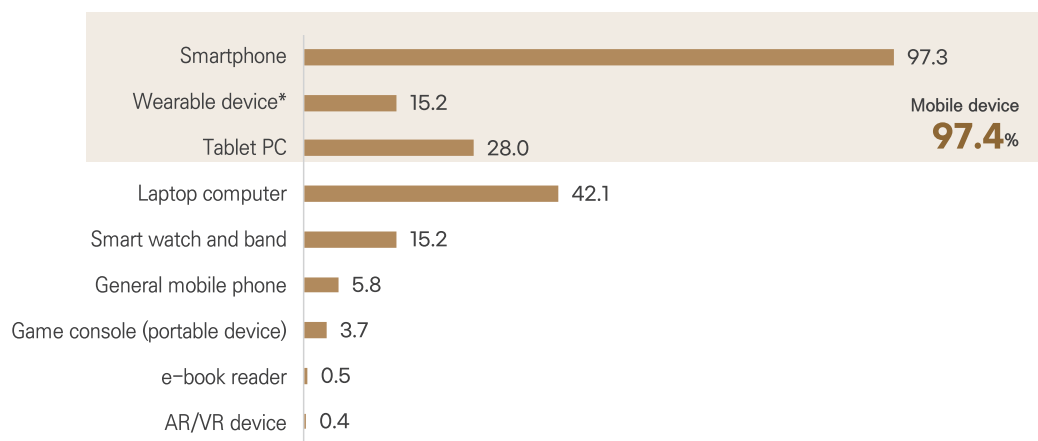
Part.4 III. Internet 'Portability'

1. Mobile Internet Use

A. Mobile ICT Device Ownership Status

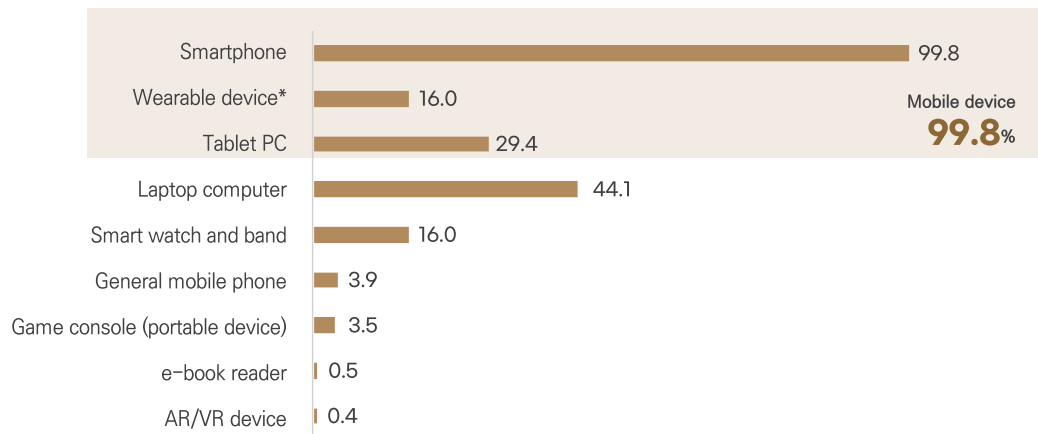
It was found that 97.4% of the population aged 6 or older have a 'Mobile device (smartphone, tablet PC and wearable device)'. Among all mobile ICT devices, 'Smartphone' ownership rate was the highest at 97.3%, followed by 'Laptop computer' (42.1%), 'Tablet PC' (28.0%), 'Smart watch and band' (15.2%), etc.

Figure 3-1 | Mobile ICT device ownership status (multiple responses, %, based on the population aged 6 or older)



99.8% of Internet users aged 6 or older have mobile devices, specifically 'Smartphone' (99.8%), 'Laptop computer' (44.1%), 'Tablet PC' (29.4%) and 'Smart watch and band' (16.0%).

Figure 3-2 | Mobile ICT device ownership status (multiple responses, %, based on Internet users aged 6 or older)

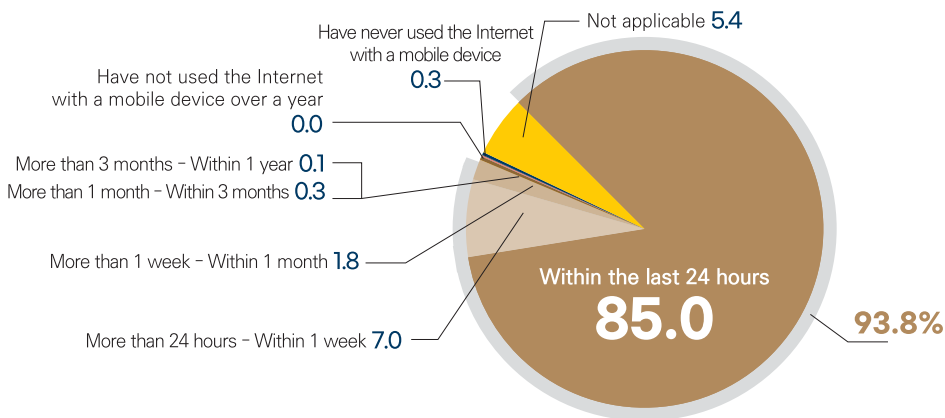


* The overall wearable device ownership rate has been calculated by combining 'Smart watch and band' and 'AR/VR device'

B. Mobile Internet Usage Rate

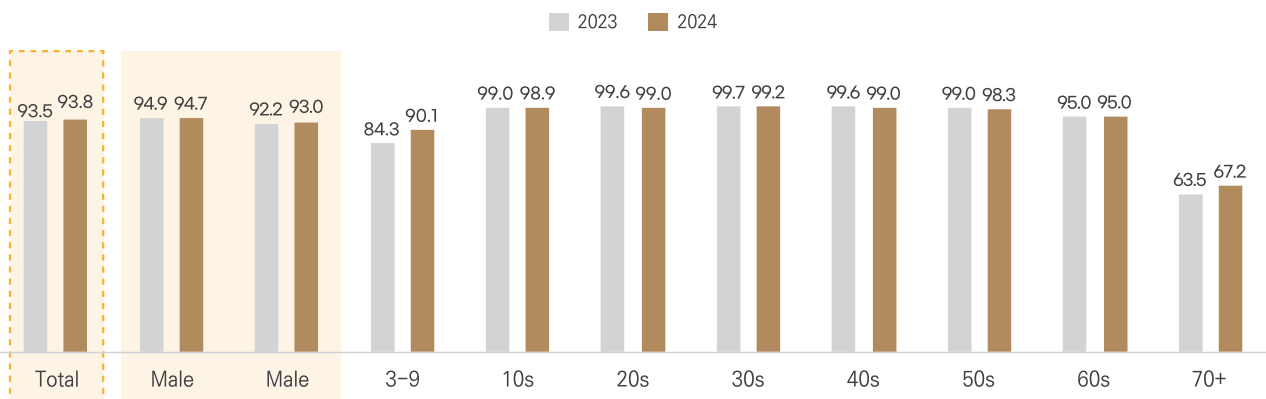
The Internet usage rate (the percentage of people who used the Internet via mobile devices such as smartphones or tablet PCs within the past month) of the population aged 3 years or older was 93.8%, and the usage rate of those who have used the mobile Internet within the last 24 hours was 85.0%.

Figure 3-3 Mobile Internet Usage rate (% , based on the population aged 3 or older)



For mobile Internet Usage rate by age group, those in their '20s~40s' had a usage rate of 99.0% or higher, followed by those in their '10s' (98.9%), '50s' (98.3%), '60s' (95.0%), and '3-9' years old (90.1%), while those over 70 years old had the lowest rate at 67.2%.

Figure 3-4 Mobile Internet Usage rate by gender/age group (% , based on the population aged 3 or older)



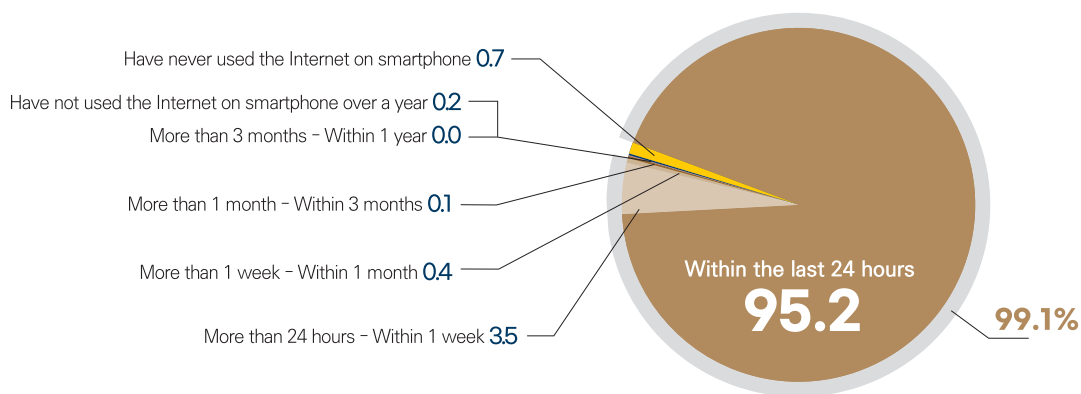
Part.4 III. Internet ‘Portability’

2. Mobile Phone and Smartphone Internet Use

A. Mobile Phone Usage Rate

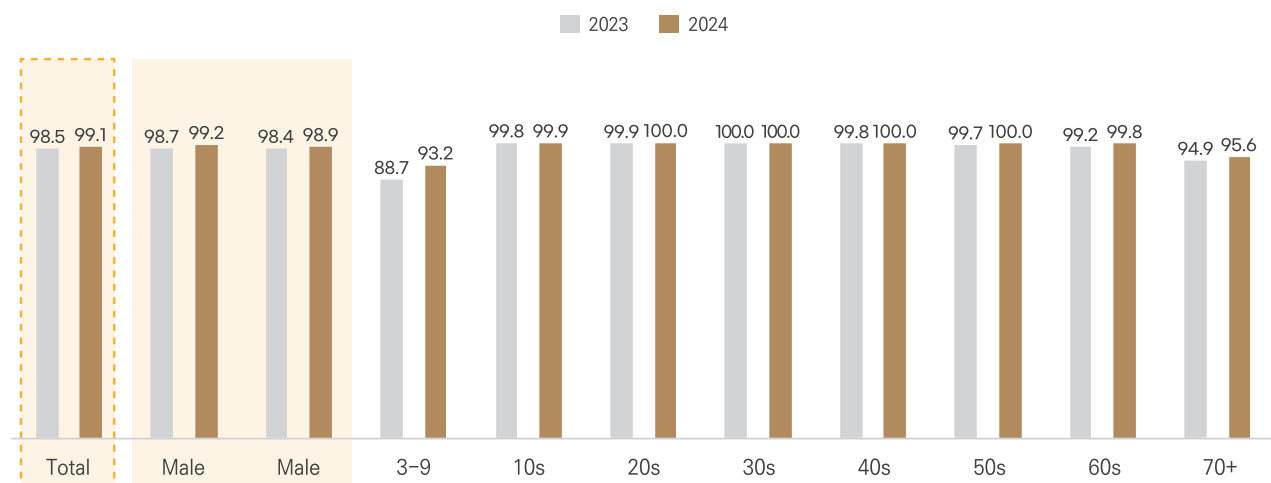
The mobile phone (including smartphone) usage rate (the percentage of persons who have used the mobile phone within the past month) of the population aged 3 or older was 99.1%, and among them, 95.2% used a mobile phone within the past 24 hours.

Figure 3-5 Mobile phone usage rate (% , based on the population aged 3 or older)



Looking at the mobile phone usage rate by age group, the '20s' to '50s' had the highest rate at 100.0%, followed by '10s' (99.9%), '60s' (99.8%), and '70+' (95.6%). The mobile phone usage rate was the lowest for the 3 to 9 age group at 93.2%.

Figure 3-6 Mobile phone usage rate by gender/age group (% , based on the population aged 3 or older)

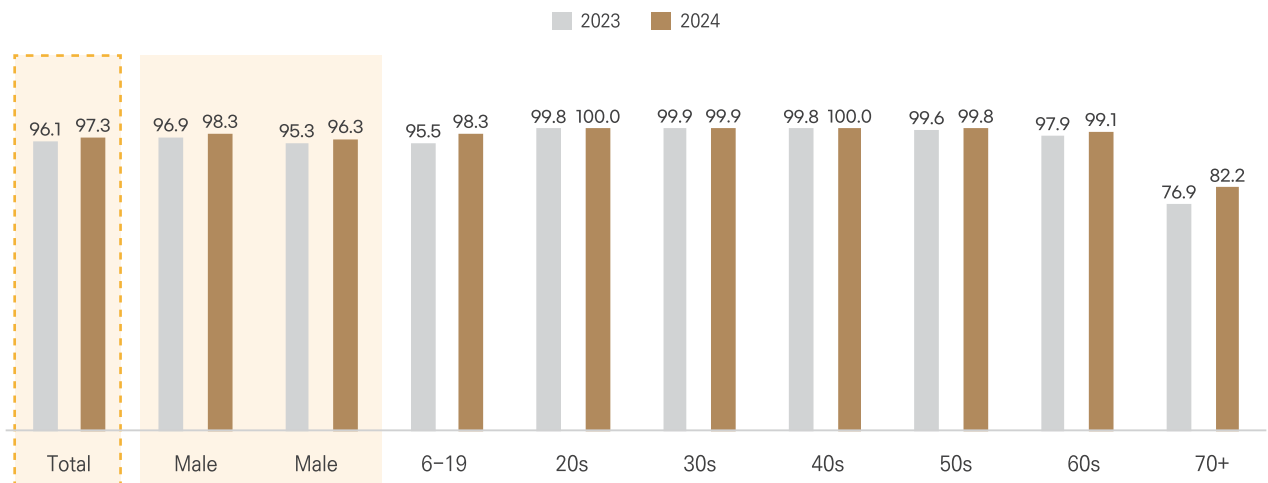


B. Smartphone Ownership Rate

• Smartphone ownership rate of the population aged 6 or older is 97.3%.

It was found that 97.3% of the population aged 6 or older had a smartphone. By age group, those in their '20s to 60s' had an ownership rate of over 99.0%, those aged 6 to 19 had 98.3%, and those aged 70 or older had 82.2%.

Figure 3-7 | Smartphone ownership rate by gender/age group (% , based on the population aged 6 or older)



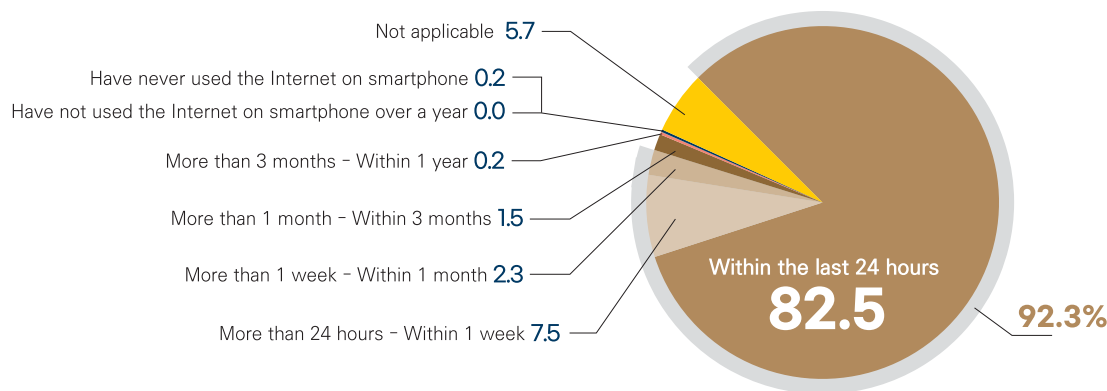
Part.4 III. Internet 'Portability'

C. Smartphone Internet Usage Rate

• The Internet usage rate through smartphones among people aged 3 or older is 92.3%

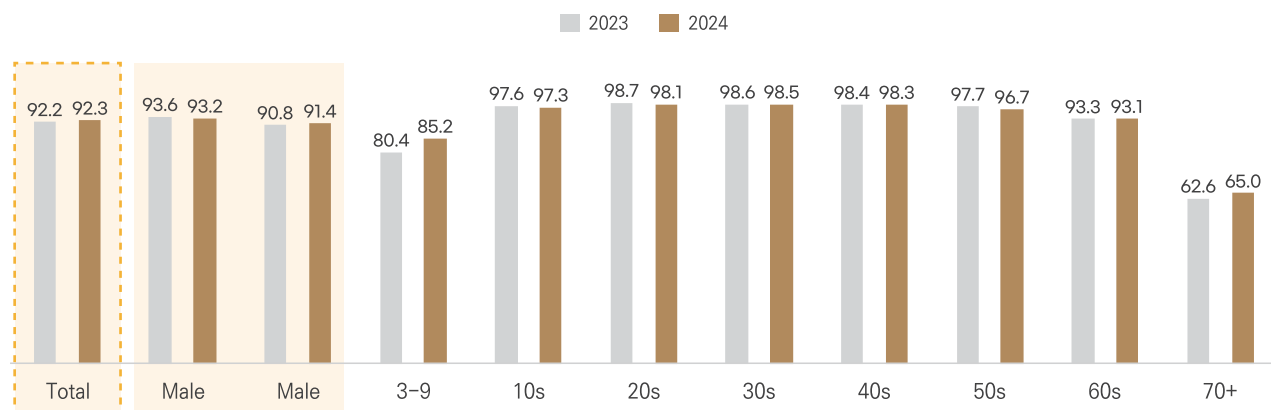
The smartphone Internet Usage rate (the percentage of people who used the Internet via smartphone at least once in the past month) for people aged 3 or older was 92.3%, and the percentage of those who have used the Internet through a smartphone within the last 24 hours was 82.5%.

Figure 3-8 Recent Internet use period through smartphones (% , based on the population aged 3 or older)



Looking at the smartphone Internet Usage rate by age group, '10s' to '40s' showed a usage rate of over 97.0%, followed by '50s' (96.7%), '60s' (93.1%), '3-9' (85.2%) and '70+' (65.0%).

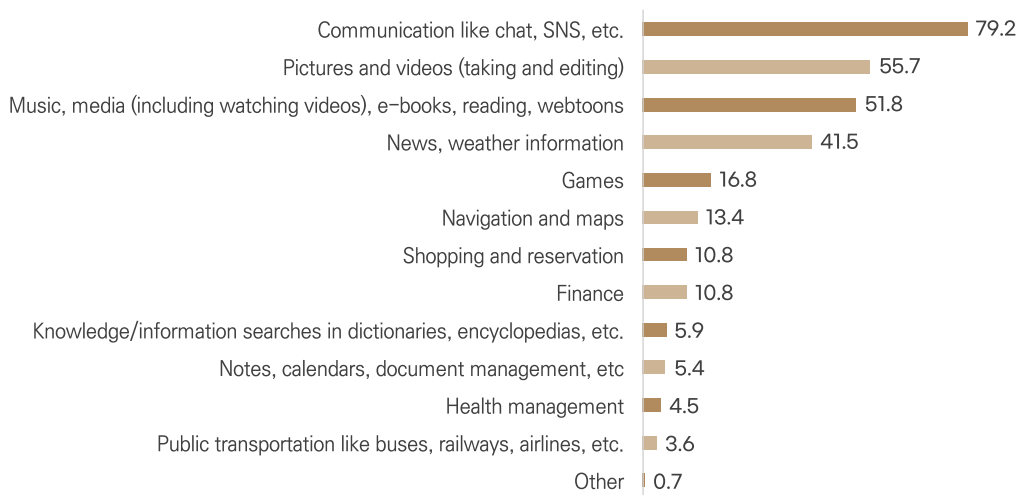
Figure 3-9 Smartphone Internet Usage rate by gender/age group (% , based on the population aged 3 or older)



D. Frequently Used Smartphone Applications

The type of application used by smartphone users aged 12 years or older was 'Communication like chat, SNS, etc.' with 79.2%, followed by 'Pictures and videos' (55.7%) and 'Music, media, e-books, reading, webtoons' (51.8%).

Figure 3-10 | Frequently Used smartphone applications (3 responses, %, based on smartphone users aged 12 or older)



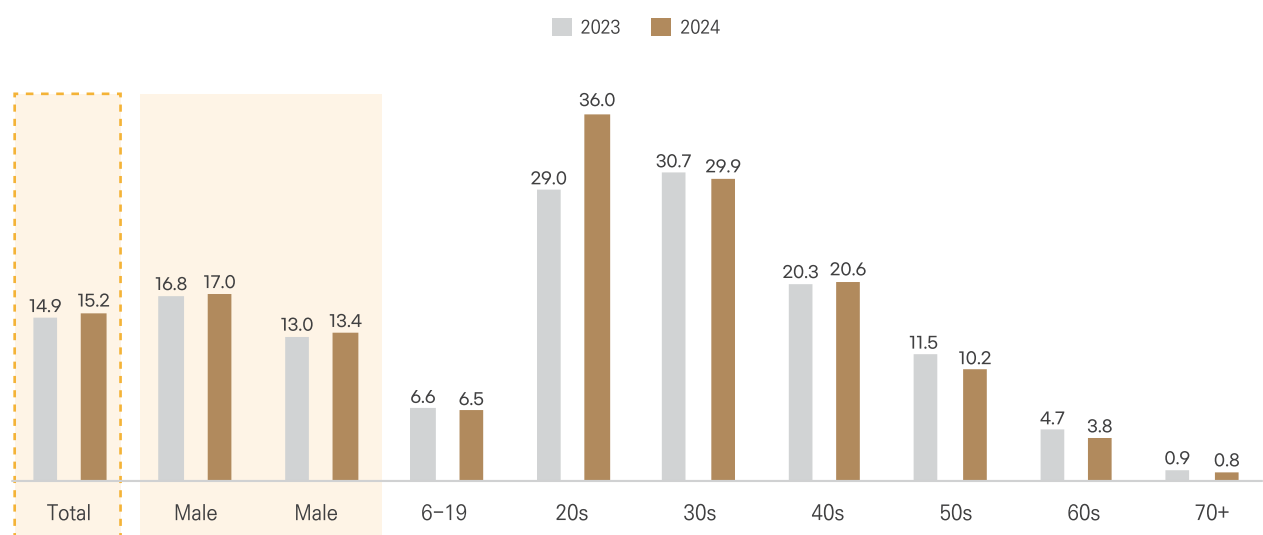
3. Wearable Device Ownership and Use

• Wearable device ownership rate of the population aged 6 or older is 15.2%

A. Wearable Device Ownership Rate

The wearable device ownership rate is 15.2%, up 0.3%p from the previous year. By gender, ‘Male’ (17.0%) was higher than ‘Female’ (13.4%), and by age group, those in their ‘20s’ were the highest at 36.0%, followed by ‘30s’ (29.9%), ‘40s’ (20.6%), etc.

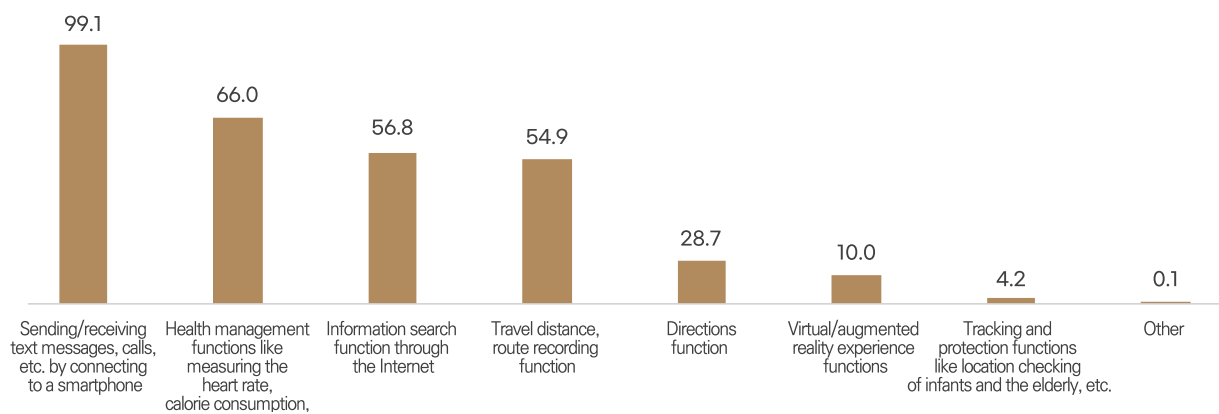
Figure 3-11 | Wearable device ownership rate by gender/age group (% , based on the population aged 6 or older)



B. Functions Used in Wearable Devices

The most commonly used feature in wearable devices was 'Sending/receiving text messages, calls, etc. by connecting to a smartphone' (99.1%), followed by 'Health management functions like measuring the heart rate, calorie consumption, etc.' (66.0%), 'Information search function through the Internet' (56.8%), 'Travel distance, route recording function' (54.9%), etc.

Figure 3-12 | Functions used in wearable devices (multiple responses, %, based on wearable device owners aged 6 or older)



IV. Internet 'Communication'



- 01. Internet Use for Communication Purposes
- 02. Instant Messenger Use Status
- 03. SNS Use Status
- 04. Email Use Status

Part.4 IV. Internet ‘Communication’

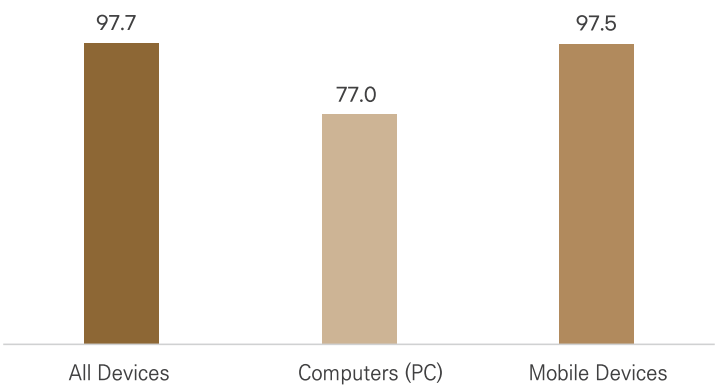
1. Using Internet for Communication Purposes

• Internet use for communication purposes is 97.7%

A. Use of the Internet for Communication Purposes

It was found that 97.7% of Internet users aged 3 years or older use the Internet for communication purposes. By device, 97.5% used ‘Mobile Devices’, while 77.0% used ‘Computers (PC)’, indicating a higher preference for communication via mobile devices.

Figure 4-1 | Internet Usage for communication purposes by device (% , based on Internet users aged 3 years or older)



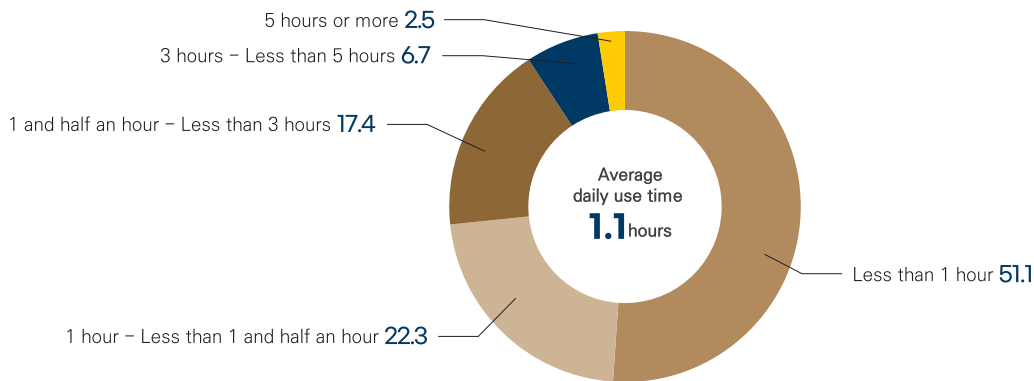
Use of the Internet for communication purposes:

Email, SNS(Facebook, Instagram, Band, Kakao Story, TikTok, blog, etc.), Instant messenger(Kakao Talk, Facebook Messenger, WhatsApp, etc.), chat(including voice chat such as Skype, Discord, TalkOn, etc.), online discussions(including writing comments), audio/video calls(Voice Talk, Facebook, FaceTime, LINE, etc.)

B. Internet Use Time for Communication Purposes

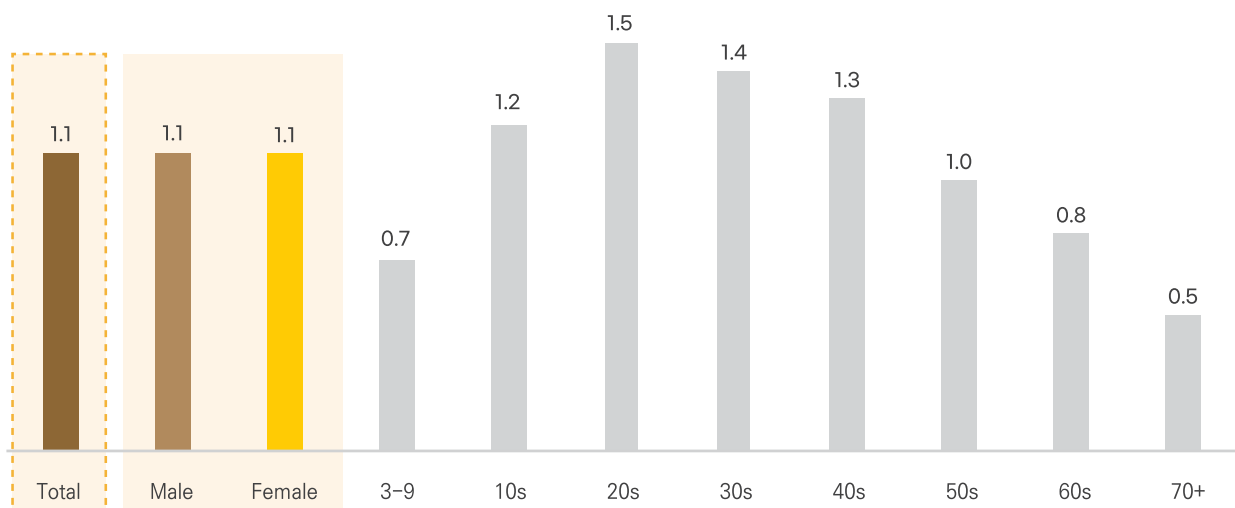
The average daily Internet usage time for communication purposes for Internet users aged 3 or older was 1.1 hours, with the following rankings: 'Less than 1 hour' (51.1%), '1 hour – Less than 1 and half an hour' (22.3%), and '1 and half an hour – Less than 3 hours' (17.4%).

Figure 4-2 | Average daily Internet use time for communication purposes (% , based on Internet users aged 3 or older for communication purposes)



By age group, it was in the order of '20s' (1.5 hours), '30s' (1.4 hours), and '40s' (1.3 hours) and was relatively low for those aged '3-9' (0.7 hours) and '70+' (0.5 hours).

Figure 4-3 | Average daily Internet use time for communication purposes by gender/age group (hours, based on Internet users aged 3 or older for communication purposes)



Part.4 IV. Internet ‘Communication’

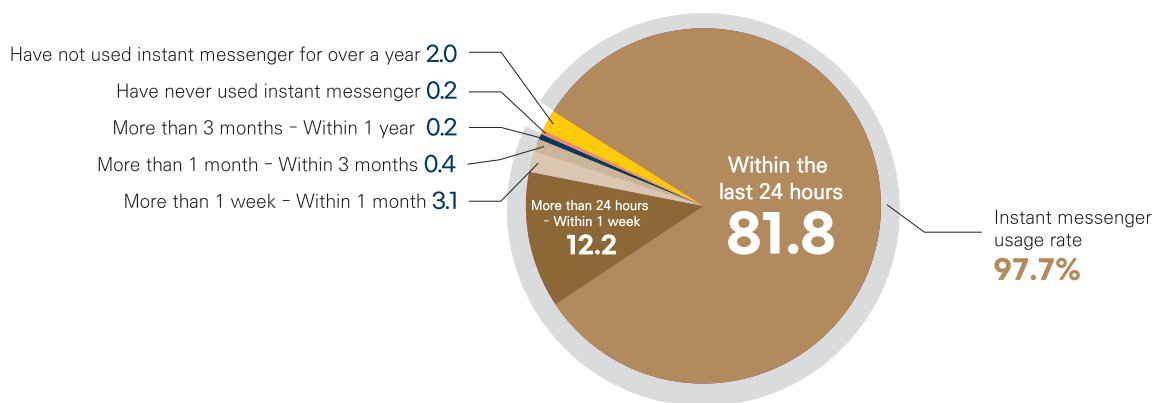
2. Instant Messenger Use Status

- Instant Messenger usage rate of Internet users aged 6 or older is 97.7%

A. Instant Messenger Usage Rate

The instant messenger usage rate (have used the instant messenger within the last year) of Internet users aged 6 or older was 97.7%, and the percentage of persons who have used the instant messenger within the last 24 hours was 81.8%.

Figure 4-4 | Recent instant messenger use period (% , based on Internet users aged 6 or older)



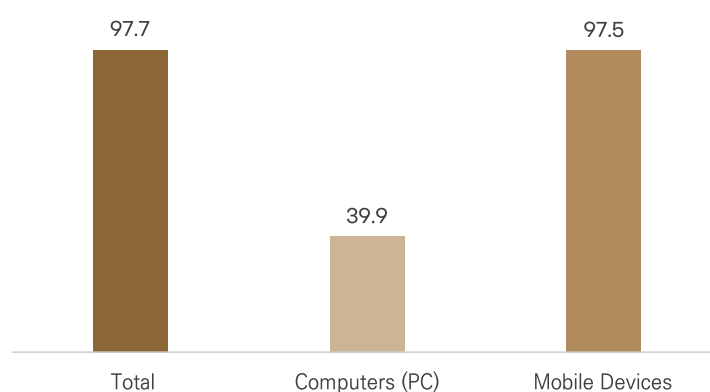
What is an instant messenger?

A service that enables individuals to send and receive data like messages, photos, etc. online by using a computer, a smartphone, etc. in real time

Example) KakaoTalk, Facebook Messenger, Line, Nate On, Telegram, Instagram Direct Message(DM), Naver Band Messenger, etc

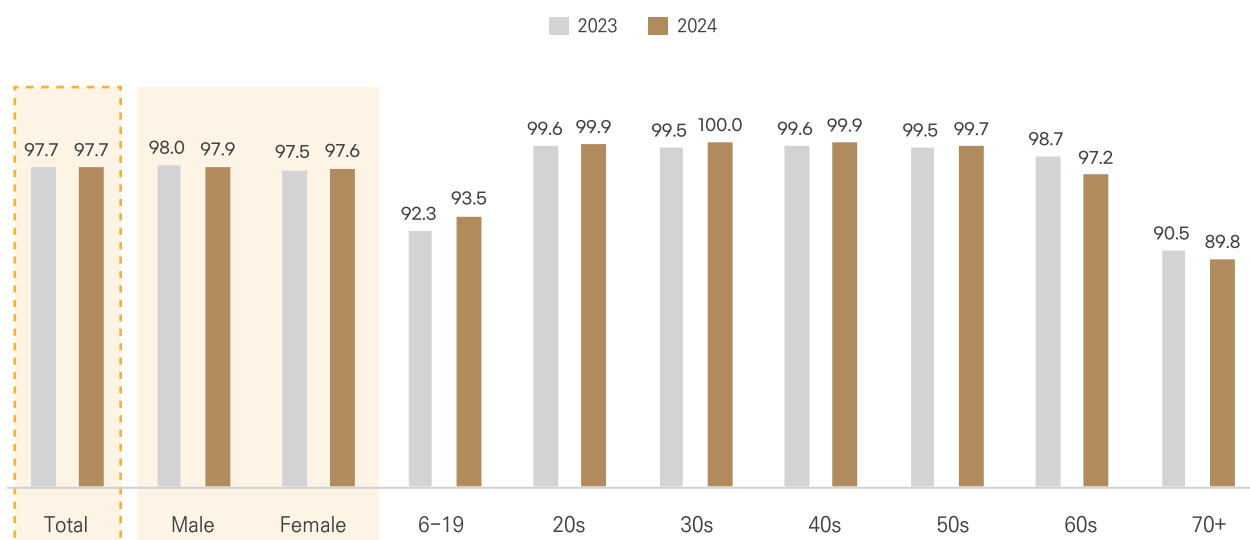
Looking at the instant messenger usage rate by device, the instant messenger usage rate through mobile devices was 97.7%, and the instant messenger usage rate through computers (PC) was 39.9%.

Figure 4-5 Instant messenger usage rate by device (% , based on Internet users aged 6 or older)



For the instant messenger usage rate by gender, 'Male' (97.9%) and 'Female' (97.6%) were similar. By age group, the usage rate for those in their 20s~50s was 99.0% or higher, and that of '60s' was 97.2%, which shows most of them use the instant messenger. The usage level was relatively low for those aged '6-19' at 93.5% and '70+' at 89.8%.

Figure 4-6 Instant messenger usage rate by gender/age group (% , based on Internet users aged 6 or older)

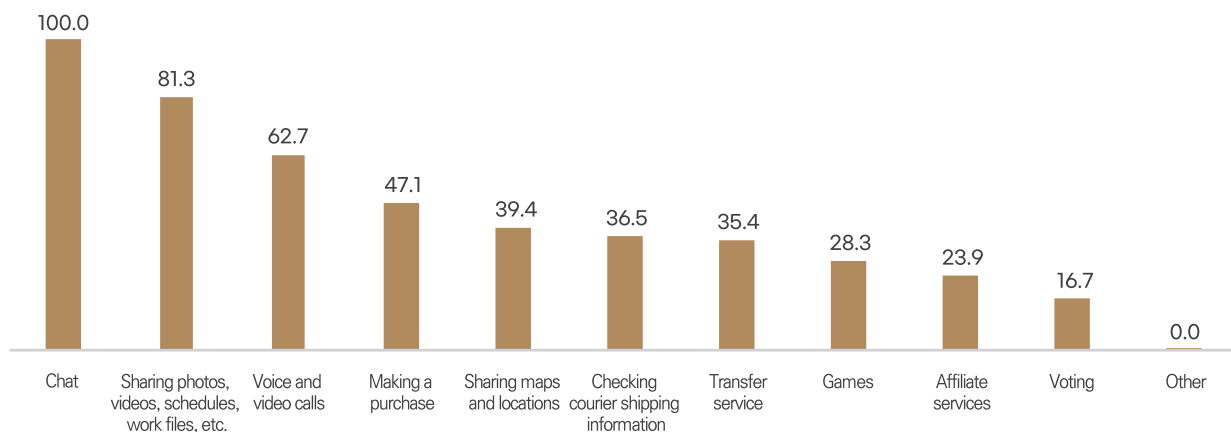


Part.4 IV. Internet ‘Communication’

B. Functions Used in Instant Messenger

The most used messenger feature was ‘Chat’ (100.0%), followed by ‘Sharing photos, videos, schedules, work files, etc.’ (81.3%), ‘Voice and video calls’ (62.7%), ‘Making a purchase’ (47.1%), ‘Sharing maps and locations’ (39.4%), ‘Checking courier shipping information’ (36.5%), ‘Transfer service’ (35.4%), ‘Games’ (28.3%), ‘Affiliate services’ (23.9%), ‘Voting’ (16.7%), etc.

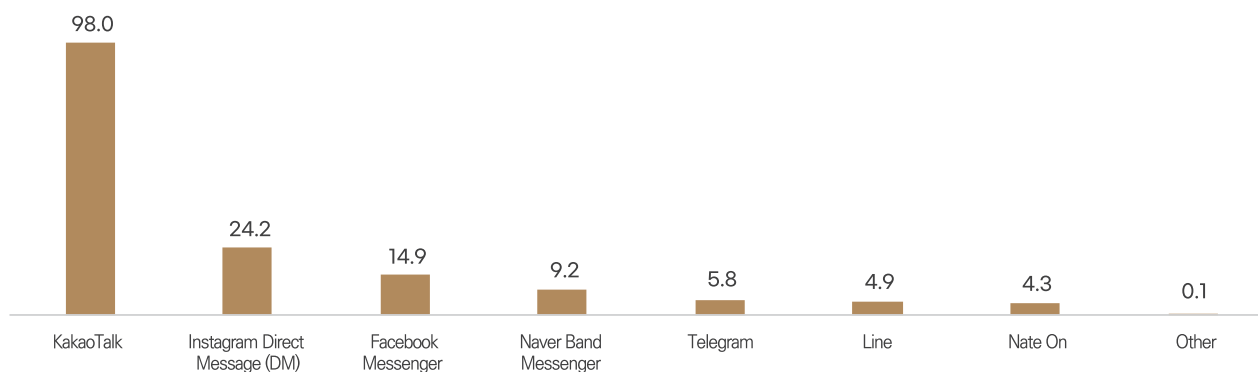
Figure 4-7 Functions used in instant messengers (multiple responses, %, based on instant messenger users aged 6 or older)



C. Frequently Used Instant Messenger Services

98.0% of messenger users were found to use ‘KakaoTalk,’ followed by ‘Instagram Direct Message (DM)’ (24.2%), ‘Facebook Messenger’ (14.9%), ‘Naver Band Messenger’ (9.2%), etc.

Figure 4-8 Frequently Used instant messenger services (3 responses, %, based on instant messenger users aged 6 or older)



Looking at the messenger services most used by age group, 'KakaoTalk' had the highest usage rate in all age groups, and there was no statistically significant difference. However, among those in their '20s', 'Instagram Direct Message (DM)' (48.4%) and 'Facebook Messenger' (24.4%) had relatively high usage rates. On the other hand, among those in their '60s' and '70s' or older, the usage rates of all messenger platforms except KakaoTalk were low at less than 10%.

Table 4-1 Frequently Used instant messenger services by gender/age group (3 responses, %, based on instant messenger users aged 6 or older)

Category		Kakao Talk	Instagram Direct Message (DM)	Facebook Messenger	Naver Band Messenger	Telegram	Line	Nate On	Other
Gender	Male	98.0	23.0	15.7	9.6	6.7	5.5	4.8	0.1
	Female	97.9	25.4	14.0	8.8	4.9	4.3	3.8	0.0
Age	6-19	95.7	39.9	20.4	4.9	5.1	5.2	3.3	0.0
	20s	97.9	48.4	24.4	8.1	8.6	7.6	5.9	0.1
	30s	97.8	39.1	20.9	9.0	9.0	7.2	7.2	0.1
	40s	98.3	24.3	16.1	10.7	7.3	5.9	5.9	0.0
	50s	98.4	11.3	10.6	12.6	4.7	4.2	3.4	0.1
	60s	98.9	4.2	6.9	10.0	2.6	1.9	2.0	0.1
	70+	98.3	1.7	3.1	5.2	1.7	1.0	1.5	0.1

Part.4 IV. Internet ‘Communication’

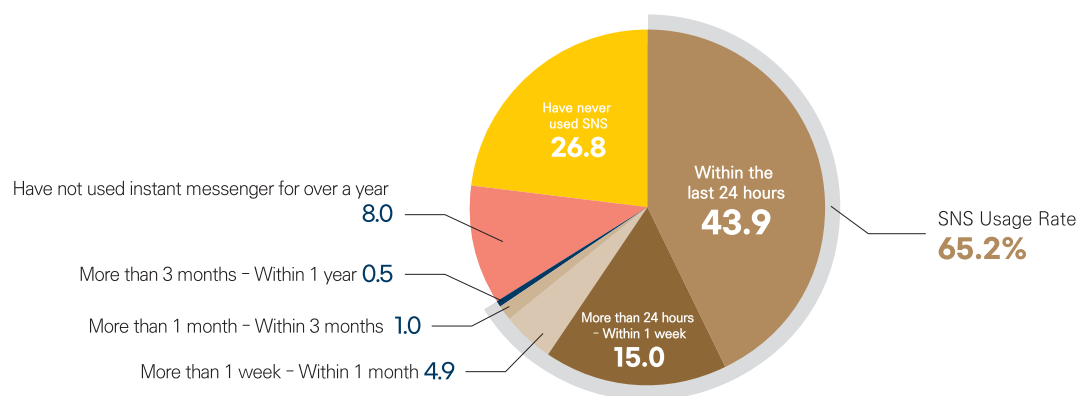
3. SNS Use Status

• Social Network Service usage rate of Internet users aged 6 or older is 66.4%

A. SNS Usage Rate

The SNS usage rate (used SNS within the last year) of Internet users aged 6 or older is 65.2%, and the percentage of persons who used SNS for the last 24 hours was 43.9%.

Figure 4-9 | Recent SNS use period (% , based on Internet users aged 6 or older)

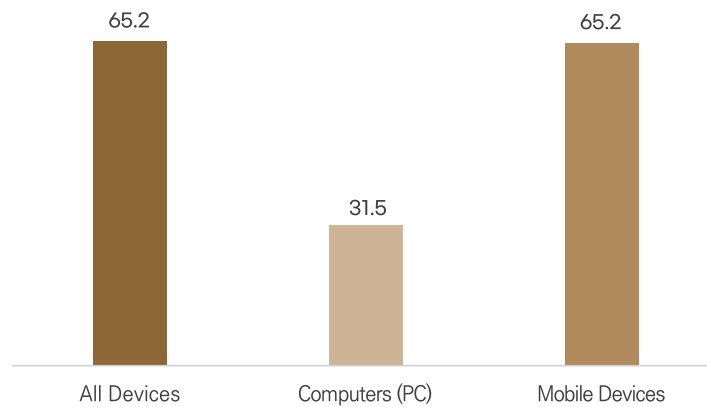


What is SNS (Social Network Service)?

Activities like sharing, browsing, observing, etc. communication and information by strengthening human relationships with acquaintances like friends, colleagues, etc. or forming new human networks on the Internet
Example) Facebook, Instagram, Naver Band, Kakao Story, Twitter, Blog, Cafe, etc.

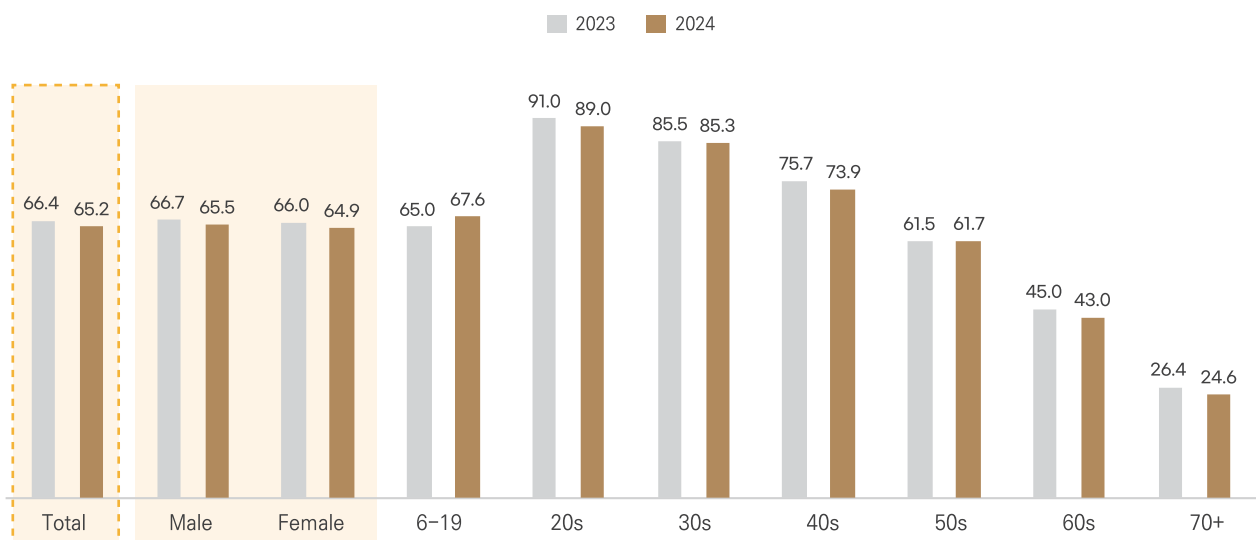
The percentage of people using SNS through a mobile device was 65.2%, which was higher than the percentage of people using SNS with computers (31.5%).

Figure 4-10 SNS usage rate by device (% , based on Internet users aged 6 or older)



SNS usage rates by age group was 89.0% for those in their '20s', 85.3% for those in their '30s', and 73.9% for those in their '40s'. The data indicates that SNS usage decreases as age increases.

Figure 4-11 SNS usage rate by gender/age group (% , based on Internet users aged 6 or older)

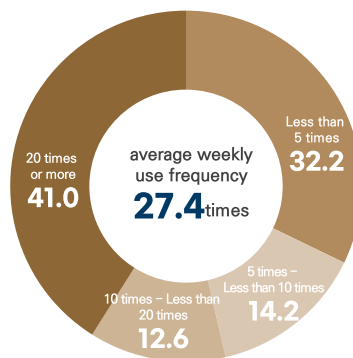


Part.4 IV. Internet ‘Communication’

B. SNS Use Frequency and Time

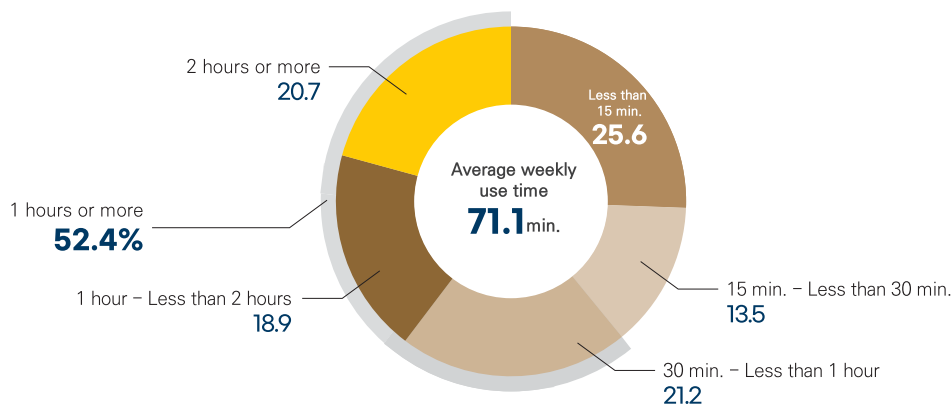
The average weekly usage frequency of SNS users aged 6 or older was 27.4 times (average of 2.9 times per day), with the order being ‘20 times or more’ (41.0%), ‘Less than 5 times’ (32.2%), ‘5 times – Less than 10 times’ (14.2%), and ‘10 times – Less than 20 times’ (12.6%).

Figure 4-12 | Average weekly SNS use frequency (% , based on SNS users aged 6 or older)



Meanwhile, the average weekly SNS usage time per week was 71.1 minutes, and 39.6% of users (‘1 hour – Less than 2 hours’ (18.9%), ‘2 hours or more’ (20.7%)) used it for 1 hour or more a week.

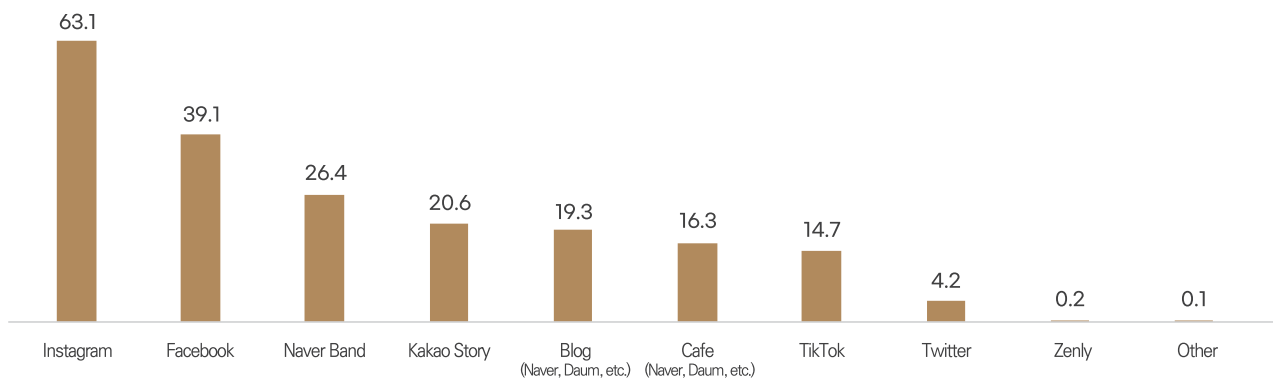
Figure 4-13 | Average weekly SNS use time (% , based on SNS users aged 6 or older)



C. Frequently Used SNS Services

The SNS services Frequently Used by SNS users were 'Instagram' (63.1%), followed by 'Facebook' (39.1%), 'Naver Band' (26.4%), 'Kakao Story' (20.6%), etc.

Figure 4-14 Frequently Used SNS services (3 responses, %, based on SNS users aged 6 or older)



The Instagram usage rate was higher among 'Female' (64.7%) than 'Male' (61.6%), and Facebook was used more by 'Male' (41.7%) than 'Female' (36.4%). By age group, 'Instagram' was the most widely used platform among those in their 50s and younger ('6-19' 71.6%, '20s' 81.5%, '30s' 80.0%, '40s' 63.7%, '50s' 43.5%). Meanwhile, 'Naver Band' usage rates were high among those in their '60s' (42.4%) and those aged '70+' (38.3%).

Table 4-2 Frequently Used SNS services by gender/age group (3 responses, %, based on SNS users aged 6 or older)

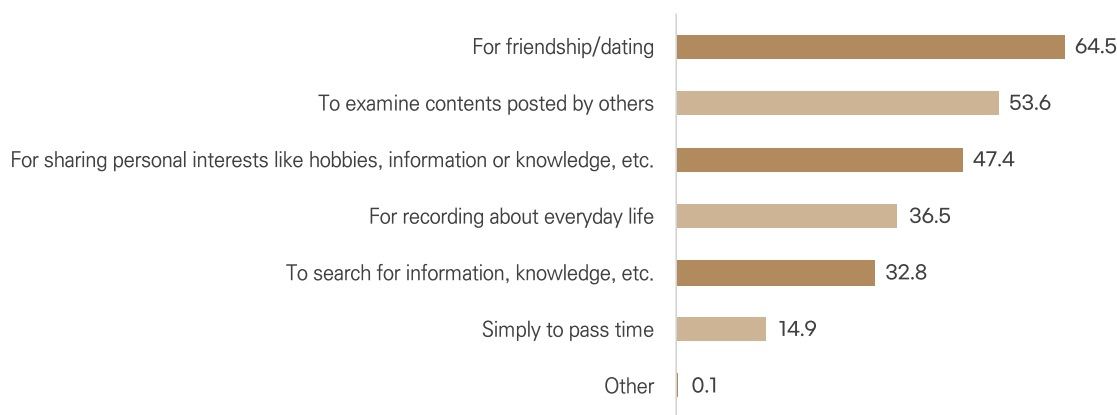
Category		Instagram	Face book	Naver Band	Kakao Story	Blog (Naver, Daum, etc.)	Cafe (Naver, Daum, etc.)	TikTok	Twitter	Zenly	Others
Gender	Male	61.6	41.7	27.2	19.1	19.6	16.7	14.5	4.3	0.3	0.1
	Female	64.7	36.4	25.6	22.2	19.0	15.8	15.0	4.0	0.2	0.1
Age	6-19	71.6	37.0	13.8	13.7	33.8	10.7	28.4	6.1	0.3	0.2
	20s	81.5	47.3	14.2	14.2	16.5	13.8	20.3	5.4	0.3	0.1
	30s	80.0	47.3	20.0	20.2	15.5	16.8	14.5	5.3	0.2	0.0
	40s	63.7	37.7	27.7	20.7	17.6	19.0	11.5	3.6	0.2	0.1
	50s	43.5	33.1	42.2	27.9	19.9	18.4	9.2	2.1	0.1	0.1
	60s	32.0	28.6	42.4	29.3	17.4	17.9	6.9	2.6	0.1	0.1
	70+	30.4	26.0	38.3	19.2	14.8	17.1	5.1	3.1	0.7	1.6

Part.4 IV. Internet ‘Communication’

D. Reasons for Using SNS

SNS users aged 6 or older were shown to use SNS ‘For friendship/dating’ (64.5%), followed by ‘To examine contents posted by others’ (53.6%), ‘For sharing personal interests like hobbies, information or knowledge, etc.’ (47.4%), ‘For recording about everyday life’ (36.5%), etc.

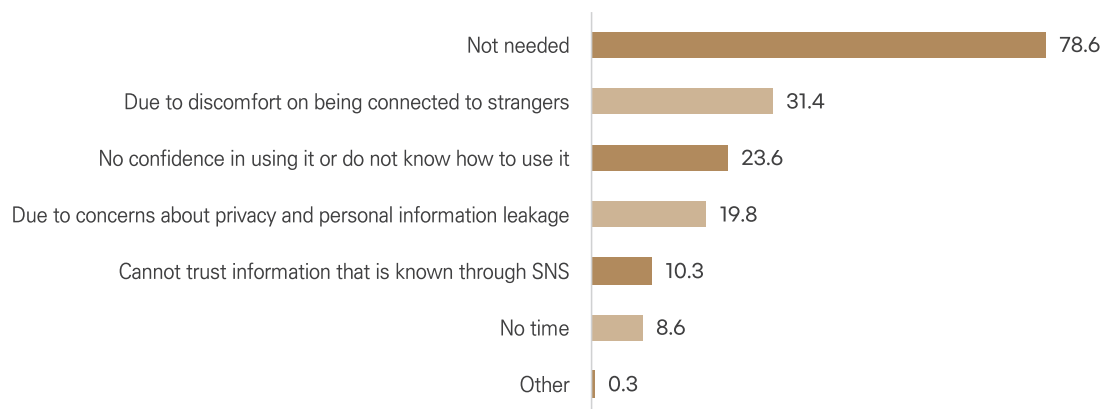
Figure 4-15 | Reasons for using SNS (3 responses, %, based on SNS users aged 6 or older)



E. Reasons for Not Using SNS

It was found that 7.8 persons out of 10 non-users (78.6%) did not use SNS because it is ‘Not needed’, followed by ‘Due to discomfort on being connected to strangers’ (31.4%), ‘No confidence in using it or do not know how to use it’ (23.6%), etc.

Figure 4-16 | Reasons for not using SNS (3 responses, %, based on SNS non-users aged 6 or older)



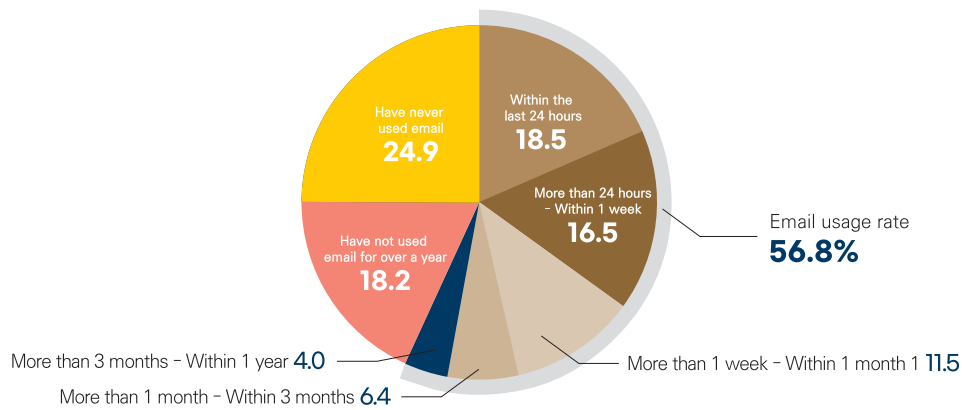
4. Email Use Status

- Email usage rate of Internet users aged 6 or older is 56.8%

A. Email Usage Rate

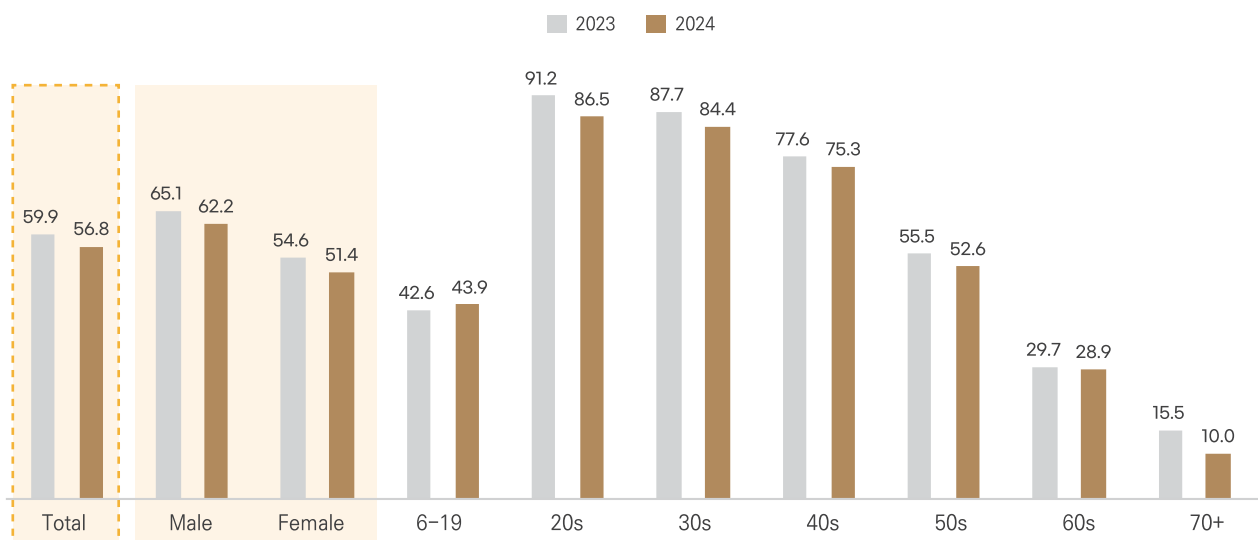
The 'email usage rate' (the ratio of persons who have used email within the last year) of Internet users aged 6 or older is 56.8%, and the ratio of those who have used it within the last 24 hours was 18.5%.

Figure 4-17 Recent email use period (% , based on Internet users aged 6 or older)



The email usage rate was higher for 'Male' (62.2%) than for 'Female' (51.4%). By age group, the highest usage rates were observed in the '20s' (86.5%), followed by the '30s' (84.4%), '40s' (75.3%), etc.

Figure 4-18 Email usage rate by gender/age group (% , based on Internet users aged 6 or older)

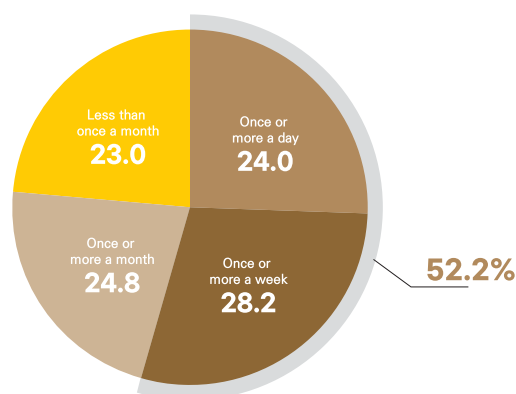


Part.4 IV. Internet ‘Communication’

B. Email Use Purpose and Frequency

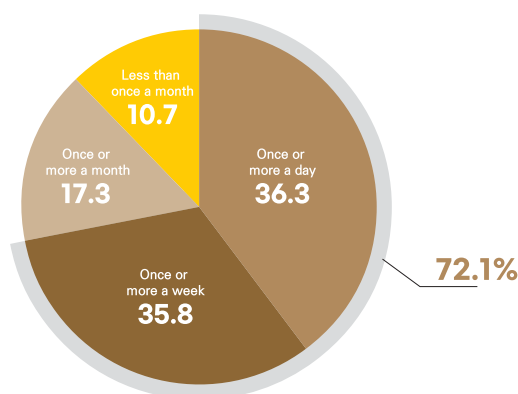
52.2% of email users aged 6 or older used email at least once a week (‘Once or more a day’ 24.0%, ‘Once or more a week’ 28.2%) for personal purposes other than work.

Figure 4–19 | Personal email use frequency (% , based on personal email users aged 6 or older)



Meanwhile, 85.3% of office workers use email for work, and 72.1% of office workers used email at least once a week (‘Once or more a day’ 36.3%, ‘Once or more a week’ 35.8%).

Figure 4–20 | Frequency of email use for work (% , based on worker email users aged 6 or older)



V. Internet 'Life'



01. Information Search on Internet
02. Buying/Selling Products Online
03. Using Internet Banking
04. Using Online Media
05. Using Video Service
06. Online Education/Occupation Workplace

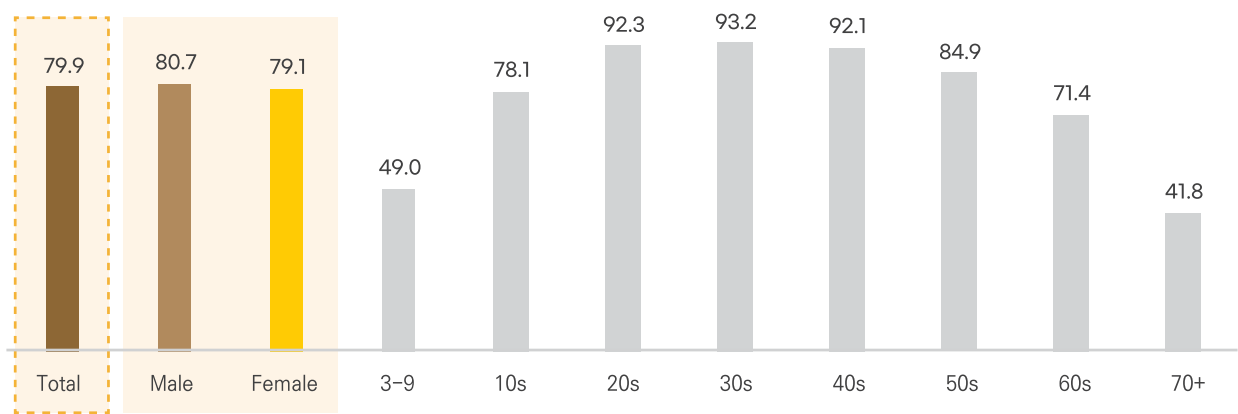
Part.4 V. Internet 'Life'

1. Information Search on Internet

A. Product Service Information

79.9% of Internet users use the product service information search. Result of analysis by gender showed that 'Male' (80.7%) and 'Female' (79.1%) have similar usage rates. By age group, those in their '30s' had the highest usage rate at 93.2%, followed by those in their '20s' (92.3%), '40s' (92.1%), and '50s' (84.9%).

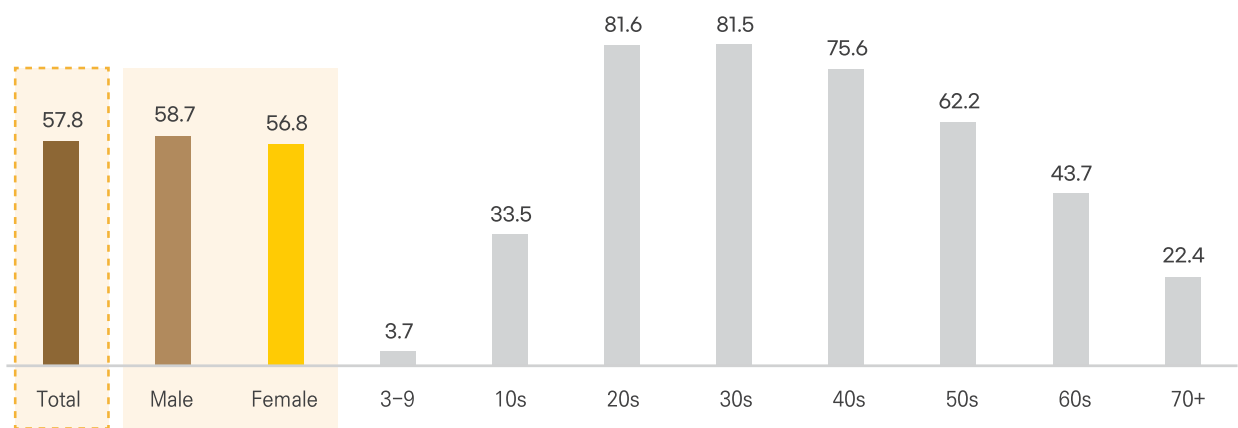
Figure 5-1 | Product service information search usage rate by gender/age group (% , based on Internet users aged 3 or older)



B. Travel, Transportation, Accommodation, and Location Information

The search for information of tavel, transportation, accommodation, and location is used by 57.8% of Internet users. The gender analysis results showed that the usage rates for 'Male' (58.7%) and 'Female' (56.8%) were similar. By age group, those in their '20s' (81.6%) and '30s' (81.5%) had the highest usage rates, followed by those in their '40s' (75.6%) and '50s' (62.2%).

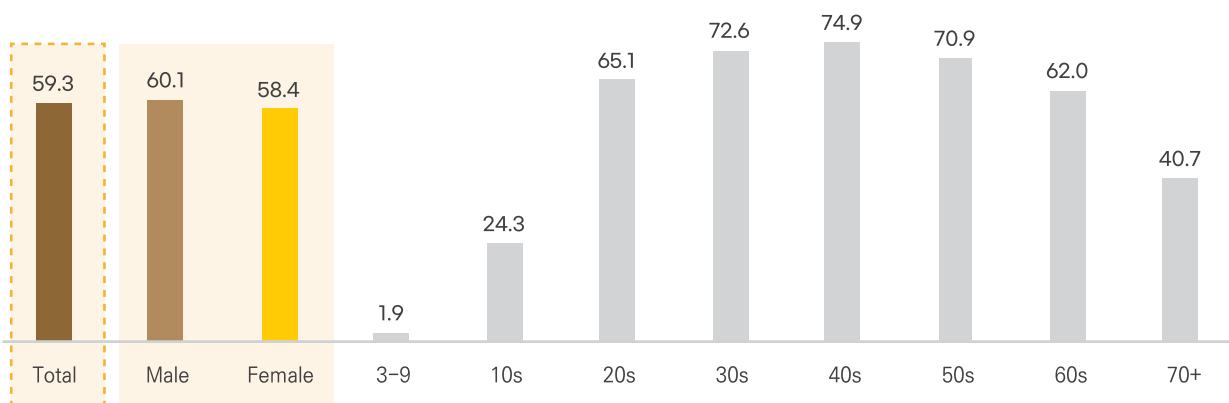
Figure 5-2 | Travel, transportation, accommodation, and location information search usage rate by gender/age group (% , based on Internet users aged 3 or older)



C. Health/Medical Information

59.3% of Internet users use the service to search for health/medical information. By age group, the '40s' showed the highest usage rate at 74.9%, followed by those in their '30s' (72.6%), '50s' (70.9%), '20s' (65.1%), etc.

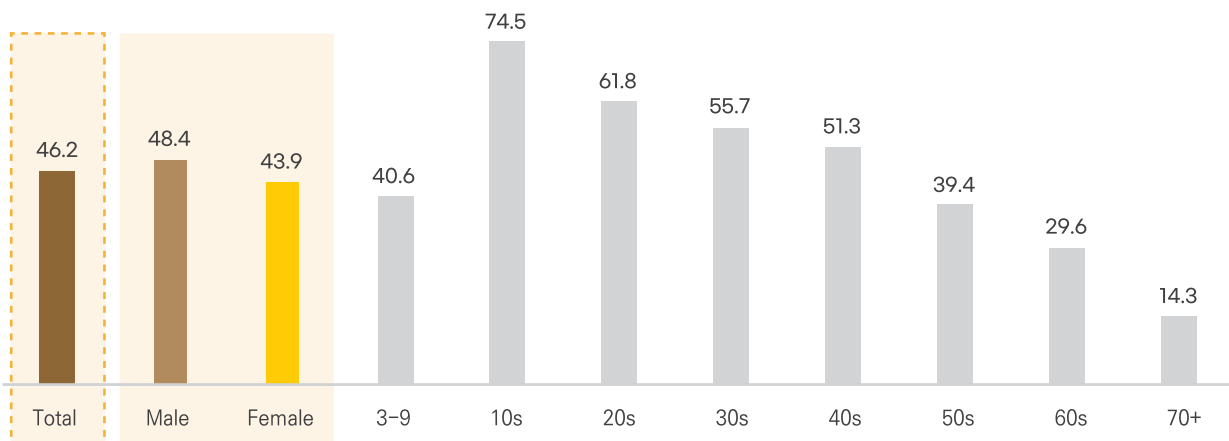
Figure 5-3 | Health and medical information search usage rate by gender/age group (% , based on Internet users aged 3 or older)



D. Knowledge Acquisition/Learning

46.2% of Internet users use the Internet to acquire knowledge and learn through information searches such as online materials, languages, and encyclopedias. By age groups, '10s' was the highest at 74.5% followed by '20s' (61.8%), '30s' (55.7%), '40s' (51.3%), etc.

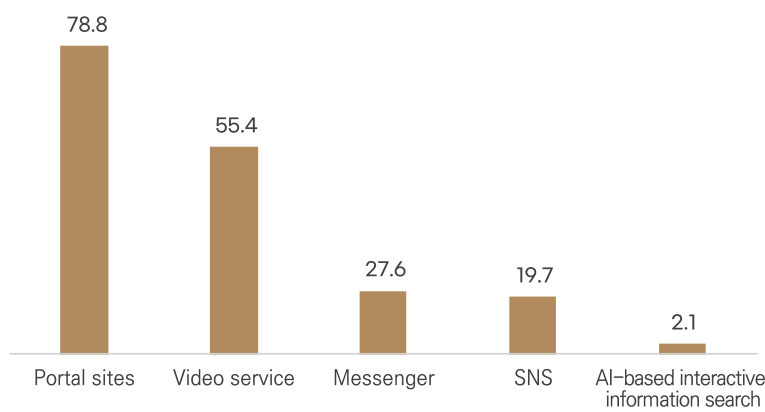
Figure 5-4 | Knowledge acquisition/learning search usage rate by gender/age group (% , based on Internet users aged 3 or older)



E. Sites/Apps Frequently Used in Search and Their Reliability

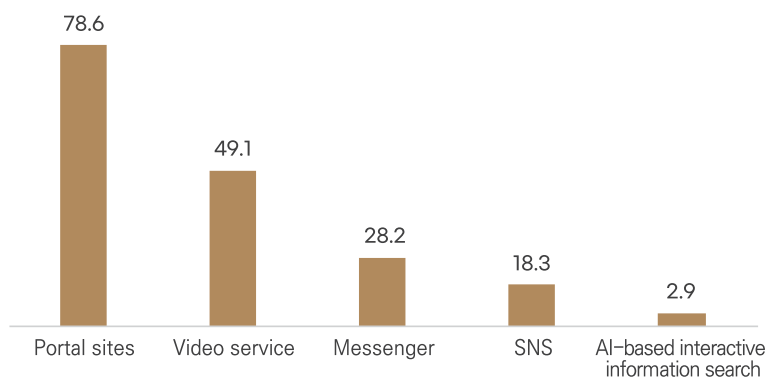
When searching for information, the sites/apps most Frequently Used were ‘portal sites’ (78.8%), followed by ‘Video service’ (55.4%), ‘Messenger’ (27.6%), ‘SNS’ (19.7%), and ‘AI-based interactive information search’ (2.1%).

Figure 5-5 | Sites Frequently Used when searching for information (2 responses, %, based on Internet users aged 3 or older for information searching purposes)



Looking at the reliability of information search websites/apps, ‘portal sites’ had the highest rate at 78.6%, followed by ‘Video service’ (49.1%), ‘Messenger’ (28.2%), and ‘SNS’ (18.3%). ‘AI-based interactive information search’ was relatively low at 2.9%.

Figure 5-6 | Reliable sites when searching for information (2 responses, %, based on Internet users aged 3 or older for information searching purposes)



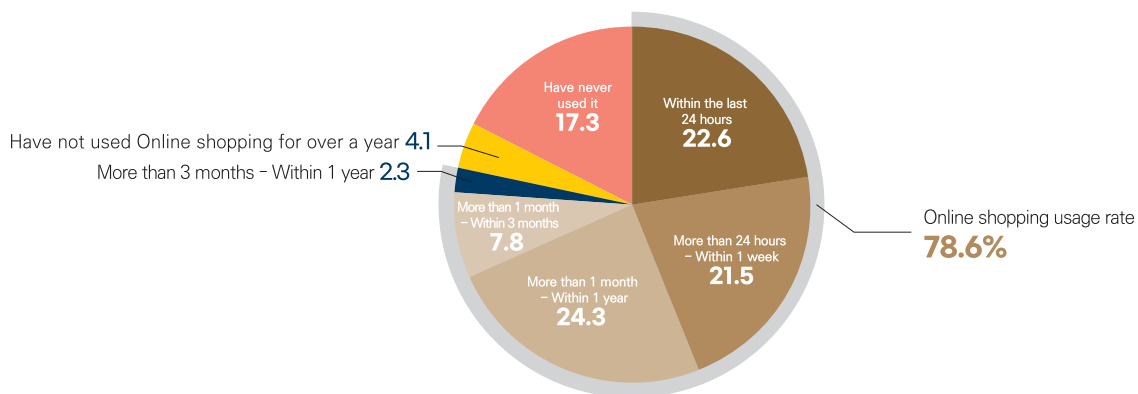
2. Buying/Selling Products Online

- Online Shopping usage rate of Internet users aged 12 or older is 78.6%

A. Online Shopping Usage Rate

78.6% of Internet users aged 12 or older are 'Internet shoppers' who have purchased products or services (including reservations and advance purchases) through the Internet within the past year. And, it was found that 22.6% used it for 'Within the last 24 hours', 21.5% for 'More than 24 hours – within 1 week', 24.3% for 'More than 1 week – within 1 month', and finally, 7.8% for 'More than 1 month – within 1 year'.

Figure 5-7 | Online Shopping usage rate (% , based on Internet users aged 12 or older)



What is Online Shopping?

It refers to purchase products or services through various Online Shopping malls or Internet platforms (site/application) without visiting stores directly, and includes used transactions, purchasing contents, etc.

(includes using general shopping sites, shopping through instant messengers, shopping through SNS links, shopping through live commerce platforms, using subscription services/freelancer markets/crowdfunding sites/apps, etc.)

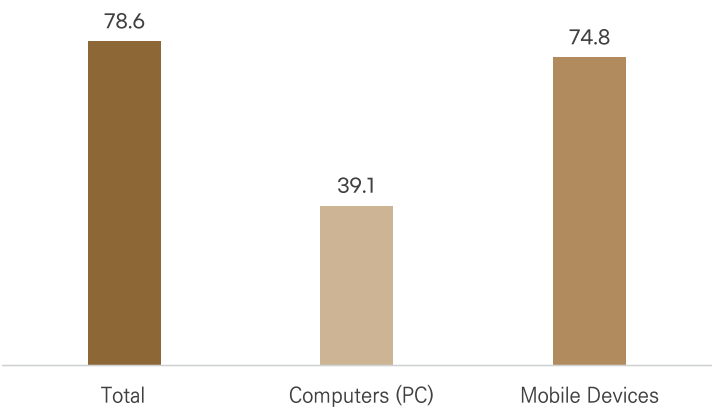
Example) Naver Shopping, Coupang, 11th Street, Ticketlink, Kakao Talk Gift, Instagram Shops, Kakao Shopping Live, Kukka, Soomgo, Wadiz, etc.

Part.4 V. Internet 'Life'

A. Online Shopping Usage Rate

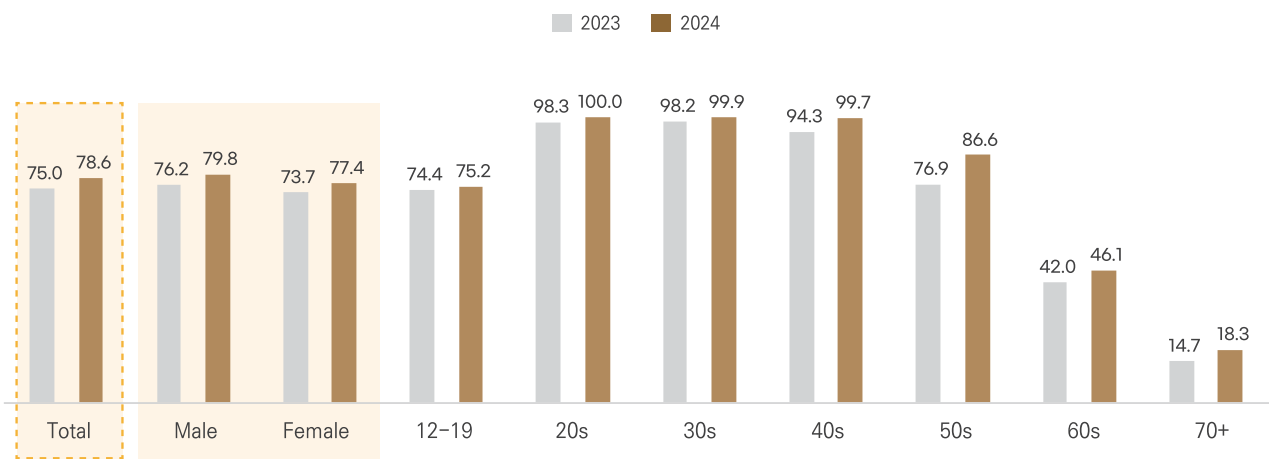
Looking at the Online Shopping usage rate by device, the Online Shopping usage rate through mobile devices was 74.8% while the Online Shopping usage rate through computers was 39.1%, showing that the Online Shopping usage rate via mobile devices was high.

Figure 5-8 | Online Shopping usage rate by device (% , based on Internet users aged 12 or older)



Online Shopping usage rate by age group was highest for those in their '20s' at 100.0%, followed by '30s' (99.9%), '40s' (99.7%), '50s' (86.6%), etc.

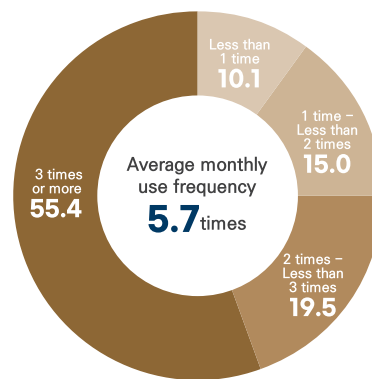
Figure 5-9 | Online Shopping usage rate by gender/age group (% , based on Internet users aged 12 or older)



B. Online Shopping Frequency

It was found that 55.4% of Internet shoppers aged 12 or older purchase products or services (including reservations and advanced purchases) through the Internet 3 or more times a month, and the average monthly Online Shopping use frequency was 5.7 times.

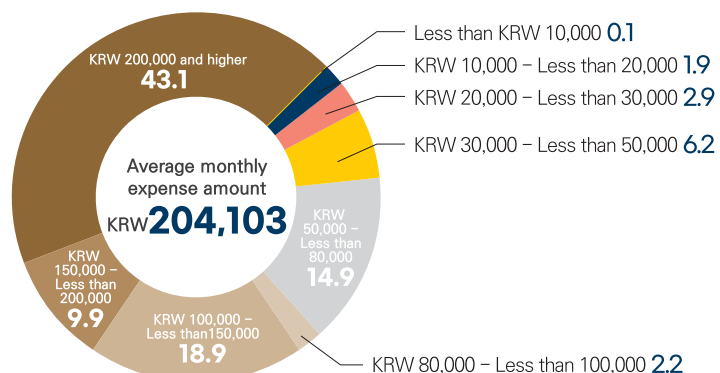
Figure 5-10 | Average monthly Online Shopping use frequency (% , based on Online Shopping users aged 12 or older)



C. Online Shopping Expenditure

The average monthly expenditure for purchasing goods or services (including reservations and advanced purchases) through the Internet was surveyed to be 204,103 won. Specifically, the proportion of purchases of 'over 200,000 won' was the highest at 43.1%, and the proportion of monthly average purchases of over 100,000 won ('100,000 won to less than 150,000 won' 18.9%, '150,000 won to less than 200,000 won' 9.9%, 'over 200,000 won' 43.1%) was 71.8%.

Figure 5-10 | Average monthly Online Shopping purchase expenditure (% , based on Online Shopping users aged 12 or older)



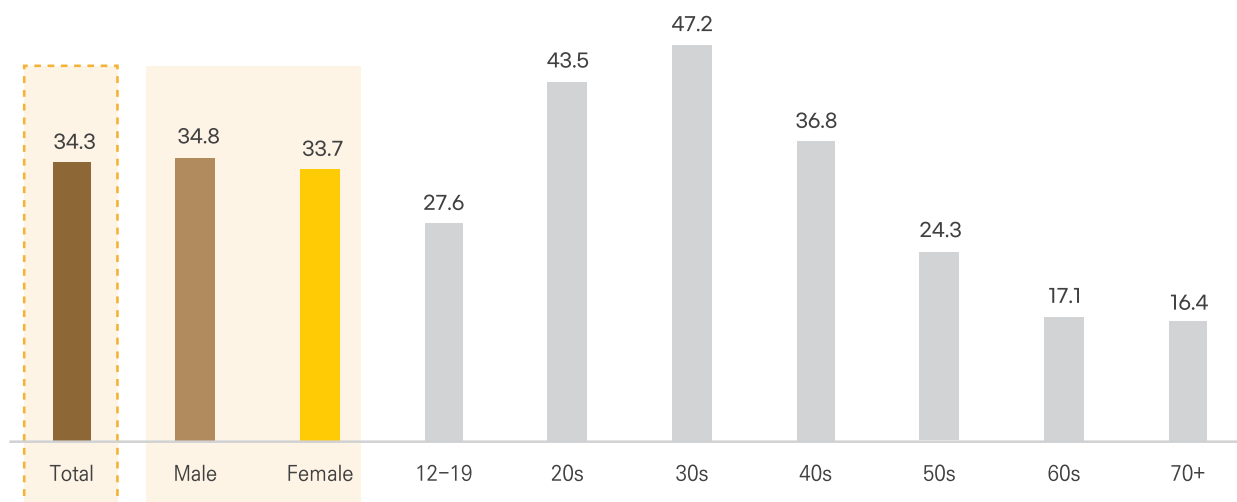
Part.4 V. Internet 'Life'

• 34.3% of Internet shoppers aged 12 or older use International direct purchase

D. International Direct Purchase Usage Rate

34.3% of online shoppers use International direct purchasing. By age group, it was the highest for those in their '30s' at 47.2%, followed by '20s' (43.5%), '40s' (36.8%), etc.

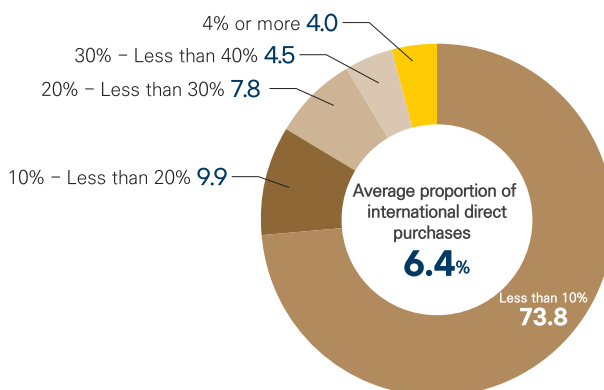
Figure 5-12 | International direct purchase usage rate by gender/age group (% , based on Online Shopping users aged 12 or older)



E. Proportion of International Direct Purchases

The proportion of International direct purchases among the total online shopping expenditures was highest at 'Less than 10%' at 73.8%, followed by '10% - less than 20%' at 9.9%, '20% - less than 30%' at 7.8% and 'more than 30%' at 4.5%. etc.

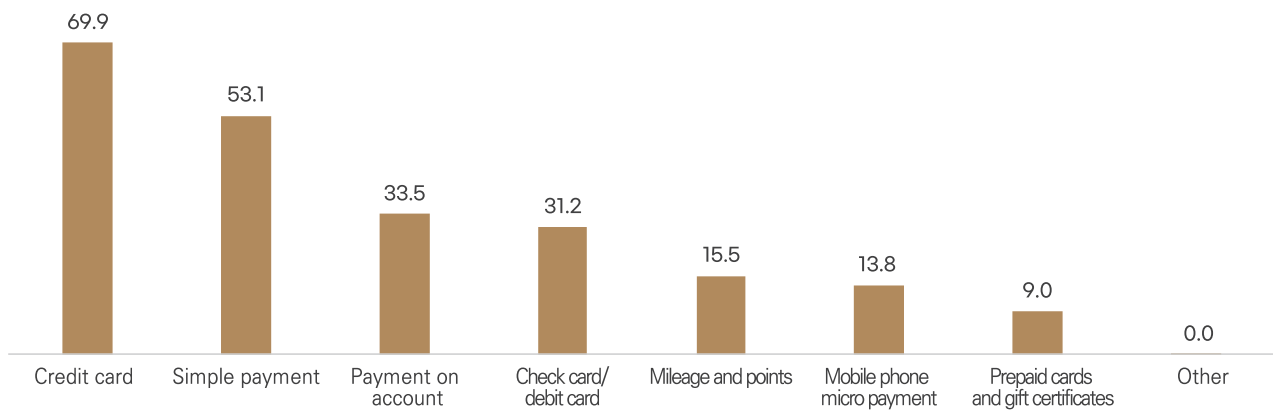
Figure 5-13 | Proportion of International direct purchases (% , based on Online Shopping users aged 12 or older)



F. Online Shopping Payment Method

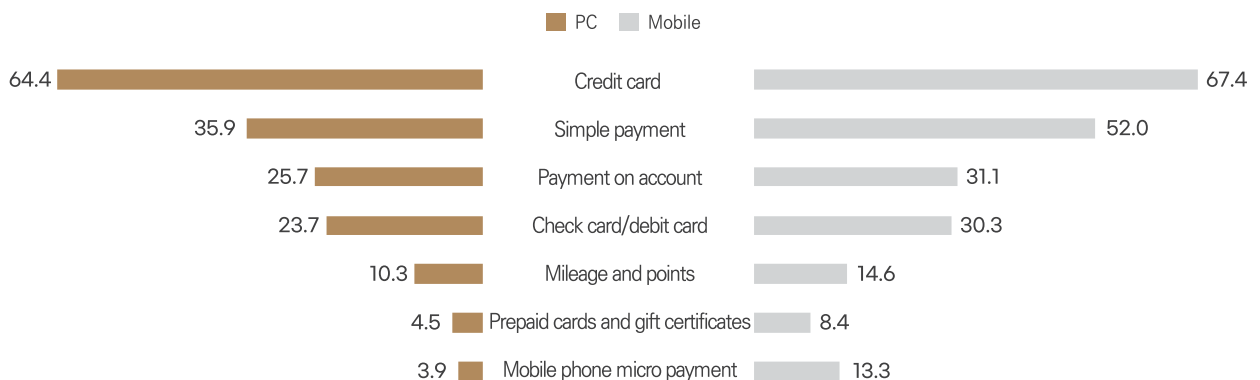
The main payment method for Online Shopping was 'Credit card' (69.9%), followed by 'Simple payment' (53.1%), 'Payment on account' (33.5%), 'Check card/debit card' (31.2%), etc.

Figure 5-14 | Online Shopping payment methods (multiple responses, %, based on Online Shopping users aged 12 or older)



For both PC and mobile shoppers, the main payment method was 'Credit card' (64.4% and 67.4%, respectively). Meanwhile, 'Simple payment,' 'Payment on account,' and 'Check card/debit card' were used more frequently by mobile shopping users compared to PC shopping users.

Figure 5-15 | Online Shopping payment methods (% , based on computer shopping/mobile shopping users aged 12 or older)

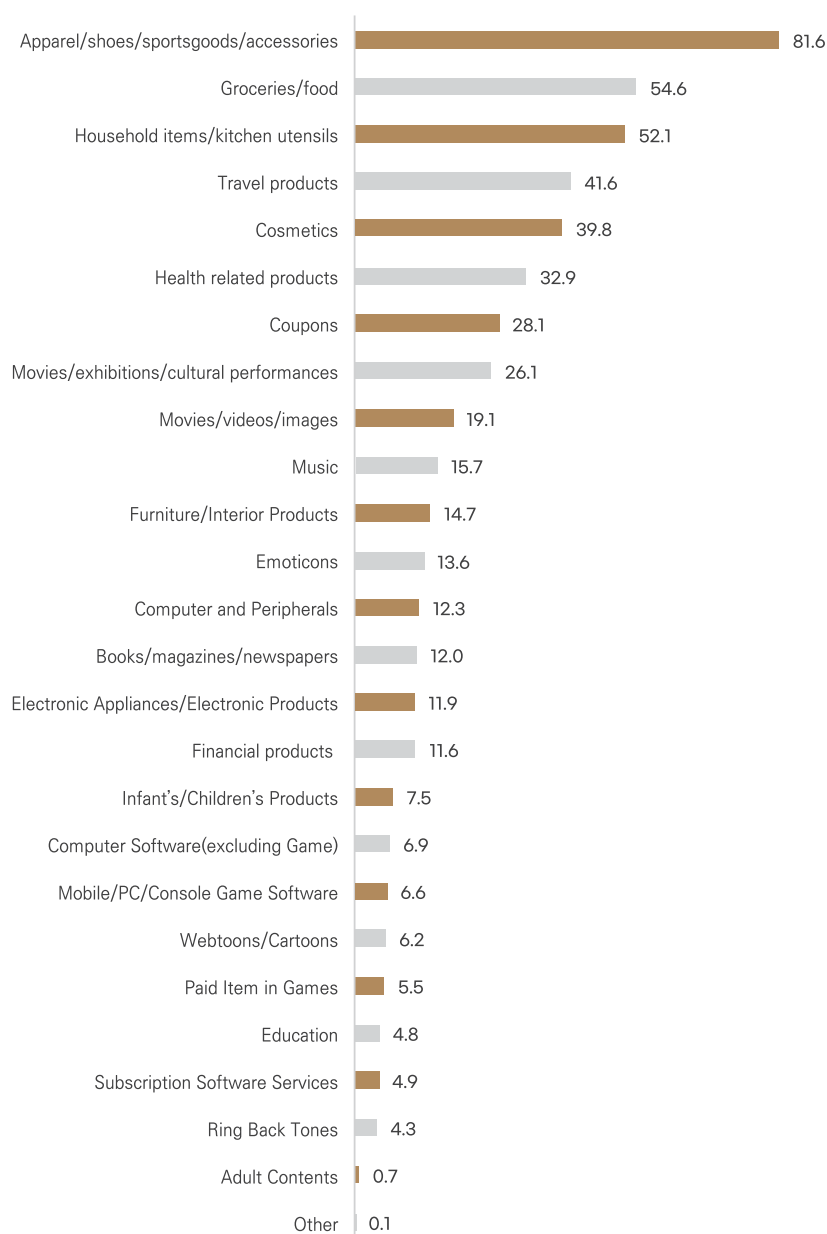


Part.4 V. Internet 'Life'

G. Items Purchased Online

Among the products and service items mainly purchased through Online Shopping³⁾, 'Apparel/shoes/sports goods/accessories' were the highest at 81.6%, followed by 'Groceries/food' (54.6%), 'Household items/kitchen utensils' (52.1%), 'Travel products' (41.6%), 'Cosmetics' (39.8%) etc.

Figure 5-16 | Items purchased online (multiple responses, %, based on Online Shopping users aged 12 or older)

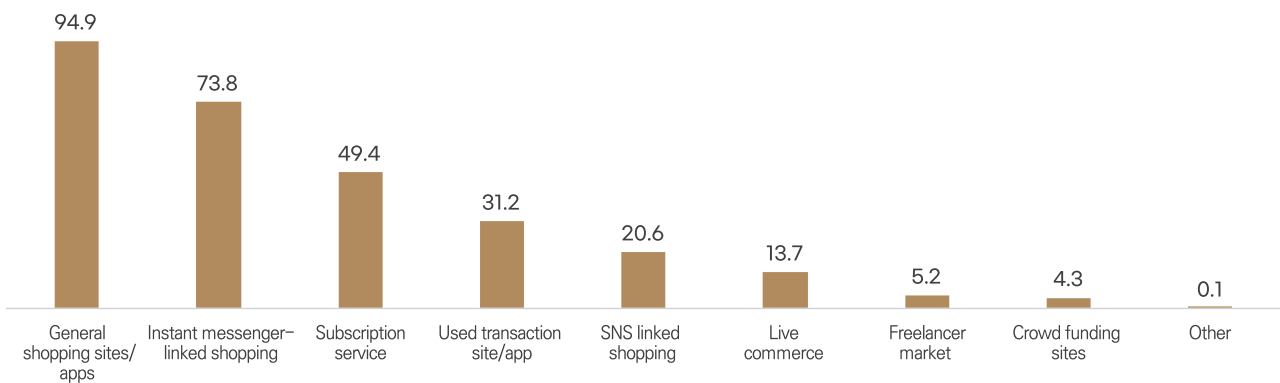


³⁾For 'music', 'video', 'books, magazines, newspapers', 'computer games or video games', and 'software' streamed or downloaded paid content that are provided in digital files have been included, in addition to products that are delivered offline(mail, courier shipping, etc.)

H. Online Shopping Apps/Sites

Among Internet shoppers aged 12 or older, the proportion of those who make purchases through 'General shopping sites/apps' was the highest at 94.9%, followed by 'Instant messenger-linked shopping' (73.8%), 'Subscription service' (49.4%), 'Used transaction site/app' (31.2%), 'SNS linked shopping' (20.6%), etc.

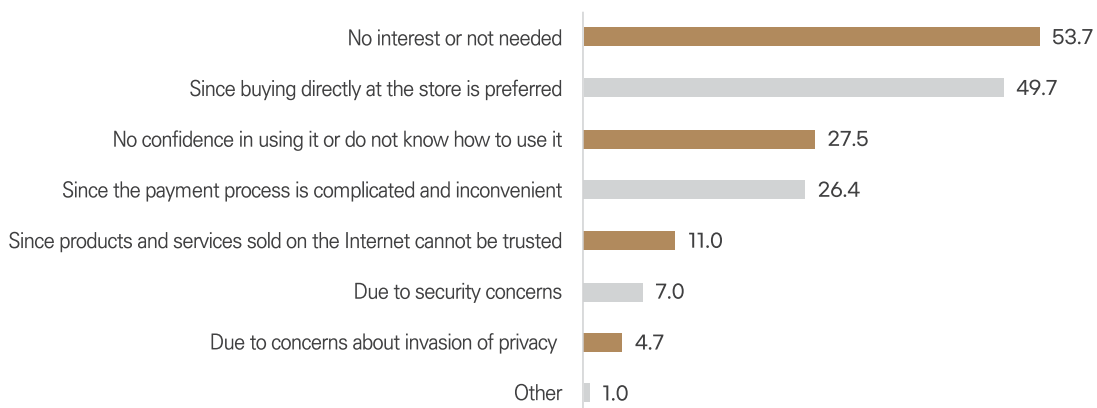
Figure 5-17 Frequently Used apps/sites when purchasing Internet products (multiple responses, %, based on Online Shopping users aged 12 or older)



I. Reasons for Not Using Online Shopping

More than half (53.7%) of non-users of online shopping aged 12 or older cited 'Not interested or needing it' as the main reason. This was followed by 'Since buying directly at the store is preferred' (49.7%), 'No confidence in using it or do not know how to use it' (27.5%), 'Since the payment process is complicated and inconvenient' (26.4%), etc.

Figure 5-18 Reasons for not using Online Shopping (multiple responses, %, based on non-users of Online Shopping aged 12 or older)

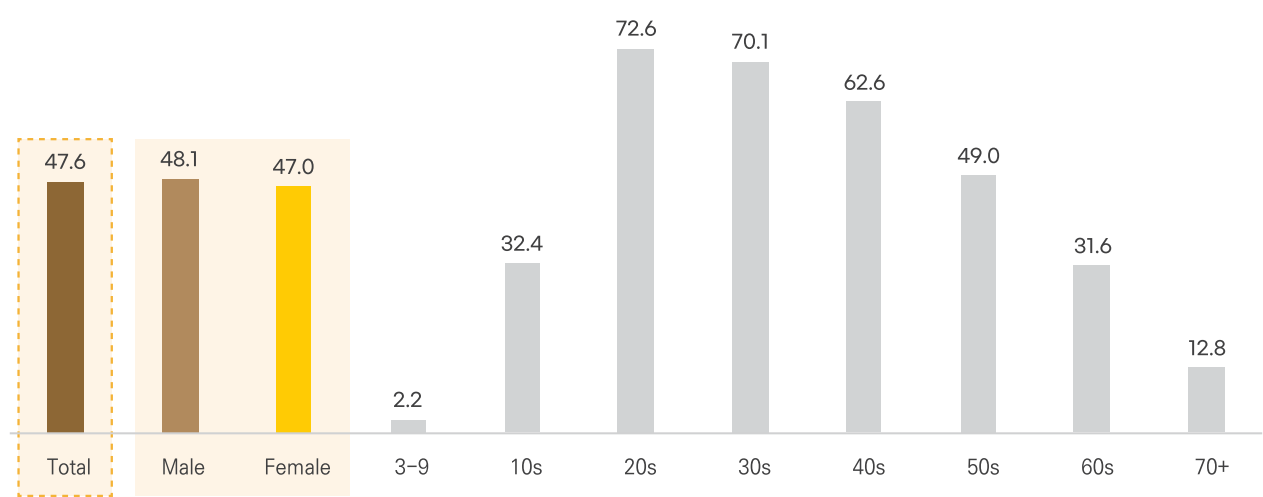


Part.4 V. Internet 'Life'

J. Experience in Selling Products or Services

It was found that 47.6% of Internet users aged 3 or older have experience selling products or services online, including second-hand transactions. By age group, those in their '20s' showed the highest rate at 72.6%, followed by '30s' (70.1%), '40s' (62.6%), '50s' (49.0%), etc.

Figure 5-19 | Experience selling products or services (% , based on Internet users aged 3 or older)



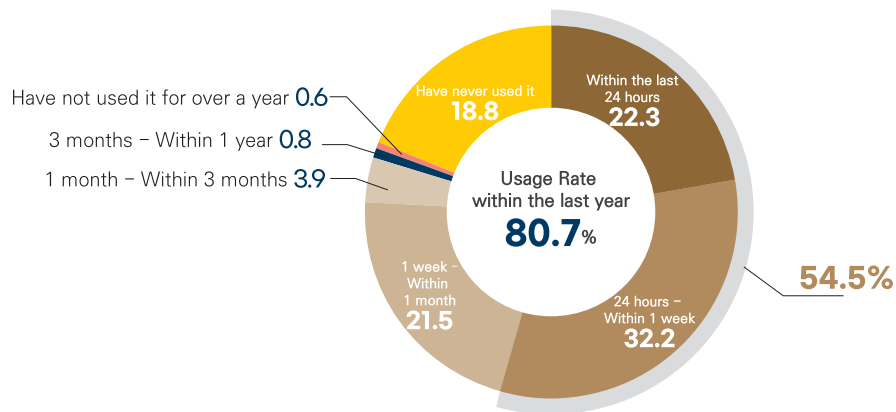
3. Using Internet Banking

- Internet banking usage rate of Internet users aged 12 or older is 80.7%

A. Internet Banking Usage Rate

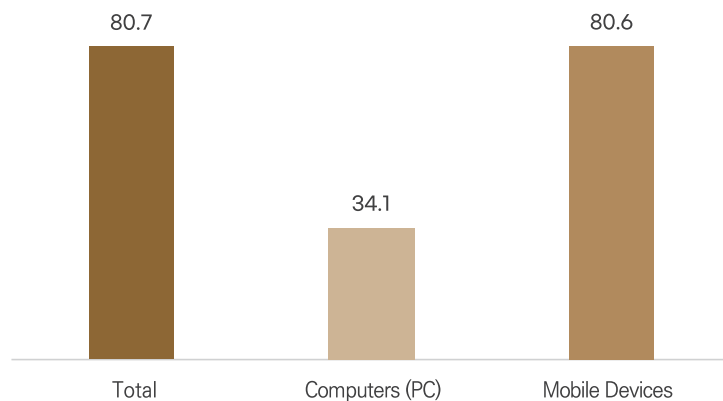
The Internet banking usage rate (the percentage of people who used Internet banking within the past year) among Internet users aged 12 or older was 80.7%, and 54.5% used it in the past week.

Figure 5-20 | Recent Internet banking use period (% , based on Internet users aged 12 or older)



As a result of analyzing Internet banking usage by device, the usage rate through mobile devices was higher at 80.6% than the usage rate through computers (PC) at 34.1%.

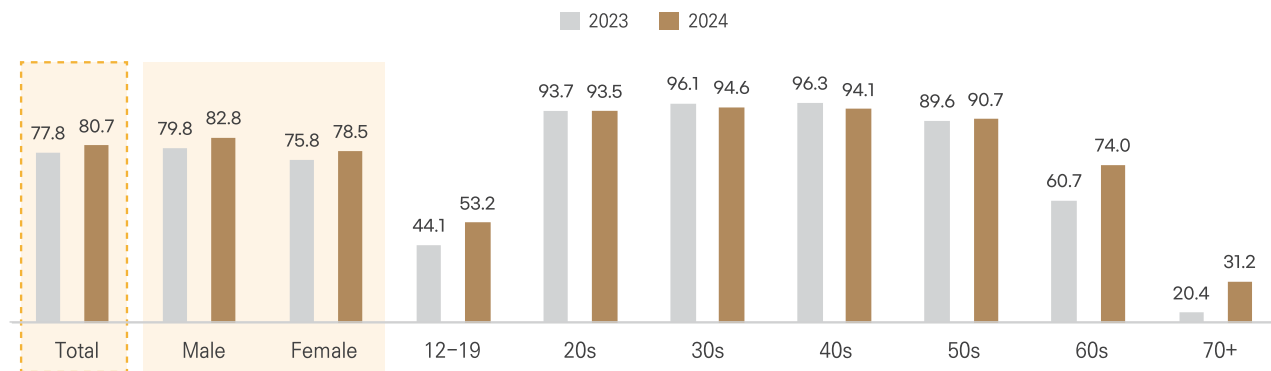
Figure 5-21 | Internet banking usage rate by device (% , based on Internet users aged 12 or older)



Part.4 V. Internet 'Life'

When analyzed by gender, Internet banking usage rate of 'Male' (82.8%) was higher than 'Female' (78.5%), and by age group, the usage rate was the highest for those in their '30s' at 94.6%, followed by those in their '40s' (94.1%), '20s' (93.5%), '50s' (90.7), etc.

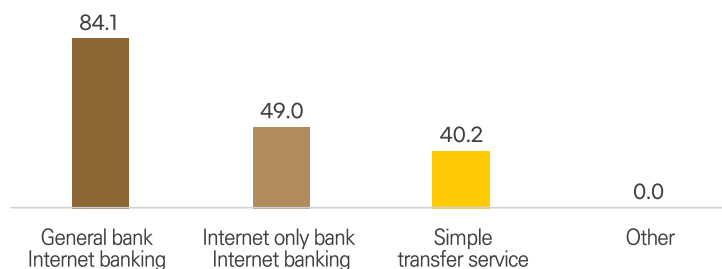
Figure 5-22 | Internet banking usage rate by gender/age group (% , based on Internet users aged 12 or older)



B. Frequently Used Internet Banking Services

Among Internet banking users aged 12 or older, the proportion of those using 'General bank Internet banking' was the highest at 84.1%, followed by 'Internet only bank Internet banking' (49.0%), and 'Simple transfer service' (40.2%).

Figure 5-23 | Internet banking use services (2 responses, %, Internet banking users aged 12 or older)



What is Internet Banking?

It includes all bank transaction activities like savings, transfer, investment, asset management, etc. on the Internet, and includes mobile banking services using mobile applications provided by each financial institution

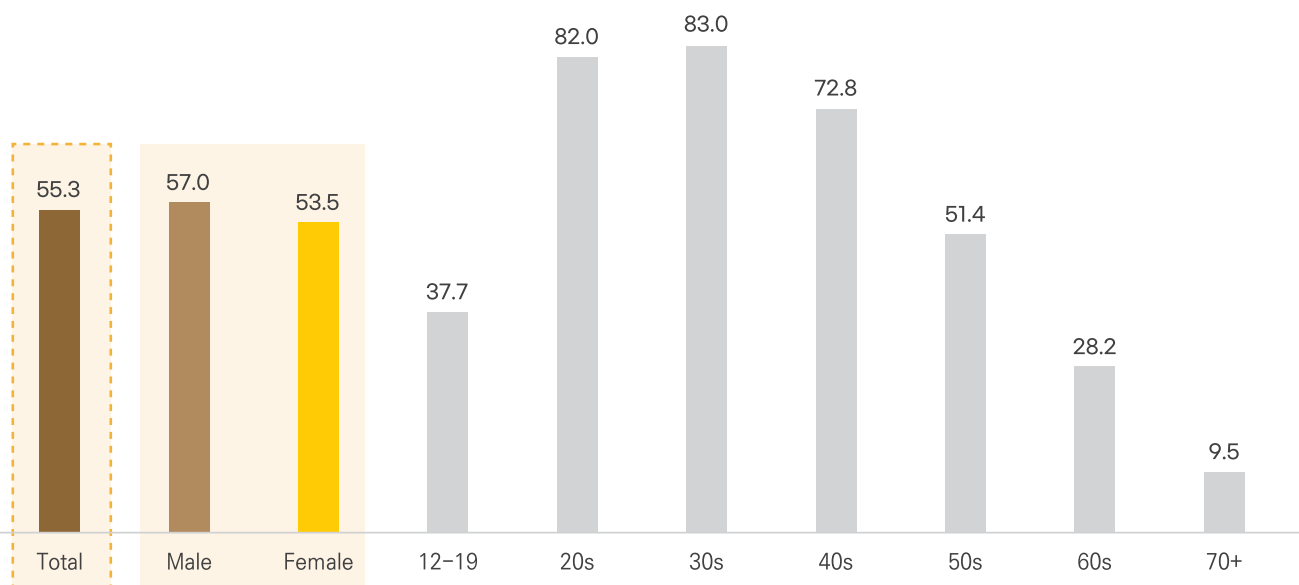
Example) PC-based Internet banking services for each bank, mobile banking services like KB Kookmin Bank Star Banking, Shinhan SOL Bank, NH Nonghyup Smart Banking, KEB Hana Bank Smartphone Banking, etc., and Internet-only banking services like K-Bank, Kakao Bank, etc.

- 55.3% of smartphone users aged 12 or older use mobile simple payment services via smartphones.

C. Smartphone Mobile Simple Payment Service Usage Rate

55.3% of smartphone users aged 12 or older used smartphone mobile simple payment services on-site. By age group, usage rates were high among those in their '30s' (83.0%), '20s' (82.0%), and '40s' (72.8%). However, usage rates were lower among those aged '12-19' (37.7%), '60s' (28.2%), and '70+' (9.5%).

Figure 5-24 | Smartphone mobile simple payment service usage rate (% , based on smartphone users aged 12 or older)



What is smartphone mobile simple payment?

It refers to the instant payment in the field using a smartphone through simple authentication(e.g. fingerprint) within the smartphone such as Samsung Pay, Apple Pay, Shinhan Play, KB Pay, Kakao Pay, etc.

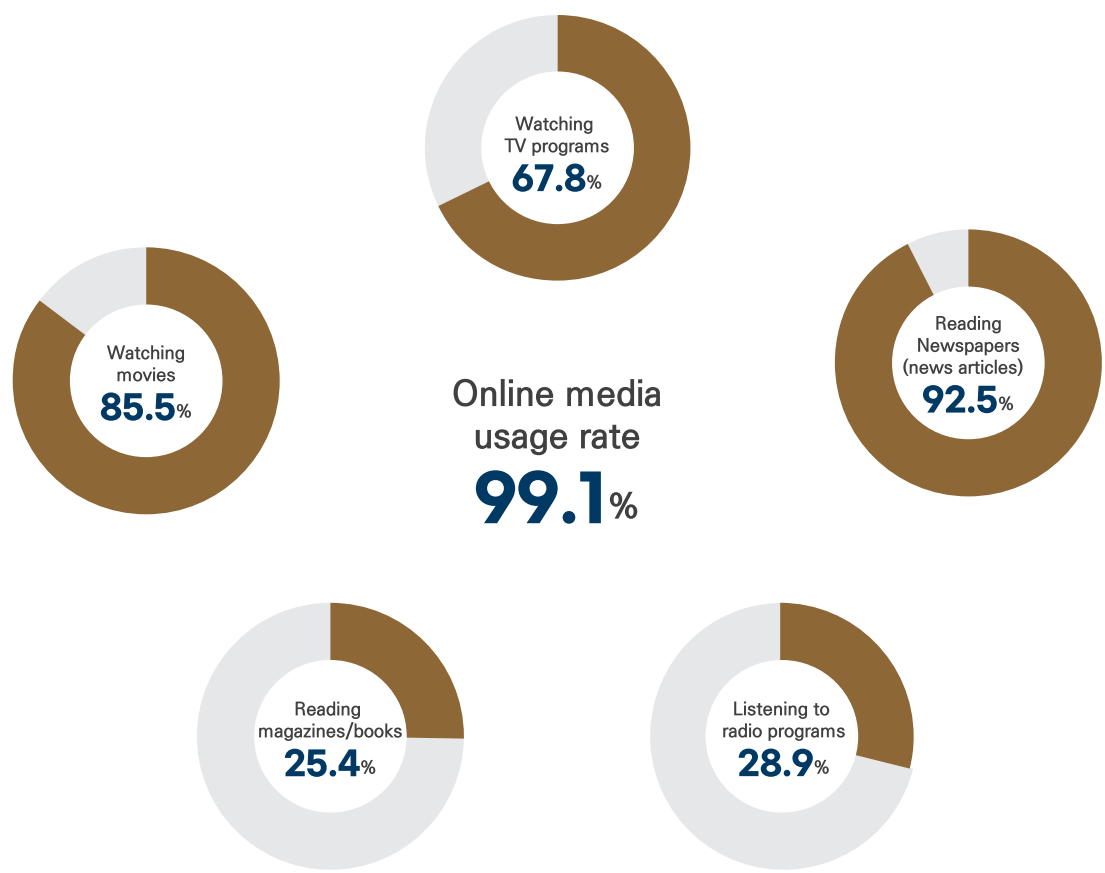
4. Using Online Media

• Online media usage rate of Internet users aged 6 or older is 99.1%

A. Online Media Usage Rate

Most Internet users aged 6 or older (99.1%) are 'online media users' who use one or more of the five major media sources: TV, newspapers (news articles)⁶⁾, radio, magazines/books, movies, etc. through the Internet. The usage rate was the highest for 'Reading newspapers (news articles)' at 92.5%, followed by 'Watching movies' (85.5%), 'Watching TV programs' (67.8%), 'Listening to radio programs' (28.9%), and 'Reading magazines/books' (25.4%).

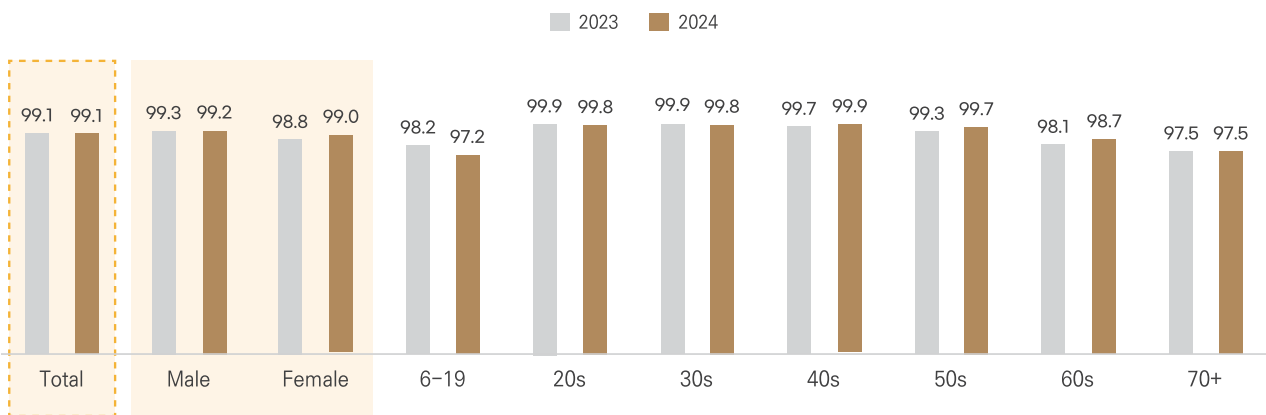
Figure 5-25 | Usage rate by online media service (multiple responses, %, based on Internet users aged 6 or older)



6) It refers to view or use news, newspaper articles(newspapers or portal sites), etc. through the Internet.

Online media usage rates by gender were very similar and by age group, the online media usage rates were higher than 97% in all age groups.

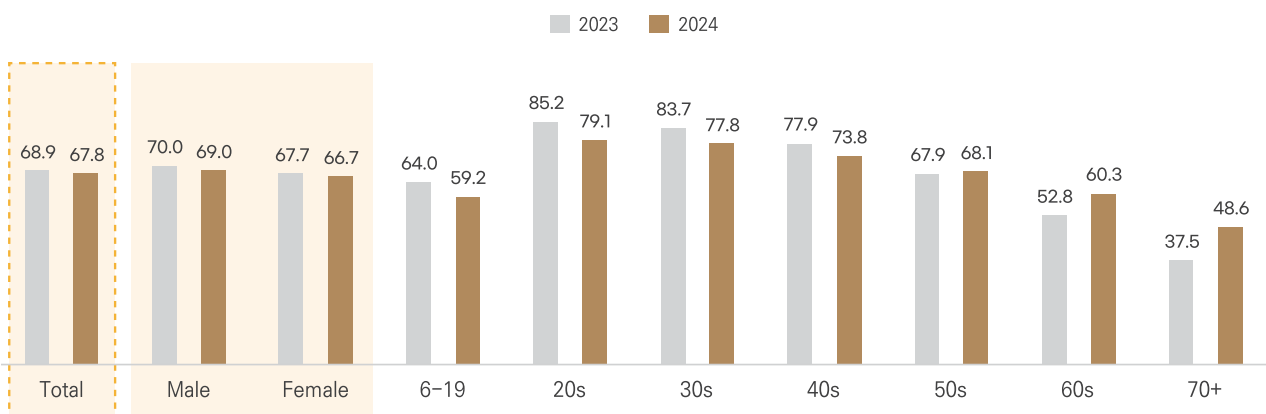
Figure 5-26 Usage rate for each online media service by gender/age group (multiple responses, %, based on Internet users aged 6 or older)



B. Watching TV

Among Internet users aged 6 or older, the online TV watching rate decreased by 1.1%p year-on-year to 67.8%. By age group, it was followed by those in their '20s' (79.1%), '30s' (77.8%), '40s' (73.8%), etc.

Figure 5-27 Online TV usage rate by gender/age group (% , based on Internet users aged 6 or older)

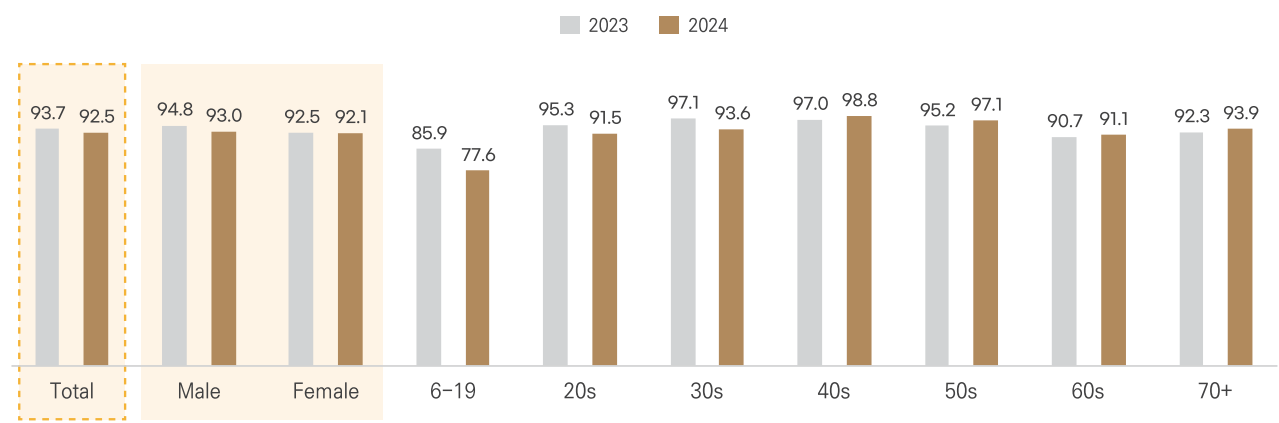


Part.4 V. Internet 'Life'

C. Reading Newspapers

Among Internet users aged 6 or older, 92.5% read newspapers online. The usage rate was over 90% in age groups 20 or older, while it was relatively lower at 77.6% among those aged '6-19'.

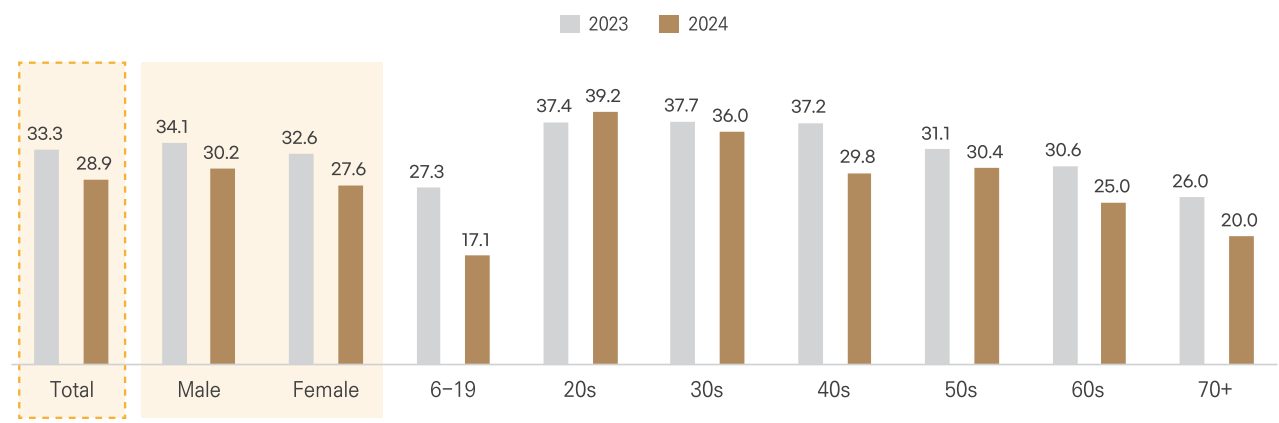
Figure 5-28 | Online newspaper usage rate by gender/age group (% , based on Internet users aged 6 or older)



D. Listening to Radio

It was shown that about 3 out of 10 (28.9%) Internet users aged 6 or older listen to online radio. By age group, those in their '20s' showed the highest rate at 39.2%, followed by '30s' (36.0%), '50s' (30.4%), '40s' (29.8%), etc.

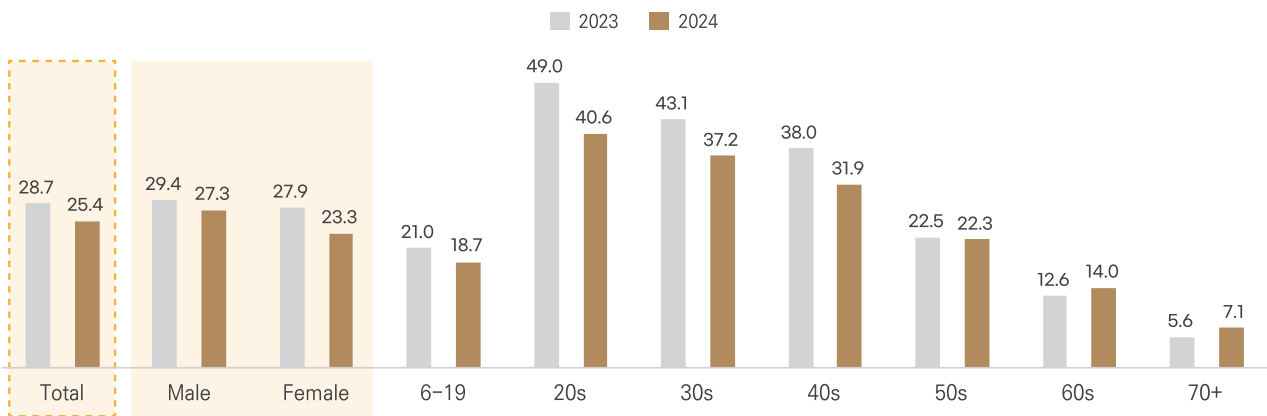
Figure 5-29 | Online radio rating by gender/age group (% , based on Internet users aged 6 or older)



E. Reading Magazines and Books

Among Internet users aged 6 or older, the percentage of those who read magazines and newspapers online was 25.4%. By gender, it was higher among 'Male' (27.3%) than 'Female' (23.3%). By age group, those in their '20s' had the highest rate at 40.6%, compared to other age groups.

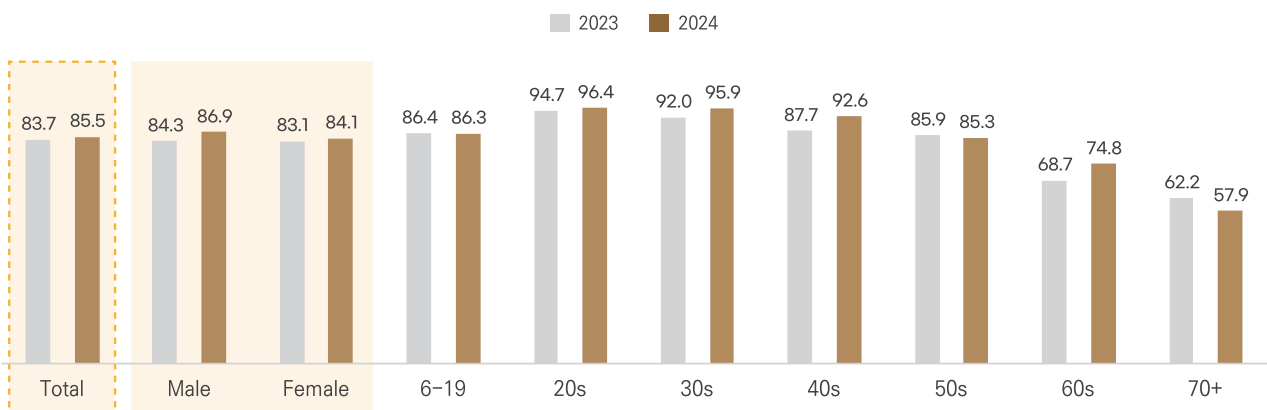
Figure 5-30 | Online magazine and book usage rate by gender/age group (% , based on Internet users aged 6 or older)



F. Watching Movies

8 out of 10 (85.5%) Internet users aged 6 or older watch movies online. By age group, the '20s' (96.4%) had the highest rate of online movie watching, followed by the '30s' (95.9%), '40s' (92.6%), '6-19' years (86.3%), '50s' (85.3%), etc.

Figure 5-31 | Online movie viewing rate by gender/age group (% , based on Internet users aged 6 or older)

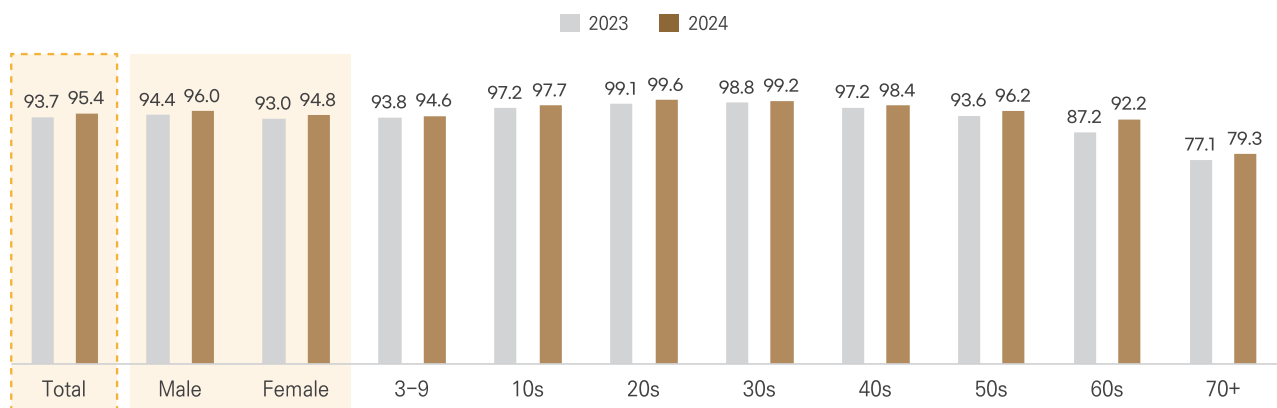


5. Using Video Service

A. Video Service Usage Rate by Age

The video service usage rate among Internet users in Korea increased by 1.7%p from the previous year, reaching 95.4%. The usage rate was high at over 92% in all age groups except for those in their 70s.

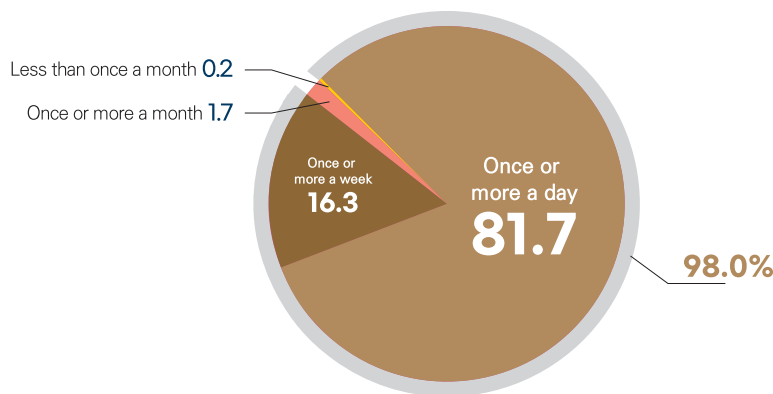
Figure 5-32 | Video service usage rate by gender/age group (% , based on Internet users aged 3 or older)



B. Video Service Use Frequency

It was found that 98.0% of video service users aged 3 or older use video service at least once a week (81.7% 'Once or more a day', 16.3% 'Once or more a week').

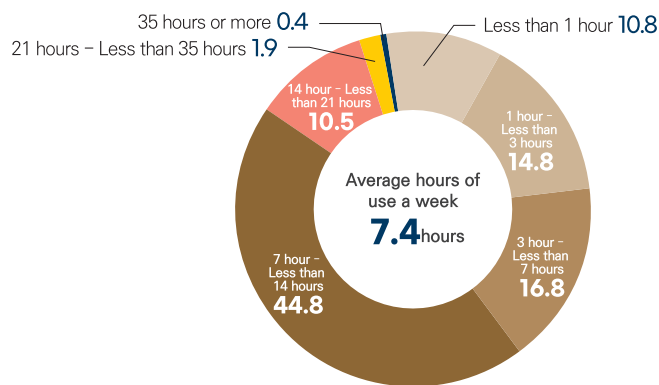
Figure 5-33 | Video service use frequency (% , based on video service users aged 3 or older)



C. Video Service Use Time

It was found that video service users aged 3 years or older use video services for an average of 7.4 hours per week. By usage time, '7 hours – Less than 14 hours' was the highest at 44.8%, followed by those in their '3 hours – Less than 7 hours' (16.8%), and '1 hour – Less than 3 hours' (14.8%).

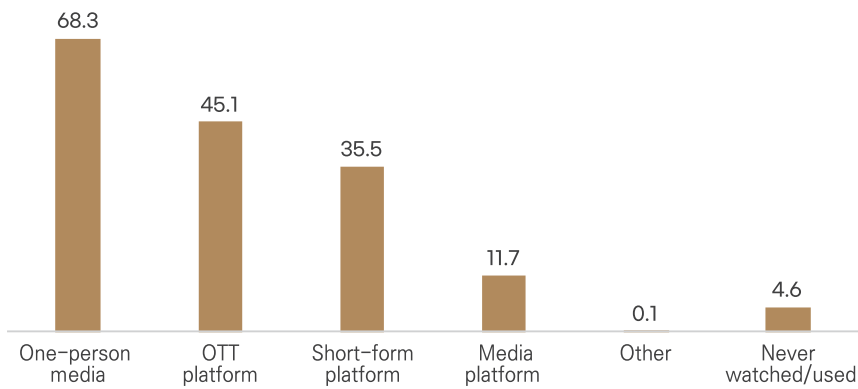
Figure 5-34 | Video service use time (% , based on video service users aged 3 or older)



D. Frequently Used Online Video Service Platforms

Online video service platforms Frequently Used by video service users aged 3 or older were ‘One-person media’ (68.3%), ‘OTT platform’ (45.1%), and ‘Short-form platform’ (35.5%).

Figure 5-35 | Frequently Used online video service platforms (2 responses, %, based on Internet users aged 3 or older)



One-person media: YouTube(excluding shorts), Afreeca TV, Twitch, etc.
OTT platform: Netflix, Disney+, Coupang Play, Watcha, Wavve, Amazon Prime, etc.
Short-form platform: YouTube Shorts, TikTok, Instagram Reels, etc.
Media platform: Portal Site(Naver, Daum TV, Kakao TV), Telecommunication Company Apps/Sites, etc.

E. Frequently Used Online Video Service Platform by Gender/age group

The most widely used online video service platform across all age groups was 'One-person media'. The OTT platform usage rate was relatively high among those in their '20s' (62.5%) and '30s' (64.0%). Meanwhile, short-form platform usage was notably higher among those in their '10s' (49.9%) and those in their '20s' (43.0%).

Table 5-1 | Frequently Used video service platform by gender/age group (3 responses, %, based on Internet users aged 3 or older)

Category		One-person media	OTT platform	Short-form platform	Media platform
Total		68.3	45.1	35.5	11.7
Gender	Male	69.5	46.8	34.7	11.7
	Female	67.2	43.4	36.3	11.7
Age	3-9	66.5	25.2	33.6	12.0
	10s	70.1	40.1	49.9	9.7
	20s	68.3	62.5	43.0	11.0
	30s	69.3	64.0	39.5	10.9
	40s	69.8	58.6	34.4	12.6
	50s	70.6	43.7	32.5	13.1
	60s	68.0	27.3	30.0	12.8
	70+	59.3	14.2	21.6	9.6

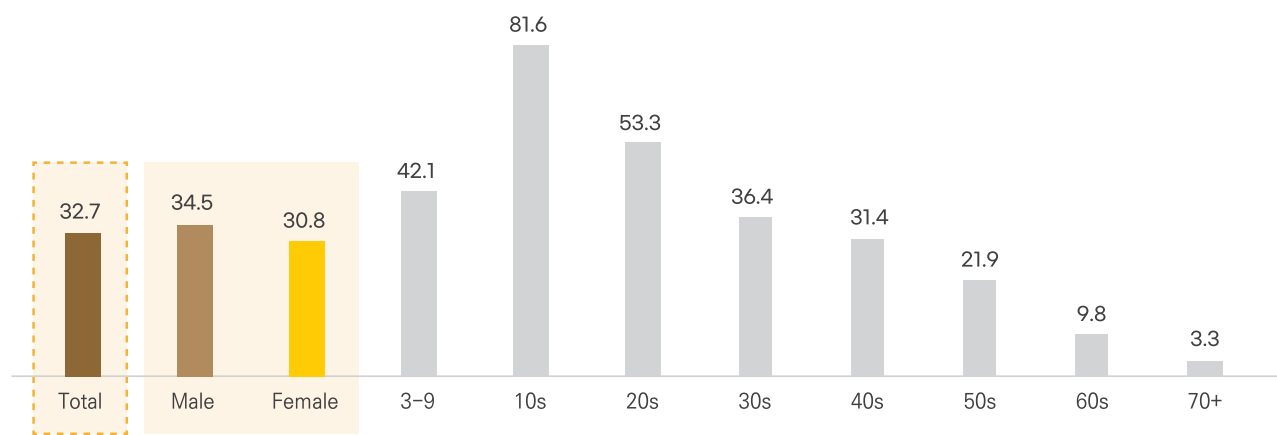


6. Online Education/Occupation-Workplace

A. Online Education

32.7% of Internet users are using online education. By age group, it was the highest for those in their '10s' at 81.6%, followed by '20s' (53.3%), and '3-9' (42.1%).

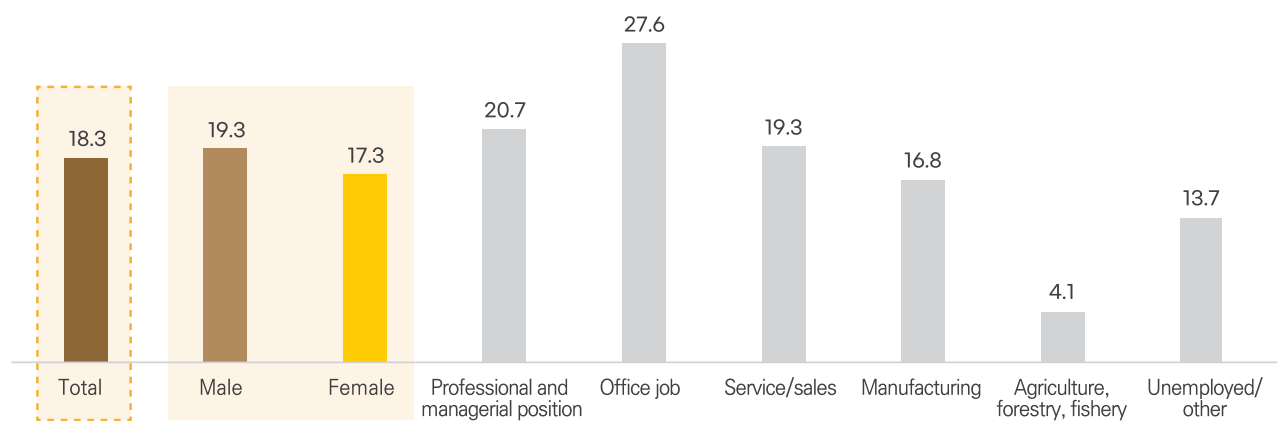
Figure 5-36 | Online education usage rate by gender/age group(% , based on the Internet users aged 3 or older)



B. Job Search Activity and Job Application

18.3% of Internet users use the service for job search and job applications. By occupation, it was the highest in 'Office job' at 27.6%, followed by 'Professional and managerial position' (20.7%), 'Service/sales' (19.3%), 'Manufacturing' (16.8%), etc.

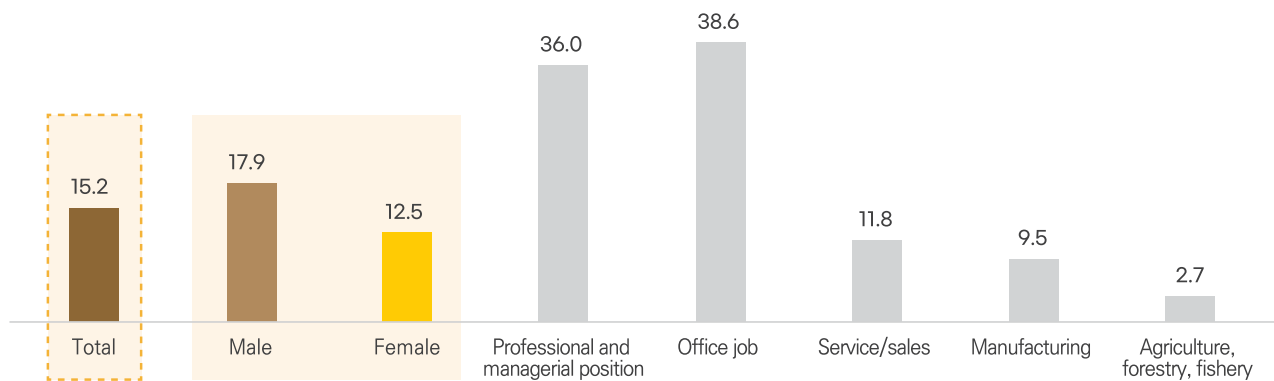
Figure 5-37 | Job search activity and job application usage rate by gender/occupation (% , based on Internet users aged 3 or older)



C. Video Conferencing

15.2% of Internet users use video conferencing. By occupation, usage was highest among those in 'Office job' (38.6%) and 'Professional and managerial position' (36.0%).

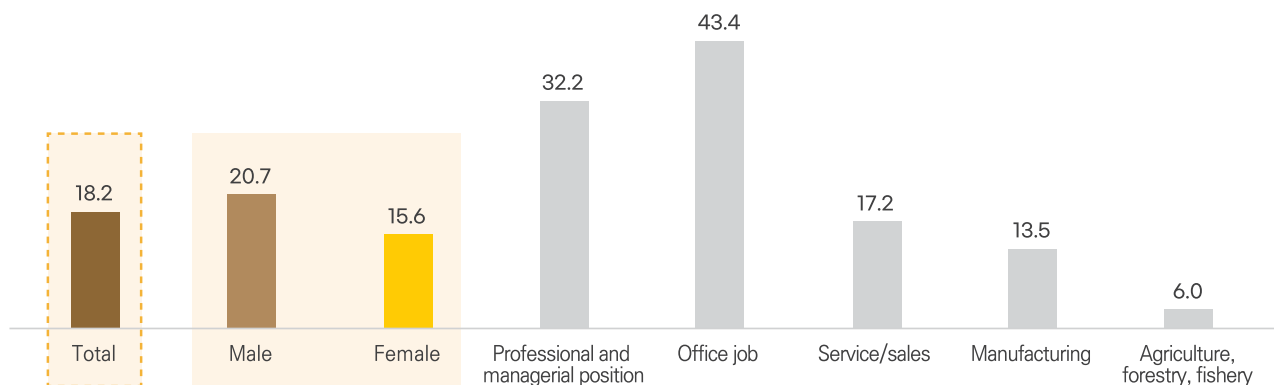
Figure 5-38 Video conferencing usage rate by gender/occupation (% , based on Internet users aged 3 or older)



D. Occupation/Workplace Related Online Participation

Occupation/workplace related online participation Occupation/Workplace Related Online Participation⁷⁾ is used by 18.2% of Internet users. By occupation, 'Office job' had the highest participation rate at 43.4%, followed by 'Professional and managerial position' (32.2%), 'Service/sales' (17.2%), 'Manufacturing' (13.5%), etc.

Figure 5-39 Occupation/workplace related online participation usage rate by gender/occupation (% , based on Internet users aged 3 or older)



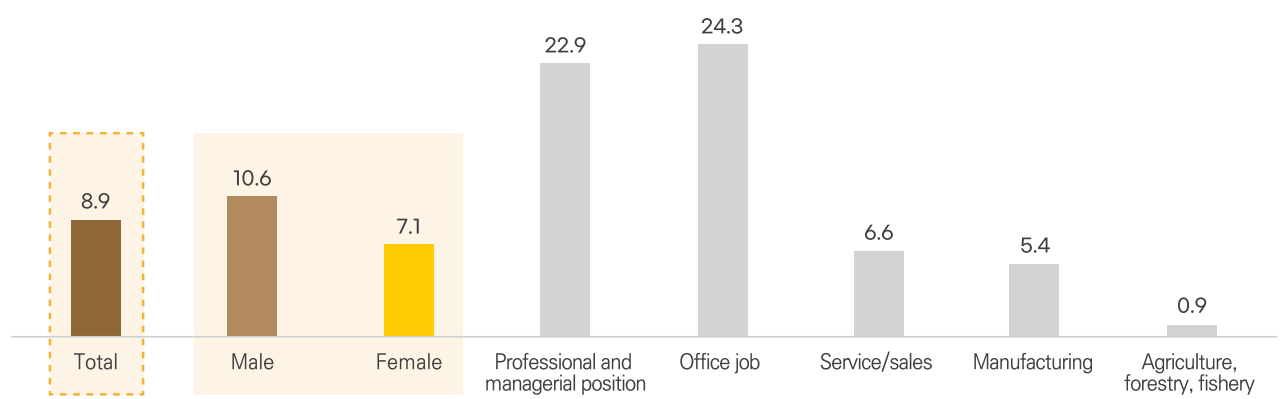
7)Occupation/Workplace Related Online Participation: Participate in online activities related to occupation and workplace like anonymous bulletin board, etc.

Part.4 V. Internet 'Life'

E. Remote Work

It was found that 8.9% of Internet users do remote work. By occupation, usage was highest among those in 'Office job' (24.3%) and 'Professional and managerial position' (22.9%).

Figure 5-40 Remote work usage rate by gender/occupation (% , based on Internet users aged 3 or older)



VI. ‘New’ Internet ‘Technology’



2024
Survey on the
Internet Usage

01. Using Cloud Service

02. Using Artificial Intelligence Service

Part.4 VI. 'New' Internet 'Technology'

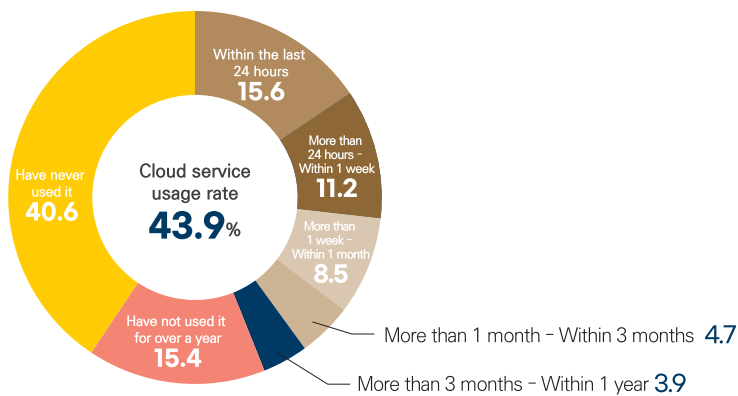
1. Using Cloud Service

• Cloud service usage rate of Internet users aged 12 or older is 43.9%

A. Cloud Service Usage Rate

The cloud service usage rate (the percentage of people who used cloud services in the past year) of Internet users aged 12 or older was 43.9%.

Figure 6-1 | Recent cloud service use period (% , based on Internet users aged 12 or older)



What is Cloud Service?

It is a service that stores media files(photos, music, etc.) and personal files(documents, address books, etc.) on a web server rather than an external storage space. The stored files can be downloaded to a computer, smartphone, etc. for desired operations like editing, etc.

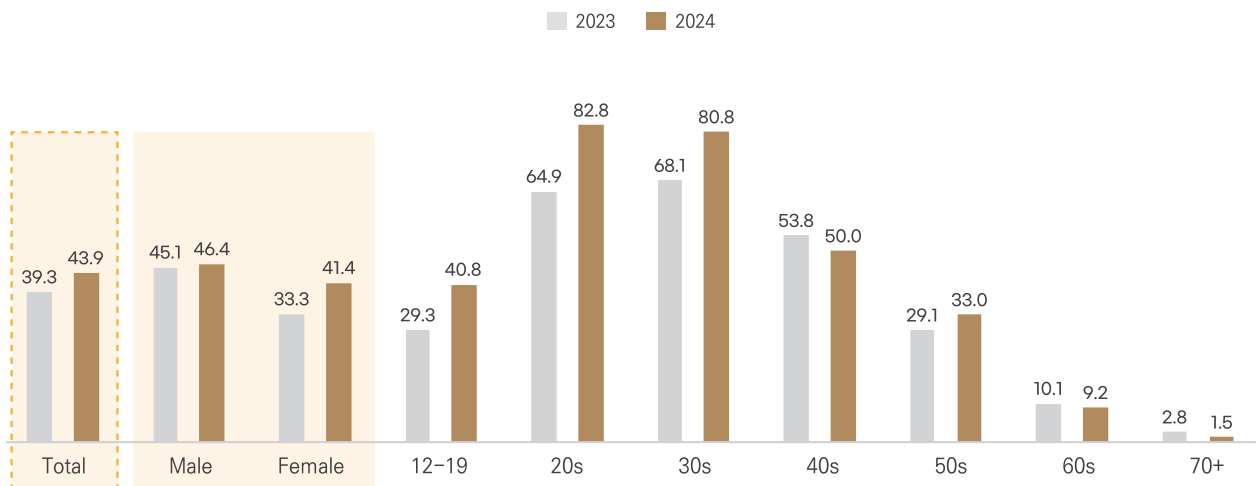
Example) **Drive type** (Naver Cloud, Google Drive, iCloud, KT Cloud, LG U+Box, MS OneDrive, Dropbox, etc.)

Document work (Google Docs, MS Office 365, etc.)

Schedule/Contact (Google Calendar, Naver Calendar, Naver Address Book, etc.)

By gender, the cloud service usage rate was higher for 'Male' (46.4%) than for 'Female' (41.4%). By age group, the '20s' showed the highest usage rate at 82.8%, followed by those in their '30s' (80.8%), '40s' (50.0%), '12-19' (40.8%), etc.

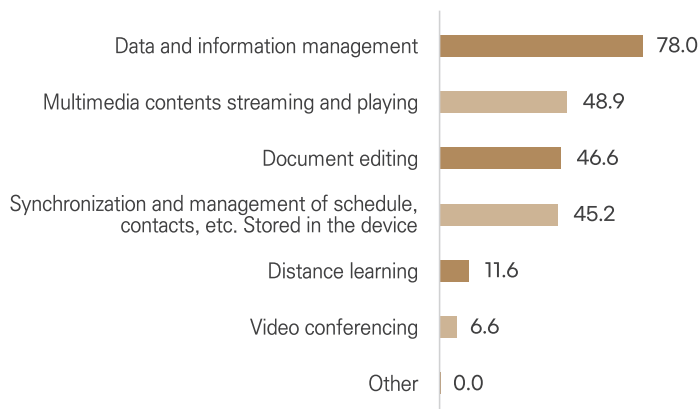
Figure 6-2 Cloud service usage rate by gender/age group (% , based on Internet users aged 12 or older)



B. Purpose of Cloud Service Use

The most common purpose for using cloud services was 'Data and information management' (78.0%). This was followed by 'Multimedia contents streaming and playing' (48.9%) and 'Document editing' (46.6%).

Figure 6-3 Purpose of cloud service use (% , based on cloud service users aged 12 or older)

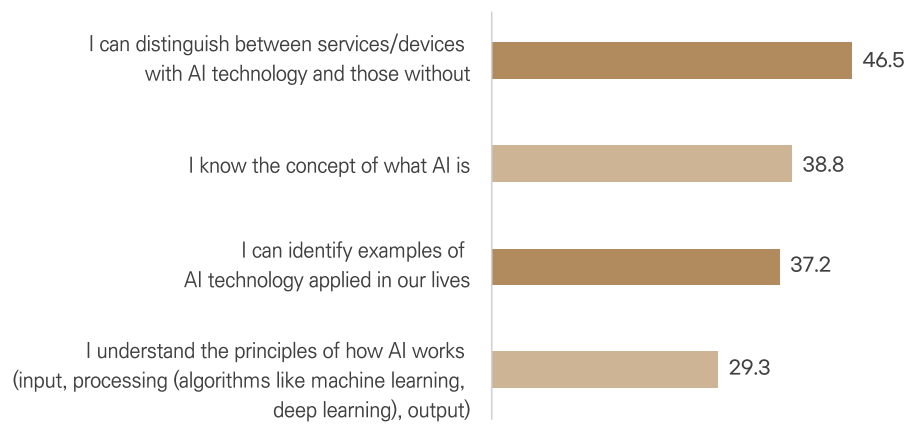


2. Using Artificial Intelligence Service

A. Ability to Understand and Identify AI Services

In response to questions about the ability to understand and identify AI services, the highest positive perception(‘Agree’ + ‘Strongly agree’) was that ‘I can distinguish between services/devices with AI technology and those without’ at 46.5%, followed by ‘I know the concept of what AI is’ at 38.8%, and ‘I can identify examples of AI technology applied in our lives’ at 37.2%.

Figure 6-4 | Ability to understand and identify AI services (% , based on population aged 6 or older)

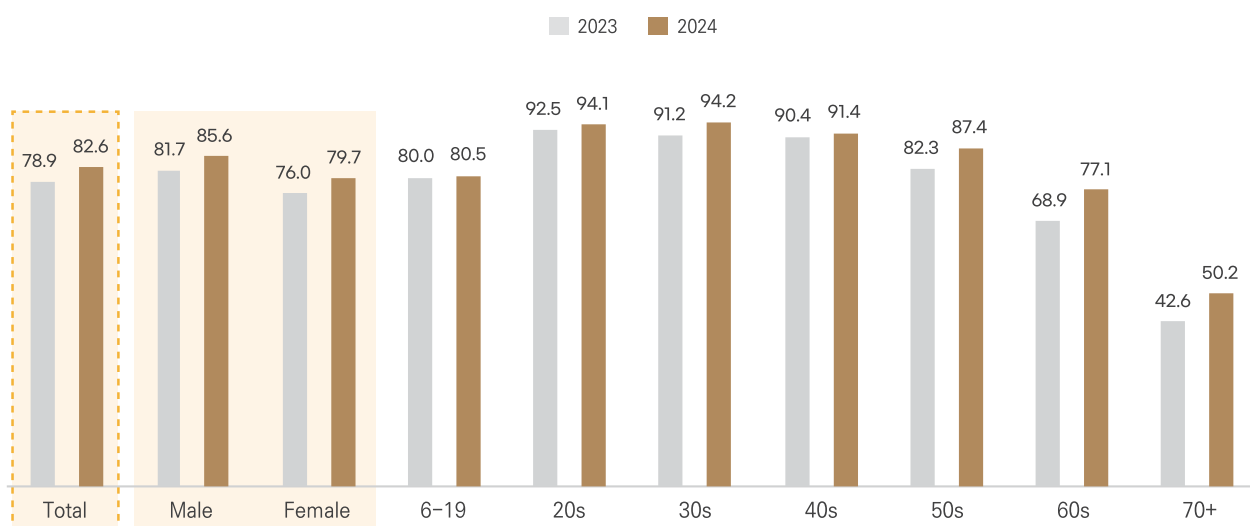


- AI service recognition rate of the population aged 6 or older is 82.6%

B. AI Service Recognition Rate

AI service recognition rate rose 3.8%p compared to the previous year to 82.6%. By gender, 'Male' (85.6%) were higher than 'Female' (79.7%). By age group, it was the highest for those in their '30s' at 94.2%, followed by '20s' (94.1%), '40s' (91.4%), etc.

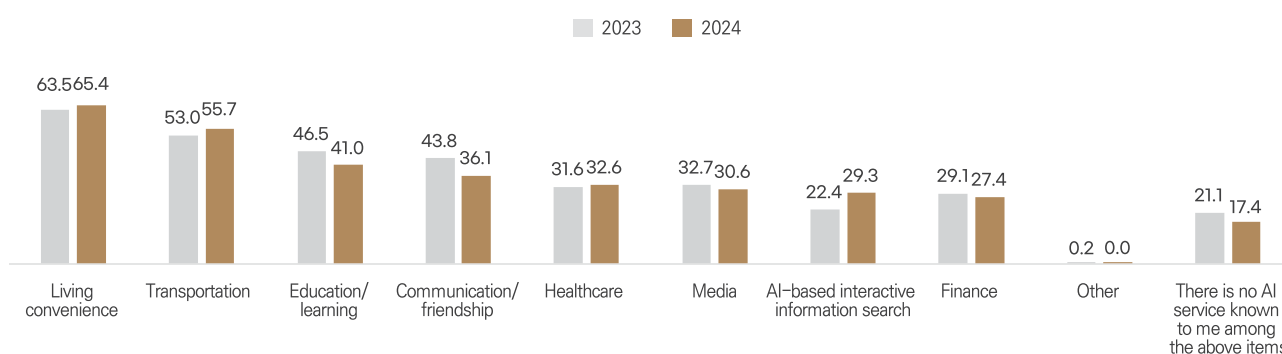
Figure 6-5 AI service recognition rate by gender/age group (% , based on population aged 6 or older)



C. Recognized AI Service Areas

The most recognized fields of AI services were 'Living convenience' (65.4%), 'Transportation' (55.7%), 'Education/learning' (41.0%), and 'Communication/friendship' (36.1%).

Figure 6-6 AI service recognition area (multiple responses, %, based on population aged 6 or older)



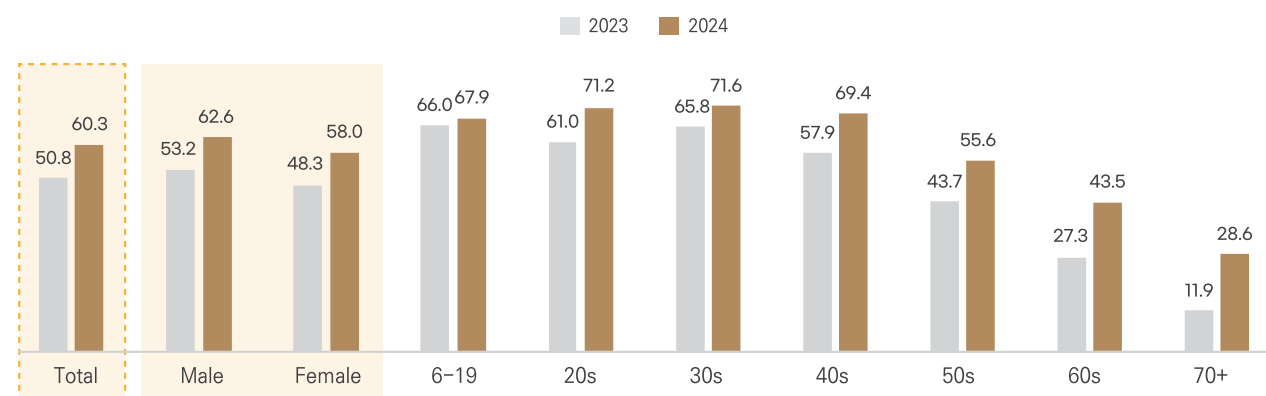
Part.4 VI. 'New' Internet 'Technology'

• AI service experience rate of the population aged 6 or older is 60.3%

D. AI Service Experience Rate

As of July 2024, AI service experience rate was 60.3%. By gender, 'Male' (62.6%) was higher than 'Female' (58.0%). By age group, the '30s' (71.6%) had the highest experience rate, followed by '20s' (71.2%), '40s' (69.4%), and ages '6-19' (67.9%). The lowest experience rate was among those '70+' (28.6%).

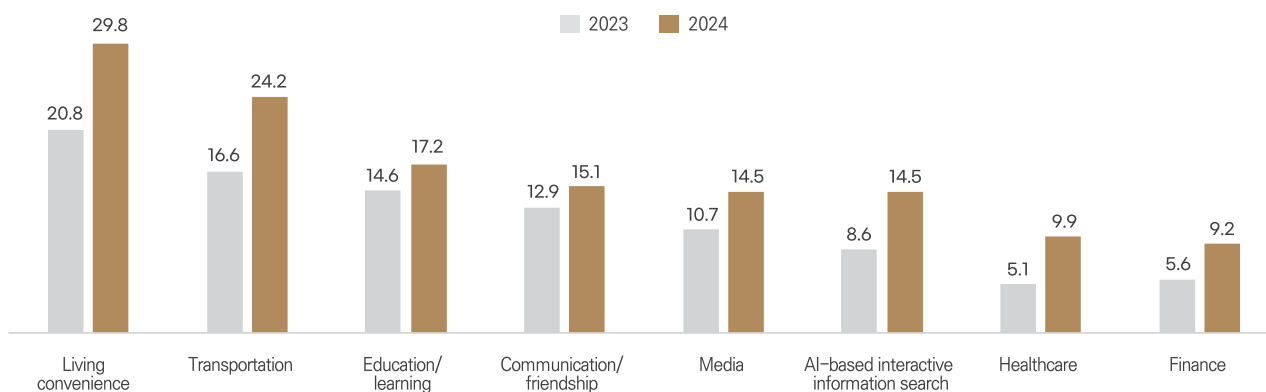
Figure 6-7 AI service experience rate by gender/age group (% , based on population aged 6 or older)



E. Areas of Experience with AI Services

The experience rate of AI service usage increased in most fields. By field, the highest experience rates were observed in 'Living convenience' (29.8%), followed by 'Transportation' (24.2%) and 'Education/learning' (17.2%).

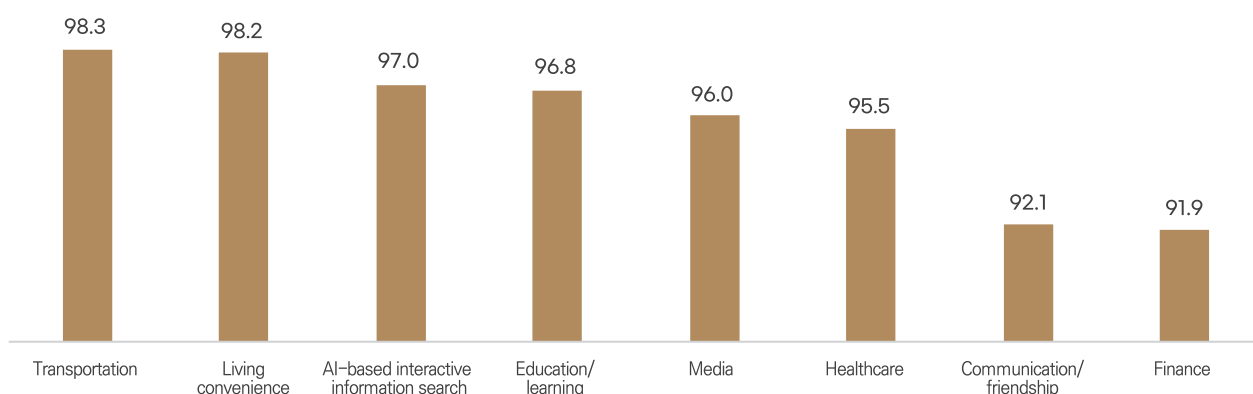
Figure 6-8 Areas of experience with AI services (multiple responses, %, based on population aged 6 or older)



F. Perceived Usefulness of AI Services

When we asked those with experience in the AI service field whether AI services were helpful ('Helpful' + 'Very helpful'), all areas showed a high response rate more than 90%. 'Transportation' was the highest at 98.3%, followed by 'Living convenience' (98.2%), 'AI-based interactive information search' (97.0%), 'Education/learning' (96.8%), etc.

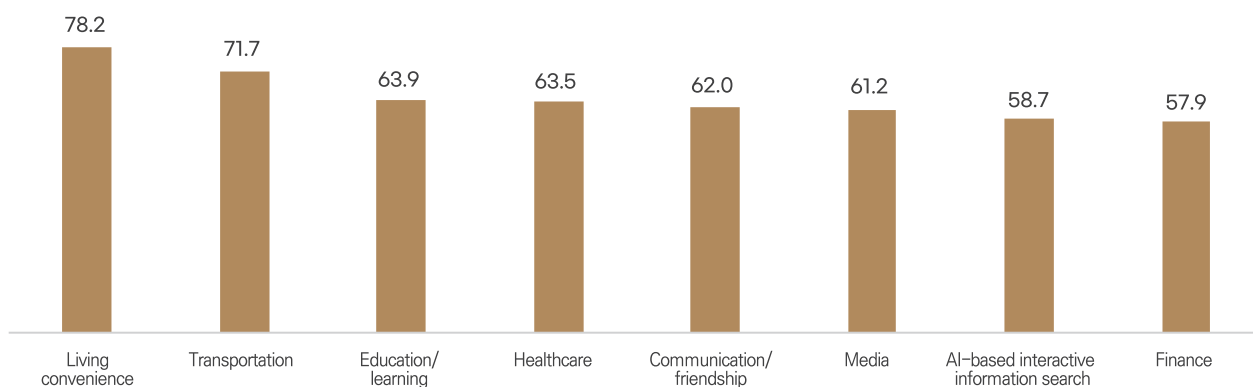
Figure 6-9 | Perceived usefulness of AI services (% , based on population aged 6 or older with experience in the area)



G. Need for AI Services

When asked to those with experience in the AI service field whether AI services are necessary in daily life ('Necessary' + 'Very necessary'), the highest response was for 'Living convenience' at 78.2%, followed by 'Transportation', (71.7%), 'Education/learning' (63.9%), 'Healthcare' (63.5%), etc.

Figure 6-10 | Need for AI Services (multiple responses, % , based on population aged 6 or older with experience in the area)

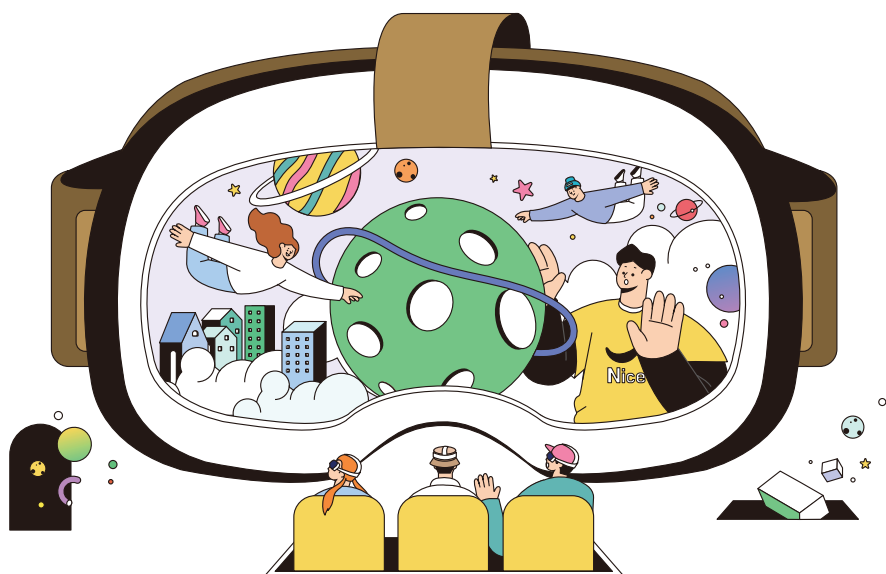
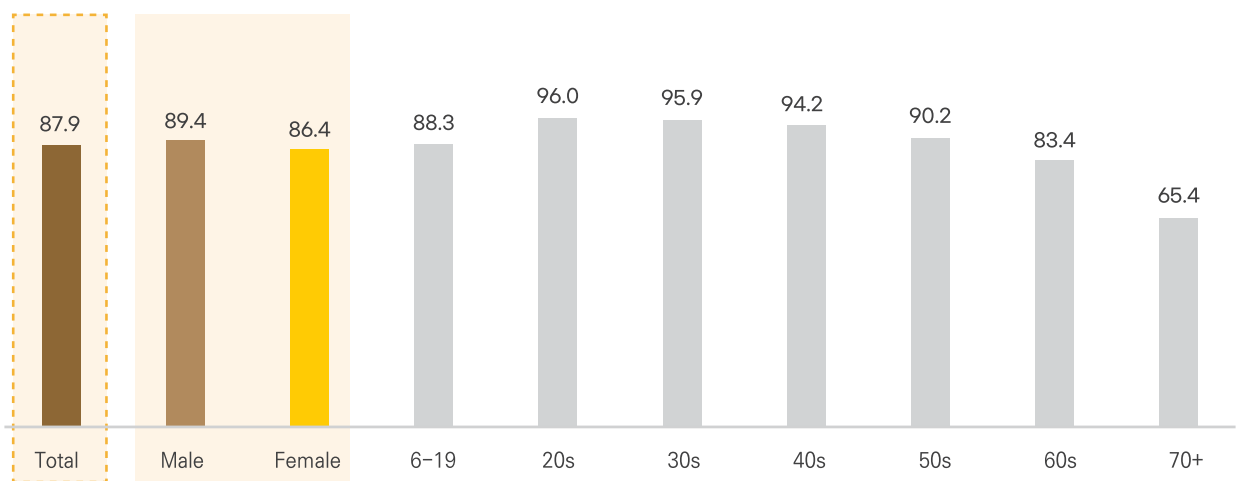


Part.4 VI. 'New' Internet 'Technology'

H. Intention to Use AI Services in the Future

As a result of a survey on future intentions to use AI services targeting those with experience in the AI service field, 87.9% expressed intentions to use AI services. By gender, 'Male' (89.4%) had a higher intention than 'Female' (86.4%). By age group, the highest intention was found in the '20s' (96.0%), followed by '30s' (95.9%) and '40s' (94.2%). However, the intention was lower for those aged '70+', at 65.4%.

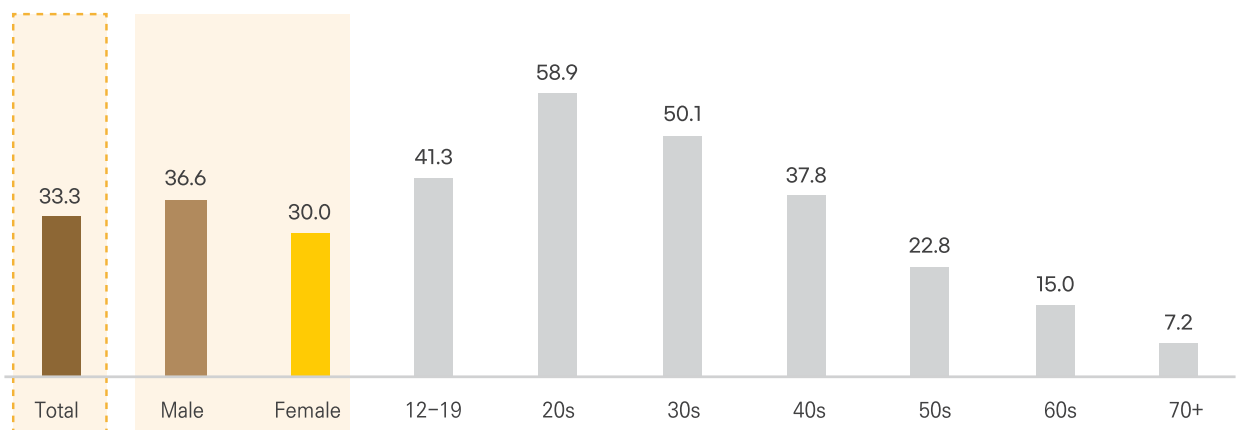
Figure 6-11 | Intention to Use AI Services in the Future (multiple responses, %, based on population aged 6 or older with experience in the area)



I. Experience with Generative AI

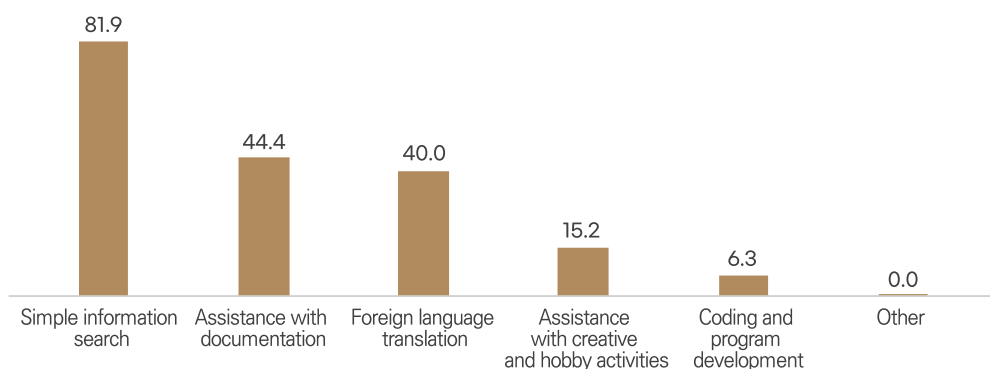
As of July 2024, 33.3% of Internet users aged 12 or older had experience with generative AI. By age group, those in their 20s had the highest experience rate at 58.9%, followed by the '30s' (50.1%) and '12–19' years (41.3%). However, the experience rate was much lower for those aged '70+', at 7.2%.

Figure 6–12 | Need for AI Services (multiple responses, %, based on population aged 6 or older with experience in the area)



In terms of the experience areas, 'Simple information search' was notably the highest at 81.9%, followed by 'Assistance with documentation' (44.4%), 'Foreign language translation' (40.0%), 'Assistance with creative and hobby activities' (15.2%), 'Coding and program development' (6.3%).

Figure 6–13 | Generative AI experience activities (multiple responses, %, based on population aged 12 or older with Generative AI experience)

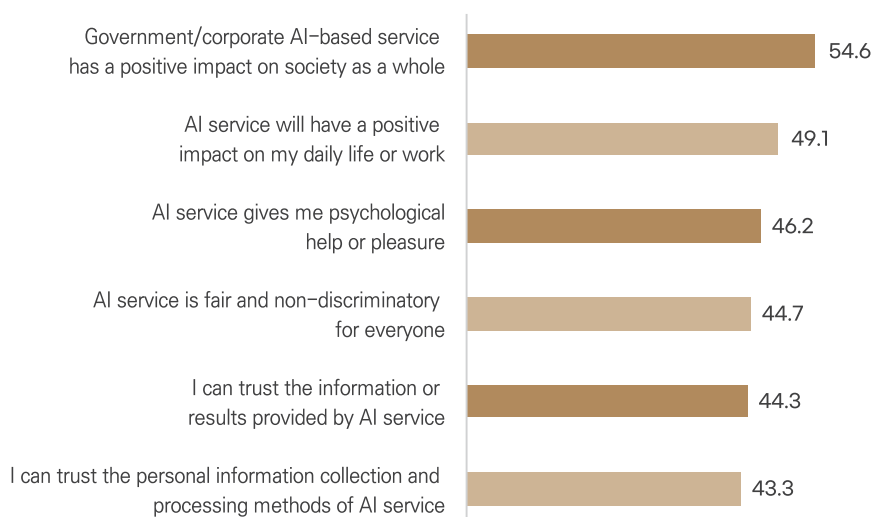


Part.4 VI. ‘New’ Internet ‘Technology’

J. AI Service Perception

When asked about their general perception of AI services, the most positive perception(‘agree’ + ‘strongly agree’) was that ‘Government/corporate AI-based service has a positive impact on society as a whole’ at 54.6%. This was followed by ‘AI service will have a positive impact on my daily life or work’ at 49.1%.

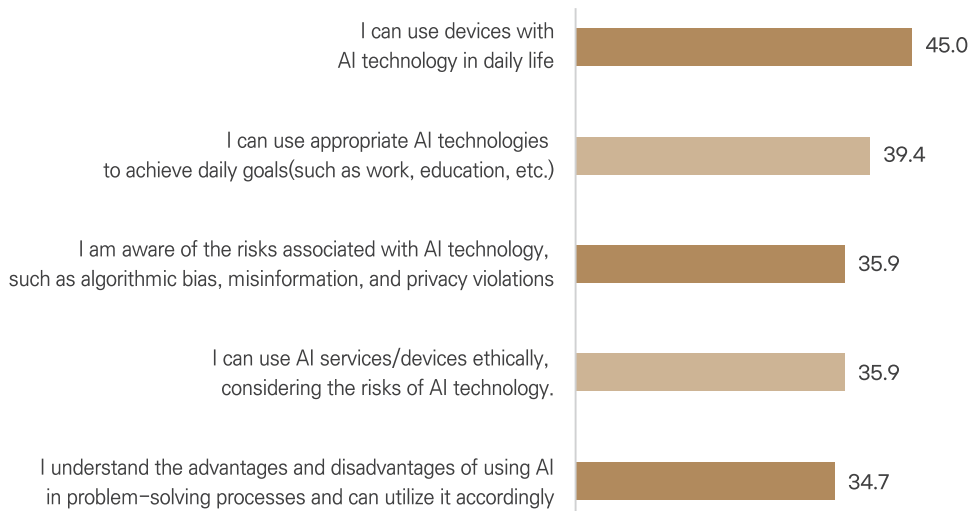
Figure 6-14 | Degree of AI service perception (multiple responses, %, based on population aged 6 or older)



K. AI Service Utilization Competency and Ethical Use

When asked about perceptions of AI service utilization competency and ethical use, the highest positive perception(‘agree’ + ‘strongly agree’) was ‘I can use devices with AI technology in daily life’ at 45.0%, followed by ‘I can use appropriate AI technologies to achieve daily goals(such as work, education, etc.)’ at 39.4%.

Figure 6-15 | AI Service Utilization Competency and Ethical Use (multiple responses, %, based on population aged 6 or older)



VII. Internet 'Disconnection'



2024
Survey on the
Internet Usage

01. Status of Internet Non-Users
02. Reasons for Not Using the Internet
03. Intention to Use the Internet

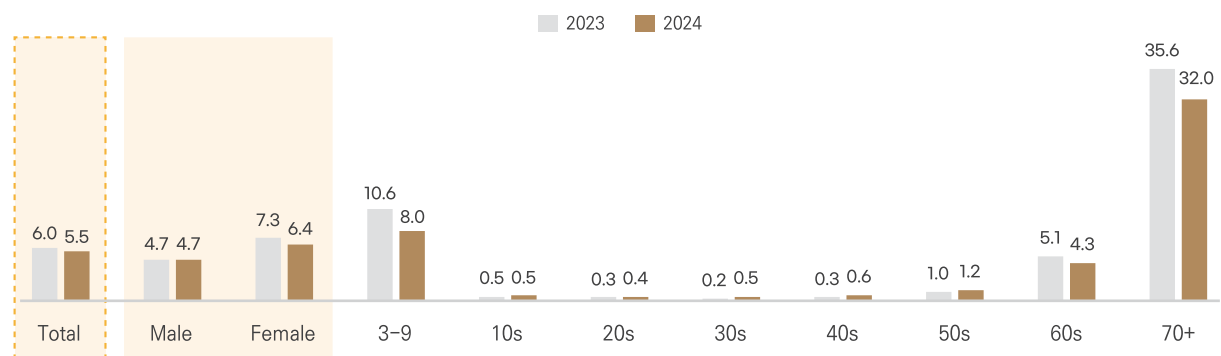
Part.4 VII. Internet ‘Disconnection’

1. Status of Non-Internet Users

• Among the population aged 3 or older, 5.5% are non-users of the Internet

5.5% of the population aged 3 or older (a decrease of 0.5%p from the previous year) were ‘Internet non-users’ who have not used the Internet within the past 1 month. The proportion of non-users was higher among ‘Female’ (6.4%) than ‘Male’ (4.7%). By age group, nearly all individuals in their ‘10s’ to ‘50s’ were using the Internet, while the non-user rate was relatively higher among those in their ‘70+’ (32.0%) and ‘60s’ (4.3%).

Figure 7-1 | Status of non-Internet users by gender/age group (% , based on Internet non-users aged 3 or older)



Looking at the gender composition of non-Internet users, the proportion for ‘Female’ (57.7%) was higher than ‘Male’ (42.3%). By age group, the elderly aged 60 and above made up 84.6% of non-users, with 11.9% in their ‘60s’ and 72.7% in the ‘70+’ age group. By occupation, ‘Unemployed/other’ had the highest proportion at 78.9%. In terms of education level, those with ‘Elementary school graduates or lower’ (including elementary school students) accounted for the largest share at 62.5%.

Figure 7-2 | Internet non-user composition ratio by gender/age group (% , based on Internet non-users aged 3 or older)

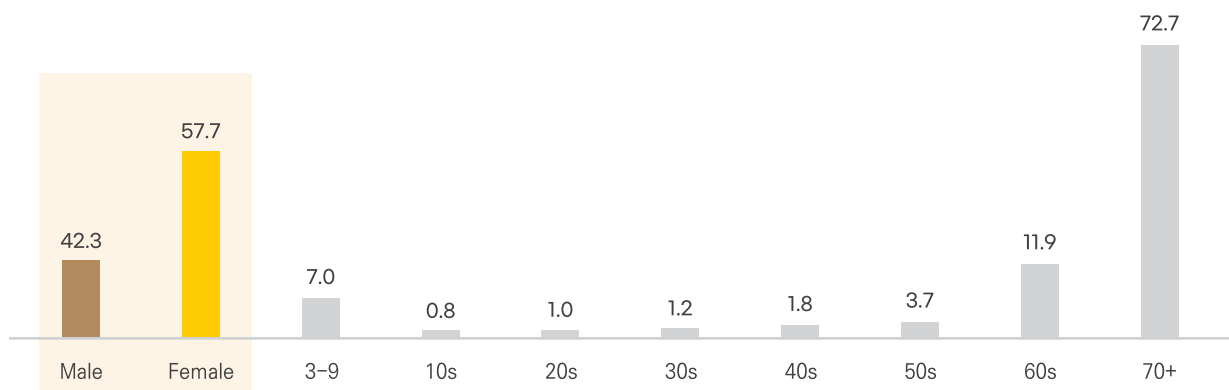


Figure 7-3 | Internet non-user composition ratio by occupation (% , based on Internet non-users aged 3 or older)

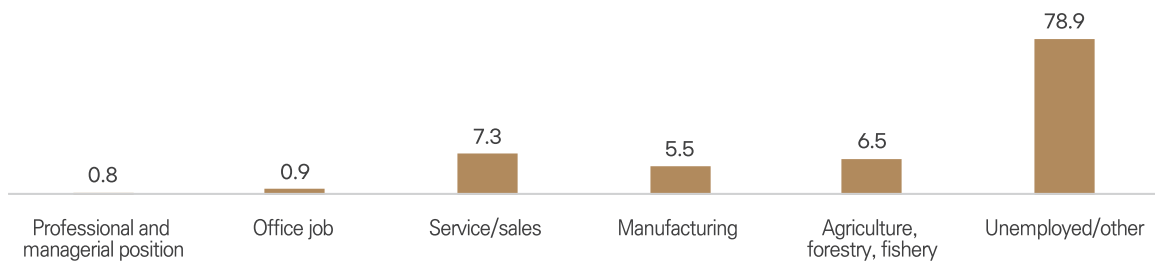
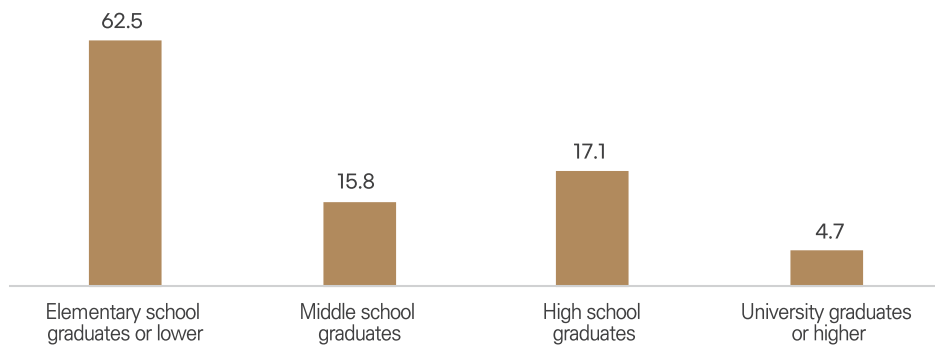


Figure 7-4 | Internet non-user composition ratio by education level (% , based on Internet non-users aged 3 or older)

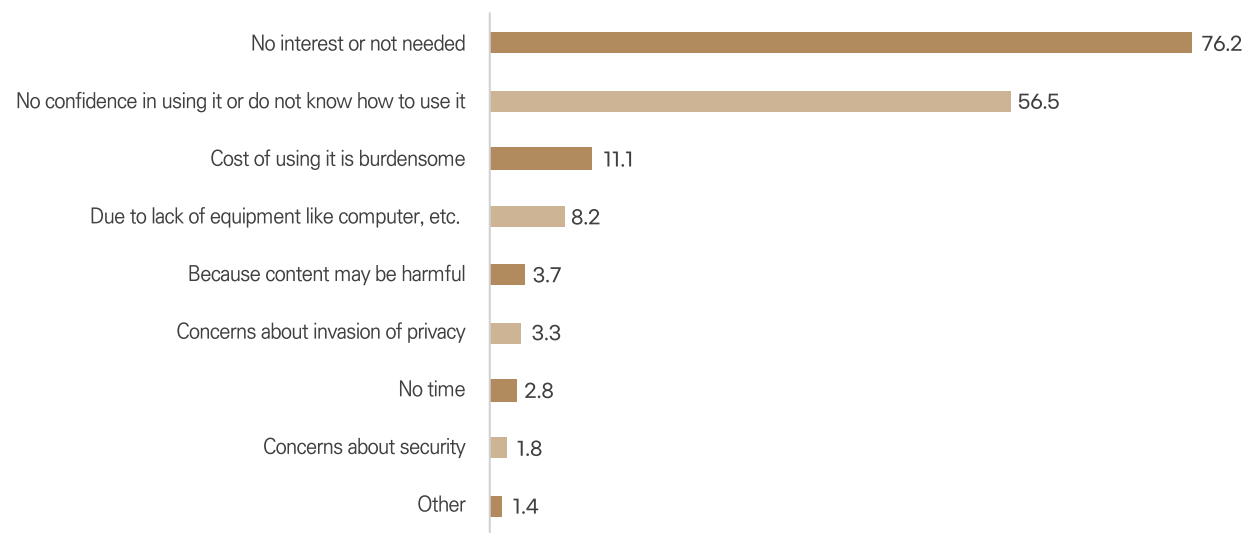


2. Reasons for Not Using the Internet

• The main reason for not using the Internet is ‘No interest or not needed’ (76.2%)

The most common reason for not using the Internet was ‘No interest or not needed’ (76.2%), followed by ‘No confidence in using it or do not know how to use it’ (56.5%). Other reasons for not using the Internet included ‘Cost of using it is burdensome’ (11.1%), ‘Due to lack of equipment like computer’ (8.2%), ‘Because content may be harmful’ (3.7%), etc.

Figure 7–5 | Reasons for not using the Internet (multiple responses, %, based on Internet non-users aged 3 or older)

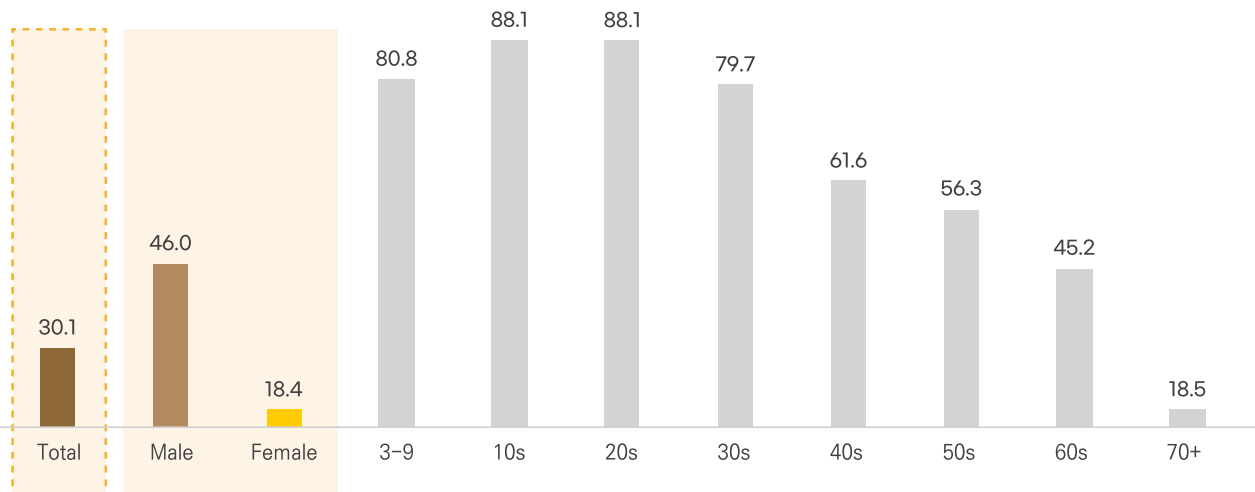


3. Intention to Use the Internet

- 30.1% of Internet non-users are willing to use the Internet

The future intention of Internet use among non-Internet users was 30.1%. By age group, it was relatively low at 18.5% for those '70s or older', 45.2% for those in their '60s', and 56.3% for those in their '50s'. This suggests that the future intention of Internet use among the elderly is generally low.

Figure 7-6 | Intention to use the Internet by gender/age group (% , based on Internet non-users aged 3 or older)



Part 05

Appendix 1

Definition of Internet Users



Definition of Internet Users

The definition of “Internet User” varies depending on the purpose of the survey. For this study, the definition has evolved over time.

Until June 2004, “Internet User” was defined as ‘someone who used the internet at least once a month.’ However, starting from the December 2004 survey, the definition was changed to align with the globally accepted concept, which defines an internet user as ‘someone who has used the internet at least once in the past month.’

Additionally, recognizing the shift from wired internet usage via desktop and laptop computers to wireless internet usage via smartphones and other mobile devices, the definition was further adjusted in December 2004 to include users who access the internet via mobile networks.

The target population for this survey was initially limited to individuals aged 7 and above until December 2001. However, reflecting the increasing number of internet users, the target population was changed to individuals aged 6 and above starting from the June 2002 survey. In December 2006, the survey target was expanded to include individuals aged 3 and above.

Therefore, in this survey, “Internet User” refers to ‘anyone aged 3 or above who has used either wired or wireless internet at least once in the past month.’

Table 1-1 Comparison of Internet User Calculation Standards by Country

List of Countries	Definition of Internet Users		Survey Agency
	Age	Usage Criteria	
Greece	16-74 years old	Last 3-12 months	Eurostat
Netherlands	16-74 years old and 12-15 years old, 75+	Last 3 months	Eurostat
Norway	16-74 years old and 75-79 years old	Last 3 months	Eurostat
New Zealand*	15 years and above	Last 1 year	Statistics New Zealand
Taiwan	12 and above	–	TWNIC
Denmark	16-74 years old	Last 3 months	Eurostat
Germany	16-74 years old	Last 3 months	Eurostat
Latvia	16-74 years old	Last 3 months	Eurostat
Romania	16-74 years old	Last 3 months	Eurostat
Luxembourg	16-74 years old	Last 3 months	Eurostat
Lithuania	16-74 years old	Last 3 months	Eurostat
Malaysia	–	–	DOSM
Mexico	6 years and above	–	INEGI
Mauritius*	5 years and above	Last 1 year	Statistics Mauritius
Montenegro	16-74 years old	Last 3 months	Eurostat
Malta	16-74 years old	Last 3 months	Eurostat
United States*	16 years and above	Last 3 months	NTIA
Belgium	16-74 years old	Last 3 months	Eurostat
Bulgaria	16-74 years old	Last 3 months	Eurostat
Brazil	10 years and above	Last 3 months	IBGE
Cyprus	16-74 years old	Last 3 months	Eurostat
Serbia	16-74 years old	Last 3 months	Eurostat
Sweden	16-74 years old and 75-85 years old	Last 3 months	Eurostat
Spain	16-74 years old and 10-15 years old, 75+	Last 3 months	Eurostat
Slovakia	16-74 years old	Last 3 months	Eurostat
Singapore	7 years and above	–	IMDA
Argentina	4 years and above	Last 3 months	INDEC
Ireland	16-74 years old, 75-89 years old	Last 3 months	Eurostat
Albania	16-74 years old	Last 3 months	Eurostat
Estonia	16-74 years old	Last 3 months	Eurostat
United Kingdom	16-74 years old and 75+	Last 3-12 months	Office for National statistics
Austria	16-74 years old	Last 3-12 months	Eurostat
Ukraine	15 years old and above	–	Ukrstat
Italy	16 years old and above and 6-15 years old, 75+	Last 3 months	Eurostat

Part.5 Appendix

List of Countries	Definition of Internet Users		Survey Agency
	Age	Usage Criteria	
India*	6 years old and above	–	TRAI
Indonesia	10 years old and above	No limit	APJII
Japan	6 years old and above	Last 1 year	Statistics Bureau of Japan
Jamaica*	15 years old and above	–	Jampro
China	6 years old and above	Last 6 months	CNNIC
Czech Republic	16–74 years old and 75+	Last 3 months	Eurostat
Chile*	16 years old and above	Last 3 months	Subtel
Canada	15 years old and above	Last 3–12 months	Statistics Canada
Croatia	16–74 years old	Last 3 months	Eurostat
Thailand	6 years old and above	Last 3–12 months	National Statistical Office Thailand
Turkey	16–74 years old	Last 3 months	Eurostat
Peru	6 years old and above	–	Peru's nacional statistics agency
Portugal	16–74 years old	Last 3 months	Eurostat
Poland	16–74 years old	Last 3 months	Eurostat
France	16–74 years old and 15 years old, 75+	Last 3 months	Eurostat
Finland	16–74 years old and 75–89 years old	Last 3 months	Eurostat
South Korea	3 years old and above	Last 1 month	NIA
Hungary	16–74 years old	Last 3 months	Eurostat
Australia	15 years old and above	Last 1 year	AusStats
Hong Kong	10 years old and above	Last 1 year	HK statistics

Source: ITU World Telecommunication/ICT Indicators database and national survey agencies (*Countries marked with an asterisk refer to data from before 2019)

Part 05

Appendix 2

Comparison of Key Internet Statistics Among OECD Countries



Part.5 Appendix

Comparison of Key Internet Statistics Among OECD Countries

- This data compares the 2023 statistics from the OECD report on 『ICT Access and Usage by Households and Individuals.』 Some countries, such as those that did not submit data, are excluded from the comparison.
- Statistics published in Korea and calculation criteria in Korea (Korea: 3 years old and above vs. OECD: 16 to 74 years old) are different. The data below is based on OECD standards.

▶ Percentage of Households with Internet Access (% , 2023)

South Korea	Switzerland	Luxembourg	Norway	Netherlands	Finland	Spain	Denmark
99.97	99.66	99.06	99.01	98.86	96.78	96.45	96.09
Turkey	Austria	Sweden	Belgium	Chile	Ireland	Slovenia	France
95.54	94.98	94.87	94.48	94.35	93.92	93.72	93.34

▶ Percentage of Population with Internet Usage (% , 2023)

Norway	Luxembourg	Netherlands	Denmark	Finland	Sweden	South Korea	Spain
99.7	99.4	99.2	98.8	97.7	97.6	97.4	95.5
Austria	Belgium	Ireland	Estonia	Germany	Latvia	Czech Republic	Costa Rica
95.3	94.6	93.3	93.2	92.5	92.3	92.0	91.9

▶ Percentage of Population Using Online Banking (% , 2023)

Norway	Denmark	Netherlands	Finland	Estonia	Sweden	Ireland	Latvia
96.9	96.2	95.1	94.5	84.9	84.5	83.8	83.7
South Korea	Czech Republic	Belgium	Austria	Lithuania	Spain	Luxembourg	USA
82.7	79.8	79.6	77.2	75.7	71.5	71.1	67.8

▶ Percentage of Population Using Online Shopping (% , 2023)

Netherlands	Norway	Denmark	Sweden	Ireland	Luxembourg	Finland	Czech Republic
92.4	90.7	89.0	88.8	87.1	79.8	79.1	77.7
Germany	France	Slovakia	South Korea	Belgium	Estonia	Hungary	Spain
77.5	76.9	76.8	76.0	75.3	73.1	69.7	68.9

▶ Percentage of Population Using Online Education (% , 2023)

Mexico	Brazil	South Korea	Finland	Netherlands	Norway	Ireland	Spain
61.6	35.9	30.8	29.7	29.4	27.8	27.1	26.8
Estonia	Chile	Switzerland	USA	Sweden	Belgium	Slovenia	Colombia
26.8	23.1	23.1	22.7	22.1	20.4	20.4	19.6

Part 05

Appendix 3

Key Changes



Part.5 Appendix

1. Changes to Survey Content

a. Details of Household Survey

Category	Content		Survey Period
Internet Usage Environment	Ownership of information and communication devices		'04.12-'24
	Computer ownership rate		Annually
	Internet access rate		Annually
	Internet access devices		'05.06-'09, '12-'19
	Internet access methods		Annually
	Availability of shared internet in household		'14-'20
	Reasons for not accessing the internet		'05.06-'05.12, '06.12, '17.12-'24
	Usage of information and communication services	Internet	Annually
		Mobile phones	'04.12-'24
		Internet phone, IPTV	'08-'24
Cable TV, satellite broadcasting		'11-'24	
Smart home services		'17-'24	
Other	Whether one's internet service provider was changed, reasons for the change, and any inconveniences during the process		'07.06
	Whether antivirus software is installed on the one's computer		'04.12-'05.12, '06.12
	Whether multiple computers are connected to the internet and if a local area network (LAN) is set up		'04.12

b. Details of Household Member Survey

Category	Content	Survey Period
Internet Usage Environment	Percentage of using internet and number of users	Annually
	Duration of internet usage	'03.06-'20
	Reasons for starting internet use	'03.06-'06.12, '07.12
	Frequency of internet usage	'05.06-'05.12, '06.12, '07.12-'24
	Time spent on the internet	Annually
	Time of day when the internet is used	'04.12-'09
	Places where the internet is accessed	Annually
	Devices used to access the internet	'04.12-'09
	Devices used to access the internet	'04.12-'05.12, '06.12, '07.12-'09, '14-'24
	Purposes of internet usage	Annually
	Trust in the internet	'13
	Internet usage behavior and perception	'04.12-'16
	Measures taken for safe internet use	'15-'24
	Inconveniences experienced while using the internet	'03.06-'05.12, '06.12, '07.12-'17
	Awareness of social issues related to the internet	'11-'15
	Experience with cyberbullying	'12-'14
	Changes in daily life caused by internet usage	'04.12-'05.12, '06.12, '07.12
	Satisfaction with internet usage	'04.12
	Costs of using internet cafes and wireless internet	'03.06-'04.12
	[For non-internet users] Reasons for not using the internet and willingness to start using it	Annually

Category	Content		Survey Period
Internet and Communication	Email	Percentage of using emails	'07.06-'24
		Ownership of email accounts	'03.06-'07.06
		Number of email accounts used at least once a month	'03.06-'07.12
		Purposes and frequency of email use	'08-'24
		Number of emails sent and received	'04.12-'06.12
		Devices used for email access	'10-'16
		Content of emails	'07.06-'09
	Messenger	Percentage of using Messenger	'04.12-'06.12, '07.12-'24
		Frequency of messenger usage	'04.12, '09-'18
		Time spent on messenger	'04.12-'06.12
		Devices used for messenger access	'10-'16
		Purposes of messenger use	'04.12-'06.12, '07.12-'09
		Types of messenger used (top 3)	'16-'24
		Messenger features used	'16-'24
	Social Networking Services (SNS)	SNS usage rate	'10-'24
		Usage status by SNS type	'10-'15
		Types of SNS services used	'16-'24
		Purposes and frequency of SNS use	'10-'24
		Average time spent on SNS	'17-'24
		SNS interaction targets	'04.12-'06.12
		Devices used for SNS access	'10-'18
		Reasons for using SNS	'11-'24
		Reasons for not using SNS	'16-'24
		SNS usage behavior and perception	'10-'17
		Degree of personal information disclosure on SNS	'12-'13
		Frequency of information sharing on SNS	'12-'13
		Speed of information sharing on SNS	'12
		Impact of SNS on life	'16
		Inconveniences experienced while using SNS	'12-'13
	Community (Cafes/Clubs)	Percentage of using communities	'07.06, '08
		Number of communities used at least once a month	'07.06, '08
		Frequency of community usage	'07.06, '08
		Time spent on a community per visit	'07.06, '08
		Reasons for using communities	'07.06, '08
	Blogging (Including Mini-homepages)	Percentage of using others' blogs	'05.06-'05.12, '06.12, '07.12-'12
		Frequency of visiting others' blogs	'05.06-'05.12, '06.12, '07.12-'09
		Time spent on others' blogs	'05.06-'05.12, '06.12
		Reasons for visiting others' blogs	'07.12-'09
		Rate of personal blog management	'06.12-'12

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Category	Content		Survey Period
	Blogging (Including Mini-homepages)	Duration of managing personal blog	'07.06
		Number of blogs used at least once a month	'07.06
		Frequency of updating personal blog	'07.06-'09
		Frequency of visiting personal blog	'05.06-'05.12, '06.12
		Time spent on personal blog per visit	'07.06
		Total time spent on personal blog	'05.06-'05.12, '06.12
		Approach to managing personal blog	'07.06
		Number of visitors to personal blog	'07.06-'09
		Costs associated with managing personal blog	'07.06-'09
		Reasons for managing personal blog	'07.06-'09
		Behavior and perception regarding personal blog management	'07.06-'09
		Intention to continue managing personal blog	'05.06-'05.12, '06.12
	Other	Time for using communication activities	'14-'24
		Most used websites/apps for internet search	'19-'24
		Level of trust in websites/apps for internet search	'20-'24
Mobile Game	Mobile Game	Percentage of using mobile games	'16
		Frequency and duration of mobile game usage	'16
		Types of mobile games played	'16
		Perception of mobile games	'16
		Frequency of mobile-related purchases and expenditure	'16
		Willingness to spend on mobile games	'16
Internet and Economic Activities	Online Shopping	Percentage of using online shopping	Annually
		Frequency of online shopping	Annually
		Online shopping expenditure	Annually
		Proportion of overseas direct purchases in total online shopping spending	'19-'24
		Types of products purchased by online shopping	Annually
		Devices used for online shopping	'10-'18
		Online shopping channels	'07.06, '08
		Open market usage (Yes/No), frequency, satisfaction, and reasons for satisfaction or dissatisfaction	'06.06
		Inconveniences faced during online shopping	'04.12, '07.06, '08-'18
		Satisfaction of online shopping	'03.06-'06.12, '07.12
		Online shopping behaviors and perceptions	'07.06, '08
		Reasons for not using online shopping	'07.12-'09, '14-'24
		Willingness to use online shopping	'03.06-'06.12, '07.12-'15
		Payment methods used for online shopping	'14-'24
		Detailed usage of credit/debit cards during online shopping	'15
		Seller and country of origin of sellers for online shopping	'14-'16
		Most frequently used online shopping websites/apps	'19-'24
	Social Commerce	Social commerce usage rate	'11-'12
		Frequency of social commerce usage	'11-'12
		Satisfaction of social commerce	'11

Category	Content		Survey Period	
	Social Commerce	Inconveniences faced during social commerce	'11-'12	
		Products purchased through social commerce	'11-'12	
		Intent to purchase items via social commerce	'11	
		Social commerce behaviors and perceptions	'11-'12	
		Willingness to use social commerce	'12	
	Online Banking	Banking transaction methods	'06.06, '07.06	
		Frequency of banking transactions	Annually	
		Online banking usage rate	'04.12-'24	
		Frequency of online banking usage	'07.12-'15	
		Devices used for online banking	'10-'18	
		online banking services used	'06.06, '07.06	
		Reasons for using online banking	'06.06	
		Willingness to use online banking	'05.06-'12	
		Most frequently used remittance services via online banking	'19-'24	
	Online Stock Trading	Methods of trading stocks	'06.06	
		Whether or not stocks are traded	'10-'15	
		Online stock trading usage rate	'04.12-'05.12, '06.12, '07.12-'15	
		Frequency of online stock trading	'07.12-'15	
		Devices used for online stock trading	'10-'15	
		Reasons for using online stock trading	'06.06	
		Intention to use online stock trading	'05.06-'12	
	Paid Content	Experience with paid content	'03.06-'04.12	
		Paid content usage rate	'07.12	
		Usage by type of paid content	'03.06-12, '05.06-12, '06.12, '07.12	
		Spending on paid content	'03.06-'05.12, '06.12, '07.12	
		Payment methods for paid content	'03.06-'05.12, '06.12, '07.12	
		Opinion on monetization of content	'03.06-'05.12, '06.12, '07.12	
		Intention to use paid content	'03.06-'05.12, '06.12, '07.12	
On- and Offline Media	On- and Offline Media	TV	Viewing time Viewing frequency, whether viewed	'03.06-'05.12, '06.12, '07.12-'13 '03.06-'05.12, '06.12, '07.12-'14
		Newspapers	Reading time Reading frequency, whether read	'07.12-'13 '03.06-'05.12, '06.12, '07.12-'12, '14
		Radio	Listening time Listening frequency, whether listened	'13 '08-'12, '14
		Magazines and Books	Reading time Reading frequency, whether read	'13 '08-'12, '14
		Movies	Viewing time Viewing frequency, whether viewed	'13 '08-'12, '14
		Music	Listening time Listening frequency, whether listened	'13 '08
	Online Media	TV	Usage, frequency, whether used Usage method Time spent	'07.06, '08-'12, '15-'16 '17-'24 '10 '13

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Category	Content			Survey Period
	Online Media	Newspapers	Usage, frequency, whether used Method of access Time spent	'07.06, '08-'12, '15-'16 '17-'24 '10 '13
		Radio	Usage, frequency, whether used Method of access Time spent	'07.06, '08-'12, '15-'16 '17-'24 '07.06, '08-'09 '13
		Magazines & Books	Usage, frequency, whether used Method of access Time spent	'07.06, '08-'12, '15-'16 '17-'24 '13
		Movies	Usage, frequency, whether used Method of access Time spent	'07.06, '08-'12, '15-'16 '17-'24 '07.06, '08-'09 '13
		Music	Usage status, Frequency of use, Method of access	'08
Computer	Availability of computer access			'03.06-'04.12
	Computer usage rate			'03.12-'05.12, '06.12, '07.12-'24
	Computer usage time			'03.12-'05.12, '06.12, '07.12
	Computer proficiency			'03.12-'05.12, '06.12, '07.12, '14-'24
	Level and purpose of computer use			'03.06-'04.12
	Frequency of computer use			'14-'24
Mobile Phone	Mobile phone usage (usage rate)			'05.12, '06.12-'24
	Purpose of mobile phone usage			'04.12-'05.12, '06.12
	Number of text messages sent and received			'04.12
	Mobile wireless internet usage, usage status, frequency, duration, use of paid sites, product purchases, usage costs			'14-'16
	Mobile phone usage time			'14-'16
Mobile Internet	Mobile internet usage (usage rate)			'16-'24
	Frequency of mobile internet use			'16
	Duration of mobile internet use			'16
Smartphone	Smartphone usage (usage rate)			'16-'24
	Frequency of smartphone use			'16-'23
	Duration of smartphone use			'16-'23
Emerging Internet Technologies	Video Streaming Services	Primary video streaming websites/apps		'19-'24
		Main video streaming platforms		'23-'24
		Duration of video streaming usage		'19-'24
		Frequency of video streaming usage		'19-'24
	Cloud Services	Awareness of cloud services		'13
		Cloud service usage (usage rate)		'13-'24
		Purpose of using cloud services		'13-'24
		Willingness to use cloud services		'13
		Devices used for cloud services		'14-'16
		Purpose of using cloud services by category		'17-'21

Category	Content		Survey Period
Emerging Internet Technologies	Artificial Intelligence Services	Devices used for AI voice recognition services (usage rate)	'19-'21
		Primary functions used in AI voice recognition services	'19-'20
		Awareness of AI services	'22-'24
		Experience using AI services	'21-'24
		Helpfulness of AI services	'23-'24
		Experience with generative AI	'23-'24
		Opinions on AI services	'21-'24
	Remote Activity Experience	Participation in remote activities	'21-'22
		Necessity of remote activities	'21
		Challenges of remote activities	'21-'22
	Metaverse	Awareness of the metaverse	'22
		Most-used metaverse apps/websites	'22
		Reasons for using the metaverse	'22
		Activities experienced in the metaverse	'23
Other	Internet Usage in Daily Life	Sources of information acquisition	'03.06-'05.12, '06.12, '07.12-'12
		Means of communication	'04.12, '08-'14
		Sources of news consumption	'11-'13
		Leisure activities	'08
		Methods for document delivery, product ordering/reservations, bank transfers, stock investments, and personal data management	'04.12
	Usage of portable information and communication devices		'10-'24
	E-books	E-book usage rate	'10
		Frequency of e-book use	'10
		Devices used for e-books	'10
		E-book usage and intent to use by type	'10
		Perceptions of e-books	'10
	Internet News	Primary news media used	'09
		Online news usage rate	'09
		Types of news content consumed online	'09
		Content of online news	'09
		Access methods for internet news	'09
		Online news consumption behavior and perceptions	'09
	Online Job Search Activities	Methods of obtaining job information	'09-'12
		Status of online job search activities	'09
		Types of online job search activities	'09
		Channels used for online job search information	'09
		Behavior and perceptions related to online job search	'09
	Web Portal	Web portal usage rate	'07.12-'07
		Reasons for using web portals	'08
		Factors influencing the choice of primary web portal	'07.12
		Purposes of web portal usage	'07.12
		Behavior and perceptions of using web portals	'08

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Category	Content		Survey Period
Other	File Sharing Service	Usage rate of file sharing services	'08
		Frequency of file uploads and downloads	'08
		Types of files shared	'08
		Behavior and perceptions regarding file sharing services	'08
	Internet and Public Opinion Formation	Sources for obtaining information on social issues	'07.06
		Online sources for acquiring information on social issues	'07.06
		Online and offline activities related to social issues	'07.06
		Behavior and perceptions regarding social issue engagement	'07.06
	Internet and Information Activities	Usage of information by type	'04.06-'04.12, '07.06
		Behavior and perceptions regarding information usage	'07.06
	Internet and Work	Sources of work-related information	'04.12, '06.06
		Time spent using the internet for work	'06.06
		Usage and frequency of work-related email	'06.06
		Usage and time spent on work-related messaging services	'06.06
		Impact of the internet	'04.12, '06.06
		Video conferencing	'20-'23
		Remote work	'20-'23
	Internet and Interpersonal Relationships	Methods for maintaining interpersonal relationships	'06.06
		Experiences and purposes of online interpersonal relationships	'06.06
		Impact of the internet	'06.06
	Location-based Services	Experience with different types of location-based services	'16
		Awareness of location-based services	'16
		Most helpful location-based services in daily life	'16
	Smartphone Usage Behavior	Most frequently used app types	'16-'24
		Average device replacement cycle	'16-'18
		Reasons for replacing smartphones	'16-'18
		Behavior and perceptions of using smartphones	'16
		Appropriate minimum age for smartphone use	'16
		Usage of mobile payment services on smartphones	'23-24
	Wearable Device Usage Behavior	Types of wearable devices owned	'16-'18
		Features of wearable devices currently being used	'16-'24
		Features of wearable devices that are anticipated	'16
		Intent to purchase and use wearable devices in the future	'16
	Domain	Methods of accessing websites	'17
		Experience with entering Korean domains when accessing websites	'17
		Intent to own a Korean domain when operating a website	'17
		Need for Korean domains to appear in portal search results	'17
	Impact of the Internet	Internet use and changes in daily life	'06.06
		Impact of the internet in various social sectors	'06.06
	Discomfort experienced during internet use, whether consultation/reporting occurred, methods used, and satisfaction with the outcome		'03.06-'05.12, '06.12, '07.12
	Perceptions of information technology		'04.12
	Frequency and duration of using internet cafes and its purpose		'04.12

Category	Content	Survey Period
Other	Experience with software purchases and types, reasons for not purchasing	'04.12
	Experience with information technology education and reasons for not participating	'04.12
	Health and wellness activities conducted via the internet	'14-'15
	Useful features of smart homes and challenges to activation	'15
	Discomfort experienced during the Active X installation process	'15
	Usage of e-government services	'11-'13

Part.5 Appendix

2. Changes in Key Terms and Definitions

Terms	Terms and Definitions	Period
Internet	Wired internet via desktop and laptop computers	'03.06-'04.06
	Wired and wireless internet via desktop computers, laptops, mobile phones, etc.	'04.12-'24
Internet users (Percentage)	Individuals aged 7 and older who use the internet at least once per month	'00.09-'02.04
	Individuals aged 6 and older who use the internet at least once per month	'02.07-'04.06
	(Percentage of) individuals aged 6 and older who have used the internet at least once in the past month	'04.12-'05.12
	(Percentage of) individuals aged 3 and older who have used the internet at least once in the past month	'06.06-'24
Households with internet access	Households that have access to wired or wireless internet, regardless of actual internet usage	'06.06-'06.12
Internet access rate	Percentage of households that can access wired internet through xDSL, cable modems, wireless LAN, FTTH, etc.	'07.06
	Percentage of households that can access (wired) internet through xDSL, cable modems, apartment LAN, dial-up modems, wireless LAN, etc., regardless of actual internet usage	'07.12-'08
	Percentage of households that can access the internet through xDSL, cable modems, fiber optic broadband (including apartment LAN, FTTH), wireless LAN, etc., regardless of actual internet usage	'09-'11
	Percentage of households that can access the internet through xDSL, fiber optic broadband (including apartment LAN, FTTH), cable modems, wireless LAN, etc., regardless of actual usage	'12
	Percentage of households that can access the internet through xDSL, fiber optic broadband (including apartment LAN, FTTH), cable modems, wireless LAN, mobile internet, etc., regardless of actual usage	'13-'18
	Percentage of households that can access the internet through wired internet, wireless LAN, mobile internet, etc., regardless of actual usage	'19-'24
Computer	Desktop and laptop computers	'03-06-'06.06
	Desktop computers, laptops, tablet PCs, etc.	'06.12-'24
Computer users	Individuals who use a computer at least once a month on average	'03.06-'04.12
	Individuals aged 3 and older who have used a computer at least once in the last month	'05.06-'24
Computer ownership rate	Percentage of households that own desktop PCs, laptops, PDAs, ultra-mobile PCs, tablet PCs, etc. within the household	'07.06
	Percentage of households that own desktop computers, laptops (including tablet PCs, UMPCs), PDAs (including PDA phones, smartphones), etc. within the household	'07.12-'09
	Percentage of households that own desktop computers, laptops (including netbooks, tablet PCs), PDAs, smartphones, etc. within the household	'10
	Percentage of households that own desktop computers, laptops, tablet PCs, etc., regardless of actual usage	'11-'24
Mobile phone users	Use of mobile phones	'05.12-'06.12
	Individuals aged 3 and older who have used a mobile phone (including PDA phones and smartphones) at least once in the last month	'07.06-'24
Mobile internet users (Percentage)	(Percentage of) internet users who have accessed the internet via mobile devices with wireless internet connectivity such as general mobile phones, smartphones, tablet PCs, wearable devices, etc., within the last month	'16-'24

Terms	Terms and Definitions	Period
Smartphone users (Percentage)	(Percentage of) internet users who have accessed the internet through a smartphone within the last month	'16-'24
Email users (Percentage)	Email usage (email account ownership)	'03.06-'06.12
	(Percentage of) internet users aged 3 and older who have used email at least once in the last year	'07.12-'08
	(Percentage of) internet users aged 6 and older who have used email at least once in the last year	'07.06, '09-'24
Instant messenger	A service that allows individuals with the same program installed to communicate in real time, such as chatting and file transfers, over a network without connecting to a separate site	'04.12-'06.06
	A service that allows individuals with a messenger-specific program installed to exchange messages and data in real time over the internet	'06.12
Instant messenger	A service that allows individuals with a dedicated program installed to exchange messages and data in real-time over the internet	'07.12-'15
	A service that allows individuals to exchange messages, photos, and other data in real-time online through computers, smartphones, etc.	'16-'24
Instant messenger users (Percentage)	Use of instant messenger	'04.12-'06.06
	(Percentage of) internet users aged 6 and older who have used an instant messenger within the last year	'07.12-'24
SNS (Social Networking Services)	A service that allows individuals to strengthen relationships with friends, colleagues, and acquaintances or form new connections, thus creating a wide network of contacts. This includes blogs, microblogs, mini-hompy, communities (cafes/clubs), etc.	'10-'12
	A service that allows individuals to strengthen relationships with friends, colleagues, and acquaintances or form new connections, thus creating a wide network of contacts. This includes mini-hompy, blogs, microblogs, profile-based services, and communities.	'13-'15
	An activity on the internet where individuals strengthen relationships with friends, colleagues, and acquaintances or form new connections, sharing communication and information. This also includes simply viewing and observing content posted by others.	'16-'24
SNS users (Percentage)	(Percentage of) internet users aged 6 and older who have used SNS (Social Networking Services) within the last year	'10-'24
Mobile games	Mobile games played in real-time using mobile devices such as smartphones and smart pads, connected to wireless internet	'16
Mobile game users	Internet users aged 6 and older who have used mobile games in the past year	'16
Blogs and mini-hompy	A representative form of personal media where individuals can freely write diaries, columns, articles, etc., or post materials, information, photos, videos, etc., to share with others, based on their interests	'07.06
Blog and mini-hompy operators	Internet users aged 6 and older who currently operate their own blog or mini homepage	'07.06
Blogs	A personal media platform where individuals can freely write diaries, columns, articles, etc., or post materials, information, photos, videos, and share them with others, commonly referred to as a 'mini-hompy.'	'07.12
	A representative form of personal media where individuals post and store diaries, columns, specialized materials, photos, etc., based on their interests, and share them with others, commonly referred to as a 'mini-hompy.'	'08-'12
Blog users and operators	Experience of visiting one's own and others' blogs	'05.06-'06.12
	[Uses Blogs] Internet users aged 6 and older who have used others' blogs in the past year [Operates Blogs] (Percentage of) internet users aged 6 and above who have visited or managed their own blog in the past year	'07.12-'12

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Terms	Terms and Definitions	Period
Cafes and communities	A group formed by people with similar hobbies or interests on the internet to exchange information or foster friendships	'07.06
Cafe and community users (Percentage)	(Percentage of) internet users aged 6 and older who used a community they joined in the past year	'07.06
Communities	A group formed by people with similar hobbies or interests on the internet to exchange information or foster friendships, including services like internet cafes and clubs	'08
Community users (Percentage)	(Percentage of) internet users aged 6 and older who used a community in the past year	'08
Paid content	Digital content such as various programs, professional information, materials, movies, music, and games provided for a fee on the internet	'07.12
Paid content users (Percentage)	(Percentage of) internet users aged 6 and older who used paid content at least once in the past year	'07.12
File sharing service	Internet services where files such as music, movies, and games can be stored or shared among users, including P2P and web hard services	'08
File sharing service users (Percentage)	(Percentage of) internet users aged 12 and older who used file-sharing services in the past year	'08
Online shopping	The act of purchasing goods or services via the internet, where purchasing paid content is included in online shopping, but simple browsing, searching, or online banking is not included.	'03.06-'06.06
	The act of purchasing goods or services (including reservations and bookings) via the internet, which also includes the purchase of paid content such as movies, music, and games. However, simple product searches, price inquiries, and online banking are not included.	'06.12
	The act of purchasing goods or services (including reservations and bookings) via the internet, which includes the purchase of paid content such as movies, music, and games. However, simple product searches, price inquiries, and the purchase of financial products are excluded.	'07.06-'15
	Purchasing goods and services from web/mobile-based sites of various shopping malls, including the purchase of gift cards, paid applications, and content.	'16-'24
Online shopping users (Percentage)	(The percentage) of individuals who have purchased goods or services via the internet in the past six months.	'03.06-'04.12
	(The percentage) of internet users aged 12 and older who have purchased goods or services via the internet in the past year.	'05.06-'24
Open market	An online marketplace where the site operator only provides a virtual space and payment processing services, with transactions conducted directly between sellers and buyers.	'06.06
Online banking	Financial services that allow users to perform banking tasks such as account inquiries, transfers, giro payments, loan inquiries, and payments via the internet.	'04.12-'07.06
	Financial services that allow users to perform banking tasks such as account inquiries, transfers, giro payments, loan inquiries, and payments via the internet, including mobile banking.	'07.12-'11
	Includes all banking activities such as savings, remittances, investments, and asset management conducted online, as well as mobile banking services provided via mobile applications by various financial institutions.	'12-'24
Online banking users	Use of online banking services.	'04.12
	Online users aged 12 and older who have used online banking services within the last year.	'05.06-'24
Online stock trading	Financial services that allow real-time stock trading (buying and selling) online	'07.12-'09
	Financial services that allow real-time stock trading (buying and selling) online, including mobile stock trading.	'10-'15

Terms	Terms and Definitions	Period
Online stock trading users (Percentage)	Use of online stock trading (including funds and investment products) services.	'04.12
	(Percentage of) online users aged 12 and older who have used online stock trading services in the last year.	'05.06-'08
	(Percentage of) online users aged 18 and older who have used online stock trading services in the last year.	'09-'15
Social commerce	Internet shopping service where a certain number of buyers must gather within a set period, allowing them to purchase products or services at a discounted price (e.g., discount coupons, tickets).	'11-'12
Social commerce users (Percentage)	(Percentage of) internet users aged 12 and older who have used social commerce services within the past year.	'11-'12
Location-based services	All services provided based on current location information, such as maps, navigation, nearby information search, taxis, personalized ads, and location sharing.	'16
Location-based service users	(Percentage of) users who have used at least one location-based service in the past year.	'16
Cloud services	A user-centric computing environment where programs or documents, which were previously stored on personal computers or company servers, are now stored on large computers accessible via the internet. This service allows users to perform desired tasks anytime and anywhere by running the necessary applications, such as web browsers, on various devices, including personal computers and mobile devices.	'13-'15
	A service that stores media files (photos, music, etc.) and personal files (documents, address books, etc.) on a web server, rather than external storage. Stored files can be downloaded to a computer, smartphone, or other devices, allowing users to perform tasks such as editing as desired.	'16-'24
Cloud service users	(Percentage of) internet users aged 12 and older who have used cloud services within the past year.	'13-'24
E-books (electronic books)	A digital book that has been converted from existing physical books, magazines, etc., allowing users to view or read the content of the book on computers, smartphones, PDAs, or other portable devices.	'10
E-book users (Percentage)	(Percentage of) internet users aged 12 and older who have used e-books within the past year.	'10
Wearable devices	A device worn on the body in the form of a watch, glasses, clothing, etc., that collects real-time information about the surrounding environment and the individual's physical changes, and shares and utilizes it via the internet.	'16-'24
Wearable devices users (Percentage)	(Percentage of) internet users aged 6 and older who own and have used wearable devices within the past year.	'16-'24
Video streaming services	A service that provides media content such as broadcast programs, movies, and individual media via the internet.	'19-'24
Video streaming service users (Percentage)	(Percentage of) internet users aged 3 and older who have used video services within the past month.	'19-'24
AI voice recognition services	A service that uses voice recognition technology to allow smartphones and speakers to recognize human speech and process related commands.	'19-'21
AI services	A service that utilizes artificial intelligence (AI) technology to provide convenience in various industries and everyday life.	'22-'24
AI service users (Percentage)	(Percentage of) internet users aged 6 and older who have used artificial intelligence services within the past year.	'22-'24
Metaverse	A world created by the combination of 'Meta-' and 'Universe,' where virtual and real spaces merge, enabling interactions through a virtual avatar to generate economic, social, and cultural value.	'22-'23

Part 05

Appendix 4

Sampling Error



Sampling Error

1. Percentage of Using the Internet

(95% Confidence Level)					
	Percentage of Using the Internet (%)	Sampling Error (%)	Confidence Interval(%)		Relative Standard Error (%)
			Lower Bound	Upper Bound	
Total	94.5	0.18	94.27	94.63	0.10
(Gender)					
Male	95.3	0.24	95.06	95.54	0.13
Female	93.6	0.27	93.33	93.87	0.15
(Age)					
3-9 years old	92.0	0.93	91.06	92.92	0.51
10s	99.5	0.21	99.28	99.70	0.11
20s	99.6	0.16	99.42	99.73	0.08
30s	99.5	0.15	99.38	99.67	0.07
40s	99.4	0.17	99.19	99.53	0.09
50s	98.8	0.20	98.59	98.99	0.10
60s	95.7	0.38	95.27	96.03	0.20
70s and older	68.0	1.14	66.85	69.12	0.85
(Area)					
Seoul	94.1	0.54	93.52	94.61	0.29
Busan	93.4	0.75	92.69	94.19	0.41
Daegu	97.5	0.52	96.99	98.04	0.27
Incheon	94.8	0.70	94.10	95.50	0.37
Gwangju	96.0	0.73	95.25	96.71	0.39
Daejeon	97.2	0.62	96.54	97.77	0.32
Ulsan	94.9	0.90	93.95	95.76	0.49
Sejong	95.6	1.12	94.50	96.74	0.60
Gyeonggi	95.8	0.43	95.33	96.19	0.23
Gangwon	88.9	1.21	87.69	90.11	0.69
Chungbuk	96.0	0.72	95.25	96.68	0.38
Chungnam	92.7	0.90	91.85	93.64	0.49
Jeonbuk	94.4	0.83	93.55	95.21	0.45
Jeonnam	91.4	1.00	90.37	92.38	0.56
Gyeongbuk	92.3	0.86	91.48	93.20	0.48
Gyeongnam	93.1	0.79	92.34	93.93	0.44
Jeju	92.2	1.24	90.98	93.47	0.69

2. Percentage of Using Computers

(95% Confidence Level)

	Percentage of Using Computers (%)	Sampling Error(%)	Confidence Interval(%)		Relative Standard Error (%)
			Lower Bound	Upper Bound	
Total	75.3	0.34	74.97	75.66	0.23
(Gender)					
Male	80.0	0.46	79.58	80.50	0.29
Female	70.6	0.50	70.08	71.09	0.36
(Age)					
3-9 years old	60.6	1.67	58.91	62.25	1.41
10s	96.1	0.57	95.57	96.71	0.30
20s	96.5	0.45	96.09	96.99	0.24
30s	96.3	0.40	95.94	96.74	0.21
40s	94.9	0.47	94.40	95.34	0.25
50s	78.4	0.75	77.67	79.17	0.49
60s	57.3	0.92	56.40	58.23	0.82
70s and older	16.1	0.90	15.24	17.03	2.83
(Area)					
Seoul	79.3	0.93	78.41	80.27	0.60
Busan	74.6	1.32	73.33	75.96	0.90
Daegu	73.3	1.48	71.81	74.77	1.03
Incheon	77.8	1.30	76.53	79.14	0.85
Gwangju	76.9	1.57	75.31	78.44	1.04
Daejeon	74.0	1.63	72.41	75.67	1.12
Ulsan	74.6	1.78	72.78	76.35	1.22
Sejong	78.3	2.25	76.07	80.57	1.47
Gyeonggi	79.7	0.86	78.81	80.53	0.55
Gangwon	69.0	1.78	67.17	70.74	1.32
Chungbuk	71.1	1.66	69.45	72.76	1.19
Chungnam	67.0	1.63	65.34	68.59	1.24
Jeonbuk	66.2	1.70	64.51	67.91	1.31
Jeonnam	67.2	1.68	65.56	68.91	1.27
Gyeongbuk	65.1	1.54	63.54	66.62	1.21
Gyeongnam	72.9	1.40	71.48	74.27	0.98
Jeju	75.7	1.99	73.68	77.66	1.34

Part.5 Appendix

3. Percentage of Households with Computers

(95% Confidence Level)					
	Percentage of Households with Computers(%)	Sampling Error(%)	Confidence Interval(%)		Relative Standard Error (%)
			Lower Bound	Upper Bound	
Total	77.2	0.51	76.67	77.70	0.34
(Household Age)					
20s and younger	95.5	1.31	94.21	96.82	0.70
30s	97.2	0.57	96.65	97.78	0.30
40s	96.3	0.57	95.78	96.91	0.30
50s	90.2	0.75	89.45	90.95	0.42
60s and older	54.0	0.93	53.03	54.89	0.88
(Area)					
Seoul	84.7	1.29	83.37	85.95	0.78
Busan	74.2	2.08	72.14	76.30	1.43
Daegu	71.4	2.33	69.11	73.76	1.66
Incheon	83.4	1.82	81.56	85.21	1.11
Gwangju	68.1	2.65	65.43	70.74	1.99
Daejeon	73.8	2.48	71.29	76.24	1.71
Ulsan	75.9	2.74	73.15	78.63	1.84
Sejong	71.4	3.66	67.73	75.06	2.62
Gyeonggi	83.7	1.23	82.49	84.95	0.75
Gangwon	67.2	2.65	64.50	69.80	2.01
Chungbuk	72.2	2.51	69.66	74.68	1.78
Chungnam	68.6	2.42	66.22	71.06	1.80
Jeonbuk	69.1	2.51	66.63	71.65	1.85
Jeonnam	64.2	2.59	61.64	66.82	2.06
Gyeongbuk	67.9	2.34	65.60	70.27	1.76
Gyeongnam	69.8	2.22	67.61	72.06	1.62
Jeju	78.0	2.94	75.04	80.92	1.92

4. Percentage of Households Accessing Internet

(95% Confidence Level)

	Percentage of Households Accessing Internet (%)	Sampling Error(%)	Confidence Interval(%)		Relative Standard Error (%)
			Lower Bound	Upper Bound	
Total	99.97	0.02	99.95	99.99	0.01
(Household Age)					
20s and younger	100.00	0.00	100.00	100.00	0.00
30s	100.00	0.00	100.00	100.00	0.00
40s	100.00	0.00	100.00	100.00	0.00
50s	100.00	0.00	100.00	100.00	0.00
60s and older	99.93	0.05	99.88	99.98	0.03
(Area)					
Seoul	100.00	0.00	100.00	100.00	0.00
Busan	99.88	0.16	99.72	100.05	0.08
Daegu	99.86	0.19	99.67	100.05	0.10
Incheon	100.00	0.00	100.00	100.00	0.00
Gwangju	100.00	0.00	100.00	100.00	0.00
Daejeon	100.00	0.00	100.00	100.00	0.00
Ulsan	99.90	0.21	99.69	100.10	0.11
Sejong	100.00	0.00	100.00	100.00	0.00
Gyeonggi	100.00	0.00	100.00	100.00	0.00
Gangwon	100.00	0.00	100.00	100.00	0.00
Chungbuk	100.00	0.00	100.00	100.00	0.00
Chungnam	100.00	0.00	100.00	100.00	0.00
Jeonbuk	99.92	0.15	99.77	100.07	0.08
Jeonnam	99.93	0.15	99.78	100.07	0.08
Gyeongbuk	99.93	0.13	99.80	100.06	0.07
Gyeongnam	99.93	0.12	99.81	100.06	0.06
Jeju	100.00	0.00	100.00	100.00	0.00

Part.5 Appendix

5. Percentage of using internet by region, gender, and age

(Unit : %)

	Male								Female							
	3-9 year s old	10s	20s	30s	40s	50s	60s	70s and older	3-9 year s old	10s	20s	30s	40s	50s	60s	70s and older
Total	91.7 (0.72)	99.5 (0.15)	99.5 (0.13)	99.6 (0.10)	99.4 (0.12)	98.8 (0.15)	95.3 (0.29)	70.4 (0.84)	92.2 (0.63)	99.5 (0.15)	99.7 (0.10)	99.5 (0.11)	99.3 (0.13)	98.7 (0.14)	96.0 (0.26)	66.3 (0.79)
Seoul	91.8 (2.03)	99.3 (0.52)	99.7 (0.27)	100.0 (0.00)	99.8 (0.19)	99.0 (0.41)	93.7 (0.92)	56.1 (3.51)	94.9 (1.49)	99.6 (0.37)	100.0 (0.00)	99.9 (0.14)	99.1 (0.39)	98.7 (0.43)	97.2 (0.62)	66.3 (3.33)
Busan	94.1 (2.36)	99.2 (0.81)	100.0 (0.00)	99.3 (0.48)	99.3 (0.51)	98.9 (0.55)	96.1 (0.95)	74.4 (2.83)	94.1 (2.02)	100.0 (0.00)	99.4 (0.56)	99.7 (0.33)	97.8 (0.87)	99.3 (0.41)	95.8 (0.95)	60.5 (3.06)
Daegu	98.8 (1.16)	99.1 (0.94)	99.5 (0.52)	99.2 (0.56)	100.0 (0.00)	99.2 (0.53)	97.9 (0.85)	86.5 (2.29)	97.5 (1.43)	99.1 (0.93)	100.0 (0.00)	99.6 (0.38)	99.2 (0.58)	99.7 (0.33)	97.7 (0.86)	87.4 (2.13)
Incheon	81.5 (3.50)	98.3 (0.98)	98.8 (0.84)	100.0 (0.00)	99.0 (0.58)	99.1 (0.51)	96.4 (1.03)	65.5 (4.88)	80.6 (3.04)	97.4 (1.27)	98.7 (0.74)	100.0 (0.00)	99.0 (0.56)	99.5 (0.37)	98.1 (0.70)	73.2 (4.06)
Gwangju	92.5 (3.66)	100.0 (0.00)	99.5 (0.47)	100.0 (0.00)	100.0 (0.00)	98.8 (0.67)	98.7 (0.75)	81.2 (3.48)	94.0 (2.91)	100.0 (0.00)	100.0 (0.00)	99.5 (0.48)	100.0 (0.00)	99.7 (0.33)	94.8 (1.47)	67.1 (3.61)
Daejeon	93.4 (3.19)	100.0 (0.00)	98.7 (0.90)	100.0 (0.00)	99.5 (0.45)	99.3 (0.51)	95.5 (1.32)	89.8 (3.36)	96.5 (2.01)	99.2 (0.77)	99.5 (0.53)	98.8 (0.88)	98.4 (0.78)	97.4 (0.91)	95.5 (1.34)	87.5 (3.12)
Ulsan	98.1 (1.85)	100.0 (0.00)	100.0 (0.00)	100.0 (0.00)	99.4 (0.58)	99.5 (0.45)	96.9 (1.17)	63.6 (4.69)	95.1 (2.79)	100.0 (0.00)	99.3 (0.74)	100.0 (0.00)	99.4 (0.57)	100.0 (0.00)	92.5 (1.75)	56.6 (4.33)
Sejong	84.2 (8.59)	97.8 (2.22)	100.0 (0.00)	100.0 (0.00)	98.8 (1.23)	98.4 (1.12)	94.1 (2.02)	56.4 (6.23)	82.1 (7.36)	100.0 (0.00)	100.0 (0.00)	100.0 (0.00)	100.0 (0.00)	97.3 (1.33)	96.2 (1.66)	84.8 (4.34)
Gyeonggi	93.0 (1.68)	99.6 (0.35)	100.0 (0.00)	100.0 (0.00)	99.7 (0.23)	100.0 (0.00)	96.8 (0.64)	75.5 (2.42)	90.3 (1.84)	100.0 (0.00)	100.0 (0.00)	99.7 (0.19)	100.0 (0.00)	99.3 (0.30)	97.8 (0.55)	61.9 (2.76)
Gangwon	97.3 (2.70)	97.9 (1.45)	95.4 (2.03)	91.0 (3.05)	96.3 (1.62)	87.7 (2.14)	83.4 (2.21)	69.5 (3.16)	94.9 (3.58)	98.9 (1.15)	96.2 (1.86)	94.2 (2.54)	98.2 (1.05)	91.4 (1.67)	82.0 (2.22)	77.1 (2.34)
Chungbuk	94.7 (2.58)	100.0 (0.00)	100.0 (0.00)	100.0 (0.00)	99.5 (0.52)	99.4 (0.45)	94.3 (1.54)	81.8 (3.83)	94.5 (2.19)	98.4 (1.13)	99.5 (0.53)	100.0 (0.00)	100.0 (0.00)	98.5 (0.68)	94.9 (1.51)	80.4 (3.65)
Chungnam	82.0 (4.96)	100.0 (0.00)	98.0 (1.15)	98.8 (0.88)	98.1 (0.93)	97.7 (0.87)	94.5 (1.34)	60.8 (3.65)	91.9 (3.48)	100.0 (0.00)	98.6 (0.95)	99.4 (0.57)	99.1 (0.62)	98.3 (0.69)	93.6 (1.42)	69.7 (2.62)
Jeonbuk	93.6 (2.79)	98.9 (1.15)	99.4 (0.62)	100.0 (0.00)	99.4 (0.61)	99.0 (0.59)	97.5 (1.02)	78.6 (3.00)	94.7 (2.61)	98.1 (1.33)	100.0 (0.00)	99.6 (0.44)	98.5 (0.84)	99.7 (0.34)	95.3 (1.33)	71.6 (3.01)
Jeonnam	82.2 (5.76)	100.0 (0.00)	100.0 (0.00)	100.0 (0.00)	100.0 (0.00)	100.0 (0.00)	97.8 (0.89)	70.4 (2.96)	90.0 (3.90)	100.0 (0.00)	100.0 (0.00)	98.9 (0.80)	99.5 (0.49)	100.0 (0.00)	96.9 (0.98)	53.3 (2.93)
Gyeongbuk	98.1 (1.30)	100.0 (0.00)	100.0 (0.00)	99.6 (0.41)	100.0 (0.00)	98.6 (0.70)	96.8 (0.99)	64.5 (3.34)	98.0 (1.15)	100.0 (0.00)	100.0 (0.00)	100.0 (0.00)	100.0 (0.00)	99.2 (0.48)	97.6 (0.83)	55.9 (3.09)
Gyeongnam	88.2 (3.36)	100.0 (0.00)	99.4 (0.56)	98.6 (0.70)	99.0 (0.70)	98.0 (0.75)	91.8 (1.37)	75.4 (2.66)	91.0 (2.60)	99.0 (0.98)	99.4 (0.56)	97.6 (0.91)	98.2 (0.91)	96.8 (0.87)	93.5 (1.24)	65.6 (2.73)
Jeju	94.5 (3.09)	100.0 (0.00)	98.4 (1.59)	100.0 (0.00)	98.7 (0.91)	97.0 (1.31)	93.0 (2.27)	62.9 (5.11)	100.0 (0.00)	100.0 (0.00)	98.6 (1.39)	100.0 (0.00)	98.8 (0.83)	98.9 (0.78)	95.6 (1.75)	40.6 (4.81)

※ The figures in () represent the relative standard error (unit: %).

Part 05

Appendix 5

Questionnaire





Approval No.
1 2 0 0 0 5

Article 33 of the Statistics Act (Confidentiality)

- ① Confidential information of individuals, corporations, organizations, etc. that have become known in the course of producing statistics shall be protected.
- ② Data on the confidential information of individuals, corporations, organizations, etc. that have been produced for the production of statistics shall not be used for any purpose other than that of producing statistics.

2024 Survey on the Internet Usage (Household)

Greetings

Hello.

The **Ministry of Science and ICT** and the **National Information Society Agency** are conducting the '**2024 Survey on the Internet Usage**' in accordance with Articles 12 and 66 (Indicator Survey) of the Framework Act on Intelligent Informatization. This survey aims to assess the internet usage environment and trends among households and individuals in Korea.

As an Official Statistics survey (Designated Statistics No. 120005), this is the only nationwide statistical survey on internet usage in Korea. The collected data serves as a crucial foundation for the development of the country's internet infrastructure.

All responses will be used only for statistical purposes, and personal information will be rigorously protected in accordance with the Statistics Act.

We sincerely appreciate your cooperation in responding to the survey as guided by the interviewer, despite your busy schedule.

September 2024

Minister of Science and ICT

Supervising
Institution



과학기술정보통신부

Responsible
Institution

NIA 한국지능정보사회진흥원

Executing
Institution



한국갤럽

Contact
Information

Gallup Korea Co., Ltd.
Researcher Kim Ji-yun (☎ 02-3702-2643)

Interviewer's Section	Region & Survey Area Number										Household Number	Household Survey Respondent	
												Household Member umber	Name

Household Information	Address			Phone Number ※ The phone number is used solely for verifying responses or follow-up questions and will not be used for any other purposes.		
	Si · Do	Si · Gun · Gu	Eup · Myeon · Dong	Phone (Primary Contact: Landline or Mobile)	() - () - ()	① No phone ② Refused to respond
	Street Address	Apartment Name	Dong			
Housing Type		☐ ① Detached house(including multi-family homes) ☐ ② Apartment ☐ ③ Townhouse, villa, multi-unit housing ☐ ④ Housing within a non-residential building ☐ ⑤ Other				

How to Answer and Fill Out the Survey

- Please follow the interviewer's guidance when answering.
- This <Household Member Survey> should be completed by the **head of the household** or **his/her spouse**.
- Answer the questions in order by selecting the appropriate number from the given options or providing your response verbally.



Household Member Information Table

※ This section collects information about the members residing in your household. The head of the household or his/her spouse should complete this section.

- **Head of Household** refers to the individual who actually represents the household. Please **begin** by **listing the head of the household** in the **<Household Status>** section below. If the number of household members exceeds 8, please use an additional page.
- **Household members** include family, relatives, domestic helpers, and boarders who have lived together for at least one month as of July 1, 2024, at 12:00 AM.
- **Excluded:** Children and their families living separately due to marriage, family members staying in dormitories for school or work, and those serving in the military.

Member No.	Name	Relation to Head of Household	Gender	Date of Birth (Solar Birthday)	Survey Status
		1) Head of Household (Self) 2) Spouse 3) Child 4) Child's Spouse 5) Grandchild and his/her Spouse 6) Parent or Grandparent 7) Sibling and his/her Spouse 8) Other (Specify: _____)			1) Survey Completed 2) Not a Survey Target (including long-term absence) 3) Refused to Participate 4) Contact Failed (Absent) 5) Other (Specify: _____)
01		1) Head of Household	☐ ①Male ☐ ② Female	____YY ____MM	
02			☐ ①Male ☐ ② Female	____YY ____MM	
03			☐ ①Male ☐ ② Female	____YY ____MM	
04			☐ ①Male ☐ ② Female	____YY ____MM	
05			☐ ①Male ☐ ② Female	____YY ____MM	
06			☐ ①Male ☐ ② Female	____YY ____MM	
07			☐ ①Male ☐ ② Female	____YY ____MM	
08			☐ ①Male ☐ ② Female	____YY ____MM	
Total number of household members		_____ in total	Number of Household Members Aged 3 or Older (Individuals born before June 30, 2021)		_____

※ Please answer based on the situation as of July 1, 2024.
 ※ For this survey, "internet" includes wireless internet.

1. Do you have any of the following information and communication devices? Please indicate whether you have each item.

Item	Yes/No (✓)
1) Desktop computer	☐
2) Laptop computer	☐
3) TV	
① General TV (Including analog and digital)	☐
② Smart TV (Internet-enabled)	☐
4) Game console (PlayStation, PSP, XBOX, Nintendo 3DS, Nintendo Switch, etc.)	☐
5) Smartphone	☐
6) Tablet PC (Galaxy Tab, iPad, etc.)	☐
7) AI speaker (SK Telecom NUGU, KT GiGA Genie, Apple HomePod, Naver Clova, Kakao Mini, etc.)	☐
8) E-book reader (RidiBooks Paper Pro, Crema, Iriver Sam, Kindle, Kobo, etc.)	☐
9) Smart home appliances (Refrigerator, air conditioner, washing machine, lights, etc.)	☐
10) Other (Please specify : _____)	☐

2. Can you access the internet (including wireless internet) through devices such as a computer, smartphone (including tablet PCs), game consoles, or TV at your home?

☐ ① Yes ☐ ② No

3. Regardless of whether you actually use it, what methods are available for accessing the internet at your home? Please select all that apply to you. (If you are unsure about the connection method, please provide the name of the internet service provider you are subscribed to.)

- ☐ ① Wired Internet
- ☐ ② Wireless LAN (Wi-Fi, Giga Wi-Fi included)
- ☐ ③ Mobile Internet (3G, LTE, 5G, etc.)
- ☐ ④ Portable Wireless Internet Router (KT Egg, LG U+ Router, WideMobile Wi-Fi Lunch Box, etc.) ※ A dedicated modem, about the size of a palm, is purchased to connect to the internet via a wireless device
- ☐ ⑤ Other (Please specify : _____)
- ☐ ⑥ Don't know (Provider name: _____)

4. What information and communication services are available at your home? Please select all that apply to you.

Item	Availability (✓)
1) Landline phone	☐
2) Internet phone (VoIP) (LG U+ 070, KT Olleh Internet Phone, SK Broadband B Internet Phone)	☐
3) Mobile phone (including smartphones)	☐
4) Wired Internet (KT Olleh Internet, SK Broadband Internet, LG U+ Internet, LG HelloVision Internet, etc.)	☐
5) IPTV (KT Olleh TV, SK Broadband BTV, LG U+ tvG, etc.)	☐
6) Cable TV (wired broadcasting) (LG HelloVision, SK Broadband, D'Live, CMB, Hyundai HCN, etc.)	☐
7) Satellite TV (KT SkyLife)	☐
8) IoT services (CCTV, lighting, gas, heating/cooling systems, etc., with remote control functions, LG IoT@Home, SKT SMART HOME, KT GIGA IoT, etc.)	☐

※ What is the approximate total monthly income (before tax) of all household members? (including the income of the household head)

- ☐ ① Less than KRW 1,000,000
- ☐ ② KRW 1,000,000 - less than KRW 2,000,000
- ☐ ③ KRW 2,000,000 - less than KRW 3,000,000
- ☐ ④ KRW 3,000,000 - less than KRW 4,000,000
- ☐ ⑤ KRW 4,000,000 - less than KRW 5,000,000
- ☐ ⑥ KRW 5,000,000 - less than KRW 6,000,000
- ☐ ⑦ KRW 6,000,000 - less than KRW 7,000,000
- ☐ ⑧ KRW 7,000,000 - less than KRW 8,000,000
- ☐ ⑨ KRW 8,000,000 - less than KRW 9,000,000
- ☐ ⑩ KRW 9,000,000 - less than KRW 10,000,000
- ☐ ⑪ KRW 10,000,000 or more

[👉 The survey for the household head ends after this question.]

■ Please fill out one <Household Member Survey> for each household member listed in the previous Household Member Information table. However, for children aged 3-5 years, the survey should be filled out with the assistance of a guardian if necessary.



Interviewer's Section

Item	Record
Interviewer Name	
Survey Date and Time	_____ (time) _____ (Month) _____ (Day), 2024
Number of Visits	(_____) visits
Interviewer Evaluation	① Positive ② Neutral ③ Negative



Approval No.
1 2 0 0 5

Article 33 of the Statistics Act (Confidentiality)

- ① Confidential information of individuals, corporations, organizations, etc. that have become known in the course of producing statistics shall be protected.
- ② Data on the confidential information of individuals, corporations, organizations, etc. that have been produced for the production of statistics shall not be used for any purpose other than that of producing statistics.

2024 Survey on the Internet Usage (Household Member)

Greetings

Hello.

The **Ministry of Science and ICT** and the **National Information Society Agency** are conducting the '**2024 Survey on the Internet Usage**' in accordance with Articles 12 and 66 (Indicator Survey) of the Framework Act on Intelligent Informatization. This survey aims to assess the internet usage environment and trends among households and individuals in Korea.

As an Official Statistics survey (Designated Statistics No. 120005), this is the only nationwide statistical survey on internet usage in Korea. The collected data serves as a crucial foundation for the development of the country's internet infrastructure.

All responses will be only strictly for statistical purposes, and personal information will be rigorously protected in accordance with the Statistics Act.

We sincerely appreciate your cooperation in responding to the survey as guided by the interviewer, despite your busy schedule.

September 2024
Minister of Science and ICT

Survey Inquiries : Gallup Korea Co., Ltd. Researcher Kim Ji-yun (☎ 02-3702-2643),
Park Seon-ju, Assistant Manager(☎ 02-3702-2673)

Interviewer's Section	Region & Survey Area Number	Household Number	Household Survey Respondent		Accompanying Respondent	
			Household Member Number	Name	Household Member Number	Name

Respondent	Gender		Date of Birth		
	☐ ① Male ☐ ② Female		Solar Birthdate ____YY ____DD (Age ____)		
	Level of Education		Occupation (Income-Generating Activity)		
	School	Completion Status	Employment Status	Occupational Status	Occupation Code
	☐ ① No formal education (→ ☐ ① Attended daycare/kindergarten)		☐ ① Employed ⇒	☐ ① Wage worker ☐ ② Employer ☐ ③ Self-employed (sole proprietor) ☐ ④ Unpaid family worker	※ Please refer to the occupation codes on page 14 of this survey (_____)
	☐ ② Elementary school ☐ ③ Middle school ☐ ④ High school ☐ ⑤ College (2-3 years) ☐ ⑥ University (4 years or more) ☐ ⑦ Graduate school (Master's program) ☐ ⑧ Graduate school (Doctoral program)	☐ ① Currently enrolled ☐ ② Dropped out ☐ ③ On leave ☐ ④ Completed coursework ☐ ⑤ Graduated	☐ ② Not employed ⇒		☐ ① Full-time homemaker ☐ ② Student ☐ ③ Other
			☐ ③ Job-seeking Activity		☐ ① Yes ☐ ② No

How to Answer and Fill Out the Survey

- Please follow the interviewer's guidance when answering.
- This <Household Member Survey> should be completed by each household member aged 3 years or older (born before June 30, 2021).
For children aged 3-5 years, the survey should be completed with the assistance of a guardian if necessary.
- Please refer to the Household Member Information table in the <Household Survey> and write '03' in the 'Household Member Number' section if the member's number is '03.'
- For the survey, please choose the corresponding number from the options or provide your response directly according to the order of the questions

※ Please answer based on your experiences over the past year as of July 1, 2024.
 ※ For this survey, "internet" includes wireless internet.

First, the following questions are about the use of computers and mobile phones.

1. When was the last time you used a computer (including laptops, tablets, etc.)?

- ☐ ① Within the last 24 hours
☐ ② More than 24 hours ago, but within the last week
☐ ③ More than 1 week ago, but within the last month
☐ ④ More than 1 month ago, but within the last 3 months
☐ ⑤ More than 3 months ago, but within the last year
☐ ⑥ It has been more than a year since I last used a computer
☐ ⑦ I have never used a computer

proceed to **Q3**

2. How often do you use a computer (including laptops, tablets, etc.)?

- ☐ ① More than once a day
☐ ② More than once a week, but less than once a day
☐ ③ More than once a month, but less than once a week
☐ ④ Less than once a month

3. When was the last time you used a mobile phone (including smartphones)?

※ This includes all activities done with the mobile phone (call, text, game, watching video, internet, instant messaging, etc.).
 ※ Please answer regardless of whether you have a mobile phone or pay for its usage.

- ☐ ① Within the last 24 hours
☐ ② More than 24 hours ago, but within the last week
☐ ③ More than 1 week ago, but within the last month
☐ ④ More than 1 month ago, but within the last 3 months
☐ ⑤ More than 3 months ago, but within the last year
☐ ⑥ It has been more than a year since I last used a mobile phone
☐ ⑦ I have never used a mobile phone

[For those under 12 years old (born after July 1, 2012),
 proceed to **Q5**]

4. [Answer only if you are 12 years or older] Which of the following digital skills are you capable of? Please check (✓) all applicable skills, including those for smartphones, computers, and other digital devices.

Item	Yes/No (✓)
1) Use copy-paste functions in documents or copying and moving files, folders, etc. to different locations	☐
2) Attach and send documents, photos, videos, etc., via email, text, or messenger apps (e.g., KakaoTalk)	☐
3) Use basic formulas in Excel	☐

Item	Yes/No (✓)
4) Connect and install new devices (e.g. printers, modems, memory devices)	☐
5) Search, download, and install software	☐
6) Create presentation materials using programs such as Hancam, PowerPoint, etc.	☐
7) Transfer files between a computer and other devices (including transferring photos and music from cameras, smartphones, etc.)	☐
8) Verify the reliability of information found online (comparing and confirming with information from other sources)	☐
9) Set up security measures for devices or accounts (e.g. password settings such as patterns, fingerprints, passwords, facial recognition, login attempt alerts)	☐
10) Configure privacy settings to prevent unnecessary exposure of personal information (e.g. name, contact details, photos) through apps or online accounts	☐
11) Computer programming or app development using specific programming languages (e.g. Java, Python, C++)	☐

This section is about internet usage (including wireless internet).

5. When was the last time you used the internet?

※ This includes all internet access via mobile phone, smartphone, tablet PC, IPTV, internet phone, etc.

※ Internet usage refers to all internet use regardless of purpose (personal, work, academic, etc.) or location (home, school, workplace, etc.).

- ☐ ① Within the last 24 hours
☐ ② More than 24 hours ago, but within the last week
☐ ③ More than 1 week ago, but within the last month
☐ ④ More than 1 month ago, but within the last 3 months
☐ ⑤ More than 3 months ago, but within the last year
☐ ⑥ Haven't used the internet for more than a year
☐ ⑦ Never used the internet

[For children aged 3-5 (born after July 1, 2018), please proceed to **Q 46**, For those aged 6 or older, please proceed to **Q 15**]

6. What is your average frequency of internet usage and the average amount of time you spend using it?

※ Please answer regardless of the location or device used for internet access.

※ After marking the frequency on the left, please indicate the average time spent on the right.

- ☐ ① More than once a day (Average per day: _____ hours _____ minutes)
☐ ② More than once a week (Average per week: _____ hours _____ minutes)
☐ ③ More than once a month (Average per month: _____ hours _____ minutes)
☐ ④ Less than once a month (Average per year: _____ hours _____ minutes)

7. How did you access the internet? Please select all that apply to you.

- ☐ ① Wired internet
- ☐ ② Wireless internet within a specific range, such as Wi-Fi
- ☐ ③ Wireless internet using a portable router (e.g., Egg)
- ☐ ④ Wireless internet using a 3G/LTE smartphone
- ☐ ⑤ Wireless internet using a 5G smartphone

8. Where do you use the internet? Please select all that apply to you.

- ☐ ① Home
- ☐ ② Another person's house (e.g., a friend's house)
- ☐ ③ Workplace
- ☐ ④ Educational place (e.g., school, kindergarten, academy)
- ☐ ⑤ Commercial facility (e.g., PC room, coffee shop, restaurant, airport, hotel)
- ☐ ⑥ Public facility (e.g., post office, community center, government office, library)
- ☐ ⑦ While traveling (using a mobile phone, smartphone, tablet, etc.)
- ☐ ⑧ Other (Please specify : _____)

☞ If you answered only '① Wired Internet usage' in **Q7**, please proceed to **Q11**

9. When was the last time you used the internet on a mobile device, excluding wired internet?

※ Mobile devices refer to any devices capable of wireless internet connection, such as smartphones, tablet PCs, and wearable devices.

- ☐ ① Within the last 24 hours
- ☐ ② More than 24 hours, but within 1 week
- ☐ ③ More than 1 week, but within 1 month
- ☐ ④ More than 1 month, but within 3 months
- ☐ ⑤ More than 3 months, but within 1 year
- ☐ ⑥ Haven't used mobile devices to access the internet for more than 1 year
- ☐ ⑦ Have never used a mobile device to access the internet

☞ Please proceed to **Q 11**

10. When did you last use your smartphone (3G, LTE, 5G) to access the internet?

- ☐ ① Within the last 24 hours
- ☐ ② More than 24 hours, but within 1 week
- ☐ ③ More than 1 week, but within 1 month
- ☐ ④ More than 1 month, but within 3 months
- ☐ ⑤ More than 3 months, but within 1 year
- ☐ ⑥ Haven't used a smartphone to access the internet for more than 1 year
- ☐ ⑦ Have never used a smartphone to access the internet

☞ Please proceed to **Q 11**

11. Please select all the activities you use the internet for. If you use a desktop computer or PC, please check (✓) on the left side. If you use a mobile device such as a smartphone or tablet PC, please check (✓) on the right side. If you use both methods, please check (✓) on both sides.

Item	Computer (PC) (✓)	Mobile Device (✓)
------	-------------------	-------------------

1) Communication

① Email	☐	☐
② Social Media (Facebook, Instagram, Band, KakaoStory, X (Twitter), TikTok, Blog, etc.)	☐	☐
③ Instant Messenger (KakaoTalk, Instagram DM, Facebook Messenger, Line, Telegram, etc.), Chat (Skype, Discord, TalkOn, including voice chats), Online Discussions (including writing comments)	☐	☐
④ Voice/Video Call (VoiceTalk, FaceTalk, FaceTime, Line, etc.)	☐	☐

11-1. [For those who use at least one of the four in 1) Communication activities] On average, how often do you use the communication activities listed above?

- ☐ ① Daily (Average _____ hours _____ minutes)
- ☐ ② Weekly (Average _____ hours _____ minutes)
- ☐ ③ Monthly (Average _____ hours _____ minutes)
- ☐ ④ Every 6 months (Average _____ hours _____ minutes)
- ☐ ⑤ Annually (Average _____ hours _____ minutes)

Item	Computer (PC) (✓)	Mobile Device (✓)
------	-------------------	-------------------

2) Acquiring Data and Information

① Health and medical information (including disease status, hospital information, symptoms, nutrition information search, etc.)	☐	☐
② Product and service information	☐	☐
③ News (articles) from newspapers, magazines, etc.	☐	☐
④ Travel, transportation, accommodation, location information	☐	☐
⑤ Software (excluding games) and application (app) downloads, upgrades	☐	☐

11-2. [For those who use at least one of the 5 activities in 2) Acquiring Data and Information]

What are the websites/apps you primarily use for internet searches and trust the search results from? Please answer in order of preference, up to two preferences. (You may select only your 1st preference if preferred.)

Main use	1 st Preference		2 nd Preference	
Level of trust	1 st Preference		2 nd Preference	

- ☐ ① Web portal (Naver, Daum, Google, etc.)
- ☐ ② Video services (YouTube, etc.)
- ☐ ③ SNS (Facebook, Instagram, Naver Band, X (Twitter), etc.)
- ☐ ④ Messengers (KakaoTalk, Facebook Messenger, LINE, etc.)
- ☐ ⑤ AI-based conversational information search services (Chat GPT, Gemini, Copilot, CLOVA X, etc.)
- ⑥ Other (Please specify: _____)

Item	Computer (PC) (✓)	Mobile Device (✓)
3) Leisure Activities		
① Watching TV and listening to a radio	☐	☐
② Listening to music (songs)	☐	☐
③ Viewing image, video, movie, etc.	☐	☐
④ Playing a game (online game, downloading game)	☐	☐
4) Employment and Workplace		
① Searching and applying for a job (searching and applying for job postings, including part-time jobs)	☐	☐
② Participating online sessions related to job/work (anonymous boards, etc.)	☐	☐
③ Video conferencing (using services such as Google Hangouts, Zoom, Slack, MS Teams for work-related meetings)	☐	☐
④ Remote work (telecommuting or smart working using digital devices)	☐	☐
5) Education and Learning		
① Online education (EBS Online Class, e-Learning Center, Wedorang, etc. - school online courses, online courses at private institutes, university cyber courses, internet-based exam prep broadcasts, online job training for employees, etc.)	☐	☐
② Knowledge acquisition/learning via online resources, language learning, encyclopedias, etc.	☐	☐
6) Running Websites		
① Personal website	☐	☐
② Posting/sharing photos and videos (Facebook, Instagram, Band, KakaoStory, X (Twitter), YouTube, AfreecaTV, TikTok, etc.)	☐	☐
③ Blog	☐	☐
7) Other		
① Online banking (inquiries, transfers, deposits, loans, etc.)	☐	☐
② Selling goods or services (including second-hand transactions)	☐	☐
③ Booking and using travel, transportation, accommodation-related services	☐	☐
④ Other (Please specify: _____)	☐	☐

This section is about video services.
Please answer only if you are 3 years old or older.

What is a video service?

A service that provides media content such as broadcast programs, movies, and individual media via the internet.
Examples) YouTube, Netflix, Coupang Play, Disney+, Watcha, AfreecaTV, Wavve, Naver TV, KakaoTV, TVING, TikTok, etc.

12. What are the apps/websites you primarily use for video services? Please answer up to two preferences in order of preference. (You may select only your 1st preference if preferred.)

1st Preference 2nd Preference

① Personal media	YouTube (excluding Shorts), Afreeca TV, Twitch, etc.
② OTT platforms	Netflix, Disney+, Coupang Play, Watcha, Wavve, LAFTEL, Amazon Prime, etc.
③ Short-form video platforms	YouTube Shorts, TikTok, Instagram Reels, etc.
④ Media platforms	Web portal (Naver, Daum TV, Kakao TV), Telecommunication apps/websites (Uplus Mobile TV, Olleh TV, SKT, etc.)
⑤ Other (Please specify : _____)	
⑥ Never watch/use	Please proceed to Q 14 →

13. How often and for how long do you use video services on average?

※ Please indicate the frequency on the left and the average duration on the right.

- ☐ ① More than once a day (per day, average _____ hours _____ minutes)
- ☐ ② More than once a week (per week, average _____ hours _____ minutes)
- ☐ ③ More than once a month (per month, average _____ hours _____ minutes)
- ☐ ④ Less than once a month (per year, average _____ hours _____ minutes)

☞ This survey for children aged 3-5 (both after July 1, 2018), who have used the internet in the past month, has been completed

①-③ in **Q 5**)]

For other children aged 3-5 (those answering ④-⑤ in **Q 5**), please proceed to **Q 46**]

14. Do you engage in the following activities via the internet?

Item	Yes (✓)	No (✓)
1) Watching TV programs	☐	☐
2) Reading newspapers (news articles)	☐	☐
3) Listening to radio programs	☐	☐
4) Reading magazines or books	☐	☐
5) Watching movies	☐	☐

This section is about the ownership and usage of information and communication devices. Please answer, regardless of internet usage, if you are 6 years old or older.

15. Do you have or use any of the following portable information and communication devices? Please select all that apply to you.

※ For item 2) Please check the ownership of a smartphone based on whether it is currently subscribed to a mobile carrier.

Item	Ownership (✓)	Internet Usage (✓)
1) Laptop Computer	☐	☐
2) Smartphone	☐	☐
3) Regular mobile phone (excluding smartphones)	☐	☐
4) Tablet (e.g., Galaxy Tab, iPad)	☐	☐
5) Gaming console (Portable)	☐	☐
6) Wearable devices		
① Smartwatch (e.g., Galaxy Watch, Apple Watch) and bands (e.g., Xiaomi Mi Band, Galaxy Fit)	☐	☐
② AR-VR devices (e.g., Oculus Quest, Gear VR, HTC Vive, Apple Vision Pro)	☐	☐
7) E-Book Reader (e.g., RIDI Paper, Kindle, Kobo, Crema, Kyobo SAM, Iriver Story)	☐	☐
8) Other (Please specify : _____)	☐	☐

☞ For those aged 6 or older (born after July 1, 2018) who 'Never used the internet' (those who answered ④-⑦ in Q 5), please proceed to Q 26.]

This section is about email usage.
Please answer only if you are aged 6 or older.

What is Email?

It is an electronic mail method used for sending and receiving messages, information, and more between internet users via devices such as computer and smartphone.

Examples) Checking and sending personal/business emails, reviewing various email bills, checking promotional emails such as event notifications, etc.

16. When was the last time you used email?

- ☐ ① Within the last 24 hours
☐ ② More than 24 hours ago, but within 1 week
☐ ③ More than 1 week ago, but within 1 month
☐ ④ More than 1 month ago, but within 3 months
☐ ⑤ More than 3 months ago, but within 1 year
☐ ⑥ It has been over 1 year since I last used email
☐ ⑦ I have never used email.

Please proceed to Q 18

17. How often do you use email?

Frequency	For work purposes (✓)	For personal use (non-work related) (✓)
① Once a day or more	☐	☐
② Once a week or more	☐	☐
③ Once a month or more	☐	☐
④ Less than once a month	☐	☐
⑤ I do not use email	☐	☐

This section is about the use of instant messengers.
Please answer if you are aged 6 or older.

What is Instant Messenger?

Instant Messenger refers to a service that allows real-time exchange of messages, photos, and other data between individuals using computers or smartphones.

Examples) KakaoTalk, Facebook Messenger, LINE, NateOn, Telegram, Instagram Direct Message (DM), and Naver Band Messenger

18. When did you last use an instant messenger? Please check (✓) for each case, whether you used it on a computer (PC) or a mobile device.

Period	Computer (PC) (✓)	Mobile Device (✓)
① Within the last 24 hours	☐	☐
② More than 24 hours but within 1 week	☐	☐
③ More than 1 week but within 1 month	☐	☐
④ More than 1 month but within 3 months	☐	☐
⑤ More than 3 months but within 1 year	☐	☐
⑥ It has been more than a year since I last used an instant messenger	☐	☐
⑦ I have never used an instant messenger	☐	☐

If you have selected ⑥ or ⑦ for both computer (PC) and mobile, please proceed to Q 21.

19. What instant messenger do you use most frequently? Please provide up to 3 preferences in order. (You may select only your 1st or 2nd preference if preferred.)

1st Preference 2nd Preference 3rd Preference

- ① KakaoTalk
- ② Facebook Messenger
- ③ Line
- ④ NateOn
- ⑤ Telegram
- ⑥ Instagram Direct Message (DM)
- ⑦ Naver Band Messenger
- ⑧ Other (Please specify : _____)

20. Which features do you use when using an instant messenger? Please select all the features you have used.

- ☐ ① Chat (including secret chats and group chats)
- ☐ ② Voice and video calls
- ☐ ③ Purchasing (gifting, emoticons, gift cards, movie tickets, etc.)
- ☐ ④ Games
- ☐ ⑤ Sharing photos, videos, schedules, work files, etc. (sending and receiving)
- ☐ ⑥ Sharing maps and locations
- ☐ ⑦ Voting
- ☐ ⑧ Affiliate services (Plus Friends, discount information, etc.)
- ☐ ⑨ Checking delivery information (e.g., Kakao AlimTalk)
- ☐ ⑩ Money transfer service
- ☐ ⑪ Other (Please specify: _____)

This section is about the usage of SNS (Social Networking Services). Please answer if you are aged 6 or older.

What is SNS (Social Networking Service)?

It is an activity on the internet where individuals strengthen relationships with friends, colleagues, and acquaintances or form new personal networks to communicate, share, browse, and observe information. Examples) Facebook, Instagram, Naver Band, KakaoStory, X (Twitter), Blogs, Cafes, TikTok, etc.

21. When did you last use SNS? Please check (✓) according to whether you used it on a computer (PC) or a mobile device.

Period	Computer (PC) (✓)	Mobile Device (✓)
① Within the last 24 hours	☐	☐
② More than 24 hours but within 1 week	☐	☐
③ More than 1 week but within 1 month	☐	☐
④ More than 1 month but within 3 months	☐	☐
⑤ More than 3 months but within 1 year	☐	☐
⑥ Not used SNS in over 1 year	☐	☐
⑦ I have never used SNS	☐	☐

If you have selected ⑥ or ⑦ for both computer (PC) and mobile, please proceed to Q 25.

22. How often do you use SNS on average, and how much time do you spend on it each session?

- ☐ ① Daily (Average _____ times, Average _____ minutes per session)
- ☐ ② Weekly (Average _____ times, Average _____ minutes per session)
- ☐ ③ Monthly (Average _____ times, Average _____ minutes per session)
- ☐ ④ Every 6 months (Average _____ times, Average _____ minutes per session)
- ☐ ⑤ Annually (Average _____ times, Average _____ minutes per session)

23. What are the SNS services you use most frequently? Please select up to 3 in order of preference. (You may select only your 1st or 2nd preference if preferred.)

1st Preference 2nd Preference 3rd Preference

- ① Facebook
- ② Instagram
- ③ Naver Band
- ④ KakaoStory
- ⑤ X (Twitter)
- ⑥ Blog (Naver, Daum, etc.)
- ⑦ Cafe (Naver, Daum, etc.)
- ⑧ TikTok
- ⑨ Zenly
- ⑩ Other (Please specify : _____)

24. Please select up to 3 reasons, in order of preference, for why you use SNS.
(You may select only your 1st or 2nd preference if preferred.)

1st Preference 2nd Preference 3rd Preference

- ① To socialize and maintain relationships
- ② To browse content posted by others
- ③ To document daily life
- ④ To share personal interests, hobbies, or information/knowledge
- ⑤ To search for information or knowledge
- ⑥ Simply to pass time
- ⑦ Other (Please specify : _____)

25. [For non-users of SNS] What are the reasons you do not use SNS? Please select all that apply to you.

- ☐ ① Because I don't need it
- ☐ ② Because I find connecting with strangers uncomfortable
- ☐ ③ Because I am concerned about privacy and personal information leakage
- ☐ ④ Because I cannot trust the information shared on SNS
- ☐ ⑤ Because I lack the confidence or don't know how to use it
- ☐ ⑥ Because I don't have enough time
- ☐ ⑦ Other (Please specify : _____)

This section is about artificial intelligence services. Please answer if you are aged 6 or older.

What is an AI Service?

An artificial intelligence (AI) service utilizes AI technology to provide convenience across various industries and everyday life. Examples) Voice and biometric recognition services, personalized recommendation systems, smart home appliances, and autonomous vehicles.

26. For the following items related to artificial intelligence, please select the option that applies to you.

Item	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
1) I can distinguish between services/devices with AI technology and those without it (e.g., home appliances, robots, drones, etc.)	☐	☐	☐	☐	☐
2) I can identify examples of how AI technology is applied in our lives (e.g., disaster safety prediction, risk detection, etc.)	☐	☐	☐	☐	☐
3) I know the concept of artificial intelligence	☐	☐	☐	☐	☐
4) I know how AI works (input, processing (machine learning, deep learning algorithms), output)	☐	☐	☐	☐	☐

27. Which of the following AI-powered service areas are you familiar with or do you have experience in using? Please select all that apply. Additionally, how essential do you think each AI-powered service is in your daily life? Would you consider using these services in the future?

Item	I am aware ()	I have experience ()	(For those with experience) To what extent has AI been helpful in this area?				Do you find how necessary AI-powered services are in your daily life?				Would you be willing to use these services in the future?
			Not helpful at all	Not helpful	Helpful	Very helpful	Not necessary at all	Not necessary	Necessary	Very necessary	
1) Education & Learning Personalized learning (i-Scream edu, AI HomeLearn, Milk T, KnowRe, etc.), AI language learning apps (Duolingo, etc.), educational robots (Albert, etc.)	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
2) Home Convenience Household support robots, e.g., robot vacuum cleaners, and AI home appliances, IoT smart home devices (remote control for lighting, heating/cooling, etc.)	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
3) Communication & Social Interaction AI chatbot consultation services, AI companion robots (Dasom, Silbot, Liku, etc.)	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
4) Media Personalized music/video recommendations and curation AI-powered photo/video editing (filter apps, AI subtitle editing, etc.)	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
5) Finance Robo-advisors, personalized asset management (Fount, Fint, RoboMarket, Robo-Pick, etc.), AI-recommended financial products using MyData, machine learning-based risk prediction	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
6) Transportation Driver assistance systems (smart cruise control, emergency braking, lane keeping, etc.), autonomous driving	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
7) Healthcare AI fitness coaching, AI diet management solutions, nutrition analysis (food image recognition), medical record management (prescription analysis), AI-powered insurance apps (HELLO, KARE, S-Walking, etc.)	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
8) AI-Based Conversational Search ChatGPT, Gemini, Copilot, CLOVA X, etc.	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
9) Other (Please specify : _____)	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
10) I am not aware of any AI services listed above.	☐										
11) I have never used AI services.	☐										

[☞ For those aged 6 or older (born after July 1, 2018) who ‘Never used the internet’ (those who answered ⑥-⑦ in Q 5), please proceed to Q 29.]

28. [For those aged 12 or older] Which activities have you primarily engaged in using generative AI-based services (e.g., ChatGPT, Gemini, Copilot, CLOVA X)? Please select all that apply to you.

- ☐ ① Basic information search
- ☐ ② Assistance with document creation (e.g., report, PPT, writing, summarization)
- ☐ ③ Foreign language translation
- ☐ ④ Assistance with creative and hobby activities (e.g., drawing, design, novel or poetry writing)
- ☐ ⑤ Coding and software development
- ☐ ⑥ Other (Please specify: _____)
- ☐ ⑦ I have no prior experience using generative AI services

29. What are your general thoughts on AI services? Please indicate the extent to which you agree with each of the following statements.

Item	Strongly Agree (✓)	Agree (✓)	Neutral (✓)	Disagree (✓)	Strongly Disagree (✓)
1) AI-powered services provided by the government and businesses will have a positive impact on society	☐	☐	☐	☐	☐
2) AI services provide me with psychological support or enjoyment	☐	☐	☐	☐	☐
3) I trust how AI services collect and process personal data	☐	☐	☐	☐	☐
4) AI services are fair and free from discrimination	☐	☐	☐	☐	☐
5) I trust the information and results provided by AI services	☐	☐	☐	☐	☐
6) AI services will have a positive impact on my daily life or work	☐	☐	☐	☐	☐

30. Please select the statements that apply to you regarding AI technology.

Item	Strongly Agree (✓)	Agree (✓)	Neutral (✓)	Disagree (✓)	Strongly Disagree (✓)
1) I can use AI-powered devices in my daily life	☐	☐	☐	☐	☐
2) I can effectively use AI technology to achieve my personal goals (e.g., career, education)	☐	☐	☐	☐	☐
3) I understand the advantages and disadvantages of AI-driven problem-solving and can apply this knowledge	☐	☐	☐	☐	☐
4) I am aware of the risks associated with AI technology, such as algorithmic bias, misinformation, and privacy concerns	☐	☐	☐	☐	☐
5) I can use AI services and devices ethically, considering their potential risks	☐	☐	☐	☐	☐

This section is about wearable devices.
Please answer only if you are aged 6 or older.

What is a wearable device?

A wearable device is a gadget worn on the body—such as a watch, glasses, or clothing—that collects real-time data on the user's physical condition and surrounding environment. This data is shared and utilized via the internet.

Examples) Smart bands, smartwatches, child-tracking necklaces, VR/AR devices, etc.

31. [For wearable device owners] Which features of your wearable device do you use? Please select all that apply to you.

- ☐ ① Connecting with a smartphone for text and call notifications
- ☐ ② Internet-based information search
- ☐ ③ Health monitoring (e.g., heart rate, calorie tracking)
- ☐ ④ Distance and route tracking
- ☐ ⑤ Navigation assistance
- ☐ ⑥ Virtual/Augmented Reality experiences (e.g., video streaming, gaming)
- ☐ ⑦ Tracking and protection functions for children or the elderly
- ☐ ⑧ Other (Please specify: _____)

[👉 For those under 12 years old (born after July 1, 2012) who have used the internet in the past month (those who answered ①-③ in Q 5), the survey is completed..

For all other respondents (those who answered ④-⑦ in Q 5), please proceed to Q 46]

[👉 For those aged 12 or older (born before July 1, 2012) who have 'Never used the internet' (those who answered ⑥-⑦ in Q 5), please proceed to Q 43.

For other respondents, please proceed to Q 32]

This section is about online shopping, including the purchase of paid content.
Please answer if you are aged 12 or older.

What is online shopping?

Online shopping refers to purchasing goods or services through various internet shopping malls or platforms (websites/applications) without visiting physical stores. It includes buying used items, content, and services. (This encompasses a range of shopping methods such as general shopping websites, shopping via instant messengers, shopping linked with social media, live commerce platforms, subscription services, freelance marketplaces, and crowdfunding websites/apps.)

Examples) Naver Shopping, Coupang, 11st, Lotte On, SSG.com, Kurly, Ticketlink, Kakao Gift, Instagram Shops, Kakao Shopping Live, Kukka, Soomgo, Wadiz, etc.

32. When was the last time you purchased a product or service (including reservations and ticket bookings) via the internet? Please check (✓) according to whether you used it on a computer (PC) or a mobile device.

Period	Computer (PC) (✓)	Mobile Device (✓)
① Within the last 24 hours	☐	☐
② More than 24 hours but within 1 week	☐	☐
③ More than 1 week but within 1 month	☐	☐
④ More than 1 month but within 3 months	☐	☐
⑤ More than 3 months but within 1 year	☐	☐
⑥ It has been more than a year since I last used online shopping	☐	☐
⑦ I have never used online shopping	☐	☐

If you answered ⑥ or ⑦ for both computer (PC) and mobile device, please proceed to Q 38.

33. How often do you purchase a product or service (including reservation and ticket booking) via the internet?

- ☐ ① Daily (Average _____ times)
- ☐ ② Weekly (Average _____ times)
- ☐ ③ Monthly (Average _____ times)
- ☐ ④ Every 6 months (Average _____ times)
- ☐ ⑤ Annually (Average _____ times)

34. What is the average monthly amount spent on purchasing products or services (including reservations and bookings) via the internet? Based on your purchase experience from July 2023 to June 2024, please indicate the average monthly amount. Also, please specify the percentage of the total amount spent on overseas direct purchases.

Average monthly amount KRW (_____)

Percentage of total amount spent on overseas direct purchases (_____)% (Please specify a value of 100% or less)

35. What payment methods do you use when purchasing products or services (including reservations and bookings) via the internet? Please select all that apply, separating methods used for a computer (PC) and mobile device.

Category	Computer (PC) (✓)	Mobile Device (✓)
① Credit card	☐	☐
② Debit card / Prepaid card	☐	☐
③ Easy payment - Linked to credit/debit card	☐	☐
④ Bank transfer (Bank transfer, non-account deposit) - Online banking, mobile banking, ATM	☐	☐
⑤ Mobile micro payment (Telecommunication billing service)	☐	☐
⑥ Prepaid cards and vouchers	☐	☐
⑦ Mileage and points	☐	☐
⑧ Other (Please specify : _____)	☐	☐

36. What products or services have you purchased (including reservations and bookings) via the internet? Please select all that apply to you.

Item	Computer (PC) Purchases (✓)	Mobile Purchases (✓)
1) Clothing, shoes, sports goods, accessories	☐	☐
2) Household/kitchen items (detergent, disposal, kitchen appliance, etc.)	☐	☐
3) Baby/children's products (diaper, stroller, maternity/parenting item, etc.)	☐	☐
4) Groceries, food	☐	☐
5) Health-related products (mask, hand sanitizer, vitamin, ginseng, etc.)	☐	☐
6) Cosmetics	☐	☐
7) Home appliances, electronics (TVs, refrigerators, washing machines, etc.)	☐	☐
8) Furniture, home decoration items (bedding, desk, wardrobe, etc.)	☐	☐
9) Computers and computer peripherals	☐	☐
10) Mobile, PC or console game software (including downloads and offline shipping)	☐	☐
11) Software (excluding games) (paid apps, downloads, offline shipping included)	☐	☐
12) Subscription-based software services (cloud storage, generative AI services, video conferencing services, etc.)	☐	☐
13) Vouchers (cafe, convenience store gift cards, gifticons, etc.)	☐	☐
14) Financial products (insurance, stock trading)	☐	☐
15) Education	☐	☐
16) Travel products (package, accommodation, transportation, rental car, etc.)	☐	☐
17) Books, magazines, newspapers (excluding webtoons, comics, etc.) (downloads, offline shipping included)	☐	☐
18) Movies (tickets), exhibitions, cultural performances (theater, musicals, sports events, etc.) (reservation and booking)	☐	☐
19) Movies (content), videos, images (downloads, streaming, offline shipping, subscription-based payments, etc.)	☐	☐
20) Music (music streaming websites, etc.) (downloads, streaming, offline shipping, subscription-based payments, etc.)	☐	☐
21) Paid content		
① Emoticons	☐	☐
② Webtoons and comics	☐	☐
③ In-game paid items	☐	☐
④ Mobile phone ringtones	☐	☐
⑤ Adult content	☐	☐
22) Other (Please specify : _____)		

37. Please select all the online shopping methods you have used.

Item	I have experience (✓)
(1) General shopping websites/apps (Naver Shopping, Coupang, 11st, Auction, Home Shopping Malls, Department Store Malls, Ticketlink, Interpark Tickets, etc.)	☐
(2) Instant messenger-linked shopping (KakaoTalk Shopping, KakaoTalk Gift, Line Gift Shop, etc.)	☐
(3) SNS-linked shopping Accessing shopping websites via SNS links, Instagram Shops, Facebook Shops, etc.)	☐
(4) Live commerce (Introducing and purchasing products through real-time video streaming on websites/apps, excluding TV home shopping) - Naver Shopping Live, Kakao Shopping Live, TMON TVON Live, etc.)	☐
(5) Subscription services (Rental/regular delivery of groceries, daily necessities, fashion, furniture, vehicles, books, OTT, software, etc.)	☐
(6) Freelancer markets (Soomgo, Kmong, Frip, Class101, Taling, etc.)	☐
(7) Crowdfunding websites (Wadiz, Tumblbug, Kakao Makers, Crowdy, etc.)	☐
(8) Secondhand transaction websites/apps (Carrot Market, Joonggonara, Bunjang, etc.)	☐
(9) Other (Please specify : _____)	☐

[👉 If you have answered the question, please proceed to **Q 39**.]

38. [For non-online shopping users] What are the reasons you have not purchased (including reservations or bookings) products or services via the internet? Please select all that apply to you.

- ☐ ① I have no interest or need
☐ ② I prefer purchasing in-store
☐ ③ I am concerned about security issues (personal information provision)
☐ ④ I am concerned about privacy violation
☐ ⑤ I cannot trust products and services sold online
☐ ⑥ The payment process is complicated and inconvenient for me
☐ ⑦ I do not feel confident or do not know how to use it
☐ ⑧ Other (Please specify: _____)

**This section is about the use of online banking (including mobile banking).
Please answer if you are aged 12 or older.**

What is online banking?

This includes all banking activities such as savings, remittances, investments, and asset management conducted online, as well as mobile banking services using mobile applications provided by various financial institutions.

Examples) Online banking services based on computers for banks, including KB Star, Shinhan SOL, NH Nonghyup Smart Banking, KEB Hana Bank Smartphone Banking, as well as mobile banking services like K-Bank, KakaoBank, and other online-exclusive bank services.

39. Have you had any banking transactions (such as in-person transactions, online banking, etc.)

※ Banking transactions include all forms of transactions with banks conducted in real life.

- ☐ ① Yes ☐ ② No (→ Please proceed to **Q 40**)

**39-1. When was the last time you used online banking?
Please check (✓) the appropriate option for when you used online banking, specifying whether you used a computer (PC) or a mobile device.**

Period	Computer (PC) (✓)	Mobile Device (✓)
① Within the last 24 hours	☐	☐
② More than 24 hours but within 1 week	☐	☐
③ More than 1 week but within 1 month	☐	☐
④ More than 1 month but within 3 months	☐	☐
⑤ More than 3 months but within 1 year	☐	☐
⑥ It has been more than a year since I last used online banking	☐	☐
⑦ I have never used online banking	☐	☐

If you answered ⑥ or ⑦ for both computer (PC) and mobile device, please proceed to **Q 41**.

**40. What service do you mainly use for money transfer?
Please provide your first and second preferences in order.**

(You may select only your 1st preference if preferred.)

1st Preference 2nd Preference

- ① Online banking from regular banks (KB, Shinhan, Hana, Woori, KEB, local banks, etc.)
 ② Online banking from online-only banks (K-Bank, KakaoBank, TossBank, etc.)
 ③ Easy transfer services (Toss, KakaoPay, Payco, NaverPay, etc.)
 ④ Other (Please specify : _____)

This section is about cloud service usage.
Please answer if you are aged 12 or older.

What is a cloud service?

A service where media files (photos, music, etc.) and personal files (documents, address books, etc.) are stored on a web server rather than external storage. The stored files can then be downloaded to devices such as computers or smartphones to perform tasks such as editing.

Examples) **Drive-based:** Naver Cloud, Google Drive, iCloud, KT Cloud, LG U+ Box, MS OneDrive, Dropbox, etc.

Document work: Google Docs, MS Office 365, etc.

Schedule/Contacts: Google Calendar, Naver Calendar, Naver Contacts, etc.

41. When did you last use a cloud service?

- ☐ ① Within the last 24 hours
- ☐ ② More than 24 hours but within 1 week
- ☐ ③ More than 1 week but within 1 month
- ☐ ④ More than 1 month but within 3 months
- ☐ ⑤ More than 3 months but within 1 year
- ☐ ⑥ It has been more than a year since I last used a cloud service
- ☐ ⑦ I have never used a cloud service

→ Please proceed to **Q 43**

42. What is the purpose of using cloud services? Please select all that apply to you.

Item	Applicable? (✓)
1) Managing data and information (Uploading files, downloading files, sharing folders and files, etc.)	☐
2) Editing document (Google Docs, MS Office 365, etc.)	☐
3) Streaming multimedia content (Listening to music, watching videos, etc.)	☐
4) Synchronizing and managing schedules, contacts, etc. stored on devices (Calendar-type drives, etc.)	☐
5) Remote education (Including online lectures from elementary, middle, and high schools, universities, and private classes)	☐
6) Video conferencing (Including company meetings, small group personal meetings, etc.)	☐
7) Other (Please specify : _____)	☐

This section is about smartphone usage.
Please answer if you are aged 12 or older and have a smartphone.

43. [For smartphone users] What are the apps you primarily use on your smartphone? Please select three among the apps given below, in no particular order.

- ① Chat, SNS, and other communication
- ② Photos and videos (taking and editing)
- ③ News, weather information
- ④ Music, media (including video viewing), e-books, reading, webcomics
- ⑤ Games
- ⑥ Navigation and maps
- ⑦ Finance
- ⑧ Shopping and reservations (hotel reservation, flight reservation, etc.)
- ⑨ Health management
- ⑩ Public transportation (bus, railway, airplane, etc.)
- ⑪ Dictionary, encyclopedia, and other knowledge information search
- ⑫ Notes, calendar, document management, etc.
- ⑬ Other (Please specify: _____)

→ For those aged 6 or older (born before July 1, 2018) who 'Never used the internet' (those who answered ⑥-⑦ in **Q 5**), please proceed to **Q 46**.

44. [For smartphone users] Do you use mobile simple payment services with your smartphone when making card payments in your daily life (offline)?

What is simple mobile payment?

Simple mobile payment refers to services such as Samsung Pay, Apple Pay, Naver Pay, Kakao Pay, Shinhan SOL Pay, KB Pay, PayPal, and Zero Pay, where you can make instant payments in stores using your smartphone with simple authentication (such as fingerprint recognition).

- ☐ ① Yes
- ☐ ② No

This section is about privacy.
Please answer if you are aged 12 or older.

What is personal information?

Personal information refers to any information that can identify a specific individual, such as name, resident registration number, and other related details.

Examples) Name, resident registration number, mobile phone number, address, etc.

45. [For those aged 12 or older] What measures do you take to ensure safe internet use? Please select all that apply to you.

- ☐ ① Limit access to location data
- ☐ ② Restrict access by making SNS profile private
- ☐ ③ Opt-out of providing personal information for advertising purposes
- ☐ ④ Regularly delete cookies and configure browser settings
- ☐ ⑤ Install and regularly update software for data leak prevention (firewall, antivirus, etc.)
- ☐ ⑥ Other (Please specify: _____)
- ☐ ⑦ No measures taken

 **For internet users aged 12 or older who have used the internet within the last month (those who answered ①-③ in Q 5), the survey is completed.**

 **For other respondents (those who answered ④-⑤ in Q 5), please proceed to Q 46]**

This section is about non-internet users.

※ This is for those who answered 4) to 7) in Question 5 on page 2 of the Household Member Survey (Recent Internet Usage).

46. What is the reason you have not used the internet at all or in the past month? Please select all that apply to you.

- ☐ ① I have no interest or need
- ☐ ② I don't feel confident or don't know how to use it
- ☐ ③ The cost of using it is burdensome
- ☐ ④ I don't have a computer or other equipment
- ☐ ⑤ I don't have enough time
- ☐ ⑥ I worry that the content may be harmful (e.g., concerns about access to harmful websites for children)
- ☐ ⑦ I am concerned about privacy violations (e.g., personal information leakage)
- ☐ ⑧ I am concerned about security issues (e.g., virus infections)
- ☐ ⑨ Other (Please specify: _____)

47. Do you intend to use the internet in the future?

- ☐ ① Yes
- ☐ ② No

■ Thank you for completing the survey ■
If you have any questions regarding this survey, please contact us:

Survey on the Internet Usage
Department in Charge
(☎ 02-3702-2673)

◇ Occupation Code ◇

(Please select and provide the code corresponding to the “job you have to earn income”)

Code	Occupation Name	Examples of Jobs
1	Administrator	Tasks involving more than 80% planning and management work - Members of National Assembly, senior civil servants, business executives, high-level managers, housing managers, etc.
2	Experts and Related Workers	- Professors, teachers, IT and various technical experts, academy instructors, artists, models, writers, entertainers, managers, athletes, religious leaders, overseas sales staff, technical sales staff, real estate agents, programmers, recreational instructors, industrial software programmers, behavioral therapists, cuisine researchers, etc.
3	Office Workers	- (Mid-level to lower positions) Public officials, clerks/assistants in administrative support, statistics, sales support, IT, accounting, and PR, secretaries, receptionists, customer service representatives, stenographers, university administrative assistants, securities clerks, medical service counselors, etc.
4	Service Workers	- Personal services such as travel (flight attendants, tour guides), food/cooking (chefs, cooks), beauty (coordinators, makeup artists), and other interpersonal services (wedding planners) - Security service workers, such as police officers, detectives, firefighters, prison guards, and security officers - Caregivers, elderly and disabled care service workers, childcare facility service workers, pet trainers, cultural tourism and forest/natural environment guides, etc.
5	Sales Workers	- Cashiers, ticket clerks, fare adjusters, insurance agents, product/advertising salespeople, store sales staff, device and telecommunications service salespeople, promotional assistants, and sales promoters, etc. - Small business owners, frontline staff managing small businesses, etc.
6	Skilled Workers in Agriculture, Forestry, and Fisheries	- Skilled agricultural workers, skilled forestry workers, skilled fisheries workers
7	Technicians and Related Workers	- Various skilled workers in construction, metalworking, machinery, jewelry making, food and beverage, shipbuilding, automobiles, and other product manufacturing.
8	Machine Operators and Assemblers	- Device and machinery operators, assemblers, and various vehicle drivers (e.g., dump truck, concrete truck, etc.)
9	Unskilled Laborers	- Simple laborers such as fast food cooks, construction laborers, building managers/security, building cleaners, delivery workers, gas station attendants, simple assembly workers, packagers, product movers, and rental product inspectors
A	Military Officers	- Military officers (long-term non-commissioned officers and warrant officers, etc.)

We are holding a prize event using mobile phone numbers. We encourage your participation!

Dishwasher (1 winner)



Galaxy Buds Pro
(2 winners)



KRW 50,000 Department
Store Gift Certificates
(10 winners)



Starbucks Americano
(20 winners)



01

Enter the prize
drawing event by
providing your
mobile phone
number

02

After completing
the survey,
winners will be
randomly selected
using their **mobile
phone number**

03

Winners will be
posted on the
Website of the
National Information
Society Agency
(NIA)

04

Prizes will be
awarded to the
winners

Consent for Collection and Use of Personal Information to Verify Responses for '2024 Survey on Internet Usage'

Please read the following information regarding the collection and use of personal information for verifying your participation in the '2024 Survey on Internet Usage.' After reviewing the given information, decide whether you agree the term.

Details of Personal Information Collected and Used

Item	Purpose of Collection	Retention Period
Name, Phone Number	To verify the response and its content	Up to 6 months after the survey ends
Name	Mobile Phone Number	

* The respondent's personal information is collected for participation in the rewards and prize event, as well as for any inquiries regarding the survey responses, and will be discarded immediately afterward.

1. You have the right to refuse consent to the collection and use of your personal information as described above. However, refusal to consent will not result in any disadvantages.

2. Do you agree to the collection and use of your personal information as described above?

☐ I agree

☐ I do not agree

(MM),

(DD), 2024

Name

(Signature or Initials)

※ If the data subject is a child under the age of 14, do you agree to the collection and use of personal information as described above?

☐ I agree

☐ I do not agree

(MM),

(DD), 2024

Name

(Signature or Initials)

Legal Representative

(Signature or Initials)

2024 Survey on the Internet Usage

Parental Consent Form for Participation of Children and Adolescents (Under 14 Years Old) in the Survey

1. The guardian has read the explanation of this survey and has discussed it with the investigator.
2. The guardian has had a thorough conversation regarding the child's participation in the survey and has received satisfactory answers to all questions.
3. The guardian agrees to the child's participation in this survey.

Name of Survey Participant (Adolescent) 1	Signature

Name of Survey Participant (Adolescent) 2	Signature

Name of Survey Participant (Adolescent) 3	Signature

Name of Survey Participant (Adolescent) 4	Signature

Name of Survey Participant (Adolescent) 5	Signature

☐ I agree ☐ I do not agree

(MM), (DD), 2024

Name

(Signature or Initials)

2024

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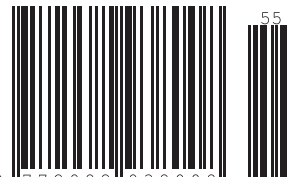


2024 Survey on the Internet Usage



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