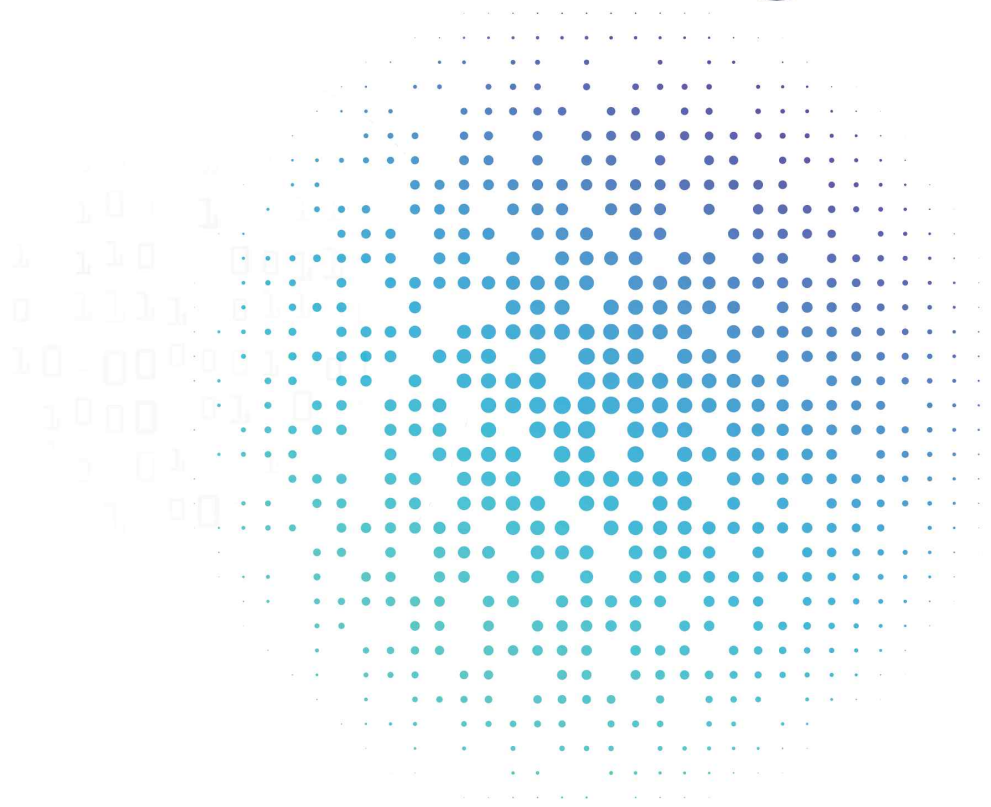




QR Code for Audio Guide

2025

Survey on the Internet Usage



2025 Survey on the Internet Usage

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Part 01

Key Indicators shown as Infographics

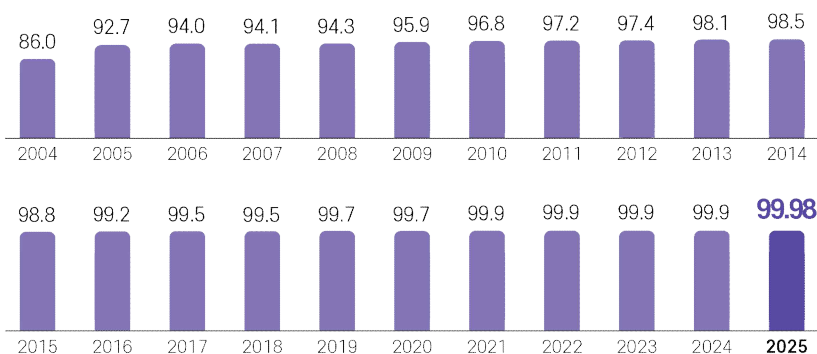


How many Koreans use the internet?

99.98%

Household Internet Access Rate(%)_Base: Total Households

Of the 22.62 million households in Korea, **22.61 million households** have access to the internet



95.0%

Approx. **48,445,045** persons

Number of Internet Users(%)

_Based on internet usage within the last 1 month

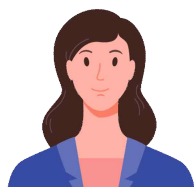
Number of internet users among 51 million citizens aged 3 and older in Korea.



Internet Usage Rate by Gender(%)

_Population aged 3 and older

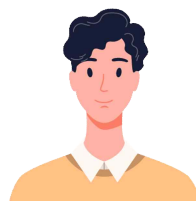
Male usage rate is 2.2%p higher than female usage rate.



Female

93.9(%)

2.2%p



Male

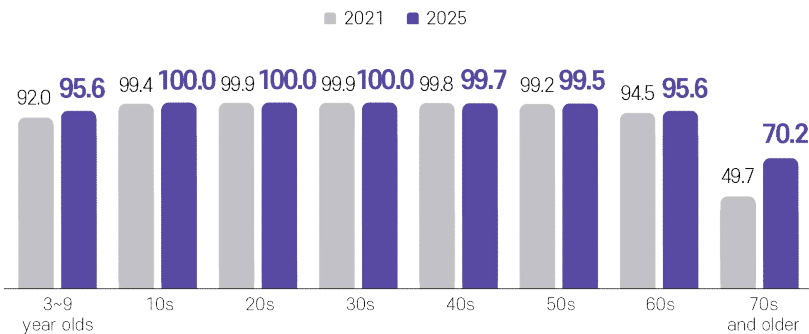
96.1(%)

Part 1. Key Indicators shown as Infographics



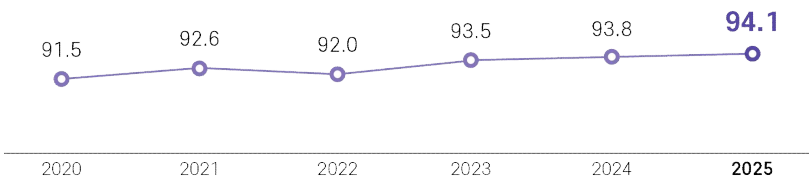
Internet Usage Rate
by Age Group(%)_Population aged 3 and older

Internet usage rate for the **70+ age group** has risen by **1.7 times** over a 5-year period



Mobile Internet Usage Rate(%)_Population aged 3 and older

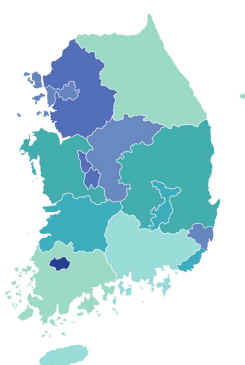
An **increase of 0.3%p** compared to 2024





Internet Usage Rate by Region(%)_Population aged 3 and older

Internet usage rates across all 17 cities and provinces nationwide **exceeded 90%**



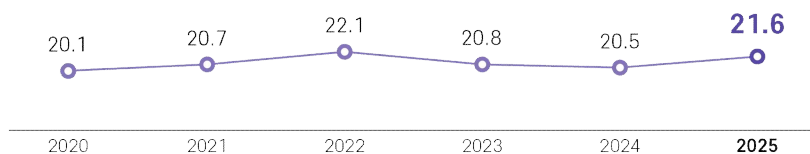
Usage Rate 97.8 91.1

Region	Usage Rate	Region	Usage Rate
Seoul	94.7%	Chungbuk	94.8%
Busan	95.1%	Chungnam	93.5%
Daegu	95.6%	Sejong	96.2%
Incheon	94.6%	Jeonbuk	95.0%
Gwangju	97.8%	Jeonnam	91.1%
Daejeon	96.2%	Gyeongbuk	93.1%
Ulsan	94.4%	Gyeongnam	92.7%
Gyeonggi	96.9%	Jeju	92.0%
Gangwon	91.9%		



Internet Usage Time_Population aged 3 and older

1.1 hour increase compared to 2024

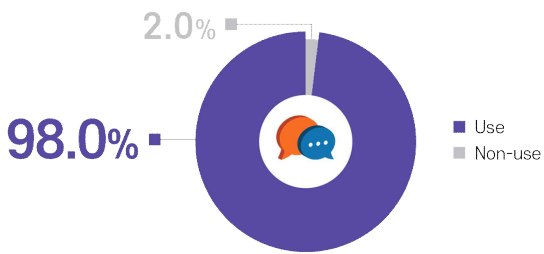


What services are used by internet users?

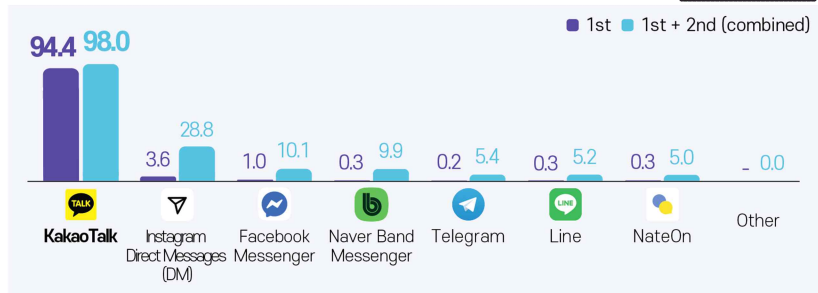


Instant Messenger Usage Rate(%)_Internet users aged 6 and older

The vast majority of internet users (98.0%) aged 6 and older use instant messengers.



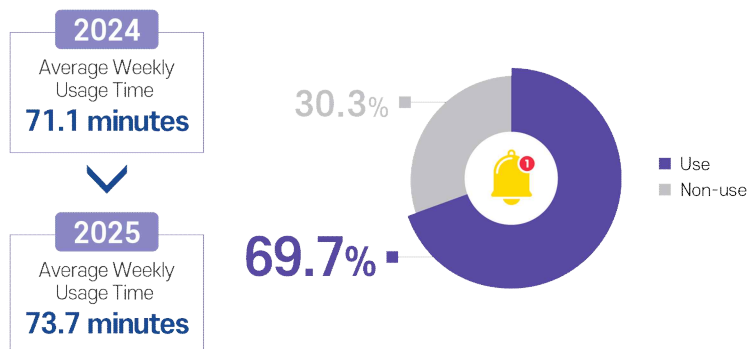
Most-used Instant Messenger Services
'KakaoTalk' followed by 'Instagram Direct Messages (DM)', etc.





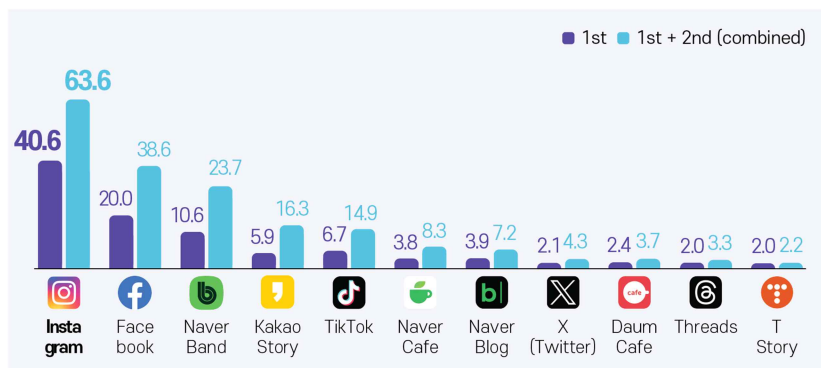
SNS Usage Rate(%)_Internet users aged 6 and older

69.7% of internet users aged 6 and older **use SNS**



Most-used SNS

'Instagram' followed by 'Facebook', 'Naver Band', 'KakaoStory', etc

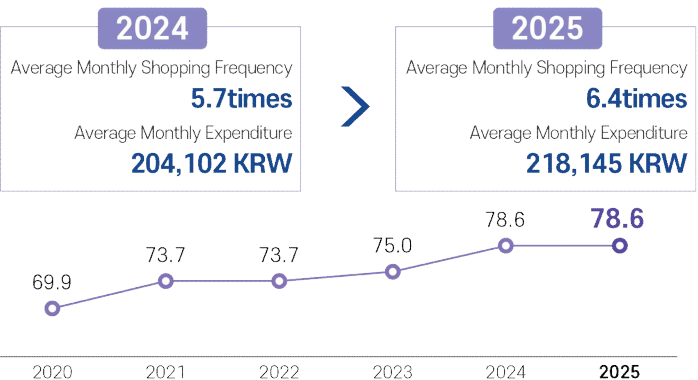


Part 1. Key Indicators shown as Infographics



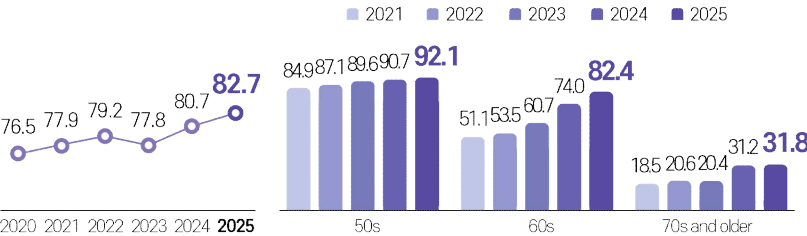
Internet Shopping Usage Rate_ Internet users aged 12 and older

3 out of 4 internet users aged 12 and older use internet shopping.



Internet Banking(%)_ Internet users aged 12 and older

The rate of internet banking usage among those in their 50s and 60s has **steadily increased**.



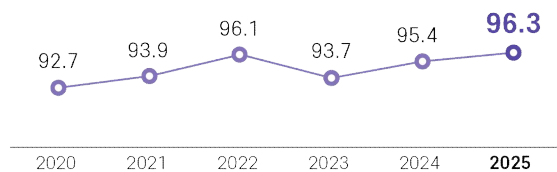
7.9hours

(Average Weekly Usage Time)

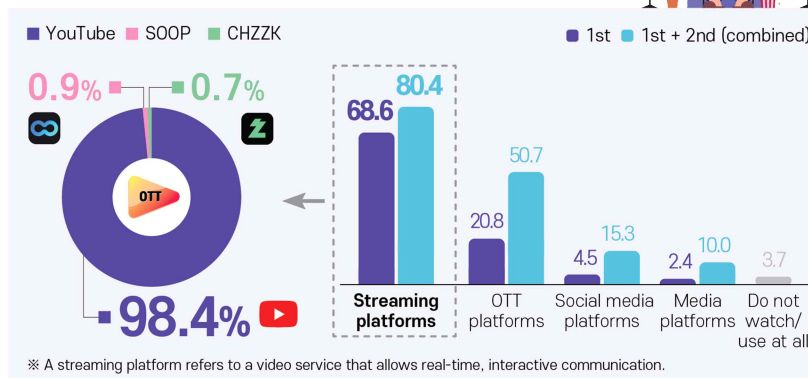


Video Service Usage Rate(%)_Internet users aged 3 and older

The rate of video service usage is 96.3%,
and the average weekly usage time of users is 7.9 hours.



The most-used video service platform is 'streaming platforms'
followed by 'OTT platforms', 'social media platforms, etc.

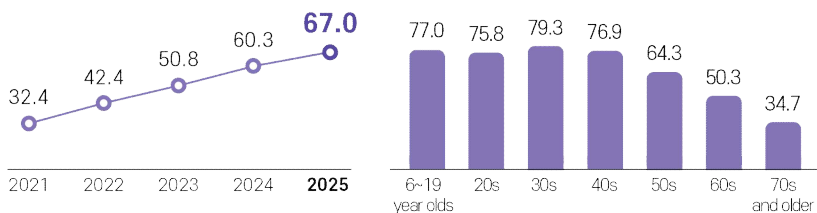


How are emerging internet technologies being used?



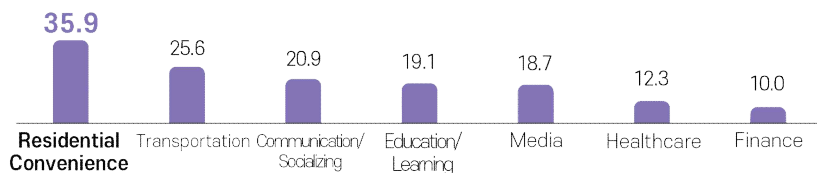
AI Service Usage Rate(%)_Population aged 6 and older aware of AI services

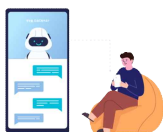
The AI experience rate has steadily increased over the past 4 years.
Approximately 2/3 of the population have used AI services,
primarily among those in their '40s and younger'



Fields in which AI service has been experienced(%)_Population aged 6 and older aware of AI services

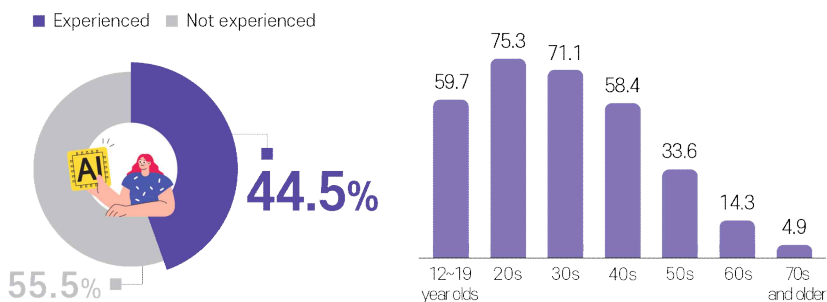
The most commonly experienced AI service category is 'residential convenience'.





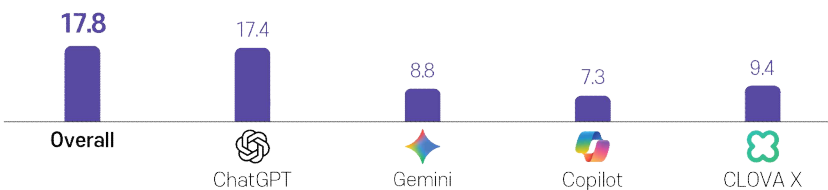
Generative AI Service Experience Rate(%)_Internet users aged 12 and older

Generative AI Service Experience Rate 44.5%, The main age group is in their 20s(75.3%)



Paid Subscription Rate(%)_Generative AI service users

The paid subscription rate among generative AI service users stands at 17.8%



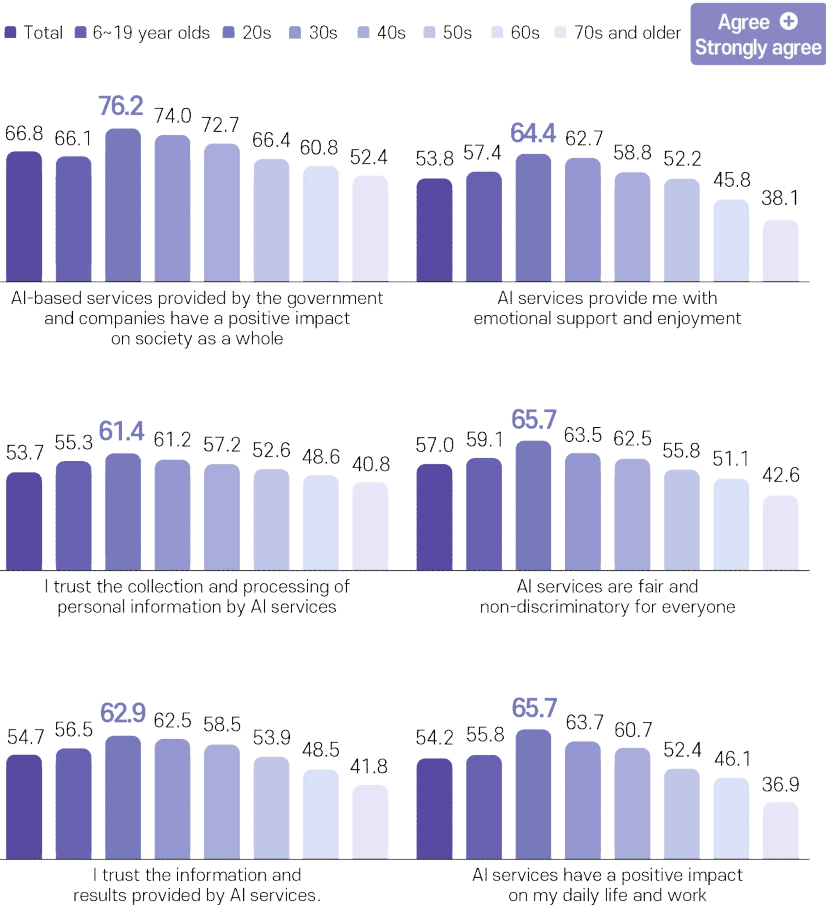
※ The overall paid subscription rate is calculated based on users of generative AI - based services, while each service's paid subscription rate is calculated based on its respective users

Part 1. Key Indicators shown as Infographics



Perceptions of AI Services(%)_Population aged 6 and older

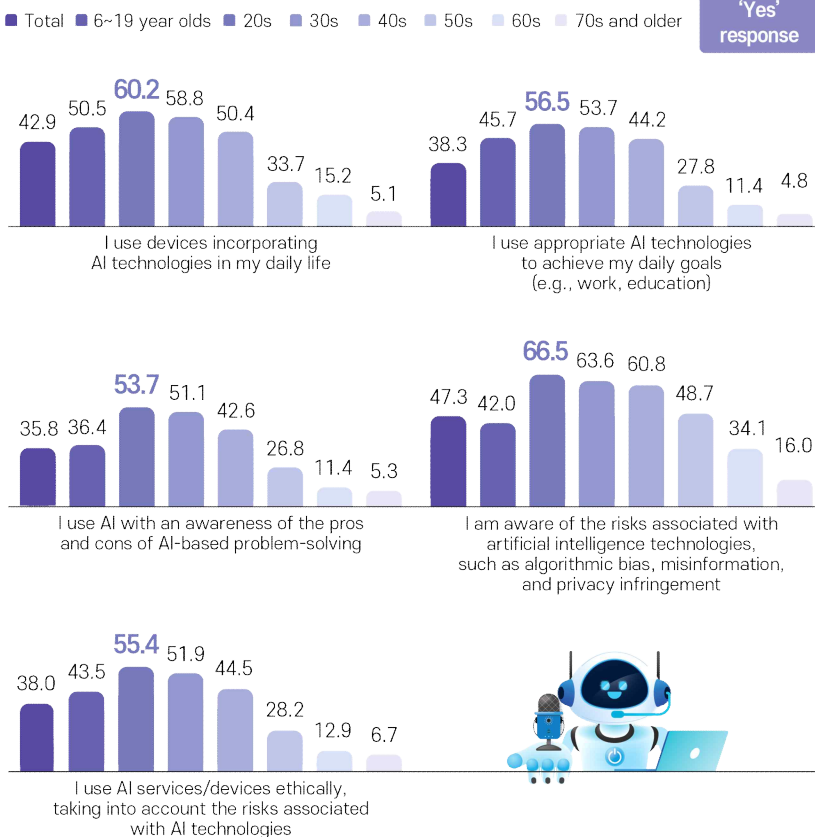
A majority of respondents gave positive responses to all items on the impact of AI





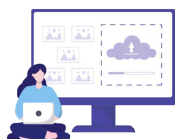
Competency in AI Service Utilization and Ethical Use(%)

AI competency is highest among those in their 20s across all items.



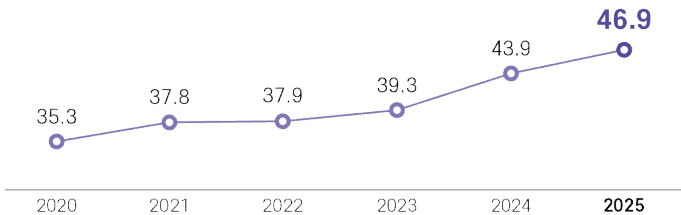
※ 1)~3), 5) base: AI service users aged 6 and older / 4) base: Population aged 6 and older

Part 1. Key Indicators shown as Infographics



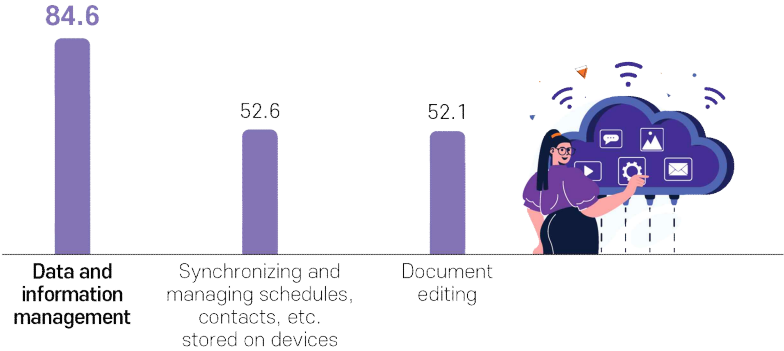
Cloud Service Usage Rate(%)_Internet users aged 12 and older

An increase of 3.0%p compared to 2024



Purpose for Using Cloud Services(%)_Cloud service users aged 12 and older

'Data and information management', followed by 'synchronizing and managing', and 'document editing', etc.



Part 02

In-depth Analysis of Internet Usage Survey

SURVEY ON THE INTERNET USAGE



Ministry of Science and ICT

NIA NATIONAL INFORMATION
SOCIETY AGENCY

1. Summary of In-depth Analysis

1) Summary of In-depth Analysis

Advancement of Digital Competency

- Closing the Gap in Smartphone Ownership and Widening the Gap in Tablet PC Ownership:** The smartphone ownership rate reached a saturation point of 98.8% in 2025, and the gap between those in their 60s (99.8%) and those in their 20s and 30s has virtually disappeared at 0.2%p. On the other hand, although tablet PC ownership rates have increased overall, the gap between those in their 20s (49.2%) and 30s (47.4%) and those aged 70 and older (6.3%) exceeded 40.0%p each. This indicates that the front line of the digital device access gap is shifting from smartphones to secondary devices. The overall increase in tablet PC ownership is analyzed to have been driven by demand for tablet PCs as complementary devices to smartphones, influenced by a combination of factors such as the popularization of OTT subscription services and the establishment of remote work and distance education.
- Increase in Internet Usage via 5G:** The 5G usage rate surged from 12.5% to 75.6% (+63.1%p) among those in their 60s, and from 5.7% to 64.4% (+58.7%p) for those aged 70 and older. However, this is primarily a structural transition driven by the standardization of 5G handsets when purchasing new smartphones; this can be interpreted as a resolution of the gap in network accessibility.
- Overall Improvement in Digital Literacy:** Digital literacy has shown steady growth, with basic competency rising from 89.7% in 2021 to 92.3% in 2025 (+2.6%p), and intermediate competency increasing from 67.4% to 72.5% (+5.1%p). In particular, competencies in 'Configuring security measures' (+14.8%p) and 'Managing personal data exposure for apps/accounts' (+22.6%p) saw the largest increases on record, indicating that digital security awareness is rapidly translating into actual capability enhancement.
- Persistent Digital Literacy Gap Between Generations:** A gap in basic competency persists between those aged 70 and older and those in their 20s and 30s. Furthermore, the gap in intermediate competency remains very wide, signifying that improving the digital literacy of the elderly remains an ongoing challenge.
 - Basic Competency: Those aged 70+ (67.7%) vs. those in their 20s (97.8%); a gap of approximately 30%p persists.
 - Intermediate Competency: Those aged 70+ (25.4%) vs. those in their 20s (88.5%); the gap has further widened to approximately 63%p.
- Digital Literacy as a Determinant of Internet Usage Behavior:** Individuals with intermediate competency exhibit significantly higher usage rates in diverse digital services compared to those without—specifically in professional/work-related usage (42.7%), internet banking (84.3%), and mobile easy payments (59.5%). This demonstrates that disparities in competency directly impact the breadth and depth of digital service utilization.

Part 2. In-depth Analysis of Internet Usage Survey

Rapid Integration of AI into Everyday Life

- **Surge in AI Service Experience Rates:** The experience rate for AI services has more than doubled in 4 years, rising from 32.4% in 2021 to 67.0% in 2025; currently, 2 out of every 3 citizens have experienced AI services. With an awareness rate reaching 87.9%, AI services have established themselves as a familiar technology for the vast majority of the population.
- **Acceleration of Generative AI Mainstreaming:** The experience rate for generative AI-based services saw a substantial increase from 17.6% in 2023 to 44.5% in 2025 (+26.9%p). The adoption of these services as professional tools is becoming formalized, centered around office workers (71.9%) and professional/managerial roles (70.4%). Furthermore, the 12–19 age group (59.7%) recorded the largest increase across all demographics, rising by 18.4%p compared to the previous year.
- **Need for Building Trust in Personal Data Usage by AI Services:** While the perceived helpfulness of AI services is high, exceeding 90% across all sectors, the response that "I trust the methods of personal data collection and processing" stood at only 53.7%, emerging as a key challenge for establishing a foundation of trust. Understanding of "invisible" AI technologies, such as disaster prediction and traffic hazard detection (44.2% each), remains low, highlighting the need for enhanced AI literacy education.

The Paradoxical Gap Between Personal Data Infringement and Security Practices

- **High Infringement Rates Among Economic Activity Cohorts:** The rate of personal data infringement among those in professional and managerial roles (18.1%) was approximately double the overall average (9.5%). Economic activity cohorts, specifically those in their 30s (13.3%), 20s (12.8%), and 40s (12.6%), exhibited higher rates of infringement. Phishing/Smishing (29.7%) and hacking (28.5%) emerged as the two primary channels for personal data breaches, accounting for approximately 58% of all recorded incidents.
- **Decline in Security Practice Rates:** Regarding measures taken for secure internet usage, the percentage of individuals who took "no action" rose to 41.3%, a 2.7%p increase from the previous year (38.6%). Furthermore, the adoption of two-factor authentication (2FA)—a robust security measure—remained low at only 17.5%, highlighting an urgent need for strategies to promote security practices.
- **Infringement Experience as a Critical Driver for Security Practices:** The rate of taking "no action" among those who had experienced an infringement (18.3%) was 25.4%p lower than that of non-victims (43.7%), indicating that firsthand experience of a breach serves as a turning point for strengthening security. This suggests that expanding preemptive education on personal data security measures could effectively drive proactive protection and lower the overall rate of future incidents.

2) Implications and Recommendations

Strengthening Tailored Education to Bridge the Digital Literacy Gap

- Emergence of a Gap in Secondary Device Ownership (e.g., Tablets):** While the gap in smartphone ownership has effectively closed, a secondary divide has emerged regarding tablet PCs. The optimal environment for modern services, such as video conferencing, online learning, and OTT streaming, is rapidly shifting toward requiring the larger screens and processing power of tablets. Consequently, accessibility to these secondary devices is expected to become increasingly critical.
 ⇒ It is necessary to expand support for secondary devices (e.g., Tablets) for vulnerable groups and the elderly. Furthermore, an integrated support system should be established to link device provision with education on practical, real-life applications.
- Usage Competency Gaps Amid Rising 5G Adoption:** Considering that much of the increase in 5G usage among the elderly is a passive transition driven by handset upgrades, there remain vulnerable groups who do not know how to practically utilize these services despite having high-speed network environments.
 ⇒ Targeted education on services optimized for 5G (e.g., high-definition video calls, public mobile services) should be expanded for digitally disadvantaged groups, such as the elderly and low-income households. This ensures that improved network accessibility translates into meaningful service utilization.
- Persistent Widening of the Intergenerational Gap in Intermediate Competency:** While basic competency is improving across all age groups, the intergenerational gap in intermediate competency continues to widen. The intermediate competency rate for those aged 70 and older (25.4%) is only about 1/3 that of those in their 20s (88.5%). It has been confirmed that this level of competency directly dictates the purpose of internet usage and the scope of services utilized.
 ⇒ It is necessary to strengthen step-by-step education focused on intermediate competency for the elderly. Specifically, there is a need to continuously expand training for computer utilization skills, such as using Excel formulas, connecting and installing new devices, and creating presentation materials using Hangul or PowerPoint.
- Digital Literacy as a Core Foundation for New Technology Adoption:** The findings confirm a clear correlation where higher foundational digital literacy leads to increased accessibility and utilization of emerging technology services, such as AI.
 ⇒ Support for growth from basic to intermediate and applied competencies should be provided through phased digital education tailored to age and skill levels. Continuous efforts are required to strengthen the capacity to respond to the rapidly evolving technological environment.

Part 2. In-depth Analysis of Internet Usage Survey

Strengthening Foundations of Trust and Literacy Following AI Proliferation

- **Vulnerability of Trust and Ethical Foundations Amid Rapid AI Adoption:** While the AI service experience rate has reached 67.0%, trust in personal data processing stands at only 53.7%—approximately half. Furthermore, there is a persistent lack of understanding regarding "invisible" AI technologies and ethical usage competency (38.0%).
 - ⇒ Strengthen AI literacy education to prevent the spread of AI-generated misinformation and provide support to enhance the transparency of personal data processing in AI services.
 - ⇒ Establish ethical guidelines for generative AI usage and simultaneously promote education on social impacts, such as AI algorithmic bias.
- **Bridging the AI Divide Across Demographics:** AI accessibility remains significantly low for marginalized groups, such as the elderly and those in the agriculture, forestry, and fisheries sectors. For the elderly, the primary barriers to adoption are "not knowing how to use the service" (26.1%) and "unawareness of the service's existence" (22.5%), indicating that accessibility itself remains a major hurdle.
 - ⇒ Expand opportunities for the elderly and marginalized occupational groups to experience generative AI, and strengthen tailored AI utilization training and public awareness campaigns.

Strengthening Security Frameworks Centered on Personal Data Protection and Preemptive Prevention

- **Countering the Reversal in Security Practice Rates:** The percentage of individuals taking "no action" is on the rise, while the exposure of economic activity cohorts to security threats is reaching a serious level. Furthermore, the utilization of robust security measures, such as two-factor authentication (17.5%), remains low.
 - ⇒ Strengthen tailored prevention education for major infringement vectors, such as phishing, smishing, and hacking, and promote campaigns to expand the adoption of robust security measures like two-factor authentication (2FA).
- **Enhancing Infringement Response Capabilities for the Elderly:** The "no action" rate following a security infringement is significantly high among the elderly (33.0% for those in their 60s, 48.4% for those aged 70 and older), and their competency in configuring security settings is remarkably low.
 - ⇒ Distribute simplified infringement response guides tailored for the elderly, establish support services for device security settings, and develop a streamlined post-infringement response system.

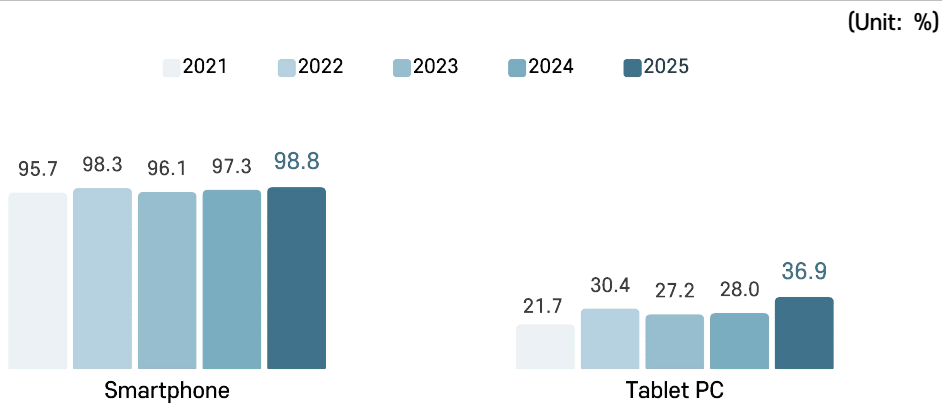
2. Changes and Disparities in Digital Literacy

1) Changes in the Digital Usage Environment

- As the digital usage environment diversifies through the proliferation of smartphones, the commercialization of 5G, and the widespread adoption of tablet PCs, the specific types of devices and networks used to access the internet, rather than mere connectivity, are emerging as decisive factors in determining the scope and level of digital utilization.
- By analyzing 5-year trends in device ownership and internet connection methods from 2021 to 2025, this section identifies the underlying structural causes of the digital literacy gap and derives relevant policy implications.

Smartphone ownership has reached saturation levels, while tablet PC ownership is growing rapidly, forming a new demographic of digital device demand.

<Figure 2> 5-Year Trends in Smartphone and Tablet PC Ownership Rates



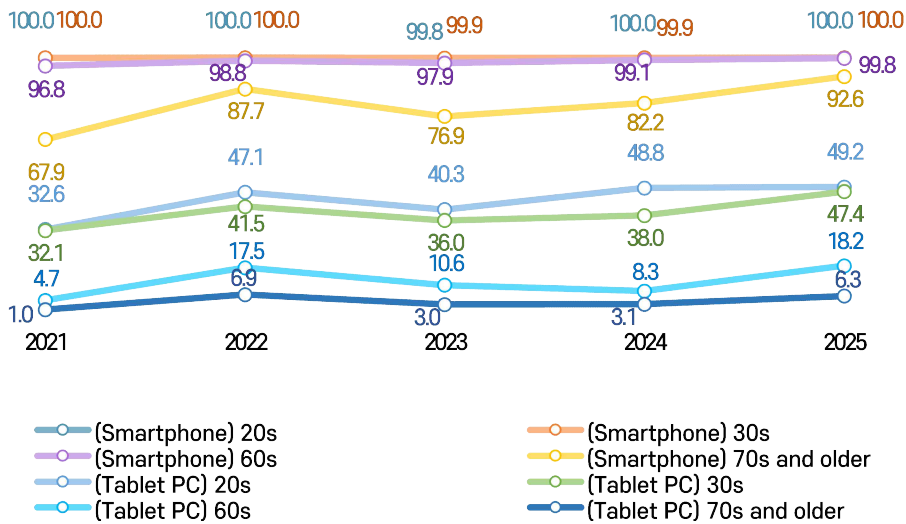
- Smartphone ownership entered a gradual saturation phase after 2022 (98.3%), with approximately 9.9 out of every 10 people currently owning a smartphone.
- The ownership rate for tablet PCs increased by 15.2%p, rising from 21.7% in 2021 to 36.9% in 2025. Notably, the increase of 8.9%p between 2024 and 2025 represents the largest growth margin to date.

Part 2. In-depth Analysis of Internet Usage Survey

Smartphone ownership gap has been effectively resolved, while a generational divide in tablet PC ownership is widening.

<Figure 3> 5-Year Trends in Smartphone and Tablet PC Ownership Rates by Age Group

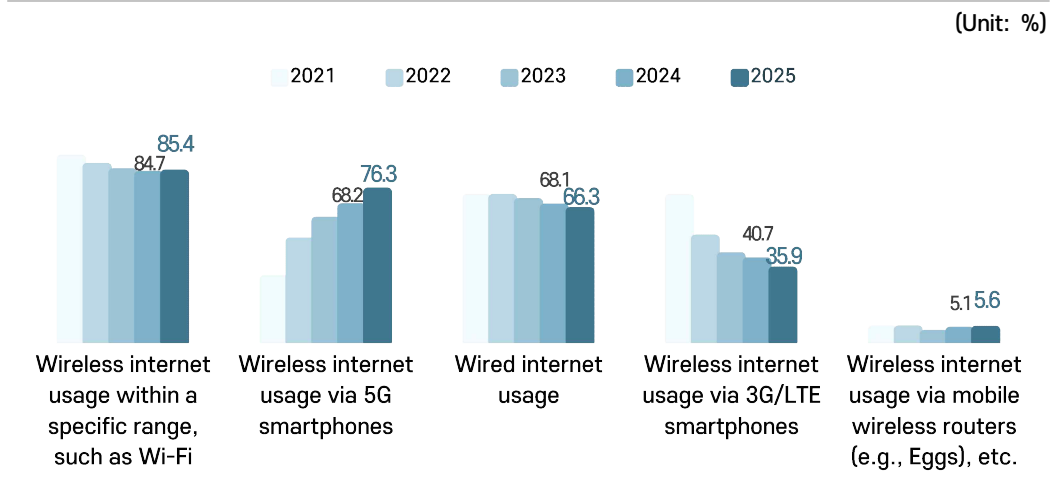
(Unit: %)



- In terms of smartphone ownership, the gap between those in their 60s (99.8%) and those in their 20s and 30s (100.0%) has effectively vanished, with a difference of only 0.2%p. Ownership among those aged 70 and older also rose by +24.7%p, from 67.9% in 2021 to 92.6% in 2025, indicating that the intergenerational gap in smartphone accessibility has entered a stage of resolution.
- In contrast, the ownership rate for tablet PCs shows a widening trend; the gap between those in their 20s (49.2%) or 30s (47.4%) and those aged 70 and older (6.3%) exceeds 40.0%p for each respective group.

While Wi-Fi maintains its top position at 85.4%, a comprehensive transition of the connectivity environment is underway, with 5G usage overtaking 3G/LTE and even surpassing wired internet.

<Figure 4> 5-Year Trends in Internet Connection Methods



<Table 1> 5-Year Trends in Internet Connection Methods

(Unit: %)

Classification	2021	2022	2023	2024	2025
Wireless internet usage within a specific range, such as Wi-Fi	93.2	88.8	86.1	84.7	85.4
Wireless internet usage via 5G smartphones	31.5	50.8	61.4	68.2	76.3
Wired internet usage	73.0	73.0	70.8	68.1	66.3
Wireless internet usage via 3G/LTE smartphones	72.9	52.2	43.2	40.7	35.9
Wireless internet usage via mobile wireless routers (e.g., Eggs), etc.	5.8	5.9	3.5	5.1	5.6

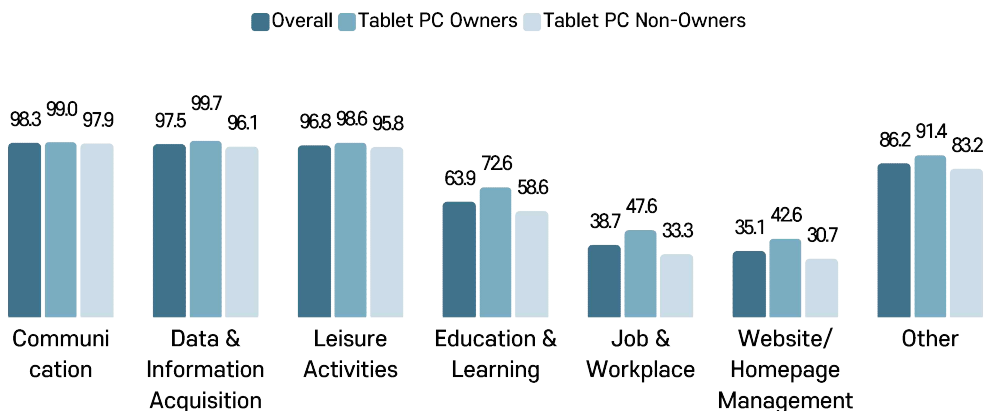
Part 2. In-depth Analysis of Internet Usage Survey

- "Wireless internet access via 5G smartphones" rose by +44.8%p over 4 years, from 31.5% in 2021 to 76.3% in 2025, recording the most significant growth among all internet connection methods. This trend gained full momentum after 2022, when 5G became a standard feature in smartphones, and is spreading rapidly in tandem with the overall increase in smartphone ownership.
- The utilization rate of wired internet decreased by -6.7%p, falling from 73.0% in 2021 to 66.3% in 2025. During the same period, "wireless internet usage via 3G/LTE smartphones" plummeted by more than half, dropping from 72.9% to 35.9%. These findings confirm a pattern where wired and legacy wireless connection methods are being rapidly replaced by 5G.

Tablet PC owners exhibit a significantly higher utilization rate for purposes of profession/work (+14.3%p) and education/learning (+14.0%p) compared to non-owners.

<Figure 5> Internet Usage Purposes by Tablet PC Ownership Status

(Unit: %)



<Table 2> Comparison of Internet Usage Purposes by Tablet PC Ownership Status

(Unit: %)

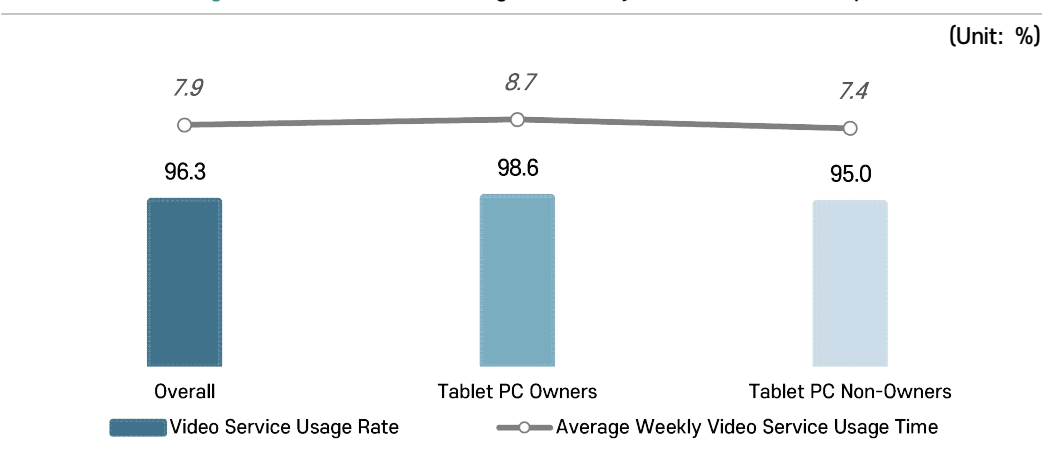
Classification	Overall	Tablet PC Owners (A)	Tablet PC Non-Owners (B)	(A)-(B)
Communication	98.3	99.0	97.9	+1.1
Data and Information Acquisition	97.5	99.7	96.1	+3.7
Leisure Activities	96.8	98.6	95.8	+2.8
Other	86.2	91.4	83.2	+8.2
Education and Learning	63.9	72.6	58.6	+14.0
Online Education	34.4	38.1	32.2	+5.9
Knowledge Acquisition/Learning	49.0	60.1	42.4	+17.7
Profession and Work	38.7	47.6	33.3	+14.3
Job Seeking Activities	18.2	22.3	15.6	+6.7
Online Participation	21.8	29.7	17.1	+12.6
Video Conferencing	15.6	21.2	12.3	+8.9
Remote Work	8.7	12.7	6.2	+6.5
Website/Homepage Management	35.1	42.6	30.7	+11.9

- The internet usage rate for profession and work purposes among tablet PC owners stands at 47.6%, which is 14.3%p higher than that of non-owners (33.3%). Among the specific sub-categories of professional usage, the disparity is particularly pronounced in video conferencing (21.2% for owners vs. 12.3% for non-owners; +8.9%p) and remote work (12.7% for owners vs. 6.2% for non-owners; +6.5%p), suggesting that tablet PCs are being utilized as essential tools for workplace productivity.
- The utilization rate for education and learning purposes is also 14.0%p higher among owners (72.6%) compared to non-owners (58.6%). The widest gap was observed in the sub-category of online information searching and knowledge acquisition (60.1% for owners vs. 42.4% for non-owners; +17.7%p), indicating that tablet PCs serve as a medium that deepens information-seeking and learning activities.

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Tablet PC owners spend an average of 8.7 hours per week consuming video services, an increase of +1.3 hours compared to non-owners (7.4 hours), and demonstrate broader usage patterns across OTT and social media platforms.

<Figure 6> Video Service Usage Status by Tablet PC Ownership



<Table 3> Video Platforms Used by Tablet PC Ownership Status

(Unit: %)

Classification	Overall	Tablet PC Owners (A)	Tablet PC Non-Owners (B)	(A)-(B)
Streaming Platforms	80.4	80.6	80.3	+0.3
OTT Platforms	50.7	54.4	48.5	+5.9
Social Media Platforms	15.3	20.6	12.0	+8.6
Media Platforms	10.0	10.5	9.7	+0.8

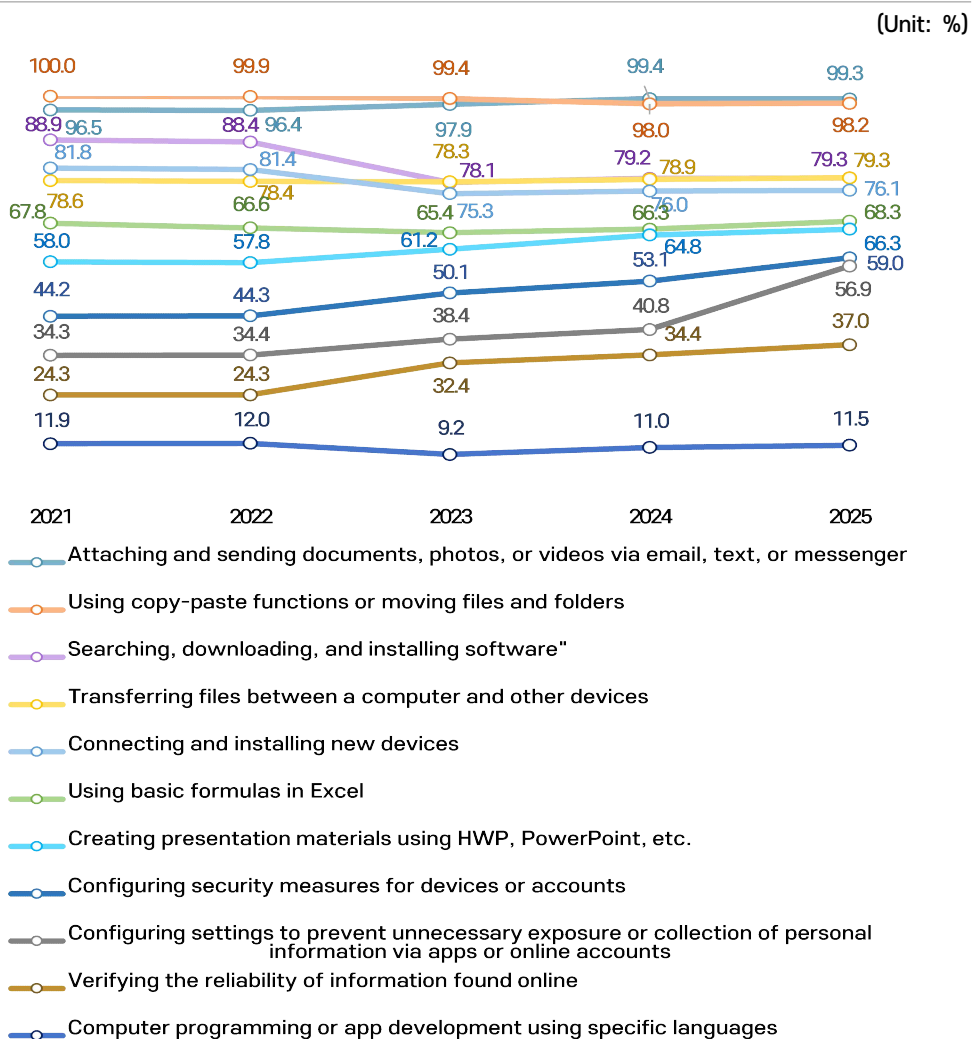
- Tablet PC owners spend an average of 8.7 hours per week consuming video services, 1.3 hours more than non-owners (7.4 hours). Notably, the disparity in usage time is more pronounced than the difference in the usage rate itself (98.6% for owners vs. 95.0% for non-owners; a gap of 3.6%p).
- By platform, the difference between the two groups was marginal in the use of streaming services (+0.3%p) and media portals (+0.8%p). In contrast, a distinct gap emerged in the use of OTT platforms (54.4% for owners vs. 48.5% for non-owners; +5.9%p) and social media platforms (20.6% for owners vs. 12.0% for non-owners; +8.6%p). The disparities in OTT, a subscription-based paid service, and social media, a channel for short-form video consumption, suggest that tablet PC owners are engaging in a more diverse video ecosystem that extends beyond simple free content.

2) Yearly Trends in Digital Literacy

- By analyzing digital literacy from 2021 to 2025 on an annual basis, this section identifies trends in the development of basic and intermediate competencies, examines disparities across age groups, and derives relevant policy implications.

While basic competencies such as attaching emails and copying/pasting maintain a high level, 'competency related to personal information' has shown a marked improvement.

<Figure 7> Yearly Trends in Digital Literacy



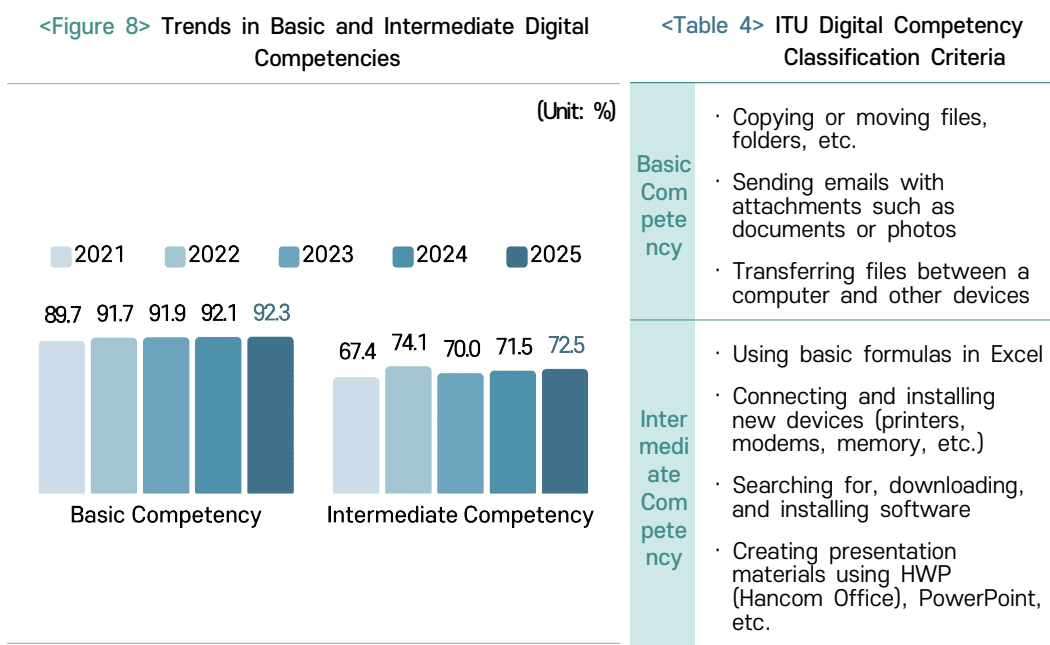
※ The items "Configuring security measures for devices or accounts," "Configuring settings to prevent unnecessary exposure/collection of personal information via apps or online accounts," and "Verifying the reliability of information found online" have been included in the survey since 2021.

Part 2. In-depth Analysis of Internet Usage Survey

- As of 2025, tasks such as "attaching and sending documents, photos, or videos via email, text, or messenger" (99.3%) and "using copy-paste functions or moving files and folders" (98.2%) have reached a level where virtually the entire population is capable of performing them. Additionally, "searching, downloading, and installing software" (79.3%) continues to maintain a stable, high level of proficiency.
- "Configuring security measures for devices or accounts" showed a steep growth trend, rising by approximately 14.8%p over 4 years from 44.2% in 2021 to 59.0% in 2025. The 5.9%p increase compared to the previous year (53.1% in 2024) suggests that improved digital security awareness is translating into actual competency.
- Furthermore, "configuring settings to prevent unnecessary exposure or collection of personal information via apps or online accounts" surged by 22.6%p, from 34.3% in 2021 to 56.9% in 2025. The significant year-over-year increase of 16.1%p compared to 2024 (40.8%) indicates a rapid transition where privacy awareness in digital environments is being converted into practical behavioral capabilities.

3) Yearly Trends in Digital Literacy

Both basic and intermediate competencies are on an upward trend, with basic competency increasing by 0.2%p and intermediate competency by 1.0%p compared to 2024.

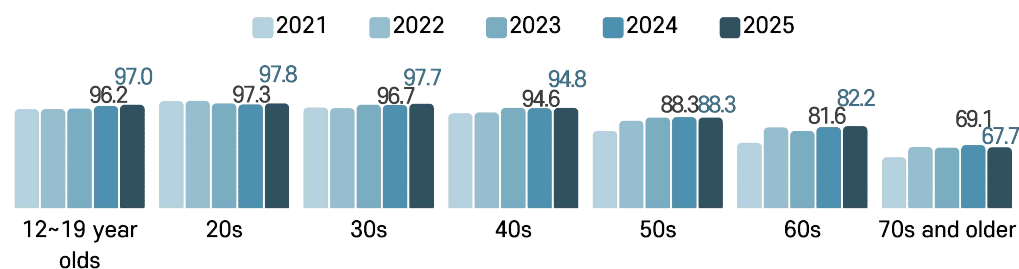


- Basic competency (copying/moving files, attaching documents to emails, and transferring files between devices) rose by 2.6%p from 89.7% in 2021 to 92.3% in 2025, meaning more than 9 out of 10 respondents now possess foundational skills.
- Intermediate competency (using Excel formulas, connecting/installing new devices, searching for/downloading/installing software, and creating presentation materials using HWP or PowerPoint) rose by 5.1%p from 67.4% in 2021 to 72.5% in 2025. The growth rate of intermediate competency surpassed that of basic competency, indicating that users are engaging in more sophisticated digital activities beyond the basics.
- While the growth of basic competency has slowed slightly since 2022, intermediate competency has shown a steady recovery trend since that same year.

Basic competency is on an upward trend across all age groups, with a particularly marked increase among the middle-aged and elderly populations.

<Figure 9> Trends in Basic Digital Competency by Age Group

(Unit: %)



<Table 5> Trends in Basic Digital Competency by Age Group

(Unit: %)

Classification	2021	2022	2023	2024	2025
12-19 year olds	93.9	94.0	94.4	96.2	97.0
20s	99.4	99.7	97.9	97.3	97.8
30s	95.1	94.6	97.0	96.7	97.7
40s	91.1	91.8	94.9	94.6	94.8
50s	78.9	85.9	88.2	88.3	88.3
60s	70.8	81.4	78.8	81.6	82.2
70s and older	60.8	68.0	67.4	69.1	67.7

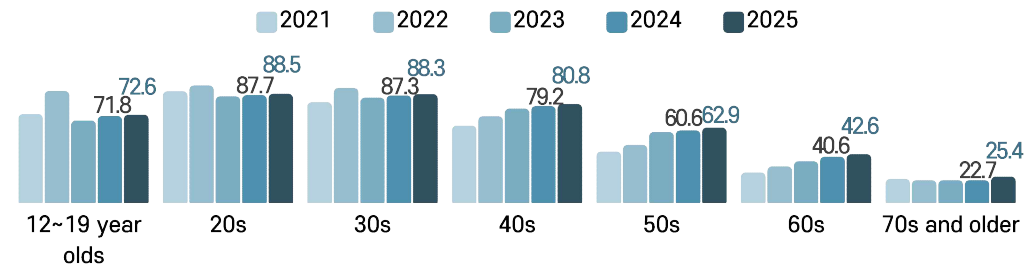
Part 2. In-depth Analysis of Internet Usage Survey

- As of 2025, both the 20s (97.8%) and 30s (97.7%) demographics can be considered to possess basic competencies, with the 40s (94.8%) also maintaining a high level of over 90%.
- The 60s (82.2%) group showed conspicuous growth, rising by approximately 11.4%p compared to 2021 (70.8%). Similarly, those aged 70 and older (67.7%) have shown steady improvement from 60.8% in 2021.
- The basic competency of youth aged 12–19 (97.0%) remains at a high level similar to those in their 20s and 30s, confirming that the digital affinity of the younger generation is well-established even among lower age cohorts.

※ While the digital basic competency of the elderly continues to improve, the gap between those aged 70 and older and those in their 20s and 30s (approximately 30%p) remains a major challenge.

<Figure 10> Trends in Intermediate Digital Competency by Age Group

(Unit: %)



<Table 6> Trends in Intermediate Digital Competency by Age Group

(Unit: %)

Classification	2021	2022	2023	2024	2025
12-19 year olds	73.1	90.9	68.3	71.8	72.6
20s	90.5	94.9	86.8	87.7	88.5
30s	82.3	92.9	85.7	87.3	88.3
40s	64.3	71.4	77.3	79.2	80.8
50s	44.5	49.6	59.4	60.6	62.9
60s	28.7	33.4	37.2	40.6	42.6
70s and older	23.8	22.7	22.8	22.7	25.4

- As of 2025, intermediate competency is highest in the 20s (88.5%), followed by the 30s (88.3%) and 40s (80.8%), highlighting the prominent digital professional skills among office workers in their 30s and 40s.
- The intermediate competency of youth aged 12–19 (72.6%) is significantly lower than their basic competency (97.0%) within the same age group. This suggests that while teenagers are proficient in basic digital usage, their practical application skills are not yet fully developed.
- Those in their 60s (42.6%) and 70s and older (25.4%) show markedly low rates of intermediate competency. In particular, the rate for those aged 70 and older is only about 1/3 of that for those in their 20s (88.5%), indicating that bridging the intergenerational digital divide remains a critical policy priority.

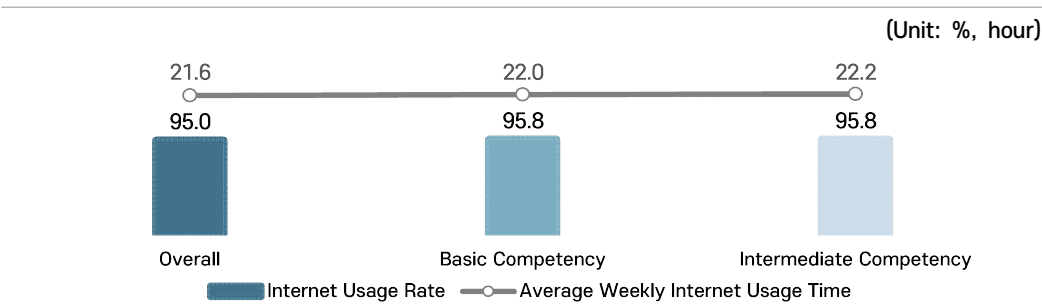


Part 2. In-depth Analysis of Internet Usage Survey

4) Differences in Internet Usage Behavior by Digital Competency Level

Higher digital competency correlates with more frequent and longer internet usage, as well as a more diverse application across various domains. The disparity is particularly pronounced in activities related to professional/workplace use and website/homepage management.

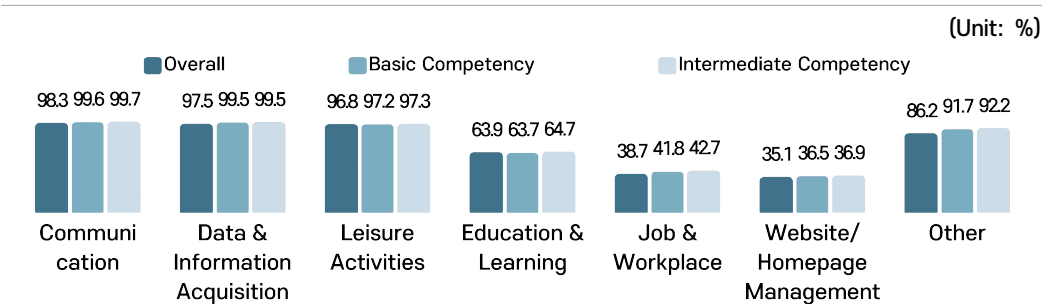
<Figure 11> Internet Usage Status by Competency Level



* The digital literacy questions are addressed only to individuals aged 12 or older; for those under age 12, competency is calculated as "none."

- The internet usage rate stands at 95.0% overall, 95.8% for those with basic competency, and 95.8% for those with intermediate competency, showing no significant difference in usage rates based on competency levels. However, the average weekly usage time is 21.6 hours overall, 22.0 hours for basic competency, and 22.2 hours for intermediate competency, indicating a gradual increase as competency levels rise.
- The average weekly usage time for those with intermediate competency (22.2 hours) is 0.2 hours longer than that of those with basic competency (22.0 hours). This suggests that the disparity between competency levels is more pronounced in terms of usage duration and activity diversity rather than mere usage status.

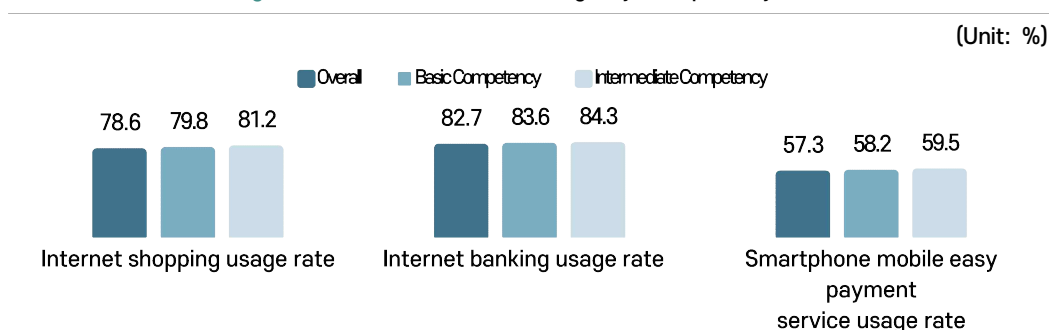
<Figure 12> Internet Usage Purpose by Competency Level



* The digital literacy questions are addressed only to individuals aged 12 or older; for those under age 12, competency is calculated as "none."

- The usage rate for communication purposes stands at 98.3% overall, 99.6% for those with basic competency, and 99.7% for those with intermediate competency, indicating that almost all users utilize the internet for communication regardless of their competency level.
- While the usage rate for professional/workplace purposes is 38.7% overall, it is higher among those with basic competency (41.8%) and intermediate competency (42.7%), demonstrating that higher competency leads to more active internet usage for work-related purposes.

<Figure 13> Internet Service Usage by Competency Level



* The digital literacy questions are addressed only to individuals aged 12 or older; for those under age 12, competency is calculated as "none."

- The usage rate for online shopping is 78.6% overall, 79.8% for those with basic competency, and 81.2% for those with intermediate competency, showing a slight increase as competency levels rise. The internet banking usage rate is also higher among those with intermediate competency (84.3%) compared to the overall average (82.7%), suggesting that digital literacy levels influence the utilization of digital financial services.
- The usage rate for mobile easy payment services via smartphones stands at 57.3% overall, 58.2% for those with basic competency, and 59.5% for those with intermediate competency. These disparities indicate that users with intermediate competency utilize a relatively wider variety of payment methods.

Part 2. In-depth Analysis of Internet Usage Survey

Implications and Recommendations

- **From Smartphones to Tablets, The Next Challenge in Digital Inclusion:** While digital inclusion policies centered on smartphone distribution have successfully narrowed the gap in basic device accessibility, a new divide is emerging. The generational gap in tablet PC ownership is widening. Notably, groups owning tablets show an internet usage rate for professional and educational purposes that is more than 14%p higher than those who do not. This indicates that a "secondary device gap" is directly translating into a disparity in digital application capabilities.
⇒ Expand support for secondary device accessibility (e.g., tablets) for vulnerable groups and the elderly. Furthermore, the support system should be overhauled to link device provision with practical, life-oriented education, such as using OTT services, public digital services, and Generative AI, to ensure that ownership leads to a substantial improvement in digital competency.
- **Enhancing Access Environments and Bridging the Competency Gap:** 5G usage rates are spreading rapidly across all generations, significantly reducing the network access gap for the elderly. However, much of this transition among seniors is a passive result of simple device upgrades. Even in a high-speed network environment, if the skills to utilize these networks for daily life and work are not supported, the benefits of advanced infrastructure will inevitably be concentrated within specific generations.
⇒ Expand customized training for the elderly and low-income groups on services optimized for 5G environments. This will ensure that improved network accessibility translates into the actual utilization of diverse digital services.
- **Supporting the Practical Transition of Security and Privacy Competencies:** There has been a significant increase in competencies related to configuring security measures and managing app/account privacy settings, indicating a rapid rise in digital security awareness.
⇒ To ensure that increased security awareness translates into actual behavioral competency when using digital devices and the internet, the educational framework must be enhanced to focus on practical implementation.
- **Bridging the Gap Between Basic and Intermediate Competencies in Youth:** While youth aged 12–19 possess exceptionally high basic competency (97.0%), there is a substantial 24.4%p gap compared to their intermediate competency (72.6%). This suggests that while they are proficient at operating devices, their capacity for productive application remains underdeveloped.
⇒ Digital education for youth should be restructured to move beyond simple device usage. The focus should shift toward productive and creative competencies, such as utilizing Excel formulas and creating presentation materials, to strengthen the foundation for nurturing future digital talent.

- **Creating a Virtuous Cycle Between Digital Competency and Service Usage:**

Individuals with intermediate competency demonstrate higher usage rates across all economic and social activities, including professional/educational use, internet banking, and easy payments. This highlights a virtuous cycle where improved competency leads to expanded accessibility of digital services.

⇒ Develop and distribute educational programs that directly link competency enhancement with real-world service utilization. This will increase the effectiveness of digital literacy training and support improved service accessibility for digitally marginalized groups.



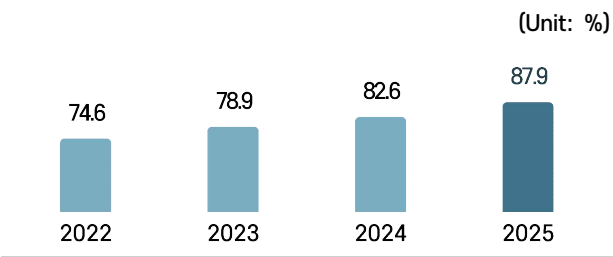
Part 2.In-depth Analysis of Internet Usage Survey

3. Integration of AI into Everyday Life

1) Current Status of AI Service Usage and Characteristics by Demographic

The awareness rate of Artificial Intelligence (AI) services has risen for 4 consecutive years, reaching 87.9% in 2025. This indicates that AI has now firmly established itself as a familiar technology for the vast majority of the population.

<Figure 14> Trends in AI Service Awareness Rates

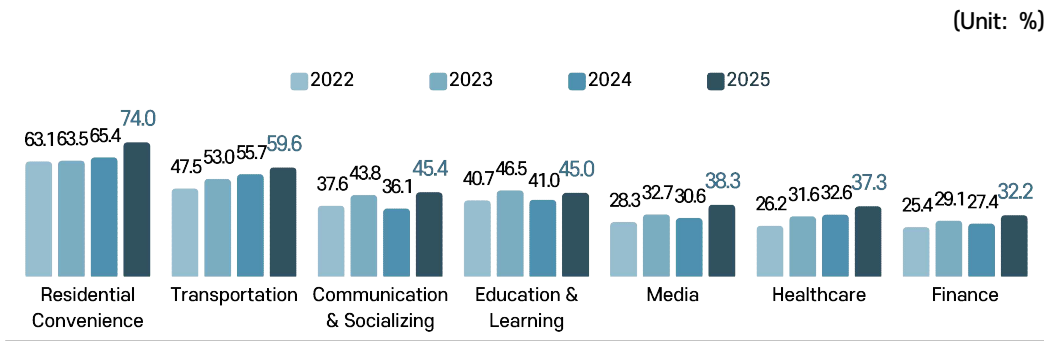


<Table 7> Changes in AI Service Awareness Rates

Year	2022	2023	2024	2025
Rate	74.6	78.9	82.6	87.9
Change	-	4.3	3.7	5.3

- The AI service awareness rate has risen by 13.3%p over 3 years, from 74.6% in 2022 to 87.9% in 2025. Notably, the growth rate is accelerating, with a 5.3%p increase in 2025 compared to 2024 (82.6%).
- The fact that approximately 9 out of 10 people are now aware of AI services serves as clear evidence that the mainstreaming of AI is directly contributing to heightened public awareness.

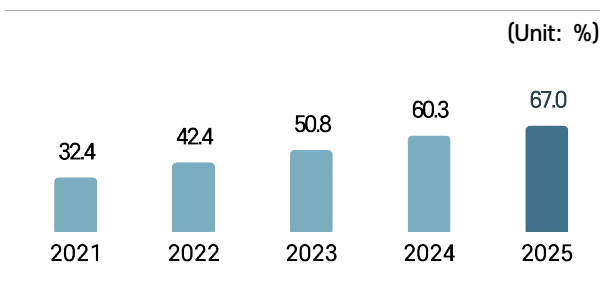
<Figure 15> Trends in AI Service Awareness by Sector



- The awareness rate for residential convenience is the highest at 74.0% in 2025, an increase of 8.6%p from the previous year (65.4%). The primary driver appears to be the everyday integration of life-oriented AI, such as smart homes and AI speakers.
- The transportation sector (59.6%) has seen steady growth since 2022 (47.5%), becoming the second most recognized category. This reflects the widespread use of AI-driven navigation and traffic information services.
- While awareness in healthcare (37.3%) and finance (32.2%) remains relatively low, these sectors have grown by 11.1%p and 6.8%p respectively since 2022, suggesting significant potential for future growth.

The AI service experience rate has experienced significant growth for 5 consecutive years, reaching 67.0% in 2025.

<Figure 16> Trends in AI Service Experience Rates

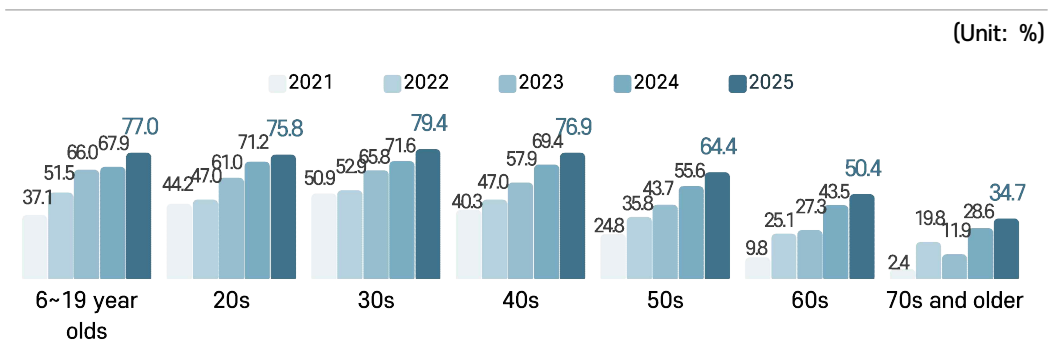


<Table 8> Changes in AI Service Experience Rates

Year	2021	2022	2023	2024	2025
Rate	32.4	42.4	50.8	60.3	67.0
Change	-	10.0	8.4	9.5	6.7

- The AI service experience rate has more than doubled in just 4 years, rising from 32.4% in 2021 to 67.0% in 2025. This indicates that AI services have reached a stage where they can be easily utilized in various aspects of daily life.
- While the growth rate slowed slightly in 2025, increasing by 6.7%p compared to 2024 (60.3%), the overall upward trend remains consistent.

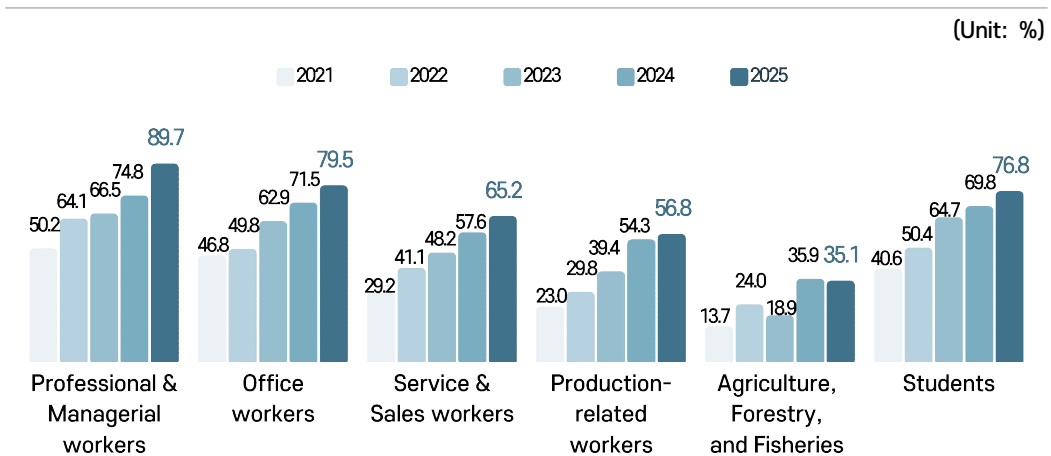
<Figure 17> Changes in AI Service Experience Rates by Age Group



Part 2. In-depth Analysis of Internet Usage Survey

- In 2025, the AI service experience rate showed a consistently high level across younger demographics, ranked as follows: 30s (79.4%), ages 6–19 (77.0%), 40s (76.9%), and 20s (75.8%). Notably, the 30s demographic emerged as the most active user group, with a 7.7%p increase from the previous year (71.6%).
- Those in their 50s (64.4%) saw a substantial 8.7%p rise compared to the previous year (55.6%), suggesting that the transition to AI service usage among middle-aged users is beginning in earnest.
- While Those in their 60s demographic (50.4%) surpassed a 50% experience rate for the first time in 2025, those aged 70 and older (34.7%) showed a significant gap of approximately 44.6%p compared to those in their 30s, highlighting the ongoing need to improve AI accessibility for the elderly.

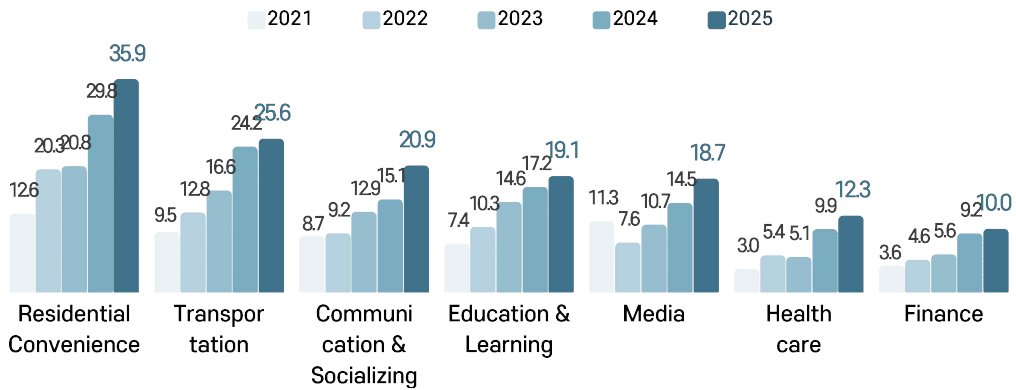
<Figure 18> Trends in AI Service Experience Rates by Occupation



- The AI service experience rate for Professional and Managerial workers reached 89.7% in 2025, the highest among all occupational groups, following a significant surge of 14.9%p from the previous year (74.8%).
- Office workers (79.5%) also saw a 8.0%p increase compared to last year (71.5%), remaining well above the overall average (67.0%). In contrast, the Agriculture, Forestry, and Fisheries (35.1%) and Production-related (56.8%) sectors reported relatively lower experience rates, highlighting a clear disparity in AI adoption across different industries.

<Figure 19> Trends in AI Service Experience Rates by Sector

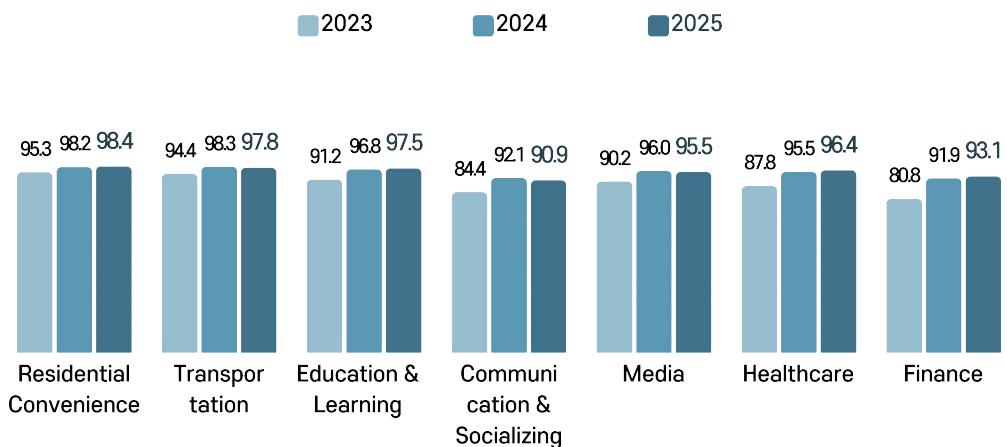
(Unit: %)



- The residential convenience sector recorded the highest AI experience rate at 35.9% in 2025, an increase of 6.1%p from the previous year (29.8%). This growth is analyzed as a direct result of the expanded distribution of smart home devices and AI speakers.
- The education/learning (19.1%) and media (18.7%) sectors are showing rapid growth, driven by the proliferation of generative AI. Additionally, the communication/social (20.9%) sector saw a 5.8%p increase from the previous year (15.1%), reflecting the rising use of AI-based communication services.

<Figure 20> Trends in Perceived Helpfulness of AI Services by Sector

(Unit: %)



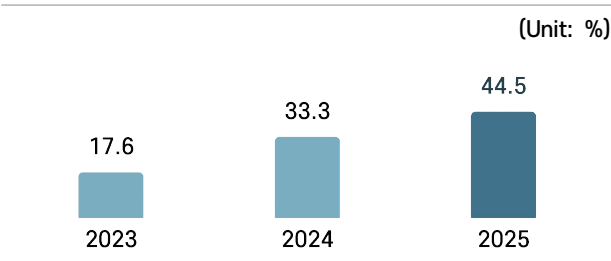
- Most AI services experienced by users show a high level of perceived helpfulness (over 90% across all sectors), indicating strong user trust in the practical utility of AI.

Part 2.In-depth Analysis of Internet Usage Survey

2) Current Status of Generative AI Service Usage and Characteristics by Demographic

The generative AI service experience rate has surged more than 2.5-fold in just 3 years, reaching 44.5% in 2025. With nearly one in two digital users now having utilized these services, we are entering the era of mainstream adoption for generative AI.

<Figure 21> Trends in Generative AI Service Experience Rates



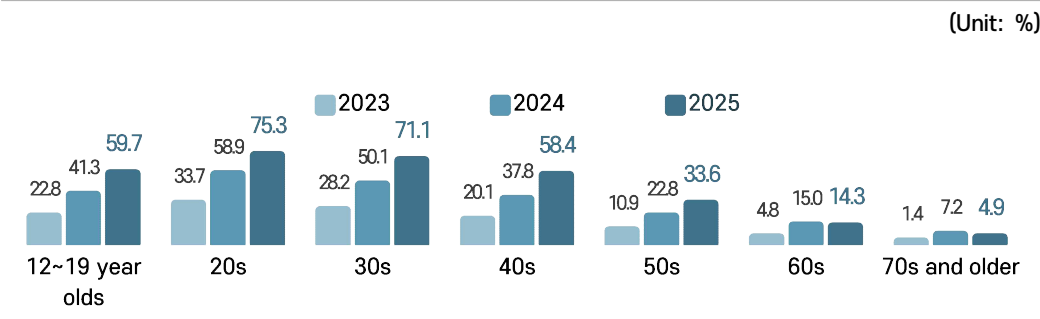
<Table 9> Changes in Generative AI Service Experience Rates

Year	2023	2024	2025
Rate	17.6	33.3	44.5
Change	-	15.7	11.2

- The generative AI service experience rate is maintaining a steep upward trajectory, rising from 17.6% in 2023 to 33.3% in 2024, and reaching 44.5% in 2025. The 11.2%p increase compared to the previous year (33.3%) is approximately 1.7 times higher than the growth rate of overall AI experience (6.7%p).
- Following the launch of ChatGPT in late 2022, the generative AI market has seen explosive growth, and the actual experience level among domestic users in Korea is also rapidly increasing.

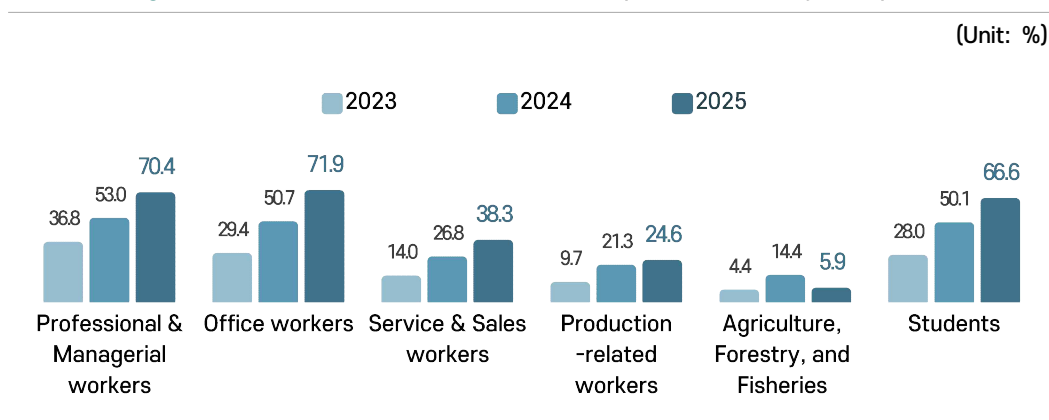
The generative AI experience rate is growing rapidly among users in their 20s and 30s, leading to a widening generational divide; however, adoption among adolescents (ages 12-19) is also expanding at a fast pace.

<Figure 22> Trends in Generative AI Service Experience Rates by Age Group



- In 2025, the generative AI service experience rate was highest among those in their 20s (75.3%) and 30s (71.1%), with significant year-over-year increases of 16.4%p and 21.0%p, respectively. This suggests that the integration of generative AI into work, learning, and creative fields has become firmly established for these demographics.
- The 12–19 age group (59.7%) saw an 18.4%p increase from the previous year (41.3%), marking the sharpest growth across all age groups.
- Conversely, experience rates remain low for the 60s (14.3%) and 70s and older (4.9%) demographics. Notably, the rate for those aged 70 and older showed a slight decrease compared to the previous year (7.2%), indicating a need for tailored support to enhance AI accessibility for the elderly.

<Figure 23> Trends in Generative AI Service Experience Rates by Occupation

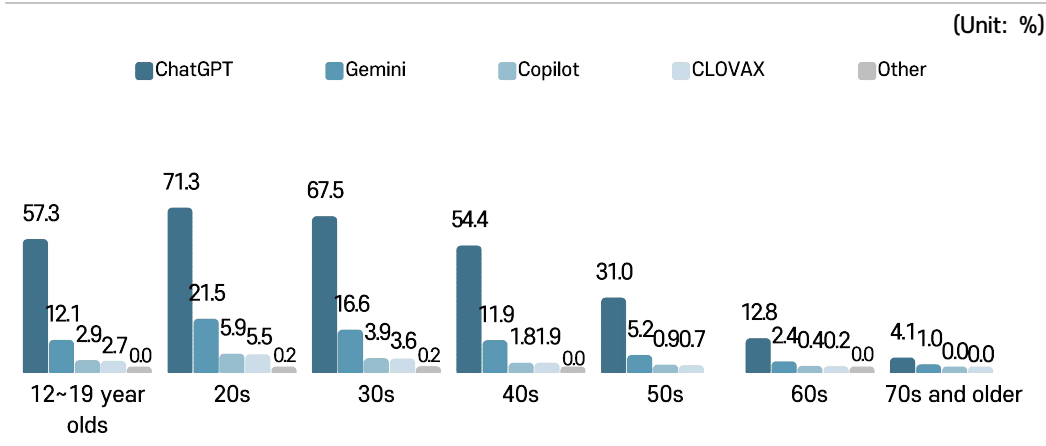


- The Professional/Managerial (70.4%) and Office Worker (71.9%) groups recorded the fastest growth among all occupational categories, with their generative AI experience rates increasing by 17.4%p and 21.2%p, respectively, compared to the previous year (53.0% and 50.7%).
- Students (66.6%) also saw a significant rise, increasing by 16.5%p from last year (50.1%), marking the third-largest growth among occupations.
- In contrast, the Service/Sales (38.3%), Production-related (24.6%), and Agriculture, Forestry, and Fisheries (5.9%) sectors showed relatively low experience rates. This highlights a need for tailored training programs for each occupational group to bridge the widening generative AI gap across different industries.

Part 2. In-depth Analysis of Internet Usage Survey

While ChatGPT dominates the generative AI market with an overwhelmingly high experience rate across all age groups, there are differences in service preferences depending on the age demographic.

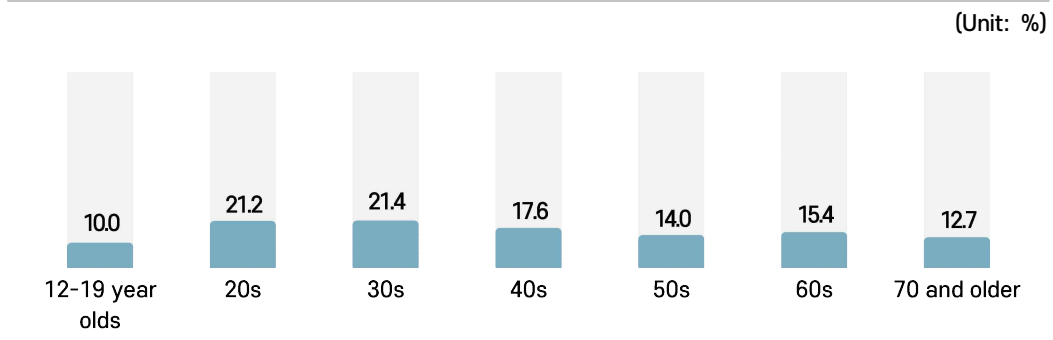
<Figure 24> Generative AI Service Usage by Platform



- ChatGPT is the most widely experienced service, with experience rates exceeding 50.0% across several age groups: 12~19 (57.3%), 20s (71.3%), 30s (67.5%), and 40s (54.4%).
- The data reveals that younger demographics tend to utilize a diverse range of generative AI-based services. Conversely, as age increases, the experience rate for all generative AI services drops sharply. For those aged 70 and older, the ChatGPT experience rate stands at only 4.1%, meaning just 4 out of every 100 people in this age group have used the service.

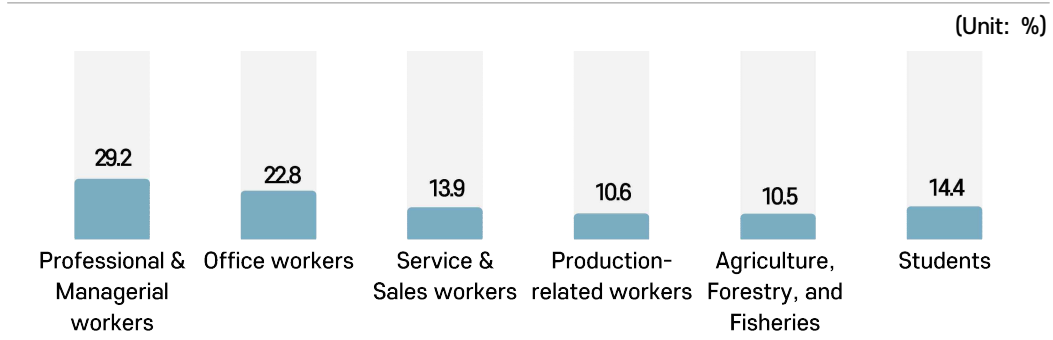
Paid subscription rates among generative AI users are highest among those in their 20s and 30s and professionals, suggesting that the utilization of AI services is deepening beyond simple experimentation toward sustained utilization.

<Figure 25> Generative AI Service Subscription Rates by Age Group



- The paid subscription rate is highest among those in their 30s (21.4%) and 20s (21.2%), while it is lowest among the non-economically active 12-19 age group (10.0%).
- The subscription rate for adolescents aged 12-19 (10.0%) is relatively low compared to their high experience rate (59.7%). This suggests that younger users are primarily utilizing generative AI services through free-tier access.

<Figure 26> Generative AI Service Subscription Rates by Occupation



- The paid subscription rate for Professional/Managerial workers stands at 29.2%, the highest among all occupational groups. This confirms that generative AI services are firmly establishing themselves as essential tools within specialized professional fields.

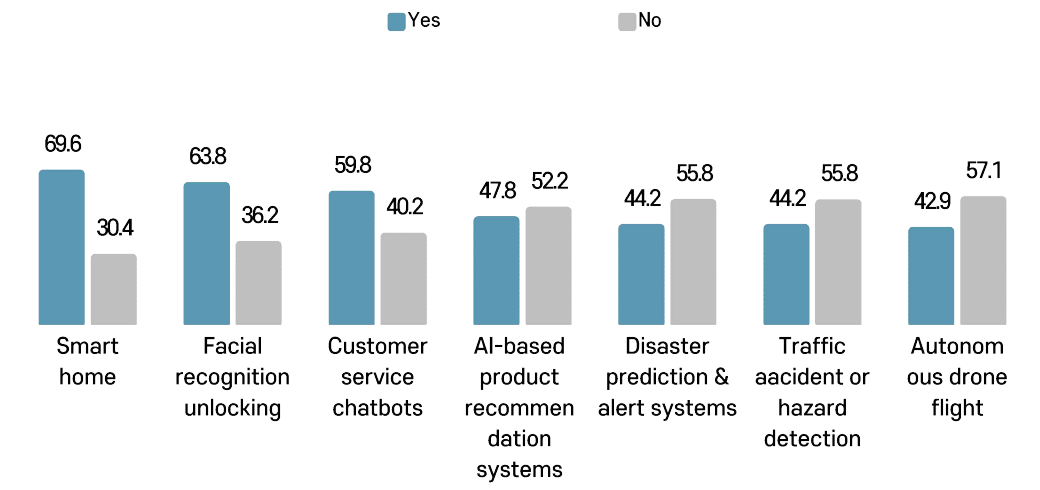
Part 2. In-depth Analysis of Internet Usage Survey

3) Perceptions and Attitudes Toward AI Services

While "Life-integrated AI" such as smart home devices and facial recognition systems enjoys high public awareness, there remains a significant lack of understanding regarding "Invisible AI" technologies, including algorithmic recommendation systems and disaster prediction models.

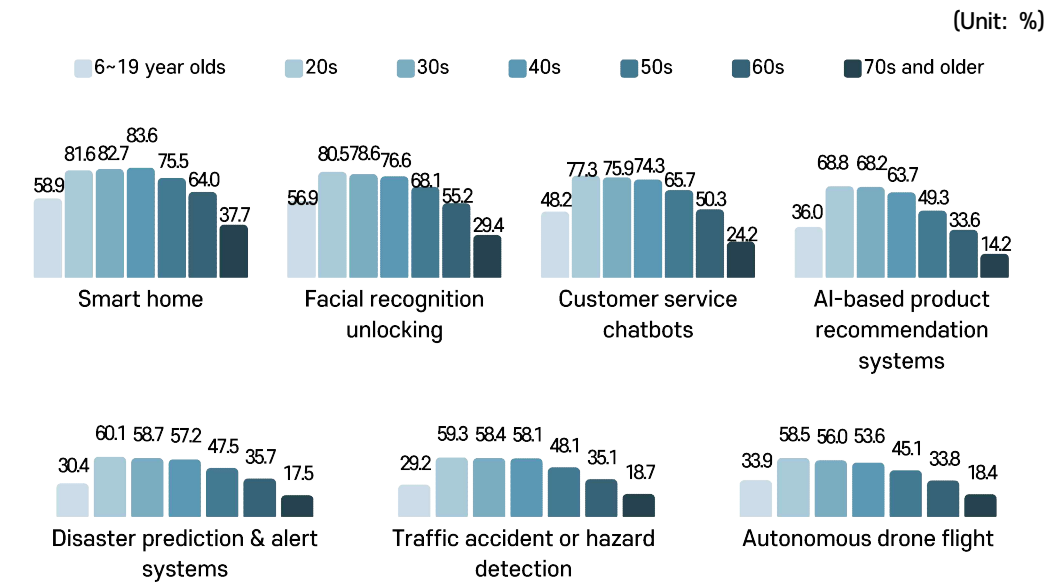
<Figure 27> AI Technical Understanding and Identification Capabilities

(Unit: %)



- Smart home systems (69.6%) and facial recognition unlocking (63.8%) show high identification rates, with 6 to 7 out of 10 respondents correctly recognizing them as AI-driven technologies.
- While customer service chatbots (59.8%) have gained higher awareness due to the expansion of digital service experiences, other applications show identification rates below 50.0%. These include AI-based product recommendation systems (47.8%), disaster prediction (44.2%), traffic hazard detection (44.2%), and autonomous drone flight (42.9%).
- This suggests a need to strengthen AI literacy for technologies operating in invisible domains and to provide social education regarding how AI algorithms function within daily life.

<Figure 28> AI Technical Understanding and Identification Capabilities by Age Group

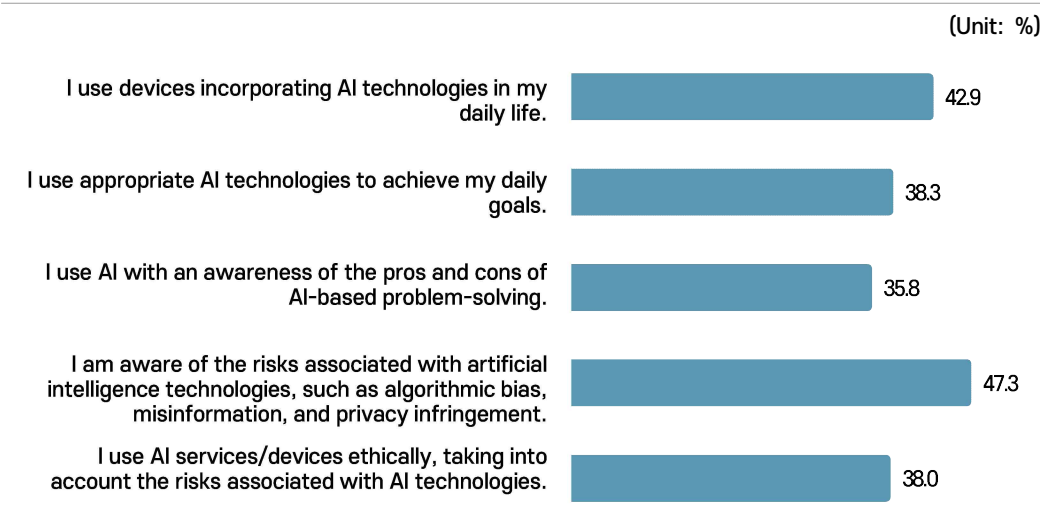


- The age groups with the highest AI identification rates for smart homes are the 40s (83.6%), followed by the 30s (82.7%) and 20s (81.6%). The gap between the leading group and those aged 70 and older (37.7%) stands at a significant 45.9%p.
- Adolescents aged 12–19 (58.9%) show lower recognition of smart home AI compared to the 20–40 age bracket. Furthermore, identification rates for invisible AI technologies, such as autonomous drone flight, disaster prediction, and traffic hazard detection, remain low across all age groups. This indicates a need to improve educational environments to support a broader understanding of AI technologies.

Part 2. In-depth Analysis of Internet Usage Survey

While 42.9% use AI-enabled devices in their daily lives, only 38.0% use them ethically with consideration of potential risks, indicating the need for more advanced education to strengthen AI utilization competencies.

<Figure 29> Competency in using AI technologies

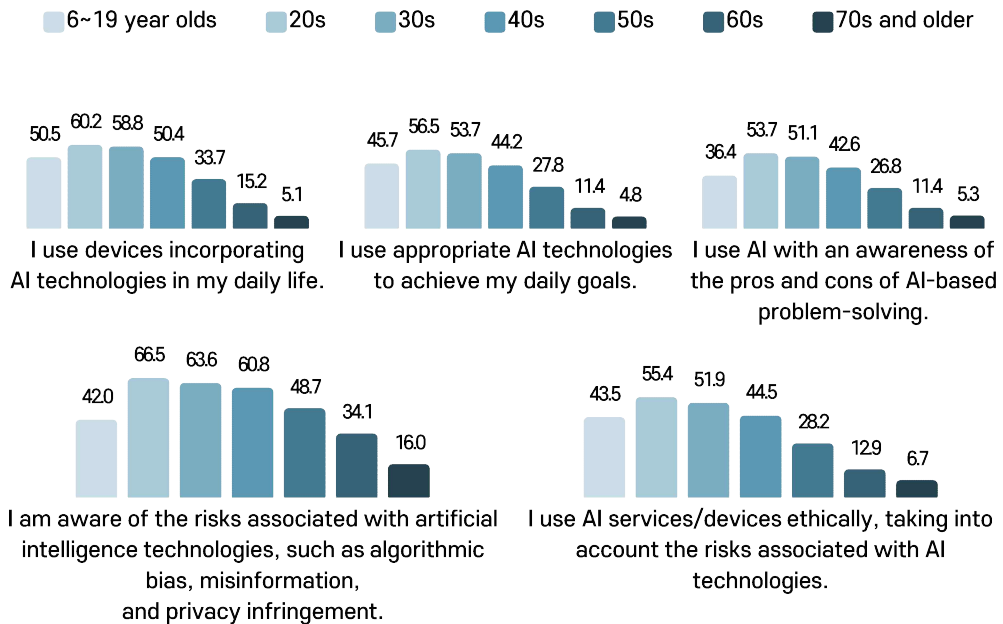


※ The question regarding awareness of AI risks (algorithmic bias, misinformation, privacy breaches, etc.) was posed to all respondents aged 6 and older; all other questions were directed specifically to AI service users.

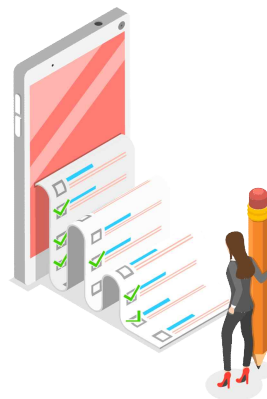
- The share of respondents demonstrating competencies such as “I use devices incorporating AI technologies in my daily life” (42.9%) and “I use appropriate AI technologies to achieve my daily goals” (38.3%) is relatively high.
- The response rate for “I am aware of the risks associated with AI technologies, such as algorithmic bias, misinformation, and privacy infringement” was the highest among all competency items at 47.3%, indicating that awareness of the adverse effects of AI technologies is more well established than their practical utilization competencies.
- The response rate for “I use AI services/devices ethically and appropriately, taking into account the risks associated with AI technologies” was the lowest at 38.0%, suggesting a need to strengthen AI ethics education to bridge the gap between utilization competencies and ethical usage competencies.

<Figure 30> Competency in using AI technologies by Age Groups

(Unit: %)



- Those in their 20s demographic exhibits high rates in both AI service utilization and risk awareness.
- In contrast, those aged 70 and older score very low across all competency metrics, ranging between 5% and 16%. Notably, "Awareness of AI service risks" (16.0%) is the only category that is relatively higher within this group, showing a pattern where perception of risk precedes actual utilization.

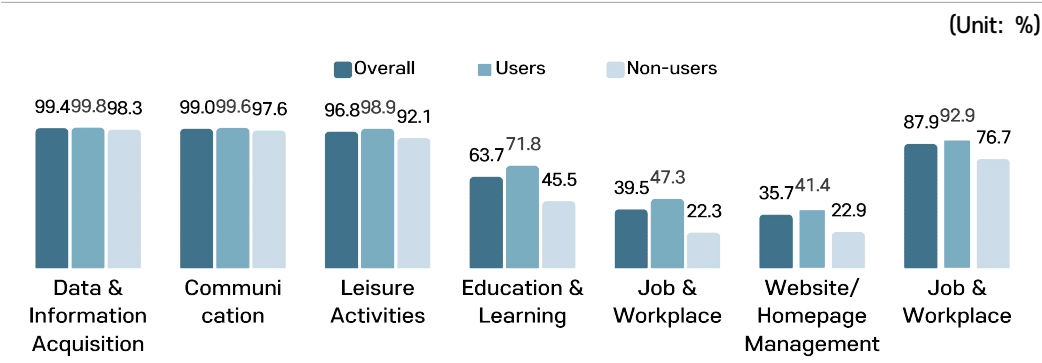


Part 2. In-depth Analysis of Internet Usage Survey

4) Disparities in AI Competency

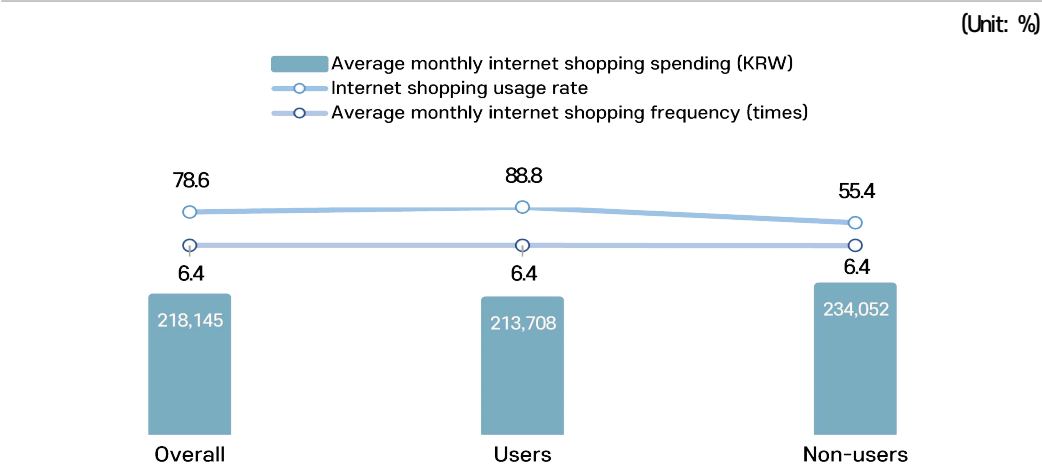
AI users exhibit higher engagement levels across all categories of internet usage compared to non-users; notably, the disparities are most pronounced in "Education & Learning" and "Job & Workplace" related activities.

<Figure 31> Purpose of Internet Usage by AI Service Adoption Status



- The internet usage rate for education and learning purposes among AI service users stands at 71.8%, which is 26.3%p higher than that of non-users (45.5%).
- Additionally, the rate for job and workplace-related internet usage among AI service users is 25.0%p higher than that of non-users.

<Figure 32> Online Shopping Status by AI Service Adoption

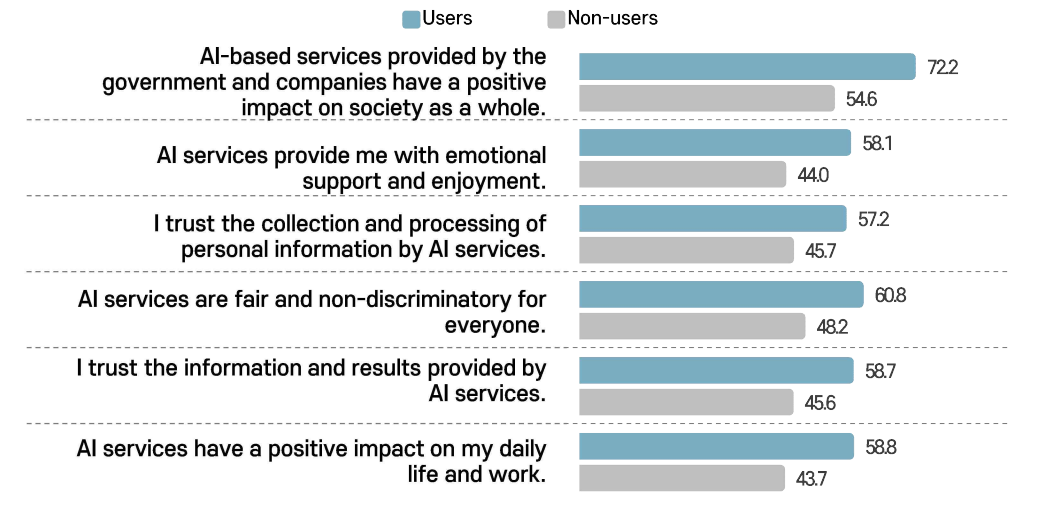


- The online shopping participation rate for AI users is 88.8%, which is 33.4%p higher than that of non-users (55.4%). However, the average monthly spending is slightly higher among non-users (KRW 234,000) compared to AI users (KRW 214,000).

AI service users demonstrate more positive perceptions than non-users across all categories, including the positive social impact of AI, personal utility, and information reliability.

<Figure 33> Opinions on AI Services by AI Adoption Status

(Unit: %)



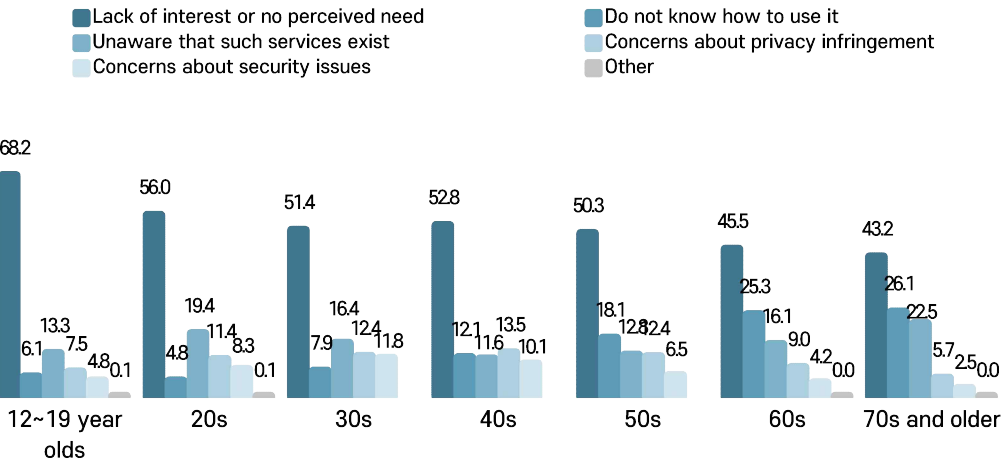
- An analysis of the perceptual gap based on AI service adoption reveals that the statement "AI-based services provided by the government and corporations have a positive impact on society" showed a 17.6%p disparity between users and non-users, the largest gap among all surveyed items.
- This was followed by "AI services provide me with emotional support or enjoyment" (14.1%p gap), "I trust the information or results provided by AI services" (13.1%p gap), "AI services are fair and non-discriminatory for everyone" (12.7%p gap), etc.

Part 2. In-depth Analysis of Internet Usage Survey

While a lack of interest or necessity remains the primary reason for non-usage across all age groups, "lack of operational knowledge" and "unawareness of service existence" emerge as significant barriers for the elderly population.

<Figure 34> Reasons for Non-Usage of Generative AI Services by Age Group

(Unit: %)



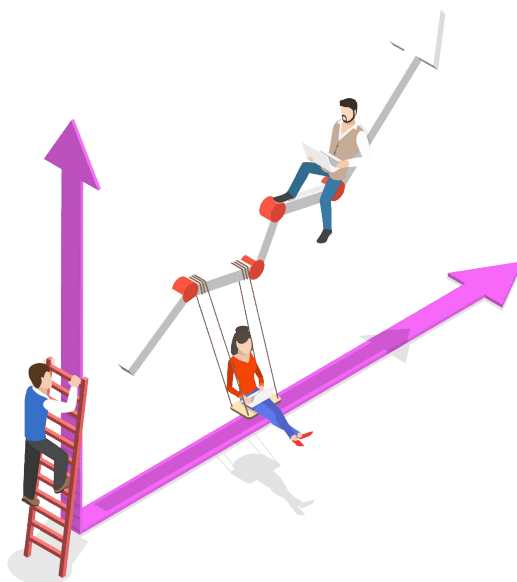
- Across all age groups, the primary reason for not using generative AI-based services is "a lack of interest or perceived necessity." This sentiment remains high from the 20s (56.0%) through to those aged 70 and older (43.2%), suggesting that motivating usage is a more urgent priority than simply improving service accessibility.
- 'The response "I don't know how to use it" was particularly high among those aged 70 and older (26.1%) and in their 60s (25.3%), underscoring the need to strengthen AI literacy and functional training programs tailored for the elderly.
- Furthermore, "unawareness of service existence" was also relatively high among the 70s and older (22.5%) and 60s (16.1%) demographics, indicating that targeted promotional efforts are required to raise awareness of these services within older age groups.
- In contrast, the 20s and 30s cited "privacy concerns" (11–12%) and "security risks" (8–12%) as reasons for non-usage at higher rates than other age groups, indicating that younger individuals place greater emphasis on privacy and security as reasons for non-use.

Implications and Recommendations

- Enhancing Information Reliability Amid Increasing AI Utilization:** The scope of generative AI-based services is expanding, and the number of users is on an upward trend.
 ⇒ It is necessary to establish measures to enhance the reliability of information provided by AI, such as addressing fake information generated using AI technology.
- Balanced Strengthening of Technical Understanding of AI and Ethical Competency:** Awareness of "life-integrated" AI technologies like smart homes and facial recognition is high, but understanding of "invisible" AI technologies, such as disaster prediction and traffic hazard detection, remains below 50%. Furthermore, there is a gap between awareness and practice, as the rate of ethical usage (using AI services/devices ethically and correctly while considering inherent risks, 38.0%) is lower than the rate of AI risk awareness (being aware of risks such as algorithmic bias, misinformation, and privacy breaches, 47.3%).
 ⇒ Improve technical understanding in a balanced manner through education on the societal impact of invisible AI domains, such as disasters and traffic.
 ⇒ Promote the balanced growth of utilization and ethical competencies by systematically carrying out education on ethical principles and guidelines alongside AI utilization training.
- Support for AI Technology Education:** Trends in the overall perception and evaluation of AI technology (with experienced users evaluating it more positively than non-users) indicate that expanding opportunities to experience AI services contributes to the formation of a positive perception
 ⇒ Enhance AI literacy by expanding opportunities for AI technology experience and providing customized educational support across all age groups.
- Lowering Barriers to Entry for Generative AI Non-Users:** The primary reason for not using generative AI across all age groups is a "lack of interest or necessity"; however, for those aged 70 and older, "not knowing how to use it" (26.1%) and "unawareness of service existence" (22.5%) are high, indicating that accessibility itself acts as a barrier.
 Additionally, in the 20s–50s age groups, "concerns over privacy infringement" and "concerns over security issues" also account for more than 10%.

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- ⇒ Expand opportunities for the elderly to experience generative AI and distribute step-by-step usage guides. Operate practical motivation programs utilizing real-life AI use cases.
- ⇒ Strengthen data processing transparency and create a trust-based service environment to address privacy and security concerns regarding the use of generative AI-based services.

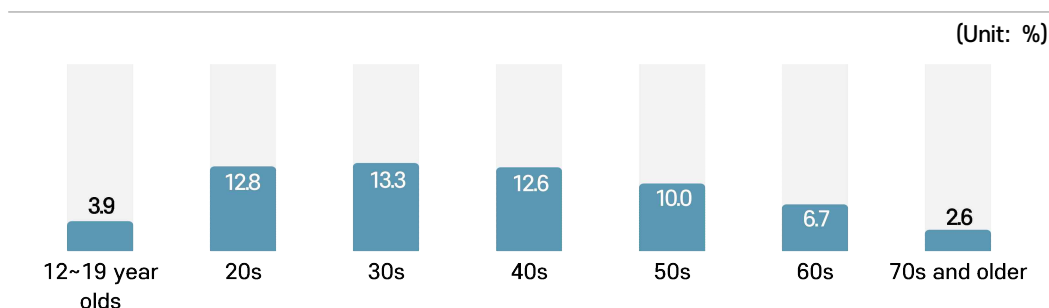


4. Experience of Personal Information Leaks and Infringements

1) Status of Personal Information Leaks and Infringement Experiences by Demographic Group

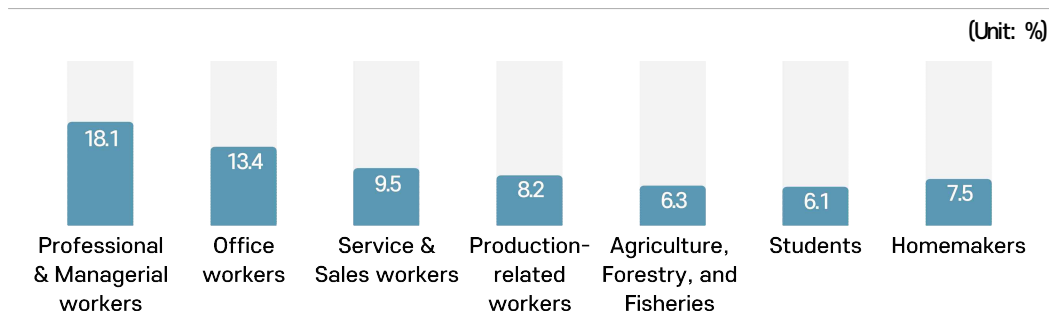
Personal Information Infringement Experience Rate: 9.5%
Experience rates were higher among those in their 20s to 40s, who are highly active in economic activities, and among those in professional and managerial positions.

<Figure 35> Personal Information Leak and Infringement Experience Rate by Age Group



- The personal information infringement experience rate is highest among those in their 30s (13.3%), 20s (12.8%), and 40s (12.6%), highlighting the significant exposure to risk among the economically active generations with high internet usage.
- The rate for those in their 50s (10.0%) slightly exceeded the overall average (9.5%), while those in their 60s (6.7%) and 70s or older (2.6%) showed relatively lower experience rates. This appears to be linked to the lower frequency of internet use and digital engagement among the elderly.
- Although the infringement experience rate for 12~19 year olds (3.9%) is low, there is a need to focus on proactive prevention by strengthening personal information protection education during adolescence, a period when digital activities begin to increase.

<Figure 36> Personal Information Leak and Infringement Experience Rate by Occupation



Part 2. In-depth Analysis of Internet Usage Survey

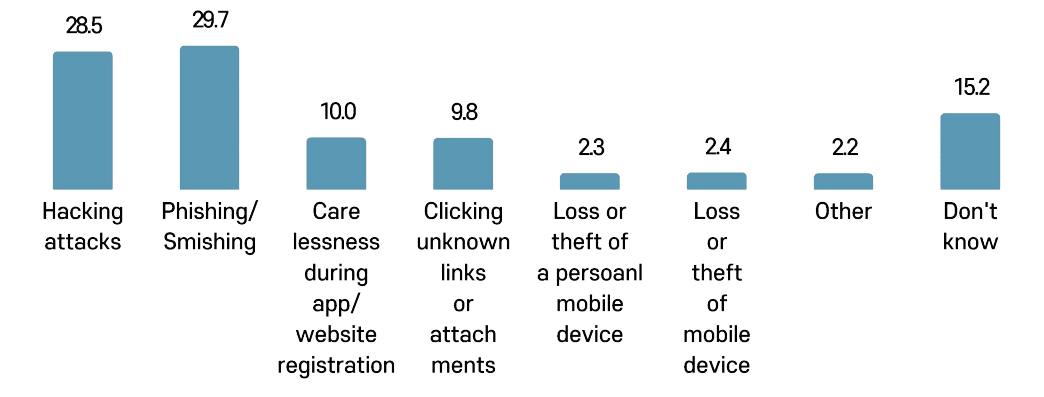
- Among occupational groups, professional and managerial workers (18.1%) reported the highest infringement experience rate, approximately double the overall average (9.5%), while office workers (13.4%) also exceeded the average.
- In contrast, agriculture, forestry, and fishery workers (6.3%), students (6.1%), and the unemployed/others (5.8%) showed relatively low experience rates. This is interpreted as a pattern where the infringement experience rate is proportional to the intensity of digital activities.

2) Personal Information Infringement Channels and Generational Characteristics

Phishing/smishing and hacking attacks constitute the two primary channels of personal information infringement, accounting for nearly 60% of all breach causes.

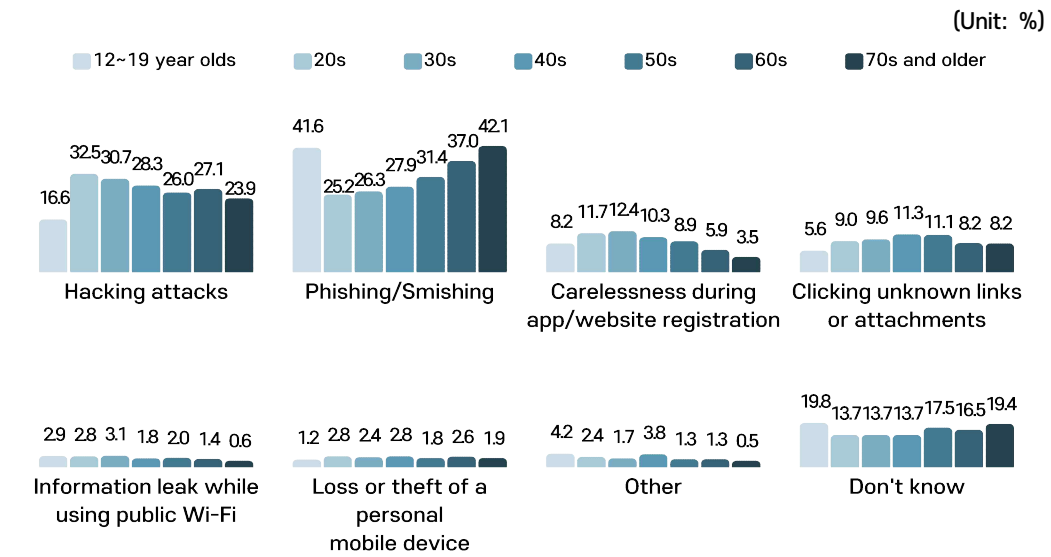
<Figure 37> Percentage of Personal Information Infringement by Channel Type

(Unit: %)

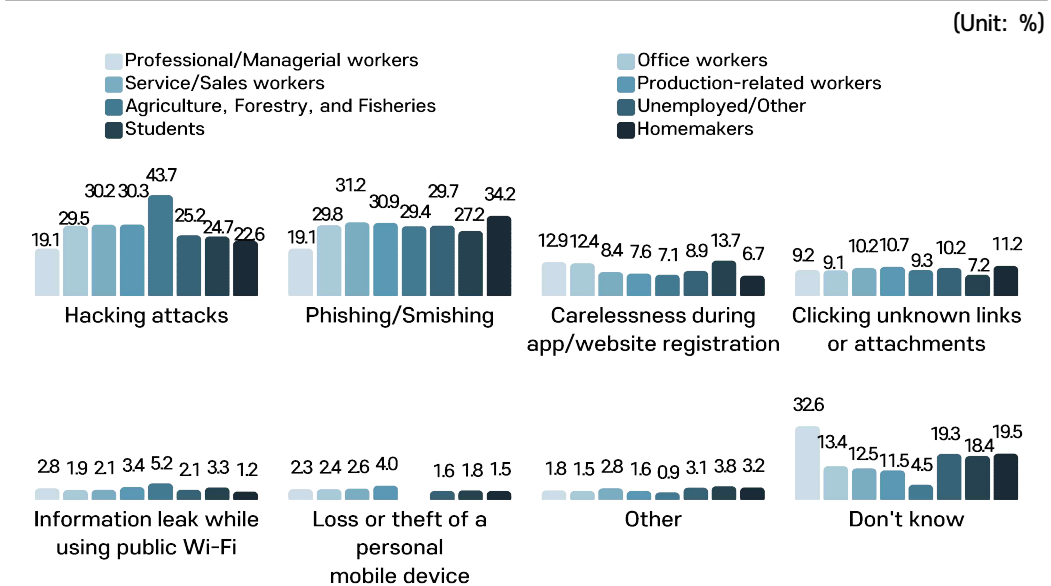


- Phishing and smishing - fraudulent methods conducted via text, email, or messenger - accounted for 29.7% of all infringements, representing the highest proportion. This was followed by hacking attacks (28.5%), carelessness during app/website registration (10.0%), and clicking unknown links or attachments (9.8%).
- Notably, the response "I don't know" (15.2%) accounts for a significant share, indicating that in many cases, victims are aware of the infringement but are unable to identify the specific channel through which it occurred.

<Figure 38> Rate of Channel Awareness by Age Group



<Figure 39> Personal Information Infringement Channels by Occupation



- In cases of personal information infringement that can be proactively prevented or addressed through early response education, such as phishing and smishing, the experience rate was highest among homemakers at 34.2%. Conversely, professional and managerial workers showed the highest rate of "I don't know" (32.6%) responses, indicating that while they actually experienced an infringement, they were often unable to identify the exact channel through which it occurred.

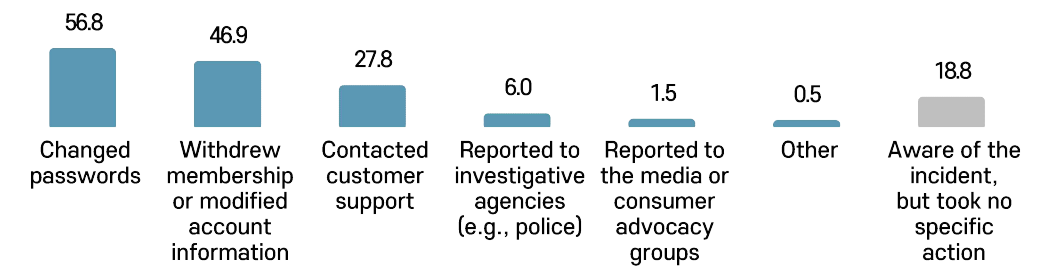
Part 2. In-depth Analysis of Internet Usage Survey

3) Personal Information Infringement Response Methods and Differences by Digital Competency

The primary method of responding to infringements is changing passwords (56.8%); however, approximately 19% take no action even after recognizing an infringement, highlighting the need to strengthen post-incident response competencies.

<Figure 40> Measures for Responding to Personal Information Leaks and Infringements

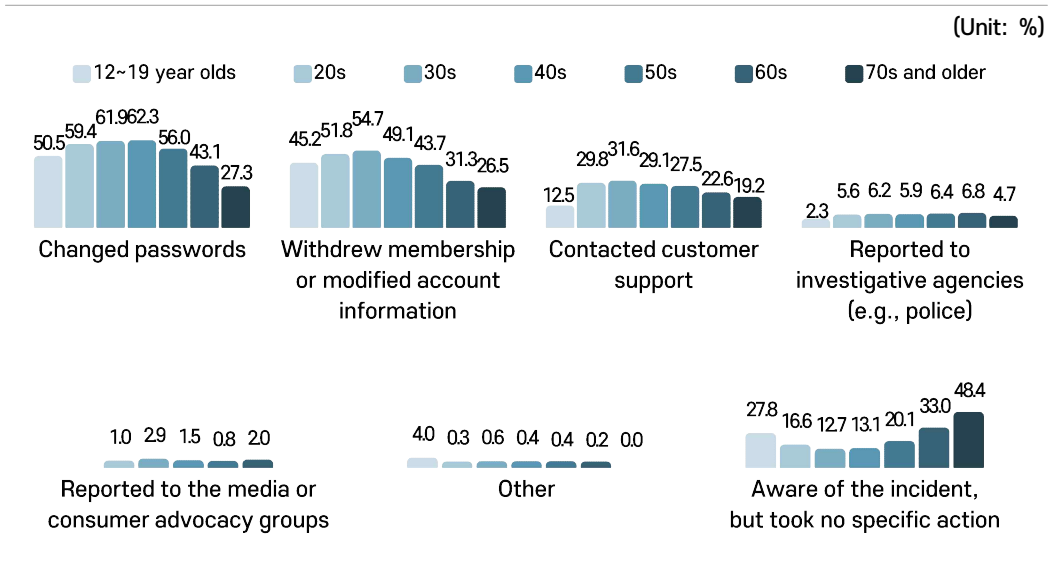
(Unit: %)



- Following a personal information infringement, changing passwords (56.8%) was the most common response, followed by withdrawing membership or modifying member information (46.9%) and contacting customer service centers (27.8%).
- Reporting to investigative agencies (such as the police) stood at only 6.0%, indicating that most users limit their response to individual-level measures (changing passwords, withdrawing membership), with few proceeding to legal or judicial action.
- The response "recognized the infringement but took no separate action" accounted for 18.8%, showing that a significant number of users respond passively even after becoming aware of a breach.

The younger the generation, the higher the rate of proactive responses, such as changing passwords, whereas for the older age groups, there is a distinct trend of the "no action" rate increasing sharply.

<Figure 41> Post-Infringement Response Measures by Age Group



- Password changes were most prevalent among those in their 40s (62.3%), followed by those in their 30s (61.9%) and 20s (59.4%). In contrast, the rate for those aged 70 and older (27.3%) was significantly lower, highlighting a pronounced generational gap in the capacity to take immediate security measures following an infringement.
- The response of withdrawing membership or modifying member information was highest among those in their 30s (54.7%), 20s (51.8%), and 40s (49.1%). However, there is a clear downward trend as age increases (27.3% for those aged 70 and older), suggesting a need to strengthen guidance on infringement response specifically for the elderly.
- The proportion of those who "took no separate action" was substantially higher among those aged 70 and older (48.4%) and those in their 60s (33.0%), indicating that the elderly population tends not to respond proactively to personal information leaks and infringements.

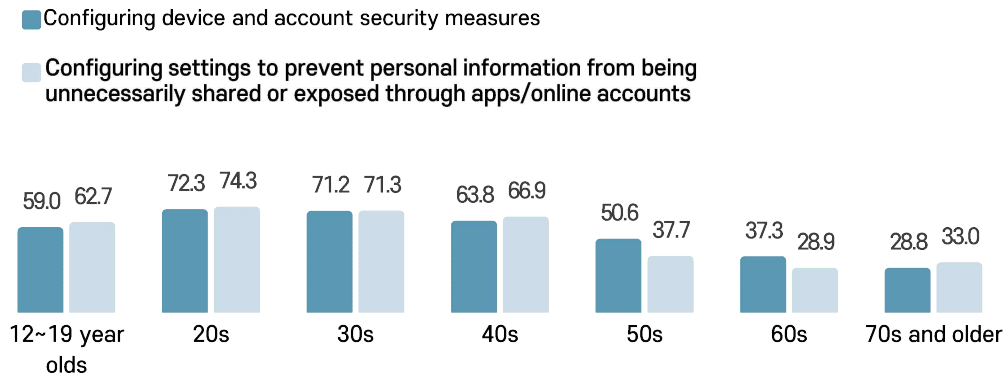
Part 2. In-depth Analysis of Internet Usage Survey

4) Security Configuration Proficiency and Status of Safe Internet Usage Practices

The security configuration proficiency is highest among those in their 20s and 30s, while a sharp decline in proficiency is observed starting from the 50s and older.

<Figure 42> Ability to Configure Security Settings on Digital Devices by Age Group

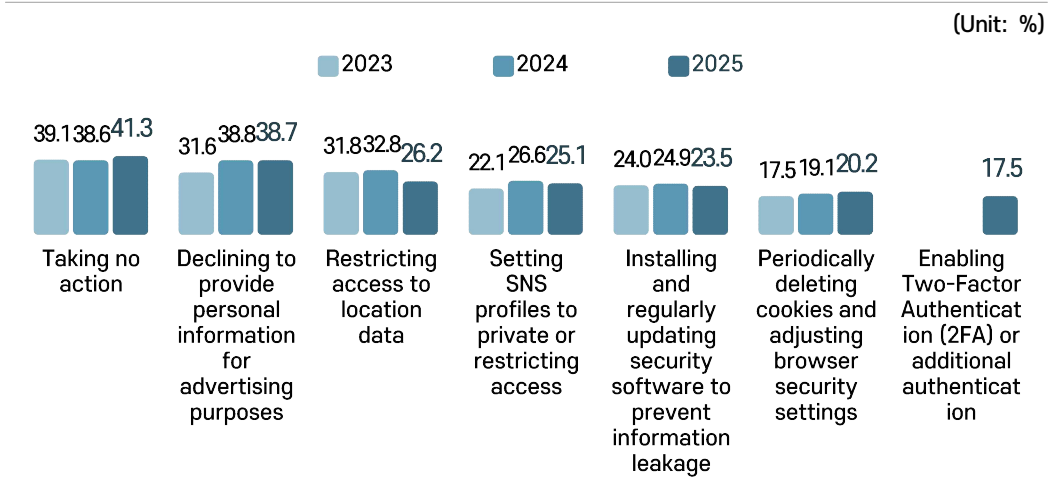
(Unit: %)



- The proficiency in configuring device and account security measures is highest among those in their 20s (72.3%) and 30s (71.2%). More than half of respondents in their 40s (63.8%) and 50s (50.6%) also possess the competency to manage security settings.
- Regarding privacy settings for app and account exposure, those aged 12–19 (62.7%) showed higher proficiency in managing exposure than in general security measures (59.0%). This indicates that adolescents are more sensitive to managing the exposure of their personal information.
- Conversely, the proficiency for those in their 60s (37.3% for security, 28.9% for privacy) and those aged 70 or older (28.8% for security, 33.0% for privacy) is significantly lower. This underscores an urgent need for expanded, customized education for the elderly regarding device security and account management.

In 2025, the proportion of users who took no action reached 41.3%, an increase from the previous year (38.6%). This indicates a concerning trend where the rate of digital security practice is actually declining.

<Figure 43> Measures Taken for Safe Internet Usage

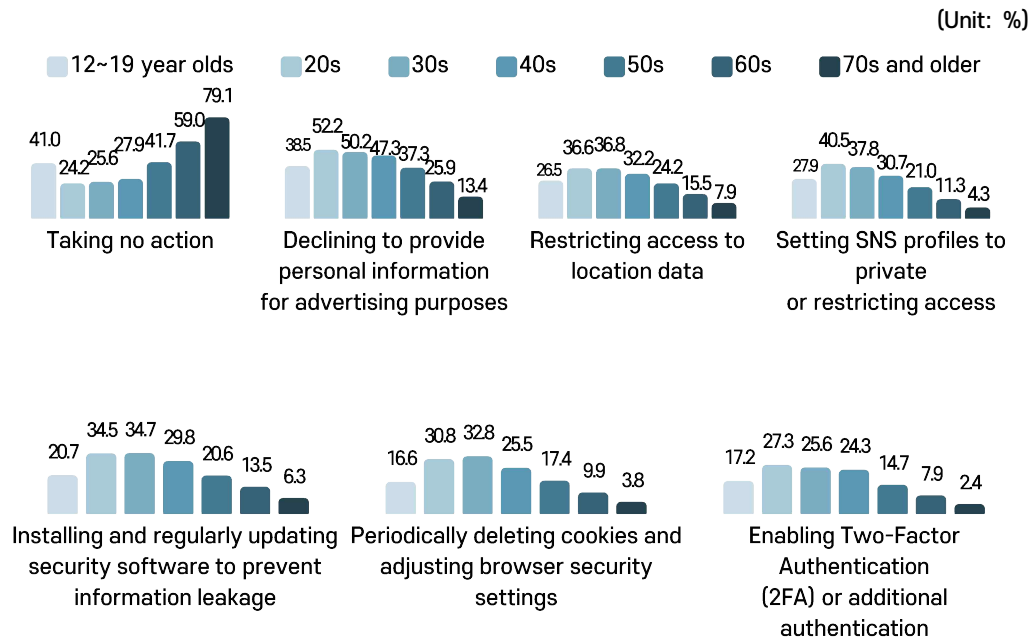


- The proportion of users who "took no action" was 41.3% in 2025, a slight increase compared to the previous year (38.6%).
- Withholding consent for providing personal information for advertising purposes (38.7%) was the most frequently practiced security measure. This was followed by restricting location data access permissions (26.2%), setting SNS profiles to private (25.1%), and installing information leak prevention software (23.5%).
- Notably, the adoption rate for two-factor authentication (2FA) or additional authentication (17.5%) remains low despite its high security efficacy, indicating a need for awareness campaigns regarding the importance of multi-layered authentication.

Part 2. In-depth Analysis of Internet Usage Survey

Users in their 20s and 30s are actively practicing a variety of security measures; conversely, more than half of those aged 60 and older take no action at all, indicating an urgent need to strengthen security practices among the elderly.

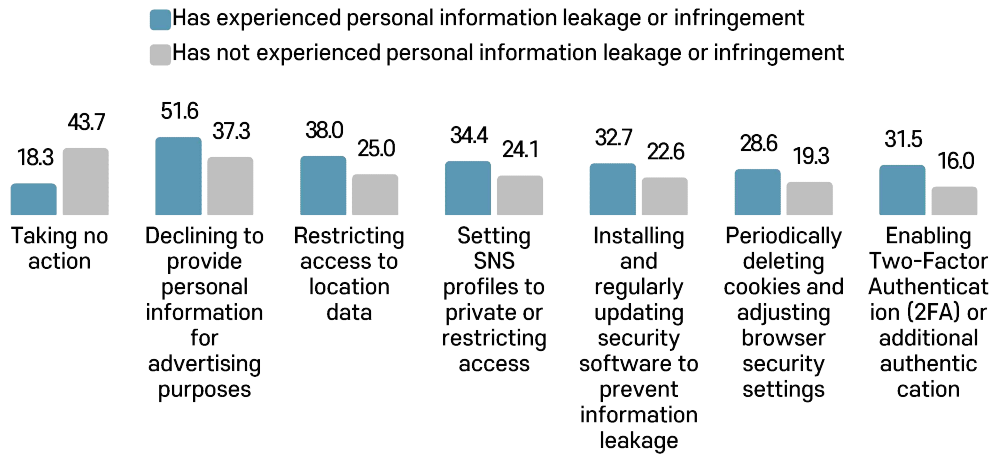
<Figure 44> Measures for Safe Internet Use by Age Group



- The proportion reporting “no measures taken” is notably high among those aged 70 and above (79.1%) and those in their 60s (59.0%), while those in their 50s (41.7%) are similar to the overall average (41.3%). In contrast, this proportion is lowest among those in their 20s (24.2%) and 30s (25.6%), indicating more proactive security practices.
- Among those in their 20s (52.2%) and 30s (50.2%), a majority opt out of receiving promotional information. High levels are also observed in setting social media accounts to private (40.5%, 37.8%) and restricting access to location data (36.6%, 36.8%).
- Among those aged 12-19 (40.97%), the proportion reporting “no measures taken” is lower than that of middle-aged and older groups, but still exceeds 40%, indicating significant room to improve practice rates through strengthened digital security education for adolescents.

<Figure 45> Measures for Safe Internet Use by Experience of Personal Information Infringement

(Unit: %)



- The proportion reporting “no measures taken” is 25.4%p lower among those who have experienced personal information infringement (18.3%) than among those who have not (43.7%), indicating that direct experience of harm serves as a decisive trigger for adopting security measures.
- Those with infringement experience show higher adoption rates than those without across all security measures, including opting out of promotional information (51.6%), restricting access to location data (38.0%), and setting social media accounts to private (34.4%).
- The rate of enabling two-factor authentication is more than twice as high among those with infringement experience (31.5%) as among those without (16.0%), demonstrating a clear tendency to adopt stronger authentication methods following an incident.

Part 2. In-depth Analysis of Internet Usage Survey

Implications and Recommendations

- **Strengthen Tailored Preventive Education by Infringement Pathway:**

Phishing/smishing (29.7%) and hacking (28.5%) are the two main routes of personal information infringement. However, a considerable share of affected individuals are unable to identify the pathway (“don’t know” at 15.2%), indicating a need to improve awareness of infringement routes. In particular, professionals and managers show the highest proportion of not knowing the pathway (32.6%) despite having relatively high infringement experience, underscoring the urgency of enhancing response capabilities among high-risk occupational groups.

⇒ Strengthen case-based preventive education on major infringement types such as phishing and smishing, along with campaigns that teach practical actions such as identifying suspicious links and attachments.

- **Enhance Post-incident Response Capacity and Expand Institutional Support:** After experiencing infringement, responses are largely limited to individual actions such as changing passwords (56.8%) or account withdrawal, while only 6.0% report incidents to investigative authorities. Post-incident response is particularly weak among older adults (no response: 48.4% for those aged 70+, 33.0% for those in their 60s), and often does not lead to immediate security measures.

⇒ Simplify reporting procedures for personal information infringement and strengthen outreach to encourage active reporting. Establish guidance systems for reporting and response targeting older adults, and expand inter-agency linked support services.

- **Establish a Culture of Proactive Prevention before Infringement Occurs:** The rate of enabling two-factor authentication among those with infringement experience (31.5%) is about twice that of those without (16.0%), indicating a tendency to adopt stronger security measures only after experiencing harm. Given the high proportion of non-experienced individuals who take no security measures (43.7%), there is a strong need for preventive education.

⇒ Incorporate personal information protection and security practices into digital literacy education to foster security habits before any infringement occurs.

⇒ Strengthen hands-on training on the necessity of enabling two-factor authentication and how to implement it, and establish a systematic personal information protection education framework for internet users who take no security measures

Part 03

Summary



1. Survey Overview

- Population: Nationwide households and individuals aged 3 and older
- Survey Target: 22,500 households nationwide and household members aged 3 and older
- Valid Sample Size: 22,691 households, 50,750 household members aged 3 and older
- Methodology: Face-to-face household interviews
- Survey Period: Oct. 17, 2025 – Dec. 12, 2025
- Reference Date: July 1, 2025
- Sampling: Stratified Multi-stage Cluster Sampling
- Estimation: Post-stratification (Applying stratified multi-stage cluster sampling estimation formulas)
 - Households: 2025 Household Projections by Ministry of Data and Statistics
 - Household Members: 2025 Population Projections by Ministry of Data and Statistics
- Sampling Error
 - Households: Internet Access Rate $\pm 0.01\%$ p (95% Confidence Level)
 - Household Members: Internet Usage Rate $\pm 0.19\%$ p (95% Confidence Level)

Sample Design

- Target Household Allocation

: After stratifying the country into 17 cities and provinces, the target number of households (22,500 households) was allocated using square root proportional allocation based on the number of households by region (2023 Registered Census).
- Household Sampling

: The general household enumeration districts from the 2023 Registered Census microdata (Ministry of Data and Statistics) were used as the sampling frame. 2,250 enumeration districts were allocated using square root proportional allocation based on the number of districts in 17 clusters by region, followed by systematic sampling. Then 10 households were sampled from each selected enumeration district.

Part 3. Summary

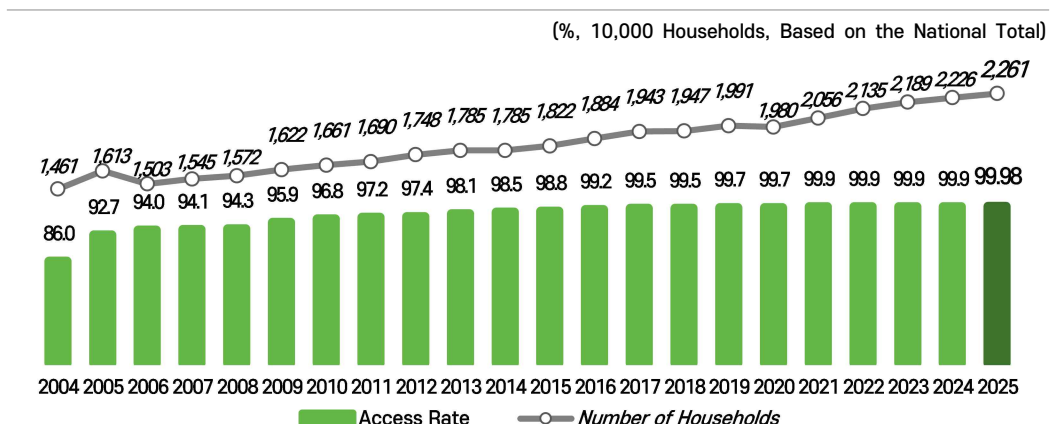
2. Internet 'Access'

Household Internet Access Rate and Number of Connected Households

99.98% of Domestic Households Have Internet Access

- As of July 2025, the percentage of total households in Korea (22.62 million households) with access to the internet at home stands at 99.98%, representing a 0.01%p increase compared to the previous year. The number of households with internet access reached approximately 22.61 million, an increase of about 350,000 households compared to the previous year.

<Figure 46> Trends in Household Internet Access Rate and Number of Access-enabled Households

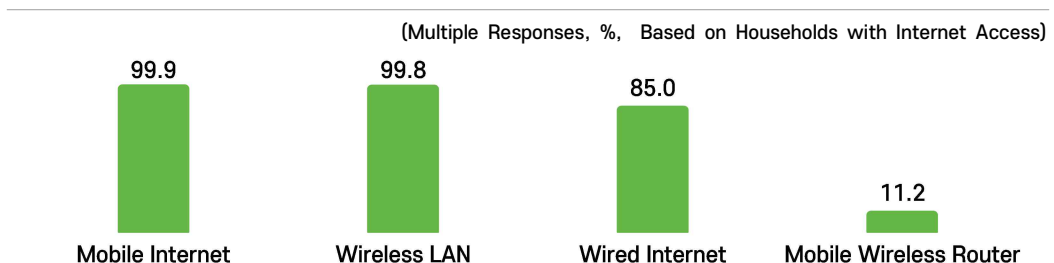


Household Internet Access Methods

'Mobile Internet' (99.9%), 'Wireless LAN' (99.8%), and 'Wired Internet' (85.0%) used for internet access

- Among households with internet access, 99.9% are capable of using 'Mobile Internet,' followed by 'Wireless LAN' at 99.8%, 'Wired Internet' at 85.0%, and 'Mobile Wireless Internet Routers' at 11.2%.

<Figure 47> Household Internet Access Methods

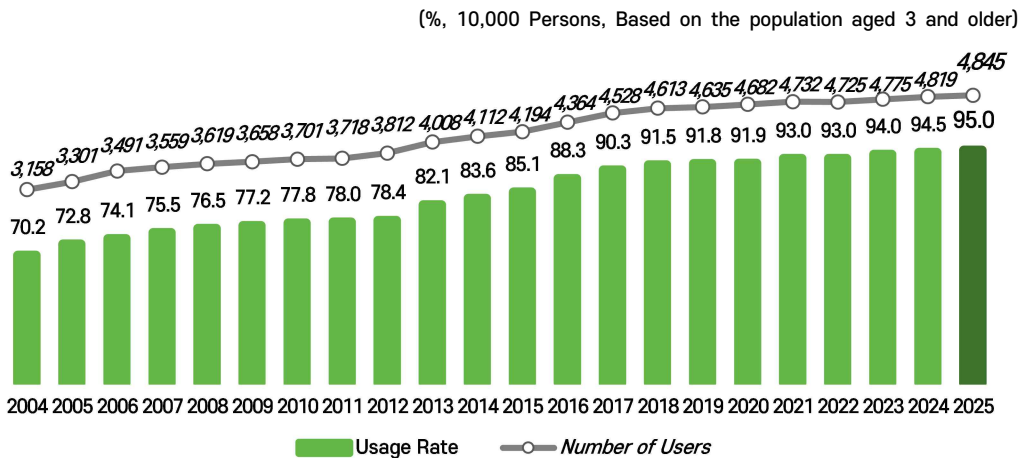


Individual Internet Usage Rate and Number of Users

95.0% of the population aged 3 and older are 'Internet Users'

- As of July 2025, the percentage of internet users (defined as individuals who have used the internet within the last 1 month) among the population aged 3 and older (51 million persons) was 95.0% (48.45 million persons), an increase of 0.5%p (approximately 260,000 persons) compared to the previous year.

<Figure 48> Trends in Individual Internet Usage Rate and Number of Users



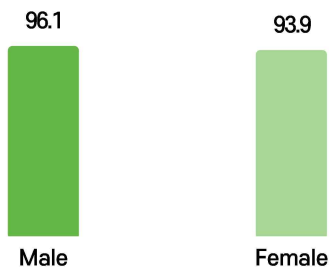
Internet Usage Rate and Number of Users by Gender

The internet usage rate for 'men' (96.1%) is slightly higher than that for 'women' (93.9%).

- The internet usage rate for 'men' aged 3 and older was 96.1% (24.48 million people), which is 2.1%p (approximately 520,000 people) higher than that of 'women'.

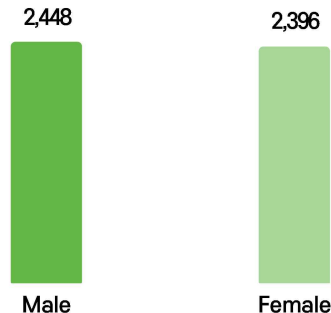
<Figure 49> Internet Usage Rate by Gender

(%, Based on the population aged 3 and older)



<Figure 50> Number of Internet Users by Gender

(%, Based on the population aged 3 and older)



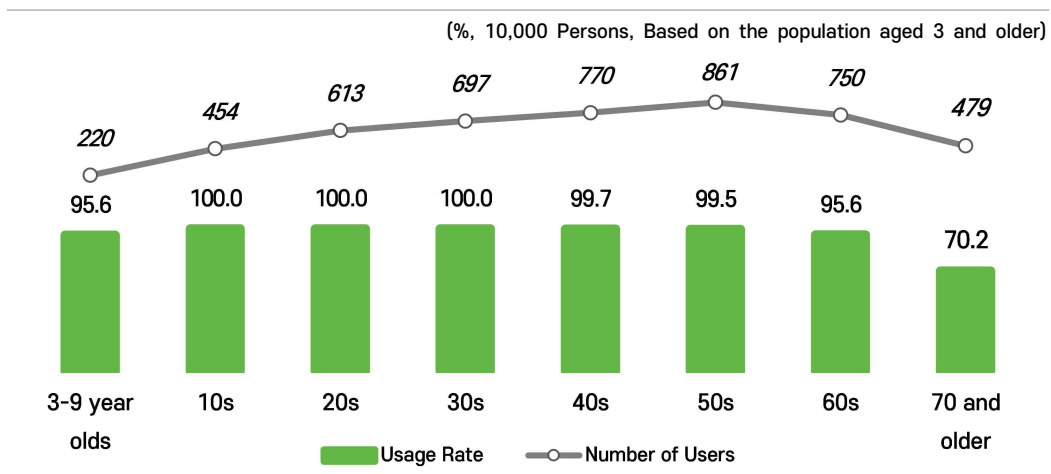
Part 3. Summary

Internet Usage Rate and Number of Users by Age Group

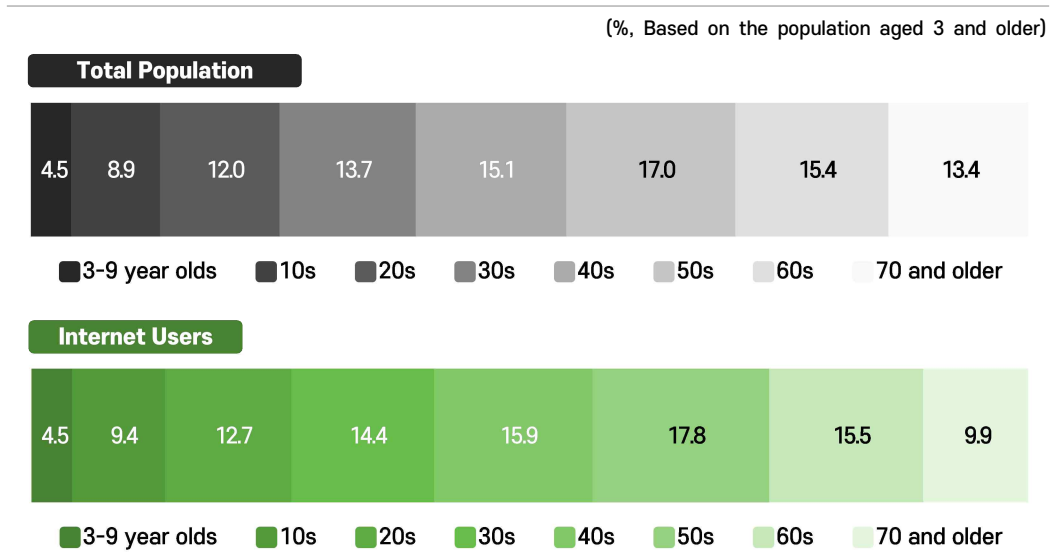
Internet usage rates for those in their '10s,' '20s,' and '30s' recorded at 100.0% each

- By age group, internet usage rates were 100.0% each for those in their '10s,' '20s,' and '30s.' These were followed by those in their '40s' (99.7%), '50s' (99.5%), '3-9 year olds' and those in their '60s' (95.6% each), and those 'aged 70 and older' (70.2%). The rate for those 'aged 70 and older' increased by approximately 2.2%p compared to the previous year.

<Figure 51> Internet Usage Rate and Number of Users by Age Group



<Figure 52> Age Group Composition of the Total Population and Internet Users



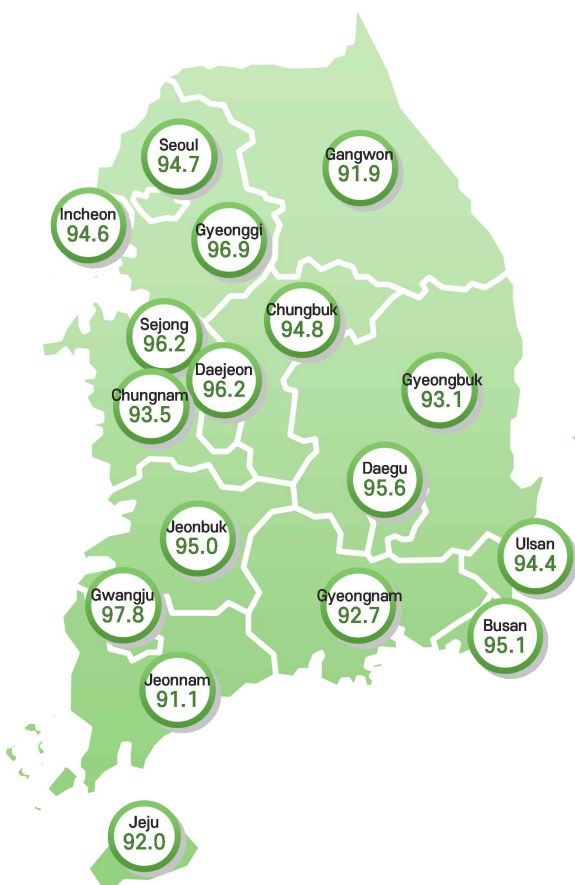
Internet Usage Rate and Number of Users by Region

The region with the highest internet usage rate was 'Gwangju' (97.8%), while the region with the lowest was 'Jeonnam' (91.1%).

- Looking at the internet usage rates by the 17 metropolitan cities and provinces, 'Gwangju' (97.8%), 'Gyeonggi' (96.9%), 'Daejeon' (96.2%), 'Sejong' (96.2%), and 'Daegu' (95.6%) showed relatively high usage rates. On the other hand, regions showing relatively low usage rates included 'Jeonnam' (91.1%), 'Gangwon' (91.9%), 'Jeju' (92.0%), and 'Gyeongnam' (92.7%).

<Figure 53> Internet Usage Rate and Number of Users by Region

(%, 10,000 persons, Based on the population aged 3 and older)



Region	Usage Rate	No. of Users
Seoul	94.7	874
Busan	95.1	304
Daegu	95.6	221
Incheon	94.6	285
Gwangju	97.8	140
Daejeon	96.2	139
Ulsan	94.4	102
Gyeonggi	96.9	1,331
Gangwon	91.9	138
Chungbuk	94.8	152
Chungnam	93.5	205
Sejong	96.2	37
Jeonbuk	95.0	164
Jeonnam	91.1	157
Gyeongbuk	93.1	238
Gyeongnam	92.7	296
Jeju	92.0	61

Part 3. Summary

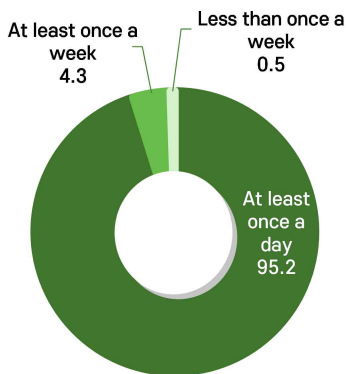
Internet Usage Frequency and Duration

95.2% of internet users use the internet at least once a day; average weekly usage time is 21.6 hours

- Among internet users aged 3 and older, 95.2% use the internet at least once a day, and the average weekly usage time is 21.6 hours, an increase of 1.1 hours compared to the previous year.
- 82.4% of users spend 14 hours or more per week on average ('14 to less than 21 hours' (34.1%), '21 to less than 35 hours' (37.7%), and '35 hours or more' (10.6%)).

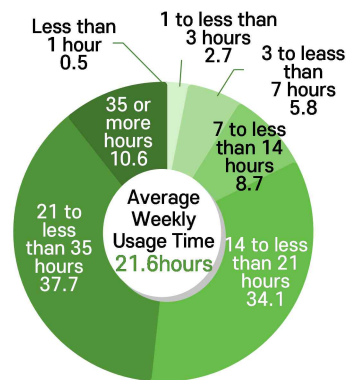
<Figure 54> Frequency of Internet Usage

(%, Based on Internet users aged 3 and older)



<Figure 55> Average Weekly Internet Usage Time

(%, Based on Internet users aged 3 and older)



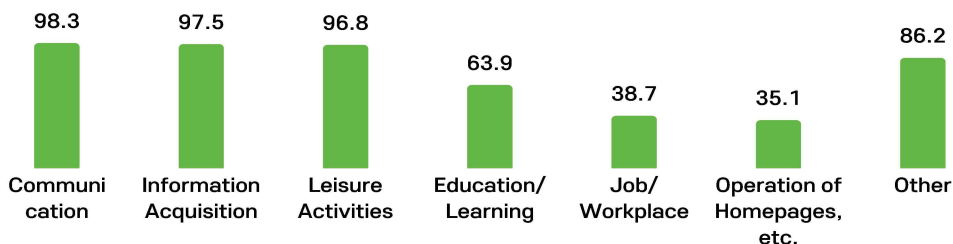
Purpose of Internet Usage

Primary purposes of internet usage are 'Communication' (98.3%), 'Information Acquisition' (97.5%), and 'Leisure Activities' (96.8%)

- Internet users aged 3 and older primarily use the internet for purposes such as 'Communication' (98.3%), 'Information Acquisition' (97.5%), and 'Leisure Activities' (96.8%).

<Figure 56> Purpose of Internet Usage

(Multiple Responses, %, Based on Internet users aged 3 and older)



* 'Other' includes internet banking, the sale of goods or services, and the reservation and use of travel, transportation, and accommodation services.

3. Internet 'Base'

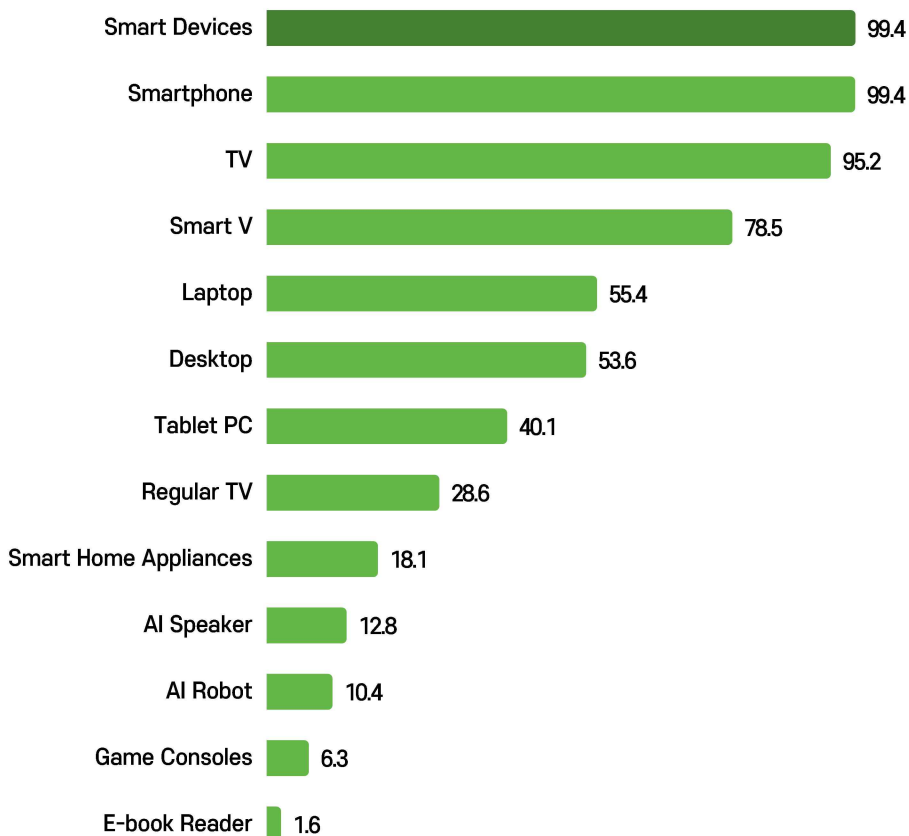
Status of Household ICT Device Ownership

Most households (99.4%) own smart devices¹⁾, including smartphones

- Among all households in Korea, 99.4% own a 'smartphone', followed by 'smart TVs' (78.5%), 'laptops' (55.4%), 'desktops' (53.6%), 'tablet PCs' (40.1%), 'regular TVs' (28.6%), 'smart home appliances' (18.1%), 'AI speakers' (12.8%), and 'AI robots' (10.4%).

<Figure 57> Status of Household ICT Device Ownership

(Multiple Responses, %, Based on All Households)



* Smartphones and Tablet PCs

Part 3. Summary

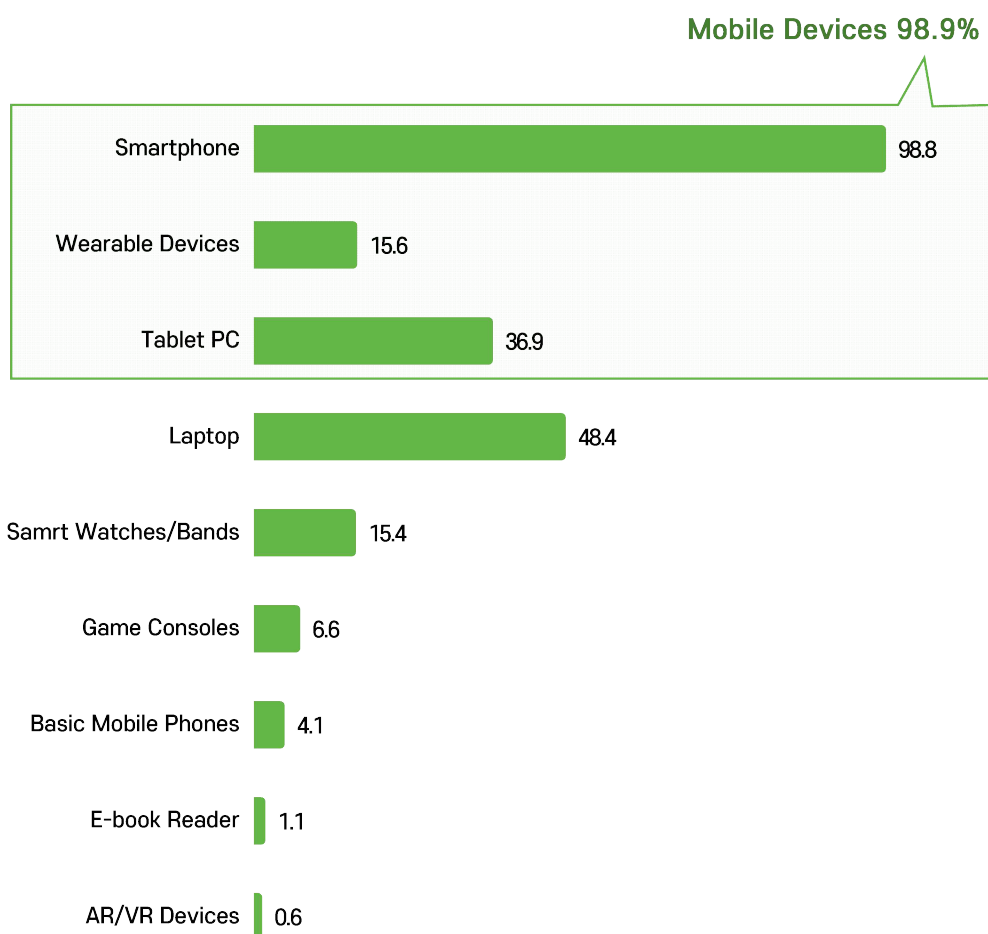
Status of Individual Portable ICT Device Ownership

98.8% of the population aged 6 and older own a 'smartphone'

- 98.9% of the population aged 6 and older were found to own 'mobile devices' (smartphones, tablet PCs, and wearable devices).
- Among all portable ICT devices, the ownership rate for 'smartphones' was the highest at 98.8%, followed by 'laptop computers' (48.4%), 'tablet PCs' (36.9%), and 'smartwatches and bands' (15.4%).

<Figure 58> Status of Portable ICT Device Ownership

(Multiple Responses, %, Based on the population aged 6 and older)



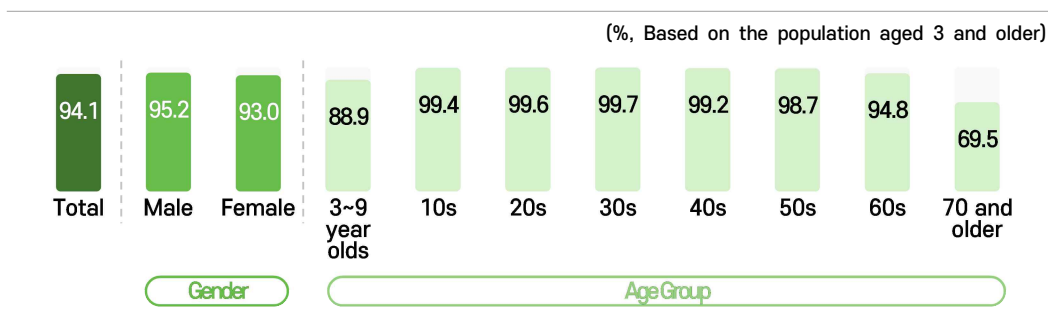
4. Internet 'Portability'

Mobile Internet Usage Rate

94.1% of the population aged 3 and older are mobile internet users

- As of July 2025, the percentage of mobile internet users (defined as individuals who have used the internet via mobile devices such as mobile phones, smartphones, or tablet PCs within the last 1 month) among the population aged 3 and older was 94.1%. By gender, the rate for 'men' (95.2%) was 2.2%p higher than that for 'women' (93.0%). Most individuals in their 10s through 60s are using mobile internet.

<Figure 59> Mobile Internet Usage Rate by Gender and Age Group

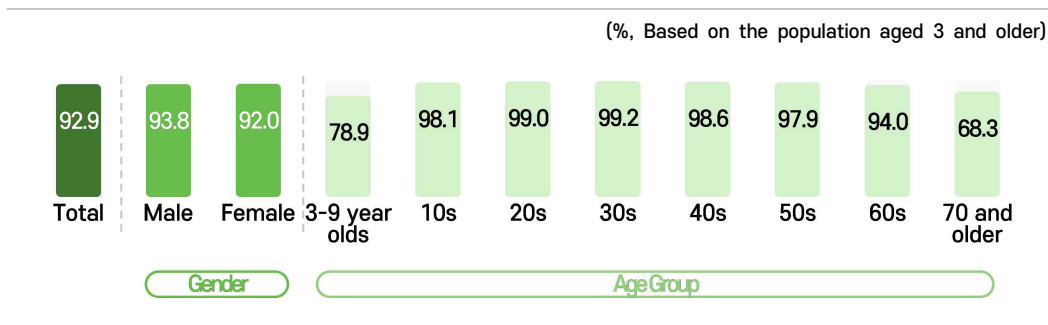


Smartphone Usage Rate

92.9% of the population aged 3 and older are smartphone users

- As of July 2025, the percentage of smartphone users (defined as individuals who have used wireless internet via a smartphone within the last 1 month) among the population aged 3 and older was 92.9%. By gender, the rate for 'men' (93.8%) was 1.8%p higher than that for 'women' (92.0%). Most individuals in their 10s through 60s use a smartphone, and even among those aged 3-9, 78.9% are smartphone users.

<Figure 60> Smartphone Usage Rate by Gender and Age Group



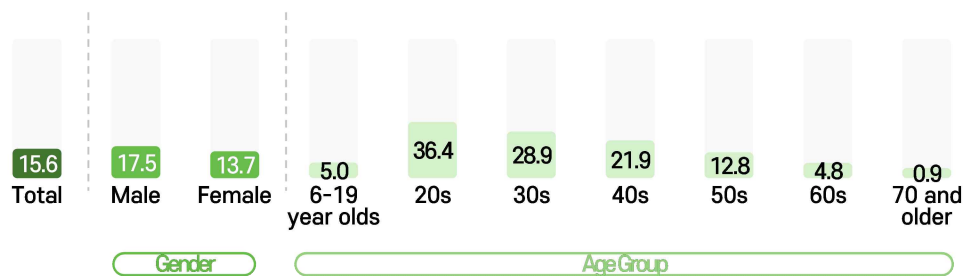
Wearable Device Ownership Rate

15.6% of the population aged 6 and older own wearable devices

- 15.6% of the population aged 6 and older own a wearable device. The ownership rate for 'men' (17.5%) was 3.8%p higher than that for 'women' (13.7%). By age group, individuals in their '20s' showed the highest ownership rate at 36.4%.

<Figure 61> Wearable Device Ownership Rate by Gender and Age Group

(%, Based on the population aged 6 and older)



5. Internet 'Communication'

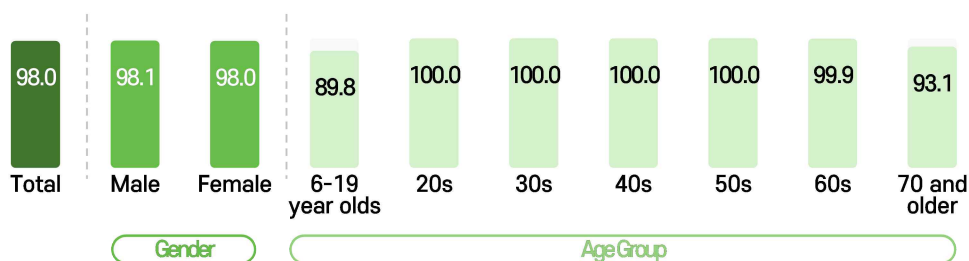
Instant Messenger Usage Rate

98.0% of internet users aged 6 and older use instant messengers

- The percentage of internet users aged 6 and older who have used an instant messenger within the last 1 year is 98.0%. It was found that most age groups utilize instant messengers, with the exception of those aged '6-19' (89.8%) and '70 and older' (93.1%).

<Figure 62> Instant Messenger Usage Rate by Gender and Age Group

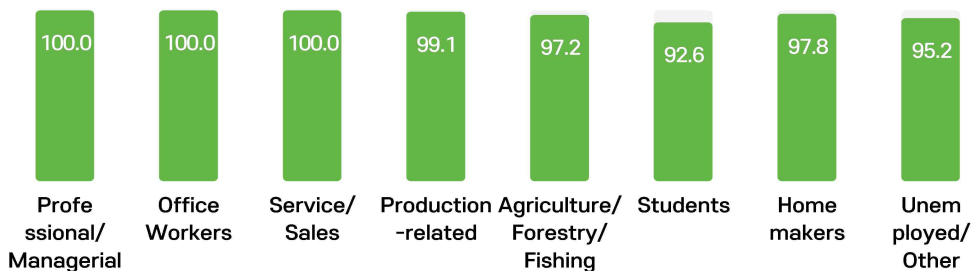
(%, Based on Internet users aged 6 and older)



- By occupation, 'Professional/Managerial', 'Office', and 'Service/Sales' workers showed the highest instant messenger usage rates at 100.0%, while 'Students' showed the lowest usage rate at 92.6%.

<Figure 63> Instant Messenger Usage Rate by Occupation

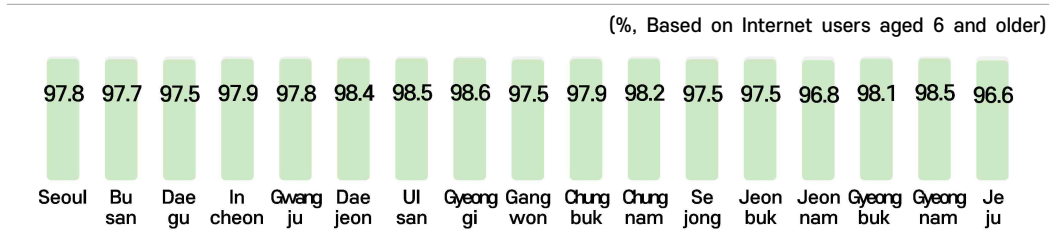
(%, Based on Internet users aged 6 and older)



Part 3. Summary

- By Province and Metropolitan City, 'Gyeonggi' recorded the highest instant messenger usage rate at 98.6%, followed by 'Ulsan' and 'Gyeongnam' (98.5% each), and 'Daejeon' (98.4%), while 'Jeju' showed the lowest rate at 96.6%.

<Figure 64> Instant Messenger Usage Rate by Province/Metropolitan City

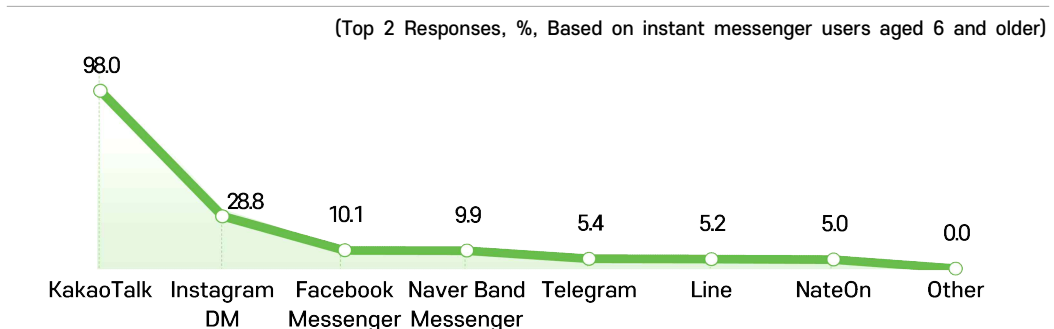


Most-used Instant Messenger Services

'KakaoTalk' (98.0%) is the most widely used instant messenger

- When instant messenger users aged 6 and older were asked about their most frequently used platforms, 'KakaoTalk' ranked first at 98.0%, followed by 'Instagram Direct Messages (DM)' (28.8%), 'Facebook Messenger' (10.1%), 'Naver Band Messenger' (9.9%), 'Telegram' (5.4%), 'Line' (5.2%), and 'NateOn' (5.0%).

<Figure 65> Most-used Instant Messenger Services



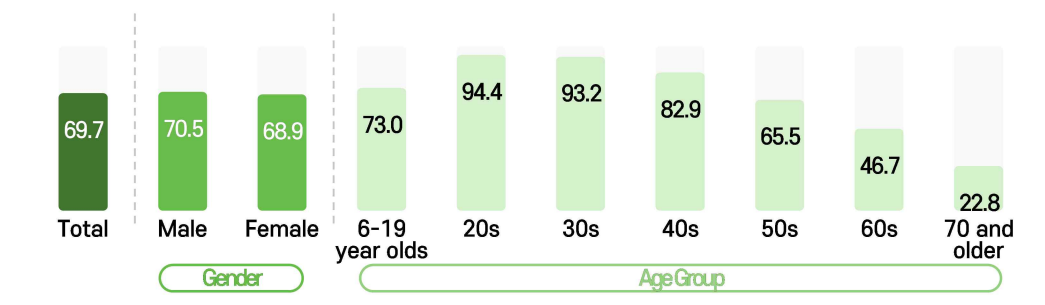
SNS Usage Rate

69.7% of internet users aged 6 and older use SNS

- The percentage of internet users aged 6 and older who have used SNS within the last 1 year is 69.7%. By age group, the highest usage was among those in their '20s' (94.4%), followed by those in their '30s' (93.2%), '40s' (82.9%), '6-19' (73.0%), '50s' (65.5%), '60s' (46.7%), and '70 and older' (22.8%).

<Figure 66> SNS Usage Rate by Gender and Age Group

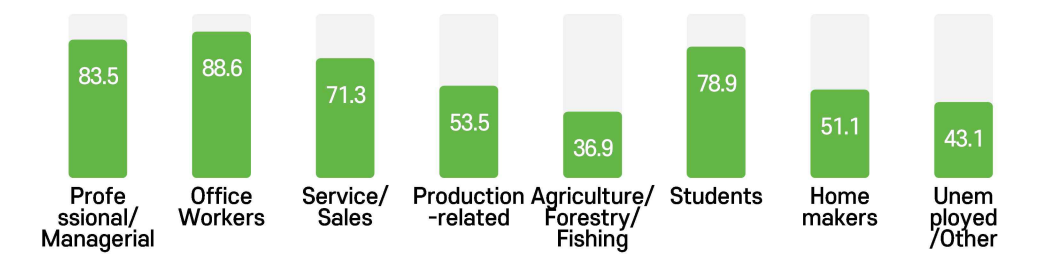
(%, Based on Internet users aged 6 and older)



- By occupation, SNS usage rates exceeded 80.0% for 'Office' (88.6%) and 'Professional/Managerial' (83.5%) workers, while the usage rate for 'Agriculture, Forestry, and Fisheries' workers stood at 36.9%.

<Figure 67> SNS Usage Rate by Occupation

(%, Based on Internet users aged 6 and older)

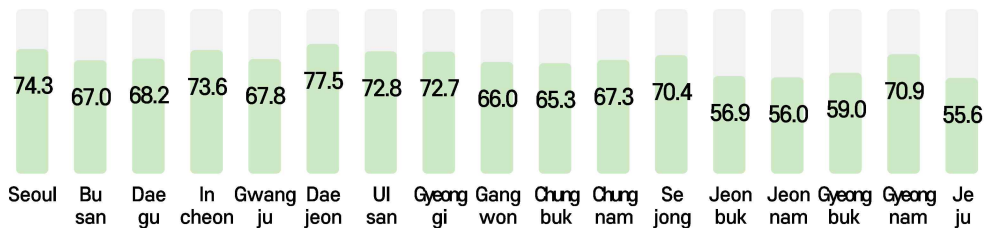


Part 3. Summary

- By Province and Metropolitan City, 'Daejeon' recorded the highest SNS usage rate at 77.5%, followed by 'Seoul' (74.3%), 'Incheon' (73.6%), and 'Ulsan' (72.8%), while 'Jeju' showed the lowest rate at 55.6%.

<Figure 68> SNS Usage Rate by Province/Metropolitan City

(%, Based on Internet users aged 6 and older)



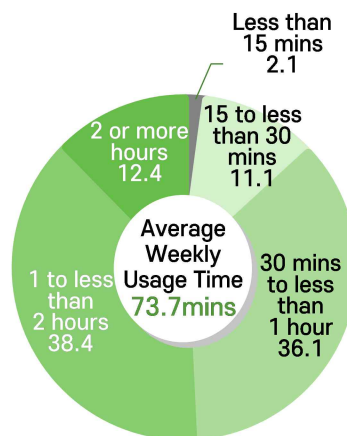
SNS Usage Time

Average weekly SNS usage time is 73.7 minutes

- The average weekly SNS usage time for users aged 6 and older is 73.7 minutes. In terms of usage distribution, the most common durations were '30 minutes to less than 1 hour' (36.1%) and '1 to less than 2 hours' (38.4%), while 12.4% of users reported using SNS for '2 hours or more.'

<Figure 69> Average Weekly SNS Usage Time

(%, Based on SNS users aged 6 and older)

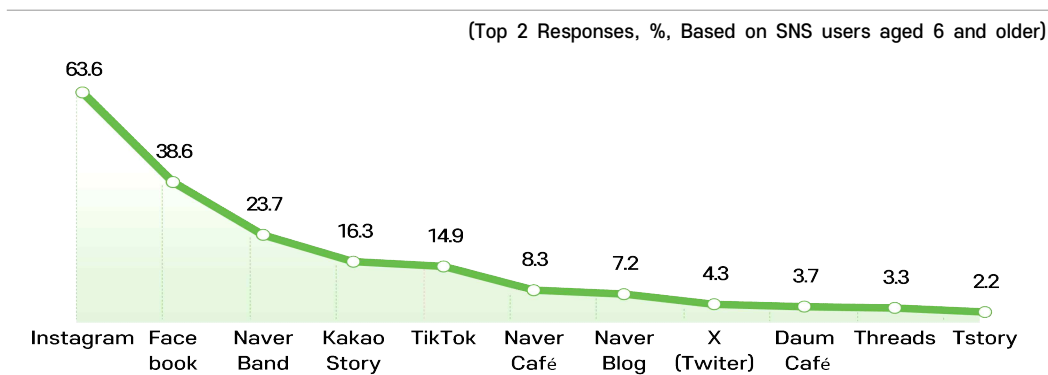


Most-used SNS Services

'Instagram' (63.6%) and 'Facebook' (38.6%) are the most-used SNS services

- When SNS users aged 6 and older were asked about the services they use most frequently, 'Instagram' ranked first at 63.6%, followed by 'Facebook' (38.6%), 'Naver Band' (23.7%), 'KakaoStory' (16.3%), 'TikTok' (14.9%), 'Naver Café' (8.3%), and 'Naver Blog' (7.2%).

<Figure 70> Most-used SNS Services

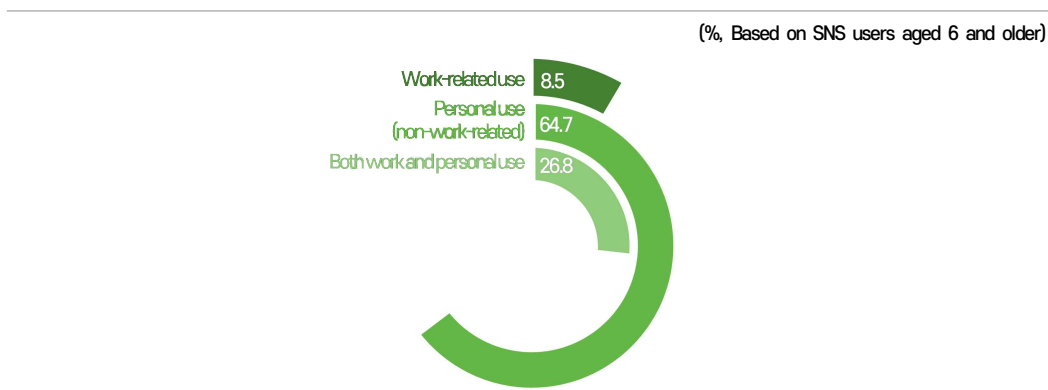


Purpose of SNS Usage

64.7% of SNS users utilize social media for personal, non-work-related purposes

- Among SNS users aged 6 and older, the primary purpose for using social media was 'personal use (non-work-related)' at 64.7%, followed by 'both work and personal use' (26.8%) and 'work-related use only' (8.5%).

<Figure 71> Purpose of SNS Usage



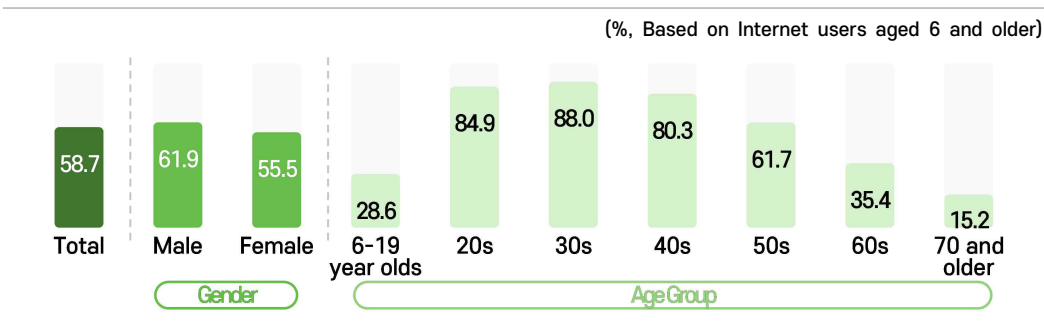
Part 3. Summary

Email Usage Rate

Of the internet users aged 6 and older, 58.7% have used email within the last 1 year.

- Among internet users aged 6 and older, the proportion of individuals who used email in the last 1 year is 58.7%. By age group, the usage rates are highest among those in their '30s' (88.0%), followed by those in their '20s' (84.9%), '40s' (80.3%), '50s' (61.7%), '60s' (35.4%), '6-19 years old' (28.6%), and '70s and older' (15.2%).

<Figure 72> Email Usage Rate by Gender and Age Group

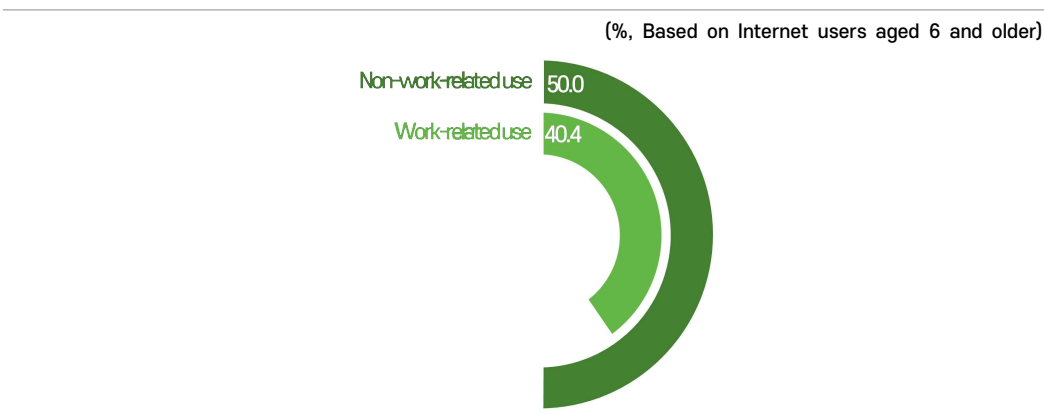


Purpose of Email Usage

Among email users, 50.0% used email for non-work personal purposes, and 40.4% used it for work purposes.

- Among internet users aged 6 and older, the proportion of individuals who used email for 'non-work personal purposes' within the last 1 year was 50.0%, while the proportion of those who used it for 'work purposes' was 40.4%.

<Figure 73> Email Usage Rate by Purpose



6. Internet 'Life'

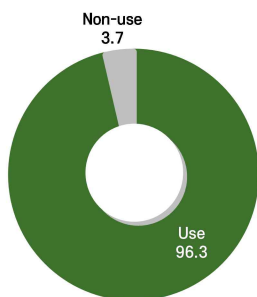
Video Service Usage

Of the internet users aged 3 and older, 96.3% used video services, with an average weekly usage time of 7.9 hours.

- The proportion of individuals who used video services was 96.3%, and the average weekly usage time was 7.9 hours.

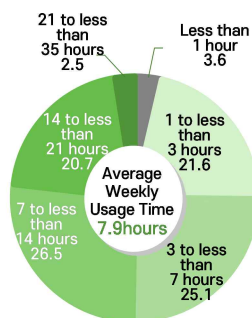
<Figure 74> Video Service Usage Rate

(%, Based on Internet users aged 3 and older)



<Figure 75> Video Service Usage Time

(%, Based on video service users aged 3 and older)



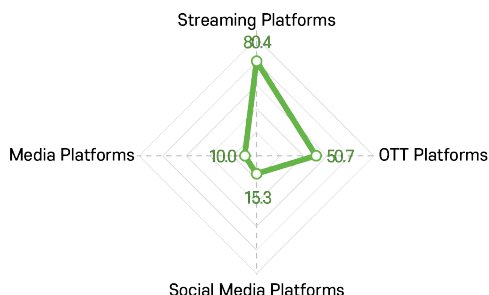
Primary Platforms for Online Video Services

The most frequently used video service platform is 'streaming platforms' (80.4%).

- Among video service platforms, 'streaming platforms (YouTube, SOOP, CHZZK, etc.)' had the highest proportion of users at 80.4%, followed by 'OTT platforms (Netflix, Disney+, Coupang Play, Watcha, Wavve, Lafel, Amazon Prime, TVING, Apple TV+, etc.)' (50.7%), 'social media platforms (TikTok, Instagram Reels, Facebook Watch, etc.)' (15.3%), and 'media platforms (portal sites such as Naver, Daum TV, Kakao TV; telecommunications apps/sites such as U+ Mobile TV, olleh TV, SKT, etc.)' (10.0%).

<Figure 76> Primary Platforms for Online Video Services

(Top 2 Responses, %, Based on Internet users aged 3 and older)



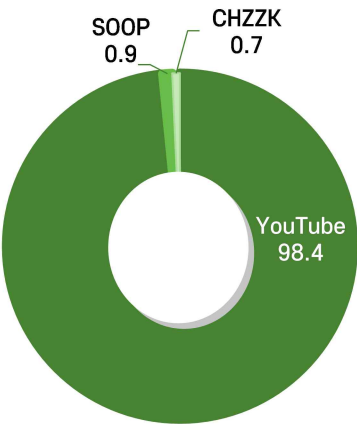
Streaming Platform Service Usage

The primary streaming platform is 'YouTube' (98.4%), with an average weekly usage time of 4.9 hours.

- Among streaming platform service users aged 3 and older, 'YouTube' was the most frequently used platform at 98.4%, and the average weekly usage time for these users was 4.9 hours.

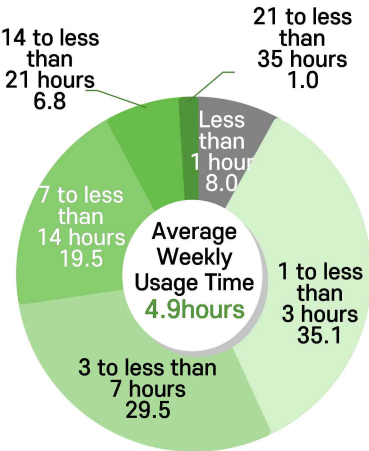
<Figure 77> Primary Streaming Platform Service

(%, Based on streaming platform service users aged 3 and older)



<Figure 78> Streaming Platform Service Usage Time

(%, Based on streaming platform service users aged 3 and older)



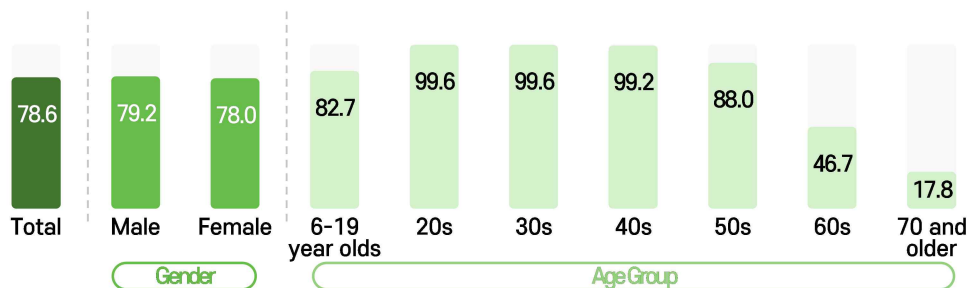
Online Shopping Usage Rate

Of the internet users aged 12 and older, 78.6% used online shopping.

- Among internet users aged 12 and older, the proportion of individuals who used online shopping within the last 1 year is 78.6%. By age group, the usage rates are highest among those in their '20s' and '30s' (99.6% each), followed by those in their '40s' (99.2%), '50s' (88.0%), '6-19 years old' (82.7%), '60s' (46.7%), and '70s and older' (17.8%).

<Figure 79> Online Shopping Usage Rate by Gender and Age Group

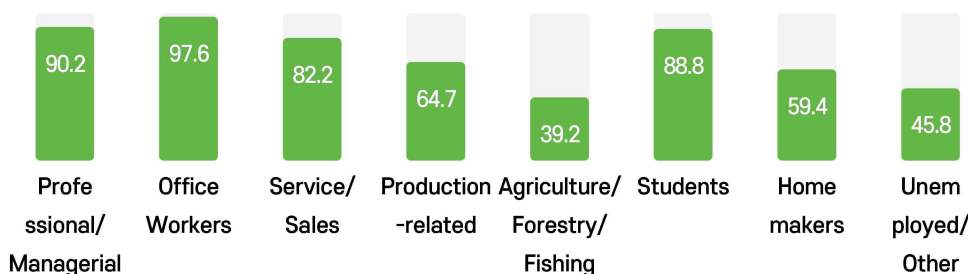
(%, Based on Internet users aged 12 and older)



- By occupation, the online shopping usage rate is relatively high among 'office workers' (97.6%), 'professionals/managers' (90.2%), and 'students' (88.8%), whereas it is lowest among those in the 'agriculture, forestry, and fishery' (39.2%) sector.

<Figure 80> Online Shopping Usage Rate by Occupation

(%, Based on Internet users aged 12 and older)

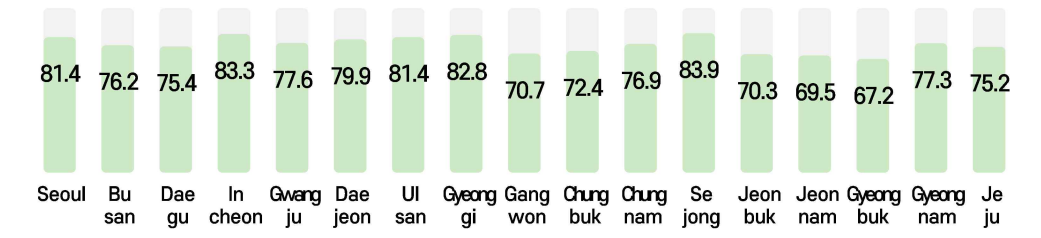


Part 3. Summary

- By Province and Metropolitan City, 'Sejong' (83.9%), 'Incheon' (83.3%), 'Gyeonggi' (82.8%), and 'Ulsan' (81.4%) recorded online shopping usage rates of 80.0% or higher, whereas 'Gyeongbuk' (67.2%) and 'Jeonnam' (69.5%) showed usage rates below 70.0%.

<Figure 81> Online Shopping Usage Rate by Region

(%, Based on Internet users aged 12 and older)



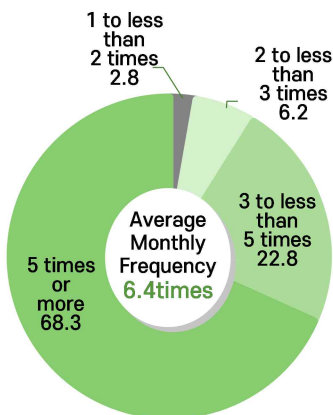
Online Shopping Frequency and Expenditure

Internet users use online shopping an average of 6.4 times per month, with an average monthly purchase amount of 218,145 KRW.

- Among online shopping users aged 12 and older, the average monthly frequency of online shopping usage is 6.4 times ('5 times or more per month' (68.3%), '3 to less than 5 times' (22.8%), '2 to less than 3 times' (6.2%), and '1 to less than 2 times' (2.8%)), and the average monthly purchase amount is 218,145 KRW.

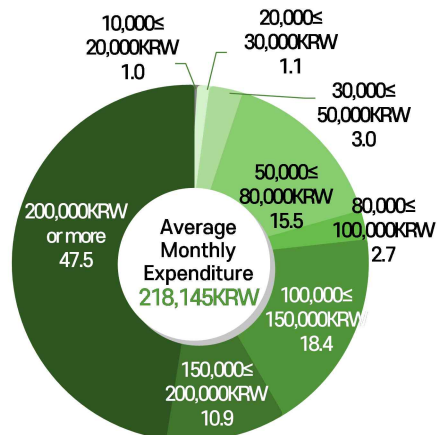
<Figure 82> Average Monthly Online Shopping Frequency

(%, Based on Online shopping users aged 12 and older)



<Figure 83> Average Monthly Online Shopping Expenditure

(%, Based on Online shopping users aged 12 and older)



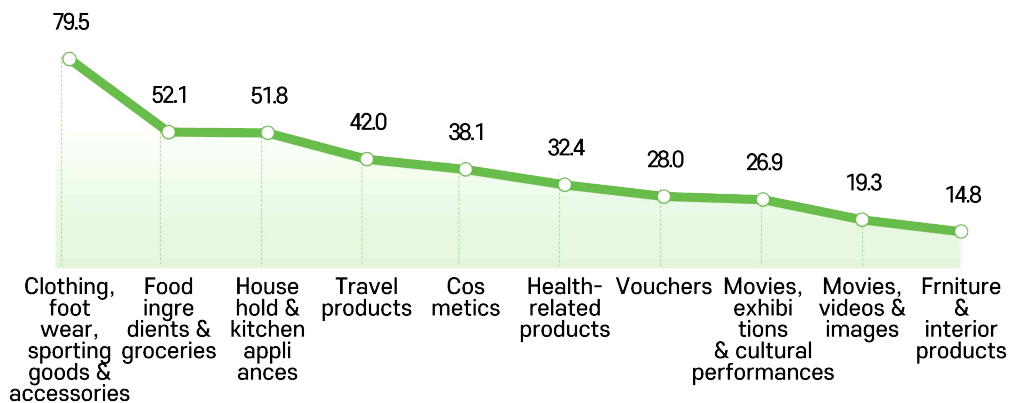
Online Shopping Items

The primary items for online shopping are 'clothing, footwear, sporting goods, and accessories' (79.5%).

- Among online shopping users aged 12 and older, 'clothing, footwear, sporting goods, and accessories' recorded the highest proportion at 79.5%. This was followed by 'food ingredients and groceries' (52.1%), 'household and kitchen appliances' (51.8%), 'travel products' (42.0%), 'cosmetics' (38.1%), 'health-related products' (32.4%), 'gift certificates and vouchers' (28.0%), 'movies (tickets), exhibitions, and cultural performances' (26.9%), 'movies, videos, and images' (19.3%), and 'furniture and interior products' (14.8%).

<Figure 84> Top 10 Online Shopping Categories

(Multiple Responses, %, Based on Online shopping users aged 12 and older)



※ Other items in descending order include 'music' (12.7%), 'financial products' (12.2%), 'books, magazines, and newspapers' (11.2%), 'computers and computer peripherals' (11.4%), 'emoticons' (10.2%), 'home and consumer electronics' (10.5%), 'baby and children's products' (7.1%), 'mobile, PC, and console game software' (6.6%), 'subscription-based software services' (6.4%), 'software' (6.0%), 'education' (5.5%), 'in-game paid items' (5.0%), 'webtoons and comics' (4.9%), 'mobile ringback tones' (2.6%), 'adult content' (0.5%), and 'others' (0.1%).

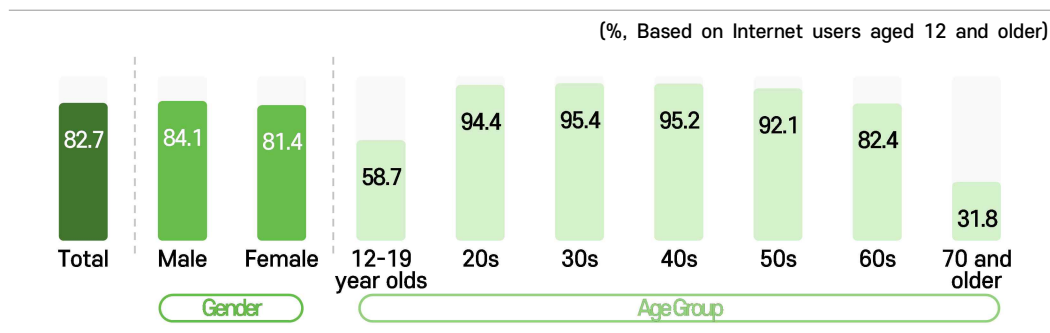
Part 3. Summary

Internet Banking Usage Rate

82.7% of internet users aged 12 and older use internet banking

- Among internet users aged 12 and older, the proportion of those who used internet banking within the past year is 82.7%. By age group, the usage rates are highest among those in their '30s' (95.4%), followed by those in their '40s' (95.2%), and '20s' (94.4%).

<Figure 85> Internet Banking Usage Rate by Gender and Usage Group

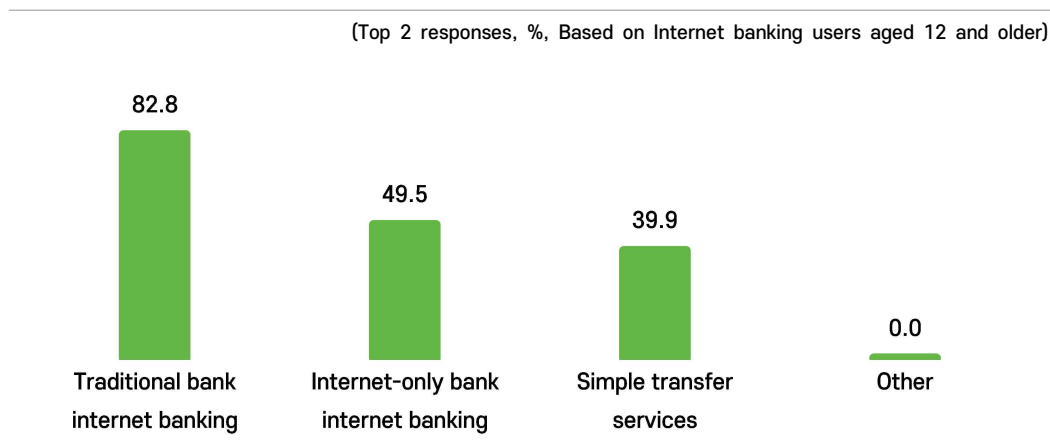


Primary Internet Banking Service for Money Transfers

The most-used internet banking service used for money transfers is 'traditional bank internet banking' (82.8%).

- Among internet banking users aged 12 and older, 'traditional bank internet banking' recorded the highest usage rate for money transfers at 82.8%, followed by 'internet-only bank internet banking' (49.5%), and 'simple transfer services' (39.9%).

<Figure 86> Primary Internet Banking Service for Money Transfers



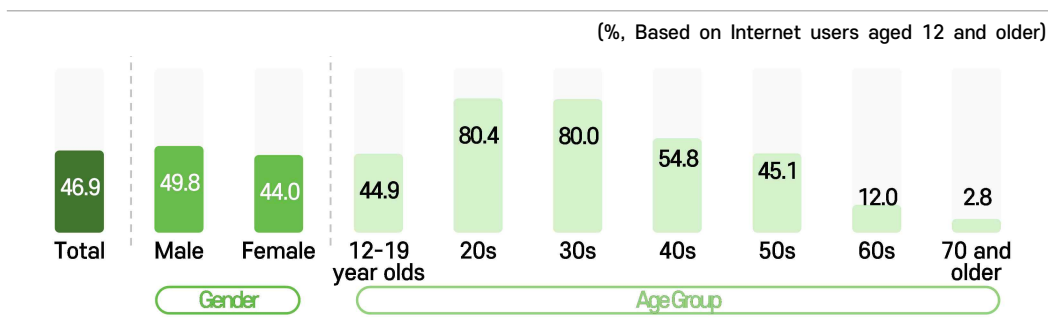
7. 'New' Internet 'Technology'

Cloud Service Usage Rate

46.9% of internet users aged 12 and older use cloud services

- Among internet users aged 12 and older, the proportion of individuals who used cloud services within the last 1 year is 46.9%. By age group, the usage rate is highest among those in their '20s' (80.4%), followed by those in their '30s' (80.0%) and '40s' (54.8%).

<Figure 87> Cloud Service Usage Rate by Gender and Age Group

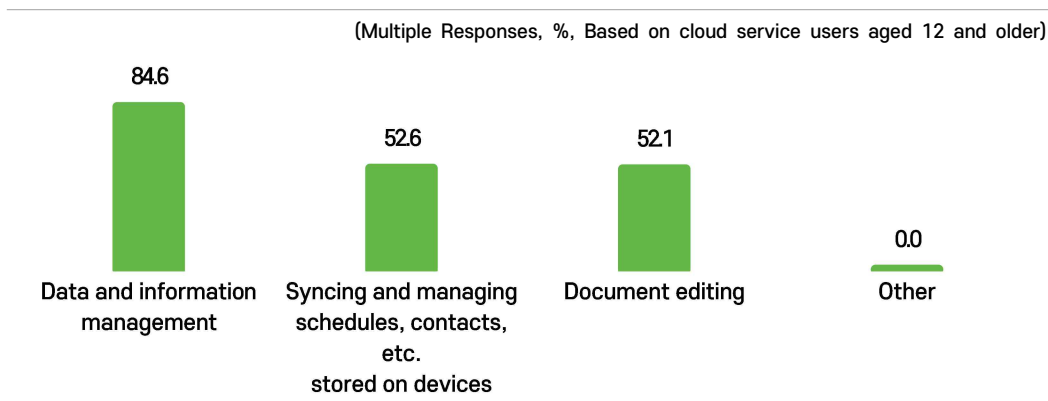


Purpose for Using Cloud Services

The primary purpose for using cloud services is 'data and information management' (84.6%).

- Among cloud service users aged 12 and older, 'data and information management' was the most common purpose at 84.6%. This was followed by 'synchronizing and managing schedules, contacts, etc. stored on devices' (52.6%), and 'document editing' (52.1%).

<Figure 88> Purpose for Using Cloud Services



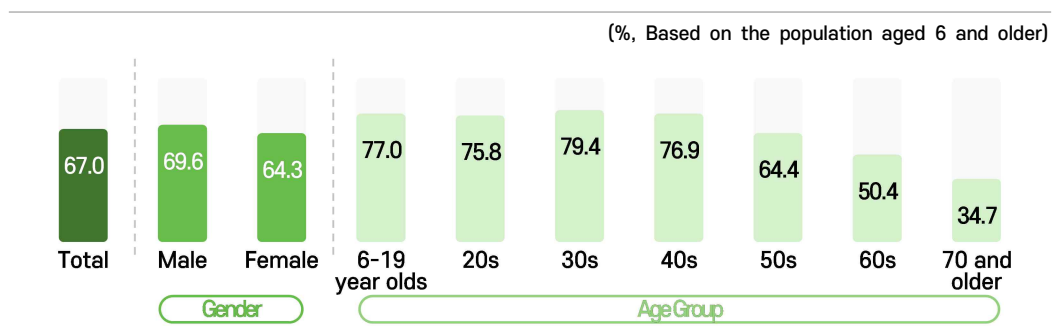
Part 3. Summary

AI Service Experience Rate

67.0% of the population aged 6 and older have experience using AI services

- As of July 2025, the AI service usage rate stood at 67.0%, indicating that more than 6 out of 10 people in the nation have experienced AI services. By age group, the experience rates were highest among those in their '30s' (79.3%), followed by '6-19-year-olds' (77.0%), those in their '40s' (76.9%), and those in their '20s' (75.8%).

<Figure 89> AI Service Experience Rate by Gender and Age

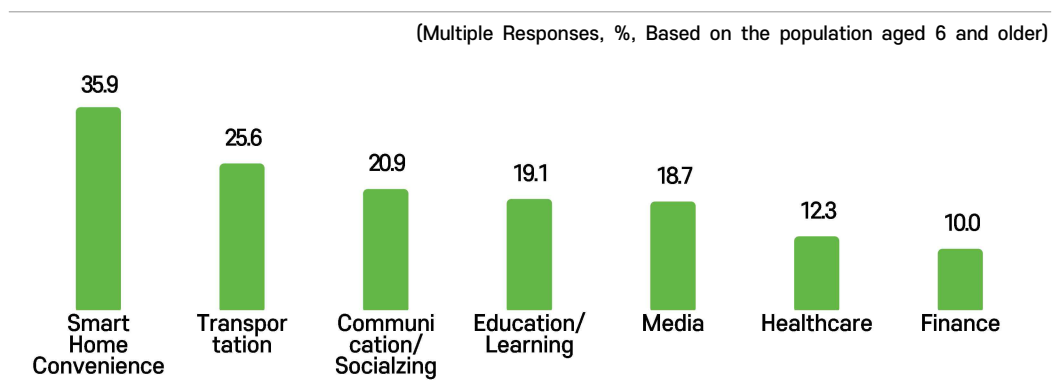


AI Service Usage by Field

The primary field for AI service usage is 'residential convenience' (35.9%).

- Among AI service users, 'smart home convenience' recorded the highest usage at 35.9%, followed by 'transportation' (25.6%), 'communication and socializing' (20.9%), and 'education and learning' (19.1%).

<Figure 90> AI Service Usage by Field

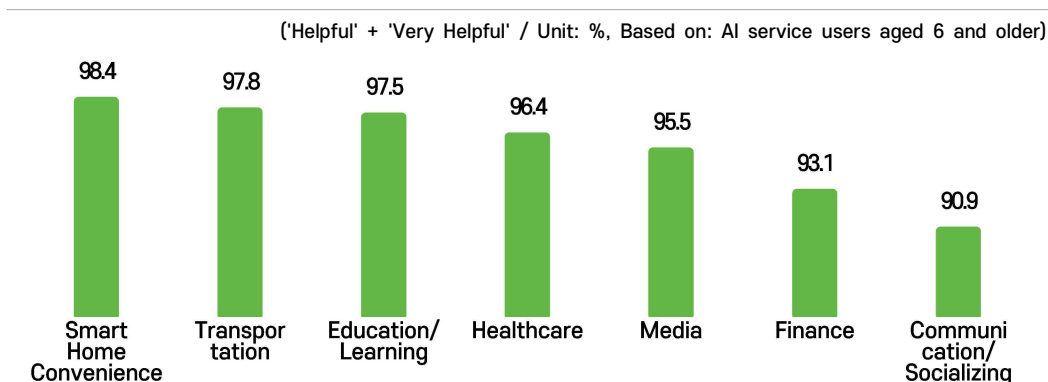


Perceived Helpfulness by AI Service Category

The field with the highest perceived helpfulness of AI services is 'smart home convenience' (98.4%)

- Among AI service users aged 6 and older, when asked about the actual degree of helpfulness for each service, 'smart home convenience' scored the highest at 98.4%, followed by 'transportation' (97.8%), 'education and learning' (97.5%), and 'healthcare' (96.4%).

<Figure 91> Perceived Helpfulness by AI Service Category

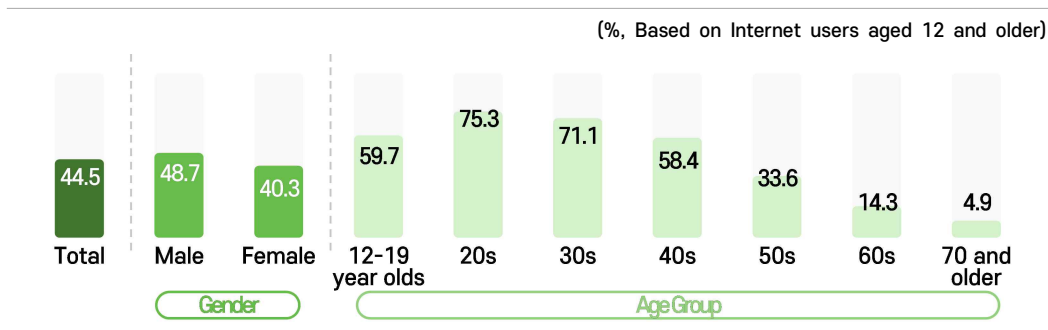


Generative AI-based Service Experience Rate

44.5% of internet users aged 12 and older have experienced generative AI-based services

- As of July 2025, 44.5% of internet users aged 12 and older had experienced generative AI-based services. By age group, the experience rates were highest among those in their '20s' (75.3%), followed by those in their '30s' (71.1%), '12-19-year-olds' (59.7%), and those in their '40s' (58.4%).

<Figure 92> Generative AI-based Service Experience Rate by Gender and Age



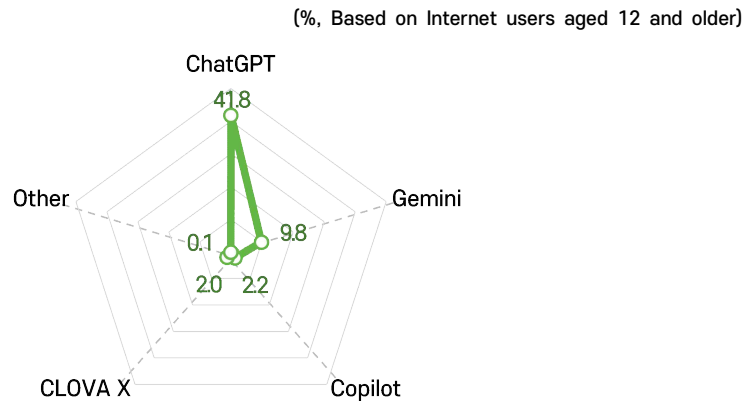
Part 3. Summary

Generative AI Platforms: User Experience by Service

ChatGPT (41.8%) has the highest experience rate among generative AI-based services

- Among internet users aged 12 and older, 'ChatGPT' was the most frequently experienced generative AI service at 41.8%, followed by 'Gemini' (9.8%), 'Copilot' (2.2%), and 'CLOVA X' (2.0%).

<Figure 93> Generative AI Platforms: User Experience by Service



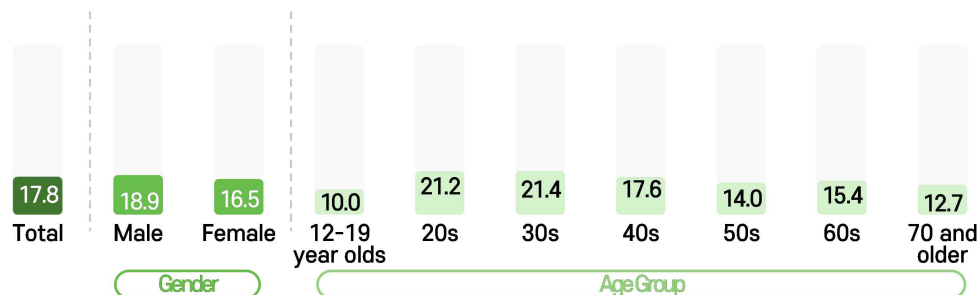
Generative AI Service Paid Subscriptions

17.8% of generative AI users have paid subscriptions

- The paid subscription rate among generative AI service users stands at 17.8%. By age group, the rate is highest among those in their '30s' (21.4%), followed by those in their '20s' (21.2%) and '40s' (17.6%).

<Figure 94> Generative AI Paid Subscription Rate by Gender and Age

(%, Based on generative AI service users aged 12 and older)



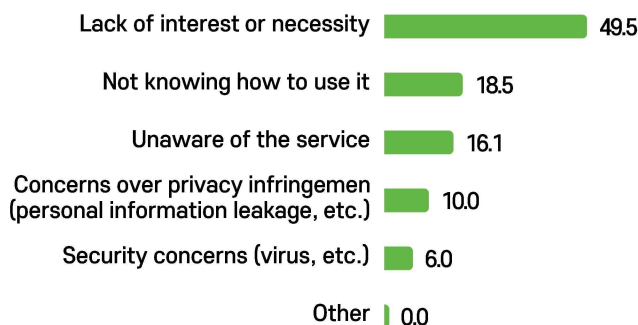
Reasons for Not Using Generative AI Services

49.5% of non-users cite a 'lack of interest or necessity' as the reason for not using generative AI

- Among internet users aged 12 and older who have not experienced generative AI-based services, the most common reason was a 'lack of interest or necessity' (49.5%). This was followed by 'not knowing how to use it' (18.5%), 'being unaware of such services' (16.1%), 'concerns over privacy infringement' (10.0%), and 'security concerns' (6.0%).

<Figure 95> Reasons for Not Using Generative AI Services

(%, Based on generative AI service non-users aged 12 and older)



Part 04

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 Content



1. Purpose of the Survey

- As the internet continues to spread rapidly throughout society, it has become increasingly important to understand not only the quantitative growth in internet penetration rates and the number of users but also specific patterns of internet usage, its practical utility in daily life, and its broader social impact.
- The purpose of this survey is to identify rapid shifts in the internet usage environment and behavioral trends, thereby providing statistical data that can be utilized across various sectors, including the formulation of government policies, corporate business strategies, and academic research activities.
- The specific objectives of this survey are as follows:

- ✓ Quantitative measurement of the number of internet users and penetration rates within the country.
- ✓ Provision of fundamental data for calculating ICT statistical indicators and international indices for international organizations.
- ✓ Analysis of the internet usage environment, including household ownership of information and communication devices and internet connectivity.
- ✓ Identification of internet usage patterns, such as time spent, locations, methods, and purposes of use.
- ✓ Analysis of internet utilization in daily life and its broader social impacts.
- ✓ Projection of future internet usage trends.

2. Survey History

☑ October 1999

Conducted the "Study on the Calculation of the Number of Domestic Internet Users and Verification of Statistical Techniques" targeting 1,403 households nationwide (3,445 individuals aged 7 and older).

- Definition of an Internet User: Defined as "a person who uses the internet at least once a month on average."

☑ March 2000

Conducted the "Study on the Calculation of the Number of Internet Users in the First Half of 2000 and the Verification and Improvement of Statistical Survey Techniques" targeting 2,623 households nationwide (8,491 individuals aged 7 and older).

Part 4.I. Survey Overview

☒ **August 2000 – December 2000**

Conducted the "Questionnaire/Survey on the Number of Internet Users and Their Usage Behavior."

- Established a survey panel targeting approximately 3,500 households nationwide (approximately 10,000 individuals aged 7 and older).
- Switched to telephone surveys after establishing the survey panel (via face-to-face interviews) in August 2000.

(Face-to-face interviews were still conducted alongside telephone surveys for new samples)

☒ **March 2001 – December 2001**

Conducted the "Questionnaire/Survey on the Number of Internet Users and Their Usage Behavior."

- Conducted telephone surveys four times a year (March, June, September, and December) targeting the same survey panel households.

☒ **June 2002 – December 2002**

Changed the Official Name to "Survey on the Number of Internet Users and Their Usage Behavior."

- Expanded the survey target to household members aged 6 and older.
- Changed the survey cycle to twice a year (June and December).

☒ **June 2003 – June 2004**

Changed the Official Name to "Survey on the Information Society" and Designated as National Approved Statistics (Designated Statistics No. 12005).

- Redesignated the sample based on the 10% sample enumeration districts of the "2000 Population and Housing Census."
- Conducted household-visit face-to-face interviews targeting 7,000 households nationwide (approx. 18,000 individuals).

☒ **December 2004**

Revised Definition of an Internet User

- Changed the definition to "a person who has used the internet at least once within the last one month."
- Included wireless internet users (via mobile telecommunication networks) in the total count of internet users.

☒ **December 2006 – December 2007**

Sample Reform and Expansion

- Redesignated the sample based on 90% of the enumeration districts (EDs) from the "2005 Population and Housing Census," excluding the "10% sample EDs" used by Ministry of Data and Statistics.

- Conducted a survey of 10,000 households nationwide (approx. 25,000 individuals).
- Expanded the survey target to household members aged 3 and older.

☒ **June 2008**

Changed the Official Name to the "Survey on the Internet Usage" and Expanded the Sample Size

- Conducted a survey of 17,000 households nationwide (approx. 42,000 individuals).
- Changed the survey frequency to once a year and the survey duration to 2 months.

☒ **May 2009 – May 2010**

Sample Size Expansion and Change of Reference Date

- Conducted a survey of 30,000 households nationwide (approx. 73,000 individuals).
- Changed the survey reference date to May 1 (00:00) and the survey duration to 2.5 months.

☒ **June 2011**

Changed the survey reference date to July 1 (00:00).

☒ **July 2012**

Sample Reform

- Redesigned the sample based on the "Household + Housing" DB from the "2010 Population and Housing Census" results provided by Ministry of Data and Statistics.
- The sample size and survey reference date remained unchanged.

☒ **July 2014**

Sample Size Reduction

- Reduced the survey target from 30,000 households to 25,000 households nationwide (approx. 65,000 individuals).
- While maintaining the 3,000 enumeration districts (EDs), the number of surveyed households per district was reduced to 8–9.

☒ **July 2016**

Following the discontinuation of the "Survey on Mobile Internet Usage" (Approved Statistics No. 329002), key survey items were integrated into the "Survey on the Internet Usage."

Part 4.I. Survey Overview

☒ July 2018

Sample Reform

- Changed the sampling frame based on the general enumeration districts (1, A) of the "2% Household and Housing" category from the Ministry of Data and Statistics's "2015 Population and Housing Census" and the corresponding household lists.

☒ July 2019

Sample Reform

- Changed the sampling frame based on the "2017 Register-based Census" microdata obtained from Ministry of Data and Statistics's MDIS

☒ July 2020

Sample Reform

- Changed the sampling frame based on the "2018 Register-based Census" microdata obtained from Ministry of Data and Statistics's MDIS

☒ July 2021

Sample Reform

- Changed the sampling frame based on the "2019 Register-based Census" microdata obtained from Ministry of Data and Statistics's MDIS

☒ July 2022

Sample Reform

- Changed the sampling frame based on the "2020 Register-based Census" microdata obtained from Ministry of Data and Statistics's MDIS

☒ July 2023

Sample Reform

- Changed the sampling frame based on the "2021 Register-based Census" microdata obtained from Ministry of Data and Statistics's MDIS
- Detailed stratification was established for Seoul and Gyeonggi-do to reflect total population size and regional disparities in the sampling process.

* Seoul Metropolitan City: 4 Zones

- Northwestern Zone: Jongno-gu, Jung-gu, Yongsan-gu, Eunpyeong-gu, Seodaemun-gu, Mapo-gu
- Northeastern Zone: Seongdong-gu, Gwangjin-gu, Dongdaemun-gu, Jungnang-gu, Seongbuk-gu, Gangbuk-gu, Dobong-gu, Nowon-gu
- Southwestern Zone: Yangcheon-gu, Gangseo-gu, Guro-gu, Geumcheon-gu,

Yeongdeungpo-gu, Dongjak-gu, Gwanak-gu

- Southeastern Zone: Seocho-gu, Gangnam-gu, Songpa-gu, Gangdong-gu

* Gyeonggi-do: 3 Zones

- Northern Zone: Yeoncheon-gun, Gapyeong-gun, Yangpyeong-gun, Dongducheon-si, Paju-si, Gimpo-si, Yangju-si, Pocheon-si

- Central Zone: 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, Seongnam-si

- Southern Zone: Anseong-si, Osan-si, Pyeongtaek-si, Icheon-si, Hwaseong-si, Yongin-si, Suwon-si

☑ July 2024

Sample Reform

- Changed the sampling frame based on the "2022 Register-based Census" microdata obtained from Ministry of Data and Statistics's MDIS

Survey Methodology

- Introduction of TAPI (Tablet PC Aided Personal Interview) methodology

☑ July 2025

Sample Reform

- Changed the sampling frame based on the "2023 Register-based Census" microdata obtained from Ministry of Data and Statistics's MDIS

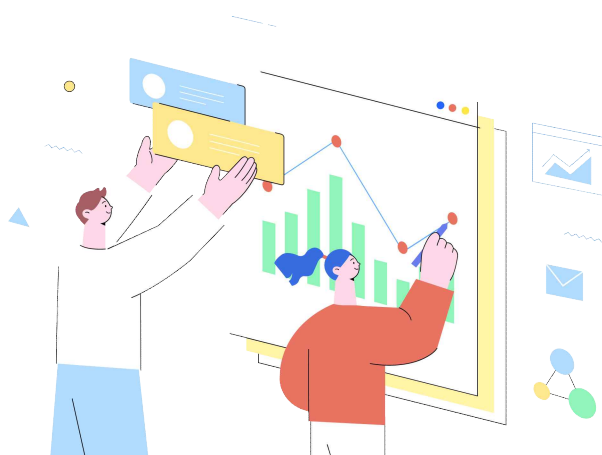


Part 4.I. Survey Overview

3. Scope and Content of the Survey

- The content of this survey is designed to identify the current status and patterns of internet usage, household internet environments, the utilization of the internet in daily life, and its broader social impacts. Furthermore, it is structured to enable the projection of future trends through time-series analysis in comparison with previous survey results.
- The key components of this survey are as follows:

- ✓ Estimation of the number of internet users and penetration rates, including time-series analysis.
- ✓ Estimation of user figures and penetration rates for mobile internet and smartphone-based internet.
- ✓ Current status of internet usage segmented by gender, age, education level, occupation, and region.
- ✓ Internet usage patterns, such as time spent, frequency, location, and purpose of use.
- ✓ Internet usage environment, including household ownership of ICT devices and methods of internet connectivity.
- ✓ Current Status of internet communication, including email, instant messaging, and Social Networking Services (SNS).
- ✓ Current status of internet economic activities, such as online shopping and internet banking.
- ✓ Current status of online media consumption, including TV, newspapers, radio, magazines, and books.
- ✓ Analysis of Reasons for Non-use and future intentions to use the internet.



4. Key Terms and Definitions

- **Internet Access Rate**

The percentage of total households capable of accessing the internet through methods such as wired internet, wireless LAN, or mobile internet, regardless of whether they actually use it.

- **Computer Ownership Rate**

The percentage of total households that own computers, such as desktop computers, laptops, or smart pads, regardless of whether they actually use them.

- **Internet User (Rate)**

(The percentage of) individuals aged 3 and older who have used the internet within the last 1 month.

- **Mobile Internet User (Rate)**

(The percentage of) internet users who have accessed the internet within the last 1 month through mobile devices capable of wireless internet connection, such as feature phones, smartphones, smart pads, or wearable devices.

- **Smartphone User (Rate)**

(The percentage of) internet users who have accessed the internet via a smartphone within the last 1 month.

- **Wearable Devices**

Devices worn on the body, such as watches, glasses, or clothing, that collect information about the surrounding environment and personal physical changes in real-time, sharing and utilizing that data via the internet.

- **Wearable Device User (Rate):**

(The percentage of) internet users aged 12 and older who own and have used a wearable device within the last 1 year.

- **Instant Messenger**

A service that allows individuals to exchange data, such as messages and photos, in real-time online via computers or smartphones.

- **Instant Messenger User (Rate):**

(The percentage of) internet users aged 6 and older who have used an instant messenger within the last 1 year.

Part 4.I. Survey Overview

- **SNS (Social Networking Service)**

Activities on the internet to strengthen relationships with acquaintances (friends, colleagues, etc.) or to form new human networks for communication and information sharing. This includes the passive act of simply viewing or observing content posted by others.

- SNS User (Rate)

(The percentage of) internet users aged 6 and older who have used SNS within the last 1 year.

- **Email User (Rate)**

(The percentage of) internet users aged 6 and older who have used email within the last 1 year.

- **Online Shopping**

The act of purchasing goods and services through web or mobile-based sites of various shopping malls. This includes the purchase of gifticons, paid applications, and digital content.

- Online Shopping User (Rate):

(The percentage of) internet users aged 12 and older who have used online shopping within the last 1 year.

- **Internet Banking**

All banking transaction activities on the internet, including savings, remittances, investments, and asset management. This also includes mobile banking services provided through mobile applications by each financial institution.

- Internet Banking User (Rate):

(The percentage of) internet users aged 12 and older who have used internet banking within the last 1 year.

- **Cloud Services**

Services that store media files (photos, music, etc.) and personal files (documents, contacts, etc.) on a web server instead of external storage devices. Stored files can be downloaded to computers or smartphones for editing and other desired tasks.

- Cloud Service User (Rate):

(The percentage of) internet users aged 12 and older who have used cloud services within the last 1 year.

- **Video Services**

Services that provide media content, such as broadcast programs, movies, and personal media, via the internet.

- Video Service User (Rate):

(The percentage of) internet users aged 3 and older who have used video services within the last 1 month.

- **Artificial Intelligence Services**

Services that provide convenience in various industries and daily life by utilizing Artificial Intelligence (AI) technology.

- Examples: Voice/biometric recognition services, personalized recommendation services, smart home appliances, autonomous vehicles, etc.

- Artificial Intelligence Service Users (Rate)

(The percentage of) individuals aged 6 and older who have experienced AI services within the last 1 year.

- **Generative AI-based Services**

Artificial Intelligence technology that learns from existing content, such as text, images, and audio, to create new content based on that learning.

- Examples: Conversational AI chatbots, multimodal-based image generation AI, etc.

- Generative AI-based Service Users (Rate)

(The percentage of) individuals aged 12 and older who have experienced generative AI-based services within the last 1 year.

5. Survey Framework

- **Survey Target**

22,500 households nationwide and resident household members aged 3 and older.

- **Number of Valid Respondents**

22,691 households and 50,750 household members aged 3 and older.

- **Survey Frequency**

Once a year

- **Survey Period**

October 17 – December 12, 2025 (2 months)

- **Survey Methodology**

In-home face-to-face interviews

Part 4.I. Survey Overview

- **Responsible Institutions**
 - Host organization: Ministry of Science and ICT
 - Specialized agency: National Information Society Agency
 - Implementing agency: Gallup Korea
- **Legal Basis**
 - Article 18 of the Statistics Act (Approval for Production of Statistics)
 - Articles 12 (Establishment of National Information Society Agency) and 66 (Indicator Surveys) of the Framework Act on Intelligent Informatization

6. Sample Design

1) Population

- **Target Population**

Households nationwide and the population aged 3 and older.
- **Survey Population**

Households nationwide and resident household members aged 3 and older as of July 1, 2025.

 - Household: A living unit consisting of one or more persons who live together and share basic living activities, such as cooking and sleeping.
 - Household Member: All individuals who share a livelihood within a single household, regardless of their family relationship.
- **Institutional households (such as dormitories or special social facilities) and household members who are absent for an extended period due to military service, or residence in other regions or overseas, are excluded from the survey. Detailed exclusion categories are as follows:**

Residents of dormitories (schools, factories, hospitals, etc.); Residents of special social facilities (nursing homes, orphanages, specialized hospitals, etc.); Personnel in military service; Inmates of correctional facilities (prisons, juvenile reformatories, medical treatment custody centers, etc.); Individuals on long-term overseas business trips or stays; Foreign nationals, etc.

2) Sample Size and Sampling Methodology

- **Sample Size**

25,000 households
- **Sampling Units and Sampling Frame**

Final Sampling Unit: Households nationwide

 - Primary Sampling Unit (PSU): Enumeration districts (EDs) stratified by region, administrative division (Dong/Eup·Myeon), and housing type.

- Secondary Sampling Unit (SSU): Households within each selected enumeration district.

- **Sampling Frame**

Utilized the "2023 Register-based Census" microdata from Ministry of Data and Statistics's MDIS.

- **Sampling Method**

Stratified Multi-stage Cluster Sampling

$$n_h = 22,500 * \frac{\sqrt{(NHH_h)}}{\sum_{h=1}^{17} \sqrt{(NHH_h)}}$$

※ n_h : Number of households allocated to region h (Square Root Allocation)

NHH_h : Total number of households in the sub-population of region h

- **Household Stratification and Sample Allocation**

- The nation is stratified into 17 provinces/metropolitan cities. Then, the total target sample size (22,500 households) is allocated using square root proportional allocation based on the number of households per region (2023 Registered Census).

※ If proportional allocation by provinces/metropolitan cities is applied, a large number of sample households would be assigned to Seoul and Gyeonggi, while relatively few would be allocated to regions such as Sejong, Jeju, and Ulsan. This could lead to issues with the representativeness of the sample households; therefore, square-root proportional allocation is applied.

- **Step 2:** To reflect the increasing trend of single-person households, the 17 provinces/metropolitan cities are further stratified into single-person households and multi-person households (2023 Registered Census), followed by square root proportional allocation.

- **Step 3:** The 17 provinces/metropolitan cities are stratified into Dong (Urban) and Eup/Myeon (Rural) areas. Based on the number of households in each category (2023 Registered Census), the target number of households allocated in Step 2 is proportionally distributed by province.

- **Step 4:** The target number of households allocated by 17 provinces/metropolitan cities, household size, and urban/rural classification is converted into the number of required Enumeration Districts (EDs). The total number of EDs per region is calculated based on an average of 10 households per ED.

Part 4.I. Survey Overview

- **Sampling**

- Selection of Enumeration Districts (EDs): Sample EDs are selected by region, cluster, and urban/rural (Dong/Eup-Myeon) areas using systematic sampling via SAS's proc surveyselect.
- Selection of Households: Within each selected ED, sample households (10 households per ED) are selected through systematic sampling using the household roster.
- Selection of Household Members: A full census is conducted for all household members aged 3 and older within the selected households.

7. Fieldwork

1) Fieldwork Overview

- **Survey Period**

October 17, 2025 – December 12, 2025

- **Reference Date**

July 1, 2025

- **Survey Cycle**

Annual (1 year)

- **Survey Population**

Selected sample households and all resident household members aged 3 and older.
- However, individuals such as military personnel, long-term overseas travelers or residents, dormitory residents, and inmates are excluded.

- **Survey Method**

A face-to-face household interview survey in which a trained interviewer visits the sampled households and records responses to the questionnaire.

- **Survey Procedure**

Interviewer's household visit and face-to-face interview ⇒ Oversight and control by regional fieldwork supervisors ⇒ Tracking of progress rates ⇒ Supplementary surveys or re-surveys ⇒ Final data verification

2) Sample Management

- **Management of Enumeration Districts (EDs)**

In principle, the survey is conducted within pre-selected EDs. In cases where the

survey is impossible due to redevelopment, natural disasters, etc., the ED is replaced with the nearest adjacent district within the same cluster.

- **Management of Households**

In principle, the survey is conducted with pre-selected households. In cases where the survey is impossible due to long-term absence of household members, strong refusal to respond, etc., the survey is conducted by replacing the original sample with a substitute sample (replacement household) from the same ED that shares identical household characteristics.

8. Data Entry and Processing

1) Data Verification and Substitution

- **Data Verification during Fieldwork**

- Regional fieldwork supervisors randomly select 30% or more of the collected questionnaires to conduct telephone verification, checking for actual interviewer visits and the accuracy of responses.
- Questionnaires that pass the supervisor's primary verification undergo secondary verification via computerized programs during the editing and data entry phase.
- Entered data undergoes a third round of verification using internal logic-check programs during the data processing stage.
- For questionnaires that fail at any stage of verification, supplementary surveys or re-surveys are conducted.

- **Data Verification during Analysis**

- Verification is performed by comparing results against the mean values of identical groups (gender, age, region, education level, occupation, household income, etc.) and conducting time-series comparisons with previous survey results.

- **Processing of Non-responses**

- In cases of unit non-response, the household is revisited at least three times to collect data. If collection is still impossible, the unit non-response is eliminated by replacing the household according to established sample substitution criteria.
- Every effort is made to minimize item non-responses during fieldwork; however, if unavoidable, responses are recorded as "Don't know/No response" under "Other."
- Non-responses regarding respondent characteristics (education, occupation, household income, etc.) are not adjusted.

2) Data Entry and Analysis

- Collected data is digitized through a coding process. Only data that successfully passes the multi-stage verification process is analyzed using SPSS for Windows (a statistical software package).

Part 4.I. Survey Overview

- Personally identifiable information, such as respondent names, addresses, and phone numbers, is either encoded into serial numbers or excluded during data entry.
- **Units of Analysis: Households and Household Members**
 - Household Independent Variables: Age of head of household, household income, region.
 - Household Member Independent Variables: Gender, age, gender $\times$ age, education level, occupation, household income, size of region, region.
- **Estimation of Internet Usage Rates:** For variables where population information is available (gender, age, and region), usage rates are calculated after estimating the total number of internet users. For variables where population information is unavailable (occupation, education level, etc.), only the usage rates are calculated without estimating the total number of users.



9. Estimation and Sampling Error

1) Estimation

- Estimation for Household Members

$$\hat{p}_{\text{전국}} = \sum_{\text{area}=1}^{17} \sum_{\text{sex}=0}^1 \sum_{\text{age}=3 \sim 9}^{70\text{세이상}} w_{\text{area,sex,age}} \hat{p}_{\text{area,sex,age}}$$

$$\hat{Var}(\hat{p}_{\text{전국}}) = \sum_{\text{area}=1}^{17} \sum_{\text{sex}=0}^1 \sum_{\text{age}=3 \sim 9}^{70\text{세이상}} w_{\text{area,sex,age}}^2 \hat{Var}(\hat{p}_{\text{area,sex,age}})$$

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

area	17 Provinces/Metropolitan Cities
sex	Male (1), Female (0)
age	Age of Household Members: 3-9 years, 10s, 20s, 30s, 40s, 50s, 60s, 70 years and older
$\hat{p}_{\text{전국}}$	National Estimated Proportion
$N_{\text{area,sex,age}}$	Population Size by Area, Sex, and Age
$n_{\text{area,sex,age}}$	Sample Size by Area, Sex, and Age
$w_{\text{area,sex,age}}$	Weight by Area, Sex, and Age, $w_{\text{area,sex,age}} = \frac{N_{\text{area,sex,age}}}{n_{\text{area,sex,age}}}$
$\hat{p}_{\text{area,sex,age}}$	Estimated Value for a Specific Area, Sex, and Age

Part 4.I. Survey Overview

- Estimation for Households

$$\hat{p}_{\text{전국}} = \sum_{\text{area}=1}^{17} \sum_{\text{age}=20\text{대}}^{60\text{세이상}} w_{\text{area,age}} \hat{p}_{\text{area,age}}$$

$$\hat{Var}(\hat{p}_{\text{전국}}) = \sum_{\text{area}=1}^{17} \sum_{\text{age}=20\text{대}}^{60\text{세이상}} w_{\text{area,age}}^2 \hat{Var}(\hat{p}_{\text{area,age}})$$

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

area	Provinces/Metropolitan Cities
age	Age of Head of Household: 20s, 30s, 40s, 50s, 60 years and older
$\hat{p}_{\text{전국}}$	National Household Estimated Proportion
$N_{\text{area,age}}$	Population Size by Area and Age of Head of Household
$n_{\text{area,age}}$	Sample Size by Area and Age of Head of Household
$w_{\text{area,age}}$	Weight by Area and Age of Head of Household, $w_{\text{area,age}} = \frac{N_{\text{area,age}}}{n_{\text{area,age}}}$
$\hat{p}_{\text{area,age}}$	Estimated Value for a Specific Area and Specific Age of Head of Household



2) Sampling Error and Confidence Interval

- The sampling error and confidence interval for the national estimated proportion at a 95% confidence level are calculated as follows:

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

<Table 1-1> Sampling Error and Estimation Results for Internet Usage Rate and Number of Users (Population aged 3 and older)

Sampling Error for Internet Usage Rate	±0.19%p (95% Confidence Level)
Estimation Result for Internet Usage Rate	95.0% ±0.19%p
Sampling Error for Number of Internet Users	±97,000 (95% Confidence Level)
Estimation Result for Number of Internet Users	48,445,000 ±97,000

<Table 1-2> Sampling Error and Estimation Results for Household Internet Access Rate

Sampling Error for Internet Access Rate	±0.01%p (95% Confidence Level)
Estimation Result for Internet Access Rate	99.98% ±0.01%p

10. Release of Results and Statistical Applications

- The 『2025 Survey on the Internet Usage』 report is published via the National Information Society Agency (NIA) website at: Knowledge Information > Statistics/Surveys > Survey on the Internet Usage (www.nia.or.kr).
- This statistical data is utilized as population data by government ministries and research institutes, including Ministry of Data and Statistics and the National Information Society Agency (NIA). It also serves as reference material for major social indicator reports published by local governments.
- Furthermore, separate data files are prepared and provided to international organizations and institutions such as the UN, OECD, ITU, and WEF to facilitate international comparative analysis.

<Table 1-3> Standards for Preparing Statistics Submitted to International Organizations

Category	Domestic Announcement	OECD Submission	ITU Submission
Target Age	Aged 3 and older	Aged 16 to 74	Aged 16 to 74

※ The reference period varies depending on the specific indicator.

Part 4.I. Survey Overview

<Table 1-4> Key Statistics Submitted to International Organizations

Category	Key Indicator	2024	2025	Change	Note	
Internet Environment	Household Internet Access Rate	99.97%	99.98%	+0.01%p	OECD/ITU	
	Household Computer Ownership	77.2%	78.7%	+1.5%p	OECD/ITU	
	Household Smartphone Ownership	98.9%	99.4%	+0.5%p	OECD/ITU	
Computer / Mobile Phone	Computer Usage Rate	75.3%	76.0%	+0.7%p	OECD/ITU	
	Mobile Phone Usage Rate	99.1%	99.2%	+0.1%p	ITU	
Internet Usage	Internet Usage Rate	94.5%	95.0%	+0.5%p	OECD/ITU	
	Usage Frequency (at least once a day)	90.5%	95.2%	+4.7%p	OECD	
	Internet Usage Hours	20.5 hrs.	21.6 hrs.	+1.1 hrs.	OECD/ITU	
	Access Method	Wired Internet	68.1%	66.3%	-1.8%p	OECD
		Wireless Internet	99.8%	99.9%	+0.1%p	
	Usage Location (Top 3)	2024 : On the move(97.4%), Home(95.4%), Commercial(59.7%)			OECD/ITU	
		2025 : Home(98.1%), On the move(97.9%), Commercial(63.6%)				
	Purpose of Use	Communication	97.7%	98.3%	+0.6%p	OECD/ITU
		Data/Information Acquisition	95.9%	97.5%	+1.6%p	
		Leisure Activities	95.1%	96.8%	+1.7%p	
		Personal Homepage Mgmt.	59.1%	35.1%	-24.0%p	
		Education/Learning	55.5%	63.9%	+8.4%p	
		Work/Professional Tasks	31.6%	38.7%	+7.1%p	
		Others	81.7%	86.2%	+4.5%p	
		Media Consumption	2024 : Newspapers(92.5%), Movies(85.5%), TV(67.8%)			OECD/ITU
			2025 : Newspapers(92.5%), Movies(85.8%), TV(69.5%)			
Internet Services	Email Usage Rate	56.8%	58.7%	+1.9%p	OECD/ITU	
	SNS Email Usage Rate	65.2%	69.7%	+4.5%p	OECD/ITU	
	Shopping Rate	78.6%	78.6%	-	OECD/ITU	
	Shopping Frequency	5.7 times	6.4 times	-	OECD	
	Monthly Avg. Spending	204,102 KRW	218145 KRW	14,043 KRW	OECD	
	Online Shopping	Payment Methods	2024 : Credit Card(69.9%), Simple Pay(53.1%) 2025 : Credit Card(67.8%), Simple Pay(62.5%)		OECD	
		Purchase Categories (Top 3)	2024 : Clothing/Shoes(81.6%), Groceries/Food(54.6%), Household/Kitchenware(52.1%) 2025 : Clothing/Shoes(79.5%), Groceries/Food(52.1%), Household/Kitchenware(51.8%)		OECD	
	Internet Banking Usage Rate	80.7%	82.7%	+2.0%p	OECD/ITU	
	Cloud Service Usage Rate	42.1%	46.9%	+4.8%p	OECD/ITU	

※ The figures above are based on domestic announcement standards; when submitted to international organizations (OECD, ITU), the statistical values are recalculated and submitted according to the latest preparation standards for each specific indicator.

11. Population Status

- The population for the Survey on the Internet Usage consists of households and household members. According to the survey population for 2025, broken down by region and urban/rural (Dong/Eup-Myeon) areas as shown in <Table 1-5>, there are a total of 22,619,130 households in Korea. Of these, 8,100,766 are single-person households, accounting for 35.8% of all households, while 14,518,364 are multi-person households.

<Table 1-5> Distribution of Population Households by Region and by Dong/Eup-Myeon Areas

Region (Dong/Eup-Myeon)	Population		
	Total Households	Single-person Households	Multi-person Households
Seoul	4,287,285	1,713,363	2,573,922
Busan	1,476,977	540,934	936,043
Dong	1,403,650	518,212	885,438
Eup-Myeon	73,327	22,722	50,605
Daegu	1,044,879	365,857	679,022
Dong	925,440	330,236	595,204
Eup-Myeon	119,439	35,621	83,818
Incheon	1,272,163	407,129	865,034
Dong	1,239,299	396,214	843,085
Eup-Myeon	32,864	10,915	21,949
Gwangju	637,891	234,299	403,592
Daejeon	664,235	263,977	400,258
Ulsan	466,707	145,476	321,231
Dong	373,050	116,264	256,786
Eup-Myeon	93,657	29,212	64,445
Sejong	158,295	52,658	105,637
Dong	111,128	29,048	82,080
Eup-Myeon	47,167	23,610	23,557
Gyeonggi	5,700,397	1,801,367	3,899,030
Dong	4,778,952	1,487,488	3,291,464
Eup-Myeon	921,445	313,879	607,566
Gangwon	706,620	275,702	430,918
Dong	424,291	164,901	259,390

Part 4.I. Survey Overview

Region (Dong/Eup-Myeon)		Population		
		Total Households	Single-person Households	Multi-person Households
Chungbuk	Eup-Myeon	282,329	110,801	171,528
		738,407	285,841	452,566
	Dong	421,494	160,135	261,359
Chungnam	Eup-Myeon	316,913	125,706	191,207
		982,530	369,973	612,557
	Dong	453,133	168,946	284,187
Jeonbuk	Eup-Myeon	529,397	201,027	328,370
		799,511	303,963	495,548
	Dong	561,861	211,834	350,027
Jeonnam	Eup-Myeon	237,650	92,129	145,521
		784,284	291,043	493,241
	Dong	338,152	119,905	218,247
Gyeongbuk	Eup-Myeon	446,132	171,138	274,994
		1,186,850	453,807	733,048
	Dong	619,375	230,976	388,399
Gyeongnam	Eup-Myeon	567,476	222,831	344,645
		1,428,370	498,760	929,610
	Dong	905,639	312,156	593,483
Jeju	Eup-Myeon	522,731	186,604	336,127
		283,728	96,617	187,111
	Dong	203,484	69,604	133,880
	Eup-Myeon	80,244	27,013	53,231
Total		22,619,130	8,100,766	14,518,364

- The survey population for the 2025 Survey on the Internet Usage is defined as individuals aged 3 and older residing in households across Korea. The population distribution by region, gender, and age group is shown in <Table 1-6> below. The total size of the survey population is 50,995,677, consisting of 25,485,534 males and 25,510,143 females. By age group, the 50s segment was the largest at 8,660,370 (17.0%), followed by the 60s at 7,844,071 (15.4%), the 40s at 7,717,016 (15.1%), the 30s at 6,975,568 (13.7%), those aged 70 and older at 6,825,302 (13.4%), and the 20s at 6,136,764 (12.0%). Meanwhile, the 10s at 4,538,674 (8.9%) and those aged 3-9 at 2,297,912 (4.5%) accounted for relatively low proportions.

<Table 1-6> Population Distribution by Region, Gender, and Age Group

Gender	Total	3~9	10~19	20~29	30~39	40~49	50~59	60~69	70 and older
Country	50,995,677	2,297,912	4,538,674	6,136,764	6,975,568	7,717,016	8,660,370	7,844,071	6,825,302
Male	25,485,534	1,177,635	2,332,756	3,232,119	3,714,400	3,955,007	4,350,475	3,849,533	2,873,609
Female	25,510,143	1,120,277	2,205,918	2,904,645	3,261,168	3,762,009	4,309,895	3,994,538	3,951,693
Seoul	9,233,937	340,504	690,930	1,362,423	1,465,898	1,352,937	1,472,905	1,337,479	1,210,861
Male	4,433,617	174,877	352,624	626,062	734,201	672,499	721,497	631,380	520,477
Female	4,800,320	165,627	338,306	736,361	731,697	680,438	751,408	706,099	690,384
Busan	3,201,418	132,633	256,956	371,618	395,304	457,628	521,654	545,911	519,714
Male	1,556,989	67,958	131,644	191,867	206,118	232,320	254,210	254,462	218,410
Female	1,644,429	64,675	125,312	179,751	189,186	225,308	267,444	291,449	301,304
Daegu	2,305,805	104,881	207,845	271,585	287,610	336,067	407,046	368,155	322,616
Male	1,131,373	53,854	106,791	143,481	153,953	167,408	197,831	175,672	132,383
Female	1,174,432	51,027	101,054	128,104	133,657	168,659	209,215	192,483	190,233
Incheon	3,014,917	144,814	271,926	348,203	444,064	480,356	515,928	467,136	342,490
Male	1,510,629	74,299	139,410	182,141	235,345	248,665	256,700	228,985	145,084
Female	1,504,288	70,515	132,516	166,062	208,719	231,691	259,228	238,151	197,406
Gwangju	1,426,699	70,096	143,697	194,621	184,236	220,583	247,965	196,325	169,176
Male	707,608	35,781	74,162	101,493	96,484	110,580	123,454	95,128	70,526
Female	719,091	34,315	69,535	93,128	87,752	110,003	124,511	101,197	98,650
Daejeon	1,444,038	65,274	133,605	222,875	195,216	208,941	240,089	206,233	171,805
Male	721,696	33,560	68,916	117,938	104,208	104,499	119,466	100,180	72,929
Female	722,342	31,714	64,689	104,937	91,008	104,442	120,623	106,053	98,876
Ulsan	1,079,152	54,134	107,986	109,615	141,816	172,130	201,087	176,735	115,649
Male	558,723	27,720	56,149	64,903	79,270	89,611	100,513	89,156	51,401
Female	520,429	26,414	51,837	44,712	62,546	82,519	100,574	87,579	64,248
Sejong	388,796	31,263	52,461	43,888	59,986	76,191	57,529	39,122	28,356
Male	195,030	15,922	26,464	23,197	30,214	37,531	29,840	19,491	12,371

Part 4.I. Survey Overview

Gender	Total	3~9	10~19	20~29	30~39	40~49	50~59	60~69	70 and older
Female	193,766	15,341	25,997	20,691	29,772	38,660	27,689	19,631	15,985
Gyeonggi	13,738,552	691,911	1,301,368	1,612,450	2,042,222	2,252,855	2,388,398	1,961,016	1,488,332
Male	6,953,090	353,843	665,565	861,221	1,099,526	1,163,573	1,200,346	974,268	634,748
Female	6,785,462	338,068	635,803	751,229	942,696	1,089,282	1,188,052	986,748	853,584
Gangwon	1,496,843	62,273	123,576	166,024	165,088	196,612	255,301	273,598	254,371
Male	755,072	31,808	64,048	94,923	89,546	100,386	130,811	136,633	106,917
Female	741,771	30,465	59,528	71,101	75,542	96,226	124,490	136,965	147,454
Chungbuk	1,608,086	71,783	141,588	190,149	207,740	228,555	272,645	265,003	230,623
Male	825,445	36,951	72,871	107,964	117,320	119,865	139,612	134,043	96,819
Female	782,641	34,832	68,717	82,185	90,420	108,690	133,033	130,960	133,804
Chungnam	2,197,837	101,302	202,810	257,661	283,046	330,454	356,771	338,066	327,727
Male	1,137,329	51,896	105,066	143,988	160,284	177,780	188,577	172,174	137,564
Female	1,060,508	49,406	97,744	113,673	122,762	152,674	168,194	165,892	190,163
Jeonbuk	1,726,575	69,882	157,645	198,566	184,208	231,192	295,186	283,294	306,602
Male	864,107	35,771	81,605	111,760	98,281	117,972	151,580	141,221	125,917
Female	862,468	34,111	76,040	86,806	85,927	113,220	143,606	142,073	180,685
Jeonnam	1,724,627	73,083	151,888	158,905	181,179	228,969	296,744	299,993	333,866
Male	876,784	37,395	78,159	94,545	100,318	121,295	157,279	152,973	134,820
Female	847,843	35,688	73,729	64,360	80,861	107,674	139,465	147,020	199,046
Gyeongbuk	2,552,044	102,938	214,835	261,399	279,542	345,954	436,795	456,146	454,435
Male	1,299,705	52,789	112,702	153,947	157,600	181,286	224,693	229,578	187,110
Female	1,252,339	50,149	102,133	107,452	121,942	164,668	212,102	226,568	267,325
Gyeongnam	3,190,650	144,563	309,933	298,154	372,975	490,424	576,265	534,763	463,573
Male	1,622,941	74,350	160,711	174,584	206,772	255,514	293,393	266,696	190,921
Female	1,567,709	70,213	149,222	123,570	166,203	234,910	282,872	268,067	272,652
Jeju	665,701	36,578	69,625	68,628	85,438	107,168	118,062	95,096	85,106
Male	335,396	18,861	35,869	38,105	44,960	54,223	60,673	47,493	35,212
Female	330,305	17,717	33,756	30,523	40,478	52,945	57,389	47,603	49,894

12. Sample Status

- The distribution of sample households by region (Dong/Eup-Myeon) and by single-person household status, extracted from the survey population defined above in accordance with the descriptions and procedures in Chapter 6: Sample Design, is shown in <Table 1-7> below. As shown in the table, the total number of sample households is 25,509, of which 7,466 are single-person households and 18,043 are multi-person households.

<Table 1-7> Sample Household Status by Region and by Dong/Eup-Myeon Areas

Region (Dong/Eup-Myeon)	Population		
	Total Households	Single-person Households	Multi-person Households
Seoul	2,629	566	2,063
Busan	1,554	398	1,156
Dong	1,483	381	1,102
Eup-Myeon	71	17	54
Daegu	1,313	288	1,025
Dong	1,160	244	916
Eup-Myeon	153	44	109
Incheon	1,424	344	1,080
Dong	1,393	330	1,063
Eup-Myeon	31	14	17
Gwangju	1,019	228	791
Daejeon	1,038	235	803
Ulsan	870	225	645
Dong	700	180	520
Eup-Myeon	170	45	125
Sejong	505	99	406
Dong	355	68	287
Eup-Myeon	150	31	119
Gyeonggi-do	3,033	686	2,347
Dong	2,549	565	1,984
Eup-Myeon	484	121	363
Gangwon-do	1,070	226	844

Part 4.I. Survey Overview

Region (Dong/Eup-Myeon)	Population		
	Total Households	Single-person Households	Multi-person Households
Dong	648	131	517
Eup-Myeon	422	95	327
Chungcheongbuk-do	1,120	256	864
Dong	635	155	480
Eup-Myeon	485	101	384
Chungcheongnam-do	1,253	289	964
Dong	582	136	446
Eup-Myeon	671	153	518
Jeollabuk-do	1,138	281	857
Dong	808	191	617
Eup-Myeon	330	90	240
Jeollanam-do	1,134	279	855
Dong	499	122	377
Eup-Myeon	635	157	478
Gyeongsangbuk-do	1,405	364	1,041
Dong	738	193	545
Eup-Myeon	667	171	496
Gyeongsangnam-do	1,514	404	1,110
Dong	953	259	694
Eup-Myeon	561	145	416
Jeju	672	141	531
Dong	472	92	380
Eup-Myeon	200	49	151
Total	22,691	5,309	17,382

- The distribution of household members within the sample households, extracted from the survey population defined above in accordance with the descriptions and procedures in Chapter 6: Sample Design, by region (Dong/Eup·Myeon) is shown in <Table 1-8> below. As shown in the table, the total number of household members is 60,229, consisting of 28,787 males and 31,442 females. By age group, the 50s segment was the largest at 11,449, followed by the 60s at 11,120, and the 30s at 8,593.

<Table 1-8> Sample Population Distribution by Region, Gender, and Age Group

Gender	Total	3~9	10~19	20~29	30~39	40~49	50~59	60~69	70s and older
County	50,750	1,646	3,129	4,479	7,319	6,885	9,734	10,969	6,589
Male	23,969	715	1,496	2,092	3,543	3,345	4,400	5,276	3,102
Female	26,781	931	1,633	2,387	3,776	3,540	5,334	5,693	3,487
Seoul	5,977	181	423	559	1,069	989	1,152	1,201	403
Male	2,841	75	203	248	510	488	528	587	202
Female	3,136	106	220	311	559	501	624	614	201
Busan	3,463	91	147	302	486	399	702	829	507
Male	1,633	42	69	161	240	213	271	404	233
Female	1,830	49	78	141	246	186	431	425	274
Daegu	2,867	105	156	227	422	422	500	656	379
Male	1,364	39	69	108	203	211	230	304	200
Female	1,503	66	87	119	219	211	270	352	179
Incheon	3,259	149	252	271	593	562	565	639	228
Male	1,499	62	126	104	269	278	245	296	119
Female	1,760	87	126	167	324	284	320	343	109
Gwangju	2,309	74	147	246	313	320	463	485	261
Male	1,095	36	65	116	145	152	219	231	131
Female	1,214	38	82	130	168	168	244	254	130
Daejeon	2,287	83	153	221	334	346	493	485	172
Male	1,100	44	70	104	169	154	221	248	90
Female	1,187	39	83	117	165	192	272	237	82
Ulsan	1,935	81	115	152	290	217	380	441	259
Male	905	36	48	70	146	107	177	192	129
Female	1,030	45	67	82	144	110	203	249	130
Sejong	1,129	36	80	111	143	193	254	230	82
Male	526	9	39	48	66	97	114	111	42

Part 4.I. Survey Overview

Gender	Total	3~9	10~19	20~29	30~39	40~49	50~59	60~69	70s and older
Female	603	27	41	63	77	96	140	119	40
Gyeonggi	6,874	201	443	608	1,215	1,009	1,319	1,590	489
Male	3,294	92	228	271	586	480	612	771	254
Female	3,580	109	215	337	629	529	707	819	235
Gangwon	2,350	56	140	141	190	238	429	491	665
Male	1,076	24	72	67	91	108	206	230	278
Female	1,274	32	68	74	99	130	223	261	387
Chungbuk	2,420	83	161	221	398	348	500	530	179
Male	1,146	36	72	98	188	169	222	272	89
Female	1,274	47	89	123	210	179	278	258	90
Chungnam	2,753	66	165	281	267	339	531	589	515
Male	1,308	25	85	136	133	167	238	283	241
Female	1,445	41	80	145	134	172	293	306	274
Jeonbuk	2,513	69	147	276	299	309	494	467	452
Male	1,211	32	67	135	144	156	239	240	198
Female	1,302	37	80	141	155	153	255	227	254
Jeonnam	2,567	70	178	222	286	333	511	532	435
Male	1,188	32	84	108	135	151	227	271	180
Female	1,379	38	94	114	151	182	284	261	255
Gyeongbuk	3,121	149	142	247	385	327	506	678	687
Male	1,463	58	65	112	200	160	238	315	315
Female	1,658	91	77	135	185	167	268	363	372
Gyeongnam	3,366	107	158	262	492	364	653	830	500
Male	1,567	46	70	135	253	173	275	377	238
Female	1,799	61	88	127	239	191	378	453	262
Jeju	1,560	45	122	132	137	170	282	296	376
Male	753	27	64	71	65	81	138	144	163
Female	807	18	58	61	72	89	144	152	213

13. Survey Content

- The survey is divided into the Household Component and the Household Member Component.
- The Household Member Component consists of a total of 15 areas, and the specific details are as follows:

Category		Q. No.	Detailed Item
Household Component		1	ICT Device Ownership
		2	Internet Access Rate (Internet Access Availability)
		3	Internet Access Methods
		4	Subscribed/Used ICT Services
Household Member Component	Computer and Mobile Phone Usage	1	Computer Usage Rate (Most Recent Period of Computer Use)
		2	Frequency of Computer Use
		3	Mobile Phone Usage Rate (Most Recent Period of Mobile Phone Use)
		4	Digital Literacy Skills
	Internet Usage	5	Internet Usage Rate (Most Recent Period of Internet Use)
		6	Frequency and Duration of Internet Use
		7	Internet Access Methods
		8	Locations of Internet Use
		9	Mobile Phone Ownership Rate (Most Recent Period of Mobile Internet Use)
		10	Most Recent Period of Smartphone Use
		11	Purposes of Internet Use (Activities)
		11-1	Time Spent on Internet for Communication Purposes
		11-2	Primary and Trusted Channels for Information Acquisition
		12	Primary Types of Video Services Used
		12-1	Average Time Spent Using Video Services
		13	Primary Streaming Platforms Used
		13-1	Time Spent on Streaming Platforms
		14	Usage of Internet Media
	ICT Device Ownership and Usage	15	Ownership of Personal Portable ICT Devices
	Email Usage	16	Email Usage Rate and Purpose of Use (Most Recent Period of Email Use)
	Instant Messenger Usage	17	Most Recent Period of Instant Messenger Use
		18	Primary Types of Instant Messengers Used
	SNS Usage	19	SNS Usage Rate (Most Recent Period of SNS Use)
		20	Average Time Spent on SNS
		21	Primary Types of SNS Used
		22	Purposes of SNS Use
		23	Reasons for Not Using SNS

Part 4.I. Survey Overview

	Category	Q. No.	Detailed Item
Household Member Component	Artificial Intelligence (AI) Services	24	Understanding and Identification Capability of AI Technology
			Awareness and Experience in AI Services
		25	Degree of Helpfulness of AI Services,
			Necessity of AI Services in Daily Life
			Future Intention to Use AI Services
		26	Experienced Generative AI-based Services, Purpose, Satisfaction, and Paid Subscription Status
		26-1	Reasons for Not Using Generative AI
		27	Opinions on AI Services
	Wearable Device Usage	28	AI Service Utilization Competency and Ethical Usage
		29	Functions Used on Wearable Devices
	Online Shopping Usage	30	Online Shopping Usage Rate (Most Recent Period of Online Shopping)
		31	Number of Online Shopping Purchases
		32	Monthly Average Online Shopping Expenditure and Share of Overseas Direct Purchases
		33	Online Shopping Payment Methods
		34	Online Shopping Purchase Items
		35	Methods of Using Online Shopping
		36	Reasons for Not Using Online Shopping
	Internet Banking Usage	37	Status of Banking Transactions
		37-1	Internet Banking Usage Rate (Most Recent Period of Internet Banking Use)
		38	Primary Remittance Services Used in Internet Banking
	Cloud Service Usage	39	Cloud Service Usage Rate (Most Recent Period of Cloud Service Use)
		40	Purposes of Using Cloud Services
	Smartphone Usage	41	Usage of Mobile Simple Payment Services on Smartphones
	Personal Information Protection	42	Experience of Personal Information Leakage and Breach
		42-1	Channels of Personal Information Leakage and Breach
		42-2	Response Methods to Personal Information Leakage and Damage
		43	Measures Taken for Secure Internet Usage
	Internet Non-users	44	Reasons for Not Using the Internet
		45	Future Intention to Use the Internet

Part 04

II. Internet 'Base'

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



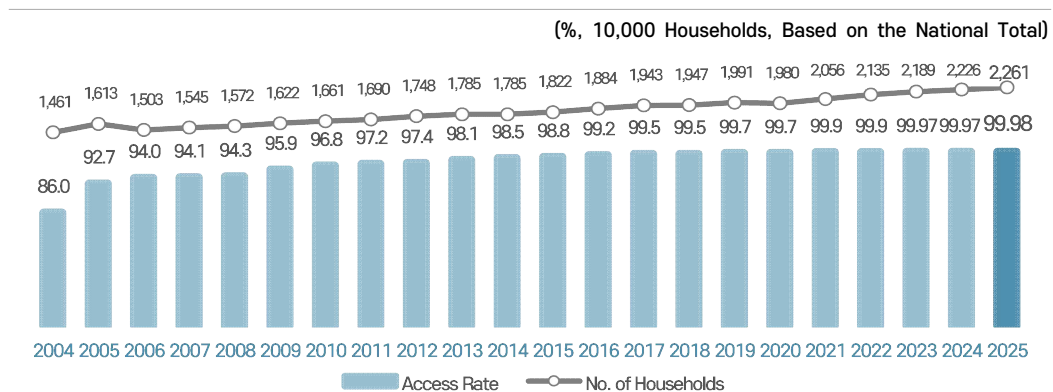
1. Household Internet Access Rate

Most households in Korea (99.98%) have access to the internet.

1) Household Internet Access Rate

- As of July 2025, 99.98% of all households in the country (22.61 million households) have internet access at home, an increase of 0.01%p from the previous year.

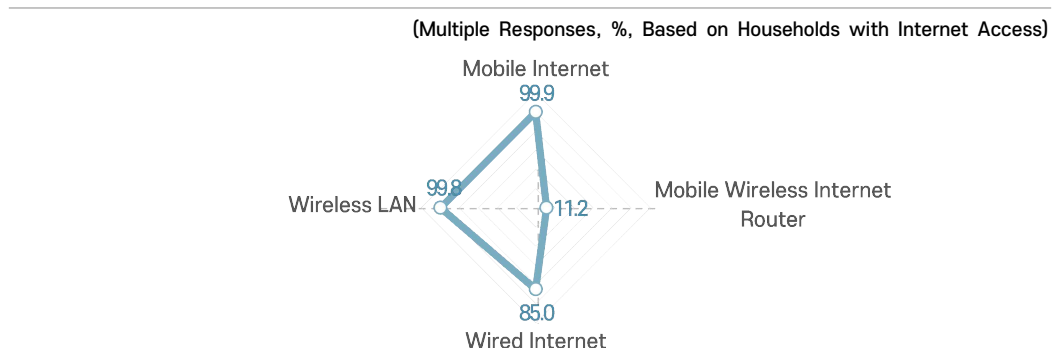
<Figure 2-1> Trends in Household Internet Access Rate and Number of Access-enabled Households



2) Household Internet Access Methods

- Among households with internet access, the proportion of households capable of using 'Mobile Internet' was 99.9%, followed by 'Wireless LAN' (99.8%), 'Wired Internet' (85.0%), and 'Mobile Wireless Internet Router' (11.2%).

<Figure 2-2> Household Internet Access Methods



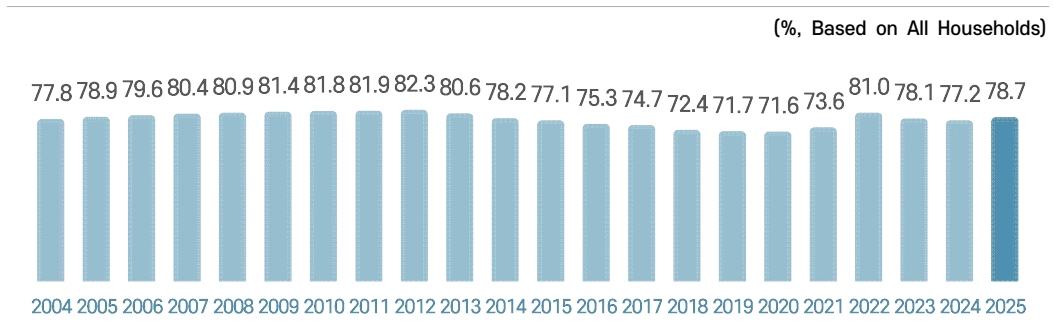
Part 4. II. Internet 'Base'

2. Household Internet Usage Environment

1) Computer Ownership Rate

- As of July 2025, it was found that 78.7% of all households (a 1.5%p increase compared to the previous year) own computers, including desktop computers, laptops, and tablet PCs, at home.

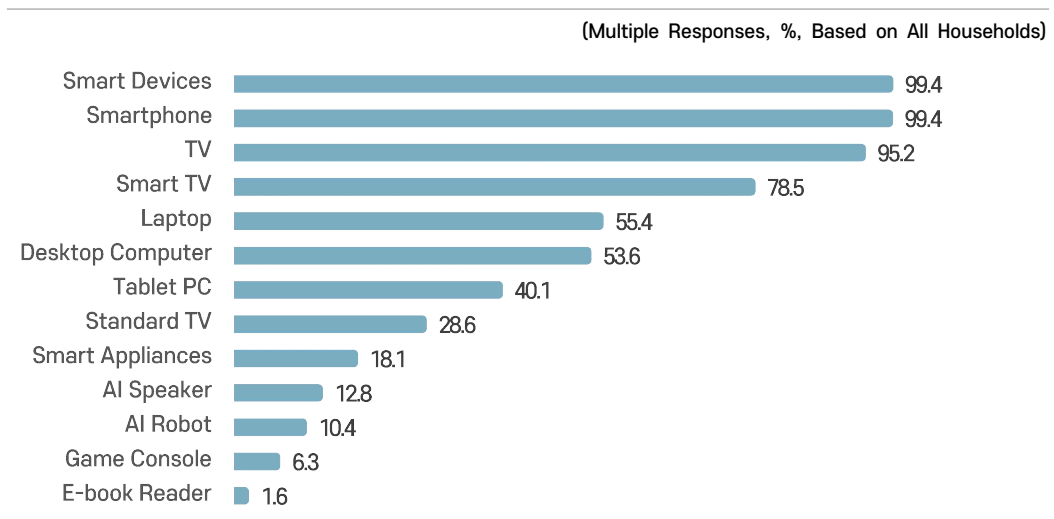
<Figure 2-3> Computer Ownership Rate



2) ICT Device Ownership Status

- Approximately 9 out of 10 households (99.4%) in Korea were found to own smart devices, such as smartphones and tablet PCs. Among all households, the ownership rate for Smart TVs stood at 78.5%, while the proportions of households owning 'laptops' and 'desktop computers' were 55.4% and 53.6%, respectively.

<Figure 2-4> Household ICT Device Ownership

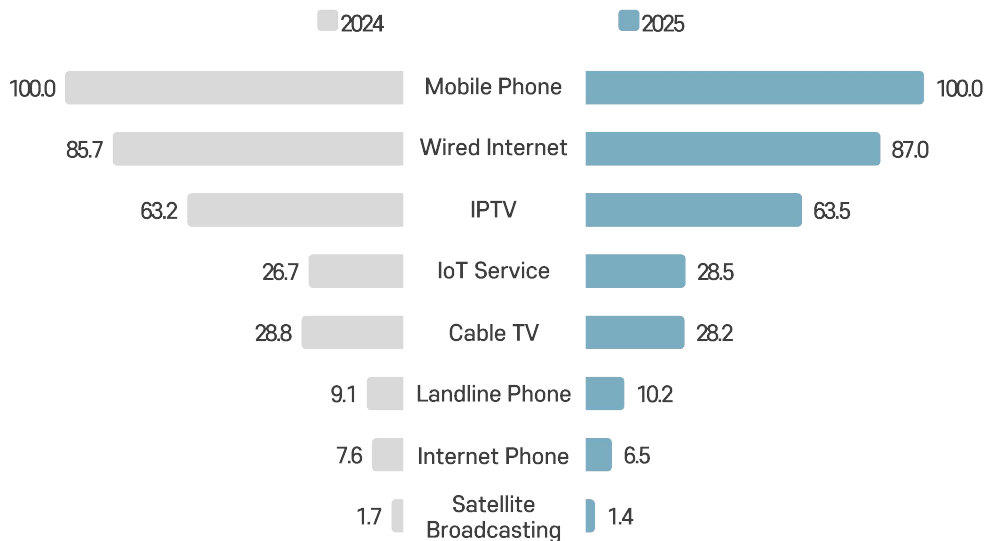


3) ICT Service Usage Status

- The survey revealed that nearly all households (100.0%) utilize "mobile phone" services, including smartphones, while 87.0% of households use "wired internet." Other ICT services used include "IPTV" (63.5%), "IoT services" (28.5%), "Cable TV" (28.2%), and "Landline phones" (10.2%), in that order.

<Figure 2-5> Current Status of Household ICT Service Usage

(Multiple Responses, %, Based on All Households)



Part 4. II. Internet 'Base'

3. Individual Internet Usage Rate

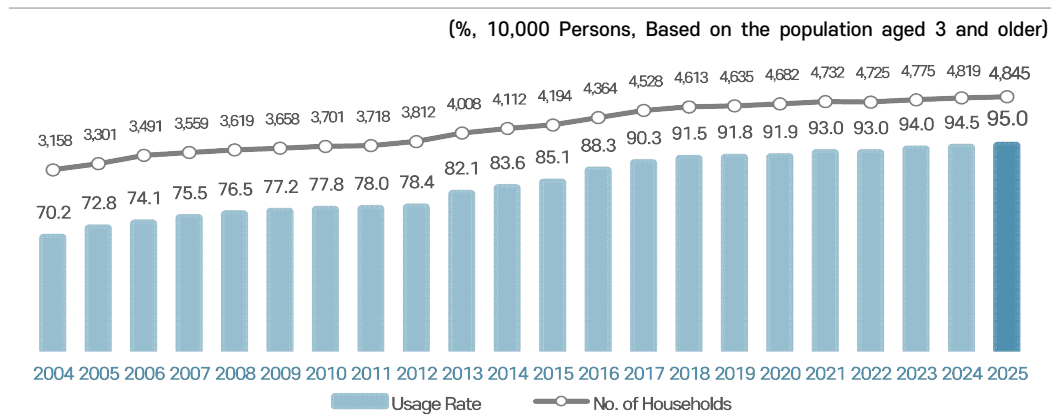
48.45 million people, or 95.0% of the population aged 3 and older, are internet users

1) Individual Internet Usage Rate and Number of Users

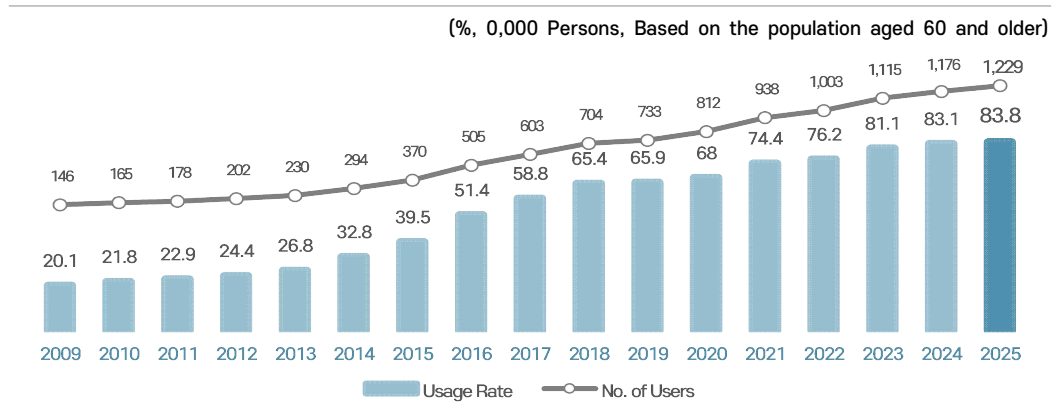
- As of July 2025, the internet usage rate (the percentage of people who have used the internet at least once within the last 1 month) for the population aged 3 and older stands at 95.0%, a 0.5%p increase from the previous year. The total number of internet users reached 48.45 million.

The internet usage rate among the elderly population (aged 60 and older) was 83.8% (12.29 million users), maintaining a steady upward trend compared to the previous year.

<Figure 2-6> Trends in Individual Internet Usage Rate and Number of Users



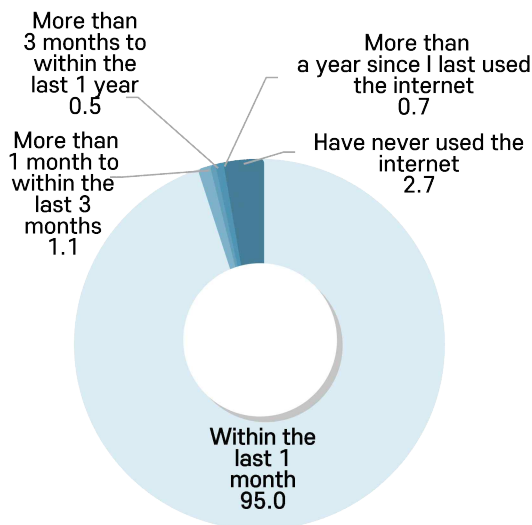
<Figure 2-7> Trends in Internet Usage Rate and Number of Users (Aged 60 and Older)



- Among the population aged 3 and older, "internet experienced users", those who have used the internet at least once in their lifetime, account for 97.3%. When broken down by the period of use, 96.1% of the total population were found to have used the internet "within the last 3 months."

<Figure 2-8> Most Recent Period of Internet Use

(%, Based on the population aged 3 and older)



<Table 2-1> Usage Rate and Number of Users by Recency of Internet Use

(%, 10,000 Persons, Based on the population aged 3 and older)

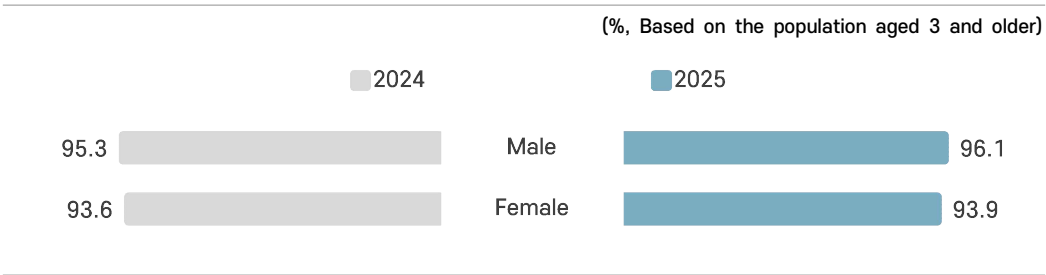
Category	Within the last 1 month	Within the last 3 months	Within the last 1 year	Internet Experienced Users
Usage Rate	95.0	96.1	96.6	97.3
Number of Users	4,845	4,900	4,924	4,960

Part 4. II. Internet 'Base'

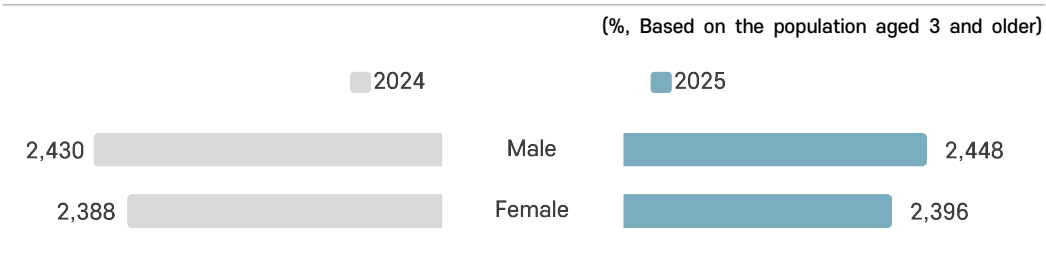
2) Internet Usage Rate and Number of Users by Gender

- In 2025, among the population aged 3 and older, the internet usage rate for males was 96.1%, while the rate for females was 93.9%. In terms of the number of users, there were 24.48 million male users and 23.96 million female users. The gender composition of internet users consisted of 50.5% males and 49.5% females.

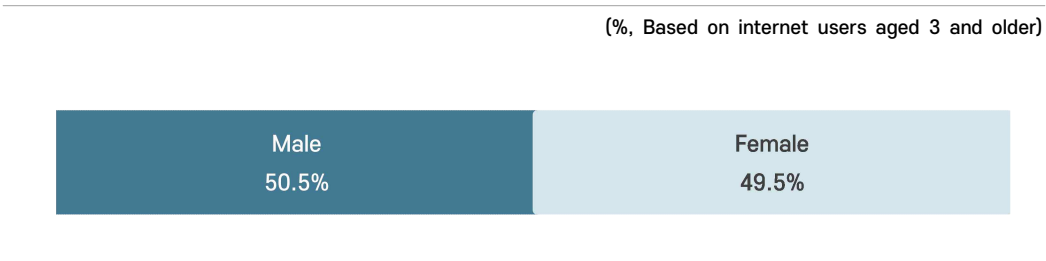
<Figure 2-9> Internet Usage Rate by Gender



<Figure 2-10> Number of Internet Users by Gender (10,000 Persons)



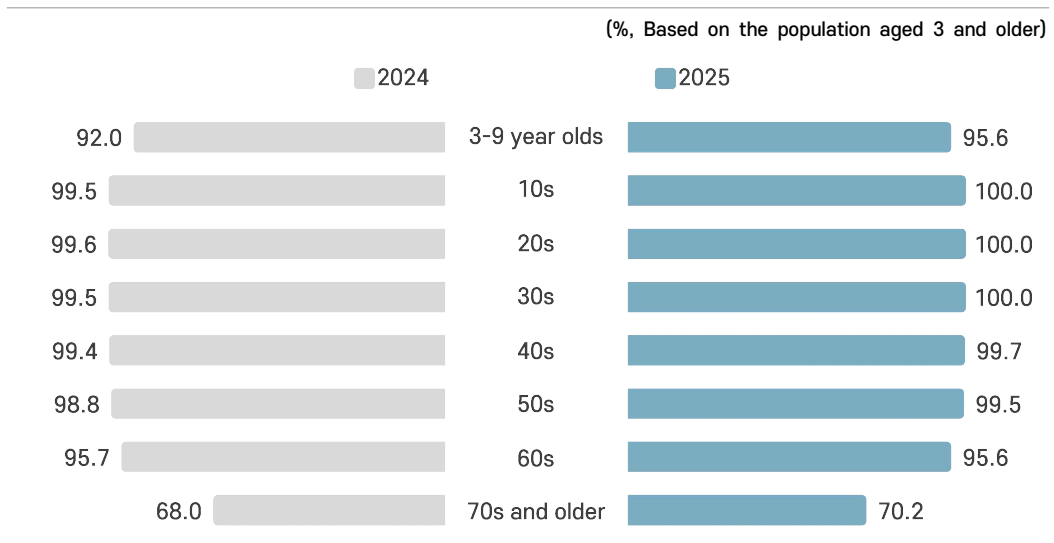
<Figure 2-11> Gender Composition of Internet Users



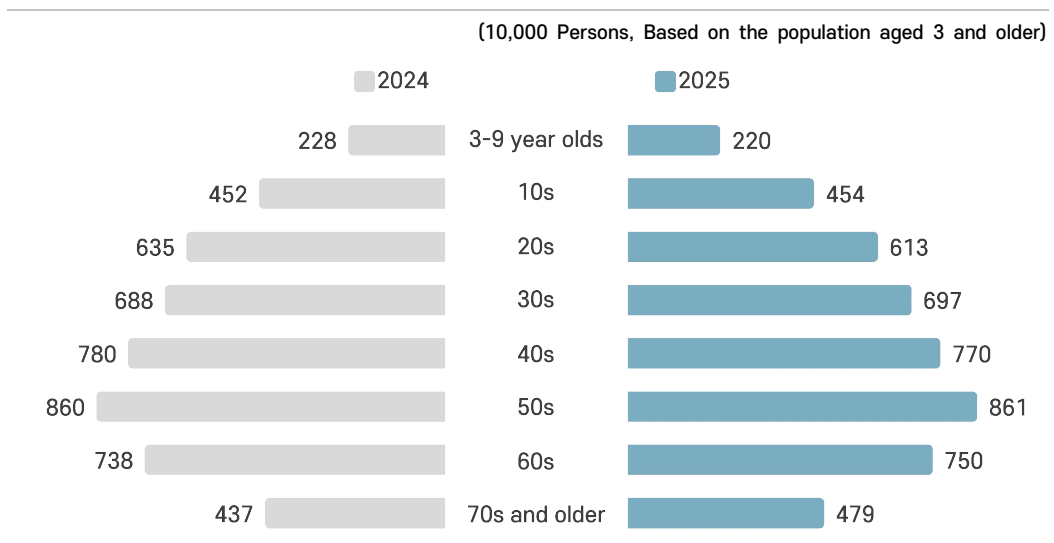
3) Internet Usage Rate and Number of Users by Age Group

- The vast majority of the Korean population in their 10s to 50s utilize the internet. High usage rates were also observed among those aged 3 to 9 and those in their 60s, both at 95.6%. While the usage rate for those aged 70 and older remained lower than other age groups, it showed an upward trend from the previous year, reaching 70.2%.

<Figure 2-12> Internet Usage Rate by Age Group



<Figure 2-13> Number of Internet Users by Age Group

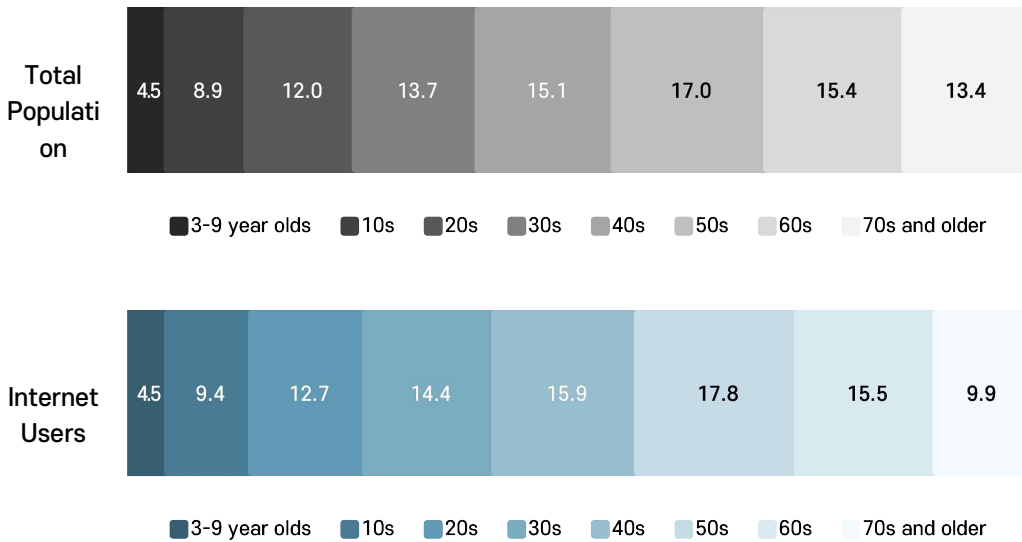


Part 4. II. Internet 'Base'

- Looking at the composition of internet users by age group, those in their 50s accounted for the largest share at 17.8%. This was followed by those in their 40s (15.9%), 60s (15.5%), 30s (14.4%), 20s (12.7%), 70 and older (9.9%), 10s (9.4%), and aged 3-9 (4.5%).

<Figure 2-14> Age Group Composition of the Total Population and Internet Users

(%, Based on the population aged 3 and older)



<Table 2-2> 2019-2025 Future Population Projections (Ministry of Data and Statistics)

(Unit: 10,000 Persons)

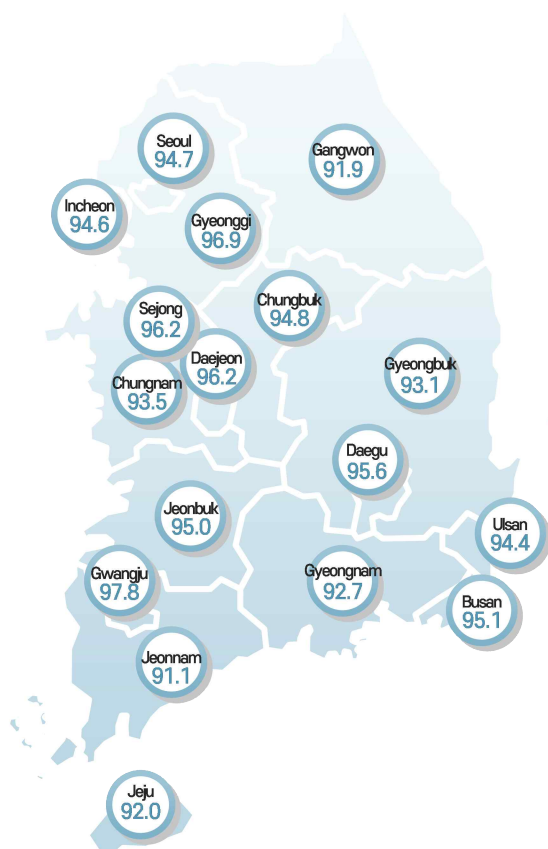
Classification	3-9 year olds	10s	20s	30s	40s	50s	60s	70s and older
2019	315	493	703	736	834	859	608	524
2020	309	477	704	718	826	858	648	549
2021	296	464	695	698	815	854	696	568
2022	281	459	672	685	809	859	721	595
2023	263	457	648	681	798	858	753	623
2024	248	455	637	691	785	871	772	643
2025	230	454	614	698	772	866	784	683

4) Internet Usage Rate and Number of Users by Region

- An analysis of the internet usage rates across Korea's 17 major local governments (metropolitan cities and provinces) shows that Gwangju (97.8%), Gyeonggi (96.9%), Daejeon (96.2%), Sejong (96.2%), Daegu (95.6%), Busan (95.1%), and Jeonbuk (95.0%) all recorded high usage rates of 95.0% or above. These were followed by Chungbuk (94.8%), Seoul (94.7%), Incheon (94.6%), Ulsan (94.4%), Chungnam (93.5%), and Gyeongbuk (93.1%). Even Jeonnam, the region with the lowest rate, stood at 91.1%, indicating that internet usage exceeds 90.0% in all administrative regions. In terms of the number of users, Gyeonggi had the highest count at 13.31 million, followed by Seoul at 8.74 million, and Busan at 3.04 million.

<Figure 2-15> Internet Usage Rate and Number of Users by Region

(%, 10,000 Persons, Based on the population aged 3 and older)

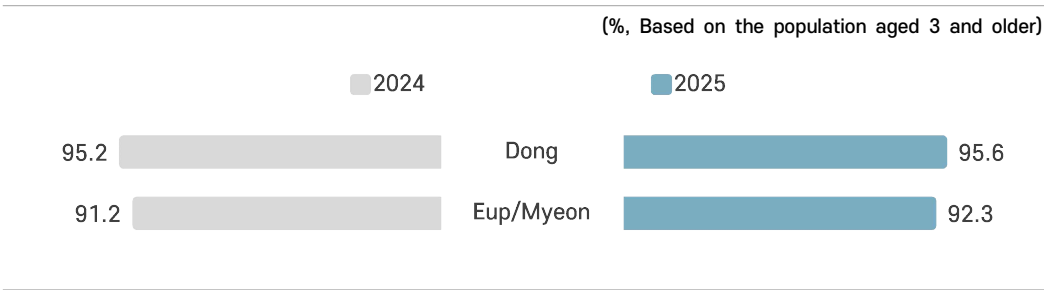


Region	Usage Rate	No. of Users
Seoul	94.7	874
Busan	95.1	304
Daegu	95.6	221
Incheon	94.6	285
Gwangju	97.8	140
Daejeon	96.2	139
Ulsan	94.4	102
Gyeonggi	96.9	1,331
Gangwon	91.9	138
Chungbuk	94.8	152
Chungnam	93.5	205
Sejong	96.2	37
Jeonbuk	95.0	164
Jeonnam	91.1	157
Gyeongbuk	93.1	238
Gyeongnam	92.7	296
Jeju	92.0	61

Part 4. II. Internet 'Base'

- By region size²⁾, 'the internet usage rate in "Dong" (urban) areas was 95.6% (a 0.4%p increase from the previous year), which was higher than the 92.3% usage rate (a 1.1%p increase from the previous year) recorded in "Eup/Myeon" (rural) areas.

<Figure 2-16> Internet Usage Rate by Region and Size



<Table 2-3> Internet Usage Rate by Region and Size

(%, Based on the population aged 3 and older)

Metropolitan Cities /Provinces	Dong	Eup/Myeon	Metropolitan Cities /Provinces	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			

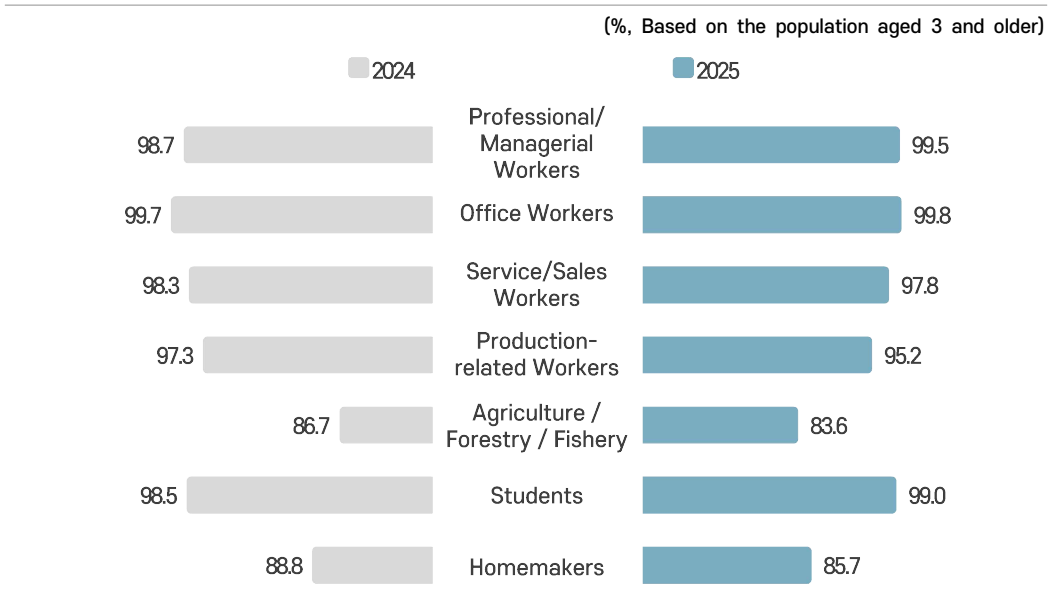
* (-): Indicates cases where there are no "Eup" or "Myeon" (rural) areas within the respective metropolitan city or province.

2) Urban areas at the 'Dong' administrative level are classified as 'Dong areas,' while rural areas at the 'Eup' or 'Myeon' level are classified as 'Eup/Myeon areas' for the purpose of this analysis.

5) Internet Usage Rate by Occupation

- By occupation³⁾, "Office Workers" recorded the highest internet usage rate at 99.8%, followed by "Professional/Managerial Workers" (99.5%) and "Service/Sales Workers" (97.8%). Meanwhile, the usage rate for "Students" was found to be 99.0%, and "Homemakers" stood at 85.7%.

<Figure 2-17> Internet Usage Rate by Occupation



Category	Detailed Occupational Classification
Professional / Managerial	Managers
	Professionals and Related Workers
Office Workers	Clerical Support Workers
Service / Sales	Service Workers
	Sales Workers
Production-related	Craft and Related Trades Workers
	Plant and Machine Operators & Assemblers
	Elementary Occupations (Simple Labor)
Agriculture / Forestry / Fishery	Skilled Agricultural, Forestry and Fishery Workers
Unemployed / Other	Armed Forces, Students, Homemakers, Unemployed/Other

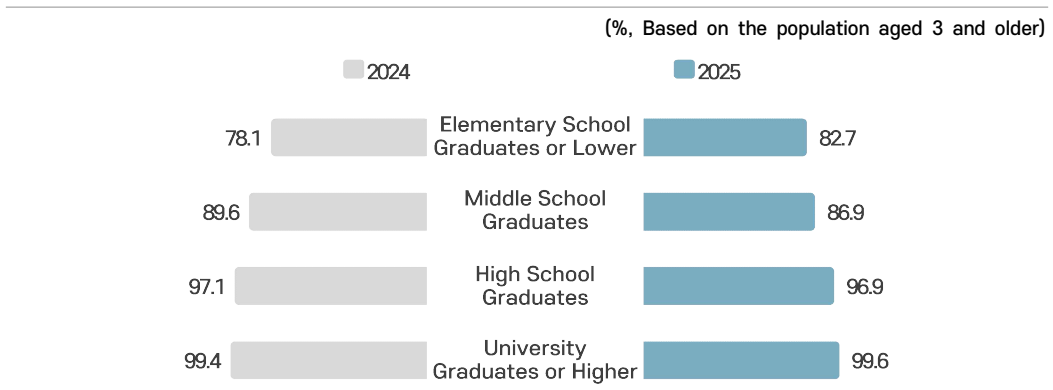
3) The analysis was conducted based on the Korean Standard Classification of Occupations (KSCO).

Part 4. II. Internet 'Base'

6) Internet Usage Rate by Education Level

- By educational attainment, "University Graduates or Higher" recorded the highest usage rate at 99.6%. This was followed by "High School Graduates" (96.9%), "Middle School Graduates" (86.9%), and "Elementary School Graduates or Lower" (82.7%).

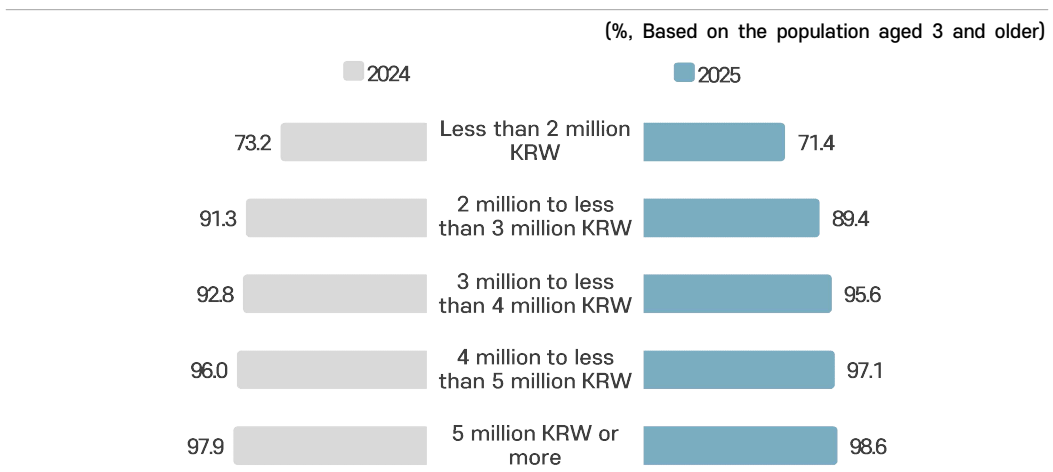
<Figure 2-18> Internet Usage Rate by Educational Attainment



7) Internet Usage Rate by Household Income

- By household income, the internet usage rate was highest among those with a monthly average household income of "5 million KRW or more" at 98.6%. In contrast, the usage rate for those earning "less than 2 million KRW" was the lowest at 71.4%. The data indicates a direct correlation where the internet usage rate of household members increases as the household income rises.

<Figure 2-19> Internet Usage Rate by Household Income



4. Individual Internet Usage Pattern

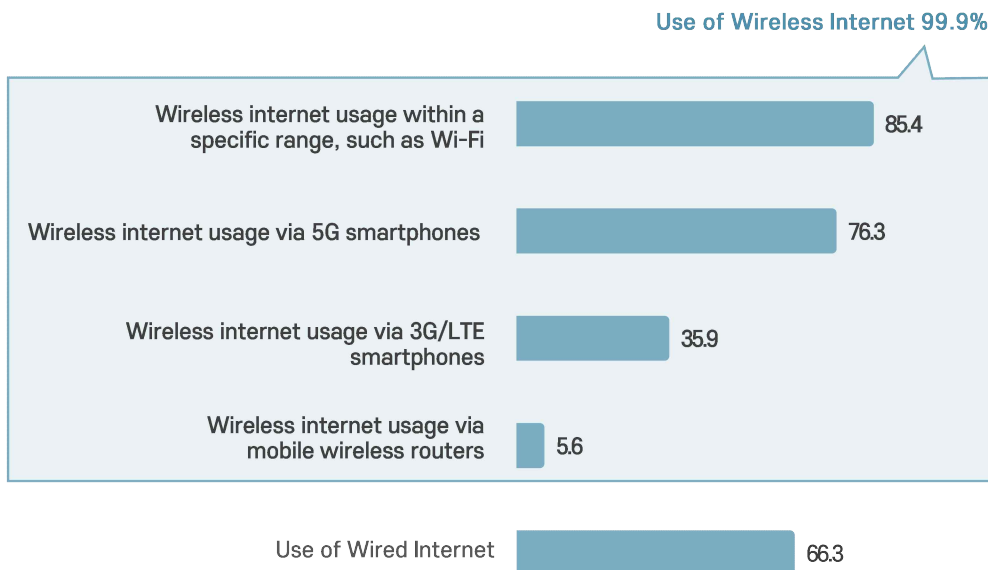
Internet access via wireless connections (99.9%) is utilized more than wired connections (66.3%).

1) Internet Access Methods

- It was found that wireless access methods are utilized more frequently than wired access (66.3%) when connecting to the internet. Among wireless internet access methods, "Wireless internet usage within a specific range, such as Wi-Fi" was the highest at 85.4%, followed by "Wireless internet usage via 5G smartphones" (76.3%), "Wireless internet usage via 3G/LTE smartphones" (35.9%), and "Wireless internet usage via mobile wireless routers (e.g.) Egg)" (5.6%).

<Figure 2-20> Internet Access Methods

(Multiple Responses, %, Based on Internet users aged 3 and older)

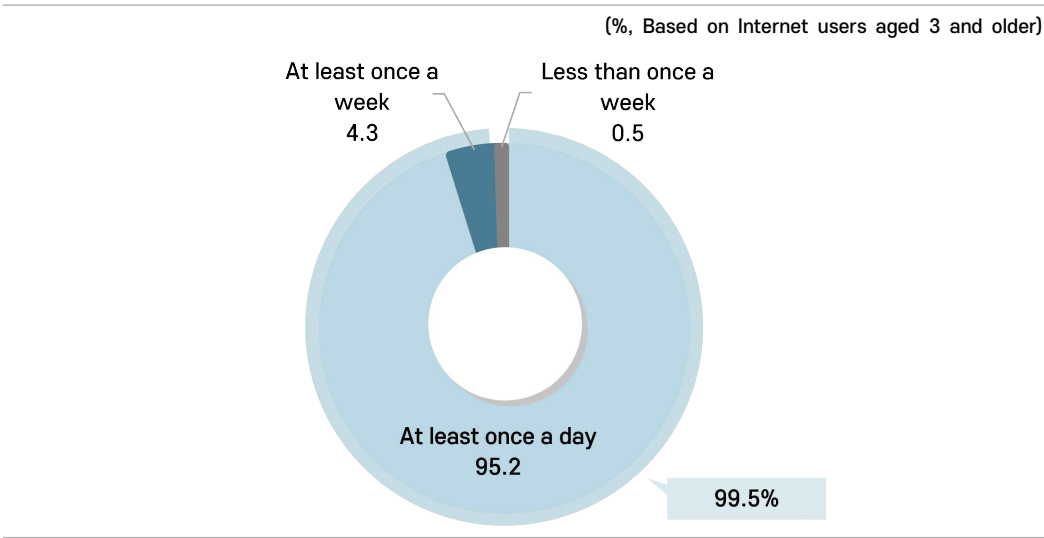


Part 4. II. Internet ‘Base’

2) Frequency of Internet Usage

- The survey revealed that the vast majority (99.5%) of Internet users aged 3 and older use the Internet at least once a week ("at least once a day," 95.2%; "at least once a week," 4.3%).

<Figure 2-21> Frequency of Internet Usage



- By age group, it was found that those in their "10s" (97.7%), "20s" (98.3%), "30s" (97.5%), "40s" (97.0%), and "50s" (96.1%) use the Internet at least once a day.

<Table 2-4> Internet Usage Frequency by Gender and Age Group

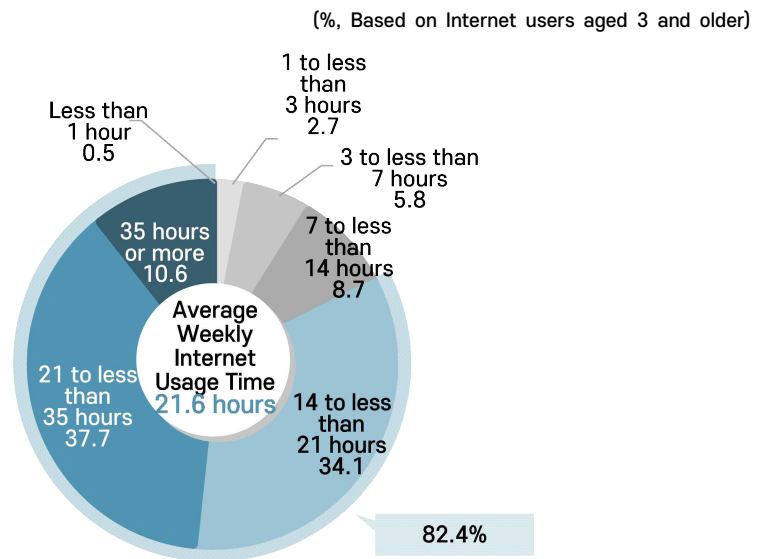
(%, Based on Internet users aged 3 and older)

Classification		At least once a day	At least once a week	Less than once a week
Gender	Male	95.6	4.0	0.4
	Female	94.8	4.7	0.6
Age	3-9 year olds	82.9	15.2	1.9
	10s	97.6	2.1	0.3
	20s	98.3	1.6	0.0
	30s	97.5	2.4	0.1
	40s	97.0	2.9	0.2
	50s	96.1	3.6	0.3
	60s	94.8	4.6	0.6
	70s and older	87.2	10.9	1.9

3) Internet Usage Time

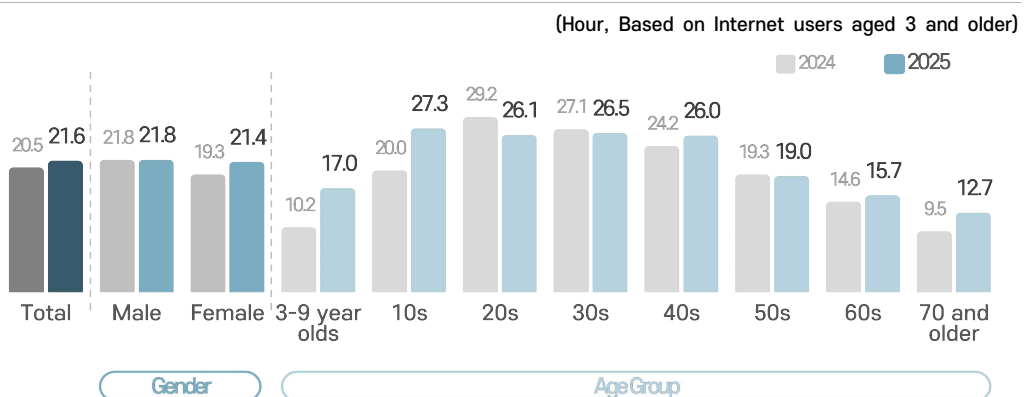
- It was found that 82.4% of Internet users aged 3 and older use the Internet for an average of 14 hours or more per week ("14 to less than 21 hours," 34.1%; "21 to less than 35 hours," 37.7%; "35 hours or more," 10.6%). The average weekly Internet usage time was recorded at 21.6 hours.

<Figure 2-22> Average Weekly Internet Usage Time



- Analysis by gender showed that the Internet usage time for "men (21.8 hours)" was longer than that of "women (21.4 hours)". By age group, the usage time was found to be highest for those in their "10s" (27.3 hours), followed by those in their "30s" (26.5 hours), "20s" (26.1 hours), and "40s" (26.0 hours).

<Figure 2-23> Average Weekly Internet Usage Time by Gender and Age Group

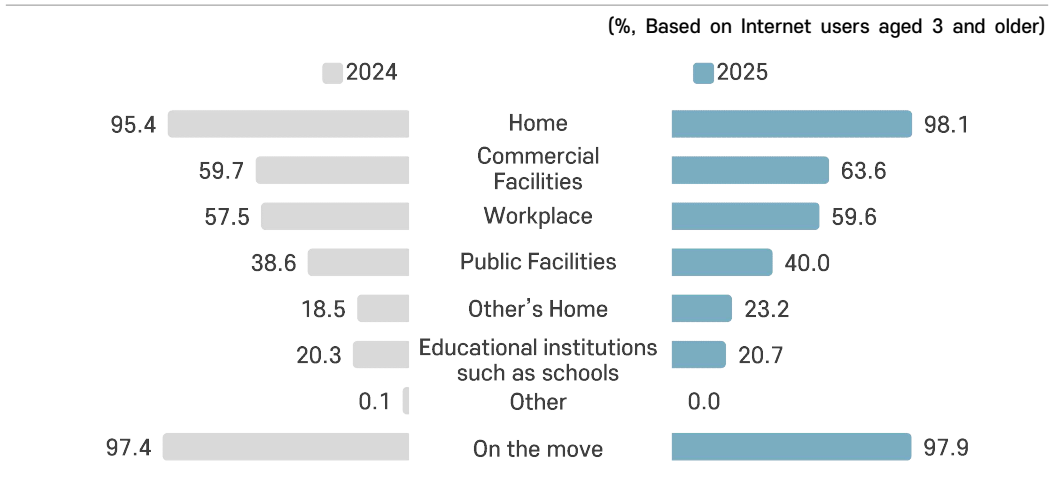


Part 4. II. Internet 'Base'

4) Locations of Internet Usage

- It was found that 97.9% of Internet users access the Internet "on the move" using smartphones, tablet PCs, and other devices. Regarding the primary locations for Internet usage, "Home" was the highest at 98.1%, followed by "Commercial Facilities" (63.6%), "Workplace" (59.6%), and "Public Facilities" (40.0%).

<Figure 2-24> Locations of Internet Usage



- By age group, looking at the primary locations for Internet usage excluding "Home," "Educational institutions such as schools" were relatively high for those aged 3-9 and those in their 10s (94.4% and 99.5%, respectively). For those in their 30s and 40s, the primary age groups for economic activity, usage at the "Workplace" was higher than in other age groups, at 85.7% and 82.4%, respectively.

<Table 2-5> Locations of Internet Usage by Gender and Age Group

(Multiple Responses, %, Based on Internet users aged 3 and older)

Category		Home	Commercial facilities	Workplace	Public facilities	Other's Home	Educational institutions such as schools	Other	On the move
Gender	Male	98.0	62.9	67.5	40.6	21.1	21.6	0.0	97.6
	Female	98.2	64.2	51.5	39.4	25.4	19.9	0.1	98.3
Age	3-9 year olds	98.8	42.6	0.0	15.3	22.1	94.4	0.0	79.7
	10s	100.0	57.0	0.3	38.8	31.0	99.5	0.1	99.0
	20s	99.7	78.4	53.5	48.9	27.1	38.9	0.0	97.1
	30s	97.7	75.9	85.7	46.3	22.4	4.8	0.0	99.2
	40s	98.1	70.7	82.4	43.0	23.8	4.6	0.0	99.5
	50s	97.1	63.4	77.6	40.1	19.8	2.6	0.0	99.6
	60s	97.4	56.7	66.3	37.0	20.1	1.6	0.0	99.2
	70s and older	97.5	42.2	33.2	31.5	22.7	0.7	0.2	97.0

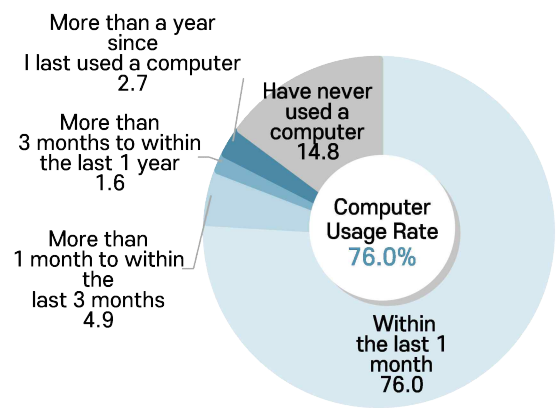
5) Computer Usage Rate

The computer usage rate of the population aged 3 and older in Korea stands at 76.0%.

- The computer usage rate among the population aged 3 and older (use via desktop computers, laptop computers, tablet PCs, etc. within the last 1 month) is 76.0%. By period, "more than 1 month to within 3 months" was recorded at 4.9%, and "more than 3 months to within 1 year" was 1.6%.

<Figure 2-25> Computer Usage Rate

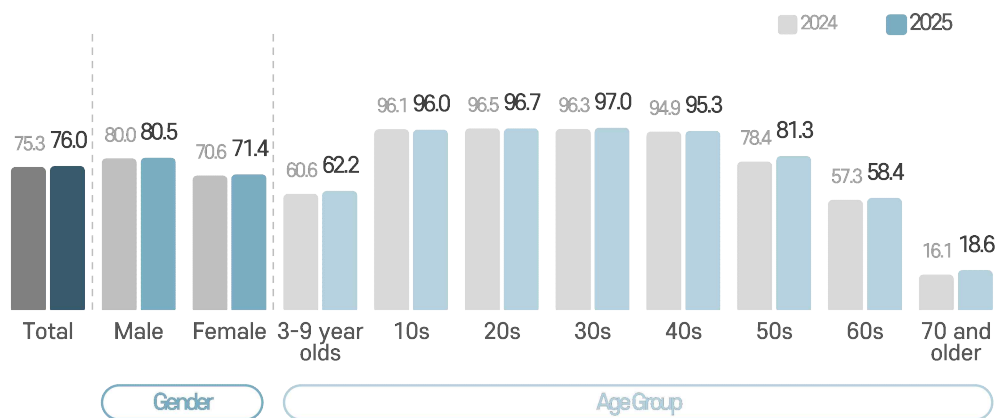
(%, Based on the population aged 3 and older)



- The computer usage rate for "men (80.5%) was 9.1%p higher than that of "women (71.4%), and those in their 10s to 40s showed a usage rate of 95.0% or higher.

<Figure 2-26> Computer Usage Rate by Gender and Age Group

(%, Based on the population aged 3 and older)

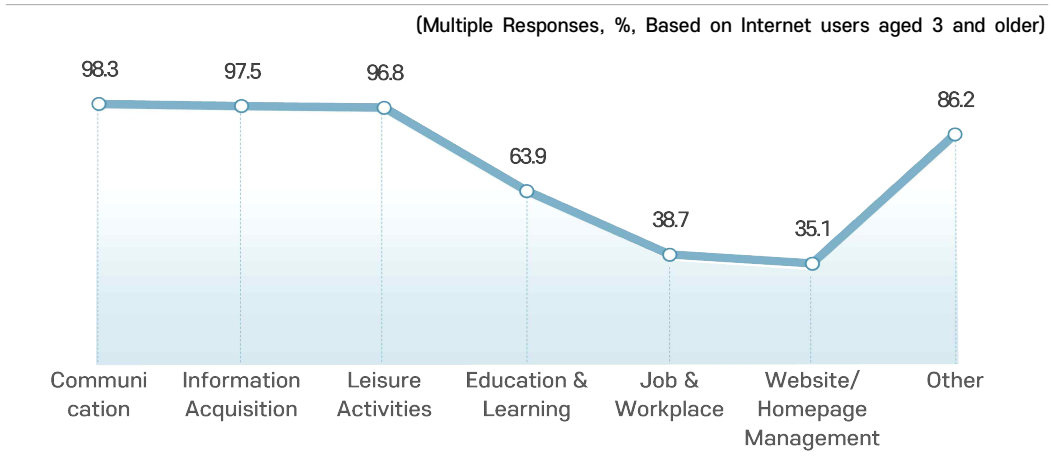


Part 4. II. Internet 'Base'

6) Purpose of Internet Usage

- The survey found that "Communication" was the primary purpose of Internet usage at 98.3%, followed by "Information Acquisition" (97.5%), "Leisure Activities" (96.8%), and "Education and Learning" (63.9%).

<Figure 2-27> Purpose of Internet Usage



* "Other" includes Internet banking, the sale of goods or services, and the reservation and use of travel, transportation, or accommodation-related services.

- The gender analysis showed that "men had higher rates than "women across most purposes for Internet usage. By age group, those aged 3-9 showed a higher proportion of "Leisure Activities" compared to other purposes. In contrast, those in their 10s stood out for "Information Acquisition" (99.9%), while those in their 20s to 60s showed the highest rates in "Communication" (100.0%) compared to other age groups.

<Table 2-6> Purpose of Internet Usage by Gender and Age Group

(Multiple Responses, %, Based on Internet users aged 3 and older)

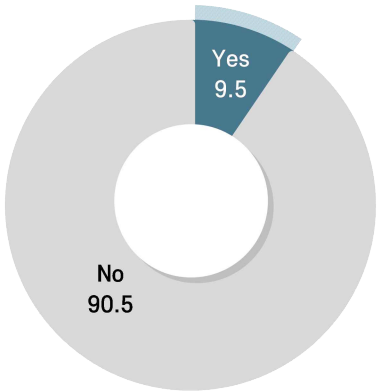
Classification		Communication	Information Acquisition	Leisure Activities	Education & Learning	Job & Workplace	Website Management	Other
Gender	Male	98.4	97.6	97.5	64.6	42.8	35.3	87.2
	Female	98.2	97.4	96.2	63.1	34.5	35.0	85.2
Age Group	3-9 year olds	73.3	57.2	94.9	71.8	0.0	17.0	11.8
	10s	98.8	99.7	98.8	95.6	0.4	44.6	76.4
	20s	100.0	99.9	99.5	84.8	56.0	48.6	98.1
	30s	100.0	100.0	99.5	74.9	64.8	46.9	99.1
	40s	100.0	99.9	99.0	69.9	55.9	40.2	98.5
	50s	100.0	99.8	97.3	56.5	41.8	31.8	96.4
	60s	100.0	99.0	94.7	42.3	29.6	24.9	89.3
	70s and older	96.2	96.5	87.4	24.5	13.6	14.1	53.1

7) Experience Rate of Personal Information Leaks and Infringements

- As of July 2025, it was found that 9.5% of Internet users aged 12 and older had experienced personal information leaks or infringements within the last 1 year.

<Figure 2-28> Experience of Personal Information Leaks and Infringements

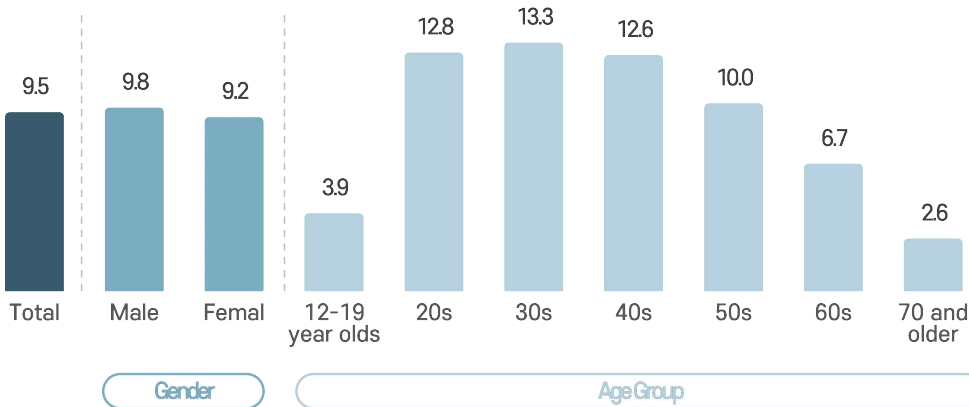
(Multiple Responses, %, Based on Internet users aged 12 and older)



- By gender, the rate for "men (9.8%) was slightly higher than that for "women (9.2%). By age group, the rate was highest among those in their "30s" at 13.3%, followed by those in their "20s" (12.8%), "40s" (12.6%), and "50s" (10.0%). In contrast, those "aged 70 and older" showed a relatively low experience rate at 2.6%.

<Figure 2-29> Experience Rate of Personal Information Leaks and Infringements by Gender and Age Group

(Multiple Responses, %, Based on Internet users aged 12 and older)



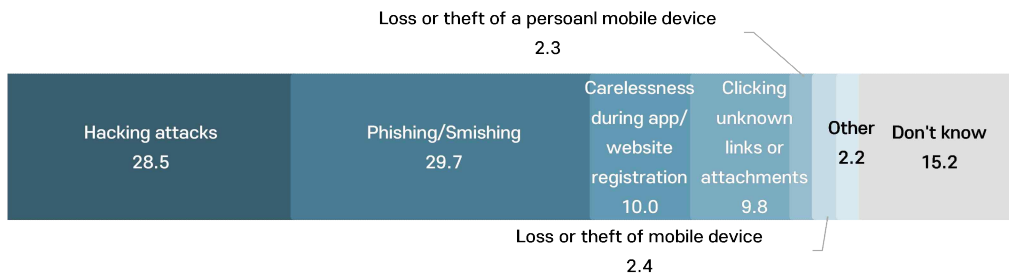
Part 4. II. Internet 'Base'

8) Channels of Personal Information Leaks and Infringements

- The survey conducted on Internet users who have experienced personal information leaks and infringements revealed that "Phishing/Smishing (Email, SMS, Messenger, etc.)" was the most common channel at 29.7%. This was followed by "Hacking Attacks (Website/App hacking, etc.)" (28.5%), "Carelessness during App/Website sign-up" (10.0%), and "Clicking unknown links or attachments" (9.8%). Meanwhile, "Don't know" accounted for 15.2% of the responses.

<Figure 2-30> Channels of Personal Information Leaks and Infringements

(%, Based on Internet users aged 12 and older who have experienced personal information leaks and infringements)

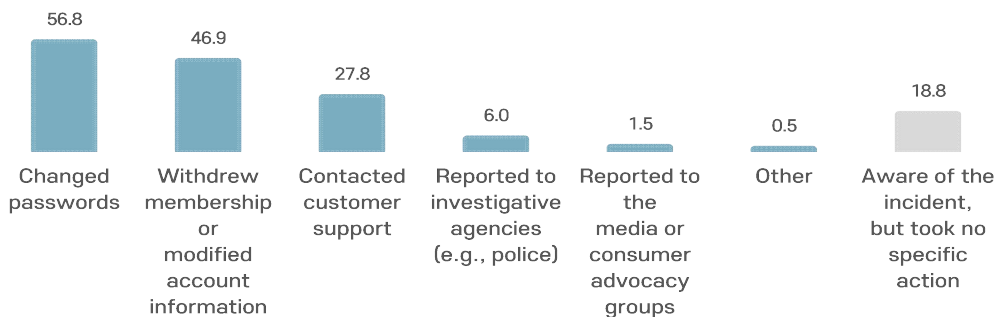


9) Methods of Responding to Personal Information Leaks and Infringements

- The survey on response methods conducted among Internet users who have experienced personal information leaks and infringements (Multiple Responses) revealed that "Changing passwords" was the most common action at 56.8%. This was followed by "Account deletion or modification of member information" (46.9%) and "Inquiries to customer centers" (27.8%). Meanwhile, "Took no action despite recognizing the damage" was recorded at 18.8%, while "Reporting to investigative agencies (police, etc.)" stood at only 6.0%.

<Figure 2-31> Methods of Responding to Personal Information Leaks and Infringements

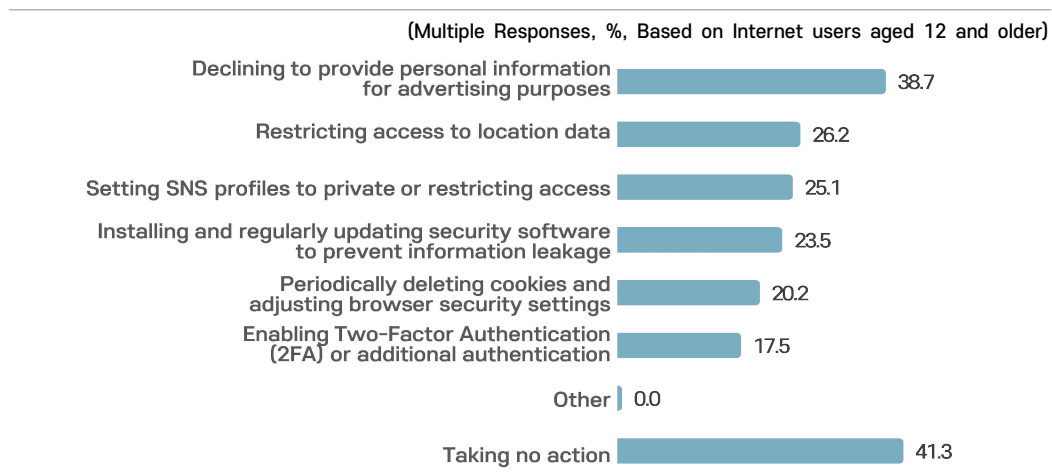
(Multiple Responses, %, Based on Internet users aged 12 and older who have experienced personal information leaks and infringements)



10) Activities for Safe Internet Usage

- Approximately 58.7% of Internet users aged 12 and older were found to take measures for safe Internet usage. Among specific activities, "Withholding consent for personal information collection for advertising purposes" was the most common at 38.7%, followed by "Restricting access permissions to location data" (26.2%) and "Restricting access such as setting SNS profiles to private" (25.1%).

<Figure 2-32> Activities for Safe Internet Usage



- The analysis by age group showed that "Withholding consent for personal information collection for advertising purposes" was the most common activity across all age groups. In contrast, for those "aged 70 and older," the response "Took no action" was significantly high at 79.1%.

<Table 2-7> Activities for Safe Internet Usage by Gender and Age Group

(Multiple Responses, %, Based on Internet users aged 12 and older)

Classification		Withholding consent for advertising purposes	Restricting location data access	Restricting access (e.g.) private SNS profiles	Installing / Updating security software	Deleting cookies & adjusting browser settings	Two-factor or multi-factor authentication	Other	No action taken
Gender	Male	40.9	27.5	26.0	25.3	22.4	18.7	0.0	38.7
	Female	36.4	24.8	24.1	21.7	17.9	16.3	0.0	43.9
Age Group	12-19 year olds	38.5	26.5	27.9	20.7	16.6	17.2	0.0	41.0
	20s	52.2	36.6	40.5	34.5	30.8	27.3	0.0	24.2
	30s	50.2	36.8	37.8	34.7	32.8	25.6	0.0	25.6
	40s	47.3	32.2	30.7	29.8	25.5	24.3	0.0	27.9
	50s	37.3	24.2	21.0	20.6	17.4	14.7	0.0	41.7
	60s	25.9	15.5	11.3	13.5	9.9	7.9	0.0	59.0
	70s and older	13.4	7.9	4.3	6.3	3.8	2.4	0.0	79.1

Part 04

III. Internet 'Portability'

- 01. Mobile Internet Use
- 02. Mobile Phone and Smartphone Internet Use
- 03. Wearable Device Ownership and Use



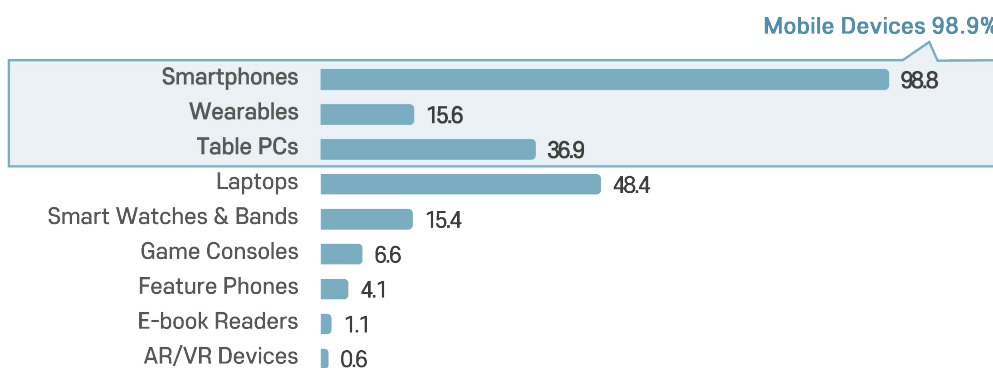
1. Mobile Internet Usage

1) Ownership of Portable Information and Communication Devices

- The survey found that 98.9% of the population aged 6 and older own "mobile devices (smartphones, tablet PCs, wearables)." Among all portable devices, "smartphones" showed the highest ownership rate at 98.8%, followed by "laptop computers" (48.4%), "tablet PCs" (36.9%), and "smartwatches and bands" (15.4%).

<Figure 3-1> Ownership of Portable Information and Communication Devices

(Multiple Responses, %, Based on the population aged 6 and older)

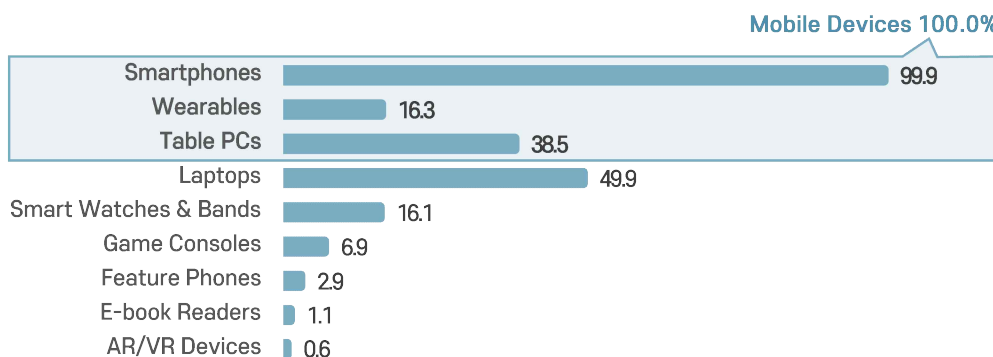


* The overall ownership rate of wearable devices is calculated by combining "smartwatches and bands" and "AR/VR devices."

- 100.0% of Internet users aged 6 and older were found to own mobile devices. Specifically, the ownership rate for "smartphones" stood at 99.9%, followed by "laptop computers" (49.9%), "tablet PCs" (38.5%), and "smartwatches and bands" (16.1%).

<Figure 3-2> Ownership of Portable Information and Communication Devices - Internet Users

(Multiple Responses, %, Based on Internet users aged 6 and older)

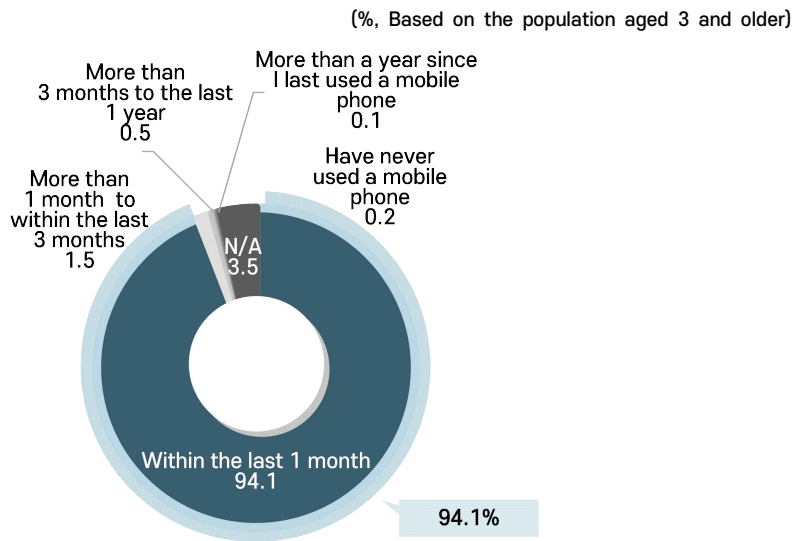


Part 4. III. Internet 'Portability'

2) Mobile Internet Usage Rate

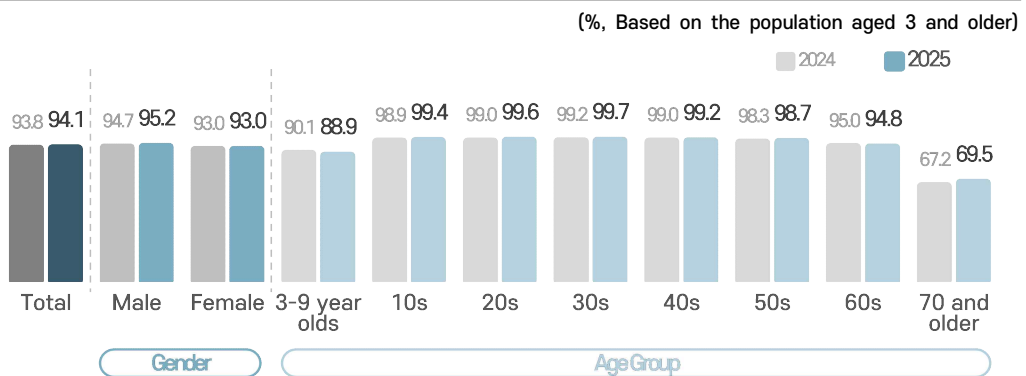
- The mobile Internet usage rate for the population aged 3 and older (defined as the percentage of people who accessed the Internet via mobile devices such as mobile phones, smartphones, or tablet PCs within the last 1 month) stood at 94.1%. By period, 1.5% reported usage between "over 1 month and within 3 months," while 0.5% fell into the "over 3 months and within 1 year" category.

<Figure 3-3> Mobile Internet Usage Rate



- By age group, mobile Internet usage rates exceeded 99.0% for those in their "20s to 40s." This was followed by those in their "10s" (99.4%), "50s" (98.7%), "60s" (94.8%), and "aged 3-9" (88.9%). The usage rate was lowest among those "aged 70 and older" at 69.5%.

<Figure 3-4> Mobile Internet Usage Rate by Gender and Age Group



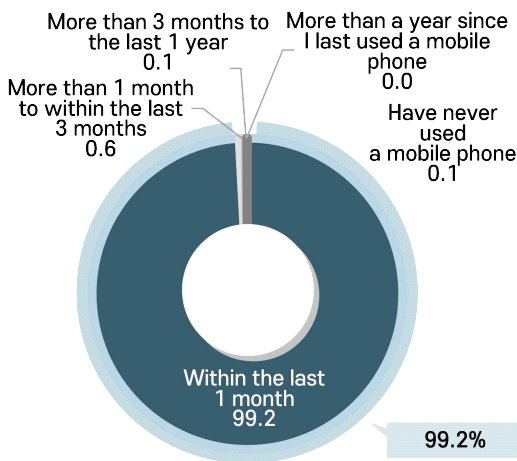
2. Mobile Phone and Smartphone Internet Use

1) Mobile Phone Usage Rate

- The mobile phone usage rate (including smartphones) for the population aged 3 and older stood at 99.2%. By period, 0.6% reported usage between "over 1 month and within 3 months," while 0.1% fell into the "over 3 months and within 1 year" category.

<Figure 3-5> Mobile Phone Usage Rate

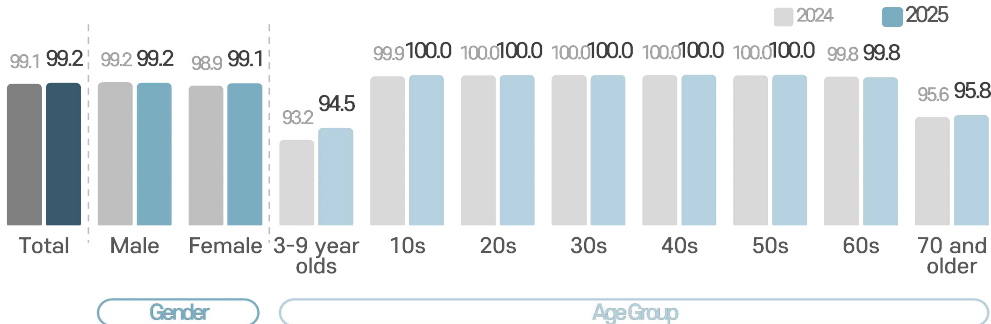
(%, Based on the population aged 3 and older)



- By age group, the mobile phone usage rate reached 100.0% for those in their "20s to 50s." This was followed by those in their "10s" (100.0%), "60s" (99.8%), and "aged 70 and older" (95.8%). The usage rate was lowest among those "aged 3 to 9" at 94.5%.

<Figure 3-6> Mobile Phone Usage Rate by Gender and Age Group

(%, Based on the population aged 3 and older)



Part 4. III. Internet 'Portability'

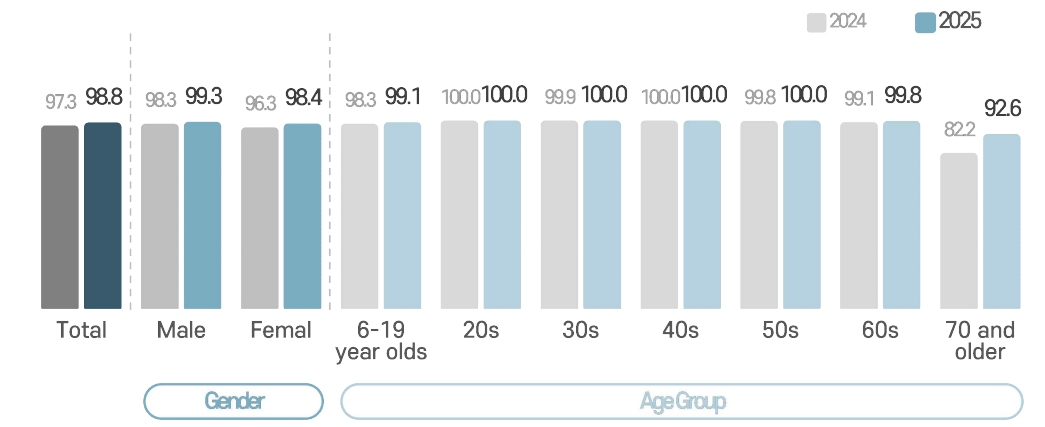
2) Smartphone Ownership Rate

The smartphone ownership rate for the population aged 6 and older stood at 98.8%.

- It was found that 98.8% of the population aged 6 and older own a smartphone under their own name. By age group, all segments except for those "aged 70 and older" showed an ownership rate of over 99.0%, while the rate for those "aged 70 and older" stood at 92.6%.

<Figure 3-7> Smartphone Ownership Rate by Gender and Age Group

(%, Based on the population aged 6 and older)

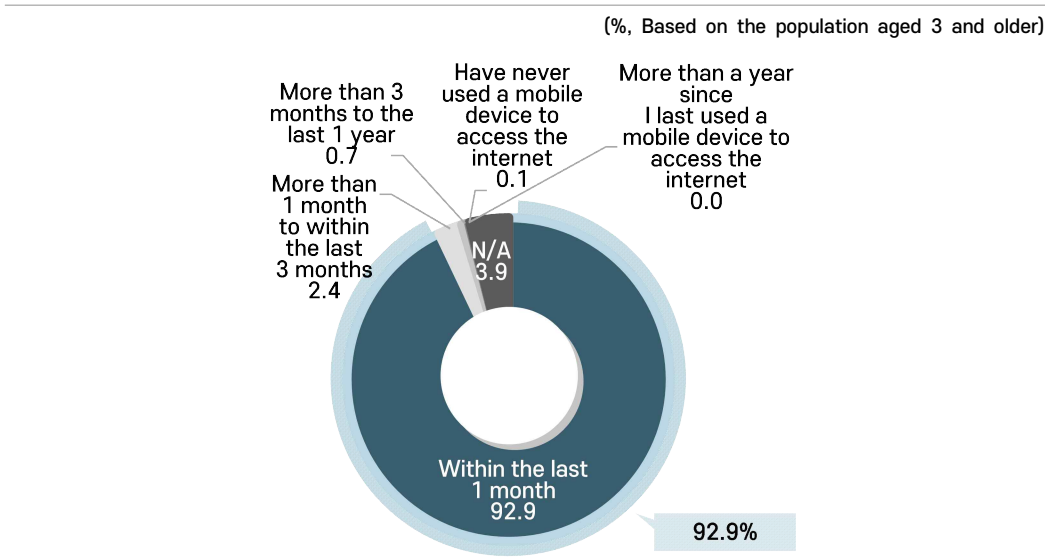


3) Smartphone Internet Usage Rate

The Internet usage rate via smartphones for the population aged 3 and older stood at 92.9%.

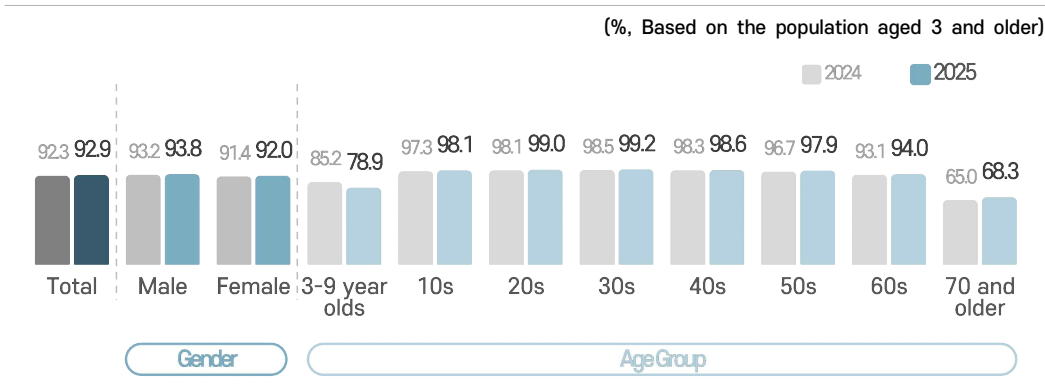
- The smartphone Internet usage rate for the population aged 3 and older stood at 92.9%. By interval, 2.4% reported usage between "over 1 month and within 3 months," while 0.7% fell into the "over 3 months and within 1 year" category.

<Figure 3-8> Most Recent Time of Internet Usage via Smartphone



- By age group, the Internet usage rate via smartphones was significantly high at over 97.0% for those in their "10s to 50s." This was followed by those in their "60s" (94.0%), "aged 3-9" (78.9%), and "aged 70 and older" (68.3%).

<Figure 3-> Smartphone Internet Usage Rate by Gender and Age Group



Part 4. III. Internet 'Portability'

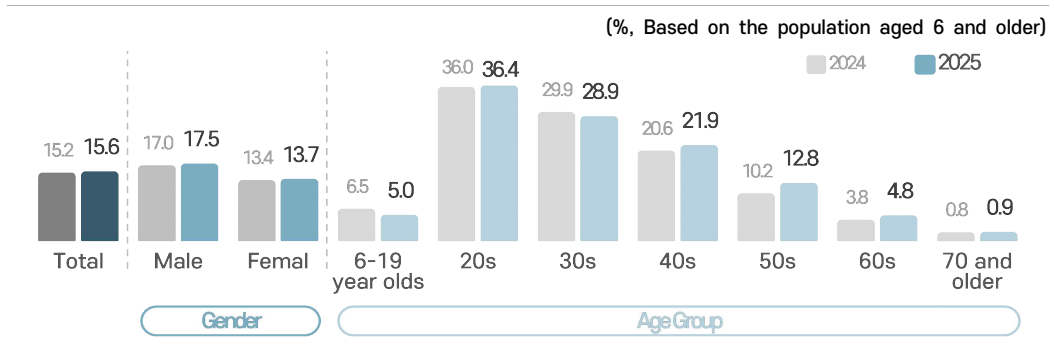
3. Wearable Device Ownership and Use

The wearable device ownership rate for the population aged 6 and older stood at 15.6%.

1) Wearable Device Ownership Rate

- The wearable device ownership rate stood at 15.6%, an increase of 0.4%p compared to the previous year. By gender, the rate for "men (17.5%)" was higher than that for "women (13.7%)". By age group, those in their "20s" recorded the highest ownership rate at 36.4%, followed by those in their "30s" (28.9%) and "40s" (21.9%).

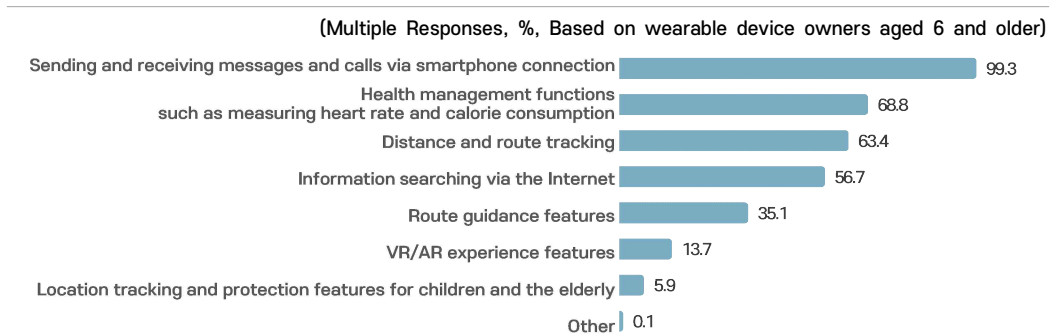
<Figure 3-9> Wearable Device Ownership Rate by Gender and Age Group



2) Wearable Device Functions Used

- The most frequently used functions of wearable devices were found to be "sending and receiving messages and calls via smartphone connection" (99.3%), followed by "health management functions such as measuring heart rate and calorie consumption" (68.8%), "distance and route tracking" (63.4%), and "information searching via the Internet" (56.7%).

<Figure 3-10> Wearable Device Functions Used



Part 04

IV. Internet ‘Communication’

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



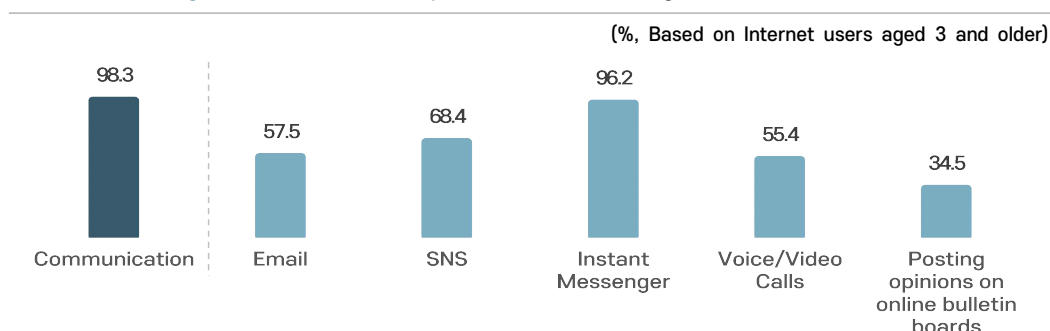
1. Internet Usage for Communication Purposes

The internet usage rate for communication purposes stood at 98.3%.

1) Internet Usage for Communication Purposes

- The survey found that 98.3% of Internet users aged 3 and older use the Internet for communication purposes. Among them, "Instant Messenger" was the most common at 96.2%, followed by "SNS" (68.4%), "Email" (57.5%), "Voice/Video Calls" (55.4%), and "Posting opinions on online bulletin boards" (34.5%).

<Figure 4-1> Detailed Purposes of Internet Usage for Communication)

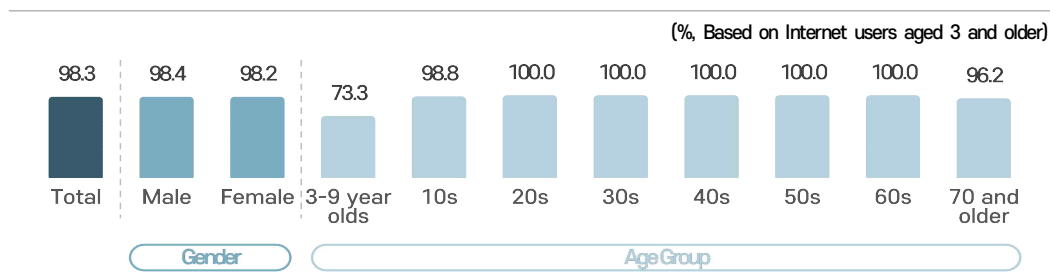


✓ Internet Usage for Communication

: Email, SNS (Facebook, Instagram, BAND, KakaoStory, X (Twitter), TikTok, Blogs, etc.), Instant Messenger (KakaoTalk, Instagram DM, Facebook Messenger, LINE, Telegram, etc.), Voice/Video Calls (VoiceTalk, FaceTalk, FaceTime, LINE, etc.) and Voice Chat (Discord, TalkOn, etc.), Posting opinions on online bulletin boards (including writing comments)

- By age group, the internet usage rate for communication purposes stood at 100.0% for those in their "20s to 60s," while it was lowest among those "aged 3-9" at 73.3%.

<Figure 4-2> Internet Usage Rate for Communication Purposes by Gender and Age Group



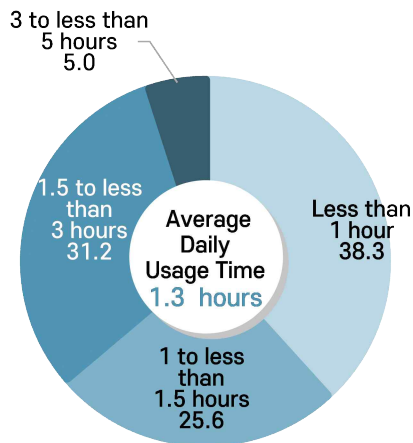
Part 4. IV. Internet ‘Communication’

2) Internet Usage Time for Communication Purposes

- The survey found that the average daily time spent on internet-based communication by online communication users was 1.3 hours. By interval, "less than 1 hour" was the most common at 38.3%, followed by "1.5 to less than 3 hours" (31.2%), "1 to less than 1.5 hours" (25.6%), and "3 to less than 5 hours" (5.0%).

<Figure 4-3> Average Daily Internet Usage Time for Communication Purposes

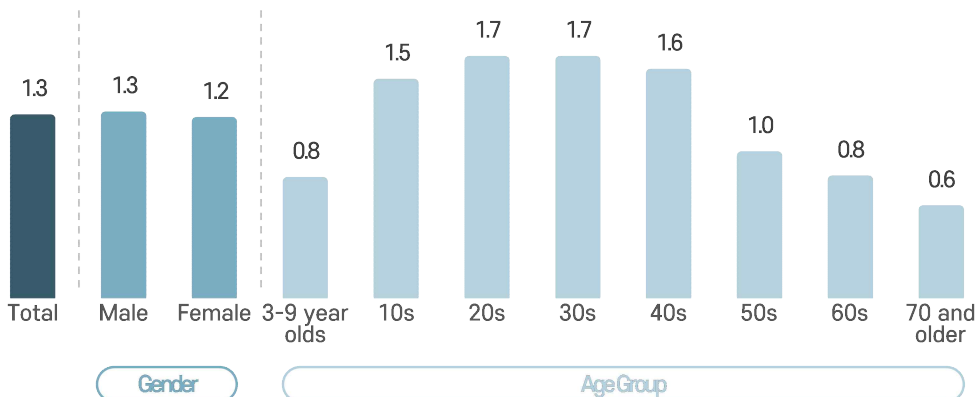
(%, Based on Internet users aged 3 and older using the Internet for communication purposes)



- By age group, those in their "20s" and "30s" recorded the longest usage time at 1.7 hours each, followed by those in their "40s" (1.6 hours) and "10s" (1.5 hours).

<Figure 4-4> Average Daily Internet Usage Time for Communication Purposes by Gender and Age Group

(Hour, Based on Internet users aged 3 and older using the Internet for communication purposes)



2. Instant Messenger Use Status

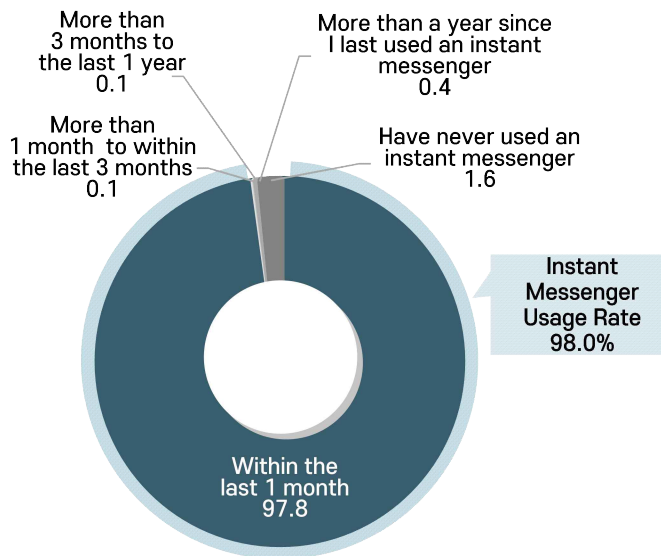
The instant messenger usage rate among Internet users aged 6 and older stood at 98.0%.

1) Instant Messenger Usage Rate

- The instant messenger usage rate among Internet users aged 6 and older stood at 98.0%. By interval, the rates for "more than 1 month to within 3 months" and "more than 3 months to within 1 year" were 0.1% each.

<Figure 4-5> Most Recent Period of Instant Messenger Usage

(%, Based on Internet users aged 6 and older)



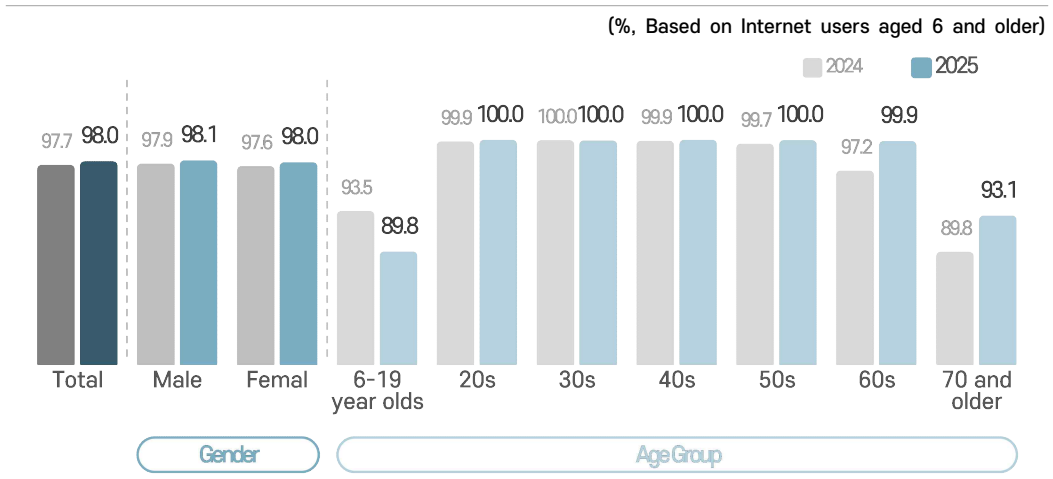
✓ What is an Instant Messenger?

A service that allows individuals to exchange real-time data, such as messages and photos, online via computers, smartphones, and other devices. e.g.) KakaoTalk, Facebook Messenger, LINE, NateOn, Telegram, Instagram Direct Message (DM), NAVER BAND Messenger, etc.

Part 4. IV. Internet ‘Communication’

- By gender, instant messenger usage rates were similar for "men (98.1%) and "women (98.0%). By age group, usage reached 100% among those in their 20s to 50s, and the vast majority of those in their 60s also used these services at 99.9%. In contrast, usage levels were relatively lower among those aged 6–19 at 89.8% and those aged 70 and older at 93.1%.

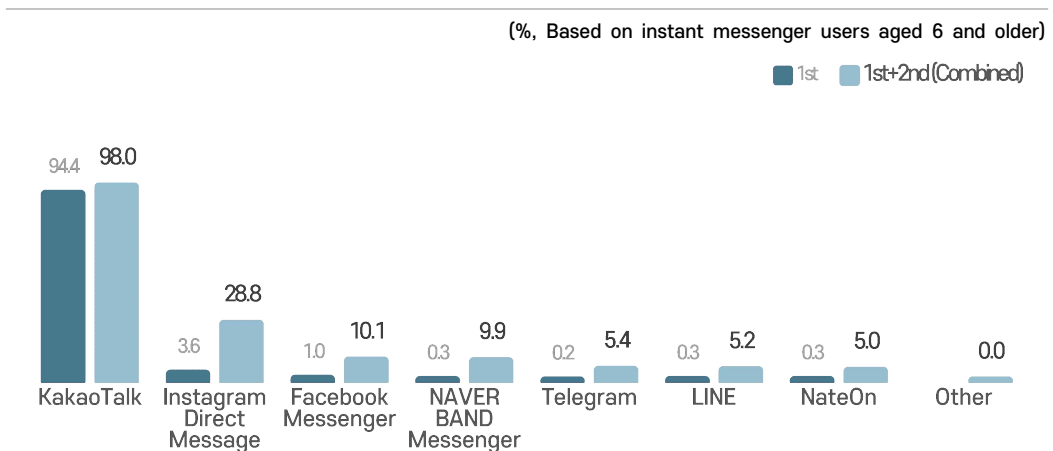
<Figure 4-6> Instant Messenger Usage Rate by Gender and Age Group



2) Primary Instant Messenger Services Used

- The survey revealed that over 98.0% of instant messenger users use "KakaoTalk," followed by "Instagram Direct Message" (28.8%), "Facebook Messenger" (10.1%), and "NAVER BAND Messenger" (9.9%).

<Figure 4-7> Primary Instant Messenger Services Used



- Across all age groups, "KakaoTalk" was the most widely used instant messenger, with figures showing little variation. However, usage of "Instagram Direct Message (DM)" was relatively high among those in their 20s and 30s (65.2% and 41.1%, respectively). In contrast, those in their 40s to 60s showed a usage pattern for "NAVER BAND Messenger" that was notably higher compared to other age groups.

<Table 4-1> Primary Instant Messenger Services by Gender and Age Group (1st Priority)

(%, Based on instant messenger users aged 6 and older)

Classification		KakaoTalk	Instagram Direct Message (DM)	Facebook Messenger	NAVER BAND Messenger	LINE	NateOn	Telegram
Gender	Male	94.2	3.4	1.1	0.4	0.3	0.3	0.2
	Female	94.6	3.8	0.8	0.2	0.2	0.2	0.1
Age Group	6-19 year olds	88.1	9.8	1.5	0.1	0.3	0.1	0.1
	20s	87.4	9.3	1.8	0.3	0.4	0.5	0.3
	30s	92.4	4.6	1.7	0.2	0.5	0.3	0.4
	40s	95.6	2.3	1.1	0.1	0.3	0.4	0.2
	50s	96.9	1.5	0.7	0.2	0.3	0.3	0.2
	60s	98.5	0.0	0.3	0.8	0.2	0.2	0.1
	70s and older	99.6	0.0	0.0	0.2	0.0	0.0	0.0

<Table 4-2> Primary Instant Messenger Services by Gender and Age Group (1st + 2nd Priority)

(%, Based on instant messenger users aged 6 and older)

Classification		KakaoTalk	Instagram Direct Message (DM)	Facebook Messenger	NAVER BAND Messenger	Telegram	LINE	NateOn	Other
Gender	Male	97.8	28.6	11.3	9.9	5.8	5.5	5.4	0.0
	Female	98.2	29.0	8.8	9.9	5.0	5.0	4.6	0.0
Age Group	6-19 year olds	97.1	33.8	10.1	0.1	5.4	8.6	8.3	0.0
	20s	95.5	65.2	18.0	1.1	4.1	5.4	4.5	0.0
	30s	97.5	41.1	15.4	3.6	7.3	7.1	9.4	0.0
	40s	98.2	25.8	12.0	17.8	6.0	6.9	9.7	0.0
	50s	98.1	19.6	8.8	17.1	6.7	7.0	2.0	0.0
	60s	99.2	16.6	4.2	17.0	6.1	0.7	1.0	0.0
	70s and older	99.8	0.4	1.1	3.6	0.3	0.2	0.2	0.0

Part 4. IV. Internet ‘Communication’

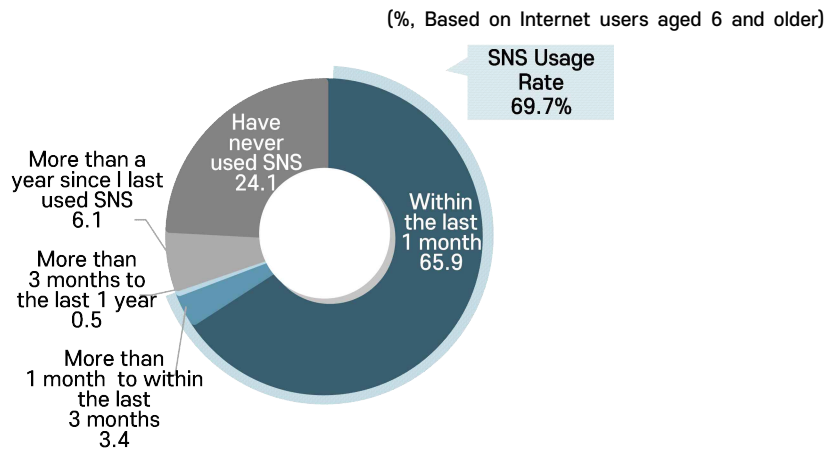
3. SNS Use Status

The SNS usage rate among Internet users aged 6 and older stood at 69.7%.

1) SNS Usage Rate

- The SNS usage rate among Internet users aged 6 and older stood at 69.7%. By interval, the usage rates for "more than 1 month to within 3 months" and "more than 3 months to within 1 year" were 3.4% and 0.5%, respectively.

<Figure 4-8> Most Recent Period of SNS Usage

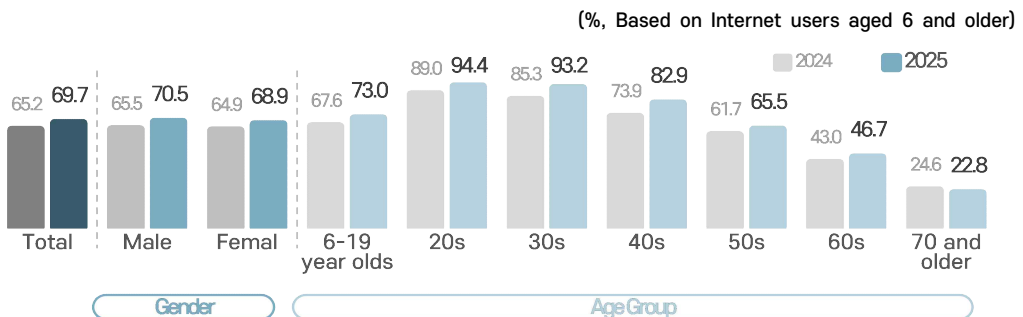


✓ What is an SNS (Social Network Service)?

Activities on the Internet such as sharing, viewing, or observing information and communication to strengthen relationships with acquaintances like friends and colleagues, or to form new personal networks.
e.g.) Facebook, Instagram, NAVER BAND, KakaoStory, X (Twitter), Blogs, Cafes, etc.

- By age group, SNS usage rates reached 94.4% among those in their 20s, 93.2% in their 30s, and 82.9% in their 40s, with usage rates declining as age increased.

<Figure 4-9> SNS Usage Rate by Gender and Age Group

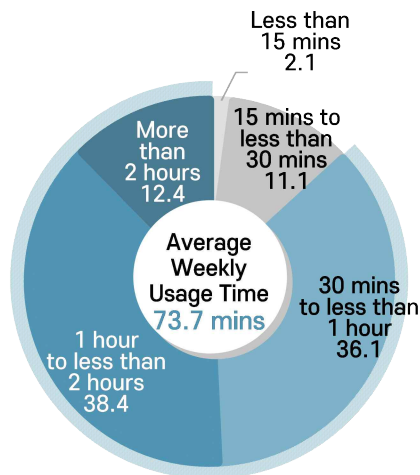


2) Frequency and Duration of SNS Usage

- The average weekly SNS usage time among users aged 6 and older was surveyed at 73.7 minutes. Specifically, 50.7% of respondents reported using SNS for "1 hour or more" per week (38.4% for 1-2 hours and 12.4% for 2 hours or more), indicating that one out of every two SNS users spends at least one hour a week on average on these platforms.

<Figure 4-10> Average Weekly SNS Usage Time

(%, Based on SNS users aged 6 and older)

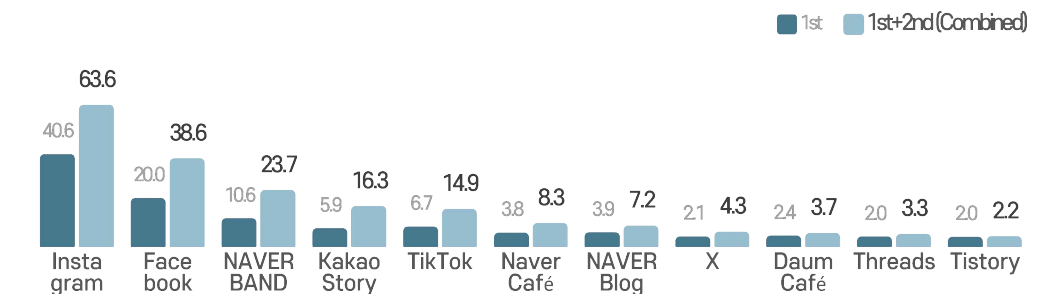


3) Primary SNS Services Used

- According to the survey, "Instagram" (63.6%) was the most frequently used SNS service, followed by "Facebook" (38.6%), "NAVER BAND" (23.7%), and "KakaoStory" (16.3%).

<Figure 4-11> Primary SNS Services Used

(Top-2 Responses, %, Based on SNS users aged 6 and older)



Part 4. IV. Internet ‘Communication’

- By age group, "Instagram" was the most widely used platform among those aged 50 and younger (70.0% for ages 6-19, 80.2% in their 20s, 73.3% in their 30s, 67.1% in their 40s, and 48.9% in their 50s). In contrast, "NAVER BAND" showed higher usage rates among those in their 60s (41.1%) and those aged 70 and older (39.8%).

<Table 4-3> Primary SNS Services by Gender and Age Group (1st Priority)

(Top-2 Responses, %, Based on SNS users aged 6 and older)

Classification		Instagram	Facebook	NAVER BAND	Kakao Story	TikTok	Naver Café	NAVER Blog	X	Daum Café	Threads	Tistory
Gender	Male	38.8	21.6	11.4	6.3	5.3	4.2	3.8	2.4	2.1	1.9	2.1
	Female	42.5	18.4	9.7	7.1	6.5	3.7	3.8	2.5	2.0	2.1	1.8
Age Group	6-19 year olds	47.5	15.9	4.3	14.1	4.2	2.4	2.4	2.2	2.7	2.2	2.1
	20s	57.3	21.8	3.7	3.6	3.1	3.1	1.9	1.3	1.4	1.5	1.2
	30s	50.0	23.0	5.2	5.3	4.1	3.2	3.0	1.8	1.6	1.4	1.3
	40s	43.9	21.3	8.4	4.4	5.0	4.2	4.2	2.6	2.0	2.0	2.0
	50s	24.3	20.3	17.9	6.4	9.0	5.8	5.6	3.5	2.4	2.2	2.6
	60s	17.1	15.0	25.3	9.6	10.8	4.6	5.0	3.9	2.6	2.9	3.3
	70s and older	15.0	16.3	27.2	8.4	10.7	4.3	8.3	2.2	2.5	3.2	2.1

<Table 4-4> SNS Primary SNS Services by Gender and Age Group (1st + 2nd Priority)

(Top-2 Responses, %, Based on SNS users aged 6 and older)

Classification		Instagram	Facebook	NAVER BAND	Kakao Story	TikTok	Naver Café	NAVER Blog	X	Daum Café	Threads	Tistory
Gender	Male	62.5	40.4	24.8	15.3	14.0	8.1	7.4	4.5	3.6	3.3	2.3
	Female	64.8	36.6	22.6	17.3	15.9	8.5	6.9	4.2	3.8	3.3	2.0
Age Group	6-19 year olds	70.0	36.6	6.6	8.6	27.5	4.7	4.3	5.9	2.7	3.1	2.5
	20s	80.2	42.0	16.6	8.3	15.5	6.4	6.9	5.8	2.3	3.3	1.4
	30s	73.3	43.2	18.6	14.2	14.7	7.9	7.5	4.4	3.3	3.8	1.4
	40s	67.1	39.3	24.4	17.3	11.5	9.5	8.4	3.9	4.2	3.4	2.2
	50s	48.9	36.4	34.5	22.1	11.4	10.5	8.5	3.6	5.1	2.8	2.8
	60s	39.4	30.9	41.1	26.9	13.0	9.5	6.8	2.7	5.1	3.1	3.4
	70s and older	31.7	31.9	39.8	26.7	10.5	11.1	5.4	2.6	3.3	3.5	2.1

4) Reasons for Using SNS

- According to the survey, 64.7% of SNS users aged 6 and older use SNS for "personal use (non-work related)," while 26.8% use it for "both work and personal use," and 8.5% use it for "work-related purposes."

<Figure 4-12> Reasons for SNS Usage

(%, Based on SNS users aged 6 and older)

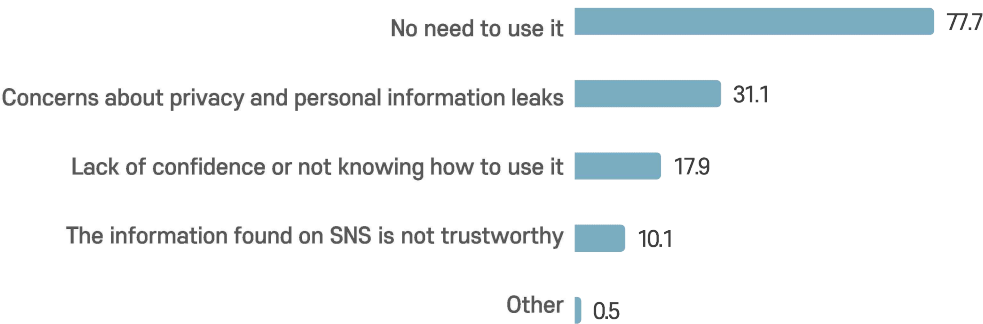


5) Reasons for Not Using SNS

- Roughly 7.8 out of 10 (77.7%) non-SNS users reported "lack of necessity" as the primary reason for not using the service. This was followed by "concerns over privacy and personal data leaks" (31.1%) and "lack of confidence or knowledge on how to use it" (17.9%).

<Figure 4-13> Reasons for Not Using SNS

(Multiple Responses, %, Based on non-SNS users aged 6 and older)



Part 4. IV. Internet ‘Communication’

4. Email Use Status

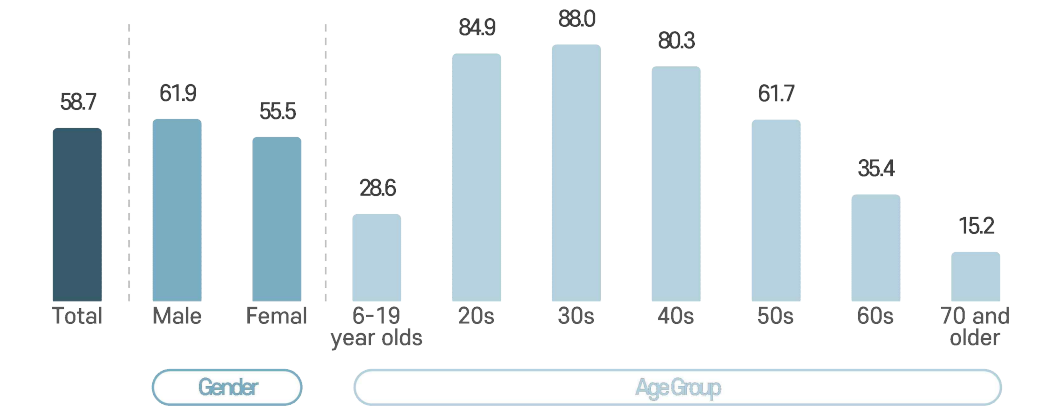
The email usage rate among Internet users aged 6 and older stood at 58.7%.

1) Email Usage Rate

- The email usage rate among Internet users aged 6 and older stood at 58.7%. By gender, the usage rate for "men" (61.9%) was higher than that of "women" (55.5%). By age group, usage was highest among those in their 30s (88.0%), followed by those in their 20s (84.9%) and 40s (80.3%).

<Figure 4-14> Email Usage Rate by Gender and Age Group

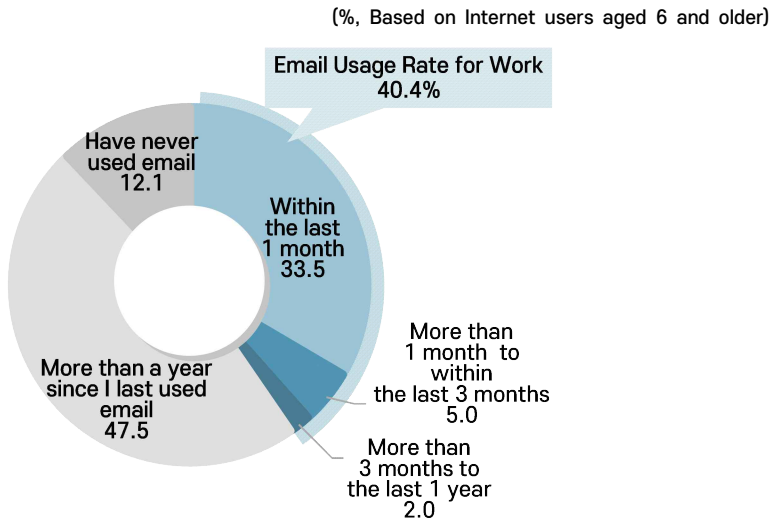
(%, Based on Internet users aged 6 and older)



2) Purposes and Frequency of Email Usage

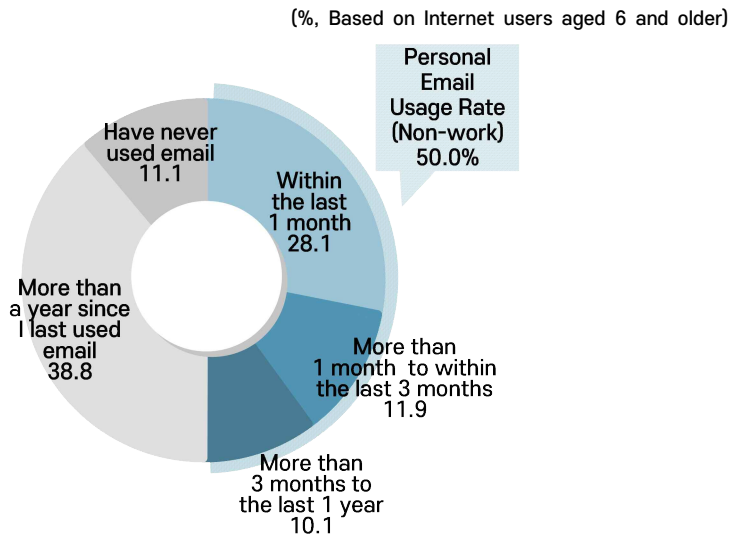
- According to the survey, 40.4% of Internet users aged 6 and older utilize email for work-related purposes.

<Figure 4-15> Frequency of Work-Related Email Usage Within the Last 1 Year



- Meanwhile, the email usage rate for personal use (non-work related) was recorded at 50.0%.

<Figure 4-16> Most Recent Period of Non-Work Related Email Usage Within the Last 1 Year



Part 04

V. Internet 'Life'

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

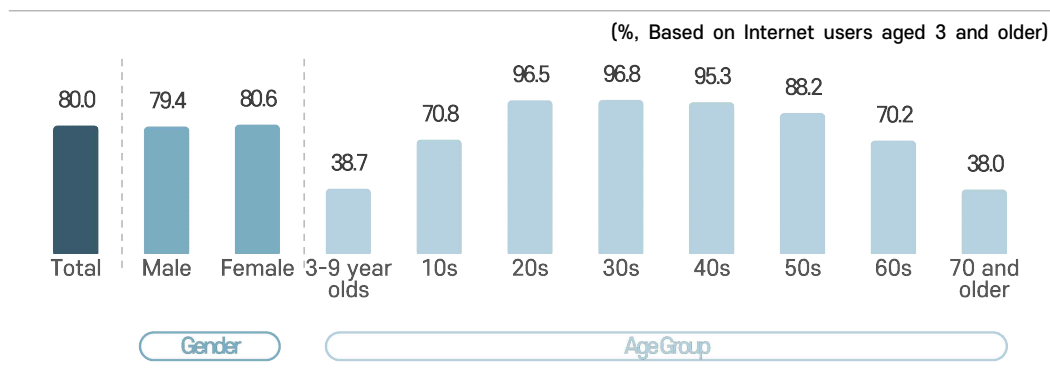


1. Information Search on Internet

1) Product and Service Information

- Searching for information on products and services is utilized by 80.0% of Internet users. A gender analysis shows that "men" (79.4%) and "women" (80.6%) use this feature at similar levels. By age group, usage is highest among those in their 30s (96.8%), followed by those in their 20s (96.5%), 40s (95.3%), and 50s (88.2%).

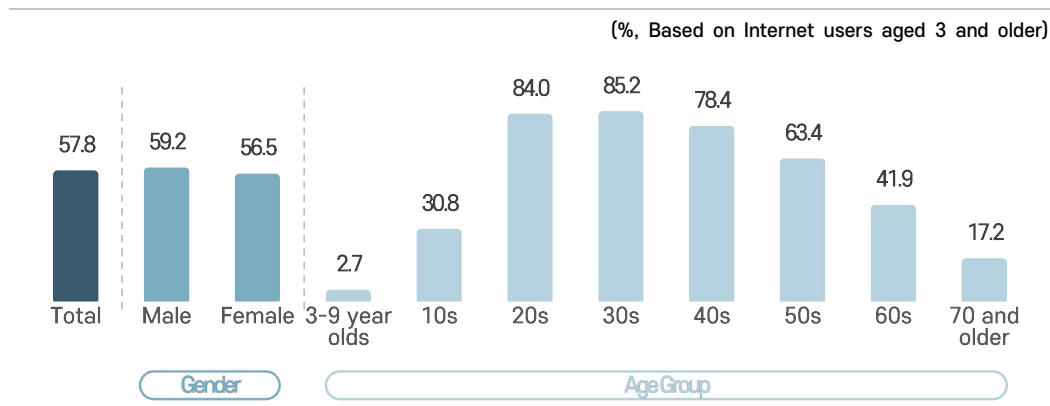
<Figure 5-1> Product and Service Information Search Usage Rate by Gender and Age Group



2) Travel, Transportation, Accommodations, and Location Information

- Searching for information regarding travel, transportation, accommodations, and locations is utilized by 57.8% of Internet users. A gender analysis reveals that the usage rate for "men" (59.2%) was higher than that for "women" (56.5%). By age group, usage is highest among those in their 30s at 85.2%, followed by those in their 20s (84.0%), 40s (78.4%), and 50s (63.4%).

<Figure 5-2> Travel, Transportation, Accommodations, and Location Information Search Usage Rate by Gender and Age Group

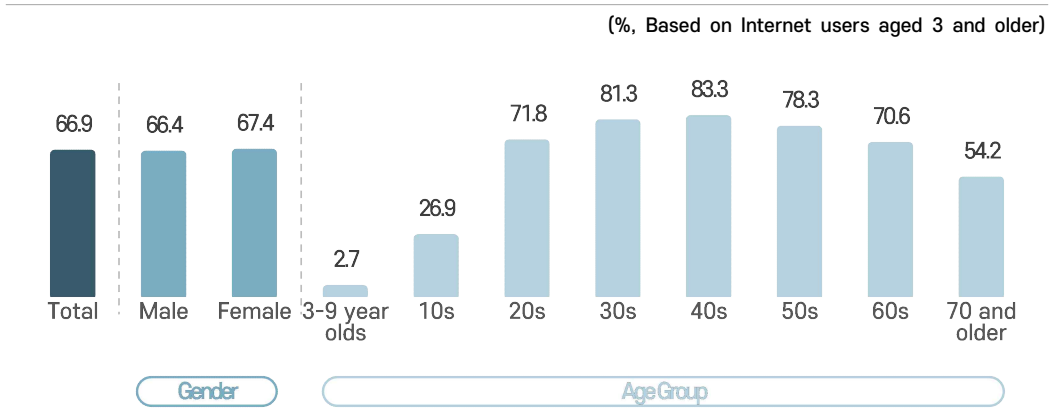


Part 4. V. Internet 'Life'

3) Health and Medical Information

- Searching for health and medical information is utilized by 66.9% of Internet users. By age group, those in their 40s recorded the highest usage at 83.3%, followed by those in their 30s (81.3%), 50s (78.3%), and 20s (71.8%).

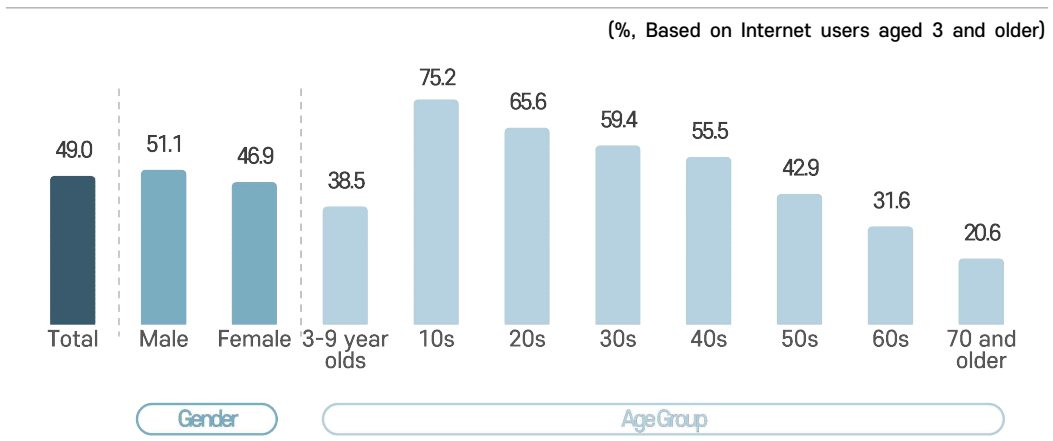
<Figure 5-3> Health and Medical Information Search Usage Rate by Gender and Age Group



4) Knowledge Acquisition and Learning

- A total of 49.0% of internet users reported using the internet to acquire knowledge and for learning through information searches such as online materials, language resources, and encyclopedias. By age group, usage was highest among those in their 10s at 75.2%, followed by those in their 20s (65.6%), 30s (59.4%), and 40s (55.5%).

<Figure 5-4> Search Usage Rates for Knowledge Acquisition and Learning by Gender and Age Group

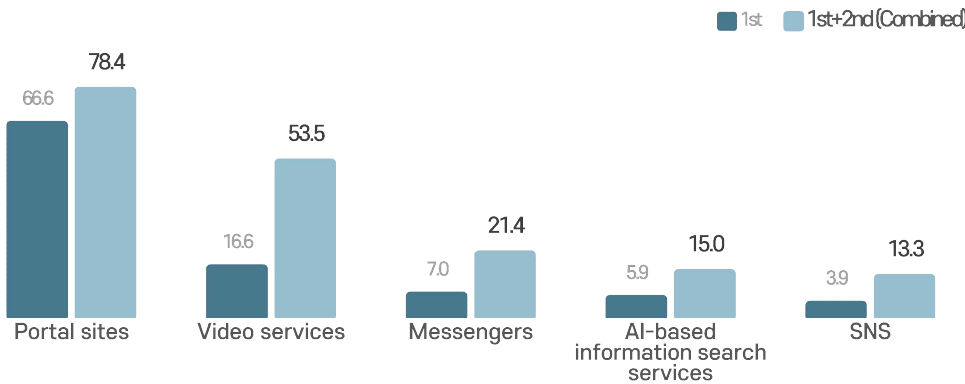


5) Primary Sites/Apps and Credibility for Information Searches

- Regarding the sites and apps primarily used for information searches, 78.4% of users reported using portal sites, followed by "video services" (53.5%), "messaging" (21.4%), "AI-based information search services" (15.0%), and "SNS" (13.3%).

<Figure 5-5> Primary Sites/Apps for Information Searches

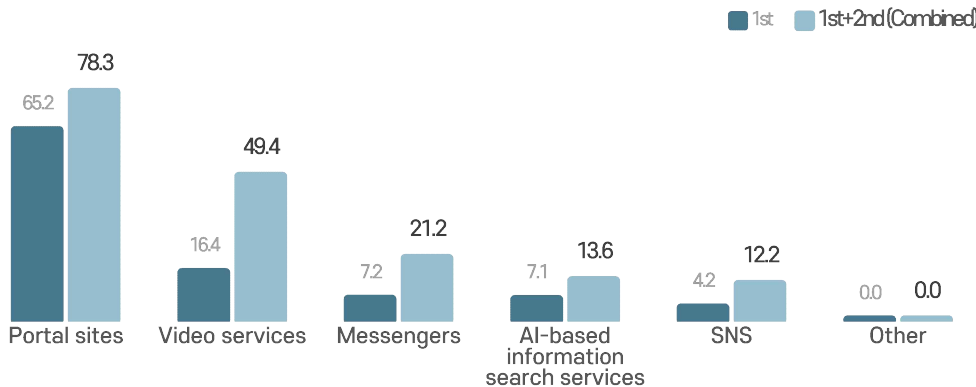
(Top-2 Responses, %, Based on Internet users aged 3 and older using the Internet for information search purposes)



- In terms of sites/apps with high levels of credibility for information searches, portal sites ranked highest at 78.3%. This was followed by "video services" (49.4%), "messaging" (21.2%), "AI-based information search services" (13.6%), and "SNS" (12.2%).

<Figure 5-6> Trusted Sites for Information Searches

(Top-2 Responses, %, Based on Internet users aged 3 and older using the Internet for information search purposes)



2. Buying/Selling Products Online

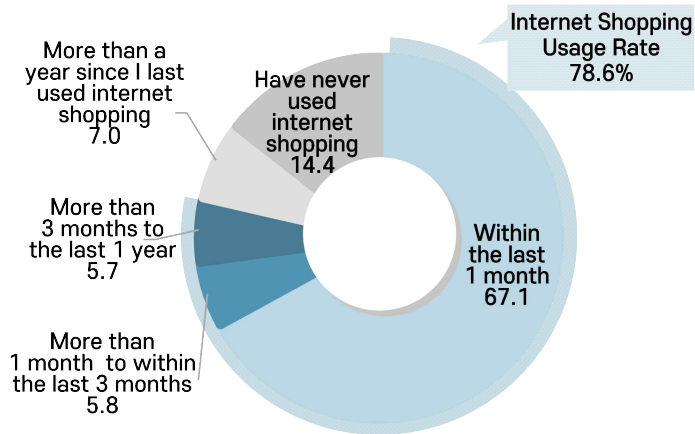
The online shopping usage rate among internet users aged 12 and older stands at 78.6%.

1) Online Shopping Usage Rate

- Among internet users aged 12 and above, 78.6% were identified as “online shopping users,” meaning they had purchased goods or services (including reservations and bookings) online within the last 1 year.

<Figure 5-7> Online Shopping Usage Rate

(%, Based on Internet users aged 12 and older)

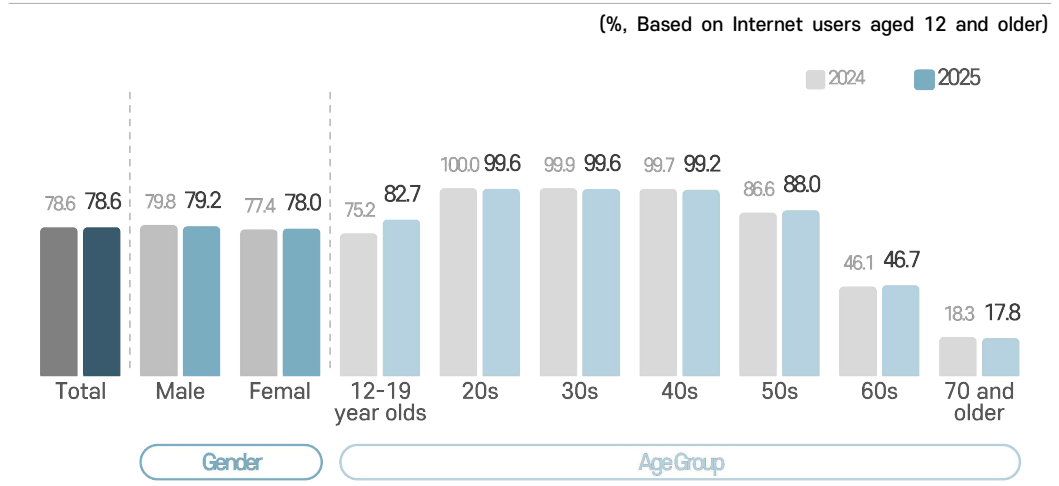


✓ What is Online Shopping?

- The act of purchasing goods or services through various online shopping malls or internet platforms (websites/apps) without physically visiting a store. This includes second-hand transactions and the purchase of digital content.
- (Includes general shopping sites, shopping via instant messengers or SNS-linked interfaces, live commerce platforms, subscription services, freelancer marketplaces, and crowdfunding sites/apps.)
 - e.g.) Naver Shopping, Coupang, 11st, Ticketlink, KakaoTalk Gift, Instagram Shops, Kakao Shopping Live, Kukka, Soomgo, Wadiz, etc.

- Online shopping usage rates were highest among those in their 20s and 30s, both reaching 99.6%. These were followed by those in their 40s (99.2%) and 50s (88.0%).

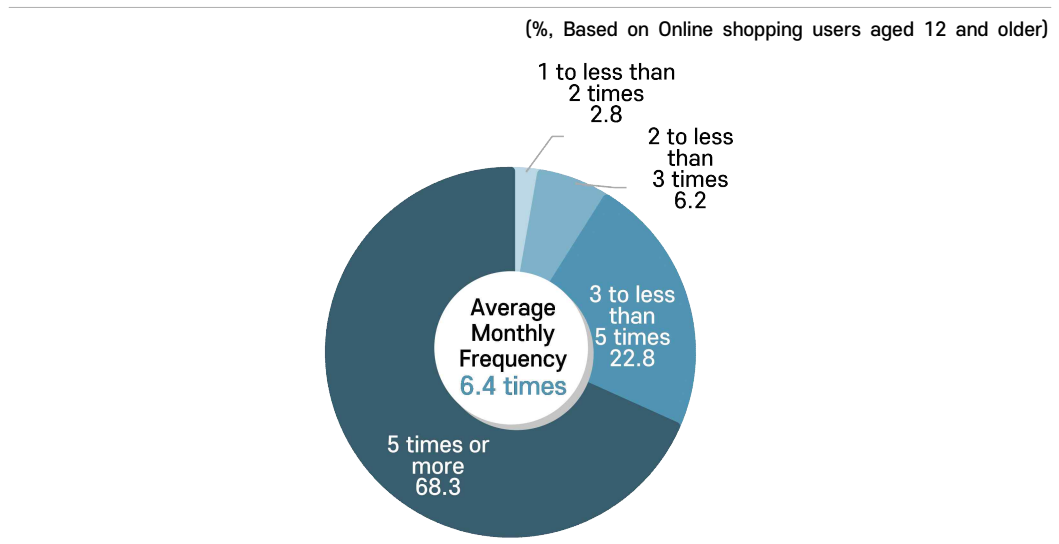
<Figure 5-8> Online Shopping Usage Rate by Gender and Age Group



2) Frequency of Online Shopping

- According to the survey, 91.0% of Online shopping users aged 12 and older purchase goods or services online at least three times a month. The average monthly frequency of Online shopping was recorded at 6.4 times.

<Figure 5-9> Average Monthly Online Shopping Frequency

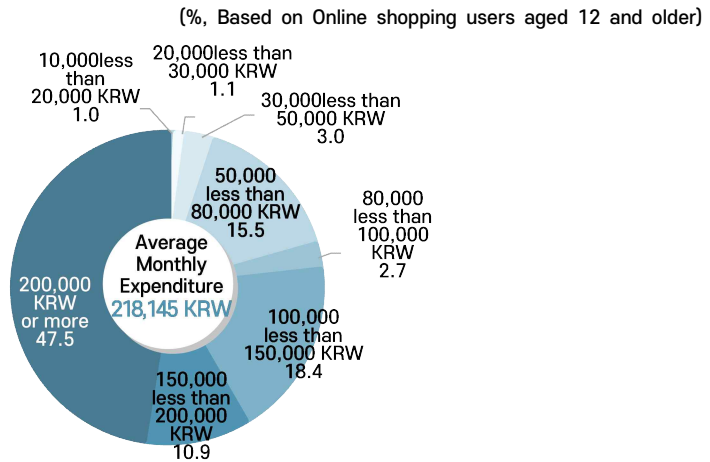


Part 4. V. Internet 'Life'

3) Online Shopping Expenditure

- According to the distribution of average monthly expenditures for purchasing goods or services via the Internet, "200,000 KRW or more" was the most common response at 47.5%. Meanwhile, the percentage of users spending an average of 100,000 KRW or more per month reached 76.8% ("100,000-150,000 KRW" at 18.4%, "150,000-less than 200,000 KRW" at 10.9%, and "200,000 KRW or more" at 47.5%).

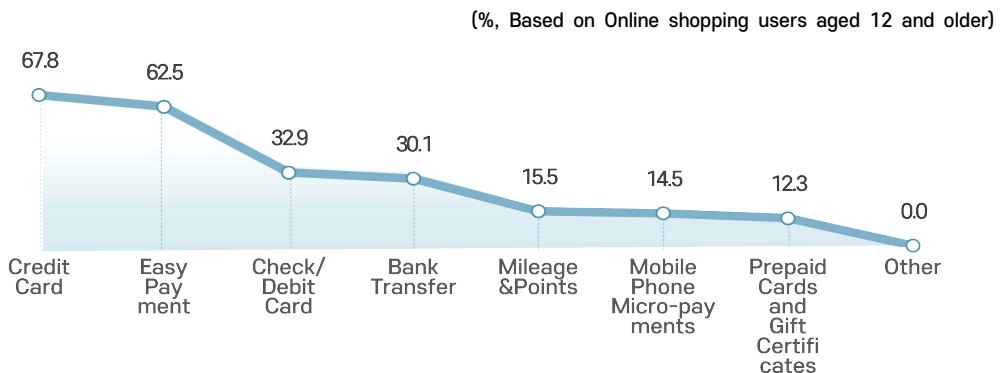
<Figure 5-10> Average Monthly Online Shopping Expenditure



4) Online Shopping Payment Methods

- In terms of payment methods used by Online shopping users (Multiple Responses), "Credit Card" (67.8%) was the most common, followed by "Easy Payment" (62.5%), "Check/Debit Card" (32.9%), "Bank Transfer" (30.1%), and "Mileage & Points" (15.5%).

<Figure 5-11> Online Shopping Payment Methods

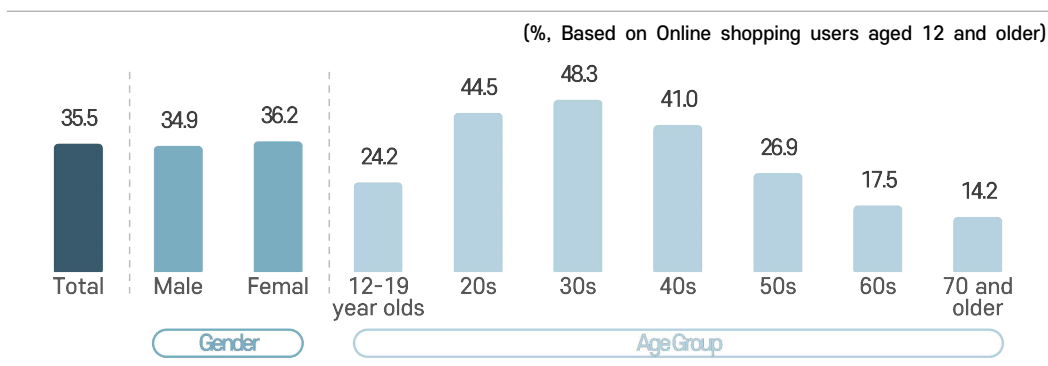


Overseas direct purchase is utilized by 35.5% of Online shopping users.

5) Overseas Direct Purchase Usage Rate

- Overseas direct purchase is utilized by 35.5% of Online shopping users. By age group, the usage rate was highest among those in their 30s at 48.3%, followed by the 20s (44.5%) and 40s (41.0%) cohorts.

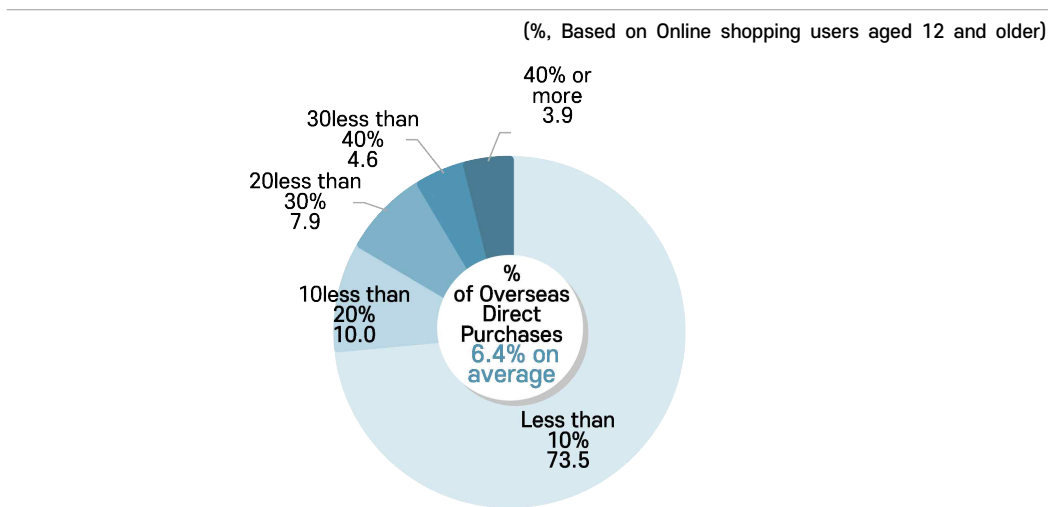
<Figure 5-12> Overseas Direct Purchase Usage Rate by Gender and Age Group



6) Share of Overseas Direct Purchases

- According to the distribution of the share of overseas direct purchases out of the total monthly online shopping expenditure among its users, "Less than 10%" was the highest at 73.5%. This was followed by "10-less than 20%" (10.0%), "20-less than 30%" (7.9%), "30-less than 40%" (4.6%), and "40% or more" (3.9%).

<Figure 5-13> Share of Overseas Direct Purchases



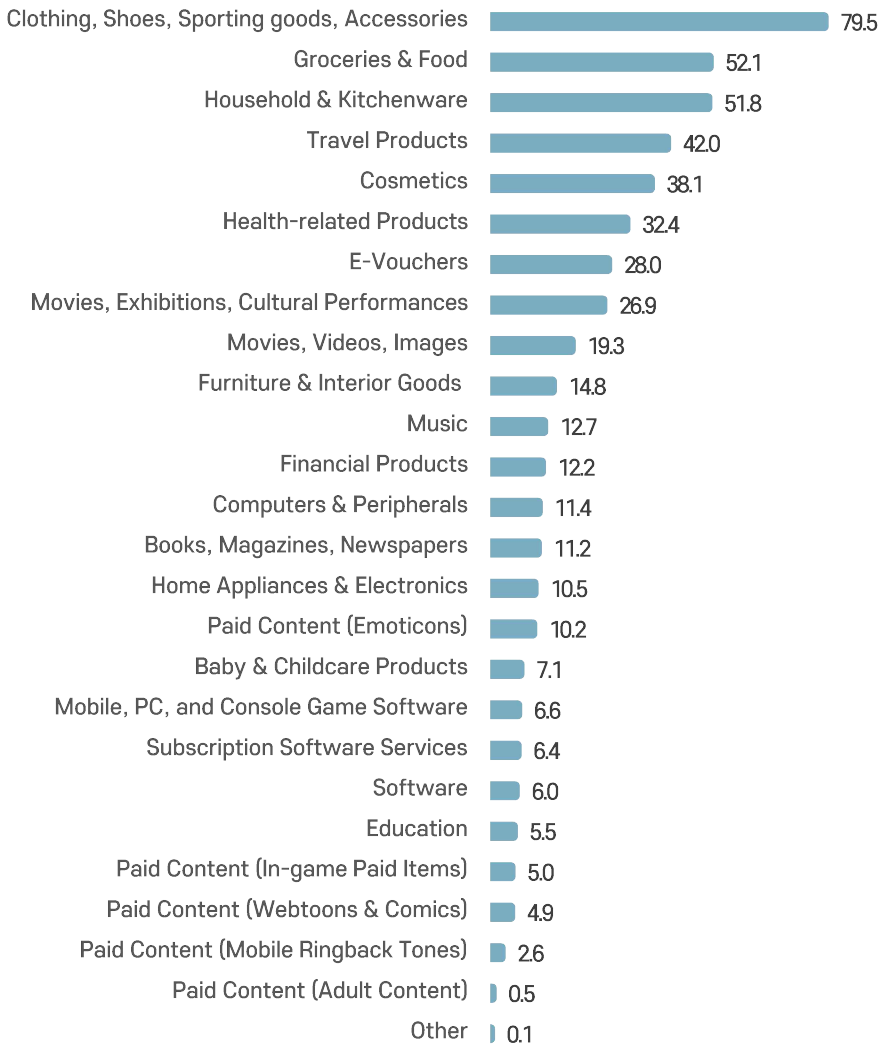
Part 4. V. Internet 'Life'

7) Online Shopping Categories

- The most frequently purchased categories of goods and services through Online shopping⁴⁾ were "Clothing, Shoes, Sports Goods, & Accessories" (79.5%), followed by "Food & Groceries" (52.1%), "Household & Kitchenware" (51.8%), "Travel Products" (42.0%), and "Cosmetics" (38.1%).

<Figure 5-14> Online Shopping Categories

(Multiple Responses, %, Based on Online shopping users aged 12 and older)



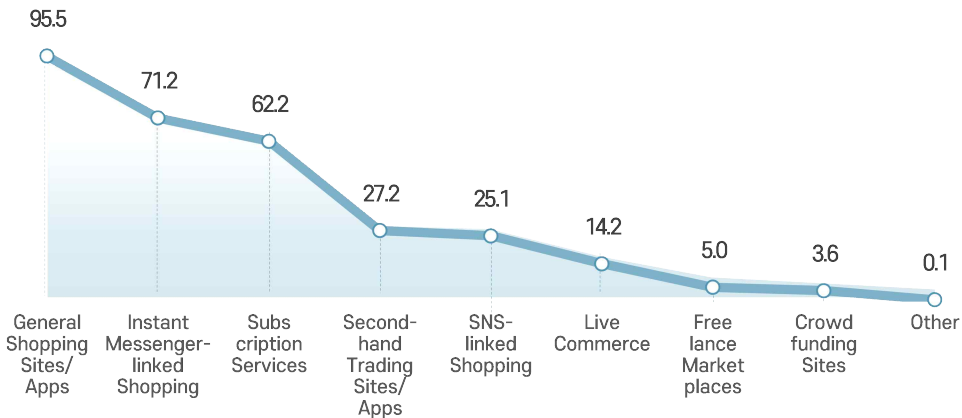
4) 'Music', 'Video', 'Books, Magazines, & Newspapers', 'Computer or Video Games', and 'Computer Software' include not only items delivered offline (via mail, courier, etc.) but also paid digital content provided through streaming or downloading.

8) Apps/Sites Used for Online Shopping

- Among Online shopping users aged 12 and older, the proportion of those purchasing through "General Shopping Sites/Apps" stood at 95.5%. This was followed by "Messenger-linked Shopping" (71.2%), "Subscription Services" (62.2%), "Second-hand Trading Sites/Apps" (27.2%), and "SNS-linked Shopping" (25.1%).

<Figure 5-15> Primary Apps/Sites Used for Online Shopping

(Multiple Responses, %, Based on Online shopping users aged 12 and older)

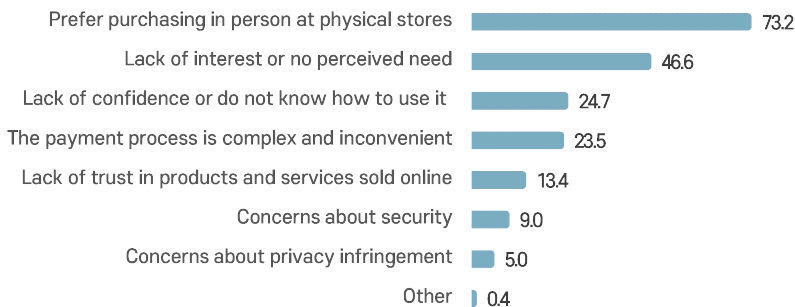


9) Reasons for Not Using Online Shopping

- Among non-users of Online shopping aged 12 and older, more than half cited a preference for physical stores, with "Preference for purchasing in-person at physical stores" ranking highest at 73.2%. This was followed by "Lack of interest or necessity" (46.6%), "Lack of confidence in usage or not knowing how to use it" (24.7%), "Payment process being complex and inconvenient" (23.5%), and "Lack of trust in products and services sold online" (13.4%).

<Figure 5-16> Reasons for Not Using Online Shopping

(Multiple Responses, %, Based on non-Online shopping users aged 12 and older)



Part 4. V. Internet 'Life'

3. Using Internet Banking

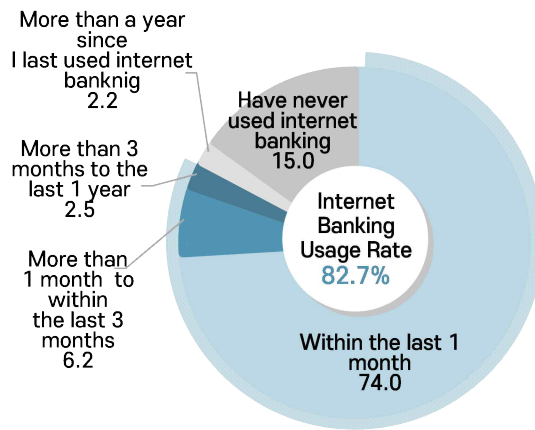
The Internet banking usage rate among Internet users aged 12 and older stood at 82.7%.

1) Internet Banking Usage Rate

- The Internet banking usage rate among Internet users aged 12 and older stood at 82.7%.

<Figure 5-17> Most Recent Time of Internet Banking Usage

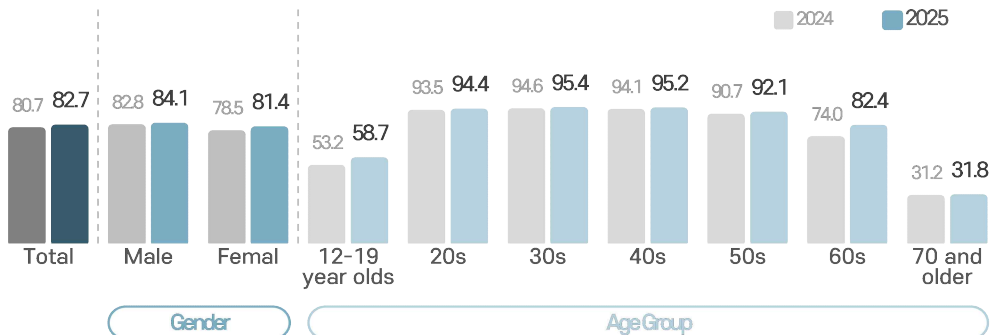
(%, Based on Internet users aged 12 and older)



According to the analysis by gender, the internet banking usage rate for "men" (84.1%) was higher than that for "women" (81.4%). By age group, the rate was highest among those in their 30s at 95.4%, followed by the 40s (95.2%), 20s (94.4%), and 50s (92.1%) cohorts.

<Figure 5-18> Internet Banking Usage Rate by Gender and Age Group

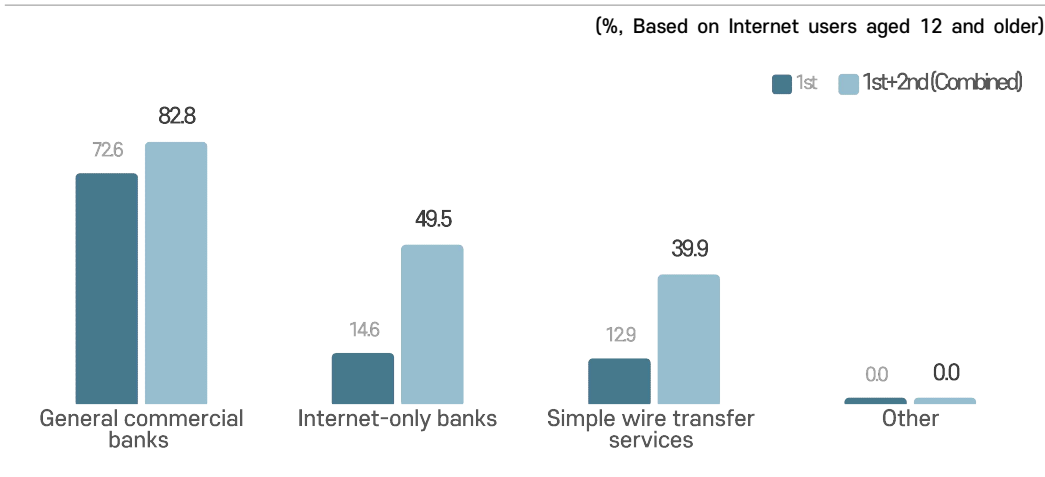
(%, Based on Internet users aged 12 and older)



2) Types of Internet Banking Services Used

- Among Internet banking users aged 12 and older, the proportion of those using "General Commercial Bank Internet Banking" stood at 82.8%. Usage of "Internet-only Bank Internet Banking" was recorded at 49.5%, while "Easy Wire Transfer Services" accounted for 39.9%.

<Figure 5-19> Types of Internet Banking Services Used



✓ What is Internet Banking?

- Internet Banking encompasses all banking activities conducted online, including savings, remittances, investments, and asset management. This definition also extends to mobile banking services provided through mobile applications by various financial institutions.

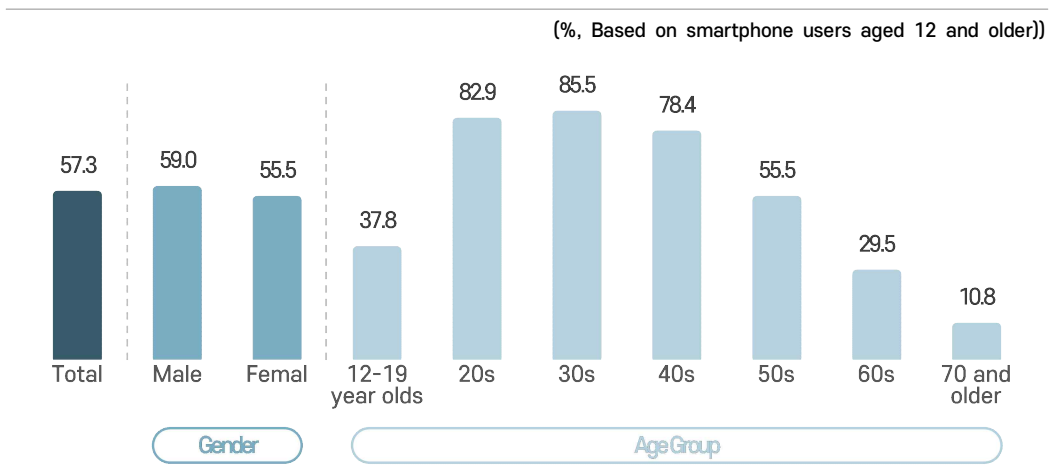
e.g.) PC-based internet banking services provided by each bank; Mobile banking services such as KB Star Banking, Shinhan SOL Bank, NH Nonghyup Smart Banking, and KEB Hana Bank Smartphone Banking; Internet-only bank services such as K-Bank and KakaoBank

57.3% of smartphone users aged 12 and older use mobile easy payment services through their smartphones.

3) Usage Rate of Smartphone Mobile Easy Payment Services

- Among smartphone users aged 12 and older, 57.3% reported using mobile easy payment services on site using a smartphone. By age group, the usage rates were significantly high among those in their 30s (85.5%), 20s (82.9%), and 40s (78.4%). In contrast, lower usage rates were observed among those aged 12-19 (37.8%), in their 60s (29.5%), and 70 and older (10.8%).

<Figure 5-20> Usage Rate of Smartphone Mobile Easy Payment Services



✓ What is Smartphone Mobile Easy Payment?

A payment method that allows users to make immediate on-site payments using a smartphone through simple authentication (e.g.) fingerprint) on the device, such as with Samsung Pay, Apple Pay, Shinhan Play, KB Pay, and Kakao Pay.

4. Using Online Media

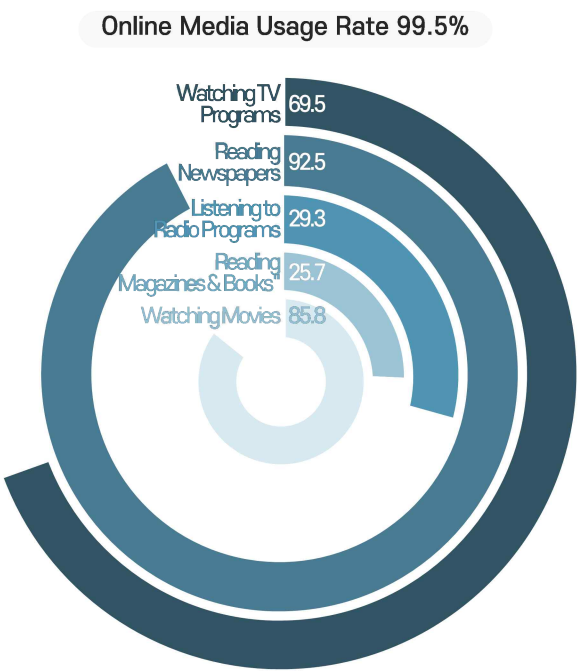
The online media usage rate among internet users aged 6 and older is 99.5%.

1) Online Media Usage

- A vast majority (99.5%) of Internet users aged 6 and older were identified as "Online Media Users," utilizing at least one of the five media types via the Internet: TV, Newspapers (News Articles)⁵⁾, Radio, Magazines/Books, and Movies.
- By specific media type, "Reading Online Newspapers (News Articles)" recorded the highest usage rate at 92.5%. This was followed by "Watching Movies" (85.8%), "Watching TV Programs" (69.5%), "Listening to Radio Programs" (29.3%), and "Reading Magazines & Books" (25.7%).

<Figure 5-21> Online Media Usage Rate by Service Type

(Multiple Responses, %, Based on Internet users aged 6 and older)



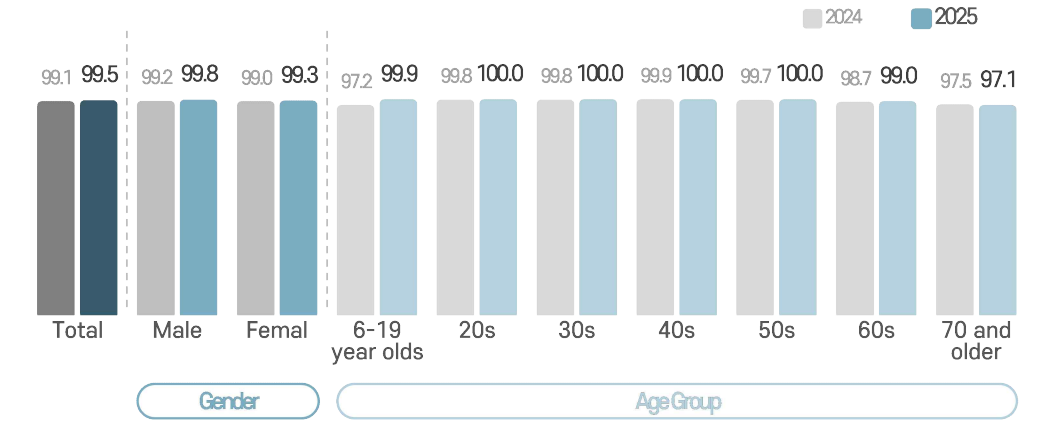
5) Refers to the act of accessing or consuming news and newspaper articles via the Internet (through news publishers or portal sites).

Part 4. V. Internet 'Life'

- There was little difference in online media usage rates by gender, and by age group, all age groups showed high media usage rates of over 97%.

<Figure 5-22> Online Media Usage Rate by Gender and Age Group

(Multiple Responses, %, Based on Internet users aged 6 and older)

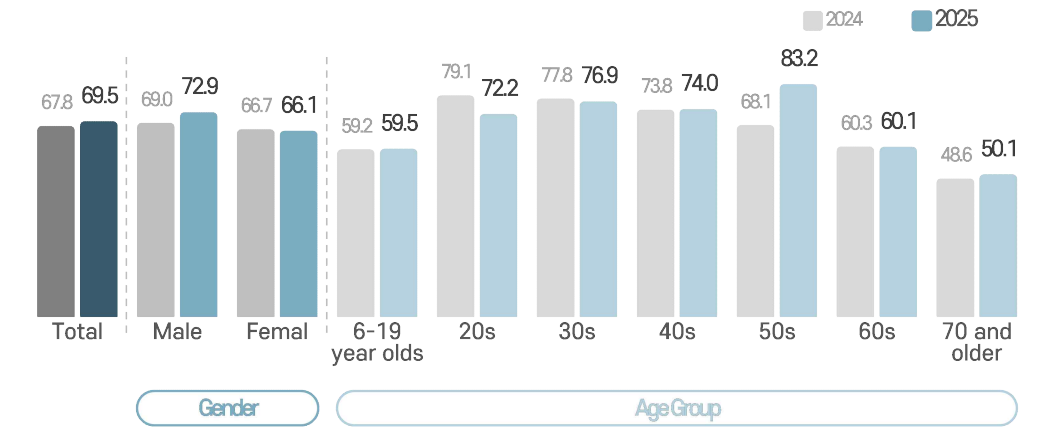


2) Watching TV Online

- Among Internet users aged 6 and older, the proportion of those watching TV online stood at 69.5%, an increase of 1.7%p compared to the previous year. By age group, the rate was highest among those in their 50s at 83.2%, followed by the 30s (76.9%), 40s (74.0%), and 20s (72.2%) cohorts.

<Figure 5-23> Online TV Usage Rate by Gender and Age Group

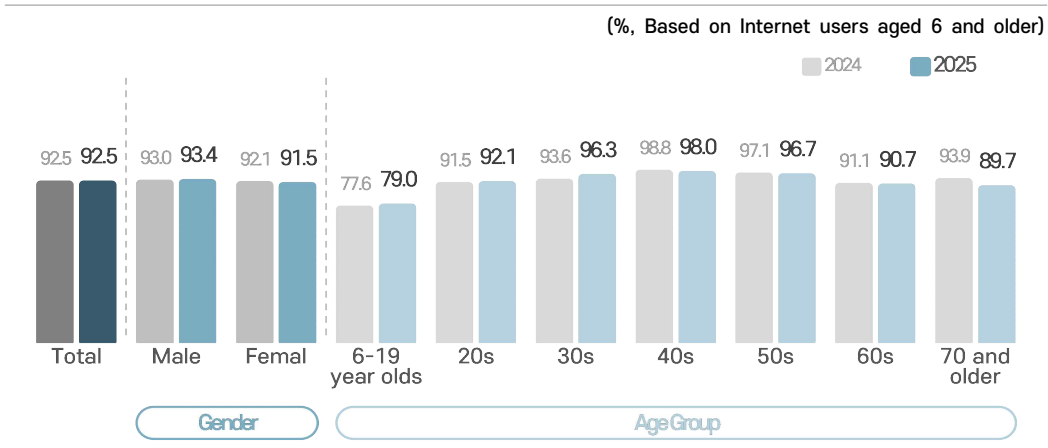
(%, Based on Internet users aged 6 and older)



3) Reading Online Newspapers

- Among Internet users aged 6 and older, 92.5% reported reading online newspapers. Among those in their 20s to 60s, the usage rate was high at over 90%, while it was relatively lower among those aged 6-19 (79.0%) and those aged 70 and older (89.7%).

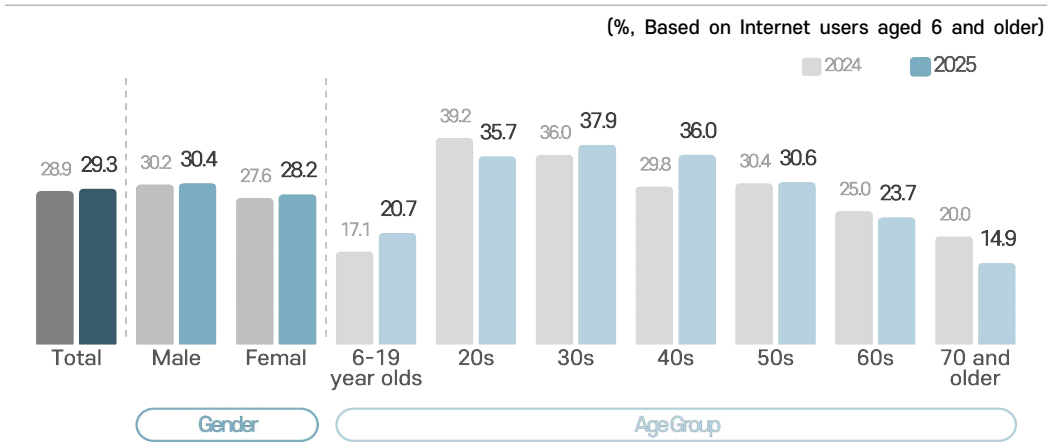
<Figure 5-24> Online Newspaper Usage Rate by Gender and Age Group



4) Listening to Radio Online

- Among Internet users aged 6 and older, approximately 3 out of 10 (29.3%) were found to listen to radio programs online. By age group, the rate was highest among those in their 30s at 37.9%, followed by the 40s (36.0%), 20s (35.7%), and 50s (30.6%) cohorts.

<Figure 5-25> Online Radio Listening Rate by Gender and Age Group

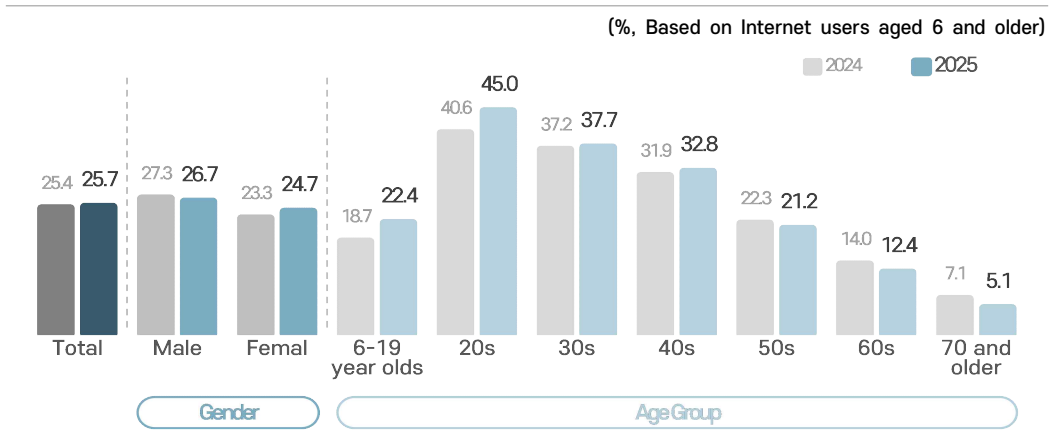


Part 4. V. Internet 'Life'

5) Reading Magazines & Books Online

- Among Internet users aged 6 and older, the proportion of those who read magazines and books online stood at 25.7%. By gender, the rate for "Men" (26.7%) was higher than that for "Women" (24.7%). By age group, those in their 20s showed the highest usage rate at 45.0%, significantly outperforming other demographics.

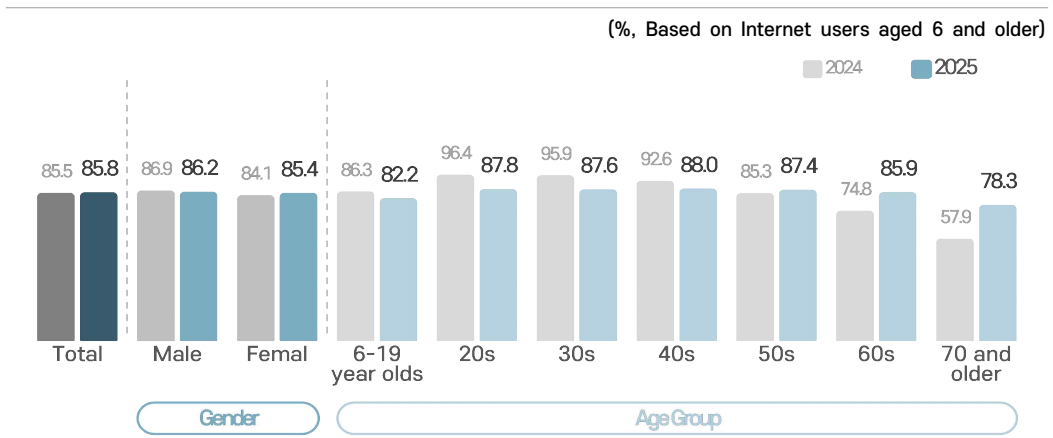
<Figure 5-26> Online Magazine & Book Usage Rate by Gender and Age Group



6) Watching Movies Online

- Approximately 8 out of 10 (85.8%) Internet users aged 6 and older were found to watch movies online. By age group, the rate was highest among those in their 40s (88.0%), followed by those in their 20s (87.8%), 30s (87.6%), 50s (87.4%), and 60s (85.9%).

<Figure 5-27> Online Movie Viewing Rate by Gender and Age Group

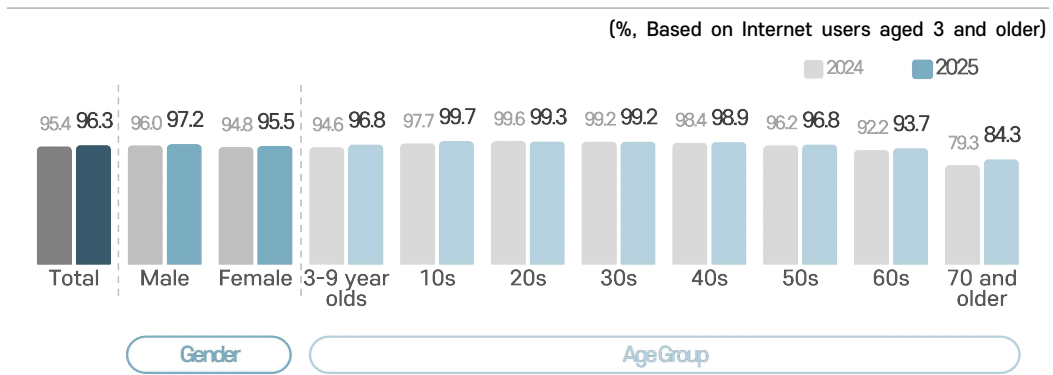


5. Using Video Services

1) Video Service Usage Rate by Age Group

- The video service usage rate among Internet users in Korea was recorded at 96.3%, an increase of 0.9%p compared to the previous year. Usage rates were consistently high exceeding 93% across all age groups, with the sole exception of those in their 70s.

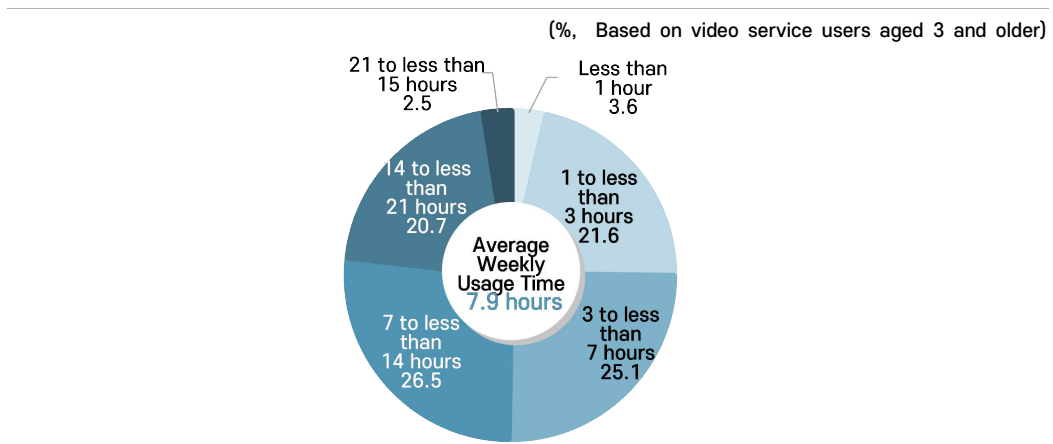
<Figure 5-28> Video Service Usage Rate by Gender and Age Group



2) Video Service Usage Time

- Video service users aged 3 and older were found to spend an average of 7.9 hours per week consuming video content. By duration, "7 to less than 14 hours" accounted for the largest share at 26.5%, followed by "3 to less than 7 hours" (25.1%) and "1 to less than 3 hours" (21.6%).

<Figure 5-29> Video Service Usage Time

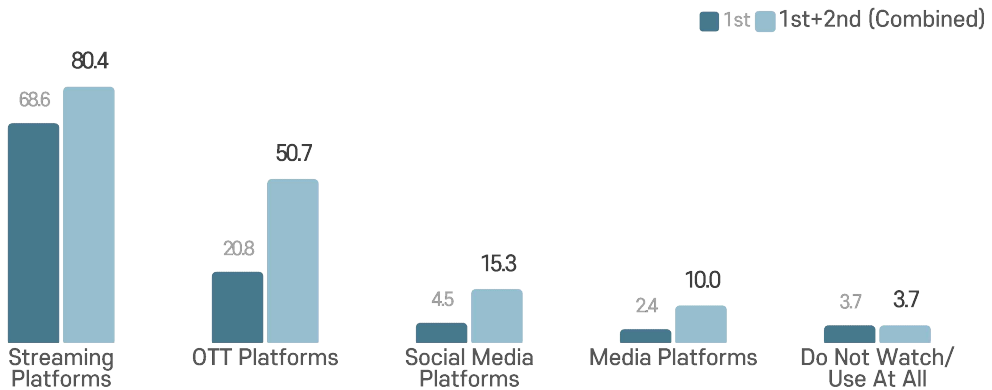


3) Most Frequently Used Online Video Service Platforms

- Among video service users aged 3 and older, the most frequently used platforms were "Streaming Platforms" (80.4%), followed by "OTT Platforms" (50.7%), and "Social Media Platforms" (15.3%).

<Figure 5-30> Primary Platforms for Online Video Services

(Top-2 Responses, %, Based on Internet users aged 3 and older)



※ A streaming platform refers to a video service that allows real-time, interactive communication.

- ✓ Streaming Platforms: YouTube, SOOP, CHZZK, etc.
- ✓ OTT Platforms: Netflix, Disney+, Coupang Play, Watcha, Wavve, Laftel, Amazon Prime, TVING, Apple TV+, etc.
- ✓ Social Media Platforms: TikTok, Instagram Reels, Facebook Watch, etc.
- ✓ Media Platforms: Web Portals (Naver TV, Daum TV, Kakao TV), Telco Apps/Sites (U+ Mobile TV, olleh TV, SKT, etc.)

4) Primary Online Video Service Platforms by Age Group

- Regarding the primary online video service platforms by age group, "Streaming Platforms" emerged as the most used across all demographics, with the sole exception of the "3-9" age group. For those aged 3-9, the response rate for OTT Platforms was the highest at 85.7%, while their usage rate for streaming platforms stood at 81.5%.

<Table 5-1> Primary Online Video Service Platform by Gender and Age Group (1st Priority)

(%, Based on Internet users aged 3 and older)

Classification	Streaming Platforms	OTT Platforms	Social Media Platforms	Media Platforms	Do not watch/use at all
Overall	68.6	20.8	4.5	2.4	3.7
Gender	Male	69.8	20.7	4.1	2.6
	Female	67.4	21.0	4.9	2.3
Age Group	3-9 year olds	70.7	22.6	1.7	1.8
	10s	75.9	12.1	10.0	1.7
	20s	63.0	26.4	7.9	1.9
	30s	62.5	27.3	7.0	2.4
	40s	66.0	26.9	3.3	2.7
	50s	69.5	21.2	2.8	3.3
	60s	73.9	14.8	2.3	2.7
	70s and older	70.9	10.9	0.9	1.7

<Table 5-2> Primary Online Video Service Platforms by Gender and Age Group
(1st Priority + 2nd)

(Top-2 Responses, %, Based on Internet users aged 3 and older)

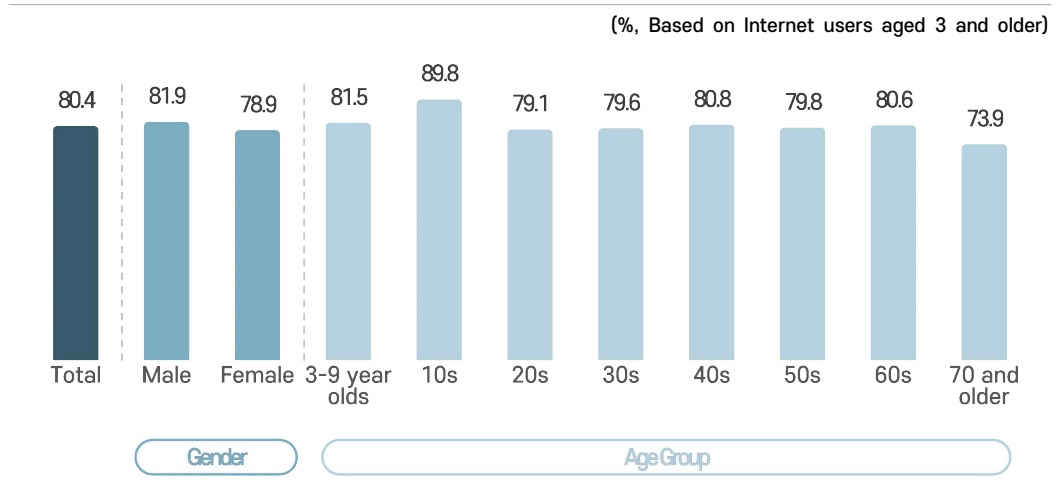
Classification	Streaming Platforms	OTT Platforms	Social Media Platforms	Media Platforms	Do not watch/use at all
Overall	80.4	50.7	15.3	10.0	3.7
Gender	Male	81.9	51.3	14.4	10.6
	Female	78.9	50.1	16.1	9.5
Age Group	3-9 year olds	81.5	85.7	6.6	3.5
	10s	89.8	74.0	27.9	7.2
	20s	79.1	79.3	25.8	10.6
	30s	79.6	58.1	22.9	11.2
	40s	80.8	42.5	15.2	11.8
	50s	79.8	37.5	10.8	12.4
	60s	80.6	33.5	7.9	10.0
	70s and older	73.9	28.9	2.6	6.3

Part 4. V. Internet 'Life'

5) Streaming Platform Usage Rate by Age Group

- The usage rate for streaming platforms among video services was recorded at 80.4%. By age group, those in their 10s showed the highest engagement at 89.8%, followed by the 3-9 (81.5%), 40s (80.8%), and 60s (80.6%) demographics.

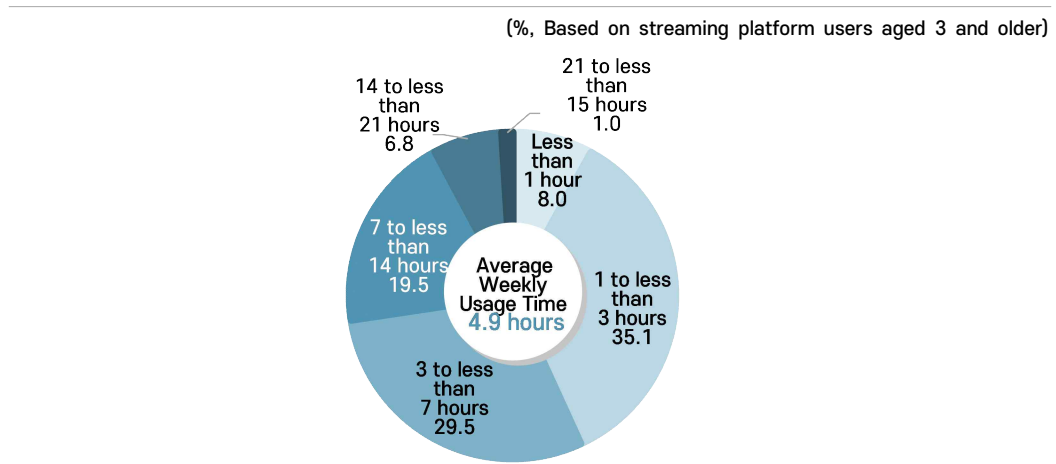
<Figure 5-31> Streaming Platform Usage Rate by Gender and Age Group



6) Streaming Platform Usage Time

- Streaming platform service users aged 3 and older were found to spend an average of 4.9 hours per week on these services. By duration, "1 to less than 3 hours" accounted for the largest share at 35.1%, followed by "3 to less than 7 hours" (29.5%) and "7 to less than 14 hours" (19.5%).

<Figure 5-32> Streaming Platform Service Usage Time

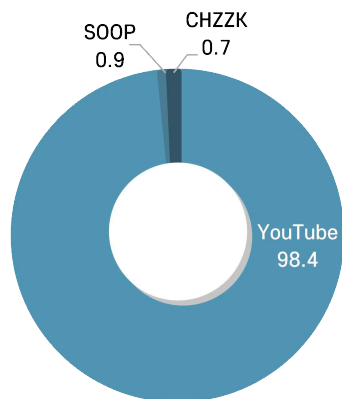


7) Most Frequently Used Streaming Platform Services

- Among streaming platform service users aged 3 and older, "YouTube" accounted for the vast majority of usage at 98.4%.

<Figure 5-33> Primary Streaming Service Platforms

(%, Based on streaming platform users aged 3 and older)



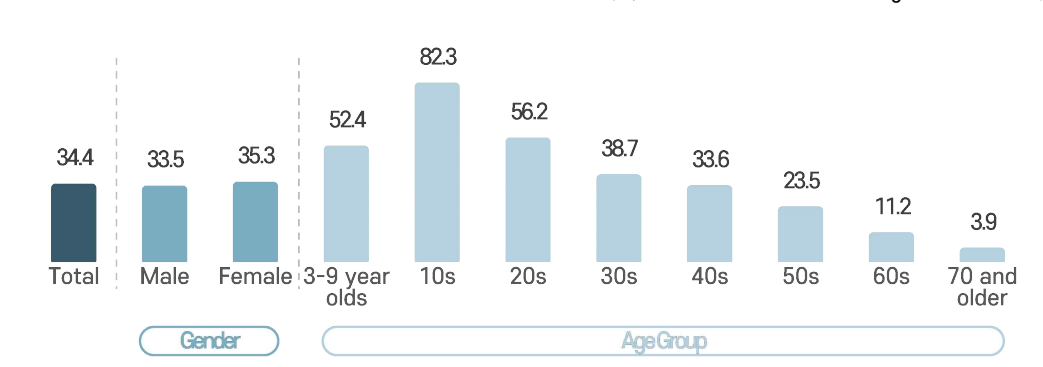
6. Online Education & Occupation/Workplace

1) Online Education

- Online education services are used by 34.4% of Internet users. By age group, those in their 10s showed the highest usage rate at 82.3%, followed by the 20s (56.2%) and the 3-9 (52.4%) age demographics.

<Figure 5-34> Online Education Usage Rate by Gender and Age Group

(%, Based on Internet users aged 3 and older)

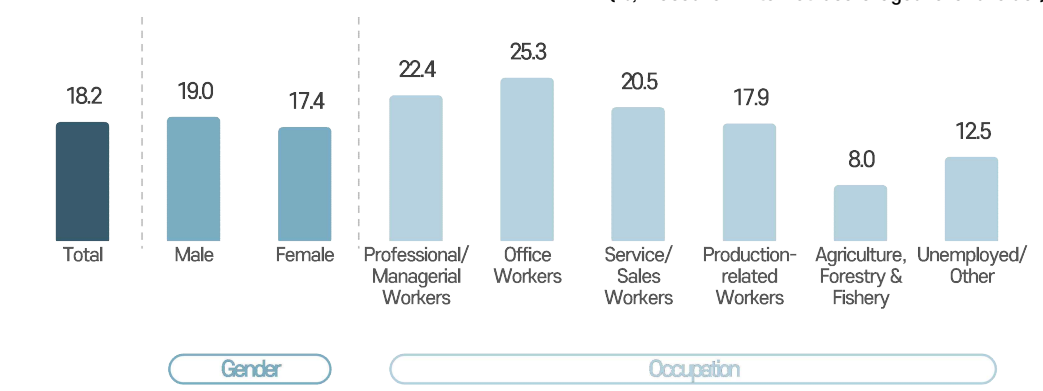


2) Job Search & Employment Applications

- Job search and employment application services are used by 18.2% of Internet users. By occupation, "Office Workers" showed the highest usage rate at 25.3%, followed by "Professional/Managerial Workers" (22.4%), "Service/Sales Workers" (20.5%), and "Production-related Workers" (17.9%).

<Figure 5-35> Usage Rate of Job Search & Employment Applications by Gender and Occupation

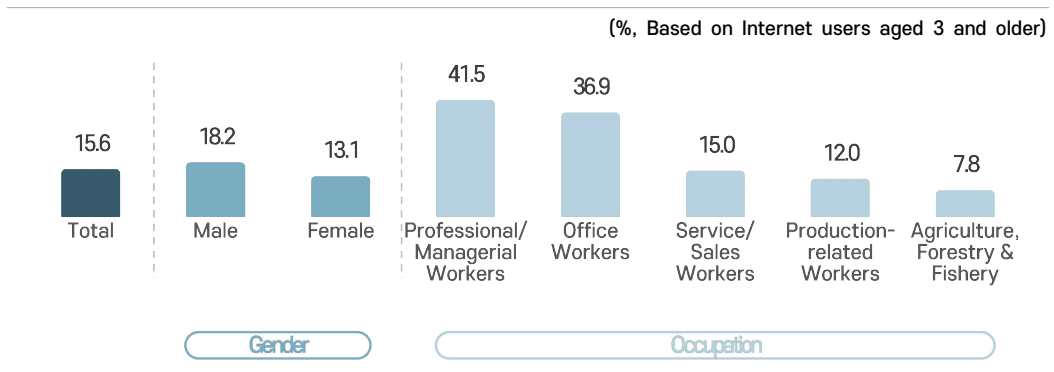
(%, Based on Internet users aged 3 and older)



3) Video Conferencing

- Video conferencing was used by 15.6% of Internet users. By occupation, the highest usage rates were observed among "Professional/Managerial Workers" and "Office Workers" at 41.5% and 36.9%, respectively.

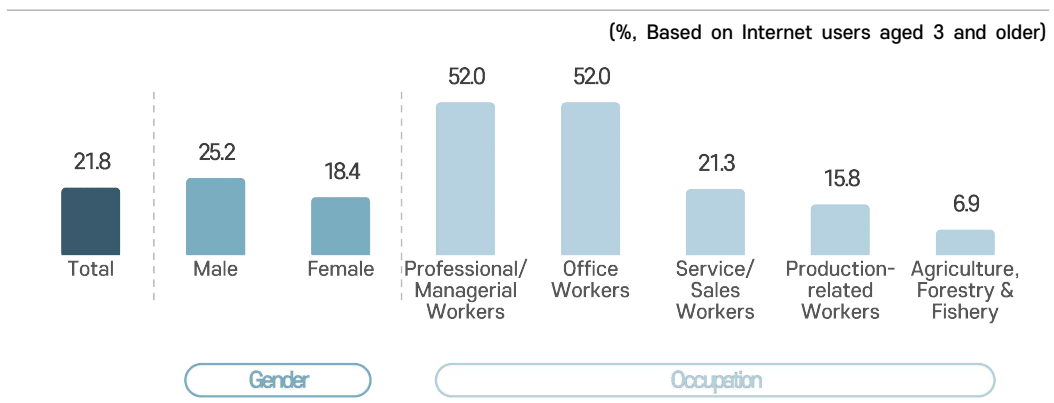
<Figure 5-36> Usage Rate of Video Conferencing by Gender and Occupation



4) Occupation/Workplace-related Online Engagement

- Online engagement related to career and workplace⁶⁾ was utilized by 21.8% of Internet users. By occupation, "Professional/Managerial Workers" and "Office Workers" recorded the highest usage at 52.0% each, followed by "Service/Sales Workers" (21.3%) and "Production-related Workers" (15.8%).

<Figure 5-37> Usage Rate of Occupation/Workplace-related Online Engagement by Gender and Occupation



6) Online engagement related to career and workplace: Participation in online activities related to one's career or workplace, such as anonymous bulletin boards.

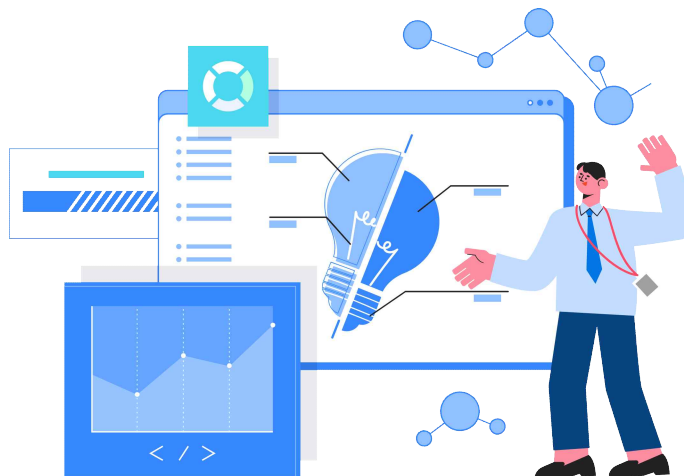
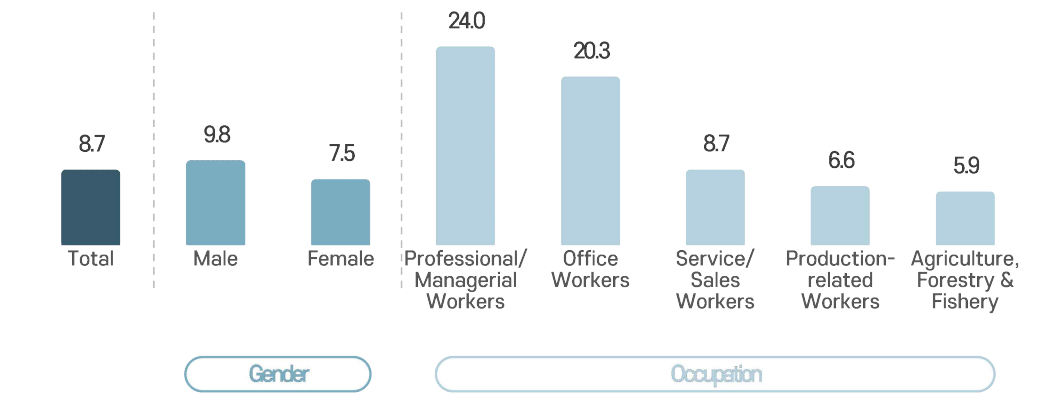
Part 4. V. Internet 'Life'

5) Remote Work

- Remote work was utilized by 8.7% of Internet users. By occupation, the highest adoption rates were observed among "Professional/Managerial Workers" at 24.0% and "Office Workers" at 20.3%.

<Figure 5-38> Usage Rate of Remote Work by Gender and Occupation

(%, Based on Internet users aged 3 and older)



Part 04

VI. 'New' Internet 'Technology'

- 01. Using Cloud Service
- 02. Using Artificial Intelligence Service



1. Using Cloud Service

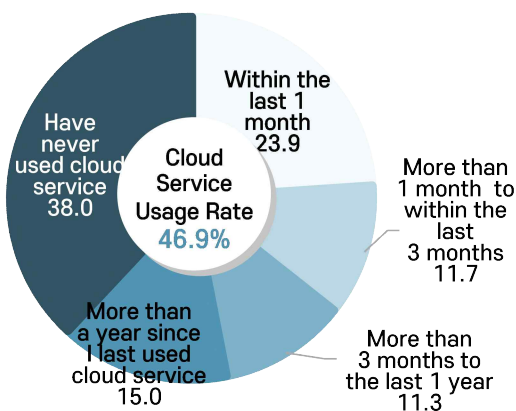
The cloud service usage rate among Internet users aged 12 and older is 46.9%.

1) Cloud Service Usage Rate

- The cloud service usage rate among Internet users aged 12 and older (defined as the percentage of individuals who have used a cloud service within the last 1 year) was recorded at 46.9%.

<Figure 6-1> Most Recent Period of Cloud Service Usage

(%, Based on Internet users aged 12 and older)



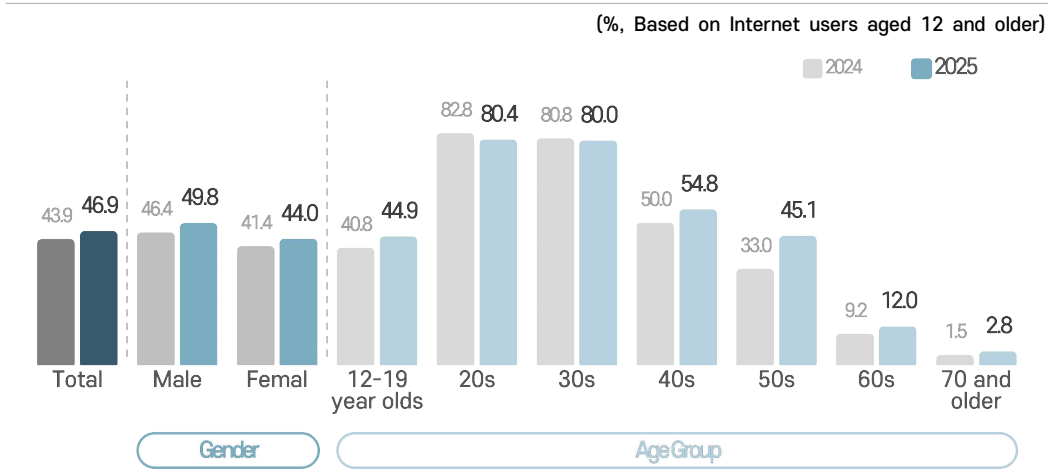
✓ What is a Cloud Service?

A cloud service refers to a system where media files (photos, music, etc.) and personal files (documents, contact lists, etc.) are stored on a web server rather than on physical external storage. Users can access these stored files via devices such as computers and smartphones to download, edit, or perform other desired tasks. e.g.) Drive-based (NAVER Cloud, Google Drive, iCloud, KT Cloud, LG U+ Box, MS OneDrive, Dropbox, etc.), Document Processing (Google Docs, MS Office 365, etc.), Schedules/Contacts (Google Calendar, NAVER Calendar, NAVER Contacts, etc.)

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

- By gender, men (49.8%) showed a higher usage rate than women (44.0%). By age group, those in their 20s recorded the highest rate at 80.4%, followed by the 30s (80.0%), 40s (54.8%), and 50s (45.1%).

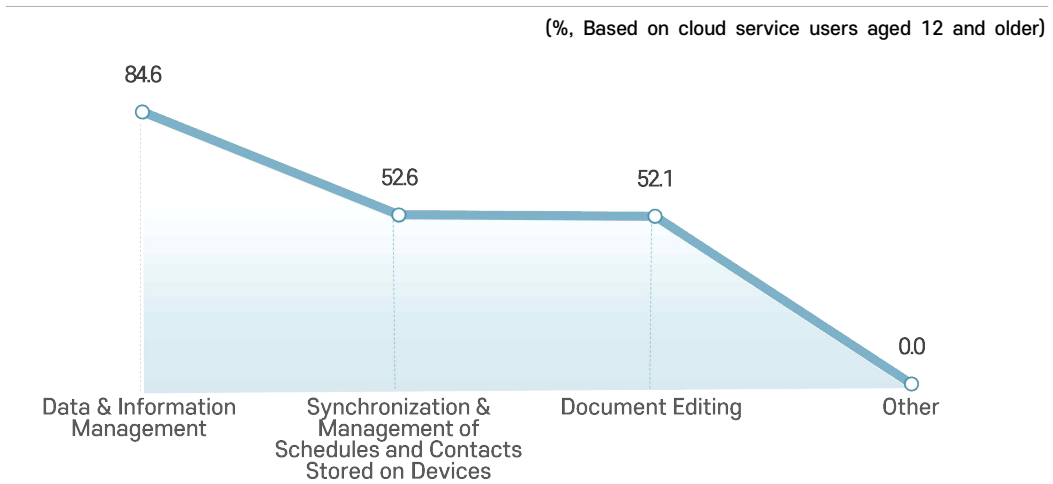
<Figure 6-2> Cloud Service Usage Rate by Gender and Age Group



2) Purpose of Using Cloud Service

- The most common purpose for using cloud services was found to be "Data & Information Management (uploading, downloading, sharing files, etc.)" at 84.6%. This was followed by "Synchronization & Management of Schedules and Contacts Stored on Devices" (52.6%) and "Document Editing (Google Docs, MS Office 365, etc.)" (52.1%).

<Figure 6-3> Purpose of Using Cloud Service

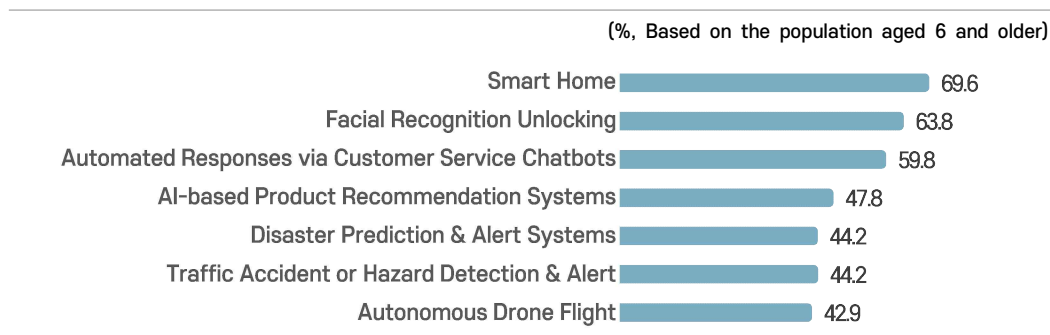


2. Using Artificial Intelligence (AI) Services

1) Understanding and Identification Capability of AI Services

- When asked about their level of understanding and ability to identify AI services, "Smart Home" recorded the highest recognition at 69.6%. This was followed by "Facial Recognition Unlocking" (63.8%) and "Automated Responses via Customer Service Chatbots" (59.8%).

<Figure 6-4> Usage of Artificial Intelligence (AI) Services



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

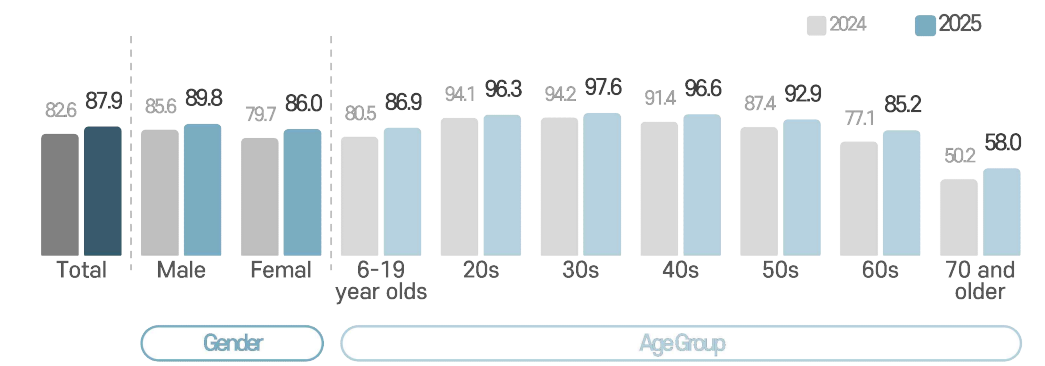
The awareness rate of AI services among the population aged 6 and older was recorded at 87.9%.

2) Awareness Rate of AI Services

- The awareness rate of AI services was recorded at 87.9%. By gender, men (89.8%) showed a higher awareness rate than women (86.0%). By age group, those in their 30s recorded the highest awareness at 97.6%, followed by the 40s (96.6%) and 20s (96.3%).

<Figure 6-5> AI Service Awareness Rate by Gender and Age Group

(%, Based on the population aged 6 and older)

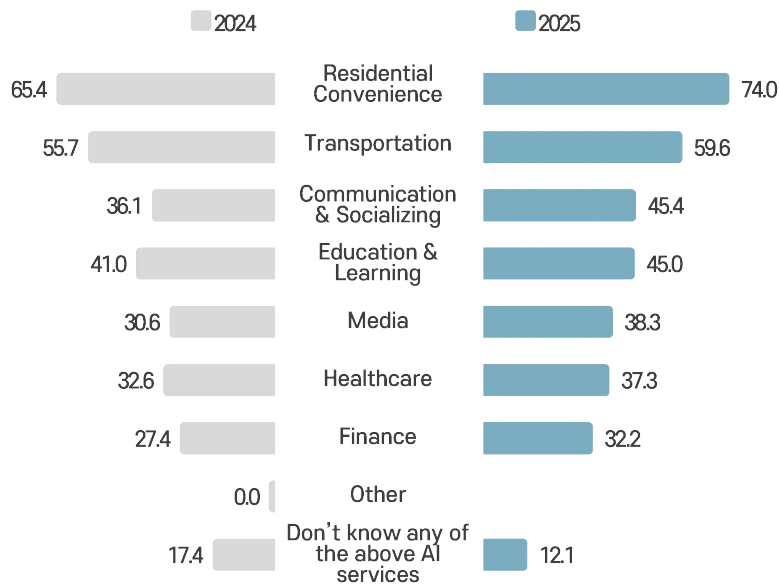


3) AI Service Awareness by Sector

- In terms of the sectors where AI services are recognized, "Residential Convenience (Smart Home)" recorded the highest awareness at 74.0%, followed by "Transportation" (59.6%), "Communication & Socializing" (45.4%), and "Education & Learning" (45.0%).

<Figure 6-6> AI Service Awareness by Sector

(Multiple Responses, %, Based on the population aged 6 and older)



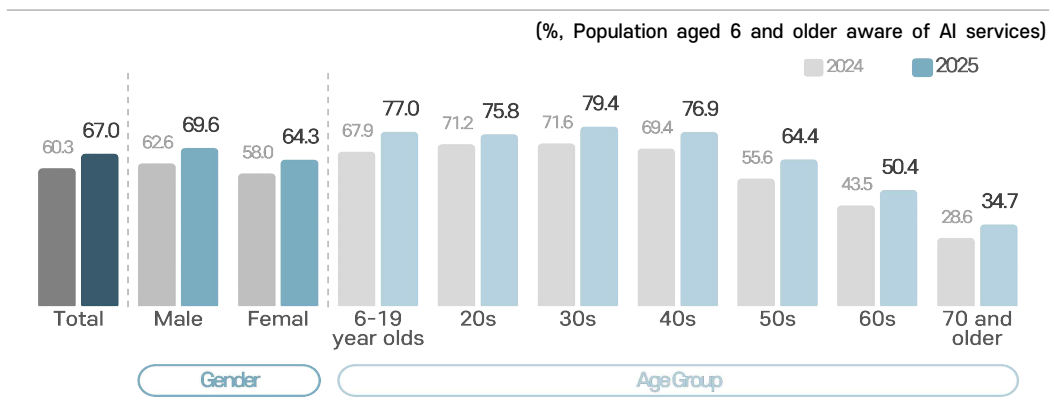
Part 4. VI. 'New' Internet 'Technology'

The AI service experience rate among the population aged 6 and older was recorded at 67.0%.

4) Experience Rate of AI Services

- As of July 2025, the AI service experience rate was recorded at 67.0%. By gender, men (69.6%) showed a higher experience rate than women (64.3%). By age group, those in their 30s recorded the highest rate at 79.3%, followed by "Aged 6-19" (77.0%), the 40s (76.9%), and the 20s (75.8%). Individuals "Aged 70 and older" showed the relatively lowest experience rate at 34.7%.

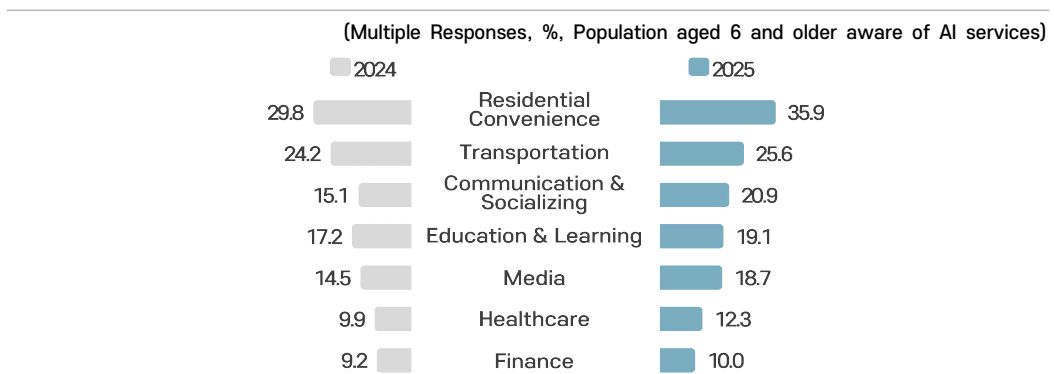
<Figure 6-7> AI Service Experience Rate by Gender and Age Group



5) AI Service Experience by Sector

- The experience rate for AI services has increased across most sectors. By sector, "Residential Convenience (Smart Home)" recorded the highest rate at 35.9%, followed by "Transportation" (25.6%), and "Communication & Socializing" (20.9%).

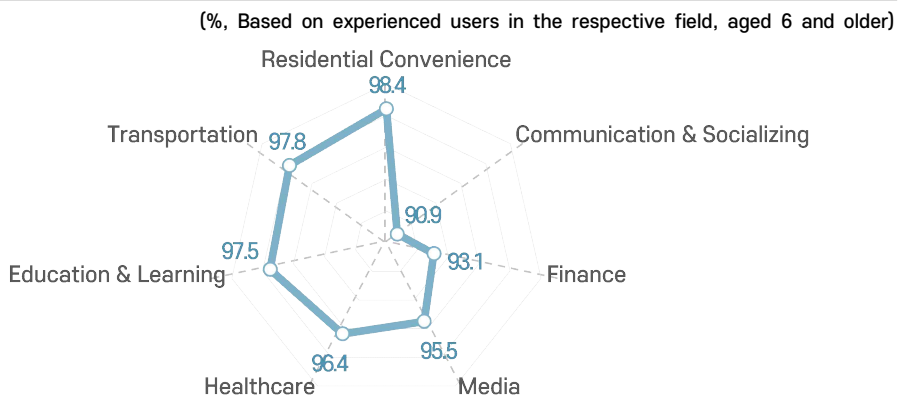
<Figure 6-8> AI Service Experience by Sector



6) Degree of Helpfulness of AI Services

- According to a survey of AI service users regarding whether the services were helpful in their respective fields (responses of 'Helpful' + 'Very Helpful'), more than 90% of respondents reported a high level of satisfaction across most sectors. "Residential Convenience" recorded the highest rate at 98.4%, followed by "Transportation" (97.8%), "Education & Learning" (97.5%), and "Healthcare" (96.4%).

<Figure 6-9> Degree of Helpfulness of AI Services

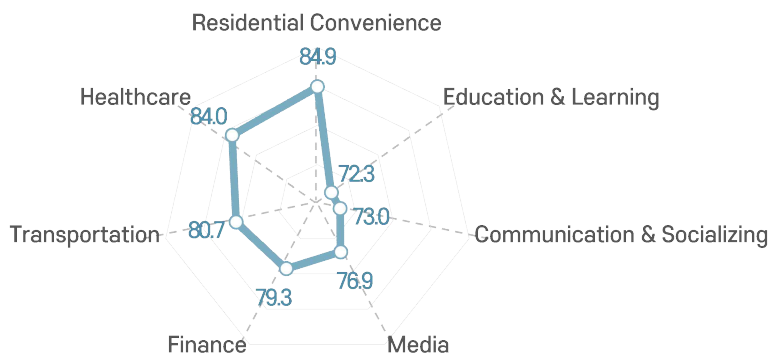


7) Perceived Necessity of AI Services

- When individuals without prior experience in AI service were asked about the necessity of AI in their daily lives, "Residential Convenience (Smart Home)" recorded the highest response at 84.9%. This was followed by "Healthcare" (84.0%), "Transportation" (80.7%), and "Finance" (79.3%).

<Figure 6-10> Perceived Necessity of AI Services

(Multiple Responses, %, Based on those aged 6 and older without prior experience in the respective field)

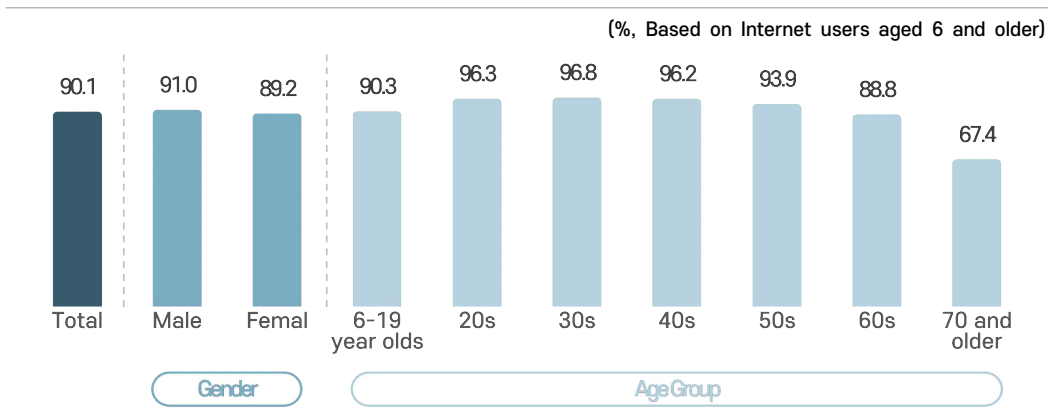


Part 4. VI. 'New' Internet 'Technology'

8) Future Intention to Use AI Services

- The survey results regarding future intention to use AI services showed that 90.1% of respondents expressed a willingness to use them. By gender, men (91.0%) reported a higher intention than women (89.2%). By age group, those in their 30s showed the highest intention at 96.8%, followed by the 20s (96.3%) and 40s (96.2%), while those aged 70 and older remained at 67.4%.

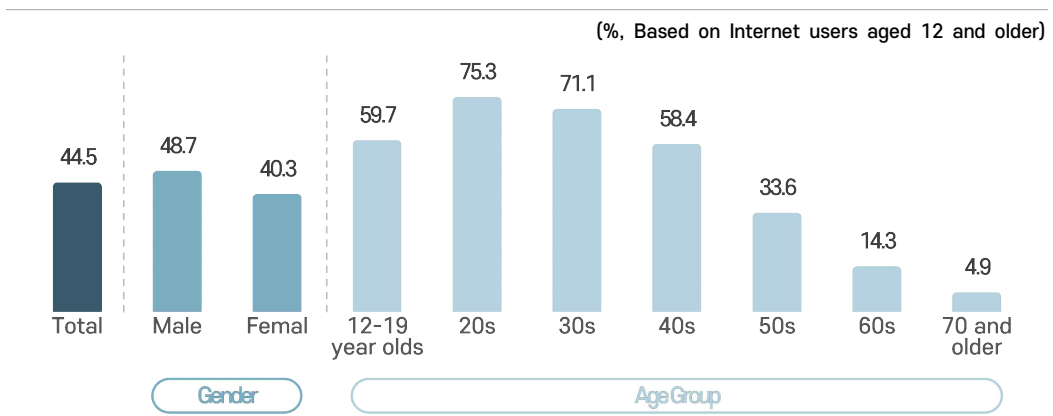
<Figure 6-11> Future Intention to Use AI Services



9) Experience with Generative AI-Based Services

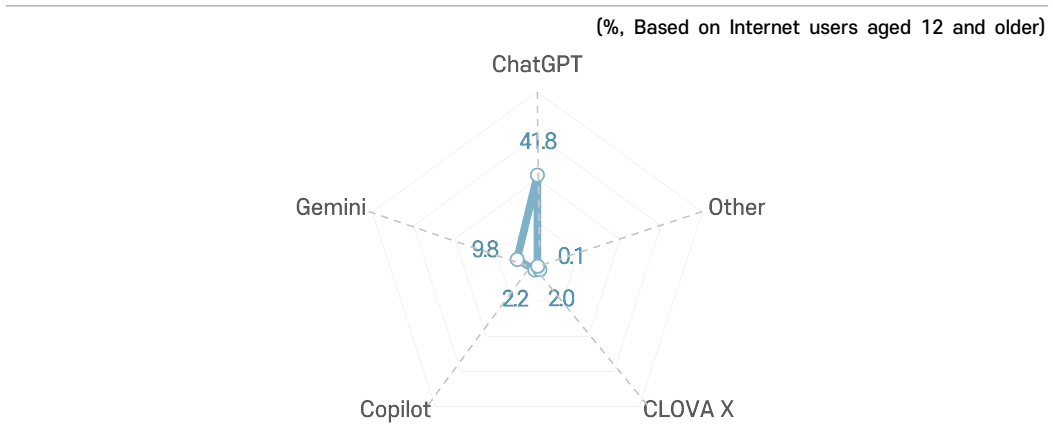
- As of July 2025, the survey of internet users aged 12 and older regarding their experience with generative AI revealed that 44.5% had used generative AI-based services. By age group, those in their 20s recorded the highest experience rate at 75.3%, followed by the 30s (71.1%) and those aged 12-19 (59.7%). In contrast, the rate for those aged 70 and older remained at only 4.9%.

<Figure 6-12> Generative AI-Based Service Experience Rate by Gender and Age Group



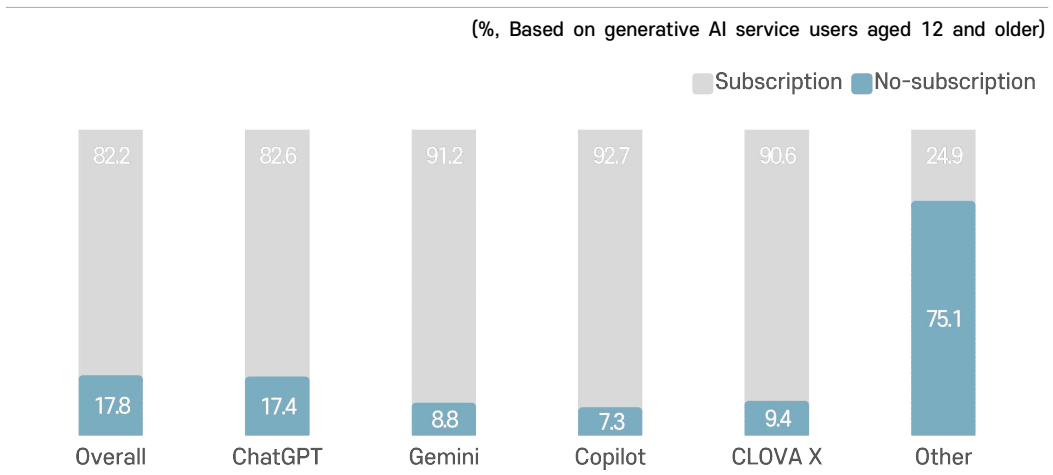
- The most frequently used generative AI service was "ChatGPT" (41.8%), followed by "Gemini" (9.8%), "Copilot" (2.2%), and "CLOVA X" (2.0%).

<Figure 6-13> Generative AI Platforms: User Experience by Service



- Among generative AI service users, the overall paid subscription rate stood at 17.8%. Within this group, ChatGPT users recorded the highest subscription rate at 17.4%.

<Figure 6-14> Paid Subscription Rates for Generative AI-Based Services



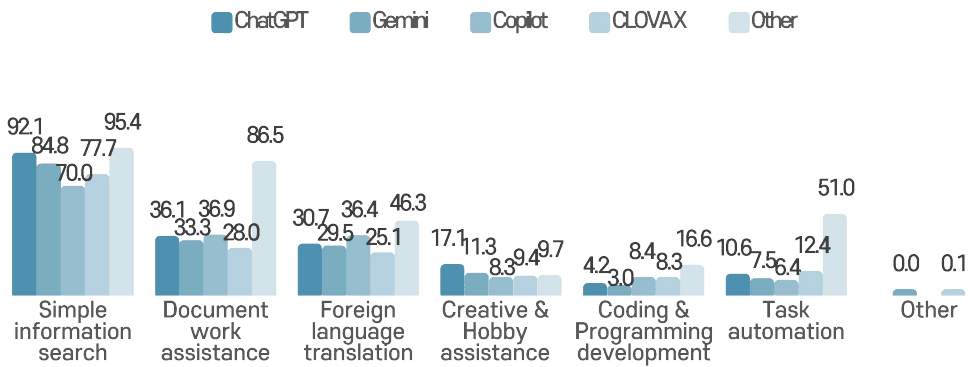
※ Base for Overall Paid Subscription Rate for Generative AI-Based Services: Experienced users of generative AI services
 Base for Individual Service Subscription Rates: Experienced users of each respective generative AI service

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

- The most common reason for using all types of generative AI services was "simple information search."

<Figure 6-15> Purposes of Using Generative AI-Based Services

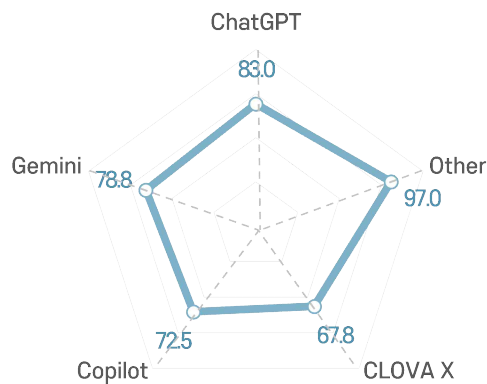
(Multiple Responses, %, Based on experienced users of the respective generative AI service aged 12 and older)



- Regarding satisfaction with specific generative AI services (combined responses of "Satisfied" and "Very Satisfied"), ChatGPT recorded the highest satisfaction rate at 83.0%. This was followed by Gemini (78.8%), Copilot (72.5%), and CLOVA X (67.8%).

<Figure 6-16> User Satisfaction with Generative AI-Based Services

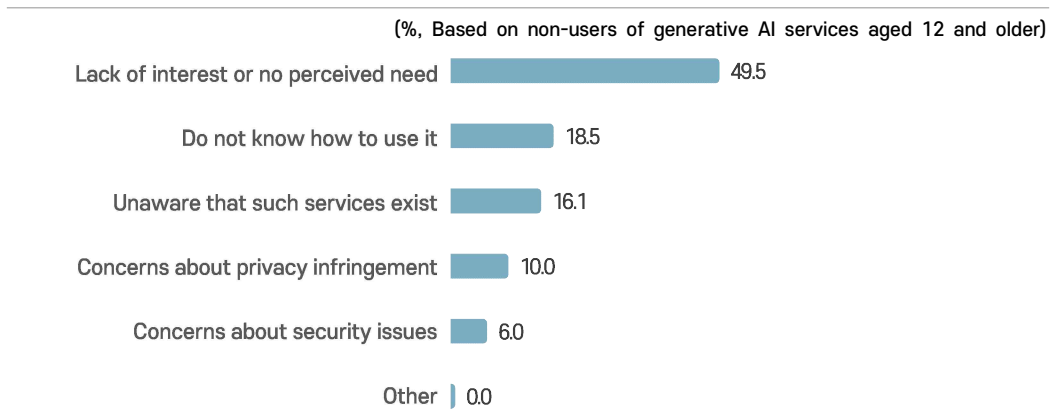
(Multiple Responses, %, Based on experienced users of the respective generative AI service aged 12 and older)



10) Reasons for Not Using Generative AI-Based Services

- An analysis of the reasons for not using generative AI services revealed that "Lack of interest or necessity" was the most common at 49.5%. This was followed by "Not knowing how to use them" (18.5%), "Being unaware of such services" (16.1%), "Concerns over privacy infringement" (10.0%), and "Concerns over security issues" (6.0%).

<Figure 6-17> Reasons for Not Using Generative AI-Based Service



- By age group, "Lack of interest or necessity" was relatively higher among those aged 12~19 (68.2%) and those in their 20s (56.0%). In contrast, the response "Not knowing how to use them" was higher among those in their 60s (25.3%) and those 70 and older (26.1%).

<Table 5-3> Reasons for Not Using Generative AI-Based Service

(%, Based on non-users of generative AI services aged 12 and older)

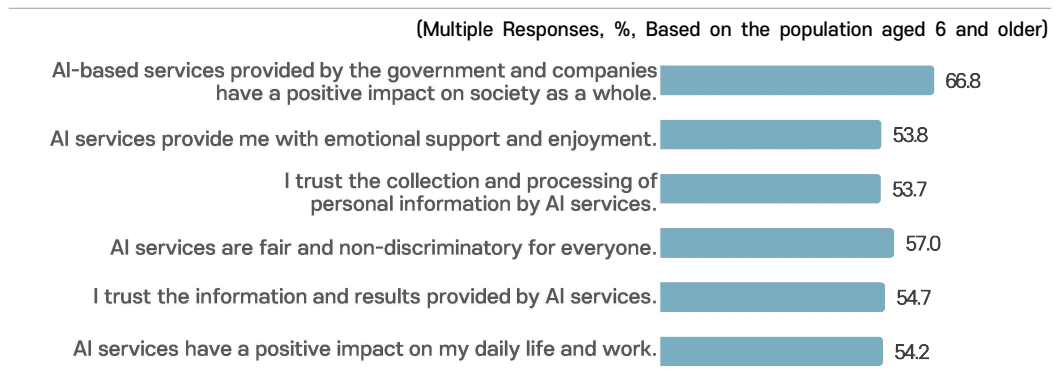
Classification		Lack of interest or no perceived need	Do not know how to use it	Unaware that such services exist	Concerns about privacy infringement	Concerns about security issues	Other
Overall		49.5	18.5	16.1	10.0	6.0	0.0
Gender	Male	50.6	16.8	15.7	10.3	6.6	0.0
	Female	48.4	19.9	16.4	9.7	5.4	0.0
Age Group	12~19 year olds	68.2	6.1	13.3	7.5	4.8	0.1
	20s	56.0	4.8	19.4	11.4	8.3	0.1
	30s	51.4	7.9	16.4	12.4	11.8	0.0
	40s	52.8	12.1	11.6	13.5	10.1	0.0
	50s	50.3	18.1	12.8	12.4	6.5	0.0
	60s	45.5	25.3	16.1	9.0	4.2	0.0
	70s and older	43.2	26.1	22.5	5.7	2.5	0.0

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

11) Perceptions of AI Services

- When asked about their general perceptions of AI services, the highest level of positive perception (“Agree” + “Strongly agree”) was recorded for “AI-based services provided by the government and companies have a positive impact on society as a whole” at 66.8%, followed by “AI services are fair and non-discriminatory for everyone” (57.0%).

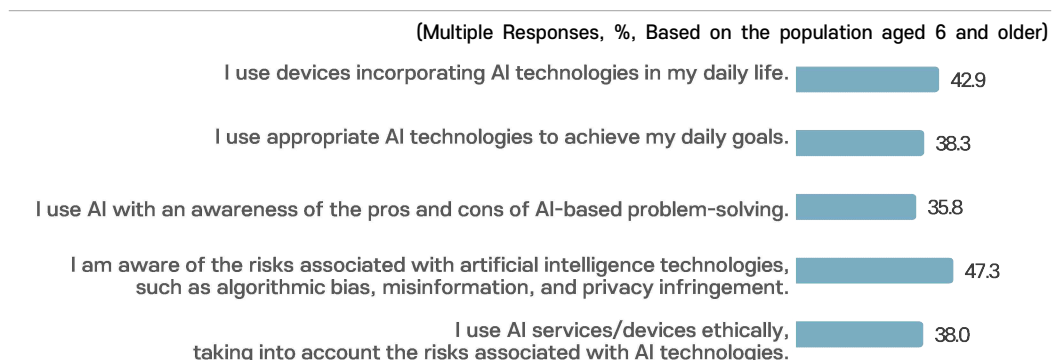
<Figure 6-18> Perceptions of AI Services



12) Competency in AI Service Utilization and Ethical Use

- When asked about their competency in using AI services and their perception of ethical use, the highest level of positive perception was recorded for “I am aware of the risks associated with artificial intelligence technologies, such as algorithmic bias, misinformation, and privacy infringement” at 47.3%, followed by “I use devices incorporating AI technologies in my daily life” (42.9%).

<Figure 6-19> Competency in AI Service Utilization and Ethical Use



※ Base for items 1)~3) and 5): Experienced AI service users aged 6 and older Base for item 4): Total population aged 6 and older

Part 04

VII. Internet ‘Disconnection’

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

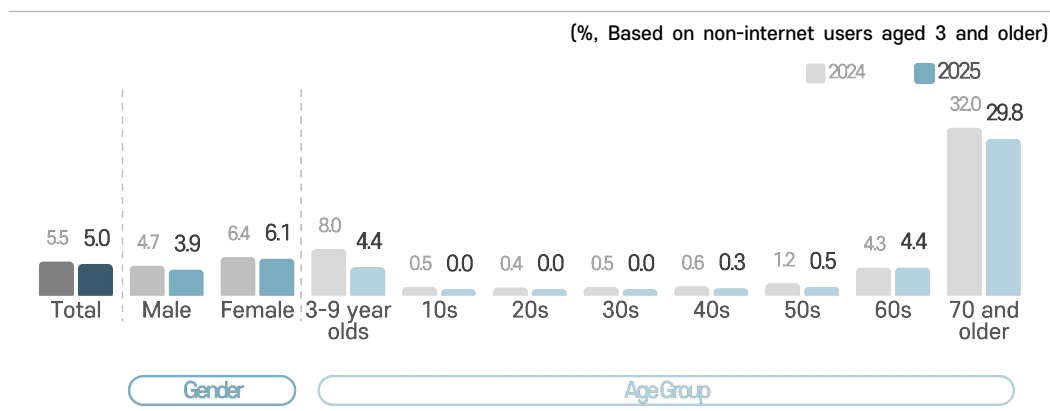


1. Current Status of Non-Internet Users

Only 5.0% of the population aged 3 and older are non-internet users.

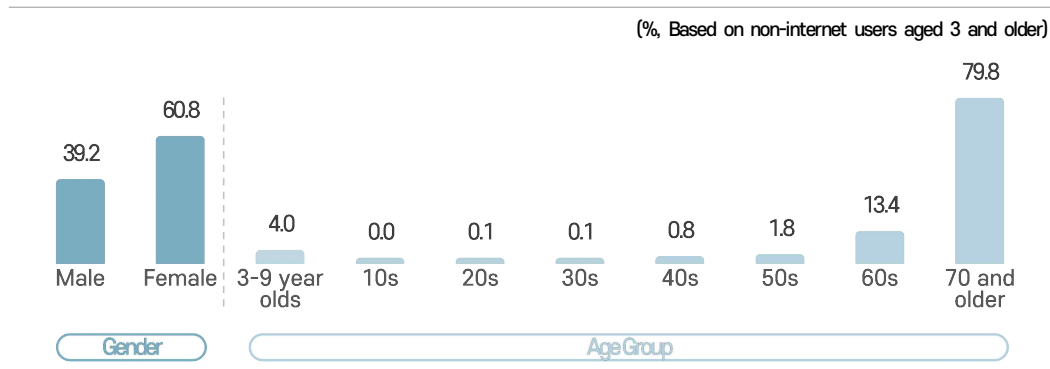
- According to the survey, 5.0% of the population aged 3 and older (a 0.5%p decrease from the previous year) were identified as "non-internet users," defined as those who have not used the internet within the last 1 month. By gender, the proportion of non-users was higher among women (6.1%) than men (3.9%). By age group, while nearly the entire population from their teens to their 50s uses the internet, the non-user rate was relatively higher among those aged 70 and older (29.8%) and those in their 60s (4.4%).

<Figure 7-1> Current Status of Non-Internet Users by Gender and Age Group



- Looking at the gender composition of non-internet users, the proportion of women was 60.8%, higher than that of men (39.2%). By age group, the elderly population aged 60 and older accounted for 93.2% of all non-users (13.4% for those in their 60s and 79.8% for those aged 70 and older).

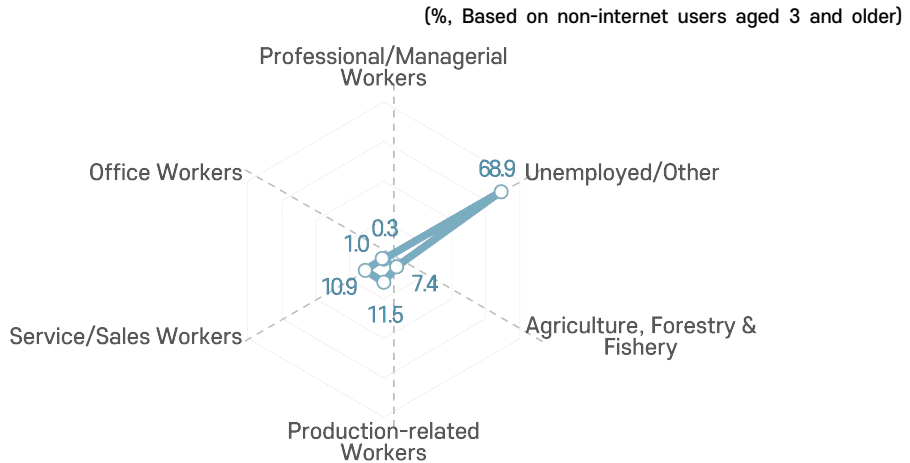
<Figure 7-2> Composition of Non-Internet Users by Gender and Age Group



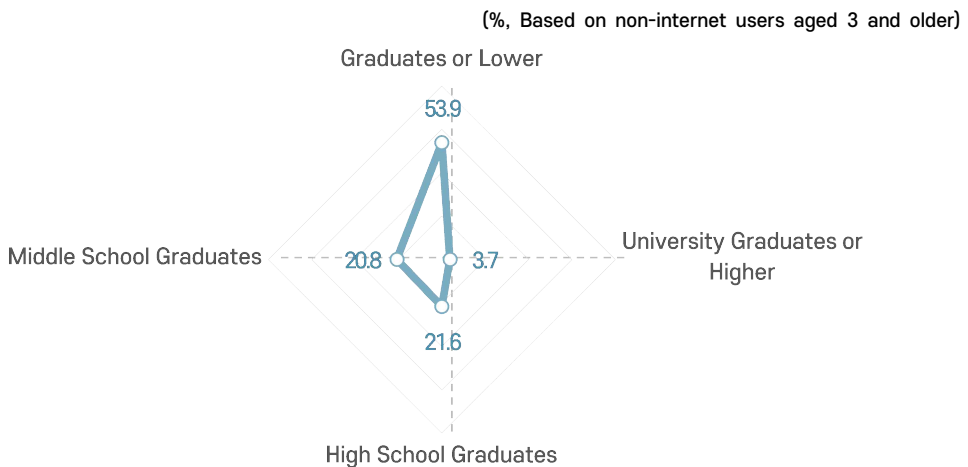
Part 4. VI. 'New' Internet 'Technology'

- By occupation, "Unemployed/Other" accounted for the highest proportion of non-internet users at 68.9%. In terms of education level, those with an "Elementary school education or lower" (including current elementary students) represented the largest group at 53.9%.

<Figure 7-3> Composition of Non-Internet Users by Occupation



<Figure 7-4> Composition of Non-Internet Users by Education Level



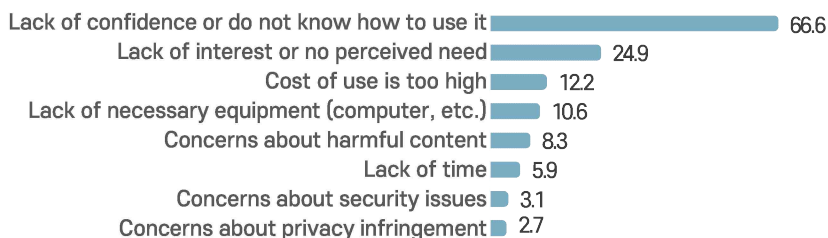
2. Reasons for Not Using the Internet

Main Reason for Non-Use: "Lack of Confidence or Technical Knowledge" (66.6%)

- When asked about the reasons for not using the internet, "Lack of confidence or not knowing how to use it" was the most common response at 66.6%. This was followed by "Lack of interest or necessity" at 24.9%.
- Other cited reasons included "Burden of usage costs" (12.2%), "Lack of devices such as computers" (10.6%), and "Concerns about harmful content" (8.3%).

<Figure 7-5> Reasons for Not Using the Internet

(Multiple Responses, %, Based on non-internet users aged 3 and older)



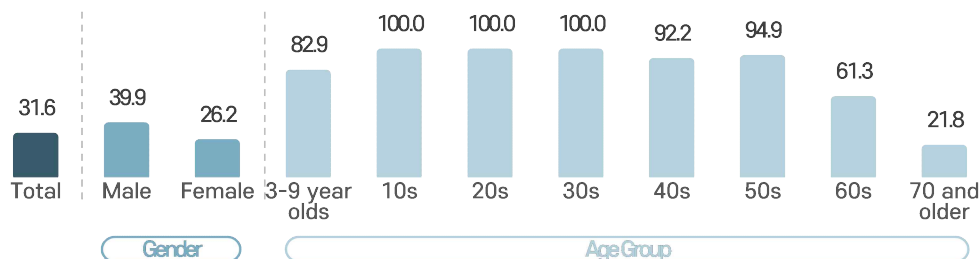
3. Future Intent to Use the Internet

Non-Users' Future Intent to Use the Internet: 31.6%

- According to the analysis, 31.6% of current non-internet users expressed an intent to use the internet in the future. By age group, the intention was relatively low among those aged "70 and above" (21.8%), followed by those in their "60s" (61.3%) and "ages 3-9" (82.9%).

<Figure 7-6> Future Intent to Use the Internet by Gender and Age Group

(%, Based on non-internet users aged 3 and older)



Part 05

Appendix 1

Definition of Internet Users



1. Definition of Internet User

- The definition of an **Internet User** varies depending on the purpose of the research.
- In this survey, until June 2004, an internet user was defined as "a person who uses the internet at least once a month on average." However, starting from the December 2004 survey, the definition was updated to "a person who has used the internet at least once within the last 1 month," applying a concept that has become generalized both domestically and internationally. Furthermore, reflecting the reality that internet access is shifting away from a focus on wired internet via desktop and laptop computers toward wireless terminals such as smartphones, wireless internet users accessing through mobile networks have also been included as internet users since the December 2004 survey.
- The survey population also consisted of those aged 7 and older until December 2001. However, to reflect the expanding trend of the internet user base, the target was changed to those aged 6 and older (school-entry age) starting from the June 2002 survey, and was further expanded to those aged 3 and older starting from the December 2006 survey.
- Therefore, in this survey, an "Internet User" refers to "an individual aged 3 and older who has used wired or wireless internet at least once within the last month."

Part 5. Appendix 1. Definition of Internet Users

<Appendix Table 1-> Comparison of Internet User Measurement Criteria by Country

Country	Definition of Internet User		Survey Organization	Country	Definition of Internet User		Survey Organization
	Age	Usage Criteria			Age	Usage Criteria	
Greece	16-74	Past 3~12 months	Eurostat	Ireland	16-74, 75-89	Past 3 months	Eurostat
Netherlands	16-74, 12-15, 75+	Past 3 months	Eurostat	Albania	16-74	Past 3 months	Eurostat
Norway	16-74 & 75-79	Past 3 months	Eurostat	Estonia	16-74	Past 3 months	Eurostat
New Zealand*	15+	Past 1 year	Statistics New Zealand	UK	16-74 & 75+	Past 3-12 months	Office for National statistics
Taiwan	12+	-	TWNIC	Austria	16-74	Past 3-12 months	Eurostat
Denmark	16-74	Past 3 months	Eurostat	Ukraine	15+	-	Ukrstat
Germany	16-74	Past 3 months	Eurostat	Italy	16-74, 6-15, 75+	Past 3 months	Eurostat
Latvia	16-74	Past 3 months	Eurostat	India*	6+	-	TRAI
Romania	16-74	Past 3 months	Eurostat	Indonesia	10+	No restriction	APJII
Luxembourg	16-74	Past 3 months	Eurostat	Japan	6+	Past 1 year	Statistics Bureau of Japan
Lithuania	16-74	Past 3 months	Eurostat	Jamaica*	15+	-	Jampro
Malaysia	-	-	DOSM	China	6+	Past 6 months	CNNIC
Mexico	6+	-	INEGI	Czech Republic	16-74 & 75+	Past 3 months	Eurostat
Mauritius*	5+	Past 1 year	Statistics Mauritius	Chile*	16+	Past 3 months	Subtel
Montenegro	16-74	Past 3 months	Eurostat	Canada	15+	Past 3-12 months	Statistics Canada
Malta	16-74	Past 3 months	Eurostat	Croatia	16-74	Past 3 months	Eurostat
USA*	16+	Past 1 month	NTIA	Thailand	6+	Past 3-12 months	National Statistical Office Thailand
Belgium	16-74	Past 3 months	Eurostat	Turkey	16-74	Past 3 months	Eurostat
Bulgaria	16-74	Past 3 months	Eurostat	Peru	6+	-	Peru's nacional statistics agency
Brazil	10+	Past 3 months	IBGE	Portugal	16-74	Past 3 months	Eurostat
Cyprus	16-74	Past 3 months	Eurostat	Poland	16-74	Past 3 months	Eurostat
Serbia	16-74	Past 3 months	Eurostat	France	16-74, 15, 75+	Past 3 months	Eurostat
Sweden	16-74 & 75-85	Past 3 months	Eurostat	Finland	16-74 & 75-89	Past 3 months	Eurostat
Spain	16-74, 10-15, 75+	Past 3 months	Eurostat	Korea	3+	Past 1 month	NIA
Slovakia	16-74	Past 3 months	Eurostat	Hungary	16-74	Past 3 months	Eurostat
Singapore	7+	-	IMDA	Australia	15+	Past 1 year	AusStats

※ Source: ITU World Telecommunication/ICT Indicators database and survey organizations of each country (*denotes data prior to 2019)

Part 05

Appendix 2

Comparison of Key Internet Statistics Among OECD Countries



1. Comparison of Key Internet Statistics Among OECD Countries

- This data is based on the 2024 "ICT Access and Usage by Households and Individuals" report by the OECD. Please note that some OECD member countries, including those that did not submit data, are excluded from this comparison.
- The calculation criteria differ from Korea's officially published statistics (Korea: Aged 3 and older ↔ OECD: Aged 16 to 74). The statistics provided below have been compiled in accordance with OECD standards.

<Appendix Table 2-1> Percentage of Households with Internet Access (% , 2024)

Korea	Netherlands	Luxembourg	Norway	Finland	Denmark	Spain	Türkiye
99.97	99.04	98.84	98.10	97.35	96.92	96.83	96.45
Poland	Sweden	Austria	Hungary	Belgium	Romania	Czech Republic	France
95.89	95.43	94.96	94.78	94.62	94.57	94.56	94.44

<Appendix Table 2-2> Percentage of Population Using the Internet (% , 2024)

Denmark	Netherlands	Norway	Luxembourg	Ireland	Sweden	Finland	Korea
99.8	99.5	99.5	98.8	98.6	98.1	98.0	97.9
Chile	Spain	Belgium	Austria	France	Hungary	Czech Republic	Germany
97.3	95.8	95.8	95.0	94.1	93.8	93.7	93.5

<Appendix Table 2-3> Percentage of Internet Banking Usage (% , 2024)

Denmark	Norway	Netherlands	Finland	Korea	Ireland	Latvia	Czech Republic
97.8	96.8	96.4	95.0	87.9	86.7	85.0	83.6
Estonia	Belgium	Sweden	Lithuania	Austria	Luxembourg	Spain	France
83.4	83.3	83.1	80.0	78.2	76.1	75.0	71.9

<Appendix Table 2-4> Percentage of Online Shopping Usage (% , 2024)

Ireland	Netherlands	Norway	Denmark	Sweden	Czech Republic	Korea	Luxembourg
94.7	94.1	91.5	90.9	88.4	81.2	81.0	80.4
France	Finland	Slovakia	Germany	Belgium	Hungary	Estonia	Austria
80.3	78.9	78.2	77.9	76.1	74.2	73.1	70.7

<Appendix Table 2-5> Percentage of Online Education Usage (% , 2024)

Mexico	Brazil	Ireland	Finland	Netherlands	Costa Rica	Spain	Korea
62.1	36.0	35.2	31.5	31.3	30.2	30.2	30.1
Norway	Estonia	Slovenia	Czech Republic	Luxembourg	Sweden	Greece	Columbia
28.0	22.9	21.5	21.4	20.9	20.3	19.7	19.6

Part 05

Appendix 3

Key Changes



1. Key Changes of Survey Items

1) Household Survey Items

Category	Survey Item	Survey Period
Internet Environment	ICT device ownership status	'04.12-'25
	Computer ownership rate	Annually
	Internet access rate	Annually
	Internet-connected devices	'05.06-'09, '12-'19
	How to connect to the Internet	Annually
	Whether the household can share the Internet	'14-'20
	Reasons for not having Internet access	'05.06-'05.12, '06.12, '17.12-'25
	Internet	매년
	Mobile phone	'04.12-'25
	Internet phone, IPTV	'08-'25
Other	Cable TV, satellite broadcasting	'11-'25
	Smart home service	'17-'25
	Change in internet service provider (ISP), reasons for change, and inconveniences experienced during change	'07.06
	Installation of anti-virus software	'04.12-'05.12, '06.12
	Internet connection for multiple computers and LAN setup	'04.12

2) Household Member Survey Items

Category	Survey Item	Survey Period
Internet Environment	Internet usage rate and number of users	Annually
	Internet usage period	'03.06-'20
	Motive for starting internet usage	'03.06-'06.12, '07.12
	Internet usage frequency	'05.06-'05.12, '06.12, '07.12-'25
	Internet usage time	Annually
	Internet usage time slots	'04.12-'09
	Location of Internet usage	Annually
	Internet access devices	'04.12-'09
	Internet connection methods	'04.12-'05.12, '06.12, '07.12-'09, '14-'25
	Purpose of Internet usage	Annually
	Internet reliability	'13
	Internet usage behavior and perception	'04.12-'16
	Measures for safe use of the Internet	'15-'25
	Experience of personal information leakage and infringement	'25
	Channels of personal information leakage and infringement	'25
	Responses to personal information leakage and infringement	'25
	Inconveniences when using the Internet	'03.06-'05.12, '06.12, '07.12-'17
	Perception of internet-based social issues	'11-'15
	Experience of cyber violence	'12-'14
	Changes in daily time allocation due to internet usage	'04.12-'05.12, '06.12, '07.12
	Internet usage satisfaction	'04.12
	Expenses for using Internet cafes, wireless internet, etc.	'03.06-'04.12
	[Non-Internet users] Reasons for not using the Internet and intention to use it	Annually

Part 5. Appendix 3. Key Changes

Category	Survey Item	Survey Period
Internet & Communication	Email usage rate	'07.06-'25
	Ownership of email accounts	'03.06-'07.06
	Number of email accounts used at least once a month	'03.06-'07.12
	Purpose and frequency of email	'08-'24
	Experience and purpose of email usage	'25
	Number of emails sent and received	'04.12-'06.12
	Email access devices	'10-'16
	Email content	'07.06-'09
	Messenger usage rate	'04.12-'06.12, '07.12-'25
	Frequency of messenger usage	'04.12, '09-'18
	Messenger usage time	'04.12-'06.12
	Messenger access devices	'10-'16
	Purpose of using messenger	'04.12-'06.12, '07.12-'09
	Types of messenger usage (top 3)	'16-'24, '25(changed to top 2)
	Functions used within messengers	'16-'24
	SNS usage rate	'10-'25
	Usage status by SNS type	'10-'15
	Types of SNS services used	'16-'25
	Purpose and frequency of usage of SNS	'10-'25
	Average SNS usage time	'17-'25
	Scope of social interaction on SNS	'04.12-'06.12
	SNS access device	'10-'18
	Reasons for using SNS	'11-'24
	Purpose of using SNS	'25
	Reasons for not using SNS	'16-'25
	SNS usage behavior and perception	'10-'17
	Level of personal information disclosure on SNS	'12-'13
	Degree of sharing SNS information with others	'12-'13
	Speed of sharing SNS information with others	'12
	Impact of SNS on life	'16
	Inconveniences when using SNS	'12-'13
	Community usage rate	'07.06, '08
	Number of communities that use at least once a month	'07.06, '08
	Community usage frequency	'07.06, '08
	Time spent per community visit	'07.06, '08
	Reasons to use the community	'07.06, '08
	Usage rate of others' blogs	'05.06-'05.12, '06.12, '07.12-'12
	Frequency of use of others' blogs	'05.06-'05.12, '06.12, '07.12-'09
	Time spent on others' blogs	'05.06-'05.12, '06.12
	Reasons for using other people's blogs	'07.12-'09
	Operation rate of personal blogs	'06.12-'12

Category		Survey Item	Survey Period
Internet & Communication	Blog (Incl. minihompy)	Period of operating 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 per visit to personal blog	'07.06
		Time spent on personal blog	'05.06-'05.12, '06.12
		Operational method of personal blog	'07.06
		Number of visitors to personal blog	'07.06-'09
		Operating costs of personal blog	'07.06-'09
		Reasons for operating personal blog	'07.06-'09
		Behavior and perception regarding personal blog operation	'07.06-'09
		Intention to operate personal blog	'05.06-'05.12, '06.12
	Other	Time spent on communication activities	'14-'25
		Primary sites/apps used for internet search	'19-'25
		Degree of trust in sites/apps for internet search	'20-'25
Mobile Game	Mobile Game	Mobile game usage rate	'16
		Frequency and time of use of mobile games	'16
		Types of mobile game usage	'16
		Perception of mobile games	'16
		Mobile-related purchase frequency and expenses	'16
		Intent to spend on mobile games	'16
Internet & Economic Activities	Online Shopping	Online shopping usage rate	Annually
		Frequency of online shopping	Annually
		Purchase amount from online shopping	Annually
		Proportion of overseas direct purchases in total online shopping amount	'19-'25
		Online shopping categories (purchased items)	Annually
		Online shopping access devices	'10-'18
		Access channels for online shopping	'07.06, '08
		Usage, frequency, satisfaction, and reasons for satisfaction/dissatisfaction with open markets	'06.06
		Inconveniences when using online shopping	'04.12, '07.06, '08-'18
		Satisfaction with online shopping	'03.06-'06.12, '07.12
		Behavior and perception regarding online shopping usage	'07.06, '08
		Reasons for not using online shopping	'07.12-'09, '14-'25
		Intention to use online shopping	'03.06-'06.12, '07.12-'15
		Payment methods for online shopping	'14-'25
		Detailed usage methods of credit/debit cards for online shopping payments	'15
		Nationality of sellers and points of sale in online shopping	'14-'16
		Primary sites/apps used for online shopping	'19-'25
	Social Commerce	Social commerce usage rate	'11-'12
		Frequency of social commerce usage	'11-'12
		Social commerce satisfaction	'11

Part 5. Appendix 3. Key Changes

Category		Survey Item	Survey Period
Internet & Economic Activities	Social Commerce	Inconveniences when using social commerce	'11-'12
		Social commerce purchased items	'11-'12
		Items intended for purchase via social commerce	'11
		Social commerce usage behavior and perception	'11-'12
		Intent to use social commerce	'12
	Internet Banking	Methods of banking transactions	'06.06, '07.06
		Experience of banking transactions	Annually
		Internet banking usage rate	'04.12-'25
		Internet banking usage frequency	'07.12-'15
		Internet banking devices	'10-'18
		Services used in internet banking	'06.06, '07.06
		Reasons to use internet banking	'06.06
		Intent to use internet banking	'05.06-'12
		Remittance service mainly used for internet banking	'19-'25
	Internet Stock Trading	Methods of stock trading	'06.06
		Experience of stock trading	'10-'15
		Internet stock trading usage rate	'04.12-'05.12, '06.12, '07.12-'15
		Frequency of internet stock trading	'07.12-'15
		Internet stock trading devices	'10-'15
		Reasons for using internet stock trading	'06.06
		Intent to use internet stock trading	'05.06-'12
	Paid Content	Experience using paid content	'03.06-'04.12
		Usage rate of paid content	'07.12
		Usage of paid content by type	'03.06-12, '05.06-12, '06.12, '07.12
		The cost of purchasing paid content	'03.06-'05.12, '06.12, '07.12
		Payment methods for paid content	'03.06-'05.12, '06.12, '07.12
		Opinions on charging for digital content	'03.06-'05.12, '06.12, '07.12
		Intent to use paid content	'03.06-'05.12, '06.12, '07.12
Online & Offline Media Usage	TV	Viewing time	'03.06-'05.12, '06.12, '07.12-'13
		Viewing status, viewing frequency	'03.06-'05.12, '06.12, '07.12-'14
	Newspapers	Reading time	'07.12-'13
		Reading status, reading frequency	'03.06-'05.12, '06.12, '07.12-'12, '14
	Offline Media Radios	Listening time	'13
		Listening status and frequency	'08-'12, '14
	Magazines and books	Reading time	'13
		Reading status, reading frequency	'08-'12, '14
	Movies	Viewing hours	'13
		Viewing status and frequency	'08-'12, '14
	Music	Listening time	'13
		Listening status and frequency	'08
	Internet Media TV	Usage status and frequency	'07.06, '08-'12, '15-'16
		Usage status	'17-'25
		Usage methods	'10
		Usage time	'13

Category	Survey Content		Survey Period
Online & Offline Media Usage	Internet Media	Usage status and frequency	'07.06, '08-'12, '15-'16
		Newspapers Usage status	'17-'25
		Usage methods	'10
		Usage time	'13
		Usage status and frequency	'07.06, '08-'12, '15-'16
		Radios Usage status	'17-'25
		Usage methods	'07.06, '08-'09
		Usage time	'13
		Magazines and books Usage status and frequency	'07.06, '08-'12, '15-'16
		Usage status	'17-'25
		Usage time	'13
		Usage status and frequency	'07.06, '08-'12, '15-'16
		Movies Usage status	'17-'25
		Usage methods	'07.06, '08-'09
		Usage time	'13
Computer Usage status		Music Usage status, frequency and methods	'08
		Computer availability	'03.06-'04.12
		Computer usage rate	'03.12-'05.12, '06.12, '07.12-'25
		Computer usage time	'03.12-'05.12, '06.12, '07.12
		Computer literacy	'03.12-'05.12, '06.12, '07.12, '14-'25
		Level of computer usage and purpose of use	'03.06-'04.12
Mobile Phone Usage Status		Computer usage frequency	'14-'25
		Mobile phone usage status (usage rate)	'05.12, '06.12-'25
		Purpose of mobile phone usage	'04.12-'05.12, '06.12
		Number of mobile phone text messages sent and received	'04.12
		Mobile wireless Internet usage status, frequency of use, usage time, usage of paid sites, product purchases, and usage costs	'14-'16
Mobile Internet Usage Status		Mobile phone usage time	'14-'16
		Mobile Internet usage status (usage rate)	'16-'25
		Frequency of mobile Internet usage	'16
Smartphone Usage Status		Mobile Internet usage time	'16
		Smartphone usage status (usage rate)	'16-'25
		Frequency of smartphone usage	'16-'23
Internet Emerging Technologies	Video service usage	Smartphone usage time	'16-'23
		Mainly used video service sites/apps	'19-'25
		Mainly used video service platform	'23-'25
		Video service usage time	'19-'25
		Frequency of use of video services	'19-'25
		Mainly used streaming platform	'25
	Cloud services	Streaming platform usage time	'25
		Awareness of cloud services	'13
		Cloud service usage status (usage rate)	'13-'25
		Purpose of using cloud services	'13-'25
		Intent to use cloud services	'13
		Devices using cloud services	'14-'16
		Purpose of use by purpose of cloud services	'17-'21

Part 5. Appendix 3. Key Changes

Category	Survey Item	Survey Period
New Internet Technologies	AI voice recognition service devices (Usage rate)	'19-'21
	Primary functions of AI voice recognition services	'19-'20
	Awareness of AI services	'22-'25
	Experience in using AI services	'21-'25
	Perceived helpfulness of AI services	'23-'25
	Experience in using Generative AI	'23-'25
	Generative AI services used	'25
	Paid subscription for Generative AI	'25
	Purpose of using Generative AI	'25
	Satisfaction with Generative AI services	'25
	Reasons for not using Generative AI	'25
	Opinions on AI services	'21-'25
	Experience of non-face-to-face activities	'21-'22
	Necessity of non-face-to-face activities	'21
	Difficulties of non-face-to-face activities	'21-'22
	Level of awareness	'22
	Primary metaverse apps/sites used	'22
	Purpose of using metaverse	'22
	Metaverse activities experienced	'23
	Information acquisition channels	'03.06-'05.12, '06.12, '07.12-'12
Other	Communication methods	'04.12, '08-'14
	News acquisition channels	'11-'13
	Leisure activities	'08
	Document delivery methods, Product ordering & reservation / Bank transfer methods, Stock investment / Personal information management methods	'04.12
	Usage status of Portable ICT Devices	'10-'25
	E-book usage rate	'10
	Frequency of e-book usage	'10
	Devices that use e-books	'10
	Use and intention to use e-books by type	'10
	E-book awareness	'10
	Mainly used news media	'09
	Internet news usage rate	'09
	Internet news usage frequency	'09
	Internet news content	'09
	Channels to use Internet news	'09
	Internet news usage behavior and perception	'09
	Job information acquisition methods	'09-'12
	Status of internet job search activities	'09
	Types of Internet Job Search	'09
	Channels to use for searching online job information	'09
	Behaviors and perceptions related to internet job search	'09
	Portal site usage rate	'07.12-'07
	Reasons to use the portal site	'08
	Reasons for choosing the main portal site	'07.12
	Purpose of using portal sites	'07.12
	Portal site usage behavior and perception	'08

Category		Survey Item	Survey Period
Other	File Sharing Service Usage Status	File sharing service usage rate	'08
		File upload and download frequency	'08
		File types	'08
		File sharing service usage behavior and perception	'08
	Internet & Public Opinion	Information acquisition channels for social issues	'07.06
		Information acquisition channels for social issues via the internet	'07.06
		Online and offline activities related to social issues	'07.06
		Behavior and perception related to social issues	'07.06
	Internet & Information Activities	Usage status by type of information	'04.06-'04.12, '07.06
		Information usage behavior and perception	'07.06
	Internet & Work	Work-related information acquisition channels	'04.12, '06.06
		Work-related internet usage time	'06.06
		Usage and volume of work-related emails	'06.06
		Usage and duration of work-related instant messengers	'06.06
		Impact of the internet	'04.12, '06.06
		Video conferencing	'20-'23
		Remote work	'20-'23
	Internet & Interpersonal Relationships	Methods for maintaining interpersonal relationships	'06.06
		Experience and purpose of interpersonal relationships via the internet	'06.06
		Impact of the internet	'06.06
	Location-based Service Usage	Experience by type of location-based services	'16
		Perception of location-based services	'16
		Location-based services most helpful in daily life	'16
	Smartphone Usage Behavior	Most used types of apps	'16-'24
		Average device replacement cycle	'16-'18
		Reasons to replace smartphone devices	'16-'18
		Smartphone usage behavior and perception	'16
		Minimum appropriate age to use a smartphone	'16
	Wearable Device Usage Behavior	Usage of mobile easy payment services on smartphones	'23-'25
		Types of wearable devices owned	'16-'18
		Wearable device features currently in use	'16-'25
		Expected features in wearable devices	'16
		Future purchase and usage intentions for wearable devices	'16
	Domain Usage	Methods for accessing websites	'17
		Experience in entering Korean domains when accessing websites	'17
		Intention to own Korean domains when operating websites	'17
		Necessity of displaying Korean domains in portal search results	'17
	Impact of the Internet	Internet usage and changes in daily life	'06.06
		Impact of the internet by social sector	'06.06
	Unpleasant experiences while using the internet, Status and methods of consultation or reporting, Satisfaction with the outcome of the reported case		'03.06-'05.12, '06.12, '07.12
	Perception of informatization		'04.12
	Frequency, duration, and purpose of Internet cafe usage		2025 인터넷이용실태조사 :: 233

Part 5. Appendix 3. Key Changes

Category	Survey Item	Survey Period
Other	Software purchase experience and types, Reasons for not purchasing	'04.12
	Experience in informatics education, Reasons for not participating in informatics education	'04.12
	Health and medical activities via the internet	'14-'15
	Useful features of smart homes, Challenges for vitalizing smart home services	'15
	Inconveniences experienced during the Active X installation process	'15
	Usage of e-government services	'11-'13

2. Changes of Key Terms and Definitions

Term	Definition and Scope	Period of Application
Internet	Wired internet via desktop and laptop computers	'03.06-'04.06
	Wired and wireless internet via desktop computers, laptop computers, mobile phones, etc.	'04.12-'25
Internet Users / User Rate	Persons aged 7 and older who use the internet at least once a month on average	'00.09-'02.04
	Persons aged 6 and older who use the internet at least once a month on average	'02.07-'04.06
	Persons (or the percentage of the population) aged 6 and older who have used the internet at least once within the last 1 month	'04.12-'05.12
	Persons (or the percentage of the population) aged 3 and older who have used the internet at least once within the last 1 month	'06.06-'25
Internet Access Households	Households capable of accessing wired or wireless internet, regardless of actual access	'06.06-'06.12
Internet Access Rate	Percentage of households capable of accessing wired internet via xDSL, cable modem, wireless LAN, FTTH, etc.	'07.06
	Percentage of total households capable of accessing (wired) internet via xDSL, cable modem, apartment LAN, dial-up modem, wireless LAN, etc., regardless of actual access	'07.12-'08
	Percentage of total households capable of accessing the internet via xDSL, cable modem, optical LAN (including apartment LAN and FTTH), wireless LAN, etc., regardless of actual access	'09-'11
	Percentage of total households capable of accessing the internet via xDSL, cable modem, optical LAN (including apartment LAN and FTTH), wireless LAN, etc., regardless of actual usage	'12
	Percentage of total households capable of accessing the internet via xDSL, optical LAN (including apartment LAN and FTTH), cable modem, wireless LAN, mobile internet, etc., regardless of actual usage	'13-'18
	Percentage of total households capable of accessing the internet via wired internet, wireless LAN, mobile internet, etc., regardless of actual usage	'19-'25
Computer	Desktops and laptops	'03-06-'06.06
	Desktop computers, laptop computers, tablet PCs, etc.	'06.12-'25
Computer Users	Persons who use a computer at least once a month on average	'03.06-'04.12
	Persons aged 3 and older who have used a computer at least once within the last 1 month	'05.06-'25
Computer Ownership Rate	Percentage of total households that own computers such as desktop PCs, laptop PCs, PDAs, ultra-mobile PCs (UMPCs), tablet PCs, etc.	'07.06
	Percentage of total households that own computers such as desktop computers, laptop computers (including tablet PCs, UMPCs, etc.), PDAs (including PDA phones, smartphones), etc.	'07.12-'09
	Percentage of total households that own computers such as desktop computers, laptop computers (including netbooks, tablet PCs), PDAs, smartphones, etc.	'10
	Percentage of total households that own computers such as desktop computers, laptop computers, tablet PCs, etc., regardless of actual usage	'11-'25
Mobile	Status of mobile phone usage	'05.12-'06.12

Part 5. Appendix 3. Key Changes

Phone Usage / Users	Persons aged 3 and older who have used a mobile phone (including PDA phones, smartphones) at least once within the last 1 month	'07.06-'25
Mobile Internet Users / Usage Rate	(Percentage of) internet users who have used the internet via mobile devices capable of wireless internet connection, such as feature phones, smartphones, tablet PCs, wearable devices, etc., within the last 1 month	'16-'25
Smartphone Users / Usage Rate	(Percentage of) internet users who have used the internet via a smartphone within the last 1 month	'16-'25
Email Users / Usage Rate	Status of email usage (Whether an email account is owned)	'03.06-'06.12
	(Percentage of) internet users aged 3 and older who have used email at least once within the last 1 year	'07.12-'08
	(Percentage of) internet users aged 6 and older who have used email within the last 1 year	'07.06, '09-'25
Instant Messenger	A service that allows individuals who have installed the same program to communicate in real-time through a network, such as chatting and file transfers, without connecting to a separate website	'04.12-'06.06
	A service that allows individuals who have installed dedicated messenger programs to exchange messages and data in real-time on the internet	'06.12

Term	Definition and Scope	Period of Application
Instant Messenger	A service that allows individuals who have installed dedicated programs to exchange messages and data in real-time on the internet	'07.12-'15
	A service that allows individuals to exchange data such as messages and photos in real-time between individuals online via computers, smartphones, etc.	'16-'25
Instant Messenger Users / Usage Rate	Status of instant messenger usage	'04.12-'06.06
	(Percentage of) internet users aged 6 and older who have used instant messengers within the last 1 year	'07.12-'25
SNS (Social Networking Service)	A service that enables the formation of a wide human network by strengthening existing interpersonal relationships with friends or colleagues or by building new connections on the internet; includes blogs, microblogs, mini-hompy, and communities (cafes/clubs)	'10-'12
	A service that enables the formation of a wide human network by strengthening existing interpersonal relationships with friends or colleagues or by building new connections on the internet; includes mini-hompy, blogs, microblogs, profile-based services, and communities	'13-'15
	인터넷상에서 An activity of communicating and sharing information by strengthening existing interpersonal relationships with friends or colleagues or forming new human networks on the internet; includes the act of simply viewing or observing content posted by others	'16-'25
SNS users / Usage rate	(Percentage of) internet users aged 6 and older who have used SNS within the last 1 year	'10-'25
Mobile Game	Games enjoyed in real-time using mobile devices such as smartphones and smart pads by connecting to the wireless internet	'16
Mobile Game Usage / Users	Percentage of internet users aged 6 and older who have used mobile games within the last 1 year	'16
Blog & Mini-hompy	Representative personal media where individuals can freely write diaries, columns, or articles according to their interests, and post and share materials, information, photos, and videos with others	'07.06
Blog & Mini-hompy Operation / Operators	Persons aged 6 and older who currently operate their own blog or mini-hompy among internet users	'07.06
Blog	A personal media where individuals can freely write diaries, columns, or articles according to their interests, or post and share materials, information, photos, and videos with others; generally includes cases referred to as 'mini-hompy'	'07.12
	A representative one-person media where individuals post and store diaries, columns, professional materials, and photos according to their interests to share with others; generally includes cases referred to as 'mini-hompy'	'08-'12

Part 5. Appendix 3. Key Changes

Blog Usage(User / Operation(Op erators)	Experience in visiting one's own or others' blogs	'05.06-'06.12
	[Blog usage] Internet users aged 6 and older who have used others' blogs within the last 1 year [Blog operation] Percentage of internet users aged 6 and older who have visited or managed their own blog within the last 1 year	'07.12-'12
Cafe & Community	Groups formed on the internet for people with similar hobbies or interests to exchange information or promote friendship	'07.06
Cafe & Community Users / Usage Rate	(Percentage of) internet users aged 6 and older who have used a community they joined within the last 1 year	'07.06
Community	Groups formed on the internet for people with similar hobbies or interests to exchange information or promote friendship; includes services such as internet cafes and clubs	'08
Community Users / Usage Rate	(Percentage of) internet users aged 6 and older who have used a community within the last 1 year	'08
Paid Content	Various types of digital content provided for a fee on the internet, such as programs, professional information/materials, movies, music, and games	'07.12
Paid content Users / Usage Rate	(Percentage of) internet users aged 6 and older who have used paid content at least once within the last 1 year	'07.12
File Sharing Service	Internet services where files such as music, movies, and games can be stored or shared with others; includes P2P, webhard, etc.	'08
File Sharing Service Users / Usage Rate	(Percentage of) internet users aged 12 and older who have used file sharing services within the last 1 year	'08
Online Shopping	The act of purchasing goods or services via the internet; includes the purchase of paid content, but excludes simple inquiries, searches, or internet banking	'03.06-'06.06
	The purchase of goods or services (including reservations and bookings) via the internet; includes the purchase of paid content such as movies, music, and games, but excludes simple product searches, price inquiries, or internet banking	'06.12
	The purchase of goods or services (including reservations and bookings) via the internet; includes the purchase of paid content such as movies, music, and games, but excludes simple product searches, price inquiries, or the purchase of financial products	'07.06-'15
	The purchase of goods and services on web or mobile-based sites of various shopping malls; includes the purchase of gifticons, paid applications, and content	'16-'25

Term	Definition and Scope	Period of Application
Online Shopping Users / Usage Rate	(Percentage of) persons who have purchased goods or services via the internet within the last 6 months	'03.06-'04.12
	(Percentage of) internet users aged 12 and older who have purchased goods or services via the internet within the last 1 year	'05.06-'25
Open Market	A type of shopping mall where the site operator only provides the virtual space and payment gateway services, and sellers and buyers trade directly with each other	'06.06
Internet Banking	A financial service that allows users to handle banking tasks such as account inquiries/transfers, giro payments/inquiries, and loan inquiries/payments via the internet	'04.12-'07.06
	A financial service that allows users to handle banking tasks such as account inquiries/transfers, giro payments/inquiries, and loan inquiries/payments via the internet; includes mobile banking	'07.12-'11
	Includes all banking transaction activities such as savings, remittances, investments, and asset management on the internet; also includes mobile banking services using mobile applications provided by each financial institution	'12-'25
Internet Banking Usage / Users	Status of internet banking service usage	'04.12
	Persons aged 12 and older who have used internet banking services within the last 1 year among internet users	'05.06-'25
Internet Stock Trading	A financial service that allows real-time stock trading (buying and selling) via the internet	'07.12-'09
	A financial service that allows real-time stock trading (buying and selling) via the internet; includes mobile stock trading	'10-'15
Internet Stock Trading Users / Usage Rate	Status of internet stock trading service usage (including purchase of funds and investment products)	'04.12
	(Percentage of) internet users aged 12 and older who have used internet stock trading services within the last 1 year	'05.06-'08
	(Percentage of) internet users aged 18 and older who have used internet stock trading services within the last 1 year	'09-'15
Social Commerce	An online shopping service where goods or services (discount coupons, tickets, etc.) can be purchased at a discounted price if a certain number of buyers are gathered within a set period	'11-'12
Social Commerce Users / Usage Rate	(Percentage of) internet users aged 12 and older who have used social commerce within the last 1 year	'11-'12
Location-based Service	All services provided based on current location information, such as maps, navigation, nearby information search, taxis, customized advertisements, and location sharing	'16
Location-based Service Usage / Users	(Percentage of) persons who have used one or more types of location-based services within the last year	'16

Part 5. Appendix 3. Key Changes

Cloud Services	A user-centered computing environment or service providing such an environment, where programs or documents previously stored individually on personal computers or corporate servers are stored on a large-scale computer accessible via the internet, allowing users to perform desired tasks anytime and anywhere using various terminals such as mobile devices as well as personal PCs by running necessary applications like web browsers	'13-'15
	A service that stores media files (photos, music, etc.) and personal files (documents, address books, etc.) on a web server instead of external storage space; stored files can be downloaded to computers, smartphones, etc., to perform desired tasks such as editing	'16-'25
Cloud Service Usage / Users	(Percentage of) internet users aged 12 and older who have used cloud services within the last 1 year	'13-'25
E-book	Digital books created by digitizing existing paper books such as books and magazines, allowing the contents to be viewed or read through computers or portable terminals such as smartphones and PDAs	'10
E-book Users / Usage Rate	(Percentage of) internet users aged 12 and older who have used e-books within the last 1 year	'10
Wearable Devices	Devices worn on the body in forms such as watches, glasses, and clothing, which collect information on the surrounding environment and personal physical changes in real-time and share or utilize it via the internet	'16-'25
Wearable Device Users / Usage Rate	(Percentage of) internet users aged 6 and older who own a wearable device and have used it within the last 1 year	'16-'25
Video Services	Services that provide media content such as broadcasting programs, movies, and one-person media via the internet	'19-'25
Video Service Users / Usage Rate	(Percentage of) internet users aged 3 and older who have used video services within the last 1 month	'19-'25
AI Voice Recognition Services	A service in which smartphones or speakers recognize human voices using voice recognition technology and process the corresponding commands	'19-'21
AI Services	Services that provide convenience by utilizing Artificial Intelligence (AI) technology in various industries and daily life areas	'22-'25
AI Service Users / Usage Rate	(Percentage of) internet users aged 6 and older who have used AI services within the last 1 year	'22-'25
Metaverse	A compound word of "Meta-" and "Universe", referring to a world that creates economic, social, and cultural value by interacting through a virtual self (avatar) in a convergence space of virtuality and reality	'22-'23

Part 05

Appendix 4

Sampling Error



1. Internet Usage Rate

(95% Confidence Level)

Classification		Internet Usage Rate (%)	Sampling Error (%)	Confidence Interval (%)		Relative Standard Error (%)
				Lower Limit	Upper Limit	
Overall		95.0	0.19	94.81	95.19	0.10
Gender	Male	96.1	0.25	95.83	96.32	0.13
	Female	93.9	0.29	93.64	94.21	0.16
Age Group	3-9 year olds	95.6	0.99	94.59	96.58	0.53
	10s	100.0	0.05	99.94	100.03	0.02
	20s	100.0	0.05	99.92	100.02	0.03
	30s	100.0	0.05	99.91	100.01	0.02
	40s	99.7	0.12	99.60	99.85	0.06
	50s	99.5	0.14	99.33	99.62	0.07
	60s	95.6	0.38	95.26	96.02	0.20
	70s and older	70.2	1.10	69.08	71.29	0.80
Region	Seoul	94.7	0.57	94.13	95.27	0.31
	Busan	95.1	0.72	94.37	95.81	0.39
	Daegu	95.6	0.75	94.89	96.39	0.40
	Incheon	94.6	0.77	93.84	95.39	0.42
	Gwangju	97.8	0.59	97.24	98.43	0.31
	Daejeon	96.2	0.78	95.42	96.99	0.42
	Ulsan	94.4	1.02	93.40	95.45	0.55
	Sejong	96.9	0.41	96.46	97.28	0.22
	Gyeonggi	91.9	1.10	90.77	92.98	0.61
	Gangwon	94.8	0.88	93.91	95.68	0.48
	Chungbuk	93.5	0.92	92.55	94.40	0.50
	Chungnam	96.2	1.11	95.08	97.31	0.59
	Jeonbuk	95.0	0.85	94.17	95.87	0.46
	Jeonnam	91.1	1.10	90.01	92.21	0.62
	Gyeongbuk	93.1	0.89	92.19	93.97	0.49
	Gyeongnam	92.7	0.88	91.84	93.60	0.48
	Jeju	92.0	1.35	90.64	93.33	0.75

Part 5. Appendix 4. Sampling Error

2. Computer Usage Rate

(95% Confidence Level)

Classification		Internet Usage Rate (%)	Sampling Error (%)	Confidence Interval (%)		Relative Standard Error (%)
				Lower Limit	Upper Limit	
Overall		76.0	0.37	75.58	76.32	0.25
Gender	Male	80.5	0.50	80.00	81.00	0.32
	Female	71.4	0.54	70.86	71.94	0.39
Age Group	3-9 year olds	62.2	2.34	59.85	64.54	1.92
	10s	96.0	0.69	95.28	96.66	0.37
	20s	96.7	0.52	96.16	97.21	0.28
	30s	97.0	0.39	96.66	97.43	0.20
	40s	95.3	0.50	94.78	95.78	0.27
	50s	81.3	0.77	80.56	82.10	0.49
	60s	58.4	0.92	57.48	59.33	0.81
	70s and older	18.6	0.94	17.61	19.49	2.58
Region	Seoul	80.1	1.01	79.08	81.10	0.64
	Busan	71.8	1.50	70.28	73.27	1.07
	Daegu	72.2	1.64	70.56	73.84	1.16
	Incheon	77.4	1.44	75.96	78.83	0.95
	Gwangju	79.2	1.66	77.51	80.82	1.07
	Daejeon	76.9	1.73	75.13	78.58	1.15
	Ulsan	78.1	1.84	76.29	79.97	1.20
	Sejong	81.0	0.93	80.11	81.96	0.58
	Gyeonggi	69.1	1.87	67.28	71.01	1.38
	Gangwon	72.1	1.79	70.29	73.87	1.26
	Chungbuk	69.9	1.71	68.19	71.61	1.25
	Chungnam	78.7	2.38	76.35	81.12	1.54
	Jeonbuk	66.6	1.84	64.71	68.40	1.41
	Jeonnam	67.4	1.81	65.63	69.25	1.37
	Gyeongbuk	66.0	1.66	64.29	67.61	1.29
	Gyeongnam	72.6	1.51	71.11	74.12	1.06
	Jeju	71.5	2.24	69.31	73.79	1.60

3. Household Computer Ownership Rate

(95% Confidence Level)

Classification		Computer Ownership Rate (%)	Sampling Error (%)	Confidence Interval (%)		Relative Standard Error (%)
				Lower Limit	Upper Limit	
Overall		78.7	0.53	78.13	79.20	0.35
Age Group	20s and younger	94.5	1.65	92.85	96.15	0.89
	30s	94.7	0.81	93.86	95.49	0.44
	40s	95.0	0.71	94.34	95.75	0.38
	50s	91.4	0.76	90.62	92.13	0.42
	60s and older	59.4	0.95	58.46	60.36	0.82
Region	Seoul	85.6	1.34	84.29	86.97	0.80
	Busan	76.5	2.11	74.44	78.65	1.40
	Daegu	77.7	2.25	75.44	79.94	1.48
	Incheon	79.9	2.08	77.81	81.98	1.33
	Gwangju	76.2	2.62	73.54	78.77	1.75
	Daejeon	81.1	2.38	78.74	83.50	1.50
	Ulsan	70.8	3.02	67.78	73.82	2.18
	Sejong	82.8	1.34	81.45	84.14	0.83
	Gyeonggi	71.4	2.71	68.73	74.14	1.93
	Gangwon	76.0	2.50	73.53	78.53	1.68
	Chungbuk	73.0	2.46	70.57	75.49	1.72
	Chungnam	79.3	3.53	75.76	82.83	2.27
	Jeonbuk	72.7	2.59	70.14	75.31	1.81
	Jeonnam	71.4	2.63	68.77	74.03	1.88
	Gyeongbuk	68.8	2.42	66.36	71.20	1.80
	Gyeongnam	72.1	2.26	69.87	74.39	1.60
	Jeju	67.3	3.55	63.75	70.84	2.69

Part 5. **Appendix 4. Sampling Error**

4. Household Internet Access Rate

(95% Confidence Level)

Classification		Internet Access Rate (%)	Sampling Error (%)	Confidence Interval (%)		Relative Standard Error (%)
				Lower Limit	Upper Limit	
Overall		99.98	0.02	99.96	100.00	0.01
Age Group	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	99.96	0.04	99.91	100.00	0.02
Region	Seoul	100.00	0.00	100.00	100.00	0.00
	Busan	100.00	0.00	100.00	100.00	0.00
	Daegu	100.00	0.00	100.00	100.00	0.00
	Incheon	100.00	0.00	100.00	100.00	0.00
	Gwangju	99.90	0.19	99.71	100.09	0.10
	Daejeon	100.00	0.00	100.00	100.00	0.00
	Ulsan	100.00	0.00	100.00	100.00	0.00
	Sejong	99.93	0.09	99.84	100.03	0.05
	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	100.00	0.00	100.00	100.00	0.00
	Jeonnam	100.00	0.00	100.00	100.00	0.00
	Gyeongbuk	100.00	0.00	100.00	100.00	0.00
	Gyeongnam	100.00	0.00	100.00	100.00	0.00
	Jeju	100.00	0.00	100.00	100.00	0.00

5. Internet Usage Rate by Region, Gender and Age Group

(Unit : %)

Classification	Male								Female							
	3-9 year olds	10s	20s	30s	40s	50s	60s	70s and older	3-9 year olds	10s	20s	30s	40s	50s	60s	70s and older
Overall	95.3 (0.79)	100.0 (0.00)	99.9 (0.05)	99.9 (0.05)	99.7 (0.10)	99.5 (0.11)	96.1 (0.27)	73.8 (0.79)	95.8 (0.65)	100.0 (0.05)	100.0 (0.00)	100.0 (0.00)	99.8 (0.08)	99.5 (0.10)	95.2 (0.28)	67.6 (0.79)
Region	Seoul	93.3 (2.90)	100.0 (0.00)	100.0 (0.00)	99.6 (0.28)	98.8 (0.50)	97.9 (0.62)	95.4 (0.86)	77.4 (2.95)	100.0 (0.00)	100.0 (0.00)	100.0 (0.00)	99.2 (0.40)	97.9 (0.57)	93.8 (0.97)	65.2 (3.37)
	Busan	90.5 (4.58)	100.0 (0.00)	100.0 (0.00)	100.0 (0.00)	100.0 (0.00)	99.0 (0.49)	79.1 (2.67)	100.0 (0.00)	100.0 (0.00)	100.0 (0.00)	100.0 (0.00)	100.0 (0.00)	100.0 (0.00)	96.7 (0.87)	69.1 (2.79)
	Daegu	97.4 (2.56)	100.0 (0.00)	100.0 (0.00)	100.0 (0.00)	100.0 (0.00)	98.7 (0.65)	72.4 (3.17)	95.5 (2.58)	100.0 (0.00)	100.0 (0.00)	100.0 (0.00)	100.0 (0.00)	100.0 (0.00)	96.9 (0.93)	72.7 (3.34)
	Incheon	91.9 (3.48)	100.0 (0.00)	100.0 (0.00)	100.0 (0.00)	100.0 (0.00)	97.3 (0.94)	56.9 (4.56)	95.4 (2.26)	100.0 (0.00)	100.0 (0.00)	100.0 (0.00)	100.0 (0.00)	100.0 (0.00)	94.5 (1.24)	63.9 (4.62)
	Gwangju	97.2 (2.78)	100.0 (0.00)	100.0 (0.00)	100.0 (0.00)	99.3 (0.66)	100.0 (0.00)	91.1 (2.49)	100.0 (0.00)	100.0 (0.00)	100.0 (0.00)	100.0 (0.00)	100.0 (0.00)	100.0 (0.00)	97.6 (0.95)	79.1 (3.57)
	Daejeon	95.5 (3.17)	100.0 (0.00)	100.0 (0.00)	100.0 (0.00)	100.0 (0.00)	95.6 (1.31)	82.8 (4.00)	97.4 (2.56)	100.0 (0.00)	100.0 (0.00)	100.0 (0.00)	100.0 (0.00)	99.6 (0.37)	90.7 (1.89)	74.5 (4.84)
	Ulsan	97.2 (2.78)	100.0 (0.00)	100.0 (0.00)	100.0 (0.00)	100.0 (0.00)	96.9 (1.26)	58.2 (4.35)	88.9 (4.73)	100.0 (0.00)	100.0 (0.00)	100.0 (0.00)	100.0 (0.00)	100.0 (0.00)	99.6 (0.40)	50.4 (4.40)
	Sejong	100.0 (0.00)	100.0 (0.00)	97.9 (2.08)	100.0 (0.00)	100.0 (0.00)	98.2 (1.26)	54.7 (7.76)	96.3 (3.70)	100.0 (0.00)	100.0 (0.00)	100.0 (0.00)	100.0 (0.00)	100.0 (0.00)	95.0 (2.01)	57.6 (7.90)
	Gyeonggi	98.9 (1.09)	100.0 (0.00)	100.0 (0.00)	100.0 (0.00)	100.0 (0.00)	97.4 (0.57)	80.9 (2.47)	93.6 (2.36)	100.0 (0.00)	100.0 (0.00)	100.0 (0.00)	100.0 (0.00)	100.0 (0.00)	96.2 (0.67)	74.1 (2.86)
	Gangwon	95.8 (4.17)	100.0 (0.00)	100.0 (0.00)	100.0 (0.00)	99.1 (0.93)	98.1 (0.96)	97.4 (1.05)	59.5 (2.95)	87.5 (5.94)	100.0 (0.00)	100.0 (0.00)	99.2 (0.77)	99.1 (0.63)	96.6 (1.13)	59.6 (2.49)
	Chungbuk	94.4 (3.87)	100.0 (0.00)	100.0 (0.00)	100.0 (0.00)	100.0 (0.00)	97.8 (0.89)	77.5 (4.45)	95.7 (2.97)	100.0 (0.00)	100.0 (0.00)	100.0 (0.00)	100.0 (0.00)	99.6 (0.36)	98.8 (0.67)	60.1 (5.19)
	Chungnam	92.0 (5.54)	100.0 (0.00)	100.0 (0.00)	100.0 (0.00)	98.8 (0.84)	97.1 (1.10)	94.3 (1.37)	74.3 (2.82)	95.1 (3.40)	100.0 (0.00)	100.0 (0.00)	99.4 (0.58)	98.0 (0.83)	91.5 (1.60)	65.5 (2.88)
	Jeonbuk	84.4 (6.52)	100.0 (0.00)	100.0 (0.00)	100.0 (0.00)	100.0 (0.00)	100.0 (0.00)	74.2 (3.11)	91.9 (4.55)	100.0 (0.00)	100.0 (0.00)	100.0 (0.00)	99.3 (0.65)	100.0 (0.00)	99.6 (0.44)	75.8 (2.69)
	Jeonnam	93.8 (4.35)	100.0 (0.00)	100.0 (0.00)	100.0 (0.00)	100.0 (0.00)	97.4 (0.96)	60.1 (3.66)	92.1 (4.43)	98.9 (1.06)	100.0 (0.00)	100.0 (0.00)	100.0 (0.00)	100.0 (0.00)	99.6 (0.38)	55.3 (3.12)
	Gyeongbuk	93.1 (3.35)	100.0 (0.00)	100.0 (0.00)	100.0 (0.00)	100.0 (0.00)	98.4 (0.70)	66.5 (2.66)	96.7 (1.88)	100.0 (0.00)	100.0 (0.00)	100.0 (0.00)	100.0 (0.00)	99.6 (0.37)	96.1 (1.01)	64.3 (2.49)
	Gyeongnam	95.7 (3.04)	100.0 (0.00)	99.3 (0.74)	100.0 (0.00)	99.4 (0.58)	100.0 (0.00)	82.5 (1.96)	69.0 (3.00)	100.0 (0.00)	100.0 (0.00)	100.0 (0.00)	100.0 (0.00)	100.0 (0.00)	88.1 (1.52)	67.6 (2.90)
	Jeju	100.0 (0.00)	100.0 (0.00)	100.0 (0.00)	100.0 (0.00)	100.0 (0.00)	99.3 (0.72)	83.3 (3.11)	58.2 (3.87)	100.0 (0.00)	100.0 (0.00)	100.0 (0.00)	100.0 (0.00)	100.0 (0.00)	89.5 (2.49)	49.3 (3.43)

※ Figures in () are relative standard error (Unit: %)

Part 05

Appendix 5 Survey Table





Approval
No. 120005

Statistics Act Article 33 (Protection of Secrets)

- ① Matters belonging to the confidential information of individuals, corporations, organizations, etc. that have become known in the course of producing statistics shall be protected.
- ② Data belonging to the confidential information of individuals, corporations, organizations, etc. that have been collected for the production of statistics shall not be used for any purpose other than that of producing statistics.

2025 Survey on the Internet Usage (Household)

Greetings

Hello,

The Ministry of Science and ICT and the National Information Society Agency (NIA) are conducting the '2025 Survey on the Internet Usage' to assess the internet environments and usage status of households and individuals in Korea, pursuant to Articles 12 and 66 (Indicator Surveys) of the Framework Act on Intelligent Informatization.

As an Official Statistics survey (Designated Statistics No. 120005), this is the only nationwide statistical study concerning internet usage in Korea. The collected data serves as vital foundational data for the advancement of the nation's internet infrastructure.

All responses will be used exclusively for statistical purposes, and all personal information is strictly protected under the Statistics Act.

We sincerely appreciate your cooperation in responding to the survey following the interviewer's guidance, despite your busy schedule.

October 2025

Minister of Science and ICT

Supporting
Institution



과학기술정보통신부

Responsible
Institution

NIA 한국지능정보사회진흥원

Executing
Institution



Contact
Information

Gallup Korea Co., Ltd.
Park Hyun-ae, Senior Researcher (☎)
+82-2-3702-2176

Interviewer's Section	Region & Survey Area Number	Household Number	Household Survey Respondent	
			Household Member No.	Name

Household Information	Address			Phone Number		
				※ The phone number is collected solely for the purpose of verifying response details or following up with additional questions. It will strictly not be used for any other purpose.		
	Si/Do	Si/Gun/Gu	Eup/Myeon/Dong	Phone (Primary contact number—Landline or Mobile)	() - () - ()	① No phone ② Refused to respond
	Street Address	Apartment Name	Dong			
Type of Housing		① Detached House (including multi-family houses) ② Apartment ③ Row House/Villa/Multi-unit House ④ Living quarters within non-residential buildings ⑤ Other				

How to Answer and Fill Out the Survey

- Please respond according to the guidance provided by the interviewer.
- This <Household Survey> should be completed by the head of the household or hi/her spouse.
- Please complete the survey in order by selecting the appropriate number from the given options or by 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.

- The head of the household refers to the person who substantially represents the household. In the <Household Member Status> below, please **list the head of the household first**. If there are 8 or more household members, please use an additional questionnaire.
- Household members include all family members, relatives, domestic helpers, boarders, etc., who have lived together for at least one month as of 00:00, July 1, 2025.
- Exclude children and their families living separately due to marriage, etc. Also exclude family members living elsewhere in school/work dormitories or those currently serving in the military.

No.	Name	Relationship to the Head of Household	Gender	Month & Year of Birth	Survey Status
		1) Head of Household (Self) 2) Spouse 3) Child 4) Child's Spouse 5) Grandchild and their Spouse 6) Parent / Grandparent 7) Sibling and their Spouse 8) Other (Specify: _____)			1) Survey Completed 2) Ineligible for Survey (including long-term absence) 3) Refused to Participate 4) Contact Failure (Absent) 5) Other (Specify: _____)
01		1) Head of Household	① Male ② Female	Year: ____ Month: ____	
02			① Male ② Female	Year: ____ Month: ____	
03			① Male ② Female	Year: ____ Month: ____	
04			① Male ② Female	Year: ____ Month: ____	
05			① Male ② Female	Year: ____ Month: ____	
06			① Male ② Female	Year: ____ Month: ____	
07			① Male ② Female	Year: ____ Month: ____	
08			① Male ② Female	Year: ____ Month: ____	
Total Number of Household Members		Total _____ person(s)	Number of Household Members Aged 3 and Older (Those born on or before June 30, 2022)		_____person(s)

※ Please provide your responses as of July 1, 2025.

※ In this survey, the term 'Internet' includes wireless internet.

1

Does your household own any of the following information and communication devices? Please indicate whether you own each device.

Item	Ownership (✓)
1) Desktop Computer	☐
2) Laptop Computer	☐
3) TV	
① Basic 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, lighting, etc.)	☐
10) AI Robot (AI robot vacuum, AI care/companion robot, AI toy robot, etc.)	☐
11) Other (Please specify: _____)	☐

2

Does your household have access to the internet (including wireless internet) through devices such as computers, smartphones (including tablet PCs), game consoles, or TVs?

- ① Yes
② No

3

Regardless of actual usage, what are the available methods to access the internet in your household? Please select all that apply.

(If you are unsure of the connection method, please provide the name of your internet service provider.)

- ① Wired Internet
② Wireless LAN (including Wi-Fi, Giga Wi-Fi)
③ Mobile Internet (3G, LTE, 5G, etc.)
④ Mobile Wi-Fi Router (KT Egg, LG U+ Router, Wide Mobile Wi-Fi Dosirak, etc.)
※ Refers to accessing the internet via wireless devices by purchasing a palm-sized dedicated modem.
⑤ Other (Please specify: _____)
⑥ Don't know (Name of Service Provider: _____)

What information and communication services are available in your household? Please select all that apply.

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 B tv, LG U+ tvG, etc.)	☐
6) Cable TV (LG HelloVision, SK Broadband, D'LIVE, CMB, Hyundai HCN, etc.)	☐
7) Satellite TV (KT Skylife)	☐
8) IoT Services (Remote control functions for CCTV, lighting, gas, heating/cooling, etc.: e.g. LG IoT@Home, SKT SMART HOME, KT GiGA IoT, etc.)	☐

**※ What is the average monthly combined income of all household members before taxes?
(Including the income of the head of the household)**

- ① Less than 1 million KRW ② 1 million – Less than 2 million KRW
 ③ 2 million – Less than 3 million KRW ④ 3 million – Less than 4 million KRW
 ⑤ 4 million – Less than 5 million KRW ⑥ 5 million – Less than 6 million KRW
 ⑦ 6 million – Less than 7 million KRW ⑧ 7 million – Less than 8 million KRW
 ⑨ 8 million – Less than 9 million KRW ⑩ 9 million – Less than 10 million KRW
 ⑪ 10 million KRW or more

→ The survey for the household ends after this question.

※ Please complete one copy of the following questionnaire for each member listed in the Household Member Roster on the previous page.

Note: For young children aged 3–5, please complete the questionnaire with the assistance of a guardian if necessary.



Interviewer's Section

Item	Record
Interviewer Name	
Date & Time of Interview	(Month) _____ (Day) _____, 2025 at (Time) _____
Number of Visits	Total of (_____) visit(s)
Interviewer's Assessment	① Positive ② Neutral ③ Negative



Approval No
120005

Statistics Act Article 33 (Protection of Secrets)

- ① Matters belonging to the confidential information of individuals, corporations, organizations, etc. that have become known in the course of producing statistics shall be protected.
- ② Data belonging to the confidential information of individuals, corporations, organizations, etc. that have been collected for the production of statistics shall not be used for any purpose other than that of producing statistics.

2025 Survey on the Internet Usage (Household Members)

Greetings

Hello,

The Ministry of Science and ICT and the National Information Society Agency (NIA) are conducting the '2025 Survey on the Internet Usage' to assess the internet environments and usage status of households and individuals in Korea, pursuant to Articles 12 and 66 (Indicator Surveys) of the Framework Act on Intelligent Informatization.

As an Official Statistics survey (Designated Statistics No. 120005), this is the only nationwide statistical study concerning internet usage in Korea. The collected data serves as vital foundational data for the advancement of the nation's internet infrastructure.

All responses will be used exclusively for statistical purposes, and all personal information is strictly protected under the Statistics Act.

We sincerely appreciate your cooperation in responding to the survey following the interviewer's guidance, despite your busy schedule.

October 2025

Minister of Science and ICT

For Inquiries: Gallup Korea Co., Ltd.

Park Hyun-ae, Senior Researcher (☎ 02-3702-2176), Lee Kyeong-hyeon, Assistant Manager (☎ 02-3702-2107)

Interviewer's Section	Region & Survey Area Number	Household Number	Survey Respondent		Accompanying Respondent	
			Household Member No.	Name	Household Member No.	Name

Respondent	Gender		Date of Birth (Age)			
	① Male	② Female	(Year) ____ (Month) ____ (Age: ____)			
	Level of Education		Occupation (Income-Generating Activity)			
	School	Status	Occupation	Employment Status	Occupation Code	
	① No Formal Schooling (→ ① Enrolled in Preschool/Kindergarten)		① Employed ⇒	① Wage Earner ② Employer ③ Self-employed ④ Unpaid Family Worker	※ Please refer to the occupation codes on page 21 of this questionnaire. (Code: ____)	
	② Elementary School ③ Middle School ④ High School ⑤ Junior College (2-3 year program) 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 of absence ④ Completed 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 respond according to the guidance provided by the interviewer.
- This <Household Member Survey> should be completed by **each household member aged 3 and older (born on or before June 30, 2022)**. For young children aged 3-5, please complete the survey with the assistance of a guardian if necessary.
- Please refer to the **Household Member Information Table** in the <Household Survey> and enter your designated number. For example, if your number is '03', please write '03' in the 'Household Member No.' field.
- Please complete the survey in order by selecting the corresponding number from the given options or by providing your response directly.

※ Please provide your responses as of July 1, 2025.
 ※ In this survey, the term 'Internet' includes wireless internet.

The following questions concern your use of computers and mobile phones.

1 When was the last time you used a computer (including laptops, tablet PCs, etc.)?

- ① Within the last 1 month
- ② More than 1 month ago – within the last 3 months
- ③ More than 3 months ago – within the last 1 year
- ④ It has been more than a year since I last used a computer
- ⑤ I have never used a computer

→ Please skip to Question **3**.

2 How often do you use a computer (including laptops, tablet PCs, etc.)?

- ① At least once a day
- ② At least once a week – less than once a day
- ③ At least once a month – 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 performed via mobile phone (calls, text messages, games, watching videos, internet, instant messaging, etc.).
 ※ Please respond regardless of whether you own the phone or pay the service fees.

- ① Within the last 1 month
- ② More than 1 month ago – within the last 3 months
- ③ More than 3 months ago – within the last 1 year
- ④ It has been more than a year since I last used a mobile phone
- ⑤ I have never used a mobile phone

→ For those under 12 years old (born after July 1, 2013), please skip to Question **5**.

4 [To be answered by those aged 12 and older only] Which of the following digital skills do you possess? Please check (✓) all that apply, including all digital devices such as smartphones and computers.

Item	Can Do (✓)
1) Using copy-and-paste functions in documents, or copying and moving files/folders to other locations	☐
2) Attaching documents, photos, or videos to emails, texts, or instant messengers (e.g., KakaoTalk)	☐
3) Using basic formulas in Excel	☐
4) Connecting and installing new devices (printers, modems, memory/storage, etc.)	☐
5) Searching, downloading, and installing software	☐
6) Creating presentation materials using HWP, PowerPoint, etc.	☐
7) Transferring files between a computer and other devices (including photos/music from cameras, smartphones, etc.)	☐
8) Verifying the reliability of information found online (comparing and cross-checking with other sources)	☐
9) Setting up security measures for devices or accounts (password settings such as pattern, fingerprint, password, facial recognition, and login attempt alerts)	☐
10) Adjusting settings to prevent unnecessary exposure/provision of personal information (name, contact info, photos, etc.) through apps or online accounts	☐
11) Computer programming or app development using specific languages (Java, Python, C++, etc.)	☐

The following questions concern your use of the internet (including wireless internet).

5

When was the last time you used the internet?

※ This includes all internet access via mobile phones, smartphones, tablet PCs, IPTV, internet phones, etc.

※ "Internet use" refers to all types of usage regardless of purpose (personal, work, study, etc.) or location (home, school, workplace, etc.).

- ① Within the last 1 month
- ② More than 1 month ago – within the last 3 months
- ③ More than 3 months ago – within the last 1 year
- ④ It has been more than a year since I last used the internet
- ⑤ I have never used the internet

For those under 6 years old (born after July 1, 2019), please skip to Question 44. For those aged 6 and older, please skip to Question 15.

6

How often and for how long do you use the internet on average?

※ Please respond regardless of the location or device used to access the internet.

※ First, select your usage frequency on the left, then provide your average usage time on the right.

- | | |
|-------------------------|---|
| ① At least once a day | (Average _____ hours _____ minutes per day) |
| ② At least once a week | (Average _____ hours _____ minutes per week) |
| ③ Less than once a week | (Average _____ hours _____ minutes per month) |

7

How did you access the internet? Please select all that apply.

- ① Access via wired internet
- ② Access via wireless internet within a specific range, such as Wi-Fi
- ③ Access via wireless internet using a mobile Wi-Fi router (e.g., Egg)
- ④ Access via wireless internet using a 3G/LTE smartphone
- ⑤ Access via wireless internet using a 5G smartphone

8

Where do you use the internet? Please select all that apply.

- ① Home
- ② Someone else's home (e.g., a friend's house)
- ③ Company (Workplace)
- ④ Educational institutions such as school, kindergarten, private academy, etc.
- ⑤ Commercial facilities (e.g., PC cafe, coffee shop, restaurant, airport, hotel)
- ⑥ Public facilities (e.g., post office, community center, government office, library)
- ⑦ While on the move (using a mobile phone, smartphone, tablet PC, etc.)
- ⑧ Other (Please specify: _____)

→ If you only selected "① Access via wired internet" in Question 7, please skip to Question 11.

9

Excluding wired internet, when was the last time you accessed the internet using a mobile device?

※ "Mobile devices" refer to all devices capable of wireless internet connection, such as smartphones, tablet PCs, and wearable devices.

- ① Within the last 1 month
- ② More than 1 month ago – within the last 3 months
- ③ More than 3 months ago – within the last 1 year
- ④ It has been more than a year since I last used a mobile device to access the internet
- ⑤ I have never used a mobile device to access the internet

Please skip to Question 11.

10

When was the last time you used a smartphone (3G, LTE, or 5G) to access the internet?

- ① Within the last 1 month
- ② More than 1 month ago – within the last 3 months
- ③ More than 3 months ago – within the last 1 year
- ④ It has been more than a year since I last used a smartphone to access the internet
- ⑤ I have never used a smartphone to access the internet

11

Please select all the activities you engage in via the internet.

※ Please include both usage via PC (such as desktop computers) and usage via mobile devices (such as smartphones and tablet PCs).

Item	Usage (✓)
1) Communication	
① Email	☐
② SNS (Facebook, Instagram, BAND, KakaoStory, X (Twitter), TikTok, Blog, etc.)	☐
③ Instant Messenger (KakaoTalk, Instagram DM, Facebook Messenger, LINE, Telegram, etc.)	☐
④ Voice/Video Calls (VoiceTalk, FaceTalk, FaceTime, LINE, etc.) and Voice Chat (Discord, TalkOn, etc.)	☐
⑤ Posting opinions on online message boards (including writing comments)	☐

11-1

[To be answered by respondents who engage in at least one of the 5 activities in "1" Communication]

On average, how much time do you spend per day on communication activities (including all 5 activities mentioned above)?

Average _____ hours _____ minutes per day

Item	Usage (✓)
2) Information & Data Acquisition	
① Health & Medical Information (including searches for diseases, hospitals, symptoms, nutrition, etc.)	☐
② Information on products, services, etc.	☐
③ Reading news (articles) in newspapers, magazines, etc.	☐
④ Travel, transportation, accommodation, and location information	☐
⑤ Downloading and updating software (excluding games) or applications (apps)	☐

11-2

[To be answered by respondents who engage in at least one of the 5 activities in "2" Information & Data Acquisition]

Which sites/apps do you primarily use for internet searches, and which do you trust for their search results? Please select your top two choices in order of preference. (You may select only a first choice if preferred.)

Primarily Used: ,

Most Trusted: ,

- ① Portal sites (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 Generative AI-based search services (ChatGPT, Gemini, Copilot, CLOVA X, etc.)
- ⑥ Other (Please specify: _____)

Item	Usage (✓)
3) Leisure Activities	
① Watching TV and listening to the radio	☐
② Listening to music (songs)	☐
③ Viewing images, videos, movies, etc.	☐
④ Gaming (online games, downloading games)	☐
⑤ Taking and sharing photos and videos (Facebook, Instagram, BAND, KakaoStory, X (Twitter), etc.)	☐
4) Job & Workplace	
① Job seeking and application (searching for job openings, applying, including part-time jobs)	☐
② Online participation related to jobs/workplace (message boards, messengers, etc.)	☐
③ Video conferencing (using services like Google Hangouts, Zoom for work-related meetings)	☐
④ Remote work (working from home or smart work using digital devices)	☐
5) Education & Learning	
① Online education (school online classes such as EBS Online Class, e-Learning Site, WEDORANG; private academy online lectures; university cyber courses; online CSAT broadcasts; online job training for employees, etc.)	☐
② Acquiring knowledge/learning through online resources, language dictionaries, encyclopedias, etc.	☐
6) Management of Websites, etc.	
① Managing a personal website	☐
② Creating and posting video content (YouTube, SOOP, TikTok, etc.)	☐
③ Managing a blog	☐
7) Other	
① Internet banking (inquiry, transfer, savings, loans, etc.)	☐
② Selling products or services (including secondhand trading)	☐
③ Booking and using travel, transportation, and accommodation services	☐
④ Other (Please specify: _____)	☐

The following questions concern video services. This section should be completed by respondents aged 3 and older only.

What are "Video Services"?

Services that provide media content, such as broadcast programs, movies, and user-generated content via the internet.
e.g.) YouTube, Netflix, Coupang Play, Disney+, WATCHA, wavve, Naver TV, Kakao TV, TVING, TikTok, etc.

12

Which video service apps/sites do you primarily use? Please select your top two choices in order of preference from the following. (You may select only a first choice if preferred.)

1st

2nd

- | | |
|---|--|
| ① Streaming Platforms | YouTube, SOOP, CHZZK, etc. |
| ② OTT Platforms | Netflix, Disney+, Coupang Play, WATCHA, wavve, Laftel, Amazon Prime, TVING, Apple TV+, etc. |
| ③ Social Media Platforms | TikTok, Instagram Reels, Facebook Watch, etc. |
| ④ Media Platforms | Portal sites (Naver, Daum TV, Kakao TV, etc.), Telecom apps/sites (U+ Mobile TV, Cleh TV, SKT, etc.) |
| ⑤ Other (Please specify: _____) | |
| ⑥ Do not watch/use at all → Please skip to Question 14. | |

12-1

What is your average usage time for video services?

Average _____ hours _____ minutes per week

→ If you did NOT select "① Streaming Platforms" in Question 12, please skip to Question 14.

13

Which streaming platform do you primarily use?

- ① YouTube
② SOOP
③ CHZZK
④ Other (Please specify : _____)

13-1

How much time do you spend on average using your primary streaming platform?

Average _____ hours _____ minutes per week

Among children aged 3-5 (born on or after July 1, 2019), those who have used the internet within the past 1 month (respondents who selected ① in Question 5) have completed the survey.

All other children aged 3-5 (respondents who selected ② or ③ in Question 5) should skip to Question 14.

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	☐	☐

The following questions concern the ownership of information and communication devices. Regardless of whether you use the internet, all respondents aged 6 and older should answer.

15

Do you own any of the following portable information and communication devices?

Please select all that apply. ※ For "2) Smartphone," please check based on devices currently registered with a mobile carrier.

Item		Ownership (✓)
1) Laptop Computer		☐
2) Smartphone		☐
3) Basic Mobile Phone (excluding smartphones)		☐
4) Tablet PC (e.g., Galaxy Tab, iPad, etc.)		☐
5) Game Console (portable device)		☐
6) Wearable Devices	① Smartwatches (Galaxy Watch, Apple Watch, etc.) and Bands (Xiaomi Mi Band, Galaxy Fit, etc.)	☐
	② AR/VR Devices (Oculus Quest, Gear VR, HTC Vive, Apple Vision Pro, etc.)	☐
7) E-reader (Ridi Paper, Kindle, Kobo, Crema, Kyobo SAM, iriver Story, etc.)		☐
8) Other (Please specify: _____)		☐

Respondents aged 6 and older (born on or before June 30, 2019) who do NOT use the internet (Selected ④ or ⑤ in 5) should skip to Question 24.

The following questions concern the use of email. This section should be completed by respondents aged 6 and older only.

What is "E-mail"?

A method of exchanging electronic mail, such as news and information, between internet users via computers, smartphones, etc.

e.g.) Checking and sending personal or work-related emails, checking various email bills/invoices, checking promotional or event-related emails, etc.

16

When was the last time you used email? If you have used it, for what purpose did you use it?

Time of Use	For Work (Professional) (✓)	For Non-work (Personal) (✓)
① Within the last 1 month	☐	☐
② More than 1 month ago - within the last 3 months	☐	☐
③ More than 3 months ago - within the last 1 year	☐	☐
④ It has been more than a year since I last used email	☐	☐
⑤ I have never used email	☐	☐

The following questions concern the use of instant messengers. This section should be completed by respondents aged 6 and older only.

What is an “Instant Messenger”?

A service that allows individuals to exchange messages, photos, and other data in real-time over the internet via computers, smartphones, etc.

e.g.) KakaoTalk, Facebook Messenger, LINE, NateOn, Telegram, Instagram Direct Message (DM), NAVER BAND Messenger, etc.

17

When was the last time you used an instant messenger?

※ Please include usage on both desktop computers (PCs) and mobile devices such as smartphones and tablet PCs.

- ① Within the last 1 month
- ② More than 1 month ago – within the last 3 months
- ③ More than 3 months ago – within the last 1 year
- ④ It has been more than a year since I last used an instant messenger
- ⑤ I have never used an instant messenger

Please skip to

Question **19**.

18

Which instant messengers do you use most frequently? Please select your top two choices in order of preference.

(You may select only a first choice if preferred.)

1st

2nd

- ① KakaoTalk
- ② Facebook Messenger
- ③ LINE
- ④ NateOn
- ⑤ Telegram
- ⑥ Instagram Direct Message (DM)
- ⑦ NAVER BAND Messenger
- ⑧ Other (Please specify: _____)

The following questions concern the use of SNS (Social Network Services). This section should be completed by respondents aged 6 and older only.

What is an “SNS(Social Network Service)”?

Activities on the internet to strengthen relationships with acquaintances, such as friends and colleagues, or to build new social networks to communicate and share, read, or observe information.

e.g.) Facebook, Instagram, NAVER BAND, KakaoStory, X (Twitter), Blogs, Online Communities (Café), TikTok, etc.

19 When was the last time you used an SNS?

※ Please include usage on both desktop computers (PCs) and mobile devices such as smartphones and tablet PCs.

- ① Within the last 1 month
- ② More than 1 month ago – within the last 3 months
- ③ More than 3 months ago – within the last 1 year
- ④ It has been more than a year since I last used an SNS _____
- ⑤ I have never used an SNS _____

Please skip to
Question **23** .

20 What is your average usage time for SNS?

Average _____ hours _____ minutes per week

21 Which SNS services do you use most frequently? Please select your top two choices in order of preference.

(You may select only a first choice if preferred.)

1st

2nd

- | | |
|---------------|---------------------------------|
| ① Facebook | ⑦ Tistory |
| ② Instagram | ⑧ NAVER Café |
| ③ NAVER BAND | ⑨ Daum Café |
| ④ KakaoStory | ⑩ TikTok |
| ⑤ X (Twitter) | ⑪ Threads |
| ⑥ NAVER Blog | ⑫ Other (Please specify: _____) |

22 What is your primary purpose for using SNS?

- ① Professional (Work-related) use
- ② Personal (Non-work) use
- ③ Both Professional and Personal use

→ After answering, please skip to Question **24** .

23 [To be answered by non-users of SNS only]

What is the reason you do not use SNS? Please select all that apply.

- ① No need to use it
- ② Concerns about privacy and personal information leaks
- ③ The information found on SNS is not trustworthy
- ④ Lack of confidence or not knowing how to use it
- ⑤ Other (Please specify: _____)

The following questions concern Artificial Intelligence (AI) services. This section should be completed by respondents aged 6 and older only.

What is an "AI (Artificial Intelligence) Service"?

Services that utilize AI technology to provide convenience across various industries and in daily life.

e.g.) Voice and biometric recognition services, personalized recommendation services, smart home appliances, autonomous vehicles, etc.

24

Do you believe you can distinguish whether the following AI-equipped devices or services are actually being applied in our daily lives?

Item	Yes (✓)	No (✓)
1) Smart Home (Refrigerators, Vacuum cleaners, Lighting/Temperature control)	☐	☐
2) Facial Recognition Unlock	☐	☐
3) Automated Responses via Customer Service Chatbots	☐	☐
4) AI-based Product Recommendation Systems	☐	☐
5) Disaster Prediction and Early Warning Systems	☐	☐
6) Detection and Notification of Traffic Accident or Hazardous Situation Signs	☐	☐
7) Autonomous Drone Flight	☐	☐

Which of the following AI-based service areas are you aware of or have experience with? Please select all that apply. How helpful or necessary do you think these AI-based services are in your daily life? Do you intend to use each service in the future?

Item	Aware (✓)	Have Experience (✓)	(For Experienced Users Only) Degree of Helpfulness in performing the task				(For Non-Users Only) Level of Necessity in daily life		Intend to use in the future
			Not helpful at all	Not helpful	Helpful	Very helpful	Not necess- ary	Necess- ary	
1) Education & Learning Personalized learning (i-Scream edu, AI Home-Run, Milk T, Qanda, etc.), AI language apps (Duolingo, Speak, etc.), Educational robots (Albert, etc.)	☐	☐	☐	☐	☐	☐	☐	☐	☐
2) Home Convenience Robotic vacuum cleaners, AI-powered appliances, IoT appliances (Remote control for lighting, heating/cooling, etc.)	☐	☐	☐	☐	☐	☐	☐	☐	☐
3) Communication & Socializing Customer service chatbots, AI companion robots (Dasomi, Silbot, Liku, etc.)	☐	☐	☐	☐	☐	☐	☐	☐	☐
4) Media Personalized music/video recommendations/curation, Photo/Video editing (AI filters, AI-generated subtitles, etc.)	☐	☐	☐	☐	☐	☐	☐	☐	☐
5) Finance Robo-advisors, Personalized wealth management (Fount, Fint, Robomarket, Robopick etc.), AI product recommendations via MyData, Risk prediction through machine learning	☐	☐	☐	☐	☐	☐	☐	☐	☐
6) Transportation Driver assistance systems (Smart Cruise Control, Emergency Braking, Lane Keeping), Autonomous driving, etc.	☐	☐	☐	☐	☐	☐	☐	☐	☐
7) Healthcare AI fitness coaching, AI diet management solutions, nutritional information analysis (food image recognition), medical record management (prescription analysis), and insurance company care apps (e.g., HELLO, KARE, S-Walking, etc.)	☐	☐	☐	☐	☐	☐	☐	☐	☐
8) Other (Please specify: _____)	☐	☐	☐	☐	☐	☐	☐	☐	☐
9) Not aware of any of the above AI services	☐								
10) Have never used any AI services		☐							

Respondents aged 6 and older (born on or before June 30, 2019) who do NOT use the internet (Selected ④ or ⑤ in 5) should skip to Question 27 .

26

[To be answered by respondents aged 12 and older only] Please select all generative AI-based services you have experienced and indicate whether you personally pay for those services. Also, please select the purpose of use and satisfaction level for each experienced service from the below.

Experienced Services	Have Experience (✓)	(If Experienced)		
		Paid Subscription (✓)	Purpose of Use (Multiple)	Satisfaction Level
1) Chat GPT	☐	☐	()	()
2) Gemini	☐	☐	()	()
3) Copilot	☐	☐	()	()
4) CLOVA X	☐	☐	()	()
5) Other (Please specify: _____)	☐	☐	()	()
6) Have never experienced any	☐			

Purpose of Use	Satisfaction Level
① Simple information search	① Very satisfied
② Document work assistance (Reports, PPT, Writing, Summarizing, etc.)	② Somewhat satisfied
③ Foreign language translation	③ Neutral
④ Creative & Hobby assistance (Drawing, Design, Novels, Poetry, etc.)	④ Somewhat dissatisfied
⑤ Coding & Programming development	⑤ Very dissatisfied
⑥ Task automation (Automated document processing, Schedule management, etc.)	
⑦ Other (Please specify: _____)	

26-1

[To be answered by non-users of Generative AI only] What is the reason you have not used Generative AI?

- ① Lack of interest or no perceived need
- ② Unaware that such services exist
- ③ Do not know how to use it
- ④ Concerns about privacy infringement (e.g., personal data leaks)
- ⑤ Concerns about security issues (e.g., virus infections)
- ⑥ Other (Please specify: _____)

27

What are your general thoughts on AI services? Please select the extent to which you agree or disagree with each of the following items.

Item	Strongly Disagree (✓)	Disagree (✓)	Neutral (✓)	Agree (✓)	Strongly Agree (✓)
1) AI-based services from the government/companies have a positive impact on society as a whole.	☐	☐	☐	☐	☐
2) AI services provide me with psychological support or enjoyment.	☐	☐	☐	☐	☐
3) I trust the way AI services collect and process my personal information.	☐	☐	☐	☐	☐
4) AI services are fair and provide non-discriminatory service to everyone.	☐	☐	☐	☐	☐
5) I trust the information or results provided by AI services.	☐	☐	☐	☐	☐
6) AI services have a positive impact on my daily life or work.	☐	☐	☐	☐	☐

28

Please select the response that applies to you regarding the following items related to AI.

Item	Yes (✓)	No (✓)
1) I use devices equipped with AI technology in my daily life.	☐	☐
2) I use appropriate AI technologies to achieve my daily goals (e.g., career, education).	☐	☐
3) I use AI while being aware of both the advantages and disadvantages of the AI-driven problem-solving process.	☐	☐
4) I am aware of the risks associated with AI technology, such as algorithmic bias, misinformation, and privacy infringement.	☐	☐
5) I use AI services/devices ethically, taking into account the potential risks of AI technology.	☐	☐

The following questions concern wearable devices. This section should be completed by respondents aged 6 and older only.

What is a “Wearable Device”?

Devices worn on the body in the form of watches, glasses, clothing, etc., that collect information about the surrounding environment and personal physical changes in real-time, and share or utilize that data via the internet.

e.g.) Smart bands, Smartwatches, Child tracking necklaces, VR/AR devices, etc.

29

[To be answered by wearable device owners only]

Please select all of the following wearable device features that you currently use.

- ① Sending and receiving text messages, phone calls, etc. by connecting to a smartphone
- ② Information search via the Internet
- ③ Health management functions such as heart rate and calorie consumption tracking
- ④ Distance traveled and route tracking
- ⑤ Navigation (Wayfinding) functions
- ⑥ Virtual/Augmented Reality (VR/AR) experience functions (e.g., video viewing, games)
- ⑦ Tracking and protection functions such as location monitoring of infants, the elderly, etc.
- ⑧ Other (Please specify: _____)

Respondents under the age of 12 (born on or after July 1, 2013) who have used the Internet within the last 1 month (those who selected ① in Question 5) have completed the survey.

All other respondents (those who selected ②-⑤ in 5) should skip to 44 .

Among respondents aged 12 or older (born on or before June 30, 2013), those who “do Not use the Internet” (those who selected ④ or ⑤ in Question 5) should skip to 41 .

All other respondents should proceed to Question 30 .

The following questions concern online shopping (including the purchase of paid digital content). This section should be completed by respondents aged 12 and older only.

What is "Online Shopping"?

Purchasing goods or services through various online shopping malls or internet platforms (websites/apps) without visiting a physical store. This includes second-hand transactions and digital content purchases (including general shopping sites, shopping via instant messengers or SNS, live commerce platforms, subscription services, freelance marketplaces, and crowdfunding sites/apps).

e.g.) Naver Shopping, Coupang, 11st, Lotte ON, SSG.com, Kurly, Ticketlink, KakaoTalk Gift, Kakao Shopping Live, Kukka, Soomgo, Wadiz, etc.

30

When was the last time you purchased a product or service (including reservations/bookings) online?

※ Please include purchases made through both personal computers (desktops, etc.) and mobile devices (smartphones, tablets, etc.).

- ① Within the last 1 month
- ② More than 1 month ago – within the last 3 months
- ③ More than 3 months ago – within the last 1 year
- ④ It has been more than a year since I last shopped online _____
- ⑤ I have never shopped online _____

Please skip to
Question 36 .

31

How often do you purchase products or services (including reservations/bookings) online?

Average _____ times per month

32

What is your average monthly expenditure for purchasing products or services (including reservations/bookings) online? Please provide an average monthly amount based on your purchase experience from July 2024 to June 2025.

Of that total, please indicate the percentage (%) spent on overseas direct purchases

Average monthly amount: (_____) KRW

Percentage of direct overseas purchases out of the average monthly amount: (_____) % (Please enter a value of 100% or less)

33

What payment methods do you use when purchasing products or services (including reservations/bookings) online?

※ Please include purchases made through both personal computers (desktops, etc.) and mobile devices (smartphones, tablets, etc.).

Category	Use (✓)
① Credit Card	☐
② Check Card / Debit Card	☐
③ Easy/Simple Payment – linked to credit/debit/check cards	☐
④ Bank Transfer (account transfer, deposit without a bankbook) – via internet banking, mobile banking, or ATM	☐
⑤ Mobile Phone Micro-payment (Carrier billing service)	☐
⑥ Prepaid Cards and Gift Certificates	☐
⑦ Mileage and Reward Points	☐
⑧ Other (Please specify: _____)	☐

What products or services have you purchased (including reservations/bookings) online?

※ Please include purchases made through both personal computers (desktops, etc.) and mobile devices (smartphones, tablets, etc.).

Category	Use (✓)
1) Clothing, Shoes, Sporting goods, Accessories	☐
2) Household & Kitchenware (Detergents, Disposables, Kitchen appliances, etc.)	☐
3) Baby & Childcare Products (Diapers, Strollers, Maternity/Childcare goods, etc.)	☐
4) Groceries & Food	☐
5) Health-related Products (Masks, Hand sanitizers, Vitamins, Red ginseng, etc.)	☐
6) Cosmetics	☐
7) Home Appliances & Electronics (TVs, Refrigerators, Washing machines, etc.)	☐
8) Furniture & Interior Goods (Bedding, Desks, Wardrobes, etc.)	☐
9) Computers & Peripherals	☐
10) Mobile, PC, and Console Game Software (Includes downloads and physical delivery)	☐
11) Software (Excluding games) (Includes paid apps, downloads, and physical delivery)	☐
12) Subscription Software Services (Cloud storage, Generative AI, Video conferencing, etc.)	☐
13) E-Vouchers (Café/Convenience store gift cards, Gifticons, etc.)	☐
14) Financial Products (Insurance enrollment, Stock trading)	☐
15) Education	☐
16) Travel Products (Packages, Accommodation, Transportation, Rental cars, etc.)	☐
17) Books, Magazines, Newspapers (Excludes webtoons/comics) (Includes downloads and physical delivery)	☐
18) Movie Tickets, Exhibitions, Cultural Performances (e.g., theater, musicals, sports events—reservations/ticket bookings)	☐
19) Movies (Content), Videos, Images (Includes downloads, streaming, physical delivery, subscription payments, etc.)	☐
20) Music (e.g., using music streaming/download sites) (Includes downloads, streaming, physical delivery, subscription payments, etc.)	☐
21) Paid Content	
① Emoticons	☐
② Webtoons & Comics	☐
③ In-game Paid Items	☐
④ Mobile Ringback Tones	☐
⑤ Adult Content	☐
22) Other (Please specify: _____)	☐

Please select all the following online purchase methods you have ever used.

Category	Have Experience (✓)
1) General Shopping Sites/Apps (Naver Shopping, Coupang, 11st, Home shopping malls, Department store malls, Ticketlink, Interpark Ticket, etc.)	☐
2) Instant Messenger-linked Shopping (KakaoTalk Shopping/Gift, LINE Gift Shop, etc.)	☐
3) SNS-linked Shopping (Accessing shopping sites via SNS links, TikTok Shop, Instagrammer group purchases, etc.)	☐
4) Live Commerce (Purchasing products through real-time video streaming on websites/apps (excluding TV Home Shopping) – e.g., Naver Shopping Live, Kakao Shopping Live, Tmon TVON Live etc.)	☐
5) Subscription Services (Includes rentals/regular deliveries of groceries and daily necessities, fashion, furniture, vehicles, books; and digital subscriptions like OTT and software)	☐
6) Freelance Marketplaces (Soomgo, Kmong, Frip, Class101, Taling, etc.)	☐
7) Crowdfunding Sites (Wadiz, Tumbbug, Kakao Makers, Crowdy, etc.)	☐
8) Second-hand Trading Sites/Apps (Karrot, Joonggonara, Bunjang, etc.)	☐
9) Other (Please specify: _____)	☐

→ After responding, please skip to Question 37.

[To be answered by non-users of online shopping only] What is the reason you do not purchase products or services (including reservations/bookings) online? Please select all that apply.

- ① Lack of interest or no perceived need
- ② Prefer purchasing in person at physical stores
- ③ Concerns about security (e.g., providing personal information)
- ④ Concerns about privacy infringement
- ⑤ Lack of trust in products and services sold online
- ⑥ The payment process is complex and inconvenient
- ⑦ Lack of confidence or do not know how to use it
- ⑧ Other (Please specify: _____)

The following questions concern Internet Banking (including mobile banking). This section should be completed by respondents aged 12 and older only.

What is "Internet Banking"?

It includes all banking activities such as savings, wire transfers, investments, and asset management performed over the internet. This also includes mobile banking services provided through applications by each financial institution.

e.g.) PC-based internet banking services of each bank; mobile banking services such as KB Star Banking, Shinhan SOL Bank, NH Smart Banking, and KEB Hana Bank Smartphone Banking; and internet-only banks such as K-Bank and KakaoBank.

37

Have you conducted any banking transactions (including in-person visits, internet banking, etc.) within the last 1 year?

※ Banking transactions include all methods of transactions with a bank in your daily life.

① Yes

② No → Please skip to Question 38 .

37-1

When was the last time you used internet banking?

※ Please include use through both personal computers (desktops, etc.) and mobile devices (smartphones, tablets, etc.).

① Within the last 1 month

② More than 1 month ago – within the last 3 months

③ More than 3 months ago – within the last 1 year

④ It has been more than a year since I last used internet banking

⑤ I have never used internet banking

Please skip to
Question

39 .

38

Which of the following services do you primarily use for wire transfers? Please select your top two choices in order of preference.

(You may select only a first choice if preferred.)

1st

2nd

① Internet banking from general commercial banks (e.g., KB Kookmin, Shinhan, Hana, Woori, IBK, regional banks, etc.)

② Internet banking from internet-only banks (e.g., K-Bank, KakaoBank, Toss Bank, etc.)

③ Simple wire transfer services (e.g., Toss, Kakao Pay, PAYCO, Naver Pay, etc.)

④ Other (Please specify: _____)

The following questions concern cloud services. This section should be completed by respondents aged 12 and older only.

What is a "Cloud Service"?

A service that stores media files (photos, music, etc.) and personal files (documents, contacts, etc.) on a web server instead of external storage devices. Stored files can be downloaded to computers, smartphones, etc., to perform tasks such as editing.

e.g.) **Storage-oriented:** Naver Cloud, Google Drive, iCloud, KT Cloud, MS OneDrive, Dropbox, Google One, etc.

Document work: Google Docs, MS Office 365, etc.

Schedules/Contacts: Google Calendar, Naver Calendar, Naver Contacts, TimeTree, etc.

39

When was the last time you used a cloud service?

- ① Within the last 1 month
- ② More than 1 month ago – within the last 3 months
- ③ More than 3 months ago – within the last 1 year
- ④ It has been more than a year since I last used a cloud service
- ⑤ I have never used a cloud service

Please skip to
Question 41.

40

What is your purpose for using cloud services? Please select all that apply.

Category	Applicable (✓)
1) Data & Information Management (Uploading/downloading files, sharing folders and files, etc.)	☐
2) Document Editing (Google Docs, MS Office 365, etc.)	☐
3) Synchronization & Management of Schedules and Contacts etc. Stored on Devices (Calendar-based drives, etc.)	☐
4) Other (Please specify: _____)	☐

The following questions concern smartphone usage. This section should be completed by smartphone owners aged 12 and older only.

41

[For Smartphone Users Only] In your daily life (offline), do you use mobile simple payment services via your smartphone when making card payments?

What is "Mobile Simple Payment"?

It refers to making immediate, on-site payments using a smartphone through simple authentication (e.g., fingerprint). Examples include Samsung Pay, Apple Pay, Naver Pay, Kakao Pay, Shinhan SOL Pay, KB Pay, Toss Pay, PayPal, Zero Pay, etc.

- ① Yes
- ② No

The following questions concern personal information protection. This section should be completed by respondents aged 12 and older only.

What is "Personal Information"?

Any information that can identify a specific individual, such as a name or Resident Registration Number. e.g.) Name, Resident Registration Number (RRN), Mobile phone number, Address, etc.

42

Have you ever experienced a leak or infringement of your personal information?

- ① Yes
- ② No → Please skip to Question 43.

42-1

If you have experienced a leak or infringement, through which channel do you believe it primarily occurred?

- ① Hacking attacks (e.g., website/app hacking)
- ② Phishing/Smishing (e.g., via email, SMS, instant messenger)
- ③ Carelessness during sign-up (e.g., not checking terms and conditions, providing excessive information)
- ④ Clicking unknown links or attachments
- ⑤ Information leak while using public Wi-Fi
- ⑥ Loss or theft of your mobile device
- ⑦ Other (Please specify: _____)
- ⑧ Don't know

42-2

How did you respond to the personal information leak or damage?

Please select all that apply.

- ① Changed password(s)
- ② Withdrew membership or modified account information
- ③ Contacted customer support
- ④ Reported to investigative agencies (e.g., police)
- ⑤ Reported to the media or consumer advocacy groups
- ⑥ Other (Please specify: _____)
- ⑦ Aware of the incident, but took no specific action

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What measures do you take for safe internet use? Please select all that apply.

- ① Restricting access to location data
- ② Setting SNS profiles to private or restricting access
- ③ Declining to provide personal information for promotional/marketing purposes
- ④ Periodically deleting cookies and adjusting browser security settings
- ⑤ Installing and regularly updating security software to prevent information leakage (Firewalls, Antivirus, etc.)
- ⑥ Enabling Two-Factor Authentication (2FA) or additional authentication
- ⑦ Other (Please specify: _____)
- ⑧ Do not take any specific measures

Respondents aged 12 and older who have used the internet within the last 1 month (those who selected ① in Question 5) have now completed the survey.

All other respondents (those who selected ②-⑤ in Question 5), please proceed to Question 44.

The following questions concern non-users of the internet.

※ This section should only be completed by respondents who selected ②-⑤ for Question 5 (Recency of Internet Use) on page 3 of the Household Member Questionnaire.

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What is the reason you do not use the internet at all or have not used it within the last 1 month?

Please select all that apply.

- ① Lack of interest or no perceived need
- ② Lack of confidence or do not know how to use it
- ③ Cost of use is too high
- ④ Lack of necessary equipment (Computer, etc.)
- ⑤ Lack of time
- ⑥ Concerns about harmful content (e.g., concerns about children accessing harmful sites)
- ⑦ Concerns about privacy infringement (e.g., personal information leak)
- ⑧ Concerns about security issues (e.g., virus infection)
- ⑨ Other (Please specify: _____)

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Do you have any intention to use the internet in the future?

- ① Yes
- ② No

◇ Occupation Code (Please select and enter the code that best describes “the work you perform to earn an income”.) ◇

Code	Occupation Category	Description & Examples
1	Managers	Spending 80%+ of work on planning and management. Members of the National Assembly, high-ranking public officials, CEOs/executives, corporate managers, apartment complex managers, etc.
2	Professionals & Related Workers	Professors, teachers, IT/technical specialists, private academy instructors, artists, models, writers, entertainers, managers, athletes, clergy, overseas/technical sales reps, realtors, pro-gamers, recreation instructors, industry-specific software programmers, play/behavioral therapists, culinary researchers, etc.
3	Office Workers	(Mid-to-low level) Public officials, clerks/assistants in documentation, statistics, sales support, accounting, or PR; secretaries, receptionists, ticketing/switchboard operators, customer service and monitoring agents, stenographers, university administrative assistants, securities clerks, medical service consultants, etc.
4	Service Workers	- Personal services: Travel (flight attendants, guides), food/cooking (chefs, cooks), beauty (coordinators, makeup artists), others (wedding planners), etc. - Security services: Police/investigators, firefighters, prison guards, private security, bodyguards, etc. - Caregivers, elderly/disability care workers, childcare facility workers, pet trainers, cultural tourism and forest/nature guides, etc.
5	Sales Workers	- Cashiers/ticketing/fare settlement clerks, insurance agents, product/ad sales reps, retail sales clerks, mobile device/telecom sales reps, promotional assistants and sales promoters, etc. - Small shop owners or front-line shop managers, etc.
6	Skilled Agricultural, Forestry & Fishery Workers	Skilled workers in agriculture, forestry, or fisheries.
7	Craft & Related Trades Workers	Skilled workers or product manufacturers in construction, metal, machinery, jewelry, food/beverage, shipbuilding, automotive, etc.
8	Equipment, Machine Operating & Assembling Workers	Equipment/machine operators, assemblers, various vehicle drivers (dump trucks, concrete mixers, etc.).
9	Elementary (unskilled) workers	Simple labor such as cooks at small eateries, construction laborers, building maintenance/security staff, building cleaners, delivery workers, gas station attendants, simple assembly workers, packers, product handlers, and rental product inspection staff, etc.
A	Military personnel	Career soldiers (e.g., long-term non-commissioned officers and warrant officers)

We are currently running a prize draw event using mobile phone numbers. We look forward to your active participation!



600 persons / Integrated Mobile Gift Voucher / KRW 5,000

1. Entry into the prize draw event by providing a mobile phone number
2. Winners selected via a draw using mobile phone numbers after the survey ends
3. Announced on the website of the National Information Society Agency (NIA)
4. Prizes awarded

Consent Form for the Collection and Use of Personal Information to Verify Participation in the '2025 Survey on the Internet Usage'

To verify your participation to the '2025 Survey on the Internet Usage,' please read the following details regarding the collection and use of personal information carefully before deciding whether to provide your consent.

Details of Personal Information Collection and Use

Item	Purpose of Collection	Retention Period
Name, Phone Number	Verification of participation and response details	Up to 6 months after the completion of the survey
Name	Mobile Phone Number	

* Respondent's personal information is collected to facilitate participation in the prize draw event and to address any inquiries regarding the survey responses. All collected data will be destroyed immediately after these purposes are fulfilled.

1. You have the right to refuse consent for the collection and use of your personal information as described above. No disadvantages will result from refusing consent.
2. Do you consent to the collection and use of your personal information as described above?

☐ Consent

☐ Do Not Consent

Date: _____ (Month) _____ (Day), 2025

Name: _____ (Signature or Seal)

※ If the data subject is a child under the age of 14, do you consent to the collection and use of personal information as described above?

☐ Consent

☐ Do Not Consent

Date: _____ (Month) _____ (Day), 2025

Name of Child: _____ (Signature or Seal)

Name of Legal Representative: _____ (Signature or Seal)

2025 Survey on the Internet Usage

Guardian Consent Form for Children/Adolescents (Under the Age of 14)

1. I (the guardian) have read the description of this survey and have discussed it with the surveyor.
2. I have fully discussed the participation in this survey with the child/adolescent and have received satisfactory answers to my questions.
3. I (the guardian) hereby consent to the participation of the child/adolescent in this survey.

Participant (Child/Adolescent) Name 1	Signature

Participant (Child/Adolescent) Name 2	Signature

Participant (Child/Adolescent) Name 3	Signature

Participant (Child/Adolescent) Name 4	Signature

Participant (Child/Adolescent) Name 5	Signature

☐ Consent

☐ Do Not Consent

Date: ____ (Month) ____ (Day), 2025

Guardian's Name: _____ (Signature or Seal)

2025

인터넷이용실태조사

SURVEY ON THE INTERNET USAGE

Published March 2026

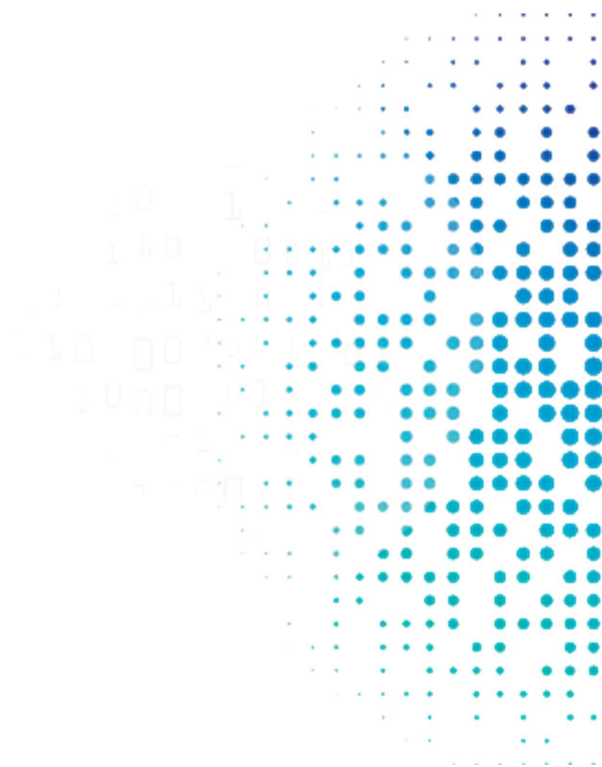
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2025 SURVEY ON THE INTERNET USAGE



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